

Crime and transport most important issues on which Londoners will elect new Mayor

London 14th April 2008: Lightspeed Research, an online market research company, has today released the results of its survey of more than 1150 Londoners about the forthcoming mayoral vote. Respondents were asked to select the main issue that they will be thinking of when voting on May 1st.

	Total	18-34	35-54	55+	Female	Male
Crime and punishment	31%	27%	33%	35%	31%	31%
Transport system	23%	27%	22%	15%	20%	28%
Providing affordable new homes	12%	16%	10%	6%	13%	11%
Health and hospitals	11%	9%	12%	12%	14%	7%
Congestion zone/charges	6%	4%	6%	10%	4%	8%
London economy	6%	6%	6%	6%	6%	6%
Green London	4%	5%	4%	2%	4%	3%
Youth centres	3%	2%	3%	3%	4%	1%
Community relations	2%	2%	2%	2%	2%	2%
Better services for OAP's	1%	0%	0%	8%	1%	1%
London Olympics and its legacy	1%	0%	2%	0%	1%	1%
Business support	0%	0%	0%	0%	0%	1%

Source: Lightspeed Research April 2008

Crime and punishment tops the issues with almost one third (31%) selecting it as the most important issue for them. The older the voters are, the more important it becomes. The Transport system was chosen by 23% of voters, with 18-34 year olds ranking it higher than older city dwellers and men viewing it as more important.

Despite recent falls in house prices in the capital over the past few weeks, the availability of affordable homes remains a concern for younger voters and women in particular, making it third in the ranking. Health and hospitals are a close fourth with more than one in ten (11%) of respondents saying it is the main issue upon which they'll cast their vote.

David Day, Lightspeed Research CEO Europe says "Whilst there may be disagreement in the different polls about who is currently the front runner in the race for London Mayor, there seems a surprising amount of agreement amongst those eligible to vote on the key issues for London. Policies that appeal to the electorate on crime, transport, housing and health are the ones that will ultimately decide who wins this election."

Ends

Note to editors:

1174 respondents took part. All were eligible to vote in the London election. The survey was carried out from 4th April to 10th April inclusive. The question they were asked was “In the forthcoming London Mayoral election, what is the single most important issue for you when deciding who to vote for?”

For press enquiries please contact:

Ralph Risk, Marketing Manager Europe – Lightspeed Research
Tel office +44 (0)20 7896 1950 Tel mobile +44 (0)787 650 7689
rrisk@lightspeedresearch.com

Lucy Green, PR Consultant
Greenfields Communications
lgreen@greenfieldscommunications.com Tel: +44 7817 698366

About Lightspeed Research

Lightspeed Research is a global interactive data solutions provider delivering market research results through global panels. Lightspeed Research provides access to household members across 34 countries in Europe, North America and Asia-Pacific.

Lightspeed Research's proprietary panels are recruited and maintained to ensure quality and representative sampling to support studies that range in scope and complexity across most industry sectors. Lightspeed Research operates panels covering healthcare, financial services, automotive, B2B, telecommunications, family and more. Lightspeed Research is a member of WPP (LSE: WPP) (NASDAQ: WPPGY), one of the world's leading communications services companies. For more information, please visit www.lightspeedresearch.com