

YouGov / QMUL Survey Results

Sample Size: 1048 adults in London
Fieldwork: 16th - 19th November 2020

	Mayoral Voting Intention											Vote in 2019 GE		
	Total	Shaun Bailey	Sadiq Khan	Siobhan Benita	Siân Berry	Mandu Reid	Rory Stewart	Other	Don't know	Would not vote	Refused	Con	Lab	Lib Dem
Weighted Sample	1048	183	324	31	60	9	12	16	260	92	60	254	381	118
Unweighted Sample	1048	190	341	33	70	11	15	18	253	69	48	259	392	112
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE MAYORAL VOTING INTENTION

Mayoral Voting Intention - Round 1

[Weighted by likelihood to vote in mayoral election, excluding those who would not vote, don't know, or refused]

Shaun Bailey	24	30	100	0	0	0	0	0	0	0	0	0	81	2	15
Sadiq Khan	49	51	0	100	0	0	0	0	0	0	0	0	8	81	56
Luisa Porritt	-	4	0	0	100	0	0	0	0	0	0	0	0	3	20
Siân Berry	7	9	0	0	0	100	0	0	0	0	0	0	2	12	7
Mandu Reid	1	1	0	0	0	0	100	0	0	0	0	0	1	1	3
Peter Gammons	-	2	0	0	0	0	0	100	0	0	0	0	5	0	0
Some other candidate	3	2	0	0	0	0	0	0	100	0	0	0	2	1	0

Mayoral Voting Intention - Round 2

[Weighted by likelihood to vote in mayoral election, excluding those who would not vote, don't know, or refused]

Shaun Bailey	33	36	100	0	23	6	30	100	0	0	0	48	91	3	18
Sadiq Khan	67	64	0	100	77	94	70	0	100	0	0	52	9	97	82

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		EU Ref 2016		Gender		Age				Social Grade		Region		Ethnicity	
Total		Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Inner London	Outer London	White	BME
Weighted Sample Unweighted Sample	1048	472	309	516	532	113	556	217	161	618	430	381	667	631	401
	1048	534	299	445	603	113	529	222	184	671	377	383	665	702	328
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE MAYORAL VOTING INTENTION

Mayoral Voting Intention - Round 1

[Weighted by likelihood to vote in mayoral election, excluding those who would not vote, don't know, or refused]

			2-6 Mar		16-19 Nov											
Shaun Bailey	24	30	14	64	32	27	15	22	39	51	26	37	22	34	34	22
Sadiq Khan	49	51	67	17	50	53	59	59	45	31	56	42	55	49	45	63
Luisa Porritt	-	4	5	3	6	3	0	5	4	7	4	5	5	4	5	3
Siân Berry	7	9	11	8	8	11	15	10	8	6	9	9	12	8	10	8
Mandu Reid	1	1	2	1	1	2	1	2	0	2	1	2	2	1	1	2
Peter Gammons	-	2	0	4	2	2	5	0	2	3	2	1	1	2	3	0
Some other candidate	3	2	1	3	2	2	5	2	3	0	1	4	3	2	2	3

Mayoral Voting Intention - Round 2

[Weighted by likelihood to vote in mayoral election, excluding those who would not vote, don't know, or refused]

Shaun Bailey	33	36	16	80	38	33	21	25	46	62	31	45	26	40	41	25
Sadiq Khan	67	64	84	20	62	67	79	75	54	38	69	55	74	60	59	75

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

2-6
Mar
16-19
Nov

In May this year, elections will be held for the post of London Mayor and for London's Assembly.

On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely are you to vote in these elections?

0 – Certain NOT to vote	8	2	1	5	2	9	6	0	3	66	11	2	3	1
1	1	0	1	0	0	0	0	0	0	3	2	0	0	3
2	1	1	0	0	0	0	0	11	2	1	0	0	0	1
3	2	0	0	2	3	0	0	0	5	4	0	0	1	3
4	1	0	0	5	2	0	4	0	3	3	1	1	1	1
5	7	2	2	8	2	18	0	12	11	10	23	5	4	2
6	3	1	3	2	3	0	0	13	5	1	0	2	4	2
7	6	4	8	7	3	0	16	4	7	1	0	4	6	6
8	7	6	10	18	6	0	0	0	8	0	3	7	9	8
9	8	7	8	12	10	7	0	14	11	0	4	9	8	8
10 – Absolutely certain to vote	52	75	64	43	67	66	67	36	38	8	30	66	59	64
Don't know	5	1	3	0	2	0	7	9	8	2	25	3	5	2

Sample Size: 1048 adults in London
Fieldwork: 16th - 19th November 2020

	EU Ref 2016		Gender		Age				Social Grade		Region		Ethnicity		
	Total	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Inner London	Outer London	White	BME
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely are you to vote in these elections?

0 – Certain NOT to vote	8	2	7	8	9	2	11	7	5	6	11	9	8	9	8
1	1	1	0	1	0	3	0	2	1	1	0	1	1	1	0
2	1	1	1	1	1	0	1	1	0	1	1	1	1	1	1
3	2	2	1	3	1	0	3	1	0	1	3	2	2	2	3
4	1	2	1	2	1	0	2	1	0	2	1	1	2	1	2
5	7	5	4	6	7	8	7	5	6	5	9	8	6	5	9
6	3	4	2	2	4	5	3	1	3	3	2	3	3	2	4
7	6	4	6	5	6	5	7	4	4	5	7	5	6	4	9
8	7	9	4	7	7	6	9	6	6	9	5	7	8	7	8
9	8	9	8	7	8	6	7	9	11	8	8	6	8	7	8
10 – Absolutely certain to vote	52	59	60	53	51	48	46	60	62	55	47	53	51	60	39
Don't know	5	3	6	5	5	16	4	3	2	4	6	4	5	2	8

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

In May 2021, elections will be held for the post of London Mayor. If there were an election tomorrow for Mayor of London, how would you vote?

	2-6 Mar	16-19 Nov													
Shaun Bailey – Conservative	14	18	100	0	0	0	0	0	0	0	0	57	2	9	
Sadiq Khan – Labour	31	31	0	100	0	0	0	0	0	0	0	6	58	36	
Luisa Porritt – Liberal Democrats	-	3	0	0	100	0	0	0	0	0	0	0	2	13	
Siân Berry – Green	5	6	0	0	0	100	0	0	0	0	0	2	9	4	
Mandu Reid – Women's Equality Party	1	1	0	0	0	0	100	0	0	0	0	1	0	2	
Peter Gammons – UKIP	-	1	0	0	0	0	0	100	0	0	0	4	0	0	
Some other candidate	2	2	0	0	0	0	0	0	100	0	0	2	1	0	
Don't know	22	25	0	0	0	0	0	0	100	0	0	25	20	31	
Would not vote	8	9	0	0	0	0	0	0	0	100	0	4	4	3	
Refused	6	6	0	0	0	0	0	0	0	0	100	0	3	2	

In the Mayoral election you also get a second choice vote.
Who would you give your SECOND CHOICE to?
[Asked to those who indicated they would vote in the previous question; n=726]

	2-6 Mar	16-19 Nov													
Shaun Bailey – Conservative	9	8	19	3	9	3	16	60	0	0	0	1	21	2	2
Sadiq Khan – Labour	19	15	4	19	20	48	31	0	6	0	0	1	5	23	20
Luisa Porritt – Liberal Democrats	-	11	9	16	16	11	0	4	0	0	0	0	6	12	32
Siân Berry – Green	19	21	10	35	29	8	26	0	0	0	0	2	8	32	29
Mandu Reid – Women's Equality Party	3	5	4	5	12	11	0	5	6	0	0	0	3	6	3
Peter Gammons – UKIP	-	5	16	0	4	3	0	12	16	0	0	0	15	0	2
Some other candidate	3	4	7	1	3	1	28	7	39	0	0	0	8	2	1
Don't know	14	17	23	17	5	9	0	6	34	0	0	8	25	16	7
Would not vote	3	4	6	3	2	6	0	6	0	0	0	0	7	3	2
Refused	10	8	1	1	0	0	0	0	0	0	0	87	1	5	2

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

In May 2021, elections will be held for the post of London Mayor. If there were an election tomorrow for Mayor of London, how would you vote?

	2-6 Mar	16-19 Nov														
Shaun Bailey – Conservative	14	18	10	38	20	15	7	13	23	33	16	19	12	20	21	12
Sadiq Khan – Labour	31	31	47	11	32	30	35	35	26	21	37	23	31	31	28	36
Luisa Porritt – Liberal Democrats	-	3	4	2	4	2	1	3	2	5	3	3	3	3	4	2
Siân Berry – Green	5	6	8	5	5	6	8	6	5	5	6	5	7	5	7	4
Mandu Reid – Women's Equality Party	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1
Peter Gammons – UKIP	-	1	0	3	1	1	3	0	1	3	1	1	1	1	2	0
Some other candidate	2	2	0	3	1	2	3	2	2	0	1	2	2	1	1	2
Don't know	22	25	23	26	21	28	18	24	32	23	22	28	25	25	23	27
Would not vote	8	9	3	9	8	10	4	11	7	8	7	11	9	9	10	7
Refused	6	6	4	3	8	4	21	6	2	1	4	8	9	4	4	9

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Shaun Bailey – Conservative	9	8	4	15	10	7	4	8	11	12	7	11	5	10	8	9
Sadiq Khan – Labour	19	15	21	8	15	16	17	20	12	6	15	17	19	13	12	22
Luisa Porritt – Liberal Democrats	-	11	16	5	11	12	7	12	11	12	14	6	9	13	13	9
Siân Berry – Green	19	21	28	12	24	19	18	19	26	27	25	15	23	21	26	14
Mandu Reid – Women's Equality Party	3	5	4	4	2	8	8	5	4	4	5	5	5	5	4	6
Peter Gammons – UKIP	-	5	1	16	6	5	2	4	10	5	3	9	6	5	8	2
Some other candidate	3	4	3	7	5	3	0	5	2	6	3	5	3	5	4	4
Don't know	14	17	16	21	14	20	18	16	16	20	18	15	12	19	16	19
Would not vote	3	4	3	6	5	3	3	3	6	6	3	5	4	4	4	3
Refused	10	8	5	5	10	6	24	8	3	3	6	12	14	5	6	12

YouGov Weighting Data

YouGov weights London political surveys by (1) age interlocked with gender and education, (2) political attention (3) social grade (4) EU referendum recalled vote (5) ethnicity and (6) 2019 recalled vote. Weighting targets are YouGov estimates, data sources used in the calculation of targets are cited below. General election voting intention figures are additionally weighted by likelihood to vote. The poll was carried out online.

All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent general elections, there is a 9 in 10 chance that the true value of a party's support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that they lie within 2 points.

	Unweighted no.	Weighted no.	Target %
Age by Gender by Education (Labour Force Survey and ONS Mid Year Estimates)			
Men Over 65	83	72	6.9%
Men 50-64 High education	41	40	3.8%
Men 50-64 Mid education	40	38	3.6%
Men 50-64 Low education	27	29	2.8%
Men 25-49 High education	114	160	15.3%
Men 25-49 Mid education	67	79	7.5%
Men 25-49 Low education	30	41	3.9%
Men Under 25 High education	19	16	1.5%
Men Under 25 Mid & Low education	24	41	3.9%
Women Over 65	101	89	8.5%
Women 50-64 High education	39	38	3.6%
Women 50-64 Mid education	45	42	4.0%
Women 50-64 Low education	30	30	2.9%
Women 25-49 High education	178	158	15.1%
Women 25-49 Mid education	98	79	7.5%
Women 25-49 Low education	42	40	3.8%
Women Under 25 High education	22	18	1.7%
Women Under 25 Mid & Low education	48	39	3.7%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	81	199	19.0%
Medium (3-7)	716	629	60.0%
High (8,9,10)	251	220	21.0%
Social Grade (NRS and 2011 census)			
AB	334	272	26.0%
C1	337	346	33.0%
C2	120	157	15.0%
DE	257	272	26.0%
EU Referendum Vote (Election Result)			
Remain	534	472	45.0%
Leave	299	309	29.5%
Don't Know / Did Not Vote	215	267	25.5%

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Ethnicity (ONS Population estimates)

White	702	631	60.2%
Indian	64	71	6.8%
Pakistani and Bangladeshi	36	53	5.1%
Black	88	131	12.5%
Other and Mixed	140	146	13.9%
Refused	18	16	1.5%

Vote in 2019 (Election Result)

Conservative	259	254	24.2%
Labour	392	381	36.4%
Liberal Democrat	112	118	11.3%
Brexit Party	13	10	1.0%
Green Party	35	24	2.3%
Other	9	4	0.4%
Don't know / Didn't vote	228	256	24.4%

YouGov is a member of the British Polling Council and abides by its rules.

For more information on the methodology, please go to yougov.co.uk/publicopinion/methodology

Or visit our website: yougov.co.uk