

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: andrew.hawkins@comres.co.uk

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

ITV News Index Survey

ONLINE Fieldwork: 19th-21st September 2014

Absolutes/col percents

Table 1

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**Base: All respondents**

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

ITV News Index Survey

ONLINE Fieldwork: 19th-21st September 2014

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

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	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 52%	556 55%	515 49%	98 40%	163 47%	174 50%	211 58%	186 61%	238 53%	283 52%	279 49%	240 54%	269 55%	145 49%	414 49%
Intelligent	881 43%	465 46%	416 40%	84 35%	102 30%	118 34%	166 45%	141 46%	270 60%	265 48%	272 48%	159 36%	185 38%	127 43%	339 40%
Is statesmanlike	752 37%	402 40%	350 34%	47 19%	76 22%	130 38%	150 41%	122 40%	227 51%	223 41%	230 40%	134 30%	165 34%	93 32%	295 35%
Competent	665 32%	364 36%	301 29%	52 21%	81 24%	92 27%	133 36%	113 37%	194 44%	187 34%	213 37%	126 28%	139 29%	80 27%	273 32%
Can get things done	640 31%	345 34%	295 28%	60 25%	83 24%	95 27%	126 35%	89 29%	186 42%	180 33%	204 36%	132 30%	124 26%	84 29%	249 29%
Has the right policies for Britain's future	522 26%	285 28%	238 23%	45 18%	59 17%	84 24%	91 25%	77 25%	167 37%	155 28%	161 28%	101 23%	105 22%	63 22%	218 26%
Trustworthy	411 20%	215 21%	196 19%	39 16%	41 12%	68 20%	66 18%	59 19%	138 31%	114 21%	128 23%	81 18%	88 18%	41 14%	178 21%
Comes across as someone like me	257 13%	141 14%	116 11%	24 10%	32 9%	40 12%	37 10%	34 11%	89 20%	82 15%	72 13%	50 11%	54 11%	21 7%	110 13%
Weird	176 9%	88 9%	88 8%	23 10%	41 12%	41 12%	26 7%	26 9%	19 4%	40 7%	37 7%	36 8%	64 13%	19 7%	89 10%
None of the above	195 10%	67 7%	127 12%	49 20%	55 16%	38 11%	30 8%	12 4%	11 2%	38 7%	62 11%	44 10%	50 10%	35 12%	94 11%

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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

Base: All respondents

	Region												Which of the following best describes your current working status?									
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House 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 52%	911 52%	109 59%	50 61%	127 56%	101 55%	97 53%	76 53%	50 49%	114 56%	119 45%	132 46%	95 52%	559 49%	445 49%	114 47%	511 57%	64 71%	71 50%	91 55%	188 56%	98 58%
Intelligent	881 43%	764 43%	71 38%	37 45%	91 40%	75 41%	83 45%	70 49%	47 46%	93 46%	87 33%	141 49%	87 47%	466 41%	358 40%	108 44%	415 46%	25 28%	55 39%	81 49%	212 63%	43 25%
Is statesmanlike	752 37%	667 38%	52 28%	32 39%	88 39%	68 37%	79 43%	59 41%	34 33%	77 38%	85 32%	116 40%	63 34%	387 34%	302 33%	86 35%	365 40%	22 25%	41 29%	86 52%	176 52%	40 23%
Competent	665 32%	582 33%	48 26%	21 26%	68 30%	62 34%	62 33%	53 37%	36 35%	64 31%	73 28%	113 39%	65 36%	353 31%	271 30%	82 33%	313 35%	15 17%	37 26%	72 44%	152 45%	36 21%
Can get things done	640 31%	549 31%	57 31%	24 29%	63 28%	58 31%	61 33%	50 35%	35 34%	60 29%	78 29%	93 33%	61 33%	333 29%	257 28%	76 31%	307 34%	18 20%	44 31%	66 40%	138 41%	40 24%
Has the right policies for Britain's future	522 26%	461 26%	33 18%	14 18%	57 25%	45 25%	52 28%	50 35%	28 27%	54 26%	56 21%	87 30%	46 25%	281 25%	216 24%	65 26%	241 27%	8 9%	23 16%	52 32%	132 39%	27 16%
Trustworthy	411 20%	371 21%	23 12%	7 9%	41 18%	37 20%	40 21%	33 23%	17 16%	40 20%	56 21%	71 25%	47 25%	218 19%	166 18%	53 21%	193 21%	7 7%	19 13%	45 28%	102 30%	20 11%
Comes across as someone like me	257 13%	230 13%	15 8%	7 9%	24 11%	18 10%	24 13%	26 18%	12 12%	23 11%	41 15%	44 15%	22 12%	131 11%	92 10%	39 16%	126 14%	4 5%	16 11%	35 21%	62 18%	10 6%
Weird	176 9%	153 9%	16 9%	4 5%	20 9%	13 7%	16 9%	11 7%	7 7%	16 8%	37 14%	20 7%	16 9%	109 9%	86 10%	22 9%	68 8%	14 16%	11 8%	7 4%	16 5%	20 12%
None of the above	195 10%	163 9%	15 8%	9 11%	12 5%	15 8%	8 4%	9 6%	17 16%	19 9%	36 13%	27 9%	28 15%	129 11%	95 11%	33 14%	66 7%	8 9%	19 14%	5 3%	7 2%	27 16%

ITV News Index Survey

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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

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	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 36%	394 39%	353 34%	78 32%	93 27%	113 33%	134 37%	126 42%	203 46%	198 36%	212 37%	164 37%	173 36%	105 36%	292 34%
Intelligent	664 32%	349 35%	315 30%	54 22%	103 30%	105 30%	115 31%	116 38%	171 38%	190 35%	173 30%	135 30%	166 34%	93 32%	256 30%
Weird	632 31%	345 34%	287 27%	68 28%	69 20%	109 32%	109 30%	103 34%	174 39%	184 34%	191 34%	122 27%	134 28%	75 25%	259 30%
Has the right policies for Britain's future	403 20%	193 19%	210 20%	51 21%	74 21%	74 22%	79 22%	65 21%	60 13%	116 21%	100 18%	84 19%	103 21%	69 24%	152 18%
Competent	391 19%	205 20%	187 18%	33 13%	73 21%	68 20%	84 23%	70 23%	64 14%	98 18%	109 19%	79 18%	106 22%	65 22%	146 17%
Trustworthy	385 19%	205 20%	180 17%	34 14%	68 20%	73 21%	76 21%	60 20%	73 16%	113 21%	103 18%	74 17%	95 19%	59 20%	153 18%
Can get things done	340 17%	173 17%	167 16%	27 11%	74 21%	67 19%	64 18%	44 15%	63 14%	89 16%	77 14%	74 17%	101 21%	60 21%	134 16%
Comes across as someone like me	300 15%	157 16%	144 14%	32 13%	49 14%	52 15%	68 19%	51 17%	49 11%	81 15%	68 12%	58 13%	93 19%	51 17%	118 14%
Is statesmanlike	191 9%	114 11%	76 7%	20 8%	33 10%	41 12%	36 10%	27 9%	34 8%	50 9%	51 9%	38 8%	52 11%	30 10%	80 9%
None of the above	295 14%	117 12%	178 17%	49 20%	77 22%	50 14%	44 12%	36 12%	39 9%	70 13%	88 15%	67 15%	70 14%	53 18%	129 15%

ITV News Index Survey

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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

Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	NET: Working	Work-ing full time	Work-ing part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	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 36%	630 36%	85 46%	28 34%	72 32%	68 37%	69 38%	70 49%	32 32%	64 31%	75 28%	115 40%	70 38%	397 35%	323 36%	74 30%	350 39%	25 28%	40 29%	78 47%	156 46%	51 30%
Intelligent	664 32%	577 33%	54 29%	33 40%	77 34%	61 33%	49 26%	52 36%	33 32%	79 39%	90 34%	80 28%	57 31%	349 30%	278 31%	71 29%	316 35%	27 30%	44 31%	56 34%	144 43%	45 27%
Weird	632 31%	571 32%	38 21%	22 27%	52 23%	55 30%	79 43%	47 33%	23 22%	73 36%	84 32%	98 34%	61 33%	334 29%	259 29%	75 30%	299 33%	28 31%	32 23%	58 35%	139 41%	42 24%
Has the right policies for Britain's future	403 20%	347 20%	37 20%	19 23%	54 24%	37 20%	33 18%	24 17%	20 19%	40 20%	59 22%	51 18%	30 16%	221 19%	183 20%	38 16%	181 20%	22 25%	35 25%	32 19%	46 14%	47 27%
Competent	391 19%	333 19%	37 20%	17 20%	61 27%	27 15%	29 16%	23 16%	21 20%	35 17%	66 25%	47 16%	29 16%	211 18%	173 19%	38 15%	181 20%	21 23%	30 21%	34 21%	49 15%	47 28%
Trustworthy	385 19%	335 19%	34 19%	17 21%	53 24%	30 16%	35 19%	23 16%	15 15%	37 18%	68 26%	47 16%	24 13%	213 19%	176 20%	36 15%	172 19%	22 24%	24 17%	31 19%	58 17%	38 22%
Can get things done	340 17%	289 16%	30 16%	16 19%	42 19%	22 12%	24 13%	25 17%	21 21%	40 19%	56 21%	40 14%	23 13%	195 17%	161 18%	33 14%	145 16%	14 15%	20 14%	36 22%	37 11%	39 23%
Comes across as someone like me	300 15%	259 15%	27 15%	12 15%	45 20%	31 17%	26 14%	21 15%	14 14%	25 12%	50 19%	33 11%	15 8%	169 15%	141 16%	28 12%	131 15%	19 22%	24 17%	25 15%	34 10%	28 17%
Is statesmanlike	191 9%	161 9%	19 11%	10 12%	11 5%	16 9%	10 6%	10 7%	10 10%	19 9%	42 16%	24 8%	19 10%	110 10%	88 10%	22 9%	80 9%	9 10%	13 9%	15 9%	24 7%	19 11%
None of the above	295 14%	239 14%	28 15%	10 12%	31 14%	27 15%	14 8%	16 11%	28 27%	28 14%	41 15%	39 14%	32 18%	182 16%	133 15%	49 20%	113 13%	17 19%	24 17%	11 7%	29 9%	33 19%

ITV News Index Survey

ONLINE Fieldwork: 19th-21st September 2014

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

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	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 46%	503 50%	434 42%	94 39%	118 34%	148 43%	179 49%	167 55%	230 52%	257 47%	246 43%	210 47%	224 46%	114 39%	389 46%
Intelligent	549 27%	298 30%	251 24%	51 21%	72 21%	76 22%	97 27%	95 31%	158 35%	156 28%	174 31%	101 23%	119 25%	70 24%	214 25%
Weird	314 15%	179 18%	135 13%	39 16%	53 15%	56 16%	57 15%	41 13%	69 15%	90 17%	82 14%	67 15%	74 15%	29 10%	144 17%
Competent	216 11%	118 12%	98 9%	28 11%	42 12%	28 8%	32 9%	30 10%	57 13%	55 10%	55 10%	51 11%	56 11%	24 8%	86 10%
Trustworthy	210 10%	104 10%	106 10%	23 9%	40 12%	38 11%	27 7%	29 10%	54 12%	48 9%	66 12%	52 12%	45 9%	35 12%	72 8%
Comes across as someone like me	173 8%	84 8%	89 9%	28 12%	26 8%	30 9%	28 8%	21 7%	39 9%	53 10%	49 9%	35 8%	36 7%	34 12%	73 9%
Has the right policies for Britain's future	152 7%	68 7%	84 8%	19 8%	35 10%	24 7%	17 5%	21 7%	35 8%	50 9%	38 7%	29 7%	35 7%	19 6%	68 8%
Can get things done	149 7%	79 8%	70 7%	23 10%	22 6%	31 9%	22 6%	18 6%	33 7%	31 6%	43 7%	42 9%	33 7%	22 7%	69 8%
Is statesmanlike	119 6%	60 6%	60 6%	13 5%	22 6%	26 8%	14 4%	20 7%	24 5%	33 6%	24 4%	25 6%	37 8%	9 3%	55 6%
None of the above	401 20%	154 15%	246 24%	62 25%	85 25%	73 21%	76 21%	49 16%	56 13%	107 20%	119 21%	89 20%	86 18%	75 25%	171 20%

ITV News Index Survey

ONLINE Fieldwork: 19th-21st September 2014

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

Base: All respondents

	Region												Which of the following best describes your current working status?									
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	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 46%	799 45%	94 51%	41 51%	119 53%	75 41%	89 48%	70 49%	44 43%	87 43%	111 42%	121 42%	86 46%	502 44%	403 45%	99 40%	434 48%	49 55%	55 39%	79 48%	176 52%	75 44%
Intelligent	549 27%	471 27%	44 24%	21 26%	57 25%	47 25%	41 22%	42 30%	35 34%	63 31%	65 24%	80 28%	54 29%	284 25%	222 25%	61 25%	266 29%	18 20%	37 26%	50 30%	134 40%	26 15%
Weird	314 15%	281 16%	22 12%	11 13%	34 15%	28 15%	36 20%	20 14%	11 11%	39 19%	51 19%	39 13%	24 13%	173 15%	142 16%	31 13%	141 16%	17 19%	23 16%	24 15%	49 14%	28 16%
Competent	216 11%	180 10%	27 15%	7 9%	22 10%	15 8%	14 8%	15 10%	9 9%	20 10%	25 10%	35 12%	27 15%	110 10%	87 10%	23 9%	106 12%	6 7%	21 15%	23 14%	43 13%	13 8%
Trustworthy	210 10%	176 10%	24 13%	3 4%	23 10%	14 8%	18 10%	12 8%	10 10%	21 10%	34 13%	33 12%	19 10%	108 9%	88 10%	19 8%	102 11%	7 8%	18 13%	20 12%	43 13%	15 9%
Comes across as someone like me	173 8%	152 9%	13 7%	2 2%	18 8%	14 8%	14 8%	15 11%	8 8%	23 11%	21 8%	30 10%	15 8%	107 9%	84 9%	23 10%	66 7%	3 4%	9 6%	10 6%	31 9%	12 7%
Has the right policies for Britain's future	152 7%	132 8%	13 7%	5 6%	16 7%	15 8%	9 5%	13 9%	6 6%	17 8%	17 6%	30 10%	11 6%	87 8%	72 8%	15 6%	64 7%	7 8%	9 6%	14 9%	27 8%	7 4%
Can get things done	149 7%	127 7%	15 8%	8 10%	13 6%	11 6%	12 7%	6 4%	7 7%	16 8%	24 9%	26 9%	12 6%	91 8%	74 8%	17 7%	58 6%	3 3%	9 6%	10 6%	24 7%	12 7%
Is statesmanlike	119 6%	106 6%	7 4%	5 6%	8 4%	20 11%	10 6%	11 8%	7 7%	12 6%	24 9%	14 5%	2 1%	64 6%	52 6%	12 5%	55 6%	5 6%	13 9%	11 7%	17 5%	10 6%
None of the above	401 20%	340 19%	34 18%	14 17%	33 15%	42 23%	31 17%	22 15%	28 27%	48 23%	46 17%	54 19%	48 26%	246 21%	184 20%	62 25%	154 17%	13 14%	33 23%	25 15%	42 13%	42 25%

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Absolutes/col percents

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

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	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 33%	327 33%	344 33%	77 32%	120 35%	96 28%	120 33%	103 34%	155 35%	192 35%	198 35%	129 29%	151 31%	92 31%	265 31%
Intelligent	598 29%	348 35%	250 24%	48 20%	50 14%	83 24%	106 29%	99 33%	213 48%	161 29%	168 30%	130 29%	139 29%	71 24%	215 25%
Has the right policies for Britain's future	503 25%	283 28%	220 21%	41 17%	53 15%	74 21%	97 27%	86 28%	152 34%	122 22%	113 20%	137 31%	130 27%	58 20%	195 23%
Out of touch with ordinary people	492 24%	219 22%	273 26%	81 33%	100 29%	83 24%	88 24%	64 21%	75 17%	142 26%	145 26%	95 21%	110 23%	75 26%	211 25%
Comes across as someone like me	412 20%	254 25%	158 15%	34 14%	32 9%	61 18%	77 21%	71 23%	137 31%	111 20%	89 16%	110 25%	102 21%	35 12%	155 18%
Can get things done	390 19%	230 23%	160 15%	46 19%	45 13%	68 20%	77 21%	52 17%	102 23%	120 22%	92 16%	87 19%	91 19%	44 15%	156 18%
Competent	384 19%	235 23%	149 14%	38 16%	36 10%	55 16%	70 19%	58 19%	127 29%	100 18%	94 17%	92 21%	98 20%	42 14%	139 16%
Trustworthy	301 15%	191 19%	110 11%	25 10%	30 9%	55 16%	55 15%	38 13%	97 22%	79 14%	64 11%	88 20%	69 14%	26 9%	128 15%
Is statesmanlike	238 12%	144 14%	95 9%	36 15%	28 8%	35 10%	44 12%	39 13%	56 13%	68 12%	62 11%	53 12%	55 11%	30 10%	93 11%
None of the above	321 16%	124 12%	197 19%	49 20%	68 20%	74 21%	53 15%	40 13%	38 9%	85 16%	93 16%	65 15%	78 16%	50 17%	149 17%

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Absolutes/col percents

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

Base: All respondents

	Region												Which of the following best describes your current working status?									
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	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 33%	553 31%	79 43%	29 36%	76 34%	67 36%	57 31%	39 27%	38 37%	55 27%	98 37%	83 29%	49 27%	357 31%	282 31%	75 31%	314 35%	30 33%	50 35%	56 34%	120 36%	58 34%
Intelligent	598 29%	532 30%	36 19%	27 33%	64 29%	60 33%	51 28%	48 33%	30 30%	66 32%	69 26%	84 29%	62 34%	285 25%	216 24%	70 28%	312 35%	20 22%	28 20%	60 36%	168 50%	37 22%
Has the right policies for Britain's future	503 25%	458 26%	21 11%	25 30%	56 25%	48 26%	53 29%	43 30%	24 24%	65 32%	49 19%	73 25%	46 25%	253 22%	203 23%	51 21%	250 28%	24 26%	27 19%	54 33%	106 32%	39 23%
Out of touch with ordinary people	492 24%	397 23%	70 38%	17 21%	56 25%	42 23%	43 23%	29 20%	25 25%	44 21%	63 24%	62 21%	42 23%	287 25%	239 27%	48 19%	206 23%	25 27%	51 37%	36 22%	57 17%	37 22%
Comes across as someone like me	412 20%	381 22%	20 11%	20 24%	58 26%	41 22%	43 23%	32 22%	11 11%	50 24%	37 14%	65 23%	36 20%	190 17%	148 16%	43 17%	222 25%	19 21%	19 13%	43 26%	108 32%	33 19%
Can get things done	390 19%	354 20%	15 8%	12 15%	43 19%	36 19%	53 29%	33 23%	21 20%	42 20%	40 15%	59 20%	37 20%	200 17%	163 18%	37 15%	190 21%	21 24%	28 20%	27 17%	84 25%	29 17%
Competent	384 19%	349 20%	23 13%	11 14%	45 20%	43 23%	40 22%	25 17%	12 11%	55 27%	41 15%	57 20%	32 17%	181 16%	147 16%	34 14%	203 22%	21 23%	26 18%	41 25%	87 26%	28 17%
Trustworthy	301 15%	278 16%	14 8%	11 13%	28 12%	26 14%	35 19%	26 18%	9 8%	43 21%	38 14%	44 15%	27 15%	153 13%	122 14%	31 13%	148 16%	14 16%	15 10%	30 18%	66 20%	23 14%
Is statesmanlike	238 12%	217 12%	12 6%	13 16%	25 11%	26 14%	28 15%	18 12%	9 9%	22 11%	28 11%	34 12%	23 12%	123 11%	100 11%	23 9%	115 13%	16 18%	21 15%	13 8%	44 13%	21 12%
None of the above	321 16%	276 16%	26 14%	11 14%	36 16%	24 13%	19 10%	21 15%	19 19%	32 16%	43 16%	53 19%	36 20%	198 17%	153 17%	46 19%	123 14%	16 18%	30 22%	22 14%	23 7%	31 18%

ITV News Index Survey

ONLINE Fieldwork: 19th-21st September 2014

Absolutes/col percents

Table 6
Q2. Which party do you trust most to ...?
Summary table
Base: All respondents

	Policy Area											
	Control immigration	Keep down the cost of everyday items, such as food, energy and travel	Manage the NHS	Promote economic growth	Make sure the benefits of economic growth are felt by all	Make the welfare system fairer	Reduce the Government's budget deficit	Redefine Britain's relationship with the EU	Provide adequate care for the elderly	Improve housing affordability	Reduce crime and anti-social behaviour	Improve the education system
Unweighted base	2048	2048	2048	2048	2048	2048	2048	2048	2048	2048	2048	2048
Weighted base	2048	2048	2048	2048	2048	2048	2048	2048	2048	2048	2048	2048
The Conservative Party	333 16%	394 19%	407 20%	699 34%	481 23%	474 23%	808 39%	462 23%	309 15%	361 18%	590 29%	490 24%
The Labour Party	242 12%	568 28%	600 29%	408 20%	539 26%	572 28%	295 14%	301 15%	529 26%	565 28%	353 17%	502 25%
The Liberal Democrats	81 4%	105 5%	138 7%	86 4%	129 6%	119 6%	84 4%	100 5%	196 10%	105 5%	87 4%	161 8%
UKIP	881 43%	183 9%	179 9%	218 11%	234 11%	261 13%	189 9%	621 30%	163 8%	171 8%	284 14%	183 9%
Don't know	512 25%	797 39%	724 35%	637 31%	665 32%	622 30%	672 33%	563 27%	851 42%	846 41%	735 36%	712 35%

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

Absolutes/col percents

Table 7
Q2. Which party do you trust most to ...?
Control immigration
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	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
UKIP	881 43%	477 48%	404 39%	79 33%	108 31%	130 38%	172 47%	150 49%	242 54%	229 42%	226 40%	218 49%	207 43%	120 41%	339 40%
The Conservative Party	333 16%	166 17%	167 16%	40 17%	61 18%	58 17%	54 15%	32 10%	87 20%	87 16%	109 19%	56 13%	80 16%	37 13%	157 18%
The Labour Party	242 12%	121 12%	121 12%	28 12%	43 13%	60 17%	47 13%	40 13%	24 5%	66 12%	62 11%	55 12%	60 12%	55 19%	93 11%
The Liberal Democrats	81 4%	38 4%	42 4%	11 4%	27 8%	15 4%	5 1%	12 4%	10 2%	19 4%	23 4%	21 5%	17 3%	12 4%	41 5%
Don't know	512 25%	201 20%	311 30%	85 35%	105 30%	82 24%	88 24%	70 23%	82 18%	146 27%	148 26%	95 21%	123 25%	70 24%	222 26%

ITV News Index Survey

ONLINE Fieldwork: 19th-21st September 2014

Absolutes/col percents

Table 7
Q2. Which party do you trust most to ...?
Control immigration
Base: All respondents

	Region												Which of the following best describes your current working status?									
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	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
UKIP	881 43%	779 44%	58 32%	46 56%	88 39%	87 47%	90 49%	71 50%	43 42%	105 51%	86 32%	131 46%	77 42%	459 40%	358 40%	101 41%	422 47%	39 43%	52 37%	80 49%	187 56%	64 37%
The Conservative Party	333 16%	287 16%	23 12%	10 13%	38 17%	27 15%	39 21%	19 13%	22 22%	26 13%	42 16%	54 19%	32 17%	194 17%	156 17%	38 16%	138 15%	6 7%	24 17%	37 22%	52 16%	19 11%
The Labour Party	242 12%	211 12%	22 12%	11 14%	34 15%	22 12%	18 10%	17 12%	10 9%	18 9%	50 19%	25 9%	16 9%	147 13%	123 14%	25 10%	95 11%	12 13%	18 13%	16 10%	20 6%	30 17%
The Liberal Democrats	81 4%	64 4%	13 7%	1 1%	6 2%	4 2%	5 3%	6 4%	4 4%	16 8%	14 5%	10 3%	3 1%	54 5%	44 5%	9 4%	27 3%	3 3%	8 6%	1 *	11 3%	5 3%
Don't know	512 25%	420 24%	69 37%	14 17%	60 27%	44 24%	31 17%	31 21%	23 23%	41 20%	74 28%	66 23%	57 31%	293 26%	220 24%	72 29%	219 24%	30 33%	39 28%	31 19%	65 19%	54 31%

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

Absolutes/col percents

Table 8

Q2. Which party do you trust most to ...?**Keep down the cost of everyday items, such as food, energy and travel****Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	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
The Labour Party	568 28%	278 28%	290 28%	64 26%	108 31%	109 32%	110 30%	90 30%	87 20%	154 28%	161 28%	113 25%	141 29%	102 35%	235 28%
The Conservative Party	394 19%	228 23%	166 16%	42 17%	46 13%	62 18%	60 16%	58 19%	126 28%	112 21%	110 19%	89 20%	83 17%	49 17%	159 19%
UKIP	183 9%	105 10%	78 7%	16 7%	21 6%	41 12%	34 9%	28 9%	43 10%	38 7%	56 10%	47 10%	42 9%	21 7%	81 9%
The Liberal Democrats	105 5%	47 5%	57 5%	13 5%	20 6%	24 7%	13 4%	16 5%	19 4%	35 6%	26 5%	20 4%	24 5%	8 3%	56 7%
Don't know	797 39%	345 34%	453 43%	108 44%	150 43%	108 31%	148 41%	112 37%	171 38%	209 38%	215 38%	177 40%	197 40%	114 39%	321 38%

ITV News Index Survey

ONLINE Fieldwork: 19th-21st September 2014

Absolutes/col percents

Table 8

Q2. Which party do you trust most to ...?**Keep down the cost of everyday items, such as food, energy and travel****Base: All respondents**

	Region												Which of the following best describes your current working status?									
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	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
The Labour Party	568 28%	488 28%	56 30%	29 36%	73 32%	45 24%	61 33%	37 26%	24 24%	56 27%	86 32%	65 23%	37 20%	337 29%	275 31%	62 25%	231 26%	30 34%	38 27%	37 23%	71 21%	55 32%
The Conservative Party	394 19%	357 20%	24 13%	11 14%	44 19%	40 21%	37 20%	36 25%	13 13%	40 19%	40 15%	73 25%	37 20%	208 18%	162 18%	46 19%	186 21%	7 7%	26 19%	38 23%	95 28%	20 12%
UKIP	183 9%	172 10%	3 2%	5 7%	14 6%	27 15%	20 11%	15 10%	8 8%	29 14%	17 6%	29 10%	16 9%	102 9%	80 9%	22 9%	81 9%	15 17%	11 8%	15 9%	28 8%	12 7%
The Liberal Democrats	105 5%	84 5%	11 6%	1 2%	11 5%	8 4%	2 1%	9 6%	10 9%	13 6%	18 7%	16 5%	7 4%	64 6%	49 5%	15 6%	40 4%	3 4%	9 7%	9 5%	13 4%	6 3%
Don't know	797 39%	659 37%	90 49%	35 42%	84 37%	65 35%	64 35%	46 32%	47 46%	68 33%	105 40%	105 37%	87 47%	435 38%	335 37%	101 41%	362 40%	34 39%	55 39%	65 40%	129 38%	78 46%

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

Absolutes/col percents

Table 9
Q2. Which party do you trust most to ...?
Manage the NHS
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	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
The Labour Party	600 29%	314 31%	286 27%	54 22%	100 29%	120 35%	124 34%	99 32%	103 23%	168 31%	163 29%	118 26%	152 31%	100 34%	249 29%
The Conservative Party	407 20%	222 22%	185 18%	45 19%	58 17%	49 14%	58 16%	55 18%	141 32%	118 22%	122 21%	81 18%	85 18%	38 13%	168 20%
UKIP	179 9%	96 10%	83 8%	17 7%	19 5%	42 12%	24 7%	30 10%	47 11%	44 8%	49 9%	43 10%	43 9%	24 8%	80 9%
The Liberal Democrats	138 7%	73 7%	65 6%	18 8%	28 8%	30 9%	26 7%	19 6%	16 4%	38 7%	35 6%	30 7%	35 7%	26 9%	71 8%
Don't know	724 35%	299 30%	425 41%	109 45%	140 40%	103 30%	133 36%	101 33%	139 31%	180 33%	199 35%	175 39%	171 35%	107 36%	285 33%

ITV News Index Survey

ONLINE Fieldwork: 19th-21st September 2014

Absolutes/col percents

Table 9
Q2. Which party do you trust most to ...?
Manage the NHS
Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	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
The Labour Party	600 29%	522 30%	49 27%	30 37%	74 33%	53 29%	53 29%	52 36%	28 27%	48 23%	94 35%	76 27%	43 23%	349 30%	285 32%	64 26%	251 28%	31 35%	39 28%	42 25%	85 25%	54 32%
The Conservative Party	407 20%	367 21%	29 16%	11 14%	41 18%	36 19%	39 21%	34 24%	11 10%	43 21%	42 16%	78 27%	42 23%	206 18%	157 17%	49 20%	201 22%	5 6%	24 17%	48 29%	103 31%	22 13%
UKIP	179 9%	163 9%	8 5%	8 10%	15 7%	23 13%	19 10%	10 7%	7 7%	24 12%	22 8%	24 8%	18 10%	103 9%	83 9%	21 8%	75 8%	9 10%	11 8%	17 10%	27 8%	12 7%
The Liberal Democrats	138 7%	119 7%	10 6%	4 4%	14 6%	6 3%	11 6%	10 7%	9 9%	25 12%	19 7%	20 7%	12 6%	97 8%	84 9%	13 5%	41 5%	6 7%	8 5%	6 4%	14 4%	7 4%
Don't know	724 35%	590 34%	87 47%	29 35%	82 37%	67 36%	62 33%	36 25%	48 46%	64 31%	90 34%	89 31%	70 38%	392 34%	292 32%	99 40%	333 37%	38 42%	59 42%	52 32%	107 32%	76 44%

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

Absolutes/col percents

Table 10

Q2. Which party do you trust most to ...?**Promote economic growth****Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	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
The Conservative Party	699 34%	391 39%	308 29%	62 25%	74 21%	105 30%	129 35%	108 35%	222 50%	218 40%	228 40%	118 26%	136 28%	94 32%	278 33%
The Labour Party	408 20%	200 20%	207 20%	42 17%	78 23%	94 27%	84 23%	56 18%	56 12%	104 19%	98 17%	96 21%	110 23%	73 25%	166 20%
UKIP	218 11%	119 12%	98 9%	27 11%	35 10%	42 12%	24 7%	38 12%	51 11%	47 9%	55 10%	66 15%	50 10%	25 9%	107 13%
The Liberal Democrats	86 4%	46 5%	40 4%	9 4%	21 6%	18 5%	5 1%	15 5%	17 4%	25 5%	29 5%	13 3%	19 4%	13 5%	39 5%
Don't know	637 31%	247 25%	390 37%	103 42%	137 40%	86 25%	123 34%	88 29%	100 22%	154 28%	157 28%	154 35%	172 35%	89 30%	263 31%

ITV News Index Survey

ONLINE Fieldwork: 19th-21st September 2014

Absolutes/col percents

Table 10

Q2. Which party do you trust most to ...?**Promote economic growth****Base: All respondents**

	Region												Which of the following best describes your current working status?									
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	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
The Conservative Party	699 34%	622 35%	45 24%	25 31%	75 33%	58 32%	59 32%	66 46%	32 31%	74 36%	72 27%	122 43%	71 38%	371 32%	283 31%	89 36%	328 36%	11 12%	44 31%	68 41%	175 52%	30 18%
The Labour Party	408 20%	350 20%	38 21%	20 25%	60 26%	34 19%	39 21%	24 16%	21 20%	41 20%	67 25%	43 15%	22 12%	239 21%	199 22%	40 16%	169 19%	21 23%	24 17%	27 17%	45 13%	52 30%
UKIP	218 11%	205 12%	5 3%	7 9%	19 9%	27 15%	27 15%	19 13%	7 7%	27 13%	27 10%	34 12%	17 9%	132 12%	109 12%	23 9%	85 9%	11 12%	12 8%	19 12%	33 10%	11 6%
The Liberal Democrats	86 4%	70 4%	9 5%	5 6%	9 4%	2 1%	8 4%	3 2%	7 7%	11 5%	18 7%	11 4%	4 2%	52 5%	43 5%	9 4%	34 4%	5 5%	10 7%	8 5%	11 3%	1 1%
Don't know	637 31%	514 29%	88 48%	25 30%	62 27%	62 34%	52 28%	33 23%	35 34%	52 25%	81 31%	77 27%	71 38%	352 31%	267 30%	85 35%	285 32%	43 48%	51 37%	42 26%	72 21%	77 45%

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

Absolutes/col percents

Table 11

Q2. Which party do you trust most to ...?**Make sure the benefits of economic growth are felt by all****Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	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
The Labour Party	539 26%	280 28%	259 25%	50 20%	97 28%	101 29%	111 30%	93 31%	87 19%	150 27%	141 25%	110 25%	137 28%	94 32%	217 25%
The Conservative Party	481 23%	245 24%	235 23%	52 21%	66 19%	66 19%	74 20%	66 22%	157 35%	142 26%	149 26%	90 20%	98 20%	44 15%	206 24%
UKIP	234 11%	120 12%	114 11%	26 11%	28 8%	54 16%	36 10%	32 11%	59 13%	57 10%	63 11%	65 15%	49 10%	42 14%	99 12%
The Liberal Democrats	129 6%	72 7%	58 6%	20 8%	26 8%	25 7%	20 6%	18 6%	20 5%	35 6%	36 6%	25 6%	34 7%	19 6%	63 7%
Don't know	665 32%	286 29%	379 36%	96 39%	128 37%	99 29%	125 34%	95 31%	123 28%	163 30%	179 31%	155 35%	168 35%	95 32%	268 31%

ITV News Index Survey

ONLINE Fieldwork: 19th-21st September 2014

Absolutes/col percents

Table 11

Q2. Which party do you trust most to ...?**Make sure the benefits of economic growth are felt by all****Base: All respondents**

	Region												Which of the following best describes your current working status?									
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	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
The Labour Party	539 26%	467 26%	43 24%	27 32%	70 31%	45 24%	46 25%	48 34%	29 28%	49 24%	79 30%	64 22%	38 21%	311 27%	251 28%	60 24%	228 25%	28 31%	43 30%	35 22%	69 21%	53 31%
The Conservative Party	481 23%	429 24%	28 15%	12 14%	54 24%	45 24%	45 24%	43 30%	23 23%	43 21%	52 20%	82 29%	53 29%	250 22%	198 22%	52 21%	231 26%	10 11%	27 19%	57 35%	111 33%	26 15%
UKIP	234 11%	213 12%	11 6%	15 19%	16 7%	28 15%	30 16%	12 8%	10 10%	36 18%	33 12%	27 9%	16 9%	141 12%	114 13%	27 11%	93 10%	13 15%	9 7%	20 12%	37 11%	14 8%
The Liberal Democrats	129 6%	110 6%	12 7%	3 4%	13 6%	4 2%	10 5%	8 6%	7 6%	20 10%	21 8%	19 7%	12 7%	82 7%	66 7%	16 7%	47 5%	4 4%	12 9%	6 4%	19 6%	6 3%
Don't know	665 32%	542 31%	90 49%	25 31%	72 32%	62 34%	54 29%	32 22%	34 33%	56 27%	81 30%	95 33%	65 35%	363 32%	273 30%	90 37%	302 34%	35 39%	50 35%	46 28%	100 30%	72 42%

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

Absolutes/col percents

Table 12

Q2. Which party do you trust most to ...?**Make the welfare system fairer****Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	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
The Labour Party	572 28%	273 27%	299 29%	55 23%	97 28%	112 33%	117 32%	96 32%	93 21%	158 29%	159 28%	110 25%	145 30%	103 35%	227 27%
The Conservative Party	474 23%	255 25%	218 21%	52 21%	55 16%	78 23%	84 23%	57 19%	148 33%	140 26%	139 25%	101 23%	94 19%	56 19%	204 24%
UKIP	261 13%	145 14%	116 11%	33 14%	47 14%	40 12%	33 9%	41 14%	66 15%	60 11%	64 11%	69 15%	68 14%	29 10%	113 13%
The Liberal Democrats	119 6%	70 7%	49 5%	9 4%	18 5%	28 8%	19 5%	19 6%	27 6%	32 6%	41 7%	19 4%	27 6%	18 6%	54 6%
Don't know	622 30%	261 26%	361 35%	94 39%	128 37%	87 25%	112 31%	91 30%	111 25%	157 29%	165 29%	148 33%	152 31%	88 30%	254 30%

ITV News Index Survey

ONLINE Fieldwork: 19th-21st September 2014

Absolutes/col percents

Table 12

Q2. Which party do you trust most to ...?**Make the welfare system fairer****Base: All respondents**

	Region												Which of the following best describes your current working status?									
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	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
The Labour Party	572 28%	488 28%	58 32%	24 30%	69 31%	49 26%	44 24%	45 31%	26 25%	45 22%	94 35%	76 26%	42 23%	330 29%	276 31%	53 22%	242 27%	29 33%	42 30%	40 25%	74 22%	56 33%
The Conservative Party	474 23%	418 24%	33 18%	19 23%	52 23%	39 21%	51 27%	34 24%	23 22%	48 23%	50 19%	81 28%	45 24%	259 23%	194 22%	65 27%	214 24%	9 10%	26 18%	52 31%	105 31%	24 14%
UKIP	261 13%	246 14%	5 3%	10 12%	24 11%	31 17%	35 19%	16 11%	11 10%	43 21%	30 11%	34 12%	21 11%	143 12%	122 13%	21 9%	118 13%	17 19%	17 12%	26 16%	44 13%	14 8%
The Liberal Democrats	119 6%	101 6%	11 6%	5 7%	13 6%	5 3%	8 5%	8 6%	8 7%	20 10%	11 4%	16 6%	13 7%	73 6%	60 7%	13 5%	47 5%	4 4%	7 5%	6 4%	25 7%	5 3%
Don't know	622 30%	509 29%	77 42%	23 29%	66 29%	60 32%	46 25%	40 28%	36 35%	49 24%	80 30%	79 28%	64 35%	342 30%	249 28%	93 38%	280 31%	30 34%	48 34%	41 25%	88 26%	72 42%

ITV News Index Survey

ONLINE Fieldwork: 19th-21st September 2014

Absolutes/col percents

Table 13

Q2. Which party do you trust most to ...?**Reduce the Government's budget deficit****Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	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
The Conservative Party	808 39%	441 44%	366 35%	73 30%	104 30%	122 35%	146 40%	116 38%	246 55%	255 47%	248 44%	140 31%	165 34%	111 38%	323 38%
The Labour Party	295 14%	144 14%	151 14%	33 14%	55 16%	68 20%	60 16%	47 15%	33 7%	74 13%	72 13%	73 16%	76 16%	58 20%	124 15%
UKIP	189 9%	107 11%	82 8%	27 11%	25 7%	48 14%	23 6%	25 8%	40 9%	46 8%	49 9%	55 12%	38 8%	21 7%	91 11%
The Liberal Democrats	84 4%	40 4%	44 4%	10 4%	25 7%	14 4%	7 2%	17 6%	11 3%	20 4%	24 4%	19 4%	21 4%	12 4%	44 5%
Don't know	672 33%	271 27%	401 38%	100 41%	136 39%	93 27%	129 35%	99 32%	116 26%	153 28%	174 31%	159 36%	186 38%	93 32%	271 32%

ITV News Index Survey

ONLINE Fieldwork: 19th-21st September 2014

Absolutes/col percents

Table 13

Q2. Which party do you trust most to ...?**Reduce the Government's budget deficit****Base: All respondents**

	Region												Which of the following best describes your current working status?									
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	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
The Conservative Party	808 39%	704 40%	62 33%	32 39%	81 36%	69 37%	72 39%	70 49%	42 41%	82 40%	91 34%	129 45%	78 42%	434 38%	339 38%	95 39%	374 41%	14 16%	52 37%	78 48%	192 57%	36 21%
The Labour Party	295 14%	252 14%	27 15%	11 13%	51 23%	23 12%	28 15%	18 12%	16 15%	27 13%	49 18%	29 10%	16 9%	182 16%	147 16%	35 14%	113 13%	16 17%	17 12%	17 10%	25 7%	38 22%
UKIP	189 9%	178 10%	3 1%	8 10%	14 6%	24 13%	24 13%	10 7%	8 8%	20 10%	23 9%	40 14%	15 8%	111 10%	91 10%	20 8%	77 9%	13 14%	11 8%	12 7%	28 8%	14 8%
The Liberal Democrats	84 4%	66 4%	8 4%	3 4%	7 3%	6 3%	8 4%	6 4%	10 10%	14 7%	10 4%	7 3%	5 3%	56 5%	46 5%	10 4%	28 3%	3 4%	7 5%	5 3%	8 3%	5 3%
Don't know	672 33%	561 32%	85 46%	27 33%	73 32%	62 34%	52 28%	40 28%	26 26%	63 31%	93 35%	81 28%	71 38%	363 32%	278 31%	86 35%	309 34%	43 48%	53 38%	52 32%	83 25%	78 46%

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

Absolutes/col percents

Table 14

Q2. Which party do you trust most to ...?
Redefine Britain's relationship with the EU
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	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
UKIP	621 30%	353 35%	269 26%	63 26%	68 20%	89 26%	116 32%	102 34%	183 41%	163 30%	157 28%	154 35%	148 30%	91 31%	228 27%
The Conservative Party	462 23%	248 25%	214 20%	42 17%	67 19%	81 24%	78 21%	59 20%	134 30%	131 24%	148 26%	92 21%	92 19%	56 19%	205 24%
The Labour Party	301 15%	142 14%	159 15%	26 11%	62 18%	69 20%	51 14%	58 19%	35 8%	82 15%	79 14%	66 15%	74 15%	56 19%	125 15%
The Liberal Democrats	100 5%	57 6%	44 4%	11 4%	30 9%	22 6%	13 4%	14 4%	11 2%	34 6%	27 5%	18 4%	20 4%	12 4%	59 7%
Don't know	563 27%	204 20%	359 34%	102 42%	118 34%	83 24%	107 29%	71 23%	83 19%	138 25%	157 28%	116 26%	153 31%	79 27%	236 28%

ITV News Index Survey

ONLINE Fieldwork: 19th-21st September 2014

Absolutes/col percents

Table 14

Q2. Which party do you trust most to ...?
Redefine Britain's relationship with the EU
Base: All respondents

	Region												Which of the following best describes your current working status?									
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	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
UKIP	621 30%	558 32%	36 19%	26 32%	65 29%	62 34%	58 32%	51 36%	28 27%	77 38%	64 24%	101 35%	53 29%	319 28%	253 28%	66 27%	303 34%	26 29%	39 28%	59 36%	137 41%	43 25%
The Conservative Party	462 23%	404 23%	30 16%	16 19%	52 23%	48 26%	45 25%	38 27%	28 27%	48 23%	48 18%	73 26%	37 20%	261 23%	204 23%	58 23%	201 22%	9 11%	28 20%	49 30%	95 28%	20 11%
The Labour Party	301 15%	256 15%	33 18%	17 21%	41 18%	21 11%	19 10%	20 14%	12 12%	28 14%	51 19%	32 11%	28 15%	181 16%	154 17%	27 11%	120 13%	17 19%	23 16%	17 10%	32 10%	32 19%
The Liberal Democrats	100 5%	90 5%	5 3%	3 3%	5 2%	5 3%	10 5%	7 5%	5 5%	10 5%	27 10%	17 6%	6 3%	71 6%	58 6%	12 5%	30 3%	5 5%	6 4%	5 3%	7 2%	6 4%
Don't know	563 27%	453 26%	80 44%	21 25%	63 28%	48 26%	52 28%	27 19%	30 29%	43 21%	76 28%	64 22%	60 33%	316 28%	232 26%	83 34%	247 27%	33 36%	44 31%	35 21%	65 19%	71 41%

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

Absolutes/col percents

Table 15

Q2. Which party do you trust most to ...?**Provide adequate care for the elderly****Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	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
The Labour Party	529 26%	268 27%	261 25%	48 20%	85 25%	104 30%	110 30%	94 31%	88 20%	148 27%	155 27%	91 20%	136 28%	99 34%	208 24%
The Conservative Party	309 15%	164 16%	145 14%	30 13%	46 13%	44 13%	49 13%	38 13%	102 23%	97 18%	88 15%	67 15%	58 12%	28 10%	131 15%
The Liberal Democrats	196 10%	113 11%	83 8%	24 10%	38 11%	46 13%	32 9%	20 7%	36 8%	49 9%	58 10%	39 9%	49 10%	36 12%	96 11%
UKIP	163 8%	84 8%	79 8%	21 9%	18 5%	34 10%	22 6%	30 10%	37 8%	30 5%	39 7%	55 12%	39 8%	23 8%	71 8%
Don't know	851 42%	376 37%	475 46%	120 49%	157 46%	117 34%	152 42%	122 40%	183 41%	224 41%	228 40%	194 44%	205 42%	107 37%	347 41%

ITV News Index Survey

ONLINE Fieldwork: 19th-21st September 2014

Absolutes/col percents

Table 15

Q2. Which party do you trust most to ...?**Provide adequate care for the elderly****Base: All respondents**

	Region												Which of the following best describes your current working status?									
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	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
The Labour Party	529 26%	453 26%	46 25%	29 35%	69 31%	40 22%	45 24%	48 33%	29 29%	37 18%	86 32%	62 22%	38 20%	308 27%	248 28%	59 24%	221 25%	24 27%	36 26%	35 21%	77 23%	49 29%
The Conservative Party	309 15%	277 16%	19 10%	9 11%	28 13%	31 17%	31 17%	21 15%	12 12%	26 13%	38 14%	57 20%	35 19%	160 14%	121 13%	39 16%	149 17%	3 4%	18 13%	41 25%	71 21%	16 9%
The Liberal Democrats	196 10%	166 9%	20 11%	3 4%	17 8%	13 7%	21 11%	13 9%	10 10%	27 13%	21 8%	33 11%	17 9%	131 11%	113 13%	19 8%	65 7%	9 10%	10 7%	8 5%	29 9%	8 5%
UKIP	163 8%	148 8%	5 3%	7 9%	11 5%	21 11%	18 10%	8 5%	10 9%	29 14%	19 7%	25 9%	11 6%	94 8%	76 8%	18 7%	69 8%	11 13%	9 6%	16 10%	22 7%	11 6%
Don't know	851 42%	717 41%	94 51%	34 41%	100 44%	80 43%	70 38%	54 37%	41 40%	85 42%	102 38%	109 38%	83 45%	454 40%	343 38%	112 45%	397 44%	41 46%	67 48%	65 39%	138 41%	87 51%

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

Absolutes/col percents

Table 16

Q2. Which party do you trust most to ...?**Improve housing affordability****Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	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
The Labour Party	565 28%	283 28%	282 27%	51 21%	102 30%	103 30%	111 30%	99 33%	99 22%	162 30%	157 28%	110 25%	136 28%	97 33%	221 26%
The Conservative Party	361 18%	182 18%	179 17%	42 17%	41 12%	65 19%	54 15%	48 16%	111 25%	98 18%	114 20%	76 17%	73 15%	35 12%	159 19%
UKIP	171 8%	96 10%	76 7%	22 9%	25 7%	40 12%	23 6%	25 8%	37 8%	34 6%	45 8%	47 11%	46 9%	23 8%	79 9%
The Liberal Democrats	105 5%	59 6%	46 4%	13 5%	23 7%	22 6%	18 5%	13 4%	15 3%	26 5%	32 6%	22 5%	25 5%	17 6%	64 8%
Don't know	846 41%	385 38%	462 44%	116 48%	154 45%	115 33%	160 44%	120 39%	182 41%	228 42%	221 39%	192 43%	206 42%	122 41%	329 39%

ITV News Index Survey

ONLINE Fieldwork: 19th-21st September 2014

Absolutes/col percents

Table 16

Q2. Which party do you trust most to ...?**Improve housing affordability****Base: All respondents**

	Region												Which of the following best describes your current working status?									
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	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
The Labour Party	565 28%	485 28%	51 28%	24 30%	75 33%	43 24%	45 25%	40 28%	29 28%	48 23%	89 33%	79 27%	41 22%	318 28%	259 29%	59 24%	246 27%	33 37%	40 28%	46 28%	73 22%	54 32%
The Conservative Party	361 18%	319 18%	25 13%	11 13%	39 18%	31 17%	35 19%	30 21%	17 17%	37 18%	42 16%	56 20%	38 21%	194 17%	154 17%	41 17%	167 19%	6 7%	21 15%	42 26%	79 24%	18 10%
UKIP	171 8%	161 9%	4 2%	10 12%	13 6%	25 13%	22 12%	8 6%	6 6%	28 13%	15 6%	28 10%	12 7%	102 9%	81 9%	21 8%	69 8%	12 13%	11 8%	10 6%	27 8%	9 5%
The Liberal Democrats	105 5%	91 5%	7 4%	1 1%	13 6%	5 3%	9 5%	5 4%	7 6%	17 8%	20 8%	11 4%	9 5%	81 7%	67 7%	14 6%	24 3%	1 1%	4 3%	4 3%	12 4%	3 1%
Don't know	846 41%	705 40%	98 53%	36 44%	84 38%	80 44%	72 39%	60 42%	44 43%	75 37%	101 38%	113 39%	84 46%	451 39%	340 38%	111 45%	395 44%	37 42%	64 46%	61 37%	145 43%	88 51%

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

Absolutes/col percents

Table 17

Q2. Which party do you trust most to ...?**Reduce crime and anti-social behaviour****Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	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
The Conservative Party	590 29%	313 31%	276 26%	59 24%	71 21%	87 25%	108 30%	88 29%	178 40%	172 31%	184 32%	107 24%	126 26%	74 25%	253 30%
The Labour Party	353 17%	174 17%	179 17%	41 17%	68 20%	68 20%	72 20%	57 19%	46 10%	88 16%	90 16%	75 17%	100 20%	66 22%	142 17%
UKIP	284 14%	162 16%	121 12%	26 11%	37 11%	58 17%	46 13%	47 15%	68 15%	72 13%	71 13%	73 16%	67 14%	39 13%	122 14%
The Liberal Democrats	87 4%	47 5%	40 4%	10 4%	22 6%	21 6%	11 3%	11 4%	12 3%	27 5%	24 4%	19 4%	16 3%	13 4%	40 5%
Don't know	735 36%	307 31%	428 41%	107 44%	147 43%	111 32%	128 35%	101 33%	142 32%	188 34%	198 35%	172 38%	177 36%	103 35%	295 35%

ITV News Index Survey

ONLINE Fieldwork: 19th-21st September 2014

Absolutes/col percents

Table 17

Q2. Which party do you trust most to ...?**Reduce crime and anti-social behaviour****Base: All respondents**

	Region												Which of the following best describes your current working status?									
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	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
The Conservative Party	590 29%	526 30%	40 22%	15 18%	64 28%	50 27%	57 31%	53 37%	24 23%	62 30%	54 20%	112 39%	60 33%	327 29%	257 29%	70 29%	263 29%	9 10%	31 22%	67 41%	127 38%	28 17%
The Labour Party	353 17%	306 17%	33 18%	17 21%	50 22%	29 16%	33 18%	27 19%	15 14%	28 14%	59 22%	39 13%	24 13%	208 18%	167 19%	41 17%	145 16%	22 24%	21 15%	24 14%	36 11%	43 25%
UKIP	284 14%	258 15%	13 7%	17 21%	20 9%	33 18%	28 15%	26 18%	13 12%	38 18%	37 14%	38 13%	22 12%	161 14%	133 15%	28 11%	123 14%	14 16%	19 13%	23 14%	47 14%	20 12%
The Liberal Democrats	87 4%	66 4%	11 6%	2 2%	8 4%	5 3%	11 6%	3 2%	9 9%	11 5%	15 6%	10 3%	2 1%	53 5%	41 5%	12 5%	34 4%	6 7%	11 8%	4 2%	10 3%	3 2%
Don't know	735 36%	606 34%	88 48%	32 39%	83 37%	68 37%	55 30%	34 24%	42 41%	67 32%	102 38%	89 31%	76 41%	398 35%	304 34%	94 38%	337 37%	39 43%	59 42%	47 29%	115 34%	77 45%

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

Absolutes/col percents

Table 18

Q2. Which party do you trust most to ...?**Improve the education system****Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	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
The Labour Party	502 25%	258 26%	245 23%	55 23%	89 26%	101 29%	106 29%	77 25%	74 17%	134 24%	142 25%	111 25%	116 24%	84 29%	220 26%
The Conservative Party	490 24%	264 26%	226 22%	37 15%	62 18%	71 21%	86 24%	66 22%	167 38%	141 26%	155 27%	87 19%	107 22%	59 20%	193 23%
UKIP	183 9%	99 10%	84 8%	26 11%	20 6%	37 11%	31 9%	33 11%	37 8%	39 7%	40 7%	56 13%	47 10%	25 9%	84 10%
The Liberal Democrats	161 8%	87 9%	74 7%	17 7%	34 10%	35 10%	18 5%	22 7%	34 8%	52 10%	42 7%	31 7%	36 7%	15 5%	76 9%
Don't know	712 35%	297 30%	415 40%	108 44%	140 40%	101 29%	123 34%	105 35%	134 30%	181 33%	188 33%	161 36%	181 37%	111 38%	279 33%

ITV News Index Survey

ONLINE Fieldwork: 19th-21st September 2014

Absolutes/col percents

Table 18

Q2. Which party do you trust most to ...?**Improve the education system****Base: All respondents**

	Region												Which of the following best describes your current working status?									
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	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
The Labour Party	502 25%	430 24%	51 27%	19 23%	58 26%	38 21%	52 28%	38 26%	21 21%	45 22%	77 29%	65 23%	39 21%	304 26%	253 28%	51 21%	199 22%	24 26%	38 27%	31 19%	60 18%	46 27%
The Conservative Party	490 24%	438 25%	31 17%	14 18%	50 22%	42 23%	44 24%	39 27%	21 21%	43 21%	53 20%	91 32%	61 33%	252 22%	190 21%	62 25%	238 26%	12 14%	23 16%	59 36%	118 35%	25 15%
UKIP	183 9%	171 10%	4 2%	13 16%	16 7%	24 13%	12 7%	18 13%	8 8%	27 13%	22 8%	27 9%	12 7%	109 10%	90 10%	19 8%	73 8%	12 13%	12 8%	15 9%	23 7%	11 7%
The Liberal Democrats	161 8%	135 8%	17 9%	8 9%	22 10%	9 5%	11 6%	10 7%	9 9%	20 10%	27 10%	20 7%	8 5%	91 8%	72 8%	19 8%	70 8%	4 5%	15 10%	13 8%	28 8%	10 6%
Don't know	712 35%	587 33%	82 45%	28 34%	79 35%	71 39%	65 35%	38 27%	43 42%	69 34%	88 33%	84 29%	65 35%	391 34%	296 33%	95 39%	321 36%	37 42%	53 38%	46 28%	107 32%	78 46%