



ITV News Index

METHODOLOGY NOTE

ComRes interviewed 2,027 GB adults online between 17th and 19th January 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.

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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: 17th-19th January 2014

Absolutes/col percents

Table 1

Q.1 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	Pri- vate
Unweighted base	2027	944	1083	234	333	334	385	325	416	596	594	341	496	285	793
Weighted base	2027	993	1034	241	341	341	361	301	441	542	562	442	482	315	820
<u>The way the Government is going about cutting public spending is fair</u>															
Agree	620 31%	342 34%	278 27%	72 30%	88 26%	84 25%	87 24%	93 31%	195 44%	207 38%	174 31%	136 31%	103 21%	81 26%	267 33%
Disagree	1071 53%	511 51%	560 54%	112 47%	175 51%	198 58%	213 59%	181 60%	191 43%	257 47%	302 54%	223 50%	289 60%	186 59%	391 48%
Don't know	336 17%	140 14%	196 19%	57 23%	78 23%	58 17%	61 17%	27 9%	55 12%	78 14%	85 15%	83 19%	89 18%	47 15%	162 20%
<u>The Government is cutting public spending too much and too quickly</u>															
Agree	1063 52%	504 51%	559 54%	127 53%	180 53%	193 57%	204 56%	175 58%	184 42%	257 47%	289 51%	223 50%	294 61%	200 64%	377 46%
Disagree	616 30%	334 34%	282 27%	58 24%	82 24%	84 25%	96 27%	100 33%	196 45%	209 39%	167 30%	133 30%	107 22%	62 20%	275 34%
Don't know	349 17%	156 16%	193 19%	56 23%	79 23%	64 19%	61 17%	26 9%	61 14%	76 14%	106 19%	86 19%	81 17%	52 17%	168 20%
<u>Things in this country are generally heading in the right direction</u>															
Agree	814 40%	435 44%	379 37%	87 36%	124 36%	110 32%	117 32%	129 43%	247 56%	274 51%	228 40%	162 37%	150 31%	119 38%	321 39%
Disagree	832 41%	384 39%	448 43%	93 39%	140 41%	179 52%	169 47%	131 43%	121 27%	182 34%	226 40%	188 42%	237 49%	144 46%	336 41%
Don't know	381 19%	175 18%	206 20%	61 25%	77 23%	52 15%	75 21%	41 14%	74 17%	85 16%	109 19%	92 21%	95 20%	52 17%	163 20%

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Weighted base	2027	993	1034	241	341	341	361	301	441	542	562	442	482	315	820
<u>The UK is on course for another wave of recession</u>															
Agree	664 33%	305 31%	358 35%	97 40%	133 39%	132 39%	124 34%	94 31%	83 19%	145 27%	168 30%	138 31%	213 44%	117 37%	263 32%
Disagree	698 34%	384 39%	314 30%	72 30%	93 27%	99 29%	104 29%	114 38%	216 49%	227 42%	205 37%	140 32%	125 26%	93 30%	280 34%
Don't know	665 33%	304 31%	361 35%	72 30%	115 34%	110 32%	133 37%	93 31%	142 32%	169 31%	189 34%	163 37%	144 30%	105 33%	276 34%

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Table 1

Q.1 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
Unweighted base	2027	1745	173	87	242	172	194	154	109	169	223	310	194	1078	703	375	949	126	169	124	364	166
Weighted base	2027	1743	182	81	223	182	182	142	101	203	264	284	182	1135	892	243	892	113	151	142	346	140
<u>The way the Government is going about cutting public spending is fair</u>																						
Agree	620	554	42	20	64	60	57	50	24	56	80	104	61	348	277	71	272	15	32	44	162	18
	31%	32%	23%	25%	29%	33%	31%	36%	24%	28%	31%	37%	34%	31%	31%	29%	30%	13%	21%	31%	47%	13%
Disagree	1071	904	108	54	135	91	98	75	59	105	132	126	88	578	446	132	493	77	90	76	155	94
	53%	52%	59%	66%	60%	50%	54%	53%	58%	52%	50%	45%	48%	51%	50%	54%	55%	68%	60%	54%	45%	67%
Don't know	336	285	33	7	25	31	27	17	18	41	51	53	33	209	169	40	127	21	28	22	29	27
	17%	16%	18%	9%	11%	17%	15%	12%	18%	20%	19%	19%	18%	19%	16%	14%	19%	19%	15%	8%	20%	
<u>The Government is cutting public spending too much and too quickly</u>																						
Agree	1063	899	103	58	132	89	97	68	60	93	150	120	92	578	439	138	485	81	91	77	149	88
	52%	52%	57%	71%	59%	49%	53%	48%	59%	46%	57%	42%	51%	51%	49%	57%	54%	71%	60%	54%	43%	63%
Disagree	616	540	49	18	60	58	52	61	27	67	63	106	55	337	270	68	278	15	34	46	161	23
	30%	31%	27%	22%	27%	32%	28%	43%	27%	33%	24%	37%	30%	30%	30%	28%	31%	13%	23%	32%	46%	16%
Don't know	349	305	30	5	30	35	34	13	14	43	51	58	36	220	183	37	129	18	26	19	37	29
	17%	17%	16%	7%	14%	19%	19%	9%	14%	21%	19%	20%	20%	19%	21%	15%	14%	16%	17%	14%	11%	21%
<u>Things in this country are generally heading in the right direction</u>																						
Agree	814	707	69	28	71	79	67	67	38	84	100	138	74	439	351	88	374	26	40	71	202	36
	40%	41%	38%	34%	32%	43%	37%	47%	38%	42%	38%	48%	40%	39%	39%	36%	42%	23%	27%	50%	58%	26%
Disagree	832	712	75	44	109	78	81	50	46	82	108	96	64	480	369	111	352	65	76	43	90	78
	41%	41%	41%	54%	49%	43%	44%	36%	45%	40%	41%	34%	35%	42%	41%	46%	39%	58%	50%	31%	26%	56%
Don't know	381	324	39	10	43	26	34	25	17	36	55	50	45	216	172	44	165	23	35	28	55	26
	19%	19%	21%	12%	19%	14%	19%	17%	17%	18%	21%	18%	25%	19%	19%	18%	19%	20%	23%	20%	16%	18%

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Absolutes/col percents

Table 1

Q.1 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	2027	1743	182	81	223	182	182	142	101	203	264	284	182	1135	892	243	892	113	151	142	346	140
<u>The UK is on course for another wave of recession</u>																						
Agree	664 33%	574 33%	54 29%	33 41%	88 39%	62 34%	64 35%	51 36%	36 35%	65 32%	93 35%	72 25%	47 25%	380 33%	295 33%	85 35%	284 32%	50 44%	66 44%	37 26%	58 17%	73 52%
Disagree	698 34%	604 35%	64 35%	18 23%	65 29%	61 33%	55 30%	57 40%	30 30%	68 33%	85 32%	133 47%	62 34%	374 33%	298 33%	76 31%	324 36%	22 19%	38 26%	59 42%	182 53%	23 16%
Don't know	665 33%	565 32%	64 35%	30 37%	70 31%	59 33%	63 35%	34 24%	36 35%	70 35%	86 33%	79 28%	74 41%	381 34%	299 34%	82 34%	284 32%	41 37%	47 31%	46 32%	106 30%	44 32%

ITV News Index Survey

ONLINE Fieldwork: 17th-19th January 2014

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	2027	944	1083	234	333	334	385	325	416	596	594	341	496	285	793
Weighted base	2027	993	1034	241	341	341	361	301	441	542	562	442	482	315	820
<u>I am worried that another recession would have a severe impact on me and my family</u>															
Agree	1261 62%	569 57%	692 67%	153 63%	209 61%	237 69%	254 70%	192 64%	217 49%	303 56%	364 65%	284 64%	309 64%	225 71%	502 61%
Disagree	407 20%	242 24%	164 16%	43 18%	58 17%	49 14%	51 14%	71 24%	134 30%	151 28%	104 18%	77 17%	75 16%	49 16%	162 20%
Don't know	359 18%	182 18%	177 17%	45 19%	74 22%	55 16%	56 16%	38 13%	91 21%	87 16%	94 17%	80 18%	97 20%	40 13%	156 19%
<u>The debt crisis in Europe is putting the UK economy in danger</u>															
Agree	1275 63%	610 61%	664 64%	149 62%	201 59%	210 62%	225 62%	195 65%	295 67%	316 58%	347 62%	295 67%	317 66%	205 65%	489 60%
Disagree	306 15%	189 19%	116 11%	35 15%	58 17%	50 15%	57 16%	46 15%	59 13%	116 21%	98 17%	42 9%	50 10%	45 14%	140 17%
Don't know	447 22%	194 20%	253 24%	57 24%	83 24%	81 24%	79 22%	60 20%	87 20%	110 20%	117 21%	105 24%	114 24%	65 21%	191 23%
<u>If the British economy doesn't pick up very soon, the Government should reconsider its planned programme of spending cuts</u>															
Agree	1156 57%	533 54%	623 60%	128 53%	200 59%	221 65%	235 65%	174 58%	198 45%	280 52%	331 59%	250 57%	296 62%	208 66%	456 56%
Disagree	474 23%	285 29%	188 18%	48 20%	58 17%	51 15%	61 17%	91 30%	165 37%	173 32%	122 22%	102 23%	77 16%	58 18%	188 23%
Don't know	397 20%	175 18%	222 21%	65 27%	83 24%	69 20%	66 18%	36 12%	79 18%	89 16%	109 19%	90 20%	109 23%	49 15%	176 21%

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Weighted base	2027	993	1034	241	341	341	361	301	441	542	562	442	482	315	820
<u>In the current financial situation, the Government is more concerned with protecting the banks than the British public</u>															
Agree	1242	611	632	139	187	220	257	183	256	297	335	288	322	198	483
	61%	61%	61%	58%	55%	64%	71%	61%	58%	55%	60%	65%	67%	63%	59%
Disagree	392	219	173	35	61	65	53	63	116	144	119	71	58	64	163
	19%	22%	17%	14%	18%	19%	15%	21%	26%	27%	21%	16%	12%	20%	20%
Don't know	392	164	229	67	93	57	51	55	69	101	108	83	101	53	174
	19%	16%	22%	28%	27%	17%	14%	18%	16%	19%	19%	19%	21%	17%	21%
<u>The Government is in control of the economy</u>															
Agree	696	361	335	81	107	89	101	118	200	216	179	145	155	110	267
	34%	36%	32%	34%	31%	26%	28%	39%	45%	40%	32%	33%	32%	35%	33%
Disagree	916	440	476	97	144	184	184	145	162	217	267	193	239	147	365
	45%	44%	46%	40%	42%	54%	51%	48%	37%	40%	48%	44%	50%	47%	45%
Don't know	415	192	223	63	90	68	77	38	79	109	115	103	88	58	188
	20%	19%	22%	26%	26%	20%	21%	13%	18%	20%	21%	23%	18%	18%	23%

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	Region													Which of the following best describes your current working status?								
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Unweighted base	2027	1745	173	87	242	172	194	154	109	169	223	310	194	1078	703	375	949	126	169	124	364	166
Weighted base	2027	1743	182	81	223	182	182	142	101	203	264	284	182	1135	892	243	892	113	151	142	346	140
<u>I am worried that another recession would have a severe impact on me and my family</u>																						
Agree	1261	1079	110	56	140	109	123	86	71	134	150	179	103	727	564	163	534	79	96	76	178	105
	62%	62%	61%	69%	63%	60%	67%	61%	70%	66%	57%	63%	57%	64%	63%	67%	60%	70%	64%	54%	51%	75%
Disagree	407	357	37	11	47	39	25	34	13	36	58	67	38	211	174	37	195	17	22	35	112	9
	20%	20%	20%	14%	21%	22%	14%	24%	13%	18%	22%	24%	21%	19%	19%	15%	22%	15%	15%	25%	32%	6%
Don't know	359	307	35	14	36	34	35	22	17	33	55	37	41	197	154	43	163	17	33	30	57	26
	18%	18%	19%	17%	16%	18%	19%	15%	17%	16%	21%	13%	22%	17%	17%	18%	18%	15%	22%	21%	16%	19%
<u>The debt crisis in Europe is putting the UK economy in danger</u>																						
Agree	1275	1107	99	56	146	112	117	93	68	132	164	173	115	694	541	153	580	64	94	105	229	89
	63%	64%	54%	68%	65%	62%	64%	65%	67%	65%	62%	61%	63%	61%	61%	63%	65%	57%	62%	74%	66%	63%
Disagree	306	261	32	5	32	27	30	20	13	22	44	55	26	185	156	29	120	19	22	7	58	14
	15%	15%	18%	7%	14%	15%	16%	14%	12%	11%	17%	19%	14%	16%	18%	12%	14%	16%	15%	5%	17%	10%
Don't know	447	375	51	20	45	43	36	29	21	49	55	55	42	256	194	61	191	30	35	30	59	37
	22%	21%	28%	25%	20%	24%	20%	20%	21%	24%	21%	19%	23%	23%	22%	25%	21%	27%	23%	21%	17%	26%
<u>If the British economy doesn't pick up very soon, the Government should reconsider its planned programme of spending cuts</u>																						
Agree	1156	984	106	55	152	101	89	76	66	108	148	149	108	664	519	145	492	78	87	78	157	92
	57%	56%	58%	67%	68%	55%	49%	53%	65%	53%	56%	52%	59%	58%	58%	60%	55%	69%	58%	55%	46%	65%
Disagree	474	412	41	12	40	49	44	46	21	49	44	87	41	246	190	56	227	13	23	37	136	18
	23%	24%	22%	15%	18%	27%	24%	32%	21%	24%	17%	31%	23%	22%	21%	23%	26%	11%	15%	26%	39%	13%
Don't know	397	347	35	15	31	33	50	21	14	45	72	48	34	225	183	42	172	23	40	27	52	30
	20%	20%	19%	18%	14%	18%	27%	15%	14%	22%	27%	17%	18%	20%	20%	17%	19%	20%	27%	19%	15%	21%

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	Region														Which of the following best describes your current working status?							
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Weighted base	2027	1743	182	81	223	182	182	142	101	203	264	284	182	1135	892	243	892	113	151	142	346	140
<u>In the current financial situation, the Government is more concerned with protecting the banks than the British public</u>																						
Agree	1242	1073	107	60	150	114	102	90	62	124	175	152	107	681	539	142	561	82	92	87	204	96
	61%	62%	59%	74%	67%	63%	56%	63%	61%	61%	66%	54%	58%	60%	60%	58%	63%	72%	61%	61%	59%	69%
Disagree	392	333	39	9	42	32	41	29	20	32	39	73	36	226	179	48	166	11	17	28	99	12
	19%	19%	21%	11%	19%	18%	22%	21%	20%	16%	15%	26%	20%	20%	20%	20%	19%	10%	11%	20%	29%	8%
Don't know	392	336	37	12	31	36	40	23	19	47	50	59	40	228	174	53	165	21	42	27	43	32
	19%	19%	20%	15%	14%	20%	22%	16%	19%	23%	19%	21%	22%	20%	20%	22%	18%	18%	28%	19%	12%	23%
<u>The Government is in control of the economy</u>																						
Agree	696	602	58	24	71	64	54	60	36	72	82	117	57	377	299	78	319	31	36	67	151	33
	34%	35%	32%	30%	32%	35%	30%	42%	35%	36%	31%	41%	31%	33%	33%	32%	36%	28%	24%	47%	44%	24%
Disagree	916	783	87	44	117	80	80	54	45	93	123	110	82	512	396	116	404	59	83	54	135	72
	45%	45%	48%	54%	53%	44%	44%	38%	45%	46%	47%	39%	45%	45%	44%	48%	45%	52%	55%	38%	39%	52%
Don't know	415	358	37	13	35	38	48	28	20	38	58	57	44	246	197	49	169	23	31	21	60	35
	20%	21%	20%	16%	16%	21%	26%	20%	20%	19%	22%	20%	24%	22%	22%	20%	19%	20%	21%	15%	17%	25%

ITV News Index Survey

ONLINE Fieldwork: 17th-19th January 2014

Absolutes/col percents

Table 3

Q.3 Do you agree or disagree with the following statements about electronic cigarettes ("E cigarettes")?

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	Pri- vate
Unweighted base	2027	944	1083	234	333	334	385	325	416	596	594	341	496	285	793
Weighted base	2027	993	1034	241	341	341	361	301	441	542	562	442	482	315	820
<u>The use of E cigarettes should be allowed in public indoor places</u>															
Agree	790 39%	401 40%	389 38%	98 41%	152 45%	152 45%	149 41%	107 35%	132 30%	169 31%	235 42%	195 44%	191 40%	123 39%	351 43%
Disagree	904 45%	433 44%	472 46%	103 43%	133 39%	134 39%	149 41%	147 49%	238 54%	283 52%	238 42%	177 40%	206 43%	147 47%	332 40%
Don't know	333 16%	159 16%	173 17%	40 16%	56 16%	55 16%	63 18%	47 16%	71 16%	90 17%	89 16%	69 16%	85 18%	45 14%	138 17%
<u>I do not like seeing people use E cigarettes in public indoor places but I do not think they should be banned from doing so</u>															
Agree	691 34%	342 34%	350 34%	83 35%	109 32%	96 28%	109 30%	105 35%	190 43%	185 34%	183 32%	159 36%	164 34%	99 32%	252 31%
Disagree	968 48%	483 49%	486 47%	113 47%	172 50%	170 50%	178 49%	155 52%	180 41%	266 49%	277 49%	187 42%	238 49%	157 50%	419 51%
Don't know	367 18%	169 17%	198 19%	44 18%	61 18%	75 22%	75 21%	41 14%	71 16%	91 17%	102 18%	95 22%	79 16%	58 18%	149 18%
<u>E cigarettes set a bad example as they show people imitating smoking even in smoke-free areas</u>															
Agree	851 42%	413 42%	438 42%	94 39%	136 40%	125 37%	140 39%	130 43%	225 51%	281 52%	236 42%	163 37%	170 35%	142 45%	317 39%
Disagree	852 42%	407 41%	445 43%	108 45%	146 43%	156 46%	160 44%	132 44%	151 34%	177 33%	245 44%	203 46%	227 47%	123 39%	370 45%
Don't know	324 16%	174 17%	151 15%	39 16%	59 17%	60 18%	61 17%	39 13%	66 15%	83 15%	81 14%	76 17%	84 18%	51 16%	133 16%

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Table 3

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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	Pri- vate
Weighted base	2027	993	1034	241	341	341	361	301	441	542	562	442	482	315	820
<u>It is socially acceptable to regularly use an E cigarette in public</u>															
Agree	963 48%	471 47%	492 48%	134 56%	190 56%	168 49%	178 49%	138 46%	154 35%	216 40%	267 48%	242 55%	237 49%	142 45%	431 52%
Disagree	678 33%	331 33%	347 34%	59 25%	92 27%	98 29%	110 30%	117 39%	202 46%	227 42%	186 33%	121 27%	143 30%	108 34%	244 30%
Don't know	386 19%	192 19%	195 19%	47 19%	60 17%	75 22%	73 20%	46 15%	85 19%	99 18%	109 19%	78 18%	101 21%	64 20%	146 18%
<u>I have used an E cigarette in a public, smoke-free place</u>															
Agree	281 14%	145 15%	136 13%	49 20%	84 25%	54 16%	40 11%	22 7%	32 7%	63 12%	74 13%	69 16%	76 16%	52 16%	137 17%
Disagree	1597 79%	762 77%	835 81%	165 68%	227 66%	263 77%	294 81%	267 89%	382 87%	432 80%	455 81%	332 75%	377 78%	244 78%	620 76%
Don't know	149 7%	87 9%	63 6%	27 11%	31 9%	24 7%	28 8%	12 4%	27 6%	47 9%	33 6%	41 9%	29 6%	19 6%	63 8%
<u>I don't really know what E cigarettes are</u>															
Agree	239 12%	120 12%	119 11%	28 12%	45 13%	42 12%	37 10%	29 10%	57 13%	91 17%	67 12%	36 8%	46 9%	41 13%	93 11%
Disagree	1660 82%	798 80%	862 83%	189 78%	267 78%	271 79%	306 85%	262 87%	365 83%	417 77%	461 82%	382 86%	400 83%	257 82%	672 82%
Don't know	128 6%	75 8%	53 5%	24 10%	29 9%	28 8%	19 5%	9 3%	19 4%	34 6%	34 6%	24 5%	36 8%	17 5%	55 7%

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Absolutes/col percents

Table 3

Q.3 Do you agree or disagree with the following statements about electronic cigarettes ("E cigarettes")?

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	Pri- vate
Weighted base	2027	993	1034	241	341	341	361	301	441	542	562	442	482	315	820
<u>I'm a smoker and I've used E Cigarettes to assist me in giving up smoking</u>															
Agree	297 15%	139 14%	158 15%	35 14%	72 21%	60 18%	49 13%	34 11%	47 11%	67 12%	78 14%	66 15%	85 18%	51 16%	139 17%
Disagree	1544 76%	741 75%	803 78%	171 71%	228 67%	254 74%	283 78%	249 83%	358 81%	414 76%	447 79%	322 73%	361 75%	241 77%	597 73%
Don't know	187 9%	114 11%	73 7%	35 15%	41 12%	27 8%	30 8%	18 6%	36 8%	61 11%	37 7%	54 12%	35 7%	22 7%	85 10%

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Absolutes/col percents

Table 3

Q.3 Do you agree or disagree with the following statements about electronic cigarettes ("E cigarettes")?

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
Unweighted base	2027	1745	173	87	242	172	194	154	109	169	223	310	194	1078	703	375	949	126	169	124	364	166
Weighted base	2027	1743	182	81	223	182	182	142	101	203	264	284	182	1135	892	243	892	113	151	142	346	140
<u>The use of E cigarettes should be allowed in public indoor places</u>																						
Agree	790 39%	669 38%	78 43%	36 44%	92 41%	63 35%	82 45%	61 43%	43 43%	63 31%	98 37%	113 40%	61 33%	474 42%	381 43%	93 38%	316 35%	46 41%	62 41%	49 35%	108 31%	51 36%
Disagree	904 45%	786 45%	75 41%	33 40%	103 46%	85 46%	71 39%	61 43%	44 43%	104 51%	110 42%	136 48%	84 46%	479 42%	376 42%	103 42%	426 48%	48 42%	64 43%	70 49%	184 53%	59 42%
Don't know	333 16%	288 17%	30 16%	13 16%	29 13%	35 19%	29 16%	20 14%	14 14%	36 18%	56 21%	35 12%	37 21%	183 16%	136 15%	47 19%	150 17%	19 17%	24 16%	23 16%	54 16%	30 21%
<u>I do not like seeing people use E cigarettes in public indoor places but I do not think they should be banned from doing so</u>																						
Agree	691 34%	591 34%	66 36%	29 36%	74 33%	57 32%	54 30%	42 30%	34 34%	54 26%	103 39%	104 37%	73 40%	351 31%	270 30%	82 34%	340 38%	30 26%	53 35%	69 49%	137 40%	51 37%
Disagree	968 48%	831 48%	87 48%	43 53%	118 53%	87 48%	91 50%	79 56%	50 50%	112 55%	103 39%	131 46%	66 36%	577 51%	460 52%	116 48%	392 44%	64 56%	65 43%	51 36%	154 45%	57 40%
Don't know	367 18%	322 18%	29 16%	9 11%	31 14%	38 21%	37 20%	20 14%	17 16%	37 18%	58 22%	49 17%	43 24%	207 18%	162 18%	45 19%	160 18%	20 17%	32 21%	21 15%	55 16%	32 23%
<u>E cigarettes set a bad example as they show people imitating smoking even in smoke-free areas</u>																						
Agree	851 42%	726 42%	80 44%	34 42%	87 39%	75 41%	68 37%	57 40%	45 44%	85 42%	105 40%	137 48%	78 43%	459 40%	361 40%	98 40%	392 44%	32 28%	64 42%	65 46%	184 53%	47 34%
Disagree	852 42%	737 42%	71 39%	35 43%	114 51%	79 43%	82 45%	67 47%	44 43%	80 39%	98 37%	113 40%	69 38%	493 43%	384 43%	108 45%	359 40%	62 55%	60 40%	56 40%	118 34%	62 44%
Don't know	324 16%	280 16%	32 17%	12 15%	22 10%	28 15%	32 18%	18 13%	13 12%	38 19%	60 23%	34 12%	36 19%	184 16%	147 16%	37 15%	141 16%	20 18%	27 18%	21 14%	43 12%	30 22%

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Absolutes/col percents

Table 3

Q.3 Do you agree or disagree with the following statements about electronic cigarettes ("E cigarettes")?**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	2027	1743	182	81	223	182	182	142	101	203	264	284	182	1135	892	243	892	113	151	142	346	140
<u>It is socially acceptable to regularly use an E cigarette in public</u>																						
Agree	963	828	86	45	110	87	98	72	48	84	124	128	81	573	456	117	390	59	78	58	130	66
	48%	48%	47%	56%	49%	48%	54%	51%	48%	41%	47%	45%	45%	50%	51%	48%	44%	52%	51%	41%	37%	47%
Disagree	678	584	57	28	79	67	54	51	37	76	73	106	51	352	277	76	325	30	45	54	157	40
	33%	33%	31%	35%	35%	37%	29%	36%	36%	37%	28%	37%	28%	31%	31%	31%	36%	26%	30%	38%	45%	28%
Don't know	386	331	39	8	34	28	31	19	17	43	67	50	50	210	159	51	176	25	28	30	59	34
	19%	19%	21%	10%	15%	15%	17%	14%	16%	21%	25%	18%	28%	19%	18%	21%	20%	22%	19%	21%	17%	25%
<u>I have used an E cigarette in a public, smoke-free place</u>																						
Agree	281	236	27	18	31	16	26	26	18	13	46	40	18	188	160	28	93	19	24	16	18	16
	14%	14%	15%	22%	14%	9%	14%	18%	18%	7%	18%	14%	10%	17%	18%	12%	10%	17%	16%	11%	5%	11%
Disagree	1597	1375	143	61	178	149	145	106	79	176	185	226	148	865	664	201	732	87	113	118	301	113
	79%	79%	79%	75%	80%	82%	79%	75%	78%	87%	70%	80%	81%	76%	74%	82%	82%	77%	75%	83%	87%	80%
Don't know	149	133	12	2	13	17	12	9	5	13	32	17	17	82	68	14	67	7	14	8	27	11
	7%	8%	6%	2%	6%	9%	6%	7%	4%	7%	12%	6%	9%	7%	8%	6%	7%	6%	9%	6%	8%	8%
<u>I don't really know what E cigarettes are</u>																						
Agree	239	206	23	9	17	17	19	14	10	22	41	44	23	133	108	25	106	13	23	14	41	15
	12%	12%	13%	11%	8%	9%	11%	10%	9%	11%	16%	16%	13%	12%	12%	10%	12%	11%	15%	10%	12%	11%
Disagree	1660	1422	151	71	196	154	154	119	87	168	189	223	149	930	725	204	730	94	117	124	286	110
	82%	82%	83%	88%	88%	85%	84%	84%	86%	83%	72%	79%	81%	82%	81%	84%	82%	83%	78%	87%	83%	79%
Don't know	128	114	9	1	10	11	9	9	5	13	34	17	11	72	58	14	56	7	11	4	19	15
	6%	7%	5%	1%	5%	6%	5%	6%	5%	6%	13%	6%	6%	6%	7%	6%	6%	6%	7%	3%	5%	11%

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Table 3

Q.3 Do you agree or disagree with the following statements about electronic cigarettes ("E cigarettes")?

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
Weighted base	2027	1743	182	81	223	182	182	142	101	203	264	284	182	1135	892	243	892	113	151	142	346	140
<u>I'm a smoker and I've used E Cigarettes to assist me in giving up smoking</u>																						
Agree	297 15%	257 15%	24 13%	17 21%	39 18%	17 9%	28 15%	28 19%	16 15%	14 7%	40 15%	46 16%	29 16%	190 17%	156 17%	34 14%	107 12%	17 15%	19 12%	22 15%	25 7%	24 17%
Disagree	1544 76%	1315 75%	147 81%	61 75%	167 75%	149 82%	140 77%	97 69%	81 80%	172 85%	182 69%	213 75%	133 73%	838 74%	644 72%	194 80%	705 79%	89 78%	114 76%	111 78%	288 83%	102 73%
Don't know	187 9%	171 10%	11 6%	4 4%	16 7%	16 9%	15 8%	17 12%	4 4%	17 8%	41 16%	25 9%	21 12%	107 9%	92 10%	15 6%	79 9%	7 7%	17 12%	9 6%	33 9%	13 9%

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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	2027	944	1083	234	333	334	385	325	416	596	594	341	496	285	793
Weighted base	2027	993	1034	241	341	341	361	301	441	542	562	442	482	315	820
<u>The United Kingdom is stronger with Scotland as a part of it</u>															
Agree	1274 63%	674 68%	600 58%	127 53%	207 61%	191 56%	215 59%	197 65%	338 77%	367 68%	366 65%	271 61%	271 56%	204 65%	489 60%
Disagree	296 15%	160 16%	136 13%	32 13%	48 14%	62 18%	56 16%	52 17%	46 10%	84 15%	84 15%	62 14%	66 14%	46 15%	131 16%
Don't know	457 23%	160 16%	297 29%	82 34%	87 25%	89 26%	90 25%	52 17%	57 13%	91 17%	113 20%	108 24%	145 30%	65 21%	201 24%
<u>The United Kingdom has more influence in the world with Scotland as a part of it</u>															
Agree	981 48%	549 55%	432 42%	83 35%	161 47%	167 49%	161 44%	151 50%	258 59%	299 55%	263 47%	209 47%	211 44%	161 51%	385 47%
Disagree	482 24%	245 25%	238 23%	67 28%	82 24%	85 25%	79 22%	84 28%	86 20%	139 26%	147 26%	96 22%	101 21%	73 23%	217 26%
Don't know	564 28%	200 20%	364 35%	91 38%	99 29%	89 26%	122 34%	66 22%	97 22%	104 19%	152 27%	137 31%	170 35%	81 26%	219 27%
<u>Scotland should be able to keep the pound if it becomes independent</u>															
Agree	914 45%	443 45%	471 46%	104 43%	168 49%	171 50%	159 44%	143 47%	170 38%	239 44%	252 45%	210 48%	213 44%	154 49%	388 47%
Disagree	675 33%	381 38%	294 28%	54 23%	90 26%	97 28%	123 34%	118 39%	193 44%	214 39%	195 35%	120 27%	146 30%	90 29%	259 32%
Don't know	438 22%	169 17%	268 26%	83 34%	84 25%	73 21%	79 22%	41 13%	78 18%	89 16%	115 20%	112 25%	123 25%	71 23%	172 21%

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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	Pri- vate
Weighted base	2027	993	1034	241	341	341	361	301	441	542	562	442	482	315	820
<u>The UK will be economically weaker without Scotland</u>															
Agree	803 40%	422 42%	381 37%	73 30%	161 47%	125 37%	122 34%	118 39%	204 46%	246 45%	225 40%	163 37%	169 35%	131 42%	313 38%
Disagree	684 34%	395 40%	289 28%	78 33%	84 24%	113 33%	128 35%	118 39%	164 37%	196 36%	194 34%	139 31%	155 32%	102 32%	280 34%
Don't know	540 27%	176 18%	363 35%	89 37%	96 28%	104 30%	112 31%	65 22%	74 17%	99 18%	144 26%	140 32%	157 33%	82 26%	227 28%
<u>It would be unfair for the UK to underwrite all of Scotland's public sector debt after independence</u>															
Agree	1294 64%	696 70%	599 58%	97 40%	187 55%	205 60%	225 62%	221 73%	360 82%	383 71%	357 64%	262 59%	292 61%	184 58%	494 60%
Disagree	241 12%	126 13%	115 11%	38 16%	47 14%	50 15%	31 9%	41 14%	34 8%	58 11%	76 14%	61 14%	46 10%	59 19%	107 13%
Don't know	491 24%	172 17%	320 31%	105 44%	107 31%	87 26%	104 29%	40 13%	48 11%	101 19%	129 23%	118 27%	143 30%	72 23%	219 27%
<u>Scotland would be better off economically as an independent country</u>															
Agree	328 16%	166 17%	162 16%	49 21%	77 23%	63 18%	57 16%	43 14%	39 9%	80 15%	84 15%	72 16%	92 19%	70 22%	134 16%
Disagree	1058 52%	591 59%	468 45%	99 41%	158 46%	153 45%	173 48%	178 59%	298 67%	337 62%	303 54%	196 44%	223 46%	148 47%	413 50%
Don't know	641 32%	237 24%	404 39%	93 38%	107 31%	126 37%	131 36%	80 27%	105 24%	126 23%	175 31%	174 39%	167 35%	96 31%	274 33%

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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	Pri- vate
Weighted base	2027	993	1034	241	341	341	361	301	441	542	562	442	482	315	820
<u>Scots have a stronger national identity than people from England or Wales</u>															
Agree	893 44%	478 48%	415 40%	80 33%	143 42%	147 43%	160 44%	157 52%	206 47%	276 51%	238 42%	185 42%	194 40%	148 47%	365 44%
Disagree	726 36%	373 38%	354 34%	84 35%	105 31%	124 36%	137 38%	111 37%	165 37%	197 36%	208 37%	146 33%	174 36%	109 35%	290 35%
Don't know	408 20%	143 14%	265 26%	77 32%	93 27%	70 20%	65 18%	33 11%	70 16%	69 13%	116 21%	110 25%	113 24%	58 18%	165 20%
<u>Scotland ought to apply for EU membership if it becomes independent in September</u>															
Agree	974 48%	542 55%	432 42%	101 42%	151 44%	141 41%	189 52%	160 53%	233 53%	301 56%	288 51%	188 42%	198 41%	164 52%	397 48%
Disagree	371 18%	187 19%	184 18%	50 21%	61 18%	59 17%	40 11%	65 21%	95 22%	102 19%	102 18%	79 18%	88 18%	52 16%	133 16%
Don't know	682 34%	265 27%	418 40%	90 37%	129 38%	141 41%	133 37%	76 25%	113 26%	139 26%	172 31%	175 40%	196 41%	99 31%	290 35%

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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	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	2027	1745	173	87	242	172	194	154	109	169	223	310	194	1078	703	375	949	126	169	124	364	166
Weighted base	2027	1743	182	81	223	182	182	142	101	203	264	284	182	1135	892	243	892	113	151	142	346	140
<u>The United Kingdom is stronger with Scotland as a part of it</u>																						
Agree	1274	1063	146	58	141	102	112	88	65	127	152	167	114	693	554	139	581	52	89	106	259	75
	63%	61%	80%	72%	63%	56%	61%	62%	64%	63%	58%	59%	63%	61%	62%	57%	65%	46%	59%	75%	75%	54%
Disagree	296	270	15	11	37	25	18	24	11	27	45	54	29	177	141	35	120	23	18	9	46	23
	15%	15%	8%	14%	17%	14%	10%	17%	11%	13%	17%	19%	16%	16%	15%	13%	20%	12%	7%	13%	17%	
Don't know	457	410	22	11	45	55	53	30	25	48	66	63	39	266	197	69	191	39	44	27	41	41
	23%	24%	12%	14%	20%	30%	29%	21%	25%	24%	25%	22%	22%	23%	22%	28%	21%	34%	29%	19%	12%	30%
<u>The United Kingdom has more influence in the world with Scotland as a part of it</u>																						
Agree	981	813	115	39	109	87	86	60	53	89	116	141	87	546	442	103	435	42	56	81	201	56
	48%	47%	63%	48%	49%	48%	47%	42%	52%	44%	44%	50%	47%	48%	50%	43%	49%	37%	37%	57%	58%	40%
Disagree	482	431	30	15	57	33	47	43	21	57	66	76	37	290	224	66	192	25	39	20	80	29
	24%	25%	16%	19%	25%	18%	26%	31%	21%	28%	25%	27%	20%	26%	25%	27%	22%	22%	26%	14%	23%	21%
Don't know	564	498	38	27	58	63	49	38	28	57	82	67	59	299	226	74	264	47	56	41	65	55
	28%	29%	21%	33%	26%	34%	27%	27%	27%	28%	31%	23%	32%	26%	25%	30%	30%	41%	37%	29%	19%	40%
<u>Scotland should be able to keep the pound if it becomes independent</u>																						
Agree	914	726	136	36	112	73	76	58	52	77	119	105	69	542	432	110	372	45	62	61	139	65
	45%	42%	74%	44%	50%	40%	42%	41%	51%	38%	45%	37%	38%	48%	48%	45%	42%	40%	41%	43%	40%	46%
Disagree	675	627	21	27	74	59	69	61	27	76	76	125	61	349	276	73	326	40	45	41	169	31
	33%	36%	11%	33%	33%	33%	38%	43%	26%	37%	29%	44%	33%	31%	31%	30%	37%	35%	30%	29%	49%	22%
Don't know	438	390	26	18	37	50	37	23	23	49	68	54	53	244	184	60	194	28	44	40	38	45
	22%	22%	14%	23%	17%	27%	20%	16%	22%	24%	26%	19%	29%	21%	21%	25%	22%	25%	29%	28%	11%	32%

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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	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	2027	1743	182	81	223	182	182	142	101	203	264	284	182	1135	892	243	892	113	151	142	346	140
<u>The UK will be economically weaker without Scotland</u>																						
Agree	803	638	127	34	95	58	67	56	38	68	99	97	64	445	365	79	359	37	54	67	155	46
	40%	37%	70%	42%	43%	32%	37%	39%	37%	34%	38%	34%	35%	39%	41%	33%	40%	33%	36%	47%	45%	33%
Disagree	684	630	21	28	80	63	57	57	33	80	89	114	62	382	302	81	302	35	48	40	139	40
	34%	36%	12%	35%	36%	35%	31%	40%	32%	39%	34%	40%	34%	34%	34%	33%	34%	30%	32%	28%	40%	28%
Don't know	540	475	34	19	47	61	58	30	31	55	76	72	56	308	225	83	231	42	49	35	52	54
	27%	27%	19%	23%	21%	34%	32%	21%	30%	27%	29%	26%	31%	27%	25%	34%	26%	37%	32%	24%	15%	39%
<u>It would be unfair for the UK to underwrite all of Scotland's public sector debt after independence</u>																						
Agree	1294	1154	75	59	160	110	117	105	65	137	161	183	122	677	543	134	617	54	89	106	292	77
	64%	66%	41%	73%	72%	60%	64%	74%	65%	67%	61%	65%	67%	60%	61%	55%	69%	48%	59%	74%	84%	55%
Disagree	241	177	53	2	20	15	19	13	12	15	35	37	20	167	132	35	75	11	10	15	25	13
	12%	10%	29%	3%	9%	8%	10%	9%	11%	7%	13%	13%	11%	15%	15%	14%	8%	10%	7%	11%	7%	9%
Don't know	491	412	55	19	42	57	46	24	24	51	67	64	40	291	217	75	200	48	52	21	28	50
	24%	24%	30%	24%	19%	31%	25%	17%	24%	25%	26%	22%	22%	26%	24%	31%	22%	43%	34%	15%	8%	36%
<u>Scotland would be better off economically as an independent country</u>																						
Agree	328	255	59	13	38	21	24	20	13	21	52	45	21	204	166	39	123	24	26	16	33	25
	16%	15%	32%	16%	17%	12%	13%	14%	13%	10%	20%	16%	11%	18%	19%	16%	14%	21%	17%	11%	9%	18%
Disagree	1058	927	76	42	120	98	90	89	55	111	117	157	103	561	450	111	497	48	69	86	239	55
	52%	53%	42%	51%	54%	54%	49%	63%	54%	55%	45%	55%	57%	49%	50%	46%	56%	42%	46%	61%	69%	39%
Don't know	641	561	47	27	65	63	69	33	33	71	94	81	59	370	276	93	272	41	56	39	74	61
	32%	32%	26%	33%	29%	35%	38%	23%	32%	35%	36%	29%	32%	33%	31%	38%	30%	37%	37%	28%	21%	43%

ITV News Index Survey

ONLINE Fieldwork: 17th-19th January 2014

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	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	2027	1743	182	81	223	182	182	142	101	203	264	284	182	1135	892	243	892	113	151	142	346	140
<u>Scots have a stronger national identity than people from England or Wales</u>																						
Agree	893	783	91	32	106	80	74	67	19	99	139	106	80	513	423	89	380	42	53	58	177	49
	44%	45%	50%	39%	47%	44%	41%	47%	19%	49%	53%	37%	44%	45%	47%	37%	43%	37%	35%	41%	51%	35%
Disagree	726	601	62	31	81	61	68	46	63	60	69	117	66	399	303	97	327	39	55	53	139	41
	36%	34%	34%	39%	36%	33%	37%	33%	63%	30%	26%	41%	36%	35%	34%	40%	37%	35%	36%	37%	40%	29%
Don't know	408	360	29	18	36	41	40	29	19	44	56	61	36	223	166	58	184	32	43	31	30	49
	20%	21%	16%	22%	16%	23%	22%	20%	19%	22%	21%	21%	20%	20%	19%	24%	21%	28%	28%	22%	9%	35%
<u>Scotland ought to apply for EU membership if it becomes independent in September</u>																						
Agree	974	838	89	51	112	85	73	68	47	96	124	140	90	561	453	108	413	44	69	62	191	47
	48%	48%	49%	63%	50%	46%	40%	48%	46%	48%	47%	49%	49%	49%	51%	45%	46%	39%	46%	44%	55%	33%
Disagree	371	303	50	10	40	36	31	32	18	27	52	52	23	185	152	33	186	22	26	27	86	25
	18%	17%	27%	12%	18%	20%	17%	23%	17%	13%	20%	18%	13%	16%	17%	13%	21%	20%	17%	19%	25%	18%
Don't know	682	603	43	21	71	62	78	42	37	80	88	92	70	389	287	102	293	47	56	52	69	69
	34%	35%	24%	25%	32%	34%	43%	30%	36%	39%	33%	32%	38%	34%	32%	42%	33%	41%	37%	37%	20%	49%