

TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

Q2b.Voting intention

Base: All respondents in GB 18+ who would vote in general election (excl. No vote)

	SEX		AGE						REGION			
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Midlands	South	
Unweighted Base	936	479	457	84	161	169	191	154	177	329	283	324
Weighted Base	845	442	403	94	125	138	155	132	201	293	254	298
Labour	306 36%	150 34%	157 39%	50 53%	59 48%	55 40%	56 36%	42 32%	45 23%	108 37%	107 42%	92 31%
Conservative	241 29%	125 28%	117 29%	11 12%	23 18%	37 26%	41 26%	44 34%	86 43%	81 28%	73 29%	87 29%
Liberal Democrat	63 7%	39 9%	24 6%	10 10%	14 11%	10 7%	13 8%	6 4%	11 6%	15 5%	14 5%	35 12%
Plaid Cymru/SNP	26 3%	16 4%	10 3%	2 2%	4 3%	5 4%	3 2%	5 4%	7 3%	18 6%	4 1%	5 2%
UKIP	157 19%	86 19%	72 18%	10 11%	19 15%	20 14%	35 22%	28 21%	45 23%	55 19%	42 17%	61 20%
Other (exc UKIP)	50 6%	26 6%	24 6%	12 12%	5 4%	13 9%	8 5%	7 5%	6 3%	16 5%	15 6%	19 6%

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	REGION								WORK		PARENTS		SOCIAL GRADE		GROCERY SHOPPER		
	Total	Scotland	NE/ Yorks/ Humber	North West	East & West Midlands	South East/ East of England	Greater London	Wales & West	Working	Not working	Yes	No	ABC1	C2DE	Sole	Joint	Sole/Joint
Unweighted Base	936	65	131	133	145	207	122	133	566	370	242	694	591	345	586	324	910
Weighted Base	845	71	118	104	135	195	98	124	479	366	217	628	522	323	527	292	819
Labour	306	17	48	42	53	75	35	35	187	120	106	201	172	134	195	104	299
	36%	24%	41%	41%	39%	38%	36%	28%	39%	33%	49%	32%	33%	42%	37%	36%	36%
Conservative	241	23	27	31	44	59	21	35	127	114	36	205	157	84	149	82	231
	29%	32%	23%	30%	33%	30%	21%	29%	27%	31%	17%	33%	30%	26%	28%	28%	28%
Liberal Democrat	63	5	9	-	6	13	11	18	38	25	22	41	54	9	35	26	60
	7%	7%	8%	*	4%	7%	12%	15%	8%	7%	10%	7%	10%	3%	7%	9%	7%
Plaid Cymru/SNP	26	18	-	-	1	2	3	2	10	16	5	21	17	9	13	13	26
	3%	25%	-	-	1%	1%	3%	2%	2%	4%	2%	3%	3%	3%	2%	4%	3%
UKIP	157	7	25	23	22	37	22	21	88	70	38	120	88	69	101	53	154
	19%	10%	21%	22%	17%	19%	22%	17%	18%	19%	17%	19%	17%	21%	19%	18%	19%
Other (exc UKIP)	50	1	8	7	9	9	5	11	29	21	11	40	34	16	34	14	49
	6%	1%	7%	7%	7%	5%	5%	9%	6%	6%	5%	6%	7%	5%	7%	5%	6%

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	Q4 VOTING						Q5 VOTE IN GENERAL ELECTION				
	Total	Definitely vote	Probably vote	Probably not vote	Definitely not vote	Probably/Definitely will	Probably/definitely won't	Definitely	May change mind	Not sure	DK
Unweighted Base	936	707	173	28	1	880	29	542	198	31	3
Weighted Base	845	594	171	45	1	765	46	477	193	36	5
Labour	306 36%	202 34%	66 38%	24 52%	1 100%	267 35%	24 53%	195 41%	61 32%	22 60%	4 78%
Conservative	241 29%	192 32%	41 24%	3 7%	-	233 30%	3 7%	162 34%	55 28%	8 21%	1 22%
Liberal Democrat	63 7%	37 6%	13 8%	10 22%	-	50 7%	10 22%	27 6%	26 14%	3 8%	-
Plaid Cymru/SNP	26 3%	17 3%	7 4%	2 5%	-	24 3%	2 5%	-	-	-	-
UKIP	157 19%	116 19%	31 18%	3 8%	-	146 19%	3 8%	93 20%	51 26%	4 10%	-
Other (exc UKIP)	50 6%	31 5%	14 8%	3 6%	-	44 6%	3 6%	-	-	-	-

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Q2b.Voting intention

Base: All respondents in GB 18+ who would vote in general election (excl. No vote)

	Age and sex						Parents and sex				Social grade and sex				
	Total	Men 18-34	Men 35-54	Men 55+	Women 18-34	Women 35-54	Women 55+	Men - parent	Men - not parent	Women - parent	Women - not parent	Men ABC1	Men C2DE	Women ABC1	Women C2DE
Unweighted Base	936	126	189	164	119	171	167	136	343	106	351	302	177	289	168
Weighted Base	845	121	151	170	98	142	163	112	330	105	298	272	169	250	153
Labour	306 36%	57 47%	48 32%	45 26%	52 53%	62 44%	42 26%	50 45%	100 30%	56 53%	101 34%	82 30%	67 40%	90 36%	67 44%
Conservative	241 29%	20 17%	40 26%	65 38%	14 14%	37 26%	65 40%	21 19%	103 31%	15 14%	102 34%	81 30%	43 25%	75 30%	41 27%
Liberal Democrat	63 7%	14 11%	14 9%	11 7%	10 10%	8 6%	6 4%	9 8%	31 9%	13 13%	10 3%	33 12%	6 3%	20 8%	4 2%
Plaid Cymru/SNP	26 3%	5 4%	4 3%	6 4%	1 1%	4 3%	5 3%	3 3%	13 4%	2 2%	8 3%	10 4%	6 3%	7 3%	3 2%
UKIP	157 19%	15 12%	34 23%	37 22%	15 16%	20 14%	36 22%	24 21%	62 19%	14 13%	58 19%	48 18%	38 22%	40 16%	31 21%
Other (exc UKIP)	50 6%	11 9%	10 7%	6 3%	6 6%	11 7%	7 4%	6 5%	21 6%	5 5%	19 6%	17 6%	9 6%	17 7%	7 4%

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Q2b.Voting intention

Base: All respondents in GB 18+ who would vote in general election (excl. No vote)

	Work and sex				
	Total	Men - working	Men - not working	Women - working	Women - not working
Unweighted Base	936	314	165	252	205
Weighted Base	845	274	168	205	198
Labour	306 36%	102 37%	48 28%	85 41%	72 36%
Conservative	241 29%	69 25%	56 33%	58 28%	59 30%
Liberal Democrat	63 7%	27 10%	12 7%	11 5%	13 6%
Plaid Cymru/SNP	26 3%	5 2%	11 7%	5 3%	5 2%
UKIP	157 19%	56 20%	30 18%	32 16%	39 20%
Other (exc UKIP)	50 6%	16 6%	11 7%	14 7%	10 5%

TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

Crossbreaks

Base: All 18+ respondents

		SEX		AGE						REGION			
Total		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Midlands	South	
	Unweighted Base	1191	573	618	118	224	223	233	186	207	408	370	413
	Weighted Base	1191	579	612	141	203	204	211	174	258	393	368	429
SEX	Male	579	579	-	71	101	101	105	85	115	202	168	209
		49%	100%	-	51%	50%	50%	49%	49%	45%	51%	46%	49%
SEX	Female	612	-	612	70	102	103	107	88	143	192	200	220
		51%	-	100%	49%	50%	50%	51%	51%	55%	49%	54%	51%
AGE	18-24	141	71	70	141	-	-	-	-	-	49	46	46
		12%	12%	11%	100%	-	-	-	-	-	12%	12%	11%
AGE	25-34	203	101	102	-	203	-	-	-	-	71	51	81
		17%	17%	17%	-	100%	-	-	-	-	18%	14%	19%
AGE	35-44	204	101	103	-	-	204	-	-	-	50	87	68
		17%	17%	17%	-	-	100%	-	-	-	13%	24%	16%
AGE	45-54	211	105	107	-	-	-	211	-	-	81	61	69
		18%	18%	17%	-	-	-	100%	-	-	21%	17%	16%
AGE	55-64	174	85	88	-	-	-	-	174	-	68	52	54
		15%	15%	14%	-	-	-	-	100%	-	17%	14%	13%
AGE	65+	258	115	143	-	-	-	-	-	258	76	72	111
		22%	20%	23%	-	-	-	-	-	100%	19%	19%	26%
REGION	North	393	202	192	49	71	50	81	68	76	393	-	-
		33%	35%	31%	35%	35%	24%	38%	39%	29%	100%	-	-
REGION	Midlands	368	168	200	46	51	87	61	52	72	-	368	-
		31%	29%	33%	33%	25%	42%	29%	30%	28%	-	100%	-
REGION	South	429	209	220	46	81	68	69	54	111	-	-	429
		36%	36%	36%	33%	40%	33%	33%	31%	43%	-	-	100%

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Crossbreaks

Base: All 18+ respondents

		SEX		AGE						REGION				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Midlands	South		
	Unweighted Base	1191	573	618	118	224	223	233	186	207	408	370	413	
	Weighted Base	1191	579	612	141	203	204	211	174	258	393	368	429	
	Scotland	104	52	52	9	23	12	19	21	21	104	-	-	
		9%	9%	8%	6%	11%	6%	9%	12%	8%	26%	-	-	
	NE/ Yorks/ Humber	153	77	76	26	20	21	31	29	26	153	-	-	
		13%	13%	12%	19%	10%	10%	15%	17%	10%	39%	-	-	
	North West	136	72	64	14	28	17	30	19	29	136	-	-	
		11%	12%	10%	10%	14%	8%	14%	11%	11%	35%	-	-	
REGION	East & West Midlands	195	98	97	19	29	49	30	29	39	-	195	-	
		16%	17%	16%	14%	14%	24%	14%	17%	15%	-	53%	-	
	South East/ East of England	280	113	168	35	36	52	48	38	72	-	113	167	
		24%	20%	27%	25%	18%	25%	23%	22%	28%	-	31%	39%	
	Greater London	158	89	69	17	40	30	23	19	29	-	-	158	
		13%	15%	11%	12%	20%	15%	11%	11%	11%	-	-	37%	
	Wales & West	164	77	87	21	27	24	30	20	41	-	60	104	
		14%	13%	14%	15%	13%	12%	14%	11%	16%	-	16%	24%	
	Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-
SOCIAL GRADE	Working	706	376	330	92	175	160	160	82	37	226	219	262	
		59%	65%	54%	65%	86%	78%	76%	47%	15%	57%	59%	61%	
	Not working	485	202	283	49	28	44	51	92	220	168	149	168	
		41%	35%	46%	35%	14%	22%	24%	53%	85%	43%	41%	39%	
	Yes	303	137	167	22	96	119	63	3	-	91	102	111	
		25%	24%	27%	16%	48%	58%	30%	2%	-	23%	28%	26%	
	No	888	442	446	119	107	85	148	171	258	303	266	318	
		75%	76%	73%	84%	52%	42%	70%	98%	100%	77%	72%	74%	
	ABC1	701	341	360	74	122	128	124	105	148	218	209	273	
		59%	59%	59%	52%	60%	63%	58%	60%	57%	55%	57%	64%	
C2DE	491	238	252	67	81	76	88	69	110	175	159	156		
	41%	41%	41%	48%	40%	37%	42%	40%	43%	45%	43%	36%		

FIELDWORK : 15/07/2014 - 17/07/2014 (M Week 29)

OnLineBus

TNS

TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

T1

Crossbreaks

Base: All 18+ respondents

		SEX		AGE						REGION			
Total		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Midlands	South	
	Unweighted Base	1191	573	618	118	224	223	233	186	207	408	370	413
	Weighted Base	1191	579	612	141	203	204	211	174	258	393	368	429
GROCERY SHOPPER	Sole	741	308	434	68	133	140	146	108	146	234	226	281
		65%	56%	73%	55%	69%	69%	69%	63%	59%	61%	65%	68%
	Joint	408	245	163	56	61	62	64	62	102	151	123	133
		35%	44%	27%	45%	31%	31%	37%	41%	39%	35%	32%	
	Sole/Joint	1149	553	596	124	193	202	210	171	249	386	349	414
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q2.Voting Intention	Conservative	225	122	104	10	22	33	40	40	80	74	69	83
		31%	32%	31%	14%	20%	29%	30%	37%	46%	31%	31%	33%
	Labour	282	137	145	44	55	52	51	38	42	100	97	86
		40%	36%	43%	61%	50%	46%	39%	35%	24%	42%	44%	34%
	Liberal Democrats	56	35	22	10	14	8	10	4	11	13	12	32
		8%	9%	6%	13%	12%	7%	7%	3%	6%	5%	5%	13%
	UKIP	151	86	65	8	20	21	33	27	42	54	45	52
		21%	23%	19%	12%	18%	18%	25%	25%	24%	23%	20%	21%
Q4 VOTING	Definitely vote	619	324	295	41	69	84	128	109	188	213	197	209
		70%	72%	69%	44%	54%	58%	78%	81%	87%	71%	73%	67%
	Probably vote	192	95	97	39	43	43	29	21	17	71	57	64
		22%	21%	23%	41%	34%	30%	17%	16%	8%	24%	21%	21%
	Probably not vote	55	29	25	13	13	12	8	1	6	17	12	26
		6%	6%	6%	14%	10%	9%	5%	1%	3%	4%	9%	
	Definitely not vote	16	5	11	1	3	5	-	3	5	-	5	11
		2%	1%	3%	1%	2%	3%	-	3%	2%	-	2%	4%
	Probably/Definitely will	811	419	392	80	112	126	157	131	205	283	254	273
		92%	92%	91%	85%	88%	88%	95%	97%	95%	94%	94%	88%
	Probably/definitely won't	71	34	37	14	16	17	8	5	11	17	17	38
		8%	8%	9%	15%	12%	12%	5%	3%	5%	6%	6%	12%

FIELDWORK : 15/07/2014 - 17/07/2014 (M Week 29)

OnLineBus

TNS

TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

Crossbreaks

Base: All 18+ respondents

		SEX		AGE						REGION			
Total		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Midlands	South	
	Unweighted Base	1191	573	618	118	224	223	233	186	207	408	370	413
	Weighted Base	1191	579	612	141	203	204	211	174	258	393	368	429
Q5 VOTE IN GENERAL ELECTION	Definitely	479	264	214	35	57	82	87	82	136	155	159	165
		67%	70%	64%	49%	52%	72%	65%	75%	77%	65%	72%	65%
	May change mind	194	89	105	28	42	24	41	24	34	66	53	74
		27%	23%	31%	39%	38%	21%	31%	22%	19%	28%	24%	29%
Q13 WHERE WORK	Not sure	38	23	15	6	11	8	5	3	4	17	8	13
		5%	6%	4%	9%	10%	7%	4%	3%	2%	7%	4%	5%
	DK	5	3	2	2	-	-	-	-	3	1	2	2
		1%	1%	*	3%	-	-	-	-	1%	*	1%	1%
Age and sex	Public Sector	241	105	136	33	54	50	65	23	16	71	81	89
		34%	28%	41%	36%	31%	31%	41%	28%	44%	31%	37%	34%
	Private Sector	366	230	136	32	90	89	81	54	20	123	100	143
		52%	61%	41%	35%	52%	55%	51%	65%	53%	55%	46%	55%
	Charity/Voluntary Sector	37	20	18	7	9	8	8	6	-	12	13	13
		5%	5%	5%	8%	5%	5%	5%	7%	-	5%	6%	5%
	DK	62	22	40	20	22	14	5	-	1	20	25	17
		9%	6%	12%	21%	13%	9%	3%	-	3%	9%	12%	7%
	Men 18-34	173	173	-	71	101	-	-	-	-	61	41	71
		14%	30%	-	51%	50%	-	-	-	-	15%	11%	17%
Men 35-54	206	206	-	-	-	101	105	-	-	68	68	70	
	17%	36%	-	-	-	50%	49%	-	-	17%	18%	16%	
Men 55+	201	201	-	-	-	-	-	85	115	73	60	67	
	17%	35%	-	-	-	-	-	49%	45%	19%	16%	16%	
Women 18-34	171	-	171	70	102	-	-	-	-	59	56	56	
	14%	-	28%	49%	50%	-	-	-	-	15%	15%	13%	
Women 35-54	210	-	210	-	-	103	107	-	-	63	80	67	
	18%	-	34%	-	-	50%	51%	-	-	16%	22%	16%	
Women 55+	231	-	231	-	-	-	-	88	143	70	63	97	
	19%	-	38%	-	-	-	-	51%	55%	18%	17%	23%	

FIELDWORK : 15/07/2014 - 17/07/2014 (M Week 29)



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Crossbreaks

Base: All 18+ respondents

		SEX		AGE						REGION			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Midlands	South	
Total													
Unweighted Base		1191	573	618	118	224	223	233	186	207	408	370	413
Weighted Base		1191	579	612	141	203	204	211	174	258	393	368	429
Parents and sex	Men - parent	137	137	-	13	33	58	30	3	-	41	45	51
		11%	24%	-	9%	16%	28%	14%	2%	-	10%	12%	12%
	Men - not parent	442	442	-	59	68	43	74	83	115	161	123	158
		37%	76%	-	42%	34%	21%	35%	48%	45%	41%	34%	37%
Social grade and sex	Women - parent	167	-	167	9	64	61	33	-	-	50	57	60
		14%	-	27%	7%	31%	30%	16%	-	-	13%	15%	14%
	Women - not parent	446	-	446	60	38	42	74	88	143	142	143	161
		37%	-	73%	43%	19%	21%	35%	51%	55%	36%	39%	37%
Work and sex	Men ABC1	341	341	-	40	57	64	61	49	70	103	95	142
		29%	59%	-	28%	28%	32%	29%	28%	27%	26%	26%	33%
	Men C2DE	238	238	-	32	45	37	43	37	45	98	73	67
		20%	41%	-	23%	22%	18%	21%	21%	17%	25%	20%	16%
Work and sex	Women ABC1	360	-	360	34	66	64	62	56	78	115	114	131
		30%	-	59%	24%	32%	31%	30%	32%	30%	29%	31%	30%
	Women C2DE	252	-	252	36	36	39	45	32	65	77	86	90
		21%	-	41%	25%	18%	19%	21%	19%	25%	20%	23%	21%
Work and sex	Men - working	376	376	-	49	90	90	82	40	26	117	113	147
		32%	65%	-	35%	44%	44%	39%	23%	10%	30%	31%	34%
	Men - not working	202	202	-	22	11	12	22	46	90	85	56	62
		17%	35%	-	16%	5%	6%	11%	26%	35%	22%	15%	14%
Work and sex	Women - working	330	-	330	43	85	70	78	42	12	109	106	115
		28%	-	54%	30%	42%	35%	37%	24%	5%	28%	29%	27%
	Women - not working	283	-	283	27	17	33	29	46	131	83	94	106
		24%	-	46%	19%	9%	16%	14%	27%	51%	21%	25%	25%

FIELDWORK : 15/07/2014 - 17/07/2014 (M Week 29)

OnLineBus

TNS

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Crossbreaks

Base: All 18+ respondents

Q1.The last General Election was held on 6th May 2010. Did you manage to vote in that General Election?

	SEX		AGE						REGION			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Midlands	South
Unweighted Base	1191	573	618	118	224	223	233	186	207	408	370	413
Weighted Base	1191	579	612	141	203	204	211	174	258	393	368	429
No, did not vote	486 41%	213 37%	273 45%	111 79%	111 55%	91 44%	70 33%	44 25%	59 23%	169 43%	143 39%	173 40%
Yes, Labour	200 17%	109 19%	91 15%	9 6%	33 16%	33 16%	47 22%	39 22%	39 15%	77 20%	69 19%	54 13%
Yes, Conservative	233 20%	132 23%	100 16%	4 3%	18 9%	33 16%	42 20%	43 25%	92 36%	64 16%	74 20%	95 22%
Yes, Liberal Democrat	142 12%	65 11%	77 13%	6 4%	22 11%	26 13%	27 13%	19 11%	42 16%	39 10%	37 10%	66 15%
Yes, SNP - Scottish National Party	13 1%	6 1%	7 1%	- -	3 1%	- *	1 1%	4 2%	5 2%	12 3%	1 *	- *
Yes, Plaid Cymru	2 *	2 *	- *	- -	- *	- *	- *	1 1%	- -	- -	2 1%	- -
Yes, Green Party	12 1%	6 1%	6 1%	2 1%	1 1%	5 2%	2 1%	1 1%	1 *	4 1%	3 1%	5 1%
Yes, UKIP (United Kingdom Independence Party)	22 2%	13 2%	9 1%	2 1%	3 1%	2 1%	5 2%	5 3%	6 2%	5 1%	7 2%	11 2%
Yes, BNP (British National Party)	2 *	1 *	1 *	1 1%	- *	- *	1 *	- *	- *	1 *	1 *	- *
Other, namely...	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to answer	77 6%	30 5%	47 8%	7 5%	11 6%	14 7%	16 7%	14 8%	14 5%	23 6%	29 8%	25 6%
Independent	*	*	-	-	-	-	-	*	-	-	*	-
Yes (no detail)	*	*	-	-	-	-	-	*	-	-	*	-
Not eligible to vote (not a British citizen / not living in UK)	*	-	*	*	-	-	-	-	-	-	-	*
None	*	*	-	-	-	-	-	*	-	-	*	-
Other	*	-	*	-	-	*	-	-	-	*	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-



TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

T1

Crossbreaks

Base: All 18+ respondents

		REGION							WORK		PARENTS		SOCIAL GRADE		GROCERY SHOPPER			
		Total	Scotland	NE/ Yorks/ Humber	North West	East & West Midlands	South East/ East of England	Greater London	Wales & West	Working	Not working	Yes	No	ABC1	C2DE	Sole	Joint	Sole/Joint
Unweighted Base		1191	87	159	162	191	262	166	164	735	456	305	886	730	461	746	408	1154
Weighted Base		1191	104	153	136	195	280	158	164	706	485	303	888	701	491	741	408	1149
SEX	Male	579	52	77	72	98	113	89	77	376	202	137	442	341	238	308	245	553
	Female	49%	50%	50%	53%	50%	40%	56%	47%	53%	42%	45%	50%	49%	49%	42%	60%	48%
AGE	18-24	51%	50%	50%	47%	50%	60%	44%	53%	47%	58%	55%	50%	51%	51%	58%	40%	52%
	25-34	141	9	26	14	19	35	17	21	92	49	22	119	74	67	68	56	124
	35-44	12%	8%	17%	10%	10%	13%	11%	13%	13%	10%	7%	13%	10%	14%	9%	14%	11%
	45-54	203	23	20	28	29	36	40	27	175	28	96	107	122	81	133	61	193
	55-64	17%	22%	13%	21%	15%	13%	26%	17%	25%	6%	32%	12%	17%	16%	18%	15%	17%
	65+	204	12	21	17	49	52	30	24	160	44	119	85	128	76	140	62	202
	North	17%	11%	14%	12%	25%	18%	19%	15%	23%	9%	39%	10%	18%	15%	19%	15%	18%
	Midlands	211	19	31	30	30	48	23	30	160	51	63	148	124	88	146	64	210
South	18%	18%	20%	22%	16%	17%	14%	18%	23%	11%	21%	17%	18%	18%	20%	16%	18%	
REGION	North	174	21	29	19	29	38	19	20	82	92	3	171	105	69	108	62	171
	Midlands	15%	20%	19%	14%	15%	13%	12%	12%	19%	1%	19%	15%	14%	15%	15%	15%	15%
	South	258	21	26	29	39	72	29	41	37	220	-	258	148	110	146	102	249
	North	22%	20%	17%	21%	20%	26%	18%	25%	5%	45%	-	29%	21%	22%	20%	25%	22%
REGION	Midlands	393	104	153	136	-	-	-	-	226	168	91	303	218	175	234	151	386
	South	33%	100%	100%	100%	-	-	-	-	32%	35%	30%	34%	31%	36%	32%	37%	34%
	Midlands	368	-	-	-	195	113	-	60	219	149	102	266	209	159	226	123	349
REGION	South	31%	-	-	-	100%	40%	-	36%	31%	31%	34%	30%	30%	32%	30%	30%	30%
	North	429	-	-	-	-	167	158	104	262	168	111	318	273	156	281	133	414
	Midlands	36%	-	-	-	-	60%	100%	64%	37%	35%	37%	36%	39%	32%	38%	33%	36%

FIELDWORK : 15/07/2014 - 17/07/2014 (M Week 29)

OnLineBus

TNS

TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

T1

Crossbreaks

Base: All 18+ respondents

	Total	REGION						WORK		PARENTS		SOCIAL GRADE		GROCERY SHOPPER			
		Scotland	NE/ Yorks/ Humber	North West	East & West Midlands	South East/ East of England	Greater London	Wales & West	Working	Not working	Yes	No	ABC1	C2DE	Sole	Joint	Sole/Joint
Unweighted Base	1191	87	159	162	191	262	166	164	735	456	305	886	730	461	746	408	1154
Weighted Base	1191	104	153	136	195	280	158	164	706	485	303	888	701	491	741	408	1149
REGION																	
Scotland	104	104	-	-	-	-	-	-	65	39	26	78	51	53	58	43	102
	9%	100%	-	-	-	-	-	-	9%	8%	9%	9%	7%	11%	8%	11%	9%
NE/ Yorks/ Humber	153	-	153	-	-	-	-	-	90	63	33	120	82	71	99	53	152
	13%	-	100%	-	-	-	-	-	13%	13%	11%	13%	12%	14%	13%	13%	13%
North West	136	-	-	136	-	-	-	-	71	65	31	105	86	51	78	55	133
	11%	-	-	100%	-	-	-	-	10%	13%	10%	12%	12%	10%	10%	14%	12%
East & West Midlands	195	-	-	-	195	-	-	-	118	77	53	143	108	87	115	69	184
	16%	-	-	-	100%	-	-	-	17%	16%	17%	16%	15%	18%	16%	17%	16%
South East/ East of England	280	-	-	-	-	280	-	-	169	111	77	203	161	119	181	87	268
	24%	-	-	-	-	100%	-	-	24%	23%	25%	23%	23%	24%	24%	21%	23%
Greater London	158	-	-	-	-	-	158	-	103	55	40	118	109	48	110	44	154
	13%	-	-	-	-	-	100%	-	15%	11%	13%	13%	16%	10%	15%	11%	13%
Wales & West	164	-	-	-	-	-	-	164	90	74	43	121	104	60	100	57	158
	14%	-	-	-	-	-	-	100%	13%	15%	14%	14%	15%	12%	14%	14%	14%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
WORK																	
Working	706	65	90	71	118	169	103	90	706	-	243	463	457	249	443	234	677
	59%	62%	59%	52%	60%	60%	65%	55%	100%	-	80%	52%	65%	51%	60%	57%	59%
Not working	485	39	63	65	77	111	55	74	-	485	60	425	243	242	298	174	473
	41%	38%	41%	48%	40%	40%	35%	45%	-	100%	20%	48%	35%	49%	40%	43%	41%
PARENTS																	
Yes	303	26	33	31	53	77	40	43	243	60	303	-	190	114	223	80	303
	25%	25%	22%	23%	27%	27%	25%	26%	34%	12%	100%	-	27%	23%	30%	20%	26%
No	888	78	120	105	143	203	118	121	463	425	-	888	511	377	519	328	846
	75%	75%	78%	77%	73%	73%	75%	74%	66%	88%	-	100%	73%	77%	70%	80%	74%
SOCIAL GRADE																	
ABC1	701	51	82	86	108	161	109	104	457	243	190	511	701	-	420	256	676
	59%	49%	54%	63%	55%	57%	69%	63%	65%	50%	63%	58%	100%	-	57%	63%	59%
C2DE	491	53	71	51	87	119	48	60	249	242	114	377	-	491	322	152	473
	41%	51%	46%	37%	45%	43%	31%	37%	35%	50%	37%	42%	-	100%	43%	37%	41%

FIELDWORK : 15/07/2014 - 17/07/2014 (M Week 29)

OnLineBus

TNS

TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

T1

Crossbreaks

Base: All 18+ respondents

		REGION							WORK		PARENTS		SOCIAL GRADE		GROCERY SHOPPER			
Total		Scotland	NE/ Yorks/ Humber	North West	East & West Midlands	South East/ East of England	Greater London	Wales & West	Working	Not working	Yes	No	ABC1	C2DE	Sole	Joint	Sole/Joint	
	Unweighted Base	1191	87	159	162	191	262	166	164	735	456	305	886	730	461	746	408	1154
	Weighted Base	1191	104	153	136	195	280	158	164	706	485	303	888	701	491	741	408	1149
GROCERY SHOPPER	Sole	741	58	99	78	115	181	110	100	443	298	223	519	420	322	741	-	741
		65%	57%	65%	58%	63%	68%	72%	64%	65%	63%	74%	61%	62%	68%	100%	-	65%
	Joint	408	43	53	55	69	87	44	57	234	174	80	328	256	152	-	408	408
		35%	43%	35%	42%	37%	32%	28%	36%	35%	37%	26%	39%	38%	32%	-	100%	35%
	Sole/Joint	1149	102	152	133	184	268	154	158	677	473	303	846	676	473	741	408	1149
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q2.Voting Intention	Conservative	225	17	26	30	43	56	19	33	118	107	36	189	145	80	135	80	215
		31%	39%	26%	32%	35%	34%	23%	32%	29%	35%	18%	36%	33%	29%	30%	32%	31%
	Labour	282	16	44	40	48	68	32	35	174	108	103	180	158	125	179	96	276
		40%	35%	43%	43%	39%	41%	39%	33%	42%	36%	53%	35%	36%	45%	40%	39%	40%
	Liberal Democrats	56	4	8	-	6	11	11	16	35	22	20	37	49	7	33	20	54
		8%	9%	8%	*	5%	7%	14%	15%	8%	7%	10%	7%	11%	3%	8%	8%	8%
	UKIP	151	7	25	22	26	30	20	20	86	65	36	114	84	67	97	51	148
		21%	16%	24%	24%	21%	18%	25%	20%	21%	21%	19%	22%	19%	24%	22%	21%	21%
Q4 VOTING	Definitely vote	619	56	83	73	103	149	66	89	325	294	122	497	400	219	373	228	601
		70%	73%	72%	68%	70%	73%	63%	70%	66%	76%	54%	76%	75%	63%	69%	72%	70%
	Probably vote	192	12	27	31	32	37	23	29	126	66	80	112	111	81	123	60	184
		22%	16%	23%	29%	22%	18%	22%	23%	25%	17%	35%	17%	21%	23%	23%	19%	21%
	Probably not vote	55	9	5	3	8	15	8	6	36	18	19	35	22	33	32	22	54
		6%	11%	4%	3%	5%	8%	8%	5%	7%	5%	9%	5%	4%	10%	6%	7%	6%
	Definitely not vote	16	-	-	-	4	2	7	2	6	10	4	12	4	12	12	5	16
		2%	-	-	-	3%	1%	7%	2%	3%	2%	2%	1%	4%	2%	2%	2%	
	Probably/Definitely will	811	69	110	104	135	186	89	118	451	360	202	609	511	300	496	288	785
		92%	89%	96%	97%	92%	91%	85%	93%	91%	93%	90%	93%	95%	87%	92%	91%	92%
	Probably/definitely won't	71	9	5	3	12	18	16	9	43	28	23	48	26	45	43	27	71
		8%	11%	4%	3%	8%	9%	15%	7%	9%	7%	10%	7%	5%	13%	8%	9%	8%

FIELDWORK : 15/07/2014 - 17/07/2014 (M Week 29)

OnLineBus

TNS

TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

T1

Crossbreaks

Base: All 18+ respondents

		REGION							WORK		PARENTS		SOCIAL GRADE		GROCERY SHOPPER			
Total		Scotland	NE/ Yorks/ Humber	North West	East & West Midlands	South East/ East of England	Greater London	Wales & West	Working	Not working	Yes	No	ABC1	C2DE	Sole	Joint	Sole/Joint	
	Unweighted Base	1191	87	159	162	191	262	166	164	735	456	305	886	730	461	746	408	1154
	Weighted Base	1191	104	153	136	195	280	158	164	706	485	303	888	701	491	741	408	1149
Q5 VOTE IN GENERAL ELECTION	Definitely	479	27	73	56	90	108	54	72	267	212	126	353	300	179	303	160	462
		67%	60%	70%	60%	73%	65%	65%	69%	65%	70%	65%	68%	69%	64%	68%	64%	67%
	May change mind	194	18	20	28	29	46	24	29	121	72	58	136	119	75	112	76	188
		27%	40%	20%	31%	23%	28%	29%	28%	29%	24%	30%	26%	27%	27%	25%	31%	27%
	Not sure	38	-	9	8	4	8	5	4	22	16	11	27	16	22	28	9	37
		5%	-	9%	9%	3%	5%	6%	4%	5%	5%	6%	5%	4%	8%	6%	3%	5%
	DK	5	-	1	-	-	4	-	-	2	3	-	5	2	3	1	4	5
		1%	-	1%	-	-	2%	-	-	1%	1%	-	1%	*	1%	*	2%	1%
Q13 WHERE WORK	Public Sector	241	18	28	24	42	62	26	39	241	-	92	149	174	66	153	77	229
		34%	28%	32%	34%	36%	37%	26%	44%	34%	-	38%	32%	38%	27%	34%	33%	34%
	Private Sector	366	33	51	39	53	91	59	40	366	-	119	247	228	137	229	129	358
		52%	51%	57%	55%	45%	54%	57%	45%	52%	-	49%	53%	50%	55%	52%	55%	53%
	Charity/Voluntary Sector	37	5	4	3	7	5	8	5	37	-	10	27	27	10	23	13	36
		5%	8%	4%	4%	6%	3%	8%	6%	5%	-	4%	6%	6%	4%	5%	6%	5%
	DK	62	9	7	5	16	11	10	5	62	-	22	40	27	35	39	15	54
		9%	13%	8%	7%	14%	7%	10%	6%	9%	-	9%	9%	6%	14%	9%	6%	8%
Age and sex	Men 18-34	173	16	23	22	23	32	34	23	139	33	45	127	96	76	98	63	161
		14%	15%	15%	16%	12%	11%	21%	14%	20%	7%	15%	14%	14%	16%	13%	15%	14%
	Men 35-54	206	14	27	26	39	40	31	28	172	34	89	117	126	80	123	79	202
		17%	14%	18%	19%	20%	14%	20%	17%	24%	7%	29%	13%	18%	16%	17%	19%	18%
	Men 55+	201	22	28	23	37	40	24	26	65	135	3	198	119	82	86	103	189
		17%	21%	18%	17%	19%	14%	15%	16%	9%	28%	1%	22%	17%	17%	12%	25%	16%
Women 18-34	171	16	23	20	25	39	23	25	128	44	73	98	100	72	103	53	156	
	14%	15%	15%	14%	13%	14%	15%	15%	18%	9%	24%	11%	14%	15%	14%	13%	14%	
Women 35-54	210	16	26	21	40	59	21	27	148	62	94	116	126	84	162	48	210	
	18%	16%	17%	15%	21%	21%	14%	16%	21%	13%	31%	13%	18%	17%	22%	12%	18%	
Women 55+	231	20	27	24	32	69	24	35	54	177	-	231	134	97	169	62	230	
	19%	19%	18%	17%	16%	25%	15%	22%	8%	37%	-	26%	19%	20%	23%	15%	20%	

FIELDWORK : 15/07/2014 - 17/07/2014 (M Week 29)

OnLineBus

TNS

TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

T1

Crossbreaks

Base: All 18+ respondents

		REGION							WORK		PARENTS		SOCIAL GRADE		GROCERY SHOPPER			
Total		Scotland	NE/ Yorks/ Humber	North West	East & West Midlands	South East/ East of England	Greater London	Wales & West	Working	Not working	Yes	No	ABC1	C2DE	Sole	Joint	Sole/Joint	
Unweighted Base		1191	87	159	162	191	262	166	164	735	456	305	886	730	461	746	408	1154
Weighted Base		1191	104	153	136	195	280	158	164	706	485	303	888	701	491	741	408	1149
Parents and sex	Men - parent	137	7	17	17	24	33	19	20	125	12	137	-	93	44	87	49	136
		11%	7%	11%	12%	12%	12%	12%	12%	18%	2%	45%	-	13%	9%	12%	12%	12%
	Men - not parent	442	45	60	55	74	80	70	58	251	190	-	442	248	194	221	196	417
		37%	43%	40%	41%	38%	28%	44%	35%	36%	39%	-	50%	35%	40%	30%	48%	36%
Social grade and sex	Women - parent	167	19	16	14	29	44	21	23	118	48	167	-	97	70	136	31	167
		14%	18%	11%	11%	15%	16%	13%	14%	17%	10%	55%	-	14%	14%	18%	8%	15%
	Women - not parent	446	33	59	50	69	124	48	63	211	234	-	446	263	183	298	132	430
		37%	32%	39%	37%	35%	44%	30%	39%	30%	48%	-	50%	38%	37%	40%	32%	37%
Work and sex	Men ABC1	341	22	38	43	55	65	65	52	231	110	93	248	341	-	167	158	326
		29%	21%	25%	32%	28%	23%	41%	32%	33%	23%	31%	28%	49%	-	23%	39%	28%
	Men C2DE	238	30	39	29	43	48	24	26	146	93	44	194	-	238	140	87	227
		20%	29%	26%	21%	22%	17%	15%	16%	21%	19%	15%	22%	-	49%	19%	21%	20%
Work and sex	Women ABC1	360	29	44	42	53	96	44	52	227	133	97	263	360	-	253	98	351
		30%	27%	29%	31%	27%	34%	28%	32%	32%	28%	32%	30%	51%	-	34%	24%	31%
	Women C2DE	252	23	32	22	45	71	25	35	103	149	70	183	-	252	181	65	246
		21%	23%	21%	16%	23%	25%	16%	21%	15%	31%	23%	21%	-	51%	24%	16%	21%
Work and sex	Men - working	376	34	45	38	62	81	64	53	376	-	125	251	231	146	211	150	361
		32%	32%	29%	28%	32%	29%	40%	32%	53%	-	41%	28%	33%	30%	29%	37%	31%
	Men - not working	202	18	32	34	36	32	25	24	-	202	12	190	110	93	96	96	192
		17%	18%	21%	25%	19%	11%	16%	15%	-	42%	4%	21%	16%	19%	13%	23%	17%
Work and sex	Women - working	330	31	45	33	56	88	39	37	330	-	118	211	227	103	232	84	316
		28%	30%	29%	24%	29%	31%	25%	23%	47%	-	39%	24%	32%	21%	31%	21%	27%
	Women - not working	283	21	31	31	41	80	30	49	-	283	48	234	133	149	202	79	281
		24%	20%	20%	23%	21%	28%	19%	30%	-	58%	16%	26%	19%	30%	27%	19%	24%

FIELDWORK : 15/07/2014 - 17/07/2014 (M Week 29)

OnLineBus

TNS

TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

Crossbreaks

Base: All 18+ respondents

Q1.The last General Election was held on 6th May 2010. Did you manage to vote in that General Election?

	REGION							WORK		PARENTS		SOCIAL GRADE		GROCERY SHOPPER			
	Total	Scotland	NE/ Yorks/ Humber	North West	East & West Midlands	South East/ East of England	Greater London	Wales & West	Working	Not working	Yes	No	ABC1	C2DE	Sole	Joint	Sole/Joint
Unweighted Base	1191	87	159	162	191	262	166	164	735	456	305	886	730	461	746	408	1154
Weighted Base	1191	104	153	136	195	280	158	164	706	485	303	888	701	491	741	408	1149
No, did not vote	486	51	54	64	83	108	69	56	315	171	143	343	249	237	301	160	461
	41%	49%	35%	47%	43%	39%	44%	34%	45%	35%	47%	39%	36%	48%	41%	39%	40%
Yes, Labour	200	15	39	23	35	42	22	24	116	84	63	137	114	86	129	66	195
	17%	14%	26%	17%	18%	15%	14%	15%	16%	17%	21%	15%	16%	18%	17%	16%	17%
Yes, Conservative	233	10	25	30	43	64	27	35	116	117	35	198	162	71	142	82	224
	20%	10%	16%	22%	22%	23%	17%	21%	16%	24%	11%	22%	23%	14%	19%	20%	19%
Yes, Liberal Democrat	142	7	21	11	14	32	21	37	84	58	31	111	103	39	88	51	139
	12%	7%	14%	8%	7%	11%	13%	22%	12%	12%	10%	12%	15%	8%	12%	12%	12%
Yes, SNP - Scottish National Party	13	11	-	1	-	-	-	1	5	8	1	12	8	5	6	7	13
	1%	11%	-	*	-	*	-	*	1%	2%	*	1%	1%	1%	1%	2%	1%
Yes, Plaid Cymru	2	-	-	-	-	-	-	2	2	-	-	2	2	-	-	2	2
	*	-	-	-	-	-	-	1%	*	*	-	*	*	-	-	1%	*
Yes, Green Party	12	-	1	2	2	4	2	1	9	3	5	7	6	6	9	3	12
	1%	*	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
Yes, UKIP (United Kingdom Independence Party)	22	-	3	1	2	8	5	2	14	8	6	16	14	9	13	8	22
	2%	*	2%	1%	1%	3%	3%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Yes, BNP (British National Party)	2	1	1	-	-	1	-	-	2	1	1	2	1	1	2	-	2
	*	1%	*	-	*	*	-	-	*	*	*	*	*	*	*	*	*
Other, namely...	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to answer	77	8	9	5	16	21	12	6	44	34	18	59	42	35	49	28	77
	6%	8%	6%	4%	8%	8%	7%	4%	6%	7%	6%	7%	6%	7%	7%	7%	7%
Independent	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	*	-	-	-	-	*	-	*	-	*	*	-	*
Yes (no detail)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	*	-	-	*	-	-	*	*	-	-	*	*
Not eligible to vote (not a British citizen / not living in UK)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	*	-	-	*	-	-	*	*	-	-	*	*
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	*	-	-	-	*	-	-	*	-	*	*	-	*
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	*	-	-	-	-	-	-	*	-	-	*	*	-	*	-	*
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

Crossbreaks

Base: All 18+ respondents

		Q2 VOTING INTENTION				Q4 VOTING						Q5 VOTE IN GENERAL ELECTION				
		Conservative	Labour	Liberal Democrats	UKIP	Definitely vote	Probably vote	Probably not vote	Definitely not vote	Probably/Definitely will	Probably/definitely won't	Definitely	May change mind	Not sure	DK	
	Unweighted Base	1191	253	287	50	188	736	192	34	11	928	45	543	199	33	3
	Weighted Base	1191	225	282	56	151	619	192	55	16	811	71	479	194	38	5
SEX	Male	579	122	137	35	86	324	95	29	5	419	34	264	89	23	3
	Female	612	104	145	22	65	295	97	25	11	392	37	214	105	15	2
AGE	18-24	51%	46%	51%	38%	43%	48%	51%	47%	70%	48%	52%	45%	54%	39%	32%
	25-34	141	10	44	10	8	41	39	13	1	80	14	35	28	6	2
	35-44	12%	4%	16%	17%	6%	7%	20%	24%	5%	10%	20%	7%	15%	17%	46%
	45-54	203	22	55	14	20	69	43	13	3	112	16	57	42	11	-
	55-64	17%	10%	19%	24%	13%	11%	22%	24%	15%	14%	22%	12%	22%	30%	-
	65+	204	33	52	8	21	84	43	12	5	126	17	82	24	8	-
	65+	17%	15%	18%	15%	14%	13%	22%	22%	29%	16%	24%	17%	13%	21%	-
REGION	North	211	40	51	10	33	128	29	8	-	157	8	87	41	5	-
	Midlands	18%	18%	18%	17%	22%	21%	15%	15%	-	19%	12%	18%	21%	14%	-
	South	174	40	38	4	27	109	21	1	3	131	5	82	24	3	-
	15%	18%	13%	6%	18%	18%	11%	2%	21%	16%	7%	17%	12%	9%	-	
	258	80	42	11	42	188	17	6	5	205	11	136	34	4	3	
	22%	36%	15%	20%	28%	30%	9%	11%	30%	25%	15%	28%	18%	10%	54%	
	393	74	100	13	54	213	71	17	-	283	17	155	66	17	1	
	33%	33%	35%	22%	36%	34%	37%	30%	-	35%	23%	32%	34%	46%	22%	
	368	69	97	12	45	197	57	12	5	254	17	159	53	8	2	
	31%	30%	34%	20%	29%	32%	30%	21%	31%	31%	24%	33%	27%	21%	32%	
	429	83	86	32	52	209	64	26	11	273	38	165	74	13	2	
	36%	37%	30%	57%	35%	34%	33%	48%	69%	34%	53%	34%	38%	33%	46%	

TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

Crossbreaks

Base: All 18+ respondents

		Q2 VOTING INTENTION				Q4 VOTING						Q5 VOTE IN GENERAL ELECTION				
		Conservative	Labour	Liberal Democrats	UKIP	Definitely vote	Probably vote	Probably not vote	Definitely not vote	Probably/Definitely will	Probably/definitely won't	Definitely	May change mind	Not sure	DK	
	Unweighted Base	1191	253	287	50	188	736	192	34	11	928	45	543	199	33	3
	Weighted Base	1191	225	282	56	151	619	192	55	16	811	71	479	194	38	5
	Scotland	104	17	16	4	7	56	12	9	-	69	9	27	18	-	-
		9%	8%	6%	7%	5%	9%	7%	16%	-	9%	12%	6%	9%	-	-
	NE/ Yorks/ Humber	153	26	44	8	25	83	27	5	-	110	5	73	20	9	1
		13%	12%	16%	15%	16%	13%	14%	9%	-	14%	7%	15%	11%	24%	22%
	North West	136	30	40	-	22	73	31	3	-	104	3	56	28	8	-
		11%	13%	14%	*	15%	12%	16%	5%	-	13%	4%	12%	15%	22%	-
	East & West Midlands	195	43	48	6	26	103	32	8	4	135	12	90	29	4	-
		16%	19%	17%	10%	17%	17%	15%	27%	17%	17%	19%	15%	11%	-	-
	South East/ East of England	280	56	68	11	30	149	37	15	2	186	18	108	46	8	4
		24%	25%	24%	19%	20%	24%	19%	28%	13%	23%	25%	23%	24%	21%	78%
	Greater London	158	19	32	11	20	66	23	8	7	89	16	54	24	5	-
		13%	8%	11%	20%	14%	11%	12%	15%	45%	11%	22%	11%	12%	13%	-
	Wales & West	164	33	35	16	20	89	29	6	2	118	9	72	29	4	-
		14%	15%	12%	28%	13%	14%	15%	12%	15%	15%	12%	15%	15%	10%	-
	Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Working	706	118	174	35	86	325	126	36	6	451	43	267	121	22	2
		59%	52%	62%	61%	57%	53%	66%	67%	39%	56%	60%	56%	63%	59%	46%
	Not working	485	107	108	22	65	294	66	18	10	360	28	212	72	16	3
		41%	48%	38%	39%	43%	47%	34%	33%	61%	44%	40%	44%	37%	41%	54%
	Yes	303	36	103	20	36	122	80	19	4	202	23	126	58	11	-
		25%	16%	36%	35%	24%	20%	42%	35%	25%	25%	33%	26%	30%	29%	-
	No	888	189	180	37	114	497	112	35	12	609	48	353	136	27	5
		75%	84%	64%	65%	76%	80%	58%	65%	75%	75%	67%	74%	70%	71%	100%
	ABC1	701	145	158	49	84	400	111	22	4	511	26	300	119	16	2
		59%	64%	56%	87%	56%	65%	58%	40%	25%	63%	36%	63%	61%	42%	32%
	C2DE	491	80	125	7	67	219	81	33	12	300	45	179	75	22	3
		41%	36%	44%	13%	44%	35%	42%	60%	75%	37%	64%	37%	39%	58%	68%

FIELDWORK : 15/07/2014 - 17/07/2014 (M Week 29)

OnLineBus

TNS

TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

Crossbreaks

Base: All 18+ respondents

		Q2 VOTING INTENTION				Q4 VOTING						Q5 VOTE IN GENERAL ELECTION				
Total		Conservative	Labour	Liberal Democrats	UKIP	Definitely vote	Probably vote	Probably not vote	Definitely not vote	Probably/Definitely will	Probably/definitely won't	Definitely	May change mind	Not sure	DK	
Unweighted Base		1191	253	287	50	188	736	192	34	11	928	45	543	199	33	3
Weighted Base		1191	225	282	56	151	619	192	55	16	811	71	479	194	38	5
GROCERY SHOPPER	Sole	741 65%	135 63%	179 65%	33 62%	97 65%	373 62%	123 67%	32 59%	12 70%	496 63%	43 62%	303 65%	112 60%	28 77%	1 22%
	Joint	408 35%	80 37%	96 35%	20 38%	51 35%	228 38%	60 33%	22 41%	5 30%	288 37%	27 38%	160 35%	76 40%	9 23%	4 78%
	Sole/Joint	1149 100%	215 100%	276 100%	54 100%	148 100%	601 100%	184 100%	54 100%	16 100%	785 100%	71 100%	462 100%	188 100%	37 100%	5 100%
Q2.Voting Intention	Conservative	225 31%	225 100%	-	-	-	182 35%	40 28%	3 9%	-	222 34%	3 8%	162 34%	55 28%	8 20%	1 22%
	Labour	282 40%	-	282 100%	-	-	191 37%	59 42%	20 57%	2 36%	250 38%	22 54%	195 41%	62 32%	22 58%	4 78%
	Liberal Democrats	56 8%	-	-	56 100%	-	33 6%	12 8%	10 29%	-	45 7%	10 25%	27 6%	26 14%	3 8%	-
Q4 VOTING	UKIP	151 21%	-	-	151 100%	109 21%	30 21%	2 5%	3 64%	139 21%	5 13%	95 20%	51 26%	5 14%	5 14%	-
	Definitely vote	619 70%	182 81%	191 70%	33 60%	109 76%	619 100%	-	-	-	619 76%	-	392 83%	115 61%	6 18%	3 54%
	Probably vote	192 22%	40 18%	59 22%	12 22%	30 21%	-	192 100%	-	-	192 24%	-	68 14%	56 30%	17 51%	-
	Probably not vote	55 6%	3 1%	20 8%	10 19%	2 1%	-	-	55 100%	-	-	-	10 77%	15 2%	8 8%	2 25%
	Definitely not vote	16 2%	-	2 1%	-	3 2%	-	-	-	16 100%	-	16 23%	2 *	2 1%	2 6%	-
Probably/Definitely will	811 92%	222 99%	250 92%	45 81%	139 96%	619 100%	192 100%	-	-	811 100%	-	459 97%	171 91%	22 69%	3 54%	
Probably/definitely won't	71 8%	3 1%	22 8%	10 19%	5 4%	-	-	55 100%	16 100%	-	71 100%	12 3%	17 9%	10 31%	2 46%	



TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

Crossbreaks

Base: All 18+ respondents

		Q2 VOTING INTENTION				Q4 VOTING						Q5 VOTE IN GENERAL ELECTION				
		Conservative	Labour	Liberal Democrats	UKIP	Definitely vote	Probably vote	Probably not vote	Definitely not vote	Probably/Definitely will	Probably/definitely won't	Definitely	May change mind	Not sure	DK	
	Unweighted Base	1191	253	287	50	188	736	192	34	11	928	45	543	199	33	3
	Weighted Base	1191	225	282	56	151	619	192	55	16	811	71	479	194	38	5
Q5 VOTE IN GENERAL ELECTION	Definitely	479	162	195	27	95	392	68	10	2	459	12	479	-	-	-
		67%	72%	69%	48%	63%	76%	48%	29%	30%	70%	29%	100%	-	-	-
	May change mind	194	55	62	26	51	115	56	15	2	171	17	-	194	-	-
		27%	24%	22%	47%	34%	22%	40%	42%	31%	26%	41%	-	100%	-	-
Q13 WHERE WORK	Not sure	38	8	22	3	5	6	17	8	2	22	10	-	-	38	-
		5%	3%	8%	5%	4%	1%	12%	23%	38%	3%	25%	-	-	100%	-
	DK	5	1	4	-	-	3	-	2	-	3	2	-	-	-	5
		1%	*	1%	-	-	1%	-	6%	-	*	5%	-	-	-	100%
Age and sex	Public Sector	241	27	59	15	28	115	38	10	-	153	10	88	37	5	-
		34%	23%	34%	43%	33%	35%	30%	28%	-	34%	24%	33%	30%	24%	-
	Private Sector	366	84	90	13	51	176	76	18	4	252	22	153	74	12	-
		52%	72%	52%	39%	59%	54%	61%	50%	59%	56%	52%	57%	61%	55%	-
Age and sex	Charity/Voluntary Sector	37	5	16	3	1	21	5	5	-	26	5	15	7	2	2
		5%	4%	9%	9%	1%	7%	4%	13%	3%	6%	12%	6%	5%	8%	100%
	DK	62	1	8	3	6	13	7	3	2	20	6	12	4	3	-
		9%	1%	5%	9%	7%	4%	5%	9%	37%	4%	13%	4%	3%	13%	-
Age and sex	Men 18-34	173	19	52	14	14	60	40	18	2	100	20	50	35	12	2
		14%	9%	18%	24%	9%	10%	21%	32%	15%	12%	28%	10%	18%	33%	46%
	Men 35-54	206	39	43	11	36	113	35	7	3	148	10	96	27	6	-
		17%	17%	15%	20%	24%	18%	18%	13%	16%	18%	13%	20%	14%	15%	-
Age and sex	Men 55+	201	63	42	10	36	151	19	5	-	171	5	118	28	5	1
		17%	28%	15%	18%	24%	24%	10%	8%	-	21%	6%	25%	14%	13%	22%
	Women 18-34	171	12	47	10	14	51	42	9	1	92	10	42	36	5	-
		14%	5%	17%	17%	9%	8%	22%	16%	6%	11%	14%	9%	18%	14%	-
Age and sex	Women 35-54	210	34	60	7	18	99	36	14	2	135	16	73	39	8	-
		18%	15%	21%	13%	12%	16%	19%	25%	13%	17%	22%	15%	20%	20%	-
	Women 55+	231	57	39	5	33	146	19	3	8	165	11	100	30	2	2
		19%	25%	14%	9%	22%	24%	10%	5%	50%	20%	16%	21%	16%	6%	32%

FIELDWORK : 15/07/2014 - 17/07/2014 (M Week 29)

OnLineBus

TNS

TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

Crossbreaks

Base: All 18+ respondents

		Q2 VOTING INTENTION				Q4 VOTING						Q5 VOTE IN GENERAL ELECTION				
Total		Conservative	Labour	Liberal Democrats	UKIP	Definitely vote	Probably vote	Probably not vote	Definitely not vote	Probably/Definitely will	Probably/definitely won't	Definitely	May change mind	Not sure	DK	
Unweighted Base		1191	253	287	50	188	736	192	34	11	928	45	543	199	33	3
Weighted Base		1191	225	282	56	151	619	192	55	16	811	71	479	194	38	5
Parents and sex	Men - parent	137	21	47	7	22	65	39	6	1	104	7	70	24	4	-
		11%	9%	17%	13%	15%	11%	20%	11%	5%	13%	10%	15%	12%	11%	-
	Men - not parent	442	100	90	27	64	259	56	23	4	315	27	194	65	19	3
		37%	45%	32%	48%	42%	29%	42%	25%	39%	38%	41%	34%	50%	68%	-
Social grade and sex	Women - parent	167	15	56	12	14	57	41	13	3	98	16	56	34	7	-
		14%	7%	20%	22%	9%	9%	21%	24%	19%	12%	23%	12%	18%	18%	-
	Women - not parent	446	89	89	9	51	239	56	12	8	295	21	158	70	8	2
		37%	39%	32%	17%	34%	39%	29%	23%	50%	36%	29%	33%	36%	21%	32%
Work and sex	Men ABC1	341	80	77	31	45	210	54	13	2	264	15	169	57	8	-
		29%	36%	27%	55%	30%	34%	28%	24%	10%	32%	21%	35%	30%	21%	-
	Men C2DE	238	41	60	4	41	114	41	16	3	155	20	96	32	15	3
		20%	18%	21%	6%	27%	18%	21%	30%	20%	19%	27%	20%	16%	40%	68%
Work and sex	Women ABC1	360	65	81	18	39	191	57	9	2	248	11	131	62	8	2
		30%	29%	29%	32%	26%	31%	30%	16%	15%	31%	16%	27%	32%	21%	32%
	Women C2DE	252	39	65	4	26	105	40	17	9	144	26	83	43	7	-
		21%	17%	23%	6%	17%	17%	21%	31%	55%	18%	36%	17%	22%	19%	-
	Men - working	376	67	95	25	55	184	69	23	3	253	26	168	60	11	2
		32%	30%	34%	44%	36%	30%	36%	42%	20%	31%	37%	35%	31%	30%	46%
	Men - not working	202	55	42	10	31	140	26	6	2	166	8	97	29	12	1
		17%	24%	15%	18%	21%	23%	14%	11%	11%	20%	11%	20%	15%	31%	22%
Work and sex	Women - working	330	51	79	10	31	141	57	13	3	198	17	99	61	11	-
		28%	23%	28%	18%	21%	23%	30%	24%	19%	24%	23%	21%	32%	29%	-
	Women - not working	283	53	66	12	33	154	40	12	8	194	20	115	44	4	2
	24%	23%	23%	21%	22%	25%	21%	22%	50%	24%	29%	24%	22%	10%	32%	

TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

Crossbreaks

Base: All 18+ respondents

Q1. The last General Election was held on 6th May 2010. Did you manage to vote in that General Election?

	Q2 VOTING INTENTION				Q4 VOTING						Q5 VOTE IN GENERAL ELECTION				
	Total	Conservative	Labour	Liberal Democrats	UKIP	Definitely vote	Probably vote	Probably not vote	Definitely not vote	Probably/Definitely will	Probably/definitely won't	Definitely	May change mind	Not sure	DK
Unweighted Base	1191	253	287	50	188	736	192	34	11	928	45	543	199	33	3
Weighted Base	1191	225	282	56	151	619	192	55	16	811	71	479	194	38	5
No, did not vote	486 41%	38 17%	81 29%	18 31%	45 30%	70 11%	100 52%	50 92%	14 84%	169 21%	64 90%	85 18%	70 36%	24 62%	2 46%
Yes, Labour	200 17%	6 3%	157 56%	1 1%	16 11%	166 27%	26 14%	1 1%	1 5%	192 24%	1 2%	151 32%	23 12%	6 16%	-
Yes, Conservative	233 20%	162 72%	8 3%	4 6%	40 26%	200 32%	25 13%	1 1%	-	225 28%	1 1%	161 34%	46 24%	5 14%	1 22%
Yes, Liberal Democrat	142 12%	15 7%	29 10%	32 57%	28 19%	109 18%	18 9%	2 4%	-	127 16%	2 3%	55 12%	45 23%	2 5%	2 32%
Yes, SNP - Scottish National Party	13 1%	1 *	1 *	- 1%	- -	11 2%	1 1%	-	-	13 2%	-	1 *	- *	1 1%	-
Yes, Plaid Cymru	2 *	- -	1 *	- -	- -	1 *	1 1%	-	-	2 *	-	1 *	- *	- *	-
Yes, Green Party	12 1%	1 *	2 1%	1 1%	- *	10 2%	2 1%	-	-	12 1%	-	1 *	2 1%	-	-
Yes, UKIP (United Kingdom Independence Party)	22 2%	- *	1 *	- 13%	20 3%	18 3%	4 2%	- *	-	22 3%	- *	17 4%	3 2%	- 1%	-
Yes, BNP (British National Party)	2 *	- -	- *	- *	1 *	1 *	- *	- 1%	-	2 *	- *	1 *	- *	- 1%	-
Other, namely...	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to answer	77 6%	3 2%	2 1%	2 3%	1 *	32 5%	14 7%	1 2%	2 10%	46 6%	3 4%	5 1%	3 1%	-	-
Independent	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes (no detail)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not eligible to vote (not a British citizen / not living in UK)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

Crossbreaks

Base: All 18+ respondents

		Q13 WHERE WORK				
		Total	Public Sector	Private Sector	Charity/Voluntary Sector	DK
Unweighted Base		1191	247	395	42	51
Weighted Base		1191	241	366	37	62
SEX	Male	579 49%	105 43%	230 63%	20 52%	22 36%
	Female	612 51%	136 57%	136 37%	18 48%	40 64%
AGE	18-24	141 12%	33 14%	32 9%	7 19%	20 31%
	25-34	203 17%	54 22%	90 25%	9 23%	22 36%
	35-44	204 17%	50 21%	89 24%	8 21%	14 22%
	45-54	211 18%	65 27%	81 22%	8 22%	5 9%
	55-64	174 15%	23 9%	54 15%	6 15%	- -
	65+	258 22%	16 7%	20 5%	- -	1 2%
	REGION	North	393 33%	71 29%	123 34%	12 32%
	Midlands	368 31%	81 34%	100 27%	13 34%	25 41%
	South	429 36%	89 37%	143 39%	13 34%	17 27%

FIELDWORK : 15/07/2014 - 17/07/2014 (M Week 29)

OnLineBus



TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

Crossbreaks

Base: All 18+ respondents

		Q13 WHERE WORK				
		Total	Public Sector	Private Sector	Charity/Voluntary Sector	DK
	Unweighted Base	1191	247	395	42	51
	Weighted Base	1191	241	366	37	62
REGION	Scotland	104 9%	18 7%	33 9%	5 14%	9 14%
	NE/ Yorks/ Humber	153 13%	28 12%	51 14%	4 9%	7 11%
	North West	136 11%	24 10%	39 11%	3 8%	5 8%
	East & West Midlands	195 16%	42 17%	53 14%	7 20%	16 26%
	South East/ East of England	280 24%	62 26%	91 25%	5 13%	11 18%
	Greater London	158 13%	26 11%	59 16%	8 21%	10 16%
	Wales & West	164 14%	39 16%	40 11%	5 14%	5 9%
	Northern Ireland	-	-	-	-	-
	Working	706 59%	241 100%	366 100%	37 100%	62 100%
	Not working	485 41%	-	-	-	-
SOCIAL GRADE	Yes	303 25%	92 38%	119 33%	10 27%	22 36%
	No	888 75%	149 62%	247 67%	27 73%	40 64%
SOCIAL GRADE	ABC1	701 59%	174 72%	228 62%	27 73%	27 44%
	C2DE	491 41%	66 28%	137 38%	10 27%	35 56%

FIELDWORK : 15/07/2014 - 17/07/2014 (M Week 29)

OnLineBus



TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

Crossbreaks

Base: All 18+ respondents

		Q13 WHERE WORK				
		Total	Public Sector	Private Sector	Charity/Voluntary Sector	DK
Unweighted Base		1191	247	395	42	51
Weighted Base		1191	241	366	37	62
GROCERY SHOPPER	Sole	741 65%	153 67%	229 64%	23 64%	39 73%
	Joint	408 35%	77 33%	129 36%	13 36%	15 27%
	Sole/Joint	1149 100%	229 100%	358 100%	36 100%	54 100%
Q2. Voting Intention	Conservative	225 31%	27 21%	84 35%	5 19%	1 7%
	Labour	282 40%	59 46%	90 38%	16 64%	8 46%
	Liberal Democrats	56 8%	15 11%	13 6%	3 13%	3 17%
Q4 VOTING	UKIP	151 21%	28 22%	51 21%	1 4%	6 31%
	Definitely vote	619 70%	115 71%	176 64%	21 68%	13 51%
	Probably vote	192 22%	38 23%	76 28%	5 15%	7 27%
	Probably not vote	55 6%	10 6%	18 7%	5 15%	3 12%
	Definitely not vote	16 2%	- -	4 1%	- 1%	2 9%
	Probably/Definitely will	811 92%	153 94%	252 92%	26 84%	20 78%
Probably/definitely won't	71 8%	10 6%	22 8%	5 16%	6 22%	

FIELDWORK : 15/07/2014 - 17/07/2014 (M Week 29)

OnLineBus



TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

Crossbreaks

Base: All 18+ respondents

		Q13 WHERE WORK				
		Total	Public Sector	Private Sector	Charity/Voluntary Sector	DK
Unweighted Base		1191	247	395	42	51
Weighted Base		1191	241	366	37	62
Q5 VOTE IN GENERAL ELECTION	Definitely	479 67%	88 67%	153 64%	15 58%	12 63%
	May change mind	194 27%	37 28%	74 31%	7 26%	4 21%
	Not sure	38 5%	5 4%	12 5%	2 7%	3 16%
	DK	5 1%	-	-	2 9%	-
Q13 WHERE WORK	Public Sector	241 34%	241 100%	-	-	-
	Private Sector	366 52%	-	366 100%	-	-
	Charity/Voluntary Sector	37 5%	-	-	37 100%	-
	DK	62 9%	-	-	-	62 100%
Age and sex	Men 18-34	173 14%	44 18%	70 19%	12 32%	13 21%
	Men 35-54	206 17%	47 19%	110 30%	6 16%	9 14%
	Men 55+	201 17%	14 6%	50 14%	2 4%	-
	Women 18-34	171 14%	43 18%	52 14%	4 10%	29 46%
	Women 35-54	210 18%	68 28%	60 16%	10 27%	10 16%
	Women 55+	231 19%	25 10%	23 6%	4 11%	1 2%

FIELDWORK : 15/07/2014 - 17/07/2014 (M Week 29)

OnLineBus



TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

Crossbreaks

Base: All 18+ respondents

		Q13 WHERE WORK				
		Total	Public Sector	Private Sector	Charity/Voluntary Sector	DK
Unweighted Base		1191	247	395	42	51
Weighted Base		1191	241	366	37	62
Parents and sex	Men - parent	137 11%	37 15%	74 20%	6 17%	8 12%
	Men - not parent	442 37%	67 28%	156 43%	13 36%	15 23%
	Women - parent	167 14%	55 23%	45 12%	4 11%	15 23%
	Women - not parent	446 37%	82 34%	91 25%	14 37%	26 41%
Social grade and sex	Men ABC1	341 29%	77 32%	132 36%	12 33%	9 15%
	Men C2DE	238 20%	27 11%	98 27%	7 19%	13 21%
	Women ABC1	360 30%	97 40%	96 26%	15 40%	18 29%
	Women C2DE	252 21%	39 16%	40 11%	3 7%	22 35%
Work and sex	Men - working	376 32%	105 43%	230 63%	20 52%	22 36%
	Men - not working	202 17%	-	-	-	-
	Women - working	330 28%	136 57%	136 37%	18 48%	40 64%
	Women - not working	283 24%	-	-	-	-

FIELDWORK : 15/07/2014 - 17/07/2014 (M Week 29)

OnLineBus



TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

Crossbreaks

Base: All 18+ respondents

	Q13 WHERE WORK				
	Total	Public Sector	Private Sector	Charity/Voluntary Sector	DK
Unweighted Base	1191	247	395	42	51
Weighted Base	1191	241	366	37	62
No, did not vote	486 41%	109 45%	150 41%	12 33%	43 69%
Yes, Labour	200 17%	39 16%	59 16%	12 32%	6 9%
Yes, Conservative	233 20%	35 15%	76 21%	4 11%	1 1%
Yes, Liberal Democrat	142 12%	31 13%	42 12%	5 12%	5 9%
Yes, SNP - Scottish National Party	13 1%	1 *	3 1%	1 1%	- -
Yes, Plaid Cymru	2 *	1 *	- -	1 2%	- -
Yes, Green Party	12 1%	3 1%	6 2%	1 1%	- -
Yes, UKIP (United Kingdom Independence Party)	22 2%	4 2%	9 2%	- 1%	- *
Yes, BNP (British National Party)	2 *	1 *	1 *	- 1%	- -
Other, namely...	-	-	-	-	-
Prefer not to answer	77 6%	16 7%	19 5%	2 6%	7 11%
Independent	-	-	-	-	-
Yes (no detail)	-	-	-	-	-
Not eligible to vote (not a British citizen / not living in UK)	-	-	-	-	*
None	-	-	*	-	-
Other	-	-	-	-	-
Don't know	-	-	-	-	-

Q1. The last General Election was held on 6th May 2010. Did you manage to vote in that General Election?

FIELDWORK : 15/07/2014 - 17/07/2014 (M Week 29)

OnLineBus

TNS

TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

Crossbreaks

Base: All 18+ respondents

		Age and sex					Parents and sex				Social grade and sex					
		Men 18-34	Men 35-54	Men 55+	Women 18-34	Women 35-54	Women 55+	Men - parent	Men - not parent	Women - parent	Women - not parent	Men ABC1	Men C2DE	Women ABC1	Women C2DE	
	Unweighted Base	1191	163	228	182	179	228	211	157	416	148	470	352	221	378	240
	Weighted Base	1191	173	206	201	171	210	231	137	442	167	446	341	238	360	252
SEX	Male	579	173	206	201	-	-	-	137	442	-	-	341	238	-	-
		49%	100%	100%	100%	-	-	-	100%	100%	-	-	100%	100%	-	-
SEX	Female	612	-	-	-	171	210	231	-	-	167	446	-	-	360	252
		51%	-	-	-	100%	100%	100%	-	-	100%	100%	-	-	100%	100%
AGE	18-24	141	71	-	-	70	-	-	13	59	9	60	40	32	34	36
		12%	41%	-	-	41%	-	-	9%	13%	6%	14%	12%	13%	9%	14%
AGE	25-34	203	101	-	-	102	-	-	33	68	64	38	57	45	66	36
		17%	59%	-	-	59%	-	-	24%	15%	38%	9%	17%	19%	18%	14%
AGE	35-44	204	-	101	-	-	103	-	58	43	61	42	64	37	64	39
		17%	-	49%	-	-	49%	-	43%	10%	36%	9%	19%	15%	18%	15%
AGE	45-54	211	-	105	-	-	107	-	30	74	33	74	61	43	62	45
		18%	-	51%	-	-	51%	-	22%	17%	20%	17%	18%	18%	17%	18%
AGE	55-64	174	-	-	85	-	-	88	3	83	-	88	49	37	56	32
		15%	-	-	43%	-	-	38%	2%	19%	-	20%	14%	15%	16%	13%
AGE	65+	258	-	-	115	-	143	-	115	-	143	70	45	78	65	65
		22%	-	-	57%	-	-	62%	-	26%	-	32%	21%	19%	22%	26%
REGION	North	393	61	68	73	59	63	70	41	161	50	142	103	98	115	77
		33%	35%	33%	36%	34%	30%	30%	30%	36%	30%	32%	30%	41%	32%	31%
REGION	Midlands	368	41	68	60	56	80	63	45	123	57	143	95	73	114	86
		31%	23%	33%	30%	33%	38%	27%	33%	28%	34%	32%	28%	31%	32%	34%
REGION	South	429	71	70	67	56	67	97	51	158	60	161	142	67	131	90
		36%	41%	34%	34%	33%	32%	42%	37%	36%	36%	36%	42%	28%	36%	35%

TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

Crossbreaks

Base: All 18+ respondents

		Age and sex					Parents and sex				Social grade and sex					
		Men 18-34	Men 35-54	Men 55+	Women 18-34	Women 35-54	Women 55+	Men - parent	Men - not parent	Women - parent	Women - not parent	Men ABC1	Men C2DE	Women ABC1	Women C2DE	
	Unweighted Base	1191	163	228	182	179	228	211	157	416	148	470	352	221	378	240
	Weighted Base	1191	173	206	201	171	210	231	137	442	167	446	341	238	360	252
REGION	Scotland	104	16	14	22	16	16	20	7	45	19	33	22	30	29	23
		9%	9%	7%	11%	9%	8%	8%	5%	10%	12%	7%	7%	13%	8%	9%
	NE/ Yorks/ Humber	153	23	27	28	23	26	27	17	60	16	59	38	39	44	32
		13%	13%	13%	14%	13%	12%	12%	14%	10%	13%	11%	16%	12%	13%	
	North West	136	22	26	23	20	21	24	17	55	14	50	43	29	42	22
		11%	13%	13%	12%	12%	10%	10%	12%	13%	9%	11%	13%	12%	12%	9%
	East & West Midlands	195	23	39	37	25	40	32	24	74	29	69	55	43	53	45
		16%	13%	19%	18%	15%	19%	14%	18%	17%	17%	15%	16%	18%	15%	18%
	South East/ East of England	280	32	40	40	39	59	69	33	80	44	124	65	48	96	71
		24%	19%	20%	20%	23%	28%	30%	24%	18%	26%	28%	19%	20%	27%	28%
Greater London	158	34	31	24	23	21	24	19	70	21	48	65	24	44	25	
	13%	20%	15%	12%	14%	10%	10%	14%	16%	13%	11%	19%	10%	12%	10%	
Wales & West	164	23	28	26	25	27	35	20	58	23	63	52	26	52	35	
	14%	14%	14%	13%	14%	13%	15%	14%	13%	14%	14%	15%	11%	14%	14%	
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
WORK	Working	706	139	172	65	128	148	54	125	251	118	211	231	146	227	103
		59%	81%	84%	33%	74%	71%	23%	91%	57%	71%	47%	68%	61%	63%	41%
	Not working	485	33	34	135	44	62	177	12	190	48	234	110	93	133	149
		41%	19%	16%	67%	26%	29%	77%	9%	43%	29%	53%	32%	39%	37%	59%
PARENTS	Yes	303	45	89	3	73	94	-	137	-	167	-	93	44	97	70
		25%	26%	43%	1%	43%	45%	-	100%	-	100%	-	27%	18%	27%	28%
	No	888	127	117	198	98	116	231	-	442	-	446	248	194	263	183
		75%	74%	57%	99%	57%	55%	100%	-	100%	-	100%	73%	82%	73%	72%
SOCIAL GRADE	ABC1	701	96	126	119	100	126	134	93	248	97	263	341	-	360	-
		59%	56%	61%	59%	58%	60%	58%	68%	56%	58%	59%	100%	-	100%	-
	C2DE	491	76	80	82	72	84	97	44	194	70	183	-	238	-	252
		41%	44%	39%	41%	42%	40%	42%	32%	44%	42%	41%	-	100%	-	100%

FIELDWORK : 15/07/2014 - 17/07/2014 (M Week 29)

OnLineBus



TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

Crossbreaks

Base: All 18+ respondents

		Age and sex						Parents and sex				Social grade and sex				
		Men 18-34	Men 35-54	Men 55+	Women 18-34	Women 35-54	Women 55+	Men - parent	Men - not parent	Women - parent	Women - not parent	Men ABC1	Men C2DE	Women ABC1	Women C2DE	
	Unweighted Base	1191	163	228	182	179	228	211	157	416	148	470	352	221	378	240
	Weighted Base	1191	173	206	201	171	210	231	137	442	167	446	341	238	360	252
GROCERY SHOPPER	Sole	741	98	123	86	103	162	169	87	221	136	298	167	140	253	181
		65%	61%	61%	45%	66%	77%	73%	64%	53%	82%	69%	51%	62%	72%	74%
	Joint	408	63	79	103	53	48	62	49	196	31	132	158	87	98	65
		35%	39%	39%	55%	34%	23%	27%	36%	47%	18%	31%	49%	38%	28%	26%
	Sole/Joint	1149	161	202	189	156	210	230	136	417	167	430	326	227	351	246
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q2.Voting Intention	Conservative	225	19	39	63	12	34	57	21	100	15	89	80	41	65	39
		31%	20%	30%	42%	15%	29%	43%	22%	36%	15%	37%	34%	28%	32%	29%
	Labour	282	52	43	42	47	60	39	47	90	56	89	77	60	81	65
		40%	52%	34%	28%	56%	51%	29%	48%	32%	58%	37%	33%	41%	40%	49%
	Liberal Democrats	56	14	11	10	10	7	5	7	27	12	9	31	4	18	4
		8%	14%	9%	7%	12%	6%	4%	8%	10%	13%	4%	13%	2%	9%	3%
	UKIP	151	14	36	36	14	18	33	22	64	14	51	45	41	39	26
		21%	14%	28%	24%	17%	15%	25%	23%	23%	14%	21%	19%	28%	19%	20%
Q4 VOTING	Definitely vote	619	60	113	151	51	99	146	65	259	57	239	210	114	191	105
		70%	50%	72%	86%	50%	65%	83%	59%	76%	50%	76%	75%	65%	74%	61%
	Probably vote	192	40	35	19	42	36	19	39	56	41	56	54	41	57	40
		22%	34%	22%	11%	41%	24%	11%	35%	16%	36%	18%	19%	23%	22%	23%
	Probably not vote	55	18	7	5	9	14	3	6	23	13	12	13	16	9	17
		6%	15%	4%	3%	9%	9%	2%	6%	7%	12%	4%	5%	9%	3%	10%
	Definitely not vote	16	2	3	-	1	2	8	1	4	3	8	2	3	2	9
		2%	2%	2%	-	1%	1%	5%	1%	1%	3%	3%	1%	2%	1%	5%
	Probably/Definitely will	811	100	148	171	92	135	165	104	315	98	295	264	155	248	144
		92%	83%	94%	97%	90%	89%	94%	94%	92%	86%	93%	95%	89%	96%	85%
	Probably/definitely won't	71	20	10	5	10	16	11	7	27	16	21	15	20	11	26
		8%	17%	6%	3%	10%	11%	6%	6%	8%	14%	7%	5%	11%	4%	15%

TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

Crossbreaks

Base: All 18+ respondents

	Total	Age and sex					Parents and sex				Social grade and sex				
		Men 18-34	Men 35-54	Men 55+	Women 18-34	Women 35-54	Women 55+	Men - parent	Men - not parent	Women - parent	Women - not parent	Men ABC1	Men C2DE	Women ABC1	Women C2DE
Unweighted Base	1191	163	228	182	179	228	211	157	416	148	470	352	221	378	240
Weighted Base	1191	173	206	201	171	210	231	137	442	167	446	341	238	360	252
Q5 VOTE IN GENERAL ELECTION															
Definitely	479	50	96	118	42	73	100	70	194	56	158	169	96	131	83
	67%	50%	75%	78%	51%	61%	74%	72%	69%	58%	66%	72%	66%	65%	62%
May change mind	194	35	27	28	36	39	30	24	65	34	70	57	32	62	43
	27%	35%	21%	18%	43%	32%	23%	24%	23%	35%	30%	25%	22%	30%	32%
Not sure	38	12	6	5	5	8	2	4	19	7	8	8	15	8	7
	5%	12%	4%	3%	6%	6%	2%	4%	7%	7%	3%	3%	10%	4%	5%
DK	5	2	-	1	-	-	2	-	3	-	2	-	3	2	-
	1%	2%	-	1%	-	-	1%	-	1%	-	1%	-	2%	1%	-
Q13 WHERE WORK															
Public Sector	241	44	47	14	43	68	25	37	67	55	82	77	27	97	39
	34%	32%	27%	21%	34%	46%	47%	30%	27%	46%	39%	33%	19%	43%	38%
Private Sector	366	70	110	50	52	60	23	74	156	45	91	132	98	96	40
	52%	50%	64%	77%	41%	40%	43%	59%	62%	38%	43%	57%	67%	42%	38%
Charity/Voluntary Sector	37	12	6	2	4	10	4	6	13	4	14	12	7	15	3
	5%	9%	4%	2%	3%	7%	8%	5%	5%	3%	6%	5%	5%	7%	3%
DK	62	13	9	-	29	10	1	8	15	15	26	9	13	18	22
	9%	10%	5%	-	22%	7%	2%	6%	6%	12%	12%	4%	9%	8%	21%
Age and sex															
Men 18-34	173	173	-	-	-	-	-	45	127	-	-	96	76	-	-
	14%	100%	-	-	-	-	-	33%	29%	-	-	28%	32%	-	-
Men 35-54	206	-	206	-	-	-	-	89	117	-	-	126	80	-	-
	17%	-	100%	-	-	-	-	65%	26%	-	-	37%	34%	-	-
Men 55+	201	-	-	201	-	-	-	3	198	-	-	119	82	-	-
	17%	-	-	100%	-	-	-	2%	45%	-	-	35%	34%	-	-
Women 18-34	171	-	-	-	171	-	-	-	-	73	98	-	-	100	72
	14%	-	-	-	100%	-	-	-	-	44%	22%	-	-	28%	28%
Women 35-54	210	-	-	-	-	210	-	-	-	94	116	-	-	126	84
	18%	-	-	-	-	100%	-	-	-	56%	26%	-	-	35%	33%
Women 55+	231	-	-	-	-	-	231	-	-	-	231	-	-	134	97
	19%	-	-	-	-	-	100%	-	-	-	52%	-	-	37%	38%



TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

Crossbreaks

Base: All 18+ respondents

		Age and sex					Parents and sex				Social grade and sex					
		Men 18-34	Men 35-54	Men 55+	Women 18-34	Women 35-54	Women 55+	Men - parent	Men - not parent	Women - parent	Women - not parent	Men ABC1	Men C2DE	Women ABC1	Women C2DE	
	Unweighted Base	1191	163	228	182	179	228	211	157	416	148	470	352	221	378	240
	Weighted Base	1191	173	206	201	171	210	231	137	442	167	446	341	238	360	252
Parents and sex	Men - parent	137	45	89	3	-	-	-	137	-	-	-	93	44	-	-
		11%	26%	43%	1%	-	-	-	100%	-	-	-	27%	18%	-	-
	Men - not parent	442	127	117	198	-	-	-	-	442	-	-	248	194	-	-
		37%	74%	57%	99%	-	-	-	-	100%	-	-	73%	82%	-	-
Social grade and sex	Women - parent	167	-	-	-	73	94	-	-	-	167	-	-	-	97	70
		14%	-	-	-	43%	45%	-	-	100%	-	-	-	27%	28%	-
	Women - not parent	446	-	-	-	98	116	231	-	-	-	446	-	-	263	183
		37%	-	-	-	57%	55%	100%	-	-	100%	-	-	73%	72%	-
Work and sex	Men ABC1	341	96	126	119	-	-	-	93	248	-	-	341	-	-	-
		29%	56%	61%	59%	-	-	-	68%	56%	-	-	100%	-	-	-
	Men C2DE	238	76	80	82	-	-	-	44	194	-	-	-	238	-	-
		20%	44%	39%	41%	-	-	-	32%	44%	-	-	-	100%	-	-
Work and sex	Women ABC1	360	-	-	-	100	126	134	-	-	97	263	-	-	360	-
		30%	-	-	-	58%	60%	58%	-	-	58%	59%	-	-	100%	-
	Women C2DE	252	-	-	-	72	84	97	-	-	70	183	-	-	-	252
		21%	-	-	-	42%	40%	42%	-	-	42%	41%	-	-	-	100%
	Men - working	376	139	172	65	-	-	-	125	251	-	-	231	146	-	-
		32%	81%	84%	33%	-	-	-	91%	57%	-	-	68%	61%	-	-
	Men - not working	202	33	34	135	-	-	-	12	190	-	-	110	93	-	-
		17%	19%	16%	67%	-	-	-	9%	43%	-	-	32%	39%	-	-
Work and sex	Women - working	330	-	-	-	128	148	54	-	-	118	211	-	-	227	103
		28%	-	-	-	74%	71%	23%	-	-	71%	47%	-	-	63%	41%
	Women - not working	283	-	-	-	44	62	177	-	-	48	234	-	-	133	149
		24%	-	-	-	26%	29%	77%	-	-	29%	53%	-	-	37%	59%

TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

Crossbreaks

Base: All 18+ respondents

Q1. The last General Election was held on 6th May 2010. Did you manage to vote in that General Election?

	Age and sex						Parents and sex				Social grade and sex				
	Total	Men 18-34	Men 35-54	Men 55+	Women 18-34	Women 35-54	Women 55+	Men - parent	Men - not parent	Women - parent	Women - not parent	Men ABC1	Men C2DE	Women ABC1	Women C2DE
Unweighted Base	1191	163	228	182	179	228	211	157	416	148	470	352	221	378	240
Weighted Base	1191	173	206	201	171	210	231	137	442	167	446	341	238	360	252
No, did not vote	486 41%	104 60%	72 35%	36 18%	118 69%	88 42%	67 29%	51 37%	162 37%	92 55%	181 41%	104 31%	109 46%	145 40%	128 51%
Yes, Labour	200 17%	24 14%	40 19%	45 22%	17 10%	40 19%	33 14%	32 24%	77 17%	31 19%	60 13%	61 18%	48 20%	53 15%	38 15%
Yes, Conservative	233 20%	13 8%	45 22%	74 37%	9 5%	29 14%	62 27%	24 17%	109 25%	11 7%	89 20%	95 28%	38 16%	67 19%	33 13%
Yes, Liberal Democrat	142 12%	13 7%	28 14%	24 12%	15 9%	25 12%	37 16%	13 9%	52 12%	18 11%	59 13%	47 14%	17 7%	55 15%	22 9%
Yes, SNP - Scottish National Party	13 1%	2 1%	-	3 2%	-	2 1%	5 2%	1 *	5 1%	1 *	6 1%	3 1%	3 1%	5 1%	2 1%
Yes, Plaid Cymru	2 *	-	-	1 1%	-	-	-	-	2 *	-	-	2 *	-	-	-
Yes, Green Party	12 1%	2 1%	3 2%	1 1%	1 1%	3 2%	1 1%	3 2%	3 1%	3 2%	4 1%	4 1%	2 1%	2 1%	4 2%
Yes, UKIP (United Kingdom Independence Party)	22 2%	3 2%	5 2%	5 3%	1 1%	2 1%	6 2%	5 4%	8 2%	2 1%	8 2%	9 3%	4 2%	5 1%	4 2%
Yes, BNP (British National Party)	2 *	-	1 *	-	1 *	-	-	-	1 *	-	1 *	-	1 *	1 *	-
Other, namely...	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to answer	77 6%	10 6%	11 5%	9 5%	8 5%	19 9%	19 8%	8 6%	22 5%	10 6%	37 8%	16 5%	15 6%	26 7%	21 8%
Independent	*	-	-	*	-	-	-	-	*	-	-	-	*	-	-
Yes (no detail)	*	-	-	*	-	-	-	-	*	-	-	*	-	-	-
Not eligible to vote (not a British citizen / not living in UK)	*	-	-	-	*	-	-	-	-	-	*	-	-	*	-
None	*	-	-	*	-	-	-	-	*	-	-	-	*	-	-
Other	*	-	-	-	-	-	-	-	-	-	*	-	-	*	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

FIELDWORK : 15/07/2014 - 17/07/2014 (M Week 29)

OnLineBus

TNS

TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

Crossbreaks

Base: All 18+ respondents

		Work and sex				
		Total	Men - working	Men - not working	Women - working	Women - not working
	Unweighted Base	1191	384	189	351	267
	Weighted Base	1191	376	202	330	283
SEX	Male	579 49%	376 100%	202 100%	- -	- -
	Female	612 51%	- -	- -	330 100%	283 100%
AGE	18-24	141 12%	49 13%	22 11%	43 13%	27 9%
	25-34	203 17%	90 24%	11 5%	85 26%	17 6%
	35-44	204 17%	90 24%	12 6%	70 21%	33 12%
	45-54	211 18%	82 22%	22 11%	78 24%	29 10%
	55-64	174 15%	40 11%	46 23%	42 13%	46 16%
	65+	258 22%	26 7%	90 44%	12 4%	131 46%
REGION	North	393 33%	117 31%	85 42%	109 33%	83 29%
	Midlands	368 31%	113 30%	56 27%	106 32%	94 33%
	South	429 36%	147 39%	62 31%	115 35%	106 37%

FIELDWORK : 15/07/2014 - 17/07/2014 (M Week 29)

OnLineBus



TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

Crossbreaks

Base: All 18+ respondents

		Work and sex				
		Total	Men - working	Men - not working	Women - working	Women - not working
Unweighted Base		1191	384	189	351	267
Weighted Base		1191	376	202	330	283
REGION	Scotland	104	34	18	31	21
		9%	9%	9%	9%	7%
	NE/ Yorks/ Humber	153	45	32	45	31
		13%	12%	16%	14%	11%
	North West	136	38	34	33	31
		11%	10%	17%	10%	11%
	East & West Midlands	195	62	36	56	41
		16%	16%	18%	17%	15%
	South East/ East of England	280	81	32	88	80
		24%	22%	16%	27%	28%
SOCIAL GRADE	Greater London	158	64	25	39	30
		13%	17%	12%	12%	10%
	Wales & West	164	53	24	37	49
		14%	14%	12%	11%	17%
	Northern Ireland	-	-	-	-	-
		-	-	-	-	-
	Working	706	376	-	330	-
		59%	100%	-	100%	-
	Not working	485	-	202	-	283
		41%	-	100%	-	100%
PARENTS	Yes	303	125	12	118	48
		25%	33%	6%	36%	17%
	No	888	251	190	211	234
		75%	67%	94%	64%	83%
SOCIAL GRADE	ABC1	701	231	110	227	133
		59%	61%	54%	69%	47%
	C2DE	491	146	93	103	149
	41%	39%	46%	31%	53%	

FIELDWORK : 15/07/2014 - 17/07/2014 (M Week 29)

OnLineBus



TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

Crossbreaks

Base: All 18+ respondents

		Work and sex				
		Total	Men - working	Men - not working	Women - working	Women - not working
Unweighted Base		1191	384	189	351	267
Weighted Base		1191	376	202	330	283
GROCERY SHOPPER	Sole	741	211	96	232	202
		65%	59%	50%	73%	72%
	Joint	408	150	96	84	79
		35%	41%	50%	27%	28%
	Sole/Joint	1149	361	192	316	281
		100%	100%	100%	100%	100%
Q2.Voting Intention	Conservative	225	67	55	51	53
		31%	28%	39%	30%	32%
	Labour	282	95	42	79	66
		40%	39%	31%	46%	40%
	Liberal Democrats	56	25	10	10	12
		8%	10%	7%	6%	7%
	UKIP	151	55	31	31	33
		21%	23%	23%	18%	20%
Q4 VOTING	Definitely vote	619	184	140	141	154
		70%	66%	80%	66%	72%
	Probably vote	192	69	26	57	40
		22%	25%	15%	26%	19%
	Probably not vote	55	23	6	13	12
		6%	8%	4%	6%	6%
	Definitely not vote	16	3	2	3	8
	2%	1%	1%	1%	4%	
	Probably/Definitely will	811	253	166	198	194
		92%	91%	95%	92%	91%
	Probably/definitely won't	71	26	8	17	20
		8%	9%	5%	8%	9%

FIELDWORK : 15/07/2014 - 17/07/2014 (M Week 29)

OnLineBus



TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

Crossbreaks

Base: All 18+ respondents

		Work and sex				
		Total	Men - working	Men - not working	Women - working	Women - not working
Unweighted Base		1191	384	189	351	267
Weighted Base		1191	376	202	330	283
Q5 VOTE IN GENERAL ELECTION	Definitely	479 67%	168 69%	97 70%	99 58%	115 70%
	May change mind	194 27%	60 25%	29 21%	61 36%	44 27%
	Not sure	38 5%	11 5%	12 8%	11 6%	4 2%
	DK	5 1%	2 1%	1 1%	-	2 1%
Q13 WHERE WORK	Public Sector	241 34%	105 28%	-	136 41%	-
	Private Sector	366 52%	230 61%	-	136 41%	-
	Charity/Voluntary Sector	37 5%	20 5%	-	18 5%	-
	DK	62 9%	22 6%	-	40 12%	-
Age and sex	Men 18-34	173 14%	139 37%	33 16%	-	-
	Men 35-54	206 17%	172 46%	34 17%	-	-
	Men 55+	201 17%	65 17%	135 67%	-	-
	Women 18-34	171 14%	-	-	128 39%	44 15%
	Women 35-54	210 18%	-	-	148 45%	62 22%
	Women 55+	231 19%	-	-	54 16%	177 63%

FIELDWORK : 15/07/2014 - 17/07/2014 (M Week 29)

OnLineBus



TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

Crossbreaks

Base: All 18+ respondents

		Work and sex				
		Total	Men - working	Men - not working	Women - working	Women - not working
Unweighted Base		1191	384	189	351	267
Weighted Base		1191	376	202	330	283
Parents and sex	Men - parent	137 11%	125 33%	12 6%	-	-
	Men - not parent	442 37%	251 67%	190 94%	-	-
	Women - parent	167 14%	-	-	118 36%	48 17%
	Women - not parent	446 37%	-	-	211 64%	234 83%
Social grade and sex	Men ABC1	341 29%	231 61%	110 54%	-	-
	Men C2DE	238 20%	146 39%	93 46%	-	-
	Women ABC1	360 30%	-	-	227 69%	133 47%
	Women C2DE	252 21%	-	-	103 31%	149 53%
Work and sex	Men - working	376 32%	376 100%	-	-	-
	Men - not working	202 17%	-	202 100%	-	-
	Women - working	330 28%	-	-	330 100%	-
	Women - not working	283 24%	-	-	-	283 100%

FIELDWORK : 15/07/2014 - 17/07/2014 (M Week 29)

OnLineBus



TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

Crossbreaks

Base: All 18+ respondents

	Work and sex				
	Total	Men - working	Men - not working	Women - working	Women - not working
Unweighted Base	1191	384	189	351	267
Weighted Base	1191	376	202	330	283
Q1. The last General Election was held on 6th May 2010. Did you manage to vote in that General Election?					
No, did not vote	486 41%	154 41%	58 29%	160 49%	112 40%
Yes, Labour	200 17%	70 19%	40 20%	46 14%	44 16%
Yes, Conservative	233 20%	68 18%	64 32%	48 14%	53 19%
Yes, Liberal Democrat	142 12%	43 11%	22 11%	41 12%	36 13%
Yes, SNP - Scottish National Party	13 1%	2 1%	4 2%	3 1%	4 2%
Yes, Plaid Cymru	2 *	1 *	- *	- *	- *
Yes, Green Party	12 1%	5 1%	1 *	3 1%	3 1%
Yes, UKIP (United Kingdom Independence Party)	22 2%	10 3%	3 1%	4 1%	6 2%
Yes, BNP (British National Party)	2 *	1 *	1 *	1 *	- *
Other, namely...	-	-	-	-	-
Prefer not to answer	77 6%	21 6%	9 5%	22 7%	24 9%
Independent	-	-	-	-	-
Yes (no detail)	-	-	-	-	-
Not eligible to vote (not a British citizen / not living in UK)	-	-	-	-	-
None	-	-	-	-	-
Other	-	-	-	-	-
Don't know	-	-	-	-	-

FIELDWORK : 15/07/2014 - 17/07/2014 (M Week 29)

OnLineBus

TNS

TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

Crossbreaks

Base: All 18+ respondents

		Q1.The last General Election was held on 6th May 2010. Did you manage to vote in that General Election?																
Base		No, did not vote	Yes, Labour	Yes, Conservative	Yes, Liberal Democrat	Yes, SNP - Scottish National Party	Yes, Plaid Cymru	Yes, Green Party	Yes, UKIP (United Kingdom Independence Party)	Yes, BNP (British National Party)	Independent	Yes (no detail)	Not eligible to vote (not a British citizen / not living in UK etc.)	Other	None	Don't know	Prefer not to answer	
	Unweighted Base	1191	287	228	292	135	22	4	41	74	9	1	1	1	1	1	93	
	Weighted Base	1191	486	200	233	142	13	2	12	22	2	-	-	-	-	-	77	
SEX	Male	579	213	109	132	65	6	2	6	13	1	-	-	-	-	-	30	
		49%	44%	55%	57%	46%	45%	80%	49%	59%	52%	100%	100%	-	-	100%	100%	39%
AGE	Female	612	273	91	100	77	7	-	6	9	1	-	-	-	-	-	47	
		51%	56%	45%	43%	54%	55%	20%	51%	41%	48%	-	-	100%	100%	-	-	61%
REGION	18-24	141	111	9	4	6	-	-	2	2	1	-	-	-	-	-	7	
		12%	23%	4%	2%	4%	-	-	12%	7%	31%	-	-	100%	-	-	9%	
	25-34	203	111	33	18	22	3	-	1	3	-	-	-	-	-	-	11	
		17%	23%	16%	8%	16%	21%	19%	12%	12%	10%	-	-	-	-	-	-	15%
	35-44	204	91	33	33	26	-	-	5	2	-	-	-	-	-	-	-	14
		17%	19%	16%	14%	18%	2%	-	39%	10%	20%	-	-	-	100%	-	-	19%
	45-54	211	70	47	42	27	1	-	2	5	1	-	-	-	-	-	-	16
		18%	14%	24%	18%	19%	9%	20%	15%	22%	40%	-	-	-	-	-	-	20%
	55-64	174	44	39	43	19	4	1	1	5	-	-	-	-	-	-	-	14
		15%	9%	19%	19%	14%	33%	62%	12%	23%	-	100%	100%	-	-	100%	100%	19%
65+	258	59	39	92	42	5	-	1	6	-	-	-	-	-	-	-	14	
	22%	12%	20%	40%	29%	35%	-	10%	26%	-	-	-	-	-	-	-	18%	
REGION	North	393	169	77	64	39	12	-	4	5	1	-	-	-	-	-	23	
		33%	35%	38%	28%	27%	91%	-	29%	20%	58%	-	-	-	100%	-	100%	29%
	Midlands	368	143	69	74	37	1	2	3	7	1	-	-	-	-	-	-	29
	31%	30%	35%	32%	26%	6%	100%	28%	32%	33%	100%	100%	-	-	100%	-	38%	
South	429	173	54	95	66	-	-	5	11	-	-	-	-	-	-	-	25	
	36%	36%	27%	41%	47%	3%	-	43%	47%	10%	-	-	100%	-	-	-	32%	

TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

T5

Crossbreaks

Base: All 18+ respondents

		Q1.The last General Election was held on 6th May 2010. Did you manage to vote in that General Election?																
Base		No, did not vote	Yes, Labour	Yes, Conservative	Yes, Liberal Democrat	Yes, SNP - Scottish National Party	Yes, Plaid Cymru	Yes, Green Party	Yes, UKIP (United Kingdom Independence Party)	Yes, BNP (British National Party)	Independent	Yes (no detail)	Not eligible to vote (not a British citizen / not living in UK etc.)	Other	None	Don't know	Prefer not to answer	
	Unweighted Base	1191	287	228	292	135	22	4	41	74	9	1	1	1	1	1	93	
	Weighted Base	1191	486	200	233	142	13	2	12	22	2	-	-	-	-	-	77	
REGION	Scotland	104	51	15	10	7	11	-	-	-	1	-	-	-	-	-	8	
		9%	11%	7%	4%	5%	86%	-	2%	25%	-	-	-	100%	-	-	11%	
	NE/ Yorks/ Humber	153	54	39	25	21	-	-	1	3	1	-	-	-	-	-	9	
		13%	11%	20%	11%	15%	-	-	10%	13%	33%	-	-	-	-	100%	12%	
	North West	136	64	23	30	11	1	-	2	1	-	-	-	-	-	-	5	
		11%	13%	11%	13%	8%	4%	-	17%	5%	-	-	-	-	-	-	7%	
	East & West Midlands	195	83	35	43	14	-	-	2	2	-	-	-	-	-	-	-	16
		16%	17%	17%	18%	10%	-	-	13%	10%	19%	100%	-	-	100%	-	21%	
	South East/ East of England	280	108	42	64	32	-	-	4	8	1	-	-	-	-	-	-	21
		24%	22%	21%	27%	23%	4%	-	34%	36%	23%	-	100%	100%	-	-	-	27%
Greater London	158	69	22	27	21	-	-	2	5	-	-	-	-	-	-	-	12	
	13%	14%	11%	12%	15%	-	-	16%	23%	-	-	-	-	-	-	-	15%	
Wales & West	164	56	24	35	37	1	2	1	2	-	-	-	-	-	-	-	6	
	14%	12%	12%	15%	26%	6%	100%	9%	10%	-	-	-	-	-	-	-	7%	
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
SOCIAL GRADE	Working	706	315	116	116	84	5	2	9	14	2	-	-	-	-	-	44	
		59%	65%	58%	50%	59%	35%	81%	72%	62%	77%	-	100%	100%	100%	100%	57%	
	Not working	485	171	84	117	58	8	-	3	8	1	-	-	-	-	-	34	
		41%	35%	42%	50%	41%	65%	19%	28%	38%	23%	100%	-	-	-	-	43%	
PARENTS	Yes	303	143	63	35	31	1	-	5	6	1	-	-	-	-	-	18	
		25%	29%	32%	15%	22%	9%	-	44%	28%	23%	-	-	-	-	-	23%	
	No	888	343	137	198	111	12	2	7	16	2	-	-	-	-	-	59	
		75%	71%	68%	85%	78%	91%	100%	56%	72%	77%	100%	100%	100%	100%	100%	77%	
GRADE	ABC1	701	249	114	162	103	8	2	6	14	1	-	-	-	-	-	42	
		59%	51%	57%	70%	72%	60%	80%	49%	62%	43%	-	100%	100%	-	100%	54%	
	491	237	86	71	39	5	-	6	9	1	-	-	-	-	-	-	35	
	41%	49%	43%	30%	28%	40%	20%	51%	38%	57%	100%	-	-	-	100%	-	46%	

TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

Crossbreaks

Base: All 18+ respondents

		Q1.The last General Election was held on 6th May 2010. Did you manage to vote in that General Election?																
Base		No, did not vote	Yes, Labour	Yes, Conservative	Yes, Liberal Democrat	Yes, SNP - Scottish National Party	Yes, Plaid Cymru	Yes, Green Party	Yes, UKIP (United Kingdom Independence Party)	Yes, BNP (British National Party)	Independent	Yes (no detail)	Not eligible to vote (not a British citizen / not living in UK etc.)	Other	None	Don't know	Prefer not to answer	
Unweighted Base		1191	287	228	292	135	22	4	41	74	9	1	1	1	1	1	93	
Weighted Base		1191	486	200	233	142	13	2	12	22	2	-	-	-	-	-	77	
GROCERY SHOPPER	Sole	741	301	129	142	88	6	-	9	13	2	-	-	-	-	-	49	
		65%	65%	66%	63%	64%	49%	-	74%	61%	79%	100%	-	-	100%	100%	100%	64%
		408	160	66	82	51	7	2	3	8	-	-	-	-	-	-	-	28
Q2.Voting Intention	Joint	35%	35%	34%	37%	36%	51%	100%	26%	39%	21%	-	100%	100%	-	-	-	36%
		1149	461	195	224	139	13	2	12	22	2	-	-	-	-	-	-	77
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q4 VOTING	Conservative	225	38	6	162	15	1	-	1	-	-	-	-	-	-	-	-	3
		31%	21%	3%	76%	14%	35%	-	15%	2%	-	-	-	-	-	-	-	42%
		282	81	157	8	29	1	1	2	1	-	-	-	-	-	-	-	2
Q4 VOTING	Labour	40%	44%	87%	4%	28%	44%	100%	63%	3%	40%	-	-	100%	-	-	100%	30%
		56	18	1	4	32	-	-	1	-	-	-	-	-	-	-	-	2
		8%	10%	*	2%	31%	21%	-	15%	-	-	-	-	-	-	-	-	20%
Q4 VOTING	UKIP	151	45	16	40	28	-	-	-	20	1	-	-	-	-	-	-	1
		21%	25%	9%	19%	27%	-	-	7%	95%	60%	-	-	-	-	-	-	8%
		619	70	166	200	109	11	1	10	18	1	-	-	-	-	-	-	32
Q4 VOTING	Definitely vote	70%	30%	86%	88%	84%	88%	38%	81%	82%	76%	100%	100%	100%	100%	100%	100%	66%
		192	100	26	25	18	1	1	2	4	-	-	-	-	-	-	-	14
		22%	43%	13%	11%	14%	12%	62%	19%	17%	12%	-	-	-	-	-	-	28%
Q4 VOTING	Probably vote	55	50	1	1	2	-	-	-	-	-	-	-	-	-	-	-	1
		6%	22%	*	*	2%	-	-	-	1%	-	-	-	-	-	-	-	2%
		16	14	1	-	-	-	-	-	-	-	-	-	-	-	-	-	2
Q4 VOTING	Definitely not vote	2%	6%	*	-	-	-	-	-	-	12%	-	-	-	-	-	-	4%
		811	169	192	225	127	13	2	12	22	2	-	-	-	-	-	-	46
		92%	73%	99%	100%	98%	100%	100%	100%	99%	88%	100%	100%	100%	100%	100%	100%	95%
Q4 VOTING	Probably/Definitely will	71	64	1	1	2	-	-	-	-	-	-	-	-	-	-	-	3
		8%	27%	1%	*	2%	-	-	-	1%	12%	-	-	-	-	-	-	5%

TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

T5

Crossbreaks

Base: All 18+ respondents

		Q1.The last General Election was held on 6th May 2010. Did you manage to vote in that General Election?																
Base		No, did not vote	Yes, Labour	Yes, Conservative	Yes, Liberal Democrat	Yes, SNP - Scottish National Party	Yes, Plaid Cymru	Yes, Green Party	Yes, UKIP (United Kingdom Independence Party)	Yes, BNP (British National Party)	Independent	Yes (no detail)	Not eligible to vote (not a British citizen / not living in UK etc.)	Other	None	Don't know	Prefer not to answer	
	Unweighted Base	1191	287	228	292	135	22	4	41	74	9	1	1	1	1	1	93	
	Weighted Base	1191	486	200	233	142	13	2	12	22	2	-	-	-	-	-	77	
Q5 VOTE IN GENERAL ELECTION	Definitely	479	85	151	161	55	1	1	1	17	1	-	-	-	-	-	5	
		67%	47%	84%	75%	54%	51%	100%	41%	82%	45%	-	-	-	-	-	100%	65%
	May change mind	194	70	23	46	45	-	-	2	3	-	-	-	-	-	-	3	
		27%	39%	13%	22%	43%	21%	-	59%	16%	37%	-	-	100%	-	-	35%	
Q13 WHERE WORK	Not sure	38	24	6	5	2	1	-	-	-	-	-	-	-	-	-	-	
		5%	13%	3%	2%	2%	28%	-	-	2%	18%	-	-	-	-	-	-	
	DK	5	2	-	1	2	-	-	-	-	-	-	-	-	-	-	-	
		1%	1%	-	*	1%	-	-	-	-	-	-	-	-	-	-	-	
Age and sex	Public Sector	241	109	39	35	31	1	1	3	4	1	-	-	-	-	-	16	
		34%	35%	33%	30%	38%	20%	62%	30%	31%	56%	-	-	100%	-	-	36%	
	Private Sector	366	150	59	76	42	3	-	6	9	1	-	-	-	-	-	19	
		52%	48%	51%	65%	51%	69%	-	64%	66%	32%	-	100%	-	100%	100%	43%	
Age and sex	Charity/Voluntary Sector	37	12	12	4	5	1	1	1	-	-	-	-	-	-	-	2	
		5%	4%	10%	4%	5%	11%	38%	6%	2%	13%	-	-	-	-	-	5%	
	DK	62	43	6	1	5	-	-	-	-	-	-	-	-	-	-	7	
		9%	14%	5%	1%	7%	-	-	-	2%	-	-	100%	-	-	-	16%	
Age and sex	Men 18-34	173	104	24	13	13	2	-	2	3	-	-	-	-	-	-	10	
		14%	21%	12%	6%	9%	18%	19%	12%	14%	12%	-	-	-	-	-	13%	
	Men 35-54	206	72	40	45	28	-	-	3	5	1	-	-	-	-	-	11	
		17%	15%	20%	19%	20%	-	-	26%	22%	40%	-	-	-	-	-	14%	
	Men 55+	201	36	45	74	24	3	1	1	5	-	-	-	-	-	-	9	
		17%	7%	23%	32%	17%	27%	62%	11%	24%	-	100%	100%	-	100%	100%	12%	
	Women 18-34	171	118	17	9	15	-	-	1	1	1	-	-	-	-	-	8	
		14%	24%	9%	4%	11%	3%	-	12%	5%	29%	-	-	100%	-	-	11%	
Age and sex	Women 35-54	210	88	40	29	25	2	-	3	2	-	-	-	-	-	-	19	
		18%	18%	20%	13%	17%	12%	20%	28%	10%	20%	-	-	100%	-	-	25%	
	Women 55+	231	67	33	62	37	5	-	1	6	-	-	-	-	-	-	19	
	19%	14%	17%	27%	26%	41%	-	11%	25%	-	-	-	-	-	-	25%		

TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

Crossbreaks

Base: All 18+ respondents

		Q1.The last General Election was held on 6th May 2010. Did you manage to vote in that General Election?																
Base		No, did not vote	Yes, Labour	Yes, Conservative	Yes, Liberal Democrat	Yes, SNP - Scottish National Party	Yes, Plaid Cymru	Yes, Green Party	Yes, UKIP (United Kingdom Independence Party)	Yes, BNP (British National Party)	Independent	Yes (no detail)	Not eligible to vote (not a British citizen / not living in UK etc.)	Other	None	Don't know	Prefer not to answer	
Unweighted Base		1191	287	228	292	135	22	4	41	74	9	1	1	1	1	1	93	
Weighted Base		1191	486	200	233	142	13	2	12	22	2	-	-	-	-	-	77	
Parents and sex	Men - parent	137	51	32	24	13	1	-	3	5	-	-	-	-	-	-	8	
		11%	11%	16%	10%	9%	4%	-	23%	22%	14%	-	-	-	-	-	11%	
	Men - not parent	442	162	77	109	52	5	2	3	8	1	-	-	-	-	-	22	
		37%	33%	39%	47%	36%	41%	80%	26%	38%	38%	100%	100%	-	-	100%	100%	29%
Social grade and sex	Women - parent	167	92	31	11	18	1	-	3	2	-	-	-	-	-	-	10	
		14%	19%	15%	5%	13%	5%	-	21%	7%	10%	-	-	-	-	-	12%	
	Women - not parent	446	181	60	89	59	6	-	4	8	1	-	-	-	-	-	37	
		37%	37%	30%	38%	42%	50%	20%	30%	34%	39%	-	-	100%	100%	-	-	48%
Work and sex	Men ABC1	341	104	61	95	47	3	2	4	9	-	-	-	-	-	-	16	
		29%	21%	31%	41%	33%	20%	80%	29%	39%	14%	-	100%	-	-	-	100%	20%
	Men C2DE	238	109	48	38	17	3	-	2	4	1	-	-	-	-	-	15	
		20%	22%	24%	16%	12%	25%	-	20%	20%	38%	100%	-	-	-	-	100%	19%
Work and sex	Women ABC1	360	145	53	67	55	5	-	2	5	1	-	-	-	-	-	26	
		30%	30%	26%	29%	39%	41%	-	20%	22%	29%	-	-	100%	100%	-	-	34%
	Women C2DE	252	128	38	33	22	2	-	4	4	-	-	-	-	-	-	21	
		21%	26%	19%	14%	15%	14%	20%	31%	19%	19%	-	-	-	-	-	-	27%
Work and sex	Men - working	376	154	70	68	43	2	1	5	10	1	-	-	-	-	-	21	
		32%	32%	35%	29%	30%	15%	62%	44%	46%	28%	-	100%	-	-	100%	100%	27%
	Men - not working	202	58	40	64	22	4	-	1	3	1	-	-	-	-	-	9	
		17%	12%	20%	28%	16%	30%	19%	5%	13%	23%	100%	-	-	-	-	-	12%
Work and sex	Women - working	330	160	46	48	41	3	-	3	4	1	-	-	-	-	-	22	
		28%	33%	23%	20%	29%	21%	20%	28%	16%	48%	-	-	100%	100%	-	-	29%
	Women - not working	283	112	44	53	36	4	-	3	6	-	-	-	-	-	-	24	
		24%	23%	22%	23%	25%	35%	-	23%	25%	-	-	-	-	-	-	-	32%

TNS Polling July 2014 Onlinebus Survey (S6426 - 260121842)

Crossbreaks

Base: All 18+ respondents

Q1.The last General Election was held on 6th May 2010. Did you manage to vote in that General Election?

	Q1.The last General Election was held on 6th May 2010. Did you manage to vote in that General Election?															
Base	No, did not vote	Yes, Labour	Yes, Conservative	Yes, Liberal Democrat	Yes, SNP - Scottish National Party	Yes, Plaid Cymru	Yes, Green Party	Yes, UKIP (United Kingdom Independence Party)	Yes, BNP (British National Party)	Independent	Yes (no detail)	Not eligible to vote (not a British citizen / not living in UK etc.)	Other	None	Don't know	Prefer not to answer
Unweighted Base	1191	287	228	292	135	22	4	41	74	9	1	1	1	1	1	93
Weighted Base	1191	486	200	233	142	13	2	12	22	2	-	-	-	-	-	77
No, did not vote	486	486	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	41%	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes, Labour	200	-	200	-	-	-	-	-	-	-	-	-	-	-	-	-
	17%	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes, Conservative	233	-	-	233	-	-	-	-	-	-	-	-	-	-	-	-
	20%	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-
Yes, Liberal Democrat	142	-	-	-	142	-	-	-	-	-	-	-	-	-	-	-
	12%	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-
Yes, SNP - Scottish National Party	13	-	-	-	-	13	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-
Yes, Plaid Cymru	2	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-
Yes, Green Party	12	-	-	-	-	-	-	12	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-
Yes, UKIP (United Kingdom Independence Party)	22	-	-	-	-	-	-	-	22	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	-
Yes, BNP (British National Party)	2	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	-
Other, namely...	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to answer	77	-	-	-	-	-	-	-	-	-	-	-	-	-	-	77
	6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100%
Independent	*	-	-	-	-	-	-	-	-	-	100%	-	-	-	-	-
Yes (no detail)	*	-	-	-	-	-	-	-	-	-	-	100%	-	-	-	-
Not eligible to vote (not a British citizen / not living in UK)	*	-	-	-	-	-	-	-	-	-	-	-	100%	-	-	-
None	*	-	-	-	-	-	-	-	-	-	-	-	-	-	100%	-
Other	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-