

GB Omnibus – November 25th/27th 2009

Angus Reid Public Opinion, a practice of Vision Critical

Sample Size: 2,019 GB Adults 18+

Fieldwork: November 25th/27th 2009

Methodology: Online

WEIGHTING DATA

In addition to weighting by age, gender, social class and region (weighted and unweighted figures shown in the tables). Angus Reid Public Opinion also weighted its raw data by newspaper readership and past vote.

AGE & GENDER	Weighted no.	Unweighted no.
Male 18 to 34	288	229
Male 35 to 54	359	328
Male 55+	331	421
Female 18 to 34	280	230
Female 35 to 54	369	323
Female 55+	391	488

REGION	Weighted no.	Unweighted no.
London	256	352
Rest of South	651	569
Midlands and Wales	434	425
North	498	463
Scotland	180	210

SOCIAL GRADE	Weighted no.	Unweighted no.
ABC1	1031	1120
C2DE	988	899

NEWSPAPER READERSHIP	Weighted no.	Unweighted no.
Express/Mail	325	463
Sun/Star	465	333
Mirror/Record	285	144
Guardian/Independent	89	173
FT/Times/Telegraph	202	292
Other	234	199
None	420	415

PAST VOTE	Weighted no.	Unweighted no.
Labour	543	585
Conservative	492	500
Liberal Democrats	351	255
Other (Net)	92	135

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