

GB Omnibus – July 20th – July 23rd 2010

Angus Reid Public Opinion, a practice of Vision Critical

Sample Size: 1,992 GB Adults 18+

Fieldwork: July 20th – July 23rd 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	285	256
Male 35 to 54	354	361
Male 55+	326	370
Female 18 to 34	277	268
Female 35 to 54	364	345
Female 55+	386	392

REGION	Weighted no.	Unweighted no.
London	253	255
Rest of South	643	623
Midlands and Wales	428	435

North	492	486
Scotland	177	193

SOCIAL GRADE	Weighted no.	Unweighted no.
ABC1	1017	1003
C2DE	975	989

NEWSPAPER READERSHIP	Weighted no.	Unweighted no.
Express/Mail	320	437
Sun/Star	437	395
Mirror/Record	316	176
Guardian/Independent	80	149
FT/Times/Telegraph	191	276
Other	249	196
None	399	363

PAST VOTE	Weighted no.	Unweighted no.
Labour	467	437
Conservative	575	611
Liberal Democrats	426	436
Other (Net)	193	197
Did Not Vote	332	311

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