

ITV Weekly Cuts Index Survey

ONLINE Fieldwork : 25th-28th May 2012

Absolutes/col percents

Table1

Q.1 This weekend the Queen will be celebrating her 60th anniversary of assuming the throne. Thinking about how Britain has changed in the 60 years of the Queen assuming the throne, do you think that the country has changed for the better or changed for the worse?

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2056	911	1145	218	356	440	374	331	337	707	521	320	508	315	772
Weighted base	2056	1008	1048	247	329	391	350	308	432	555	596	432	473	334	817
Changed for the better	561 27%	338 34%	223 21%	65 26%	94 29%	97 25%	99 28%	73 24%	133 31%	203 37%	156 26%	99 23%	103 22%	92 27%	225 28%
Neither changed for the better nor worse	414 20%	189 19%	225 21%	59 24%	74 22%	85 22%	61 17%	66 21%	70 16%	107 19%	123 21%	101 23%	84 18%	70 21%	177 22%
Changed for the worse	961 47%	445 44%	516 49%	99 40%	135 41%	179 46%	179 51%	152 49%	217 50%	216 39%	282 47%	210 49%	253 54%	148 44%	368 45%
Don't know	120 6%	35 3%	85 8%	23 9%	26 8%	30 8%	11 3%	17 6%	12 3%	30 5%	35 6%	22 5%	33 7%	24 7%	46 6%

ITV Weekly Cuts Index Survey

ONLINE Fieldwork : 25th-28th May 2012

Absolutes/col percents

Table 1

Q.1 This weekend the Queen will be celebrating her 60th anniversary of assuming the throne. Thinking about how Britain has changed in the 60 years of the Queen assuming the throne, do you think that the country has changed for the better or changed for the worse?

Base: All respondents

	Region												Which of the following best describes your current working status?								
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2056	178	90	266	168	161	174	97	190	231	310	191	1087	720	367	969	194	128	104	299	244
Weighted base	2056	178	93	242	181	190	160	109	193	259	264	188	1151	905	247	905	161	114	126	327	178
Changed for the better	561 27%	48 27%	27 29%	59 24%	44 24%	42 22%	46 29%	18 17%	65 34%	109 42%	63 24%	40 21%	317 28%	245 27%	72 29%	245 27%	42 26%	33 29%	35 28%	104 32%	31 17%
Neither changed for the better nor worse	414 20%	34 19%	19 20%	40 17%	36 20%	48 25%	29 18%	24 22%	40 21%	43 17%	56 21%	45 24%	248 22%	205 23%	43 17%	166 18%	34 21%	25 22%	18 14%	56 17%	33 19%
Changed for the worse	961 47%	89 50%	45 49%	120 50%	89 49%	87 45%	78 49%	52 48%	73 38%	97 37%	137 52%	95 50%	517 45%	402 44%	115 46%	444 49%	75 47%	48 42%	68 54%	155 48%	98 55%
Don't know	120 6%	8 4%	2 2%	23 9%	12 7%	13 7%	8 5%	14 13%	15 8%	9 4%	8 3%	7 4%	70 6%	52 6%	17 7%	50 6%	10 6%	9 8%	4 4%	11 3%	16 9%

ITV Weekly Cuts Index Survey

ONLINE Fieldwork : 25th-28th May 2012

Absolutes/col percents

Table 2
Q.2 Do you agree or disagree with each of the following statements?
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2056	911	1145	218	356	440	374	331	337	707	521	320	508	315	772
Weighted base	2056	1008	1048	247	329	391	350	308	432	555	596	432	473	334	817
<u>The Queen's Diamond Jubilee will be good for the UK economy</u>															
Agree	1328 65%	635 63%	693 66%	135 55%	231 70%	247 63%	234 67%	193 63%	288 67%	364 66%	384 64%	282 65%	299 63%	213 64%	529 65%
Disagree	346 17%	190 19%	156 15%	67 27%	54 16%	73 19%	52 15%	48 15%	51 12%	84 15%	108 18%	76 18%	77 16%	63 19%	156 19%
Don't know	382 19%	183 18%	199 19%	44 18%	44 13%	70 18%	63 18%	67 22%	92 21%	107 19%	104 17%	74 17%	97 21%	58 17%	132 16%
<u>The Queen's Diamond Jubilee contributes to the UK's reputation as a country with its own distinct character</u>															
Agree	1637 80%	797 79%	840 80%	167 68%	248 75%	297 76%	291 83%	251 82%	384 89%	458 82%	481 81%	336 78%	363 77%	249 74%	647 79%
Disagree	224 11%	128 13%	96 9%	46 18%	39 12%	40 10%	39 11%	31 10%	29 7%	52 9%	68 11%	59 14%	45 9%	55 17%	92 11%
Don't know	194 9%	82 8%	112 11%	34 14%	41 13%	54 14%	19 6%	26 9%	19 4%	46 8%	47 8%	36 8%	65 14%	30 9%	78 10%
<u>I intend to watch the Queen's Diamond Jubilee events live on TV</u>															
Agree	953 46%	451 45%	502 48%	97 39%	157 48%	183 47%	148 42%	139 45%	229 53%	272 49%	270 45%	202 47%	209 44%	141 42%	370 45%
Disagree	751 37%	412 41%	339 32%	103 42%	114 35%	145 37%	139 40%	116 37%	134 31%	188 34%	235 39%	156 36%	172 36%	141 42%	317 39%
Don't know	352 17%	145 14%	207 20%	47 19%	58 18%	62 16%	63 18%	54 17%	68 16%	95 17%	91 15%	73 17%	93 20%	53 16%	130 16%

ITV Weekly Cuts Index Survey

ONLINE Fieldwork : 25th-28th May 2012

Absolutes/col percents

Table 2

Q.2 Do you agree or disagree with each of the following statements?**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	2056	1008	1048	247	329	391	350	308	432	555	596	432	473	334	817
<u>I intend to attend a Diamond Jubilee street party or other celebration over the Jubilee weekend</u>															
Agree	565 27%	253 25%	312 30%	75 30%	109 33%	114 29%	72 21%	64 21%	131 30%	178 32%	157 26%	123 28%	108 23%	104 31%	213 26%
Disagree	1077 52%	578 57%	498 48%	119 48%	154 47%	201 51%	196 56%	184 60%	223 52%	274 49%	324 54%	232 54%	247 52%	176 53%	441 54%
Don't know	414 20%	177 18%	238 23%	53 21%	67 20%	76 19%	81 23%	60 20%	78 18%	104 19%	115 19%	77 18%	118 25%	54 16%	164 20%
<u>I will make a deliberate effort to avoid the events and coverage for the Diamond Jubilee</u>															
Agree	488 24%	281 28%	207 20%	45 18%	83 25%	92 24%	95 27%	87 28%	85 20%	123 22%	157 26%	104 24%	105 22%	94 28%	208 25%
Disagree	1292 63%	601 60%	691 66%	156 63%	199 61%	245 63%	207 59%	182 59%	303 70%	359 65%	365 61%	278 64%	290 61%	202 60%	501 61%
Don't know	276 13%	126 12%	150 14%	45 18%	46 14%	54 14%	47 14%	39 13%	44 10%	73 13%	74 12%	51 12%	78 16%	39 12%	108 13%
<u>Queen Elizabeth II is one of the greatest monarchs that Great Britain has ever had</u>															
Agree	1146 56%	601 60%	545 52%	100 41%	143 44%	209 53%	199 57%	200 65%	294 68%	321 58%	334 56%	233 54%	258 55%	165 49%	440 54%
Disagree	392 19%	202 20%	190 18%	63 26%	70 21%	78 20%	61 18%	52 17%	68 16%	114 21%	119 20%	87 20%	73 15%	86 26%	168 21%
Don't know	518 25%	205 20%	313 30%	84 34%	115 35%	104 27%	89 25%	56 18%	70 16%	120 22%	144 24%	112 26%	142 30%	83 25%	209 26%

ITV Weekly Cuts Index Survey

ONLINE Fieldwork : 25th-28th May 2012

Absolutes/col percents

Table2

Q.2 Do you agree or disagree with each of the following statements?

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	2056	1008	1048	247	329	391	350	308	432	555	596	432	473	334	817
<u>Queen Elizabeth II is a good monarch but not one of the greatest that Great Britain has ever had</u>															
Agree	603 29%	311 31%	292 28%	69 28%	106 32%	107 27%	93 27%	92 30%	136 32%	164 30%	176 29%	133 31%	130 28%	104 31%	242 30%
Disagree	946 46%	499 49%	448 43%	101 41%	113 34%	171 44%	175 50%	159 51%	227 53%	276 50%	280 47%	191 44%	200 42%	148 44%	372 46%
Don't know	507 25%	198 20%	309 29%	78 31%	110 33%	113 29%	81 23%	58 19%	68 16%	115 21%	141 24%	109 25%	143 30%	82 25%	203 25%
<u>I oppose Great Britain having a Monarchy</u>															
Agree	290 14%	168 17%	122 12%	59 24%	49 15%	56 14%	48 14%	37 12%	41 10%	75 13%	90 15%	78 18%	47 10%	67 20%	120 15%
Disagree	1454 71%	724 72%	731 70%	131 53%	205 62%	265 68%	253 72%	236 77%	363 84%	413 74%	430 72%	282 65%	329 70%	213 64%	571 70%
Don't know	311 15%	116 11%	195 19%	56 23%	75 23%	69 18%	49 14%	35 11%	27 6%	67 12%	76 13%	72 17%	97 20%	54 16%	126 15%

ITV Weekly Cuts Index Survey

ONLINE Fieldwork : 25th-28th May 2012

Absolutes/col percents

Table2

Q.2 Do you agree or disagree with each of the following statements?

Base: All respondents

	Region												Which of the following best describes your current working status?								
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2056	178	90	266	168	161	174	97	190	231	310	191	1087	720	367	969	194	128	104	299	244
Weighted base	2056	178	93	242	181	190	160	109	193	259	264	188	1151	905	247	905	161	114	126	327	178
<u>The Queen's Diamond Jubilee will be good for the UK economy</u>																					
Agree	1328 65%	117 66%	70 76%	152 63%	121 67%	107 56%	107 67%	56 51%	131 68%	159 61%	186 71%	123 66%	742 64%	577 64%	165 67%	586 65%	102 63%	70 62%	83 66%	222 68%	108 61%
Disagree	346 17%	29 16%	8 9%	39 16%	35 20%	34 18%	29 18%	19 18%	25 13%	58 22%	39 15%	30 16%	219 19%	175 19%	44 18%	127 14%	29 18%	20 18%	16 13%	36 11%	26 15%
Don't know	382 19%	32 18%	14 15%	51 21%	25 14%	50 26%	24 15%	34 31%	37 19%	42 16%	38 14%	35 18%	191 17%	152 17%	38 16%	191 21%	30 19%	23 20%	26 21%	69 21%	43 24%
<u>The Queen's Diamond Jubilee contributes to the UK's reputation as a country with its own distinct character</u>																					
Agree	1637 80%	140 79%	77 83%	189 78%	142 78%	148 78%	121 76%	84 77%	150 78%	201 78%	228 87%	155 83%	896 78%	704 78%	192 78%	741 82%	123 76%	85 75%	114 91%	284 87%	136 77%
Disagree	224 11%	23 13%	11 12%	23 10%	24 13%	23 12%	21 13%	12 11%	17 9%	35 13%	20 7%	16 9%	148 13%	116 13%	31 13%	77 8%	13 8%	21 19%	6 5%	23 7%	13 7%
Don't know	194 9%	15 8%	5 5%	29 12%	16 9%	19 10%	18 11%	13 12%	25 13%	23 9%	16 6%	16 8%	108 9%	84 9%	24 10%	87 10%	25 16%	7 6%	6 5%	20 6%	28 16%
<u>I intend to watch the Queen's Diamond Jubilee events live on TV</u>																					
Agree	953 46%	69 39%	40 43%	109 45%	77 43%	88 47%	78 49%	43 40%	92 48%	155 60%	122 46%	78 42%	511 44%	398 44%	113 46%	442 49%	79 49%	50 44%	66 53%	166 51%	81 46%
Disagree	751 37%	81 46%	35 38%	95 39%	73 40%	71 37%	52 32%	48 44%	60 31%	73 28%	92 35%	71 38%	458 40%	372 41%	86 35%	293 32%	50 31%	45 39%	34 27%	106 32%	58 33%
Don't know	352 17%	28 16%	18 19%	38 16%	31 17%	31 16%	30 19%	17 16%	40 21%	30 12%	50 19%	39 21%	183 16%	135 15%	48 19%	170 19%	32 20%	19 17%	25 20%	55 17%	38 22%

ITV Weekly Cuts Index Survey

ONLINE Fieldwork : 25th-28th May 2012

Absolutes/col percents

Table2

Q.2 Do you agree or disagree with each of the following statements?

Base: All respondents

	Region												Which of the following best describes your current working status?								
	Total	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Weighted base	2056	178	93	242	181	190	160	193	259	264	188	1151	905	247	905	161	114	126	327	178	
I intend to attend a Diamond Jubilee street party or other celebration over the Jubilee weekend																					
Agree	565 27%	22 12%	30 33%	59 24%	33 18%	49 26%	50 31%	22 20%	57 30%	89 35%	92 35%	62 33%	316 27%	240 26%	77 31%	249 28%	44 27%	28 24%	27 21%	103 32%	48 27%
Disagree	1077 52%	130 73%	49 53%	127 53%	111 61%	110 58%	74 46%	64 59%	93 48%	112 43%	119 45%	87 46%	617 54%	492 54%	125 51%	460 51%	77 48%	63 56%	64 51%	169 52%	86 49%
Don't know	414 20%	26 15%	13 14%	55 23%	38 21%	31 16%	36 23%	23 21%	42 22%	58 22%	53 20%	39 21%	218 19%	173 19%	45 18%	196 22%	40 25%	23 20%	34 27%	55 17%	44 25%
I will make a deliberate effort to avoid the events and coverage for the Diamond Jubilee																					
Agree	488 24%	60 34%	28 31%	53 22%	37 21%	41 22%	39 24%	25 23%	43 22%	63 24%	59 22%	39 21%	302 26%	251 28%	51 21%	186 21%	31 19%	27 24%	23 18%	66 20%	40 22%
Disagree	1292 63%	97 54%	55 60%	155 64%	123 68%	123 65%	98 61%	63 57%	115 60%	165 64%	179 68%	119 63%	702 61%	539 60%	163 66%	589 65%	103 64%	68 60%	90 72%	221 68%	107 60%
Don't know	276 13%	21 12%	9 10%	33 14%	21 11%	26 14%	23 14%	22 20%	34 18%	31 12%	26 10%	30 16%	147 13%	115 13%	32 13%	129 14%	27 17%	18 16%	13 10%	40 12%	31 17%
Queen Elizabeth II is one of the greatest monarchs that Great Britain has ever had																					
Agree	1146 56%	99 56%	54 58%	117 49%	112 62%	106 56%	92 58%	57 53%	116 60%	133 52%	161 61%	98 52%	605 53%	472 52%	132 54%	541 60%	88 55%	54 48%	88 70%	224 69%	87 49%
Disagree	392 19%	29 16%	19 20%	51 21%	31 17%	38 20%	31 19%	22 21%	29 15%	58 23%	47 18%	38 20%	254 22%	207 23%	48 19%	138 15%	24 15%	22 20%	20 16%	41 13%	31 18%
Don't know	518 25%	51 28%	20 22%	73 30%	39 22%	46 24%	37 23%	29 27%	48 25%	67 26%	56 21%	51 27%	292 25%	226 25%	67 27%	226 25%	50 31%	37 32%	18 14%	62 19%	59 33%

ITV Weekly Cuts Index Survey

ONLINE Fieldwork : 25th-28th May 2012

Absolutes/col percents

Table2

Q.2 Do you agree or disagree with each of the following statements?

Base: All respondents

	Region												Which of the following best describes your current working status?								
	Total	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Weighted base	2056	178	93	242	181	190	160	109	193	259	264	188	1151	905	247	905	161	114	126	327	178
Queen Elizabeth II is a good monarch but not one of the greatest that Great Britain has ever had																					
Agree	603 29%	52 29%	31 33%	76 32%	41 23%	53 28%	40 25%	39 36%	60 31%	82 32%	76 29%	53 28%	345 30%	264 29%	81 33%	257 28%	41 26%	30 26%	45 36%	89 27%	52 29%
Disagree	946 46%	77 43%	49 53%	100 42%	96 53%	93 49%	79 49%	44 40%	84 43%	116 45%	128 48%	81 43%	520 45%	420 46%	100 41%	426 47%	68 42%	47 42%	58 46%	181 55%	71 40%
Don't know	507 25%	50 28%	13 14%	65 27%	44 24%	44 23%	41 26%	26 24%	49 25%	61 23%	60 23%	54 29%	285 25%	220 24%	65 27%	221 24%	52 32%	36 32%	22 18%	57 17%	55 31%
I oppose Great Britain having a Monarchy																					
Agree	290 14%	21 12%	13 14%	42 17%	27 15%	28 15%	23 14%	11 10%	18 9%	58 22%	28 11%	22 12%	187 16%	144 16%	43 17%	103 11%	22 14%	19 16%	11 8%	35 11%	17 10%
Disagree	1454 71%	127 71%	74 79%	163 67%	125 69%	127 67%	113 71%	76 70%	139 72%	166 64%	208 79%	137 73%	785 68%	627 69%	158 64%	670 74%	103 64%	78 69%	104 83%	270 83%	115 65%
Don't know	311 15%	30 17%	6 7%	37 15%	29 16%	35 19%	23 15%	22 20%	36 19%	35 13%	28 10%	29 16%	180 16%	134 15%	46 19%	132 15%	36 22%	17 15%	11 9%	22 7%	46 26%