

GB Omnibus – January 8th – 10th 2010

Angus Reid Public Opinion, a practice of Vision Critical

Sample Size: 2,010 GB Adults 18+

Fieldwork: January 8th – 10th 2010

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.

AGE & GENDER	Weighted no.	Unweighted no.
Male 18 to 34	287	257
Male 35 to 54	357	305
Male 55+	329	331
Female 18 to 34	279	305
Female 35 to 54	367	369
Female 55+	390	443

REGION	Weighted no.	Unweighted no.
London	255	260
Rest of South	649	645
Midlands and Wales	432	461

North	496	474
Scotland	179	170

SOCIAL GRADE	Weighted no.	Unweighted no.
ABC1	1026	973
C2DE	984	1037

NEWSPAPER READERSHIP	Weighted no.	Unweighted no.
Express/Mail	344	471
Sun/Star	422	396
Mirror/Record	287	163
Guardian/Independent	87	144
FT/Times/Telegraph	222	238
Other	244	197
None	405	401

PAST VOTE	Weighted no.	Unweighted no.
Labour	533	541
Conservative	489	479
Liberal Democrats	328	259
Other (Net)	124	186
Did Not Vote	535	545

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