

London Poll Fieldwork: 17th-21st March 2011

Absolutes/col percents 22 Mar 2011

Table 1
Q1 Thinking back to the general election last year, which party if any did you vote for?
Base: All respondents

	Working status		Age							Gender		Area		S2 Borough														
	Total	Work-ing	Not work-ing	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer	Bark-ing and Dagen-ham	Barnet	Bexley	Brent	Brom-ley	Camden	City of London	Croy-don	Ealing	Enf-ield	Green-wich	Hack-ney	Hammer-smith and Fulham	Harr-ingay	Harrow
Unweighted base	1003	780	223	93	260	239	170	150	91	450	553	332	671	21	68	20	28	47	29	12	45	32	38	36	11	14	28	36
Weighted base	1003	727	276	130	231	211	150	120	160	482	521	338	665	20	63	18	31	40	31	13	47	31	45	38	13	14	30	38
Labour	294 29%	231 32%	63 23%	42 32%	70 30%	65 31%	50 33%	34 28%	33 21%	130 27%	164 32%	105 31%	188 28%	4 20%	13 21%	4 25%	11 35%	8 21%	13 41%	- -	21 44%	12 38%	15 34%	11 29%	6 47%	3 24%	8 27%	11 28%
Conservative	289 29%	197 27%	92 33%	21 16%	57 25%	44 21%	49 32%	43 36%	76 47%	165 34%	124 24%	58 17%	231 35%	7 34%	29 47%	7 41%	7 21%	21 52%	7 24%	4 28%	8 18%	11 36%	13 28%	9 25%	2 12%	4 27%	6 21%	19 51%
Liberal Democrat	187 19%	133 18%	54 20%	25 19%	40 17%	38 18%	27 18%	21 18%	37 23%	98 20%	89 17%	69 20%	118 18%	2 10%	8 12%	1 7%	8 27%	6 15%	3 10%	3 19%	5 11%	5 17%	7 14%	5 14%	2 14%	1 10%	7 22%	6 15%
Other	55 6%	33 4%	23 8%	2 2%	12 5%	15 7%	8 5%	8 7%	10 6%	31 6%	24 5%	27 8%	28 4%	1 6%	1 2%	- -	- -	1 3%	2 6%	- -	3 6%	1 5%	5 12%	3 7%	- -	2 17%	1 4%	1 3%
Did not vote	142 14%	108 15%	34 12%	36 28%	45 19%	40 19%	13 9%	9 7%	- -	48 10%	94 18%	68 20%	74 11%	4 18%	7 11%	5 27%	4 13%	3 7%	6 19%	7 52%	7 16%	1 5%	4 8%	8 22%	4 27%	1 6%	5 16%	1 3%
Don't remember	14 1%	9 1%	5 2%	3 2%	2 1%	4 2%	2 1%	1 1%	2 1%	3 1%	11 2%	6 2%	8 1%	- -	1 1%	- -	- -	1 2%	- -	- -	2 4%	- -	- -	- -	- -	2 16%	- -	- -
Prefer not to say	21 2%	16 2%	5 2%	1 1%	7 3%	5 2%	2 1%	4 3%	2 1%	6 1%	15 3%	5 1%	16 2%	2 12%	4 6%	- -	1 3%	- -	- -	- -	1 1%	- -	1 2%	1 3%	- -	- -	3 9%	- -



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Table 1

Q1 Thinking back to the general election last year, which party if any did you vote for?

Base: All respondents

	S2 Borough																		
	Total	Have -ring	Hilli -ngdon	Houns -low	Islin -gton	Kensi -ngton and Chel -sea	Kings -ton Upon Thames	Lam -beth	Lewi -sham	Merton	Newham	Redb -ridge	Rich -mond Upon Thames	South -wark	Sutton	Tower Ham -lets	Wands -worth	Walt -ham Forest	Westmi -nster
Unweighted base	1003	30	33	32	31	15	29	27	40	33	26	37	30	28	42	19	35	34	17
Weighted base	1003	31	35	32	29	13	28	31	40	39	30	33	24	26	39	19	33	34	17
Labour	294 29%	9 29%	6 18%	11 36%	10 34%	1 11%	4 13%	9 29%	9 24%	22 57%	15 52%	12 36%	3 13%	5 20%	- -	4 23%	14 43%	10 31%	6 35%
Conservative	289 29%	14 45%	18 50%	11 36%	1 3%	3 26%	8 28%	5 15%	7 18%	9 24%	4 14%	9 26%	8 35%	1 5%	15 37%	3 18%	6 19%	8 24%	4 26%
Liberal Democrat	187 19%	4 12%	3 8%	4 12%	7 24%	4 34%	12 42%	8 26%	11 27%	5 12%	5 16%	5 15%	10 42%	6 24%	16 41%	6 34%	4 13%	6 19%	2 13%
Other	55 6%	1 4%	3 8%	- -	6 20%	1 6%	1 4%	3 8%	4 9%	- -	4 15%	- -	1 5%	1 2%	5 13%	- -	3 10%	- -	- -
Did not vote	142 14%	3 10%	1 3%	4 14%	4 15%	3 23%	4 13%	5 15%	8 21%	3 6%	1 3%	7 20%	1 5%	13 48%	2 5%	4 19%	4 13%	5 16%	5 27%
Don't remember	14 1%	- -	1 3%	- -	1 4%	- -	- -	2 6%	1 1%	- -	- -	1 2%	- -	- -	1 4%	- -	- -	1 4%	- -
Prefer not to say	21 2%	- -	3 10%	1 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 6%	1 3%	2 6%	- -



**Evening
Standard**



London Poll Fieldwork: 17th-21st March 2011

Absolutes/col percents 22 Mar 2011

Table 2
Q2a How likely are you to vote if there were a general election tomorrow?
Base: All respondents

	Working status		Age							Gender		Area		S2 Borough															
	Total	Work-ing	Not work-ing	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer	Bark-ing and Dagen-ham	Barnet	Bexley	Brent	Brom-ley	Camden	City of London	Croy-don	Ealing	Enf-ield	Green-wich	Hack-ney	Hammer-smith and Fulham	Harr-ingay	Harrow	
Unweighted base	1003	780	223	93	260	239	170	150	91	450	553	332	671	21	68	20	28	47	29	12	45	32	38	36	11	14	28	36	
Weighted base	1003	727	276	130	231	211	150	120	160	482	521	338	665	20	63	18	31	40	31	13	47	31	45	38	13	14	30	38	
NET	(9:10)	67%	65%	73%	47%	55%	61%	79%	81%	88%	74%	62%	59%	72%	58%	72%	41%	60%	77%	64%	50%	66%	83%	72%	68%	62%	50%	50%	78%
NET	(6:8)	17%	19%	11%	26%	23%	18%	14%	8%	9%	16%	9%	18%	20%	15%	20%	19%	11%	7%	4%	15%	3%	8%	3%	6%	5%	3%	4%	7%
NET	(1:5)	10%	11%	9%	16%	15%	15%	4%	6%	-	7%	13%	15%	8%	18%	9%	21%	6%	7%	12%	-	10%	5%	14%	10%	9%	-	8%	2%
10 - Absolutely certain to vote	568	398	169	47	106	106	105	84	120	292	276	165	402	9	35	5	17	25	20	4	23	20	28	22	7	5	13	23	
9	108	77	31	15	22	21	15	14	22	63	45	33	75	2	10	2	2	6	-	2	8	5	4	3	1	2	2	6	
8	84	64	20	15	25	17	11	5	11	46	38	29	55	1	9	1	3	4	1	2	6	1	3	2	-	3	1	2	
7	53	48	5	9	16	17	6	4	1	23	30	23	30	3	2	-	1	*	1	1	1	-	4	1	3	1	3	4	
6	33	28	5	10	12	4	3	1	3	8	26	16	18	-	1	1	3	-	3	-	1	2	-	1	-	-	-	-	
5	31	25	6	5	11	11	1	3	-	11	20	12	19	1	2	1	-	1	2	-	-	1	4	2	1	-	2	1	
4	7	5	1	-	2	3	1	-	-	5	2	5	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	
3	11	8	3	1	7	3	-	-	-	3	9	7	5	-	-	2	-	1	-	-	-	-	1	-	-	-	1	-	
2	12	7	5	3	3	3	2	1	-	4	8	5	7	-	-	-	1	1	-	-	1	-	1	-	-	-	1	-	
1 - Certain not to vote	40	31	9	11	12	11	3	3	-	12	28	20	20	2	3	1	1	-	2	-	3	-	1	2	-	-	3	-	
Don't know	56	34	21	14	14	14	4	5	4	15	40	23	33	1	-	5	3	2	3	4	3	1	-	4	1	3	3	1	
Mean Score	8.63	8.54	8.88	7.67	8.07	8.26	9.19	9.20	9.64	8.93	8.33	8.16	8.86	7.92	8.74	7.36	8.57	9.10	8.42	9.09	8.51	9.25	8.65	8.77	8.79	9.02	7.34	9.27	
Standard Deviation	2.35	2.38	2.27	2.89	2.65	2.63	1.80	1.88	0.79	1.99	2.63	2.70	2.13	2.97	2.23	3.22	2.41	1.92	2.81	1.08	2.53	1.43	2.31	2.36	1.81	1.03	3.41	1.18	
Standard Error	0.08	0.09	0.16	0.32	0.17	0.18	0.14	0.16	0.08	0.10	0.12	0.15	0.08	0.66	0.27	0.81	0.48	0.29	0.55	0.36	0.39	0.26	0.38	0.41	0.57	0.30	0.68	0.20	



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Table 2
Q2a How likely are you to vote if there were a general election tomorrow?
Base: All respondents

		S2 Borough																		
		Have	Hilli	Houns	Islin	Kensi	Kings	Lam	Lewi	Merton	Newham	Redb	Rich	South	Sutton	Tower	Wands	Walt	Westmi	
		-ring	-ngdon	-low	-gton	-ngton	-ton	-beth	-sham			-ridge	-mond	-wark		Ham	-worth	-ham	-nster	
		and				Chel	Upon					Thames	Upon		-lets	Forest				
		Total				-sea	Thames						Thames							
Unweighted base		1003	30	33	32	31	15	29	27	40	33	26	37	30	28	42	19	35	34	17
Weighted base		1003	31	35	32	29	13	28	31	40	39	30	33	24	26	39	19	33	34	17
NET	(9:10)	676	24	29	22	17	9	18	17	23	29	23	22	20	11	33	11	25	23	7
		67%	78%	83%	71%	58%	67%	63%	55%	59%	75%	76%	65%	81%	42%	84%	60%	75%	67%	38%
NET	(6:8)	170	6	4	5	6	3	8	8	9	5	3	7	3	6	3	4	5	5	7
		17%	18%	10%	15%	22%	23%	28%	25%	23%	14%	11%	20%	13%	22%	7%	21%	15%	15%	38%
NET	(1:5)	101	1	1	4	5	1	1	4	7	1	2	3	1	9	2	4	2	3	3
		10%	4%	2%	12%	16%	9%	5%	12%	18%	3%	6%	10%	6%	33%	5%	19%	7%	8%	20%
10 - Absolutely certain to vote		568	22	25	22	15	5	15	13	21	25	21	18	19	9	28	9	19	20	5
		57%	70%	71%	71%	51%	36%	54%	40%	54%	64%	69%	53%	79%	35%	71%	48%	58%	61%	29%
9		108	2	4	-	2	4	3	4	2	4	2	4	1	2	5	2	6	2	2
		11%	8%	11%	-	7%	31%	9%	14%	5%	10%	7%	12%	2%	7%	13%	12%	17%	7%	9%
8		84	2	3	3	1	3	3	5	5	4	-	4	1	*	-	3	1	1	5
		8%	5%	8%	11%	3%	23%	12%	16%	12%	10%	-	12%	5%	2%	-	18%	3%	4%	28%
7		53	3	-	1	4	-	3	1	-	-	3	2	1	2	2	*	2	2	2
		5%	9%	-	4%	14%	-	11%	4%	-	-	11%	6%	3%	8%	5%	3%	6%	6%	11%
6		33	1	1	-	2	-	1	2	4	2	-	1	1	3	1	-	2	2	-
		3%	4%	2%	-	5%	-	5%	5%	11%	4%	-	2%	4%	12%	2%	-	7%	5%	-
5		31	1	1	1	-	-	-	2	-	-	1	2	1	1	-	-	-	2	3
		3%	4%	2%	2%	-	-	-	6%	-	-	3%	5%	3%	6%	-	-	-	5%	20%
4		7	-	-	-	2	-	-	1	1	-	-	-	-	1	-	-	-	-	-
		1%	-	-	-	7%	-	-	3%	3%	-	-	-	-	5%	-	-	-	-	-
3		11	-	-	-	1	-	-	-	2	1	-	-	-	2	-	-	-	-	-
		1%	-	-	-	3%	-	-	-	5%	3%	-	-	-	9%	-	-	-	-	-
2		12	-	-	-	1	-	1	-	1	-	-	1	-	1	1	-	1	-	-
		1%	-	-	-	2%	-	3%	-	3%	-	-	3%	-	3%	3%	-	4%	-	-
1 - Certain not to vote		40	-	-	3	1	1	1	1	3	-	1	1	1	3	1	4	1	1	-
		4%	-	-	10%	4%	9%	2%	3%	7%	-	3%	2%	2%	11%	3%	19%	3%	3%	-
Don't know		56	-	2	1	1	-	1	3	-	3	2	2	-	1	1	-	1	3	1
		6%	-	5%	2%	4%	-	3%	8%	-	9%	7%	5%	-	4%	4%	-	3%	10%	4%
Mean Score		8.63	9.20	9.51	8.64	8.02	8.37	8.66	8.31	7.88	9.28	9.11	8.63	9.22	6.67	9.15	7.70	8.73	8.83	7.97
Standard Deviation		2.35	1.45	1.08	2.79	2.76	2.61	2.14	2.26	3.01	1.51	2.00	2.23	1.86	3.31	2.10	3.48	2.33	2.18	1.86
Standard Error		0.08	0.26	0.19	0.50	0.50	0.67	0.41	0.46	0.48	0.27	0.40	0.38	0.34	0.64	0.33	0.80	0.40	0.39	0.46



London Poll

Fieldwork: 17th-21st March 2011

Absolutes/col percents 22 Mar 2011

Table 3
Q2b How likely are you to vote in the London Mayoral election in May next year?
Base: All respondents

	Working status		Age							Gender		Area		S2 Borough															
	Total	Work-ing	Not work-ing	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer	Bark-ing and Dagen-ham	Barnet	Bexley	Brent	Brom-ley	Camden	City of London	Croy-don	Ealing	Enf-ield	Green-wich	Hack-ney	Hammer-smith and Fulham	Harr-ingay	Harrow	
Unweighted base	1003	780	223	93	260	239	170	150	91	450	553	332	671	21	68	20	28	47	29	12	45	32	38	36	11	14	28	36	
Weighted base	1003	727	276	130	231	211	150	120	160	482	521	338	665	20	63	18	31	40	31	13	47	31	45	38	13	14	30	38	
NET	(9:10)	595	411	185	56	110	108	99	86	137	315	280	191	404	10	38	9	18	26	22	4	29	20	27	22	10	4	16	25
		59%	56%	67%	43%	47%	51%	66%	71%	85%	65%	56%	61%	47%	61%	52%	59%	64%	71%	33%	62%	65%	61%	58%	76%	32%	55%	65%	
NET	(6:8)	211	165	46	30	66	48	29	19	102	109	67	144	5	15	2	9	5	4	4	9	4	9	6	1	4	3	11	
		21%	23%	17%	23%	29%	23%	19%	16%	12%	21%	20%	22%	11%	24%	11%	27%	13%	12%	31%	18%	14%	19%	16%	9%	29%	10%	28%	
NET	(1:5)	136	109	28	32	38	39	14	11	2	46	91	58	78	4	6	4	3	7	2	-	4	5	7	6	2	5	6	3
		14%	15%	10%	24%	16%	19%	9%	9%	1%	10%	17%	17%	12%	18%	10%	25%	10%	18%	7%	-	10%	17%	16%	16%	15%	39%	21%	7%
10 - Absolutely certain to vote		501	346	155	42	88	91	89	76	116	264	237	155	346	9	29	7	18	21	20	2	20	19	24	20	8	4	12	17
		50%	48%	56%	32%	38%	43%	59%	63%	72%	55%	45%	46%	52%	43%	46%	39%	57%	54%	63%	18%	44%	60%	53%	52%	64%	28%	42%	44%
9		94	65	29	14	22	18	10	10	21	51	43	36	59	1	9	2	1	4	2	2	9	1	4	2	2	1	4	8
		9%	9%	11%	11%	9%	8%	7%	8%	13%	11%	8%	11%	9%	5%	15%	13%	2%	11%	8%	15%	19%	5%	8%	6%	12%	4%	13%	21%
8		105	79	26	11	31	26	16	9	13	59	46	30	75	2	9	1	3	4	-	2	5	4	4	3	-	1	2	6
		10%	11%	9%	8%	13%	12%	10%	7%	8%	12%	9%	9%	11%	9%	14%	7%	10%	10%	-	13%	11%	14%	9%	7%	-	6%	6%	15%
7		71	57	14	11	21	16	9	8	6	29	42	24	47	3	3	-	3	1	-	2	2	-	4	2	-	-	1	2
		7%	8%	5%	8%	9%	7%	6%	6%	4%	6%	8%	7%	7%	14%	6%	-	9%	2%	-	18%	5%	-	9%	5%	-	-	4%	5%
6		36	29	7	8	14	7	4	2	1	15	21	14	22	-	3	1	2	-	4	-	1	-	1	1	1	3	-	3
		4%	4%	2%	6%	6%	3%	3%	2%	1%	3%	4%	4%	3%	-	5%	4%	8%	-	12%	-	2%	-	1%	3%	9%	23%	-	8%
5		46	34	12	8	11	17	4	3	2	14	32	21	25	1	1	-	1	3	2	-	-	2	3	3	2	2	1	2
		5%	5%	4%	6%	5%	8%	3%	3%	1%	3%	6%	6%	4%	7%	1%	-	4%	6%	5%	-	-	7%	6%	8%	15%	16%	2%	4%
4		18	17	1	5	8	1	4	-	-	7	11	8	10	-	-	1	-	2	-	-	-	2	1	-	-	-	-	-
		2%	2%	*	4%	3%	*	3%	-	-	1%	2%	2%	1%	-	-	3%	-	5%	-	-	-	8%	3%	-	-	-	-	-
3		21	17	4	6	3	8	2	2	-	8	12	7	13	-	1	1	-	2	-	-	-	1	-	-	-	-	-	1
		2%	2%	1%	4%	1%	4%	1%	2%	-	2%	2%	2%	2%	-	2%	6%	-	6%	-	-	-	2%	-	-	-	-	-	3%
2		16	12	4	2	5	5	1	3	-	8	7	8	7	-	-	1	1	-	-	-	2	1	-	1	-	3	3	-
		2%	2%	1%	2%	2%	2%	1%	2%	-	2%	1%	2%	1%	-	-	3%	3%	-	-	-	4%	2%	-	3%	-	22%	9%	-
1 - Certain not to vote		37	30	7	11	11	9	3	3	-	9	28	14	23	2	4	2	1	-	1	-	3	-	2	2	-	-	3	-
		4%	4%	2%	8%	5%	4%	2%	2%	-	2%	5%	4%	3%	11%	7%	13%	3%	-	2%	-	5%	-	4%	5%	-	-	10%	-
Don't know		60	43	17	13	17	14	8	5	2	18	41	22	38	2	3	2	1	2	3	5	5	1	2	4	-	-	4	-
		6%	6%	6%	10%	8%	7%	5%	4%	1%	4%	8%	6%	6%	11%	5%	11%	4%	5%	10%	36%	10%	4%	5%	10%	-	-	14%	-
Mean Score	8.31	8.16	8.71	7.22	7.83	7.92	8.75	8.78	9.50	8.65	7.98	8.05	8.44	7.77	8.32	7.25	8.40	8.48	8.92	8.51	8.37	8.65	8.33	8.27	8.78	6.30	7.59	8.60	
Standard Deviation	2.48	2.56	2.21	3.03	2.61	2.68	2.11	2.27	1.00	2.17	2.71	2.65	2.38	3.04	2.54	3.59	2.44	2.32	2.05	1.25	2.63	2.22	2.50	2.71	2.02	3.07	3.46	1.79	
Standard Error	0.08	0.09	0.15	0.33	0.17	0.18	0.17	0.19	0.11	0.10	0.12	0.15	0.09	0.70	0.32	0.85	0.47	0.35	0.40	0.44	0.41	0.41	0.42	0.47	0.61	0.82	0.71	0.30	



London Poll Fieldwork: 17th-21st March 2011

Absolutes/col percents 22 Mar 2011

Table 3
Q2b How likely are you to vote in the London Mayoral election in May next year?
Base: All respondents

	S2 Borough																			
	Total	Have -ring	Hilli -ngdon	Houns -low	Islin -gton	Kensi -ngton and Chel -sea	Kings -ton Upon Thames	Lam -beth	Lewi -sham	Merton	Newham	Redb -ridge	Rich -mond Upon Thames	South -wark	Sutton	Tower Ham -lets	Wands -worth	Walt -ham Forest	Westmi -nster	
Unweighted base	1003	30	33	32	31	15	29	27	40	33	26	37	30	28	42	19	35	34	17	
Weighted base	1003	31	35	32	29	13	28	31	40	39	30	33	24	26	39	19	33	34	17	
NET	(9:10)	595 59%	20 65%	24 67%	21 66%	16 54%	7 57%	13 47%	15 48%	24 62%	24 63%	14 73%	19 80%	12 46%	26 66%	11 57%	19 58%	19 56%	8 44%	
NET	(6:8)	211 21%	7 24%	10 28%	6 19%	7 22%	3 20%	8 28%	10 19%	8 26%	20 20%	5 17%	14 42%	1 6%	3 13%	7 19%	4 21%	8 24%	9 27%	5 31%
NET	(1:5)	136 14%	3 11%	2 5%	2 5%	6 19%	2 17%	5 18%	9 28%	5 12%	4 9%	1 3%	4 11%	2 9%	9 33%	4 10%	4 23%	5 14%	4 11%	3 16%
10 - Absolutely certain to vote	501 50%	17 55%	20 57%	20 63%	14 47%	4 30%	12 43%	15 48%	17 42%	22 57%	21 69%	12 36%	19 77%	11 41%	24 60%	8 45%	14 42%	18 54%	6 33%	
9	94 9%	3 10%	4 10%	1 3%	2 7%	4 27%	1 4%	- -	8 20%	2 6%	1 4%	2 6%	1 2%	1 5%	2 6%	2 11%	6 17%	1 2%	2 11%	
8	105 10%	3 11%	9 26%	2 5%	2 7%	- -	4 13%	4 12%	5 12%	2 6%	2 6%	7 21%	1 2%	* 2%	2 5%	3 16%	4 13%	5 14%	5 31%	
7	71 7%	2 8%	1 2%	4 12%	5 16%	3 20%	4 15%	2 7%	5 12%	2 6%	2 8%	4 13%	1 2%	2 6%	5 13%	1 5%	1 3%	3 9%	- -	
6	36 4%	2 5%	- -	1 2%	- -	- -	- -	- -	1 2%	3 8%	1 3%	3 8%	* 2%	1 5%	- -	- -	3 8%	2 5%	- -	
5	46 5%	2 7%	1 2%	1 2%	2 6%	2 17%	- -	2 6%	2 4%	2 6%	- -	1 3%	1 3%	2 9%	2 4%	- -	2 6%	- -	3 16%	
4	18 2%	- -	- -	- -	1 3%	- -	1 4%	2 7%	2 5%	- -	- -	- -	1 3%	1 4%	- -	- -	2 6%	1 4%	- -	
3	21 2%	- -	- -	- -	- -	- -	3 12%	4 12%	- -	1 3%	- -	- -	- -	3 13%	- -	- -	- -	2 7%	- -	
2	16 2%	- -	- -	- -	1 4%	- -	- -	- -	- -	- -	- -	1 3%	- -	1 4%	1 3%	1 3%	- -	- -	- -	
1 - Certain not to vote	37 4%	1 4%	1 3%	1 3%	2 6%	- -	1 2%	1 3%	1 3%	- -	1 3%	2 5%	1 2%	1 3%	1 3%	4 19%	1 3%	- -	- -	
Don't know	60 6%	- -	- -	3 10%	1 4%	1 6%	2 7%	1 5%	- -	3 9%	2 7%	2 5%	1 5%	2 8%	2 5%	- -	1 3%	2 5%	2 9%	
Mean Score	8.31	8.55	8.98	8.96	7.89	8.17	7.83	7.60	8.33	8.72	9.15	7.87	9.18	7.11	8.68	7.42	8.19	8.43	8.32	
Standard Deviation	2.48	2.21	1.74	2.01	2.86	1.92	2.72	2.96	2.19	1.97	1.91	2.51	2.06	3.15	2.30	3.60	2.33	2.25	1.81	
Standard Error	0.08	0.40	0.30	0.37	0.52	0.51	0.52	0.59	0.35	0.36	0.38	0.42	0.39	0.62	0.36	0.83	0.40	0.40	0.45	



London Poll

Fieldwork: 17th-21st March 2011

Absolutes/col percents 22 Mar 2011

Table 4
Q3 If there were a general election tomorrow, would you vote....?
Base: All respondents likely to vote

	Working status		Age							Gender		Area		S2 Borough														
	Total	Work-ing	Not work-ing	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer	Bark-ing and Dagen-ham	Barnet	Bexley	Brent	Brom-ley	Camden	City of London	Croy-don	Ealing	Enf-ield	Green-wich	Hack-ney	Hammer-smith and Fulham	Harr-ingay	Harrow
Unweighted base	883	694	189	73	219	203	160	139	89	415	468	275	608	18	65	13	23	43	23	9	38	31	35	32	10	12	21	35
Weighted base	878	642	236	101	192	176	141	111	156	443	435	279	599	17	59	10	26	36	26	9	39	30	42	32	12	11	20	37
Labour	371	295	76	49	86	88	65	40	43	176	196	129	243	6	17	7	13	11	15	3	23	13	20	18	7	3	8	15
	42%	46%	32%	49%	45%	50%	46%	36%	28%	40%	45%	46%	41%	33%	29%	67%	49%	31%	59%	35%	59%	43%	47%	55%	54%	24%	38%	39%
Conservative	236	154	82	16	38	36	39	37	70	138	98	46	190	4	27	2	7	16	5	2	4	10	10	10	2	4	3	16
	27%	24%	35%	16%	20%	21%	28%	33%	45%	31%	22%	17%	32%	25%	45%	20%	27%	44%	21%	26%	10%	34%	25%	30%	13%	33%	16%	43%
Liberal Democrat	66	49	17	8	13	11	8	11	14	33	33	27	39	1	5	-	2	4	2	2	1	2	*	-	-	-	3	1
	7%	8%	7%	8%	7%	6%	6%	10%	9%	7%	7%	10%	6%	6%	8%	-	10%	12%	9%	21%	3%	6%	1%	-	-	-	14%	3%
Green	53	33	20	8	11	14	6	5	10	25	27	26	26	-	1	-	1	1	1	-	2	1	4	1	-	3	3	1
	6%	5%	8%	8%	5%	8%	5%	4%	6%	6%	6%	9%	4%	-	2%	-	4%	1%	5%	-	5%	5%	8%	3%	-	30%	14%	1%
UKIP	30	18	12	-	6	3	4	9	8	24	7	5	25	-	5	-	-	1	-	-	1	1	2	2	-	-	-	2
	3%	3%	5%	-	3%	2%	3%	8%	5%	5%	2%	2%	4%	-	8%	-	-	3%	-	-	3%	3%	5%	7%	-	-	-	7%
BNP	10	8	2	1	5	2	2	-	-	6	4	4	6	2	-	1	-	-	-	-	2	-	-	-	-	-	-	-
	1%	1%	1%	1%	3%	1%	2%	-	-	1%	1%	2%	1%	12%	-	8%	-	-	-	-	4%	-	-	-	-	16%	-	-
Other	6	5	1	-	1	1	2	2	-	1	5	3	3	-	-	*	-	-	-	1	-	-	-	-	-	-	1	-
	1%	1%	*	-	1%	1%	1%	1%	-	*	1%	1%	*	-	-	4%	-	-	-	9%	-	-	-	-	-	-	5%	-
Prefer not to say	46	37	9	10	10	9	7	4	5	21	25	16	30	2	2	-	1	1	-	-	3	-	1	1	1	-	3	2
	5%	6%	4%	9%	5%	5%	5%	4%	3%	5%	6%	6%	5%	9%	4%	-	3%	3%	-	-	8%	-	3%	3%	10%	-	13%	5%
Don't know	60	43	17	8	22	11	7	4	7	19	41	23	37	3	3	-	2	2	2	1	3	3	5	*	1	1	-	1
	7%	7%	7%	8%	11%	7%	5%	4%	4%	4%	9%	8%	6%	16%	4%	-	7%	5%	6%	9%	8%	10%	12%	1%	6%	13%	-	2%



London Poll

Fieldwork: 17th-21st March 2011

Absolutes/col percents 22 Mar 2011

Table 4

Q3 If there were a general election tomorrow, would you vote....?**Base: All respondents likely to vote**

	S2 Borough																		
	Total	Have -ring	Hilli -ngdon	Houns -low	Islin -gton	Kensi -ngton and Chel -sea	Kings -ton Upon Thames	Lam -beth	Lewi -sham	Merton	Newham	Redb -ridge	Rich -mond Upon Thames	South -wark	Sutton	Tower Ham -lets	Wands -worth	Walt -ham Forest	Westmi -nster
Unweighted base	883	30	31	28	24	14	26	22	33	29	24	33	29	20	39	16	31	30	16
Weighted base	878	31	34	28	23	12	26	27	32	34	27	30	24	18	36	15	30	29	16
Labour	371 42%	14 46%	3 10%	14 48%	10 43%	5 43%	11 44%	10 38%	14 42%	22 64%	15 55%	17 56%	6 27%	7 40%	3 7%	10 65%	17 57%	12 40%	6 33%
Conservative	236 27%	11 37%	13 40%	9 32%	-	4 31%	6 25%	5 18%	6 17%	8 24%	2 7%	5 17%	8 32%	1 3%	17 48%	2 15%	6 21%	6 19%	5 30%
Liberal Democrat	66 7%	1 3%	3 9%	-	1 5%	2 14%	2 8%	3 10%	3 8%	1 2%	3 12%	1 3%	8 33%	4 23%	5 13%	1 7%	1 5%	2 7%	2 13%
Green	53 6%	-	1 4%	1 3%	3 13%	1 7%	1 4%	5 19%	4 13%	3 7%	2 8%	3 10%	1 3%	2 9%	5 14%	-	2 8%	1 2%	-
UKIP	30 3%	2 7%	4 11%	1 5%	1 6%	1 5%	1 5%	1 3%	-	-	1 4%	1 2%	1 3%	-	2 4%	-	-	-	1 6%
BNP	10 1%	-	1 2%	-	-	-	-	-	2 5%	-	-	-	-	-	1 3%	-	-	-	1 4%
Other	6 1%	1 4%	-	-	-	-	-	-	-	-	1 4%	1 4%	-	-	-	-	-	-	-
Prefer not to say	46 5%	-	7 20%	1 3%	3 15%	-	-	2 9%	1 2%	1 2%	2 9%	2 7%	1 2%	2 12%	3 9%	-	1 3%	3 10%	-
Don't know	60 7%	1 3%	2 5%	3 9%	4 19%	-	4 14%	1 4%	4 12%	-	-	-	-	2 13%	1 1%	2 13%	2 7%	6 21%	2 14%



**Evening
Standard**



London Poll Fieldwork: 17th-21st March 2011

Absolutes/col percents 22 Mar 2011

Table 5
Q4 If it were a legal requirement for you to vote, do you think you would probably vote...?
Base: All respondents unlikely to vote

	Working status			Age						Gender		Area		S2 Borough															
	Total	Work-ing	Not work-ing	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer	Bark-ing and Dagen-ham	Barnet	Bexley	Brent	Brom-ley	Camden	City of London	Croy-don	Ealing	Enf-ield	Green-wich	Hack-ney	Hammer-smith and Fulham	Harr-ingay	Harrow	
Unweighted base	236	179	57	34	81	62	29	22	8	80	156	95	141	8	11	7	8	8	8	4	14	4	8	6	3	4	10	5	
Weighted base	231	165	65	48	71	55	24	18	16	78	153	98	133	7	8	8	8	7	7	5	14	3	9	7	3	5	12	4	
Labour	35 15%	24 15%	11 17%	11 23%	8 11%	9 16%	7 28%	2 10%	-	7 9%	28 19%	20 20%	16 12%	2 23%	-	-	1 15%	2 27%	2 23%	1 17%	1 9%	-	2 24%	-	1 24%	-	3 22%	-	
Conservative	18 8%	13 8%	5 8%	1 3%	4 5%	4 8%	7 15%	2 14%	3 16%	9 11%	9 6%	8 8%	11 8%	-	1 16%	2 33%	1 12%	-	1 11%	1 13%	1 10%	-	-	-	-	-	-	-	-
Liberal Democrat	17 7%	12 7%	5 8%	5 10%	9 13%	1 2%	1 3%	-	1 7%	7 9%	10 7%	7 7%	10 8%	-	2 19%	-	-	-	-	1 31%	2 15%	1 17%	1 8%	2 25%	1 39%	-	-	1 23%	
Green	13 6%	10 6%	4 6%	2 3%	3 4%	8 15%	1 3%	-	-	3 4%	10 7%	7 7%	7 5%	1 8%	2 22%	-	-	1 14%	-	-	-	-	2 21%	-	-	-	-	-	1 15%
BNP	5 2%	3 2%	2 4%	-	2 3%	-	1 3%	-	2 14%	3 4%	2 1%	5 5%	-	-	-	-	-	-	1 15%	-	-	-	-	-	-	2 51%	-	-	
UKIP	4 2%	3 2%	2 3%	-	1 1%	2 3%	-	-	2 11%	1 2%	3 2%	1 1%	4 3%	-	-	3 39%	-	-	-	-	-	-	-	-	-	-	-	-	
Other	9 4%	4 2%	5 8%	1 2%	1 1%	4 7%	2 10%	1 4%	-	6 8%	3 2%	6 6%	3 3%	-	-	1 15%	-	-	2 27%	-	1 8%	-	-	-	-	-	2 18%	-	
Prefer not to say	45 20%	36 22%	9 14%	8 17%	12 17%	5 14%	8 22%	4 44%	5 31%	19 24%	26 17%	16 16%	29 22%	3 39%	2 20%	-	2 22%	-	-	-	3 22%	-	-	2 30%	1 37%	-	4 35%	1 34%	
Don't know	83 36%	61 37%	22 34%	20 42%	31 44%	20 36%	4 16%	5 29%	3 19%	22 28%	61 40%	30 30%	53 40%	2 30%	2 24%	1 14%	4 51%	4 59%	2 23%	2 39%	5 36%	3 83%	4 46%	3 44%	-	2 49%	3 25%	1 28%	



London Poll

Fieldwork: 17th-21st March 2011

Absolutes/col percents 22 Mar 2011

Table 5

Q4 If it were a legal requirement for you to vote, do you think you would probably vote...?

Base: All respondents unlikely to vote

	S2 Borough																		
	Total	Have -ring	Hilli -ngdon	Houns -low	Islin -gton	Kensi -ngton and Chel -sea	Kings -ton Upon Thames	Lam -beth	Lewi -sham	Merton	Newham	Redb -ridge	Rich -mond Upon Thames	South -wark	Sutton	Tower Ham -lets	Wands -worth	Walt -ham Forest	Westmi -nster
Unweighted base	236	1	11	8	15	1	7	8	11	5	3	7	2	13	7	5	7	14	3
Weighted base	231	1	10	7	14	1	6	8	12	5	5	6	1	12	7	6	6	13	3
Labour	35 15%	-	1 7%	1 9%	5 37%	-	-	2 19%	1 12%	2 31%	2 38%	2 33%	1 51%	3 22%	1 10%	1 10%	-	1 10%	1 23%
Conservative	18 8%	-	1 9%	1 17%	1 4%	-	1 12%	-	4 33%	-	-	2 31%	-	1 8%	-	-	-	1 13%	-
Liberal Democrat	17 7%	-	-	-	1 6%	-	1 19%	-	1 5%	-	-	-	-	1 8%	-	1 19%	-	1 11%	1 24%
Green	13 6%	-	-	-	1 4%	100%	-	1 11%	-	1 15%	-	-	-	1 6%	-	-	-	3 51%	-
BNP	5 2%	-	-	-	-	-	-	-	-	-	-	-	-	1 6%	-	1 19%	-	-	-
UKIP	4 2%	-	1 7%	-	-	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	-
Other	9 4%	-	-	-	-	-	-	-	1 5%	-	-	-	-	1 10%	-	-	-	1 8%	-
Prefer not to say	45 20%	-	7 66%	1 10%	2 12%	-	-	1 12%	3 25%	1 16%	2 45%	1 13%	-	1 9%	4 56%	2 28%	-	3 25%	-
Don't know	83 36%	1 100%	1 10%	4 64%	5 37%	-	4 69%	5 58%	2 20%	2 37%	1 17%	1 23%	1 49%	3 26%	3 34%	1 25%	2 36%	6 46%	2 53%



London Poll Fieldwork: 17th-21st March 2011

Absolutes/col percents 22 Mar 2011

Table 6
Q.3/4 General Voting Intention (Turnout Weighted)
Base: All respondents likely to vote and expressing a party

	Working status		Age							Gender		Area		S2 Borough														
	Total	Work-ing	Not work-ing	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer	Bark-ing and Dagen-ham	Barnet	Bexley	Brent	Brom-ley	Camden	City of London	Croy-don	Ealing	Enf-ield	Green-wich	Hack-ney	Hammer-smith and Fulham	Harr-ingay	Harrow
Unweighted base	740	573	167	56	168	170	142	122	82	359	381	231	510	13	54	12	18	41	20	8	30	26	29	28	8	9	16	31
Weighted base	742	531	210	79	148	148	127	98	143	387	355	232	510	12	51	9	21	34	22	8	32	26	35	28	10	8	16	33
Labour	354 48%	278 52%	76 36%	47 60%	79 54%	84 56%	64 51%	39 39%	42 29%	167 43%	188 53%	124 54%	230 45%	5 41%	15 29%	6 68%	12 56%	13 37%	15 65%	4 44%	22 69%	12 48%	20 58%	16 56%	7 72%	2 29%	7 46%	14 41%
Conservative	229 31%	148 28%	82 39%	17 21%	35 24%	34 23%	40 31%	35 36%	69 48%	134 35%	95 27%	45 20%	184 36%	4 34%	26 50%	2 22%	6 29%	15 44%	5 22%	2 23%	5 15%	10 39%	10 28%	10 34%	1 14%	3 41%	3 18%	15 44%
Liberal Democrat	64 9%	46 9%	18 9%	7 9%	14 9%	10 7%	8 6%	11 11%	14 10%	33 8%	31 9%	26 11%	38 7%	1 5%	5 9%	-	2 10%	4 12%	2 7%	2 23%	1 4%	1 6%	1 2%	-	-	-	3 18%	2 5%
Green	50 7%	30 6%	20 9%	8 10%	9 6%	14 10%	6 5%	4 4%	9 7%	24 6%	26 7%	24 10%	26 5%	* 3%	1 3%	-	1 5%	1 4%	1 6%	-	2 6%	1 5%	3 9%	1 3%	-	3 30%	2 11%	1 3%
UKIP	29 4%	17 3%	12 6%	-	5 4%	4 2%	4 3%	8 8%	8 6%	23 6%	6 2%	5 2%	24 5%	-	5 9%	-	-	1 3%	-	-	1 2%	1 2%	1 4%	2 6%	-	-	-	2 7%
BNP	8 1%	6 1%	2 1%	1 1%	4 3%	2 1%	2 1%	-	-	5 1%	3 1%	3 1%	5 1%	2 16%	-	* 5%	-	-	-	-	1 4%	-	-	-	-	1 14%	-	-
Other	6 1%	6 1%	1 *	-	1 1%	1 1%	3 2%	2 2%	-	2 *	5 1%	4 2%	3 1%	-	-	* 5%	-	-	-	1 10%	-	-	-	-	-	-	1 7%	-



London Poll

Fieldwork: 17th-21st March 2011

Absolutes/col percents 22 Mar 2011

Table 6

Q.3/4 General Voting Intention (Turnout Weighted)**Base: All respondents likely to vote and expressing a party**

	S2 Borough																		
	Total	Have -ring	Hilli -ngdon	Houns -low	Islin -qton	Kensi -ngton and Chel -sea	Kings -ton Upon Thames	Lam -beth	Lewi -sham	Merton	Newham	Redb -ridge	Rich -mond Upon Thames	South -wark	Sutton	Tower Ham -lets	Wands -worth	Walt -ham Forest	Westmi -nster
Unweighted base	740	27	23	23	18	13	21	19	28	27	22	28	27	17	35	14	27	18	12
Weighted base	742	27	25	24	17	11	21	23	28	32	24	26	22	15	31	13	25	19	12
Labour	354 48%	13 46%	4 14%	13 55%	10 60%	5 43%	9 45%	10 44%	13 48%	21 65%	14 59%	16 60%	6 28%	8 50%	3 10%	10 76%	16 61%	11 59%	4 34%
Conservative	229 31%	10 38%	13 51%	9 37%	* 2%	3 30%	6 30%	5 21%	7 24%	8 25%	2 8%	6 21%	8 34%	1 7%	17 54%	2 17%	7 26%	6 30%	4 35%
Liberal Democrat	64 9%	1 3%	3 11%	- -	2 11%	2 15%	3 14%	3 11%	3 10%	1 3%	3 14%	1 4%	7 32%	4 25%	4 13%	1 7%	1 5%	2 9%	2 18%
Green	50 7%	- -	1 5%	1 4%	3 18%	1 7%	1 5%	5 21%	4 14%	2 8%	2 10%	2 8%	1 3%	2 11%	5 16%	- -	2 8%	* 2%	- -
UKIP	29 4%	2 8%	4 16%	1 4%	1 9%	1 5%	1 6%	1 3%	- -	- -	1 5%	1 2%	1 3%	1 4%	2 5%	- -	- -	- -	1 9%
BNP	8 1%	- -	1 3%	- -	- -	- -	- -	- -	1 4%	- -	- -	- -	- -	- -	1 2%	- -	- -	- -	1 5%
Other	6 1%	1 5%	- -	- -	- -	- -	- -	- -	- -	- -	1 5%	1 4%	- -	1 4%	- -	- -	- -	- -	- -



**Evening
Standard**



London Poll
Fieldwork: 17th-21st March 2011

Absolutes/col percents 22 Mar 2011

Table 7

Q5 In the London Mayoral election next year are you currently intending to vote for...?

- Summary Table

Base: All respondents

	1st Preference	2nd	3rd	4th
Unweighted base	1003	836	836	836
Weighted base	1003	837	837	837
Boris Johnson (Conservative Candidate)	363 36%	104 12%	139 17%	33 4%
Ken Livingstone (Labour Candidate)	371 37%	114 14%	77 9%	34 4%
Liberal Democrat Candidate (to be confirmed)	45 5%	280 33%	369 44%	32 4%
Another party candidate	58 6%	338 40%	252 30%	75 9%
No preference	166 17%	-	-	662 79%



**Evening
Standard**



London Poll Fieldwork: 17th-21st March 2011

Absolutes/col percents 22 Mar 2011

Table 8
Q5 In the London Mayoral election next year are you currently intending to vote for...?
- 1st Preference
Base: All respondents

	Working status		Age							Gender		Area		S2 Borough														
	Total	Work-ing	Not work-ing	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer	Bark-ing and Dagen-ham	Barnet	Bexley	Brent	Brom-ley	Camden	City of London	Croy-don	Ealing	Enf-field	Green-wich	Hack-ney	Hammer-smith and Fulham	Harr-ingay	Harrow
Unweighted base	1003	780	223	93	260	239	170	150	91	450	553	332	671	21	68	20	28	47	29	12	45	32	38	36	11	14	28	36
Weighted base	1003	727	276	130	231	211	150	120	160	482	521	338	665	20	63	18	31	40	31	13	47	31	45	38	13	14	30	38
Boris Johnson (Conservative Candidate)	363 36%	241 33%	122 44%	37 29%	69 30%	53 25%	54 36%	55 45%	95 59%	190 39%	173 33%	90 27%	273 41%	7 35%	38 60%	7 40%	8 27%	17 42%	8 27%	4 31%	5 12%	15 49%	12 27%	12 32%	1 5%	8 59%	5 18%	23 60%
Ken Livingstone (Labour Candidate)	371 37%	283 39%	88 32%	48 36%	83 36%	88 42%	61 41%	43 36%	48 30%	175 36%	196 38%	144 43%	227 34%	7 34%	12 19%	5 27%	17 55%	11 28%	18 57%	3 22%	26 55%	8 27%	18 40%	15 40%	8 62%	2 13%	10 34%	9 24%
Liberal Democrat Candidate (to be confirmed)	45 5%	36 5%	9 3%	3 2%	16 7%	7 3%	6 4%	6 5%	7 4%	26 5%	19 4%	19 6%	26 4%	1 5%	3 4%	- -	2 5%	3 7%	- -	2 19%	3 7%	2 6%	5 11%	- -	1 9%	1 6%	* 2%	1 2%
Another party candidate	58 6%	44 6%	14 5%	6 4%	15 7%	16 7%	9 6%	6 5%	6 4%	33 7%	25 5%	21 6%	37 6%	2 10%	3 5%	- -	- -	1 1%	- -	- -	4 8%	2 7%	5 12%	2 5%	- -	2 17%	3 10%	1 3%
No preference	166 17%	123 17%	43 16%	37 28%	47 20%	47 22%	20 13%	11 9%	5 3%	58 12%	108 21%	64 19%	102 15%	3 17%	8 12%	6 34%	4 13%	9 21%	5 17%	4 27%	9 19%	4 11%	5 10%	9 23%	3 24%	1 6%	11 36%	4 11%



London Poll

Fieldwork: 17th-21st March 2011

Absolutes/col percents 22 Mar 2011

Table 8

Q5 In the London Mayoral election next year are you currently intending to vote for...?

- 1st Preference

Base: All respondents

	S2 Borough																		
	Total	Have -ring	Hilli -ngdon	Houns -low	Islin -gton	Kensi -ngton and Chel -sea	Kings -ton Upon Thames	Lam -beth	Lewi -sham	Merton	Newham	Redb -ridge	Rich -mond Upon Thames	South -wark	Sutton	Tower Ham -lets	Wands -worth	Walt -ham Forest	Westmi -nster
Unweighted base	1003	30	33	32	31	15	29	27	40	33	26	37	30	28	42	19	35	34	17
Weighted base	1003	31	35	32	29	13	28	31	40	39	30	33	24	26	39	19	33	34	17
Boris Johnson (Conservative Candidate)	363 36%	17 54%	21 60%	12 38%	3 11%	5 37%	8 29%	10 31%	16 40%	17 45%	5 18%	10 31%	13 53%	5 21%	20 51%	5 25%	8 25%	10 29%	6 35%
Ken Livingstone (Labour Candidate)	371 37%	7 24%	7 20%	14 44%	19 67%	6 46%	13 48%	11 36%	17 43%	16 41%	16 52%	14 42%	7 29%	10 37%	6 15%	6 30%	13 39%	14 42%	6 36%
Liberal Democrat Candidate (to be confirmed)	45 5%	- -	1 3%	- -	* 2%	1 6%	- -	4 13%	1 3%	1 2%	1 3%	- -	2 7%	2 9%	2 5%	2 11%	1 3%	1 4%	1 7%
Another party candidate	58 6%	2 6%	2 5%	3 10%	2 7%	1 4%	1 4%	1 3%	2 6%	3 7%	2 8%	1 2%	- -	3 10%	4 10%	- -	5 15%	2 5%	- -
No preference	166 17%	5 16%	4 11%	2 7%	4 14%	1 6%	5 19%	6 18%	3 8%	2 5%	5 18%	8 25%	3 12%	6 22%	7 18%	6 33%	6 18%	6 19%	4 22%



**Evening
Standard**



London Poll Fieldwork: 17th-21st March 2011

Absolutes/col percents 22 Mar 2011

Table 9
Q5 In the London Mayoral election next year are you currently intending to vote for...?
- 2nd
Base: All respondents

	Working status		Age						Gender		Area		S2 Borough															
	Total	Work-ing	Not work-ing	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer	Bark-ing and Dagen-ham	Barnet	Bexley	Brent	Brom-ley	Camden	City of London	Croy-don	Ealing	Enf-ield	Green-wich	Hack-ney	Hammer-smith and Fulham	Harr-ingay	Harrow
Unweighted base	836	651	185	68	208	188	147	137	88	393	443	274	562	18	61	13	23	38	24	9	36	29	33	29	9	13	20	32
Weighted base	837	604	233	94	184	163	131	109	156	424	413	274	562	17	55	12	27	31	26	9	38	27	40	29	10	13	19	34
Boris Johnson (Conservative Candidate)	104	84	20	12	42	24	8	8	10	46	58	32	72	5	2	2	5	3	4	2	9	2	9	5	1	-	1	5
	12%	14%	9%	13%	23%	15%	6%	7%	7%	11%	14%	12%	13%	29%	4%	21%	20%	10%	17%	18%	23%	6%	23%	16%	9%	-	5%	14%
Ken Livingstone (Labour Candidate)	114	95	20	16	35	21	17	17	8	58	57	46	68	1	10	1	3	4	3	5	3	5	4	2	1	5	5	2
	14%	16%	8%	17%	19%	13%	13%	16%	5%	14%	14%	17%	12%	7%	18%	8%	10%	11%	11%	51%	8%	17%	10%	8%	12%	35%	24%	7%
Liberal Democrat Candidate (to be confirmed)	280	199	81	33	59	51	39	31	68	140	140	84	196	3	23	2	7	9	7	2	11	10	14	8	1	5	7	15
	33%	33%	35%	35%	32%	31%	30%	28%	43%	33%	34%	31%	35%	19%	42%	20%	25%	29%	26%	16%	28%	38%	33%	28%	14%	36%	37%	45%
Another party candidate	338	226	112	33	48	67	67	53	69	181	158	113	226	8	20	6	12	15	12	1	16	11	14	14	7	4	6	12
	40%	37%	48%	35%	26%	41%	51%	49%	45%	43%	38%	41%	40%	45%	36%	51%	45%	49%	46%	15%	41%	40%	34%	49%	65%	29%	33%	34%
No preference	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



London Poll

Fieldwork: 17th-21st March 2011

Absolutes/col percents 22 Mar 2011

Table 9

Q5 In the London Mayoral election next year are you currently intending to vote for...?

- 2nd

Base: All respondents

	S2 Borough																		
	Total	Have -ring	Hilli -ngdon	Houns -low	Islin -gton	Kensi -ngton and Chel -sea	Kings -ton Upon Thames	Lam -beth	Lewi -sham	Merton	Newham	Redb -ridge	Rich -mond Upon Thames	South -wark	Sutton	Tower Ham -lets	Wands -worth	Walt -ham Forest	Westmi -nster
Unweighted base	836	25	28	29	26	14	23	20	37	31	23	26	26	23	36	14	29	26	13
Weighted base	837	26	32	29	25	12	23	26	36	37	24	25	21	20	32	12	27	27	13
Boris Johnson (Conservative Candidate)	104 12%	2 7%	2 7%	5 15%	2 8%	2 15%	4 19%	4 15%	5 12%	1 2%	1 4%	7 27%	2 9%	1 5%	4 11%	2 16%	2 7%	-	6 42%
Ken Livingstone (Labour Candidate)	114 14%	6 23%	1 4%	5 18%	3 13%	1 11%	1 5%	4 14%	4 12%	5 14%	4 15%	4 17%	3 14%	4 19%	5 15%	2 17%	6 23%	3 11%	-
Liberal Democrat Candidate (to be confirmed)	280 33%	8 31%	16 49%	8 28%	5 22%	5 45%	9 42%	8 31%	10 27%	9 23%	9 37%	6 22%	9 41%	6 32%	20 62%	5 39%	9 35%	9 34%	4 30%
Another party candidate	338 40%	10 39%	12 39%	11 39%	14 56%	4 30%	8 35%	10 40%	18 49%	22 61%	11 44%	8 34%	8 36%	9 44%	4 12%	3 28%	10 36%	15 55%	4 29%
No preference	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



**Evening
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London Poll

Fieldwork: 17th-21st March 2011

Absolutes/col percents 22 Mar 2011

Table 10
Q5 In the London Mayoral election next year are you currently intending to vote for...?
 - 3rd
 Base: All respondents

	Working status		Age						Gender		Area		S2 Borough															
	Total	Work-ing	Not work-ing	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer	Bark-ing and Dagen-ham	Barnet	Bexley	Brent	Brom-ley	Camden	City of London	Croy-don	Ealing	Enf-ield	Green-wich	Hack-ney	Hammer-smith and Fulham	Harr-ingay	Harrow
Unweighted base	836	651	185	68	208	188	147	137	88	393	443	274	562	18	61	13	23	38	24	9	36	29	33	29	9	13	20	32
Weighted base	837	604	233	94	184	163	131	109	156	424	413	274	562	17	55	12	27	31	26	9	38	27	40	29	10	13	19	34
Boris Johnson (Conservative Candidate)	139	109	30	24	28	33	20	19	15	72	67	56	83	1	3	1	3	3	6	2	10	7	13	4	3	1	4	4
	17%	18%	13%	26%	15%	20%	15%	17%	10%	17%	16%	21%	15%	7%	6%	4%	9%	8%	23%	23%	26%	27%	33%	14%	33%	7%	19%	11%
Ken Livingstone (Labour Candidate)	77	58	20	12	22	9	10	8	16	37	40	20	57	2	4	-	6	2	-	1	2	2	1	3	-	-	-	8
	9%	10%	8%	13%	12%	6%	7%	8%	10%	9%	10%	7%	10%	9%	8%	-	21%	8%	-	10%	5%	6%	4%	10%	-	-	-	24%
Liberal Democrat Candidate (to be confirmed)	369	256	113	37	77	72	64	49	70	183	185	117	251	8	22	8	16	16	11	5	16	14	19	15	5	7	10	10
	44%	42%	49%	40%	42%	44%	49%	45%	45%	43%	45%	43%	45%	45%	40%	70%	59%	52%	44%	51%	41%	50%	48%	50%	46%	53%	55%	30%
Another party candidate	252	182	70	20	57	49	38	33	55	131	121	81	171	7	26	3	3	10	9	1	11	5	6	7	2	5	5	12
	30%	30%	30%	21%	31%	30%	29%	30%	35%	31%	29%	29%	30%	39%	46%	26%	11%	32%	34%	16%	28%	17%	15%	25%	21%	41%	26%	35%
No preference	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



London Poll

Fieldwork: 17th-21st March 2011

Absolutes/col percents 22 Mar 2011

Table 10

Q5 In the London Mayoral election next year are you currently intending to vote for...?

- 3rd

Base: All respondents

	S2 Borough																		
	Total	Have -ring	Hilli -ngdon	Houns -low	Islin -gton	Kensi -ngton and Chel -sea	Kings -ton Upon Thames	Lam -beth	Lewi -sham	Merton	Newham	Redb -ridge	Rich -mond Upon Thames	South -wark	Sutton	Tower Ham -lets	Wands -worth	Walt -ham Forest	Westmi -nster
Unweighted base	836	25	28	29	26	14	23	20	37	31	23	26	26	23	36	14	29	26	13
Weighted base	837	26	32	29	25	12	23	26	36	37	24	25	21	20	32	12	27	27	13
Boris Johnson (Conservative Candidate)	139 17%	2 6%	3 9%	9 29%	9 36%	2 14%	2 7%	5 20%	5 14%	8 23%	6 25%	3 10%	2 8%	4 22%	1 4%	2 16%	5 20%	6 20%	1 8%
Ken Livingstone (Labour Candidate)	77 9%	3 10%	7 22%	- -	1 4%	1 12%	3 14%	2 7%	5 14%	4 12%	3 11%	1 3%	1 4%	2 9%	7 21%	2 12%	2 7%	2 8%	2 13%
Liberal Democrat Candidate (to be confirmed)	369 44%	16 61%	12 38%	11 37%	11 42%	3 26%	11 47%	10 38%	15 42%	18 49%	12 47%	11 46%	10 46%	10 48%	8 26%	3 24%	10 35%	11 41%	6 47%
Another party candidate	252 30%	6 23%	10 32%	10 34%	4 17%	6 48%	7 31%	9 34%	11 30%	6 16%	4 16%	10 41%	9 42%	4 21%	16 49%	6 48%	10 38%	8 30%	4 31%
No preference	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



**Evening
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London Poll

Fieldwork: 17th-21st March 2011

Absolutes/col percents 22 Mar 2011

Table 11
Q5 In the London Mayoral election next year are you currently intending to vote for...?
 - 4th
 Base: All respondents

	Working status		Age						Gender		Area		S2 Borough															
	Total	Work-ing	Not work-ing	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer	Bark-ing and Dagen-ham	Barnet	Bexley	Brent	Brom-ley	Camden	City of London	Croy-don	Ealing	Enf-ield	Green-wich	Hack-ney	Hammer-smith and Fulham	Harr-ingay	Harrow
Unweighted base	836	651	185	68	208	188	147	137	88	393	443	274	562	18	61	13	23	38	24	9	36	29	33	29	9	13	20	32
Weighted base	837	604	233	94	184	163	131	109	156	424	413	274	562	17	55	12	27	31	26	9	38	27	40	29	10	13	19	34
Boris Johnson (Conservative Candidate)	33	26	8	4	6	6	12	2	4	17	17	17	16	-	1	1	-	1	2	-	-	-	-	-	-	-	2	2
	4%	4%	3%	4%	3%	4%	9%	2%	2%	4%	4%	6%	3%	-	1%	11%	-	4%	9%	-	-	-	-	-	-	-	12%	6%
Ken Livingstone (Labour Candidate)	34	21	13	3	9	2	4	4	11	21	12	7	27	1	3	1	1	*	-	-	1	1	6	1	1	1	-	2
	4%	3%	5%	4%	5%	1%	3%	4%	7%	5%	3%	5%	5%	5%	6%	5%	3%	1%	-	-	1%	5%	15%	4%	6%	6%	-	5%
Liberal Democrat Candidate (to be confirmed)	32	26	6	6	9	9	4	3	1	15	17	8	24	1	1	-	-	2	1	-	6	-	-	1	1	-	-	1
	4%	4%	2%	7%	5%	6%	3%	2%	1%	3%	4%	3%	4%	6%	1%	-	-	6%	2%	-	15%	-	-	3%	9%	-	-	2%
Another party candidate	75	63	12	18	25	14	5	6	7	38	37	32	44	1	4	2	8	2	-	3	2	3	7	-	-	1	4	1
	9%	10%	5%	19%	14%	9%	4%	6%	4%	9%	9%	12%	8%	4%	7%	15%	30%	6%	-	30%	5%	9%	16%	-	-	7%	21%	2%
No preference	662	468	195	62	135	132	106	95	133	334	329	210	452	14	47	8	18	26	23	7	30	23	28	27	9	12	13	29
	79%	77%	84%	66%	74%	81%	81%	87%	85%	79%	80%	77%	80%	86%	85%	69%	68%	82%	89%	70%	79%	86%	68%	94%	85%	88%	67%	86%



London Poll

Fieldwork: 17th-21st March 2011

Absolutes/col percents 22 Mar 2011

Table 11
Q5 In the London Mayoral election next year are you currently intending to vote for...?
 - 4th
 Base: All respondents

	S2 Borough																		
	Total	Have -ring	Hilli -ngdon	Houns -low	Islin -gton	Kensi -ngton and Chel -sea	Kings -ton Upon Thames	Lam -beth	Lewi -sham	Merton	Newham	Redb -ridge	Rich -mond Upon Thames	South -wark	Sutton	Tower Ham -lets	Wands -worth	Walt -ham Forest	Westmi -nster
Unweighted base	836	25	28	29	26	14	23	20	37	31	23	26	26	23	36	14	29	26	13
Weighted base	837	26	32	29	25	12	23	26	36	37	24	25	21	20	32	12	27	27	13
Boris Johnson (Conservative Candidate)	33 4%	-	-	1 3%	-	-	3 13%	2 7%	4 11%	3 7%	2 8%	1 4%	-	2 12%	2 6%	1 8%	1 5%	2 6%	-
Ken Livingstone (Labour Candidate)	34 4%	1 3%	4 11%	2 7%	-	1 5%	1 5%	2 7%	-	-	1 3%	-	2 7%	2 7%	1 4%	-	-	-	1 7%
Liberal Democrat Candidate (to be confirmed)	32 4%	1 3%	1 3%	1 4%	1 5%	-	-	1 6%	1 2%	4 11%	1 5%	1 5%	1 4%	-	2 5%	2 12%	1 2%	2 8%	-
Another party candidate	75 9%	2 8%	2 7%	-	3 12%	1 6%	3 11%	5 18%	2 6%	1 4%	3 14%	1 3%	1 6%	4 22%	6 17%	-	2 8%	-	4 28%
No preference	662 79%	22 85%	25 79%	25 86%	21 83%	11 89%	16 70%	16 61%	30 82%	28 78%	17 71%	22 88%	18 83%	12 59%	22 67%	10 79%	23 85%	23 86%	9 65%



**Evening
Standard**



London Poll

Fieldwork: 17th-21st March 2011

Absolutes/col percents 22 Mar 2011

Table 12

Q.5 Mayoral Voting Intention (Turnout Weighted) - 1st Preference, unadjusted
Base: All respondents likely to vote and expressing an intention

	Working status		Age						Gender		Area		S2 Borough															
	Total	Work-ing	Not work-ing	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer	Bark-ing and Dagen-ham	Barnet	Bexley	Brent	Brom-ley	Camden	City of London	Croy-don	Ealing	Enf-ield	Green-wich	Hack-ney	Hammer-smith and Fulham	Harr-ingay	Harrow
Unweighted base	696	534	162	50	161	154	128	121	82	335	360	222	474	14	50	10	20	34	22	6	31	25	27	25	8	10	16	28
Weighted base	698	492	207	69	140	132	114	96	146	363	336	222	476	14	45	9	23	28	24	6	33	24	34	24	9	8	15	29
Ken Livingstone (Labour Candidate)	319	240	79	38	67	73	56	39	45	158	161	123	196	6	9	4	14	11	16	2	23	8	17	13	8	1	9	8
	46%	49%	38%	55%	48%	56%	49%	41%	31%	44%	48%	55%	41%	41%	19%	49%	61%	38%	66%	32%	71%	33%	49%	55%	86%	17%	59%	26%
Boris Johnson (Conservative Candidate)	306	197	109	26	53	42	47	48	90	161	144	71	234	5	33	4	8	14	8	3	5	12	9	10	1	6	4	20
	44%	40%	53%	38%	38%	32%	41%	49%	62%	44%	43%	32%	49%	39%	74%	51%	34%	50%	34%	54%	15%	52%	28%	40%	6%	76%	26%	68%
Liberal Democrat Candidate (to be confirmed)	36	27	9	3	11	5	5	6	7	23	13	14	22	1	1	-	1	3	-	1	3	2	5	-	1	1	*	1
	5%	6%	4%	4%	8%	4%	4%	6%	5%	6%	4%	6%	5%	5%	2%	-	5%	10%	-	14%	8%	8%	13%	-	8%	7%	3%	3%
Another party candidate	38	28	10	2	9	12	6	4	4	21	17	14	24	2	2	-	-	*	-	-	2	2	3	1	-	-	2	1
	5%	6%	5%	3%	6%	9%	6%	4%	3%	6%	5%	6%	5%	15%	4%	-	-	1%	-	-	6%	7%	9%	5%	-	-	13%	3%



Evening Standard



London Poll

Fieldwork: 17th-21st March 2011

Absolutes/col percents 22 Mar 2011

Table 12

Q.5 Mayoral Voting Intention (Turnout Weighted) - 1st Preference, unadjusted
Base: All respondents likely to vote and expressing an intention

	S2 Borough																		
	Total	Have -ring	Hilli -ngdon	Houns -low	Islin -gton	Kensi -ngton and Chel -sea	Kings -ton Upon Thames	Lam -beth	Lewi -sham	Merton	Newham	Redb -ridge	Rich -mond Upon Thames	South -wark	Sutton	Tower Ham -lets	Wands -worth	Walt -ham Forest	Westmi -nster
Unweighted base	696	22	26	24	20	11	18	15	31	25	22	21	22	16	32	11	23	22	12
Weighted base	698	23	29	24	19	9	17	19	31	30	24	20	19	14	29	10	21	22	12
Ken Livingstone (Labour Candidate)	319 46%	7 29%	7 22%	14 57%	15 78%	5 54%	9 50%	8 41%	16 52%	14 46%	15 64%	12 59%	6 29%	7 51%	5 17%	5 52%	10 47%	12 54%	5 47%
Boris Johnson (Conservative Candidate)	306 44%	15 66%	20 68%	9 39%	2 10%	3 34%	8 44%	7 38%	12 38%	14 48%	5 22%	8 39%	12 62%	4 30%	19 65%	4 39%	7 32%	9 38%	5 45%
Liberal Democrat Candidate (to be confirmed)	36 5%	- -	1 3%	- -	* 2%	1 6%	- -	4 19%	1 3%	1 2%	1 4%	- -	2 9%	2 14%	1 5%	1 9%	1 4%	1 6%	1 9%
Another party candidate	38 5%	1 5%	2 6%	1 4%	2 9%	1 6%	1 6%	* 2%	2 8%	1 4%	2 10%	1 3%	- -	1 5%	4 13%	- -	4 17%	* 2%	- -



**Evening
Standard**



London Poll

Fieldwork: 17th-21st March 2011

Absolutes/col percents 22 Mar 2011

Table 13

Q.5 Mayoral Voting Intention (Turnout Weighted) - Adjusted for 2nd Preference (Other parties dropped)

Base: All respondents likely to vote and expressing an intention

	Working status		Age						Gender		Area		S2 Borough															
	Total	Work-ing	Not work-ing	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer	Bark-ing and Dagen-ham	Barnet	Bexley	Brent	Brom-ley	Camden	City of London	Croy-don	Ealing	Enf-ield	Green-wich	Hack-ney	Hammer-smith and Fulham	Harr-ingay	Harrow
Unweighted base	696	534	162	50	161	154	128	121	82	335	360	222	474	14	50	10	20	34	22	6	31	25	27	25	8	10	16	28
Weighted base	698	492	207	69	140	132	114	96	146	363	336	222	476	14	45	9	23	28	24	6	33	24	34	24	9	8	15	29
Ken Livingstone (Labour Candidate)	337	252	84	39	70	81	59	41	48	167	170	133	204	6	9	4	14	11	16	2	25	8	17	14	8	1	11	8
	48%	51%	41%	56%	50%	61%	51%	42%	33%	46%	51%	60%	43%	41%	20%	49%	61%	38%	66%	32%	77%	33%	51%	58%	86%	17%	71%	26%
Boris Johnson (Conservative Candidate)	312	201	110	26	55	45	47	48	90	165	147	71	241	7	33	4	8	14	8	3	5	12	11	10	1	6	4	21
	45%	41%	53%	38%	39%	34%	41%	50%	62%	46%	44%	32%	51%	54%	74%	51%	34%	52%	34%	54%	15%	52%	32%	42%	6%	76%	26%	71%
Liberal Democrat Candidate (to be confirmed)	50	38	12	4	15	7	8	8	8	30	19	18	32	1	3	-	1	3	-	1	3	4	6	-	1	1	*	1
	7%	8%	6%	6%	11%	5%	7%	8%	6%	8%	6%	8%	7%	5%	6%	-	5%	10%	-	14%	8%	15%	17%	-	8%	7%	3%	3%



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Table 13

Q.5 Mayoral Voting Intention (Turnout Weighted) - Adjusted for 2nd Preference (Other parties dropped)

Base: All respondents likely to vote and expressing an intention

	S2 Borough																		
	Total	Have -ring	Hilli -ngdon	Houns -low	Islin -gton	Kensi -ngton and Chel -sea	Kings -ton Upon Thames	Lam -beth	Lewi -sham	Merton	Newham	Redb -ridge	Rich -mond Upon Thames	South -wark	Sutton	Tower Ham -lets	Wands -worth	Walt -ham Forest	Westmi -nster
Unweighted base	696	22	26	24	20	11	18	15	31	25	22	21	22	16	32	11	23	22	12
Weighted base	698	23	29	24	19	9	17	19	31	30	24	20	19	14	29	10	21	22	12
Ken Livingstone (Labour Candidate)	337 48%	7 32%	7 22%	14 59%	16 85%	6 60%	9 50%	8 41%	18 60%	15 50%	16 69%	12 59%	6 29%	7 51%	7 23%	5 52%	13 59%	12 56%	5 47%
Boris Johnson (Conservative Candidate)	312 45%	16 68%	20 68%	9 39%	2 10%	3 34%	8 44%	7 38%	12 38%	14 48%	5 22%	8 39%	12 62%	4 30%	19 67%	4 39%	7 32%	9 38%	5 45%
Liberal Democrat Candidate (to be confirmed)	50 7%	-	3 10%	1 2%	1 5%	1 6%	1 6%	4 22%	1 3%	1 2%	2 9%	1 3%	2 9%	3 19%	3 10%	1 9%	2 10%	1 6%	1 9%



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Table 14

Q.5 Mayoral Voting Intention (Turnout Weighted) - Adjusted for 2nd/3rd Preference (Other parties & LibDems dropped)
Base: All respondents likely to vote and expressing an intention

	Working status		Age							Gender		Area		S2 Borough														
	Total	Work-ing	Not work-ing	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer	Bark-ing and Dagen-ham	Barnet	Bexley	Brent	Brom-ley	Camden	City of London	Croy-don	Ealing	Enf-ield	Green-wich	Hack-ney	Hammer-smith and Fulham	Harr-ingay	Harrow
Unweighted base	696	534	162	50	161	154	128	121	82	335	360	222	474	14	50	10	20	34	22	6	31	25	27	25	8	10	16	28
Weighted base	698	492	207	69	140	132	114	96	146	363	336	222	476	14	45	9	23	28	24	6	33	24	34	24	9	8	15	29
Ken Livingstone (Labour Candidate)	359	270	89	39	79	82	63	45	51	181	178	143	216	6	10	4	14	12	16	3	26	10	18	14	9	1	11	8
	51%	55%	43%	56%	56%	62%	55%	47%	35%	50%	53%	64%	45%	41%	23%	49%	61%	43%	66%	46%	79%	41%	53%	58%	94%	17%	74%	26%
Boris Johnson (Conservative Candidate)	339	222	117	30	61	50	51	51	95	182	157	79	260	8	34	4	9	16	8	3	7	14	16	10	1	7	4	22
	49%	45%	57%	44%	44%	38%	45%	53%	65%	50%	47%	36%	55%	59%	77%	51%	39%	57%	34%	54%	21%	59%	47%	42%	6%	83%	26%	74%



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Table 14

Q.5 Mayoral Voting Intention (Turnout Weighted) - Adjusted for 2nd/3rd Preference (Other parties & LibDems dropped)
Base: All respondents likely to vote and expressing an intention

	S2 Borough																		
	Total	Have -ring	Hilli -ngdon	Houns -low	Islin -gton	Kensi -ngton and Chel -sea	Kings -ton Upon Thames	Lam -beth	Lewi -sham	Merton	Newham	Redb -ridge	Rich -mond Upon Thames	South -wark	Sutton	Tower Ham -lets	Wands -worth	Walt -ham Forest	Westmi -nster
Unweighted base	696	22	26	24	20	11	18	15	31	25	22	21	22	16	32	11	23	22	12
Weighted base	698	23	29	24	19	9	17	19	31	30	24	20	19	14	29	10	21	22	12
Ken Livingstone (Labour Candidate)	359 51%	7 32%	7 25%	14 59%	17 87%	6 60%	10 56%	10 50%	18 60%	15 50%	19 78%	12 59%	7 36%	9 64%	9 32%	6 61%	14 64%	13 58%	5 47%
Boris Johnson (Conservative Candidate)	339 49%	16 68%	22 75%	10 41%	2 13%	4 40%	8 44%	10 50%	13 40%	15 50%	5 22%	8 41%	12 64%	5 36%	20 68%	4 39%	8 36%	9 42%	6 53%



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Table 15
Q6 Do you have more or less confidence in the Coalition's economic policy since they came into power?
Base: All respondents

	Working status		Age							Gender		Area		S2 Borough														
	Total	Work-ing	Not work-ing	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer	Bark-ing and Dagen-ham	Barnet	Bexley	Brent	Brom-ley	Camden	City of London	Croy-don	Ealing	Enf-ield	Green-wich	Hack-ney	Hammer-smith and Fulham	Harr-ingay	Harrow
Unweighted base	1003	780	223	93	260	239	170	150	91	450	553	332	671	21	68	20	28	47	29	12	45	32	38	36	11	14	28	36
Weighted base	1003	727	276	130	231	211	150	120	160	482	521	338	665	20	63	18	31	40	31	13	47	31	45	38	13	14	30	38
More confidence	121 12%	85 12%	36 13%	15 12%	29 13%	18 8%	18 12%	11 9%	29 18%	80 17%	41 8%	38 11%	83 12%	2 10%	9 14%	-	3 10%	6 14%	1 5%	2 19%	4 9%	7 21%	4 10%	7 18%	-	3 22%	3 9%	6 15%
Less confidence	525 52%	377 52%	149 54%	60 46%	110 48%	118 56%	91 60%	69 57%	77 48%	235 49%	290 56%	189 56%	336 51%	9 44%	25 40%	11 64%	23 74%	19 48%	24 78%	5 37%	27 58%	8 26%	26 57%	19 50%	8 64%	9 61%	13 43%	14 36%
No difference	306 31%	229 32%	77 28%	33 25%	80 35%	65 31%	38 25%	38 31%	52 33%	155 32%	151 29%	87 26%	219 33%	8 42%	27 43%	6 36%	4 12%	13 33%	5 16%	3 23%	13 28%	14 46%	11 25%	8 20%	4 27%	2 17%	12 42%	15 39%
Don't know	51 5%	37 5%	14 5%	22 17%	11 5%	10 5%	4 2%	3 2%	2 1%	11 2%	39 8%	24 7%	26 4%	1 4%	2 3%	-	1 4%	2 5%	1 2%	3 21%	2 5%	2 7%	4 8%	5 12%	1 9%	-	2 6%	4 10%



London Poll

Fieldwork: 17th-21st March 2011

Absolutes/col percents 22 Mar 2011

Table 15

Q6 Do you have more or less confidence in the Coalition's economic policy since they came into power?

Base: All respondents

	S2 Borough																		
	Total	Have -ring	Hilli -ngdon	Houns -low	Islin -gton	Kensi -ngton and Chel -sea	Kings -ton Upon Thames	Lam -beth	Lewi -sham	Merton	Newham	Redb -ridge	Rich -mond Upon Thames	South -wark	Sutton	Tower Ham -lets	Wands -worth	Walt -ham Forest	Westmi -nster
Unweighted base	1003	30	33	32	31	15	29	27	40	33	26	37	30	28	42	19	35	34	17
Weighted base	1003	31	35	32	29	13	28	31	40	39	30	33	24	26	39	19	33	34	17
More confidence	121 12%	3 8%	5 14%	3 10%	1 4%	3 22%	5 18%	8 27%	3 8%	1 3%	2 7%	4 12%	2 10%	1 2%	9 23%	1 3%	7 22%	3 10%	2 14%
Less confidence	525 52%	20 65%	10 28%	17 54%	18 61%	5 39%	17 60%	14 44%	25 63%	23 60%	15 51%	19 56%	15 61%	14 55%	17 43%	11 59%	21 63%	18 53%	8 47%
No difference	306 31%	7 24%	20 56%	11 34%	7 24%	4 29%	6 22%	5 17%	11 27%	14 36%	8 25%	10 30%	7 29%	8 32%	14 34%	7 38%	4 12%	11 34%	6 37%
Don't know	51 5%	1 4%	1 2%	1 2%	3 10%	1 9%	-	4 12%	1 2%	-	5 17%	1 2%	-	3 11%	-	-	1 3%	1 2%	* 3%



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Table 16

Q7 What effect, if any, has the Coalition cuts programme had on your support for Boris Johnson in the next London Mayoral election?

Base: All respondents

	Working status		Age							Gender		Area		S2 Borough														
	Total	Work-ing	Not work-ing	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer	Bark-ing and Dagen-ham	Barnet	Bexley	Brent	Brom-ley	Camden	City of London	Croy-don	Ealing	Enf-ield	Green-wich	Hack-ney	Hammer-smith and Fulham	Harr-ingay	Harrow
Unweighted base	1003	780	223	93	260	239	170	150	91	450	553	332	671	21	68	20	28	47	29	12	45	32	38	36	11	14	28	36
Weighted base	1003	727	276	130	231	211	150	120	160	482	521	338	665	20	63	18	31	40	31	13	47	31	45	38	13	14	30	38
I am more likely to vote for him	94 9%	67 9%	27 10%	16 12%	23 10%	15 7%	13 8%	8 7%	20 12%	55 11%	38 7%	27 8%	66 10%	2 8%	7 11%	2 9%	5 17%	5 13%	4 13%	3 23%	2 4%	7 22%	2 4%	3 9%	1 5%	2 13%	1 2%	4 10%
I am less likely to vote for him	195 19%	152 21%	44 16%	36 28%	51 22%	43 20%	25 17%	17 14%	23 15%	101 21%	94 18%	80 24%	115 17%	3 15%	9 14%	1 3%	11 35%	5 11%	11 37%	2 13%	12 25%	2 8%	7 16%	8 21%	5 41%	2 17%	7 22%	8 22%
It has made no difference.	645 64%	459 63%	185 67%	57 44%	136 59%	138 66%	105 70%	91 75%	117 73%	309 64%	335 64%	199 59%	446 67%	15 73%	46 73%	11 64%	15 48%	29 72%	13 42%	4 32%	26 56%	20 66%	33 74%	24 62%	6 45%	10 71%	21 70%	26 68%
Don't know	69 7%	49 7%	20 7%	21 16%	21 9%	15 7%	8 5%	5 4%	-	16 3%	54 10%	32 9%	38 6%	1 4%	2 2%	4 25%	-	2 4%	2 8%	4 32%	7 15%	1 4%	3 6%	3 7%	1 9%	-	2 6%	-



London Poll Fieldwork: 17th-21st March 2011

Absolutes/col percents 22 Mar 2011

Table 16

Q7 What effect, if any, has the Coalition cuts programme had on your support for Boris Johnson in the next London Mayoral election?
Base: All respondents

	S2 Borough																		
	Total	Have -ring	Hilli -ngdon	Houns -low	Islin -gton	Kensi -ngton and Chel -sea	Kings -ton Upon Thames	Lam -beth	Lewi -sham	Merton	Newham	Redb -ridge	Rich -mond Upon Thames	South -wark	Sutton	Tower Ham -lets	Wands -worth	Walt -ham Forest	Westmi -nster
Unweighted base	1003	30	33	32	31	15	29	27	40	33	26	37	30	28	42	19	35	34	17
Weighted base	1003	31	35	32	29	13	28	31	40	39	30	33	24	26	39	19	33	34	17
I am more likely to vote for him	94 9%	6 19%	4 12%	2 6%	- -	1 10%	2 8%	4 13%	2 6%	5 13%	1 3%	3 8%	1 4%	2 9%	2 5%	1 3%	3 10%	4 10%	2 14%
I am less likely to vote for him	195 19%	3 11%	1 4%	5 15%	7 24%	4 29%	5 16%	2 6%	10 26%	8 20%	6 22%	8 23%	6 26%	6 21%	4 11%	6 33%	9 27%	9 28%	3 19%
It has made no difference.	645 64%	19 62%	30 84%	23 72%	20 68%	8 62%	20 71%	20 63%	25 64%	25 66%	15 49%	19 58%	16 65%	15 58%	31 79%	11 58%	21 63%	19 56%	11 65%
Don't know	69 7%	2 8%	- -	2 7%	2 8%	- -	2 5%	6 18%	2 4%	1 2%	8 26%	3 10%	1 5%	3 12%	2 5%	1 6%	- -	2 5%	* 3%



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Table 17

Q8 Which of the following words, if any, do you think best describe (a) Boris Johnson and (b) Ken Livingstone?

- Summary Table

Base: All respondents

	<u>Boris Johnson</u>	<u>Ken Livingstone</u>
Unweighted base	1003	1003
Weighted base	1003	1003
Competent	410 41%	477 48%
Incompetent	316 31%	224 22%
Nice	467 47%	285 28%
Nasty	103 10%	246 24%
Don't know/ None of these	177 18%	196 20%



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Table 18
Q8 Which of the following words, if any, do you think best describe (a) Boris Johnson and (b) Ken Livingstone?
- Boris Johnson
Base: All respondents

	Working status		Age							Gender		Area		S2 Borough														
	Total	Work-ing	Not work-ing	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer	Bark-ing and Dagen-ham	Barnet	Bexley	Brent	Brom-ley	Camden	City of London	Croy-don	Ealing	Enf-ield	Green-wich	Hack-ney	Hammer-smith and Fulham	Harr-ingay	Harrow
Unweighted base	1003	780	223	93	260	239	170	150	91	450	553	332	671	21	68	20	28	47	29	12	45	32	38	36	11	14	28	36
Weighted base	1003	727	276	130	231	211	150	120	160	482	521	338	665	20	63	18	31	40	31	13	47	31	45	38	13	14	30	38
Competent	410 41%	278 38%	132 48%	46 35%	84 36%	76 36%	54 36%	57 47%	93 58%	210 44%	200 38%	114 34%	296 45%	7 35%	35 56%	6 37%	12 38%	18 46%	12 37%	6 50%	15 32%	16 53%	16 35%	13 34%	3 22%	9 67%	5 18%	23 59%
Incompetent	316 31%	236 32%	79 29%	35 26%	74 32%	73 35%	52 35%	39 32%	43 27%	177 37%	138 27%	129 38%	187 28%	7 35%	14 23%	3 16%	15 50%	10 26%	12 40%	4 32%	17 37%	7 22%	13 30%	14 37%	6 44%	4 29%	12 40%	6 16%
Nice	467 47%	320 44%	146 53%	64 49%	97 42%	78 37%	75 50%	58 48%	96 60%	238 49%	229 44%	139 41%	327 49%	8 39%	40 64%	10 60%	16 53%	17 42%	11 37%	9 68%	17 36%	24 55%	17 53%	17 44%	4 30%	6 46%	12 42%	24 64%
Nasty	103 10%	71 10%	31 11%	11 8%	21 9%	19 9%	21 14%	12 10%	18 11%	66 14%	37 7%	41 12%	62 9%	1 6%	2 3%	1 6%	2 7%	4 9%	3 9%	- -	8 18%	3 11%	3 7%	3 8%	4 32%	4 29%	- -	2 6%
Don't know/ None of these	177 18%	136 19%	41 15%	36 28%	50 22%	46 22%	18 12%	17 14%	9 6%	50 10%	128 24%	65 19%	112 17%	4 20%	5 9%	3 20%	3 9%	9 23%	7 22%	2 18%	7 15%	5 15%	8 17%	6 17%	5 34%	1 4%	6 20%	7 18%



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Table 18
Q8 Which of the following words, if any, do you think best describe (a) Boris Johnson and (b) Ken Livingstone?
- Boris Johnson
Base: All respondents

	S2 Borough																			
	Total	Have -ring	Hilli -ngdon	Houns -low	Islin -gton	Kensi -ngton and Chel -sea	Kings -ton Upon Thames	Lam -beth	Lewi -sham	Merton	Newham	Redb -ridge	Rich -mond Upon Thames	South -wark	Sutton	Tower Ham -lets	Wands -worth	Walt -ham Forest	Westmi -nster	
Unweighted base	1003	30	33	32	31	15	29	27	40	33	26	37	30	28	42	19	35	34	17	
Weighted base	1003	31	35	32	29	13	28	31	40	39	30	33	24	26	39	19	33	34	17	
Competent	410 41%	13 43%	27 76%	15 46%	6 21%	5 37%	10 34%	17 53%	14 36%	18 48%	5 17%	13 38%	10 43%	6 23%	20 52%	6 31%	12 35%	8 24%	8 48%	
Incompetent	316 31%	6 20%	4 11%	9 27%	13 46%	6 45%	8 30%	9 29%	14 35%	12 32%	15 49%	9 26%	7 31%	14 52%	10 25%	4 20%	13 38%	15 44%	4 25%	
Nice	467 47%	15 49%	20 57%	15 48%	13 46%	4 33%	12 43%	7 23%	24 61%	18 46%	9 30%	12 35%	14 60%	8 32%	19 49%	7 36%	13 38%	11 33%	10 61%	
Nasty	103 10%	3 10%	* 1%	1 5%	4 14%	2 16%	2 8%	2 7%	4 11%	8 20%	5 18%	7 20%	2 9%	3 12%	1 4%	1 4%	7 21%	6 17%	1 7%	
Don't know/ None of these	177 18%	6 21%	4 12%	8 25%	5 18%	2 12%	6 23%	5 15%	6 16%	7 18%	9 31%	8 23%	3 11%	4 16%	4 9%	7 37%	5 16%	8 24%	2 13%	



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Table 19
Q8 Which of the following words, if any, do you think best describe (a) Boris Johnson and (b) Ken Livingstone?
- Ken Livingstone
Base: All respondents

	Working status		Age							Gender		Area		S2 Borough														
	Total	Work-ing	Not work-ing	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer	Bark-ing and Dagen-ham	Barnet	Bexley	Brent	Brom-ley	Camden	City of London	Croy-don	Ealing	Enf-ield	Green-wich	Hack-ney	Hammer-smith and Fulham	Harr-ingay	Harrow
Unweighted base	1003	780	223	93	260	239	170	150	91	450	553	332	671	21	68	20	28	47	29	12	45	32	38	36	11	14	28	36
Weighted base	1003	727	276	130	231	211	150	120	160	482	521	338	665	20	63	18	31	40	31	13	47	31	45	38	13	14	30	38
Competent	477	354	123	56	108	103	72	65	74	246	230	181	296	9	28	5	24	18	13	6	24	11	21	20	9	6	14	14
	48%	49%	45%	43%	47%	49%	48%	54%	46%	51%	44%	53%	45%	43%	45%	30%	76%	45%	41%	50%	51%	36%	46%	52%	66%	45%	46%	38%
Incompetent	224	138	86	16	43	37	31	30	66	131	92	58	165	8	13	6	1	14	8	3	8	10	16	8	-	4	8	11
	22%	19%	31%	12%	19%	18%	21%	25%	41%	27%	18%	17%	25%	41%	20%	36%	2%	35%	25%	22%	17%	34%	36%	20%	-	30%	26%	29%
Nice	285	215	70	43	68	60	53	25	36	133	151	115	169	3	12	2	16	11	9	3	20	8	14	5	4	4	6	9
	28%	30%	25%	33%	30%	28%	35%	21%	23%	28%	29%	34%	25%	17%	20%	11%	52%	27%	30%	24%	43%	25%	31%	13%	34%	29%	22%	24%
Nasty	246	160	86	22	44	42	35	39	63	140	105	56	190	5	31	6	5	14	6	1	7	9	9	7	3	6	5	13
	24%	22%	31%	17%	19%	20%	24%	33%	39%	29%	20%	16%	29%	23%	49%	36%	15%	35%	20%	6%	16%	30%	20%	18%	19%	46%	15%	35%
Don't know/ None of these	196	152	44	40	55	49	26	17	9	56	140	62	134	3	10	4	4	6	6	5	7	9	5	9	2	1	3	10
	20%	21%	16%	31%	24%	23%	17%	14%	5%	12%	27%	18%	20%	13%	17%	25%	13%	15%	18%	40%	15%	30%	11%	25%	15%	4%	10%	26%



London Poll

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Table 19

Q8 Which of the following words, if any, do you think best describe (a) Boris Johnson and (b) Ken Livingstone?

- Ken Livingstone

Base: All respondents

	S2 Borough																			
	Total	Have -ring	Hilli -ngdon	Houns -low	Islin -gton	Kensi -ngton and Chel -sea	Kings -ton Upon Thames	Lam -beth	Lewi -sham	Merton	Newham	Redb -ridge	Rich -mond Upon Thames	South -wark	Sutton	Tower Ham -lets	Wands -worth	Walt -ham Forest	Westmi -nster	
Unweighted base	1003	30	33	32	31	15	29	27	40	33	26	37	30	28	42	19	35	34	17	
Weighted base	1003	31	35	32	29	13	28	31	40	39	30	33	24	26	39	19	33	34	17	
Competent	477 48%	13 42%	17 48%	15 48%	23 78%	6 50%	13 47%	17 55%	22 55%	17 43%	18 59%	14 41%	11 43%	14 54%	10 24%	7 37%	19 59%	14 41%	7 40%	
Incompetent	224 22%	5 16%	11 32%	9 28%	1 5%	4 33%	4 15%	7 22%	5 12%	12 31%	2 8%	6 18%	4 16%	4 16%	13 32%	3 14%	6 18%	7 22%	4 23%	
Nice	285 28%	5 17%	1 4%	13 40%	11 38%	2 13%	8 28%	13 40%	23 58%	14 36%	14 47%	8 25%	6 27%	6 22%	5 13%	4 21%	10 31%	8 24%	6 35%	
Nasty	246 24%	12 38%	14 40%	8 26%	2 5%	5 40%	8 29%	2 8%	8 21%	11 28%	2 8%	6 18%	7 27%	3 12%	13 33%	4 20%	5 15%	5 16%	4 21%	
Don't know/ None of these	196 20%	5 17%	5 15%	4 13%	5 18%	1 10%	7 26%	5 17%	4 10%	6 15%	7 22%	10 31%	5 21%	6 23%	11 27%	8 43%	6 18%	12 36%	3 20%	



**Evening
Standard**



London Poll

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Table 20

Q9 Thinking about the spending cuts, do you agree or disagree with each of the following statements?

- Summary Table

Base: All respondents

	The cuts are unfair because they will be felt more by the poor than by wealthier households	I feel worse off personally as a result of the spending cuts	I am having to give up buying luxury items as a result of the spending cuts	I am having to give up buying essential items as a result of the spending cuts	The previous Labour government is more to blame for the spending cuts than the Coalition Government	My family/ household will not be affected by the spending cuts.
Unweighted base	1003	1003	1003	1003	1003	1003
Weighted base	1003	1003	1003	1003	1003	1003
Agree	665 66%	550 55%	465 46%	291 29%	439 44%	161 16%
Disagree	217 22%	287 29%	378 38%	604 60%	354 35%	659 66%
Don't know	120 12%	166 17%	160 16%	107 11%	210 21%	183 18%



**Evening
Standard**



London Poll Fieldwork: 17th-21st March 2011

Absolutes/col percents 22 Mar 2011

Table 21
Q9 Thinking about the spending cuts, do you agree or disagree with each of the following statements?
- The cuts are unfair because they will be felt more by the poor than by wealthier households
Base: All respondents

	Working status		Age							Gender		Area		S2 Borough														
	Total	Work-ing	Not work-ing	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer	Bark-ing and Dagen-ham	Barnet	Bexley	Brent	Brom-ley	Camden	City of London	Croy-don	Ealing	Enf-ield	Green-wich	Hack-ney	Hammer-smith and Fulham	Harr-ingay	Harrow
Unweighted base	1003	780	223	93	260	239	170	150	91	450	553	332	671	21	68	20	28	47	29	12	45	32	38	36	11	14	28	36
Weighted base	1003	727	276	130	231	211	150	120	160	482	521	338	665	20	63	18	31	40	31	13	47	31	45	38	13	14	30	38
Agree	665 66%	494 68%	171 62%	90 69%	148 64%	151 72%	111 74%	77 64%	88 55%	288 60%	377 72%	243 72%	422 64%	15 72%	33 53%	11 65%	28 91%	23 57%	26 82%	8 62%	38 82%	18 59%	35 78%	21 55%	11 81%	7 51%	20 68%	16 42%
Disagree	217 22%	150 21%	67 24%	16 12%	49 21%	35 17%	30 20%	37 31%	51 32%	144 30%	73 14%	61 18%	156 23%	5 23%	17 28%	1 3%	3 9%	10 25%	3 11%	3 19%	6 13%	12 39%	6 14%	9 24%	-	5 37%	6 22%	15 39%
Don't know	120 12%	83 11%	38 14%	24 18%	34 15%	24 12%	10 7%	7 6%	21 13%	50 10%	71 14%	34 10%	86 13%	1 5%	12 20%	6 32%	-	7 18%	2 7%	2 19%	2 5%	1 2%	4 8%	8 21%	3 19%	2 12%	3 10%	7 18%



London Poll

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Absolutes/col percents 22 Mar 2011

Table 21

Q9 Thinking about the spending cuts, do you agree or disagree with each of the following statements?
- The cuts are unfair because they will be felt more by the poor than by wealthier households
Base: All respondents

	S2 Borough																		
	Total	Have -ring	Hilli -ngdon	Houns -low	Islin -gton	Kensi -ngton and Chel -sea	Kings -ton Upon Thames	Lam -beth	Lewi -sham	Merton	Newham	Redb -ridge	Rich -mond Upon Thames	South -wark	Sutton	Tower Ham -lets	Wands -worth	Walt -ham Forest	Westmi -nster
Unweighted base	1003	30	33	32	31	15	29	27	40	33	26	37	30	28	42	19	35	34	17
Weighted base	1003	31	35	32	29	13	28	31	40	39	30	33	24	26	39	19	33	34	17
Agree	665 66%	16 51%	22 62%	19 60%	25 84%	8 60%	18 64%	22 69%	27 68%	27 70%	21 70%	26 79%	15 63%	21 80%	17 43%	15 83%	24 71%	24 70%	10 59%
Disagree	217 22%	9 28%	8 23%	8 27%	2 5%	4 34%	6 21%	6 20%	7 19%	8 21%	7 22%	5 14%	7 30%	4 16%	20 51%	2 12%	6 19%	1 3%	5 27%
Don't know	120 12%	6 21%	5 15%	4 14%	3 10%	1 6%	4 15%	3 11%	5 13%	3 9%	2 8%	2 7%	2 7%	1 4%	3 7%	1 6%	3 9%	9 27%	3 15%



**Evening
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Absolutes/col percents 22 Mar 2011

Table 22
Q9 Thinking about the spending cuts, do you agree or disagree with each of the following statements?
- I feel worse off personally as a result of the spending cuts
Base: All respondents

	Working status		Age							Gender		Area		S2 Borough														
	Total	Work-ing	Not work-ing	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer	Bark-ing and Dagen-ham	Barnet	Bexley	Brent	Brom-ley	Camden	City of London	Croy-don	Ealing	Enf-ield	Green-wich	Hack-ney	Hammer-smith and Fulham	Harr-ingay	Harrow
Unweighted base	1003	780	223	93	260	239	170	150	91	450	553	332	671	21	68	20	28	47	29	12	45	32	38	36	11	14	28	36
Weighted base	1003	727	276	130	231	211	150	120	160	482	521	338	665	20	63	18	31	40	31	13	47	31	45	38	13	14	30	38
Agree	550 55%	395 54%	155 56%	69 53%	118 51%	125 59%	99 66%	58 48%	81 51%	246 51%	304 58%	194 57%	356 54%	12 59%	28 45%	12 68%	19 62%	21 54%	21 69%	6 44%	30 63%	10 33%	23 52%	18 48%	10 74%	6 45%	18 61%	20 52%
Disagree	287 29%	208 29%	79 29%	35 27%	71 31%	47 22%	29 19%	47 39%	58 36%	169 35%	118 23%	90 26%	197 30%	5 27%	24 38%	3 15%	10 31%	13 32%	7 23%	2 15%	11 23%	15 48%	8 18%	10 27%	2 17%	7 49%	9 31%	13 33%
Don't know	166 17%	125 17%	41 15%	27 21%	42 18%	39 18%	22 15%	16 13%	21 13%	67 14%	99 19%	54 16%	112 17%	3 15%	11 17%	3 17%	2 7%	6 14%	2 8%	5 41%	6 13%	6 19%	14 30%	9 24%	1 9%	1 5%	2 8%	6 15%



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Table 22

Q9 Thinking about the spending cuts, do you agree or disagree with each of the following statements?

- I feel worse off personally as a result of the spending cuts

Base: All respondents

	S2 Borough																		
	Total	Have -ring	Hilli -ngdon	Houns -low	Islin -gton	Kensi -ngton and Chel -sea	Kings -ton Upon Thames	Lam -beth	Lewi -sham	Merton	Newham	Redb -ridge	Rich -mond Upon Thames	South -wark	Sutton	Tower Ham -lets	Wands -worth	Walt -ham Forest	Westmi -nster
Unweighted base	1003	30	33	32	31	15	29	27	40	33	26	37	30	28	42	19	35	34	17
Weighted base	1003	31	35	32	29	13	28	31	40	39	30	33	24	26	39	19	33	34	17
Agree	550 55%	24 77%	20 56%	14 44%	15 51%	8 60%	16 58%	19 59%	25 64%	15 38%	14 47%	22 67%	13 53%	15 58%	16 41%	9 50%	24 72%	23 67%	5 31%
Disagree	287 29%	5 15%	10 27%	14 45%	4 13%	4 31%	6 21%	9 30%	11 29%	17 43%	10 34%	6 19%	6 27%	5 18%	18 45%	6 33%	6 19%	5 13%	7 38%
Don't know	166 17%	2 8%	6 17%	4 12%	10 36%	1 10%	6 21%	3 11%	3 8%	7 19%	6 19%	4 13%	5 21%	6 24%	6 14%	3 18%	3 9%	6 19%	5 31%



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Table 23
Q9 Thinking about the spending cuts, do you agree or disagree with each of the following statements?
- I am having to give up buying luxury items as a result of the spending cuts
Base: All respondents

	Working status		Age							Gender		Area		S2 Borough														
	Total	Work-ing	Not work-ing	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer	Bark-ing and Dagen-ham	Barnet	Bexley	Brent	Brom-ley	Camden	City of London	Croy-don	Ealing	Enf-field	Green-wich	Hack-ney	Hammer-smith and Fulham	Harr-ingay	Harrow
Unweighted base	1003	780	223	93	260	239	170	150	91	450	553	332	671	21	68	20	28	47	29	12	45	32	38	36	11	14	28	36
Weighted base	1003	727	276	130	231	211	150	120	160	482	521	338	665	20	63	18	31	40	31	13	47	31	45	38	13	14	30	38
Agree	465 46%	346 48%	119 43%	58 45%	106 46%	100 47%	90 60%	47 39%	63 40%	200 42%	265 51%	153 45%	312 47%	11 53%	21 34%	6 35%	18 59%	19 48%	15 47%	7 56%	25 54%	11 34%	23 51%	19 51%	8 64%	3 24%	16 54%	19 51%
Disagree	378 38%	282 39%	96 35%	43 33%	83 36%	77 37%	55 36%	53 44%	67 42%	219 46%	159 30%	127 38%	251 38%	6 31%	36 57%	4 23%	8 25%	14 36%	10 32%	3 25%	17 37%	15 47%	11 24%	10 27%	2 17%	11 76%	6 21%	18 46%
Don't know	160 16%	100 14%	60 22%	29 22%	41 18%	34 16%	6 4%	20 17%	30 18%	62 13%	98 19%	59 17%	101 15%	3 16%	6 9%	7 42%	5 16%	7 16%	7 22%	2 19%	4 9%	6 19%	11 24%	9 23%	2 18%	-	8 26%	1 3%



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Table 23

Q9 Thinking about the spending cuts, do you agree or disagree with each of the following statements?

- I am having to give up buying luxury items as a result of the spending cuts

Base: All respondents

	S2 Borough																		
	Total	Have -ring	Hilli -ngdon	Houns -low	Islin -gton	Kensi -ngton and Chel -sea	Kings -ton Upon Thames	Lam -beth	Lewi -sham	Merton	Newham	Redb -ridge	Rich -mond Upon Thames	South -wark	Sutton	Tower Ham -lets	Wands -worth	Walt -ham Forest	Westmi -nster
Unweighted base	1003	30	33	32	31	15	29	27	40	33	26	37	30	28	42	19	35	34	17
Weighted base	1003	31	35	32	29	13	28	31	40	39	30	33	24	26	39	19	33	34	17
Agree	465 46%	20 67%	17 49%	12 39%	10 35%	6 44%	12 45%	7 23%	26 65%	10 27%	14 46%	21 64%	10 40%	14 53%	16 40%	6 32%	17 53%	21 62%	3 18%
Disagree	378 38%	6 21%	12 33%	16 52%	12 43%	6 46%	12 44%	15 48%	12 31%	21 54%	9 29%	10 29%	9 37%	10 39%	20 50%	12 62%	11 34%	6 18%	8 46%
Don't know	160 16%	4 13%	6 18%	3 9%	6 22%	1 10%	3 11%	9 29%	1 3%	8 20%	8 25%	2 7%	6 23%	2 8%	4 10%	1 5%	4 13%	7 21%	6 37%



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Table 24
Q9 Thinking about the spending cuts, do you agree or disagree with each of the following statements?
- I am having to give up buying essential items as a result of the spending cuts
Base: All respondents

	Working status		Age							Gender		Area		S2 Borough														
	Total	Work-ing	Not work-ing	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer	Bark-ing and Dagen-ham	Barnet	Bexley	Brent	Brom-ley	Camden	City of London	Croy-don	Ealing	Enf-field	Green-wich	Hack-ney	Hammer-smith and Fulham	Harr-ingay	Harrow
Unweighted base	1003	780	223	93	260	239	170	150	91	450	553	332	671	21	68	20	28	47	29	12	45	32	38	36	11	14	28	36
Weighted base	1003	727	276	130	231	211	150	120	160	482	521	338	665	20	63	18	31	40	31	13	47	31	45	38	13	14	30	38
Agree	291 29%	203 28%	88 32%	41 31%	71 31%	69 33%	55 37%	25 21%	30 19%	124 26%	168 32%	101 30%	191 29%	8 38%	9 15%	5 26%	17 54%	11 27%	11 37%	5 37%	18 40%	8 25%	16 35%	8 20%	9 68%	1 4%	9 30%	14 36%
Disagree	604 60%	449 62%	155 56%	67 51%	137 60%	115 54%	79 53%	86 71%	120 75%	320 66%	284 55%	195 58%	409 62%	9 47%	51 81%	8 48%	12 39%	26 65%	16 52%	6 44%	25 54%	23 73%	20 44%	26 70%	2 17%	13 96%	18 62%	20 54%
Don't know	107 11%	75 10%	32 12%	22 17%	23 10%	27 13%	16 11%	9 8%	10 7%	38 8%	69 13%	42 13%	65 10%	3 15%	2 4%	5 26%	2 6%	3 8%	4 11%	2 19%	3 7%	1 2%	9 21%	4 10%	2 15%	-	2 8%	4 10%



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Table 24

Q9 Thinking about the spending cuts, do you agree or disagree with each of the following statements?

- I am having to give up buying essential items as a result of the spending cuts

Base: All respondents

	S2 Borough																			
	Total	Have -ring	Hilli -ngdon	Houns -low	Islin -gton	Kensi -ngton and Chel -sea	Kings -ton Upon Thames	Lam -beth	Lewi -sham	Merton	Newham	Redb -ridge	Rich -mond Upon Thames	South -wark	Sutton	Tower Ham -lets	Wands -worth	Walt -ham Forest	Westmi -nster	
Unweighted base	1003	30	33	32	31	15	29	27	40	33	26	37	30	28	42	19	35	34	17	
Weighted base	1003	31	35	32	29	13	28	31	40	39	30	33	24	26	39	19	33	34	17	
Agree	291 29%	9 30%	9 24%	7 22%	11 38%	2 16%	4 16%	6 19%	10 26%	11 28%	9 30%	15 46%	2 10%	7 27%	6 15%	6 33%	10 31%	14 43%	4 26%	
Disagree	604 60%	21 67%	21 59%	24 75%	14 50%	10 78%	19 69%	18 59%	27 68%	25 64%	15 49%	17 50%	17 72%	17 65%	30 76%	12 67%	16 47%	14 42%	10 58%	
Don't know	107 11%	1 3%	6 16%	1 2%	3 12%	1 6%	4 16%	7 23%	2 6%	3 8%	6 21%	1 3%	4 18%	2 8%	4 9%	-	7 21%	5 15%	3 16%	



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Table 25

Q9 Thinking about the spending cuts, do you agree or disagree with each of the following statements?
- The previous Labour government is more to blame for the spending cuts than the Coalition Government
Base: All respondents

	Working status		Age							Gender		Area		S2 Borough														
	Total	Work-ing	Not work-ing	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer	Bark-ing and Dagen-ham	Barnet	Bexley	Brent	Brom-ley	Camden	City of London	Croy-don	Ealing	Enf-field	Green-wich	Hack-ney	Hammer-smith and Fulham	Harr-ingay	Harrow
Unweighted base	1003	780	223	93	260	239	170	150	91	450	553	332	671	21	68	20	28	47	29	12	45	32	38	36	11	14	28	36
Weighted base	1003	727	276	130	231	211	150	120	160	482	521	338	665	20	63	18	31	40	31	13	47	31	45	38	13	14	30	38
Agree	439 44%	303 42%	136 50%	38 29%	101 44%	77 37%	68 45%	60 50%	95 59%	246 51%	194 37%	116 34%	323 49%	8 39%	37 59%	7 40%	12 37%	23 59%	9 28%	5 37%	14 30%	16 51%	18 39%	13 35%	4 32%	9 61%	12 41%	24 64%
Disagree	354 35%	258 36%	96 35%	50 38%	73 32%	69 33%	64 43%	46 39%	51 32%	157 33%	197 38%	139 41%	215 32%	5 24%	12 20%	6 34%	15 47%	12 29%	18 58%	1 6%	24 52%	10 33%	16 35%	11 29%	7 49%	5 33%	7 23%	7 19%
Don't know	210 21%	166 23%	44 16%	42 33%	57 25%	64 31%	18 12%	14 11%	14 9%	79 16%	131 25%	83 25%	127 19%	7 37%	13 21%	5 26%	5 16%	5 12%	4 14%	7 57%	8 17%	5 15%	12 26%	14 36%	2 18%	1 6%	11 36%	6 17%



