

Internal Marketing

LONDON Sample:1470



Social Media (monthly or more)						Local Education Authority				
Facebook	LinkedIn	Google+	Twitter	Myspace	None of these	Central	North	South	East	West

Do you think an elected politician, such as an MP or mayor, should or should not resign from office if you learned that they had done one of the following?

Claimed expenses they weren't entitled to:

Unweighted base	971	352	116	460	9	382	334	205	283	403	245
Base: All London Adults	1005	297	102	469	9	358	298	202	288	441	241
Yes, this person should resign	84%	79%	73%	79%	61%	90%	81%	87%	91%	83%	83%
No, this person should not resign	10%	14%	12%	13%	6%	4%	13%	6%	5%	10%	10%
Don't know	6%	7%	15%	8%	33%	5%	6%	7%	4%	8%	7%

Frequented prostitutes:

Unweighted base	971	352	116	460	9	382	334	205	283	403	245
Base: All London Adults	1005	297	102	469	9	358	298	202	288	441	241
Yes, this person should resign	65%	59%	53%	58%	42%	67%	59%	68%	68%	65%	62%
No, this person should not resign	22%	30%	29%	29%	53%	20%	29%	19%	24%	23%	18%
Don't know	12%	11%	18%	14%	5%	14%	12%	14%	9%	12%	20%

Accepted cash gifts while in office:

Unweighted base	971	352	116	460	9	382	334	205	283	403	245
Base: All London Adults	1005	297	102	469	9	358	298	202	288	441	241
Yes, this person should resign	81%	83%	69%	79%	60%	83%	78%	83%	87%	80%	80%
No, this person should not resign	10%	8%	13%	10%	7%	10%	13%	6%	7%	12%	8%
Don't know	9%	9%	18%	11%	33%	6%	10%	10%	6%	8%	12%

Improperly failed to report all their income to the taxman:

Unweighted base	971	352	116	460	9	382	334	205	283	403	245
Base: All London Adults	1005	297	102	469	9	358	298	202	288	441	241
Yes, this person should resign	84%	80%	72%	82%	82%	83%	78%	84%	91%	81%	84%
No, this person should not resign	9%	14%	9%	11%	13%	8%	13%	7%	4%	10%	6%
Don't know	8%	7%	19%	7%	5%	9%	8%	9%	5%	9%	10%

Total	Gender		Age				
Base	Male	Female	18-24	25-34	35-44	45-54	55+

Smoked marijuana:

Unweighted base	1470	709	761	168	337	244	233	488
Base: All London Adults	1470	699	771	175	358	286	240	412
Yes, this person should resign	37%	36%	39%	38%	31%	37%	33%	45%
No, this person should not resign	51%	54%	47%	43%	54%	49%	60%	47%
Don't know	12%	10%	14%	19%	14%	14%	7%	9%

Used cocaine:

Unweighted base	1470	709	761	168	337	244	233	488
Base: All London Adults	1470	699	771	175	358	286	240	412
Yes, this person should resign	65%	59%	69%	51%	59%	56%	66%	80%
No, this person should not resign	26%	31%	22%	39%	28%	30%	29%	15%
Don't know	9%	9%	9%	10%	12%	13%	5%	5%

Smoked crack cocaine:

Unweighted base	1470	709	761	168	337	244	233	488
Base: All London Adults	1470	699	771	175	358	286	240	412
Yes, this person should resign	72%	69%	75%	58%	66%	67%	77%	84%
No, this person should not resign	18%	23%	14%	27%	20%	23%	18%	10%
Don't know	10%	8%	11%	16%	14%	10%	6%	5%

Took ecstasy:

Unweighted base	1470	709	761	168	337	244	233	488
Base: All London Adults	1470	699	771	175	358	286	240	412
Yes, this person should resign	57%	50%	63%	48%	53%	51%	57%	69%
No, this person should not resign	30%	37%	24%	30%	33%	35%	34%	23%
Don't know	13%	13%	13%	22%	14%	15%	9%	8%

Sent explicit images of themselves that became public:

Unweighted base	1470	709	761	168	337	244	233	488
Base: All London Adults	1470	699	771	175	358	286	240	412
Yes, this person should resign	65%	58%	70%	35%	49%	58%	75%	88%
No, this person should not resign	25%	32%	18%	50%	35%	27%	18%	8%
Don't know	11%	10%	12%	15%	16%	15%	6%	4%

Social Grade		Marital Status					
ABC1	C2DE	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

Smoked marijuana:

Unweighted base	1007	463	543	153	115	43	419	197
Base: All London Adults	882	588	567	158	119	37	403	186
Yes, this person should resign	35%	40%	42%	24%	32%	40%	36%	39%
No, this person should not resign	53%	47%	46%	69%	55%	47%	52%	45%
Don't know	12%	13%	12%	6%	13%	13%	13%	16%

Used cocaine:

Unweighted base	1007	463	543	153	115	43	419	197
Base: All London Adults	882	588	567	158	119	37	403	186
Yes, this person should resign	65%	65%	71%	53%	67%	85%	61%	56%
No, this person should not resign	28%	24%	21%	39%	23%	11%	33%	24%
Don't know	8%	11%	8%	9%	9%	4%	6%	20%

Smoked crack cocaine:

Unweighted base	1007	463	543	153	115	43	419	197
Base: All London Adults	882	588	567	158	119	37	403	186
Yes, this person should resign	73%	71%	78%	63%	71%	91%	69%	67%
No, this person should not resign	18%	19%	15%	28%	20%	5%	22%	11%
Don't know	9%	11%	7%	10%	9%	4%	9%	22%

Took ecstasy:

Unweighted base	1007	463	543	153	115	43	419	197
Base: All London Adults	882	588	567	158	119	37	403	186
Yes, this person should resign	57%	58%	63%	43%	54%	71%	55%	53%
No, this person should not resign	32%	27%	26%	49%	29%	18%	34%	25%
Don't know	11%	15%	11%	8%	17%	11%	12%	21%

Sent explicit images of themselves that became public:

Unweighted base	1007	463	543	153	115	43	419	197
Base: All London Adults	882	588	567	158	119	37	403	186
Yes, this person should resign	64%	65%	80%	47%	78%	83%	51%	50%
No, this person should not resign	27%	21%	12%	40%	15%	12%	38%	29%
Don't know	9%	14%	8%	12%	7%	5%	11%	21%

Working status						Children in Household				
Working full time	Working part time	Full time student	Retired	Unemployed	Not working/ Other	0	1	2	3+	Refused

Smoked marijuana:

Unweighted base	799	164	77	255	59	116	1064	166	124	47	69
Base: All London Adults	822	163	61	225	49	150	1035	183	129	66	58
Yes, this person should resign	34%	38%	49%	45%	17%	43%	38%	32%	38%	45%	37%
No, this person should not resign	54%	48%	39%	46%	61%	44%	55%	43%	45%	33%	36%
Don't know	12%	14%	13%	9%	21%	13%	8%	25%	18%	22%	27%

Used cocaine:

Unweighted base	799	164	77	255	59	116	1064	166	124	47	69
Base: All London Adults	822	163	61	225	49	150	1035	183	129	66	58
Yes, this person should resign	61%	59%	64%	81%	49%	70%	66%	60%	67%	55%	65%
No, this person should not resign	30%	31%	21%	14%	29%	19%	27%	27%	24%	29%	15%
Don't know	9%	10%	15%	5%	22%	11%	7%	13%	9%	15%	20%

Smoked crack cocaine:

Unweighted base	799	164	77	255	59	116	1064	166	124	47	69
Base: All London Adults	822	163	61	225	49	150	1035	183	129	66	58
Yes, this person should resign	71%	64%	73%	85%	55%	73%	74%	67%	75%	56%	70%
No, this person should not resign	21%	20%	13%	10%	22%	16%	19%	17%	15%	32%	6%
Don't know	8%	16%	14%	6%	23%	11%	8%	16%	11%	12%	23%

Took ecstasy:

Unweighted base	799	164	77	255	59	116	1064	166	124	47	69
Base: All London Adults	822	163	61	225	49	150	1035	183	129	66	58
Yes, this person should resign	55%	53%	63%	66%	45%	61%	58%	53%	59%	57%	56%
No, this person should not resign	34%	29%	18%	27%	29%	23%	33%	24%	29%	24%	21%
Don't know	11%	18%	19%	6%	27%	16%	10%	23%	12%	19%	23%

Sent explicit images of themselves that became public:

Unweighted base	799	164	77	255	59	116	1064	166	124	47	69
Base: All London Adults	822	163	61	225	49	150	1035	183	129	66	58
Yes, this person should resign	62%	60%	43%	84%	35%	72%	67%	58%	64%	60%	53%
No, this person should not resign	27%	27%	38%	11%	40%	18%	24%	25%	27%	21%	25%
Don't know	11%	12%	19%	5%	24%	10%	9%	17%	9%	19%	22%

Social Media (monthly or more)						Local Education Authority				
Facebook	LinkedIn	Google+	Twitter	Myspace	None of these	Central	North	South	East	West

Smoked marijuana:

Unweighted base	971	352	116	460	9	382	334	205	283	403	245
Base: All London Adults	1005	297	102	469	9	358	298	202	288	441	241
Yes, this person should resign	35%	27%	28%	29%	18%	46%	30%	35%	40%	40%	40%
No, this person should not resign	52%	63%	57%	61%	77%	41%	56%	56%	51%	48%	44%
Don't know	12%	10%	14%	10%	5%	12%	14%	9%	9%	12%	16%

Used cocaine:

Unweighted base	971	352	116	460	9	382	334	205	283	403	245
Base: All London Adults	1005	297	102	469	9	358	298	202	288	441	241
Yes, this person should resign	64%	50%	48%	58%	37%	70%	58%	61%	72%	65%	67%
No, this person should not resign	27%	41%	34%	31%	58%	21%	33%	31%	20%	28%	20%
Don't know	9%	9%	18%	11%	5%	9%	9%	8%	9%	8%	13%

Smoked crack cocaine:

Unweighted base	971	352	116	460	9	382	334	205	283	403	245
Base: All London Adults	1005	297	102	469	9	358	298	202	288	441	241
Yes, this person should resign	72%	64%	54%	67%	37%	78%	66%	72%	77%	72%	75%
No, this person should not resign	19%	26%	29%	22%	58%	12%	20%	20%	15%	20%	16%
Don't know	9%	10%	17%	11%	5%	10%	15%	8%	8%	8%	9%

Took ecstasy:

Unweighted base	971	352	116	460	9	382	334	205	283	403	245
Base: All London Adults	1005	297	102	469	9	358	298	202	288	441	241
Yes, this person should resign	58%	46%	45%	50%	21%	62%	47%	55%	65%	59%	57%
No, this person should not resign	30%	44%	37%	37%	70%	25%	40%	35%	26%	30%	20%
Don't know	12%	10%	19%	13%	9%	13%	13%	10%	9%	11%	22%

Sent explicit images of themselves that became public:

Unweighted base	971	352	116	460	9	382	334	205	283	403	245
Base: All London Adults	1005	297	102	469	9	358	298	202	288	441	241
Yes, this person should resign	61%	55%	52%	54%	37%	80%	58%	66%	65%	66%	67%
No, this person should not resign	28%	33%	29%	32%	53%	12%	30%	23%	26%	24%	19%
Don't know	12%	12%	20%	14%	9%	8%	12%	11%	9%	10%	14%

Total	Gender		Age				
Base	Male	Female	18-24	25-34	35-44	45-54	55+

Was in a bar fight:

Unweighted base	1470	709	761	168	337	244	233	488
Base: All London Adults	1470	699	771	175	358	286	240	412
Yes, this person should resign	48%	47%	50%	37%	41%	41%	59%	58%
No, this person should not resign	35%	38%	32%	44%	40%	37%	27%	28%
Don't know	17%	16%	18%	18%	19%	21%	14%	14%

Been unfaithful to their spouse:

Unweighted base	1470	709	761	168	337	244	233	488
Base: All London Adults	1470	699	771	175	358	286	240	412
Yes, this person should resign	19%	22%	16%	18%	14%	24%	25%	17%
No, this person should not resign	66%	66%	66%	60%	71%	61%	67%	68%
Don't know	15%	12%	17%	23%	15%	15%	8%	15%

Was frequently drunk in public:

Unweighted base	1470	709	761	168	337	244	233	488
Base: All London Adults	1470	699	771	175	358	286	240	412
Yes, this person should resign	73%	65%	80%	58%	58%	66%	85%	91%
No, this person should not resign	17%	24%	10%	27%	27%	22%	9%	5%
Don't know	10%	11%	9%	14%	16%	13%	6%	5%

Sent their children to private school:

Unweighted base	1470	709	761	168	337	244	233	488
Base: All London Adults	1470	699	771	175	358	286	240	412
Yes, this person should resign	9%	12%	7%	7%	11%	13%	8%	6%
No, this person should not resign	81%	81%	81%	75%	76%	79%	85%	86%
Don't know	10%	8%	12%	18%	12%	8%	7%	7%

Social Grade		Marital Status					
ABC1	C2DE	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

Was in a bar fight:

Unweighted base	1007	463	543	153	115	43	419	197
Base: All London Adults	882	588	567	158	119	37	403	186
Yes, this person should resign	51%	45%	52%	41%	57%	66%	45%	43%
No, this person should not resign	33%	37%	31%	46%	25%	17%	37%	38%
Don't know	16%	18%	17%	13%	19%	17%	18%	19%

Been unfaithful to their spouse:

Unweighted base	1007	463	543	153	115	43	419	197
Base: All London Adults	882	588	567	158	119	37	403	186
Yes, this person should resign	17%	22%	22%	12%	16%	20%	19%	18%
No, this person should not resign	71%	59%	64%	81%	70%	57%	65%	63%
Don't know	12%	19%	14%	7%	14%	23%	16%	19%

Was frequently drunk in public:

Unweighted base	1007	463	543	153	115	43	419	197
Base: All London Adults	882	588	567	158	119	37	403	186
Yes, this person should resign	73%	73%	79%	63%	89%	88%	65%	67%
No, this person should not resign	18%	15%	12%	29%	2%	6%	24%	15%
Don't know	9%	12%	8%	8%	9%	5%	11%	18%

Sent their children to private school:

Unweighted base	1007	463	543	153	115	43	419	197
Base: All London Adults	882	588	567	158	119	37	403	186
Yes, this person should resign	10%	9%	12%	12%	5%	17%	7%	6%
No, this person should not resign	83%	77%	80%	80%	83%	78%	83%	77%
Don't know	7%	14%	8%	8%	12%	5%	10%	16%

Working status						Children in Household				
Working full time	Working part time	Full time student	Retired	Unemployed	Not working/ Other	0	1	2	3+	Refused

Was in a bar fight:

Unweighted base	799	164	77	255	59	116	1064	166	124	47	69
Base: All London Adults	822	163	61	225	49	150	1035	183	129	66	58
Yes, this person should resign	50%	36%	38%	59%	35%	48%	50%	44%	51%	43%	33%
No, this person should not resign	37%	38%	44%	26%	38%	27%	35%	36%	31%	32%	36%
Don't know	14%	26%	17%	15%	26%	25%	15%	21%	18%	26%	32%

Been unfaithful to their spouse:

Unweighted base	799	164	77	255	59	116	1064	166	124	47	69
Base: All London Adults	822	163	61	225	49	150	1035	183	129	66	58
Yes, this person should resign	20%	22%	20%	13%	26%	16%	18%	21%	18%	28%	29%
No, this person should not resign	68%	54%	60%	74%	52%	65%	70%	61%	66%	51%	40%
Don't know	12%	24%	20%	13%	22%	19%	12%	19%	16%	22%	31%

Was frequently drunk in public:

Unweighted base	799	164	77	255	59	116	1064	166	124	47	69
Base: All London Adults	822	163	61	225	49	150	1035	183	129	66	58
Yes, this person should resign	71%	74%	60%	90%	71%	65%	76%	70%	70%	51%	64%
No, this person should not resign	20%	12%	20%	5%	9%	22%	17%	16%	17%	29%	9%
Don't know	9%	14%	20%	5%	20%	13%	8%	14%	12%	20%	27%

Sent their children to private school:

Unweighted base	799	164	77	255	59	116	1064	166	124	47	69
Base: All London Adults	822	163	61	225	49	150	1035	183	129	66	58
Yes, this person should resign	10%	13%	10%	4%	7%	9%	7%	12%	13%	20%	16%
No, this person should not resign	83%	72%	74%	86%	71%	80%	85%	74%	72%	72%	55%
Don't know	7%	15%	15%	10%	22%	11%	8%	13%	14%	8%	29%

Social Media (monthly or more)						Local Education Authority				
Facebook	LinkedIn	Google+	Twitter	Myspace	None of these	Central	North	South	East	West

Was in a bar fight:

Unweighted base	971	352	116	460	9	382	334	205	283	403	245
Base: All London Adults	1005	297	102	469	9	358	298	202	288	441	241
Yes, this person should resign	50%	48%	45%	47%	42%	48%	50%	45%	56%	45%	46%
No, this person should not resign	35%	39%	35%	37%	53%	30%	34%	37%	33%	37%	29%
Don't know	15%	13%	21%	16%	5%	22%	15%	18%	11%	18%	25%

Been unfaithful to their spouse:

Unweighted base	971	352	116	460	9	382	334	205	283	403	245
Base: All London Adults	1005	297	102	469	9	358	298	202	288	441	241
Yes, this person should resign	20%	18%	22%	17%	18%	20%	24%	17%	21%	15%	18%
No, this person should not resign	66%	71%	57%	68%	72%	65%	62%	64%	68%	72%	60%
Don't know	14%	11%	21%	15%	9%	16%	14%	19%	10%	12%	22%

Was frequently drunk in public:

Unweighted base	971	352	116	460	9	382	334	205	283	403	245
Base: All London Adults	1005	297	102	469	9	358	298	202	288	441	241
Yes, this person should resign	72%	61%	65%	66%	65%	81%	69%	73%	81%	73%	69%
No, this person should not resign	19%	31%	22%	23%	30%	9%	21%	14%	12%	19%	16%
Don't know	9%	8%	13%	12%	5%	10%	10%	13%	7%	8%	15%

Sent their children to private school:

Unweighted base	971	352	116	460	9	382	334	205	283	403	245
Base: All London Adults	1005	297	102	469	9	358	298	202	288	441	241
Yes, this person should resign	10%	7%	7%	8%	13%	9%	12%	9%	11%	7%	9%
No, this person should not resign	80%	88%	83%	84%	82%	82%	80%	79%	83%	84%	75%
Don't know	10%	5%	10%	8%	5%	10%	8%	12%	5%	9%	16%