

GB Omnibus – January 26th – 27th 2010

Angus Reid Public Opinion, a practice of Vision Critical

Sample Size: 2004 GB Adults 18+

Fieldwork: January 26th – 27th 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	327
Male 35 to 54	356	294
Male 55+	328	303
Female 18 to 34	278	355
Female 35 to 54	366	335
Female 55+	388	390

REGION	Weighted no.	Unweighted no.
London	254	267
Rest of South	647	589
Midlands and Wales	430	463

North	494	515
Scotland	178	170

SOCIAL GRADE	Weighted no.	Unweighted no.
ABC1	1023	985
C2DE	981	1019

NEWSPAPER READERSHIP	Weighted no.	Unweighted no.
Express/Mail	349	405
Sun/Star	407	389
Mirror/Record	275	162
Guardian/Independent	84	177
FT/Times/Telegraph	223	269
Other	247	194
None	420	408

PAST VOTE	Weighted no.	Unweighted no.
Labour	526	586
Conservative	496	408
Liberal Democrats	330	228
Other (Net)	120	197
Did Not Vote	532	585

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