

YouGov Survey Results

Sample Size: 1422 London adults (aged 18+)
Fieldwork: 6th - 8th May 2014

Weighted Sample
Unweighted Sample

	Voting intention				2010 Vote			Gender		Age				Social grade	
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
1422	x	x	x	x	398	424	265	701	721	171	509	456	286	824	598
1422	304	485	130	151	376	394	337	701	721	125	466	434	397	948	474
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		7-9 April	6-8 May														
Headline Voting Intention				<i>[Excluding Don't knows and Wouldn't votes]</i>													
Con	34	31	100	0	0	0	75	7	14	35	27	38	32	25	36	35	27
Lab	42	44	0	100	0	0	7	83	33	41	48	46	44	47	39	41	49
Lib Dem	9	11	0	0	100	0	2	5	42	12	9	10	12	12	9	13	8
Other	15	13	0	0	0	100	16	5	11	12	15	7	11	16	16	12	16
Other Parties Voting Intention																	
UKIP	11	10	0	0	0	100	15	3	6	9	12	5	8	13	14	8	14
Green	3	2	0	0	0	0	0	1	5	2	2	2	3	1	1	2	1
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	1	0	0	0	0	1	0	0	0	1	0	0	1	1	1	1
Non Voters																	
Would Not Vote	7	6	0	0	0	0	4	2	4	4	9	10	7	6	3	4	9
Don't know	15	12	0	0	0	0	9	7	17	6	19	16	11	13	11	12	13
European election Headline Voting Intention				<i>[Excluding Don't knows and Wouldn't votes]</i>													
Con	25	23	75	1	0	1	50	9	9	25	20	25	27	16	24	25	19
Lab	33	37	1	87	1	0	6	74	21	37	37	43	36	37	33	34	42
Lib Dem	11	9	2	2	79	0	1	3	39	10	9	6	11	10	6	11	6
UKIP	24	21	21	3	9	95	38	8	16	21	22	10	15	26	32	21	22
Green	5	7	0	6	10	0	3	5	15	6	9	14	8	7	4	7	8
BNP	1	1	1	0	1	0	1	0	1	1	0	1	0	1	0	0	1
Other	2	2	0	0	0	4	1	2	1	0	3	0	2	3	1	2	2
European election Non Voters																	
Would Not Vote	6	7	3	3	4	1	3	4	6	5	9	9	8	6	5	5	10
Don't know	15	11	4	5	1	0	8	5	13	5	17	14	11	11	11	10	13
Local council Headline Voting Intention				<i>[Excluding Don't knows and Wouldn't votes]</i>													
Con	34	33	98	2	4	14	77	8	13	35	31	32	33	27	41	37	27
Lab	40	40	0	94	2	1	6	75	32	38	43	46	41	40	37	37	45
Lib Dem	12	11	2	4	94	1	1	8	40	11	10	6	11	15	7	14	7
Other	13	16	0	0	0	84	15	9	14	16	16	16	15	18	15	13	22

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

Local council Other Parties Voting Intention

UKIP	9	10	0	0	0	81	13	3	6	9	10	4	8	11	12	7	13
Green	3	2	0	0	0	1	0	2	4	2	3	1	3	2	2	2	3
Respect	0	1	0	0	0	0	0	0	0	2	0	8	0	0	0	0	2
BNP	1	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0
Other or an Independent	1	3	0	0	0	1	1	4	5	3	2	3	3	4	2	3	3

Local council Non Voters

Would Not Vote	6	8	3	3	8	0	4	4	7	6	10	15	9	7	4	5	11
Don't know	15	11	3	3	5	4	7	5	17	6	17	13	13	10	9	11	11

On May 22nd 2014, elections for the European Parliament and borough councils in London will be held. On a scale of 0 to 10 with 0 meaning 'Definitely will not vote' and 10 meaning 'Definitely will vote', how likely are you to vote at these elections?

0 - Definitely will not vote	5	4	1	2	1	2	1	2	3	3	5	6	4	4	3	3	5
1	1	1	0	1	0	1	0	1	2	1	1	2	2	1	1	1	1
2	3	2	1	0	3	0	0	4	1	3	2	2	3	2	2	1	4
3	1	2	1	1	5	2	2	2	2	1	3	5	3	1	0	1	3
4	2	2	1	1	5	4	1	0	1	1	3	5	2	1	1	2	2
5	6	5	5	6	3	1	3	5	2	4	6	5	7	3	2	5	4
6	5	3	3	3	2	4	2	4	1	3	3	1	5	2	3	3	3
7	5	4	5	3	3	2	5	3	7	4	4	6	5	4	3	4	4
8	6	8	7	9	15	6	7	9	12	10	7	10	10	9	5	9	7
9	9	8	6	8	14	12	8	6	11	8	7	8	10	5	7	8	7
10 - Definitely will vote	51	54	68	59	47	66	68	62	54	57	51	36	42	64	73	59	48
Don't know	6	6	1	7	0	0	2	3	5	4	8	14	8	4	2	3	11

How well or badly do you think Boris Johnson is doing his job as Mayor of London?

Very well	15	14	38	7	4	12	34	6	6	19	10	19	15	10	17	16	11
Fairly well	44	42	54	38	51	46	51	35	45	40	44	40	43	42	41	42	42
TOTAL WELL	59	56	92	45	55	58	85	41	51	59	54	59	58	52	58	58	53
Fairly badly	20	18	5	23	22	12	7	27	23	20	17	12	18	18	22	18	18
Very badly	11	14	0	22	17	15	3	21	16	16	12	10	11	17	15	13	15
TOTAL BADLY	31	32	5	45	39	27	10	48	39	36	29	22	29	35	37	31	33
Don't know	10	12	2	11	6	14	5	10	9	6	18	19	13	12	5	10	14

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

Thinking about the administration of London more generally, which areas do you think should be the greatest priority for the Mayor and city government? Choose up to three.

Housing	55	55	48	63	50	50	47	66	58	51	58	49	55	57	54	55	55
Transport	53	53	66	53	54	54	59	53	61	60	47	41	54	59	50	59	46
Economic development and regeneration	32	38	50	39	42	22	43	36	35	40	35	33	38	42	32	39	36
Policing	38	37	55	26	27	55	57	29	31	37	36	19	30	36	59	37	36
Public Health	28	23	16	25	23	19	18	27	20	18	27	20	20	24	26	22	23
Fire services and emergency planning	19	22	22	19	25	34	25	22	24	17	27	15	13	24	39	21	24
The environment	16	14	11	17	22	10	10	13	20	14	14	23	14	13	10	15	13
Arts and culture	6	5	3	6	7	3	5	6	5	7	4	5	8	3	4	6	4
None of these	1	1	0	0	0	3	1	0	0	1	0	1	1	1	1	1	1
Don't know	7	7	1	7	3	3	2	3	6	5	8	17	9	3	2	4	10

Which one of the following do you think should be the priority for London Underground?

Lower fares	46	44	37	47	35	57	41	50	44	43	45	35	46	49	38	44	44
Longer opening hours	13	13	14	10	12	13	19	7	15	14	12	14	13	12	13	14	12
Line upgrades	11	13	15	15	16	7	11	19	14	15	11	14	14	9	16	14	12
Station and train refurbishments	10	11	15	9	13	6	10	10	9	11	11	10	8	12	14	10	11
More frequent trains	9	10	12	10	15	8	12	9	10	11	9	6	10	11	11	11	9
None of these	2	3	2	2	5	1	2	2	3	2	3	7	2	3	1	2	3
Don't know	8	7	6	6	3	8	5	3	5	5	8	13	7	4	6	5	9