

Opinion Poll
ONLINE Fieldwork : 15th-17th August 2014

Absolutes/col percents

Table 4
Gender
Base: All respondents

| | <u>Unweighted Total</u> | <u>Weighted Total</u> |
|-----------------|-----------------------------|-----------------------|
| Unweighted base | 2049 | 2049 |
| Weighted base | 2049 | 2049 |
| Male | 1013 49% | 1004 49% |
| Female | 1036 51% | 1045 51% |

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Table 5
Age
Base: All respondents

| | <u>Unweighted Total</u> | <u>Weighted Total</u> |
|-----------------|-----------------------------|-----------------------|
| Unweighted base | 2049 | 2049 |
| Weighted base | 2049 | 2049 |
| 18-24 | 253 12% | 243 12% |
| 25-34 | 303 15% | 345 17% |
| 35-44 | 336 16% | 345 17% |
| 45-54 | 382 19% | 365 18% |
| 55-64 | 317 15% | 304 15% |
| 65+ | 458 22% | 446 22% |
| Average age | 47.87 | 47.32 |

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Table 6
Social Grade
Base: All respondents

| | Unweighted Total | Weighted Total |
|-----------------|---------------------|----------------|
| Unweighted base | 2049 | 2049 |
| Weighted base | 2049 | 2049 |
| AB | 565 28% | 548 27% |
| C1 | 605 30% | 568 28% |
| C2 | 384 19% | 446 22% |
| DE | 495 24% | 487 24% |

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Table 7
GO Region
Base: All respondents

| | <u>Unweighted Total</u> | <u>Weighted Total</u> |
|------------------------|-----------------------------|-----------------------|
| Unweighted base | 2049 | 2049 |
| Weighted base | 2049 | 2049 |
| Scotland | 180 9% | 184 9% |
| North East | 89 4% | 82 4% |
| North West | 205 10% | 225 11% |
| Yorkshire & Humberside | 198 10% | 184 9% |
| West Midlands | 183 9% | 184 9% |
| East Midlands | 140 7% | 143 7% |
| Wales | 110 5% | 102 5% |
| Eastern | 210 10% | 205 10% |
| London | 250 12% | 266 13% |
| South East | 286 14% | 287 14% |
| South West | 198 10% | 184 9% |

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Table 8

Which of the following best describes your current working status?

Base: All respondents

| | <u>Unweighted Total</u> | <u>Weighted Total</u> |
|--|-----------------------------|-----------------------|
| Unweighted base | 2049 | 2049 |
| Weighted base | 2049 | 2049 |
| NET: Working | 1142 56% | 1148 56% |
| Working full time - working 30 hours per week or more | 879 43% | 902 44% |
| Working part time - working between 8 and 29 hours per week | 263 13% | 246 12% |
| NET: Not working | 907 44% | 901 44% |
| Not working but seeking work or temporarily unemployed or sick | 97 5% | 110 5% |
| Not working and not seeking work | 131 6% | 140 7% |
| Retired on a state pension only | 117 6% | 116 6% |
| Retired with a private pension | 403 20% | 386 19% |
| House person, housewife, househusband, etc. | 159 8% | 150 7% |

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Table 9
Tenure
Base: All respondents

| | <u>Unweighted Total</u> | <u>Weighted Total</u> |
|--------------------------------------|-----------------------------|-----------------------|
| Unweighted base | 2049 | 2049 |
| Weighted base | 2049 | 2049 |
| NET: Homeowners | 1430 70% | 1332 65% |
| Owned outright - without mortgage | 740 36% | 676 33% |
| Owned with a mortgage or loan | 690 34% | 656 32% |
| NET: Renters | 573 28% | 674 33% |
| Rented from the council | 127 6% | 287 14% |
| Rented from a housing association | 151 7% | 117 6% |
| Rented from someone else | 295 14% | 270 13% |
| Rent free | 46 2% | 43 2% |

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Table 10

Have you taken a foreign holiday in the last 3 years?**Base: All respondents**

| | <u>Unweighted Total</u> | <u>Weighted Total</u> |
|-----------------|-----------------------------|-----------------------|
| Unweighted base | 2049 | 2049 |
| Weighted base | 2049 | 2049 |
| Yes | 1163 57% | 1250 61% |
| No | 886 43% | 799 39% |

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Table 11
How many cars are there in your household?
Base: All respondents

| | <u>Unweighted Total</u> | <u>Weighted Total</u> |
|--------------------------|-----------------------------|-----------------------|
| Unweighted base | 2049 | 2049 |
| Weighted base | 2049 | 2049 |
| No cars in the household | 400 20% | 430 21% |
| NET: Any | 1649 80% | 1619 79% |
| 1 | 1116 54% | 861 42% |
| 2 | 443 22% | 574 28% |
| 3+ | 90 4% | 184 9% |

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Table 12

Q.4 Regardless of which party, if any, you are likely to end up voting for at the next General Election due in May 2015 or are leaning towards at the moment, which political party would you say you have usually most closely identified yourself with?

Base: All respondents

| | <u>Unweighted Total</u> | <u>Weighted Total</u> |
|------------------|-----------------------------|-----------------------|
| Unweighted base | 2049 | 2049 |
| Weighted base | 2049 | 2049 |
| Conservative | 615 30% | 574 28% |
| Labour | 589 29% | 594 29% |
| Liberal Democrat | 166 8% | 205 10% |
| SNP | 48 2% | 38 2% |
| Plaid Cymru | 12 1% | 8 * |
| Green | 65 3% | 44 2% |
| UKIP | 247 12% | 82 4% |
| BNP | 9 * | 6 * |
| Another party | 12 1% | 7 * |
| None | 286 14% | 492 24% |