

## YouGov / Evening Standard Survey Results

Sample Size: 1034 London adults (aged 18+)  
Fieldwork: 19th - 21st January 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
<b>Weighted Sample</b>	<b>1034</b>	<b>262</b>	<b>353</b>	<b>59</b>	<b>83</b>	<b>293</b>	<b>334</b>	<b>180</b>	<b>510</b>	<b>524</b>	<b>124</b>	<b>370</b>	<b>332</b>	<b>208</b>	<b>608</b>	<b>426</b>
<b>Unweighted Sample</b>	<b>1034</b>	<b>257</b>	<b>326</b>	<b>64</b>	<b>95</b>	<b>304</b>	<b>300</b>	<b>202</b>	<b>499</b>	<b>535</b>	<b>97</b>	<b>300</b>	<b>373</b>	<b>264</b>	<b>686</b>	<b>348</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

[Excluding Don't know and Wouldn't Vote]

### Other Parties Voting Intention

### Non Voters

	15-18 Dec 2014	19-21 Jan 2015															
Con	<b>33</b>	<b>32</b>	100	0	0	0	75	6	13	33	30	42	26	30	37	33	29
Lab	<b>41</b>	<b>42</b>	0	100	0	0	10	82	34	42	43	26	49	45	37	40	46
Lib Dem	<b>9</b>	<b>7</b>	0	0	100	0	1	1	27	6	9	7	8	8	6	9	4
UKIP	<b>9</b>	<b>10</b>	0	0	0	100	12	7	10	11	9	2	6	13	15	10	11
Other	<b>9</b>	<b>9</b>	0	0	0	0	2	5	16	8	9	23	11	5	5	8	11
Green	<b>6</b>	<b>8</b>	0	0	0	0	2	4	14	7	8	23	10	3	3	7	9
BNP	<b>1</b>	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Respect	<b>1</b>	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	<b>1</b>	0	0	0	0	0	0	2	1	1	0	1	1	1	1	1
Would Not Vote	<b>6</b>	<b>5</b>	0	0	0	0	1	2	1	4	6	14	6	2	2	3	8
Don't know	<b>14</b>	<b>15</b>	0	0	0	0	12	14	18	11	19	20	16	15	9	12	19

## 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.
<b>Age and Gender</b>		
Male 18 to 24	40	62
Male 25 to 39	136	189
Male 40 to 59	195	166
Male 60 +	128	92
Female 18 to 24	57	62
Female 25 to 39	164	181
Female 40 to 59	178	165
Female 60 +	136	116
<b>Social Grade</b>		
AB	433	269
C1	293	341
C2	130	114
DE	178	310
<b>Newspaper Type</b>		
Express / Mail	165	176
Sun / Star	133	207
Mirror / Record	89	145
Guardian/ Independent	148	52
FT/ Times/ Tele	162	103
Other Paper	123	93
No Paper	214	259
<b>Political Party Identification</b>		
Labour Loyal	241	269
Labour Disloyal	114	124
Conservative	254	290
Liberal Democrat	87	114
Others	63	31
None / Don't know	275	207
<b>Ethnicity</b>		
White	845	610
Indian	20	67
Pakistani and Bangladeshi	20	57
Black	33	134
Other and Mixed	89	150
Refused	27	16