

GB Omnibus – February 16th – 17th 2010

Angus Reid Public Opinion, a practice of Vision Critical

Sample Size: 2,002 GB Adults 18+

Fieldwork: February 16th – February 17th, 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	253
Male 35 to 54	356	300
Male 55+	328	331
Female 18 to 34	278	321
Female 35 to 54	366	373
Female 55+	388	424

REGION	Weighted no.	Unweighted no.
London	254	265
Rest of South	646	624
Midlands and Wales	430	436

North	494	495
Scotland	178	182

SOCIAL GRADE	Weighted no.	Unweighted no.
ABC1	1022	1018
C2DE	980	984

NEWSPAPER READERSHIP	Weighted no.	Unweighted no.
Express/Mail	339	466
Sun/Star	431	380
Mirror/Record	282	158
Guardian/Independent	85	166
FT/Times/Telegraph	216	250
Other	246	180
None	402	402

PAST VOTE	Weighted no.	Unweighted no.
Labour	544	602
Conservative	510	470
Liberal Democrats	333	241
Other (Net)	93	131
Did Not Vote	491	502

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