

ITV News Index

METHODOLOGY NOTE

ComRes interviewed 2,031 British adults online between 8th and 11th August 2014. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

To commission a voting intention poll or a public opinion survey please contact Andrew Hawkins: andrew.hawkins@comres.co.uk

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

ITV News Index Survey

ONLINE Fieldwork: 8th-11th August 2014

Absolutes/col percents

Table 1

Q1. Do you, or would you, trust each of the following politicians to see the country through the current economic situation?

Base: All respondents

Summary table

	Chancellor of the Exchequer George Osborne	Prime Minister David Cameron	Deputy Prime Minister Nick Clegg	Leader of the Opposition Ed Miliband	Shadow Chancellor Ed Balls	UKIP Leader, Nigel Farage	Secretary of State for Business Vince Cable	The Mayor of London Boris Johnson
Unweighted base	2031	2031	2031	2031	2031	2031	2031	2031
Weighted base	2031	2031	2031	2031	2031	2031	2031	2031
Yes	549 27%	684 34%	266 13%	406 20%	320 16%	374 18%	351 17%	565 28%
No	1032 51%	981 48%	1366 67%	1202 59%	1215 60%	1200 59%	1086 53%	989 49%
Don't know	450 22%	367 18%	398 20%	423 21%	496 24%	458 23%	594 29%	478 24%

ITV News Index Survey
ONLINE Fieldwork: 8th-11th August 2014

Absolutes/col percents

Table 2

Q1. Do you, or would you, trust each of the following politicians to see the country through the current economic situation?

Base: All respondents

Chancellor of the Exchequer George Osborne

	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	2031	1029	1002	192	277	362	396	342	462	572	594	349	516	236	815
Weighted base	2031	995	1036	241	342	342	362	302	442	543	563	442	483	258	879
Yes	549 27%	315 32%	234 23%	49 20%	87 25%	69 20%	72 20%	75 25%	197 45%	189 35%	177 31%	92 21%	91 19%	53 21%	213 24%
No	1032 51%	520 52%	512 49%	107 44%	154 45%	186 54%	220 61%	175 58%	191 43%	251 46%	279 50%	225 51%	276 57%	158 61%	438 50%
Don't know	450 22%	161 16%	290 28%	86 36%	101 30%	87 25%	70 19%	51 17%	55 12%	103 19%	107 19%	125 28%	116 24%	46 18%	229 26%

ITV News Index Survey

ONLINE Fieldwork: 8th-11th August 2014

Absolutes/col percents

Table 2

Q1. Do you, or would you, trust each of the following politicians to see the country through the current economic situation?

Base: All respondents

Chancellor of the Exchequer George Osborne

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	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	2031	1776	142	94	235	179	203	157	113	180	209	319	200	1051	732	319	980	131	148	147	399	155
Weighted base	2031	1747	183	81	223	183	183	142	102	203	264	284	183	1137	894	244	894	109	139	144	349	153
Yes	549 27%	507 29%	24 13%	24 30%	47 21%	64 35%	62 34%	53 37%	17 17%	53 26%	70 27%	75 27%	59 32%	266 23%	214 24%	52 21%	283 32%	11 10%	31 22%	46 32%	173 50%	22 14%
No	1032 51%	845 48%	130 71%	44 55%	124 55%	79 43%	78 43%	65 46%	57 56%	92 45%	139 53%	140 49%	83 46%	596 52%	472 53%	125 51%	436 49%	75 69%	75 54%	69 48%	139 40%	78 51%
Don't know	450 22%	394 23%	28 16%	13 16%	53 24%	40 22%	43 23%	24 17%	28 27%	59 29%	55 21%	69 24%	40 22%	275 24%	208 23%	67 27%	175 20%	23 21%	33 24%	29 20%	37 11%	53 35%

ITV News Index Survey
ONLINE Fieldwork: 8th-11th August 2014

Absolutes/col percents

Table 3

Q1. Do you, or would you, trust each of the following politicians to see the country through the current economic situation?

Base: All respondents

Prime Minister David Cameron

	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	2031	1029	1002	192	277	362	396	342	462	572	594	349	516	236	815
Weighted base	2031	995	1036	241	342	342	362	302	442	543	563	442	483	258	879
Yes	684 34%	354 36%	329 32%	65 27%	107 31%	98 29%	94 26%	108 36%	212 48%	224 41%	225 40%	119 27%	114 24%	80 31%	282 32%
No	981 48%	503 51%	478 46%	96 40%	152 44%	176 52%	219 61%	148 49%	189 43%	233 43%	248 44%	226 51%	274 57%	139 54%	412 47%
Don't know	367 18%	138 14%	229 22%	80 33%	84 24%	68 20%	49 14%	45 15%	41 9%	85 16%	90 16%	97 22%	95 20%	38 15%	185 21%

ITV News Index Survey

ONLINE Fieldwork: 8th-11th August 2014

Absolutes/col percents

Table 3

Q1. Do you, or would you, trust each of the following politicians to see the country through the current economic situation?

Base: All respondents

Prime Minister David Cameron

	Region													Which of the following best describes your current working status?								
	Total	England	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	2031	1776	142	94	235	179	203	157	113	180	209	319	200	1051	732	319	980	131	148	147	399	155
Weighted base	2031	1747	183	81	223	183	183	142	102	203	264	284	183	1137	894	244	894	109	139	144	349	153
Yes	684 34%	625 36%	30 16%	25 31%	65 29%	68 37%	80 44%	62 44%	28 28%	68 33%	78 30%	104 37%	74 41%	363 32%	281 31%	82 33%	321 36%	15 14%	34 25%	60 41%	182 52%	30 20%
No	981 48%	788 45%	135 74%	45 56%	120 54%	80 44%	67 37%	61 43%	58 57%	88 44%	126 48%	124 44%	76 42%	551 48%	441 49%	110 45%	429 48%	69 64%	79 57%	62 43%	138 40%	81 53%
Don't know	367 18%	333 19%	18 10%	11 14%	38 17%	36 20%	36 19%	18 13%	15 15%	47 23%	60 23%	56 20%	32 18%	224 20%	172 19%	52 21%	143 16%	24 22%	25 18%	22 15%	29 8%	42 27%

ITV News Index Survey
ONLINE Fieldwork: 8th-11th August 2014

Absolutes/col percents

Table 4

Q1. Do you, or would you, trust each of the following politicians to see the country through the current economic situation?

Base: All respondents

Deputy Prime Minister Nick Clegg

	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	2031	1029	1002	192	277	362	396	342	462	572	594	349	516	236	815
Weighted base	2031	995	1036	241	342	342	362	302	442	543	563	442	483	258	879
Yes	266 13%	126 13%	140 14%	28 12%	61 18%	53 16%	34 9%	35 12%	56 13%	103 19%	72 13%	47 11%	44 9%	38 15%	124 14%
No	1366 67%	714 72%	652 63%	129 54%	193 57%	216 63%	274 76%	214 71%	340 77%	346 64%	382 68%	293 66%	345 72%	186 72%	543 62%
Don't know	398 20%	155 16%	243 23%	84 35%	88 26%	73 21%	54 15%	53 18%	46 10%	94 17%	109 19%	103 23%	93 19%	34 13%	212 24%

ITV News Index Survey

ONLINE Fieldwork: 8th-11th August 2014

Absolutes/col percents

Table 4

Q1. Do you, or would you, trust each of the following politicians to see the country through the current economic situation?

Base: All respondents

Deputy Prime Minister Nick Clegg

	Region													Which of the following best describes your current working status?								
	Total	England	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	2031	1776	142	94	235	179	203	157	113	180	209	319	200	1051	732	319	980	131	148	147	399	155
Weighted base	2031	1747	183	81	223	183	183	142	102	203	264	284	183	1137	894	244	894	109	139	144	349	153
Yes	266 13%	237 14%	19 10%	13 15%	26 12%	31 17%	24 13%	25 18%	11 11%	18 9%	44 16%	39 14%	17 9%	162 14%	124 14%	38 16%	104 12%	7 6%	18 13%	13 9%	54 15%	13 8%
No	1366 67%	1158 66%	137 75%	59 73%	147 66%	121 66%	114 63%	93 65%	71 70%	137 67%	169 64%	189 67%	130 71%	729 64%	580 65%	149 61%	638 71%	87 80%	88 63%	106 74%	262 75%	95 62%
Don't know	398 20%	352 20%	27 15%	10 12%	50 22%	31 17%	44 24%	24 17%	20 19%	49 24%	52 20%	56 20%	36 20%	247 22%	190 21%	56 23%	152 17%	15 14%	33 24%	24 17%	33 10%	46 30%

ITV News Index Survey
ONLINE Fieldwork: 8th-11th August 2014

Absolutes/col percents

Table 5

Q1. Do you, or would you, trust each of the following politicians to see the country through the current economic situation?

Base: All respondents

Leader of the Opposition Ed Miliband

	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	2031	1029	1002	192	277	362	396	342	462	572	594	349	516	236	815
Weighted base	2031	995	1036	241	342	342	362	302	442	543	563	442	483	258	879
Yes	406 20%	219 22%	187 18%	40 17%	55 16%	83 24%	73 20%	61 20%	94 21%	104 19%	105 19%	83 19%	113 23%	75 29%	143 16%
No	1202 59%	622 62%	580 56%	117 48%	191 56%	188 55%	216 60%	189 63%	301 68%	339 62%	355 63%	243 55%	264 55%	134 52%	529 60%
Don't know	423 21%	154 16%	269 26%	84 35%	96 28%	72 21%	73 20%	52 17%	47 11%	99 18%	102 18%	116 26%	106 22%	49 19%	208 24%

ITV News Index Survey

ONLINE Fieldwork: 8th-11th August 2014

Absolutes/col percents

Table 5

Q1. Do you, or would you, trust each of the following politicians to see the country through the current economic situation?

Base: All respondents

Leader of the Opposition Ed Miliband

	Region													Which of the following best describes your current working status?								
	Total	England	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	2031	1776	142	94	235	179	203	157	113	180	209	319	200	1051	732	319	980	131	148	147	399	155
Weighted base	2031	1747	183	81	223	183	183	142	102	203	264	284	183	1137	894	244	894	109	139	144	349	153
Yes	406 20%	346 20%	34 19%	27 33%	55 24%	49 27%	37 20%	15 11%	26 25%	23 11%	57 22%	49 17%	35 19%	218 19%	173 19%	45 18%	188 21%	26 24%	27 20%	25 18%	75 22%	34 22%
No	1202 59%	1032 59%	112 61%	44 55%	119 53%	92 50%	110 60%	105 74%	58 57%	125 62%	145 55%	173 61%	116 64%	663 58%	533 60%	130 53%	539 60%	63 58%	75 54%	94 65%	244 70%	64 42%
Don't know	423 21%	368 21%	37 20%	10 12%	50 22%	41 23%	36 19%	22 15%	18 18%	55 27%	62 23%	62 22%	31 17%	257 23%	188 21%	69 28%	166 19%	20 18%	37 26%	25 17%	30 9%	55 36%

ITV News Index Survey
ONLINE Fieldwork: 8th-11th August 2014

Absolutes/col percents

Table 6

Q1. Do you, or would you, trust each of the following politicians to see the country through the current economic situation?

Base: All respondents

Shadow Chancellor Ed Balls

	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	2031	1029	1002	192	277	362	396	342	462	572	594	349	516	236	815
Weighted base	2031	995	1036	241	342	342	362	302	442	543	563	442	483	258	879
Yes	320 16%	179 18%	141 14%	25 10%	56 16%	64 19%	56 15%	45 15%	75 17%	94 17%	84 15%	66 15%	75 16%	61 24%	123 14%
No	1215 60%	626 63%	588 57%	121 50%	182 53%	195 57%	221 61%	189 63%	306 69%	334 62%	355 63%	237 53%	289 60%	140 54%	512 58%
Don't know	496 24%	190 19%	306 30%	96 40%	104 30%	83 24%	85 23%	67 22%	61 14%	115 21%	124 22%	139 31%	118 24%	57 22%	245 28%

ITV News Index Survey

ONLINE Fieldwork: 8th-11th August 2014

Absolutes/col percents

Table 6

Q1. Do you, or would you, trust each of the following politicians to see the country through the current economic situation?

Base: All respondents

Shadow Chancellor Ed Balls

	Region													Which of the following best describes your current working status?								
	Total	England	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	2031	1776	142	94	235	179	203	157	113	180	209	319	200	1051	732	319	980	131	148	147	399	155
Weighted base	2031	1747	183	81	223	183	183	142	102	203	264	284	183	1137	894	244	894	109	139	144	349	153
Yes	320 16%	279 16%	26 14%	18 22%	48 22%	42 23%	26 14%	15 10%	16 15%	27 13%	44 17%	27 9%	31 17%	183 16%	154 17%	30 12%	136 15%	18 17%	17 12%	14 10%	62 18%	25 16%
No	1215 60%	1044 60%	113 62%	46 56%	113 50%	101 55%	107 59%	108 76%	57 56%	117 57%	153 58%	181 64%	119 65%	653 57%	516 58%	137 56%	562 63%	66 61%	77 56%	102 71%	240 69%	77 50%
Don't know	496 24%	424 24%	44 24%	18 22%	62 28%	40 22%	50 27%	20 14%	29 28%	59 29%	66 25%	76 27%	33 18%	301 26%	224 25%	77 32%	195 22%	25 23%	44 32%	28 19%	47 13%	52 34%

ITV News Index Survey
ONLINE Fieldwork: 8th-11th August 2014

Absolutes/col percents

Table 7

Q1. Do you, or would you, trust each of the following politicians to see the country through the current economic situation?

Base: All respondents

UKIP Leader, Nigel Farage

	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	2031	1029	1002	192	277	362	396	342	462	572	594	349	516	236	815
Weighted base	2031	995	1036	241	342	342	362	302	442	543	563	442	483	258	879
Yes	374 18%	212 21%	161 16%	37 15%	49 14%	49 14%	81 23%	67 22%	91 20%	71 13%	100 18%	89 20%	114 24%	59 23%	141 16%
No	1200 59%	603 61%	597 58%	129 53%	206 60%	218 64%	191 53%	171 57%	286 65%	381 70%	347 62%	228 51%	244 50%	148 57%	522 59%
Don't know	458 23%	180 18%	278 27%	76 32%	87 26%	75 22%	89 25%	64 21%	66 15%	91 17%	115 20%	126 28%	125 26%	51 20%	217 25%

ITV News Index Survey

ONLINE Fieldwork: 8th-11th August 2014

Absolutes/col percents

Table 7

Q1. Do you, or would you, trust each of the following politicians to see the country through the current economic situation?

Base: All respondents

UKIP Leader, Nigel Farage

	Region													Which of the following best describes your current working status?								
	Total	England	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	2031	1776	142	94	235	179	203	157	113	180	209	319	200	1051	732	319	980	131	148	147	399	155
Weighted base	2031	1747	183	81	223	183	183	142	102	203	264	284	183	1137	894	244	894	109	139	144	349	153
Yes	374 18%	341 20%	16 9%	21 26%	38 17%	37 20%	40 22%	30 21%	17 17%	37 18%	53 20%	50 18%	35 19%	200 18%	160 18%	40 16%	174 19%	24 22%	23 16%	36 25%	68 19%	24 15%
No	1200 59%	1012 58%	133 73%	43 53%	128 57%	104 57%	96 53%	88 62%	56 55%	120 59%	151 57%	171 60%	110 60%	670 59%	531 59%	139 57%	530 59%	59 54%	83 60%	77 54%	231 66%	80 52%
Don't know	458 23%	394 23%	34 19%	17 21%	57 26%	42 23%	46 25%	24 17%	29 29%	46 23%	59 22%	64 22%	38 21%	268 24%	203 23%	65 27%	190 21%	26 24%	33 23%	31 21%	50 14%	50 33%

ITV News Index Survey
ONLINE Fieldwork: 8th-11th August 2014

Absolutes/col percents

Table 8

Q1. Do you, or would you, trust each of the following politicians to see the country through the current economic situation?

Base: All respondents

Secretary of State for Business Vince Cable

	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	2031	1029	1002	192	277	362	396	342	462	572	594	349	516	236	815
Weighted base	2031	995	1036	241	342	342	362	302	442	543	563	442	483	258	879
Yes	351 17%	205 21%	146 14%	27 11%	61 18%	60 17%	46 13%	57 19%	100 23%	123 23%	111 20%	60 14%	57 12%	53 21%	148 17%
No	1086 53%	566 57%	520 50%	101 42%	160 47%	172 50%	218 60%	169 56%	265 60%	263 48%	292 52%	241 54%	289 60%	139 54%	442 50%
Don't know	594 29%	224 23%	370 36%	113 47%	121 35%	110 32%	98 27%	76 25%	77 17%	157 29%	160 28%	141 32%	137 28%	66 26%	290 33%

ITV News Index Survey

ONLINE Fieldwork: 8th-11th August 2014

Absolutes/col percents

Table 8

Q1. Do you, or would you, trust each of the following politicians to see the country through the current economic situation?

Base: All respondents

Secretary of State for Business Vince Cable

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	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	2031	1776	142	94	235	179	203	157	113	180	209	319	200	1051	732	319	980	131	148	147	399	155
Weighted base	2031	1747	183	81	223	183	183	142	102	203	264	284	183	1137	894	244	894	109	139	144	349	153
Yes	351 17%	317 18%	27 15%	16 20%	49 22%	31 17%	29 16%	29 20%	7 7%	37 18%	46 17%	46 16%	34 19%	201 18%	154 17%	47 19%	150 17%	11 10%	12 9%	17 12%	95 27%	16 10%
No	1086 53%	914 52%	108 59%	48 60%	113 51%	99 54%	94 51%	77 54%	64 63%	101 50%	141 53%	145 51%	96 53%	581 51%	460 51%	121 50%	505 57%	69 64%	73 53%	96 67%	190 54%	77 50%
Don't know	594 29%	516 30%	48 26%	17 21%	61 27%	53 29%	60 33%	36 26%	31 30%	65 32%	77 29%	94 33%	53 29%	356 31%	280 31%	76 31%	238 27%	29 26%	53 38%	31 22%	64 18%	61 40%

ITV News Index Survey
ONLINE Fieldwork: 8th-11th August 2014

Absolutes/col percents

Table 9

Q1. Do you, or would you, trust each of the following politicians to see the country through the current economic situation?

Base: All respondents

The Mayor of London Boris Johnson

	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	2031	1029	1002	192	277	362	396	342	462	572	594	349	516	236	815
Weighted base	2031	995	1036	241	342	342	362	302	442	543	563	442	483	258	879
Yes	565 28%	312 31%	252 24%	51 21%	94 27%	92 27%	93 26%	86 29%	149 34%	171 32%	157 28%	103 23%	133 28%	69 27%	261 30%
No	989 49%	489 49%	499 48%	109 45%	155 45%	169 50%	186 52%	155 51%	214 48%	265 49%	280 50%	208 47%	237 49%	136 53%	406 46%
Don't know	478 24%	194 19%	284 27%	82 34%	93 27%	81 24%	82 23%	60 20%	79 18%	107 20%	126 22%	131 30%	113 23%	53 20%	212 24%

ITV News Index Survey

ONLINE Fieldwork: 8th-11th August 2014

Absolutes/col percents

Table 9

Q1. Do you, or would you, trust each of the following politicians to see the country through the current economic situation?

Base: All respondents

The Mayor of London Boris Johnson

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	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	2031	1776	142	94	235	179	203	157	113	180	209	319	200	1051	732	319	980	131	148	147	399	155
Weighted base	2031	1747	183	81	223	183	183	142	102	203	264	284	183	1137	894	244	894	109	139	144	349	153
Yes	565 28%	520 30%	13 7%	25 31%	49 22%	51 28%	62 34%	52 37%	32 32%	58 29%	75 28%	88 31%	59 32%	330 29%	269 30%	61 25%	234 26%	17 15%	31 22%	43 30%	120 34%	24 16%
No	989 49%	812 46%	129 71%	42 52%	119 53%	91 50%	80 44%	60 42%	47 46%	87 43%	126 48%	120 42%	87 48%	542 48%	430 48%	111 46%	447 50%	68 63%	69 50%	66 46%	166 48%	77 50%
Don't know	478 24%	415 24%	41 22%	14 17%	55 25%	40 22%	41 22%	30 21%	22 22%	58 29%	63 24%	77 27%	37 20%	265 23%	194 22%	71 29%	213 24%	24 22%	38 27%	36 25%	63 18%	52 34%

ITV News Index Survey

ONLINE Fieldwork: 8th-11th August 2014

Absolutes/col percents

Table 10

Q2. Please select which of the following words or phrases apply to each politician.

Base: All respondents

Summary table

	David Cameron	Ed Miliband	Nick Clegg	Nigel Farage	Boris Johnson
Unweighted base	2031	2031	2031	2031	2031
Weighted base	2031	2031	2031	2031	2031
Trustworthy	393 19%	358 18%	175 9%	242 12%	359 18%
Out of touch with ordinary people	951 47%	706 35%	820 40%	469 23%	547 27%
Has the right policies for Britain's future	468 23%	359 18%	146 7%	389 19%	278 14%
Is the most statesmanlike	731 36%	214 11%	108 5%	123 6%	157 8%
Comes across as someone like me	219 11%	258 13%	151 7%	326 16%	310 15%
Competent	623 31%	379 19%	245 12%	318 16%	410 20%
Intelligent	789 39%	564 28%	454 22%	480 24%	697 34%
Can get things done	569 28%	304 15%	134 7%	318 16%	540 27%
Weird	163 8%	517 25%	238 12%	678 33%	793 39%
None of the above	354 17%	514 25%	621 31%	547 27%	383 19%

ITV News Index Survey

ONLINE Fieldwork: 8th-11th August 2014

Absolutes/col percents

Table 11
Q2. Please select which of the following words or phrases apply to each politician.
Base: All respondents
David Cameron

	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	2031	1029	1002	192	277	362	396	342	462	572	594	349	516	236	815
Weighted base	2031	995	1036	241	342	342	362	302	442	543	563	442	483	258	879
Trustworthy	393 19%	212 21%	181 18%	31 13%	57 17%	59 17%	61 17%	57 19%	129 29%	127 23%	135 24%	62 14%	69 14%	36 14%	162 18%
Out of touch with ordinary people	951 47%	498 50%	453 44%	81 34%	121 35%	160 47%	204 56%	175 58%	210 47%	244 45%	252 45%	187 42%	267 55%	136 53%	371 42%
Has the right policies for Britain's future	468 23%	246 25%	222 21%	50 21%	65 19%	62 18%	71 20%	68 22%	151 34%	149 27%	165 29%	78 18%	76 16%	47 18%	188 21%
Is the most statesmanlike	731 36%	390 39%	341 33%	60 25%	98 29%	113 33%	121 33%	120 40%	220 50%	226 42%	244 43%	119 27%	141 29%	90 35%	286 33%
Comes across as someone like me	219 11%	107 11%	112 11%	27 11%	38 11%	36 10%	33 9%	23 8%	62 14%	79 15%	73 13%	25 6%	41 9%	27 11%	92 11%
Competent	623 31%	327 33%	295 29%	53 22%	85 25%	94 28%	89 25%	112 37%	190 43%	201 37%	213 38%	95 21%	114 24%	69 27%	261 30%
Intelligent	789 39%	417 42%	372 36%	67 28%	116 34%	111 32%	139 38%	125 41%	232 52%	251 46%	252 45%	120 27%	167 35%	88 34%	317 36%
Can get things done	569 28%	312 31%	257 25%	61 25%	89 26%	94 27%	72 20%	89 30%	163 37%	176 32%	205 36%	84 19%	104 22%	63 24%	228 26%
Weird	163 8%	87 9%	76 7%	30 12%	36 10%	37 11%	23 6%	20 7%	18 4%	44 8%	42 7%	33 7%	44 9%	24 9%	68 8%
None of the above	354 17%	145 15%	210 20%	66 27%	85 25%	74 22%	61 17%	25 8%	44 10%	61 11%	87 15%	116 26%	91 19%	39 15%	177 20%

ITV News Index Survey

ONLINE Fieldwork: 8th-11th August 2014

Absolutes/col percents

Table 11

Q2. Please select which of the following words or phrases apply to each politician.

Base: All respondents

David Cameron

	Region												Which of the following best describes your current working status?									
	Total	England	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	2031	1776	142	94	235	179	203	157	113	180	209	319	200	1051	732	319	980	131	148	147	399	155
Weighted base	2031	1747	183	81	223	183	183	142	102	203	264	284	183	1137	894	244	894	109	139	144	349	153
Trustworthy	393 19%	359 21%	14 7%	17 21%	37 17%	36 20%	45 25%	34 24%	20 20%	45 22%	45 17%	54 19%	46 25%	198 17%	144 16%	54 22%	195 22%	12 11%	16 11%	38 26%	107 31%	23 15%
Out of touch with ordinary people	951 47%	791 45%	116 64%	47 58%	123 55%	77 42%	69 37%	71 50%	43 43%	91 45%	110 42%	121 43%	84 46%	507 45%	402 45%	105 43%	444 50%	66 61%	72 52%	66 45%	170 49%	70 46%
Has the right policies for Britain's future	468 23%	432 25%	18 10%	22 27%	48 22%	46 25%	50 27%	46 32%	18 18%	47 23%	55 21%	66 23%	52 28%	235 21%	172 19%	62 26%	233 26%	11 10%	29 21%	43 30%	130 37%	21 14%
Is the most statesmanlike	731 36%	669 38%	28 15%	34 41%	85 38%	62 34%	78 43%	64 45%	34 34%	80 39%	91 35%	104 37%	71 39%	376 33%	288 32%	88 36%	355 40%	28 26%	46 33%	64 44%	188 54%	29 19%
Comes across as someone like me	219 11%	204 12%	4 2%	8 10%	24 11%	14 8%	23 13%	25 17%	11 11%	21 11%	49 18%	28 10%	12 6%	119 11%	89 10%	30 12%	100 11%	4 4%	11 8%	21 15%	47 14%	16 10%
Competent	623 31%	567 32%	31 17%	27 33%	64 29%	53 29%	69 37%	47 33%	25 25%	77 38%	72 27%	95 33%	63 35%	330 29%	244 27%	86 35%	293 33%	21 19%	30 22%	56 39%	159 46%	26 17%
Intelligent	789 39%	702 40%	52 29%	36 44%	88 39%	66 36%	84 46%	64 45%	35 35%	80 39%	89 34%	110 39%	84 46%	405 36%	314 35%	92 38%	384 43%	33 30%	52 37%	67 46%	195 56%	38 25%
Can get things done	569 28%	511 29%	32 17%	21 26%	57 26%	42 23%	65 35%	51 36%	27 26%	56 28%	78 30%	80 28%	61 33%	291 26%	221 25%	70 29%	278 31%	14 13%	47 34%	46 32%	144 41%	27 18%
Weird	163 8%	143 8%	13 7%	6 7%	22 10%	17 9%	10 5%	9 6%	7 7%	14 7%	39 15%	15 5%	11 6%	92 8%	76 9%	15 6%	72 8%	11 10%	21 15%	6 4%	21 6%	14 9%
None of the above	354 17%	298 17%	35 19%	6 7%	33 15%	37 20%	30 16%	15 10%	22 21%	45 22%	53 20%	53 19%	27 15%	216 19%	172 19%	44 18%	138 15%	23 21%	28 20%	23 16%	25 7%	40 26%

ITV News Index Survey

ONLINE Fieldwork: 8th-11th August 2014

Absolutes/col percents

Table 12

Q2. Please select which of the following words or phrases apply to each politician.

Base: All respondents

Ed Miliband

	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	2031	1029	1002	192	277	362	396	342	462	572	594	349	516	236	815
Weighted base	2031	995	1036	241	342	342	362	302	442	543	563	442	483	258	879
Trustworthy	358 18%	196 20%	162 16%	23 9%	50 14%	72 21%	58 16%	65 22%	91 20%	90 17%	95 17%	76 17%	98 20%	61 24%	116 13%
Out of touch with ordinary people	706 35%	374 38%	332 32%	76 32%	99 29%	103 30%	127 35%	124 41%	177 40%	220 40%	211 37%	118 27%	157 33%	68 26%	312 35%
Has the right policies for Britain's future	359 18%	189 19%	169 16%	29 12%	48 14%	74 22%	62 17%	62 20%	84 19%	98 18%	94 17%	67 15%	99 21%	60 23%	122 14%
Is the most statesmanlike	214 11%	121 12%	93 9%	18 7%	28 8%	40 12%	31 9%	43 14%	55 12%	66 12%	48 9%	45 10%	55 11%	32 12%	83 9%
Comes across as someone like me	258 13%	145 15%	113 11%	13 5%	35 10%	51 15%	46 13%	45 15%	68 15%	73 14%	62 11%	51 12%	71 15%	51 20%	77 9%
Competent	379 19%	202 20%	177 17%	33 13%	52 15%	71 21%	67 18%	69 23%	88 20%	119 22%	99 18%	66 15%	95 20%	54 21%	138 16%
Intelligent	564 28%	293 29%	271 26%	31 13%	86 25%	96 28%	93 26%	102 34%	155 35%	165 30%	165 29%	104 23%	130 27%	72 28%	201 23%
Can get things done	304 15%	167 17%	137 13%	27 11%	37 11%	60 18%	62 17%	49 16%	69 16%	99 18%	74 13%	49 11%	82 17%	53 21%	106 12%
Weird	517 25%	283 28%	234 23%	57 23%	83 24%	77 23%	84 23%	76 25%	140 32%	149 27%	172 30%	84 19%	113 23%	66 26%	210 24%
None of the above	514 25%	212 21%	301 29%	89 37%	110 32%	95 28%	97 27%	52 17%	71 16%	103 19%	127 23%	156 35%	128 26%	55 21%	255 29%

ITV News Index Survey

ONLINE Fieldwork: 8th-11th August 2014

Absolutes/col percents

Table 12

Q2. Please select which of the following words or phrases apply to each politician.

Base: All respondents

Ed Miliband

	Region												Which of the following best describes your current working status?									
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	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	2031	1776	142	94	235	179	203	157	113	180	209	319	200	1051	732	319	980	131	148	147	399	155
Weighted base	2031	1747	183	81	223	183	183	142	102	203	264	284	183	1137	894	244	894	109	139	144	349	153
Trustworthy	358 18%	300 17%	41 23%	22 27%	52 23%	36 20%	30 16%	14 10%	17 16%	30 15%	47 18%	42 15%	27 15%	177 16%	141 16%	36 15%	181 20%	22 20%	28 20%	25 17%	79 23%	28 18%
Out of touch with ordinary people	706 35%	616 35%	62 34%	35 43%	78 35%	48 26%	74 41%	63 44%	27 27%	66 32%	66 25%	113 40%	74 40%	380 33%	300 34%	80 33%	326 36%	34 31%	47 34%	54 37%	151 43%	41 27%
Has the right policies for Britain's future	359 18%	298 17%	39 21%	22 27%	55 25%	41 22%	32 17%	14 10%	22 22%	16 8%	48 18%	42 15%	29 16%	182 16%	139 16%	43 18%	176 20%	23 21%	24 17%	27 19%	72 21%	31 20%
Is the most statesmanlike	214 11%	176 10%	25 13%	9 11%	22 10%	16 9%	23 12%	11 8%	13 13%	9 4%	36 14%	29 10%	21 11%	114 10%	86 10%	28 11%	100 11%	12 11%	13 10%	19 13%	44 13%	11 7%
Comes across as someone like me	258 13%	210 12%	30 16%	17 20%	41 19%	21 12%	24 13%	10 7%	18 18%	9 5%	35 13%	35 12%	18 10%	128 11%	101 11%	27 11%	130 15%	17 15%	16 11%	24 17%	54 16%	19 12%
Competent	379 19%	320 18%	39 21%	17 21%	54 24%	39 21%	36 20%	17 12%	20 20%	25 12%	55 21%	50 18%	25 14%	193 17%	153 17%	40 16%	186 21%	29 27%	24 17%	25 17%	80 23%	29 19%
Intelligent	564 28%	473 27%	70 38%	30 36%	76 34%	45 25%	38 21%	39 27%	22 21%	55 27%	65 25%	72 25%	52 29%	274 24%	210 24%	63 26%	290 32%	34 32%	35 25%	41 29%	133 38%	46 30%
Can get things done	304 15%	256 15%	32 18%	15 19%	43 19%	30 16%	23 13%	13 9%	15 15%	19 9%	44 17%	38 13%	29 16%	159 14%	127 14%	32 13%	145 16%	19 17%	23 17%	19 13%	64 18%	20 13%
Weird	517 25%	467 27%	27 15%	23 29%	49 22%	34 19%	60 33%	58 41%	22 22%	63 31%	57 22%	71 25%	51 28%	277 24%	222 25%	55 22%	240 27%	21 19%	32 23%	42 29%	120 34%	25 16%
None of the above	514 25%	443 25%	39 21%	11 13%	47 21%	58 32%	40 22%	27 19%	32 31%	60 30%	83 32%	75 27%	42 23%	309 27%	244 27%	65 27%	204 23%	31 28%	39 28%	34 24%	47 13%	54 35%

ITV News Index Survey

ONLINE Fieldwork: 8th-11th August 2014

Absolutes/col percents

Table 13

Q2. Please select which of the following words or phrases apply to each politician.

Base: All respondents

Nick Clegg

	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	2031	1029	1002	192	277	362	396	342	462	572	594	349	516	236	815
Weighted base	2031	995	1036	241	342	342	362	302	442	543	563	442	483	258	879
Trustworthy	175 9%	87 9%	88 9%	16 7%	18 5%	28 8%	28 8%	31 10%	54 12%	59 11%	60 11%	26 6%	30 6%	24 9%	72 8%
Out of touch with ordinary people	820 40%	441 44%	379 37%	70 29%	112 33%	119 35%	165 46%	139 46%	215 49%	229 42%	196 35%	167 38%	227 47%	96 37%	326 37%
Has the right policies for Britain's future	146 7%	72 7%	74 7%	20 8%	26 8%	26 8%	18 5%	20 7%	35 8%	64 12%	39 7%	20 4%	23 5%	18 7%	66 8%
Is the most statesmanlike	108 5%	58 6%	50 5%	20 8%	15 4%	24 7%	13 4%	11 4%	24 5%	34 6%	33 6%	18 4%	23 5%	12 4%	47 5%
Comes across as someone like me	151 7%	75 8%	76 7%	17 7%	33 10%	23 7%	16 4%	18 6%	45 10%	55 10%	58 10%	17 4%	22 4%	22 8%	65 7%
Competent	245 12%	116 12%	128 12%	34 14%	32 9%	40 12%	30 8%	45 15%	63 14%	82 15%	81 14%	42 10%	39 8%	36 14%	102 12%
Intelligent	454 22%	237 24%	217 21%	47 20%	66 19%	69 20%	70 19%	75 25%	127 29%	154 28%	144 26%	77 17%	79 16%	55 21%	175 20%
Can get things done	134 7%	62 6%	73 7%	5 2%	17 5%	29 8%	21 6%	24 8%	38 9%	48 9%	41 7%	18 4%	28 6%	14 6%	59 7%
Weird	238 12%	144 14%	94 9%	34 14%	38 11%	52 15%	29 8%	36 12%	48 11%	73 13%	65 11%	38 9%	62 13%	28 11%	106 12%
None of the above	621 31%	261 26%	360 35%	93 39%	127 37%	112 33%	114 31%	82 27%	94 21%	114 21%	189 34%	173 39%	145 30%	89 34%	283 32%

ITV News Index Survey

ONLINE Fieldwork: 8th-11th August 2014

Absolutes/col percents

Table 13

Q2. Please select which of the following words or phrases apply to each politician.

Base: All respondents

Nick Clegg

	Region												Which of the following best describes your current working status?									
	Total	England	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	2031	1776	142	94	235	179	203	157	113	180	209	319	200	1051	732	319	980	131	148	147	399	155
Weighted base	2031	1747	183	81	223	183	183	142	102	203	264	284	183	1137	894	244	894	109	139	144	349	153
Trustworthy	175 9%	163 9%	9 5%	7 9%	25 11%	12 7%	19 10%	15 11%	4 4%	26 13%	29 11%	21 7%	9 5%	95 8%	68 8%	27 11%	80 9%	5 5%	7 5%	13 9%	46 13%	8 5%
Out of touch with ordinary people	820 40%	701 40%	72 39%	40 49%	107 48%	66 36%	73 40%	61 43%	47 46%	77 38%	86 32%	112 39%	79 43%	422 37%	342 38%	80 33%	399 45%	50 46%	49 35%	66 46%	171 49%	62 41%
Has the right policies for Britain's future	146 7%	123 7%	14 7%	5 7%	11 5%	8 4%	15 8%	9 6%	9 8%	17 8%	24 9%	22 8%	12 7%	84 7%	64 7%	20 8%	61 7%	4 4%	9 6%	8 6%	33 9%	8 5%
Is the most statesmanlike	108 5%	93 5%	13 7%	6 7%	14 6%	5 3%	5 3%	9 7%	2 2%	14 7%	15 6%	18 6%	7 4%	59 5%	44 5%	15 6%	49 6%	8 8%	11 8%	5 4%	22 6%	3 2%
Comes across as someone like me	151 7%	134 8%	13 7%	7 8%	17 8%	13 7%	20 11%	5 4%	4 4%	18 9%	24 9%	18 6%	11 6%	86 8%	62 7%	24 10%	65 7%	3 3%	9 7%	11 8%	34 10%	8 5%
Competent	245 12%	216 12%	24 13%	15 19%	24 11%	16 9%	24 13%	15 11%	5 5%	33 16%	39 15%	34 12%	16 9%	137 12%	101 11%	36 15%	107 12%	9 8%	17 12%	13 9%	59 17%	9 6%
Intelligent	454 22%	395 23%	45 25%	23 28%	45 20%	37 20%	45 24%	35 25%	14 14%	49 24%	53 20%	62 22%	47 26%	229 20%	179 20%	51 21%	224 25%	21 19%	34 25%	34 24%	109 31%	26 17%
Can get things done	134 7%	120 7%	10 6%	6 7%	15 7%	8 4%	25 14%	5 3%	4 4%	15 7%	14 5%	19 7%	13 7%	73 6%	56 6%	17 7%	61 7%	4 4%	7 5%	10 7%	34 10%	7 4%
Weird	238 12%	215 12%	14 8%	7 9%	30 13%	27 15%	18 10%	18 13%	9 9%	23 12%	49 19%	22 8%	20 11%	133 12%	108 12%	25 10%	105 12%	15 14%	15 11%	14 10%	47 14%	12 8%
None of the above	621 31%	529 30%	54 30%	16 19%	59 27%	67 37%	52 28%	38 27%	38 37%	66 33%	82 31%	99 35%	49 27%	372 33%	290 32%	82 34%	249 28%	34 31%	48 34%	45 31%	66 19%	57 37%

ITV News Index Survey

ONLINE Fieldwork: 8th-11th August 2014

Absolutes/col percents

Table 14

Q2. Please select which of the following words or phrases apply to each politician.

Base: All respondents

Nigel Farage

	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	2031	1029	1002	192	277	362	396	342	462	572	594	349	516	236	815
Weighted base	2031	995	1036	241	342	342	362	302	442	543	563	442	483	258	879
Trustworthy	242 12%	160 16%	82 8%	18 7%	18 5%	36 11%	50 14%	44 15%	76 17%	50 9%	51 9%	56 13%	85 18%	30 12%	91 10%
Out of touch with ordinary people	469 23%	220 22%	249 24%	58 24%	95 28%	103 30%	71 20%	61 20%	80 18%	164 30%	120 21%	80 18%	106 22%	69 27%	207 24%
Has the right policies for Britain's future	389 19%	237 24%	152 15%	39 16%	28 8%	55 16%	77 21%	72 24%	119 27%	81 15%	96 17%	97 22%	115 24%	43 16%	148 17%
Is the most statesmanlike	123 6%	85 9%	38 4%	13 5%	12 3%	28 8%	29 8%	17 6%	24 5%	24 4%	37 7%	28 6%	34 7%	22 9%	55 6%
Comes across as someone like me	326 16%	207 21%	120 12%	21 9%	30 9%	39 11%	71 20%	68 23%	98 22%	69 13%	79 14%	79 18%	100 21%	44 17%	115 13%
Competent	318 16%	184 19%	134 13%	32 13%	29 9%	48 14%	64 18%	56 19%	89 20%	65 12%	81 14%	80 18%	93 19%	40 15%	113 13%
Intelligent	480 24%	295 30%	185 18%	44 18%	34 10%	62 18%	93 26%	91 30%	157 35%	124 23%	126 22%	106 24%	124 26%	56 22%	168 19%
Can get things done	318 16%	188 19%	130 13%	37 15%	34 10%	53 16%	55 15%	49 16%	89 20%	67 12%	95 17%	68 15%	88 18%	35 14%	130 15%
Weird	678 33%	338 34%	340 33%	63 26%	118 34%	115 34%	100 28%	104 34%	179 40%	223 41%	224 40%	101 23%	131 27%	81 31%	286 33%
None of the above	547 27%	222 22%	325 31%	85 35%	127 37%	102 30%	100 28%	61 20%	72 16%	118 22%	149 27%	151 34%	129 27%	66 26%	275 31%

ITV News Index Survey

ONLINE Fieldwork: 8th-11th August 2014

Absolutes/col percents

Table 14

Q2. Please select which of the following words or phrases apply to each politician.

Base: All respondents

Nigel Farage

	Region												Which of the following best describes your current working status?									
	Total	England	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	2031	1776	142	94	235	179	203	157	113	180	209	319	200	1051	732	319	980	131	148	147	399	155
Weighted base	2031	1747	183	81	223	183	183	142	102	203	264	284	183	1137	894	244	894	109	139	144	349	153
Trustworthy	242 12%	217 12%	12 7%	8 9%	28 12%	25 14%	23 12%	16 11%	14 13%	30 15%	28 11%	37 13%	22 12%	121 11%	98 11%	23 10%	121 14%	18 16%	13 9%	31 22%	49 14%	11 7%
Out of touch with ordinary people	469 23%	386 22%	64 35%	23 28%	59 27%	39 21%	43 23%	23 16%	20 19%	34 17%	53 20%	69 24%	42 23%	276 24%	227 25%	49 20%	193 22%	24 22%	40 29%	22 15%	69 20%	38 25%
Has the right policies for Britain's future	389 19%	348 20%	20 11%	24 29%	43 19%	29 16%	35 19%	37 26%	21 20%	47 23%	49 19%	56 20%	28 15%	190 17%	158 18%	32 13%	198 22%	28 25%	25 18%	41 28%	85 24%	20 13%
Is the most statesmanlike	123 6%	111 6%	9 5%	3 4%	16 7%	8 4%	11 6%	14 10%	3 3%	12 6%	12 5%	24 8%	11 6%	78 7%	59 7%	19 8%	46 5%	9 8%	7 5%	7 5%	19 6%	3 2%
Comes across as someone like me	326 16%	292 17%	14 7%	16 19%	37 17%	41 23%	29 16%	26 18%	21 20%	35 17%	37 14%	49 17%	23 12%	159 14%	132 15%	27 11%	167 19%	25 23%	17 12%	31 22%	80 23%	13 9%
Competent	318 16%	292 17%	16 9%	10 12%	34 15%	26 14%	35 19%	23 16%	10 10%	42 21%	44 17%	53 19%	24 13%	153 13%	126 14%	27 11%	166 19%	26 24%	17 12%	34 23%	66 19%	24 15%
Intelligent	480 24%	432 25%	33 18%	16 20%	58 26%	44 24%	41 22%	41 29%	15 15%	54 27%	60 23%	73 26%	45 25%	224 20%	176 20%	48 20%	256 29%	36 33%	27 19%	42 29%	127 36%	25 16%
Can get things done	318 16%	288 16%	19 11%	20 25%	32 14%	32 18%	35 19%	29 20%	11 11%	39 19%	32 12%	49 17%	21 11%	165 14%	134 15%	31 13%	153 17%	23 21%	22 16%	34 23%	61 18%	13 9%
Weird	678 33%	593 34%	58 32%	33 40%	72 32%	60 33%	60 33%	47 33%	28 28%	56 28%	92 35%	99 35%	74 41%	367 32%	291 33%	76 31%	311 35%	30 28%	42 30%	42 29%	152 44%	44 29%
None of the above	547 27%	465 27%	52 28%	14 17%	53 24%	59 32%	55 30%	28 19%	31 30%	60 30%	79 30%	73 26%	44 24%	341 30%	269 30%	72 30%	206 23%	27 25%	43 31%	37 26%	46 13%	53 34%

ITV News Index Survey

ONLINE Fieldwork: 8th-11th August 2014

Absolutes/col percents

Table 15

Q2. Please select which of the following words or phrases apply to each politician.

Base: All respondents

Boris Johnson

	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	2031	1029	1002	192	277	362	396	342	462	572	594	349	516	236	815
Weighted base	2031	995	1036	241	342	342	362	302	442	543	563	442	483	258	879
Trustworthy	359 18%	192 19%	167 16%	46 19%	48 14%	51 15%	62 17%	57 19%	95 21%	109 20%	105 19%	56 13%	89 18%	40 15%	158 18%
Out of touch with ordinary people	547 27%	270 27%	277 27%	60 25%	80 23%	99 29%	100 28%	88 29%	120 27%	161 30%	160 28%	97 22%	129 27%	67 26%	222 25%
Has the right policies for Britain's future	278 14%	142 14%	136 13%	27 11%	32 9%	50 15%	44 12%	48 16%	77 17%	83 15%	81 14%	54 12%	60 12%	34 13%	121 14%
Is the most statesmanlike	157 8%	94 9%	63 6%	20 8%	29 9%	27 8%	22 6%	27 9%	33 8%	28 5%	49 9%	36 8%	44 9%	16 6%	71 8%
Comes across as someone like me	310 15%	176 18%	134 13%	36 15%	49 14%	43 13%	50 14%	60 20%	73 16%	87 16%	99 18%	48 11%	77 16%	34 13%	145 16%
Competent	410 20%	226 23%	184 18%	41 17%	49 14%	56 16%	59 16%	73 24%	133 30%	125 23%	120 21%	76 17%	89 18%	41 16%	167 19%
Intelligent	697 34%	389 39%	308 30%	58 24%	77 22%	96 28%	114 32%	120 40%	232 52%	223 41%	219 39%	111 25%	144 30%	83 32%	265 30%
Can get things done	540 27%	315 32%	225 22%	41 17%	68 20%	79 23%	82 23%	96 32%	174 39%	170 31%	173 31%	90 20%	106 22%	67 26%	196 22%
Weird	793 39%	423 42%	371 36%	94 39%	123 36%	135 40%	149 41%	137 45%	155 35%	213 39%	223 40%	164 37%	192 40%	118 46%	330 38%
None of the above	383 19%	151 15%	231 22%	65 27%	87 25%	73 21%	67 19%	32 10%	59 13%	61 11%	97 17%	125 28%	100 21%	36 14%	186 21%

ITV News Index Survey

ONLINE Fieldwork: 8th-11th August 2014

Absolutes/col percents

Table 15

Q2. Please select which of the following words or phrases apply to each politician.

Base: All respondents

Boris Johnson

	Region												Which of the following best describes your current working status?									
	Total	England	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	2031	1776	142	94	235	179	203	157	113	180	209	319	200	1051	732	319	980	131	148	147	399	155
Weighted base	2031	1747	183	81	223	183	183	142	102	203	264	284	183	1137	894	244	894	109	139	144	349	153
Trustworthy	359 18%	320 18%	23 13%	13 16%	36 16%	19 11%	42 23%	28 20%	17 16%	43 21%	48 18%	53 19%	37 20%	198 17%	148 17%	49 20%	161 18%	20 19%	22 16%	34 24%	70 20%	16 10%
Out of touch with ordinary people	547 27%	454 26%	76 41%	27 33%	59 26%	42 23%	40 22%	36 25%	17 17%	48 24%	82 31%	66 23%	54 29%	290 25%	238 27%	52 21%	257 29%	35 32%	39 28%	36 25%	105 30%	42 27%
Has the right policies for Britain's future	278 14%	253 14%	16 9%	16 20%	27 12%	12 6%	33 18%	29 21%	9 9%	30 15%	49 19%	29 10%	27 15%	155 14%	116 13%	39 16%	123 14%	12 11%	15 11%	26 18%	57 16%	12 8%
Is the most statesmanlike	157 8%	138 8%	14 8%	6 7%	15 7%	10 5%	21 11%	11 8%	6 6%	22 11%	22 8%	15 5%	18 10%	87 8%	69 8%	18 7%	70 8%	10 9%	11 8%	15 10%	25 7%	9 6%
Comes across as someone like me	310 15%	271 16%	19 11%	13 17%	26 11%	29 16%	28 16%	22 16%	20 20%	38 19%	41 16%	37 13%	36 20%	179 16%	143 16%	36 15%	131 15%	15 13%	19 14%	21 15%	63 18%	13 9%
Competent	410 20%	372 21%	22 12%	16 20%	27 12%	27 15%	46 25%	30 21%	16 16%	50 24%	57 22%	72 25%	46 25%	208 18%	160 18%	48 20%	202 23%	20 19%	27 19%	31 21%	105 30%	19 12%
Intelligent	697 34%	625 36%	46 25%	24 30%	73 33%	58 32%	71 39%	58 41%	26 25%	73 36%	90 34%	101 35%	77 42%	348 31%	264 29%	84 34%	349 39%	34 31%	37 27%	54 38%	195 56%	30 19%
Can get things done	540 27%	494 28%	26 14%	27 33%	45 20%	45 25%	53 29%	49 35%	19 19%	64 31%	74 28%	85 30%	51 28%	263 23%	196 22%	67 27%	276 31%	26 24%	32 23%	45 31%	140 40%	33 22%
Weird	793 39%	677 39%	79 43%	41 50%	106 47%	70 38%	62 34%	56 40%	38 37%	79 39%	94 35%	106 37%	63 35%	448 39%	363 41%	85 35%	345 39%	45 42%	65 47%	45 31%	127 36%	63 41%
None of the above	383 19%	320 18%	34 19%	9 10%	36 16%	41 22%	41 23%	23 16%	29 28%	40 20%	45 17%	58 20%	28 15%	222 19%	169 19%	53 22%	161 18%	23 21%	28 20%	31 22%	33 9%	46 30%

ITV News Index Survey
ONLINE Fieldwork: 8th-11th August 2014

Absolutes/col percents

Table 16

Q3. Do you agree or disagree with the following statements?**Base: All respondents****Summary table**

	Boris Johnson would make a better Prime Minister than Ed Miliband	Boris Johnson would make a better Prime Minister than David Cameron	Boris Johnson is not a serious politician	I would like to see Boris Johnson representing the UK on the global stage	I wish more politicians were like Boris Johnson
Unweighted base	2031	2031	2031	2031	2031
Weighted base	2031	2031	2031	2031	2031
Agree	884 44%	560 28%	687 34%	704 35%	786 39%
Disagree	641 32%	771 38%	881 43%	792 39%	774 38%
Don't know	507 25%	701 34%	463 23%	535 26%	470 23%

ITV News Index Survey
ONLINE Fieldwork: 8th-11th August 2014

Absolutes/col percents

Table 17

Q3. Do you agree or disagree with the following statements?**Base: All respondents****Boris Johnson would make a better Prime Minister than Ed Miliband**

	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	2031	1029	1002	192	277	362	396	342	462	572	594	349	516	236	815
Weighted base	2031	995	1036	241	342	342	362	302	442	543	563	442	483	258	879
Agree	884 44%	480 48%	404 39%	91 38%	137 40%	127 37%	144 40%	146 48%	237 54%	252 46%	262 47%	176 40%	194 40%	103 40%	385 44%
Disagree	641 32%	333 33%	308 30%	59 25%	105 31%	106 31%	124 34%	105 35%	141 32%	164 30%	177 32%	135 30%	165 34%	98 38%	248 28%
Don't know	507 25%	183 18%	324 31%	91 38%	100 29%	108 32%	94 26%	50 17%	64 14%	127 23%	124 22%	132 30%	124 26%	58 22%	247 28%

ITV News Index Survey

ONLINE Fieldwork: 8th-11th August 2014

Absolutes/col percents

Table 17

Q3. Do you agree or disagree with the following statements?

Base: All respondents

Boris Johnson would make a better Prime Minister than Ed Miliband

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	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	2031	1776	142	94	235	179	203	157	113	180	209	319	200	1051	732	319	980	131	148	147	399	155
Weighted base	2031	1747	183	81	223	183	183	142	102	203	264	284	183	1137	894	244	894	109	139	144	349	153
Agree	884 44%	786 45%	48 26%	37 46%	77 34%	71 39%	92 50%	80 56%	49 48%	91 45%	107 40%	142 50%	90 49%	487 43%	397 44%	91 37%	396 44%	32 30%	52 38%	76 53%	190 54%	46 30%
Disagree	641 32%	521 30%	95 52%	31 38%	81 36%	64 35%	41 23%	37 26%	25 25%	48 24%	97 37%	72 25%	50 28%	345 30%	262 29%	84 34%	295 33%	46 42%	46 33%	40 28%	112 32%	51 33%
Don't know	507 25%	440 25%	40 22%	13 16%	66 30%	48 26%	49 27%	25 18%	27 27%	64 32%	60 23%	70 25%	43 23%	305 27%	235 26%	69 28%	202 23%	31 28%	40 29%	28 19%	47 13%	57 37%

ITV News Index Survey
ONLINE Fieldwork: 8th-11th August 2014

Absolutes/col percents

Table 18

Q3. Do you agree or disagree with the following statements?**Base: All respondents****Boris Johnson would make a better Prime Minister than David Cameron**

	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	2031	1029	1002	192	277	362	396	342	462	572	594	349	516	236	815
Weighted base	2031	995	1036	241	342	342	362	302	442	543	563	442	483	258	879
Agree	560 28%	300 30%	259 25%	64 26%	96 28%	91 27%	119 33%	82 27%	107 24%	126 23%	138 25%	139 31%	157 33%	73 28%	244 28%
Disagree	771 38%	392 39%	379 37%	81 33%	113 33%	115 34%	144 40%	122 41%	196 44%	222 41%	238 42%	150 34%	161 33%	103 40%	316 36%
Don't know	701 34%	303 30%	398 38%	97 40%	132 39%	136 40%	99 27%	98 32%	139 32%	195 36%	187 33%	153 35%	165 34%	82 32%	320 36%

ITV News Index Survey

ONLINE Fieldwork: 8th-11th August 2014

Absolutes/col percents

Table 18

Q3. Do you agree or disagree with the following statements?

Base: All respondents

Boris Johnson would make a better Prime Minister than David Cameron

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	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	2031	1776	142	94	235	179	203	157	113	180	209	319	200	1051	732	319	980	131	148	147	399	155
Weighted base	2031	1747	183	81	223	183	183	142	102	203	264	284	183	1137	894	244	894	109	139	144	349	153
Agree	560 28%	476 27%	51 28%	26 32%	52 23%	45 25%	62 34%	48 34%	32 32%	56 28%	61 23%	84 29%	42 23%	317 28%	250 28%	66 27%	243 27%	33 30%	41 30%	44 31%	81 23%	44 29%
Disagree	771 38%	647 37%	88 48%	33 41%	86 38%	71 39%	56 31%	55 39%	36 35%	68 33%	111 42%	99 35%	68 37%	418 37%	327 37%	91 38%	352 39%	40 37%	55 39%	54 38%	155 44%	48 31%
Don't know	701 34%	623 36%	44 24%	22 27%	85 38%	67 37%	65 35%	39 28%	34 33%	79 39%	92 35%	101 36%	72 40%	402 35%	316 35%	86 35%	298 33%	36 33%	42 31%	46 32%	113 32%	62 40%

ITV News Index Survey
ONLINE Fieldwork: 8th-11th August 2014

Absolutes/col percents

Table 19

Q3. Do you agree or disagree with the following statements?**Base: All respondents****Boris Johnson is not a serious politician**

	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	2031	1029	1002	192	277	362	396	342	462	572	594	349	516	236	815
Weighted base	2031	995	1036	241	342	342	362	302	442	543	563	442	483	258	879
Agree	687 34%	350 35%	337 33%	79 33%	103 30%	119 35%	132 36%	99 33%	154 35%	182 34%	181 32%	140 32%	184 38%	93 36%	278 32%
Disagree	881 43%	472 47%	409 39%	72 30%	132 39%	127 37%	166 46%	152 51%	232 52%	250 46%	261 46%	176 40%	195 40%	114 44%	376 43%
Don't know	463 23%	173 17%	290 28%	90 37%	107 31%	95 28%	64 18%	50 16%	56 13%	111 20%	121 21%	127 29%	104 22%	51 20%	226 26%

ITV News Index Survey

ONLINE Fieldwork: 8th-11th August 2014

Absolutes/col percents

Table 19

Q3. Do you agree or disagree with the following statements?**Base: All respondents****Boris Johnson is not a serious politician**

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	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	2031	1776	142	94	235	179	203	157	113	180	209	319	200	1051	732	319	980	131	148	147	399	155
Weighted base	2031	1747	183	81	223	183	183	142	102	203	264	284	183	1137	894	244	894	109	139	144	349	153
Agree	687 34%	576 33%	81 45%	41 51%	79 35%	60 33%	52 28%	38 26%	29 29%	58 29%	104 39%	83 29%	61 33%	372 33%	293 33%	78 32%	316 35%	51 47%	47 34%	56 39%	115 33%	46 30%
Disagree	881 43%	766 44%	65 35%	29 35%	90 40%	73 40%	93 51%	74 52%	50 49%	102 50%	93 35%	134 47%	78 43%	490 43%	371 42%	118 49%	392 44%	35 32%	48 35%	65 45%	189 54%	55 36%
Don't know	463 23%	404 23%	37 20%	11 14%	54 24%	50 27%	39 21%	30 21%	22 22%	43 21%	67 25%	67 24%	44 24%	276 24%	229 26%	47 19%	186 21%	23 21%	43 31%	23 16%	45 13%	52 34%

ITV News Index Survey
ONLINE Fieldwork: 8th-11th August 2014

Absolutes/col percents

Table 20

Q3. Do you agree or disagree with the following statements?**Base: All respondents****I would like to see Boris Johnson representing the UK on the global stage**

	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	2031	1029	1002	192	277	362	396	342	462	572	594	349	516	236	815
Weighted base	2031	995	1036	241	342	342	362	302	442	543	563	442	483	258	879
Agree	704 35%	379 38%	324 31%	71 29%	103 30%	108 32%	112 31%	130 43%	179 40%	199 37%	192 34%	153 35%	160 33%	76 29%	322 37%
Disagree	792 39%	418 42%	374 36%	79 33%	120 35%	128 37%	148 41%	123 41%	194 44%	215 40%	225 40%	156 35%	197 41%	108 42%	302 34%
Don't know	535 26%	198 20%	337 33%	91 38%	118 35%	106 31%	102 28%	49 16%	69 16%	129 24%	147 26%	133 30%	126 26%	74 29%	255 29%

ITV News Index Survey

ONLINE Fieldwork: 8th-11th August 2014

Absolutes/col percents

Table 20

Q3. Do you agree or disagree with the following statements?**Base: All respondents****I would like to see Boris Johnson representing the UK on the global stage**

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	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	2031	1776	142	94	235	179	203	157	113	180	209	319	200	1051	732	319	980	131	148	147	399	155
Weighted base	2031	1747	183	81	223	183	183	142	102	203	264	284	183	1137	894	244	894	109	139	144	349	153
Agree	704 35%	622 36%	37 20%	32 40%	63 28%	58 32%	78 43%	56 40%	45 44%	77 38%	77 29%	109 38%	71 39%	398 35%	314 35%	84 34%	306 34%	24 22%	38 27%	60 42%	143 41%	41 27%
Disagree	792 39%	659 38%	106 58%	32 40%	92 41%	73 40%	59 32%	52 36%	28 27%	70 35%	107 40%	100 35%	74 41%	410 36%	315 35%	95 39%	382 43%	53 49%	59 42%	59 41%	148 42%	63 41%
Don't know	535 26%	466 27%	40 22%	17 20%	68 30%	52 28%	46 25%	34 24%	29 29%	56 28%	81 31%	75 26%	38 21%	329 29%	265 30%	65 26%	206 23%	31 29%	42 30%	25 17%	58 17%	49 32%

ITV News Index Survey
ONLINE Fieldwork: 8th-11th August 2014

Absolutes/col percents

Table 21
Q3. Do you agree or disagree with the following statements?
Base: All respondents
I wish more politicians were like Boris Johnson

	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	2031	1029	1002	192	277	362	396	342	462	572	594	349	516	236	815
Weighted base	2031	995	1036	241	342	342	362	302	442	543	563	442	483	258	879
Agree	786 39%	430 43%	356 34%	74 31%	132 39%	125 37%	140 39%	123 41%	193 44%	221 41%	223 40%	163 37%	180 37%	94 36%	354 40%
Disagree	774 38%	396 40%	378 37%	82 34%	111 33%	118 35%	137 38%	137 46%	188 43%	211 39%	222 39%	154 35%	188 39%	112 44%	308 35%
Don't know	470 23%	169 17%	302 29%	86 35%	98 29%	99 29%	85 23%	41 14%	61 14%	111 21%	119 21%	125 28%	115 24%	51 20%	218 25%

ITV News Index Survey

ONLINE Fieldwork: 8th-11th August 2014

Absolutes/col percents

Table 21
Q3. Do you agree or disagree with the following statements?
Base: All respondents
I wish more politicians were like Boris Johnson

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	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	2031	1776	142	94	235	179	203	157	113	180	209	319	200	1051	732	319	980	131	148	147	399	155
Weighted base	2031	1747	183	81	223	183	183	142	102	203	264	284	183	1137	894	244	894	109	139	144	349	153
Agree	786 39%	689 39%	47 26%	35 43%	80 36%	61 33%	92 51%	71 50%	50 49%	79 39%	76 29%	123 43%	72 40%	448 39%	356 40%	92 38%	339 38%	34 31%	49 35%	58 40%	155 44%	44 29%
Disagree	774 38%	652 37%	93 51%	31 38%	84 37%	75 41%	48 26%	48 34%	29 28%	78 38%	120 45%	99 35%	70 38%	420 37%	326 37%	94 39%	354 40%	49 45%	49 36%	57 39%	144 41%	55 36%
Don't know	470 23%	405 23%	42 23%	15 19%	60 27%	47 25%	42 23%	23 16%	23 22%	47 23%	68 26%	62 22%	41 22%	269 24%	212 24%	58 24%	201 23%	26 24%	40 29%	30 21%	50 14%	55 36%