



TSB Party Conference Research September 2014

METHODOLOGY NOTE

ComRes interviewed 2,010 GB adults online between the 29th and 31st August 2014. Data were weighted to be representative of all GB adults aged 18+.

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To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

Finance Poll

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 1

Q.1 Do you think your personal financial situation has improved or worsened in the last six months?

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	232	749
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	268	858
Improved	638 32%	312 32%	326 32%	73 31%F	140 41%cFGH	116 34%F	75 21%	96 32%F	138 32%F	212 39%jL	183 33%L	144 33%L	100 21%	103 39%	316 37%
Worsened	926 46%	454 46%	472 46%	81 34%	126 37%	148 44%c	220 62%CDEGH	150 50%CD	201 46%Cd	214 40%	253 45%	189 43%	271 57%IJK	126 47%	356 41%
Don't know	446 22%	219 22%	227 22%	85 36%DEFGH	72 21%	74 22%	63 18%	53 18%	99 23%	112 21%	122 22%	105 24%	107 22%	38 14%	186 22% ^m

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Finance Poll
ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 1

Q.1 Do you think your personal financial situation has improved or worsened in the last six months?

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2010	192	104	1714	77	239	168	212	143	159	195	322	199
Weighted base	2010	181	101*	1729	80*	221	181	181	141*	201	261	281	181
Improved	638 32%	69 38% ^{dJ}	36 36% ^j	532 31%	20 24%	69 31%	53 29%	65 36% ^J	49 35% ^j	72 36% ^J	61 23%	91 32% ^j	53 29%
Worsened	926 46%	76 42%	43 43%	807 47%	47 58% ^{aljk}	106 48%	92 51% ⁱ	83 46%	70 50%	79 39%	113 43%	125 45%	91 50% ⁱ
Don't know	446 22%	35 20%	21 21%	389 23%	14 18%	46 21%	36 20%	33 18%	22 16%	50 25%	87 33% ^{AbDEFGHKL}	65 23%	36 20%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

* small base

Finance Poll

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 2

Q.2 Are you concerned or unconcerned about the potential impact of interest rates rising on your personal financial situation?

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	232	749
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	268	858
Concerned	932 46%	405 41%	527 51%A	103 43%H	187 55%CGH	180 53%cgH	200 56%CGH	131 44%H	131 30%	251 47%	254 46%	191 44%	236 49%	156 58%n	430 50%
Unconcerned	786 39%	466 47%B	320 31%	57 24%	98 29%	101 30%	117 33%c	142 48%CDEF	271 62%CDEFG	244 45%jkl	217 39%	166 38%	159 33%	82 31%	296 34%
Don't know	292 15%	114 12%	178 17%A	79 33%DEFGH	53 16%GH	58 17%GH	42 12%	25 8%	36 8%	42 8%	86 15%l	80 18%l	84 18%l	30 11%	133 15%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Finance Poll

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 2

Q.2 Are you concerned or unconcerned about the potential impact of interest rates rising on your personal financial situation?

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2010	192	104	1714	77	239	168	212	143	159	195	322	199
Weighted base	2010	181	101*	1729	80*	221	181	181	141*	201	261	281	181
Concerned	932 46%	70 39%	48 47%	814 47%a	40 50%	114 51%A	86 48%	79 44%	71 51%a	87 43%	132 51%a	121 43%	83 46%
Unconcerned	786 39%	74 41%j	37 37%	674 39%	30 38%	80 36%	67 37%	85 47%eJ	52 37%	96 48%eJ	79 30%	116 41%J	68 38%
Don't know	292 15%	37 20%cGl	16 16%	240 14%	10 12%	28 12%	28 15%	17 9%	17 12%	17 9%	50 19%Gl	44 16%gi	30 16%gi

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

* small base

Finance Poll
ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 3

Q.3 Do you think that stamp duty paid when buying a house should remain in place or be scrapped?**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	232	749
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	268	858
Remain in place	379 19%	240 24%B	139 14%	28 12%	82 24% <i>Cf</i>	66 19% <i>c</i>	60 17%	64 21% <i>C</i>	80 18% <i>c</i>	123 23% <i>L</i>	109 20% <i>l</i>	78 18%	69 14%	54 20%	170 20%
Be scrapped	1124 56%	562 57%	561 55%	84 35%	174 52% <i>C</i>	184 54% <i>C</i>	218 61% <i>Cd</i>	189 63% <i>CDe</i>	275 63% <i>CDE</i>	305 57%	302 54%	257 59%	260 54%	149 56%	486 57%
Don't know	507 25%	183 19%	324 32% <i>A</i>	127 53% <i>DEFGH</i>	82 24% <i>G</i>	89 26% <i>GH</i>	80 22% <i>g</i>	46 15%	83 19%	109 20%	146 26% <i>i</i>	103 24%	149 31% <i>IK</i>	64 24%	202 24%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Finance Poll
ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 3

Q.3 Do you think that stamp duty paid when buying a house should remain in place or be scrapped?

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2010	192	104	1714	77	239	168	212	143	159	195	322	199
Weighted base	2010	181	101*	1729	80*	221	181	181	141*	201	261	281	181
Remain in place	379 19%	38 21%	28 28%CdIj	313 18%	11 14%	46 21%	32 18%	35 19%	27 19%	30 15%	36 14%	60 21%j	38 21%
Be scrapped	1124 56%	96 53%	47 47%	981 57%	43 54%	127 58%	103 57%	98 54%	81 58%	126 63%bl	141 54%	167 59%b	94 52%
Don't know	507 25%	48 26%	25 25%	435 25%	27 33%K	48 22%	46 25%	48 27%	32 23%	46 23%	84 32%EiK	55 19%	49 27%k

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

* small base

Finance Poll
ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 4

Q.4 Is it important or unimportant to you to have a bank branch close to where you live?**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	232	749
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	268	858
Important	1388 69%	641 65%	748 73%A	165 69%	256 76%H	237 70%h	249 69%h	208 70%h	275 63%	363 67%	359 65%	316 72%J	351 73%iJ	203 76%n	583 68%
Unimportant	537 27%	306 31%B	231 23%	34 14%	71 21%	84 25%C	102 28%Cd	87 29%Cd	159 36%CDEFg	161 30%kl	163 29%kl	100 23%	113 24%	58 22%	223 26%
Don't know	84 4%	38 4%	46 5%	41 17%DEFGH	12 3%h	18 5%fGH	7 2%	3 1%	4 1%	14 3%	34 6%IL	22 5%	14 3%	6 2%	52 6%m

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Finance Poll

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 4

Q.4 Is it important or unimportant to you to have a bank branch close to where you live?

Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2010	192	104	1714	77	239	168	212	143	159	195	322	199
Weighted base	2010	181	101*	1729	80*	221	181	181	141*	201	261	281	181
Important	1388 69%	126 69%	74 73%	1189 69%	58 73%	146 66%	134 74%	131 72%	94 67%	133 66%	175 67%	193 68%	125 69%
Unimportant	537 27%	51 28%	26 26%	460 27%	19 24%	57 26%	42 23%	44 24%	44 31%	60 30%	63 24%	81 29%	50 28%
Don't know	84 4%	4 2%	1 1%	79 5%	3 4%	18 8%ABFHKI	4 2%	7 4%	2 2%	8 4%	23 9%ABFgHKI	8 3%	6 3%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

* small base

Finance Poll
ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 5

Q.5 Do you think there has been enough reform or not enough reform in the banking sector since the financial crisis?

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	232	749
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	268	858
Enough reform	193 10%	105 11%	88 9%	25 10%	49 14% ^{FgH}	39 11% ^F	20 6%	26 9%	35 8%	83 15% ^{JKL}	38 7%	42 10%	30 6%	26 10%	89 10%
Not enough reform	1320 66%	698 71% ^B	622 61%	97 41%	193 57% ^C	197 58% ^C	274 76% ^{CDE}	217 73% ^{CDE}	342 78% ^{CDE}	362 67%	362 65%	272 62%	324 68%	182 68%	537 63%
Don't know	497 25%	182 18%	315 31% ^A	117 49% ^{DEFGH}	97 29% ^{FGH}	102 30% ^{FGH}	64 18%	56 19%	60 14%	93 17%	157 28% ^l	123 28% ^l	124 26% ^l	59 22%	232 27%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Finance Poll

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 5

Q.5 Do you think there has been enough reform or not enough reform in the banking sector since the financial crisis?

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2010	192	104	1714	77	239	168	212	143	159	195	322	199
Weighted base	2010	181	101*	1729	80*	221	181	181	141*	201	261	281	181
Enough reform	193 10%	14 8%	5 5%	174 10%	9 11%	28 13%l	16 9%	22 12%l	14 10%	9 5%	33 13%l	30 11%i	12 7%
Not enough reform	1320 66%	126 70%J	74 73%J	1120 65%	53 66%	143 65%j	118 65%j	120 66%J	101 72%J	138 69%J	141 54%	181 64%j	124 69%J
Don't know	497 25%	40 22%	21 21%	435 25%	18 23%	50 23%	48 26%	39 21%	26 18%	54 27%	86 33%abEGHk	70 25%	45 25%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

* small base

Finance Poll
ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 6

Q.6 Which of the following would you rather admit to doing?**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	232	749
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	268	858
Working for a bank	961 48%	398 40%	562 55%A	132 55%GH	182 54%GH	180 53%GH	173 48%G	105 35%	189 43%g	252 47%	270 48%	202 46%	237 50%	136 51%	423 49%
Being a member of a political party	461 23%	282 29%B	179 17%	34 14%	57 17%	69 20%	84 23%C	82 27%CD	134 31%CD	131 24%	136 24%	95 22%	98 21%	56 21%	182 21%
Don't know	589 29%	305 31%	284 28%	73 30%	99 29%	89 26%	101 28%	112 38%de	115 26%	154 29%	152 27%	140 32%	143 30%	75 28%	253 29%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Finance Poll

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 6

Q.6 Which of the following would you rather admit to doing?

Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2010	192	104	1714	77	239	168	212	143	159	195	322	199
Weighted base	2010	181	101*	1729	80*	221	181	181	141*	201	261	281	181
Working for a bank	961 48%	79 44%	54 53%J	828 48%	48 59%aJ	113 51%J	89 49%J	84 46%J	74 53%J	100 50%J	88 34%	140 50%J	91 51%J
Being a member of a political party	461 23%	51 28%	27 27%	383 22%	16 20%	50 23%	46 25%	36 20%	29 21%	48 24%	53 20%	63 22%	43 24%
Don't know	589 29%	51 28%	20 20%	517 30%b	17 21%	58 26%	46 25%	61 34%bd	37 26%	53 26%	120 46%ABDEFGHIKL8%	78	47 26%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

* small base

Finance Poll
ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 7
Gender
Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	232	749
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	268	858
Male	985 49%	985 100%B	-	75 31%	143 42% <i>c</i>	153 45% <i>C</i>	195 55% <i>CDE</i>	162 54% <i>CDe</i>	257 59% <i>CDE</i>	297 55% <i>JL</i>	234 42%	231 53% <i>J</i>	223 47%	104 39%	461 54% <i>M</i>
Female	1025 51%	-	1025 100%A	164 69% <i>dEFGH</i>	195 58% <i>FGH</i>	186 55% <i>FgH</i>	163 45%	137 46%	181 41%	240 45%	323 58% <i>IK</i>	207 47%	255 53% <i>I</i>	164 61% <i>N</i>	397 46%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Finance Poll
ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 7
Gender
Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2010	192	104	1714	77	239	168	212	143	159	195	322	199
Weighted base	2010	181	101*	1729	80*	221	181	181	141*	201	261	281	181
Male	985 49%	88 49%	50 49%	847 49%	31 39%	109 50%	90 50%	99 55% ^{dJ}	66 47%	109 54% ^{dJ}	107 41%	147 52% ^{dJ}	87 48%
Female	1025 51%	93 51%	51 51%	881 51%	49 61% ^{gik}	112 50%	91 50%	82 45%	74 53%	92 46%	154 59% ^{GIK}	134 48%	94 52%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

* small base

Finance Poll

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 8
Age
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	232	749
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	268	858
18-24	239 12%	75 8%	164 16%A	239 100%DEFGH	-	-	-	-	-	45 8%	84 15%Ik	44 10%	65 14%l	23 9%	108 13%
25-34	338 17%	143 15%	195 19%A	-	338 100%CEFGH	-	-	-	-	88 16%L	142 26%IKL	67 15%L	41 9%	66 25%	217 25%
35-44	338 17%	153 15%	186 18%	-	-	338 100%CDFGH	-	-	-	82 15%	90 16%	107 25%IJL	59 12%	67 25%	192 22%
45-54	358 18%	195 20%b	163 16%	-	-	-	358 100%CDEGH	-	-	82 15%	76 14%	82 19%j	119 25%JK	64 24%	203 24%
55-64	298 15%	162 16%	137 13%	-	-	-	-	298 100%CDEFH	-	74 14%	68 12%	56 13%	101 21%JK	41 15%	106 12%
65+	438 22%	257 26%B	181 18%	-	-	-	-	-	438 100%CDEFG	166 31%JKL	97 17%	82 19%	93 20%	7 2%	33 4%
Average age	47.15	49.85B	44.55	21.58	29.58C	39.99CD	49.47CDE	59.35CDEF	69.99CDEFG	50.17JK	43.43	46.33J	48.84Jk	42.03	40.67

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

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Table 8
Age
Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2010	192	104	1714	77	239	168	212	143	159	195	322	199
Weighted base	2010	181	101*	1729	80*	221	181	181	141*	201	261	281	181
18-24	239 12%	30 16%GiKL	8 7%	202 12%	17 21%BGHIKL	29 13%gkl	32 18%bGhIKL	12 7%	12 9%	16 8%	51 20%BGHIKL	20 7%	13 7%
25-34	338 17%	34 19%	17 17%	287 17%	12 15%	33 15%	36 20%	34 19%	22 15%	25 12%	58 22%ikl	42 15%	25 14%
35-44	338 17%	30 17%	27 27%CDljkI	281 16%	6 7%	39 17% ^d	34 19% ^d	35 19% ^{Di}	28 20% ^D	23 11%	43 17% ^d	43 15%	30 17% ^d
45-54	358 18%	21 12%	19 19%	318 18% ^a	26 32%AeFGJK	42 19%	26 14%	26 15%	30 21% ^a	43 21% ^a	35 13%	49 17%	42 23%AfgJ
55-64	298 15%	31 17% ^h	14 14%	253 15%	13 16%	26 12%	25 14%	25 14%	12 8%	45 22%EfgHjL	35 14%	51 18% ^{eH}	21 12%
65+	438 22%	34 19%	15 15%	389 22%	8 9%	53 24%DJ	29 16%	48 27% ^{bDFJ}	37 26% ^{bDfJ}	50 25%DJ	38 15%	76 27% ^{bDFJ}	50 27% ^{bDFJ}
Average age	47.15	45.49	45.69	47.41	43.40	46.88 ^{fJ}	43.35	48.51 ^{dFJ}	48.39 ^{dFJ}	50.83 ^{ABDeFJ}	42.67	50.61 ^{ABDEFJ}	50.09 ^{AbDFJ}

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

* small base

Finance Poll

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 9
Social Grade
Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	232	749
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	268	858
AB	537 27%	297 30%B	240 23%	45 19%	88 26%	82 24%	82 23%	74 25%	166 38% CDEFG	537 100% JKL	-	-	-	86 32% n	207 24%
C1	557 28%	234 24%	323 32%A	84 35% eFGH	142 42% EFGH	90 26%	76 21%	68 23%	97 22%	-	557 100% IKL	-	-	99 37%	268 31%
C2	438 22%	231 23%	207 20%	44 18%	67 20%	107 32% CDFGH	82 23%	56 19%	82 19%	-	-	438 100% JLL	-	45 17%	229 27% M
DE	478 24%	223 23%	255 25%	65 27% DE	41 12%	59 17%	119 33% DEH	101 34% DEH	93 21% D	-	-	-	478 100% IJK	38 14%	153 18%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Finance Poll

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 9
Social Grade
Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2010	192	104	1714	77	239	168	212	143	159	195	322	199
Weighted base	2010	181	101*	1729	80*	221	181	181	141*	201	261	281	181
AB	537 27%	48 26%	20 20%	469 27%	23 29%	62 28%	40 22%	58 32%bfi	40 28%	42 21%	76 29%	82 29%	46 25%
C1	557 28%	48 27%	29 29%	480 28%	21 26%	56 25%	56 31%h	51 28%	28 20%	60 30%h	90 34%eHK	67 24%	50 28%
C2	438 22%	49 27%gl	24 23%	366 21%	15 18%	58 26%gl	49 27%gl	32 18%	29 21%	30 15%	50 19%	63 22%	40 22%
DE	478 24%	37 20%	28 28%j	413 24%	21 26%	45 20%	36 20%	40 22%	44 31%aEfJ	68 34%AEFGJk	45 17%	69 24%	45 25%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

* small base

Finance Poll

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 10
GO Region
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2010	1034	976	220	298	343	347	334	468	496	619	359	536	232	749
Weighted base	2010	985	1025	239	338	338	358	298	438	537	557	438	478	268	858
Scotland	181 9%	88 9%	93 9%	30 12%F	34 10%	30 9%	21 6%	31 11%f	34 8%	48 9%	48 9%	49 11%	37 8%	27 10%	82 10%
North East	80 4%	31 3%	49 5%	17 7%EH	12 3%	6 2%	26 7%EH	13 4%h	8 2%	23 4%	21 4%	15 3%	21 4%	13 5%	33 4%
North West	221 11%	109 11%	112 11%	29 12%	33 10%	39 11%	42 12%	26 9%	53 12%	62 12%	56 10%	58 13%	45 9%	23 9%	91 11%
Yorkshire & Humberside	181 9%	90 9%	91 9%	32 13%fH	36 11%h	34 10%	26 7%	25 8%	29 7%	40 7%	56 10%	49 11%	36 8%	23 8%	93 11%
West Midlands	181 9%	99 10%	82 8%	12 5%	34 10%	35 10%c	26 7%	25 8%	48 11%C	58 11%	51 9%	32 7%	40 8%	25 9%	77 9%
East Midlands	141 7%	66 7%	74 7%	12 5%	22 6%	28 8%g	30 8%g	12 4%	37 8%G	40 7%	28 5%	29 7%	44 9%J	22 8%	48 6%
Wales	101 5%	50 5%	51 5%	8 3%	17 5%	27 8%cH	19 5%	14 5%	15 3%	20 4%	29 5%	24 5%	28 6%	25 9%N	32 4%
Eastern	201 10%	109 11%	92 9%	16 7%	25 7%	23 7%	43 12%e	45 15%CDE	50 11%e	42 8%	60 11%k	30 7%	68 14%IK	25 9%	97 11%
London	261 13%	107 11%	154 15%A	51 22%EFGH	58 17%FH	43 13%	35 10%	35 12%	38 9%	76 14%l	90 16%L	50 11%	45 9%	28 11%	131 15%
South East	281 14%	147 15%	134 13%	20 8%	42 12%	43 13%	49 14%	51 17%C	76 17%C	82 15%	67 12%	63 14%	69 14%	29 11%	109 13%
South West	181 9%	87 9%	94 9%	13 5%	25 7%	30 9%	42 12%c	21 7%	50 11%cG	46 9%	50 9%	40 9%	45 9%	28 10%	66 8%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Finance Poll

ONLINE Fieldwork: 29th-31st August 2014

Absolutes/col percents

Table 10
GO Region
Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2010	192	104	1714	77	239	168	212	143	159	195	322	199
Weighted base	2010	181	101*	1729	80*	221	181	181	141*	201	261	281	181
Scotland	181 9%	181 100%CBDEFGHIJKL	-	-	-	-	-	-	-	-	-	-	-
North East	80 4%	-	-	80 5%Ab	80 100%ABEFGHIJKL	-	-	-	-	-	-	-	-
North West	221 11%	-	-	221 13%AB	-	221 100%ABDFGHIJKL	-	-	-	-	-	-	-
Yorkshire & Humberside	181 9%	-	-	181 10%AB	-	-	181 100%ABDEGHIJKL	-	-	-	-	-	-
West Midlands	181 9%	-	-	181 10%AB	-	-	-	181 100%ABDEFHIJKL	-	-	-	-	-
East Midlands	141 7%	-	-	141 8%AB	-	-	-	-	141 100%ABDEFGIJKL	-	-	-	-
Wales	101 5%	-	101 100%CADEFGHIJKL	-	-	-	-	-	-	-	-	-	-
Eastern	201 10%	-	-	201 12%AB	-	-	-	-	-	201 100%ABDEFGHJKL	-	-	-
London	261 13%	-	-	261 15%AB	-	-	-	-	-	-	261 100%ABDEFGHIKL	-	-
South East	281 14%	-	-	281 16%AB	-	-	-	-	-	-	-	281 100%ABDEFGHIJL	-
South West	181 9%	-	-	181 10%AB	-	-	-	-	-	-	-	-	181 100%ABDEFGHIJK

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l
* small base