

GB Omnibus – July 15th – July 16th 2010

Angus Reid Public Opinion, a practice of Vision Critical

Sample Size: 1,980 GB Adults 18+

Fieldwork: July 15th – July 16th 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	283	259
Male 35 to 54	352	391
Male 55+	324	334
Female 18 to 34	275	261
Female 35 to 54	362	350
Female 55+	384	385

REGION	Weighted no.	Unweighted no.
London	251	250
Rest of South	639	644
Midlands and Wales	425	432

North	489	491
Scotland	176	163

SOCIAL GRADE	Weighted no.	Unweighted no.
ABC1	1011	1006
C2DE	969	974

NEWSPAPER READERSHIP	Weighted no.	Unweighted no.
Express/Mail	318	428
Sun/Star	587	392
Mirror/Record	429	161
Guardian/Independent	80	149
FT/Times/Telegraph	191	279
Other	247	172
None	396	399

PAST VOTE	Weighted no.	Unweighted no.
Labour	457	415
Conservative	587	633
Liberal Democrats	429	440
Other (Net)	185	179
Did Not Vote	323	313

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