

GB Omnibus – March 2010 9th – 10th 2010

Angus Reid Public Opinion, a practice of Vision Critical

Sample Size: 2,003 GB Adults 18+

Fieldwork: March 2010 9th – 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	255
Male 35 to 54	356	344
Male 55+	328	367
Female 18 to 34	278	251
Female 35 to 54	366	376
Female 55+	388	410

REGION	Weighted no.	Unweighted no.
London	254	274
Rest of South	646	621
Midlands and Wales	430	436

North	494	499
Scotland	178	173

SOCIAL GRADE	Weighted no.	Unweighted no.
ABC1	1023	1023
C2DE	980	980

NEWSPAPER READERSHIP	Weighted no.	Unweighted no.
Express/Mail	329	427
Sun/Star	439	377
Mirror/Record	282	160
Guardian/Independent	91	176
FT/Times/Telegraph	207	250
Other	242	198
None	412	415

PAST VOTE	Weighted no.	Unweighted no.
Labour	521	561
Conservative	483	476
Liberal Democrats	328	263
Other (Net)	123	173
Did Not Vote	548	530

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