



# ITV News Index

## **METHODOLOGY NOTE**

ComRes interviewed 2,024 British adults online from 8<sup>th</sup> to 10<sup>th</sup> March 2013. Data were weighted to be demographically 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.*

## ITV News Index Survey

### ONLINE Fieldwork : 8th-10th March 2013

Absolutes/col percents

Table 1

**Q.1 In your opinion, was Britain right or wrong to take part in the war in Iraq?****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	2024	992	1032	130	294	428	378	332	462	611	632	335	446	303	779
Weighted base	2024	992	1032	243	324	385	344	304	425	546	587	425	466	336	797
Right	412 20%	286 29%	126 12%	40 16%	71 22%	83 22%	67 20%	67 22%	84 20%	115 21%	126 21%	80 19%	91 20%	71 21%	152 19%
Wrong	1169 58%	565 57%	605 59%	126 52%	162 50%	200 52%	201 58%	186 61%	294 69%	342 63%	328 56%	242 57%	257 55%	153 45%	488 61%
Don't know	442 22%	141 14%	301 29%	77 32%	91 28%	102 26%	76 22%	51 17%	46 11%	89 16%	133 23%	103 24%	118 25%	113 33%	157 20%

## ITV News Index Survey

### ONLINE Fieldwork : 8th-10th March 2013

Absolutes/col percents

Table 1

**Q.1 In your opinion, was Britain right or wrong to take part in the war in Iraq?****Base: All respondents**

	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	2024	1755	180	87	249	169	197	165	89	187	206	297	198	1082	752	330	942	119	108	78	473	164
Weighted base	2024	1741	176	91	238	179	187	157	107	190	255	260	185	1133	891	243	891	127	111	76	411	165
Right	412 20%	356 20%	44 25%	28 31%	49 20%	36 20%	40 21%	32 20%	13 12%	39 21%	40 16%	56 22%	36 20%	223 20%	191 21%	32 13%	189 21%	29 23%	27 25%	10 13%	97 24%	25 15%
Wrong	1169 58%	1004 58%	103 59%	45 49%	139 58%	106 59%	102 54%	92 59%	62 58%	102 54%	157 62%	143 55%	118 64%	641 57%	493 55%	147 61%	529 59%	66 52%	56 50%	56 73%	265 64%	86 52%
Don't know	442 22%	381 22%	29 16%	18 20%	50 21%	37 21%	45 24%	33 21%	33 30%	48 25%	58 23%	60 23%	30 17%	270 24%	206 23%	64 26%	173 19%	32 25%	28 25%	10 13%	49 12%	53 32%

## ITV News Index Survey

### ONLINE Fieldwork : 8th-10th March 2013

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	2024	992	1032	130	294	428	378	332	462	611	632	335	446	303	779
Weighted base	2024	992	1032	243	324	385	344	304	425	546	587	425	466	336	797
<b><u>Iraq has benefited overall from the removal of Saddam Hussein</u></b>															
Agree	940 46%	456 46%	484 47%	98 40%	140 43%	198 51%	178 52%	138 45%	190 45%	244 45%	276 47%	181 43%	239 51%	158 47%	366 46%
Disagree	429 21%	249 25%	180 17%	64 26%	71 22%	64 17%	61 18%	64 21%	105 25%	127 23%	118 20%	104 25%	80 17%	57 17%	189 24%
Don't know	655 32%	287 29%	368 36%	81 33%	114 35%	123 32%	106 31%	102 34%	129 30%	175 32%	194 33%	139 33%	147 32%	122 36%	242 30%
<b><u>The removal of Saddam Hussein was not worth the lives of 179 British soldiers</u></b>															
Agree	1023 51%	525 53%	497 48%	90 37%	142 44%	165 43%	184 54%	173 57%	268 63%	309 57%	293 50%	220 52%	200 43%	153 46%	406 51%
Disagree	447 22%	263 27%	184 18%	64 26%	71 22%	86 22%	78 23%	65 21%	84 20%	125 23%	126 21%	89 21%	108 23%	72 21%	178 22%
Don't know	554 27%	204 21%	351 34%	89 37%	111 34%	134 35%	81 24%	66 22%	72 17%	112 21%	168 29%	116 27%	158 34%	112 33%	213 27%
<b><u>Britain should be proud of its role in the removal of Saddam Hussein from power in Iraq</u></b>															
Agree	867 43%	433 44%	433 42%	116 48%	141 43%	188 49%	154 45%	116 38%	151 36%	204 37%	257 44%	194 46%	212 46%	148 44%	328 41%
Disagree	625 31%	361 36%	265 26%	56 23%	86 26%	87 23%	111 32%	113 37%	173 41%	203 37%	180 31%	135 32%	108 23%	87 26%	267 34%
Don't know	532 26%	198 20%	334 32%	71 29%	98 30%	109 28%	79 23%	74 25%	100 24%	140 26%	151 26%	96 23%	146 31%	101 30%	202 25%

## ITV News Index Survey

### ONLINE Fieldwork : 8th-10th March 2013

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	2024	992	1032	243	324	385	344	304	425	546	587	425	466	336	797
<b><u>It doesn't matter that no weapons of mass destruction were found in Iraq</u></b>															
Agree	436 22%	261 26%	176 17%	43 18%	78 24%	88 23%	76 22%	64 21%	87 20%	122 22%	116 20%	95 22%	104 22%	82 24%	168 21%
Disagree	1185 59%	614 62%	571 55%	125 51%	153 47%	210 55%	204 59%	196 64%	297 70%	346 63%	360 61%	243 57%	236 51%	168 50%	470 59%
Don't know	403 20%	118 12%	285 28%	75 31%	93 29%	86 22%	64 19%	44 14%	41 10%	79 14%	111 19%	87 21%	126 27%	87 26%	159 20%
<b><u>The Iraq war cannot be morally justified on humanitarian grounds given the number of Iraqi civilian casualties</u></b>															
Agree	1046 52%	522 53%	524 51%	124 51%	146 45%	172 45%	164 48%	173 57%	266 63%	315 58%	329 56%	201 47%	201 43%	154 46%	415 52%
Disagree	414 20%	273 27%	142 14%	42 17%	58 18%	83 22%	85 25%	56 18%	91 21%	108 20%	116 20%	96 23%	95 20%	72 22%	151 19%
Don't know	564 28%	197 20%	367 36%	77 32%	120 37%	130 34%	96 28%	74 24%	67 16%	123 23%	143 24%	128 30%	170 36%	110 33%	231 29%
<b><u>Britain's participation in the Iraq war has increased the threat of a terrorist attack on British soil</u></b>															
Agree	1395 69%	685 69%	711 69%	152 63%	200 62%	256 67%	247 72%	227 75%	312 73%	384 70%	407 69%	312 73%	293 63%	202 60%	558 70%
Disagree	273 14%	171 17%	102 10%	30 12%	44 13%	51 13%	55 16%	31 10%	62 15%	80 15%	76 13%	47 11%	70 15%	59 17%	93 12%
Don't know	355 18%	136 14%	219 21%	60 25%	80 25%	77 20%	42 12%	45 15%	51 12%	83 15%	104 18%	65 15%	103 22%	75 22%	146 18%

## ITV News Index Survey

### ONLINE Fieldwork : 8th-10th March 2013

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	2024	992	1032	243	324	385	344	304	425	546	587	425	466	336	797
<b><u>Tony Blair deliberately lied to the British people about the threat of Iraq stockpiling weapons of mass destruction</u></b>															
Agree	1161 57%	603 61%	558 54%	127 52%	162 50%	210 55%	198 58%	182 60%	281 66%	320 59%	334 57%	260 61%	246 53%	175 52%	464 58%
Disagree	301 15%	185 19%	116 11%	35 14%	54 17%	57 15%	54 16%	42 14%	60 14%	89 16%	92 16%	64 15%	57 12%	59 18%	105 13%
Don't know	562 28%	204 21%	358 35%	81 33%	108 33%	117 30%	92 27%	79 26%	84 20%	137 25%	161 27%	102 24%	162 35%	102 30%	228 29%

## ITV News Index Survey

### ONLINE Fieldwork : 8th-10th March 2013

Absolutes/col percents

Table 2

**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	England	Scotland	North East	North West	Yorkshire & Humber	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	2024	1755	180	87	249	169	197	165	89	187	206	297	198	1082	752	330	942	119	108	78	473	164
Weighted base	2024	1741	176	91	238	179	187	157	107	190	255	260	185	1133	891	243	891	127	111	76	411	165
<b><u>Iraq has benefited overall from the removal of Saddam Hussein</u></b>																						
Agree	940 46%	815 47%	78 45%	50 55%	126 53%	84 47%	94 50%	72 46%	47 43%	80 42%	95 37%	118 46%	95 51%	524 46%	415 47%	108 45%	417 47%	58 46%	50 45%	45 58%	181 44%	83 50%
Disagree	429 21%	369 21%	35 20%	12 13%	60 25%	44 25%	36 19%	33 21%	25 24%	46 24%	57 22%	59 23%	21 11%	246 22%	192 22%	54 22%	183 21%	29 23%	25 22%	15 20%	95 23%	19 12%
Don't know	655 32%	557 32%	63 36%	30 32%	51 22%	51 28%	57 30%	52 33%	35 33%	63 33%	102 40%	82 32%	69 37%	364 32%	283 32%	81 33%	291 33%	39 31%	37 33%	16 22%	135 33%	63 38%
<b><u>The removal of Saddam Hussein was not worth the lives of 179 British soldiers</u></b>																						
Agree	1023 51%	867 50%	101 57%	48 52%	135 57%	87 49%	94 50%	65 42%	55 51%	87 46%	120 47%	134 52%	97 53%	559 49%	434 49%	125 51%	464 52%	59 46%	51 46%	45 60%	243 59%	66 40%
Disagree	447 22%	391 22%	36 21%	14 16%	50 21%	46 26%	46 25%	42 27%	20 19%	43 23%	54 21%	52 20%	42 23%	250 22%	211 24%	38 16%	197 22%	35 27%	26 23%	10 13%	98 24%	29 18%
Don't know	554 27%	483 28%	39 22%	29 32%	52 22%	45 25%	48 25%	50 32%	32 30%	60 31%	80 32%	74 28%	45 24%	325 29%	245 28%	80 33%	230 26%	33 26%	35 31%	21 28%	70 17%	70 43%
<b><u>Britain should be proud of its role in the removal of Saddam Hussein from power in Iraq</u></b>																						
Agree	867 43%	753 43%	73 41%	50 54%	101 42%	76 43%	92 49%	64 41%	41 38%	80 42%	90 35%	126 48%	75 41%	476 42%	391 44%	85 35%	391 44%	63 50%	55 49%	34 44%	156 38%	82 50%
Disagree	625 31%	519 30%	66 37%	24 26%	76 32%	53 30%	44 24%	49 31%	41 38%	53 28%	93 37%	64 25%	64 35%	355 31%	271 30%	84 35%	271 30%	32 25%	25 22%	19 25%	163 40%	33 20%
Don't know	532 26%	469 27%	38 21%	18 20%	61 26%	50 28%	51 27%	45 28%	26 24%	57 30%	71 28%	70 27%	46 25%	303 27%	229 26%	74 30%	229 26%	32 25%	31 28%	23 31%	92 22%	50 30%

## ITV News Index Survey

### ONLINE Fieldwork : 8th-10th March 2013

Absolutes/col percents

Table 2

**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	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
Weighted base	2024	1741	176	91	238	179	187	157	107	190	255	260	185	1133	891	243	891	127	111	76	411	165
<b><u>It doesn't matter that no weapons of mass destruction were found in Iraq</u></b>																						
Agree	436 22%	382 22%	38 22%	24 26%	51 22%	55 31%	38 20%	38 24%	16 15%	49 26%	44 17%	45 17%	38 21%	250 22%	207 23%	43 18%	187 21%	30 23%	18 16%	17 22%	93 23%	29 18%
Disagree	1185 59%	1019 59%	108 62%	46 51%	138 58%	97 55%	111 59%	85 54%	58 54%	103 54%	160 63%	162 62%	116 63%	638 56%	492 55%	146 60%	547 61%	66 52%	72 65%	48 63%	276 67%	85 52%
Don't know	403 20%	340 20%	30 17%	21 23%	48 20%	26 14%	39 21%	34 22%	33 31%	38 20%	50 20%	52 20%	31 17%	245 22%	191 21%	54 22%	157 18%	31 25%	22 19%	11 15%	42 10%	51 31%
<b><u>The Iraq war cannot be morally justified on humanitarian grounds given the number of Iraqi civilian casualties</u></b>																						
Agree	1046 52%	901 52%	100 57%	51 55%	131 55%	76 43%	95 51%	78 50%	45 42%	93 49%	140 55%	137 53%	100 54%	569 50%	444 50%	125 52%	477 54%	67 52%	55 50%	41 53%	253 62%	61 37%
Disagree	414 20%	358 21%	31 18%	19 20%	46 19%	51 28%	42 22%	37 23%	25 23%	33 17%	41 16%	48 19%	42 23%	224 20%	184 21%	40 17%	190 21%	31 24%	20 18%	11 15%	96 23%	33 20%
Don't know	564 28%	482 28%	44 25%	22 24%	61 26%	51 29%	51 27%	43 27%	38 35%	64 34%	73 29%	75 29%	42 23%	341 30%	263 30%	77 32%	224 25%	30 23%	36 33%	24 32%	63 15%	71 43%
<b><u>Britain's participation in the Iraq war has increased the threat of a terrorist attack on British soil</u></b>																						
Agree	1395 69%	1199 69%	125 71%	60 65%	173 73%	128 72%	124 66%	104 66%	72 67%	139 74%	172 68%	163 63%	135 73%	761 67%	593 67%	167 69%	635 71%	88 70%	65 58%	55 71%	314 76%	113 68%
Disagree	273 14%	237 14%	25 14%	17 19%	27 11%	21 12%	31 17%	21 13%	11 11%	23 12%	29 11%	42 16%	27 15%	151 13%	120 13%	32 13%	122 14%	15 12%	21 19%	9 11%	56 14%	21 13%
Don't know	355 18%	305 18%	26 15%	15 16%	38 16%	29 16%	31 17%	33 21%	24 22%	27 14%	54 21%	55 21%	23 12%	221 20%	178 20%	44 18%	134 15%	24 19%	25 22%	13 17%	41 10%	31 19%



## ITV News Index Survey

### ONLINE Fieldwork : 8th-10th March 2013

Absolutes/col percents

Table 2

**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	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
Weighted base	2024	1741	176	91	238	179	187	157	107	190	255	260	185	1133	891	243	891	127	111	76	411	165
<b><u>Tony Blair deliberately lied to the British people about the threat of Iraq stockpiling weapons of mass destruction</u></b>																						
Agree	1161 57%	983 56%	109 62%	44 48%	136 57%	101 57%	112 60%	88 56%	69 64%	86 45%	153 60%	155 60%	108 58%	639 56%	501 56%	137 56%	522 59%	68 54%	60 54%	50 66%	258 63%	86 52%
Disagree	301 15%	259 15%	26 15%	11 12%	35 15%	32 18%	32 17%	26 17%	16 15%	35 18%	35 14%	26 10%	28 15%	164 14%	135 15%	30 12%	137 15%	23 18%	16 14%	6 8%	70 17%	22 13%
Don't know	562 28%	498 29%	41 23%	36 40%	67 28%	45 25%	44 23%	43 27%	23 21%	70 37%	67 26%	78 30%	49 27%	331 29%	254 29%	76 31%	232 26%	35 28%	35 32%	20 27%	83 20%	57 35%

## ITV News Index Survey

### ONLINE Fieldwork : 8th-10th March 2013

Absolutes/col percents

Table 3

**Q.3 Do you think the Coalition Government understands the concerns of each of the following groups?****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	2024	992	1032	130	294	428	378	332	462	611	632	335	446	303	779
Weighted base	2024	992	1032	243	324	385	344	304	425	546	587	425	466	336	797
<b>People on low incomes</b>															
Yes	313 15%	182 18%	131 13%	33 14%	44 14%	46 12%	56 16%	39 13%	95 22%	106 19%	99 17%	68 16%	40 9%	39 12%	144 18%
No	1553 77%	751 76%	802 78%	183 75%	238 73%	304 79%	266 77%	250 82%	312 74%	400 73%	448 76%	325 76%	380 82%	273 81%	585 73%
Don't know	158 8%	59 6%	99 10%	27 11%	42 13%	34 9%	23 7%	14 5%	17 4%	41 7%	40 7%	32 8%	46 10%	25 7%	69 9%
<b>People on middle incomes</b>															
Yes	529 26%	286 29%	243 24%	46 19%	79 24%	89 23%	112 33%	69 23%	134 31%	156 28%	151 26%	109 26%	113 24%	64 19%	218 27%
No	1263 62%	620 63%	642 62%	168 69%	196 60%	233 60%	200 58%	214 70%	252 59%	332 61%	383 65%	272 64%	276 59%	238 71%	488 61%
Don't know	233 11%	86 9%	147 14%	29 12%	49 15%	63 16%	32 9%	21 7%	39 9%	59 11%	53 9%	43 10%	77 16%	35 10%	92 11%
<b>People on high incomes</b>															
Yes	1463 72%	748 75%	715 69%	145 60%	212 66%	278 72%	251 73%	227 75%	349 82%	415 76%	422 72%	302 71%	324 70%	231 69%	548 69%
No	312 15%	160 16%	152 15%	56 23%	56 17%	56 15%	61 18%	43 14%	39 9%	78 14%	100 17%	67 16%	68 15%	65 19%	145 18%
Don't know	249 12%	84 8%	165 16%	41 17%	55 17%	50 13%	33 9%	33 11%	37 9%	54 10%	65 11%	56 13%	74 16%	41 12%	105 13%

## ITV News Index Survey

### ONLINE Fieldwork : 8th-10th March 2013

Absolutes/col percents

Table 3

**Q.3 Do you think the Coalition Government understands the concerns of each of the following groups?****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	2024	992	1032	243	324	385	344	304	425	546	587	425	466	336	797
<b><u>The banks and big business</u></b>															
Yes	1288 64%	668 67%	620 60%	132 54%	197 61%	240 62%	217 63%	194 64%	309 73%	366 67%	375 64%	280 66%	268 57%	211 63%	485 61%
No	465 23%	236 24%	230 22%	67 28%	62 19%	92 24%	93 27%	74 24%	78 18%	121 22%	138 24%	92 22%	114 25%	75 22%	203 26%
Don't know	270 13%	88 9%	182 18%	44 18%	65 20%	53 14%	35 10%	35 12%	38 9%	59 11%	74 13%	54 13%	84 18%	51 15%	108 14%
<b><u>Small business owners and entrepreneurs</u></b>															
Yes	459 23%	272 27%	187 18%	51 21%	63 20%	74 19%	79 23%	67 22%	124 29%	142 26%	140 24%	105 25%	72 15%	68 20%	190 24%
No	1305 64%	633 64%	673 65%	156 64%	185 57%	255 66%	231 67%	209 69%	269 63%	349 64%	373 64%	268 63%	315 68%	221 66%	505 63%
Don't know	260 13%	88 9%	172 17%	36 15%	76 23%	56 15%	33 10%	27 9%	32 7%	55 10%	74 13%	52 12%	79 17%	48 14%	102 13%
<b><u>Families</u></b>															
Yes	434 21%	251 25%	183 18%	46 19%	60 18%	60 16%	87 25%	52 17%	128 30%	154 28%	134 23%	80 19%	66 14%	53 16%	187 23%
No	1392 69%	667 67%	724 70%	164 67%	218 67%	285 74%	233 68%	233 77%	259 61%	342 63%	399 68%	304 71%	347 75%	251 75%	533 67%
Don't know	199 10%	74 7%	125 12%	33 14%	47 14%	39 10%	24 7%	18 6%	38 9%	50 9%	54 9%	42 10%	52 11%	32 9%	78 10%

**ITV News Index Survey**  
**ONLINE Fieldwork : 8th-10th March 2013**

Absolutes/col percents

Table 3

**Q.3 Do you think the Coalition Government understands the concerns of each of the following groups?**

**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	2024	992	1032	243	324	385	344	304	425	546	587	425	466	336	797
<b><u>The elderly</u></b>															
Yes	374 18%	220 22%	154 15%	47 19%	54 17%	61 16%	68 20%	47 16%	97 23%	129 24%	113 19%	65 15%	67 14%	44 13%	167 21%
No	1459 72%	700 71%	759 74%	169 70%	220 68%	273 71%	254 74%	237 78%	306 72%	373 68%	428 73%	317 75%	342 73%	259 77%	549 69%
Don't know	191 9%	72 7%	118 11%	27 11%	51 16%	51 13%	22 6%	19 6%	22 5%	45 8%	46 8%	43 10%	57 12%	33 10%	80 10%

## ITV News Index Survey

### ONLINE Fieldwork : 8th-10th March 2013

Absolutes/col percents

Table 3

**Q.3 Do you think the Coalition Government understands the concerns of each of the following groups?****Base: All respondents**

	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	2024	1755	180	87	249	169	197	165	89	187	206	297	198	1082	752	330	942	119	108	78	473	164
Weighted base	2024	1741	176	91	238	179	187	157	107	190	255	260	185	1133	891	243	891	127	111	76	411	165
<b>People on low incomes</b>																						
Yes	313 15%	287 16%	18 10%	14 16%	37 16%	29 16%	30 16%	19 12%	8 8%	30 16%	43 17%	55 21%	29 16%	183 16%	141 16%	42 17%	130 15%	9 7%	7 6%	14 19%	86 21%	14 9%
No	1553 77%	1319 76%	144 82%	68 74%	186 78%	138 77%	143 76%	124 79%	89 83%	140 74%	189 74%	185 71%	146 79%	857 76%	674 76%	183 75%	696 78%	108 85%	87 78%	62 81%	305 74%	133 81%
Don't know	158 8%	135 8%	13 7%	9 10%	15 6%	11 6%	15 8%	15 9%	10 9%	20 10%	22 9%	19 7%	10 5%	94 8%	76 8%	18 7%	64 7%	9 7%	17 15%	- -	20 5%	18 11%
<b>People on middle incomes</b>																						
Yes	529 26%	469 27%	35 20%	29 32%	68 29%	45 25%	56 30%	35 22%	24 22%	46 24%	71 28%	81 31%	40 22%	281 25%	221 25%	60 25%	247 28%	32 25%	31 28%	18 24%	135 33%	31 19%
No	1263 62%	1079 62%	116 66%	48 52%	148 62%	114 64%	116 62%	104 66%	67 63%	120 63%	148 58%	151 58%	131 71%	726 64%	570 64%	156 64%	537 60%	75 59%	61 55%	53 69%	245 60%	103 63%
Don't know	233 11%	193 11%	24 14%	15 16%	22 9%	20 11%	16 8%	19 12%	16 15%	24 13%	36 14%	28 11%	14 7%	127 11%	100 11%	27 11%	106 12%	20 16%	19 17%	5 7%	31 7%	31 19%
<b>People on high incomes</b>																						
Yes	1463 72%	1253 72%	130 74%	62 67%	180 76%	127 71%	143 77%	118 75%	80 75%	129 68%	179 70%	183 71%	131 71%	778 69%	604 68%	174 72%	685 77%	96 76%	72 65%	56 73%	342 83%	118 72%
No	312 15%	280 16%	23 13%	16 18%	34 14%	32 18%	28 15%	23 14%	9 9%	34 18%	43 17%	38 14%	33 18%	209 18%	175 20%	35 14%	103 12%	11 9%	18 17%	14 18%	40 10%	19 12%
Don't know	249 12%	208 12%	23 13%	14 15%	24 10%	20 11%	16 9%	17 11%	18 17%	27 14%	32 12%	39 15%	20 11%	146 13%	112 13%	34 14%	103 12%	20 15%	20 18%	7 9%	29 7%	28 17%

## ITV News Index Survey

### ONLINE Fieldwork : 8th-10th March 2013

Absolutes/col percents

Table 3

**Q.3 Do you think the Coalition Government understands the concerns of each of the following groups?****Base: All respondents**

	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
Weighted base	2024	1741	176	91	238	179	187	157	107	190	255	260	185	1133	891	243	891	127	111	76	411	165
<b><u>The banks and big business</u></b>																						
Yes	1288 64%	1111 64%	108 62%	51 56%	155 65%	109 61%	124 66%	99 63%	69 65%	131 69%	171 67%	150 58%	122 66%	696 61%	541 61%	155 64%	592 67%	87 69%	63 57%	49 64%	299 73%	95 57%
No	465 23%	403 23%	46 26%	19 21%	57 24%	48 27%	48 26%	37 23%	17 15%	34 18%	50 20%	66 25%	44 24%	278 25%	224 25%	54 22%	187 21%	24 19%	26 23%	17 22%	80 20%	41 25%
Don't know	270 13%	227 13%	22 12%	21 23%	26 11%	22 12%	15 8%	21 14%	22 20%	25 13%	33 13%	44 17%	19 10%	159 14%	126 14%	33 14%	111 12%	16 13%	22 20%	11 14%	32 8%	30 18%
<b><u>Small business owners and entrepreneurs</u></b>																						
Yes	459 23%	411 24%	33 19%	16 17%	52 22%	41 23%	45 24%	30 19%	15 14%	45 24%	65 26%	76 29%	41 22%	258 23%	206 23%	52 21%	201 23%	17 13%	22 20%	18 24%	115 28%	28 17%
No	1305 64%	1116 64%	118 67%	62 67%	159 67%	121 68%	122 65%	112 71%	71 67%	109 57%	155 61%	151 58%	125 68%	725 64%	567 64%	158 65%	580 65%	88 70%	64 57%	56 74%	263 64%	109 66%
Don't know	260 13%	214 12%	25 14%	14 16%	27 11%	17 9%	20 11%	16 10%	20 19%	36 19%	34 13%	32 12%	19 10%	150 13%	117 13%	33 14%	110 12%	22 17%	26 23%	2 3%	33 8%	28 17%
<b><u>Families</u></b>																						
Yes	434 21%	392 23%	30 17%	15 17%	56 24%	25 14%	44 24%	31 20%	11 11%	43 22%	60 23%	77 29%	41 22%	240 21%	191 21%	49 20%	194 22%	12 9%	23 20%	14 18%	128 31%	17 10%
No	1392 69%	1180 68%	128 73%	65 71%	163 68%	139 78%	130 70%	116 74%	85 79%	124 65%	163 64%	152 59%	127 69%	784 69%	612 69%	172 71%	608 68%	104 82%	66 59%	60 79%	253 61%	124 75%
Don't know	199 10%	169 10%	18 10%	11 12%	19 8%	15 8%	13 7%	10 6%	11 11%	23 12%	32 13%	31 12%	16 9%	110 10%	88 10%	21 9%	89 10%	11 8%	23 20%	2 3%	31 7%	23 14%

## ITV News Index Survey

### ONLINE Fieldwork : 8th-10th March 2013

Absolutes/col percents

Table 3

#### Q.3 Do you think the Coalition Government understands the concerns of each of the following groups?

Base: All respondents

	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	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	2024	1741	176	91	238	179	187	157	107	190	255	260	185	1133	891	243	891	127	111	76	411	165
<b><u>The elderly</u></b>																						
Yes	374 18%	341 20%	24 14%	10 11%	47 20%	25 14%	45 24%	32 20%	8 8%	29 15%	57 22%	64 25%	32 17%	211 19%	168 19%	44 18%	163 18%	18 14%	16 14%	15 20%	96 23%	18 11%
No	1459 72%	1238 71%	137 78%	67 74%	174 73%	141 79%	127 68%	112 71%	84 79%	140 74%	168 66%	170 66%	138 75%	809 71%	637 72%	172 71%	651 73%	94 74%	77 69%	61 80%	292 71%	126 76%
Don't know	191 9%	162 9%	15 8%	14 16%	17 7%	12 7%	16 8%	14 9%	14 13%	20 11%	29 11%	25 10%	14 8%	114 10%	86 10%	28 11%	77 9%	15 12%	18 17%	-	23 5%	21 13%

## ITV News Index Survey

### ONLINE Fieldwork : 8th-10th March 2013

Absolutes/col percents

Table 4

**Q.4 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	2024	992	1032	130	294	428	378	332	462	611	632	335	446	303	779
Weighted base	2024	992	1032	243	324	385	344	304	425	546	587	425	466	336	797
<b><u>I am cutting back on spending now because I think there will be a second recession soon</u></b>															
Agree	1132 56%	497 50%	635 62%	130 54%	175 54%	240 62%	223 65%	179 59%	185 43%	269 49%	324 55%	253 60%	285 61%	211 63%	460 58%
Disagree	602 30%	372 37%	231 22%	63 26%	88 27%	86 22%	79 23%	97 32%	190 45%	200 37%	196 33%	108 25%	99 21%	86 26%	215 27%
Don't know	290 14%	124 12%	166 16%	50 21%	61 19%	59 15%	42 12%	27 9%	50 12%	77 14%	68 12%	64 15%	81 17%	39 12%	122 15%
<b><u>I am looking seriously at all areas of my household or family's spending to see what can be cut</u></b>															
Agree	1411 70%	644 65%	767 74%	152 63%	228 70%	295 77%	272 79%	216 71%	248 58%	348 64%	422 72%	290 68%	352 76%	248 74%	579 73%
Disagree	462 23%	278 28%	184 18%	49 20%	56 17%	60 16%	59 17%	72 24%	167 39%	164 30%	127 22%	100 24%	71 15%	67 20%	148 19%
Don't know	151 7%	70 7%	81 8%	42 17%	39 12%	29 8%	14 4%	16 5%	10 2%	34 6%	38 6%	35 8%	43 9%	22 6%	70 9%
<b><u>I have more money to spend on non-essential items now than I did last year</u></b>															
Agree	343 17%	205 21%	137 13%	70 29%	78 24%	47 12%	45 13%	40 13%	62 15%	105 19%	115 20%	76 18%	47 10%	80 24%	159 20%
Disagree	1526 75%	711 72%	816 79%	141 58%	211 65%	299 78%	279 81%	252 83%	345 81%	399 73%	441 75%	309 73%	377 81%	232 69%	569 71%
Don't know	155 8%	76 8%	79 8%	32 13%	35 11%	39 10%	20 6%	11 4%	18 4%	42 8%	30 5%	40 9%	42 9%	25 7%	69 9%



## ITV News Index Survey

### ONLINE Fieldwork : 8th-10th March 2013

Absolutes/col percents

Table 4

**Q.4 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	2024	992	1032	243	324	385	344	304	425	546	587	425	466	336	797
<b><u>My personal financial situation is generally heading in the right direction</u></b>															
Agree	712 35%	383 39%	329 32%	104 43%	121 37%	96 25%	110 32%	102 34%	179 42%	240 44%	245 42%	119 28%	108 23%	148 44%	290 36%
Disagree	1021 50%	477 48%	544 53%	91 38%	153 47%	224 58%	198 58%	158 52%	197 46%	233 43%	265 45%	243 57%	281 60%	143 43%	390 49%
Don't know	291 14%	132 13%	159 15%	48 20%	50 15%	65 17%	36 11%	44 15%	49 11%	74 13%	77 13%	64 15%	77 16%	45 14%	117 15%
<b><u>I am confident that the company I work for will be more successful financially in the next year, than last year</u></b>															
Agree	381 19%	209 21%	172 17%	75 31%	94 29%	91 24%	71 21%	30 10%	21 5%	101 18%	136 23%	86 20%	59 13%	75 22%	276 35%
Disagree	532 26%	270 27%	262 25%	71 29%	101 31%	119 31%	116 34%	73 24%	52 12%	120 22%	168 29%	129 30%	114 24%	142 42%	254 32%
Don't know	1111 55%	513 52%	598 58%	97 40%	129 40%	175 45%	158 46%	200 66%	352 83%	325 60%	283 48%	210 49%	293 63%	119 36%	267 34%
<b><u>I expect that there will be more redundancies made at my workplace in the next year, than last year</u></b>															
Agree	544 27%	271 27%	273 26%	75 31%	107 33%	132 34%	117 34%	63 21%	51 12%	136 25%	169 29%	115 27%	125 27%	166 49%	244 31%
Disagree	496 25%	260 26%	237 23%	82 34%	109 34%	97 25%	110 32%	55 18%	43 10%	115 21%	180 31%	121 28%	80 17%	105 31%	319 40%
Don't know	983 49%	461 46%	523 51%	86 35%	108 33%	156 40%	117 34%	186 61%	331 78%	296 54%	238 40%	189 45%	261 56%	65 19%	234 29%

## ITV News Index Survey

### ONLINE Fieldwork : 8th-10th March 2013

Absolutes/col percents

Table 4

**Q.4 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	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	NET: Working	Work-ing full time	Work-ing 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	2024	1755	180	87	249	169	197	165	89	187	206	297	198	1082	752	330	942	119	108	78	473	164
Weighted base	2024	1741	176	91	238	179	187	157	107	190	255	260	185	1133	891	243	891	127	111	76	411	165
<b><u>I am cutting back on spending now because I think there will be a second recession soon</u></b>																						
Agree	1132 56%	977 56%	94 53%	61 67%	141 59%	96 54%	120 64%	71 45%	61 57%	105 55%	132 52%	158 61%	93 50%	671 59%	536 60%	135 56%	461 52%	82 64%	50 45%	48 62%	177 43%	105 64%
Disagree	602 30%	514 30%	55 32%	17 19%	69 29%	55 31%	45 24%	55 35%	33 31%	61 32%	80 32%	73 28%	60 33%	301 27%	227 26%	74 30%	302 34%	28 22%	37 34%	24 31%	188 46%	24 15%
Don't know	290 14%	250 14%	27 15%	13 14%	28 12%	28 16%	23 12%	31 20%	13 12%	24 12%	42 17%	29 11%	32 17%	162 14%	128 14%	34 14%	128 14%	17 13%	24 21%	5 6%	47 11%	36 22%
<b><u>I am looking seriously at all areas of my household or family's spending to see what can be cut</u></b>																						
Agree	1411 70%	1206 69%	127 72%	72 79%	168 71%	119 67%	145 78%	106 67%	78 73%	134 71%	159 62%	186 71%	116 63%	827 73%	649 73%	178 73%	584 66%	96 76%	66 60%	50 66%	242 59%	129 78%
Disagree	462 23%	401 23%	39 22%	12 13%	56 24%	45 25%	34 18%	36 23%	22 21%	37 19%	65 25%	58 22%	58 31%	214 19%	157 18%	57 23%	248 28%	18 14%	26 23%	26 34%	157 38%	21 13%
Don't know	151 7%	134 8%	10 6%	7 8%	13 6%	14 8%	8 4%	15 10%	7 6%	18 10%	31 12%	16 6%	11 6%	92 8%	84 9%	8 3%	59 7%	13 10%	19 17%	- -	12 3%	15 9%
<b><u>I have more money to spend on non-essential items now than I did last year</u></b>																						
Agree	343 17%	289 17%	33 19%	16 17%	44 18%	31 17%	29 16%	17 11%	21 20%	38 20%	46 18%	41 16%	27 15%	238 21%	195 22%	44 18%	105 12%	10 8%	18 16%	6 7%	59 14%	12 7%
Disagree	1526 75%	1316 76%	133 75%	67 73%	180 76%	133 75%	146 78%	130 83%	78 73%	138 73%	184 72%	198 76%	140 76%	801 71%	614 69%	188 77%	725 81%	107 84%	77 69%	69 90%	334 81%	138 84%
Don't know	155 8%	136 8%	10 6%	9 10%	14 6%	15 8%	12 6%	11 7%	8 8%	14 7%	25 10%	20 8%	18 9%	94 8%	82 9%	11 5%	61 7%	9 7%	16 15%	2 3%	19 5%	15 9%

## ITV News Index Survey

### ONLINE Fieldwork : 8th-10th March 2013

Absolutes/col percents

Table 4

**Q.4 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	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
Weighted base	2024	1741	176	91	238	179	187	157	107	190	255	260	185	1133	891	243	891	127	111	76	411	165
<b><u>My personal financial situation is generally heading in the right direction</u></b>																						
Agree	712 35%	604 35%	74 42%	29 31%	87 36%	65 36%	62 33%	54 34%	34 32%	71 37%	85 33%	86 33%	67 36%	438 39%	344 39%	94 39%	274 31%	11 9%	34 30%	19 25%	179 44%	31 19%
Disagree	1021 50%	883 51%	82 47%	49 54%	121 51%	87 49%	101 54%	83 53%	56 52%	98 52%	118 46%	140 54%	86 47%	534 47%	416 47%	118 49%	487 55%	96 76%	54 48%	46 61%	186 45%	105 64%
Don't know	291 14%	254 15%	20 12%	13 15%	30 13%	27 15%	25 13%	21 13%	17 16%	21 11%	52 20%	34 13%	32 17%	162 14%	131 15%	31 13%	129 14%	20 16%	24 21%	11 14%	46 11%	28 17%
<b><u>I am confident that the company I work for will be more successful financially in the next year, than last year</u></b>																						
Agree	381 19%	328 19%	42 24%	14 15%	46 19%	39 22%	30 16%	35 22%	11 10%	29 15%	50 20%	54 21%	30 16%	351 31%	285 32%	66 27%	30 3%	3 2%	11 10%	1 2%	9 2%	6 4%
Disagree	532 26%	463 27%	30 17%	30 32%	66 28%	57 32%	51 27%	35 22%	39 36%	39 21%	77 30%	63 24%	46 25%	396 35%	314 35%	82 34%	136 15%	35 28%	34 31%	7 9%	32 8%	28 17%
Don't know	1111 55%	950 55%	104 59%	48 52%	125 53%	83 46%	106 57%	87 56%	58 54%	121 64%	128 50%	142 55%	109 59%	387 34%	292 33%	95 39%	725 81%	89 70%	66 60%	68 89%	370 90%	131 80%
<b><u>I expect that there will be more redundancies made at my workplace in the next year, than last year</u></b>																						
Agree	544 27%	471 27%	41 23%	32 35%	79 33%	44 25%	53 28%	36 23%	33 30%	53 28%	73 29%	61 23%	41 22%	411 36%	343 39%	68 28%	134 15%	35 27%	18 17%	9 12%	42 10%	29 18%
Disagree	496 25%	416 24%	56 32%	16 17%	55 23%	42 24%	43 23%	51 32%	24 23%	42 22%	62 24%	57 22%	48 26%	424 37%	323 36%	101 42%	72 8%	10 8%	27 25%	3 4%	19 5%	13 8%
Don't know	983 49%	854 49%	80 45%	43 47%	104 44%	93 52%	92 49%	71 45%	50 47%	95 50%	119 47%	142 55%	95 52%	299 26%	225 25%	74 31%	685 77%	83 65%	65 59%	64 84%	350 85%	122 74%