

Clear thinking in a complex world



ICM London Mayor Poll for The Guardian

Fieldwork dates: 28th March – 1st April 2008

Interview Method: Telephone.

Population effectively sampled: All adults aged 18+

Sampling Method: A random sample of London telephone numbers was drawn from the entire BT database of domestic telephone numbers. Each number so selected had its last digit randomised so as to provide a sample including both listed and unlisted numbers.

Sample size: 1,002

Data weighting: Data were weighted to the profile of all adults aged 18+ (including non telephone owning households). Data were weighted by sex, age, social class, household tenure, work status, ethnicity, number of cars in the household and whether or not respondent has taken a foreign holiday in the last 3 years. Targets for the weighted data were derived from the National Readership survey, a random probability survey comprising 34,000 random face-to-face interviews conducted annually.

The data were further weighted by declared votes in the 2005 general election. The weighting scheme is designed as follows:

Weighting by past votes

1. Respondents are asked whether they voted in the last general election and if they did, which party they voted for.
2. The sample is weighted by demographics (age, sex, tenure etc). However, after such weighting the declared past votes may not match, exactly, the results of the last election. Partly this is because demographics (by which ICM control the sample) are relatively poorly correlated with vote behaviour. Nevertheless past vote weighting has to be used with caution as some people genuinely forget how they voted. We cannot simply weight the data to the actual results last time.

3. ICM takes the declared past votes on any new poll and adds it to the London element of 20 or so most recent ICM polls containing the same question. The average of these polls for London is used in the past vote weighting scheme.

4. ICM compares the declared past votes derived in 3) above to the actual result of the last general election and gives a weight of 70% to the results of the last election and 30% to the average of the most recent polls, thereby assuming that most of the difference (70%) can be attributed to political imbalance in the sample and 30% to faulty recall.

Weighting for turnout

1. ICM ask respondents to say how likely it is that they will go and vote in a new general election using a ten points scale where 10 means they would be absolutely certain to vote and 1 means they would be certain not to vote.

2. Those saying they are 7-10 certain to vote are included in the vote calculation.

3. The weights have been devised so that the effective sample size is reduced from 1,000 or so (the approximate size of all vote intention surveys) to around 700 thereby assuming a real turnout figure among registered voters of approximately 70%. This may be higher than the actual turnout. But 100% turnout could not be achieved because of faults in the electoral register. Evidence also suggests that polls tend to interview slightly more voters than exist in the whole population.

Voting intentions: ICM derives vote intentions from 2 questions.

First of all respondents are asked how likely it is that they would be to go and vote in a new election.

Those who say they will vote are asked to say which party they would support in a new election. Respondents are then asked whether they voted in 2005 and which party they voted for in that election. The vote figures shown in the table are calculated after ICM has excluded those who say they will not vote, refuse to answer the question or don't know who they would vote for. The figures are adjusted for turnout calculated accordingly to their stated intentions to vote.

In a further step, ICM add 50% of those who refuse to answer the vote intention question or say they don't know to the party they voted for in 2005.

The analysis by vote intention shown on each table is taken from table 1, ie before adjusting for refusers and don't knows.

Questions: The computer tables attached in PDF format show each question, in full, in the order they were put to respondents, all response codes and the weighted and un-weighted bases for all demographics and other data including but not limited that published .

Further enquiries: nick.sparrow@icmresearch.co.uk

London Mayor Poll

Absolutes/col percents

Table 1

Q.1 Elections for the Mayor of London will be held on 1st May. Many people we have spoken to have said they will NOT vote while others have said they WILL vote. Can you tell me how certain it is that you will vote?

Base: All respondents

	Gender			Age						SEG				Voting Intention - First Choice				Voting Intention - Second Choice				Ethnicity		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Boris Johnson	Ken Livingstone	Brian Pad-dick	Other	Boris Johnson	Ken Livingstone	Brian Pad-dick	Others	White	Non-White	
Unweighted base	1002	465	537	102	191	208	181	145	175	465	216	105	216	292	271	70	54	79	76	178	144	720	282	
Weighted base	1002	491	511	129	248	208	149	119	149	331	311	140	220	275	275	62	63	86	78	165	145	711	291	
Certain to vote	(10)	380 38%	204 41%	176 34%	22 17%	91 37%	64 31%	73 49%	54 45%	75 50%	148 45%	101 32%	49 35%	82 37%	163 59%	135 49%	21 33%	19 30%	27 32%	38 48%	111 67%	61 42%	295 41%	85 29%
	(9)	60 6%	31 6%	29 6%	4 3%	14 6%	10 5%	16 11%	7 6%	10 6%	21 6%	25 8%	3 2%	11 5%	20 7%	6 9%	3 5%	4 4%	4 5%	9 5%	22 15%	50 7%	10 4%	
	(8)	98 10%	54 11%	43 8%	10 8%	35 14%	22 11%	10 7%	10 8%	12 8%	39 12%	38 12%	6 4%	15 7%	28 10%	32 12%	8 12%	2 3%	12 14%	8 10%	13 8%	11 8%	70 10%	27 9%
	(7)	70 7%	30 6%	39 8%	6 4%	21 8%	29 14%	3 2%	7 6%	4 3%	21 6%	24 8%	8 6%	17 8%	16 6%	29 11%	6 10%	14 9%	4 17%	3 2%	20 14%	54 8%	16 6%	
	(6)	31 3%	12 3%	19 4%	10 8%	9 4%	2 1%	6 4%	3 3%	1 1%	12 4%	9 3%	6 4%	4 2%	6 2%	9 3%	4 6%	4 7%	5 5%	4 5%	5 3%	8 5%	12 2%	19 6%
	(5)	100 10%	47 10%	53 10%	19 15%	31 13%	24 12%	5 3%	12 10%	9 6%	36 11%	31 10%	8 6%	26 12%	30 11%	22 8%	9 14%	15 23%	10 12%	15 19%	14 8%	6 4%	63 9%	37 13%
	(4)	21 2%	12 2%	8 2%	4 3%	8 3%	3 1%	1 *	4 4%	1 1%	6 2%	4 1%	3 2%	7 3%	5 2%	5 2%	3 5%	3 4%	1 2%	1 1%	7 4%	3 2%	17 2%	3 1%
	(3)	28 3%	13 3%	15 3%	12 9%	6 3%	4 2%	2 2%	3 3%	* *	6 2%	6 2%	7 5%	10 4%	5 2%	12 4%	3 4%	4 6%	6 8%	1 2%	2 1%	4 3%	17 2%	10 4%
	(2)	32 3%	6 1%	26 5%	11 9%	2 1%	16 8%	1 1%	* *	1 *	10 3%	12 4%	10 7%	1 *	3 1%	11 4%	3 5%	8 12%	6 7%	4 6%	2 1%	12 8%	12 2%	20 7%
Certain not to vote	(1)	152 15%	67 14%	85 17%	29 22%	22 9%	27 13%	31 21%	14 12%	29 19%	28 8%	52 17%	35 25%	37 17%	-	-	-	-	-	-	-	-	106 15%	46 16%
Refused		4 *	4 1%	-	-	-	4 2%	-	-	-	-	-	-	4 2%	-	-	-	-	-	-	-	-	4 1%	-
Don't know		28 3%	10 2%	17 3%	3 3%	8 3%	3 1%	1 1%	5 4%	7 5%	6 2%	9 3%	6 4%	7 3%	-	-	-	-	-	-	-	-	11 2%	16 6%
Mean		6.88	7.22	6.55	5.00	7.29	6.60	7.27	7.42	7.39	7.57	6.70	5.85	6.72	8.58	8.12	7.37	6.54	7.18	7.85	8.78	7.93	7.14	6.20
Standard error		0.11	0.15	0.15	0.33	0.22	0.23	0.27	0.27	0.28	0.14	0.23	0.38	0.24	0.12	0.15	0.31	0.39	0.29	0.29	0.16	0.21	0.13	0.21

Prepared on behalf of The Guardian by ICM Research

London Mayor Poll

Col percents

Table 2
Published Vote Intention Figures
Percentages derived from the responses of 652 respondents

	<u>Total</u>
Boris Johnson	42%
Ken Livingstone	41%
Brian Paddick	10%
Others	7%

London Mayor Poll

Absolutes/col percents

Table 3
Q.2/3 Voting Intention - First Choice Vote
Base: All respondents expressing an intention to vote (Turnout Weighted)

	Gender			Age						SEG				Voting Intention - First Choice				Voting Intention - Second Choice				Ethnicity	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Boris Johnson	Ken Livingstone	Brian Paddick	Other	Boris Johnson	Ken Livingstone	Brian Paddick	Others	White	Non-White
Unweighted base	574	290	285	48	103	121	119	86	98	279	127	52	116	253	229	55	37	58	60	158	120	431	144
Weighted base	546	293	254	53	143	108	92	70	80	194	173	65	114	236	223	46	41	62	61	145	115	404	143
Boris Johnson. Conservative	236 43%	139 47%	97 38%	16 31%	40 28%	44 41%	47 52%	40 57%	48 60%	95 49%	57 33%	30 46%	54 47%	236 100%	-	-	-	-	36 59%	69 48%	49 42%	208 51%	28 20%
Ken Livingstone. Labour	223 41%	106 36%	117 46%	24 45%	82 57%	44 41%	23 25%	25 36%	25 31%	60 31%	87 50%	31 47%	46 40%	-	223 100%	-	-	34 56%	-	72 50%	47 41%	128 32%	95 67%
Brian Paddick. Liberal Democrats	46 8%	24 8%	22 9%	6 11%	8 6%	10 9%	14 15%	2 3%	6 8%	18 9%	16 9%	1 1%	11 10%	-	-	46 100%	-	17 28%	12 20%	-	11 9%	37 9%	9 6%
Sian Berry. Green Party	24 4%	10 4%	14 6%	4 7%	5 3%	7 7%	6 6%	2 3%	1 1%	12 6%	9 5%	3 4%	2 2%	-	-	-	24 59%	3 5%	8 13%	3 2%	4 4%	21 5%	4 3%
Richard Barnbrook. British National Party	7 1%	6 2%	1 *	1 3%	5 4%	-	* *	* *	-	5 3%	* *	1 2%	1 1%	-	-	-	7 16%	5 8%	-	* *	* *	5 1%	1 1%
Another candidate	10 2%	8 3%	2 1%	2 3%	3 2%	3 3%	2 2%	* *	-	5 3%	4 2%	-	1 1%	-	-	-	10 25%	1 2%	5 8%	-	4 3%	5 1%	6 4%

London Mayor Poll

Absolutes/col percents

Table 4

Q.2/4 Voting Intention - Second Choice Vote

Base: All respondents expressing an intention to vote (Turnout Weighted)

	Gender		Age							SEG				Voting Intention - First Choice				Voting Intention - Second Choice				Ethnicity	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Boris Johnson	Ken Livingstone	Brian Paddick	Other	Boris Johnson	Ken Livingstone	Brian Paddick	Others	White	Non-White
Unweighted base	396	200	196	31	77	87	86	56	59	182	97	33	83	161	156	48	31	58	60	158	120	293	103
Weighted base	383	207	176	37	106	78	72	40	49	126	131	43	83	154	154	40	35	62	61	145	115	282	101
Boris Johnson. Conservative	62 16%	33 16%	29 16%	12 31%	22 21%	13 16%	8 11%	2 5%	5 10%	18 15%	28 21%	6 14%	9 11%	- -	34 22%	17 43%	10 28%	62 100%	- -	- -	- -	41 14%	21 21%
Ken Livingstone. Labour	61 16%	39 19%	22 13%	9 23%	13 13%	13 17%	15 21%	5 11%	6 13%	25 20%	23 18%	7 15%	7 8%	36 24%	- -	12 30%	13 37%	- -	61 100%	- -	- -	47 17%	14 14%
Brian Paddick. Liberal Democrats	145 38%	81 39%	64 36%	12 34%	37 35%	29 38%	22 30%	20 50%	24 49%	51 40%	47 36%	16 37%	31 38%	69 45%	72 47%	- -	4 10%	- -	- -	145 100%	- -	108 38%	37 36%
Sian Berry. Green Party	76 20%	35 17%	41 23%	2 4%	23 22%	14 18%	19 26%	9 22%	9 19%	26 20%	21 16%	8 19%	21 25%	26 17%	42 27%	8 20%	1 2%	- -	- -	- -	76 66%	57 20%	20 19%
Richard Barnbrook. British National Party	17 5%	11 6%	6 3%	* 1%	4 3%	1 1%	7 9%	3 7%	3 6%	* *	6 5%	5 11%	6 8%	13 8%	2 1%	1 3%	2 4%	- -	- -	- -	17 15%	13 5%	4 4%
Another candidate	22 6%	8 4%	14 8%	2 6%	6 6%	8 10%	2 3%	2 4%	2 3%	7 5%	5 4%	2 4%	8 10%	10 7%	4 3%	1 3%	6 18%	- -	- -	- -	22 19%	17 6%	5 5%

London Mayor Poll

Col percents

Table 5
Published Vote Intention Figures
Percentages derived from the responses of 652 respondents

	<u>Total</u>
Boris Johnson	51%
Ken Livingstone	49%

London Mayor Poll

Absolutes/col percents

Table 6

Q.6 Irrespective of which candidate you might support on May 1st, would you say that Ken Livingstone has, on the whole been good for London or bad for London?

Base: All respondents

	Gender			Age						SEG				Voting Intention - First Choice				Voting Intention - Second Choice				Ethnicity	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Boris Johnson	Ken Livingstone	Brian Pad-dick	Other	Boris Johnson	Ken Livingstone	Brian Pad-dick	Others	White	Non-White
Unweighted base	1002	465	537	102	191	208	181	145	175	465	216	105	216	292	271	70	54	79	76	178	144	720	282
Weighted base	1002	491	511	129	248	208	149	119	149	331	311	140	220	275	275	62	63	86	78	165	145	711	291
Good for London	512	244	268	74	153	112	59	56	58	172	178	66	96	64	262	29	22	60	48	89	77	326	186
	51%	50%	52%	58%	62%	54%	39%	47%	39%	52%	57%	47%	44%	23%	95%	47%	35%	69%	62%	54%	53%	46%	64%
Bad for London	393	207	186	35	80	75	76	55	73	129	110	67	87	190	6	23	35	18	20	66	64	317	76
	39%	42%	36%	27%	32%	36%	51%	46%	49%	39%	35%	48%	40%	69%	2%	36%	56%	21%	26%	40%	44%	45%	26%
Refused	11	7	4	2	2	4	3	1	*	3	-	4	4	*	-	1	2	-	3	*	-	9	2
	1%	1%	1%	1%	1%	2%	2%	1%	*	1%	-	3%	2%	*	-	2%	3%	-	3%	*	-	1%	1%
Don't know	86	32	53	18	13	17	12	7	18	27	23	3	32	20	7	9	4	8	7	10	4	59	26
	9%	7%	10%	14%	5%	8%	8%	6%	12%	8%	8%	2%	15%	7%	2%	15%	6%	10%	9%	6%	3%	8%	9%

London Mayor Poll

Absolutes/col percents

Table 7

Q.7 Now thinking about the two main candidates for Mayor of London, Ken Livingstone and Boris Johnson, again putting aside how you will vote on May

1st which of the two do you think will...?

Do most for the environment

Base: All respondents

	Gender			Age						SEG				Voting Intention - First Choice				Voting Intention - Second Choice				Ethnicity	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Boris Johnson	Ken Livingstone	Brian Paddick	Other	Boris Johnson	Ken Livingstone	Brian Paddick	Others	White	Non-White
Unweighted base	1002	465	537	102	191	208	181	145	175	465	216	105	216	292	271	70	54	79	76	178	144	720	282
Weighted base	1002	491	511	129	248	208	149	119	149	331	311	140	220	275	275	62	63	86	78	165	145	711	291
Ken Livingstone	445	214	232	47	129	112	53	49	55	145	154	52	94	47	229	17	32	43	29	83	78	281	164
	44%	43%	45%	37%	52%	54%	35%	41%	37%	44%	50%	37%	43%	17%	83%	28%	51%	50%	37%	50%	54%	40%	56%
Boris Johnson	340	177	163	60	64	54	52	47	63	121	85	56	78	186	26	36	19	38	40	66	49	265	75
	34%	36%	32%	46%	26%	26%	35%	39%	42%	37%	27%	40%	35%	68%	9%	59%	30%	45%	52%	40%	34%	37%	26%
Other	9	6	3	-	2	1	4	2	*	5	-	1	3	4	1	-	2	-	-	3	3	9	-
	1%	1%	1%	-	1%	1%	3%	1%	*	2%	-	1%	1%	2%	*	-	3%	-	-	2%	2%	1%	-
Neither	85	49	36	6	19	17	19	12	12	18	38	13	16	15	1	4	8	2	5	4	6	64	20
	8%	10%	7%	4%	8%	8%	13%	10%	8%	5%	12%	9%	7%	5%	*	7%	12%	2%	6%	2%	4%	9%	7%
Refused	3	3	*	-	-	*	*	*	2	3	-	*	*	-	-	-	-	-	-	-	-	3	*
	*	1%	*	-	-	*	*	*	2%	1%	-	*	*	-	-	-	-	-	-	-	-	*	*
Don't know	121	43	77	16	33	24	21	10	17	39	34	18	30	22	19	4	3	2	4	9	9	89	31
	12%	9%	15%	12%	13%	11%	14%	8%	11%	12%	11%	13%	14%	8%	7%	7%	5%	2%	5%	5%	6%	13%	11%

Prepared on behalf of The Guardian by ICM Research

London Mayor Poll

Absolutes/col percents

Table 8

Q.7 Now thinking about the two main candidates for Mayor of London, Ken Livingstone and Boris Johnson, again putting aside how you will vote on May

1st which of the two do you think will...?

Do most to reduce crime

Base: All respondents

	Gender			Age						SEG				Voting Intention - First Choice				Voting Intention - Second Choice				Ethnicity	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Boris Johnson	Ken Livingstone	Brian Paddick	Other	Boris Johnson	Ken Livingstone	Brian Paddick	Others	White	Non-White
Unweighted base	1002	465	537	102	191	208	181	145	175	465	216	105	216	292	271	70	54	79	76	178	144	720	282
Weighted base	1002	491	511	129	248	208	149	119	149	331	311	140	220	275	275	62	63	86	78	165	145	711	291
Ken Livingstone	336	146	191	59	97	71	37	30	43	97	111	60	69	16	205	18	18	38	28	65	49	204	132
	34%	30%	37%	46%	39%	34%	25%	25%	29%	29%	36%	43%	31%	6%	74%	30%	28%	44%	36%	40%	34%	29%	46%
Boris Johnson	425	242	183	46	93	84	77	57	67	163	116	58	88	226	43	28	23	38	34	87	70	322	103
	42%	49%	36%	36%	38%	40%	52%	48%	45%	49%	37%	41%	40%	82%	15%	45%	37%	45%	44%	52%	48%	45%	35%
Other	7	4	3	-	2	*	1	2	1	3	1	-	3	2	1	3	-	-	-	*	2	5	3
	1%	1%	1%	-	1%	*	1%	1%	1%	1%	*	-	1%	1%	*	5%	-	-	*	1%	1%	1%	1%
Neither	89	45	44	10	20	22	12	11	14	23	39	8	19	11	6	5	13	2	6	6	9	70	19
	9%	9%	9%	8%	8%	11%	8%	9%	10%	7%	12%	6%	9%	4%	2%	8%	21%	2%	7%	3%	6%	10%	6%
Refused	3	3	*	-	-	*	*	*	2	3	-	*	*	-	-	-	-	-	-	-	-	3	*
	*	1%	*	-	-	*	*	*	2%	1%	-	*	*	-	-	-	-	-	-	-	-	*	*
Don't know	142	51	90	14	36	30	21	20	21	42	44	15	41	20	21	8	9	8	10	7	15	108	33
	14%	10%	18%	11%	15%	14%	14%	17%	14%	13%	14%	10%	19%	7%	8%	13%	15%	9%	12%	4%	11%	15%	12%

London Mayor Poll

Absolutes/col percents

Table 9

Q.7 Now thinking about the two main candidates for Mayor of London, Ken Livingstone and Boris Johnson, again putting aside how you will vote on May

1st which of the two do you think will...?

Do most to improve the underground

Base: All respondents

	Gender			Age						SEG				Voting Intention - First Choice				Voting Intention - Second Choice				Ethnicity	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Boris Johnson	Ken Livingstone	Brian Paddick	Other	Boris Johnson	Ken Livingstone	Brian Paddick	Others	White	Non-White
Unweighted base	1002	465	537	102	191	208	181	145	175	465	216	105	216	292	271	70	54	79	76	178	144	720	282
Weighted base	1002	491	511	129	248	208	149	119	149	331	311	140	220	275	275	62	63	86	78	165	145	711	291
Ken Livingstone	465	221	244	72	121	108	57	48	58	148	149	77	91	58	230	39	36	58	50	84	70	305	160
	46%	45%	48%	56%	49%	52%	38%	41%	39%	45%	48%	55%	41%	21%	84%	63%	57%	68%	65%	51%	48%	43%	55%
Boris Johnson	317	169	149	35	75	61	53	43	50	117	83	42	75	175	22	14	15	23	16	67	54	245	72
	32%	34%	29%	27%	30%	29%	36%	36%	34%	35%	27%	30%	34%	64%	8%	22%	24%	27%	20%	41%	37%	34%	25%
Other	7	5	2	-	2	-	3	-	1	3	-	2	2	-	-	2	2	-	2	-	-	4	2
	1%	1%	*	-	1%	-	2%	-	1%	1%	-	1%	1%	-	-	4%	3%	-	2%	-	-	1%	1%
Neither	67	37	30	9	7	14	13	8	16	22	26	6	12	12	3	3	8	2	2	3	10	48	18
	7%	8%	6%	7%	3%	7%	9%	6%	11%	7%	9%	4%	6%	4%	1%	4%	13%	2%	3%	2%	7%	7%	6%
Refused	3	3	*	-	-	*	*	*	2	3	-	*	*	-	-	-	-	-	-	-	-	3	*
	*	1%	*	-	-	*	*	*	2%	1%	-	*	*	-	-	-	-	-	-	-	-	*	*
Don't know	143	56	87	13	42	25	22	20	21	37	52	14	40	30	20	4	2	2	8	11	11	105	38
	14%	11%	17%	10%	17%	12%	15%	17%	14%	11%	17%	10%	18%	11%	7%	7%	4%	3%	10%	6%	8%	15%	13%

Prepared on behalf of The Guardian by ICM Research

London Mayor Poll

Absolutes/col percents

Table 10

Q.7 Now thinking about the two main candidates for Mayor of London, Ken Livingstone and Boris Johnson, again putting aside how you will vote on May

1st which of the two do you think will...?

Do most to improve buses

Base: All respondents

	Gender			Age						SEG				Voting Intention - First Choice				Voting Intention - Second Choice				Ethnicity	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Boris Johnson	Ken Livingstone	Brian Paddick	Other	Boris Johnson	Ken Livingstone	Brian Paddick	Others	White	Non-White
Unweighted base	1002	465	537	102	191	208	181	145	175	465	216	105	216	292	271	70	54	79	76	178	144	720	282
Weighted base	1002	491	511	129	248	208	149	119	149	331	311	140	220	275	275	62	63	86	78	165	145	711	291
Ken Livingstone	478	228	250	72	122	116	65	44	58	161	157	62	97	59	242	32	35	51	45	90	76	313	164
	48%	46%	49%	56%	49%	56%	44%	37%	39%	49%	51%	44%	44%	21%	88%	51%	55%	60%	57%	55%	52%	44%	57%
Boris Johnson	355	199	156	33	76	70	60	58	59	117	90	63	85	190	22	23	18	28	30	66	58	278	78
	35%	41%	31%	26%	31%	33%	40%	48%	39%	35%	29%	45%	39%	69%	8%	37%	29%	33%	38%	40%	40%	39%	27%
Other	3	3	1	1	3	-	-	-	-	3	-	-	-	-	-	3	1	*	-	-	-	*	3
	*	1%	*	*	1%	-	-	-	-	1%	-	-	-	-	-	4%	1%	*	-	-	-	*	1%
Neither	52	25	26	9	12	6	11	5	8	15	22	7	7	8	2	1	3	1	-	1	4	38	14
	5%	5%	5%	7%	5%	3%	8%	4%	5%	5%	7%	5%	3%	3%	1%	2%	5%	1%	-	1%	3%	5%	5%
Refused	3	3	*	-	-	-	*	*	2	2	-	*	*	-	-	-	-	-	-	-	-	3	*
	*	1%	*	-	-	-	*	*	2%	1%	-	*	*	-	-	-	-	-	-	-	-	*	*
Don't know	111	34	77	14	35	16	12	12	21	31	41	7	31	18	9	3	7	5	4	8	8	80	31
	11%	7%	15%	11%	14%	8%	8%	10%	14%	9%	13%	5%	14%	7%	3%	6%	11%	6%	5%	5%	6%	11%	11%

London Mayor Poll

Absolutes/col percents

Table 11

Q.7 Now thinking about the two main candidates for Mayor of London, Ken Livingstone and Boris Johnson, again putting aside how you will vote on May

1st which of the two do you think will...?

Do most to cut traffic congestion

Base: All respondents

	Gender			Age						SEG				Voting Intention - First Choice				Voting Intention - Second Choice				Ethnicity	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Boris Johnson	Ken Livingstone	Brian Paddick	Other	Boris Johnson	Ken Livingstone	Brian Paddick	Others	White	Non-White
Unweighted base	1002	465	537	102	191	208	181	145	175	465	216	105	216	292	271	70	54	79	76	178	144	720	282
Weighted base	1002	491	511	129	248	208	149	119	149	331	311	140	220	275	275	62	63	86	78	165	145	711	291
Ken Livingstone	471	227	244	62	140	103	58	49	59	165	148	61	96	59	242	30	30	52	37	91	80	309	162
	47%	46%	48%	48%	57%	49%	39%	41%	39%	50%	48%	44%	44%	21%	88%	49%	47%	60%	47%	55%	55%	43%	56%
Boris Johnson	325	166	159	48	68	65	54	39	51	108	81	61	75	170	22	24	18	29	29	54	54	248	77
	32%	34%	31%	37%	27%	31%	37%	32%	34%	33%	26%	44%	34%	62%	8%	39%	29%	34%	37%	33%	37%	35%	26%
Other	2	2	-	-	2	-	-	-	-	*	1	-	-	-	-	*	1	*	1	-	-	*	1
	*	*	-	-	1%	-	-	-	-	*	*	-	-	-	-	1%	2%	*	2%	-	-	*	*
Neither	82	44	38	9	10	12	20	13	18	23	35	8	17	17	2	4	8	2	5	9	3	57	25
	8%	9%	7%	7%	4%	6%	14%	11%	12%	7%	11%	5%	8%	6%	1%	7%	13%	2%	7%	5%	2%	8%	9%
Refused	3	3	*	-	-	*	*	*	2	3	-	*	*	-	-	-	-	-	-	-	-	3	*
	*	1%	*	-	-	*	*	*	2%	1%	-	*	*	-	-	-	-	-	-	-	-	*	*
Don't know	119	50	69	10	28	28	15	19	18	32	46	10	32	29	9	3	6	2	6	12	7	94	25
	12%	10%	13%	8%	11%	13%	10%	16%	12%	10%	15%	7%	14%	11%	3%	5%	9%	3%	7%	7%	5%	13%	9%

London Mayor Poll

Absolutes/col percents

Table 12

Q.7 Now thinking about the two main candidates for Mayor of London, Ken Livingstone and Boris Johnson, again putting aside how you will vote on May

1st which of the two do you think will...?

Make the right decisions on Heathrow

Base: All respondents

	Gender			Age						SEG				Voting Intention - First Choice				Voting Intention - Second Choice				Ethnicity	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Boris Johnson	Ken Livingstone	Brian Pad-dick	Other	Boris Johnson	Ken Livingstone	Brian Pad-dick	Others	White	Non-White
Unweighted base	1002	465	537	102	191	208	181	145	175	465	216	105	216	292	271	70	54	79	76	178	144	720	282
Weighted base	1002	491	511	129	248	208	149	119	149	331	311	140	220	275	275	62	63	86	78	165	145	711	291
Ken Livingstone	297	146	152	51	83	60	33	29	42	85	94	58	60	26	169	14	20	34	26	58	50	185	113
	30%	30%	30%	39%	33%	29%	22%	25%	28%	26%	30%	42%	27%	9%	62%	23%	31%	39%	34%	35%	34%	26%	39%
Boris Johnson	334	168	166	47	63	66	58	45	55	117	86	58	73	168	34	28	20	30	34	62	59	235	99
	33%	34%	32%	36%	25%	32%	39%	38%	37%	35%	28%	41%	33%	61%	13%	44%	31%	35%	43%	37%	40%	33%	34%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Neither	99	55	44	7	25	27	17	11	11	35	41	6	17	15	15	9	12	2	5	15	10	80	18
	10%	11%	9%	5%	10%	13%	12%	9%	8%	10%	13%	4%	8%	6%	5%	15%	19%	2%	7%	9%	7%	11%	6%
Refused	9	7	2	-	1	4	*	*	3	4	4	*	1	-	-	-	-	-	-	-	-	7	1
	1%	1%	*	-	*	2%	*	*	2%	1%	1%	*	1%	-	-	-	-	-	-	-	-	1%	*
Don't know	263	116	147	24	76	52	40	33	38	91	87	18	68	66	56	11	12	20	13	30	26	204	59
	26%	24%	29%	19%	31%	25%	27%	28%	25%	27%	28%	13%	31%	24%	20%	17%	19%	24%	16%	18%	18%	29%	20%

Prepared on behalf of The Guardian by ICM Research

London Mayor Poll

Absolutes/col percents

Table 13

Q.7 Now thinking about the two main candidates for Mayor of London, Ken Livingstone and Boris Johnson, again putting aside how you will vote on May 1st which of the two do you think will...?

Do most to tackle the problems of poverty and homelessness in London

Base: All respondents

	Gender			Age						SEG				Voting Intention - First Choice				Voting Intention - Second Choice				Ethnicity	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Boris Johnson	Ken Livingstone	Brian Paddick	Other	Boris Johnson	Ken Livingstone	Brian Paddick	Others	White	Non-White
Unweighted base	1002	465	537	102	191	208	181	145	175	465	216	105	216	292	271	70	54	79	76	178	144	720	282
Weighted base	1002	491	511	129	248	208	149	119	149	331	311	140	220	275	275	62	63	86	78	165	145	711	291
Ken Livingstone	439	223	216	63	125	100	53	42	56	153	134	63	88	56	220	35	23	52	40	83	65	294	145
	44%	45%	42%	49%	50%	48%	35%	36%	38%	46%	43%	45%	40%	20%	80%	57%	36%	61%	51%	51%	45%	41%	50%
Boris Johnson	309	154	155	44	67	48	53	40	56	110	76	53	71	173	29	13	17	21	24	64	57	230	79
	31%	31%	30%	34%	27%	23%	36%	34%	37%	33%	24%	38%	32%	63%	11%	22%	26%	24%	31%	39%	39%	32%	27%
Other	2	1	2	-	*	-	2	-	-	1	-	-	2	-	-	*	-	*	-	-	-	2	-
	*	*	*	-	*	-	1%	-	-	*	-	-	1%	-	-	1%	-	*	-	-	-	*	-
Neither	94	45	48	9	19	25	16	14	11	20	49	9	16	12	7	6	13	3	4	4	7	74	20
	9%	9%	9%	7%	8%	12%	11%	12%	7%	6%	16%	6%	7%	4%	3%	9%	20%	3%	6%	3%	5%	10%	7%
Refused	4	3	1	-	-	*	*	*	3	3	-	*	1	-	-	-	-	-	-	-	-	4	*
	*	1%	*	-	-	*	*	*	2%	1%	-	*	1%	-	-	-	-	-	-	-	-	1%	*
Don't know	154	65	88	13	37	35	24	22	23	44	52	15	42	34	18	7	11	10	10	14	16	107	46
	15%	13%	17%	10%	15%	17%	16%	18%	16%	13%	17%	11%	19%	12%	7%	12%	17%	11%	13%	8%	11%	15%	16%

London Mayor Poll

Absolutes/col percents

Table 14

Q.8 Again thinking about the two main candidates, Ken Livingstone and Boris Johnson, which of the two do you think...?

Is most likely to get to grips with the job

Base: All respondents

	Gender			Age						SEG				Voting Intention - First Choice				Voting Intention - Second Choice				Ethnicity	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Boris Johnson	Ken Livingstone	Brian Pad-dick	Other	Boris Johnson	Ken Livingstone	Brian Pad-dick	Others	White	Non-White
Unweighted base	1002	465	537	102	191	208	181	145	175	465	216	105	216	292	271	70	54	79	76	178	144	720	282
Weighted base	1002	491	511	129	248	208	149	119	149	331	311	140	220	275	275	62	63	86	78	165	145	711	291
Ken Livingstone	453	229	223	64	132	111	47	44	55	149	154	65	85	39	229	29	35	44	43	81	66	299	154
	45%	47%	44%	50%	53%	53%	32%	37%	37%	45%	50%	46%	38%	14%	83%	47%	55%	51%	55%	49%	45%	42%	53%
Boris Johnson	388	196	193	48	67	68	76	60	69	122	102	60	105	221	30	22	17	32	32	76	72	297	91
	39%	40%	38%	37%	27%	33%	51%	50%	46%	37%	33%	43%	48%	80%	11%	35%	27%	37%	41%	46%	49%	42%	31%
Other	8	6	2	1	3	-	3	*	1	3	1	2	2	1	-	3	2	*	2	-	*	5	3
	1%	1%	*	1%	1%	-	2%	*	*	1%	*	1%	1%	*	-	4%	3%	*	2%	-	*	1%	1%
Neither	38	23	15	7	8	4	6	5	9	14	15	3	5	2	1	5	3	3	1	1	2	28	11
	4%	5%	3%	5%	3%	2%	4%	4%	6%	4%	5%	2%	2%	1%	1%	7%	4%	3%	1%	1%	2%	4%	4%
Refused	4	4	*	*	-	-	*	*	3	3	-	1	1	-	*	-	-	-	-	-	-	4	*
	*	1%	*	*	-	-	*	*	2%	1%	-	1%	*	-	*	-	-	-	-	-	-	1%	*
Don't know	111	33	78	9	37	25	16	10	13	40	38	10	23	12	14	4	7	7	1	7	5	79	32
	11%	7%	15%	7%	15%	12%	11%	8%	9%	12%	12%	7%	10%	4%	5%	7%	11%	8%	1%	4%	4%	11%	11%

London Mayor Poll

Absolutes/col percents

Table 15

Q.8 Again thinking about the two main candidates, Ken Livingstone and Boris Johnson, which of the two do you think...?

Is the most honest

Base: All respondents

	Gender			Age						SEG				Voting Intention - First Choice				Voting Intention - Second Choice				Ethnicity	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Boris Johnson	Ken Livingstone	Brian Pad-dick	Other	Boris Johnson	Ken Livingstone	Brian Pad-dick	Others	White	Non-White
Unweighted base	1002	465	537	102	191	208	181	145	175	465	216	105	216	292	271	70	54	79	76	178	144	720	282
Weighted base	1002	491	511	129	248	208	149	119	149	331	311	140	220	275	275	62	63	86	78	165	145	711	291
Ken Livingstone	283 28%	137 28%	146 29%	38 30%	91 37%	67 32%	34 23%	28 23%	25 17%	80 24%	97 31%	44 32%	62 28%	9 3%	177 64%	11 17%	21 33%	36 42%	17 22%	47 29%	55 38%	159 22%	125 43%
Boris Johnson	380 38%	205 42%	174 34%	50 39%	84 34%	69 33%	65 44%	51 43%	60 41%	130 39%	106 34%	61 43%	83 38%	212 77%	36 13%	25 40%	16 25%	28 33%	36 46%	81 49%	62 43%	306 43%	74 25%
Other	4 *	2 *	2 *	- -	2 1%	* *	2 1%	- -	* *	3 1%	- -	- -	2 1%	- -	* *	2 4%	- -	- -	- -	* *	- -	2 *	2 1%
Neither	160 16%	75 15%	85 17%	15 12%	24 10%	44 21%	26 17%	16 13%	36 24%	53 16%	50 16%	20 14%	37 17%	34 12%	22 8%	16 26%	18 28%	11 13%	20 25%	16 10%	17 12%	133 19%	27 9%
Refused	7 1%	4 1%	3 1%	* *	- -	1 *	* *	1 1%	5 3%	3 1%	3 1%	1 1%	* *	- -	3 1%	- -	- -	- -	- -	- -	3 2%	6 1%	1 *
Don't know	168 17%	67 14%	101 20%	26 20%	47 19%	27 13%	21 14%	25 21%	23 15%	62 19%	56 18%	14 10%	36 16%	20 7%	38 14%	8 13%	8 13%	11 13%	6 7%	21 13%	8 6%	106 15%	63 22%

London Mayor Poll

Absolutes/col percents

Table 16

Q.8 Again thinking about the two main candidates, Ken Livingstone and Boris Johnson, which of the two do you think...?

Is likely to stand up for the interests of Londoners

Base: All respondents

	Gender			Age						SEG				Voting Intention - First Choice				Voting Intention - Second Choice				Ethnicity	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Boris Johnson	Ken Livingstone	Brian Pad-dick	Other	Boris Johnson	Ken Livingstone	Brian Pad-dick	Others	White	Non-White
Unweighted base	1002	465	537	102	191	208	181	145	175	465	216	105	216	292	271	70	54	79	76	178	144	720	282
Weighted base	1002	491	511	129	248	208	149	119	149	331	311	140	220	275	275	62	63	86	78	165	145	711	291
Ken Livingstone	446	206	240	69	125	99	51	45	58	139	154	64	89	23	244	27	32	57	34	83	67	280	166
	45%	42%	47%	54%	51%	47%	34%	38%	39%	42%	50%	46%	40%	8%	89%	44%	51%	67%	44%	50%	46%	39%	57%
Boris Johnson	393	208	185	42	80	79	72	52	69	136	101	64	92	225	23	22	18	25	28	77	65	312	81
	39%	42%	36%	33%	32%	38%	48%	43%	46%	41%	33%	45%	42%	82%	8%	35%	28%	29%	36%	47%	44%	44%	28%
Other	8	2	5	-	5	*	2	-	*	4	1	1	2	1	*	2	2	-	2	-	1	4	3
	1%	*	1%	-	2%	*	1%	-	*	1%	*	1%	1%	*	*	4%	4%	-	3%	-	1%	1%	1%
Neither	58	32	25	9	9	12	10	6	12	17	22	5	14	8	1	8	4	2	8	2	3	42	16
	6%	7%	5%	7%	4%	6%	7%	5%	8%	5%	7%	3%	6%	3%	*	12%	7%	2%	10%	1%	2%	6%	6%
Refused	7	6	*	-	-	4	*	1	2	3	4	1	-	-	-	-	-	-	-	-	-	7	*
	1%	1%	*	-	-	2%	*	1%	2%	1%	1%	*	-	-	-	-	-	-	-	-	-	1%	*
Don't know	90	36	55	9	29	14	15	16	8	33	28	6	23	19	7	3	7	1	6	4	10	67	24
	9%	7%	11%	7%	12%	7%	10%	13%	5%	10%	9%	4%	11%	7%	2%	6%	11%	2%	7%	2%	7%	9%	8%

London Mayor Poll

Absolutes/col percents

Table 17

Q.8 Again thinking about the two main candidates, Ken Livingstone and Boris Johnson, which of the two do you think...?

Is most likely to understand the needs of all Londoners

Base: All respondents

	Gender			Age						SEG				Voting Intention - First Choice				Voting Intention - Second Choice				Ethnicity	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Boris Johnson	Ken Livingstone	Brian Pad-dick	Other	Boris Johnson	Ken Livingstone	Brian Pad-dick	Others	White	Non-White
Unweighted base	1002	465	537	102	191	208	181	145	175	465	216	105	216	292	271	70	54	79	76	178	144	720	282
Weighted base	1002	491	511	129	248	208	149	119	149	331	311	140	220	275	275	62	63	86	78	165	145	711	291
Ken Livingstone	466	207	258	67	129	107	52	49	62	152	155	72	85	47	254	20	34	48	47	83	72	293	172
	46%	42%	51%	52%	52%	51%	35%	41%	42%	46%	50%	52%	39%	17%	92%	32%	53%	56%	60%	50%	50%	41%	59%
Boris Johnson	354	196	158	36	79	63	61	54	61	120	92	52	90	205	14	25	19	30	23	70	61	283	72
	35%	40%	31%	28%	32%	30%	41%	45%	41%	36%	30%	37%	41%	75%	5%	41%	30%	35%	30%	43%	42%	40%	25%
Other	6	2	4	-	5	-	-	1	-	4	*	2	-	2	-	2	2	-	2	-	2	3	3
	1%	*	1%	-	2%	-	-	*	-	1%	*	1%	-	1%	-	4%	4%	-	3%	-	1%	*	1%
Neither	75	48	27	10	7	19	18	10	10	22	26	10	17	6	4	10	4	5	4	5	3	61	14
	7%	10%	5%	8%	3%	9%	12%	9%	7%	7%	8%	7%	8%	2%	1%	16%	6%	5%	5%	3%	2%	9%	5%
Refused	3	3	1	-	-	1	*	*	2	3	*	*	-	-	-	-	-	-	-	-	-	3	*
	*	1%	*	-	-	*	*	*	2%	1%	*	*	-	-	-	-	-	-	-	-	-	*	*
Don't know	98	35	63	16	27	19	17	6	14	30	36	4	27	16	3	5	5	3	3	7	8	68	29
	10%	7%	12%	12%	11%	9%	12%	5%	9%	9%	12%	3%	12%	6%	1%	8%	7%	3%	4%	4%	5%	10%	10%

London Mayor Poll

Absolutes/col percents

Table 18

Q.8 Again thinking about the two main candidates, Ken Livingstone and Boris Johnson, which of the two do you think...?

Is most likely to pick the best team to help him run the city

Base: All respondents

	Gender			Age						SEG				Voting Intention - First Choice				Voting Intention - Second Choice				Ethnicity	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Boris Johnson	Ken Livingstone	Brian Pad-dick	Other	Boris Johnson	Ken Livingstone	Brian Pad-dick	Others	White	Non-White
Unweighted base	1002	465	537	102	191	208	181	145	175	465	216	105	216	292	271	70	54	79	76	178	144	720	282
Weighted base	1002	491	511	129	248	208	149	119	149	331	311	140	220	275	275	62	63	86	78	165	145	711	291
Ken Livingstone	367	174	193	66	97	89	38	33	45	100	137	61	70	16	224	12	23	43	29	65	57	211	157
	37%	35%	38%	51%	39%	43%	25%	27%	30%	30%	44%	43%	32%	6%	82%	19%	36%	50%	38%	39%	39%	30%	54%
Boris Johnson	415	221	194	45	89	67	77	66	70	152	106	56	101	222	24	37	20	36	31	81	68	325	90
	41%	45%	38%	35%	36%	32%	52%	56%	47%	46%	34%	40%	46%	81%	9%	60%	31%	42%	40%	49%	47%	46%	31%
Other	5	3	2	-	5	-	-	*	-	4	*	*	-	-	-	2	2	-	2	-	*	3	2
	*	1%	*	-	2%	-	-	*	-	1%	*	*	-	-	-	4%	4%	-	3%	-	*	*	1%
Neither	45	26	19	8	7	5	10	6	9	9	21	6	9	6	2	6	3	1	2	3	3	33	11
	4%	5%	4%	6%	3%	2%	7%	5%	6%	3%	7%	5%	4%	2%	1%	9%	4%	2%	3%	2%	2%	5%	4%
Refused	3	3	*	-	-	*	*	*	2	3	-	*	-	-	-	-	-	-	-	-	-	3	*
	*	1%	*	-	-	*	*	*	2%	1%	-	*	-	-	-	-	-	-	-	-	-	*	*
Don't know	167	65	102	10	49	47	24	14	22	64	47	17	40	31	24	5	16	5	14	16	16	137	30
	17%	13%	20%	8%	20%	23%	16%	12%	15%	19%	15%	12%	18%	11%	9%	9%	25%	6%	17%	10%	11%	19%	10%

London Mayor Poll

Absolutes/col percents

Table 19

Q.8 Again thinking about the two main candidates, Ken Livingstone and Boris Johnson, which of the two do you think...?

Has most appetite for the job

Base: All respondents

	Gender			Age						SEG				Voting Intention - First Choice				Voting Intention - Second Choice				Ethnicity	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Boris Johnson	Ken Livingstone	Brian Pad-dick	Other	Boris Johnson	Ken Livingstone	Brian Pad-dick	Others	White	Non-White
Unweighted base	1002	465	537	102	191	208	181	145	175	465	216	105	216	292	271	70	54	79	76	178	144	720	282
Weighted base	1002	491	511	129	248	208	149	119	149	331	311	140	220	275	275	62	63	86	78	165	145	711	291
Ken Livingstone	419 42%	202 41%	217 42%	67 52%	99 40%	84 40%	62 42%	50 42%	56 37%	126 38%	133 43%	71 50%	90 41%	46 17%	203 74%	25 40%	21 32%	42 49%	35 45%	69 42%	56 38%	252 35%	166 57%
Boris Johnson	416 42%	226 46%	190 37%	41 32%	105 42%	82 39%	69 46%	53 44%	68 45%	146 44%	118 38%	51 36%	100 46%	216 79%	49 18%	30 48%	28 44%	40 47%	33 42%	80 49%	80 55%	340 48%	76 26%
Other	5 *	2 *	3 1%	- -	2 1%	- -	- -	2 2%	1 *	4 1%	- -	- -	1 *	3 1%	- -	2 4%	- -	- -	2 2%	- -	- -	3 *	2 1%
Neither	35 3%	21 4%	13 3%	7 5%	7 3%	4 2%	3 2%	5 4%	8 5%	9 3%	14 5%	3 2%	8 4%	* *	2 1%	2 3%	2 4%	2 3%	- -	2 1%	- -	25 4%	9 3%
Refused	5 1%	4 1%	1 *	- -	1 1%	- -	* *	* *	3 2%	2 1%	1 *	* *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	5 1%	* *
Don't know	123 12%	36 7%	87 17%	14 11%	33 13%	38 18%	15 10%	9 8%	14 9%	44 13%	44 14%	16 11%	20 9%	11 4%	22 8%	3 5%	12 19%	1 2%	8 10%	13 8%	10 7%	87 12%	36 12%

London Mayor Poll

Absolutes/col percents

Table 20

Q.8 Again thinking about the two main candidates, Ken Livingstone and Boris Johnson, which of the two do you think...?

Is most likely to maintain the highest standards of public office

Base: All respondents

	Gender			Age						SEG				Voting Intention - First Choice				Voting Intention - Second Choice				Ethnicity	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Boris Johnson	Ken Livingstone	Brian Pad-dick	Other	Boris Johnson	Ken Livingstone	Brian Pad-dick	Others	White	Non-White
Unweighted base	1002	465	537	102	191	208	181	145	175	465	216	105	216	292	271	70	54	79	76	178	144	720	282
Weighted base	1002	491	511	129	248	208	149	119	149	331	311	140	220	275	275	62	63	86	78	165	145	711	291
Ken Livingstone	372	173	199	64	108	84	40	35	40	118	128	64	62	24	215	16	23	45	34	68	50	225	146
	37%	35%	39%	50%	44%	40%	27%	30%	27%	36%	41%	45%	28%	9%	78%	26%	36%	52%	44%	41%	35%	32%	50%
Boris Johnson	410	215	194	46	76	70	77	66	76	141	105	59	105	233	26	31	21	29	36	77	71	322	87
	41%	44%	38%	36%	31%	33%	52%	55%	51%	43%	34%	42%	48%	85%	9%	50%	32%	34%	47%	47%	49%	45%	30%
Other	6	5	2	-	3	-	2	1	1	4	-	*	2	1	1	3	-	*	-	1	-	4	2
	1%	1%	*	-	1%	-	1%	1%	1%	1%	-	*	1%	*	*	4%	-	*	-	1%	-	1%	1%
Neither	78	46	31	9	17	23	9	7	13	26	32	6	13	3	10	7	7	3	3	7	12	60	17
	8%	9%	6%	7%	7%	11%	6%	6%	9%	8%	10%	5%	6%	1%	4%	12%	11%	4%	3%	4%	8%	8%	6%
Refused	4	4	*	-	1	-	*	*	2	3	1	*	-	-	-	-	-	-	-	-	-	4	*
	*	1%	*	-	1%	-	*	*	2%	1%	*	*	-	-	-	-	-	-	-	-	-	1%	*
Don't know	132	48	84	10	43	32	21	9	17	38	45	11	38	14	22	5	13	8	5	12	12	95	37
	13%	10%	16%	8%	17%	15%	14%	8%	11%	12%	15%	8%	17%	5%	8%	8%	20%	10%	6%	8%	8%	13%	13%

London Mayor Poll

Absolutes/col percents

Table 22

Have you taken a foreign holiday in the last three years?**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1002	1002
Weighted base	1002	1002
Yes	718 72%	541 54%
No	284 28%	461 46%

London Mayor Poll

Absolutes/col percents

Table 23
How many cars do you have in the household?
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
None	255 25%	305 30%
1 car	464 46%	411 41%
2 cars	210 21%	220 22%
3+ cars	62 6%	60 6%
Refused	11 1%	6 1%

London Mayor Poll

Absolutes/col percents

Table 24
Working Status
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
Working full time (30+ hrs a week)	494 49%	501 50%
Working part time (8-29 hrs a week)	122 12%	120 12%
Not working but seeking work or temporarily unemployed/sick	43 4%	57 6%
Not working/Not seeking work - EXCLUDING RETIRED AND STUDENTS	58 6%	59 6%
Retired	213 21%	187 19%
Student	56 6%	69 7%
Refused	16 2%	9 1%

London Mayor Poll

Absolutes/col percents

Table 25
Tenure
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
Owned	651 65%	576 57%
- Owned outright	267 27%	243 24%
- Owned with a mortgage	372 37%	324 32%
Rented	312 31%	395 39%
- Rented from Council	120 12%	202 20%
- Rented from Housing Association	70 7%	78 8%
- Rented from someone else	120 12%	112 11%
Rent free	18 2%	18 2%
Refused	21 2%	13 1%

London Mayor Poll

Absolutes/col percents

Table 26
To which of these ethnic groups do you consider you belong? (Summary)
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
White	720 72%	711 71%
Mixed	24 2%	30 3%
Asian or Asian British	110 11%	113 11%
Black or Black British	95 9%	110 11%
Chinese	10 1%	8 1%
Other ethnic group	43 4%	30 3%

London Mayor Poll

Absolutes/col percents

Table 27
To which of these ethnic groups do you consider you belong? (Detail)
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
NET: White	693 69%	694 69%
British	589 59%	602 60%
Irish	24 2%	26 3%
Other white background	80 8%	66 7%
NET: Mixed	20 2%	25 3%
White and black Caribbean	5 *	11 1%
White and black African	2 *	2 *
White and Asian	6 1%	5 *
Another mixed background	7 1%	7 1%
NET: Asian	105 10%	110 11%
Indian	53 5%	58 6%
Pakistani	21 2%	19 2%
Bangladeshi	14 1%	19 2%
Another Asian background	17 2%	13 1%
NET: Black	92 9%	110 11%
Caribbean	41 4%	53 5%

Prepared on behalf of The Guardian by ICM Research

London Mayor Poll

Absolutes/col percents

Table 27
To which of these ethnic groups do you consider you belong? (Detail)
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1002	1002
African	45 4%	46 5%
Another black background	6 1%	11 1%
Chinese	10 1%	8 1%
Other ethnic group	43 4%	30 3%
Refused	39 4%	25 2%

London Mayor Poll

Absolutes/col percents

Table 28
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1002	1002
Weighted base	1002	1002
Male	465 46%	491 49%
Female	537 54%	511 51%

London Mayor Poll

Absolutes/col percents

Table 29
Social Class
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
A	182 18%	131 13%
B	283 28%	200 20%
C1	216 22%	311 31%
C2	105 10%	140 14%
D	78 8%	83 8%
E	138 14%	137 14%

London Mayor Poll

Absolutes/col percents

Table 30
London Region
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
Barking	12 1%	12 1%
Battersea	13 1%	14 1%
Beckenham	14 1%	15 1%
Bethnal Green & Bow	17 2%	17 2%
Bexleyheath & Crayford	14 1%	13 1%
Brent East	12 1%	11 1%
Brent North	12 1%	12 1%
Brent South	11 1%	11 1%
Brentford & Isleworth	18 2%	17 2%
Bromley & Chislehurst	13 1%	14 1%
Camberwell & Peckham	11 1%	11 1%
Carshalton & Wallington	13 1%	14 1%
Chingford & Woodford Green	12 1%	12 1%
Chipping Barnet	13 1%	13 1%
Cities Of London & Westminster	13 1%	14 1%
Croydon Central	18 2%	16 2%

Prepared on behalf of The Guardian by ICM Research

London Mayor Poll

Absolutes/col percents

Table 30
London Region
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1002	1002
Croydon North	17 2%	17 2%
Croydon South	14 1%	15 1%
Dagenham	11 1%	12 1%
Dulwich & West Norwood	14 1%	14 1%
Ealing Acton & Shepherds Bush	18 2%	16 2%
Ealing North	20 2%	14 1%
Ealing Southall	12 1%	17 2%
East Ham	16 2%	16 2%
Edmonton	11 1%	12 1%
Eltham	11 1%	11 1%
Enfield North	13 1%	13 1%
Enfield Southgate	15 1%	13 1%
Erith & Thamesmead	13 1%	14 1%
Feltham & Heston	14 1%	15 1%
Finchley & Golders Green	12 1%	14 1%
Greenwich & Woolwich	13 1%	13 1%

Prepared on behalf of The Guardian by ICM Research

London Mayor Poll

Absolutes/col percents

Table 30
London Region
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1002	1002
Hackney North & Stoke Newington	12 1%	12 1%
Hackney South & Shoreditch	13 1%	13 1%
Hammersmith & Fulham	15 1%	16 2%
Hampstead & Highgate	13 1%	14 1%
Harrow East	17 2%	17 2%
Harrow West	15 1%	15 1%
Hayes & Harlington	12 1%	11 1%
Hendon	13 1%	14 1%
Holborn & St Pancras	13 1%	14 1%
Hornchurch	11 1%	12 1%
Hornsey & Wood Green	15 1%	15 1%
Ilford North	12 1%	14 1%
Ilford South	16 2%	16 2%
Islington North	12 1%	12 1%
Islington South & Finsbury	11 1%	12 1%
Kensington & Chelsea	14 1%	13 1%

Prepared on behalf of The Guardian by ICM Research

London Mayor Poll

Absolutes/col percents

Table 30
London Region
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1002	1002
Kingston & Surbiton	16 2%	15 1%
Lewisham Deptford	12 1%	12 1%
Lewisham East	13 1%	12 1%
Lewisham West	12 1%	12 1%
Leyton & Wanstead	11 1%	12 1%
Mitcham & Morden	14 1%	13 1%
North Southwark & Bermondsey	16 2%	15 1%
Old Bexley & Sidcup	16 2%	14 1%
Orpington	16 2%	16 2%
Poplar & Canning Town	12 1%	12 1%
Putney	15 1%	12 1%
Regents Park & Kensington North	11 1%	11 1%
Richmond Park	14 1%	14 1%
Romford	11 1%	12 1%
Ruislip Northwood	11 1%	12 1%
Streatham	15 1%	16 2%

Prepared on behalf of The Guardian by ICM Research

London Mayor Poll

Absolutes/col percents

Table 30
London Region
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	1002	1002
Sutton & Cheam	15 1%	13 1%
Tooting	13 1%	14 1%
Tottenham	12 1%	13 1%
Twickenham	14 1%	14 1%
Upminster	11 1%	11 1%
Uxbridge	12 1%	12 1%
Vauxhall	17 2%	16 2%
Walthamstow	13 1%	13 1%
West Ham	11 1%	12 1%
Wimbledon	15 1%	13 1%

Prepared on behalf of The Guardian by ICM Research

London Mayor Poll

Absolutes/col percents

Table 31
Age
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
18 - 24	102 10%	129 13%
25 - 34	191 19%	248 25%
35 - 44	208 21%	208 21%
45 - 54	181 18%	149 15%
55 - 64	145 14%	119 12%
65+	175 17%	149 15%

London Mayor Poll

Absolutes/col percents

Table 32
Q.5 Voting in 2005 General Election
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
Conservative	159 16%	160 16%
Labour	257 26%	220 22%
Liberal Democrats	86 9%	109 11%
Another party	39 4%	35 3%
Decided not to vote	191 19%	367 37%
Not registered	143 14%	66 7%
Refused	68 7%	20 2%
Don't know	59 6%	25 2%