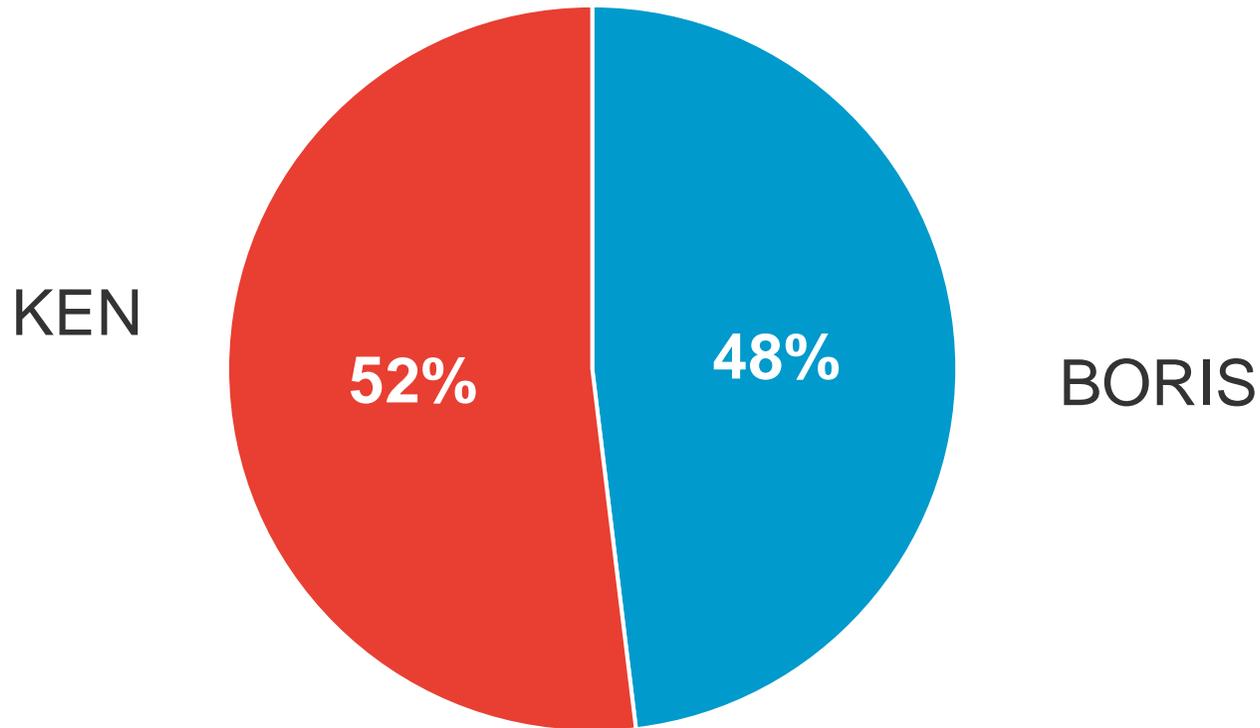


Understanding turnout in the London Mayoral Elections

Voting: Ken vs. Boris (Apr 23-24)

If the London Mayoral Election were held tomorrow, which candidate would be your first choice? And which candidate would be your second choice?

All “absolutely certain to vote” and giving a first choice vote, and excluding “votes not transferred”



Base: 1,010 London adults 18+ by telephone, 23-24 April 2008.

Source: Ipsos MORI / UNISON

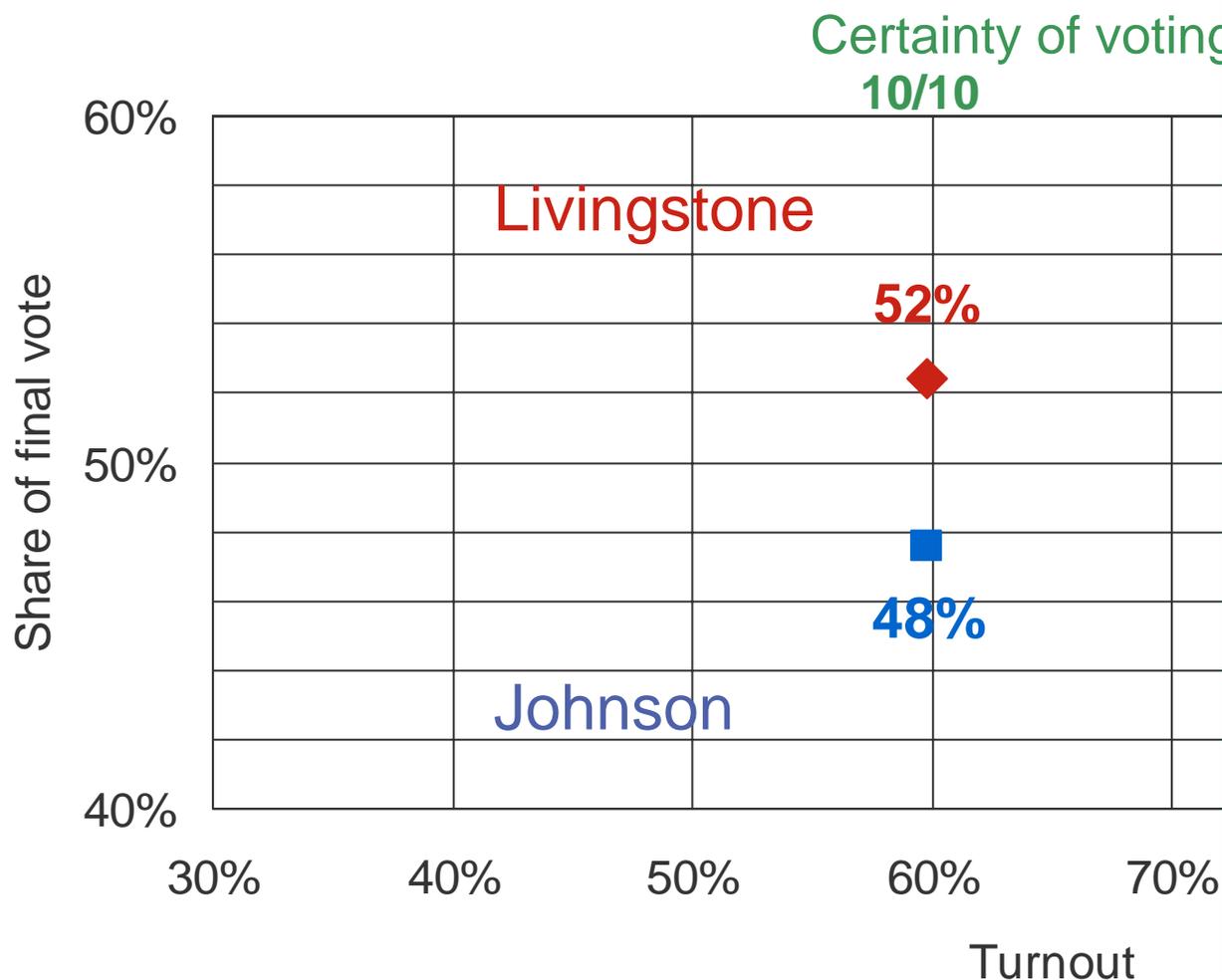
NOTE: Figures exclude those answering would not vote, undecided and refused. Figures combine first votes for Livingstone and Johnson with second votes for Livingstone and Johnson (excluding those at the second vote who chose Livingstone or Johnson at their first vote). ‘Votes not transferred’ are those who chose neither Livingstone nor Johnson at either of their two votes (but did name a candidate).

Interpreting the Mayoral polls

- Polls are not predictions
 - Polls are snapshot measurements of what a population (in this case Londoners) think they will do
 - The data from our most recent poll (for the trade union UNISON) was collected from 23-24 April 2008
- A poll of this sample size has a margin of error of plus-or-minus 4 percentage points on **each** candidate's share of the vote.
 - Therefore the headline figure of 52-48 to Livingstone may show a real lead of 56-44 or a *Johnson* lead of 52-48. In other words the only correct reading of these figures is “too close to call”
- But turnout will be an absolutely vital factor: the poll finds that as turnout falls, Johnson's vote share increases.
 - The headline figure of 52-48 assumes 61% of Londoners will vote on election day. But if turnout is lower than that (and it was much lower in 2000 and 2004), the lines converge (see chart 9).
 - The following chart shows how the combined effect of margin of error and differential turnout affect the projected vote shares at different turnout levels.

Mayoral election – too close to call

Share of vote at various turnouts projected from poll data



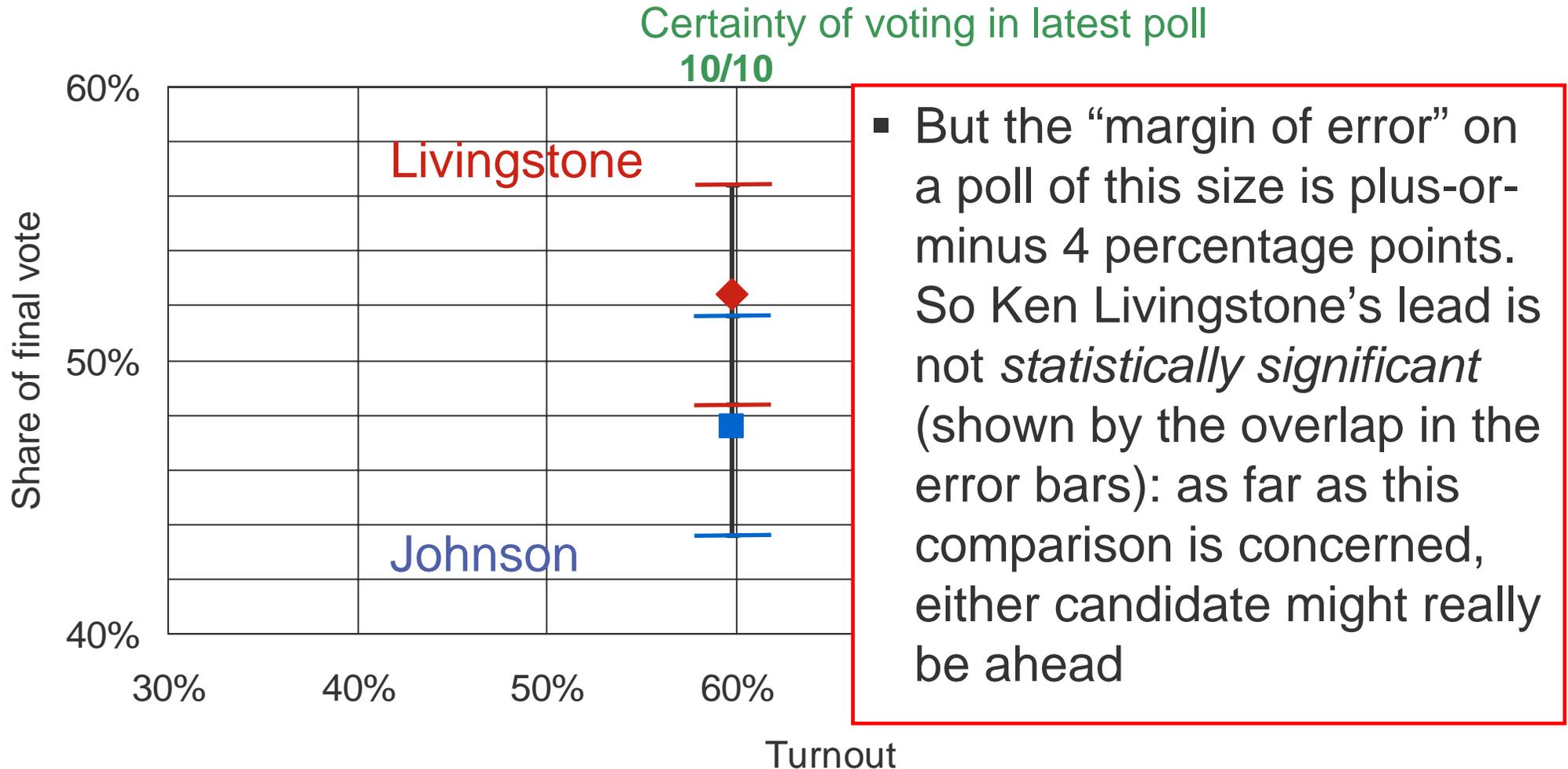
- The “headline figure” from the poll is based on those who say they are registered and are “absolutely certain to vote” (10 out of 10 on a 1 to scale). This equates to a turnout of around 60%, and puts Ken Livingstone 4 points ahead.

Base: 1,010 London adults, 23-24 April 2008

Source: Ipsos MORI/UNISON

Mayoral election – too close to call

Share of vote at various turnouts projected from poll data



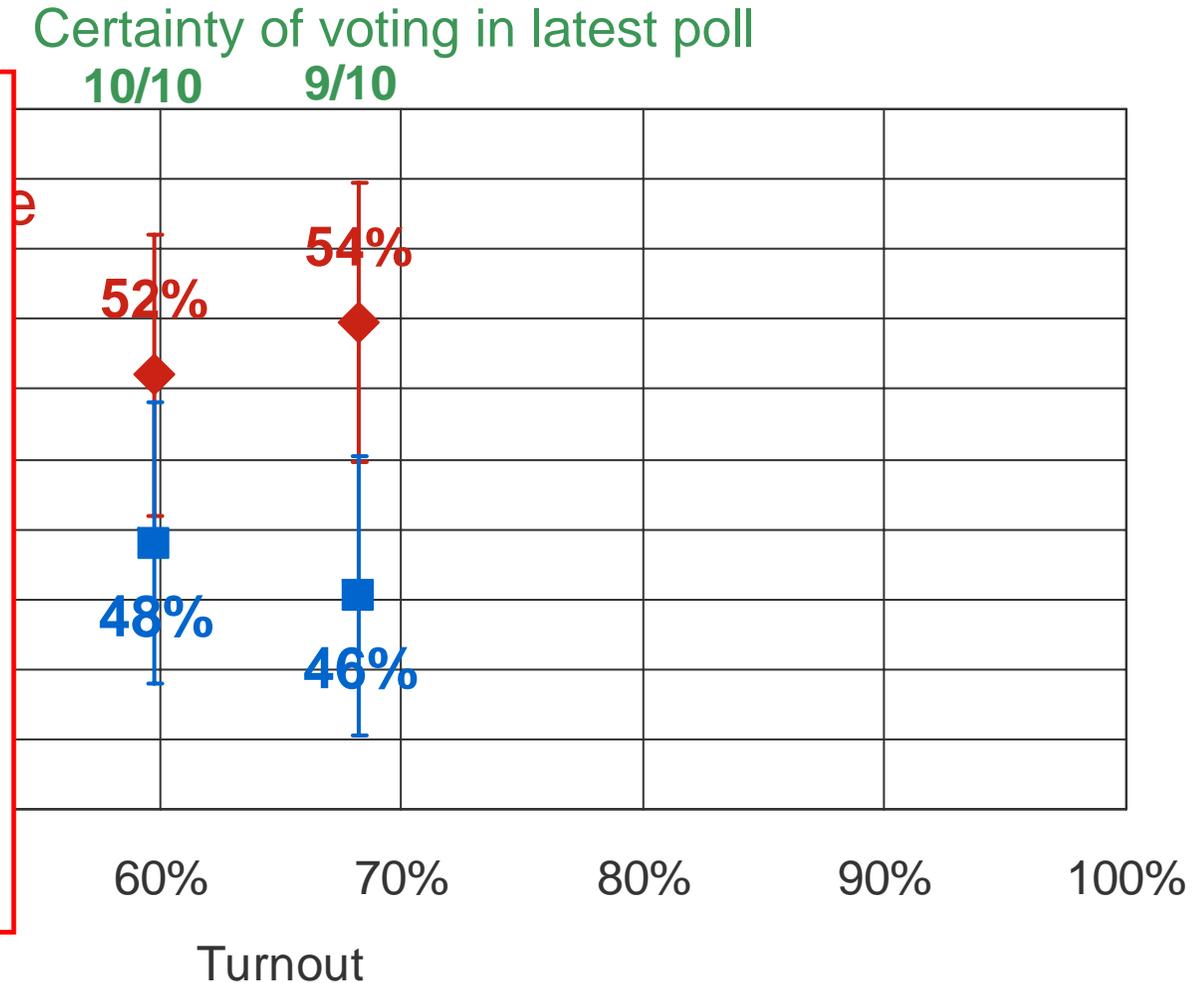
Base: 1,010 London adults, 23-24 April 2008

Source: Ipsos MORI/UNISON

Mayoral election – too close to call

Share of vote at various turnouts projected from poll data

- We can also see from the poll what the vote share would be at other turnout levels: for example, if those who are 9/10 certain also vote, turnout would rise to 68% and the central projection of Livingstone's lead reaches 54-to-46 – almost significant



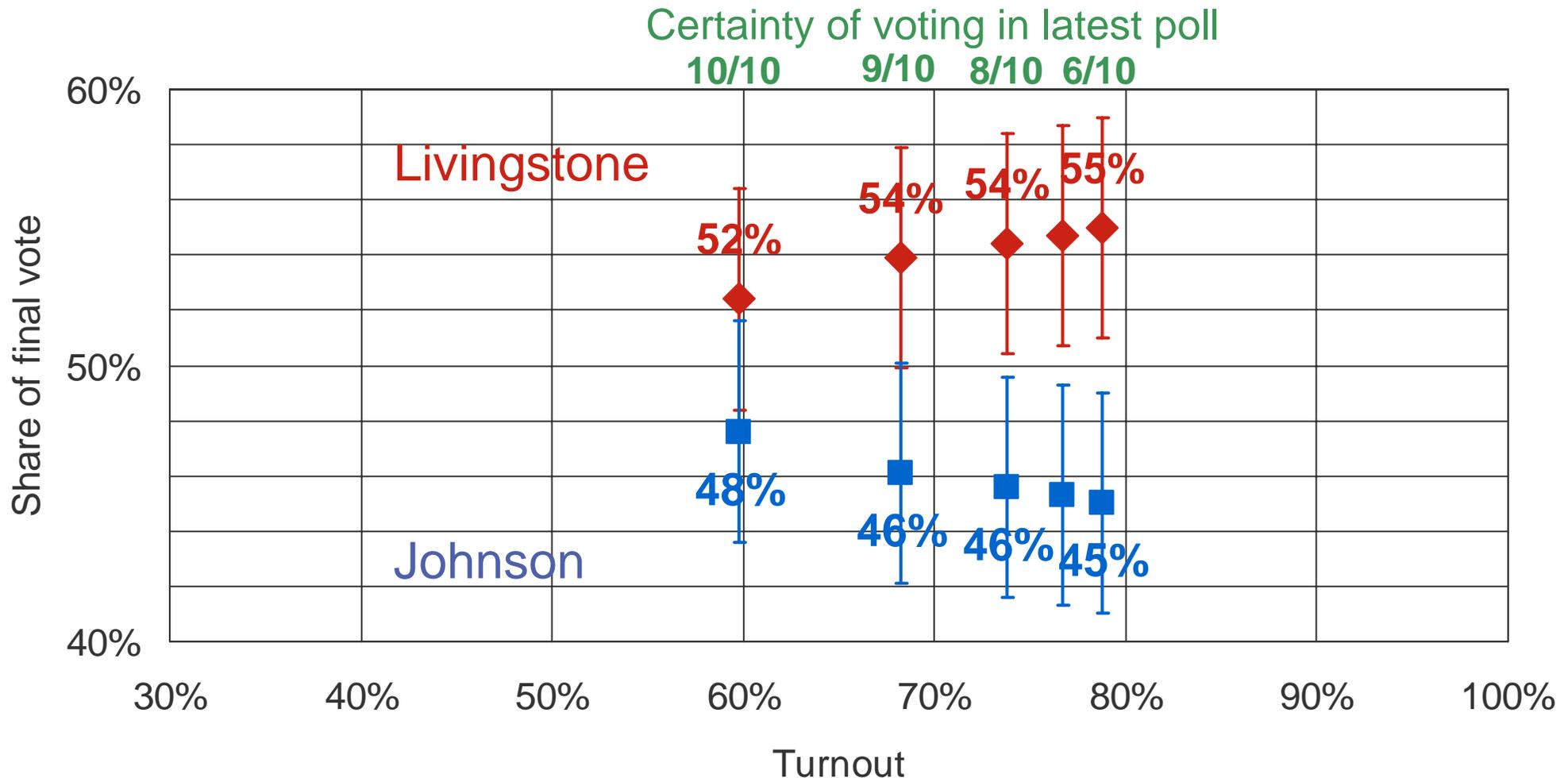
Base: 1,010 London adults, 23-24 April 2008

Source: Ipsos MORI/UNISON

Mayoral election – ~~London Council~~

Share of vote at various turnout

- And we can add the 8/10s, 7/10s and 6/10s

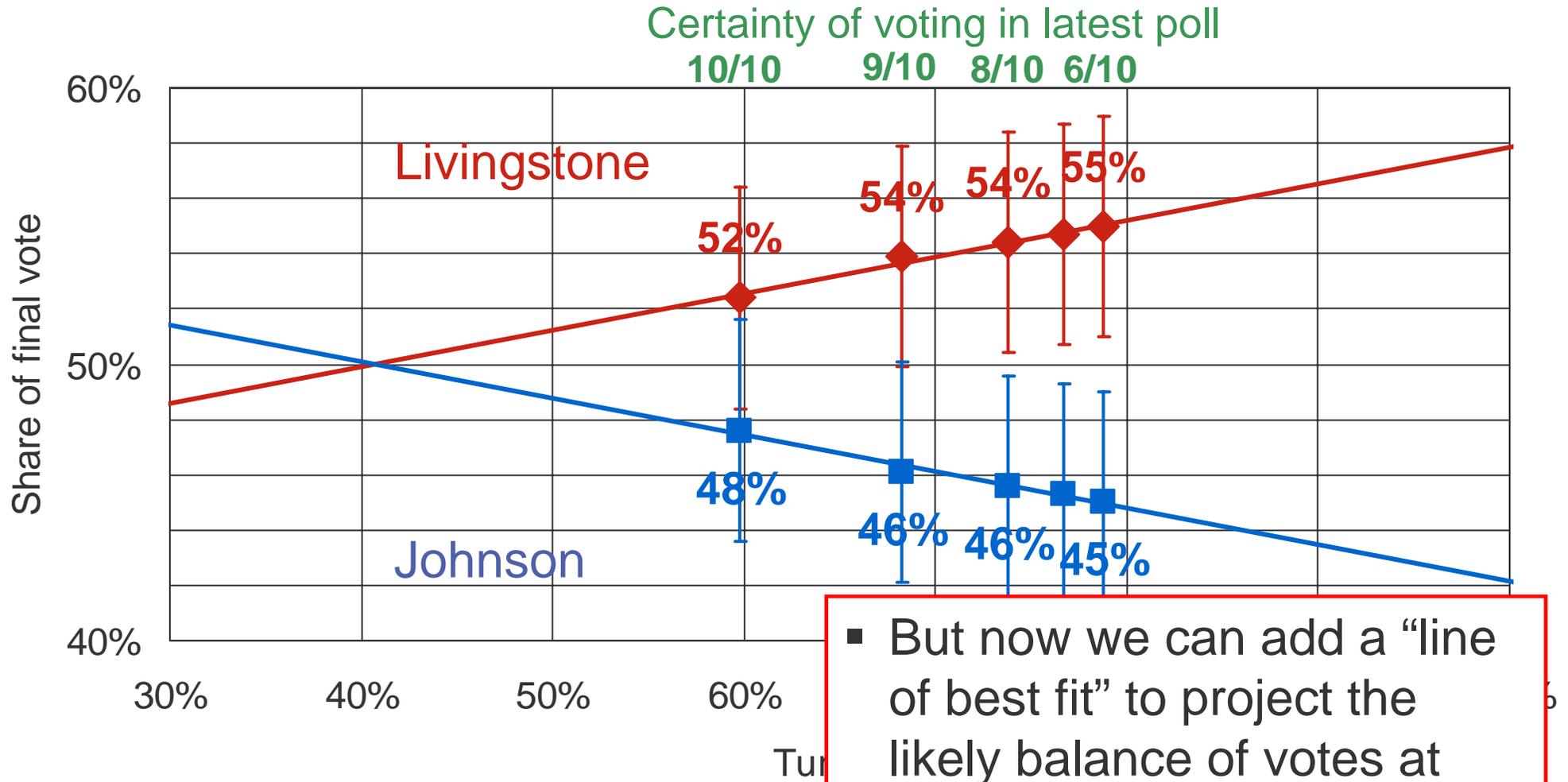


Base: 1,010 London adults, 23-24 April 2008

Source: Ipsos MORI/UNISON

Mayoral election – too close to call

Share of vote at various turnouts projected from poll data

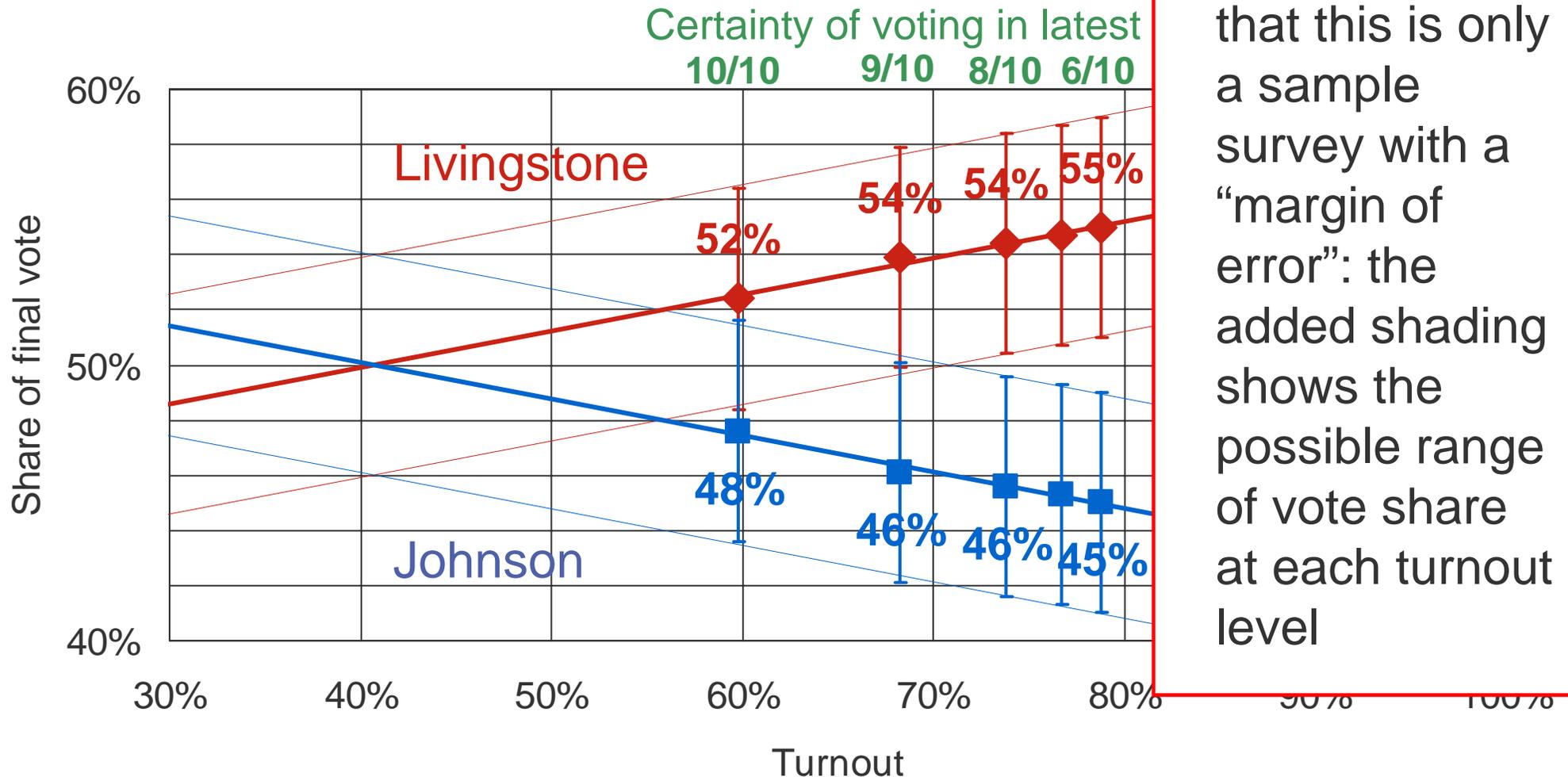


- But now we can add a “line of best fit” to project the likely balance of votes at other turnout levels as well

Base: 1,010 London adults, 23-24 April 2008

Mayoral election – too close to call

Share of vote at various turnouts projected from p

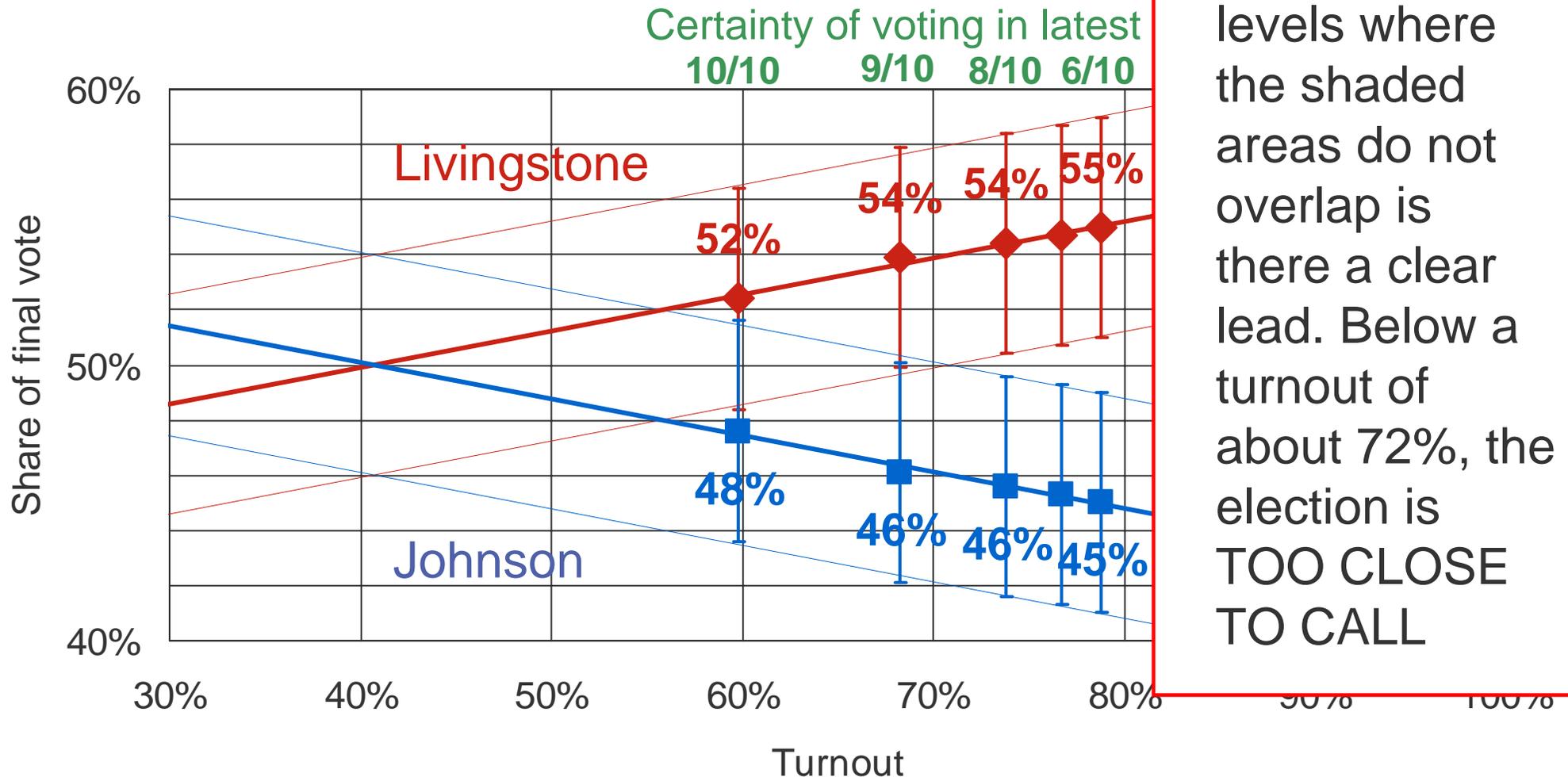


Base: 1,010 London adults, 23-24 April 2008

Source: Ipsos MORI/UNISON

Mayoral election – too close to call

Share of vote at various turnouts projected from p



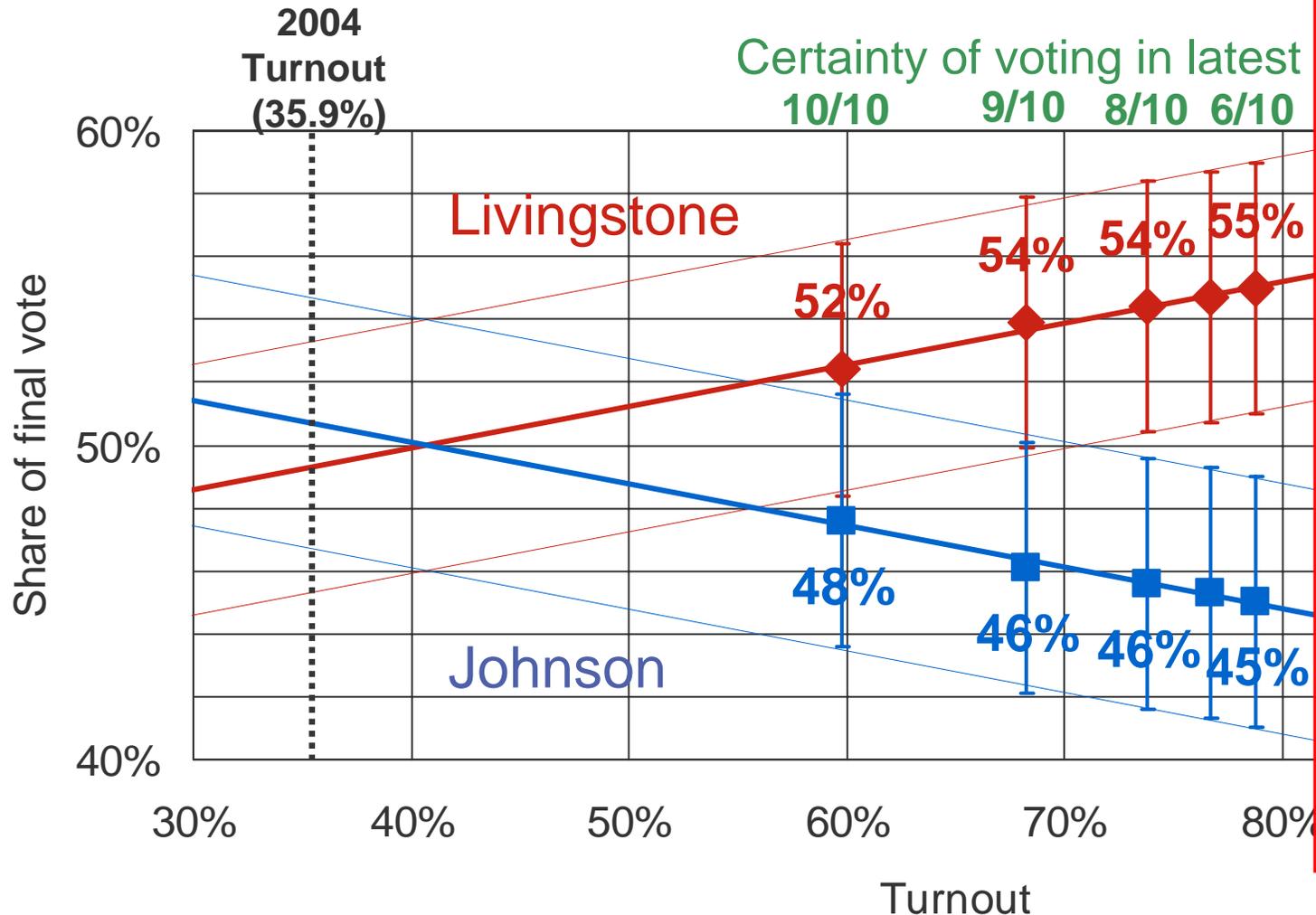
Only at turnout levels where the shaded areas do not overlap is there a clear lead. Below a turnout of about 72%, the election is **TOO CLOSE TO CALL**

Base: 1,010 London adults, 23-24 April 2008

Source: Ipsos MORI/UNISON

Mayoral election – too close to call

Share of vote at various turnouts projected from p



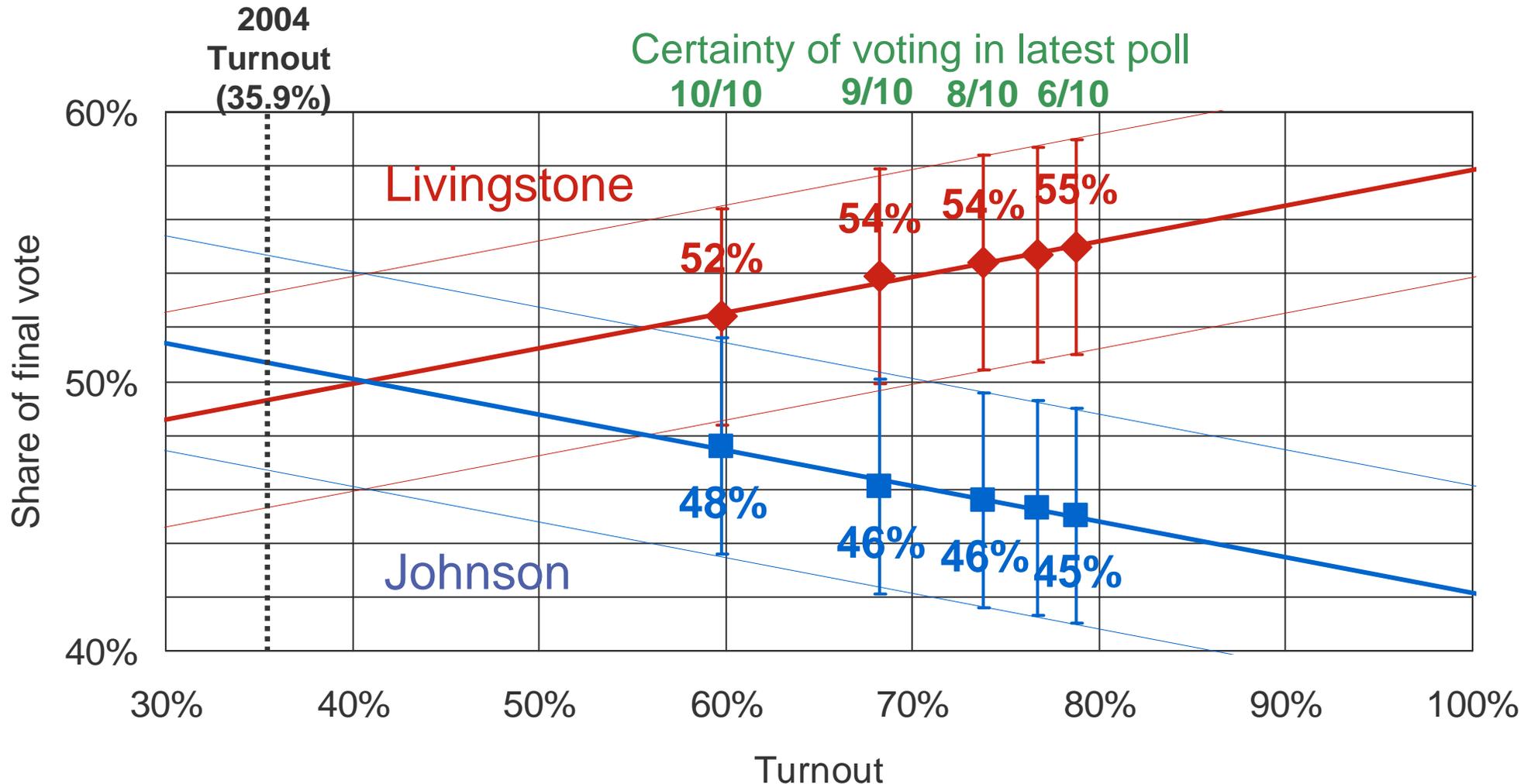
- A 72% turnout is pretty unlikely – double what it was in 2004. At a 36% turnout, Boris Johnson has the marginal advantage – but NOT a *significant* lead.

Base: 1,010 London adults, 23-24 April 2008

Source: Ipsos MORI/UNISON

Mayoral election – too close to call

Share of vote at various turnouts projected from poll data



Base: 1,010 London adults, 23-24 April 2008

Source: Ipsos MORI/UNISON

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