

ITV News Index

METHODOLOGY NOTE

ComRes interviewed 2,035 British adults online between 18th and 20th July 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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ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

45%

62%

48%

58%

Table 1

Q1. Do you think each of the following have got better or worse over the past three months? Base: All respondents

35%

35%

32%

Summary table

The financial Social disorder situation of in some The state of Divisions in Your personal most people in communities The gap in Britain's Crime in your Britain's the British financial your Your job around the Britain between standing around economy situation neighbourhood security neighbourhood country rich and poor society Unweighted base 2035 2035 2035 2035 2035 2035 2035 2035 2035 Weighted base 2035 2035 2035 2035 2035 2035 2035 2035 2035 Better 586 280 170 170 215 144 99 172 88 29% 14% 11% 7% 4% 743 No change 1051 1218 1470 1426 984 671 889 770 36% 52% 60% 72% 70% 48% 33% 44% 38% Worse 707 704 647 395 394 908 1264 975 1177

19%

19%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 2

Q1. Do you think each of the following have got better or worse over the past three months?

Base: All respondents

The state of the British economy

	_	Ger	ider			Age	e				Social C	Grade		Employme	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	C2	DE	Public	Pri- vate
Unweighted base	2035	1001	1034	205	314	356	388	323	449	630	568	329	508	270	843
Weighted base	2035	997	1038	242	343	343	363	302	443	544	564	443	483	278	862
Better	586 29%	339 34%	247 24%	49 20%	75 22%	66 19%	93 26%	103 34%	200 45%	197 36%	181 32%	103 23%	105 22%	67 24%	222 26%
No change	743 36%	349 35%	394 38%	107 44%	153 45%	141 41%	123 34%	94 31%	124 28%	198 36%	193 34%	160 36%	192 40%	106 38%	346 40%
Worse	707 35%	310 31%	397 38%	85 35%	115 33%	135 39%	147 40%	106 35%	120 27%	148 27%	190 34%	180 41%	187 39%	105 38%	293 34%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 2

Q1. Do you think each of the following have got better or worse over the past three months?

Base: All respondents

The state of the British economy

						Reg	ion							Which	of the follo	wing best	describes	your currer	nt working	status?	
																		Not	Retired		
					York-									Work-	Work-	NET:	Not	working	on a	Retired	
		_			shire &	West	East		_				NET:	ing	ing	Not		and not	state	with a	
		Scot-	North	North	Humb-	Mid-	Mid-		East-		South	South	Work-	full	part	work-	seeking	seeking	pension	private	House
	<u>Total</u> Eng	<u>land</u> <u>land</u>	<u>East</u>	<u>West</u>	<u>erside</u>	lands	<u>lands</u>	Wales	ern	<u>London</u>	<u>East</u>	<u>West</u>	ing	<u>time</u>	<u>time</u>	ing	<u>work</u>	<u>work</u>	<u>only</u>	pension	person
Unweighted base	2035 176	65 165	80	239	163	208	144	105	188	227	325	191	1113	763	350	922	104	131	125	380	182
Weighted base	2035 175	50 183	81	224	183	183	142	102	204	265	285	183	1140	895	244	895	105	128	127	357	179
Better		24 36 30% 19%	26 32%	70 31%	38 21%	60 33%	50 35%	26 25%	59 29%	76 29%	93 33%	52 29%	290 25%	239 27%	51 21%	296 33%	21 20%	31 24%	46 36%	168 47%	29 16%
No change		47 60 37% 33%	24 30%	87 39%	73 40%	67 37%	49 35%	36 35%	73 36%	100 38%	104 36%	69 38%	452 40%	351 39%	101 41%	291 33%	28 27%	42 33%	35 27%	112 31%	74 41%
Worse		79 88 33% 48%	31 38%	67 30%	72 40%	56 31%	44 31%	40 40%	71 35%	88 33%	88 31%	61 34%	398 35%	306 34%	92 38%	308 34%	55 53%	55 43%	46 36%	77 22%	76 43%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 3

Q1. Do you think each of the following have got better or worse over the past three months? Base: All respondents

Your personal financial situation

	_	Ger	nder			Ag	е				Social (Grade		Employme	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	C2	DE	Public	Pri- vate
Unweighted base	2035	1001	1034	205	314	356	388	323	449	630	568	329	508	270	843
Weighted base	2035	997	1038	242	343	343	363	302	443	544	564	443	483	278	862
Better	280 14%	161 16%	119 11%	54 22%	78 23%	47 14%	33 9%	27 9%	41 9%	89 16%	84 15%	67 15%	40 8%	49 18%	155 18%
No change	1051 52%	528 53%	523 50%	109 45%	143 42%	170 49%	183 50%	162 54%	285 64%	297 55%	289 51%	231 52%	235 49%	132 48%	428 50%
Worse	704 35%	309 31%	395 38%	79 33%	122 36%	126 37%	147 40%	113 38%	117 26%	158 29%	191 34%	146 33%	209 43%	96 35%	278 32%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 3

Q1. Do you think each of the following have got better or worse over the past three months? Base: All respondents

Your personal financial situation

							Reg	ion							Which	of the follow	wing best	describes	your currer	nt working	status?	
	_TotalI	England .	Scot- land	North East	North West	York- shire & Humb- erside	West Mid- lands	East Mid- lands	_Wales_	East- ern	London	South East	South West	NET: Work- ing	Work- ing full time	Work- ing part time	NET: Not work- ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2035	1765	165	80	239	163	208	144	105	188	227	325	191	1113	763	350	922	104	131	125	380	182
Weighted base	2035	1750	183	81	224	183	183	142	102	204	265	285	183	1140	895	244	895	105	128	127	357	179
Better	280 14%	252 14%	19 10%	7 8%	31 14%	32 17%	28 15%	27 19%	9 9%	21 11%	55 21%	34 12%	16 9%	205 18%	171 19%	33 14%	75 8%	6 6%	16 13%	9 7%	30 8%	14 8%
No change	1051 52%	895 51%	99 54%	46 57%	117 52%	86 47%	95 52%	73 51%	57 56%	89 44%	132 50%	151 53%	106 58%	560 49%	439 49%	122 50%	491 55%	30 29%	61 48%	61 48%	246 69%	92 52%
Worse	704 35%	603 34%	65 36%	28 35%	76 34%	65 35%	60 33%	42 30%	35 35%	93 46%	77 29%	100 35%	61 34%	375 33%	285 32%	90 37%	329 37%	68 65%	51 39%	57 45%	81 23%	73 41%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 4

Q1. Do you think each of the following have got better or worse over the past three months?

Base: All respondents

The financial situation of most people in your neighbourhood

	-	Ger	nder			Ag	е				Social (Grade		Employme	
	Total	Male	<u>Female</u>	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	C2	DE	Public	Pri- vate
Unweighted base	2035	1001	1034	205	314	356	388	323	449	630	568	329	508	270	843
Weighted base	2035	997	1038	242	343	343	363	302	443	544	564	443	483	278	862
Better	170 8%	104 10%	65 6%	35 15%	37 11%	29 8%	22 6%	19 6%	28 6%	60 11%	37 7%	45 10%	28 6%	24 9%	85 10%
No change	1218 60%	601 60%	617 59%	127 52%	201 59%	208 61%	213 59%	173 57%	297 67%	362 67%	339 60%	248 56%	269 56%	163 59%	527 61%
Worse	647 32%	291 29%	355 34%	80 33%	104 30%	106 31%	129 35%	110 36%	118 27%	122 22%	188 33%	151 34%	187 39%	91 33%	249 29%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 4

Q1. Do you think each of the following have got better or worse over the past three months?

Base: All respondents

The financial situation of most people in your neighbourhood

						Reg	ion							Which	of the follow	wing best	describes	your currer	nt working	status?	
																		Not	Retired		
					York-									Work-	Work-	NET:	Not	working	on a	Retired	
					shire &	West	East						NET:	ing	ing	Not	working	and not	state	with a	
		Sco	t- North	North	Humb-	Mid-	Mid-		East-		South	South	Work-	full	part	work-	seeking	seeking	pension	private	House
	Total En	<u>gland</u> <u>lan</u>	d East	<u>West</u>	erside	lands	<u>lands</u>	Wales	ern	London	<u>East</u>	<u>West</u>	<u>ing</u>	<u>time</u>	<u>time</u>	<u>ing</u>	<u>work</u>	<u>work</u>	<u>only</u>	pension	_person_
Unweighted base	2035 17	765 16	5 80	239	163	208	144	105	188	227	325	191	1113	763	350	922	104	131	125	380	182
Weighted base	2035 17	750 18	3 81	224	183	183	142	102	204	265	285	183	1140	895	244	895	105	128	127	357	179
Better		150 1		16	11	22	18	5	12	31	24	9	109	89	20	60	7	10	6	28	10
	8%	9%	3% 9%	₆ 7%	6%	12%	12%	5%	6%	12%	8%	5%	10%	10%	8%	7%	6%	8%	5%	8%	5%
No change	1218 10	042 10	3 47	138	114	108	88	69	117	135	181	114	691	549	142	528	48	61	73	246	99
	60%	60% 5	9% 58%	61%	62%	59%	62%	67%	57%	51%	64%	62%	61%	61%	58%	59%	46%	48%	58%	69%	55%
Worse	647	558 6	27	70	58	53	37	29	75	99	80	60	340	257	82	307	50	57	48	82	70
	32%	32% 3	3% 33%	31%	32%	29%	26%	28%	37%	37%	28%	33%	30%	29%	34%	34%	48%	44%	38%	23%	39%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 5

Q1. Do you think each of the following have got better or worse over the past three months? Base: All respondents

Your job security

	_	Ger	nder			Ag	e				Social C	Grade		Employmer	
	<u>Total</u>	Male	<u>Female</u>	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	C2	DE	Public	Pri- vate
Unweighted base	2035	1001	1034	205	314	356	388	323	449	630	568	329	508	270	843
Weighted base	2035	997	1038	242	343	343	363	302	443	544	564	443	483	278	862
Better	170 8%	99 10%	71 7%	45 19%	50 15%	29 8%	32 9%	11 4%	2	45 8%	50 9%	47 10%	28 6%	35 13%	121 14%
No change	1470 72%	704 71%	767 74%	140 58%	204 60%	233 68%	246 68%	224 74%	423 95%	417 77%	374 66%	306 69%	374 77%	166 60%	537 62%
Worse	395 19%	195 20%	200 19%	56 23%	88 26%	81 24%	85 23%	67 22%	18 4%	82 15%	140 25%	91 21%	82 17%	77 28%	204 24%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 5

Q1. Do you think each of the following have got better or worse over the past three months? Base: All respondents

Your job security

							Reg	ion							Which	of the follo	wing best	describes	your curre	nt working	status?	
	Total	<u>England</u>	Scot- land	North East	North West	York- shire & Humb- erside	West Mid- lands	East Mid- lands	Wales	East- ern	London	South East	South West	NET: Work- ing	Work- ing full time	Work- ing part time	NET: Not work- ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2035	1765	165	80	239	163	208	144	105	188	227	325	191	1113	763	350	922	104	131	125	380	182
Weighted base	2035	1750	183	81	224	183	183	142	102	204	265	285	183	1140	895	244	895	105	128	127	357	179
Better	170 8%	151 9%	11 6%	9 11%	18 8%	18 10%	20 11%	11 8%	8 8%	19 9%	30 11%	16 5%	10 6%	156 14%	130 15%	25 10%	14 2%	3 3%	7 6%	-	2 1%	1 1%
No change	1470 72%	1265 72%	132 72%	55 67%	164 73%	125 68%	134 73%	107 75%	74 72%	143 70%	181 68%	212 74%	144 78%	703 62%	548 61%	155 63%	767 86%	66 63%	90 70%	119 94%	343 96%	150 84%
Worse	395 19%	335 19%	40 22%	18 22%	41 18%	41 22%	29 16%	25 18%	20 20%	41 20%	54 20%	57 20%	29 16%	281 25%	217 24%	64 26%	114 13%	35 34%	31 24%	8 6%	12 3%	28 16%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 6

Q1. Do you think each of the following have got better or worse over the past three months? Base: All respondents

Crime in your neighbourhood

	-	Ge	nder			Ag	е				Social (Grade		Employme	nt Sector Pri-
	_Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public .	vate
Unweighted base	2035	1001	1034	205	314	356	388	323	449	630	568	329	508	270	843
Weighted base	2035	997	1038	242	343	343	363	302	443	544	564	443	483	278	862
Better	215 11%	116 12%	99 10%	32 13%	58 17%	35 10%	28 8%	26 9%	36 8%	55 10%	49 9%	61 14%	49 10%	29 10%	98 11%
No change	1426 70%	697 70%	729 70%	156 65%	208 61%	230 67%	264 73%	216 71%	352 79%	402 74%	392 70%	300 68%	332 69%	185 67%	590 68%
Worse	394 19%	184 18%	210 20%	54 22%	78 23%	77 22%	71 20%	60 20%	55 12%	87 16%	123 22%	82 19%	102 21%	64 23%	174 20%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 6

Q1. Do you think each of the following have got better or worse over the past three months? Base: All respondents

Crime in your neighbourhood

							Reg	ion							Which	of the follow	wing best	describes	your currer	nt working	status?	
																			Not	Retired		
						York-									Work-	Work-	NET:	Not	working	on a	Retired	
			_			shire &	West	East		_				NET:	ing	ing	Not	working	and not	state	with a	
			Scot-	North	North	Humb-	Mid-	Mid-		East-		South	South	Work-	full	part	work-	seeking	seeking	pension	private	House
	_Total	<u>England</u> .	<u>land</u>	<u>East</u>	West	erside	<u>lands</u>	<u>lands</u>	<u>Wales</u>	ern	London	East	<u>West</u>	ing	<u>time</u>	<u>time</u>	ing	<u>work</u>	<u>work</u>	only	pension	person
Unweighted base	2035	1765	165	80	239	163	208	144	105	188	227	325	191	1113	763	350	922	104	131	125	380	182
Weighted base	2035	1750	183	81	224	183	183	142	102	204	265	285	183	1140	895	244	895	105	128	127	357	179
Better	215	176	25	7	26	12	18	11	14	18	46	23	14	127	103	24	88	7	16	12	27	26
	11%	10%	14%	8%	11%	7%	10%	8%	14%	9%	18%	8%	8%	11%	12%	10%	10%	7%	12%	9%	8%	15%
No change	1426	1227	126	64	164	127	122	95	73	152	159	205	140	775	615	160	651	64	90	96	287	114
	70%	70%	69%	78%	73%	69%	67%	67%	72%	75%	60%	72%	76%	68%	69%	65%	73%	61%	70%	75%	81%	64%
Worse	394	347	32	11	34	44	43	36	15	33	59	58	29	238	177	61	156	33	22	20	42	39
	19%	20%	17%	14%	15%	24%	24%	25%	15%	16%	22%	20%	16%	21%	20%	25%	17%	32%	18%	15%	12%	22%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 7

Q1. Do you think each of the following have got better or worse over the past three months?

Base: All respondents

Social disorder in some communities around the country

	-	Ger	nder			Ag	e				Social C	Grade		Employmer	
	<u>Total</u>	Male	<u>Female</u>	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	C2	DE	Public	Pri- vate
Unweighted base	2035	1001	1034	205	314	356	388	323	449	630	568	329	508	270	843
Weighted base	2035	997	1038	242	343	343	363	302	443	544	564	443	483	278	862
Better	144 7%	88 9%	56 5%	16 7%	37 11%	22 6%	19 5%	19 6%	31 7%	52 10%	31 5%	29 6%	32 7%	35 13%	58 7%
No change	984 48%	489 49%	495 48%	132 55%	172 50%	181 53%	170 47%	140 46%	188 42%	275 51%	295 52%	201 45%	213 44%	124 44%	450 52%
Worse	908 45%	421 42%	487 47%	94 39%	134 39%	140 41%	173 48%	142 47%	224 51%	217 40%	239 42%	213 48%	239 49%	119 43%	353 41%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 7

Q1. Do you think each of the following have got better or worse over the past three months?

Base: All respondents

Social disorder in some communities around the country

							Reg	ion							Which	of the follow	wing best	describes	your currer	nt working	status?	
																			Not	Retired		
						York-									Work-	Work-	NET:	Not	working	on a	Retired	
						shire &	West	East						NET:	ing	ing	Not		and not	state	with a	
			Scot-	North	North	Humb-	Mid-	Mid-		East-		South	South	Work-	full	part	work-	seeking	seeking	pension	private	House
	<u>Total</u> En	ngland	land	East	West	erside	<u>lands</u>	<u>lands</u>	Wales	ern	London	<u>East</u>	<u>West</u>	<u> </u>	<u>time</u>	time	ing	<u>work</u>	<u>work</u>	only	pension	person
Unweighted base	2035 1	1765	165	80	239	163	208	144	105	188	227	325	191	1113	763	350	922	104	131	125	380	182
Weighted base	2035 1	1750	183	81	224	183	183	142	102	204	265	285	183	1140	895	244	895	105	128	127	357	179
Better	144	125	11	4	20	10	10	10	7	15	34	13	9	93	75	18	50	9	8	11	19	3
	7%	7%	6%	5%	9%	5%	6%	7%	7%	7%	13%	5%	5%	8%	8%	7%	6%	9%	6%	9%	5%	2%
No change	984	860	79	38	111	81	86	66	44	110	135	148	85	574	457	117	410	41	72	41	175	81
	48%	49%	43%	46%	50%	44%	47%	46%	44%	54%	51%	52%	46%	50%	51%	48%	46%	40%	56%	32%	49%	45%
Worse	908 45%	765 44%	93 51%	40 49%	93 42%	92 50%	86 47%	66 46%	50 49%	79 39%	96 36%	124 44%	89 49%	472 41%	363 41%	109 45%	436 49%	54 52%	49 38%	76 59%	163 46%	95 53%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 8

Q1. Do you think each of the following have got better or worse over the past three months?

Base: All respondents

The gap in Britain between rich and poor

	_	Ger	nder			Ag	e				Social (Grade		Employme	
	<u>Total</u>	Male	<u>Female</u>	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	C2	DE	Public	Pri- vate
Unweighted base	2035	1001	1034	205	314	356	388	323	449	630	568	329	508	270	843
Weighted base	2035	997	1038	242	343	343	363	302	443	544	564	443	483	278	862
Better	99 5%	57 6%	43 4%	18 7%	30 9%	16 5%	11 3%	11 4%	14 3%	34 6%	23 4%	23 5%	20 4%	20 7%	46 5%
No change	671 33%	295 30%	377 36%	101 42%	131 38%	123 36%	104 29%	71 23%	142 32%	189 35%	192 34%	139 31%	150 31%	90 32%	303 35%
Worse	1264 62%	646 65%	618 60%	123 51%	182 53%	204 60%	248 68%	221 73%	287 65%	321 59%	349 62%	281 63%	313 65%	168 61%	512 59%



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Table 8

Q1. Do you think each of the following have got better or worse over the past three months?

Base: All respondents

The gap in Britain between rich and poor

							Reg	ion							Which	of the follow	wing best	describes	your currer	nt working	status?	
																	_		Not	Retired		
						York- shire &	West	East						NET:	Work-	Work-	NET: Not	Not working	working and not	on a	Retired with a	
		:	Scot-	North	North	Humb-	Mid-	⊑ası Mid-		East-		South	South	Work-	ing full	ing part	work-	seeking	seeking	state pension	private	House
	Total En		land _	East	West	erside	lands	lands	Wales	ern	London	East	West	ing	time	time	ing	work_	work_	only		
Unweighted base	2035 1	1765	165	80	239	163	208	144	105	188	227	325	191	1113	763	350	922	104	131	125	380	182
Weighted base	2035 1	1750	183	81	224	183	183	142	102	204	265	285	183	1140	895	244	895	105	128	127	357	179
Better	99 5%	82 5%	12 7%	3 4%	8 4%	5 3%	10 5%	3 2%	6 6%	3 2%	31 12%	13 5%	5 2%	66 6%	51 6%	15 6%	33 4%	6 5%	5 4%	4 3%	11 3%	8 4%
No change	671 33%	598 34%	46 25%	25 31%	73 33%	64 35%	58 32%	54 38%	27 26%	80 39%	74 28%	104 37%	66 36%	393 34%	306 34%	87 36%	278 31%	26 25%	35 27%	36 28%	118 33%	63 35%
Worse	1264 1 62%	1071 61%	125 68%	53 66%	143 64%	114 62%	115 63%	85 60%	69 68%	120 59%	159 60%	168 59%	113 62%	681 60%	538 60%	142 58%	584 65%	73 69%	88 69%	88 69%	228 64%	108 60%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 9

Q1. Do you think each of the following have got better or worse over the past three months? Base: All respondents

Britain's standing around the world

	_	Ger	nder			Ag	e				Social (Grade		Employme	
	<u>Total</u>	Male	<u>Female</u>	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	C2	DE	Public	Pri- vate
Unweighted base	2035	1001	1034	205	314	356	388	323	449	630	568	329	508	270	843
Weighted base	2035	997	1038	242	343	343	363	302	443	544	564	443	483	278	862
Better	172 8%	95 10%	77 7%	15 6%	38 11%	31 9%	25 7%	28 9%	35 8%	46 8%	45 8%	43 10%	38 8%	34 12%	76 9%
No change	889 44%	425 43%	464 45%	132 54%	169 49%	159 46%	139 38%	118 39%	172 39%	239 44%	262 46%	181 41%	207 43%	119 43%	411 48%
Worse	975 48%	477 48%	497 48%	95 39%	136 40%	153 45%	200 55%	157 52%	235 53%	259 48%	258 46%	220 50%	238 49%	126 45%	375 44%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 9

Q1. Do you think each of the following have got better or worse over the past three months? Base: All respondents

Britain's standing around the world

							Reg	ion							Which	of the follo	wing best	describes			status?	
	_Total	<u>England</u>	Scot- land	North East	North West	York- shire & Humb- erside	West Mid- lands	East Mid- lands		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	2035	1765	165	80	239	163	208	144	105	188	227	325	191	1113	763	350	922	104	131	125	380	182
Weighted base	2035	1750	183	81	224	183	183	142	102	204	265	285	183	1140	895	244	895	105	128	127	357	179
Better	172 8%	152 9%	10 6%	5 6%	19 9%	13 7%	17 9%	14 10%	10 10%	17 8%	31 12%	25 9%	11 6%	110 10%	87 10%	22 9%	62 7%	8 8%	6 5%	13 10%	24 7%	11 6%
No change	889 44%	785 45%	64 35%	46 57%	98 44%	73 40%	79 43%	63 44%	40 39%	94 46%	124 47%	132 46%	75 41%	529 46%	424 47%	106 43%	359 40%	41 39%	58 45%	45 36%	140 39%	75 42%
Worse	975 48%	814 46%	109 59%	30 37%	107 48%	98 53%	87 47%	65 46%	52 51%	93 46%	109 41%	129 45%	97 53%	501 44%	384 43%	116 48%	474 53%	56 54%	64 50%	69 54%	192 54%	93 52%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 10

Q1. Do you think each of the following have got better or worse over the past three months?

Base: All respondents

Divisions in Britain's society

	_	Ger	nder			Ag	e				Social (Grade		Employme	
	<u>Total</u>	Male	<u>Female</u>	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	C2	DE	Public	Pri- vate
Unweighted base	2035	1001	1034	205	314	356	388	323	449	630	568	329	508	270	843
Weighted base	2035	997	1038	242	343	343	363	302	443	544	564	443	483	278	862
Better	88 4%	55 5%	34 3%	12 5%	31 9%	15 5%	13 4%	9 3%	7 2%	25 5%	18 3%	25 6%	21 4%	17 6%	43 5%
No change	770 38%	358 36%	412 40%	123 51%	149 44%	150 44%	123 34%	87 29%	138 31%	212 39%	221 39%	156 35%	181 37%	107 39%	367 43%
Worse	1177 58%	585 59%	592 57%	106 44%	162 47%	178 52%	227 62%	206 68%	298 67%	308 57%	325 58%	263 59%	281 58%	154 55%	451 52%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 10

Q1. Do you think each of the following have got better or worse over the past three months?

Base: All respondents

Divisions in Britain's society

	_						Reg	ion							Which	of the follow	wing best	describes	your currer	nt working	status?	
																			Not	Retired		
						York-									Work-	Work-	NET:	Not	working	on a	Retired	
						shire &	West	East						NET:	ing	ing	Not	working	and not	state	with a	
			Scot-	North	North	Humb-	Mid-	Mid-		East-		South	South	Work-	full	part	work-	seeking	seeking	pension	private	House
	Total E	<u>England</u>	land	<u>East</u>	<u>West</u>	erside	<u>lands</u>	<u>lands</u>	<u>Wales</u>	ern	London	<u>East</u>	<u>West</u>	<u>ing</u>	<u>time</u>	<u>time</u>	ing	<u>work</u>	<u>work</u>	only	pension	_person_
Unweighted base	2035	1765	165	80	239	163	208	144	105	188	227	325	191	1113	763	350	922	104	131	125	380	182
Weighted base	2035	1750	183	81	224	183	183	142	102	204	265	285	183	1140	895	244	895	105	128	127	357	179
Better	88	78	7	4	10	7	7	3	3	3	27	10	8	60	46	15	28	6	7	2	6	7
	4%	4%	4%	5%	4%	4%	4%	2%	3%	1%	10%	4%	4%	5%	5%	6%	3%	5%	6%	2%	2%	4%
No change	770	684	57	26	87	70	68	58	29	92	101	118	65	474	382	93	296	33	45	42	108	68
-	38%	39%	31%	32%	39%	38%	37%	40%	29%	45%	38%	41%	36%	42%	43%	38%	33%	32%	35%	33%	30%	38%
Worse	1177 58%	988 56%	119 65%	51 63%	127 57%	106 58%	108 59%	82 57%	69 68%	109 54%	137 52%	157 55%	110 60%	605 53%	468 52%	137 56%	572 64%	66 63%	76 59%	83 65%	243 68%	104 58%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 11

Q2. Do you agree or disagree with each of the following statements? Base: All respondents

Summary table

	I have more money to spend on non- essential items now than I did last year	I am confident that the company I work for will be more successful financially in the next year, than last year	I expect that there will be more redundancies made at my workplace in the next year, than last year	I am looking seriously at all areas of my household or family's spending to see what can be cut	Despite the economy growing, I don't feel better off	I currently spend more than I earn each month	I am cutting back on spending now in case interest rates increase soon	I lose sleep at least once a week over money worries	Property prices in my area put buying a property beyond the reach of most people
Unweighted base	2035	2035	2035	2035	2035	2035	2035	2035	2035
Weighted base	2035	2035	2035	2035	2035	2035	2035	2035	2035
Agree	404	418	385	1121	1398	479	671	487	1043
	20%	21%	19%	55%	69%	24%	33%	24%	51%
Disagree	1380	400	541	653	377	1349	1001	1312	439
	68%	20%	27%	32%	19%	66%	49%	64%	22%
Don't know	252	1217	1109	261	260	207	363	235	553
	12%	60%	55%	13%	13%	10%	18%	12%	27%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 12

Q2. Do you agree or disagree with each of the following statements?

Base: All respondents

I have more money to spend on non-essential items now than I did last year

	_	Ger	nder			Ag	e				Social (Grade		Employme	
	_Total	Male	<u>Female</u>	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u> .	C2	DE	Public	Pri- vate
Unweighted base	2035	1001	1034	205	314	356	388	323	449	630	568	329	508	270	843
Weighted base	2035	997	1038	242	343	343	363	302	443	544	564	443	483	278	862
Agree	404 20%	228 23%	176 17%	73 30%	92 27%	65 19%	51 14%	46 15%	77 17%	118 22%	125 22%	94 21%	66 14%	58 21%	203 24%
Disagree	1380 68%	631 63%	749 72%	108 45%	200 58%	235 69%	274 76%	231 76%	332 75%	369 68%	376 67%	292 66%	343 71%	185 67%	535 62%
Don't know	252 12%	138 14%	113 11%	61 25%	51 15%	43 12%	38 10%	26 8%	33 8%	57 10%	63 11%	57 13%	75 16%	35 13%	124 14%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 12

Q2. Do you agree or disagree with each of the following statements?

Base: All respondents

I have more money to spend on non-essential items now than I did last year

							Reg	ion							Which	of the follow	wing best	describes	your currer	nt working	status?	
	<u>Total</u> <u>Er</u>		Scot- land	North East	North West	York- shire & Humb- erside	West Mid- lands	East Mid- lands	Wales	East- ern	London	South East	South West	NET: Work- ing	Work- ing full time	Work- ing part time	NET: Not work- ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2035 1	1765	165	80	239	163	208	144	105	188	227	325	191	1113	763	350	922	104	131	125	380	182
Weighted base	2035 1	1750	183	81	224	183	183	142	102	204	265	285	183	1140	895	244	895	105	128	127	357	179
Agree	404 20%	351 20%	35 19%	15 18%	43 19%	42 23%	43 24%	28 19%	17 17%	39 19%	66 25%	42 15%	33 18%	261 23%	215 24%	46 19%	143 16%	16 16%	25 19%	12 10%	69 19%	21 12%
Disagree	1380 1 68%	1187 68%	119 65%	55 68%	164 73%	119 65%	118 64%	90 63%	73 72%	141 69%	158 60%	208 73%	135 74%	720 63%	553 62%	166 68%	660 74%	80 77%	75 58%	102 81%	265 74%	137 77%
Don't know	252 12%	212 12%	29 16%	11 14%	16 7%	22 12%	22 12%	25 17%	11 11%	24 12%	41 16%	35 12%	15 8%	159 14%	127 14%	32 13%	93 10%	8 8%	29 22%	12 10%	23 6%	21 11%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 13

Q2. Do you agree or disagree with each of the following statements?

Base: All respondents

I am confident that the company I work for will be more successful financially in the next year, than last year

	_	Ger	nder			Ag	e				Social C	Grade		Employme	
	<u>Total</u>	Male	<u>Female</u>	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	C2	DE	Public	Pri- vate
Unweighted base	2035	1001	1034	205	314	356	388	323	449	630	568	329	508	270	843
Weighted base	2035	997	1038	242	343	343	363	302	443	544	564	443	483	278	862
Agree	418 21%	243 24%	175 17%	63 26%	103 30%	101 30%	86 24%	45 15%	20 4%	117 21%	125 22%	117 26%	59 12%	58 21%	311 36%
Disagree	400 20%	214 21%	187 18%	42 17%	79 23%	81 24%	94 26%	65 21%	39 9%	123 23%	128 23%	62 14%	87 18%	101 36%	184 21%
Don't know	1217 60%	541 54%	676 65%	137 57%	160 47%	160 47%	182 50%	193 64%	384 87%	305 56%	311 55%	264 60%	337 70%	119 43%	366 43%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 13

Q2. Do you agree or disagree with each of the following statements?

Base: All respondents

I am confident that the company I work for will be more successful financially in the next year, than last year

							Reg	ion							Which	of the follo	wing best	describes	your curre		status?	
	_Total	<u>England</u>	Scot- land	North East	North West	York- shire & Humb- erside	West Mid- lands	East Mid- lands	Wales	East- ern	London	South East	South West	NET: Work- ing	Work- ing full time	Work- ing part time	NET: Not work- ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2035	1765	165	80	239	163	208	144	105	188	227	325	191	1113	763	350	922	104	131	125	380	182
Weighted base	2035	1750	183	81	224	183	183	142	102	204	265	285	183	1140	895	244	895	105	128	127	357	179
Agree	418 21%	365 21%	32 17%	15 19%	43 19%	43 23%	43 23%	39 27%	21 21%	34 17%	65 25%	52 18%	32 17%	369 32%	308 34%	61 25%	48 5%	9 8%	15 12%	1	13 4%	11 6%
Disagree	400 20%	344 20%	37 20%	15 18%	46 21%	36 20%	35 19%	33 23%	19 19%	46 23%	47 18%	57 20%	28 15%	285 25%	223 25%	63 26%	115 13%	19 18%	27 21%	12 9%	27 7%	31 17%
Don't know	1217 60%	1041 59%	115 63%	52 63%	135 60%	104 57%	105 58%	70 49%	62 60%	123 61%	152 58%	176 62%	123 67%	485 43%	364 41%	121 49%	732 82%	77 74%	86 67%	115 90%	317 89%	137 77%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 14

Q2. Do you agree or disagree with each of the following statements?

Base: All respondents

I expect that there will be more redundancies made at my workplace in the next year, than last year

	-	Ger	nder			Ag	e				Social C	Grade		Employme	
	<u>Total</u>	Male	<u>Female</u>	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	C2	DE	Public	Pri- vate
Unweighted base	2035	1001	1034	205	314	356	388	323	449	630	568	329	508	270	843
Weighted base	2035	997	1038	242	343	343	363	302	443	544	564	443	483	278	862
Agree	385 19%	206 21%	178 17%	40 16%	92 27%	86 25%	78 21%	67 22%	22 5%	101 19%	129 23%	82 19%	72 15%	109 39%	204 24%
Disagree	541 27%	300 30%	241 23%	63 26%	111 33%	117 34%	125 35%	77 25%	47 11%	164 30%	162 29%	122 28%	94 19%	83 30%	345 40%
Don't know	1109 55%	491 49%	619 60%	139 58%	139 41%	140 41%	159 44%	158 52%	374 84%	279 51%	273 48%	239 54%	318 66%	86 31%	313 36%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 14

Q2. Do you agree or disagree with each of the following statements?

Base: All respondents

I expect that there will be more redundancies made at my workplace in the next year, than last year

	_						Reg	ion							Which	of the follo	wing best	describes	your currer	nt working	status?	
	Total Er	ngland _	Scot- land	North East	North West	York- shire & Humb- erside	West Mid- lands	East Mid- lands	_Wales_	East- ern	<u>London</u>	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	2035 1	1765	165	80	239	163	208	144	105	188	227	325	191	1113	763	350	922	104	131	125	380	182
Weighted base	2035 1	1750	183	81	224	183	183	142	102	204	265	285	183	1140	895	244	895	105	128	127	357	179
Agree	385 19%	331 19%	34 18%	13 17%	46 21%	35 19%	37 20%	21 15%	20 20%	42 21%	66 25%	49 17%	21 12%	312 27%	249 28%	63 26%	72 8%	17 16%	17 13%	7 5%	11 3%	20 11%
Disagree	541 27%	453 26%	55 30%	16 20%	51 23%	49 27%	47 26%	44 31%	33 33%	50 25%	78 29%	68 24%	49 27%	428 38%	346 39%	82 34%	113 13%	9 9%	25 19%	7 6%	41 12%	31 17%
Don't know	1109 55%	966 55%	95 52%	52 63%	127 57%	99 54%	99 54%	77 54%	48 47%	111 55%	121 46%	168 59%	113 62%	399 35%	300 34%	99 41%	710 79%	78 75%	86 67%	113 89%	305 85%	128 72%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 15

Q2. Do you agree or disagree with each of the following statements?

Base: All respondents

I am looking seriously at all areas of my household or family's spending to see what can be cut

	_	Ger	nder			Age	e				Social G	Grade		Employmer	
	<u>Total</u>	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	C2	DE	Public	Pri- vate
Unweighted base	2035	1001	1034	205	314	356	388	323	449	630	568	329	508	270	843
Weighted base	2035	997	1038	242	343	343	363	302	443	544	564	443	483	278	862
Agree	1121 55%	507 51%	613 59%	108 44%	193 56%	213 62%	230 63%	180 60%	197 45%	281 52%	290 51%	239 54%	311 64%	155 56%	486 56%
Disagree	653 32%	357 36%	296 29%	66 27%	88 26%	85 25%	94 26%	106 35%	214 48%	210 39%	202 36%	142 32%	98 20%	82 29%	249 29%
Don't know	261 13%	133 13%	128 12%	68 28%	61 18%	45 13%	38 11%	16 5%	32 7%	52 10%	72 13%	62 14%	74 15%	41 15%	126 15%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 15

Q2. Do you agree or disagree with each of the following statements?

Base: All respondents

I am looking seriously at all areas of my household or family's spending to see what can be cut

						Reg	ion							Which	of the follow	wing best	describes	your currer	nt working	status?	
	Total Englar	Scot- d land	North East	North West	York- shire & Humb- erside	West Mid- lands	East Mid- lands	Wales	East- ern	London	South East	South West	NET: Work- ing	Work- ing full time	Work- ing part time	NET: Not work- ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2035 1765	165	80	239	163	208	144	105	188	227	325	191	1113	763	350	922	104	131	125	380	182
Weighted base	2035 1750	183	81	224	183	183	142	102	204	265	285	183	1140	895	244	895	105	128	127	357	179
Agree	1121 966 55% 55	98 % 54%	45 56%	130 58%	104 57%	105 57%	69 48%	56 55%	121 59%	127 48%	164 58%	102 55%	642 56%	494 55%	148 61%	479 54%	71 68%	66 51%	82 65%	137 38%	123 69%
Disagree	653 555 32% 32	63 % 34%	19 23%	72 32%	55 30%	61 33%	55 39%	36 35%	59 29%	94 35%	82 29%	58 31%	331 29%	269 30%	62 25%	322 36%	18 17%	36 28%	34 27%	197 55%	37 21%
Don't know	261 229 13% 13	22 % 12%	17 21%	21 9%	25 13%	18 10%	19 13%	10 10%	24 12%	43 16%	39 14%	24 13%	167 15%	133 15%	34 14%	94 11%	16 15%	26 20%	11 9%	23 6%	19 10%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 16

Q2. Do you agree or disagree with each of the following statements?

Base: All respondents

Despite the economy growing, I don't feel better off

	_	Ger	nder			Ag	е				Social (Grade		Employme	
	<u>Total</u>	Male	<u>Female</u>	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	<u>C2</u>	DE	Public	Pri- vate
Unweighted base	2035	1001	1034	205	314	356	388	323	449	630	568	329	508	270	843
Weighted base	2035	997	1038	242	343	343	363	302	443	544	564	443	483	278	862
Agree	1398 69%	633 63%	765 74%	128 53%	203 59%	234 68%	278 77%	246 82%	308 70%	363 67%	379 67%	304 69%	352 73%	194 70%	558 65%
Disagree	377 19%	219 22%	158 15%	46 19%	74 22%	61 18%	51 14%	40 13%	104 24%	121 22%	113 20%	81 18%	62 13%	48 17%	157 18%
Don't know	260 13%	145 15%	116 11%	67 28%	66 19%	47 14%	34 9%	16 5%	31 7%	60 11%	72 13%	59 13%	69 14%	36 13%	147 17%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 16

Q2. Do you agree or disagree with each of the following statements?

Base: All respondents

Despite the economy growing, I don't feel better off

						Reg	ion							Which	of the follow	wing best	describes	your currer	nt working	status?	
																		Not	Retired		
					York-									Work-	Work-	NET:	Not	working	on a	Retired	
		_			shire &	West	East		_				NET:	ing	ing	Not	working	and not	state	with a	
		Scot-	North	North	Humb-	Mid-	Mid-		East-		South	South	Work-	full	part	work-	seeking	seeking	pension	private	House
	<u>Total</u> Eng	<u>gland</u> <u>land</u>	<u>East</u>	<u>West</u>	<u>erside</u>	<u>lands</u>	<u>lands</u>	Wales	<u>ern</u>	<u>London</u>	East	<u>West</u>	<u>ing</u>	<u>time</u>	<u>time</u>	<u>ing</u>	<u>work</u>	<u>work</u>	<u>only</u>	pension	person
Unweighted base	2035 17	7 65 165	80	239	163	208	144	105	188	227	325	191	1113	763	350	922	104	131	125	380	182
Weighted base	2035 17	750 183	81	224	183	183	142	102	204	265	285	183	1140	895	244	895	105	128	127	357	179
Agree		205 124 69% 68%	62 6 76%	155 69%	126 69%	122 66%	92 64%	68 67%	150 74%	168 63%	197 69%	134 73%	752 66%	571 64%	180 74%	646 72%	83 79%	80 63%	100 78%	243 68%	139 78%
Disagree		39 18% 21%	10 6 12%	46 20%	31 17%	36 20%	32 23%	23 23%	27 13%	55 21%	49 17%	29 16%	205 18%	173 19%	32 13%	172 19%	10 9%	27 21%	15 12%	97 27%	23 13%
Don't know		230 20 13% 11%	10 6 12%	23 10%	26 14%	26 14%	18 13%	10 10%	27 13%	42 16%	39 14%	20 11%	182 16%	151 17%	32 13%	78 9%	12 11%	21 16%	13 10%	16 5%	16 9%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 17

Q2. Do you agree or disagree with each of the following statements?

Base: All respondents

I currently spend more than I earn each month

	_	Gen	der			Age	е				Social (Grade		Employmer	
	Total	Male	<u>Female</u>	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	C2	DE	Public	Pri- vate
Unweighted base	2035	1001	1034	205	314	356	388	323	449	630	568	329	508	270	843
Weighted base	2035	997	1038	242	343	343	363	302	443	544	564	443	483	278	862
Agree	479 24%	219 22%	260 25%	77 32%	97 28%	105 31%	90 25%	64 21%	46 10%	108 20%	142 25%	104 23%	125 26%	78 28%	231 27%
Disagree	1349 66%	683 68%	666 64%	104 43%	203 59%	201 59%	242 67%	225 75%	374 84%	400 74%	369 65%	294 66%	285 59%	177 64%	539 63%
Don't know	207 10%	96 10%	112 11%	61 25%	43 13%	36 11%	30 8%	13 4%	24 5%	36 7%	52 9%	45 10%	74 15%	23 8%	91 11%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 17

Q2. Do you agree or disagree with each of the following statements?

Base: All respondents

I currently spend more than I earn each month

							Reg	ion							Which	of the follo	wing best	describes	your currer	nt working	status?	
																	_		Not	Retired		
						York-		_							Work-	Work-	NET:	Not	working	on a	Retired	
			Coot	Nonth	Nonth	shire &	West	East		Coot.		Caudh	Caudh	NET:	ing	ing	Not	working	and not	state	with a	Heuse
	Tatal	Faalaad	Scot-	North	North	Humb-	Mid-	Mid-	Malaa	East-	Landon	South	South	Work-	full	part	work-	seeking	seeking	pension	private	House
	<u>Total</u>	<u>England</u>	<u>land</u>	<u>East</u>	West	erside	<u>lands</u>	<u>lands</u>	Wales	<u>ern</u>	London	<u>East</u>	<u>West</u>	<u> </u>	time	time	<u>ing</u>	work_	<u>work</u>	<u>only</u>	pension	person
Unweighted base	2035	1765	165	80	239	163	208	144	105	188	227	325	191	1113	763	350	922	104	131	125	380	182
Weighted base	2035	1750	183	81	224	183	183	142	102	204	265	285	183	1140	895	244	895	105	128	127	357	179
Agree	479 24%	408 23%	41 22%	20 24%	59 26%	42 23%	39 21%	30 21%	30 30%	44 22%	65 25%	67 24%	41 22%	310 27%	231 26%	79 32%	169 19%	37 36%	40 31%	19 15%	34 10%	39 22%
	2470	2570	22 /0	2470	2070	2070	2170	2170	3070	22 /0	2570	2470	22 /0	21 /0	2070	32 /0	1370	30 /0	3170	1070	1070	2270
Disagree	1349	1161	124	52	151	121	125	103	63	141	157	188	123	716	578	138	633	52	62	94	311	115
	66%	66%	68%	64%	67%	66%	68%	72%	62%	69%	59%	66%	67%	63%	65%	56%	71%	50%	48%	74%	87%	64%
Don't know	207	181	18	9	14	20	19	9	8	18	42	30	19	114	87	27	93	15	26	15	12	25
	10%	10%	10%	11%	6%	11%	11%	7%	8%	9%	16%	10%	10%	10%	10%	11%	10%	15%	21%	12%	3%	14%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 18

Q2. Do you agree or disagree with each of the following statements?

Base: All respondents

I am cutting back on spending now in case interest rates increase soon

	-	Ger	nder			Ag	е				Social C	Grade		Employme	
	<u>Total</u>	Male	<u>Female</u>	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	C2	DE	Public	Pri- vate
Unweighted base	2035	1001	1034	205	314	356	388	323	449	630	568	329	508	270	843
Weighted base	2035	997	1038	242	343	343	363	302	443	544	564	443	483	278	862
Agree	671 33%	297 30%	374 36%	71 29%	133 39%	130 38%	144 40%	100 33%	92 21%	158 29%	176 31%	165 37%	171 35%	116 42%	306 36%
Disagree	1001 49%	544 55%	457 44%	84 35%	131 38%	145 42%	167 46%	172 57%	303 68%	313 58%	287 51%	195 44%	206 43%	114 41%	391 45%
Don't know	363 18%	156 16%	207 20%	86 36%	78 23%	68 20%	51 14%	30 10%	48 11%	73 13%	101 18%	83 19%	106 22%	47 17%	165 19%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 18

Q2. Do you agree or disagree with each of the following statements?

Base: All respondents

I am cutting back on spending now in case interest rates increase soon

						Rec	gion							Which	of the follo	wing best	describes	your curre	nt working	status?	
	_TotalEn	Sc <u>igland</u> <u>lar</u>			York- shire & Humb- erside	West Mid- lands	East Mid- lands	Wales	East- ern	London	South East	South West	NET: Work- ing	Work- ing full time	Work- ing part time	NET: Not work- ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2035 17	765 16	5 80	239	163	208	144	105	188	227	325	191	1113	763	350	922	104	131	125	380	182
Weighted base	2035 17	750 18	3 81	224	183	183	142	102	204	265	285	183	1140	895	244	895	105	128	127	357	179
Agree	671 5 33%		2 3 ⁴ 9% 42	90 % 40%	48 26%	68 37%	46 32%	40 39%	61 30%	83 31%	106 37%	43 24%	422 37%	341 38%	81 33%	249 28%	35 33%	41 32%	51 40%	45 13%	77 43%
Disagree	1001 8 49%	851 10 49% 5		102 % 46%	103 56%	78 42%	76 53%	46 46%	109 53%	122 46%	125 44%	108 59%	505 44%	396 44%	110 45%	496 55%	38 36%	53 41%	54 42%	279 78%	71 40%
Don't know			7 18 5% 22	32 % 14%	32 17%	37 20%	21 15%	16 15%	34 17%	60 23%	54 19%	32 17%	212 19%	158 18%	54 22%	151 17%	32 30%	34 26%	22 18%	32 9%	31 17%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 19

Q2. Do you agree or disagree with each of the following statements?

Base: All respondents

I lose sleep at least once a week over money worries

	_	Gen	der			Age	е				Social (Grade		Employmer	
	<u>Total</u>	Male	<u>Female</u>	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	C2	DE	Public	Pri- vate
Unweighted base	2035	1001	1034	205	314	356	388	323	449	630	568	329	508	270	843
Weighted base	2035	997	1038	242	343	343	363	302	443	544	564	443	483	278	862
Agree	487 24%	196 20%	291 28%	72 30%	114 33%	108 31%	91 25%	67 22%	35 8%	89 16%	133 24%	108 24%	158 33%	73 26%	222 26%
Disagree	1312 64%	677 68%	635 61%	115 47%	175 51%	194 57%	235 65%	216 72%	378 85%	402 74%	376 67%	276 62%	258 53%	172 62%	521 60%
Don't know	235 12%	124 12%	111 11%	55 23%	53 15%	41 12%	37 10%	19 6%	30 7%	53 10%	55 10%	59 13%	68 14%	33 12%	119 14%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 19

Q2. Do you agree or disagree with each of the following statements?

Base: All respondents

I lose sleep at least once a week over money worries

	_						Reg	ion							Which	of the follo	wing best	describes	your currer	nt working	status?	
	Total <u>E</u>	<u>England</u>	Scot- land	North East	North West	York- shire & Humb- erside	West Mid- lands	East Mid- lands	Wales	East- ern	London	South East	South West	NET: Work- ing	Work- ing full time	Work- ing part time	NET: Not work- ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2035	1765	165	80	239	163	208	144	105	188	227	325	191	1113	763	350	922	104	131	125	380	182
Weighted base	2035	1750	183	81	224	183	183	142	102	204	265	285	183	1140	895	244	895	105	128	127	357	179
Agree	487 24%	420 24%	39 21%	19 23%	51 23%	46 25%	41 23%	22 15%	28 27%	50 24%	77 29%	75 26%	40 22%	295 26%	230 26%	65 27%	192 21%	37 36%	40 31%	29 22%	20 6%	66 37%
Disagree	1312 64%	1126 64%	126 69%	54 67%	149 67%	119 65%	116 63%	102 71%	60 59%	131 65%	149 56%	183 64%	123 67%	693 61%	542 60%	151 62%	619 69%	54 51%	67 52%	78 61%	325 91%	96 54%
Don't know	235 12%	203 12%	18 10%	8 10%	23 10%	18 10%	26 14%	19 13%	14 14%	22 11%	38 14%	28 10%	20 11%	152 13%	123 14%	28 12%	84 9%	14 13%	22 17%	21 16%	11 3%	17 9%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 20

Q2. Do you agree or disagree with each of the following statements?

Base: All respondents

Property prices in my area put buying a property beyond the reach of most people

	_	Ger	nder			Age	e				Social (Grade		Employmer	
	Total	Male	<u>Female</u>	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	C2	DE	Public	Pri- vate
Unweighted base	2035	1001	1034	205	314	356	388	323	449	630	568	329	508	270	843
Weighted base	2035	997	1038	242	343	343	363	302	443	544	564	443	483	278	862
Agree	1043 51%	502 50%	541 52%	113 47%	167 49%	172 50%	187 52%	169 56%	234 53%	285 52%	291 52%	232 52%	234 48%	154 55%	426 49%
Disagree	439 22%	232 23%	207 20%	31 13%	72 21%	81 24%	68 19%	71 24%	116 26%	157 29%	128 23%	78 18%	77 16%	53 19%	189 22%
Don't know	553 27%	263 26%	290 28%	98 40%	104 30%	90 26%	107 30%	62 20%	92 21%	102 19%	145 26%	133 30%	173 36%	71 26%	246 29%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 20

Q2. Do you agree or disagree with each of the following statements?

Base: All respondents

Property prices in my area put buying a property beyond the reach of most people

							Reg	ion							Which	of the follo	wing best	describes	your curre	nt working	status?	
	_TotalEr	ngland _	Scot- land	North East	North West	York- shire & Humb- erside	West Mid- lands	East Mid- lands	_Wales	East- ern	<u>London</u>	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	2035 1	1765	165	80	239	163	208	144	105	188	227	325	191	1113	763	350	922	104	131	125	380	182
Weighted base	2035 1	1750	183	81	224	183	183	142	102	204	265	285	183	1140	895	244	895	105	128	127	357	179
Agree	1043 51%	917 52%	75 41%	27 34%	103 46%	81 44%	85 46%	57 40%	51 50%	111 55%	174 66%	177 62%	102 56%	580 51%	454 51%	126 52%	463 52%	53 51%	61 48%	69 54%	184 52%	97 54%
Disagree	439 22%	374 21%	48 26%	24 30%	66 29%	42 23%	50 27%	46 33%	17 17%	46 23%	30 11%	36 12%	34 19%	242 21%	194 22%	48 20%	197 22%	13 13%	21 16%	28 22%	104 29%	31 17%
Don't know	553 27%	459 26%	61 33%	30 37%	55 24%	60 33%	48 26%	39 28%	34 33%	47 23%	60 23%	72 25%	47 26%	318 28%	248 28%	70 29%	235 26%	38 37%	46 36%	31 24%	69 19%	51 29%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 21

Q3. Do you agree or disagree with each of the following statements? Base: All respondents

Summary table

	The economy is improving thanks in part to this government's policies	The economy would be in worse shape than it is now if Labour were in government	The economy would be in better shape than it is now if Labour were in government	Only the rich are benefitting from the improving economy	The economy is in better shape now than at any point since the recession in 2008	The economy is stronger now than it was 10 years ago
Unweighted base	2035	2035	2035	2035	2035	2035
Weighted base	2035	2035	2035	2035	2035	2035
Agree	732	719	448	1115	837	387
	36%	35%	22%	55%	41%	19%
Disagree	759	657	877	500	616	1033
	37%	32%	43%	25%	30%	51%
Don't know	544	659	710	419	582	615
	27%	32%	35%	21%	29%	30%



Absolutes/col percents

ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 22

 ${\bf Q3.}\ {\bf Do}\ {\bf you}\ {\bf agree}\ {\bf or}\ {\bf disagree}\ {\bf with}\ {\bf each}\ {\bf of}\ {\bf the}\ {\bf following}\ {\bf statements?}$

Base: All respondents

The economy is improving thanks in part to this government's policies

	_	Ger	nder			Ag	e				Social (Grade		Employme	
	Total	Male	<u>Female</u>	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	C2	DE	Public	Pri- vate
Unweighted base	2035	1001	1034	205	314	356	388	323	449	630	568	329	508	270	843
Weighted base	2035	997	1038	242	343	343	363	302	443	544	564	443	483	278	862
Agree	732 36%	396 40%	335 32%	49 20%	93 27%	90 26%	123 34%	120 40%	259 58%	252 46%	201 36%	139 31%	140 29%	83 30%	288 33%
Disagree	759 37%	395 40%	365 35%	78 32%	134 39%	140 41%	159 44%	119 39%	129 29%	177 33%	200 35%	181 41%	202 42%	107 39%	318 37%
Don't know	544 27%	206 21%	338 33%	115 48%	116 34%	113 33%	81 22%	64 21%	56 13%	115 21%	164 29%	123 28%	142 29%	88 32%	255 30%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 22

 ${\bf Q3.}\ {\bf Do}\ {\bf you}\ {\bf agree}\ {\bf or}\ {\bf disagree}\ {\bf with}\ {\bf each}\ {\bf of}\ {\bf the}\ {\bf following}\ {\bf statements?}$

Base: All respondents

The economy is improving thanks in part to this government's policies

	_						Reg	ion							Which	of the follo	wing best	describes	your curre	nt working	status?	
	Total <u>E</u>	ingland _	Scot- land	North East	North West	York- shire & Humb- erside	West Mid- lands	East Mid- lands		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	2035	1765	165	80	239	163	208	144	105	188	227	325	191	1113	763	350	922	104	131	125	380	182
Weighted base	2035	1750	183	81	224	183	183	142	102	204	265	285	183	1140	895	244	895	105	128	127	357	179
Agree	732 36%	644 37%	51 28%	29 35%	82 37%	55 30%	74 40%	55 39%	36 35%	76 37%	84 32%	119 42%	71 39%	371 33%	293 33%	78 32%	361 40%	20 19%	25 20%	59 46%	211 59%	46 26%
Disagree	759 37%	631 36%	87 48%	40 49%	81 36%	75 41%	62 34%	48 33%	41 40%	71 35%	97 37%	84 29%	74 40%	426 37%	331 37%	95 39%	334 37%	53 51%	57 44%	47 37%	101 28%	77 43%
Don't know	544 27%	474 27%	45 25%	13 16%	61 27%	53 29%	47 26%	40 28%	25 24%	56 28%	83 31%	82 29%	39 21%	343 30%	272 30%	72 29%	201 22%	32 30%	47 36%	21 17%	45 13%	56 31%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 23

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

Base: All respondents

The economy would be in worse shape than it is now if Labour were in government

	_	Ger	der			Age	e				Social (Grade		Employme	
	Total	Male	<u>Female</u>	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	C2	DE	Public	Pri- vate
Unweighted base	2035	1001	1034	205	314	356	388	323	449	630	568	329	508	270	843
Weighted base	2035	997	1038	242	343	343	363	302	443	544	564	443	483	278	862
Agree	719 35%	384 39%	335 32%	27 11%	71 21%	98 29%	133 37%	131 43%	259 59%	258 47%	206 37%	123 28%	132 27%	74 27%	274 32%
Disagree	657 32%	356 36%	301 29%	78 32%	132 38%	137 40%	116 32%	92 30%	102 23%	164 30%	167 30%	158 36%	168 35%	95 34%	281 33%
Don't know	659 32%	257 26%	402 39%	137 57%	140 41%	107 31%	114 32%	79 26%	81 18%	122 22%	191 34%	162 37%	184 38%	109 39%	307 36%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 23

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

Base: All respondents

The economy would be in worse shape than it is now if Labour were in government

	_						Reg	ion							Which	of the follo	wing best	describes	your curre	nt working	status?	
	Total <u>E</u>	England .	Scot- land	North East	North West	York- shire & Humb- erside	West Mid- lands	East Mid- lands	_Wales_	East- ern	London	South East	South West	NET: Work- ing	Work- ing full time	Work- ing part time	NET: Not work- ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2035	1765	165	80	239	163	208	144	105	188	227	325	191	1113	763	350	922	104	131	125	380	182
Weighted base	2035	1750	183	81	224	183	183	142	102	204	265	285	183	1140	895	244	895	105	128	127	357	179
Agree	719 35%	640 37%	49 27%	21 26%	78 35%	57 31%	73 40%	67 47%	30 30%	77 38%	72 27%	129 45%	66 36%	348 31%	270 30%	78 32%	371 41%	25 24%	25 19%	58 46%	219 61%	45 25%
Disagree	657 32%	547 31%	63 34%	38 47%	79 35%	55 30%	53 29%	33 23%	47 46%	63 31%	102 39%	67 24%	57 31%	376 33%	292 33%	84 34%	281 31%	42 41%	52 41%	38 30%	80 23%	68 38%
Don't know	659 32%	563 32%	71 39%	22 27%	66 30%	72 39%	57 31%	43 30%	25 24%	64 31%	90 34%	89 31%	61 33%	416 36%	333 37%	83 34%	243 27%	37 36%	51 40%	31 25%	58 16%	66 37%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 24

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

Base: All respondents

The economy would be in better shape than it is now if Labour were in government

	_	Ger	nder			Ag	е				Social C	Grade		Employme	
	<u>Total</u>	Male	<u>Female</u>	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	C2	DE	Public	Pri- vate
Unweighted base	2035	1001	1034	205	314	356	388	323	449	630	568	329	508	270	843
Weighted base	2035	997	1038	242	343	343	363	302	443	544	564	443	483	278	862
Agree	448 22%	241 24%	207 20%	59 24%	87 25%	91 27%	82 23%	58 19%	71 16%	109 20%	117 21%	115 26%	106 22%	65 24%	179 21%
Disagree	877 43%	468 47%	409 39%	42 17%	106 31%	138 40%	155 43%	153 51%	283 64%	297 55%	248 44%	149 34%	183 38%	93 33%	356 41%
Don't know	710 35%	289 29%	421 41%	140 58%	150 44%	114 33%	126 35%	91 30%	89 20%	137 25%	200 35%	179 40%	194 40%	120 43%	327 38%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 24

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

Base: All respondents

The economy would be in better shape than it is now if Labour were in government

						Reg	ion							Which	of the follo	wing best	describes	your curre	nt working	status?	
	_TotalEngla	Scot- ind land	North East	North West	York- shire & Humb- erside	West Mid- lands	East Mid- lands	Wales	East- ern	London	South East	South West	NET: Work- ing	Work- ing full time	Work- ing part time	NET: Not work- ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2035 176	5 165	80	239	163	208	144	105	188	227	325	191	1113	763	350	922	104	131	125	380	182
Weighted base	2035 175	183	81	224	183	183	142	102	204	265	285	183	1140	895	244	895	105	128	127	357	179
Agree	448 38 22% 2	7 34 2% 19%	32 40%	66 29%	31 17%	46 25%	23 16%	26 26%	41 20%	75 28%	43 15%	31 17%	244 21%	193 22%	51 21%	204 23%	38 36%	40 32%	24 19%	57 16%	44 25%
Disagree	877 77 43% 4	1 69 4% 38%	27 34%	98 44%	74 41%	81 44%	70 49%	37 37%	87 43%	101 38%	148 52%	84 46%	449 39%	348 39%	101 41%	428 48%	33 32%	36 28%	64 51%	232 65%	63 35%
Don't know	710 59 35% 3	2 80 4% 44%	22 27%	60 27%	77 42%	56 31%	49 35%	38 38%	76 37%	89 34%	93 33%	68 37%	447 39%	354 40%	92 38%	263 29%	33 32%	52 41%	39 31%	67 19%	72 40%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 25

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

Base: All respondents

Only the rich are benefitting from the improving economy

	-	Ger	nder			Ag	е				Social (Grade		Employme	
	<u>Total</u>	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	C2	DE	Public	Pri- vate
Unweighted base	2035	1001	1034	205	314	356	388	323	449	630	568	329	508	270	843
Weighted base	2035	997	1038	242	343	343	363	302	443	544	564	443	483	278	862
Agree	1115 55%	564 57%	551 53%	105 43%	175 51%	195 57%	229 63%	183 60%	229 52%	264 49%	297 53%	255 58%	299 62%	153 55%	456 53%
Disagree	500 25%	273 27%	227 22%	52 22%	72 21%	68 20%	69 19%	76 25%	163 37%	193 36%	137 24%	92 21%	78 16%	52 19%	199 23%
Don't know	419 21%	160 16%	259 25%	85 35%	96 28%	80 23%	64 18%	44 14%	51 12%	86 16%	131 23%	96 22%	107 22%	74 27%	206 24%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 25

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

Base: All respondents

Only the rich are benefitting from the improving economy

							Reg	ion							Which	of the follo	wing best	describes	your curre	nt working	status?	
	Total <u>Er</u>	ngland _	Scot- land	North East	North West	York- shire & Humb- erside	West Mid- lands	East Mid- lands	_Wales_	East- ern	London	South East	South West	NET: Work- ing	Work- ing full time	Work- ing part time	NET: Not work- ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2035 1	1765	165	80	239	163	208	144	105	188	227	325	191	1113	763	350	922	104	131	125	380	182
Weighted base	2035 1	1750	183	81	224	183	183	142	102	204	265	285	183	1140	895	244	895	105	128	127	357	179
Agree	1115 55%	949 54%	99 54%	48 59%	122 54%	109 60%	105 57%	59 42%	68 66%	114 56%	143 54%	141 50%	108 59%	609 53%	466 52%	143 59%	506 57%	71 68%	74 58%	79 62%	171 48%	112 63%
Disagree	500 25%	440 25%	43 23%	14 18%	61 27%	38 21%	38 20%	49 34%	17 17%	46 23%	60 23%	89 31%	44 24%	251 22%	201 22%	50 20%	250 28%	14 14%	28 22%	28 22%	150 42%	30 17%
Don't know	419 21%	361 21%	42 23%	19 23%	41 18%	36 19%	41 22%	34 24%	17 17%	43 21%	62 23%	54 19%	31 17%	280 25%	229 26%	51 21%	139 16%	20 19%	27 21%	20 16%	36 10%	37 21%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 26

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

Base: All respondents

The economy is in better shape now than at any point since the recession in 2008

	_	Ger	nder			Ag	e				Social (Grade		Employme	
	Total	Male	<u>Female</u>	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	C2	DE	Public	Pri- vate
Unweighted base	2035	1001	1034	205	314	356	388	323	449	630	568	329	508	270	843
Weighted base	2035	997	1038	242	343	343	363	302	443	544	564	443	483	278	862
Agree	837 41%	470 47%	368 35%	64 27%	124 36%	115 34%	136 37%	141 47%	257 58%	294 54%	236 42%	154 35%	153 32%	106 38%	349 40%
Disagree	616 30%	307 31%	309 30%	61 25%	114 33%	115 34%	126 35%	96 32%	104 24%	143 26%	157 28%	147 33%	169 35%	89 32%	251 29%
Don't know	582 29%	221 22%	360 35%	117 48%	105 31%	112 33%	101 28%	65 22%	81 18%	107 20%	171 30%	142 32%	161 33%	82 30%	262 30%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 26

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

Base: All respondents

The economy is in better shape now than at any point since the recession in 2008

						Reg	ion							Which	of the follo	wing best	describes			status?	
	Total Eng	Scot- and land	North East	North West	York- shire & Humb- erside	West Mid- lands	East Mid- lands	<u>Wales</u>	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	2035 176	55 165	80	239	163	208	144	105	188	227	325	191	1113	763	350	922	104	131	125	380	182
Weighted base	2035 175	50 183	81	224	183	183	142	102	204	265	285	183	1140	895	244	895	105	128	127	357	179
Agree	837 75 41% 4	50 50 43% 27%	36 45%	95 42%	63 34%	86 47%	71 50%	37 37%	85 42%	106 40%	135 47%	73 40%	455 40%	375 42%	80 33%	382 43%	24 23%	34 27%	60 47%	219 61%	46 25%
Disagree	616 49 30% 2	97 87 28% 47%	26 32%	75 34%	66 36%	50 27%	28 20%	32 32%	57 28%	78 30%	60 21%	56 31%	340 30%	261 29%	79 32%	276 31%	45 43%	47 36%	31 24%	80 23%	73 41%
Don't know	582 50 29% 2	03 46 29% 25%	19 24%	54 24%	54 29%	47 26%	43 30%	32 32%	62 30%	80 30%	90 32%	54 29%	345 30%	259 29%	85 35%	237 26%	36 34%	47 37%	36 29%	57 16%	60 34%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 27

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

Base: All respondents

The economy is stronger now than it was 10 years ago

	_	Ger	nder			Age	e				Social (Grade		Employme	
	<u>Total</u>	Male	<u>Female</u>	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	C2	DE	Public	Pri- vate
Unweighted base	2035	1001	1034	205	314	356	388	323	449	630	568	329	508	270	843
Weighted base	2035	997	1038	242	343	343	363	302	443	544	564	443	483	278	862
Agree	387 19%	226 23%	162 16%	35 14%	54 16%	56 16%	57 16%	53 17%	133 30%	136 25%	98 17%	78 18%	75 15%	36 13%	152 18%
Disagree	1033 51%	547 55%	486 47%	100 41%	169 49%	186 54%	204 56%	176 58%	198 45%	272 50%	283 50%	229 52%	249 51%	150 54%	439 51%
Don't know	615 30%	225 23%	390 38%	107 44%	120 35%	100 29%	102 28%	74 24%	112 25%	135 25%	183 32%	136 31%	160 33%	92 33%	271 31%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 27

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

Base: All respondents

The economy is stronger now than it was 10 years ago

							Reg	ion							Which	of the follo	wing best	describes	your currer	nt working	status?	
	_TotalEr	ngland _	Scot- land	North East	North West	York- shire & Humb- erside	West Mid- lands	East Mid- lands	_Wales_	East- ern	London	South East	South West	NET: Work- ing	Work- ing full time	Work- ing part time	NET: Not work- ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2035 1	1765	165	80	239	163	208	144	105	188	227	325	191	1113	763	350	922	104	131	125	380	182
Weighted base	2035 1	1750	183	81	224	183	183	142	102	204	265	285	183	1140	895	244	895	105	128	127	357	179
Agree	387 19%	348 20%	21 11%	12 15%	36 16%	24 13%	43 24%	37 26%	18 18%	37 18%	62 23%	68 24%	30 16%	188 16%	148 16%	40 16%	200 22%	10 10%	17 13%	36 29%	108 30%	29 16%
Disagree	1033 51%	861 49%	117 64%	44 54%	126 56%	90 49%	89 49%	61 43%	55 54%	103 51%	125 47%	124 44%	97 53%	590 52%	462 52%	127 52%	443 50%	58 56%	70 55%	55 43%	170 48%	91 51%
Don't know	615 30%	541 31%	45 25%	25 31%	62 28%	68 37%	51 28%	44 31%	28 28%	64 31%	77 29%	93 33%	56 31%	362 32%	285 32%	77 32%	252 28%	36 35%	42 33%	36 29%	78 22%	60 33%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 28

Q4. Do you agree or disagree with each of the following statements? Base: All respondents Summary table

	I'm excited that the Commonwealth Games start next week	I had no idea the Commonwealth Games were taking place next week	The Commonwealth Games in Glasgow will be as good as the 2012 London Olympics	of Hope and of Hope and Glory will be used as the English national anthem at the Commonwealth Games	I will follow the Commonwealth Games closely
Unweighted base	2035	2035	2035	2035	2035
Weighted base	2035	2035	2035	2035	2035
Agree	618 30%	465 23%	420 21%	943 46%	574 28%
Disagree	1043 51%	1393 68%	820 40%	384 19%	1074 53%
Don't know	374 18%	178 9%	795 39%	708 35%	387 19%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 29

Q4. Do you agree or disagree with each of the following statements?

Base: All respondents

I'm excited that the Commonwealth Games start next week

	_	Ger	nder			Ag	e				Social (Grade		Employme	
	Total	Male	<u>Female</u>	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	C2	DE	Public	Pri- vate
Unweighted base	2035	1001	1034	205	314	356	388	323	449	630	568	329	508	270	843
Weighted base	2035	997	1038	242	343	343	363	302	443	544	564	443	483	278	862
Agree	618 30%	321 32%	297 29%	43 18%	111 32%	133 39%	108 30%	99 33%	124 28%	164 30%	166 29%	135 30%	153 32%	113 41%	259 30%
Disagree	1043 51%	509 51%	534 51%	114 47%	154 45%	151 44%	196 54%	164 54%	264 60%	294 54%	295 52%	224 51%	231 48%	116 42%	420 49%
Don't know	374 18%	167 17%	207 20%	86 35%	77 23%	59 17%	59 16%	39 13%	55 12%	86 16%	104 18%	84 19%	100 21%	49 18%	183 21%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 29

Q4. Do you agree or disagree with each of the following statements?

Base: All respondents

I'm excited that the Commonwealth Games start next week

							Reg	ion							Which	of the follo	wing best	describes	your curre	nt working	status?	
	_TotalEr	ngland _	Scot- land	North East	North West	York- shire & Humb- erside	West Mid- lands	East Mid- lands		East- ern	<u>London</u>	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	2035 1	1765	165	80	239	163	208	144	105	188	227	325	191	1113	763	350	922	104	131	125	380	182
Weighted base	2035 1	1750	183	81	224	183	183	142	102	204	265	285	183	1140	895	244	895	105	128	127	357	179
Agree	618 30%	502 29%	76 42%	29 35%	79 35%	49 27%	56 30%	34 24%	39 39%	50 25%	89 34%	74 26%	42 23%	371 33%	287 32%	84 34%	246 28%	26 25%	35 27%	47 37%	87 24%	51 29%
Disagree	1043 51%	915 52%	81 44%	33 40%	108 48%	97 53%	99 54%	89 62%	48 47%	112 55%	117 44%	154 54%	106 58%	537 47%	425 48%	111 45%	507 57%	62 59%	68 53%	63 49%	225 63%	89 49%
Don't know	374 18%	333 19%	26 14%	20 25%	37 16%	37 20%	29 16%	20 14%	15 14%	41 20%	59 22%	57 20%	35 19%	232 20%	183 20%	49 20%	142 16%	17 16%	25 19%	17 14%	44 12%	39 22%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 30

Q4. Do you agree or disagree with each of the following statements?

Base: All respondents

I had no idea the Commonwealth Games were taking place next week

	_	Ger	ider			Age	e				Social (Grade		Employme	
	<u>Total</u>	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	C2	DE	Public	Pri- vate
Unweighted base	2035	1001	1034	205	314	356	388	323	449	630	568	329	508	270	843
Weighted base	2035	997	1038	242	343	343	363	302	443	544	564	443	483	278	862
Agree	465 23%	194 19%	270 26%	88 36%	111 32%	86 25%	72 20%	48 16%	60 13%	99 18%	131 23%	113 25%	121 25%	59 21%	209 24%
Disagree	1393 68%	721 72%	672 65%	97 40%	176 51%	227 66%	269 74%	250 83%	373 84%	417 77%	386 68%	291 66%	299 62%	191 69%	562 65%
Don't know	178 9%	82 8%	96 9%	57 24%	55 16%	30 9%	22 6%	4 1%	10 2%	28 5%	47 8%	39 9%	64 13%	28 10%	90 10%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 30

Q4. Do you agree or disagree with each of the following statements?

Base: All respondents

I had no idea the Commonwealth Games were taking place next week

	_						Reg	ion							Which	of the follo	wing best	describes			status?	
	Total <u>Er</u>	ngland _	Scot- land	North East	North West	York- shire & Humb- erside	West Mid- lands	East Mid- lands	<u>Wales</u>	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	2035 1	1765	165	80	239	163	208	144	105	188	227	325	191	1113	763	350	922	104	131	125	380	182
Weighted base	2035 1	1750	183	81	224	183	183	142	102	204	265	285	183	1140	895	244	895	105	128	127	357	179
Agree	465 23%	425 24%	15 8%	18 22%	49 22%	51 28%	46 25%	28 20%	25 25%	50 24%	68 26%	68 24%	46 25%	268 24%	212 24%	56 23%	196 22%	28 27%	36 28%	24 19%	47 13%	61 34%
Disagree	1393 1 68%	1167 67%	157 85%	55 68%	157 70%	109 60%	128 70%	104 73%	69 68%	139 68%	157 60%	194 68%	123 67%	753 66%	590 66%	163 67%	640 71%	66 64%	72 56%	100 78%	303 85%	99 55%
Don't know	178 9%	158 9%	12 6%	8 10%	17 8%	22 12%	9 5%	10 7%	8 8%	15 7%	39 15%	23 8%	14 7%	118 10%	93 10%	25 10%	59 7%	10 9%	20 16%	4 3%	6 2%	20 11%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 31

Q4. Do you agree or disagree with each of the following statements?

Base: All respondents

The Commonwealth Games in Glasgow will be as good as the 2012 London Olympics

	_	Ger	nder			Ag	e				Social C	Grade		Employme	
	<u>Total</u>	Male	<u>Female</u>	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	C2	DE	Public	Pri- vate
Unweighted base	2035	1001	1034	205	314	356	388	323	449	630	568	329	508	270	843
Weighted base	2035	997	1038	242	343	343	363	302	443	544	564	443	483	278	862
Agree	420 21%	191 19%	229 22%	29 12%	69 20%	71 21%	92 25%	71 24%	87 20%	117 21%	98 17%	101 23%	104 21%	68 24%	170 20%
Disagree	820 40%	468 47%	352 34%	101 42%	132 38%	145 42%	148 41%	115 38%	180 41%	237 43%	244 43%	162 37%	178 37%	108 39%	354 41%
Don't know	795 39%	339 34%	456 44%	112 46%	142 41%	126 37%	123 34%	116 38%	176 40%	191 35%	222 39%	180 41%	202 42%	102 37%	338 39%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 31

Q4. Do you agree or disagree with each of the following statements?

Base: All respondents

The Commonwealth Games in Glasgow will be as good as the 2012 London Olympics

							Regi	on							Which	of the follow	wing best	describes	your currer	nt working	status?	
							_										_		Not	Retired		
						York-									Work-	Work-	NET:	Not	working	on a	Retired	
						shire &	West	East						NET:	ing	ing	Not	working	and not	state	with a	
		5	Scot-	North	North	Humb-	Mid-	Mid-		East-		South	South	Work-	full	part	work-	seeking	seeking	pension	private	House
	<u>Total</u> En	ngland	land _	East	West	erside	lands	lands	Wales	<u>ern</u>	London	<u>East</u>	<u>West</u>	<u>ing</u>	<u>time</u>	time	<u>ing</u>	<u>work</u>	<u>work</u>	<u>only</u>	pension	person
Unweighted base	2035 1	1765	165	80	239	163	208	144	105	188	227	325	191	1113	763	350	922	104	131	125	380	182
Weighted base	2035 1	1750	183	81	224	183	183	142	102	204	265	285	183	1140	895	244	895	105	128	127	357	179
Agree	420 21%	319 18%	79 43%	15 18%	49 22%	22 12%	43 23%	22 16%	22 22%	24 12%	54 20%	55 19%	36 20%	238 21%	182 20%	55 23%	182 20%	18 17%	20 16%	39 31%	60 17%	45 25%
	2170	10%	43%	1070	2270	1270	23%	10%	22%	1270	20%	19%	20%	2170	20%	23%	20%	1770	10%	3170	1770	25%
Disagree	820	746	39	35	89	79	87	67	36	94	107	118	69	462	371	91	358	44	62	43	155	54
, and the second	40%	43%	21%	43%	40%	43%	47%	47%	35%	46%	41%	41%	37%	41%	41%	37%	40%	42%	48%	34%	44%	30%
Don't know	795 39%	686 39%	66 36%	31 38%	86 39%	82 45%	54 29%	53 37%	44 43%	85 42%	103 39%	112 39%	79 43%	439 39%	341 38%	98 40%	356 40%	43 41%	46 36%	45 36%	142 40%	80 45%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 32

Q4. Do you agree or disagree with each of the following statements?

Base: All respondents

I'm glad Land of Hope and Glory will be used as the English national anthem at the Commonwealth Games

	-	Gei	nder			Ag	е				Social (Grade		Employme	
	<u>Total</u>	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	C2	DE	Public	Pri- vate
Unweighted base	2035	1001	1034	205	314	356	388	323	449	630	568	329	508	270	843
Weighted base	2035	997	1038	242	343	343	363	302	443	544	564	443	483	278	862
Agree	943 46%	480 48%	463 45%	45 19%	128 37%	137 40%	176 49%	187 62%	270 61%	263 48%	242 43%	210 47%	229 47%	112 40%	384 45%
Disagree	384 19%	200 20%	184 18%	67 28%	62 18%	68 20%	80 22%	43 14%	64 14%	103 19%	127 22%	75 17%	79 16%	62 22%	157 18%
Don't know	708 35%	317 32%	391 38%	130 54%	152 44%	137 40%	107 30%	72 24%	109 25%	179 33%	196 35%	158 36%	175 36%	104 37%	321 37%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 32

Q4. Do you agree or disagree with each of the following statements?

Base: All respondents

I'm glad Land of Hope and Glory will be used as the English national anthem at the Commonwealth Games

			Which of the following best describes your current working status?																		
	Total Eng	Scot- land land	North East	North West	York- shire & Humb- erside	West Mid- lands	East Mid- lands	<u>Wales</u>	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	2035 17	65 165	80	239	163	208	144	105	188	227	325	191	1113	763	350	922	104	131	125	380	182
Weighted base	2035 17	50 183	81	224	183	183	142	102	204	265	285	183	1140	895	244	895	105	128	127	357	179
Agree		47 53 48% 29%	39 48%	125 56%	89 49%	102 56%	76 53%	43 42%	90 44%	106 40%	134 47%	86 47%	497 44%	389 43%	107 44%	447 50%	36 35%	29 22%	89 70%	212 59%	81 45%
Disagree		13 50 18% 28%	10 13%	36 16%	31 17%	35 19%	23 16%	21 20%	45 22%	53 20%	42 15%	37 20%	219 19%	174 19%	45 18%	165 18%	31 30%	38 30%	13 10%	56 16%	26 15%
Don't know		90 80 34% 44%	32 39%	63 28%	63 35%	46 25%	44 31%	38 37%	68 33%	105 40%	108 38%	60 33%	424 37%	332 37%	92 38%	283 32%	37 35%	61 48%	25 19%	89 25%	72 40%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 33

Q4. Do you agree or disagree with each of the following statements?

Base: All respondents

I will follow the Commonwealth Games closely

	_	Ger	nder			Ag	e			Social (Employment Sector				
	<u>Total</u>	Male	<u>Female</u>	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u> .	C2	DE	Public	Pri- vate
Unweighted base	2035	1001	1034	205	314	356	388	323	449	630	568	329	508	270	843
Weighted base	2035	997	1038	242	343	343	363	302	443	544	564	443	483	278	862
Agree	574 28%	306 31%	268 26%	35 15%	97 28%	115 33%	104 29%	97 32%	125 28%	160 30%	148 26%	125 28%	140 29%	97 35%	242 28%
Disagree	1074 53%	520 52%	553 53%	126 52%	169 49%	159 46%	193 53%	169 56%	257 58%	301 55%	315 56%	227 51%	231 48%	128 46%	443 51%
Don't know	387 19%	171 17%	216 21%	81 33%	77 22%	69 20%	65 18%	36 12%	60 14%	83 15%	102 18%	91 20%	112 23%	53 19%	177 21%



ITV News Index Survey ONLINE Fieldwork: 18th-20th July 2014

Table 33

Q4. Do you agree or disagree with each of the following statements?

Base: All respondents

I will follow the Commonwealth Games closely

		Region														Which of the following best describes your current working status?										
														Not Retired												
						York-		_							Work-	Work-	NET:	Not	working	on a	Retired					
			04	Manda	NI	shire &	West	East		F		0	0	NET:	ing	ing	Not	working	and not	state	with a	Harris				
	Tatal En		Scot-	North	North	Humb-	Mid-	Mid-	\/\alaa	East-	l andan	South	South	Work-	full	part	work-	seeking	seeking	pension	private	House				
	<u>Total</u> En	<u>ngiana</u>	land	East	West	<u>erside</u>	lands	<u>lands</u>	<u>Wales</u>	ern	<u>London</u>	<u>East</u>	<u>West</u>	<u>ing</u>	<u>time</u>	time	ing	<u>work</u>	<u>work</u>	<u>only</u>	pension	person				
Unweighted base	2035 1	1765	165	80	239	163	208	144	105	188	227	325	191	1113	763	350	922	104	131	125	380	182				
Weighted base	2035 1	1750	183	81	224	183	183	142	102	204	265	285	183	1140	895	244	895	105	128	127	357	179				
Agree	574 28%	469 27%	74 40%	28 34%	72 32%	48 26%	59 32%	34 24%	31 30%	42 21%	70 27%	77 27%	39 22%	339 30%	261 29%	79 32%	235 26%	20 19%	30 24%	43 33%	96 27%	47 26%				
Disagree	1074 53%	935 53%	84 46%	33 40%	117 52%	90 49%	95 52%	86 61%	55 54%	118 58%	131 50%	155 54%	110 60%	571 50%	462 52%	109 45%	503 56%	60 58%	73 57%	62 49%	213 60%	94 53%				
Don't know	387 19%	346 20%	25 14%	21 26%	36 16%	45 25%	29 16%	22 16%	16 16%	44 21%	63 24%	53 19%	33 18%	230 20%	173 19%	56 23%	158 18%	24 23%	25 19%	23 18%	48 13%	38 21%				

