

GB Omnibus – February 2nd–3rd 2010

Angus Reid Public Opinion, a practice of Vision Critical

Sample Size: 2010 GB Adults 18+

Fieldwork: February 2nd–3rd 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	275
Male 35 to 54	357	308
Male 55+	329	339
Female 18 to 34	279	320
Female 35 to 54	367	367
Female 55+	390	401

REGION	Weighted no.	Unweighted no.
London	255	251
Rest of South	649	620
Midlands and Wales	432	454

North	496	516
Scotland	179	169

SOCIAL GRADE	Weighted no.	Unweighted no.
ABC1	1026	977
C2DE	984	1033

NEWSPAPER READERSHIP	Weighted no.	Unweighted no.
Express/Mail	358	421
Sun/Star	419	417
Mirror/Record	279	152
Guardian/Independent	87	157
FT/Times/Telegraph	220	263
Other	241	173
None	406	427

PAST VOTE	Weighted no.	Unweighted no.
Labour	543	614
Conservative	508	443
Liberal Democrats	343	259
Other (Net)	125	187
Did Not Vote	491	507

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