

## ITV Cuts Index Survey

### ONLINE Fieldwork : 27th-29th January 2012

Absolutes/col percents

Table 1

**Q.1 Do you, or would you, trust each of the following politicians to see the country through the current economic situation?**

**Base: All respondents**

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2057	918	1139	224	340	421	360	315	397	689	517	316	535	182	91	250	181	177	164	101	187	234	296	194	281	778	
Weighted base	2057	1009	1048	247	329	391	350	308	432	555	597	432	473	179	93	242	181	190	160	109	193	259	264	188	299	853	
<b>Chancellor of the Exchequer, George Osborne</b>																											
Yes	551	373	178	47	62	62	93	82	206	207	153	98	93	35	21	54	43	52	44	25	65	80	68	64	61	215	
	27%	37%	17%	19%	19%	16%	27%	27%	48%	37%	26%	23%	20%	20%	22%	24%	28%	27%	23%	34%	31%	26%	34%	20%	25%		
No	1014	489	525	126	167	218	165	168	171	246	296	226	247	99	54	141	96	97	78	58	84	107	121	80	160	435	
	49%	48%	50%	51%	51%	56%	47%	55%	40%	44%	50%	52%	52%	55%	58%	58%	53%	51%	49%	53%	44%	41%	46%	43%	53%	51%	
Don't know	492	146	345	74	101	111	92	58	55	103	148	108	133	45	18	47	43	41	38	26	44	72	74	43	79	202	
	24%	15%	33%	30%	31%	28%	26%	19%	13%	18%	25%	25%	28%	25%	20%	19%	24%	22%	23%	24%	23%	28%	28%	23%	26%	24%	
<b>Prime Minister, David Cameron</b>																											
Yes	805	475	330	86	98	124	138	116	243	263	224	157	162	64	25	81	61	74	71	32	89	113	113	81	90	327	
	39%	47%	31%	35%	30%	32%	40%	38%	56%	47%	37%	36%	34%	36%	27%	34%	33%	39%	45%	29%	46%	44%	43%	43%	30%	38%	
No	925	427	498	116	155	196	146	161	152	221	283	195	225	93	53	128	83	84	69	62	79	99	99	74	149	392	
	45%	42%	48%	47%	47%	50%	42%	52%	35%	40%	47%	45%	48%	52%	57%	53%	46%	44%	43%	57%	41%	38%	38%	40%	50%	46%	
Don't know	326	106	220	45	77	71	65	32	36	71	90	80	86	22	15	33	37	32	19	15	24	46	52	32	60	134	
	16%	11%	21%	18%	23%	18%	19%	10%	8%	13%	15%	18%	18%	12%	16%	14%	21%	17%	12%	13%	12%	18%	20%	17%	20%	16%	
<b>Deputy Prime Minister, Nick Clegg</b>																											
Yes	378	208	170	40	68	60	64	55	91	125	107	77	69	29	16	39	32	41	37	12	36	59	53	24	50	153	
	18%	21%	16%	16%	21%	15%	18%	18%	21%	22%	18%	18%	15%	16%	17%	16%	18%	22%	23%	11%	19%	23%	20%	13%	17%	18%	
No	1269	652	616	152	181	243	208	207	279	337	370	275	286	122	60	164	116	113	91	71	127	139	151	114	183	528	
	62%	65%	59%	62%	55%	62%	59%	67%	65%	61%	62%	64%	61%	69%	64%	68%	64%	60%	57%	65%	66%	54%	57%	61%	61%	62%	
Don't know	410	148	262	55	81	89	78	46	62	94	119	79	117	27	17	38	34	36	32	26	30	61	60	50	66	172	
	20%	15%	25%	22%	24%	23%	22%	15%	14%	17%	20%	18%	25%	15%	19%	16%	19%	19%	20%	24%	15%	24%	23%	26%	22%	20%	

## ITV Cuts Index Survey

### ONLINE Fieldwork : 27th-29th January 2012

Absolutes/col percents

Table 1

**Q.1 Do you, or would you, trust each of the following politicians to see the country through the current economic situation?**

**Base: All respondents**

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Weighted base	2057	1009	1048	247	329	391	350	308	432	555	597	432	473	179	93	242	181	190	160	109	193	259	264	188	299	853	
<b>Leader of the Opposition, Ed Miliband</b>																											
Yes	278	151	127	37	52	57	51	40	41	81	84	47	67	17	19	37	30	27	20	18	20	53	19	18	52	115	
	14%	15%	12%	15%	16%	14%	15%	13%	10%	14%	14%	11%	14%	10%	20%	15%	17%	14%	13%	17%	10%	21%	7%	10%	17%	13%	
No	1336	721	616	139	179	235	217	218	349	386	391	278	281	121	56	159	108	129	111	67	135	138	181	129	175	550	
	65%	71%	59%	56%	54%	60%	62%	71%	81%	70%	66%	64%	59%	68%	60%	66%	59%	68%	70%	62%	70%	53%	69%	69%	58%	65%	
Don't know	443	137	305	71	98	99	82	51	42	89	122	107	125	40	18	45	44	34	28	24	38	67	64	40	73	188	
	22%	14%	29%	29%	30%	25%	23%	16%	10%	16%	20%	25%	26%	23%	20%	19%	24%	18%	18%	22%	20%	26%	24%	21%	24%	22%	
<b>Shadow Chancellor, Ed Balls</b>																											
Yes	263	163	100	21	40	47	53	52	51	92	82	36	53	16	20	38	20	22	23	18	22	44	20	20	56	100	
	13%	16%	10%	8%	12%	12%	15%	17%	12%	17%	14%	8%	11%	9%	22%	16%	11%	11%	14%	17%	11%	17%	7%	11%	19%	12%	
No	1305	718	587	147	177	227	212	206	334	367	366	285	287	115	49	156	113	125	106	67	135	144	172	122	169	547	
	63%	71%	56%	60%	54%	58%	61%	67%	77%	66%	61%	66%	61%	64%	53%	64%	62%	66%	66%	61%	70%	56%	65%	65%	57%	64%	
Don't know	489	128	361	79	112	117	85	50	46	96	149	111	134	47	24	48	49	43	31	24	36	71	72	45	74	206	
	24%	13%	34%	32%	34%	30%	24%	16%	11%	17%	25%	26%	28%	27%	26%	20%	27%	23%	19%	22%	18%	27%	27%	24%	25%	24%	

## ITV Cuts Index Survey

### ONLINE Fieldwork : 27th-29th January 2012

Absolutes/col percents

Table 1

**Q.1 Do you, or would you, trust each of the following politicians to see the country through the current economic situation?**

**Base: All respondents**

	What is the combined annual income of your household, prior to tax being deducted?													
	Total	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	2057	106	309	297	291	243	172	111	93	69	33	19	15	32
Weighted base	2057	89	276	291	279	239	191	132	105	76	39	23	19	38
<b><u>Chancellor of the Exchequer, George Osborne</u></b>														
Yes	551 27%	9 10%	55 20%	66 23%	77 28%	83 35%	52 27%	43 32%	25 24%	18 24%	19 48%	5 21%	10 54%	19 50%
No	1014 49%	49 55%	149 54%	161 55%	137 49%	98 41%	107 56%	55 42%	56 54%	40 53%	16 41%	14 60%	5 26%	14 36%
Don't know	492 24%	31 35%	72 26%	63 22%	65 23%	59 25%	32 17%	34 26%	23 22%	17 22%	4 11%	4 19%	4 20%	5 13%
<b><u>Prime Minister, David Cameron</u></b>														
Yes	805 39%	25 28%	91 33%	97 34%	109 39%	104 43%	77 40%	55 42%	41 39%	35 46%	21 53%	7 29%	12 61%	21 56%
No	925 45%	47 53%	131 47%	150 52%	130 47%	96 40%	95 49%	54 41%	45 43%	31 41%	14 36%	16 68%	6 32%	14 38%
Don't know	326 16%	17 19%	55 20%	43 15%	40 14%	39 16%	20 11%	23 17%	19 18%	10 13%	4 10%	1 3%	1 7%	2 6%
<b><u>Deputy Prime Minister, Nick Clegg</u></b>														
Yes	378 18%	12 14%	42 15%	52 18%	48 17%	53 22%	32 17%	27 21%	17 17%	14 19%	13 34%	5 22%	6 32%	6 16%
No	1269 62%	53 60%	175 63%	187 64%	175 63%	130 54%	133 69%	76 57%	66 63%	50 66%	19 49%	15 64%	11 58%	29 76%
Don't know	410 20%	24 27%	59 22%	52 18%	56 20%	56 23%	27 14%	29 22%	22 21%	11 15%	7 17%	3 14%	2 10%	3 8%

## ITV Cuts Index Survey

### ONLINE Fieldwork : 27th-29th January 2012

Absolutes/col percents

Table 1

**Q.1 Do you, or would you, trust each of the following politicians to see the country through the current economic situation?**

**Base: All respondents**

	What is the combined annual income of your household, prior to tax being deducted?													
	Total	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Weighted base	2057	89	276	291	279	239	191	132	105	76	39	23	19	38
<b><u>Leader of the Opposition, Ed Miliband</u></b>														
Yes	278 14%	17 19%	44 16%	46 16%	33 12%	31 13%	30 16%	11 8%	13 13%	9 11%	5 14%	6 24%	3 14%	3 7%
No	1336 65%	43 49%	170 61%	189 65%	187 67%	152 63%	130 68%	92 70%	72 69%	56 74%	25 65%	13 54%	15 80%	33 87%
Don't know	443 22%	29 32%	63 23%	56 19%	60 21%	56 23%	32 17%	29 22%	20 19%	11 15%	8 21%	5 22%	1 7%	2 5%
<b><u>Shadow Chancellor, Ed Balls</u></b>														
Yes	263 13%	9 10%	33 12%	39 13%	35 13%	33 14%	27 14%	20 15%	17 16%	14 19%	2 6%	6 24%	3 15%	4 10%
No	1305 63%	48 54%	164 59%	186 64%	176 63%	154 64%	125 65%	92 70%	68 65%	50 66%	28 72%	13 58%	14 73%	30 80%
Don't know	489 24%	32 36%	80 29%	66 23%	68 24%	53 22%	39 21%	20 15%	19 18%	11 15%	8 22%	4 19%	2 12%	4 10%

## ITV Cuts Index Survey

### ONLINE Fieldwork : 27th-29th January 2012

Absolutes/col percents

Table 2

**Q.2 Do you think that the Coalition Government is good or bad for Britain?**

**Base: All respondents**

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2057	918	1139	224	340	421	360	315	397	689	517	316	535	182	91	250	181	177	164	101	187	234	296	194	281	778
Weighted base	2057	1009	1048	247	329	391	350	308	432	555	597	432	473	179	93	242	181	190	160	109	193	259	264	188	299	853
Good	630 31%	383 38%	247 24%	56 23%	85 26%	98 25%	102 29%	90 29%	198 46%	223 40%	192 32%	114 26%	102 22%	50 28%	26 28%	57 24%	49 27%	69 36%	46 29%	26 24%	67 35%	89 34%	84 32%	66 35%	77 26%	271 32%
Bad	1001 49%	496 49%	505 48%	118 48%	146 44%	204 52%	167 48%	171 55%	196 45%	250 45%	287 48%	226 52%	238 50%	97 54%	53 57%	137 57%	94 52%	86 45%	80 50%	60 55%	97 50%	107 41%	103 39%	87 46%	149 50%	416 49%
Don't know	425 21%	129 13%	296 28%	73 29%	98 30%	89 23%	81 23%	47 15%	38 9%	83 15%	118 20%	92 21%	133 28%	32 18%	13 14%	47 20%	38 21%	36 19%	34 21%	22 20%	29 15%	63 24%	77 29%	35 18%	73 24%	166 19%

## ITV Cuts Index Survey

### ONLINE Fieldwork : 27th-29th January 2012

Absolutes/col percents

Table 2

**Q.2 Do you think that the Coalition Government is good or bad for Britain?**

**Base: All respondents**

	What is the combined annual income of your household, prior to tax being deducted?													
	Total	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	2057	106	309	297	291	243	172	111	93	69	33	19	15	32
Weighted base	2057	89	276	291	279	239	191	132	105	76	39	23	19	38
Good	630 31%	16 18%	62 23%	79 27%	82 29%	87 36%	59 31%	52 39%	36 34%	22 30%	21 53%	7 31%	9 47%	18 47%
Bad	1001 49%	45 50%	156 57%	153 53%	143 51%	101 42%	102 53%	66 50%	50 48%	38 50%	14 36%	13 57%	7 38%	11 29%
Don't know	425 21%	28 32%	58 21%	58 20%	55 20%	51 22%	30 16%	14 10%	18 17%	16 21%	4 11%	3 13%	3 15%	9 24%

## ITV Cuts Index Survey

### ONLINE Fieldwork : 27th-29th January 2012

Absolutes/col percents

Table 3  
**Q.3 Do you agree or disagree with each of the following statements?**  
**Base: All respondents**

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	2057	918	1139	224	340	421	360	315	397	689	517	316	535	182	91	250	181	177	164	101	187	234	296	194	281	778	
Weighted base	2057	1009	1048	247	329	391	350	308	432	555	597	432	473	179	93	242	181	190	160	109	193	259	264	188	299	853	
<b>I am cutting back on spending now because I think there will be a second recession soon</b>																											
Agree	1227	539	688	124	195	258	237	213	201	296	363	271	298	106	62	152	96	105	96	73	100	153	166	117	186	531	
	60%	53%	66%	50%	59%	66%	68%	69%	46%	53%	61%	63%	63%	60%	67%	63%	53%	55%	60%	67%	52%	59%	63%	62%	62%	62%	
Disagree	532	338	195	66	79	76	71	62	178	186	150	100	97	53	21	57	43	58	42	27	73	51	59	48	75	205	
	26%	33%	19%	27%	24%	19%	20%	20%	41%	33%	25%	23%	21%	29%	22%	24%	24%	30%	26%	25%	38%	20%	22%	25%	25%	24%	
Don't know	298	132	166	57	56	57	43	33	52	74	84	62	78	20	10	32	43	28	22	8	19	54	39	23	38	117	
	14%	13%	16%	23%	17%	15%	12%	11%	12%	13%	14%	14%	16%	11%	11%	13%	24%	15%	14%	8%	10%	21%	15%	12%	13%	14%	
<b>I am looking seriously at all areas of my household or family's spending to see what can be cut</b>																											
Agree	1512	681	831	148	258	303	281	246	275	374	446	330	361	135	69	186	128	132	119	85	132	179	203	144	228	653	
	73%	68%	79%	60%	78%	77%	80%	80%	64%	67%	75%	76%	76%	76%	74%	77%	70%	69%	74%	78%	69%	69%	77%	77%	76%	77%	
Disagree	383	251	131	59	38	52	48	50	136	143	112	66	62	28	20	39	36	39	29	19	51	45	45	32	53	138	
	19%	25%	13%	24%	12%	13%	14%	16%	31%	26%	19%	15%	13%	16%	21%	16%	20%	21%	18%	18%	26%	17%	17%	17%	18%	16%	
Don't know	163	76	86	40	33	36	21	13	21	38	39	36	50	16	4	17	18	19	12	4	10	35	16	12	18	61	
	8%	8%	8%	16%	10%	9%	6%	4%	5%	7%	7%	8%	10%	9%	5%	7%	10%	10%	7%	4%	5%	14%	6%	7%	6%	7%	
<b>I have more money to spend on non-essential items now than I did last year</b>																											
Agree	320	184	136	67	65	55	38	31	64	91	107	73	48	15	22	30	27	30	25	19	25	49	46	31	45	158	
	16%	18%	13%	27%	20%	14%	11%	10%	15%	16%	18%	17%	10%	8%	24%	13%	15%	16%	16%	18%	13%	19%	17%	17%	15%	19%	
Disagree	1586	753	833	148	225	306	290	262	354	424	452	330	380	145	63	198	142	143	122	87	157	180	203	145	232	628	
	77%	75%	79%	60%	68%	78%	83%	85%	82%	76%	76%	76%	80%	81%	68%	82%	78%	75%	76%	80%	82%	70%	77%	77%	77%	74%	
Don't know	151	71	79	31	39	29	22	15	13	40	37	28	45	18	8	13	13	17	12	3	11	29	15	11	22	66	
	7%	7%	8%	13%	12%	8%	6%	5%	3%	7%	6%	7%	10%	10%	8%	5%	7%	9%	8%	3%	5%	11%	6%	6%	7%	8%	

## ITV Cuts Index Survey

### ONLINE Fieldwork : 27th-29th January 2012

Absolutes/col percents

Table 3

Q.3 Do you agree or disagree with each of the following statements?

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Weighted base	2057	1009	1048	247	329	391	350	308	432	555	597	432	473	179	93	242	181	190	160	109	193	259	264	188	299	853	
<b>My personal financial situation is generally heading in the right direction</b>																											
Agree	708 34%	404 40%	304 29%	91 37%	138 42%	117 30%	81 23%	88 29%	193 45%	242 44%	228 38%	125 29%	113 24%	67 38%	35 38%	61 25%	65 36%	57 30%	67 42%	36 33%	75 39%	83 32%	103 39%	59 31%	109 36%	313 37%	
Disagree	1048 51%	473 47%	575 55%	111 45%	130 39%	206 53%	221 63%	182 59%	198 46%	237 43%	281 47%	249 58%	282 60%	92 51%	51 55%	142 59%	98 54%	98 52%	78 49%	58 53%	85 44%	112 43%	134 51%	100 54%	145 48%	413 48%	
Don't know	301 15%	132 13%	169 16%	46 19%	61 18%	68 17%	48 14%	38 12%	41 10%	76 14%	88 15%	58 13%	78 17%	20 11%	7 8%	40 16%	18 10%	35 19%	15 9%	15 14%	32 17%	64 25%	26 10%	29 15%	46 15%	126 15%	
<b>I am confident that the company I work for will be more successful financially in the next year, than last year</b>																											
Agree	401 20%	234 23%	167 16%	68 28%	91 28%	99 25%	64 18%	37 12%	42 10%	122 22%	154 26%	68 16%	56 12%	33 19%	28 30%	42 18%	33 18%	27 14%	39 25%	15 14%	39 20%	69 27%	46 17%	31 17%	71 24%	285 33%	
Disagree	575 28%	251 25%	324 31%	72 29%	106 32%	125 32%	123 35%	84 27%	65 15%	150 27%	166 28%	141 33%	118 25%	53 30%	20 21%	82 34%	49 27%	65 34%	27 17%	35 33%	53 27%	68 26%	73 28%	49 26%	129 43%	263 31%	
Don't know	1081 53%	523 52%	558 53%	107 43%	132 40%	167 43%	164 47%	187 61%	325 75%	282 51%	277 46%	223 52%	299 63%	92 52%	45 49%	118 49%	100 55%	99 52%	93 58%	59 54%	102 53%	121 47%	145 55%	107 57%	100 33%	305 36%	
<b>I expect that there will be more redundancies made at my workplace in the next year, than last year</b>																											
Agree	586 28%	272 27%	314 30%	78 32%	117 36%	132 34%	105 30%	88 29%	65 15%	160 29%	192 32%	130 30%	104 22%	58 32%	30 33%	78 32%	54 30%	49 26%	38 24%	33 30%	34 17%	86 33%	78 29%	49 26%	146 49%	272 32%	
Disagree	502 24%	262 26%	240 23%	74 30%	95 29%	120 31%	87 25%	65 21%	61 14%	134 24%	170 28%	109 25%	90 19%	42 24%	22 23%	50 21%	36 20%	45 23%	48 30%	18 17%	60 31%	64 25%	72 27%	44 24%	77 26%	302 35%	
Don't know	969 47%	475 47%	494 47%	95 39%	116 35%	139 35%	157 45%	156 51%	305 71%	262 47%	235 39%	193 45%	279 59%	79 44%	41 44%	113 47%	92 51%	97 51%	73 46%	58 53%	99 52%	109 42%	114 43%	94 50%	75 25%	279 33%	



## ITV Cuts Index Survey

### ONLINE Fieldwork : 27th-29th January 2012

Absolutes/col percents

Table 3

**Q.3 Do you agree or disagree with each of the following statements?**

**Base: All respondents**

	What is the combined annual income of your household, prior to tax being deducted?													
	Total	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	2057	106	309	297	291	243	172	111	93	69	33	19	15	32
Weighted base	2057	89	276	291	279	239	191	132	105	76	39	23	19	38
<b><u>I am cutting back on spending now because I think there will be a second recession soon</u></b>														
Agree	1227 60%	50 57%	193 70%	179 62%	183 65%	141 59%	114 60%	79 60%	52 50%	42 56%	21 53%	10 41%	8 40%	13 34%
Disagree	532 26%	14 16%	47 17%	76 26%	68 24%	69 29%	51 27%	40 30%	35 34%	23 31%	11 27%	9 37%	5 24%	24 64%
Don't know	298 14%	24 28%	36 13%	36 12%	29 10%	29 12%	26 13%	13 10%	17 16%	10 13%	8 20%	5 21%	7 36%	1 2%
<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	1512 73%	63 71%	226 82%	218 75%	217 78%	177 74%	146 76%	98 74%	73 70%	49 64%	26 65%	14 62%	16 85%	15 40%
Disagree	383 19%	13 14%	27 10%	57 20%	46 17%	49 20%	31 16%	30 23%	20 19%	17 22%	10 27%	6 24%	2 8%	22 59%
Don't know	163 8%	13 15%	24 9%	16 5%	16 6%	14 6%	14 7%	4 3%	12 12%	10 14%	3 8%	3 14%	1 7%	1 2%
<b><u>I have more money to spend on non-essential items now than I did last year</u></b>														
Agree	320 16%	8 9%	36 13%	51 18%	35 13%	37 15%	34 18%	21 16%	24 23%	20 26%	7 19%	3 11%	1 6%	10 27%
Disagree	1586 77%	69 77%	220 80%	217 75%	228 82%	188 79%	145 76%	107 81%	72 69%	52 68%	29 73%	18 78%	17 87%	26 70%
Don't know	151 7%	12 14%	20 7%	23 8%	16 6%	14 6%	13 7%	4 3%	8 8%	4 6%	3 8%	3 11%	1 7%	1 4%

## ITV Cuts Index Survey

### ONLINE Fieldwork : 27th-29th January 2012

Absolutes/col percents

Table 3

**Q.3 Do you agree or disagree with each of the following statements?****Base: All respondents**

	What is the combined annual income of your household, prior to tax being deducted?													
	Total	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Weighted base	2057	89	276	291	279	239	191	132	105	76	39	23	19	38
<b><u>My personal financial situation is generally heading in the right direction</u></b>														
Agree	708 34%	7 8%	54 20%	103 36%	93 33%	97 41%	67 35%	64 48%	49 47%	35 47%	19 49%	8 35%	5 25%	29 78%
Disagree	1048 51%	56 63%	188 68%	148 51%	153 55%	117 49%	100 52%	54 41%	46 44%	25 33%	13 35%	10 41%	8 39%	8 21%
Don't know	301 15%	25 28%	35 13%	40 14%	33 12%	25 11%	24 13%	14 10%	9 9%	15 20%	6 17%	6 24%	7 36%	* 1%
<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	401 20%	8 9%	33 12%	53 18%	48 17%	51 21%	55 29%	32 24%	25 24%	24 32%	14 37%	7 28%	5 28%	10 27%
Disagree	575 28%	22 25%	72 26%	81 28%	88 31%	61 25%	50 26%	46 35%	31 29%	25 33%	10 25%	7 32%	7 35%	12 31%
Don't know	1081 53%	59 66%	171 62%	156 54%	143 51%	127 53%	86 45%	54 41%	49 47%	27 36%	15 38%	9 40%	7 37%	16 42%
<b><u>I expect that there will be more redundancies made at my workplace in the next year, than last year</u></b>														
Agree	586 28%	19 21%	67 24%	82 28%	77 28%	57 24%	62 32%	51 39%	30 29%	29 38%	13 33%	7 30%	8 41%	13 34%
Disagree	502 24%	18 21%	51 18%	63 22%	68 24%	71 30%	53 28%	21 16%	30 29%	23 31%	17 42%	13 53%	3 13%	15 41%
Don't know	969 47%	52 58%	158 57%	146 50%	134 48%	111 46%	77 40%	60 45%	45 43%	23 31%	10 24%	4 17%	9 46%	10 25%

## ITV Cuts Index Survey

### ONLINE Fieldwork : 27th-29th January 2012

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				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	2057	918	1139	224	340	421	360	315	397	689	517	316	535	182	91	250	181	177	164	101	187	234	296	194	281	778	
Weighted base	2057	1009	1048	247	329	391	350	308	432	555	597	432	473	179	93	242	181	190	160	109	193	259	264	188	299	853	
<b><u>Capping the amount of welfare benefits families receive will have a negative impact on the most vulnerable children in the UK</u></b>																											
Agree	647	299	347	99	108	150	109	88	93	177	196	107	166	57	39	82	56	50	48	34	47	97	83	55	109	256	
	31%	30%	33%	40%	33%	38%	31%	28%	22%	32%	33%	25%	35%	32%	42%	34%	31%	26%	30%	31%	24%	38%	32%	29%	37%	30%	
Disagree	1011	552	460	84	141	166	173	167	281	277	283	242	209	89	40	118	92	97	83	58	106	93	128	108	131	429	
	49%	55%	44%	34%	43%	42%	50%	54%	65%	50%	48%	56%	44%	50%	43%	49%	51%	51%	52%	54%	55%	36%	49%	57%	44%	50%	
Don't know	399	158	241	65	80	75	68	54	58	101	117	83	98	33	13	42	33	43	29	17	41	69	52	25	59	167	
	19%	16%	23%	26%	24%	19%	19%	17%	13%	18%	20%	19%	21%	19%	14%	17%	18%	23%	18%	16%	21%	27%	20%	13%	20%	20%	
<b><u>I know people who live in my neighbourhood who claim benefits to which they are not legally entitled</u></b>																											
Agree	659	294	365	77	110	127	114	90	140	154	180	157	169	63	38	87	69	59	50	56	43	59	78	56	114	263	
	32%	29%	35%	31%	34%	33%	33%	29%	33%	28%	30%	36%	36%	35%	41%	36%	38%	31%	31%	52%	22%	23%	29%	30%	38%	31%	
Disagree	771	382	389	108	129	156	135	126	117	232	240	138	160	70	33	78	66	66	61	25	92	110	101	67	114	341	
	37%	38%	37%	44%	39%	40%	39%	41%	27%	42%	40%	32%	34%	39%	35%	32%	36%	35%	38%	23%	48%	42%	38%	36%	38%	40%	
Don't know	628	332	295	62	90	108	101	93	174	170	176	137	144	45	22	77	47	65	49	27	57	90	85	64	72	248	
	31%	33%	28%	25%	27%	28%	29%	30%	40%	31%	30%	32%	30%	25%	24%	32%	26%	34%	31%	25%	30%	35%	32%	34%	24%	29%	
<b><u>Families with a higher-rate taxpayer, earning more than £42,000 a year, should not be entitled to child benefits</u></b>																											
Agree	1225	652	574	136	169	206	230	194	291	298	355	272	301	100	62	154	95	120	110	69	125	109	164	117	147	531	
	60%	65%	55%	55%	51%	53%	66%	63%	68%	54%	60%	63%	64%	56%	67%	64%	53%	63%	69%	63%	65%	42%	62%	62%	49%	62%	
Disagree	549	260	289	60	110	122	75	82	100	193	162	98	95	50	20	61	56	46	32	27	44	97	67	48	112	205	
	27%	26%	28%	24%	33%	31%	21%	27%	23%	35%	27%	23%	20%	28%	22%	25%	31%	24%	20%	25%	23%	37%	25%	26%	37%	24%	
Don't know	283	97	186	50	51	63	45	33	40	64	79	62	77	29	10	27	31	24	18	12	24	52	33	23	40	117	
	14%	10%	18%	20%	16%	16%	13%	11%	9%	12%	13%	14%	16%	16%	11%	11%	17%	13%	11%	11%	13%	20%	12%	12%	13%	14%	

## ITV Cuts Index Survey

### ONLINE Fieldwork : 27th-29th January 2012

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				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Weighted base	2057	1009	1048	247	329	391	350	308	432	555	597	432	473	179	93	242	181	190	160	109	193	259	264	188	299	853	
<b>Families should not be able to claim up to £26,000 a year in state benefits</b>																											
Agree	1147 56%	587 58%	560 53%	109 44%	157 48%	204 52%	213 61%	192 62%	273 63%	308 55%	345 58%	262 61%	232 49%	92 51%	50 54%	144 59%	112 62%	106 56%	104 65%	59 54%	110 57%	115 44%	139 53%	118 63%	177 59%	496 58%	
Disagree	520 25%	262 26%	258 25%	71 29%	87 26%	108 28%	70 20%	68 22%	116 27%	151 27%	154 26%	84 20%	131 28%	48 27%	29 31%	59 24%	41 23%	54 28%	22 13%	30 28%	53 27%	68 26%	69 26%	48 25%	75 25%	197 23%	
Don't know	389 19%	159 16%	230 22%	68 27%	85 26%	79 20%	67 19%	48 16%	42 10%	96 17%	97 16%	85 20%	110 23%	39 22%	14 15%	39 16%	29 16%	31 16%	35 22%	20 18%	30 16%	76 29%	56 21%	22 12%	47 16%	160 19%	
<b>Every parent should have the right to claim child benefit regardless of their income</b>																											
Agree	572 28%	254 25%	318 30%	78 32%	100 31%	126 32%	79 23%	76 25%	111 26%	187 34%	163 27%	105 24%	116 25%	45 25%	27 29%	65 27%	63 34%	51 27%	43 27%	23 21%	39 20%	88 34%	75 28%	53 28%	114 38%	208 24%	
Disagree	1267 62%	675 67%	592 56%	116 47%	183 55%	220 56%	239 68%	207 67%	302 70%	325 58%	364 61%	280 65%	298 63%	112 63%	55 59%	153 63%	105 58%	120 63%	98 61%	79 72%	136 71%	130 50%	161 61%	118 63%	157 52%	552 65%	
Don't know	218 11%	79 8%	139 13%	53 21%	46 14%	45 11%	31 9%	25 8%	18 4%	43 8%	70 12%	46 11%	59 12%	22 12%	11 12%	23 10%	14 8%	19 10%	19 12%	7 6%	18 9%	41 16%	28 11%	17 9%	28 9%	92 11%	
<b>The proposed cap on benefits shows that the Government doesn't care about the vulnerable</b>																											
Agree	671 33%	309 31%	361 34%	90 36%	108 33%	155 40%	106 30%	107 35%	105 24%	147 26%	194 32%	133 31%	198 42%	69 39%	41 44%	88 37%	51 28%	57 30%	51 32%	33 30%	60 31%	93 36%	72 27%	55 29%	100 33%	257 30%	
Disagree	1108 54%	599 59%	509 49%	111 45%	164 50%	177 45%	187 53%	172 56%	298 69%	342 62%	334 56%	240 56%	193 41%	87 49%	42 45%	119 49%	110 60%	102 54%	86 54%	62 56%	115 60%	120 46%	154 58%	112 60%	164 55%	474 56%	
Don't know	278 14%	101 10%	178 17%	47 19%	57 17%	59 15%	57 16%	30 10%	29 7%	67 12%	69 12%	60 14%	83 17%	22 13%	10 11%	35 14%	21 12%	31 16%	23 14%	15 13%	18 9%	46 18%	38 14%	20 11%	35 12%	122 14%	

## ITV Cuts Index Survey

### ONLINE Fieldwork : 27th-29th January 2012

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				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Weighted base	2057	1009	1048	247	329	391	350	308	432	555	597	432	473	179	93	242	181	190	160	109	193	259	264	188	299	853	
<b>Cuts in welfare benefits are necessary to tackle the national debt</b>																											
Agree	1287 63%	660 65%	627 60%	139 56%	177 54%	224 57%	219 63%	203 66%	324 75%	393 71%	396 66%	266 62%	232 49%	100 56%	58 63%	145 60%	123 68%	116 61%	94 59%	74 68%	127 66%	150 58%	171 65%	129 69%	186 62%	549 64%	
Disagree	522 25%	259 26%	263 25%	65 26%	86 26%	121 31%	84 24%	85 27%	81 19%	108 19%	133 22%	106 25%	176 37%	55 31%	21 23%	75 31%	44 25%	45 23%	46 29%	27 25%	46 24%	64 25%	60 23%	40 21%	76 25%	196 23%	
Don't know	248 12%	90 9%	158 15%	43 17%	66 20%	45 12%	46 13%	20 7%	27 6%	54 10%	68 11%	60 14%	66 14%	23 13%	13 14%	22 9%	14 8%	30 16%	20 13%	8 7%	21 11%	45 17%	33 13%	18 10%	37 12%	108 13%	
<b>The proposed benefits cap of £26,000 is more than enough for a family to live on</b>																											
Agree	1410 69%	730 72%	681 65%	141 57%	198 60%	240 61%	245 70%	231 75%	354 82%	380 68%	418 70%	298 69%	315 67%	118 66%	59 64%	157 65%	121 67%	135 71%	122 76%	79 72%	150 78%	148 57%	170 65%	150 80%	194 65%	585 69%	
Disagree	332 16%	165 16%	167 16%	57 23%	67 20%	80 20%	46 13%	35 11%	47 11%	97 17%	97 16%	59 14%	78 17%	30 17%	20 22%	38 16%	28 15%	26 14%	19 12%	14 13%	25 13%	67 26%	41 16%	23 12%	63 21%	130 15%	
Don't know	315 15%	114 11%	201 19%	49 20%	64 20%	71 18%	58 17%	42 14%	31 7%	79 14%	82 14%	75 17%	79 17%	30 17%	13 14%	46 19%	33 18%	29 15%	19 12%	16 14%	18 9%	44 17%	52 20%	14 8%	42 14%	138 16%	

## ITV Cuts Index Survey

### ONLINE Fieldwork : 27th-29th January 2012

Absolutes/col percents

Table 4

**Q.4 Do you agree or disagree with each of the following statements?****Base: All respondents**

	What is the combined annual income of your household, prior to tax being deducted?													
	Total	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	2057	106	309	297	291	243	172	111	93	69	33	19	15	32
Weighted base	2057	89	276	291	279	239	191	132	105	76	39	23	19	38
<b><u>Capping the amount of welfare benefits families receive will have a negative impact on the most vulnerable children in the UK</u></b>														
Agree	647 31%	43 48%	107 39%	89 31%	86 31%	64 27%	57 30%	42 31%	33 32%	24 31%	11 28%	11 46%	3 16%	15 40%
Disagree	1011 49%	23 26%	110 40%	155 53%	149 53%	132 55%	102 53%	69 52%	50 48%	40 53%	22 56%	7 31%	13 68%	20 53%
Don't know	399 19%	23 26%	59 22%	47 16%	45 16%	44 18%	33 17%	22 17%	21 20%	12 16%	6 17%	5 23%	3 16%	3 7%
<b><u>I know people who live in my neighbourhood who claim benefits to which they are not legally entitled</u></b>														
Agree	659 32%	28 31%	98 35%	95 33%	97 35%	76 32%	67 35%	47 35%	28 27%	16 21%	7 19%	8 36%	3 16%	7 20%
Disagree	771 37%	23 26%	104 37%	105 36%	95 34%	89 37%	73 38%	58 44%	48 46%	39 51%	20 51%	10 44%	7 36%	19 51%
Don't know	628 31%	38 42%	75 27%	90 31%	87 31%	74 31%	51 27%	27 21%	29 28%	21 28%	12 30%	5 21%	9 48%	11 29%
<b><u>Families with a higher-rate taxpayer, earning more than £42,000 a year, should not be entitled to child benefits</u></b>														
Agree	1225 60%	41 46%	176 64%	203 70%	175 63%	157 65%	114 60%	82 62%	50 47%	33 44%	20 51%	9 38%	6 31%	20 54%
Disagree	549 27%	26 29%	52 19%	65 22%	64 23%	48 20%	57 30%	40 30%	47 45%	29 38%	12 31%	12 49%	12 62%	15 40%
Don't know	283 14%	22 25%	48 17%	23 8%	40 14%	35 15%	21 11%	11 8%	8 8%	14 18%	7 18%	3 13%	1 7%	2 6%

## ITV Cuts Index Survey

### ONLINE Fieldwork : 27th-29th January 2012

Absolutes/col percents

Table 4

**Q.4 Do you agree or disagree with each of the following statements?****Base: All respondents**

	What is the combined annual income of your household, prior to tax being deducted?													
	Total	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Weighted base	2057	89	276	291	279	239	191	132	105	76	39	23	19	38
<b><u>Families should not be able to claim up to £26,000 a year in state benefits</u></b>														
Agree	1147 56%	27 30%	146 53%	173 60%	160 57%	135 56%	125 65%	79 60%	63 60%	44 58%	20 52%	9 37%	12 64%	19 49%
Disagree	520 25%	27 30%	73 26%	79 27%	74 26%	56 23%	43 23%	39 30%	23 22%	18 24%	8 20%	11 47%	1 6%	14 37%
Don't know	389 19%	36 40%	57 21%	39 13%	45 16%	49 20%	23 12%	14 10%	19 18%	14 18%	11 28%	4 16%	6 30%	5 13%
<b><u>Every parent should have the right to claim child benefit regardless of their income</u></b>														
Agree	572 28%	28 31%	66 24%	77 26%	65 23%	58 24%	53 28%	38 29%	45 43%	27 36%	10 25%	9 37%	4 22%	14 37%
Disagree	1267 62%	44 49%	177 64%	188 65%	186 67%	153 64%	122 64%	86 65%	55 53%	42 55%	27 70%	13 55%	13 68%	22 59%
Don't know	218 11%	17 20%	33 12%	26 9%	29 10%	28 12%	17 9%	8 6%	5 4%	7 9%	2 5%	2 8%	2 10%	1 4%
<b><u>The proposed cap on benefits shows that the Government doesn't care about the vulnerable</u></b>														
Agree	671 33%	41 46%	127 46%	101 35%	98 35%	65 27%	50 26%	38 29%	32 30%	17 22%	11 29%	8 32%	3 15%	8 20%
Disagree	1108 54%	25 28%	111 40%	149 51%	156 56%	139 58%	120 63%	82 62%	64 61%	49 64%	23 60%	14 60%	15 78%	28 73%
Don't know	278 14%	23 26%	38 14%	41 14%	26 9%	35 15%	21 11%	11 8%	9 9%	10 14%	4 11%	2 8%	1 7%	3 7%

## ITV Cuts Index Survey

### ONLINE Fieldwork : 27th-29th January 2012

Absolutes/col percents

Table 4  
**Q.4 Do you agree or disagree with each of the following statements?**  
**Base: All respondents**

	What is the combined annual income of your household, prior to tax being deducted?													
	Total	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Weighted base	2057	89	276	291	279	239	191	132	105	76	39	23	19	38
<b><u>Cuts in welfare benefits are necessary to tackle the national debt</u></b>														
Agree	1287 63%	31 35%	143 52%	170 58%	177 63%	172 72%	139 72%	99 75%	64 62%	50 66%	25 64%	13 56%	15 79%	32 85%
Disagree	522 25%	40 45%	96 35%	92 32%	72 26%	39 16%	31 16%	25 19%	24 23%	16 21%	11 27%	8 33%	3 14%	4 12%
Don't know	248 12%	18 20%	38 14%	29 10%	30 11%	28 12%	21 11%	8 6%	16 15%	10 13%	4 9%	3 11%	1 7%	1 3%
<b><u>The proposed benefits cap of £26,000 is more than enough for a family to live on</u></b>														
Agree	1410 69%	40 46%	192 69%	205 71%	198 71%	168 70%	136 71%	86 65%	72 69%	57 75%	24 61%	12 51%	16 83%	29 76%
Disagree	332 16%	23 26%	42 15%	53 18%	43 15%	29 12%	24 12%	25 19%	20 19%	12 15%	8 21%	7 31%	1 7%	7 19%
Don't know	315 15%	26 29%	42 15%	33 11%	38 14%	42 18%	32 16%	21 16%	13 12%	8 10%	7 18%	4 18%	2 10%	2 5%