

YouGov / Evening Standard Survey Results

Sample Size: 1064 London adults (aged 18+)
Fieldwork: 26th - 30th March 2015

| | Westminster VI | | | | 2010 Vote | | | Gender | | Age | | | | Social Grade | | |
|--------------------------|----------------|-----|-----|---------|-----------|-----|-----|---------|------|--------|-------|-------|-------|--------------|------|------|
| | Total | Con | Lab | Lib Dem | UKIP | Con | Lab | Lib Dem | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE |
| Weighted Sample | 1064 | 305 | 405 | 67 | 76 | 310 | 317 | 170 | 525 | 540 | 128 | 381 | 342 | 214 | 624 | 441 |
| Unweighted Sample | 1064 | 292 | 324 | 104 | 103 | 305 | 250 | 230 | 526 | 538 | 143 | 296 | 380 | 245 | 678 | 386 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

| | | Feb 27 - 2 Mar | 26 - 30 Mar | | | | | | | | | | | | | | | |
|---|----------------|-------------------|----------------|-----|-----|-----|-----|----|----|----|----|----|----|----|----|----|----|----|
| Headline Voting Intention <i>[Excluding Don't knows and Wouldn't votes]</i> | | | | | | | | | | | | | | | | | | |
| | Con | 32 | 34 | 100 | 0 | 0 | 0 | 75 | 11 | 15 | 35 | 34 | 34 | 31 | 31 | 44 | 39 | 27 |
| | Lab | 44 | 45 | 0 | 100 | 0 | 0 | 10 | 84 | 35 | 46 | 45 | 47 | 53 | 47 | 29 | 42 | 51 |
| | Lib Dem | 7 | 8 | 0 | 0 | 100 | 0 | 1 | 0 | 35 | 7 | 8 | 6 | 8 | 6 | 11 | 8 | 6 |
| | UKIP | 10 | 8 | 0 | 0 | 0 | 100 | 13 | 3 | 7 | 9 | 8 | 4 | 3 | 12 | 14 | 7 | 10 |
| | Other | 7 | 4 | 0 | 0 | 0 | 0 | 1 | 2 | 8 | 4 | 5 | 9 | 5 | 4 | 2 | 3 | 6 |
| Other Parties Voting Intention | | | | | | | | | | | | | | | | | | |
| | Green | 5 | 4 | 0 | 0 | 0 | 0 | 1 | 2 | 5 | 3 | 5 | 8 | 4 | 4 | 1 | 3 | 4 |
| | BNP | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| | Respect | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | Other | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 |
| Non Voters | | | | | | | | | | | | | | | | | | |
| | Would Not Vote | 4 | 5 | 0 | 0 | 0 | 0 | 2 | 2 | 1 | 5 | 5 | 8 | 7 | 5 | 1 | 4 | 7 |
| | Don't know | 13 | 11 | 0 | 0 | 0 | 0 | 10 | 10 | 7 | 5 | 16 | 17 | 9 | 11 | 12 | 10 | 13 |

YouGov London Weighting Data

In addition to weighting by age, gender and social class (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership, political party identification and ethnicity:

| | Unweighted no. | Weighted no. |
|---------------------------------------|-------------------|--------------|
| Age and Gender | | |
| Male 18 to 24 | 56 | 64 |
| Male 25 to 39 | 134 | 195 |
| Male 40 to 59 | 208 | 171 |
| Male 60 + | 128 | 95 |
| Female 18 to 24 | 87 | 64 |
| Female 25 to 39 | 162 | 186 |
| Female 40 to 59 | 173 | 170 |
| Female 60 + | 117 | 119 |
| Social Grade | | |
| AB | 409 | 277 |
| C1 | 317 | 351 |
| C2 | 135 | 117 |
| DE | 204 | 320 |
| Newspaper Type | | |
| Express / Mail | 152 | 181 |
| Sun / Star | 225 | 213 |
| Mirror / Record | 31 | 149 |
| Guardian/ Independent | 167 | 53 |
| FT/ Times/ Tele | 126 | 107 |
| Other Paper | 113 | 96 |
| No Paper | 251 | 266 |
| Political Party Identification | | |
| Labour Loyal | 205 | 277 |
| Labour Disloyal | 114 | 128 |
| Conservative | 278 | 298 |
| Liberal Democrat | 158 | 117 |
| Others | 60 | 32 |
| None / Don't know | 250 | 213 |
| Ethnicity | | |
| White | 854 | 628 |
| Indian | 41 | 69 |
| Pakistani and Bangladeshi | 20 | 59 |
| Black | 43 | 138 |
| Other and Mixed | 83 | 154 |
| Refused | 24 | 16 |