

GB Omnibus – Jan. 22nd – Jan 23rd, 2012

Angus Reid Public Opinion, a practice of Vision Critical

Sample Size: 2,009 GB Adults 18+

Fieldwork: Jan 22nd – Jan 23rd 2012

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	290
Male 35 to 54	357	372
Male 55+	329	302
Female 18 to 34	279	322
Female 35 to 54	367	368
Female 55+	389	355

REGION	Weighted no.	Unweighted no.
London	255	275
Rest of South	648	646
Midlands and Wales	432	414

North	496	498
Scotland	179	176

SOCIAL GRADE	Weighted no.	Unweighted no.
ABC1	1026	1013
C2DE	983	996

NEWSPAPER READERSHIP	Weighted no.	Unweighted no.
Express/Mail	337	390
Sun/Star	429	403
Mirror/Record	309	168
Guardian/Independent	81	149
FT/Times/Telegraph	199	245
Other	247	221
None	406	433

PAST VOTE	Weighted no.	Unweighted no.
Labour	450	418
Conservative	590	603
Liberal Democrats	368	378
Other (Net)	214	213
Did Not Vote	387	397

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