

GB Omnibus – July 1st – July 3rd 2010

Angus Reid Public Opinion, a practice of Vision Critical

Sample Size: 2,011 GB Adults 18+

Fieldwork: July 1st – July 3rd 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	287	284
Male 35 to 54	358	384
Male 55+	329	333
Female 18 to 34	279	299
Female 35 to 54	368	359
Female 55+	390	352

REGION	Weighted no.	Unweighted no.
London	255	255
Rest of South	649	623
Midlands and Wales	432	455

North	496	499
Scotland	179	179

SOCIAL GRADE	Weighted no.	Unweighted no.
ABC1	1027	1044
C2DE	984	967

NEWSPAPER READERSHIP	Weighted no.	Unweighted no.
Express/Mail	323	430
Sun/Star	441	356
Mirror/Record	320	169
Guardian/Independent	81	170
FT/Times/Telegraph	193	266
Other	251	201
None	403	419

PAST VOTE	Weighted no.	Unweighted no.
Labour	444	413
Conservative	600	622
Liberal Democrats	410	442
Other (Net)	227	226
Did Not Vote	329	308

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