

# London Mayoral Poll

17/08/2015

Prepared by Survation

# Methodology

## Fieldwork Dates

12<sup>th</sup> – 15<sup>th</sup> August 2015

## Data Collection Method

The survey was conducted via online panel. Invitations to complete surveys were sent out to members of the panel. Differential response rates from different demographic groups were taken into account.

## Population Sampled

All residents aged 18+ in London

## Sample Size

1,007

## Data Weighting

Data were weighted to the profile of all adults aged 18+ in London. Data were weighted by age, sex, London region, ethnicity and past vote. Targets for the weighted data were derived from Office for National Statistics 2011 Census data and the results of the 2015 General Election.

## Margin of Error

Because only a sample of the full population was interviewed, all results are subject to margin of error, meaning that not all differences are statistically significant. For example, in a question where 50% (the worst case scenario as far as margin of error is concerned) gave a particular answer, with a sample of 2,026 it is 95% certain that the 'true' value will fall within the range of 3.1% from the sample result. Subsamples from the cross-breaks will be subject to higher margin of error, conclusions drawn from crossbreaks with very small sub-samples should be treated with caution.

## Voting Intention

In order to assess voting intention, we first asked respondents how likely they would be to vote in the next election on a scale of 0-10. This likelihood to vote for was then used to weight voters' responses, such that respondents replying "10" were weighted by a factor of 1.0, whilst those responding "9" were weighted by a factor of 0.9, and so on down to responses of "0" being excluded altogether.

Respondents were then asked who they would be most likely to vote for if that election were tomorrow, with the responses "Labour candidate", "Conservative candidate", "Liberal Democrat candidate", "UKIP candidate", "Green candidate" and "Respect candidate" prompted in a randomising order.

## Question presentation

All data tables shown in full below, in order and wording put to respondents, including but not limited to all tables relating to published data and all relevant tables preceding them. Tables for demographic questions might not be included but these should be clear from the cross-breaks on published tables. In all questions where the responses are a list of parties, names or statements, these will typically have been displayed to respondents in a randomising order. The only questions which would not have had randomising responses would be those in which there was a natural order to maintain – e.g. a scale from “strongly agree” to “strongly disagree”, a list of numbers from 0 to 10 or questions which had factual rather than opinion-related answers such as demographic information. “Other”, “Don't know” and “Refused” responses are not randomised.

Question 8: Participants were asked to watch two video clips – one of Sadiq Khan and one of Zac Goldsmith – followed by a question on the content of the video to ensure that the respondents had watched the video in full.

Not all questions will have necessarily been asked to all respondents – this is because they may be follow-on questions from previous questions or only appropriate to certain demographic groups. Lower response counts should make clear where this has occurred.

Data were analysed and weighted by Survation.

For further information please contact.

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# London Mayoral Poll

**Table 1**  
**Q1. Normal weightings**  
**Q1. The next election for the Mayor of London is due to be held in 2016, as Boris Johnson is ending his term as Mayor and will not be standing again. On a scale of 0-10, where 10 is certain to vote, how likely are you to vote in that London Mayoral election?**  
**Base: All Respondents**

	Total	Gender		Age			2015 Past Vote					2016 London Mayoral Election VI						London Region							Ethnicity				
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did Not Vote	CON	LAB	LD	UKIP	Green	Undecided	West London	North London	South West London	South East London	East London	East Central	West Central	White	Mixed/Multiple	Asian	Black	
Unweighted Total	1007	463	544	298	405	304	261	283	88	68	198	249	268	46	51	53	276	177	162	178	185	112	91	102	694	40	115	112	
Weighted Total	1007	492	515	387	364	257	262	329	57	61	198	247	306	37	46	47	261	196	143	188	167	121	90	102	588	51	182	131	
10 - will definitely vote	489	258	231	129	191	168	141	199	33	37	32	131	179	20	25	22	97	89	66	98	87	63	36	49	317	22	82	43	
	48.5%	52.3%	44.9%	33.5%	52.4%	65.6%	53.6%	60.5%	57.6%	60.8%	15.9%	53.0%	58.6%	54.4%	54.2%	45.9%	37.1%	45.3%	46.5%	52.0%	52.1%	52.0%	40.3%	48.2%	53.9%	43.1%	44.7%	33.2%	
9	140	71	69	69	44	26	48	45	8	7	21	40	47	2	6	6	37	35	16	25	20	12	13	19	71	10	31	20	
	13.9%	14.4%	13.3%	17.8%	12.2%	10.3%	18.2%	13.5%	13.7%	11.8%	10.6%	16.0%	15.3%	5.7%	12.4%	12.0%	14.3%	17.9%	11.3%	13.1%	12.0%	10.2%	14.0%	18.5%	12.1%	19.4%	17.1%	15.0%	
8	98	52	46	46	37	15	36	26	8	9	10	27	20	3	8	8	29	28	15	11	12	15	10	8	65	4	14	11	
	9.7%	10.5%	9.0%	12.0%	10.1%	5.9%	13.7%	8.0%	13.3%	14.3%	5.2%	11.1%	6.4%	8.0%	17.3%	16.7%	11.1%	14.0%	10.5%	6.1%	7.0%	12.1%	11.5%	7.4%	11.1%	7.9%	7.7%	8.7%	
7	64	30	34	35	18	11	13	20	2	3	19	16	23	4	2	2	16	13	8	13	10	7	6	7	35	5	6	16	
	6.4%	6.1%	6.6%	8.9%	5.0%	4.4%	5.1%	6.2%	3.4%	4.5%	9.8%	6.3%	7.7%	11.8%	3.9%	5.1%	6.3%	6.6%	5.6%	6.9%	6.2%	5.6%	6.5%	6.8%	5.9%	9.1%	3.1%	12.3%	
6	37	13	25	23	9	5	3	10	3	2	14	3	9	1	2	5	15	3	4	7	10	3	7	3	17	2	8	8	
	3.7%	2.5%	4.8%	6.0%	2.6%	1.8%	1.3%	3.0%	5.9%	3.2%	7.0%	1.2%	3.0%	3.4%	4.2%	10.7%	5.7%	1.4%	2.8%	3.8%	6.2%	2.5%	7.6%	2.9%	2.9%	4.1%	4.2%	6.5%	
5	90	41	49	44	31	15	16	18	3	1	42	24	17	3	2	4	42	17	16	17	14	10	9	8	36	4	29	13	
	9.0%	8.3%	9.6%	11.5%	8.6%	5.7%	6.1%	5.5%	4.4%	2.2%	20.9%	9.6%	5.4%	9.0%	3.4%	7.6%	15.9%	8.7%	11.3%	8.8%	8.3%	8.0%	10.0%	7.7%	6.1%	7.1%	15.7%	10.3%	
4	19	7	13	9	7	3	3	6	-	1	6	3	5	1	1	-	10	2	5	6	2	-	2	1	11	-	2	6	
	1.9%	1.3%	2.5%	2.4%	1.9%	1.2%	1.0%	1.7%	-	1.0%	3.2%	1.0%	1.7%	2.4%	1.3%	-	3.8%	0.9%	3.6%	3.3%	1.5%	-	2.7%	1.4%	2.0%	-	1.1%	4.4%	
3	15	2	13	5	9	1	-	2	-	1	11	2	2	-	1	1	9	3	2	2	4	3	1	-	6	1	7	1	
	1.5%	*	2.5%	1.3%	2.4%	0.5%	-	0.8%	-	1.3%	5.4%	0.9%	0.8%	-	1.7%	2.0%	3.3%	1.5%	1.4%	0.9%	2.5%	2.8%	0.9%	-	1.1%	1.8%	3.7%	0.7%	
2	6	3	3	3	3	-	-	-	-	-	6	2	1	2	-	-	-	-	1	2	3	-	-	-	3	2	-	2	
	0.6%	0.6%	0.7%	0.9%	0.8%	-	-	-	-	-	3.2%	0.7%	*	5.3%	-	-	-	-	0.7%	1.3%	1.8%	-	-	-	*	3.0%	-	1.6%	
1	9	2	7	3	4	2	-	2	-	-	7	-	2	-	1	-	6	2	1	-	1	1	3	4	1	2	1		
	0.9%	*	1.3%	0.7%	1.1%	0.8%	-	0.6%	-	-	3.3%	-	0.6%	-	1.6%	-	2.3%	1.0%	0.7%	-	-	1.2%	0.8%	3.4%	0.7%	1.8%	0.9%	0.7%	
0 - will not vote	40	14	25	19	11	10	2	-	1	1	30	-	-	-	-	-	-	5	8	7	4	7	5	4	23	1	3	9	
	3.9%	2.9%	4.9%	5.0%	2.9%	3.8%	0.9%	-	1.7%	0.9%	15.3%	-	-	-	-	-	-	2.5%	5.6%	3.7%	2.5%	5.6%	5.7%	3.8%	3.9%	2.5%	1.8%	6.6%	
SIGMA	1007	492	515	387	364	257	262	329	57	61	198	247	306	37	46	47	261	196	143	188	167	121	90	102	588	51	182	131	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# London Mayoral Poll

**Table 2**

**Q2. Normal weightings**

**Q2. Thinking about the candidates likely to be standing for Mayor on behalf of each of the following parties, which party's candidate do you think you are most likely to vote for in that London Mayoral election with your first preference vote?**

Base: Likely to vote

	Total		Gender			Age			2015 Past Vote					2016 London Mayoral Election VI					London Region							Ethnicity			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did Not Vote	CON	LAB	LD	UKIP	Green	Undecided	West London	North London	South West London	South East London	East London	East Central	West Central	White	Mixed/Multiple	Asian	Black		
Unweighted Total	965	450	515	282	391	292	258	283	87	67	166	249	268	46	51	53	276	172	152	171	180	106	86	98	666	39	113	104	
Weighted Total	967	478	489	367	353	247	260	329	57	60	168	247	306	37	46	47	261	191	135	181	163	114	85	98	565	50	179	122	
The Labour candidate	306	132	174	149	98	59	6	236	9	1	40	-	306	-	-	-	-	61	37	54	52	40	32	30	130	18	79	69	
	31.6%	27.6%	35.5%	40.5%	27.8%	23.9%	2.5%	71.7%	15.8%	1.2%	24.1%	-	100.0%	-	-	-	-	31.8%	27.4%	29.7%	31.8%	34.7%	38.4%	30.7%	23.1%	35.8%	44.0%	56.2%	
The Conservative candidate	247	143	104	73	89	84	181	13	5	8	29	247	-	-	-	-	-	51	33	54	41	30	17	20	172	8	43	12	
	25.5%	29.9%	21.2%	19.9%	25.3%	34.0%	69.7%	4.1%	8.4%	13.9%	17.1%	100.0%	-	-	-	-	-	26.5%	24.8%	29.8%	25.2%	26.3%	19.9%	20.8%	30.5%	15.4%	23.8%	10.0%	
The Liberal Democrat candidate	37	18	19	17	9	11	1	4	20	-	6	-	-	37	-	-	-	6	6	6	7	5	2	4	25	-	8	2	
	3.8%	3.8%	3.8%	4.7%	2.5%	4.3%	*	1.3%	34.8%	-	3.9%	-	-	100.0%	-	-	-	2.9%	4.3%	3.5%	4.6%	4.6%	2.6%	4.4%	4.4%	-	4.7%	2.0%	
The UKIP candidate	46	28	18	11	17	19	8	-	1	34	4	-	-	-	46	-	-	13	5	8	5	8	2	5	42	2	2	-	
	4.8%	5.9%	3.7%	2.9%	4.7%	7.7%	3.0%	-	0.9%	57.0%	2.2%	-	-	-	100.0%	-	-	6.6%	3.8%	4.7%	2.9%	7.0%	2.6%	5.3%	7.4%	3.7%	0.8%	-	
The Green candidate	47	24	23	20	21	6	1	14	2	3	9	-	-	-	-	47	-	6	8	3	12	5	8	5	26	6	5	4	
	4.9%	5.1%	4.6%	5.5%	5.9%	2.4%	*	4.1%	2.7%	4.7%	5.5%	-	-	-	-	100.0%	-	3.4%	5.8%	1.5%	7.4%	4.4%	9.2%	5.2%	4.7%	11.5%	2.6%	3.4%	
The Respect candidate	14	4	10	8	5	1	5	2	1	-	4	-	-	-	-	-	-	5	3	3	1	2	1	-	5	1	6	1	
	1.5%	0.9%	2.1%	2.2%	1.5%	*	1.8%	0.7%	0.9%	-	2.6%	-	-	-	-	-	-	2.4%	2.0%	1.8%	0.7%	1.7%	0.8%	-	0.9%	2.4%	3.3%	1.0%	
Another candidate	1	-	1	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-	
	*	-	*	-	*	-	-	-	-	-	0.6%	-	-	-	-	-	-	-	-	-	0.6%	-	-	-	-	-	2.0%	-	
Undecided	261	124	137	84	112	65	56	59	21	14	71	-	-	-	-	-	261	51	41	50	41	24	22	32	158	13	37	34	
	27.0%	25.9%	28.0%	23.0%	31.6%	26.2%	21.7%	18.0%	36.4%	23.1%	42.4%	-	-	-	-	-	100.0%	26.4%	30.5%	27.4%	25.4%	20.7%	26.5%	32.5%	27.9%	26.1%	20.7%	27.5%	
Refuse	9	4	5	5	1	3	2	-	-	-	3	-	-	-	-	-	-	-	2	3	2	1	-	1	6	2	-	-	
	0.9%	0.9%	0.9%	1.4%	*	1.1%	0.8%	-	-	-	1.5%	-	-	-	-	-	-	-	1.5%	1.6%	1.3%	0.6%	-	1.1%	1.1%	3.1%	-	-	
SIGMA	967	478	489	367	353	247	260	329	57	60	168	247	306	37	46	47	261	191	135	181	163	114	85	98	565	50	179	122	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# London Mayoral Poll

**Table 3**

**Q2. Normal weightings & likelihood to vote**

**Q2. Thinking about the candidates likely to be standing for Mayor on behalf of each of the following parties, which party's candidate do you think you are most likely to vote for in that London Mayoral election with your first preference vote?**

Base: Likely to vote

	Total		Gender			Age			2015 Past Vote					2016 London Mayoral Election VI					London Region							Ethnicity			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did Not Vote	CON	LAB	LD	UKIP	Green	Undecided	West London	North London	South West London	South East London	East London	East Central	West Central	White	Mixed/Multiple	Asian	Black		
Unweighted Total	965	450	515	282	391	292	258	283	87	67	166	249	268	46	51	53	276	172	152	171	180	106	86	98	666	39	113	104	
Weighted Total	967	491	476	349	354	264	275	346	60	64	129	253	319	36	48	47	239	193	133	183	163	116	82	98	582	49	173	114	
The Labour candidate	319	142	178	150	103	66	7	254	9	1	34	-	319	-	-	-	-	63	40	55	54	42	34	31	145	18	80	65	
	33.0%	28.8%	37.3%	43.1%	29.0%	25.1%	2.6%	73.5%	15.7%	1.3%	26.4%	-	100.0%	-	-	-	-	32.6%	29.8%	30.3%	33.1%	36.3%	41.6%	31.8%	24.9%	37.8%	46.3%	57.2%	
The Conservative candidate	253	149	105	69	93	92	192	15	5	10	23	253	-	-	-	-	-	54	34	55	42	32	16	21	179	8	42	12	
	26.2%	30.3%	22.0%	19.8%	26.2%	34.6%	69.8%	4.4%	8.1%	15.2%	17.5%	100.0%	-	-	-	-	-	27.7%	25.5%	30.3%	25.6%	27.4%	19.5%	21.7%	30.7%	17.3%	24.4%	10.4%	
The Liberal Democrat candidate	36	19	17	15	9	12	1	4	22	-	4	-	-	36	-	-	-	6	5	7	7	5	2	4	25	-	8	2	
	3.7%	3.9%	3.5%	4.4%	2.5%	4.5%	*	1.3%	35.9%	-	2.8%	-	-	100.0%	-	-	-	3.1%	3.8%	4.0%	4.1%	4.2%	2.3%	4.3%	4.2%	-	4.8%	1.7%	
The UKIP candidate	48	29	19	11	16	21	9	-	1	36	3	-	-	-	48	-	-	14	5	10	5	8	1	5	43	2	2	-	
	4.9%	5.8%	4.0%	3.2%	4.5%	7.8%	3.2%	-	0.9%	55.6%	2.2%	-	-	-	100.0%	-	-	7.0%	4.0%	5.5%	2.8%	6.5%	1.7%	5.5%	7.3%	4.5%	1.0%	-	
The Green candidate	47	24	23	20	20	7	1	14	1	3	8	-	-	-	-	47	-	7	8	2	12	6	7	5	27	5	4	4	
	4.8%	4.8%	4.9%	5.7%	5.7%	2.5%	*	4.2%	2.1%	4.4%	6.4%	-	-	-	-	100.0%	-	3.6%	5.8%	1.0%	7.5%	4.8%	8.7%	5.4%	4.6%	11.0%	2.5%	3.7%	
The Respect candidate	16	5	11	9	6	1	5	3	1	-	5	-	-	-	-	-	-	5	3	4	1	2	1	-	5	1	7	1	
	1.6%	1.0%	2.2%	2.5%	1.7%	*	1.9%	0.8%	1.1%	-	3.5%	-	-	-	-	-	-	2.5%	2.0%	2.1%	0.9%	2.0%	0.9%	-	0.9%	2.6%	3.8%	1.2%	
Another candidate	1	-	1	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-	
	*	-	*	-	*	-	-	-	-	-	0.9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.4%	-	
Undecided	239	119	120	71	106	63	58	55	22	15	51	-	-	-	-	-	239	45	37	47	39	21	21	30	152	12	30	30	
	24.7%	24.3%	25.1%	20.2%	29.8%	23.8%	21.0%	15.8%	36.3%	23.5%	39.5%	-	-	-	-	-	100.0%	23.5%	27.8%	25.7%	23.7%	18.0%	25.2%	30.1%	26.1%	23.7%	17.2%	25.8%	
Refuse	8	5	4	4	1	3	2	-	-	-	1	-	-	-	-	-	-	-	2	2	2	1	-	1	7	*	-	-	
	0.9%	0.9%	0.8%	1.1%	*	1.2%	0.9%	-	-	-	0.8%	-	-	-	-	-	-	-	-	1.3%	1.1%	1.5%	0.7%	-	1.2%	1.1%	0.8%	-	
SIGMA	967	491	476	349	354	264	275	346	60	64	129	253	319	36	48	47	239	193	133	183	163	116	82	98	582	49	173	114	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# London Mayoral Poll

**Table 4**

**Q. Normal weightings & likelihood to vote, with undecided and refused removed**

**Q. Thinking about the candidates likely to be standing for Mayor on behalf of each of the following parties, which party's candidate do you think you are most likely to vote for in that London Mayoral election with your first preference vote?**

Base: Likely to vote

	Gender		Age			2015 Past Vote					2016 London Mayoral Election VI						London Region							Ethnicity					
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did Not Vote	CON	LAB	LD	UKIP	Green	Undecided	West London	North London	South West London	South East London	East London	East Central	West Central	White	Mixed/Multiple	Asian	Black		
Unweighted Total	681	322	359	211	259	211	200	230	54	50	93	249	268	46	51	53	-	124	102	118	130	80	63	64	467	27	89	73	
Weighted Total	720	367	353	274	247	198	215	291	38	49	77	253	319	36	48	47	-	148	94	134	121	94	61	68	423	37	143	85	
The Labour candidate	319	142	178	150	103	66	7	254	9	1	34	-	319	-	-	-	-	63	40	55	54	42	34	31	145	18	80	65	
	44.3%	38.6%	50.3%	54.8%	41.5%	33.5%	3.4%	87.3%	24.6%	1.7%	44.3%	-	100.0%	-	-	-	-	42.6%	42.0%	41.4%	44.3%	44.7%	55.7%	46.3%	34.2%	50.0%	55.9%	77.1%	
The Conservative candidate	253	149	105	69	93	92	192	15	5	10	23	253	-	-	-	-	-	54	34	55	42	32	16	21	179	8	42	12	
	35.2%	40.5%	29.6%	25.1%	37.6%	46.2%	89.4%	5.2%	12.6%	19.9%	29.3%	100.0%	-	-	-	-	-	36.2%	35.9%	41.5%	34.3%	33.7%	26.0%	31.6%	42.2%	22.9%	29.4%	14.0%	
The Liberal Democrat candidate	36	19	17	15	9	12	1	4	22	-	4	-	-	36	-	-	-	6	5	7	7	5	2	4	25	-	8	2	
	5.0%	5.3%	4.7%	5.6%	3.5%	6.0%	*	1.5%	56.3%	-	4.6%	-	-	100.0%	-	-	-	4.0%	5.4%	5.5%	5.4%	5.2%	3.1%	6.3%	5.8%	-	5.7%	2.3%	
The UKIP candidate	48	29	19	11	16	21	9	-	1	36	3	-	-	-	48	-	-	14	5	10	5	8	1	5	43	2	2	-	
	6.6%	7.8%	5.4%	4.0%	6.4%	10.5%	4.0%	-	1.5%	72.6%	3.7%	-	-	-	100.0%	-	-	9.1%	5.6%	7.5%	3.8%	8.0%	2.3%	8.0%	10.1%	5.9%	1.2%	-	
The Green candidate	47	24	23	20	20	7	1	14	1	3	8	-	-	-	-	47	-	7	8	2	12	6	7	5	27	5	4	4	
	6.5%	6.4%	6.5%	7.3%	8.1%	3.3%	*	5.0%	3.3%	5.8%	10.7%	-	-	-	-	100.0%	-	4.7%	8.2%	1.3%	10.1%	5.9%	11.7%	7.9%	6.4%	14.5%	3.1%	4.9%	
The Respect candidate	16	5	11	9	6	1	5	3	1	-	5	-	-	-	-	-	-	5	3	4	1	2	1	-	5	1	7	1	
	2.2%	1.4%	3.0%	3.2%	2.4%	0.5%	2.5%	1.0%	1.7%	-	5.9%	-	-	-	-	-	-	3.3%	2.8%	2.8%	1.1%	2.4%	1.2%	-	1.3%	3.4%	4.6%	1.6%	
Another candidate	1	-	1	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-	
	*	-	*	-	*	-	-	-	-	-	1.5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.2%	-	
SIGMA	720	367	353	274	247	198	215	291	38	49	77	253	319	36	48	47	-	148	94	134	121	94	61	68	423	37	143	85	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# London Mayoral Poll

**Table 5**

**Q3. Normal weightings**

**Q3. In the London Mayoral election in May 2012, 38% of people voted, while 62% of people did not vote. Thinking back to this London Mayoral election, can you remember whether or not you voted in that specific election?\***

Base: Likely to vote

	Gender		Age			2015 Past Vote					2016 London Mayoral Election VI						London Region							Ethnicity					
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did Not Vote	CON	LAB	LD	UKIP	Green	Undecided	West London	North London	South West London	South East London	East London	East Central	West Central	White	Mixed/Multiple	Asian	Black		
Unweighted Total	965	450	515	282	391	292	258	283	87	67	166	249	268	46	51	53	276	172	152	171	180	106	86	98	666	39	113	104	
Weighted Total	967	478	489	367	353	247	260	329	57	60	168	247	306	37	46	47	261	191	135	181	163	114	85	98	565	50	179	122	
I voted in the 2012 London Mayoral Election	612	345	268	176	239	197	208	237	45	46	33	184	197	24	30	29	135	114	90	120	102	68	62	56	400	28	104	61	
	63.3%	72.1%	54.7%	48.0%	67.8%	79.7%	80.2%	72.1%	80.1%	76.0%	19.5%	74.4%	64.4%	64.6%	65.5%	60.7%	51.8%	59.4%	66.6%	66.3%	62.5%	60.0%	73.7%	57.2%	70.7%	55.6%	57.9%	50.2%	
I did not vote in the 2012 London Mayoral Election	267	100	167	157	86	24	31	73	8	8	124	43	91	9	10	17	90	57	31	41	51	34	17	35	120	20	64	47	
	27.6%	20.9%	34.2%	42.8%	24.4%	9.7%	11.9%	22.2%	14.9%	12.8%	73.7%	17.3%	29.7%	24.6%	22.2%	36.1%	34.5%	29.7%	23.3%	22.8%	31.4%	30.0%	20.1%	36.0%	21.2%	40.1%	35.9%	38.4%	
Can't remember	88	33	54	34	28	26	21	19	3	7	11	20	18	4	6	2	36	21	14	20	10	11	5	7	46	2	11	14	
	9.1%	7.0%	11.1%	9.2%	7.8%	10.6%	8.0%	5.7%	5.0%	11.2%	6.8%	8.3%	5.9%	10.8%	12.2%	3.2%	13.7%	10.9%	10.1%	10.9%	5.9%	10.1%	6.2%	6.8%	8.1%	4.3%	6.2%	11.4%	
SIGMA	967	478	489	367	353	247	260	329	57	60	168	247	306	37	46	47	261	191	135	181	163	114	85	98	565	50	179	122	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



# London Mayoral Poll

**Table 6**

**Q4. Normal weightings**

**Q4. Thinking back to the London Mayoral Election in May 2012, can you recall which party you voted for in that election?\***

**Base: Voted in the 2012 London Mayoral Election**

	Gender		Age			2015 Past Vote					2016 London Mayoral Election VI						London Region							Ethnicity					
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did Not Vote	CON	LAB	LD	UKIP	Green	Undecided	West London	North London	South West London	South East London	East London	East Central	West Central	White	Mixed/Multiple	Asian	Black		
Unweighted Total	631	333	298	131	267	233	211	210	73	50	36	188	180	33	33	33	151	109	103	119	116	64	63	57	476	21	65	52	
Weighted Total	612	345	268	176	239	197	208	237	45	46	33	184	197	24	30	29	135	114	90	120	102	68	62	56	400	28	104	61	
Boris Johnson - Conservative candidate	295	182	113	84	105	105	179	41	17	30	16	164	27	5	18	6	67	55	42	61	44	40	25	28	222	11	42	14	
	48.2%	52.9%	42.0%	47.7%	44.1%	53.5%	85.9%	17.4%	37.2%	65.3%	49.7%	89.4%	13.8%	21.4%	57.8%	22.2%	49.9%	48.7%	46.7%	50.5%	43.5%	57.8%	40.8%	49.4%	55.5%	39.8%	40.2%	23.4%	
Ken Livingstone - Labour candidate	212	107	105	64	91	58	14	158	8	7	12	11	145	1	5	8	40	34	28	44	38	23	30	17	110	7	46	41	
	34.6%	31.1%	39.2%	36.2%	37.9%	29.2%	6.5%	66.8%	18.1%	16.4%	37.7%	6.0%	73.7%	6.0%	17.5%	27.8%	29.8%	29.7%	30.7%	36.5%	37.2%	33.1%	47.5%	29.7%	27.6%	23.8%	44.2%	67.4%	
Jenny Jones - Green candidate	25	16	10	10	9	6	2	8	2	2	3	1	4	2	2	12	3	8	3	1	3	2	2	6	17	3	2	2	
	4.1%	4.5%	3.6%	5.8%	3.7%	3.2%	1.0%	3.5%	3.5%	3.5%	10.2%	0.6%	2.2%	7.3%	5.5%	42.2%	2.2%	7.1%	3.3%	0.8%	3.0%	2.6%	3.5%	11.3%	4.3%	9.4%	2.1%	3.5%	
Brian Paddick - Liberal Democrat candidate	34	17	17	8	13	13	3	11	17	2	1	2	8	16	1	1	5	7	5	6	11	1	1	3	26	1	5	-	
	5.6%	4.9%	6.4%	4.5%	5.4%	6.7%	1.5%	4.5%	37.4%	3.8%	2.4%	1.2%	3.8%	65.3%	3.1%	3.5%	3.8%	6.0%	5.7%	4.9%	10.7%	1.5%	2.1%	5.2%	6.5%	4.4%	5.1%	-	
Another candidate (please state)	10	7	3	4	2	4	1	7	-	1	-	-	7	-	2	1	-	4	-	4	-	2	-	-	5	4	1	-	
	1.6%	2.1%	1.0%	2.2%	0.9%	1.9%	*	2.8%	-	2.6%	-	-	3.3%	-	6.9%	4.3%	-	3.4%	-	3.2%	-	3.0%	-	-	1.2%	14.1%	1.2%	-	
Can't remember	36	15	21	6	19	11	10	12	2	4	-	5	6	-	3	-	19	6	12	5	6	1	4	3	20	2	7	4	
	5.9%	4.5%	7.7%	3.5%	8.0%	5.5%	4.6%	5.0%	3.8%	8.4%	-	2.8%	3.2%	-	9.2%	-	14.1%	5.1%	13.6%	4.0%	5.6%	1.9%	6.2%	4.5%	5.0%	8.4%	7.2%	5.7%	
SIGMA	612	345	268	176	239	197	208	237	45	46	33	184	197	24	30	29	135	114	90	120	102	68	62	56	400	28	104	61	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

# London Mayoral Poll

**Table 7**  
**Q5. Normal weightings**  
**Q5. In the General Election on 7th May 2015, 66% of people voted, while 34% of people did not vote. Thinking back to this General Election, can you remember whether or not you voted in that specific election?**  
**Base: All Respondents**

	Gender		Age			2015 Past Vote					2016 London Mayoral Election VI						London Region							Ethnicity					
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did Not Vote	CON	LAB	LD	UKIP	Green	Undecided	West London	North London	South West London	South East London	East London	East Central	West Central	White	Mixed/Multiple	Asian	Black		
Unweighted Total	1007	463	544	298	405	304	261	283	88	68	198	249	268	46	51	53	276	177	162	178	185	112	91	102	694	40	115	112	
Weighted Total	1007	492	515	387	364	257	262	329	57	61	198	247	306	37	46	47	261	196	143	188	167	121	90	102	588	51	182	131	
I voted in the 2015 General Election	782	414	368	269	281	232	262	329	57	61	-	214	259	26	43	38	181	152	115	155	128	92	68	71	477	37	140	91	
	77.6%	84.0%	71.5%	69.5%	77.2%	90.4%	100.0%	100.0%	100.0%	100.0%	-	86.8%	84.8%	71.3%	91.8%	80.2%	69.5%	77.5%	80.4%	82.3%	76.4%	76.5%	76.2%	69.7%	81.1%	71.8%	76.9%	69.3%	
I did not vote in the 2015 General Election	198	69	129	100	76	23	-	-	-	-	198	29	40	6	4	9	71	37	26	27	36	24	21	27	100	14	33	36	
	19.7%	14.1%	25.0%	25.8%	20.8%	8.8%	-	-	-	-	100.0%	11.7%	13.2%	17.6%	8.2%	19.8%	27.3%	19.0%	18.3%	14.1%	21.7%	20.1%	22.9%	26.6%	17.1%	28.2%	18.2%	27.5%	
Can't remember	27	9	18	18	7	2	-	-	-	-	-	4	6	4	-	-	8	7	2	7	3	4	1	4	11	-	9	4	
	2.7%	1.9%	3.5%	4.7%	1.9%	0.8%	-	-	-	-	-	1.5%	2.0%	11.1%	-	-	3.1%	3.5%	1.3%	3.6%	1.9%	3.3%	0.9%	3.7%	1.8%	-	4.9%	3.2%	
SIGMA	1007	492	515	387	364	257	262	329	57	61	198	247	306	37	46	47	261	196	143	188	167	121	90	102	588	51	182	131	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

# London Mayoral Poll

**Table 8**  
**Q6. Normal weightings**  
**Q6. Thinking back to the General Election in May 2015, can you recall which party you voted for in that election?**  
**Base: Voted in the 2015 General Election**

	Total		Gender			Age			2015 Past Vote					2016 London Mayoral Election VI						London Region							Ethnicity			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did Not Vote	CON	LAB	LD	UKIP	Green	Undecided	West London	North London	South West London	South East London	East London	East Central	West Central	White	Mixed/Multiple	Asian	Black			
Unweighted Total	782	391	391	200	309	273	261	283	88	68	-	215	226	35	46	43	196	136	129	149	143	86	68	71	561	28	87	76		
Weighted Total	782	414	368	269	281	232	262	329	57	61	-	214	259	26	43	38	181	152	115	155	128	92	68	71	477	37	140	91		
Conservative	262	154	108	65	90	107	262	-	-	-	-	181	6	1	8	1	56	56	38	62	35	27	19	25	188	4	44	15		
	33.5%	37.2%	29.4%	24.2%	32.0%	46.2%	100.0%	-	-	-	-	84.6%	2.5%	2.2%	18.3%	2.6%	31.0%	37.0%	32.6%	40.1%	27.6%	29.6%	28.1%	34.6%	39.3%	11.2%	31.3%	16.7%		
Labour	329	153	176	143	127	59	-	329	-	-	-	13	236	4	-	14	59	59	49	52	55	43	39	31	151	20	78	63		
	42.1%	36.9%	47.9%	53.1%	45.1%	25.6%	-	100.0%	-	-	-	6.3%	91.0%	16.5%	-	36.0%	32.6%	39.0%	42.4%	33.6%	43.0%	46.8%	57.4%	44.0%	31.8%	55.3%	55.7%	69.8%		
Liberal Democrat	57	34	23	13	20	25	-	-	57	-	-	5	9	20	1	2	21	11	10	16	11	7	1	2	47	1	8	2		
	7.4%	8.3%	6.3%	4.7%	7.1%	10.8%	-	-	100.0%	-	-	2.2%	3.4%	74.8%	1.3%	4.1%	11.3%	7.0%	9.0%	10.5%	8.4%	7.2%	2.0%	2.3%	9.9%	2.8%	5.4%	1.8%		
UKIP	61	38	22	13	23	25	-	-	-	61	-	8	1	-	34	3	14	12	5	9	13	10	4	7	55	2	2	1		
	7.7%	9.2%	6.0%	4.7%	8.2%	10.7%	-	-	-	100.0%	-	3.9%	*	-	80.5%	7.5%	7.7%	8.1%	4.0%	5.8%	10.2%	11.3%	5.7%	10.4%	11.6%	5.0%	1.1%	1.0%		
Green	38	20	18	16	15	7	-	-	-	-	-	1	6	2	-	17	11	9	7	8	8	3	1	3	17	6	7	6		
	4.9%	4.9%	4.9%	6.1%	5.3%	3.0%	-	-	-	-	-	*	2.3%	6.5%	-	44.6%	5.9%	5.8%	5.8%	5.3%	5.9%	3.6%	0.9%	4.3%	3.6%	16.2%	4.9%	6.1%		
Can't Remember	11	4	8	8	2	1	-	-	-	-	-	4	-	-	-	-	7	3	1	2	1	-	2	1	4	1	1	1		
	1.4%	0.9%	2.0%	3.0%	0.9%	*	-	-	-	-	-	1.9%	-	-	-	-	3.9%	2.2%	1.2%	1.5%	0.7%	-	3.0%	1.7%	0.8%	3.4%	1.0%	1.0%		
Refuse	19	7	12	11	3	5	-	-	-	-	-	1	1	-	-	-	12	1	5	5	4	1	2	2	11	2	-	3		
	2.5%	1.8%	3.2%	4.2%	0.9%	2.2%	-	-	-	-	-	0.7%	*	-	-	-	6.4%	*	4.4%	3.3%	2.9%	0.8%	2.9%	2.6%	2.3%	6.1%	-	3.6%		
Other (Please state)	4	3	1	-	1	3	-	-	-	-	-	-	-	-	-	2	2	1	1	-	2	1	-	-	3	-	1	-		
	0.5%	0.8%	*	-	*	1.2%	-	-	-	-	-	-	-	-	-	5.3%	1.1%	0.6%	0.5%	-	1.4%	0.7%	-	-	0.7%	-	0.6%	-		
SIGMA	782	414	368	269	281	232	262	329	57	61	-	214	259	26	43	38	181	152	115	155	128	92	68	71	477	37	140	91		
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

# London Mayoral Poll

**Table 9**  
**Q7. Normal weightings**  
**Q7. Which of the following potential candidates for the next Mayor of London have you heard of?**  
**Base: All Respondents**  
**Andrew Boff**

	Gender		Age			2015 Past Vote					2016 London Mayoral Election VI						London Region							Ethnicity					
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did Not Vote	CON	LAB	LD	UKIP	Green	Undecided	West London	North London	South West London	South East London	East London	East Central	West Central	White	Mixed/Multiple	Asian	Black		
Unweighted Total	1007	463	544	298	405	304	261	283	88	68	198	249	268	46	51	53	276	177	162	178	185	112	91	102	694	40	115	112	
Weighted Total	1007	492	515	387	364	257	262	329	57	61	198	247	306	37	46	47	261	196	143	188	167	121	90	102	588	51	182	131	
Have heard	178	92	86	82	64	33	46	68	14	12	22	47	63	11	7	12	30	31	24	33	25	24	20	21	97	4	38	30	
	17.7%	18.7%	16.8%	21.2%	17.5%	12.9%	17.4%	20.7%	24.0%	19.0%	11.0%	19.0%	20.6%	29.7%	16.0%	26.1%	11.6%	15.9%	16.7%	17.6%	14.9%	20.2%	22.7%	20.3%	16.4%	7.3%	20.8%	23.1%	
Have not heard	678	338	340	249	248	182	176	214	39	42	142	164	190	20	32	32	193	129	97	131	121	68	59	72	413	39	103	89	
	67.4%	68.6%	66.2%	64.3%	68.1%	70.9%	67.2%	65.1%	67.5%	69.4%	71.9%	66.7%	62.3%	54.6%	69.8%	68.4%	73.9%	65.9%	67.6%	69.7%	72.4%	56.5%	66.3%	71.2%	70.2%	76.7%	56.5%	68.3%	
Not sure	150	62	88	56	52	42	40	47	5	7	34	35	52	6	7	3	38	36	22	24	21	28	10	9	79	8	41	11	
	14.9%	12.7%	17.0%	14.5%	14.4%	16.2%	15.4%	14.2%	8.5%	11.5%	17.1%	14.3%	17.1%	15.7%	14.2%	5.6%	14.4%	18.3%	15.7%	12.7%	12.7%	23.3%	10.9%	8.5%	13.4%	16.0%	22.7%	8.6%	
SIGMA	1007	492	515	387	364	257	262	329	57	61	198	247	306	37	46	47	261	196	143	188	167	121	90	102	588	51	182	131	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

# London Mayoral Poll

**Table 10**  
**Q7. Normal weightings**  
**Q7. Which of the following potential candidates for the next Mayor of London have you heard of?**  
**Base: All Respondents**  
**Zac Goldsmith**

	Gender		Age			2015 Past Vote					2016 London Mayoral Election VI						London Region							Ethnicity					
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did Not Vote	CON	LAB	LD	UKIP	Green	Undecided	West London	North London	South West London	South East London	East London	East Central	West Central	White	Mixed/Multiple	Asian	Black		
Unweighted Total	1007	463	544	298	405	304	261	283	88	68	198	249	268	46	51	53	276	177	162	178	185	112	91	102	694	40	115	112	
Weighted Total	1007	492	515	387	364	257	262	329	57	61	198	247	306	37	46	47	261	196	143	188	167	121	90	102	588	51	182	131	
Have heard	549	303	246	144	221	185	178	179	43	35	68	166	155	18	29	26	136	97	79	119	83	64	50	56	370	32	73	53	
	54.5%	61.5%	47.9%	37.3%	60.7%	71.9%	67.9%	54.4%	75.6%	58.7%	34.4%	67.4%	50.9%	47.9%	62.1%	54.5%	52.2%	49.5%	55.4%	63.3%	49.8%	53.2%	55.4%	55.5%	62.9%	63.3%	40.1%	40.2%	
Have not heard	344	142	202	186	103	55	55	119	11	20	105	53	117	13	13	18	96	71	41	54	72	37	32	38	170	15	65	71	
	34.2%	28.8%	39.3%	48.0%	28.4%	21.5%	21.0%	36.1%	19.2%	33.3%	53.2%	21.4%	38.4%	34.9%	28.1%	37.6%	36.9%	35.9%	28.5%	28.4%	42.9%	30.6%	36.3%	37.3%	28.9%	28.9%	35.8%	54.1%	
Not sure	114	48	66	57	40	17	29	31	3	5	25	27	33	6	5	4	28	29	23	15	12	19	7	7	48	4	44	7	
	11.3%	9.7%	12.9%	14.7%	10.9%	6.6%	11.1%	9.6%	5.2%	8.1%	12.4%	11.1%	10.8%	17.3%	9.8%	7.8%	10.8%	14.6%	16.1%	8.2%	7.3%	16.1%	8.3%	7.2%	8.2%	7.7%	24.1%	5.7%	
SIGMA	1007	492	515	387	364	257	262	329	57	61	198	247	306	37	46	47	261	196	143	188	167	121	90	102	588	51	182	131	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

# London Mayoral Poll

**Table 11**  
**Q7. Normal weightings**  
**Q7. Which of the following potential candidates for the next Mayor of London have you heard of?**  
**Base: All Respondents**  
**Stephen Greenhalgh**

	Gender		Age			2015 Past Vote					2016 London Mayoral Election VI						London Region							Ethnicity					
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did Not Vote	CON	LAB	LD	UKIP	Green	Undecided	West London	North London	South West London	South East London	East London	East Central	West Central	White	Mixed/Multiple	Asian	Black		
Unweighted Total	1007	463	544	298	405	304	261	283	88	68	198	249	268	46	51	53	276	177	162	178	185	112	91	102	694	40	115	112	
Weighted Total	1007	492	515	387	364	257	262	329	57	61	198	247	306	37	46	47	261	196	143	188	167	121	90	102	588	51	182	131	
Have heard	248	131	118	79	83	87	88	77	26	12	23	80	71	18	11	15	46	39	34	45	46	35	18	31	157	8	42	29	
	24.7%	26.5%	22.9%	20.3%	22.7%	33.9%	33.6%	23.5%	45.5%	20.3%	11.4%	32.4%	23.2%	49.5%	24.8%	31.1%	17.5%	20.1%	23.9%	24.1%	27.2%	28.8%	20.3%	30.4%	26.7%	15.7%	22.8%	22.3%	
Have not heard	598	282	315	241	224	133	135	198	25	43	141	131	174	16	29	29	174	120	82	111	98	61	62	62	349	38	95	82	
	59.3%	57.3%	61.3%	62.3%	61.6%	51.6%	51.5%	60.1%	43.0%	70.9%	71.1%	53.0%	57.0%	44.0%	62.8%	61.6%	66.9%	61.2%	57.6%	59.1%	58.6%	50.9%	69.0%	61.4%	59.4%	73.7%	52.4%	62.7%	
Not sure	161	80	82	67	57	37	39	54	7	5	35	36	61	2	6	3	41	37	26	32	24	25	10	8	82	5	45	20	
	16.0%	16.2%	15.8%	17.4%	15.6%	14.5%	14.9%	16.4%	11.4%	8.8%	17.5%	14.6%	19.9%	6.5%	12.4%	7.3%	15.6%	18.7%	18.5%	16.8%	14.2%	20.4%	10.7%	8.2%	13.9%	10.7%	24.8%	15.1%	
SIGMA	1007	492	515	387	364	257	262	329	57	61	198	247	306	37	46	47	261	196	143	188	167	121	90	102	588	51	182	131	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

# London Mayoral Poll

**Table 12**  
**Q7. Normal weightings**  
**Q7. Which of the following potential candidates for the next Mayor of London have you heard of?**  
**Base: All Respondents**  
**Syed Kamall**

	Gender		Age			2015 Past Vote					2016 London Mayoral Election VI						London Region							Ethnicity					
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did Not Vote	CON	LAB	LD	UKIP	Green	Undecided	West London	North London	South West London	South East London	East London	East Central	West Central	White	Mixed/Multiple	Asian	Black		
Unweighted Total	1007	463	544	298	405	304	261	283	88	68	198	249	268	46	51	53	276	177	162	178	185	112	91	102	694	40	115	112	
Weighted Total	1007	492	515	387	364	257	262	329	57	61	198	247	306	37	46	47	261	196	143	188	167	121	90	102	588	51	182	131	
Have heard	228	130	98	83	85	60	67	90	14	12	27	63	79	10	9	13	45	51	32	37	30	27	22	29	123	8	61	26	
	22.6%	26.4%	19.0%	21.5%	23.4%	23.3%	25.7%	27.3%	24.4%	20.3%	13.6%	25.6%	25.7%	26.3%	19.6%	28.7%	17.2%	26.1%	22.5%	19.6%	17.8%	22.5%	24.8%	28.0%	20.9%	15.1%	33.5%	20.1%	
Have not heard	617	291	326	246	220	151	145	194	37	44	137	140	174	21	34	26	179	116	87	124	113	63	53	62	378	37	81	88	
	61.3%	59.1%	63.4%	63.6%	60.6%	58.6%	55.4%	59.0%	64.5%	72.7%	69.2%	56.9%	56.9%	57.8%	72.6%	55.4%	68.7%	58.9%	60.7%	65.7%	67.3%	52.4%	59.1%	60.9%	64.4%	72.4%	44.5%	67.0%	
Not sure	162	71	91	58	58	46	50	45	6	4	34	43	53	6	4	7	37	29	24	28	25	30	14	11	86	6	40	17	
	16.1%	14.5%	17.6%	14.9%	16.0%	18.1%	18.9%	13.7%	11.2%	7.1%	17.2%	17.6%	17.4%	15.9%	7.8%	15.9%	14.0%	15.0%	16.7%	14.7%	14.8%	25.1%	16.1%	11.1%	14.7%	12.5%	22.0%	12.9%	
SIGMA	1007	492	515	387	364	257	262	329	57	61	198	247	306	37	46	47	261	196	143	188	167	121	90	102	588	51	182	131	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

# London Mayoral Poll

**Table 13**  
**Q7. Normal weightings**  
**Q7. Which of the following potential candidates for the next Mayor of London have you heard of?**  
**Base: All Respondents**  
**Diane Abbott**

	Gender		Age			2015 Past Vote					2016 London Mayoral Election VI						London Region							Ethnicity					
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did Not Vote	CON	LAB	LD	UKIP	Green	Undecided	West London	North London	South West London	South East London	East London	East Central	West Central	White	Mixed/Multiple	Asian	Black		
Unweighted Total	1007	463	544	298	405	304	261	283	88	68	198	249	268	46	51	53	276	177	162	178	185	112	91	102	694	40	115	112	
Weighted Total	1007	492	515	387	364	257	262	329	57	61	198	247	306	37	46	47	261	196	143	188	167	121	90	102	588	51	182	131	
Have heard	708	367	342	205	268	235	204	254	49	48	93	175	231	23	38	36	177	120	105	150	121	71	68	73	453	38	99	92	
	70.3%	74.5%	66.4%	53.1%	73.6%	91.6%	78.0%	77.4%	85.0%	79.5%	46.7%	71.0%	75.5%	62.6%	81.3%	77.0%	67.8%	60.9%	73.6%	79.7%	72.3%	58.9%	76.1%	72.1%	77.1%	73.9%	54.4%	70.4%	
Have not heard	202	80	122	128	62	12	36	51	6	8	76	46	53	8	5	8	60	52	20	22	33	34	17	25	91	10	53	28	
	20.1%	16.2%	23.8%	33.1%	17.1%	4.5%	13.6%	15.5%	9.9%	13.3%	38.5%	18.7%	17.5%	21.4%	10.2%	17.3%	22.8%	26.4%	13.8%	11.7%	20.0%	27.9%	18.5%	24.3%	15.5%	20.5%	29.1%	21.7%	
Not sure	97	46	51	53	34	10	22	24	3	4	29	26	21	6	4	3	24	25	18	16	13	16	5	4	44	3	30	10	
	9.6%	9.3%	9.8%	13.7%	9.2%	3.9%	8.4%	7.2%	5.1%	7.2%	14.8%	10.4%	7.0%	16.0%	8.5%	5.8%	9.4%	12.8%	12.7%	8.6%	7.7%	13.2%	5.3%	3.6%	7.4%	5.6%	16.5%	7.9%	
SIGMA	1007	492	515	387	364	257	262	329	57	61	198	247	306	37	46	47	261	196	143	188	167	121	90	102	588	51	182	131	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



# London Mayoral Poll

**Table 14**  
**Q7. Normal weightings**  
**Q7. Which of the following potential candidates for the next Mayor of London have you heard of?**  
**Base: All Respondents**  
**Tessa Jowell**

	Gender		Age			2015 Past Vote					2016 London Mayoral Election VI						London Region							Ethnicity					
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did Not Vote	CON	LAB	LD	UKIP	Green	Undecided	West London	North London	South West London	South East London	East London	East Central	West Central	White	Mixed/Multiple	Asian	Black		
Unweighted Total	1007	463	544	298	405	304	261	283	88	68	198	249	268	46	51	53	276	177	162	178	185	112	91	102	694	40	115	112	
Weighted Total	1007	492	515	387	364	257	262	329	57	61	198	247	306	37	46	47	261	196	143	188	167	121	90	102	588	51	182	131	
Have heard	684	361	323	169	276	239	206	241	46	51	86	183	203	19	36	35	181	129	95	140	118	79	57	66	447	31	100	76	
	67.9%	73.2%	62.8%	43.6%	75.9%	93.1%	78.6%	73.3%	80.3%	83.7%	43.6%	74.1%	66.4%	51.4%	78.7%	73.6%	69.5%	65.4%	66.7%	74.1%	70.7%	65.2%	63.5%	65.3%	76.1%	61.2%	54.7%	57.9%	
Have not heard	233	97	135	164	59	9	34	60	7	9	89	47	71	11	8	8	59	47	33	35	37	26	26	28	105	13	50	45	
	23.1%	19.7%	26.3%	42.4%	16.3%	3.6%	12.9%	18.4%	12.9%	14.5%	45.1%	19.1%	23.3%	29.1%	17.4%	17.8%	22.8%	23.8%	23.0%	18.6%	22.3%	21.8%	29.4%	27.6%	17.9%	24.5%	27.5%	34.4%	
Not sure	91	35	56	54	28	8	22	27	4	1	22	17	32	7	2	4	20	21	15	14	12	16	6	7	35	7	32	10	
	9.0%	7.0%	10.9%	14.0%	7.8%	3.2%	8.5%	8.3%	6.8%	1.8%	11.3%	6.8%	10.3%	19.5%	3.9%	8.6%	7.7%	10.8%	10.3%	7.4%	7.0%	13.0%	7.1%	7.1%	6.0%	14.3%	17.8%	7.7%	
SIGMA	1007	492	515	387	364	257	262	329	57	61	198	247	306	37	46	47	261	196	143	188	167	121	90	102	588	51	182	131	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

# London Mayoral Poll

**Table 15**  
**Q7. Normal weightings**  
**Q7. Which of the following potential candidates for the next Mayor of London have you heard of?**  
**Base: All Respondents**  
**Sadiq Khan**

	Gender		Age			2015 Past Vote					2016 London Mayoral Election VI						London Region							Ethnicity					
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did Not Vote	CON	LAB	LD	UKIP	Green	Undecided	West London	North London	South West London	South East London	East London	East Central	West Central	White	Mixed/Multiple	Asian	Black		
Unweighted Total	1007	463	544	298	405	304	261	283	88	68	198	249	268	46	51	53	276	177	162	178	185	112	91	102	694	40	115	112	
Weighted Total	1007	492	515	387	364	257	262	329	57	61	198	247	306	37	46	47	261	196	143	188	167	121	90	102	588	51	182	131	
Have heard	589	320	269	181	238	169	164	220	39	37	85	133	207	18	31	33	141	100	85	120	94	69	57	64	353	35	110	65	
	58.4%	65.0%	52.2%	46.8%	65.5%	65.9%	62.5%	66.8%	68.1%	60.9%	42.6%	54.1%	67.9%	49.4%	66.5%	70.1%	53.9%	51.0%	59.6%	63.5%	56.1%	57.4%	63.5%	62.6%	60.0%	67.6%	60.5%	50.0%	
Have not heard	305	118	187	153	85	68	72	81	13	18	88	86	70	13	11	7	88	64	41	50	60	33	25	31	182	15	46	49	
	30.3%	24.1%	36.3%	39.4%	23.4%	26.5%	27.6%	24.7%	22.5%	30.1%	44.4%	34.8%	22.9%	35.5%	23.5%	15.9%	33.6%	32.8%	29.0%	26.7%	36.1%	27.3%	27.4%	30.9%	30.9%	29.1%	25.3%	37.6%	
Not sure	113	54	59	53	40	20	26	28	5	5	26	27	28	6	5	7	32	32	16	19	13	18	8	7	54	2	26	16	
	11.2%	11.0%	11.5%	13.7%	11.1%	7.7%	10.0%	8.4%	9.4%	9.1%	12.9%	11.1%	9.2%	15.1%	10.0%	14.0%	12.4%	16.2%	11.5%	9.9%	7.8%	15.3%	9.1%	6.4%	9.1%	3.3%	14.2%	12.4%	
SIGMA	1007	492	515	387	364	257	262	329	57	61	198	247	306	37	46	47	261	196	143	188	167	121	90	102	588	51	182	131	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

# London Mayoral Poll

**Table 16**  
**Q7. Normal weightings**  
**Q7. Which of the following potential candidates for the next Mayor of London have you heard of?**  
**Base: All Respondents**  
**David Lammy**

	Gender		Age			2015 Past Vote					2016 London Mayoral Election VI						London Region							Ethnicity					
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did Not Vote	CON	LAB	LD	UKIP	Green	Undecided	West London	North London	South West London	South East London	East London	East Central	West Central	White	Mixed/Multiple	Asian	Black		
Unweighted Total	1007	463	544	298	405	304	261	283	88	68	198	249	268	46	51	53	276	177	162	178	185	112	91	102	694	40	115	112	
Weighted Total	1007	492	515	387	364	257	262	329	57	61	198	247	306	37	46	47	261	196	143	188	167	121	90	102	588	51	182	131	
Have heard	475	268	207	144	187	144	133	181	40	27	51	122	154	22	25	28	100	76	77	95	68	64	43	51	289	28	71	66	
	47.1%	54.4%	40.2%	37.3%	51.3%	56.1%	50.9%	54.9%	69.1%	45.2%	25.9%	49.4%	50.5%	58.6%	53.5%	60.0%	38.4%	38.6%	54.1%	50.6%	40.7%	52.6%	48.5%	50.1%	49.2%	54.2%	39.1%	50.4%	
Have not heard	414	178	235	190	138	86	93	117	13	29	121	97	114	11	20	16	124	84	52	77	83	42	34	42	249	22	66	53	
	41.1%	36.2%	45.7%	49.1%	38.0%	33.4%	35.4%	35.6%	23.3%	47.5%	61.0%	39.5%	37.2%	29.0%	42.7%	33.5%	47.6%	43.0%	36.2%	40.6%	49.8%	34.4%	37.7%	41.5%	42.3%	43.8%	36.1%	40.2%	
Not sure	119	46	72	53	39	27	36	31	4	4	26	27	38	5	2	3	36	36	14	16	16	16	12	9	50	1	45	12	
	11.8%	9.4%	14.1%	13.6%	10.7%	10.6%	13.7%	9.4%	7.6%	7.3%	13.1%	11.1%	12.3%	12.3%	3.9%	6.5%	13.9%	18.4%	9.6%	8.7%	9.5%	13.0%	13.8%	8.4%	8.5%	2.0%	24.8%	9.5%	
SIGMA	1007	492	515	387	364	257	262	329	57	61	198	247	306	37	46	47	261	196	143	188	167	121	90	102	588	51	182	131	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

# London Mayoral Poll

**Table 17**  
**Q7. Normal weightings**  
**Q7. Which of the following potential candidates for the next Mayor of London have you heard of?**  
**Base: All Respondents**  
**Gareth Thomas**

	Gender		Age			2015 Past Vote					2016 London Mayoral Election VI						London Region							Ethnicity					
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did Not Vote	CON	LAB	LD	UKIP	Green	Undecided	West London	North London	South West London	South East London	East London	East Central	West Central	White	Mixed/Multiple	Asian	Black		
Unweighted Total	1007	463	544	298	405	304	261	283	88	68	198	249	268	46	51	53	276	177	162	178	185	112	91	102	694	40	115	112	
Weighted Total	1007	492	515	387	364	257	262	329	57	61	198	247	306	37	46	47	261	196	143	188	167	121	90	102	588	51	182	131	
Have heard	246	135	111	102	89	55	56	95	21	11	39	62	88	14	10	9	54	44	28	52	37	41	21	23	140	10	51	34	
	24.4%	27.4%	21.6%	26.5%	24.5%	21.3%	21.3%	28.8%	37.2%	17.7%	19.7%	25.2%	28.7%	38.3%	22.1%	19.3%	20.8%	22.4%	19.5%	27.8%	22.0%	34.3%	23.3%	22.4%	23.8%	18.8%	28.1%	25.9%	
Have not heard	595	290	305	224	213	158	163	179	30	44	122	143	156	20	31	34	167	115	89	108	106	55	56	66	363	34	91	76	
	59.1%	58.9%	59.3%	58.0%	58.5%	61.7%	62.1%	54.4%	52.3%	73.5%	61.6%	58.0%	51.0%	55.5%	67.7%	71.8%	64.2%	58.8%	62.1%	57.2%	63.6%	45.8%	62.3%	64.8%	61.7%	67.0%	49.7%	58.1%	
Not sure	166	67	98	60	62	44	43	55	6	5	37	41	62	2	5	4	39	37	26	28	24	24	13	13	85	7	40	21	
	16.4%	13.7%	19.1%	15.5%	17.0%	17.0%	16.6%	16.9%	10.6%	8.8%	18.7%	16.8%	20.3%	6.2%	10.2%	8.8%	15.0%	18.8%	18.3%	15.0%	14.4%	19.9%	14.3%	12.8%	14.5%	14.1%	22.1%	15.9%	
SIGMA	1007	492	515	387	364	257	262	329	57	61	198	247	306	37	46	47	261	196	143	188	167	121	90	102	588	51	182	131	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

# London Mayoral Poll

**Table 18**  
**Q7. Normal weightings**  
**Q7. Which of the following potential candidates for the next Mayor of London have you heard of?**  
**Base: All Respondents**  
**Christian Wolmar**

	Gender		Age			2015 Past Vote					2016 London Mayoral Election VI						London Region							Ethnicity					
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did Not Vote	CON	LAB	LD	UKIP	Green	Undecided	West London	North London	South West London	South East London	East London	East Central	West Central	White	Mixed/Multiple	Asian	Black		
Unweighted Total	1007	463	544	298	405	304	261	283	88	68	198	249	268	46	51	53	276	177	162	178	185	112	91	102	694	40	115	112	
Weighted Total	1007	492	515	387	364	257	262	329	57	61	198	247	306	37	46	47	261	196	143	188	167	121	90	102	588	51	182	131	
Have heard	172	102	70	76	58	38	34	71	17	9	21	42	70	12	7	9	27	31	25	33	24	25	16	18	97	5	38	25	
	17.1%	20.8%	13.6%	19.7%	16.0%	15.0%	13.1%	21.6%	30.1%	15.4%	10.5%	16.9%	22.8%	33.8%	14.2%	19.3%	10.4%	15.5%	17.8%	17.6%	14.5%	21.1%	17.7%	17.7%	16.5%	10.3%	20.7%	18.8%	
Have not heard	682	323	359	247	254	181	186	210	34	48	143	173	185	20	36	36	188	134	95	128	119	72	64	71	413	40	104	95	
	67.8%	65.7%	69.7%	63.9%	69.9%	70.5%	70.9%	63.8%	59.3%	78.8%	72.2%	70.0%	60.5%	53.3%	76.7%	75.8%	72.1%	68.2%	66.5%	67.9%	71.4%	59.2%	71.0%	69.7%	70.2%	77.3%	56.9%	72.3%	
Not sure	152	67	86	64	51	37	42	48	6	4	34	32	51	5	4	2	46	32	22	27	24	24	10	13	78	6	41	12	
	15.1%	13.5%	16.6%	16.4%	14.1%	14.5%	16.0%	14.6%	10.6%	5.8%	17.2%	13.1%	16.8%	12.9%	9.0%	4.9%	17.5%	16.3%	15.7%	14.5%	14.1%	19.7%	11.4%	12.7%	13.3%	12.4%	22.4%	8.8%	
SIGMA	1007	492	515	387	364	257	262	329	57	61	198	247	306	37	46	47	261	196	143	188	167	121	90	102	588	51	182	131	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

# London Mayoral Poll

**Table 19**  
**Q7. Normal weightings**  
**Q7. Which of the following potential candidates for the next Mayor of London have you heard of?**  
**Base: All Respondents**  
**George Galloway**

	Gender		Age			2015 Past Vote					2016 London Mayoral Election VI						London Region							Ethnicity					
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did Not Vote	CON	LAB	LD	UKIP	Green	Undecided	West London	North London	South West London	South East London	East London	East Central	West Central	White	Mixed/Multiple	Asian	Black		
Unweighted Total	1007	463	544	298	405	304	261	283	88	68	198	249	268	46	51	53	276	177	162	178	185	112	91	102	694	40	115	112	
Weighted Total	1007	492	515	387	364	257	262	329	57	61	198	247	306	37	46	47	261	196	143	188	167	121	90	102	588	51	182	131	
Have heard	758	398	360	238	293	227	215	255	52	55	114	193	221	24	40	36	205	130	109	153	129	93	73	70	476	41	118	82	
	75.2%	80.8%	69.9%	61.4%	80.5%	88.6%	82.0%	77.6%	90.8%	90.7%	57.4%	78.4%	72.4%	65.2%	87.3%	76.7%	78.6%	66.2%	76.2%	81.5%	76.9%	77.3%	81.3%	69.3%	81.0%	81.0%	64.8%	62.5%	
Have not heard	170	64	105	113	41	16	26	50	3	6	66	35	59	8	5	8	41	45	17	24	30	16	14	23	77	7	37	38	
	16.9%	13.1%	20.5%	29.2%	11.3%	6.1%	10.0%	15.1%	6.0%	9.3%	33.5%	14.1%	19.4%	22.0%	11.2%	17.7%	15.6%	23.1%	12.1%	12.8%	17.7%	13.6%	15.3%	22.9%	13.0%	12.8%	20.2%	29.1%	
Not sure	80	30	50	36	30	14	21	24	2	-	18	18	25	5	1	3	15	21	17	11	9	11	3	8	35	3	27	11	
	7.9%	6.1%	9.6%	9.4%	8.2%	5.3%	8.0%	7.3%	3.2%	-	9.1%	7.5%	8.1%	12.8%	1.6%	5.6%	5.8%	10.7%	11.8%	5.8%	5.4%	9.1%	3.3%	7.9%	5.9%	6.2%	14.9%	8.4%	
SIGMA	1007	492	515	387	364	257	262	329	57	61	198	247	306	37	46	47	261	196	143	188	167	121	90	102	588	51	182	131	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

# London Mayoral Poll

**Table 20**  
**Q7. Normal weightings**  
**Q7. Which of the following potential candidates for the next Mayor of London have you heard of?**  
**Base: All Respondents**  
**Lindsey Garrett**

	Gender		Age			2015 Past Vote					2016 London Mayoral Election VI						London Region							Ethnicity					
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did Not Vote	CON	LAB	LD	UKIP	Green	Undecided	West London	North London	South West London	South East London	East London	East Central	West Central	White	Mixed/Multiple	Asian	Black		
Unweighted Total	1007	463	544	298	405	304	261	283	88	68	198	249	268	46	51	53	276	177	162	178	185	112	91	102	694	40	115	112	
Weighted Total	1007	492	515	387	364	257	262	329	57	61	198	247	306	37	46	47	261	196	143	188	167	121	90	102	588	51	182	131	
Have heard	204	99	105	103	64	36	49	79	12	12	29	52	69	11	13	12	35	36	24	33	29	33	22	26	110	7	46	31	
	20.2%	20.1%	20.3%	26.7%	17.5%	14.2%	18.6%	24.1%	20.3%	19.2%	14.4%	21.1%	22.5%	31.0%	27.5%	26.2%	13.2%	18.3%	16.8%	17.3%	17.3%	27.6%	25.0%	25.9%	18.8%	13.2%	25.1%	23.8%	
Have not heard	634	312	323	214	246	174	167	198	40	43	131	154	182	21	26	29	181	125	92	123	109	71	51	63	382	38	96	86	
	63.0%	63.3%	62.7%	55.4%	67.6%	67.9%	63.6%	60.4%	69.9%	70.9%	66.2%	62.6%	59.5%	56.9%	56.6%	61.6%	69.4%	63.8%	64.5%	65.3%	65.3%	58.4%	57.0%	61.9%	65.0%	73.9%	52.8%	65.3%	
Not sure	169	82	87	69	54	46	47	51	6	6	38	40	55	4	7	6	45	35	27	33	29	17	16	12	96	7	40	14	
	16.8%	16.6%	17.0%	17.8%	14.8%	17.9%	17.7%	15.5%	9.8%	9.9%	19.4%	16.3%	18.0%	12.0%	15.8%	12.2%	17.4%	17.9%	18.7%	17.4%	17.4%	13.9%	18.0%	12.2%	16.3%	12.9%	22.1%	10.9%	
SIGMA	1007	492	515	387	364	257	262	329	57	61	198	247	306	37	46	47	261	196	143	188	167	121	90	102	588	51	182	131	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

# London Mayoral Poll

**Table 21**

**Q8. Normal weightings**

**Q8. If the election for the next Mayor of London was between the following candidates, who would you vote for as the next Mayor of London with your first vote?**

Base: Likely to vote

	Gender		Age			2015 Past Vote					2016 London Mayoral Election VI						London Region							Ethnicity					
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did Not Vote	CON	LAB	LD	UKIP	Green	Undecided	West London	North London	South West London	South East London	East London	East Central	West Central	White	Mixed/Multiple	Asian	Black		
Unweighted Total	965	450	515	282	391	292	258	283	87	67	166	249	268	46	51	53	276	172	152	171	180	106	86	98	666	39	113	104	
Weighted Total	967	478	489	367	353	247	260	329	57	60	168	247	306	37	46	47	261	191	135	181	163	114	85	98	565	50	179	122	
Sadiq Khan - Labour Party	390	150	240	201	121	68	37	226	15	9	78	32	240	14	8	10	76	74	51	73	59	55	35	43	177	22	101	75	
	40.3%	31.4%	49.0%	54.8%	34.3%	27.3%	14.2%	68.8%	27.4%	14.3%	46.2%	13.1%	78.5%	37.8%	17.9%	21.4%	29.0%	38.9%	37.8%	40.1%	36.1%	48.4%	40.9%	44.1%	31.3%	44.6%	56.6%	61.0%	
Zac Goldsmith - Conservative Party	285	163	122	86	100	99	164	28	17	21	39	184	18	10	9	7	50	60	43	58	45	31	20	28	206	9	34	21	
	29.4%	34.1%	24.9%	23.3%	28.5%	39.9%	63.2%	8.5%	30.9%	34.3%	23.5%	74.6%	5.8%	27.1%	20.4%	15.5%	19.3%	31.3%	32.2%	31.7%	27.3%	27.2%	24.0%	28.7%	36.5%	18.4%	18.7%	17.5%	
Another party's candidate	98	61	37	23	44	31	14	16	9	25	16	7	16	9	25	20	20	24	10	9	19	13	10	13	70	10	9	5	
	10.2%	12.9%	7.5%	6.3%	12.5%	12.7%	5.4%	5.0%	15.5%	42.1%	9.4%	2.9%	5.3%	23.3%	54.3%	43.4%	7.7%	12.8%	7.7%	4.9%	11.8%	11.0%	12.2%	12.8%	12.4%	19.2%	5.2%	3.8%	
Don't know	194	103	91	57	87	50	45	58	15	6	35	23	32	4	3	9	115	33	30	42	40	15	19	14	111	9	35	22	
	20.1%	21.6%	18.6%	15.6%	24.7%	20.1%	17.1%	17.6%	26.3%	9.2%	20.9%	9.5%	10.4%	11.8%	7.4%	19.7%	44.0%	17.1%	22.3%	23.3%	24.8%	13.4%	22.9%	14.4%	19.7%	17.8%	19.5%	17.6%	
SIGMA	967	478	489	367	353	247	260	329	57	60	168	247	306	37	46	47	261	191	135	181	163	114	85	98	565	50	179	122	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



# London Mayoral Poll

**Table 22**

**Q8. Normal weightings & likelihood to vote**

**Q8. If the election for the next Mayor of London was between the following candidates, who would you vote for as the next Mayor of London with your first vote?**

Base: Likely to vote

	Gender		Age			2015 Past Vote					2016 London Mayoral Election VI						London Region							Ethnicity					
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did Not Vote	CON	LAB	LD	UKIP	Green	Undecided	West London	North London	South West London	South East London	East London	East Central	West Central	White	Mixed/Multiple	Asian	Black		
Unweighted Total	965	450	515	282	391	292	258	283	87	67	166	249	268	46	51	53	276	172	152	171	180	106	86	98	666	39	113	104	
Weighted Total	967	491	476	349	354	264	275	346	60	64	129	253	319	36	48	47	239	193	133	183	163	116	82	98	582	49	173	114	
Sadiq Khan - Labour Party	398	160	238	198	125	74	40	245	17	9	62	33	253	13	8	11	71	77	52	74	59	57	35	44	187	21	103	70	
	41.1%	32.6%	49.9%	56.9%	35.3%	28.1%	14.4%	70.9%	27.9%	14.1%	47.6%	12.9%	79.3%	36.5%	16.4%	23.4%	29.6%	39.7%	38.9%	40.5%	36.6%	49.5%	42.8%	44.6%	32.2%	43.0%	59.8%	61.4%	
Zac Goldsmith - Conservative Party	291	167	124	79	103	108	176	29	18	22	32	193	18	10	10	7	47	63	43	60	45	33	20	27	214	9	34	21	
	30.0%	34.0%	26.0%	22.8%	29.1%	40.9%	64.2%	8.4%	29.3%	34.9%	24.7%	76.1%	5.5%	27.6%	20.8%	15.0%	19.5%	32.6%	32.4%	32.7%	27.7%	28.3%	24.2%	27.8%	36.7%	18.1%	19.4%	18.8%	
Another party's candidate	101	64	36	21	45	34	15	18	10	27	12	7	17	9	26	21	20	25	12	9	18	12	10	14	72	10	9	4	
	10.4%	13.1%	7.6%	6.1%	12.7%	12.9%	5.4%	5.1%	16.6%	41.7%	9.5%	2.8%	5.2%	25.2%	54.5%	44.0%	8.3%	13.0%	8.7%	5.1%	11.2%	10.3%	12.6%	14.1%	12.4%	19.6%	5.2%	3.9%	
Don't know	178	99	79	49	81	48	44	54	16	6	23	21	32	4	4	8	102	28	26	40	40	14	17	13	109	9	27	18	
	18.4%	20.2%	16.6%	14.1%	22.9%	18.0%	16.0%	15.6%	26.2%	9.4%	18.1%	8.3%	9.9%	10.7%	8.3%	17.5%	42.6%	14.7%	19.9%	21.7%	24.5%	12.0%	20.5%	13.6%	18.7%	19.3%	15.6%	15.9%	
SIGMA	967	491	476	349	354	264	275	346	60	64	129	253	319	36	48	47	239	193	133	183	163	116	82	98	582	49	173	114	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# London Mayoral Poll

**Table 23**

**Q8. Normal weightings & likelihood to vote, with undecided and refused removed**

**Q8. If the election for the next Mayor of London was between the following candidates, who would you vote for as the next Mayor of London with your first vote?**

Base: Likely to vote

	Gender		Age			2015 Past Vote					2016 London Mayoral Election VI						London Region							Ethnicity					
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did Not Vote	CON	LAB	LD	UKIP	Green	Undecided	West London	North London	South West London	South East London	East London	East Central	West Central	White	Mixed/Multiple	Asian	Black		
Unweighted Total	765	350	415	238	293	234	213	235	63	60	130	223	241	40	47	44	155	144	116	130	137	88	67	83	532	32	89	84	
Weighted Total	789	392	397	299	273	217	231	292	44	58	106	232	288	32	44	39	137	165	106	143	123	102	65	85	473	39	146	96	
Sadiq Khan - Labour Party	398	160	238	198	125	74	40	245	17	9	62	33	253	13	8	11	71	77	52	74	59	57	35	44	187	21	103	70	
	50.4%	40.9%	59.8%	66.3%	45.8%	34.3%	17.2%	84.0%	37.8%	15.5%	58.2%	14.0%	88.0%	40.9%	17.8%	28.4%	51.5%	46.5%	48.6%	51.7%	48.4%	56.2%	53.8%	51.5%	39.6%	53.3%	70.8%	73.0%	
Zac Goldsmith - Conservative Party	291	167	124	79	103	108	176	29	18	22	32	193	18	10	10	7	47	63	43	60	45	33	20	27	214	9	34	21	
	36.8%	42.6%	31.1%	26.5%	37.7%	49.9%	76.4%	10.0%	39.7%	38.5%	30.2%	82.9%	6.2%	30.9%	22.7%	18.2%	34.0%	38.2%	40.5%	41.7%	36.7%	32.1%	30.4%	32.1%	45.1%	22.4%	23.0%	22.3%	
Another party's candidate	101	64	36	21	45	34	15	18	10	27	12	7	17	9	26	21	20	25	12	9	18	12	10	14	72	10	9	4	
	12.7%	16.5%	9.1%	7.1%	16.5%	15.7%	6.4%	6.1%	22.5%	46.0%	11.6%	3.1%	5.8%	28.2%	59.5%	53.3%	14.5%	15.3%	10.9%	6.6%	14.9%	11.7%	15.9%	16.3%	15.3%	24.3%	6.2%	4.7%	
SIGMA	789	392	397	299	273	217	231	292	44	58	106	232	288	32	44	39	137	165	106	143	123	102	65	85	473	39	146	96	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%