

## GB Omnibus – November 20<sup>th</sup>/23<sup>rd</sup> 2009

Angus Reid Public Opinion, a practice of Vision Critical

Sample Size: 2,004 GB Adults 18+

Fieldwork: November 20th/23rd 2009

Methodology: Online

### **WEIGHTING DATA**

In addition to weighting by age, gender, social class and region, Angus Reid Public Opinion also weighted its raw data by newspaper readership and past vote. Age, gender and region figures are from the Office of National Statistics and social grade is from the Market Research Society Occupation Groupings. Newspaper readership is derived from a combination of NRS data and our own research to account for variations in questions asked. Past vote weighting is done separately for Scotland as well as England and Wales (together). Respondents who do not express a preference at the first question are prompted with a second question to ascertain which way they are leaning. The leaners are then included in the voting intention figures at full value. Those that say they are very likely or absolutely certain not to vote are excluded.

<b>AGE &amp; GENDER</b>	Weighted no.	Unweighted no.
Male 18 to 34	286	272
Male 35 to 54	356	380
Male 55+	328	343
Female 18 to 34	278	274
Female 35 to 54	366	358
Female 55+	388	377

<b>REGION</b>	Weighted no.	Unweighted no.
London	254	246
Rest of South	647	636
Midlands and Wales	430	457
North	494	492
Scotland	178	173

<b>SOCIAL GRADE</b>	Weighted no.	Unweighted no.
ABC1	1023	977
C2DE	981	1027

<b>NEWSPAPER READERSHIP</b>	Weighted no.	Unweighted no.
Express/Mail	340	441
Sun/Star	424	359
Mirror/Record	281	157
Guardian/Independent	87	144
FT/Times/Telegraph	221	269
Other	241	193
None	410	441

<b>PAST VOTE</b>	Weighted no.	Unweighted no.
Labour	522	563
Conservative	509	486
Liberal Democrats	330	229
Other (Net)	89	147

PLEASE NOTE: The questions are presented in the order they were asked. Questions numbers are non-sequential due to internal tracking purposes.