

## **GB Omnibus – December 16th – 18th 2009**

Angus Reid Public Opinion, a Vision Critical practice

Sample Size: 2,010 GB Adults 18+

Fieldwork: December 16th – 18th 2009

Methodology: Online

### **Sampling**

The sample is drawn from the SpringboardUK online panel and sampled on age, gender, region and social grade.

### **WEIGHTING DATA**

In addition to weighting by age, gender, social class and region (weighted and unweighted figures shown in the tables). Angus Reid 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.

<b>AGE &amp; GENDER</b>	Weighted no.	Unweighted no.
Male 18 to 34	287	282
Male 35 to 54	357	359
Male 55+	329	323
Female 18 to 34	279	293
Female 35 to 54	367	340
Female 55+	390	413

<b>REGION</b>	Weighted no.	Unweighted no.
London	255	255
Rest of South	649	617
Midlands and Wales	432	471

North	496	498
Scotland	179	169

<b>SOCIAL GRADE</b>	Weighted no.	Unweighted no.
ABC1	1026	995
C2DE	984	1015

<b>NEWSPAPER READERSHIP</b>	Weighted no.	Unweighted no.
Express/Mail	341	446
Sun/Star	433	370
Mirror/Record	274	165
Guardian/Independent	84	150
FT/Times/Telegraph	217	245
Other	246	193
None	414	441

<b>PAST VOTE</b>	Weighted no.	Unweighted no.
Labour	534	583
Conservative	505	496
Liberal Democrats	326	221
Other (Net)	124	174
Did Not Vote	521	536

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