



# ITV NEWS INDEX

## **METHODOLOGY NOTE**

ComRes interviewed 2,002 adults online from 30<sup>th</sup> November to 2<sup>nd</sup> December 2012. Data were weighted to be demographically representative of all British 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.*

## ITV News Index

### ONLINE Fieldwork : 30th November - 2nd December 2012

Absolutes/col percents

Table 1

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

**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2002	962	1040	183	305	401	357	315	441	581	592	337	492	290	685
Weighted base	2002	981	1021	240	321	381	340	300	420	540	581	421	460	336	785
<b>Chancellor of the Exchequer, George Osborne</b>															
Yes	390 19%	227 23%	163 16%	30 12%	55 17%	51 13%	59 17%	63 21%	131 31%	137 25%	117 20%	62 15%	74 16%	51 15%	159 20%
No	1157 58%	587 60%	569 56%	131 55%	198 62%	245 64%	200 59%	170 57%	212 50%	295 55%	339 58%	245 58%	278 60%	222 66%	453 58%
Don't know	456 23%	167 17%	289 28%	79 33%	67 21%	84 22%	82 24%	67 22%	77 18%	109 20%	125 22%	113 27%	109 24%	64 19%	172 22%
<b>Prime Minister, David Cameron</b>															
Yes	636 32%	356 36%	280 27%	71 29%	101 32%	105 28%	90 27%	95 32%	174 41%	200 37%	196 34%	128 30%	112 24%	86 26%	273 35%
No	1056 53%	515 52%	541 53%	120 50%	182 57%	222 58%	189 55%	151 50%	193 46%	264 49%	291 50%	233 55%	269 58%	201 60%	405 52%
Don't know	310 15%	110 11%	200 20%	49 21%	38 12%	53 14%	62 18%	54 18%	54 13%	76 14%	94 16%	60 14%	79 17%	50 15%	107 14%
<b>Deputy Prime Minister, Nick Clegg</b>															
Yes	280 14%	161 16%	118 12%	36 15%	50 15%	37 10%	49 14%	46 15%	61 15%	98 18%	80 14%	46 11%	56 12%	46 14%	120 15%
No	1333 67%	670 68%	663 65%	148 61%	202 63%	263 69%	230 68%	199 66%	292 70%	363 67%	394 68%	273 65%	303 66%	228 68%	519 66%
Don't know	389 19%	150 15%	239 23%	56 23%	69 22%	81 21%	61 18%	55 18%	67 16%	79 15%	107 18%	102 24%	102 22%	63 19%	146 19%

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	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
Weighted base	2002	981	1021	240	321	381	340	300	420	540	581	421	460	336	785
<b><u>Leader of the Opposition, Ed Miliband</u></b>															
Yes	492 25%	273 28%	219 21%	63 26%	82 25%	109 29%	82 24%	68 23%	88 21%	150 28%	139 24%	98 23%	105 23%	94 28%	191 24%
No	1087 54%	559 57%	527 52%	115 48%	154 48%	197 52%	175 51%	176 59%	270 64%	306 57%	324 56%	217 51%	241 52%	167 50%	435 55%
Don't know	424 21%	149 15%	275 27%	63 26%	85 26%	74 20%	84 25%	56 19%	62 15%	85 16%	118 20%	106 25%	115 25%	76 23%	159 20%
<b><u>Shadow Chancellor, Ed Balls</u></b>															
Yes	402 20%	249 25%	153 15%	36 15%	56 18%	95 25%	81 24%	59 20%	75 18%	119 22%	112 19%	80 19%	90 20%	77 23%	154 20%
No	1138 57%	578 59%	560 55%	122 51%	175 54%	208 55%	178 52%	184 61%	272 65%	327 60%	336 58%	223 53%	253 55%	188 56%	457 58%
Don't know	462 23%	154 16%	308 30%	83 34%	90 28%	78 21%	82 24%	57 19%	73 17%	94 17%	133 23%	118 28%	118 26%	71 21%	174 22%

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

**Base: All respondents**

	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	2002	1748	171	84	234	175	205	168	83	172	215	297	198	975	645	330	1027	128	140	108	455	196
Weighted base	2002	1722	174	90	235	177	185	156	106	188	252	257	183	1121	881	240	881	99	123	104	392	163
<b>Chancellor of the Exchequer, George Osborne</b>																						
Yes	390 19%	353 20%	24 14%	8 9%	38 16%	34 19%	44 24%	40 26%	13 12%	46 24%	45 18%	63 24%	35 19%	210 19%	164 19%	47 19%	179 20%	6 6%	11 9%	25 24%	120 31%	18 11%
No	1157 58%	974 57%	119 68%	59 65%	148 63%	104 59%	104 56%	85 55%	64 60%	98 52%	139 55%	135 53%	100 55%	675 60%	539 61%	136 57%	482 55%	61 62%	74 60%	54 53%	196 50%	97 59%
Don't know	456 23%	395 23%	31 18%	24 26%	48 21%	38 21%	37 20%	30 19%	30 28%	44 23%	67 27%	59 23%	48 26%	236 21%	178 20%	58 24%	220 25%	33 33%	38 31%	24 24%	76 19%	49 30%
<b>Prime Minister, David Cameron</b>																						
Yes	636 32%	561 33%	41 24%	23 25%	56 24%	45 26%	72 39%	55 36%	34 32%	75 40%	93 37%	90 35%	51 28%	359 32%	279 32%	79 33%	277 31%	24 24%	24 19%	30 29%	166 42%	33 20%
No	1056 53%	893 52%	113 65%	53 59%	149 63%	96 54%	91 49%	77 50%	50 47%	87 46%	119 47%	124 48%	97 53%	606 54%	482 55%	124 52%	450 51%	59 59%	71 58%	53 51%	170 43%	97 60%
Don't know	310 15%	267 16%	20 11%	14 16%	31 13%	35 20%	22 12%	23 15%	23 21%	26 14%	39 16%	42 17%	35 19%	157 14%	120 14%	36 15%	153 17%	16 16%	28 23%	20 19%	56 14%	33 20%
<b>Deputy Prime Minister, Nick Clegg</b>																						
Yes	280 14%	258 15%	15 9%	5 5%	31 13%	21 12%	23 12%	34 22%	6 6%	32 17%	45 18%	43 17%	26 14%	166 15%	131 15%	35 15%	113 13%	14 14%	8 7%	13 12%	56 14%	22 13%
No	1333 67%	1132 66%	127 73%	65 72%	170 72%	116 66%	124 67%	94 60%	74 70%	117 62%	157 63%	164 64%	123 68%	747 67%	584 66%	163 68%	586 67%	61 61%	87 71%	62 60%	276 70%	101 62%
Don't know	389 19%	332 19%	32 18%	21 23%	34 15%	39 22%	38 21%	28 18%	26 24%	39 21%	50 20%	50 19%	33 18%	209 19%	166 19%	43 18%	181 21%	25 25%	27 22%	29 28%	60 15%	40 25%

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	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
Weighted base	2002	1722	174	90	235	177	185	156	106	188	252	257	183	1121	881	240	881	99	123	104	392	163
<b>Leader of the Opposition, Ed Miliband</b>																						
Yes	492 25%	428 25%	42 24%	32 36%	64 27%	47 26%	47 25%	30 19%	22 21%	39 21%	71 28%	53 21%	45 25%	284 25%	227 26%	57 24%	208 24%	19 19%	40 32%	19 18%	93 24%	37 23%
No	1087 54%	945 55%	86 49%	38 42%	127 54%	87 49%	96 52%	101 65%	56 53%	110 59%	128 51%	156 61%	101 56%	602 54%	470 53%	132 55%	484 55%	49 49%	50 40%	57 55%	253 64%	76 47%
Don't know	424 21%	349 20%	46 27%	21 23%	44 19%	43 25%	42 23%	25 16%	28 27%	39 21%	52 21%	47 18%	36 20%	235 21%	184 21%	51 21%	189 21%	31 32%	33 27%	27 26%	47 12%	50 31%
<b>Shadow Chancellor, Ed Balls</b>																						
Yes	402 20%	348 20%	41 23%	24 26%	51 22%	29 16%	41 22%	27 17%	13 12%	41 22%	48 19%	42 16%	46 25%	230 21%	193 22%	37 15%	171 19%	20 20%	30 24%	15 15%	84 21%	23 14%
No	1138 57%	986 57%	99 57%	42 47%	140 60%	94 53%	99 53%	96 62%	53 50%	105 56%	147 59%	155 60%	107 59%	645 58%	497 56%	148 62%	493 56%	47 48%	58 47%	59 57%	247 63%	82 50%
Don't know	462 23%	387 22%	35 20%	25 27%	44 19%	54 30%	46 25%	32 21%	40 38%	41 22%	57 22%	60 23%	29 16%	246 22%	190 22%	56 23%	217 25%	32 33%	35 29%	29 28%	62 16%	58 36%

## ITV News Index

### ONLINE Fieldwork : 30th November - 2nd December 2012

Absolutes/col percents

Table 2  
**Q.2 Do you think the Coalition Government understands the concerns of each of the following groups?**  
**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	2002	962	1040	183	305	401	357	315	441	581	592	337	492	290	685
Weighted base	2002	981	1021	240	321	381	340	300	420	540	581	421	460	336	785
<b>People on low incomes</b>															
Yes	328 16%	187 19%	141 14%	51 21%	63 20%	47 12%	46 13%	39 13%	82 19%	107 20%	105 18%	59 14%	58 12%	51 15%	149 19%
No	1479 74%	713 73%	766 75%	155 65%	214 67%	300 79%	272 80%	236 79%	302 72%	378 70%	418 72%	317 75%	367 80%	260 77%	558 71%
Don't know	195 10%	81 8%	114 11%	34 14%	44 14%	34 9%	23 7%	24 8%	36 9%	56 10%	58 10%	45 11%	36 8%	26 8%	78 10%
<b>People on middle incomes</b>															
Yes	580 29%	313 32%	266 26%	59 25%	99 31%	111 29%	92 27%	77 26%	141 34%	157 29%	169 29%	115 27%	139 30%	81 24%	245 31%
No	1183 59%	573 58%	610 60%	143 59%	185 58%	233 61%	196 58%	187 62%	239 57%	343 63%	334 58%	251 60%	254 55%	212 63%	466 59%
Don't know	239 12%	95 10%	144 14%	38 16%	36 11%	36 9%	53 15%	36 12%	40 10%	41 8%	77 13%	54 13%	67 15%	43 13%	74 9%
<b>People on high incomes</b>															
Yes	1464 73%	734 75%	731 72%	157 65%	208 65%	284 75%	249 73%	238 79%	329 78%	413 76%	423 73%	289 69%	339 74%	253 75%	553 70%
No	320 16%	162 17%	158 15%	52 21%	70 22%	59 16%	50 15%	37 12%	52 12%	83 15%	90 15%	78 19%	69 15%	52 15%	149 19%
Don't know	218 11%	86 9%	132 13%	32 13%	43 13%	38 10%	42 12%	25 8%	39 9%	44 8%	68 12%	54 13%	52 11%	31 9%	83 11%

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	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
Weighted base	2002	981	1021	240	321	381	340	300	420	540	581	421	460	336	785
<b><u>The banks and big business</u></b>															
Yes	1255 63%	639 65%	616 60%	122 51%	193 60%	241 63%	200 59%	203 67%	298 71%	373 69%	362 62%	237 56%	283 62%	223 66%	460 59%
No	484 24%	249 25%	235 23%	67 28%	88 27%	84 22%	94 28%	72 24%	80 19%	111 21%	137 24%	121 29%	116 25%	79 24%	217 28%
Don't know	262 13%	93 9%	169 17%	51 21%	40 13%	56 15%	47 14%	26 9%	42 10%	57 10%	82 14%	63 15%	61 13%	34 10%	107 14%
<b><u>Small business owners and entrepreneurs</u></b>															
Yes	510 25%	272 28%	238 23%	67 28%	86 27%	90 24%	73 22%	74 25%	120 29%	154 29%	162 28%	89 21%	105 23%	96 29%	192 24%
No	1206 60%	602 61%	604 59%	123 51%	177 55%	244 64%	218 64%	199 66%	244 58%	316 59%	329 57%	266 63%	295 64%	201 60%	493 63%
Don't know	286 14%	107 11%	178 17%	50 21%	57 18%	47 12%	49 14%	27 9%	56 13%	70 13%	90 16%	65 16%	60 13%	39 12%	100 13%
<b><u>Families</u></b>															
Yes	511 26%	271 28%	239 23%	67 28%	97 30%	79 21%	67 20%	75 25%	125 30%	162 30%	158 27%	93 22%	98 21%	92 27%	214 27%
No	1282 64%	631 64%	651 64%	138 58%	185 58%	263 69%	237 70%	200 67%	258 62%	318 59%	366 63%	283 67%	315 69%	215 64%	493 63%
Don't know	209 10%	79 8%	130 13%	35 14%	39 12%	39 10%	36 11%	25 8%	36 9%	60 11%	57 10%	44 11%	47 10%	29 9%	78 10%

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**Q.2 Do you think the Coalition Government understands the concerns of each of the following groups?**

**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
Weighted base	2002	981	1021	240	321	381	340	300	420	540	581	421	460	336	785
<b><u>The elderly</u></b>															
Yes	383 19%	203 21%	179 18%	53 22%	85 26%	66 17%	45 13%	49 16%	84 20%	128 24%	123 21%	58 14%	75 16%	68 20%	179 23%
No	1404 70%	700 71%	704 69%	146 61%	189 59%	276 72%	257 75%	232 77%	304 72%	351 65%	399 69%	308 73%	346 75%	234 69%	522 67%
Don't know	215 11%	78 8%	137 13%	41 17%	47 15%	38 10%	38 11%	19 6%	31 7%	61 11%	59 10%	55 13%	40 9%	35 10%	84 11%



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Table 2  
**Q.2 Do you think the Coalition Government understands the concerns of each of the following groups?**  
**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	2002	1748	171	84	234	175	205	168	83	172	215	297	198	975	645	330	1027	128	140	108	455	196
Weighted base	2002	1722	174	90	235	177	185	156	106	188	252	257	183	1121	881	240	881	99	123	104	392	163
<b>People on low incomes</b>																						
Yes	328 16%	296 17%	14 8%	8 9%	33 14%	27 15%	33 18%	29 19%	18 17%	31 17%	49 19%	56 22%	30 17%	200 18%	167 19%	33 14%	128 15%	8 9%	18 15%	17 17%	69 17%	16 10%
No	1479 74%	1251 73%	145 84%	70 77%	186 79%	134 76%	127 68%	115 74%	82 78%	129 69%	177 70%	182 71%	131 72%	818 73%	629 71%	188 78%	662 75%	78 79%	93 76%	78 75%	288 74%	124 76%
Don't know	195 10%	175 10%	14 8%	13 14%	17 7%	16 9%	25 13%	12 7%	6 6%	28 15%	26 10%	19 7%	21 12%	104 9%	85 10%	19 8%	91 10%	12 13%	12 10%	8 8%	35 9%	23 14%
<b>People on middle incomes</b>																						
Yes	580 29%	502 29%	50 29%	22 24%	54 23%	46 26%	65 35%	48 31%	28 26%	63 34%	79 31%	84 33%	42 23%	327 29%	258 29%	68 28%	253 29%	29 29%	31 25%	32 31%	125 32%	37 22%
No	1183 59%	1013 59%	104 60%	55 61%	159 68%	108 61%	93 50%	91 59%	65 62%	103 55%	144 57%	142 55%	118 65%	677 60%	527 60%	150 63%	505 57%	54 54%	69 56%	55 53%	232 59%	95 58%
Don't know	239 12%	207 12%	19 11%	13 15%	23 10%	23 13%	27 14%	17 11%	13 12%	21 11%	29 12%	31 12%	23 12%	117 10%	95 11%	22 9%	122 14%	17 17%	23 19%	17 17%	35 9%	31 19%
<b>People on high incomes</b>																						
Yes	1464 73%	1258 73%	129 74%	67 74%	171 73%	126 71%	136 73%	108 70%	77 72%	142 76%	185 73%	185 72%	138 75%	806 72%	638 72%	168 70%	658 75%	78 78%	86 70%	77 75%	316 80%	101 62%
No	320 16%	275 16%	28 16%	13 15%	41 17%	29 17%	22 12%	32 21%	17 16%	23 12%	44 17%	46 18%	24 13%	201 18%	149 17%	51 21%	119 14%	12 12%	19 15%	11 10%	47 12%	31 19%
Don't know	218 11%	189 11%	17 10%	10 11%	23 10%	22 12%	27 15%	15 10%	12 12%	22 12%	23 9%	25 10%	21 11%	115 10%	93 11%	21 9%	103 12%	10 10%	18 14%	15 15%	30 8%	31 19%

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**Q.2 Do you think the Coalition Government understands the concerns of each of the following groups?**

**Base: All respondents**

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Weighted base	2002	1722	174	90	235	177	185	156	106	188	252	257	183	1121	881	240	881	99	123	104	392	163
<b><u>The banks and big business</u></b>																						
Yes	1255 63%	1077 63%	113 65%	56 62%	145 62%	104 59%	109 59%	95 61%	65 61%	126 67%	159 63%	163 63%	121 66%	684 61%	535 61%	148 62%	572 65%	65 65%	70 57%	62 60%	287 73%	88 54%
No	484 24%	419 24%	39 22%	25 28%	65 28%	43 24%	38 21%	41 26%	26 25%	38 20%	65 26%	66 26%	38 21%	296 26%	233 26%	63 26%	188 21%	19 19%	25 20%	26 25%	75 19%	43 27%
Don't know	262 13%	226 13%	22 12%	10 11%	26 11%	29 17%	39 21%	19 12%	15 14%	24 13%	28 11%	28 11%	24 13%	141 13%	113 13%	29 12%	121 14%	16 16%	28 22%	15 15%	31 8%	31 19%
<b><u>Small business owners and entrepreneurs</u></b>																						
Yes	510 25%	451 26%	32 18%	22 25%	49 21%	42 24%	58 31%	38 25%	27 25%	58 31%	63 25%	74 29%	46 25%	288 26%	229 26%	60 25%	222 25%	27 27%	28 23%	19 18%	117 30%	31 19%
No	1206 60%	1028 60%	116 67%	55 60%	166 71%	106 60%	99 53%	100 65%	63 59%	94 50%	154 61%	144 56%	108 59%	694 62%	543 62%	151 63%	512 58%	55 56%	65 53%	68 66%	223 57%	100 61%
Don't know	286 14%	243 14%	26 15%	14 15%	20 8%	28 16%	28 15%	17 11%	17 16%	36 19%	35 14%	39 15%	28 15%	139 12%	110 12%	29 12%	147 17%	17 17%	29 24%	16 16%	51 13%	32 20%
<b><u>Families</u></b>																						
Yes	511 26%	455 26%	37 21%	14 15%	55 24%	39 22%	45 24%	47 30%	19 18%	56 30%	71 28%	80 31%	49 27%	305 27%	246 28%	59 25%	205 23%	18 18%	21 17%	25 24%	118 30%	23 14%
No	1282 64%	1082 63%	122 70%	65 71%	167 71%	117 66%	111 60%	95 61%	78 74%	106 56%	148 59%	155 60%	118 65%	709 63%	549 62%	160 66%	573 65%	64 65%	84 68%	70 68%	241 62%	114 70%
Don't know	209 10%	185 11%	15 9%	12 14%	13 5%	21 12%	29 16%	13 9%	9 8%	26 14%	33 13%	22 9%	16 9%	107 10%	85 10%	22 9%	102 12%	17 17%	18 15%	8 8%	33 8%	26 16%

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Table 2

**Q.2 Do you think the Coalition Government understands the concerns of each of the following groups?**

**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
Weighted base	2002	1722	174	90	235	177	185	156	106	188	252	257	183	1121	881	240	881	99	123	104	392	163
<b><u>The elderly</u></b>																						
Yes	383 19%	337 20%	27 16%	11 12%	43 18%	24 14%	35 19%	30 19%	19 18%	44 23%	64 25%	55 21%	31 17%	247 22%	194 22%	53 22%	136 15%	16 16%	18 15%	21 20%	66 17%	14 9%
No	1404 70%	1196 69%	135 78%	66 72%	176 75%	133 75%	119 64%	115 74%	73 69%	118 63%	162 64%	176 68%	133 73%	756 67%	595 67%	161 67%	649 74%	72 73%	82 66%	77 74%	296 75%	122 75%
Don't know	215 11%	189 11%	12 7%	14 15%	16 7%	20 11%	32 17%	11 7%	14 13%	26 14%	26 10%	26 10%	19 10%	118 11%	92 10%	26 11%	96 11%	11 11%	23 18%	6 6%	30 8%	27 16%

## ITV News Index

### ONLINE Fieldwork : 30th November - 2nd December 2012

Absolutes/col percents

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

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2002	962	1040	183	305	401	357	315	441	581	592	337	492	290	685
Weighted base	2002	981	1021	240	321	381	340	300	420	540	581	421	460	336	785
<b><u>I think that the worst of the spending cuts and tax increases to tackle Britain's financial problems are behind us</u></b>															
Agree	224 11%	129 13%	95 9%	45 19%	49 15%	35 9%	36 11%	25 8%	35 8%	54 10%	75 13%	44 10%	51 11%	29 9%	111 14%
Disagree	1391 69%	694 71%	697 68%	135 56%	197 61%	267 70%	237 70%	236 79%	319 76%	390 72%	390 67%	293 70%	318 69%	237 71%	502 64%
Don't know	387 19%	158 16%	229 22%	61 25%	75 23%	78 21%	67 20%	40 13%	66 16%	96 18%	115 20%	84 20%	91 20%	70 21%	172 22%
<b><u>I think that the worst of the spending cuts and tax increases to tackle Britain's financial problems are yet to come</u></b>															
Agree	1260 63%	623 63%	637 62%	114 47%	189 59%	249 65%	232 68%	204 68%	272 65%	344 64%	350 60%	272 65%	294 64%	230 68%	459 59%
Disagree	286 14%	178 18%	108 11%	62 26%	48 15%	50 13%	38 11%	41 14%	47 11%	82 15%	90 16%	56 13%	58 13%	32 10%	139 18%
Don't know	456 23%	181 18%	276 27%	65 27%	84 26%	81 21%	71 21%	55 18%	101 24%	114 21%	141 24%	93 22%	108 23%	74 22%	186 24%
<b><u>Making further spending cuts or raising taxes will only be worth it if the Government's finances have improved by the end of this Parliament</u></b>															
Agree	1072 54%	566 58%	506 50%	108 45%	155 48%	176 46%	175 51%	181 60%	277 66%	290 54%	316 54%	234 56%	233 51%	176 52%	408 52%
Disagree	434 22%	238 24%	196 19%	60 25%	88 27%	96 25%	66 19%	55 18%	70 17%	125 23%	143 25%	70 17%	96 21%	74 22%	193 25%
Don't know	496 25%	177 18%	319 31%	73 30%	78 24%	109 29%	99 29%	63 21%	73 18%	125 23%	122 21%	117 28%	132 29%	86 25%	185 24%

## ITV News Index

### ONLINE Fieldwork : 30th November - 2nd December 2012

Absolutes/col percents

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

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	2002	981	1021	240	321	381	340	300	420	540	581	421	460	336	785
<b><u>The Government should pace its spending cuts over a longer period even if this means that it will take longer to pay down public debt</u></b>															
Agree	1159 58%	554 56%	605 59%	113 47%	174 54%	226 59%	240 71%	187 62%	219 52%	283 52%	331 57%	248 59%	296 64%	217 64%	449 57%
Disagree	477 24%	300 31%	177 17%	56 23%	76 24%	82 21%	45 13%	65 22%	153 36%	176 33%	142 24%	81 19%	78 17%	61 18%	200 25%
Don't know	366 18%	127 13%	239 23%	71 30%	71 22%	73 19%	55 16%	48 16%	48 11%	81 15%	108 19%	91 22%	86 19%	58 17%	137 17%
<b><u>George Osborne's economic plan is right for the country</u></b>															
Agree	422 21%	257 26%	165 16%	45 19%	65 20%	61 16%	66 19%	66 22%	120 29%	143 26%	131 23%	82 19%	67 14%	65 19%	181 23%
Disagree	895 45%	476 49%	419 41%	86 36%	130 41%	189 50%	179 53%	132 44%	179 43%	238 44%	248 43%	183 43%	226 49%	168 50%	348 44%
Don't know	685 34%	248 25%	437 43%	110 46%	125 39%	131 34%	96 28%	102 34%	121 29%	159 29%	202 35%	156 37%	168 37%	103 31%	256 33%

## ITV News Index

### ONLINE Fieldwork : 30th November - 2nd December 2012

Absolutes/col percents

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

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2002	1748	171	84	234	175	205	168	83	172	215	297	198	975	645	330	1027	128	140	108	455	196
Weighted base	2002	1722	174	90	235	177	185	156	106	188	252	257	183	1121	881	240	881	99	123	104	392	163
<b><u>I think that the worst of the spending cuts and tax increases to tackle Britain's financial problems are behind us</u></b>																						
Agree	224 11%	197 11%	15 9%	8 9%	26 11%	18 10%	14 7%	22 14%	12 12%	16 9%	43 17%	34 13%	17 9%	141 13%	110 13%	30 13%	84 9%	10 10%	20 16%	12 12%	32 8%	10 6%
Disagree	1391 69%	1192 69%	129 74%	64 71%	171 73%	125 71%	132 71%	107 69%	70 66%	130 69%	167 66%	178 69%	118 65%	739 66%	581 66%	157 66%	652 74%	73 74%	78 64%	76 73%	309 79%	116 71%
Don't know	387 19%	333 19%	30 17%	19 21%	39 16%	34 19%	40 21%	26 17%	24 22%	41 22%	42 17%	45 18%	47 26%	242 22%	189 21%	52 22%	145 16%	17 17%	24 20%	16 15%	50 13%	38 23%
<b><u>I think that the worst of the spending cuts and tax increases to tackle Britain's financial problems are yet to come</u></b>																						
Agree	1260 63%	1080 63%	110 63%	61 67%	153 65%	116 66%	118 64%	98 63%	70 66%	125 67%	143 57%	165 64%	100 55%	689 61%	537 61%	153 64%	570 65%	71 72%	60 49%	67 65%	264 67%	108 66%
Disagree	286 14%	251 15%	20 11%	13 15%	30 13%	21 12%	27 15%	18 12%	16 15%	19 10%	61 24%	36 14%	25 14%	171 15%	143 16%	28 12%	115 13%	11 11%	28 22%	12 11%	49 12%	16 10%
Don't know	456 23%	392 23%	44 25%	17 19%	52 22%	39 22%	40 22%	40 25%	21 19%	43 23%	48 19%	56 22%	57 31%	260 23%	201 23%	60 25%	196 22%	17 17%	35 29%	25 24%	80 20%	39 24%
<b><u>Making further spending cuts or raising taxes will only be worth it if the Government's finances have improved by the end of this Parliament</u></b>																						
Agree	1072 54%	920 53%	88 51%	47 52%	114 48%	88 50%	97 52%	86 55%	64 61%	114 61%	132 53%	149 58%	93 51%	584 52%	457 52%	127 53%	488 55%	47 47%	54 44%	59 57%	257 66%	71 43%
Disagree	434 22%	380 22%	40 23%	20 23%	54 23%	42 24%	34 18%	41 26%	14 14%	37 20%	68 27%	46 18%	37 20%	267 24%	217 25%	50 21%	167 19%	22 22%	27 22%	12 12%	77 20%	29 18%
Don't know	496 25%	422 25%	46 26%	23 26%	68 29%	47 26%	54 29%	28 18%	27 26%	37 19%	52 21%	62 24%	52 29%	270 24%	207 23%	63 26%	226 26%	31 31%	42 34%	32 31%	57 15%	63 39%

## ITV News Index

### ONLINE Fieldwork : 30th November - 2nd December 2012

Absolutes/col percents

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

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & 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
Weighted base	2002	1722	174	90	235	177	185	156	106	188	252	257	183	1121	881	240	881	99	123	104	392	163
<b><u>The Government should pace its spending cuts over a longer period even if this means that it will take longer to pay down public debt</u></b>																						
Agree	1159 58%	972 56%	113 65%	58 64%	141 60%	113 64%	108 58%	91 58%	74 70%	88 47%	137 54%	142 55%	93 51%	665 59%	515 58%	150 63%	494 56%	73 73%	64 52%	59 57%	201 51%	97 60%
Disagree	477 24%	431 25%	31 18%	13 14%	54 23%	31 18%	44 24%	39 25%	14 13%	49 26%	77 31%	69 27%	54 30%	261 23%	209 24%	52 22%	216 25%	9 9%	20 16%	21 21%	147 37%	18 11%
Don't know	366 18%	318 18%	30 17%	19 21%	40 17%	32 18%	33 18%	25 16%	18 17%	50 27%	37 15%	46 18%	35 19%	195 17%	157 18%	38 16%	171 19%	17 17%	39 32%	23 22%	45 11%	47 29%
<b><u>George Osborne's economic plan is right for the country</u></b>																						
Agree	422 21%	373 22%	32 19%	13 14%	37 16%	40 23%	41 22%	30 20%	18 17%	49 26%	51 20%	69 27%	42 23%	246 22%	202 23%	44 18%	176 20%	5 5%	15 12%	24 23%	115 29%	16 10%
Disagree	895 45%	767 45%	89 51%	45 50%	119 51%	85 48%	87 47%	63 41%	40 37%	78 42%	110 44%	96 37%	82 45%	516 46%	425 48%	92 38%	379 43%	49 49%	60 49%	46 45%	165 42%	59 36%
Don't know	685 34%	583 34%	53 31%	32 35%	78 33%	52 29%	57 31%	62 40%	49 46%	60 32%	91 36%	93 36%	58 32%	359 32%	254 29%	105 44%	326 37%	45 45%	48 39%	33 32%	112 29%	88 54%

## ITV News Index

### ONLINE Fieldwork : 30th November - 2nd December 2012

Absolutes/col percents

Table 4  
**Q.4 Which of these statements do you believe to be the most accurate?**  
**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	2002	962	1040	183	305	401	357	315	441	581	592	337	492	290	685
Weighted base	2002	981	1021	240	321	381	340	300	420	540	581	421	460	336	785
The Coalition Government is planning to REDUCE the national debt by around £600 billion between 2010 and the end of this Parliament in 2015	979 49%	529 54%	450 44%	106 44%	154 48%	171 45%	171 50%	151 50%	226 54%	299 55%	315 54%	171 41%	194 42%	169 50%	397 51%
The Coalition Government is planning NEITHER TO REDUCE NOR INCREASE the national debt between 2010 and the end of this Parliament in 2015	273 14%	162 17%	111 11%	40 16%	48 15%	59 15%	41 12%	36 12%	51 12%	77 14%	65 11%	67 16%	64 14%	51 15%	111 14%
The Coalition Government is planning to INCREASE the national debt by around £600 billion between 2010 and the end of this Parliament in 2015	122 6%	75 8%	47 5%	14 6%	19 6%	25 7%	17 5%	24 8%	23 5%	38 7%	31 5%	19 4%	35 8%	20 6%	43 6%
Don't know	627 31%	214 22%	413 40%	81 34%	100 31%	126 33%	111 33%	89 30%	120 29%	126 23%	170 29%	165 39%	168 36%	96 29%	233 30%



## ITV News Index

### ONLINE Fieldwork : 30th November - 2nd December 2012

Absolutes/col percents

Table 4  
**Q.4 Which of these statements do you believe to be the most accurate?**  
**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	2002	1748	171	84	234	175	205	168	83	172	215	297	198	975	645	330	1027	128	140	108	455	196
Weighted base	2002	1722	174	90	235	177	185	156	106	188	252	257	183	1121	881	240	881	99	123	104	392	163
The Coalition Government is planning to REDUCE the national debt by around £600 billion between 2010 and the end of this Parliament in 2015	979 49%	846 49%	79 45%	47 52%	105 45%	78 44%	96 52%	67 43%	54 51%	101 54%	130 51%	138 54%	85 46%	566 50%	458 52%	108 45%	413 47%	40 40%	56 46%	38 37%	219 56%	60 37%
The Coalition Government is planning NEITHER TO REDUCE NOR INCREASE the national debt between 2010 and the end of this Parliament in 2015	273 14%	233 14%	28 16%	9 10%	40 17%	23 13%	32 17%	23 15%	13 12%	18 10%	37 15%	28 11%	24 13%	162 14%	126 14%	36 15%	111 13%	13 13%	15 12%	14 13%	50 13%	20 12%
The Coalition Government is planning to INCREASE the national debt by around £600 billion between 2010 and the end of this Parliament in 2015	122 6%	109 6%	9 5%	7 7%	12 5%	11 6%	7 4%	7 5%	4 4%	13 7%	19 8%	13 5%	21 11%	64 6%	45 5%	18 8%	58 7%	9 9%	9 7%	7 7%	25 6%	9 6%
Don't know	627 31%	534 31%	59 34%	28 31%	78 33%	66 37%	50 27%	58 37%	34 32%	55 29%	67 26%	77 30%	54 29%	330 29%	251 29%	78 33%	298 34%	38 39%	43 35%	45 44%	98 25%	73 45%