

GB Omnibus – March 2010 25th – 26th

Angus Reid Public Opinion, a practice of Vision Critical

Sample Size: 2,020 GB Adults 18+

Fieldwork: March 2010 25rd – 26th

Methodology: Online

Sampling

The sample is drawn from the Springboard UK online panel and is balanced on age, gender and 192 regional areas.

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	289	283
Male 35 to 54	359	340
Male 55+	331	337
Female 18 to 34	280	319
Female 35 to 54	369	364
Female 55+	391	377

REGION	Weighted no.	Unweighted no.
London	256	250
Rest of South	652	635
Midlands and Wales	434	462

North	498	505
Scotland	180	168

SOCIAL GRADE	Weighted no.	Unweighted no.
ABC1	1031	1113
C2DE	989	907

NEWSPAPER READERSHIP	Weighted no.	Unweighted no.
Express/Mail	340	441
Sun/Star	432	404
Mirror/Record	295	167
Guardian/Independent	82	168
FT/Times/Telegraph	203	292
Other	253	177
None	415	371

PAST VOTE	Weighted no.	Unweighted no.
Labour	531	587
Conservative	496	483
Liberal Democrats	318	216
Other (Net)	88	121
Did Not Vote	550	556

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