

GB Omnibus – February 9th – 10th 2010

Angus Reid Public Opinion, a practice of Vision Critical

Sample Size: 2,002 GB Adults 18+

Fieldwork: February 9th – February 10th, 2010

Methodology: Online

Sampling

The sample is drawn from the Springboard UK online panel and is balanced 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	265
Male 35 to 54	356	322
Male 55+	328	317
Female 18 to 34	278	312
Female 35 to 54	366	361
Female 55+	388	425

REGION	Weighted no.	Unweighted no.
London	254	266
Rest of South	646	635
Midlands and Wales	430	449

North	494	478
Scotland	178	174

SOCIAL GRADE	Weighted no.	Unweighted no.
ABC1	1022	998
C2DE	980	1004

NEWSPAPER READERSHIP	Weighted no.	Unweighted no.
Express/Mail	329	430
Sun/Star	432	379
Mirror/Record	286	145
Guardian/Independent	88	168
FT/Times/Telegraph	217	224
Other	242	204
None	407	452

PAST VOTE	Weighted no.	Unweighted no.
Labour	517	547
Conservative	482	476
Liberal Democrats	327	239
Other (Net)	78	109
Did Not Vote	557	561

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