

YouGov Weighting Data

London Mayoral Elections Poll 19/01/12

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

	Unweighted no.	Weighted no.
Age and Gender		
Male 18 to 24	65	85
Male 25 to 39	214	247
Male 40 to 59	206	212
Male 60 +	187	118
Female 18 to 24	83	82
Female 25 to 39	244	244
Female 40 to 59	190	213
Female 60 +	160	148
Social Grade		
AB	549	355
C1	424	441
C2	141	151
DE	235	401
Newspaper Type		
Express / Mail	208	227
Sun / Star	127	263
Mirror / Record	70	185
Guardian/ Independent	208	73
FT/ Times/ Tele	216	138
Other Paper	197	130
No Paper	323	333
Political Party Identification		
Labour Loyal	315	343
Labour Disloyal	143	185
Conservative	316	344
Liberal Democrat	123	143
Others	61	39
None	391	294
Ethnicity		
White	933	934
Indian	93	98
Pakistani and Bangladeshi	47	70
Black	108	149
Other and Mixed	135	78
Refused	33	20