

GB Omnibus – January 20th – 21st 2010

Angus Reid Public Opinion, a practice of Vision Critical

Sample Size: 2001 GB Adults 18+

Fieldwork: January 20th – 21st 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	286	287
Male 35 to 54	356	324
Male 55+	328	300
Female 18 to 34	278	368
Female 35 to 54	366	352
Female 55+	388	370

REGION	Weighted no.	Unweighted no.
London	254	278
Rest of South	646	629
Midlands and Wales	430	448

North	494	488
Scotland	178	158

SOCIAL GRADE	Weighted no.	Unweighted no.
ABC1	1021	1020
C2DE	980	981

NEWSPAPER READERSHIP	Weighted no.	Unweighted no.
Express/Mail	344	429
Sun/Star	424	455
Mirror/Record	284	178
Guardian/Independent	82	137
FT/Times/Telegraph	212	240
Other	250	159
None	405	403

PAST VOTE	Weighted no.	Unweighted no.
Labour	514	553
Conservative	490	476
Liberal Democrats	320	221
Other (Net)	125	161
Did Not Vote	552	590

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