

## **GB Omnibus – July 7th – July 9th 2010**

Angus Reid Public Opinion, a practice of Vision Critical

Sample Size: 2,000 GB Adults 18+

Fieldwork: July 7th – July 9th 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	286	247
Male 35 to 54	356	400
Male 55+	328	372
Female 18 to 34	278	277
Female 35 to 54	366	343
Female 55+	388	361

<b>REGION</b>	<b>Weighted no.</b>	<b>Unweighted no.</b>
London	254	250
Rest of South	645	628
Midlands and Wales	430	456

North	494	490
Scotland	178	176

<b>SOCIAL GRADE</b>	Weighted no.	Unweighted no.
ABC1	1021	1016
C2DE	979	984

<b>NEWSPAPER READERSHIP</b>	Weighted no.	Unweighted no.
Express/Mail	322	420
Sun/Star	438	423
Mirror/Record	318	194
Guardian/Independent	80	153
FT/Times/Telegraph	192	249
Other	249	185
None	400	376

<b>PAST VOTE</b>	Weighted no.	Unweighted no.
Labour	490	454
Conservative	565	599
Liberal Democrats	464	462
Other (Net)	181	188
Did Not Vote	302	297

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