

YouGov / Evening Standard Survey Results

Sample Size: 1310 London Adults
Fieldwork: 4th - 11th April 2010

	Voting intention			Gender		Age			Social Grade		
	Total	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE
Weighted Sample	1310	387	357	169	625	685	482	450	378	785	525
Unweighted Sample	1310	424	308	184	646	664	453	439	418	907	403
	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Taking into account likelihood to vote]

Other Parties Voting Intention

The general election will be held on May 6. On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely are you to vote in the general election?

	2005 Result	4 - 11 Apr	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE
Con	31.9	38	100	0	0	37	39	36	36	43	41	33
Lab	38.9	35	0	100	0	37	33	35	37	32	34	36
Lib Dem	21.9	16	0	0	100	15	17	20	13	15	17	14
Other	7.3	11	0	0	0	12	11	9	15	10	8	16
SNP / PCY		0	0	0	0	1	0	1	0	0	1	0
Green		3	0	0	0	3	3	3	4	1	2	4
UKIP		4	0	0	0	4	3	1	4	6	3	5
BNP		3	0	0	0	3	3	2	5	2	2	5
Respect		0	0	0	0	0	0	0	0	0	0	0
Other		1	0	0	0	0	2	1	1	1	1	1
0 - Certain NOT to vote		4	0	0	0	4	4	7	4	2	4	5
1		1	0	0	2	1	1	2	0	0	1	1
2		1	0	1	1	1	1	1	0	1	0	1
3		1	2	1	0	2	1	3	0	1	1	1
4		1	1	0	1	1	1	1	1	1	1	1
5		4	3	2	5	2	5	5	2	3	3	5
6		2	1	2	3	1	3	4	1	0	2	3
7		4	2	3	4	4	3	5	3	2	3	4
8		6	7	5	8	7	6	7	8	4	6	7
9		10	10	8	14	10	10	14	6	10	10	11
10 - Absolutely certain to vote		63	74	76	62	66	60	47	71	73	65	59
Don't know		3	1	2	1	2	4	3	3	4	3	3

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	%	%	%	%	%	%	%	%	%	%	%
Headline Voting Intention <i>[All those to name a party]</i>											
Con	37	100	0	0	36	39	35	35	43	41	33
Lab	35	0	100	0	37	32	35	37	32	33	36
Lib Dem	16	0	0	100	15	17	21	13	15	18	15
Other	12	0	0	0	12	11	10	15	11	9	16
Other Parties Voting Intention											
UKIP	4	0	0	0	4	4	1	4	7	3	5
Green	3	0	0	0	3	3	4	4	1	2	4
BNP	3	0	0	0	3	3	2	4	2	2	5
Other	1	0	0	0	1	2	1	2	1	1	2
SNP / PCY	0	0	0	0	1	0	1	0	0	1	0
Respect	0	0	0	0	0	0	1	0	0	0	0
Non Voters											
Would Not Vote	4	0	0	0	4	4	7	4	2	4	5
Don't know	17	0	0	0	11	22	19	17	13	17	16

YouGov Weighting Data

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	69	77
Male 25 to 39	202	234
Male 40 to 54	149	158
Male 55 +	226	155
Female 18 to 24	78	77
Female 25 to 39	229	225
Female 40 to 54	165	160
Female 55 +	192	223
Social Grade		
ABC1	907	785
C2DE	403	525
Newspaper Type		
Express / Mail	281	243
Sun / Star	140	270
Mirror / Record	76	194
Guardian / Independent	199	91
FT / Times / Telegraph	217	158
Other Paper	207	114
No Paper	189	238
Political Party Identification		
Labour Loyal	297	347
Labour Disloyal	112	131
Conservative	380	335
Liberal Democrat	130	139
Others	33	20
None	318	313
Don't know	39	25

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