

YouGov Survey Results

Sample Size: 1132 adults in London
Fieldwork: 21st - 26th April 2021

	Mayoral Voting Intention														Westminster VI			Vote in 2019 GE			EU Ref 2016	
Total	Shaun Bailey	Sadiq Khan	Luisa Porritt	Siân Berry	Mandu Reid	Peter Gammons	David Kurten	Laurence Fox	Brian Rose	Other	Don't know	Would not vote	Refused	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	
Weighted Sample	1132	222	360	46	60	16	5	8	26	11	30	210	88	52	237	384	80	274	411	128	510	334
Unweighted Sample	1132	209	388	43	65	18	5	6	26	8	31	216	72	45	237	388	85	277	405	136	566	267
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following statements best describes how much you know about the following candidates for the London mayoral election?

Sadiq Khan

Have a good idea of who this candidate is and what they stand for	65	73	80	58	71	69	89	78	73	31	55	52	28	42	74	72	72	72	72	72	75	67
Vaguely know who this candidate is and what they stand for	20	16	16	32	22	22	11	22	22	34	29	22	25	25	15	19	21	16	17	18	18	16
Have heard of this candidate but don't know what they stand for	8	7	3	6	4	0	0	0	5	11	9	15	20	8	7	5	6	6	7	9	6	9
Have not heard about this candidate at all	1	1	0	4	0	0	0	0	0	0	2	2	3	0	1	0	1	0	1	0	2	2
Don't know	7	3	2	0	3	9	0	0	0	24	6	9	25	23	3	3	0	5	3	1	2	5

Shaun Bailey

Have a good idea of who this candidate is and what they stand for	33	70	27	20	41	16	30	64	57	10	33	16	10	14	60	28	30	57	30	33	34	47
Vaguely know who this candidate is and what they stand for	24	21	29	36	22	26	21	36	11	10	19	25	18	15	25	28	28	23	26	28	29	22
Have heard of this candidate but don't know what they stand for	15	3	16	22	13	7	11	0	17	27	22	20	19	20	8	15	16	10	16	18	16	12
Have not heard about this candidate at all	15	2	17	19	17	16	15	0	10	11	16	22	29	15	4	16	22	5	14	19	14	9
Don't know	13	5	12	3	6	35	23	0	5	42	9	17	25	36	3	13	3	6	13	2	7	10

Kam Balayev

Have a good idea of who this candidate is and what they stand for	1	0	1	0	1	0	0	0	3	0	2	1	0	1	1	0	1	0	1	0	1	0
Vaguely know who this candidate is and what they stand for	5	7	6	0	7	11	0	22	13	0	4	5	1	2	8	6	7	7	6	4	6	6
Have heard of this candidate but don't know what they stand for	11	11	12	12	9	22	11	0	26	0	15	9	1	15	13	11	11	12	13	9	12	11
Have not heard about this candidate at all	64	60	65	84	73	32	66	49	45	58	73	65	70	49	60	67	77	61	62	82	68	64
Don't know	19	22	17	4	9	35	23	29	13	42	7	20	29	33	19	16	5	20	17	4	14	19

Siân Berry

Have a good idea of who this candidate is and what they stand for	14	7	21	16	56	9	0	13	18	0	28	4	1	6	9	19	20	8	20	24	21	10
Vaguely know who this candidate is and what they stand for	20	24	22	41	18	21	11	43	28	10	8	14	9	8	21	21	30	22	21	31	24	21
Have heard of this candidate but don't know what they stand for	16	19	14	14	9	23	0	14	24	0	24	16	12	18	19	16	8	19	17	14	17	17
Have not heard about this candidate at all	34	34	28	27	13	11	66	0	18	48	32	46	50	34	35	30	39	34	28	29	27	37
Don't know	17	16	14	1	4	35	23	29	13	42	7	19	27	34	15	13	4	16	14	3	11	16

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	Gender		Age				Social Grade		Region		
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Inner London	Outer London
Weighted Sample	1132	556	576	121	602	235	174	668	463	397	735
Unweighted Sample	1132	477	655	126	596	246	164	725	407	408	724
	%	%	%	%	%	%	%	%	%	%	%

Which of the following statements best describes how much you know about the following candidates for the London mayoral election?

Sadiq Khan

Have a good idea of who this candidate is and what they stand for	65	68	62	43	63	73	75	70	58	69	63
Vaguely know who this candidate is and what they stand for	20	17	23	34	19	18	14	19	21	17	21
Have heard of this candidate but don't know what they stand for	8	8	8	10	9	5	5	7	9	9	8
Have not heard about this candidate at all	1	1	1	3	1	0	0	1	1	0	1
Don't know	7	7	6	10	7	4	7	3	11	5	7

Shaun Bailey

Have a good idea of who this candidate is and what they stand for	33	36	29	16	26	45	50	33	33	32	33
Vaguely know who this candidate is and what they stand for	24	23	25	23	24	24	23	27	20	23	25
Have heard of this candidate but don't know what they stand for	15	16	13	15	17	13	9	16	13	14	15
Have not heard about this candidate at all	15	13	18	22	18	10	9	14	17	17	14
Don't know	13	11	15	24	15	7	8	10	18	14	12

Kam Balayev

Have a good idea of who this candidate is and what they stand for	1	0	1	0	1	0	0	0	1	1	1
Vaguely know who this candidate is and what they stand for	5	6	4	5	6	4	4	5	6	7	5
Have heard of this candidate but don't know what they stand for	11	10	11	13	10	9	14	11	10	9	11
Have not heard about this candidate at all	64	65	63	60	62	68	65	69	56	63	65
Don't know	19	18	21	21	20	19	17	15	26	20	19

Siân Berry

Have a good idea of who this candidate is and what they stand for	14	14	14	10	11	23	17	17	10	15	14
Vaguely know who this candidate is and what they stand for	20	20	19	14	21	19	19	21	17	22	18
Have heard of this candidate but don't know what they stand for	16	15	17	15	17	17	10	18	12	14	17
Have not heard about this candidate at all	34	34	33	41	33	26	41	32	36	32	34
Don't know	17	16	17	20	18	15	13	12	24	16	17

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	Total	Shaun Bailey	Sadiq Khan	Luisa Porritt	Siân Berry	Mandu Reid	Peter Gammons	David Kurten	Laurence Fox	Brian Rose	Other	Don't know	Would not vote	Refused	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave
Weighted Sample	1132	222	360	46	60	16	5	8	26	11	30	210	88	52	237	384	80	274	411	128	510	334
Unweighted Sample	1132	209	388	43	65	18	5	6	26	8	31	216	72	45	237	388	85	277	405	136	566	267
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Count Binface

Have a good idea of who this candidate is and what they stand for	6	3	9	3	15	7	11	0	3	0	30	2	1	8	3	9	6	3	9	7	9	3
Vaguely know who this candidate is and what they stand for	10	8	12	10	10	26	0	22	20	10	16	10	2	7	11	11	18	9	10	20	12	9
Have heard of this candidate but don't know what they stand for	15	17	14	17	30	7	0	38	19	0	24	14	12	7	14	16	12	18	18	15	18	15
Have not heard about this candidate at all	49	51	48	66	35	19	66	11	46	48	30	54	59	42	51	47	58	51	43	56	46	55
Don't know	19	21	18	4	10	42	23	29	13	42	0	20	27	36	21	17	6	19	19	4	15	19

Valerie Brown

Have a good idea of who this candidate is and what they stand for	1	0	0	1	1	0	0	0	0	0	1	0	3	1	0	1	0	0	1	1	0	
Vaguely know who this candidate is and what they stand for	5	7	4	4	3	11	11	22	5	0	5	5	1	1	7	5	8	7	3	4	3	7
Have heard of this candidate but don't know what they stand for	8	8	9	13	8	13	0	13	17	0	17	7	3	11	9	9	7	9	11	8	10	8
Have not heard about this candidate at all	66	64	69	74	76	35	66	25	63	73	74	65	68	48	63	69	76	64	66	83	70	66
Don't know	20	21	17	7	12	42	23	41	15	27	4	22	28	37	21	17	7	20	19	4	15	19

Piers Corbyn

Have a good idea of who this candidate is and what they stand for	9	9	10	4	9	6	53	60	24	0	13	4	3	10	10	10	6	11	9	10	9	13
Vaguely know who this candidate is and what they stand for	19	19	20	14	34	19	0	40	18	0	27	18	5	21	19	22	20	18	22	22	24	14
Have heard of this candidate but don't know what they stand for	24	24	25	39	25	20	47	0	38	31	33	19	17	16	27	23	33	25	26	29	26	23
Have not heard about this candidate at all	33	33	31	40	24	13	0	0	12	27	24	41	48	25	32	31	36	31	30	36	31	36
Don't know	16	15	14	4	8	42	0	0	9	42	4	18	27	27	11	14	5	16	14	2	10	14

Max Fosh

Have a good idea of who this candidate is and what they stand for	2	0	2	3	1	0	0	0	11	0	22	1	0	0	1	3	1	1	2	2	2	1
Vaguely know who this candidate is and what they stand for	4	7	3	5	2	11	0	22	12	0	17	4	1	1	7	4	8	7	4	3	3	6
Have heard of this candidate but don't know what they stand for	8	6	9	13	12	10	0	0	10	0	7	5	5	9	8	8	14	6	9	13	9	6
Have not heard about this candidate at all	66	66	69	73	73	37	77	38	57	58	50	68	66	59	66	67	72	65	66	79	70	68
Don't know	20	21	17	5	12	42	23	41	10	42	4	22	28	31	19	18	5	20	19	4	15	19

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	%	%	%	%	%	%	%	%	%	%	%

Count Binface

Have a good idea of who this candidate is and what they stand for	6	8	4	10	7	3	4	7	4	8	5
Vaguely know who this candidate is and what they stand for	10	13	7	11	12	10	5	10	10	11	10
Have heard of this candidate but don't know what they stand for	15	14	16	18	14	16	17	16	14	15	15
Have not heard about this candidate at all	49	46	52	42	47	53	56	51	46	46	51
Don't know	19	18	21	19	21	18	17	15	26	20	19

Valerie Brown

Have a good idea of who this candidate is and what they stand for	1	1	0	2	1	0	0	1	1	1	1
Vaguely know who this candidate is and what they stand for	5	4	5	5	5	4	2	4	5	5	4
Have heard of this candidate but don't know what they stand for	8	9	8	11	9	6	9	8	10	8	9
Have not heard about this candidate at all	66	67	65	60	64	71	70	71	58	64	67
Don't know	20	18	22	22	21	19	19	16	27	22	20

Piers Corbyn

Have a good idea of who this candidate is and what they stand for	9	9	9	4	7	14	13	9	8	11	8
Vaguely know who this candidate is and what they stand for	19	19	18	23	19	17	17	22	14	19	18
Have heard of this candidate but don't know what they stand for	24	25	23	21	23	26	26	25	23	22	24
Have not heard about this candidate at all	33	33	33	35	34	28	32	33	33	30	35
Don't know	16	14	18	18	17	14	12	11	23	18	15

Max Fosh

Have a good idea of who this candidate is and what they stand for	2	3	1	11	1	1	0	2	2	2	2
Vaguely know who this candidate is and what they stand for	4	5	4	9	5	4	1	4	4	6	4
Have heard of this candidate but don't know what they stand for	8	7	8	10	7	6	9	7	9	8	7
Have not heard about this candidate at all	66	67	65	55	66	69	72	72	58	64	68
Don't know	20	17	22	15	21	19	18	15	26	20	20

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Unweighted Sample	1132	209	388	43	65	18	5	6	26	8	31	216	72	45	237	388	85	277	405	136	566	267
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Laurence Fox

Have a good idea of who this candidate is and what they stand for	16	21	19	7	17	15	30	38	72	0	18	8	2	4	24	18	10	22	18	16	18	21
Vaguely know who this candidate is and what they stand for	18	22	19	19	23	19	21	32	12	10	25	14	6	13	23	18	20	21	20	22	22	17
Have heard of this candidate but don't know what they stand for	18	16	17	28	21	15	15	0	13	0	27	20	21	16	18	17	29	19	18	25	20	18
Have not heard about this candidate at all	31	27	31	36	29	9	0	0	3	48	22	40	41	36	24	32	37	24	29	33	29	28
Don't know	17	13	14	9	9	42	34	29	0	42	8	18	30	32	11	16	4	14	15	4	12	15

Peter Gammons

Have a good idea of who this candidate is and what they stand for	4	3	8	2	3	7	53	0	12	0	13	1	0	1	5	6	6	3	5	7	5	5
Vaguely know who this candidate is and what they stand for	9	10	10	6	9	6	21	35	20	10	15	8	3	4	12	10	9	11	10	9	10	9
Have heard of this candidate but don't know what they stand for	12	15	13	10	26	11	0	10	21	0	21	6	4	8	14	12	8	14	12	14	12	13
Have not heard about this candidate at all	55	53	53	76	52	35	15	14	38	48	45	62	65	49	52	53	72	53	53	67	57	55
Don't know	20	19	16	6	11	42	11	41	9	42	7	24	28	38	17	19	6	19	20	3	16	18

Richard Hewison

Have a good idea of who this candidate is and what they stand for	0	0	0	0	0	0	0	0	0	0	3	1	0	0	1	0	1	0	0	1	0	0
Vaguely know who this candidate is and what they stand for	4	5	2	2	2	6	0	22	26	10	3	4	1	2	8	2	6	8	2	2	2	6
Have heard of this candidate but don't know what they stand for	6	9	7	6	5	5	0	0	4	0	14	3	4	9	8	7	4	7	8	5	7	6
Have not heard about this candidate at all	69	64	73	86	83	47	77	38	54	48	72	67	68	53	62	72	83	65	69	88	74	69
Don't know	21	21	18	6	10	42	23	41	15	42	8	25	28	35	21	19	5	21	21	4	16	19

Vanessa Hudson

Have a good idea of who this candidate is and what they stand for	1	1	0	0	1	0	0	0	3	0	3	1	0	1	1	1	3	0	1	2	1	0
Vaguely know who this candidate is and what they stand for	4	5	4	0	1	6	0	22	18	0	0	3	1	6	6	2	5	6	3	3	2	6
Have heard of this candidate but don't know what they stand for	8	7	9	14	9	9	11	0	8	20	22	5	4	8	9	9	6	9	9	4	9	7
Have not heard about this candidate at all	67	65	70	81	78	44	66	49	58	38	61	65	68	52	63	70	81	64	66	89	72	67
Don't know	21	22	17	5	10	42	23	29	13	42	14	25	28	34	21	18	5	20	20	3	16	20

Steve Kelleher

Have a good idea of who this candidate is and what they stand for	1	1	0	4	0	0	0	0	6	0	0	1	0	0	0	1	1	1	1	1	0	1
Vaguely know who this candidate is and what they stand for	4	5	3	5	1	11	0	22	15	0	6	1	1	7	6	3	6	5	2	1	3	5
Have heard of this candidate but don't know what they stand for	7	6	8	5	9	0	11	0	10	10	20	7	4	7	9	8	6	9	8	7	8	8
Have not heard about this candidate at all	68	68	71	81	79	47	66	49	54	38	63	69	68	53	65	70	82	66	69	88	73	69
Don't know	20	21	17	5	11	42	23	29	16	52	11	22	28	34	19	18	5	19	20	3	16	17

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Unweighted Sample	1132	477	655	126	596	246	164	725	407	408	724
	%	%	%	%	%	%	%	%	%	%	%

Laurence Fox

Have a good idea of who this candidate is and what they stand for	16	14	18	10	14	26	15	18	13	20	14
Vaguely know who this candidate is and what they stand for	18	19	16	16	18	15	20	20	14	19	17
Have heard of this candidate but don't know what they stand for	18	21	16	15	16	22	24	19	17	17	19
Have not heard about this candidate at all	31	31	32	41	33	25	28	31	32	28	34
Don't know	17	16	17	19	19	13	12	12	24	17	16

Peter Gammons

Have a good idea of who this candidate is and what they stand for	4	5	3	0	4	8	3	5	3	6	3
Vaguely know who this candidate is and what they stand for	9	11	7	11	9	11	6	10	9	11	8
Have heard of this candidate but don't know what they stand for	12	12	11	19	11	9	13	13	10	12	11
Have not heard about this candidate at all	55	54	57	49	55	54	62	58	51	50	58
Don't know	20	18	22	21	22	17	17	14	28	21	19

Richard Hewison

Have a good idea of who this candidate is and what they stand for	0	0	1	0	0	1	1	0	0	0	0
Vaguely know who this candidate is and what they stand for	4	5	3	4	4	5	2	3	4	4	3
Have heard of this candidate but don't know what they stand for	6	7	6	11	5	5	8	5	8	7	6
Have not heard about this candidate at all	69	69	68	66	68	70	71	75	59	67	70
Don't know	21	19	22	19	23	19	18	16	28	22	20

Vanessa Hudson

Have a good idea of who this candidate is and what they stand for	1	0	1	1	1	1	1	1	1	0	1
Vaguely know who this candidate is and what they stand for	4	4	3	6	4	3	2	4	4	5	3
Have heard of this candidate but don't know what they stand for	8	9	7	12	8	6	8	7	9	9	8
Have not heard about this candidate at all	67	67	66	62	65	70	71	73	58	64	68
Don't know	21	19	22	19	22	20	19	16	28	22	20

Steve Kelleher

Have a good idea of who this candidate is and what they stand for	1	1	1	1	1	0	0	1	0	1	1
Vaguely know who this candidate is and what they stand for	4	5	2	7	3	4	3	3	4	3	4
Have heard of this candidate but don't know what they stand for	7	7	7	9	7	7	7	6	8	6	8
Have not heard about this candidate at all	68	68	69	64	68	70	71	75	58	67	69
Don't know	20	19	21	20	21	20	19	15	28	22	19

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

David Kurten

Have a good idea of who this candidate is and what they stand for	2	3	0	0	0	0	0	71	11	0	2	1	0	2	2	0	0	4	0	0	0	4
Vaguely know who this candidate is and what they stand for	4	6	4	4	1	11	0	0	26	0	2	3	1	7	9	4	3	8	4	2	3	7
Have heard of this candidate but don't know what they stand for	7	8	6	5	10	18	11	0	16	10	24	6	4	7	10	7	6	9	8	8	8	8
Have not heard about this candidate at all	66	63	71	84	77	29	66	0	34	48	62	68	68	52	61	70	85	59	67	87	72	64
Don't know	20	21	18	6	11	42	23	29	13	42	11	23	27	34	19	19	5	20	20	2	17	17

Farah London

Have a good idea of who this candidate is and what they stand for	1	2	0	4	0	0	11	0	0	0	3	2	0	0	1	1	0	1	1	1	1	1
Vaguely know who this candidate is and what they stand for	4	7	4	3	3	11	0	22	12	0	11	2	1	4	6	4	6	6	4	2	3	6
Have heard of this candidate but don't know what they stand for	12	10	13	6	21	41	0	0	16	0	23	8	8	13	9	14	10	9	14	16	12	10
Have not heard about this candidate at all	64	61	67	81	67	22	66	49	59	58	56	67	64	49	64	65	79	63	64	78	68	67
Don't know	19	20	16	6	9	26	23	29	13	42	8	22	27	34	20	16	5	20	18	3	16	16

Nims Obunge

Have a good idea of who this candidate is and what they stand for	1	1	1	0	0	0	11	0	0	0	0	2	0	0	2	0	0	1	1	0	0	1
Vaguely know who this candidate is and what they stand for	4	6	2	4	2	10	0	22	5	0	15	3	1	6	5	3	5	7	3	3	3	5
Have heard of this candidate but don't know what they stand for	8	7	9	1	18	21	0	0	13	0	29	4	6	8	6	9	6	7	10	10	10	7
Have not heard about this candidate at all	67	65	71	88	70	28	66	49	70	58	48	68	66	55	67	69	83	65	66	84	70	68
Don't know	20	21	17	6	10	42	23	29	13	42	8	24	27	31	20	18	6	20	20	4	16	19

Niko Omilana

Have a good idea of who this candidate is and what they stand for	3	1	3	0	0	0	0	0	3	0	40	3	4	8	1	5	0	0	4	1	3	0
Vaguely know who this candidate is and what they stand for	5	6	5	8	5	18	11	22	15	0	3	2	1	7	6	5	7	6	5	3	4	4
Have heard of this candidate but don't know what they stand for	7	7	10	11	5	0	0	0	8	0	8	6	5	3	7	9	2	8	9	4	8	7
Have not heard about this candidate at all	66	66	66	76	80	47	66	49	61	58	45	67	65	56	67	65	85	66	64	88	70	71
Don't know	19	20	16	5	10	35	23	29	13	42	4	23	25	27	20	16	6	20	19	4	15	18

Sample Size: 1132 adults in London
Fieldwork: 21st - 26th April 2021

	Gender		Age				Social Grade		Region		
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Inner London	Outer London
Weighted Sample	1132	556	576	121	602	235	174	668	463	397	735
Unweighted Sample	1132	477	655	126	596	246	164	725	407	408	724
	%	%	%	%	%	%	%	%	%	%	%

David Kurten

Have a good idea of who this candidate is and what they stand for	2	2	2	1	2	2	1	2	2	2	1
Vaguely know who this candidate is and what they stand for	4	5	4	6	5	4	1	5	4	5	4
Have heard of this candidate but don't know what they stand for	7	7	7	10	6	7	9	6	8	6	8
Have not heard about this candidate at all	66	67	65	65	65	68	70	73	57	65	67
Don't know	20	19	22	18	22	19	18	14	29	22	20

Farah London

Have a good idea of who this candidate is and what they stand for	1	1	1	1	1	1	1	1	1	1	1
Vaguely know who this candidate is and what they stand for	4	4	4	6	5	3	3	4	4	4	4
Have heard of this candidate but don't know what they stand for	12	12	11	16	12	8	10	12	12	10	13
Have not heard about this candidate at all	64	65	64	61	62	69	69	70	56	64	64
Don't know	19	18	20	16	20	19	18	13	27	21	18

Nims Obunge

Have a good idea of who this candidate is and what they stand for	1	1	1	1	1	1	0	1	1	1	1
Vaguely know who this candidate is and what they stand for	4	4	3	5	4	3	3	3	5	4	4
Have heard of this candidate but don't know what they stand for	8	10	7	12	9	6	8	8	9	7	9
Have not heard about this candidate at all	67	67	67	66	64	71	72	73	58	67	67
Don't know	20	18	22	16	22	19	18	15	28	21	20

Niko Omilana

Have a good idea of who this candidate is and what they stand for	3	5	2	22	2	1	0	3	5	5	3
Vaguely know who this candidate is and what they stand for	5	5	5	16	5	3	2	5	5	5	5
Have heard of this candidate but don't know what they stand for	7	7	7	12	8	4	6	7	8	7	7
Have not heard about this candidate at all	66	67	65	40	65	74	73	71	57	65	66
Don't know	19	16	21	11	20	19	19	14	26	19	19

Sample Size: 1132 adults in London
Fieldwork: 21st - 26th April 2021

	Mayoral Voting Intention													Westminster VI			Vote in 2019 GE			EU Ref 2016		
	Total	Shaun Bailey	Sadiq Khan	Luisa Porritt	Siân Berry	Mandu Reid	Peter Gammons	David Kurten	Laurence Fox	Brian Rose	Other	Don't know	Would not vote	Refused	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave
Weighted Sample	1132	222	360	46	60	16	5	8	26	11	30	210	88	52	237	384	80	274	411	128	510	334
Unweighted Sample	1132	209	388	43	65	18	5	6	26	8	31	216	72	45	237	388	85	277	405	136	566	267
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Luisa Porritt

Have a good idea of who this candidate is and what they stand for	5	2	7	33	11	0	0	0	0	0	6	1	0	0	1	5	25	1	5	18	8	1
Vaguely know who this candidate is and what they stand for	11	10	10	34	18	25	0	22	21	0	14	7	4	6	13	10	25	12	10	21	12	12
Have heard of this candidate but don't know what they stand for	9	9	11	6	16	6	11	0	15	0	12	9	5	6	8	10	7	9	10	12	10	9
Have not heard about this candidate at all	57	60	58	23	45	28	66	49	52	58	60	63	64	53	59	61	38	59	57	45	54	62
Don't know	18	19	15	4	10	42	23	29	13	42	8	20	27	34	19	15	6	19	18	4	15	16

Mandu Reid

Have a good idea of who this candidate is and what they stand for	1	1	1	0	7	7	0	0	5	0	2	1	0	4	1	1	1	1	2	2	2	0
Vaguely know who this candidate is and what they stand for	7	8	8	4	9	53	0	22	11	0	5	4	1	1	9	7	11	8	6	9	7	8
Have heard of this candidate but don't know what they stand for	7	8	7	5	5	16	11	0	12	0	20	3	8	8	8	7	8	7	7	7	8	6
Have not heard about this candidate at all	65	63	66	83	69	5	89	38	63	58	66	69	65	52	63	68	75	65	65	79	67	68
Don't know	19	21	17	8	9	19	0	41	10	42	8	22	27	35	19	17	5	20	19	4	15	17

Brian Rose

Have a good idea of who this candidate is and what they stand for	3	2	3	1	3	6	0	45	9	41	4	2	0	7	2	4	5	2	4	4	4	3
Vaguely know who this candidate is and what they stand for	8	8	8	8	15	34	0	26	23	18	19	5	1	3	11	9	10	12	9	9	9	9
Have heard of this candidate but don't know what they stand for	14	16	15	11	24	10	11	0	17	0	24	10	10	15	12	16	9	13	16	15	16	12
Have not heard about this candidate at all	56	53	60	74	48	16	66	0	40	32	45	59	61	44	55	57	72	53	55	68	57	59
Don't know	18	21	13	5	9	35	23	29	10	10	8	24	28	31	20	14	5	20	16	4	14	18

Sample Size: 1132 adults in London
Fieldwork: 21st - 26th April 2021

	Gender		Age				Social Grade		Region		
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Inner London	Outer London
Weighted Sample	1132	556	576	121	602	235	174	668	463	397	735
Unweighted Sample	1132	477	655	126	596	246	164	725	407	408	724
	%	%	%	%	%	%	%	%	%	%	%

Luisa Porritt

Have a good idea of who this candidate is and what they stand for	5	6	4	3	4	6	8	7	3	6	5
Vaguely know who this candidate is and what they stand for	11	13	9	9	10	14	11	12	10	12	10
Have heard of this candidate but don't know what they stand for	9	9	9	12	8	8	13	10	8	7	10
Have not heard about this candidate at all	57	55	58	62	57	55	53	60	53	55	57
Don't know	18	17	20	14	20	18	15	12	27	20	18

Mandu Reid

Have a good idea of who this candidate is and what they stand for	1	1	2	3	1	2	0	1	2	1	2
Vaguely know who this candidate is and what they stand for	7	5	8	5	8	7	4	7	7	7	7
Have heard of this candidate but don't know what they stand for	7	7	7	13	7	5	5	7	7	6	8
Have not heard about this candidate at all	65	69	61	62	63	67	72	72	56	66	65
Don't know	19	17	21	17	20	19	19	13	28	20	19

Brian Rose

Have a good idea of who this candidate is and what they stand for	3	4	3	5	4	2	3	4	3	4	3
Vaguely know who this candidate is and what they stand for	8	9	7	8	9	10	5	9	8	10	7
Have heard of this candidate but don't know what they stand for	14	16	12	16	14	14	14	14	14	14	14
Have not heard about this candidate at all	56	54	57	57	54	58	60	60	50	55	56
Don't know	18	17	20	15	20	17	18	13	26	18	19

Sample Size: 1132 adults in London
Fieldwork: 21st - 26th April 2021

	Mayoral Voting Intention													Westminster VI			Vote in 2019 GE			EU Ref 2016		
	Total	Shaun Bailey	Sadiq Khan	Luisa Porritt	Siân Berry	Mandu Reid	Peter Gammons	David Kurten	Laurence Fox	Brian Rose	Other	Don't know	Would not vote	Refused	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave
Weighted Sample	1132	222	360	46	60	16	5	8	26	11	30	210	88	52	237	384	80	274	411	128	510	334
Unweighted Sample	1132	209	388	43	65	18	5	6	26	8	31	216	72	45	237	388	85	277	405	136	566	267
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much impact do you think the following have on your life generally?

Who is Prime Minister

Very big	29	29	38	18	27	16	74	64	33	14	32	25	10	15	31	34	29	29	33	24	31	27
Fairly big	36	39	39	31	43	46	15	14	34	37	14	36	24	36	40	42	30	37	42	43	42	33
TOTAL BIG	65	68	77	49	70	62	89	78	67	51	46	61	34	51	71	76	59	66	75	67	73	60
Fairly small	18	19	15	34	20	20	0	22	19	39	29	17	13	14	19	14	30	19	14	25	16	18
Very small	5	5	2	10	4	16	11	0	7	0	13	5	12	10	5	5	5	6	3	2	4	8
TOTAL SMALL	23	24	17	44	24	36	11	22	26	39	42	22	25	24	24	19	35	25	17	27	20	26
None at all	5	3	3	5	4	0	0	0	7	0	5	4	29	2	2	6	3	3	5	3	6	6
Don't know	7	5	3	1	3	2	0	0	0	10	8	14	12	23	3	4	0	7	5	1	4	8

Which political party is in power

Very big	27	27	36	14	40	14	45	64	32	25	42	18	6	16	30	33	21	29	34	22	30	24
Fairly big	39	44	43	52	36	35	23	14	44	37	17	40	20	36	45	44	48	40	42	50	45	38
TOTAL BIG	66	71	79	66	76	49	68	78	76	62	59	58	26	52	75	77	69	69	76	72	75	62
Fairly small	15	17	12	24	12	17	0	22	13	27	20	16	11	19	14	13	22	15	13	20	14	16
Very small	5	4	3	4	2	32	11	0	4	11	5	5	14	6	6	3	2	5	3	3	2	7
TOTAL SMALL	20	21	15	28	14	49	11	22	17	38	25	21	25	25	20	16	24	20	16	23	16	23
None at all	6	3	2	5	2	0	0	0	7	0	9	7	31	0	2	2	5	4	3	4	4	7
Don't know	8	5	4	1	7	2	21	0	0	0	8	14	17	23	4	5	2	8	5	1	6	9

Who is the Mayor of London

Very big	13	15	15	6	8	19	30	64	20	35	13	9	2	17	16	14	9	15	15	5	13	15
Fairly big	40	46	48	35	38	30	0	0	39	54	31	39	15	25	40	50	35	38	48	40	47	35
TOTAL BIG	53	61	63	41	46	49	30	64	59	89	44	48	17	42	56	64	44	53	63	45	60	50
Fairly small	25	21	27	40	38	32	0	36	28	0	31	27	19	13	25	24	41	24	24	39	27	23
Very small	7	8	3	10	9	0	49	0	8	0	9	4	20	10	9	3	7	8	3	6	3	10
TOTAL SMALL	32	29	30	50	47	32	49	36	36	0	40	31	39	23	34	27	48	32	27	45	30	33
None at all	7	5	4	7	2	16	0	0	5	11	9	5	31	8	5	4	6	6	3	8	4	9
Don't know	8	5	4	1	4	2	21	0	0	0	7	16	14	26	4	5	2	8	6	2	5	8

Which political party the mayor of London represents

Very big	14	16	19	5	12	3	51	64	20	10	17	9	0	11	18	16	7	16	17	7	15	14
Fairly big	36	42	42	33	41	45	15	0	41	51	21	34	15	25	39	44	37	33	44	39	42	33
TOTAL BIG	50	58	61	38	53	48	66	64	61	61	38	43	15	36	57	60	44	49	61	46	57	47
Fairly small	24	22	26	48	29	39	23	36	21	18	34	21	14	19	25	25	37	26	21	35	25	23
Very small	8	9	5	5	6	0	11	0	9	21	16	9	16	5	8	6	9	7	6	8	6	8
TOTAL SMALL	32	31	31	53	35	39	34	36	30	39	50	30	30	24	33	31	46	33	27	43	31	31
None at all	8	5	3	7	8	7	0	0	9	0	9	6	36	18	4	3	7	7	5	7	5	10
Don't know	10	7	5	1	4	6	0	0	0	0	4	21	19	22	6	6	3	11	7	4	6	11

Sample Size: 1132 adults in London
Fieldwork: 21st - 26th April 2021

	Gender		Age				Social Grade		Region		
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Weighted Sample	1132	556	576	121	602	235	174	668	463	397	735
Unweighted Sample	1132	477	655	126	596	246	164	725	407	408	724
	%	%	%	%	%	%	%	%	%	%	%

How much impact do you think the following have on your life generally?

Who is Prime Minister

Very big	29	26	31	26	28	29	31	28	29	30	28
Fairly big	36	37	35	30	39	31	38	40	31	36	36
TOTAL BIG	65	63	66	56	67	60	69	68	60	66	64
Fairly small	18	20	16	21	16	22	15	18	17	18	18
Very small	5	6	5	12	4	5	4	6	5	6	5
TOTAL SMALL	23	26	21	33	20	27	19	24	22	24	23
None at all	5	6	5	2	5	6	8	3	8	4	6
Don't know	7	6	8	8	8	7	4	5	10	7	7

Which political party is in power

Very big	27	25	28	23	26	27	31	30	22	32	24
Fairly big	39	41	37	33	41	40	36	41	38	38	40
TOTAL BIG	66	66	65	56	67	67	67	71	60	70	64
Fairly small	15	16	14	25	13	13	18	16	14	15	15
Very small	5	5	5	7	5	6	4	5	5	3	6
TOTAL SMALL	20	21	19	32	18	19	22	21	19	18	21
None at all	6	6	5	2	6	7	6	3	9	5	6
Don't know	8	7	10	11	9	7	5	5	12	7	9

Who is the Mayor of London

Very big	13	12	15	5	13	12	20	12	14	15	12
Fairly big	40	41	39	42	42	36	37	42	37	41	39
TOTAL BIG	53	53	54	47	55	48	57	54	51	56	51
Fairly small	25	26	24	31	24	26	24	29	20	25	26
Very small	7	7	7	7	6	11	5	7	7	5	8
TOTAL SMALL	32	33	31	38	30	37	29	36	27	30	34
None at all	7	7	6	7	6	8	8	5	9	6	7
Don't know	8	7	9	9	9	7	5	5	12	8	8

Which political party the mayor of London represents

Very big	14	13	14	10	14	13	17	13	15	16	12
Fairly big	36	37	35	38	35	36	40	38	33	38	36
TOTAL BIG	50	50	49	48	49	49	57	51	48	54	48
Fairly small	24	24	24	27	25	23	22	28	19	22	25
Very small	8	9	6	8	7	9	8	8	8	6	9
TOTAL SMALL	32	33	30	35	32	32	30	36	27	28	34
None at all	8	8	8	8	6	12	8	6	11	8	8
Don't know	10	8	11	9	12	8	6	8	13	9	10