

"London"

FIELDWORK DATES: 30TH JUNE - 2ND JULY 2015

**Prepared by YouGov plc
On behalf of WebRoots Democracy**

BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered members of the YouGov Plc GB panel of 185,000+ individuals who have agreed to take part in surveys. An email was sent to panellists selected at random from the base sample according to the sample definition, inviting them to take part in the survey and providing a link to the survey. (The sample definition could be "GB adult population" or a subset such as "GB adult females"). YouGov Plc normally achieves a response rate of between 35% and 50% to surveys however this does vary dependent upon the subject matter, complexity and length of the questionnaire. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc (+44)(0)20 7 012 6000 or email enquiries@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1,047 adults. Fieldwork was undertaken between 30th June - 2nd July 2015. The survey was carried out online. The figures have been weighted and are representative of all online London adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48 hours to check a press release unless otherwise agreed. Please note, multiple press releases will require longer.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

YouGov/ WebRoots Democracy Survey Results

Sample Size: 1047 London online adults (aged 18+)

Fieldwork: 30th June - 2nd July 2015

	Vote in 2015					Gender		Age				Social Grade	
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
Weighted Sample	1047	327	410	74	74	516	531	126	375	336	210	598	449
Unweighted Sample	1047	336	367	76	82	499	548	127	246	376	298	661	386
	%	%	%	%	%	%	%	%	%	%	%	%	%

Currently if you are unable to vote in person for an election on the day, you are able to vote by post or proxy (i.e. you can have someone you trust cast your vote for you).

Do you think each of the following ways of voting should or should not be implemented in the 2016 London Mayoral Election? (Please tick one option per row)

Online voting option

Should be implemented	59	49	70	61	62	59	60	51	70	56	50	62	56
Should not be implemented	29	39	22	34	31	32	25	32	20	31	38	29	29
Don't know	12	11	8	5	8	9	15	17	10	12	13	9	15

Smartphone app voting option

Should be implemented	36	27	45	34	37	38	34	22	50	34	23	38	35
Should not be implemented	47	60	39	60	50	49	46	55	38	48	59	50	45
Don't know	16	13	16	6	13	13	20	24	12	18	18	13	21