

## **GB Omnibus – June 23rd – June 25th 2010**

Angus Reid Public Opinion, a practice of Vision Critical

Sample Size: 2,008 GB Adults 18+

Fieldwork: June 23rd – June 25th 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.

<b>AGE &amp; GENDER</b>	<b>Weighted no.</b>	<b>Unweighted no.</b>
Male 18 to 34	287	308
Male 35 to 54	357	373
Male 55+	329	314
Female 18 to 34	279	304
Female 35 to 54	367	326
Female 55+	389	383

<b>REGION</b>	<b>Weighted no.</b>	<b>Unweighted no.</b>
London	255	263
Rest of South	648	618
Midlands and Wales	431	455

North	495	495
Scotland	179	177

<b>SOCIAL GRADE</b>	Weighted no.	Unweighted no.
ABC1	1025	1049
C2DE	983	960

<b>NEWSPAPER READERSHIP</b>	Weighted no.	Unweighted no.
Express/Mail	324	421
Sun/Star	439	402
Mirror/Record	319	158
Guardian/Independent	81	171
FT/Times/Telegraph	193	264
Other	252	194
None	401	398

<b>PAST VOTE</b>	Weighted no.	Unweighted no.
Labour	456	422
Conservative	599	626
Liberal Democrats	383	408
Other (Net)	214	209
Did Not Vote	356	343

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