

UK Omnibus – November 4th/5th 2009

Angus Reid Strategies, the public opinion practice of Vision Critical

Sample Size: 2,000 GB Adults 18+

Fieldwork: November 4th/5th 2009

Methodology: Online

WEIGHTING DATA

In addition to weighting by age, gender, social class and region (weighted and unweighted figures shown in the tables). Angus Reid Strategies 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	286	299
Male 35 to 54	356	339
Male 55+	328	343
Female 18 to 34	278	245
Female 35 to 54	366	364
Female 55+	388	410

REGION	Weighted no.	Unweighted no.
London	254	265
Rest of South	645	637
Midlands and Wales	430	434
North	494	503
Scotland	178	161

SOCIAL GRADE	Weighted no.	Unweighted no.
ABC1	1021	992
C2DE	976	1008

NEWSPAPER READERSHIP	Weighted no.	Unweighted no.
Express/Mail	338	419
Sun/Star	423	401
Mirror/Record	268	151
Guardian/Independent	90	158
FT/Times/Telegraph	210	275
Other	255	186
None	417	410

PAST VOTE	Weighted no.	Unweighted no.
Labour	525	604
Conservative	486	473
Liberal Democrats	335	231
Other (Net)	79	102

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