

## YouGov / Evening Standard Survey Results

Sample Size: 1354 London Adults  
Fieldwork: 18th - 25th April 2010

	Voting intention			Gender		Age			Social Grade		
	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	
<b>Weighted Sample</b>	<b>1354</b>	<b>379</b>	<b>334</b>	<b>308</b>	<b>642</b>	<b>712</b>	<b>497</b>	<b>466</b>	<b>391</b>	<b>814</b>	<b>540</b>
Unweighted Sample	1354	376	297	349	623	731	485	400	468	932	422
	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

[Taking into account likelihood to vote]

Con	<b>36</b>	100	0	0	36	35	32	31	45	39	30
Lab	<b>31</b>	0	100	0	31	30	28	37	26	27	36
Lib Dem	<b>28</b>	0	0	100	27	28	36	27	19	28	27
Other	<b>6</b>	0	0	0	6	7	4	6	10	6	7

### Other Parties Voting Intention

UKIP	<b>3</b>	0	0	0	2	4	1	3	5	2	4
Green	<b>1</b>	0	0	0	1	2	1	2	1	2	1
BNP	<b>1</b>	0	0	0	1	1	0	1	2	1	1
SNP / PCY	<b>0</b>	0	0	0	1	0	1	0	0	0	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	1	1	0	1	1	1	0

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?

0 - Certain NOT to vote	<b>6</b>	0	0	0	4	7	7	6	3	4	8
1	<b>1</b>	0	1	0	1	0	1	0	0	1	1
2	<b>1</b>	1	1	1	1	1	1	0	1	0	1
3	<b>1</b>	0	0	1	1	1	2	0	0	1	1
4	<b>1</b>	0	1	1	1	0	0	1	0	1	1
5	<b>3</b>	1	3	3	1	4	3	2	2	2	4
6	<b>2</b>	1	2	3	2	2	2	3	1	2	2
7	<b>3</b>	1	2	3	4	2	4	3	2	2	5
8	<b>7</b>	5	6	9	7	7	8	6	7	6	7
9	<b>10</b>	9	8	13	12	8	14	8	8	10	10
10 - Absolutely certain to vote	<b>66</b>	81	77	66	66	67	56	70	74	70	61
Don't know	<b>1</b>	0	0	1	1	1	1	0	1	1	1

**Headline Voting Intention**

*[All those to name a party]*

Con	<b>35</b>		100	0	0		35	34		31	30	44		38	29
Lab	<b>30</b>		0	100	0		32	29		29	36	26		27	36
Lib Dem	<b>28</b>		0	0	100		27	29		36	27	20		28	28
Other	<b>7</b>		0	0	0		6	7		5	6	10		7	7

**Other Parties Voting Intention**

UKIP	<b>3</b>		0	0	0		2	4		1	2	5		2	4
Green	<b>2</b>		0	0	0		1	2		1	2	2		2	2
BNP	<b>1</b>		0	0	0		1	1		0	1	2		1	1
SNP / PCY	<b>0</b>		0	0	0		1	0		1	0	0		1	0
Respect	<b>0</b>		0	0	0		0	0		0	0	0		0	0
Other	<b>1</b>		0	0	0		1	1		0	2	1		1	0

**Non Voters**

<i>Would Not Vote</i>	<b>8</b>		0	0	0		7	8		11	7	4		6	11
<i>Don't know</i>	<b>11</b>		0	0	0		8	14		13	12	8		12	11

## 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.
<b>Age and Gender</b>		
Male 18 to 24	<b>54</b>	<b>78</b>
Male 25 to 39	<b>202</b>	<b>242</b>
Male 40 to 54	<b>137</b>	<b>161</b>
Male 55 +	<b>230</b>	<b>160</b>
Female 18 to 24	<b>82</b>	<b>81</b>
Female 25 to 39	<b>266</b>	<b>236</b>
Female 40 to 54	<b>144</b>	<b>164</b>
Female 55 +	<b>238</b>	<b>231</b>
<b>Social Grade</b>		
ABC1	<b>932</b>	<b>814</b>
C2DE	<b>422</b>	<b>540</b>
<b>Newspaper Type</b>		
Express / Mail	<b>310</b>	<b>254</b>
Sun / Star	<b>159</b>	<b>277</b>
Mirror / Record	<b>89</b>	<b>200</b>
Guardian / Independent	<b>201</b>	<b>88</b>
FT / Times / Telegraph	<b>179</b>	<b>162</b>
Other Paper	<b>219</b>	<b>118</b>
No Paper	<b>197</b>	<b>255</b>
<b>Political Party Identification</b>		
Labour Loyal	<b>340</b>	<b>375</b>
Labour Disloyal	<b>106</b>	<b>174</b>
Conservative	<b>364</b>	<b>382</b>
Liberal Democrat	<b>177</b>	<b>135</b>
Others	<b>30</b>	<b>23</b>
None	<b>294</b>	<b>226</b>
Don't know	<b>43</b>	<b>39</b>

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