

#### ITV News Index

#### **METHODOLOGY NOTE**

ComRes interviewed 2,048 British adults online between 19th and 21st September 2014. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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

To commission a voting intention poll or a public opinion survey please contact Andrew Hawkins: <a href="mailto:andrew.hawkins@comres.co.uk">andrew.hawkins@comres.co.uk</a>

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

Table 1

Absolutes/col percents

Q1. Please select which of the following words or phrases apply to each party leader. Please select as many as you think apply to each. Summary table

|   | David Comerce | Lead        |            | Ninal Farana |
|---|---------------|-------------|------------|--------------|
|   | David Cameron | Ed Miliband | Nick Clegg | Nigel Farage |
| Unweighted base                             | 2048          | 2048        | 2048       | 2048         |
| Weighted base                               | 2048          | 2048        | 2048       | 2048         |
| Trustworthy                                 | 411           | 385         | 210        | 301          |
|   | 20%           | 19%         | 10%        | 15%          |
| Out of touch with                           | 1070          | 747         | 937        | 492          |
| ordinary people                             | 52%           | 36%         | 46%        | 24%          |
| Has the right policies for Britain's future | 522           | 403         | 152        | 503          |
|   | 26%           | 20%         | 7%         | 25%          |
| Is statesmanlike                            | 752           | 191         | 119        | 238          |
|   | 37%           | 9%          | 6%         | 12%          |
| Comes across as someone like me             | 257           | 300         | 173        | 412          |
|   | 13%           | 15%         | 8%         | 20%          |
| Competent                                   | 665           | 391         | 216        | 384          |
|   | 32%           | 19%         | 11%        | 19%          |
| Intelligent                                 | 881           | 664         | 549        | 598          |
|   | 43%           | 32%         | 27%        | 29%          |
| Can get things done                         | 640           | 340         | 149        | 390          |
|   | 31%           | 17%         | 7%         | 19%          |
| Weird                                       | 176           | 632         | 314        | 671          |
|   | 9%            | 31%         | 15%        | 33%          |
| None of the above                           | 195           | 295         | 401        | 321          |
|   | 10%           | 14%         | 20%        | 16%          |



# ITV News Index Survey ONLINE Fieldwork: 19th-21st September 2014

Table 2

Q1. Please select which of the following words or phrases apply to each party leader. Please select as many as you think apply to each. David Cameron

|   |       | Ge   | nder   |       |       | Ag    | ge    |       |     |     | Social ( | Grade |     | Employme |              |
|---|-------|------|--------|-------|-------|-------|-------|-------|-----|-----|----------|-------|-----|----------|--------------|
|   | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB  | C1       | C2    | DE  | Public   | Pri-<br>vate |
| Unweighted base                             | 2048  | 1005 | 1043   | 205   | 351   | 302   | 381   | 340   | 469 | 569 | 608      | 361   | 510 | 260      | 771          |
| Weighted base                               | 2048  | 1004 | 1044   | 243   | 345   | 345   | 365   | 304   | 446 | 547 | 568      | 446   | 487 | 294      | 853          |
| Out of touch with ordinary people           | 1070  | 556  | 515    | 98    | 163   | 174   | 211   | 186   | 238 | 283 | 279      | 240   | 269 | 145      | 414          |
|   | 52%   | 55%  | 49%    | 40%   | 47%   | 50%   | 58%   | 61%   | 53% | 52% | 49%      | 54%   | 55% | 49%      | 49%          |
| Intelligent                                 | 881   | 465  | 416    | 84    | 102   | 118   | 166   | 141   | 270 | 265 | 272      | 159   | 185 | 127      | 339          |
|   | 43%   | 46%  | 40%    | 35%   | 30%   | 34%   | 45%   | 46%   | 60% | 48% | 48%      | 36%   | 38% | 43%      | 40%          |
| ls statesmanlike                            | 752   | 402  | 350    | 47    | 76    | 130   | 150   | 122   | 227 | 223 | 230      | 134   | 165 | 93       | 295          |
|   | 37%   | 40%  | 34%    | 19%   | 22%   | 38%   | 41%   | 40%   | 51% | 41% | 40%      | 30%   | 34% | 32%      | 35%          |
| Competent                                   | 665   | 364  | 301    | 52    | 81    | 92    | 133   | 113   | 194 | 187 | 213      | 126   | 139 | 80       | 273          |
|   | 32%   | 36%  | 29%    | 21%   | 24%   | 27%   | 36%   | 37%   | 44% | 34% | 37%      | 28%   | 29% | 27%      | 32%          |
| Can get things done                         | 640   | 345  | 295    | 60    | 83    | 95    | 126   | 89    | 186 | 180 | 204      | 132   | 124 | 84       | 249          |
|   | 31%   | 34%  | 28%    | 25%   | 24%   | 27%   | 35%   | 29%   | 42% | 33% | 36%      | 30%   | 26% | 29%      | 29%          |
| Has the right policies for Britain's future | 522   | 285  | 238    | 45    | 59    | 84    | 91    | 77    | 167 | 155 | 161      | 101   | 105 | 63       | 218          |
|   | 26%   | 28%  | 23%    | 18%   | 17%   | 24%   | 25%   | 25%   | 37% | 28% | 28%      | 23%   | 22% | 22%      | 26%          |
| Trustworthy                                 | 411   | 215  | 196    | 39    | 41    | 68    | 66    | 59    | 138 | 114 | 128      | 81    | 88  | 41       | 178          |
|   | 20%   | 21%  | 19%    | 16%   | 12%   | 20%   | 18%   | 19%   | 31% | 21% | 23%      | 18%   | 18% | 14%      | 21%          |
| Comes across as someone like me             | 257   | 141  | 116    | 24    | 32    | 40    | 37    | 34    | 89  | 82  | 72       | 50    | 54  | 21       | 110          |
|   | 13%   | 14%  | 11%    | 10%   | 9%    | 12%   | 10%   | 11%   | 20% | 15% | 13%      | 11%   | 11% | 7%       | 13%          |
| Weird                                       | 176   | 88   | 88     | 23    | 41    | 41    | 26    | 26    | 19  | 40  | 37       | 36    | 64  | 19       | 89           |
|   | 9%    | 9%   | 8%     | 10%   | 12%   | 12%   | 7%    | 9%    | 4%  | 7%  | 7%       | 8%    | 13% | 7%       | 10%          |
| None of the above                           | 195   | 67   | 127    | 49    | 55    | 38    | 30    | 12    | 11  | 38  | 62       | 44    | 50  | 35       | 94           |
|   | 10%   | 7%   | 12%    | 20%   | 16%   | 11%   | 8%    | 4%    | 2%  | 7%  | 11%      | 10%   | 10% | 12%      | 11%          |



Absolutes/col percents

Table 2

Q1. Please select which of the following words or phrases apply to each party leader. Please select as many as you think apply to each. David Cameron

|   |        |         |               |               |               |                                     | Reg                   | gion                  |       |              |        |               | V             | Vhich of t           | he follow                    | ving bes                     | t describe                  | s your cu                         |     | ing status                                  | s?                             |                 |
|---|--------|---------|---------------|---------------|---------------|-------------------------------------|-----------------------|-----------------------|-------|--------------|--------|---------------|---------------|----------------------|------------------------------|------------------------------|-----------------------------|-----------------------------------|-----|---|--------------------------------|-----------------|
|   | _Total | England | Scot-<br>land | North<br>East | North<br>West | York-<br>shire &<br>Humb-<br>erside | West<br>Mid-<br>lands | East<br>Mid-<br>lands | Wales | East-<br>ern | London | South<br>East | South<br>West | NET:<br>Work-<br>ing | Work-<br>ing<br>full<br>time | Work-<br>ing<br>part<br>time | NET:<br>Not<br>work-<br>ing | Not<br>working<br>seeking<br>work |     | Retired<br>on a<br>state<br>pension<br>only | Retired with a private pension | House<br>person |
| Unweighted base                             | 2048   | 1747    | 189           | 91            | 222           | 205                                 | 163                   | 156                   | 112   | 202          | 243    | 291           | 174           | 1031                 | 683                          | 348                          | 1017                        | 106                               | 159 | 166   | 391                            | 195             |
| Weighted base                               | 2048   | 1761    | 184           | 82            | 225           | 184                                 | 184                   | 143                   | 102   | 205          | 266    | 287           | 184           | 1147                 | 901                          | 246                          | 901                         | 89                                | 140 | 164   | 336                            | 171             |
| Out of touch with ordinary people           | 1070   | 911     | 109           | 50            | 127           | 101                                 | 97                    | 76                    | 50    | 114          | 119    | 132           | 95            | 559                  | 445                          | 114                          | 511                         | 64                                | 71  | 91  | 188                            | 98              |
|   | 52%    | 52%     | 59%           | 61%           | 56%           | 55%                                 | 53%                   | 53%                   | 49%   | 56%          | 45%    | 46%           | 52%           | 49%                  | 49%                          | 47%                          | 57%                         | 71%                               | 50% | 55%   | 56%                            | 58%             |
| Intelligent                                 | 881    | 764     | 71            | 37            | 91            | 75                                  | 83                    | 70                    | 47    | 93           | 87     | 141           | 87            | 466                  | 358                          | 108                          | 415                         | 25                                | 55  | 81  | 212                            | 43              |
|   | 43%    | 43%     | 38%           | 45%           | 40%           | 41%                                 | 45%                   | 49%                   | 46%   | 46%          | 33%    | 49%           | 47%           | 41%                  | 40%                          | 44%                          | 46%                         | 28%                               | 39% | 49%   | 63%                            | 25%             |
| ls statesmanlike                            | 752    | 667     | 52            | 32            | 88            | 68                                  | 79                    | 59                    | 34    | 77           | 85     | 116           | 63            | 387                  | 302                          | 86                           | 365                         | 22                                | 41  | 86  | 176                            | 40              |
|   | 37%    | 38%     | 28%           | 39%           | 39%           | 37%                                 | 43%                   | 41%                   | 33%   | 38%          | 32%    | 40%           | 34%           | 34%                  | 33%                          | 35%                          | 40%                         | 25%                               | 29% | 52%   | 52%                            | 23%             |
| Competent                                   | 665    | 582     | 48            | 21            | 68            | 62                                  | 62                    | 53                    | 36    | 64           | 73     | 113           | 65            | 353                  | 271                          | 82                           | 313                         | 15                                | 37  | 72  | 152                            | 36              |
|   | 32%    | 33%     | 26%           | 26%           | 30%           | 34%                                 | 33%                   | 37%                   | 35%   | 31%          | 28%    | 39%           | 36%           | 31%                  | 30%                          | 33%                          | 35%                         | 17%                               | 26% | 44%   | 45%                            | 21%             |
| Can get things done                         | 640    | 549     | 57            | 24            | 63            | 58                                  | 61                    | 50                    | 35    | 60           | 78     | 93            | 61            | 333                  | 257                          | 76                           | 307                         | 18                                | 44  | 66  | 138                            | 40              |
|   | 31%    | 31%     | 31%           | 29%           | 28%           | 31%                                 | 33%                   | 35%                   | 34%   | 29%          | 29%    | 33%           | 33%           | 29%                  | 28%                          | 31%                          | 34%                         | 20%                               | 31% | 40%   | 41%                            | 24%             |
| Has the right policies for Britain's future | 522    | 461     | 33            | 14            | 57            | 45                                  | 52                    | 50                    | 28    | 54           | 56     | 87            | 46            | 281                  | 216                          | 65                           | 241                         | 8                                 | 23  | 52  | 132                            | 27              |
|   | 26%    | 26%     | 18%           | 18%           | 25%           | 25%                                 | 28%                   | 35%                   | 27%   | 26%          | 21%    | 30%           | 25%           | 25%                  | 24%                          | 26%                          | 27%                         | 9%                                | 16% | 32%   | 39%                            | 16%             |
| Trustworthy                                 | 411    | 371     | 23            | 7             | 41            | 37                                  | 40                    | 33                    | 17    | 40           | 56     | 71            | 47            | 218                  | 166                          | 53                           | 193                         | 7                                 | 19  | 45  | 102                            | 20              |
|   | 20%    | 21%     | 12%           | 9%            | 18%           | 20%                                 | 21%                   | 23%                   | 16%   | 20%          | 21%    | 25%           | 25%           | 19%                  | 18%                          | 21%                          | 21%                         | 7%                                | 13% | 28%   | 30%                            | 11%             |
| Comes across as someone like me             | 257    | 230     | 15            | 7             | 24            | 18                                  | 24                    | 26                    | 12    | 23           | 41     | 44            | 22            | 131                  | 92                           | 39                           | 126                         | 4                                 | 16  | 35  | 62                             | 10              |
|   | 13%    | 13%     | 8%            | 9%            | 11%           | 10%                                 | 13%                   | 18%                   | 12%   | 11%          | 15%    | 15%           | 12%           | 11%                  | 10%                          | 16%                          | 14%                         | 5%                                | 11% | 21%   | 18%                            | 6%              |
| Weird                                       | 176    | 153     | 16            | 4             | 20            | 13                                  | 16                    | 11                    | 7     | 16           | 37     | 20            | 16            | 109                  | 86                           | 22                           | 68                          | 14                                | 11  | 7   | 16                             | 20              |
|   | 9%     | 9%      | 9%            | 5%            | 9%            | 7%                                  | 9%                    | 7%                    | 7%    | 8%           | 14%    | 7%            | 9%            | 9%                   | 10%                          | 9%                           | 8%                          | 16%                               | 8%  | 4%  | 5%                             | 12%             |
| None of the above                           | 195    | 163     | 15            | 9             | 12            | 15                                  | 8                     | 9                     | 17    | 19           | 36     | 27            | 28            | 129                  | 95                           | 33                           | 66                          | 8                                 | 19  | 5   | 7                              | 27              |
|   | 10%    | 9%      | 8%            | 11%           | 5%            | 8%                                  | 4%                    | 6%                    | 16%   | 9%           | 13%    | 9%            | 15%           | 11%                  | 11%                          | 14%                          | 7%                          | 9%                                | 14% | 3%  | 2%                             | 16%             |



Absolutes/col percents

Table 3

Q1. Please select which of the following words or phrases apply to each party leader. Please select as many as you think apply to each. Ed Miliband

|   |       | Ge   | nder   |       |       | Ag    | ge    |       |     |     | Social ( | Grade |     | Employme |              |
|---|-------|------|--------|-------|-------|-------|-------|-------|-----|-----|----------|-------|-----|----------|--------------|
|   | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB  | C1       | C2    | DE  | Public   | Pri-<br>vate |
| Unweighted base                             | 2048  | 1005 | 1043   | 205   | 351   | 302   | 381   | 340   | 469 | 569 | 608      | 361   | 510 | 260      | 771          |
| Weighted base                               | 2048  | 1004 | 1044   | 243   | 345   | 345   | 365   | 304   | 446 | 547 | 568      | 446   | 487 | 294      | 853          |
| Out of touch with ordinary people           | 747   | 394  | 353    | 78    | 93    | 113   | 134   | 126   | 203 | 198 | 212      | 164   | 173 | 105      | 292          |
|   | 36%   | 39%  | 34%    | 32%   | 27%   | 33%   | 37%   | 42%   | 46% | 36% | 37%      | 37%   | 36% | 36%      | 34%          |
| Intelligent                                 | 664   | 349  | 315    | 54    | 103   | 105   | 115   | 116   | 171 | 190 | 173      | 135   | 166 | 93       | 256          |
|   | 32%   | 35%  | 30%    | 22%   | 30%   | 30%   | 31%   | 38%   | 38% | 35% | 30%      | 30%   | 34% | 32%      | 30%          |
| Weird                                       | 632   | 345  | 287    | 68    | 69    | 109   | 109   | 103   | 174 | 184 | 191      | 122   | 134 | 75       | 259          |
|   | 31%   | 34%  | 27%    | 28%   | 20%   | 32%   | 30%   | 34%   | 39% | 34% | 34%      | 27%   | 28% | 25%      | 30%          |
| Has the right policies for Britain's future | 403   | 193  | 210    | 51    | 74    | 74    | 79    | 65    | 60  | 116 | 100      | 84    | 103 | 69       | 152          |
|   | 20%   | 19%  | 20%    | 21%   | 21%   | 22%   | 22%   | 21%   | 13% | 21% | 18%      | 19%   | 21% | 24%      | 18%          |
| Competent                                   | 391   | 205  | 187    | 33    | 73    | 68    | 84    | 70    | 64  | 98  | 109      | 79    | 106 | 65       | 146          |
|   | 19%   | 20%  | 18%    | 13%   | 21%   | 20%   | 23%   | 23%   | 14% | 18% | 19%      | 18%   | 22% | 22%      | 17%          |
| Trustworthy                                 | 385   | 205  | 180    | 34    | 68    | 73    | 76    | 60    | 73  | 113 | 103      | 74    | 95  | 59       | 153          |
|   | 19%   | 20%  | 17%    | 14%   | 20%   | 21%   | 21%   | 20%   | 16% | 21% | 18%      | 17%   | 19% | 20%      | 18%          |
| Can get things done                         | 340   | 173  | 167    | 27    | 74    | 67    | 64    | 44    | 63  | 89  | 77       | 74    | 101 | 60       | 134          |
|   | 17%   | 17%  | 16%    | 11%   | 21%   | 19%   | 18%   | 15%   | 14% | 16% | 14%      | 17%   | 21% | 21%      | 16%          |
| Comes across as someone like me             | 300   | 157  | 144    | 32    | 49    | 52    | 68    | 51    | 49  | 81  | 68       | 58    | 93  | 51       | 118          |
|   | 15%   | 16%  | 14%    | 13%   | 14%   | 15%   | 19%   | 17%   | 11% | 15% | 12%      | 13%   | 19% | 17%      | 14%          |
| ls statesmanlike                            | 191   | 114  | 76     | 20    | 33    | 41    | 36    | 27    | 34  | 50  | 51       | 38    | 52  | 30       | 80           |
|   | 9%    | 11%  | 7%     | 8%    | 10%   | 12%   | 10%   | 9%    | 8%  | 9%  | 9%       | 8%    | 11% | 10%      | 9%           |
| None of the above                           | 295   | 117  | 178    | 49    | 77    | 50    | 44    | 36    | 39  | 70  | 88       | 67    | 70  | 53       | 129          |
|   | 14%   | 12%  | 17%    | 20%   | 22%   | 14%   | 12%   | 12%   | 9%  | 13% | 15%      | 15%   | 14% | 18%      | 15%          |



## ITV News Index Survey ONLINE Fieldwork: 19th-21st September 2014

Table 3

Q1. Please select which of the following words or phrases apply to each party leader. Please select as many as you think apply to each.

**Ed Miliband** 

|   |       |         |       |               |               |                                     | Reg                   | ion                   |       |              |        |               |               | V                    | hich of t                    | he follov                    | ving bes                    | t describe                        | s your cu |   | ing status                              | ?               |
|---|-------|---------|-------|---------------|---------------|-------------------------------------|-----------------------|-----------------------|-------|--------------|--------|---------------|---------------|----------------------|------------------------------|------------------------------|-----------------------------|-----------------------------------|-----------|---|---|-----------------|
|   | Total | England | Scot- | North<br>East | North<br>West | York-<br>shire &<br>Humb-<br>erside | West<br>Mid-<br>lands | East<br>Mid-<br>lands | Wales | East-<br>ern | London | South<br>East | South<br>West | NET:<br>Work-<br>ing | Work-<br>ing<br>full<br>time | Work-<br>ing<br>part<br>time | NET:<br>Not<br>work-<br>ing | Not<br>working<br>seeking<br>work |           | Retired<br>on a<br>state<br>pension<br>only | Retired<br>with a<br>private<br>pension | House<br>person |
| Unweighted base                             | 2048  | 1747    | 189   | 91            | 222           | 205                                 | 163                   | 156                   | 112   | 202          | 243    | 291           | 174           | 1031                 | 683                          | 348                          | 1017                        | 106                               | 159       | 166   | 391                                     | 195             |
| Weighted base                               | 2048  | 1761    | 184   | 82            | 225           | 184                                 | 184                   | 143                   | 102   | 205          | 266    | 287           | 184           | 1147                 | 901                          | 246                          | 901                         | 89                                | 140       | 164   | 336                                     | 171             |
| Out of touch with ordinary people           | 747   | 630     | 85    | 28            | 72            | 68                                  | 69                    | 70                    | 32    | 64           | 75     | 115           | 70            | 397                  | 323                          | 74                           | 350                         | 25                                | 40        | 78  | 156                                     | 51              |
|   | 36%   | 36%     | 46%   | 34%           | 32%           | 37%                                 | 38%                   | 49%                   | 32%   | 31%          | 28%    | 40%           | 38%           | 35%                  | 36%                          | 30%                          | 39%                         | 28%                               | 29%       | 47%   | 46%                                     | 30%             |
| Intelligent                                 | 664   | 577     | 54    | 33            | 77            | 61                                  | 49                    | 52                    | 33    | 79           | 90     | 80            | 57            | 349                  | 278                          | 71                           | 316                         | 27                                | 44        | 56  | 144                                     | 45              |
|   | 32%   | 33%     | 29%   | 40%           | 34%           | 33%                                 | 26%                   | 36%                   | 32%   | 39%          | 34%    | 28%           | 31%           | 30%                  | 31%                          | 29%                          | 35%                         | 30%                               | 31%       | 34%   | 43%                                     | 27%             |
| Weird                                       | 632   | 571     | 38    | 22            | 52            | 55                                  | 79                    | 47                    | 23    | 73           | 84     | 98            | 61            | 334                  | 259                          | 75                           | 299                         | 28                                | 32        | 58  | 139                                     | 42              |
|   | 31%   | 32%     | 21%   | 27%           | 23%           | 30%                                 | 43%                   | 33%                   | 22%   | 36%          | 32%    | 34%           | 33%           | 29%                  | 29%                          | 30%                          | 33%                         | 31%                               | 23%       | 35%   | 41%                                     | 24%             |
| Has the right policies for Britain's future | 403   | 347     | 37    | 19            | 54            | 37                                  | 33                    | 24                    | 20    | 40           | 59     | 51            | 30            | 221                  | 183                          | 38                           | 181                         | 22                                | 35        | 32  | 46                                      | 47              |
|   | 20%   | 20%     | 20%   | 23%           | 24%           | 20%                                 | 18%                   | 17%                   | 19%   | 20%          | 22%    | 18%           | 16%           | 19%                  | 20%                          | 16%                          | 20%                         | 25%                               | 25%       | 19%   | 14%                                     | 27%             |
| Competent                                   | 391   | 333     | 37    | 17            | 61            | 27                                  | 29                    | 23                    | 21    | 35           | 66     | 47            | 29            | 211                  | 173                          | 38                           | 181                         | 21                                | 30        | 34  | 49                                      | 47              |
|   | 19%   | 19%     | 20%   | 20%           | 27%           | 15%                                 | 16%                   | 16%                   | 20%   | 17%          | 25%    | 16%           | 16%           | 18%                  | 19%                          | 15%                          | 20%                         | 23%                               | 21%       | 21%   | 15%                                     | 28%             |
| Trustworthy                                 | 385   | 335     | 34    | 17            | 53            | 30                                  | 35                    | 23                    | 15    | 37           | 68     | 47            | 24            | 213                  | 176                          | 36                           | 172                         | 22                                | 24        | 31  | 58                                      | 38              |
|   | 19%   | 19%     | 19%   | 21%           | 24%           | 16%                                 | 19%                   | 16%                   | 15%   | 18%          | 26%    | 16%           | 13%           | 19%                  | 20%                          | 15%                          | 19%                         | 24%                               | 17%       | 19%   | 17%                                     | 22%             |
| Can get things done                         | 340   | 289     | 30    | 16            | 42            | 22                                  | 24                    | 25                    | 21    | 40           | 56     | 40            | 23            | 195                  | 161                          | 33                           | 145                         | 14                                | 20        | 36  | 37                                      | 39              |
|   | 17%   | 16%     | 16%   | 19%           | 19%           | 12%                                 | 13%                   | 17%                   | 21%   | 19%          | 21%    | 14%           | 13%           | 17%                  | 18%                          | 14%                          | 16%                         | 15%                               | 14%       | 22%   | 11%                                     | 23%             |
| Comes across as someone like me             | 300   | 259     | 27    | 12            | 45            | 31                                  | 26                    | 21                    | 14    | 25           | 50     | 33            | 15            | 169                  | 141                          | 28                           | 131                         | 19                                | 24        | 25  | 34                                      | 28              |
|   | 15%   | 15%     | 15%   | 15%           | 20%           | 17%                                 | 14%                   | 15%                   | 14%   | 12%          | 19%    | 11%           | 8%            | 15%                  | 16%                          | 12%                          | 15%                         | 22%                               | 17%       | 15%   | 10%                                     | 17%             |
| ls statesmanlike                            | 191   | 161     | 19    | 10            | 11            | 16                                  | 10                    | 10                    | 10    | 19           | 42     | 24            | 19            | 110                  | 88                           | 22                           | 80                          | 9                                 | 13        | 15  | 24                                      | 19              |
|   | 9%    | 9%      | 11%   | 12%           | 5%            | 9%                                  | 6%                    | 7%                    | 10%   | 9%           | 16%    | 8%            | 10%           | 10%                  | 10%                          | 9%                           | 9%                          | 10%                               | 9%        | 9%  | 7%                                      | 11%             |
| None of the above                           | 295   | 239     | 28    | 10            | 31            | 27                                  | 14                    | 16                    | 28    | 28           | 41     | 39            | 32            | 182                  | 133                          | 49                           | 113                         | 17                                | 24        | 11  | 29                                      | 33              |
|   | 14%   | 14%     | 15%   | 12%           | 14%           | 15%                                 | 8%                    | 11%                   | 27%   | 14%          | 15%    | 14%           | 18%           | 16%                  | 15%                          | 20%                          | 13%                         | 19%                               | 17%       | 7%  | 9%                                      | 19%             |



Absolutes/col percents

Table 4

Q1. Please select which of the following words or phrases apply to each party leader. Please select as many as you think apply to each. Nick Clegg

|   |        | Ge   | nder   |       |       | Ag    | ge    |       |     |     | Social ( | Grade |     | Employme |              |
|---|--------|------|--------|-------|-------|-------|-------|-------|-----|-----|----------|-------|-----|----------|--------------|
|   | _Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB  | C1       | C2    | DE  | Public   | Pri-<br>vate |
| Unweighted base                             | 2048   | 1005 | 1043   | 205   | 351   | 302   | 381   | 340   | 469 | 569 | 608      | 361   | 510 | 260      | 771          |
| Weighted base                               | 2048   | 1004 | 1044   | 243   | 345   | 345   | 365   | 304   | 446 | 547 | 568      | 446   | 487 | 294      | 853          |
| Out of touch with ordinary people           | 937    | 503  | 434    | 94    | 118   | 148   | 179   | 167   | 230 | 257 | 246      | 210   | 224 | 114      | 389          |
|   | 46%    | 50%  | 42%    | 39%   | 34%   | 43%   | 49%   | 55%   | 52% | 47% | 43%      | 47%   | 46% | 39%      | 46%          |
| Intelligent                                 | 549    | 298  | 251    | 51    | 72    | 76    | 97    | 95    | 158 | 156 | 174      | 101   | 119 | 70       | 214          |
|   | 27%    | 30%  | 24%    | 21%   | 21%   | 22%   | 27%   | 31%   | 35% | 28% | 31%      | 23%   | 25% | 24%      | 25%          |
| Weird                                       | 314    | 179  | 135    | 39    | 53    | 56    | 57    | 41    | 69  | 90  | 82       | 67    | 74  | 29       | 144          |
|   | 15%    | 18%  | 13%    | 16%   | 15%   | 16%   | 15%   | 13%   | 15% | 17% | 14%      | 15%   | 15% | 10%      | 17%          |
| Competent                                   | 216    | 118  | 98     | 28    | 42    | 28    | 32    | 30    | 57  | 55  | 55       | 51    | 56  | 24       | 86           |
|   | 11%    | 12%  | 9%     | 11%   | 12%   | 8%    | 9%    | 10%   | 13% | 10% | 10%      | 11%   | 11% | 8%       | 10%          |
| Trustworthy                                 | 210    | 104  | 106    | 23    | 40    | 38    | 27    | 29    | 54  | 48  | 66       | 52    | 45  | 35       | 72           |
|   | 10%    | 10%  | 10%    | 9%    | 12%   | 11%   | 7%    | 10%   | 12% | 9%  | 12%      | 12%   | 9%  | 12%      | 8%           |
| Comes across as someone like me             | 173    | 84   | 89     | 28    | 26    | 30    | 28    | 21    | 39  | 53  | 49       | 35    | 36  | 34       | 73           |
|   | 8%     | 8%   | 9%     | 12%   | 8%    | 9%    | 8%    | 7%    | 9%  | 10% | 9%       | 8%    | 7%  | 12%      | 9%           |
| Has the right policies for Britain's future | 152    | 68   | 84     | 19    | 35    | 24    | 17    | 21    | 35  | 50  | 38       | 29    | 35  | 19       | 68           |
|   | 7%     | 7%   | 8%     | 8%    | 10%   | 7%    | 5%    | 7%    | 8%  | 9%  | 7%       | 7%    | 7%  | 6%       | 8%           |
| Can get things done                         | 149    | 79   | 70     | 23    | 22    | 31    | 22    | 18    | 33  | 31  | 43       | 42    | 33  | 22       | 69           |
|   | 7%     | 8%   | 7%     | 10%   | 6%    | 9%    | 6%    | 6%    | 7%  | 6%  | 7%       | 9%    | 7%  | 7%       | 8%           |
| ls statesmanlike                            | 119    | 60   | 60     | 13    | 22    | 26    | 14    | 20    | 24  | 33  | 24       | 25    | 37  | 9        | 55           |
|   | 6%     | 6%   | 6%     | 5%    | 6%    | 8%    | 4%    | 7%    | 5%  | 6%  | 4%       | 6%    | 8%  | 3%       | 6%           |
| None of the above                           | 401    | 154  | 246    | 62    | 85    | 73    | 76    | 49    | 56  | 107 | 119      | 89    | 86  | 75       | 171          |
|   | 20%    | 15%  | 24%    | 25%   | 25%   | 21%   | 21%   | 16%   | 13% | 20% | 21%      | 20%   | 18% | 25%      | 20%          |



Absolutes/col percents

Table 4

Q1. Please select which of the following words or phrases apply to each party leader. Please select as many as you think apply to each. Nick Clegg

|   |       |         |               |               |               |                           | Reg          | gion         |       |              |        |       |               | V             | hich of t    | he follov    | ving bes     | t describe      | s your cu       |                          | ing status         | ;?              |
|---|-------|---------|---------------|---------------|---------------|---------------------------|--------------|--------------|-------|--------------|--------|-------|---------------|---------------|--------------|--------------|--------------|-----------------|-----------------|--------------------------|--------------------|-----------------|
|   |       |         | Coot          | North         | North         | York-<br>shire &<br>Humb- | West<br>Mid- | East<br>Mid- |       | Coat         |        | South | Courth        | NET:<br>Work- | Work-<br>ing | Work-<br>ing | NET:<br>Not  | Not<br>working  |                 | Retired<br>on a<br>state | Retired with a     | Hayaa           |
|   | Total | England | Scot-<br>land | North<br>East | North<br>West | erside                    | lands        | lands        | Wales | East-<br>ern | London | East  | South<br>West | ing_          | full<br>time | part<br>time | work-<br>ing | seeking<br>work | seeking<br>work | pension only             | private<br>pension | House<br>person |
| Unweighted base                             | 2048  | 1747    | 189           | 91            | 222           | 205                       | 163          | 156          | 112   | 202          | 243    | 291   | 174           | 1031          | 683          | 348          | 1017         | 106             | 159             | 166                      | 391                | 195             |
| Weighted base                               | 2048  | 1761    | 184           | 82            | 225           | 184                       | 184          | 143          | 102   | 205          | 266    | 287   | 184           | 1147          | 901          | 246          | 901          | 89              | 140             | 164                      | 336                | 171             |
| Out of touch with ordinary people           | 937   | 799     | 94            | 41            | 119           | 75                        | 89           | 70           | 44    | 87           | 111    | 121   | 86            | 502           | 403          | 99           | 434          | 49              | 55              | 79                       | 176                | 75              |
|   | 46%   | 45%     | 51%           | 51%           | 53%           | 41%                       | 48%          | 49%          | 43%   | 43%          | 42%    | 42%   | 46%           | 44%           | 45%          | 40%          | 48%          | 55%             | 39%             | 48%                      | 52%                | 44%             |
| Intelligent                                 | 549   | 471     | 44            | 21            | 57            | 47                        | 41           | 42           | 35    | 63           | 65     | 80    | 54            | 284           | 222          | 61           | 266          | 18              | 37              | 50                       | 134                | 26              |
|   | 27%   | 27%     | 24%           | 26%           | 25%           | 25%                       | 22%          | 30%          | 34%   | 31%          | 24%    | 28%   | 29%           | 25%           | 25%          | 25%          | 29%          | 20%             | 26%             | 30%                      | 40%                | 15%             |
| Weird                                       | 314   | 281     | 22            | 11            | 34            | 28                        | 36           | 20           | 11    | 39           | 51     | 39    | 24            | 173           | 142          | 31           | 141          | 17              | 23              | 24                       | 49                 | 28              |
|   | 15%   | 16%     | 12%           | 13%           | 15%           | 15%                       | 20%          | 14%          | 11%   | 19%          | 19%    | 13%   | 13%           | 15%           | 16%          | 13%          | 16%          | 19%             | 16%             | 15%                      | 14%                | 16%             |
| Competent                                   | 216   | 180     | 27            | 7             | 22            | 15                        | 14           | 15           | 9     | 20           | 25     | 35    | 27            | 110           | 87           | 23           | 106          | 6               | 21              | 23                       | 43                 | 13              |
|   | 11%   | 10%     | 15%           | 9%            | 10%           | 8%                        | 8%           | 10%          | 9%    | 10%          | 10%    | 12%   | 15%           | 10%           | 10%          | 9%           | 12%          | 7%              | 15%             | 14%                      | 13%                | 8%              |
| Trustworthy                                 | 210   | 176     | 24            | 3             | 23            | 14                        | 18           | 12           | 10    | 21           | 34     | 33    | 19            | 108           | 88           | 19           | 102          | 7               | 18              | 20                       | 43                 | 15              |
|   | 10%   | 10%     | 13%           | 4%            | 10%           | 8%                        | 10%          | 8%           | 10%   | 10%          | 13%    | 12%   | 10%           | 9%            | 10%          | 8%           | 11%          | 8%              | 13%             | 12%                      | 13%                | 9%              |
| Comes across as someone like me             | 173   | 152     | 13            | 2             | 18            | 14                        | 14           | 15           | 8     | 23           | 21     | 30    | 15            | 107           | 84           | 23           | 66           | 3               | 9               | 10                       | 31                 | 12              |
|   | 8%    | 9%      | 7%            | 2%            | 8%            | 8%                        | 8%           | 11%          | 8%    | 11%          | 8%     | 10%   | 8%            | 9%            | 9%           | 10%          | 7%           | 4%              | 6%              | 6%                       | 9%                 | 7%              |
| Has the right policies for Britain's future | 152   | 132     | 13            | 5             | 16            | 15                        | 9            | 13           | 6     | 17           | 17     | 30    | 11            | 87            | 72           | 15           | 64           | 7               | 9               | 14                       | 27                 | 7               |
|   | 7%    | 8%      | 7%            | 6%            | 7%            | 8%                        | 5%           | 9%           | 6%    | 8%           | 6%     | 10%   | 6%            | 8%            | 8%           | 6%           | 7%           | 8%              | 6%              | 9%                       | 8%                 | 4%              |
| Can get things done                         | 149   | 127     | 15            | 8             | 13            | 11                        | 12           | 6            | 7     | 16           | 24     | 26    | 12            | 91            | 74           | 17           | 58           | 3               | 9               | 10                       | 24                 | 12              |
|   | 7%    | 7%      | 8%            | 10%           | 6%            | 6%                        | 7%           | 4%           | 7%    | 8%           | 9%     | 9%    | 6%            | 8%            | 8%           | 7%           | 6%           | 3%              | 6%              | 6%                       | 7%                 | 7%              |
| ls statesmanlike                            | 119   | 106     | 7             | 5             | 8             | 20                        | 10           | 11           | 7     | 12           | 24     | 14    | 2             | 64            | 52           | 12           | 55           | 5               | 13              | 11                       | 17                 | 10              |
|   | 6%    | 6%      | 4%            | 6%            | 4%            | 11%                       | 6%           | 8%           | 7%    | 6%           | 9%     | 5%    | 1%            | 6%            | 6%           | 5%           | 6%           | 6%              | 9%              | 7%                       | 5%                 | 6%              |
| None of the above                           | 401   | 340     | 34            | 14            | 33            | 42                        | 31           | 22           | 28    | 48           | 46     | 54    | 48            | 246           | 184          | 62           | 154          | 13              | 33              | 25                       | 42                 | 42              |
|   | 20%   | 19%     | 18%           | 17%           | 15%           | 23%                       | 17%          | 15%          | 27%   | 23%          | 17%    | 19%   | 26%           | 21%           | 20%          | 25%          | 17%          | 14%             | 23%             | 15%                      | 13%                | 25%             |



## ITV News Index Survey ONLINE Fieldwork: 19th-21st September 2014

Table 5

Q1. Please select which of the following words or phrases apply to each party leader. Please select as many as you think apply to each. Nigel Farage

|   |       | Gei  | nder   |       |       | Ag    | je    |       |     |     | Social ( | Grade |     | Employme | nt Sector    |
|---|-------|------|--------|-------|-------|-------|-------|-------|-----|-----|----------|-------|-----|----------|--------------|
|   | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB  | C1       | C2    | DE  | Public   | Pri-<br>vate |
| Unweighted base                             | 2048  | 1005 | 1043   | 205   | 351   | 302   | 381   | 340   | 469 | 569 | 608      | 361   | 510 | 260      | 771          |
| Weighted base                               | 2048  | 1004 | 1044   | 243   | 345   | 345   | 365   | 304   | 446 | 547 | 568      | 446   | 487 | 294      | 853          |
| Weird                                       | 671   | 327  | 344    | 77    | 120   | 96    | 120   | 103   | 155 | 192 | 198      | 129   | 151 | 92       | 265          |
|   | 33%   | 33%  | 33%    | 32%   | 35%   | 28%   | 33%   | 34%   | 35% | 35% | 35%      | 29%   | 31% | 31%      | 31%          |
| Intelligent                                 | 598   | 348  | 250    | 48    | 50    | 83    | 106   | 99    | 213 | 161 | 168      | 130   | 139 | 71       | 215          |
|   | 29%   | 35%  | 24%    | 20%   | 14%   | 24%   | 29%   | 33%   | 48% | 29% | 30%      | 29%   | 29% | 24%      | 25%          |
| Has the right policies for Britain's future | 503   | 283  | 220    | 41    | 53    | 74    | 97    | 86    | 152 | 122 | 113      | 137   | 130 | 58       | 195          |
|   | 25%   | 28%  | 21%    | 17%   | 15%   | 21%   | 27%   | 28%   | 34% | 22% | 20%      | 31%   | 27% | 20%      | 23%          |
| Out of touch with ordinary people           | 492   | 219  | 273    | 81    | 100   | 83    | 88    | 64    | 75  | 142 | 145      | 95    | 110 | 75       | 211          |
|   | 24%   | 22%  | 26%    | 33%   | 29%   | 24%   | 24%   | 21%   | 17% | 26% | 26%      | 21%   | 23% | 26%      | 25%          |
| Comes across as someone like me             | 412   | 254  | 158    | 34    | 32    | 61    | 77    | 71    | 137 | 111 | 89       | 110   | 102 | 35       | 155          |
|   | 20%   | 25%  | 15%    | 14%   | 9%    | 18%   | 21%   | 23%   | 31% | 20% | 16%      | 25%   | 21% | 12%      | 18%          |
| Can get things done                         | 390   | 230  | 160    | 46    | 45    | 68    | 77    | 52    | 102 | 120 | 92       | 87    | 91  | 44       | 156          |
|   | 19%   | 23%  | 15%    | 19%   | 13%   | 20%   | 21%   | 17%   | 23% | 22% | 16%      | 19%   | 19% | 15%      | 18%          |
| Competent                                   | 384   | 235  | 149    | 38    | 36    | 55    | 70    | 58    | 127 | 100 | 94       | 92    | 98  | 42       | 139          |
|   | 19%   | 23%  | 14%    | 16%   | 10%   | 16%   | 19%   | 19%   | 29% | 18% | 17%      | 21%   | 20% | 14%      | 16%          |
| Trustworthy                                 | 301   | 191  | 110    | 25    | 30    | 55    | 55    | 38    | 97  | 79  | 64       | 88    | 69  | 26       | 128          |
|   | 15%   | 19%  | 11%    | 10%   | 9%    | 16%   | 15%   | 13%   | 22% | 14% | 11%      | 20%   | 14% | 9%       | 15%          |
| ls statesmanlike                            | 238   | 144  | 95     | 36    | 28    | 35    | 44    | 39    | 56  | 68  | 62       | 53    | 55  | 30       | 93           |
|   | 12%   | 14%  | 9%     | 15%   | 8%    | 10%   | 12%   | 13%   | 13% | 12% | 11%      | 12%   | 11% | 10%      | 11%          |
| None of the above                           | 321   | 124  | 197    | 49    | 68    | 74    | 53    | 40    | 38  | 85  | 93       | 65    | 78  | 50       | 149          |
|   | 16%   | 12%  | 19%    | 20%   | 20%   | 21%   | 15%   | 13%   | 9%  | 16% | 16%      | 15%   | 16% | 17%      | 17%          |



# ITV News Index Survey ONLINE Fieldwork: 19th-21st September 2014

Table 5

Q1. Please select which of the following words or phrases apply to each party leader. Please select as many as you think apply to each.

Nigel Farage

|   |              |         |               |               |               |                                     | Reg                   | gion                  |       |              |        |               |               | V                    | hich of t                    | he follov                    | wing bes                    | t describe                        |     | rrent work                                  | ing status                     | ;?              |
|---|--------------|---------|---------------|---------------|---------------|-------------------------------------|-----------------------|-----------------------|-------|--------------|--------|---------------|---------------|----------------------|------------------------------|------------------------------|-----------------------------|-----------------------------------|-----|---|--------------------------------|-----------------|
|   | <u>Total</u> | England | Scot-<br>land | North<br>East | North<br>West | York-<br>shire &<br>Humb-<br>erside | West<br>Mid-<br>lands | East<br>Mid-<br>lands | Wales | East-<br>ern | London | South<br>East | South<br>West | NET:<br>Work-<br>ing | Work-<br>ing<br>full<br>time | Work-<br>ing<br>part<br>time | NET:<br>Not<br>work-<br>ing | Not<br>working<br>seeking<br>work |     | Retired<br>on a<br>state<br>pension<br>only | Retired with a private pension | House<br>person |
| Unweighted base                             | 2048         | 1747    | 189           | 91            | 222           | 205                                 | 163                   | 156                   | 112   | 202          | 243    | 291           | 174           | 1031                 | 683                          | 348                          | 1017                        | 106                               | 159 | 166   | 391                            | 195             |
| Weighted base                               | 2048         | 1761    | 184           | 82            | 225           | 184                                 | 184                   | 143                   | 102   | 205          | 266    | 287           | 184           | 1147                 | 901                          | 246                          | 901                         | 89                                | 140 | 164   | 336                            | 171             |
| Weird                                       | 671          | 553     | 79            | 29            | 76            | 67                                  | 57                    | 39                    | 38    | 55           | 98     | 83            | 49            | 357                  | 282                          | 75                           | 314                         | 30                                | 50  | 56  | 120                            | 58              |
|   | 33%          | 31%     | 43%           | 36%           | 34%           | 36%                                 | 31%                   | 27%                   | 37%   | 27%          | 37%    | 29%           | 27%           | 31%                  | 31%                          | 31%                          | 35%                         | 33%                               | 35% | 34%   | 36%                            | 34%             |
| Intelligent                                 | 598          | 532     | 36            | 27            | 64            | 60                                  | 51                    | 48                    | 30    | 66           | 69     | 84            | 62            | 285                  | 216                          | 70                           | 312                         | 20                                | 28  | 60  | 168                            | 37              |
|   | 29%          | 30%     | 19%           | 33%           | 29%           | 33%                                 | 28%                   | 33%                   | 30%   | 32%          | 26%    | 29%           | 34%           | 25%                  | 24%                          | 28%                          | 35%                         | 22%                               | 20% | 36%   | 50%                            | 22%             |
| Has the right policies for Britain's future | 503          | 458     | 21            | 25            | 56            | 48                                  | 53                    | 43                    | 24    | 65           | 49     | 73            | 46            | 253                  | 203                          | 51                           | 250                         | 24                                | 27  | 54  | 106                            | 39              |
|   | 25%          | 26%     | 11%           | 30%           | 25%           | 26%                                 | 29%                   | 30%                   | 24%   | 32%          | 19%    | 25%           | 25%           | 22%                  | 23%                          | 21%                          | 28%                         | 26%                               | 19% | 33%   | 32%                            | 23%             |
| Out of touch with ordinary people           | 492          | 397     | 70            | 17            | 56            | 42                                  | 43                    | 29                    | 25    | 44           | 63     | 62            | 42            | 287                  | 239                          | 48                           | 206                         | 25                                | 51  | 36  | 57                             | 37              |
|   | 24%          | 23%     | 38%           | 21%           | 25%           | 23%                                 | 23%                   | 20%                   | 25%   | 21%          | 24%    | 21%           | 23%           | 25%                  | 27%                          | 19%                          | 23%                         | 27%                               | 37% | 22%   | 17%                            | 22%             |
| Comes across as someone like me             | 412          | 381     | 20            | 20            | 58            | 41                                  | 43                    | 32                    | 11    | 50           | 37     | 65            | 36            | 190                  | 148                          | 43                           | 222                         | 19                                | 19  | 43  | 108                            | 33              |
|   | 20%          | 22%     | 11%           | 24%           | 26%           | 22%                                 | 23%                   | 22%                   | 11%   | 24%          | 14%    | 23%           | 20%           | 17%                  | 16%                          | 17%                          | 25%                         | 21%                               | 13% | 26%   | 32%                            | 19%             |
| Can get things done                         | 390          | 354     | 15            | 12            | 43            | 36                                  | 53                    | 33                    | 21    | 42           | 40     | 59            | 37            | 200                  | 163                          | 37                           | 190                         | 21                                | 28  | 27  | 84                             | 29              |
|   | 19%          | 20%     | 8%            | 15%           | 19%           | 19%                                 | 29%                   | 23%                   | 20%   | 20%          | 15%    | 20%           | 20%           | 17%                  | 18%                          | 15%                          | 21%                         | 24%                               | 20% | 17%   | 25%                            | 17%             |
| Competent                                   | 384          | 349     | 23            | 11            | 45            | 43                                  | 40                    | 25                    | 12    | 55           | 41     | 57            | 32            | 181                  | 147                          | 34                           | 203                         | 21                                | 26  | 41  | 87                             | 28              |
|   | 19%          | 20%     | 13%           | 14%           | 20%           | 23%                                 | 22%                   | 17%                   | 11%   | 27%          | 15%    | 20%           | 17%           | 16%                  | 16%                          | 14%                          | 22%                         | 23%                               | 18% | 25%   | 26%                            | 17%             |
| Trustworthy                                 | 301          | 278     | 14            | 11            | 28            | 26                                  | 35                    | 26                    | 9     | 43           | 38     | 44            | 27            | 153                  | 122                          | 31                           | 148                         | 14                                | 15  | 30  | 66                             | 23              |
|   | 15%          | 16%     | 8%            | 13%           | 12%           | 14%                                 | 19%                   | 18%                   | 8%    | 21%          | 14%    | 15%           | 15%           | 13%                  | 14%                          | 13%                          | 16%                         | 16%                               | 10% | 18%   | 20%                            | 14%             |
| ls statesmanlike                            | 238          | 217     | 12            | 13            | 25            | 26                                  | 28                    | 18                    | 9     | 22           | 28     | 34            | 23            | 123                  | 100                          | 23                           | 115                         | 16                                | 21  | 13  | 44                             | 21              |
|   | 12%          | 12%     | 6%            | 16%           | 11%           | 14%                                 | 15%                   | 12%                   | 9%    | 11%          | 11%    | 12%           | 12%           | 11%                  | 11%                          | 9%                           | 13%                         | 18%                               | 15% | 8%  | 13%                            | 12%             |
| None of the above                           | 321          | 276     | 26            | 11            | 36            | 24                                  | 19                    | 21                    | 19    | 32           | 43     | 53            | 36            | 198                  | 153                          | 46                           | 123                         | 16                                | 30  | 22  | 23                             | 31              |
|   | 16%          | 16%     | 14%           | 14%           | 16%           | 13%                                 | 10%                   | 15%                   | 19%   | 16%          | 16%    | 19%           | 20%           | 17%                  | 17%                          | 19%                          | 14%                         | 18%                               | 22% | 14%   | 7%                             | 18%             |



# ITV News Index Survey ONLINE Fieldwork: 19th-21st September 2014

Table 28

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

|                 |   |  |   | Statements   |  |   |   |
|-----------------|---|--|---|--|--|---|---|
|                 | Cirina mana   | The government in Westminster should have                                    |   | I feel more  |  | It is now time  |   |
|                 | Giving more<br>powers to  | less say over<br>where tax   |   | positive<br>towards David                                      | The United   | to stop   |   |
|                 | Scotland, Wales<br>and Northern<br>Ireland is good<br>for the United<br>Kingdom | payers money is<br>spent, with<br>local councils<br>making more<br>decisions | Scotland will<br>probably become<br>an independent<br>country in the<br>next 20 years | Cameron<br>following the<br>Scottish<br>referendum<br>campaign | Kingdom has<br>been damaged by<br>the Scottish<br>referendum<br>campaign | Scottish MPs in<br>Westminster<br>voting on laws<br>that only<br>affect England | England is<br>taken for<br>granted in the<br>United Kingdom |
| Unweighted base | 2048  | 2048   | 2048  | 2048   | 2048   | 2048  | 2048  |
| Weighted base   | 2048  | 2048   | 2048  | 2048   | 2048   | 2048  | 2048  |
| Agree           | 962<br>47%  | 1173<br>57%  | 610<br>30%  | 585<br>29%   | 801<br>39%   | 1323<br>65%   | 1259<br>61%   |
| Disagree        | 565<br>28%  | 388<br>19%   | 900<br>44%  | 980<br>48%   | 834<br>41%   | 311<br>15%  | 422<br>21%  |
| Don't know      | 522<br>25%  | 487<br>24%   | 538<br>26%  | 483<br>24%   | 412<br>20%   | 414<br>20%  | 367<br>18%  |



#### ITV News Index Survey ONLINE Fieldwork: 19th-21st September 2014

Table 29

Q4. Do you agree or disagree with the following statements?
Giving more powers to Scotland, Wales and Northern Ireland is good for the United Kingdom Base: All respondents

|                 |            | Ger        | nder       |            |            | Ag         | je         |            |            |            | Social (   | Grade      |            | Employme   |              |
|-----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|
|                 | _Total     | Male       | Female     | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1         | C2         | DE         | Public     | Pri-<br>vate |
| Unweighted base | 2048       | 1005       | 1043       | 205        | 351        | 302        | 381        | 340        | 469        | 569        | 608        | 361        | 510        | 260        | 771          |
| Weighted base   | 2048       | 1004       | 1044       | 243        | 345        | 345        | 365        | 304        | 446        | 547        | 568        | 446        | 487        | 294        | 853          |
| Agree           | 962<br>47% | 509<br>51% | 453<br>43% | 112<br>46% | 157<br>46% | 169<br>49% | 177<br>49% | 147<br>48% | 200<br>45% | 267<br>49% | 266<br>47% | 192<br>43% | 237<br>49% | 142<br>48% | 406<br>48%   |
| Disagree        | 565<br>28% | 310<br>31% | 254<br>24% | 56<br>23%  | 77<br>22%  | 85<br>25%  | 108<br>30% | 90<br>30%  | 149<br>33% | 148<br>27% | 154<br>27% | 133<br>30% | 130<br>27% | 70<br>24%  | 246<br>29%   |
| Don't know      | 522<br>25% | 185<br>18% | 337<br>32% | 76<br>31%  | 110<br>32% | 91<br>26%  | 80<br>22%  | 68<br>22%  | 97<br>22%  | 132<br>24% | 148<br>26% | 121<br>27% | 120<br>25% | 83<br>28%  | 200<br>23%   |



#### ITV News Index Survey ONLINE Fieldwork: 19th-21st September 2014

Table 29

Q4. Do you agree or disagree with the following statements? Giving more powers to Scotland, Wales and Northern Ireland is good for the United Kingdom Base: All respondents

|                 | _          |            |            |           |           |                  | Reg       | ion          |           |           |            |            |           | \          | Nhich of    | the follow  | wing bes    | t describe     | s your cur      | rent worki    | ing status?    | <u> </u>  |
|-----------------|------------|------------|------------|-----------|-----------|------------------|-----------|--------------|-----------|-----------|------------|------------|-----------|------------|-------------|-------------|-------------|----------------|-----------------|---------------|----------------|-----------|
|                 | _          |            |            |           |           |                  |           |              |           |           |            |            |           |            |             |             |             |                | Not             | Retired       |                |           |
|                 |            |            |            |           |           | York-<br>shire & | West      | East         |           |           |            |            |           | NET:       | Work-       | Work-       | NET:<br>Not | Not<br>working | working and not | on a<br>state | Retired with a |           |
|                 |            |            | Scot-      | North     | North     | Humb-            | Mid-      | ⊑ası<br>Mid- |           | East-     |            | South      | South     | Work-      | ing<br>full | ing<br>part | work-       | 0              |                 |               | private        | House     |
|                 | Total E    | ngland     | land       | East      | West      | erside           | lands     | lands        | Wales     | ern       | London     | East       | West      | ing        | time        | time        | ing         | work           | work            | only          |                | person    |
| Unweighted base | 2048       | 1747       | 189        | 91        | 222       | 205              | 163       | 156          | 112       | 202       | 243        | 291        | 174       | 1031       | 683         | 348         | 1017        | 106            | 159             | 166           | 391            | 195       |
| Weighted base   | 2048       | 1761       | 184        | 82        | 225       | 184              | 184       | 143          | 102       | 205       | 266        | 287        | 184       | 1147       | 901         | 246         | 901         | 89             | 140             | 164           | 336            | 171       |
| Agree           | 962<br>47% | 752<br>43% | 160<br>87% | 35<br>43% | 98<br>44% | 82<br>45%        | 78<br>42% | 58<br>40%    | 50<br>49% | 94<br>46% | 107<br>40% | 111<br>39% | 89<br>48% | 548<br>48% | 448<br>50%  | 100<br>41%  | 414<br>46%  | 44<br>50%      | 76<br>54%       | 73<br>44%     | 150<br>45%     | 70<br>41% |
| Disagree        | 565<br>28% | 528<br>30% | 13<br>7%   | 28<br>34% | 62<br>27% | 52<br>28%        | 58<br>31% | 46<br>32%    | 24<br>24% | 61<br>30% | 74<br>28%  | 107<br>37% | 39<br>21% | 316<br>28% | 251<br>28%  | 65<br>26%   | 248<br>28%  | 20<br>23%      | 26<br>18%       | 49<br>30%     | 116<br>35%     | 37<br>22% |
| Don't know      | 522<br>25% | 481<br>27% | 12<br>6%   | 19<br>24% | 65<br>29% | 50<br>27%        | 49<br>26% | 39<br>27%    | 28<br>27% | 49<br>24% | 85<br>32%  | 68<br>24%  | 56<br>31% | 283<br>25% | 202<br>22%  | 80<br>33%   | 239<br>27%  | 25<br>28%      | 38<br>27%       | 43<br>26%     | 70<br>21%      | 64<br>37% |



## ITV News Index Survey ONLINE Fieldwork: 19th-21st September 2014

Table 30

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

The government in Westminster should have less say over where tax payers money is spent, with local councils making more decisions Base: All respondents

|                 |              | Ger        | nder       |            |            | Ag         | je         |            |            |            | Social     | Grade      |            | Employme   |              |
|-----------------|--------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|
|                 | <u>Total</u> | Male       | Female     | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1         | <u>C2</u>  | DE         | Public     | Pri-<br>vate |
| Unweighted base | 2048         | 1005       | 1043       | 205        | 351        | 302        | 381        | 340        | 469        | 569        | 608        | 361        | 510        | 260        | 771          |
| Weighted base   | 2048         | 1004       | 1044       | 243        | 345        | 345        | 365        | 304        | 446        | 547        | 568        | 446        | 487        | 294        | 853          |
| Agree           | 1173<br>57%  | 582<br>58% | 592<br>57% | 119<br>49% | 196<br>57% | 220<br>64% | 224<br>61% | 160<br>53% | 255<br>57% | 297<br>54% | 318<br>56% | 261<br>58% | 298<br>61% | 171<br>58% | 485<br>57%   |
| Disagree        | 388<br>19%   | 239<br>24% | 149<br>14% | 43<br>18%  | 50<br>15%  | 44<br>13%  | 59<br>16%  | 82<br>27%  | 110<br>25% | 109<br>20% | 114<br>20% | 87<br>20%  | 78<br>16%  | 52<br>18%  | 153<br>18%   |
| Don't know      | 487<br>24%   | 183<br>18% | 303<br>29% | 82<br>34%  | 99<br>29%  | 81<br>24%  | 82<br>22%  | 62<br>20%  | 81<br>18%  | 142<br>26% | 135<br>24% | 98<br>22%  | 112<br>23% | 71<br>24%  | 214<br>25%   |



## ITV News Index Survey ONLINE Fieldwork: 19th-21st September 2014

Table 30

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

The government in Westminster should have less say over where tax payers money is spent, with local councils making more decisions Base: All respondents

|                 | _           |                |            |           |            |            | Reg          | ion          |           |            |               |             |            | \          | Which of    | the follow  | wing bes   | t describe  | s your cur | rent worki | ing status? | <u>?</u>   |
|-----------------|-------------|----------------|------------|-----------|------------|------------|--------------|--------------|-----------|------------|---------------|-------------|------------|------------|-------------|-------------|------------|-------------|------------|------------|-------------|------------|
|                 | _           |                |            |           |            |            | -            |              |           |            |               |             |            | -          |             |             | -          |             | 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-      |             | . •        |            | private     | House      |
|                 | Total E     | <u>ingland</u> | land       | East      | West       | erside     | <u>lands</u> | <u>lands</u> | Wales     | <u>ern</u> | <u>London</u> | <u>East</u> | West       | ing        | <u>time</u> | <u>time</u> | ing        | <u>work</u> | work_      | only       | pension     | person     |
| Unweighted base | 2048 1      | 1747           | 189        | 91        | 222        | 205        | 163          | 156          | 112       | 202        | 243           | 291         | 174        | 1031       | 683         | 348         | 1017       | 106         | 159        | 166        | 391         | 195        |
| Weighted base   | 2048 1      | 1761           | 184        | 82        | 225        | 184        | 184          | 143          | 102       | 205        | 266           | 287         | 184        | 1147       | 901         | 246         | 901        | 89          | 140        | 164        | 336         | 171        |
| Agree           | 1173<br>57% | 989<br>56%     | 131<br>71% | 53<br>65% | 143<br>63% | 107<br>58% | 107<br>58%   | 75<br>52%    | 54<br>52% | 126<br>61% | 130<br>49%    | 148<br>52%  | 100<br>54% | 657<br>57% | 531<br>59%  | 126<br>51%  | 517<br>57% | 56<br>63%   | 82<br>58%  | 100<br>61% | 179<br>53%  | 100<br>58% |
| Disagree        | 388<br>19%  | 334<br>19%     | 22<br>12%  | 11<br>14% | 45<br>20%  | 37<br>20%  | 38<br>21%    | 40<br>28%    | 32<br>32% | 35<br>17%  | 46<br>17%     | 56<br>19%   | 24<br>13%  | 205<br>18% | 164<br>18%  | 41<br>17%   | 183<br>20% | 17<br>19%   | 21<br>15%  | 30<br>18%  | 99<br>29%   | 16<br>10%  |
| Don't know      | 487<br>24%  | 439<br>25%     | 31<br>17%  | 17<br>21% | 37<br>17%  | 40<br>22%  | 39<br>21%    | 28<br>20%    | 17<br>16% | 44<br>22%  | 90<br>34%     | 83<br>29%   | 60<br>33%  | 285<br>25% | 206<br>23%  | 79<br>32%   | 201<br>22% | 17<br>19%   | 38<br>27%  | 34<br>21%  | 58<br>17%   | 55<br>32%  |



# ITV News Index Survey ONLINE Fieldwork: 19th-21st September 2014

Table 31

Q4. Do you agree or disagree with the following statements? Scotland will probably become an independent country in the next 20 years Base: All respondents

|                 |              | Ger        | nder       |           |            | Ag         | je         |            |            |            | Social (   | Grade      |            | Employme   |              |
|-----------------|--------------|------------|------------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|
|                 | <u>Total</u> | Male       | Female     | 18-24     | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1         | C2         | DE         | Public     | Pri-<br>vate |
| Unweighted base | 2048         | 1005       | 1043       | 205       | 351        | 302        | 381        | 340        | 469        | 569        | 608        | 361        | 510        | 260        | 771          |
| Weighted base   | 2048         | 1004       | 1044       | 243       | 345        | 345        | 365        | 304        | 446        | 547        | 568        | 446        | 487        | 294        | 853          |
| Agree           | 610<br>30%   | 308<br>31% | 302<br>29% | 76<br>31% | 112<br>32% | 115<br>33% | 105<br>29% | 105<br>35% | 98<br>22%  | 149<br>27% | 162<br>28% | 141<br>32% | 159<br>33% | 93<br>32%  | 274<br>32%   |
| Disagree        | 900<br>44%   | 489<br>49% | 411<br>39% | 92<br>38% | 134<br>39% | 152<br>44% | 180<br>49% | 129<br>42% | 214<br>48% | 245<br>45% | 255<br>45% | 199<br>45% | 201<br>41% | 132<br>45% | 374<br>44%   |
| Don't know      | 538<br>26%   | 206<br>21% | 332<br>32% | 75<br>31% | 99<br>29%  | 79<br>23%  | 81<br>22%  | 70<br>23%  | 134<br>30% | 154<br>28% | 151<br>27% | 107<br>24% | 126<br>26% | 70<br>24%  | 204<br>24%   |



# ITV News Index Survey ONLINE Fieldwork: 19th-21st September 2014

Table 31

Q4. Do you agree or disagree with the following statements? Scotland will probably become an independent country in the next 20 years Base: All respondents

|                 |              |            |           |           |            |                  | Reg          | ion          |           |           |            |            |           | ١             | Which of    | the follow  | ving bes     | t describe | s your cur         | rent worki | ng status?     | 1         |
|-----------------|--------------|------------|-----------|-----------|------------|------------------|--------------|--------------|-----------|-----------|------------|------------|-----------|---------------|-------------|-------------|--------------|------------|--------------------|------------|----------------|-----------|
|                 |              |            |           |           |            |                  |              |              |           |           |            |            |           |               |             |             |              |            | Not                | Retired    |                |           |
|                 |              |            |           |           |            | York-            | 147 1        |              |           |           |            |            |           | NET           | Work-       | Work-       | NET:         | Not        | working            | on a       | Retired        |           |
|                 |              | ç          | Scot-     | North     | North      | shire &<br>Humb- | West<br>Mid- | East<br>Mid- |           | East-     |            | South      | South     | NET:<br>Work- | ing<br>full | ing<br>part | Not<br>work- | working    | and not<br>seeking | state      | with a private | House     |
|                 | Total Eng    |            | land      | East      | West       | erside           | lands_       | lands        | Wales     | ern       | London     | East       | West      | ing           | time        | time        | ing          | work       | work               | only       | pension        |           |
| Unweighted base | 2048 17      | 747        | 189       | 91        | 222        | 205              | 163          | 156          | 112       | 202       | 243        | 291        | 174       | 1031          | 683         | 348         | 1017         | 106        | 159                | 166        | 391            | 195       |
| Weighted base   | 2048 17      | 761        | 184       | 82        | 225        | 184              | 184          | 143          | 102       | 205       | 266        | 287        | 184       | 1147          | 901         | 246         | 901          | 89         | 140                | 164        | 336            | 171       |
| Agree           |              | 506<br>29% | 85<br>46% | 28<br>35% | 65<br>29%  | 52<br>28%        | 61<br>33%    | 51<br>35%    | 19<br>18% | 55<br>27% | 72<br>27%  | 79<br>28%  | 43<br>23% | 367<br>32%    | 305<br>34%  | 62<br>25%   | 243<br>27%   | 35<br>39%  | 41<br>29%          | 27<br>16%  | 87<br>26%      | 53<br>31% |
| Disagree        | 900 7<br>44% | 776<br>44% | 72<br>39% | 38<br>46% | 110<br>49% | 89<br>48%        | 79<br>43%    | 62<br>44%    | 52<br>51% | 87<br>42% | 100<br>38% | 136<br>47% | 75<br>41% | 506<br>44%    | 398<br>44%  | 108<br>44%  | 394<br>44%   | 30<br>34%  | 58<br>41%          | 82<br>50%  | 165<br>49%     | 60<br>35% |
| Don't know      | 538 4<br>26% | 479<br>27% | 28<br>15% | 15<br>19% | 50<br>22%  | 43<br>23%        | 45<br>24%    | 30<br>21%    | 31<br>31% | 63<br>31% | 94<br>35%  | 72<br>25%  | 66<br>36% | 274<br>24%    | 198<br>22%  | 76<br>31%   | 264<br>29%   | 25<br>28%  | 41<br>29%          | 56<br>34%  | 84<br>25%      | 59<br>34% |



#### ITV News Index Survey ONLINE Fieldwork: 19th-21st September 2014

Table 32

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

I feel more positive towards David Cameron following the Scottish referendum campaign

Base: All respondents

24%

18%

29%

41%

Gender Age Social Grade Employment Sector Pri-Male Female 18-24 25-34 35-44 45-54 55-64 65+ AB C1 C2 DE Public Total vate Unweighted base 2048 1005 1043 205 351 302 381 340 469 569 608 361 510 260 771 Weighted base 1004 1044 243 345 345 365 304 446 547 568 446 487 294 853 2048 68 93 92 70 155 179 122 Agree 585 308 276 106 172 112 80 252 27% 31% 25% 35% 27% 29% 31% 26% 28% 23% 31% 32% 25% 25% 30% Disagree 980 517 463 76 158 157 193 179 218 252 241 229 259 141 398 31% 47% 48% 46% 49% 46% 42% 51% 48% 179 304 80 55 123 148 106 73 Don't know 483 100 94 73 106 203

22%

18%

16%

23%

26%

24%

22%

25%

24%

27%

24%



# ITV News Index Survey ONLINE Fieldwork: 19th-21st September 2014

Table 32

Q4. Do you agree or disagree with the following statements?
I feel more positive towards David Cameron following the Scottish referendum campaign Base: All respondents

|                 | _          |            |            |           |            |                  | Reg          | ion          |           |            |            |            |           | \             | Nhich of    | the follow  | wing bes     | t describe | s your cur | rent worki | ng status?     | <u>?</u>  |  |
|-----------------|------------|------------|------------|-----------|------------|------------------|--------------|--------------|-----------|------------|------------|------------|-----------|---------------|-------------|-------------|--------------|------------|------------|------------|----------------|-----------|--|
|                 |            |            |            |           |            |                  |              |              |           |            |            |            |           | -             |             |             |              |            | Not        | Retired    |                |           |  |
|                 |            |            |            |           |            | York-            | 14/          | C            |           |            |            |            |           | NICT.         | Work-       | Work-       | NET:         | Not        | working    | on a       | Retired        |           |  |
|                 |            |            | Scot-      | North     | North      | shire &<br>Humb- | West<br>Mid- | East<br>Mid- |           | East-      |            | South      | South     | NET:<br>Work- | ing<br>full | ing<br>part | Not<br>work- | 0          |            | state      | with a private | House     |  |
|                 | Total E    | ngland     | land       | East      | West       | erside           | lands        | lands        | Wales     | ern        | London     | East       | West      | ing           | _time_      | _time_      | ing          | work       | work       | only       | pension        |           |  |
| Unweighted base | 2048       | 1747       | 189        | 91        | 222        | 205              | 163          | 156          | 112       | 202        | 243        | 291        | 174       | 1031          | 683         | 348         | 1017         | 106        | 159        | 166        | 391            | 195       |  |
| Weighted base   | 2048       | 1761       | 184        | 82        | 225        | 184              | 184          | 143          | 102       | 205        | 266        | 287        | 184       | 1147          | 901         | 246         | 901          | 89         | 140        | 164        | 336            | 171       |  |
| Agree           | 585<br>29% | 515<br>29% | 48<br>26%  | 18<br>22% | 61<br>27%  | 56<br>31%        | 65<br>35%    | 46<br>32%    | 22<br>21% | 47<br>23%  | 71<br>27%  | 95<br>33%  | 55<br>30% | 333<br>29%    | 259<br>29%  | 73<br>30%   | 252<br>28%   | 15<br>17%  | 34<br>24%  | 56<br>34%  | 115<br>34%     | 31<br>18% |  |
| Disagree        | 980<br>48% | 810<br>46% | 115<br>62% | 49<br>60% | 115<br>51% | 91<br>49%        | 71<br>39%    | 71<br>50%    | 55<br>54% | 102<br>50% | 115<br>43% | 121<br>42% | 74<br>40% | 538<br>47%    | 445<br>49%  | 93<br>38%   | 442<br>49%   | 56<br>62%  | 64<br>45%  | 84<br>51%  | 159<br>47%     | 79<br>46% |  |
| Don't know      | 483<br>24% | 436<br>25% | 22<br>12%  | 15<br>18% | 49<br>22%  | 37<br>20%        | 48<br>26%    | 26<br>18%    | 25<br>25% | 56<br>27%  | 80<br>30%  | 71<br>25%  | 55<br>30% | 276<br>24%    | 196<br>22%  | 80<br>32%   | 207<br>23%   | 18<br>21%  | 43<br>30%  | 24<br>15%  | 62<br>18%      | 61<br>35% |  |



# ITV News Index Survey ONLINE Fieldwork: 19th-21st September 2014

Table 33

Q4. Do you agree or disagree with the following statements?
The United Kingdom has been damaged by the Scottish referendum campaign Base: All respondents

|                 |            | Ger        | <u>nder</u> |           |            | Ag         | je         |            |            |            | Social (   | <u>Grade</u> |            | Employme   |              |
|-----------------|------------|------------|-------------|-----------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|--------------|
|                 | _Total     | Male       | Female      | 18-24     | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1         | C2           | DE         | Public     | Pri-<br>vate |
| Unweighted base | 2048       | 1005       | 1043        | 205       | 351        | 302        | 381        | 340        | 469        | 569        | 608        | 361          | 510        | 260        | 771          |
| Weighted base   | 2048       | 1004       | 1044        | 243       | 345        | 345        | 365        | 304        | 446        | 547        | 568        | 446          | 487        | 294        | 853          |
| Agree           | 801<br>39% | 461<br>46% | 340<br>33%  | 85<br>35% | 111<br>32% | 123<br>36% | 152<br>42% | 124<br>41% | 206<br>46% | 239<br>44% | 224<br>39% | 180<br>40%   | 158<br>33% | 107<br>37% | 343<br>40%   |
| Disagree        | 834<br>41% | 396<br>39% | 438<br>42%  | 90<br>37% | 136<br>39% | 153<br>44% | 149<br>41% | 123<br>40% | 184<br>41% | 210<br>38% | 241<br>42% | 160<br>36%   | 223<br>46% | 125<br>42% | 338<br>40%   |
| Don't know      | 412<br>20% | 147<br>15% | 266<br>25%  | 68<br>28% | 98<br>28%  | 69<br>20%  | 64<br>18%  | 58<br>19%  | 56<br>13%  | 98<br>18%  | 103<br>18% | 106<br>24%   | 105<br>22% | 62<br>21%  | 172<br>20%   |



# ITV News Index Survey ONLINE Fieldwork: 19th-21st September 2014

Table 33

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

The United Kingdom has been damaged by the Scottish referendum campaign Base: All respondents

|                 |              |                |             |             |           |           | Reg          | ion          |           |           |           |            |           |            | Which of   | the follow  | ving bes   | t describe | s your cur  | rent worki  | ng 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> | <u>England</u> | <u>land</u> | <u>East</u> | West      | erside    | <u>lands</u> | <u>lands</u> | Wales     | ern       | London    | _East_     | West      | ing        | _time_     | <u>time</u> | ing        | work       | <u>work</u> | <u>only</u> | pension    | person    |
| Unweighted base | 2048         | 1747           | 189         | 91          | 222       | 205       | 163          | 156          | 112       | 202       | 243       | 291        | 174       | 1031       | 683        | 348         | 1017       | 106        | 159         | 166         | 391        | 195       |
| Weighted base   | 2048         | 1761           | 184         | 82          | 225       | 184       | 184          | 143          | 102       | 205       | 266       | 287        | 184       | 1147       | 901        | 246         | 901        | 89         | 140         | 164         | 336        | 171       |
| Agree           | 801<br>39%   | 720<br>41%     | 53<br>29%   | 37<br>45%   | 86<br>38% | 82<br>45% | 70<br>38%    | 66<br>46%    | 28<br>27% | 98<br>48% | 93<br>35% | 120<br>42% | 68<br>37% | 451<br>39% | 363<br>40% | 87<br>36%   | 351<br>39% | 35<br>39%  | 48<br>34%   | 54<br>33%   | 160<br>48% | 55<br>32% |
| Disagree        | 834<br>41%   | 671<br>38%     | 112<br>61%  | 27<br>33%   | 89<br>40% | 65<br>36% | 82<br>44%    | 59<br>41%    | 51<br>50% | 74<br>36% | 96<br>36% | 105<br>36% | 75<br>41% | 463<br>40% | 375<br>42% | 88<br>36%   | 371<br>41% | 38<br>43%  | 56<br>40%   | 77<br>47%   | 141<br>42% | 60<br>35% |
| Don't know      | 412<br>20%   | 370<br>21%     | 19<br>10%   | 18<br>22%   | 50<br>22% | 37<br>20% | 32<br>18%    | 19<br>13%    | 23<br>23% | 33<br>16% | 77<br>29% | 63<br>22%  | 41<br>22% | 233<br>20% | 163<br>18% | 71<br>29%   | 179<br>20% | 17<br>19%  | 37<br>26%   | 33<br>20%   | 36<br>11%  | 56<br>33% |



#### ITV News Index Survey ONLINE Fieldwork: 19th-21st September 2014

Table 34

Q4. Do you agree or disagree with the following statements? It is now time to stop Scottish MPs in Westminster voting on laws that only affect England Base: All respondents

|                 |             | Ger        | nder       |            |            | Ag         | je         |            |            |            | Social (   | Grade      |            | Employme   |              |
|-----------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|
|                 | Total       | Male       | Female     | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1         | C2         | DE         | Public     | Pri-<br>vate |
| Unweighted base | 2048        | 1005       | 1043       | 205        | 351        | 302        | 381        | 340        | 469        | 569        | 608        | 361        | 510        | 260        | 771          |
| Weighted base   | 2048        | 1004       | 1044       | 243        | 345        | 345        | 365        | 304        | 446        | 547        | 568        | 446        | 487        | 294        | 853          |
| Agree           | 1323<br>65% | 729<br>73% | 594<br>57% | 120<br>49% | 173<br>50% | 207<br>60% | 249<br>68% | 211<br>69% | 362<br>81% | 357<br>65% | 365<br>64% | 281<br>63% | 321<br>66% | 164<br>56% | 546<br>64%   |
| Disagree        | 311<br>15%  | 143<br>14% | 169<br>16% | 51<br>21%  | 67<br>20%  | 67<br>19%  | 46<br>13%  | 41<br>13%  | 40<br>9%   | 86<br>16%  | 96<br>17%  | 67<br>15%  | 63<br>13%  | 61<br>21%  | 130<br>15%   |
| Don't know      | 414<br>20%  | 132<br>13% | 282<br>27% | 73<br>30%  | 104<br>30% | 71<br>21%  | 70<br>19%  | 52<br>17%  | 44<br>10%  | 105<br>19% | 107<br>19% | 98<br>22%  | 103<br>21% | 69<br>24%  | 177<br>21%   |



#### ITV News Index Survey ONLINE Fieldwork: 19th-21st September 2014

Table 34

Q4. Do you agree or disagree with the following statements? It is now time to stop Scottish MPs in Westminster voting on laws that only affect England Base: All respondents

|                 |           |                   |             |               |                                     | Reg                   | ion                   |           |              |            |               |               | \                    | Which of                     | the follow                   | wing bes                    | t describe                        |  |   | ng status?                     | <u>?</u>        |
|-----------------|-----------|-------------------|-------------|---------------|-------------------------------------|-----------------------|-----------------------|-----------|--------------|------------|---------------|---------------|----------------------|------------------------------|------------------------------|-----------------------------|-----------------------------------|--|---|--------------------------------|-----------------|
|                 | Total Eng | Sco<br>gland land | _           | North<br>West | York-<br>shire &<br>Humb-<br>erside | West<br>Mid-<br>lands | East<br>Mid-<br>lands | Wales     | East-<br>ern | London     | South<br>East | South<br>West | NET:<br>Work-<br>ing | Work-<br>ing<br>full<br>time | Work-<br>ing<br>part<br>time | NET:<br>Not<br>work-<br>ing | Not<br>working<br>seeking<br>work | Not<br>working<br>and not<br>seeking<br>work | Retired<br>on a<br>state<br>pension<br>only | Retired with a private pension | House<br>person |
| Unweighted base | 2048 17   | 747 189           | 91          | 222           | 205                                 | 163                   | 156                   | 112       | 202          | 243        | 291           | 174           | 1031                 | 683                          | 348                          | 1017                        | 106                               | 159  | 166   | 391                            | 195             |
| Weighted base   | 2048 17   | 761 184           | 82          | 225           | 184                                 | 184                   | 143                   | 102       | 205          | 266        | 287           | 184           | 1147                 | 901                          | 246                          | 901                         | 89                                | 140  | 164   | 336                            | 171             |
| Agree           |           | 62 105<br>66% 57  |             | 153<br>68%    | 117<br>63%                          | 132<br>71%            | 110<br>76%            | 55<br>54% | 137<br>67%   | 156<br>59% | 178<br>62%    | 120<br>65%    | 710<br>62%           | 565<br>63%                   | 145<br>59%                   | 613<br>68%                  | 56<br>62%                         | 74<br>53%                                    | 121<br>74%                                  | 278<br>83%                     | 84<br>49%       |
| Disagree        |           | 244 48<br>14% 26  |             | 29<br>13%     | 37<br>20%                           | 23<br>12%             | 12<br>8%              | 19<br>19% | 32<br>16%    | 41<br>15%  | 43<br>15%     | 20<br>11%     | 191<br>17%           | 159<br>18%                   | 32<br>13%                    | 121<br>13%                  | 10<br>12%                         | 26<br>19%                                    | 19<br>12%                                   | 32<br>9%                       | 33<br>19%       |
| Don't know      | -         | 355 31<br>20% 17  | 14<br>% 17% | 43<br>19%     | 31<br>17%                           | 30<br>16%             | 22<br>15%             | 28<br>27% | 36<br>17%    | 69<br>26%  | 66<br>23%     | 45<br>24%     | 246<br>21%           | 178<br>20%                   | 69<br>28%                    | 168<br>19%                  | 23<br>26%                         | 39<br>28%                                    | 24<br>15%                                   | 26<br>8%                       | 55<br>32%       |



# ITV News Index Survey ONLINE Fieldwork: 19th-21st September 2014

Table 35

Q4. Do you agree or disagree with the following statements? England is taken for granted in the United Kingdom

|                 |             | Ger        | nder       |            |            | Ag         | je         |            |            |            | Social (   | Grade      |            | Employme   |              |
|-----------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|
|                 | Total       | Male       | Female     | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1         | C2         | DE         | Public     | Pri-<br>vate |
| Unweighted base | 2048        | 1005       | 1043       | 205        | 351        | 302        | 381        | 340        | 469        | 569        | 608        | 361        | 510        | 260        | 771          |
| Weighted base   | 2048        | 1004       | 1044       | 243        | 345        | 345        | 365        | 304        | 446        | 547        | 568        | 446        | 487        | 294        | 853          |
| Agree           | 1259<br>61% | 668<br>67% | 591<br>57% | 113<br>46% | 164<br>48% | 211<br>61% | 241<br>66% | 191<br>63% | 339<br>76% | 320<br>59% | 333<br>59% | 292<br>65% | 314<br>65% | 151<br>51% | 521<br>61%   |
| Disagree        | 422<br>21%  | 202<br>20% | 220<br>21% | 58<br>24%  | 93<br>27%  | 75<br>22%  | 69<br>19%  | 64<br>21%  | 63<br>14%  | 127<br>23% | 129<br>23% | 78<br>18%  | 89<br>18%  | 81<br>27%  | 183<br>21%   |
| Don't know      | 367<br>18%  | 133<br>13% | 233<br>22% | 73<br>30%  | 87<br>25%  | 59<br>17%  | 55<br>15%  | 50<br>16%  | 43<br>10%  | 100<br>18% | 106<br>19% | 76<br>17%  | 84<br>17%  | 62<br>21%  | 149<br>17%   |



# ITV News Index Survey ONLINE Fieldwork: 19th-21st September 2014

Table 35

Q4. Do you agree or disagree with the following statements? England is taken for granted in the United Kingdom

|                 |                   |                   |               |               |                                     | Reg                   | ion                   |           |              |            |               |               | \                    | Nhich of                     | the follow                   | wing bes                    | t describe                        | s your cur                                   | rent worki                      | ng status?                     | <u> </u>        |
|-----------------|-------------------|-------------------|---------------|---------------|-------------------------------------|-----------------------|-----------------------|-----------|--------------|------------|---------------|---------------|----------------------|------------------------------|------------------------------|-----------------------------|-----------------------------------|--|---------------------------------|--------------------------------|-----------------|
|                 | _Total_ Engla     | Scot-<br>and land | North<br>East | North<br>West | York-<br>shire &<br>Humb-<br>erside | West<br>Mid-<br>lands | East<br>Mid-<br>lands | Wales     | East-<br>ern | London     | South<br>East | South<br>West | NET:<br>Work-<br>ing | Work-<br>ing<br>full<br>time | Work-<br>ing<br>part<br>time | NET:<br>Not<br>work-<br>ing | Not<br>working<br>seeking<br>work | Not<br>working<br>and not<br>seeking<br>work | Retired on a state pension only | Retired with a private pension | House<br>person |
| Unweighted base | 2048 174          | 7 189             | 91            | 222           | 205                                 | 163                   | 156                   | 112       | 202          | 243        | 291           | 174           | 1031                 | 683                          | 348                          | 1017                        | 106                               | 159  | 166                             | 391                            | 195             |
| Weighted base   | 2048 176          | 1 184             | 82            | 225           | 184                                 | 184                   | 143                   | 102       | 205          | 266        | 287           | 184           | 1147                 | 901                          | 246                          | 901                         | 89                                | 140  | 164                             | 336                            | 171             |
| Agree           | 1259 118<br>61% 6 | 4 43<br>7% 23%    | 59<br>72%     | 153<br>68%    | 127<br>69%                          | 136<br>74%            | 106<br>74%            | 33<br>32% | 143<br>70%   | 157<br>59% | 179<br>63%    | 123<br>67%    | 672<br>59%           | 523<br>58%                   | 150<br>61%                   | 587<br>65%                  | 45<br>51%                         | 69<br>49%                                    | 117<br>71%                      | 254<br>76%                     | 102<br>59%      |
| Disagree        | 422 25<br>21% 1   | 4 117<br>4% 64%   | 9<br>11%      | 36<br>16%     | 27<br>15%                           | 22<br>12%             | 20<br>14%             | 51<br>50% | 27<br>13%    | 46<br>17%  | 52<br>18%     | 14<br>8%      | 263<br>23%           | 220<br>24%                   | 43<br>18%                    | 159<br>18%                  | 16<br>18%                         | 41<br>29%                                    | 28<br>17%                       | 48<br>14%                      | 26<br>15%       |
| Don't know      | 367 32<br>18% 1   | 4 24<br>3% 13%    | 14<br>18%     | 36<br>16%     | 29<br>16%                           | 26<br>14%             | 17<br>12%             | 19<br>18% | 35<br>17%    | 63<br>24%  | 56<br>19%     | 47<br>25%     | 211<br>18%           | 158<br>18%                   | 53<br>21%                    | 155<br>17%                  | 28<br>32%                         | 30<br>22%                                    | 20<br>12%                       | 33<br>10%                      | 44<br>26%       |

