



# ITV News Index

## METHODOLOGY NOTE

ComRes interviewed 2,014 GB adults online between 1<sup>st</sup> and 3<sup>rd</sup> November 2013. 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](mailto:andrew.hawkins@comres.co.uk)

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

## ITV News Index Survey

### ONLINE Fieldwork : 1st-3rd November 2013

Absolutes/col percents

Table 1

**Q.1 Would you say that you are favourable, unfavourable or neutral towards 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	2014	957	1057	216	330	340	362	310	456	588	616	322	488	258	790
Weighted base	2014	987	1027	239	339	339	359	299	438	538	558	439	478	272	856
<b><u>Energy companies</u></b>															
Favourable	105 5%	65 7%	40 4%	25 10%	33 10%	19 5%	12 3%	7 2%	10 2%	28 5%	27 5%	26 6%	24 5%	30 11%	46 5%
Neutral	419 21%	177 18%	242 24%	62 26%	74 22%	67 20%	74 21%	50 17%	91 21%	107 20%	106 19%	97 22%	108 23%	54 20%	173 20%
Unfavourable	1420 70%	717 73%	703 68%	128 53%	210 62%	240 71%	270 75%	242 81%	329 75%	392 73%	404 72%	297 68%	327 68%	178 66%	610 71%
Don't know	70 3%	28 3%	42 4%	24 10%	21 6%	13 4%	3 1%	1 *	8 2%	11 2%	22 4%	19 4%	19 4%	10 4%	26 3%
<b><u>Banks</u></b>															
Favourable	286 14%	124 13%	162 16%	49 20%	49 15%	41 12%	45 12%	37 13%	65 15%	81 15%	66 12%	62 14%	77 16%	46 17%	105 12%
Neutral	782 39%	357 36%	425 41%	94 39%	138 41%	130 38%	138 39%	122 41%	158 36%	191 36%	220 39%	181 41%	190 40%	87 32%	346 40%
Unfavourable	896 45%	488 49%	409 40%	77 32%	142 42%	155 46%	175 49%	139 46%	209 48%	259 48%	258 46%	180 41%	199 42%	131 48%	384 45%
Don't know	50 2%	19 2%	32 3%	20 8%	10 3%	13 4%	1 *	1 *	5 1%	7 1%	15 3%	15 4%	12 3%	8 3%	21 2%
<b><u>Politicians</u></b>															
Favourable	90 4%	58 6%	31 3%	16 7%	25 7%	8 2%	21 6%	4 1%	16 4%	27 5%	31 6%	16 4%	15 3%	17 6%	37 4%
Neutral	489 24%	231 23%	258 25%	56 23%	82 24%	72 21%	76 21%	81 27%	122 28%	155 29%	128 23%	107 24%	99 21%	67 25%	196 23%
Unfavourable	1370 68%	676 68%	694 68%	149 62%	218 64%	239 71%	260 72%	211 71%	292 67%	348 65%	382 68%	297 68%	343 72%	179 66%	595 70%
Don't know	66 3%	21 2%	44 4%	18 8%	15 4%	20 6%	2 1%	3 1%	8 2%	9 2%	16 3%	19 4%	21 4%	9 3%	27 3%

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**Q.1 Would you say that you are favourable, unfavourable or neutral towards 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	2014	987	1027	239	339	339	359	299	438	538	558	439	478	272	856
<b><u>Builders</u></b>															
Favourable	417 21%	234 24%	184 18%	50 21%	87 26%	65 19%	84 23%	51 17%	80 18%	108 20%	102 18%	113 26%	94 20%	73 27%	169 20%
Neutral	1101 55%	510 52%	591 58%	117 49%	170 50%	190 56%	190 53%	182 61%	253 58%	305 57%	319 57%	229 52%	249 52%	138 51%	450 53%
Unfavourable	370 18%	199 20%	172 17%	46 19%	60 18%	63 18%	69 19%	58 19%	76 17%	105 19%	112 20%	64 15%	90 19%	52 19%	181 21%
Don't know	126 6%	45 5%	81 8%	27 11%	22 7%	22 6%	16 5%	8 3%	30 7%	21 4%	26 5%	34 8%	45 9%	9 3%	56 7%
<b><u>Supermarkets</u></b>															
Favourable	931 46%	436 44%	495 48%	122 51%	155 46%	151 45%	178 50%	131 44%	194 44%	228 42%	238 43%	217 49%	248 52%	122 45%	403 47%
Neutral	762 38%	389 39%	374 36%	78 33%	128 38%	111 33%	144 40%	120 40%	181 41%	234 43%	222 40%	148 34%	158 33%	106 39%	302 35%
Unfavourable	268 13%	145 15%	123 12%	23 10%	46 14%	62 18%	34 10%	46 15%	58 13%	67 12%	83 15%	55 13%	63 13%	35 13%	126 15%
Don't know	52 3%	17 2%	35 3%	17 7%	10 3%	15 4%	2 1%	2 1%	6 1%	9 2%	15 3%	19 4%	9 2%	9 3%	25 3%
<b><u>Journalists</u></b>															
Favourable	182 9%	95 10%	88 9%	32 14%	36 11%	26 8%	35 10%	20 7%	33 8%	62 12%	59 11%	40 9%	21 4%	30 11%	85 10%
Neutral	740 37%	339 34%	400 39%	85 36%	144 42%	125 37%	117 33%	106 35%	163 37%	200 37%	212 38%	144 33%	185 39%	95 35%	309 36%
Unfavourable	1001 50%	519 53%	482 47%	99 41%	141 42%	167 49%	197 55%	167 56%	230 52%	260 48%	268 48%	232 53%	241 50%	133 49%	422 49%
Don't know	91 5%	34 3%	57 6%	23 10%	18 5%	22 7%	10 3%	6 2%	12 3%	16 3%	20 4%	23 5%	32 7%	15 5%	40 5%

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### ONLINE Fieldwork : 1st-3rd November 2013

Absolutes/col percents

Table 1

**Q.1 Would you say that you are favourable, unfavourable or neutral towards 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	2014	987	1027	239	339	339	359	299	438	538	558	439	478	272	856
<b><u>Mobile phone networks</u></b>															
Favourable	521 26%	247 25%	274 27%	88 37%	110 32%	104 31%	102 28%	47 16%	70 16%	120 22%	136 24%	128 29%	138 29%	80 29%	248 29%
Neutral	1028 51%	489 50%	539 53%	101 42%	151 45%	152 45%	191 53%	176 59%	256 58%	291 54%	292 52%	208 47%	238 50%	141 52%	393 46%
Unfavourable	398 20%	223 23%	174 17%	35 14%	65 19%	67 20%	64 18%	72 24%	94 21%	121 23%	110 20%	85 19%	81 17%	42 15%	192 22%
Don't know	67 3%	28 3%	39 4%	15 6%	13 4%	16 5%	2 1%	4 1%	17 4%	7 1%	21 4%	18 4%	21 4%	9 3%	24 3%
<b><u>Airlines</u></b>															
Favourable	553 27%	294 30%	259 25%	87 36%	101 30%	92 27%	90 25%	70 23%	113 26%	163 30%	149 27%	124 28%	117 24%	80 30%	258 30%
Neutral	1030 51%	470 48%	560 55%	104 43%	167 49%	164 48%	192 53%	168 56%	235 54%	270 50%	301 54%	210 48%	249 52%	123 45%	418 49%
Unfavourable	297 15%	169 17%	128 12%	29 12%	52 15%	58 17%	55 15%	41 14%	61 14%	87 16%	75 13%	71 16%	63 13%	53 19%	127 15%
Don't know	134 7%	54 5%	80 8%	19 8%	20 6%	25 7%	23 6%	19 6%	29 7%	19 3%	33 6%	34 8%	49 10%	17 6%	53 6%

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Table 1

**Q.1 Would you say that you are favourable, unfavourable or neutral towards 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
Unweighted base	2014	1767	158	84	233	179	179	143	89	187	241	322	199	1048	746	302	966	114	137	116	426	173
Weighted base	2014	1732	181	81	222	181	181	141	101	201	262	282	181	1128	886	242	886	98	129	116	390	154
<b><u>Energy companies</u></b>																						
Favourable	105	91	9	4	12	9	9	10	5	4	27	9	7	76	65	11	29	11	6	6	3	4
	5%	5%	5%	5%	5%	5%	5%	7%	5%	2%	10%	3%	4%	7%	7%	5%	3%	11%	4%	5%	1%	2%
Neutral	419	381	25	15	38	40	46	31	13	41	53	56	59	227	178	49	191	21	28	32	74	37
	21%	22%	14%	19%	17%	22%	25%	22%	13%	20%	20%	20%	32%	20%	20%	22%	21%	21%	21%	27%	19%	24%
Unfavourable	1420	1203	137	60	167	129	118	97	80	152	167	204	109	788	618	170	631	59	86	76	308	103
	70%	69%	76%	74%	75%	71%	65%	69%	79%	75%	64%	73%	60%	70%	70%	70%	71%	60%	67%	65%	79%	67%
Don't know	70	58	10	1	4	3	9	2	2	5	15	12	7	36	25	11	34	7	10	3	4	11
	3%	3%	6%	2%	2%	2%	5%	2%	2%	2%	6%	4%	4%	3%	3%	4%	4%	8%	7%	2%	1%	7%
<b><u>Banks</u></b>																						
Favourable	286	247	19	12	39	31	25	13	19	20	46	38	23	150	124	27	135	18	23	26	54	14
	14%	14%	11%	15%	17%	17%	14%	10%	19%	10%	17%	14%	13%	13%	14%	11%	15%	19%	18%	23%	14%	9%
Neutral	782	671	77	32	84	78	69	60	34	65	97	101	84	433	327	106	349	39	46	47	143	74
	39%	39%	43%	40%	38%	43%	38%	43%	33%	33%	37%	36%	47%	38%	37%	44%	39%	40%	36%	40%	37%	48%
Unfavourable	896	769	81	35	96	71	79	66	46	111	105	136	70	515	414	101	381	36	55	42	189	60
	45%	44%	45%	43%	43%	39%	44%	47%	46%	55%	40%	48%	38%	46%	47%	42%	43%	37%	43%	36%	48%	39%
Don't know	50	44	4	1	3	2	8	1	2	5	14	7	4	29	21	8	21	4	5	2	4	7
	2%	3%	2%	2%	1%	1%	4%	1%	2%	2%	5%	3%	2%	3%	2%	3%	2%	4%	4%	1%	1%	4%
<b><u>Politicians</u></b>																						
Favourable	90	80	5	5	7	6	9	2	5	9	23	9	10	54	45	9	35	5	10	8	10	3
	4%	5%	3%	6%	3%	3%	5%	1%	5%	4%	9%	3%	6%	5%	5%	4%	4%	6%	7%	7%	2%	2%
Neutral	489	438	31	12	49	51	46	43	20	46	66	69	56	263	195	68	226	18	25	34	113	37
	24%	25%	17%	14%	22%	28%	25%	31%	20%	23%	25%	25%	31%	23%	22%	28%	26%	18%	19%	29%	29%	24%
Unfavourable	1370	1160	139	63	164	121	116	94	71	141	160	194	108	774	619	156	596	68	90	71	263	104
	68%	67%	77%	79%	74%	67%	64%	67%	71%	70%	61%	69%	60%	69%	70%	64%	67%	70%	70%	61%	67%	67%
Don't know	66	55	6	1	2	4	11	2	5	5	13	10	7	36	27	9	29	7	4	3	5	11
	3%	3%	4%	1%	1%	2%	6%	2%	5%	3%	5%	4%	4%	3%	3%	4%	3%	7%	3%	2%	1%	7%

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### ONLINE Fieldwork : 1st-3rd November 2013

Absolutes/col percents

Table 1

**Q.1 Would you say that you are favourable, unfavourable or neutral towards 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	2014	1732	181	81	222	181	181	141	101	201	262	282	181	1128	886	242	886	98	129	116	390	154
<b><u>Builders</u></b>																						
Favourable	417	368	28	13	47	44	35	35	21	37	56	55	45	242	204	39	175	20	31	16	79	28
	21%	21%	16%	16%	21%	25%	19%	25%	21%	18%	21%	20%	25%	21%	23%	16%	20%	20%	24%	14%	20%	18%
Neutral	1101	948	102	51	114	106	101	80	51	114	123	161	99	588	455	133	513	59	70	73	222	90
	55%	55%	56%	63%	52%	58%	56%	57%	50%	57%	47%	57%	54%	52%	51%	55%	58%	60%	54%	63%	57%	58%
Unfavourable	370	314	32	16	51	21	33	18	24	40	58	51	27	233	180	53	137	9	22	14	71	21
	18%	18%	17%	19%	23%	12%	18%	13%	24%	20%	22%	18%	15%	21%	20%	22%	15%	9%	17%	12%	18%	14%
Don't know	126	102	19	1	10	10	12	8	5	11	25	15	11	65	47	18	61	10	5	13	17	15
	6%	6%	10%	1%	4%	5%	7%	6%	5%	5%	9%	5%	6%	6%	5%	7%	7%	10%	4%	11%	4%	10%
<b><u>Supermarkets</u></b>																						
Favourable	931	804	79	40	102	92	82	59	48	87	117	145	80	525	416	109	406	42	61	67	153	82
	46%	46%	44%	50%	46%	51%	45%	42%	47%	43%	45%	51%	44%	47%	47%	45%	46%	43%	48%	58%	39%	53%
Neutral	762	659	75	34	79	73	73	53	29	82	99	92	72	408	312	96	354	40	53	35	178	49
	38%	38%	41%	42%	36%	40%	41%	37%	29%	41%	38%	33%	40%	36%	35%	40%	40%	40%	41%	30%	46%	32%
Unfavourable	268	222	25	4	37	13	19	27	22	26	35	35	26	161	134	27	107	11	13	13	54	16
	13%	13%	14%	5%	17%	7%	11%	19%	22%	13%	13%	12%	14%	14%	15%	11%	12%	11%	10%	11%	14%	10%
Don't know	52	47	3	3	3	3	7	2	2	6	10	10	4	34	24	10	18	5	1	1	5	7
	3%	3%	2%	3%	1%	2%	4%	2%	2%	3%	4%	3%	2%	3%	3%	4%	2%	5%	1%	1%	1%	4%
<b><u>Journalists</u></b>																						
Favourable	182	165	10	11	13	19	14	21	8	11	36	27	12	114	94	21	68	5	13	8	31	11
	9%	9%	6%	14%	6%	11%	8%	15%	7%	5%	14%	9%	6%	10%	11%	9%	8%	5%	10%	7%	8%	7%
Neutral	740	636	71	28	96	68	66	41	33	71	89	101	76	405	312	93	335	42	52	44	139	59
	37%	37%	39%	35%	43%	37%	36%	29%	33%	35%	34%	36%	42%	36%	35%	38%	38%	43%	40%	38%	36%	38%
Unfavourable	1001	854	92	38	107	90	88	77	55	111	120	138	85	555	442	113	446	44	60	59	211	72
	50%	49%	51%	47%	48%	49%	49%	54%	55%	55%	46%	49%	47%	49%	50%	47%	50%	45%	47%	51%	54%	47%
Don't know	91	78	8	3	6	4	13	2	5	9	17	16	8	54	39	15	37	8	4	5	8	12
	5%	4%	5%	4%	3%	2%	7%	2%	5%	4%	6%	6%	4%	5%	4%	6%	4%	8%	3%	4%	2%	8%

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Weighted base	2014	1732	181	81	222	181	181	141	101	201	262	282	181	1128	886	242	886	98	129	116	390	154
<b>Mobile phone networks</b>																						
Favourable	521	428	61	18	74	41	42	27	31	39	67	72	49	328	276	52	194	27	48	27	53	39
	26%	25%	34%	22%	33%	22%	23%	19%	31%	19%	26%	26%	27%	29%	31%	21%	22%	27%	37%	23%	14%	26%
Neutral	1028	889	94	47	109	111	88	77	46	99	121	147	90	534	407	126	494	51	60	66	233	84
	51%	51%	52%	59%	49%	61%	49%	54%	45%	49%	46%	52%	50%	47%	46%	52%	56%	52%	47%	57%	60%	54%
Unfavourable	398	354	21	14	33	25	42	35	22	59	63	50	34	233	181	52	164	15	20	18	91	21
	20%	20%	12%	17%	15%	14%	23%	25%	22%	29%	24%	18%	19%	21%	20%	21%	19%	16%	15%	16%	23%	13%
Don't know	67	60	5	2	5	5	9	3	2	5	11	13	8	33	22	12	34	5	1	5	12	11
	3%	3%	3%	2%	2%	3%	5%	2%	2%	2%	4%	4%	4%	3%	2%	5%	4%	5%	1%	4%	3%	7%
<b>Airlines</b>																						
Favourable	553	478	45	20	69	51	43	36	31	47	77	87	48	338	283	55	215	22	34	28	102	29
	27%	28%	25%	25%	31%	28%	24%	26%	31%	23%	29%	31%	26%	30%	32%	23%	24%	23%	26%	24%	26%	19%
Neutral	1030	872	104	36	107	94	102	69	55	113	121	128	102	540	410	130	490	51	67	60	218	93
	51%	50%	57%	45%	48%	52%	56%	49%	54%	56%	46%	45%	56%	48%	46%	54%	55%	52%	52%	52%	56%	60%
Unfavourable	297	261	24	20	39	22	20	32	11	27	41	40	21	180	145	35	117	15	20	16	51	15
	15%	15%	13%	25%	17%	12%	11%	22%	11%	13%	16%	14%	12%	16%	16%	14%	13%	15%	16%	14%	13%	10%
Don't know	134	122	8	4	8	15	16	4	4	15	23	27	10	70	49	21	64	9	7	12	18	18
	7%	7%	5%	5%	3%	8%	9%	3%	4%	7%	9%	10%	6%	6%	5%	9%	7%	9%	6%	11%	5%	11%

## ITV News Index Survey

### ONLINE Fieldwork : 1st-3rd November 2013

Absolutes/col percents

Table 2  
**Q.2 Do you agree or disagree with each of the following statements?**  
**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2014	957	1057	216	330	340	362	310	456	588	616	322	488	258	790
Weighted base	2014	987	1027	239	339	339	359	299	438	538	558	439	478	272	856
<b><u>I feel that I am being ripped off by the company supplying my energy at home</u></b>															
Agree	1316 65%	664 67%	652 64%	126 53%	228 67%	236 69%	251 70%	206 69%	270 62%	350 65%	370 66%	276 63%	321 67%	195 72%	585 68%
Disagree	363 18%	188 19%	174 17%	49 20%	50 15%	53 15%	53 15%	53 18%	106 24%	110 20%	101 18%	85 19%	67 14%	38 14%	131 15%
Don't know	335 17%	135 14%	200 20%	64 27%	62 18%	51 15%	55 15%	40 14%	62 14%	79 15%	88 16%	78 18%	91 19%	39 14%	139 16%
<b><u>Ed Miliband is right to propose a freeze on energy prices given the behaviour of energy companies over recent years</u></b>															
Agree	1200 60%	533 54%	667 65%	134 56%	208 61%	222 65%	246 68%	177 59%	213 49%	295 55%	323 58%	268 61%	313 65%	183 67%	518 61%
Disagree	450 22%	306 31%	144 14%	32 13%	51 15%	54 16%	70 19%	76 25%	167 38%	166 31%	121 22%	92 21%	71 15%	44 16%	181 21%
Don't know	364 18%	148 15%	216 21%	74 31%	80 23%	63 19%	44 12%	46 15%	58 13%	77 14%	114 20%	79 18%	94 20%	46 17%	156 18%
<b><u>As a result of the recent rise in some energy prices, I am planning to change my energy provider in the coming three months</u></b>															
Agree	594 29%	310 31%	284 28%	68 28%	136 40%	112 33%	111 31%	77 26%	90 21%	159 30%	164 29%	139 32%	132 27%	106 39%	286 33%
Disagree	831 41%	402 41%	428 42%	83 35%	105 31%	117 34%	159 44%	140 47%	226 51%	231 43%	227 41%	165 38%	207 43%	100 37%	310 36%
Don't know	590 29%	275 28%	315 31%	88 37%	98 29%	110 33%	89 25%	82 27%	123 28%	148 28%	167 30%	134 31%	140 29%	66 24%	260 30%

## ITV News Index Survey

### ONLINE Fieldwork : 1st-3rd November 2013

Absolutes/col percents

Table 2

Q.2 Do you agree or disagree with each of the following statements?

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	2014	987	1027	239	339	339	359	299	438	538	558	439	478	272	856
<b><u>There is little competition in the energy sector</u></b>															
Agree	1367 68%	743 75%	624 61%	111 46%	204 60%	210 62%	252 70%	230 77%	361 82%	393 73%	357 64%	295 67%	323 67%	172 63%	561 66%
Disagree	409 20%	165 17%	243 24%	63 26%	84 25%	84 25%	79 22%	46 15%	53 12%	102 19%	119 21%	99 23%	89 19%	65 24%	187 22%
Don't know	238 12%	78 8%	159 16%	65 27%	52 15%	45 13%	28 8%	23 8%	24 6%	44 8%	82 15%	45 10%	67 14%	35 13%	108 13%
<b><u>My household has changed energy providers in the past 3 months</u></b>															
Agree	314 16%	165 17%	149 14%	45 19%	71 21%	57 17%	52 15%	34 12%	54 12%	84 16%	105 19%	54 12%	71 15%	61 23%	141 16%
Disagree	1580 78%	774 78%	806 79%	152 64%	231 68%	262 77%	295 82%	260 87%	379 86%	428 80%	407 73%	366 83%	378 79%	196 72%	655 77%
Don't know	120 6%	48 5%	72 7%	42 18%	36 11%	20 6%	12 3%	4 1%	6 1%	27 5%	46 8%	18 4%	29 6%	15 6%	59 7%
<b><u>It is easy and straightforward to change energy providers</u></b>															
Agree	905 45%	476 48%	429 42%	75 31%	156 46%	148 44%	164 46%	148 49%	215 49%	254 47%	225 40%	201 46%	226 47%	124 45%	375 44%
Disagree	722 36%	338 34%	384 37%	87 36%	114 34%	126 37%	137 38%	112 37%	148 34%	203 38%	215 39%	155 35%	149 31%	99 36%	312 36%
Don't know	387 19%	173 18%	213 21%	77 32%	70 21%	66 19%	58 16%	40 13%	76 17%	81 15%	119 21%	84 19%	103 22%	49 18%	169 20%

## ITV News Index Survey

### ONLINE Fieldwork : 1st-3rd November 2013

Absolutes/col percents

Table 2  
**Q.2 Do you agree or disagree with each of the following statements?**  
**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	2014	987	1027	239	339	339	359	299	438	538	558	439	478	272	856
<b><u>I do not trust the 'Big Six' energy companies</u></b>															
Agree	1497 74%	772 78%	726 71%	132 55%	225 66%	251 74%	282 79%	255 85%	352 80%	407 76%	417 75%	315 72%	358 75%	203 75%	629 74%
Disagree	182 9%	103 10%	79 8%	28 12%	42 13%	34 10%	30 8%	11 4%	36 8%	64 12%	47 8%	47 11%	24 5%	29 10%	83 10%
Don't know	335 17%	113 11%	222 22%	79 33%	71 21%	54 16%	47 13%	33 11%	50 11%	67 13%	94 17%	77 18%	96 20%	41 15%	143 17%
<b><u>I would prefer scrapping green taxes on energy to freezing energy prices</u></b>															
Agree	939 47%	545 55%	393 38%	72 30%	132 39%	132 39%	171 48%	157 53%	273 62%	277 51%	253 45%	189 43%	220 46%	129 48%	390 46%
Disagree	457 23%	218 22%	239 23%	54 23%	92 27%	80 23%	82 23%	63 21%	87 20%	138 26%	128 23%	104 24%	88 18%	66 24%	194 23%
Don't know	618 31%	224 23%	394 38%	113 47%	115 34%	127 38%	106 30%	78 26%	78 18%	124 23%	178 32%	146 33%	171 36%	77 28%	272 32%

## ITV News Index Survey

### ONLINE Fieldwork : 1st-3rd November 2013

Absolutes/col percents

Table 2  
**Q.2 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	2014	1767	158	84	233	179	179	143	89	187	241	322	199	1048	746	302	966	114	137	116	426	173
Weighted base	2014	1732	181	81	222	181	181	141	101	201	262	282	181	1128	886	242	886	98	129	116	390	154
<b><u>I feel that I am being ripped off by the company supplying my energy at home</u></b>																						
Agree	1316	1121	125	58	155	118	113	94	71	134	172	184	92	781	629	152	535	63	63	65	245	100
	65%	65%	69%	72%	70%	65%	62%	67%	70%	67%	66%	65%	51%	69%	71%	63%	60%	64%	49%	56%	63%	65%
Disagree	363	327	23	13	43	34	37	29	12	30	46	51	43	168	129	39	194	15	33	30	94	23
	18%	19%	13%	16%	19%	19%	20%	20%	12%	15%	18%	18%	24%	15%	15%	16%	22%	15%	25%	26%	24%	15%
Don't know	335	284	33	9	23	29	31	18	18	37	43	47	46	178	127	51	157	20	33	21	51	31
	17%	16%	18%	12%	10%	16%	17%	13%	18%	18%	17%	17%	25%	16%	14%	21%	18%	21%	26%	18%	13%	20%
<b><u>Ed Miliband is right to propose a freeze on energy prices given the behaviour of energy companies over recent years</u></b>																						
Agree	1200	1018	114	56	144	105	111	82	68	110	166	146	99	701	551	150	499	58	77	71	184	108
	60%	59%	63%	70%	65%	58%	61%	58%	68%	54%	63%	52%	55%	62%	62%	62%	56%	59%	60%	61%	47%	70%
Disagree	450	404	30	11	45	42	44	40	17	48	51	77	46	225	188	36	226	12	17	20	163	14
	22%	23%	16%	13%	20%	23%	24%	28%	17%	24%	19%	27%	26%	20%	21%	15%	25%	12%	13%	17%	42%	9%
Don't know	364	310	38	14	33	34	27	19	16	43	45	59	36	202	147	56	162	28	35	25	43	31
	18%	18%	21%	17%	15%	19%	15%	13%	16%	22%	17%	21%	20%	18%	17%	23%	18%	28%	27%	22%	11%	20%
<b><u>As a result of the recent rise in some energy prices, I am planning to change my energy provider in the coming three months</u></b>																						
Agree	594	506	54	17	77	48	55	47	35	62	81	76	44	392	329	63	202	29	26	26	82	39
	29%	29%	30%	21%	35%	26%	30%	33%	34%	31%	31%	27%	24%	35%	37%	26%	23%	29%	20%	22%	21%	25%
Disagree	831	724	68	44	82	74	86	59	39	79	100	116	85	410	324	86	421	36	57	62	198	68
	41%	42%	37%	54%	37%	41%	48%	42%	39%	39%	38%	41%	47%	36%	37%	36%	47%	36%	44%	54%	51%	44%
Don't know	590	503	60	20	63	60	40	35	27	61	81	90	52	326	233	93	264	34	45	27	110	48
	29%	29%	33%	25%	28%	33%	22%	25%	27%	30%	31%	32%	29%	29%	26%	38%	30%	34%	35%	24%	28%	31%

## ITV News Index Survey

### ONLINE Fieldwork : 1st-3rd November 2013

Absolutes/col percents

Table 2  
**Q.2 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	East-ern	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	2014	1732	181	81	222	181	181	141	101	201	262	282	181	1128	886	242	886	98	129	116	390	154
<b><u>There is little competition in the energy sector</u></b>																						
Agree	1367 68%	1190 69%	114 63%	58 72%	155 70%	125 69%	122 67%	96 68%	63 63%	143 71%	170 65%	195 69%	126 69%	733 65%	586 66%	147 61%	634 72%	60 61%	65 51%	79 69%	336 86%	93 61%
Disagree	409 20%	339 20%	40 22%	16 20%	38 17%	26 14%	41 22%	32 23%	30 30%	36 18%	62 24%	49 17%	39 21%	252 22%	203 23%	49 20%	157 18%	16 17%	40 31%	29 25%	35 9%	36 24%
Don't know	238 12%	203 12%	27 15%	6 8%	29 13%	30 17%	19 10%	13 9%	7 7%	22 11%	30 11%	38 13%	17 9%	143 13%	98 11%	45 19%	95 11%	22 22%	23 18%	7 6%	19 5%	24 16%
<b><u>My household has changed energy providers in the past 3 months</u></b>																						
Agree	314 16%	264 15%	31 17%	14 18%	26 12%	26 14%	29 16%	16 12%	19 19%	43 21%	39 15%	42 15%	28 15%	202 18%	167 19%	35 14%	112 13%	13 13%	20 15%	10 9%	53 14%	16 10%
Disagree	1580 78%	1365 79%	138 76%	63 78%	183 82%	146 80%	140 77%	122 86%	77 77%	150 74%	197 75%	226 80%	140 77%	851 75%	666 75%	185 76%	729 82%	77 79%	91 70%	102 88%	333 85%	127 82%
Don't know	120 6%	103 6%	13 7%	3 4%	12 6%	10 5%	13 7%	3 2%	4 4%	8 4%	26 10%	14 5%	13 7%	74 7%	53 6%	22 9%	45 5%	8 8%	18 14%	4 3%	4 1%	12 8%
<b><u>It is easy and straightforward to change energy providers</u></b>																						
Agree	905 45%	793 46%	82 45%	43 54%	104 47%	68 38%	93 51%	72 51%	30 30%	100 50%	105 40%	134 47%	73 40%	498 44%	397 45%	101 42%	407 46%	35 36%	49 38%	61 53%	194 50%	68 44%
Disagree	722 36%	621 36%	59 32%	23 29%	82 37%	78 43%	56 31%	47 33%	42 42%	70 35%	89 34%	97 34%	80 44%	411 36%	332 38%	79 33%	311 35%	40 41%	40 31%	34 29%	140 36%	58 38%
Don't know	387 19%	318 18%	41 22%	14 17%	35 16%	35 19%	32 18%	22 16%	28 28%	32 16%	68 26%	51 18%	28 16%	218 19%	157 18%	61 25%	168 19%	23 23%	40 31%	21 18%	56 14%	28 18%

## ITV News Index Survey

### ONLINE Fieldwork : 1st-3rd November 2013

Absolutes/col percents

Table 2

**Q.2 Do you agree or disagree with each of the following statements?**

**Base: All respondents**

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Weighted base	2014	1732	181	81	222	181	181	141	101	201	262	282	181	1128	886	242	886	98	129	116	390	154
<b><u>I do not trust the 'Big Six' energy companies</u></b>																						
Agree	1497	1283	130	66	176	134	137	106	83	158	183	205	118	832	668	164	665	66	76	84	328	112
	74%	74%	72%	82%	79%	74%	76%	75%	83%	79%	70%	73%	65%	74%	75%	68%	75%	67%	59%	72%	84%	72%
Disagree	182	166	11	3	19	15	11	14	5	19	33	29	21	111	92	19	71	7	17	11	27	8
	9%	10%	6%	4%	9%	9%	6%	10%	5%	9%	13%	10%	12%	10%	10%	8%	8%	8%	13%	9%	7%	6%
Don't know	335	283	40	11	26	31	33	21	12	24	46	48	42	184	126	58	150	24	36	21	35	34
	17%	16%	22%	14%	12%	17%	18%	15%	12%	12%	17%	17%	23%	16%	14%	24%	17%	25%	28%	18%	9%	22%
<b><u>I would prefer scrapping green taxes on energy to freezing energy prices</u></b>																						
Agree	939	814	89	33	112	86	97	74	35	79	125	136	73	519	424	95	420	33	31	65	241	50
	47%	47%	49%	41%	51%	47%	53%	53%	35%	39%	48%	48%	40%	46%	48%	39%	47%	34%	24%	56%	62%	32%
Disagree	457	390	35	19	52	29	35	34	32	56	60	59	46	260	202	59	197	22	42	15	83	34
	23%	23%	19%	23%	23%	16%	19%	24%	31%	28%	23%	21%	25%	23%	23%	24%	22%	23%	33%	13%	21%	22%
Don't know	618	528	57	29	57	66	50	33	34	66	77	87	63	349	260	88	270	43	56	36	65	70
	31%	30%	31%	36%	26%	37%	27%	23%	33%	33%	29%	31%	35%	31%	29%	37%	30%	44%	44%	31%	17%	45%

**ITV News Index Survey**  
**ONLINE Fieldwork : 1st-3rd November 2013**

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	2014	957	1057	216	330	340	362	310	456	588	616	322	488	258	790
Weighted base	2014	987	1027	239	339	339	359	299	438	538	558	439	478	272	856
<b><u>I am cutting back on spending now because I think there will be another recession soon</u></b>															
Agree	885 44%	396 40%	489 48%	105 44%	170 50%	153 45%	172 48%	139 47%	145 33%	206 38%	232 42%	188 43%	258 54%	136 50%	389 45%
Disagree	734 36%	420 43%	314 31%	79 33%	111 33%	111 33%	115 32%	109 37%	209 48%	246 46%	211 38%	157 36%	119 25%	82 30%	301 35%
Don't know	395 20%	172 17%	224 22%	55 23%	58 17%	76 22%	72 20%	50 17%	84 19%	86 16%	115 21%	93 21%	101 21%	55 20%	166 19%
<b><u>I am looking seriously at all areas of my household or family's spending to see what can be cut</u></b>															
Agree	1344 67%	624 63%	719 70%	143 60%	232 68%	242 71%	266 74%	204 68%	257 59%	332 62%	375 67%	278 63%	360 75%	193 71%	581 68%
Disagree	464 23%	264 27%	199 19%	51 21%	62 18%	68 20%	68 19%	70 23%	145 33%	167 31%	130 23%	97 22%	70 15%	53 20%	176 21%
Don't know	207 10%	98 10%	108 11%	45 19%	46 14%	30 9%	24 7%	25 8%	36 8%	40 7%	53 10%	65 15%	49 10%	26 10%	99 12%
<b><u>I have more money to spend on non-essential items now than I did last year</u></b>															
Agree	398 20%	217 22%	182 18%	75 31%	97 29%	73 21%	49 14%	35 12%	70 16%	134 25%	98 18%	88 20%	78 16%	63 23%	210 25%
Disagree	1434 71%	687 70%	747 73%	114 47%	203 60%	232 68%	290 81%	245 82%	350 80%	362 67%	399 71%	313 71%	360 75%	181 67%	558 65%
Don't know	182 9%	84 8%	98 10%	51 21%	39 12%	35 10%	20 6%	19 6%	18 4%	42 8%	61 11%	38 9%	40 8%	28 10%	87 10%

**ITV News Index Survey**  
**ONLINE Fieldwork : 1st-3rd November 2013**

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	2014	987	1027	239	339	339	359	299	438	538	558	439	478	272	856
<b><u>My personal financial situation is generally heading in the right direction</u></b>															
Agree	816 41%	460 47%	356 35%	116 48%	146 43%	130 38%	118 33%	105 35%	201 46%	284 53%	227 41%	176 40%	129 27%	109 40%	377 44%
Disagree	852 42%	388 39%	464 45%	73 30%	128 38%	146 43%	183 51%	150 50%	172 39%	184 34%	218 39%	195 44%	256 53%	105 39%	341 40%
Don't know	346 17%	139 14%	207 20%	51 21%	65 19%	63 18%	59 16%	44 15%	65 15%	70 13%	114 20%	68 15%	94 20%	58 21%	138 16%
<b><u>I am confident that the company I work for will be more successful financially in the next year, than last year</u></b>															
Agree	476 24%	282 29%	194 19%	77 32%	139 41%	106 31%	81 22%	45 15%	30 7%	143 27%	145 26%	121 28%	67 14%	82 30%	346 40%
Disagree	442 22%	220 22%	222 22%	52 22%	70 21%	77 23%	105 29%	83 28%	55 13%	111 21%	133 24%	92 21%	106 22%	86 31%	214 25%
Don't know	1096 54%	485 49%	611 60%	111 46%	131 39%	157 46%	173 48%	171 57%	353 81%	285 53%	281 50%	225 51%	305 64%	105 38%	295 34%
<b><u>I expect that there will be more redundancies made at my workplace in the next year, than last year</u></b>															
Agree	440 22%	232 24%	208 20%	59 25%	113 33%	94 28%	83 23%	51 17%	41 9%	136 25%	124 22%	80 18%	100 21%	128 47%	217 25%
Disagree	591 29%	300 30%	291 28%	77 32%	117 34%	133 39%	120 33%	90 30%	55 13%	158 29%	179 32%	136 31%	118 25%	90 33%	381 45%
Don't know	982 49%	455 46%	528 51%	103 43%	109 32%	113 33%	157 44%	158 53%	342 78%	244 45%	255 46%	222 51%	260 54%	54 20%	257 30%

## ITV News Index Survey

### ONLINE Fieldwork : 1st-3rd November 2013

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	East-ern	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	2014	1767	158	84	233	179	179	143	89	187	241	322	199	1048	746	302	966	114	137	116	426	173
Weighted base	2014	1732	181	81	222	181	181	141	101	201	262	282	181	1128	886	242	886	98	129	116	390	154
<b><u>I am cutting back on spending now because I think there will be another recession soon</u></b>																						
Agree	885 44%	755 44%	80 44%	38 48%	103 46%	73 40%	85 47%	50 36%	50 49%	92 45%	132 51%	113 40%	69 38%	524 46%	409 46%	115 48%	361 41%	52 53%	56 44%	45 39%	127 33%	80 52%
Disagree	734 36%	648 37%	57 32%	23 29%	79 36%	69 38%	75 42%	73 52%	29 28%	70 35%	76 29%	101 36%	81 45%	383 34%	324 37%	59 25%	350 40%	23 23%	44 35%	43 37%	203 52%	37 24%
Don't know	395 20%	329 19%	44 24%	19 23%	40 18%	39 22%	21 12%	18 13%	22 22%	39 20%	54 21%	68 24%	32 17%	220 20%	153 17%	67 28%	175 20%	23 23%	28 22%	28 24%	60 15%	37 24%
<b><u>I am looking seriously at all areas of my household or family's spending to see what can be cut</u></b>																						
Agree	1344 67%	1145 66%	121 67%	58 72%	154 70%	122 67%	111 61%	87 62%	78 77%	137 68%	173 66%	196 69%	106 58%	774 69%	597 67%	178 74%	569 64%	74 76%	81 63%	75 64%	224 57%	117 76%
Disagree	464 23%	416 24%	33 18%	15 19%	50 22%	40 22%	53 29%	42 30%	14 14%	47 23%	56 21%	56 20%	57 32%	229 20%	197 22%	32 13%	234 26%	10 10%	29 23%	25 22%	145 37%	25 16%
Don't know	207 10%	171 10%	27 15%	8 9%	17 8%	19 11%	17 9%	12 9%	9 9%	17 9%	33 12%	30 11%	18 10%	124 11%	92 10%	32 13%	82 9%	14 14%	19 15%	16 14%	21 5%	13 8%
<b><u>I have more money to spend on non-essential items now than I did last year</u></b>																						
Agree	398 20%	353 20%	29 16%	19 24%	47 21%	34 19%	44 24%	31 22%	16 16%	28 14%	61 23%	57 20%	33 18%	273 24%	231 26%	42 17%	125 14%	9 9%	18 14%	13 11%	65 17%	21 13%
Disagree	1434 71%	1227 71%	134 74%	57 71%	157 71%	130 71%	125 69%	97 69%	73 72%	159 79%	170 65%	204 72%	128 71%	740 66%	571 64%	169 70%	694 78%	77 78%	95 74%	93 80%	309 79%	121 78%
Don't know	182 9%	152 9%	18 10%	4 5%	18 8%	18 10%	13 7%	13 9%	11 11%	14 7%	31 12%	22 8%	20 11%	115 10%	84 9%	31 13%	67 8%	12 12%	16 13%	10 9%	16 4%	13 8%

## ITV News Index Survey

### ONLINE Fieldwork : 1st-3rd November 2013

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	East-ern	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	2014	1732	181	81	222	181	181	141	101	201	262	282	181	1128	886	242	886	98	129	116	390	154
<b><u>My personal financial situation is generally heading in the right direction</u></b>																						
Agree	816 41%	727 42%	62 34%	37 46%	88 40%	78 43%	79 44%	55 39%	28 28%	69 34%	123 47%	110 39%	85 47%	486 43%	406 46%	80 33%	330 37%	22 23%	41 32%	38 33%	193 49%	36 24%
Disagree	852 42%	717 41%	83 46%	30 37%	94 42%	77 42%	73 40%	69 49%	52 52%	87 43%	98 38%	129 46%	60 33%	446 40%	340 38%	106 44%	407 46%	65 67%	65 50%	49 42%	142 36%	86 56%
Don't know	346 17%	289 17%	36 20%	13 16%	39 18%	26 15%	29 16%	17 12%	21 21%	45 22%	40 15%	43 15%	36 20%	196 17%	140 16%	56 23%	149 17%	10 11%	23 18%	29 25%	55 14%	32 21%
<b><u>I am confident that the company I work for will be more successful financially in the next year, than last year</u></b>																						
Agree	476 24%	408 24%	38 21%	20 25%	53 24%	45 25%	45 25%	37 27%	30 30%	32 16%	83 32%	62 22%	31 17%	428 38%	365 41%	63 26%	48 5%	9 10%	15 12%	* *	16 4%	7 4%
Disagree	442 22%	374 22%	43 24%	18 22%	55 25%	35 19%	26 14%	36 26%	25 25%	56 28%	47 18%	59 21%	43 24%	300 27%	236 27%	64 26%	142 16%	18 19%	29 23%	11 9%	54 14%	29 19%
Don't know	1096 54%	950 55%	101 55%	43 53%	114 52%	102 56%	111 61%	68 48%	46 46%	113 56%	131 50%	162 57%	107 59%	400 35%	285 32%	115 47%	696 79%	70 71%	84 66%	105 90%	319 82%	118 77%
<b><u>I expect that there will be more redundancies made at my workplace in the next year, than last year</u></b>																						
Agree	440 22%	368 21%	40 22%	16 20%	58 26%	33 18%	39 22%	28 20%	32 32%	38 19%	66 25%	59 21%	31 17%	346 31%	280 32%	65 27%	95 11%	18 18%	22 17%	2 2%	38 10%	15 9%
Disagree	591 29%	507 29%	49 27%	25 31%	73 33%	61 34%	45 25%	43 31%	36 36%	61 30%	73 28%	75 27%	52 28%	471 42%	381 43%	91 38%	120 14%	14 15%	28 22%	12 10%	42 11%	24 15%
Don't know	982 49%	857 49%	92 51%	40 49%	91 41%	87 48%	97 54%	70 50%	33 33%	103 51%	123 47%	148 52%	99 54%	311 28%	225 25%	86 35%	671 76%	65 67%	79 61%	102 88%	309 79%	116 75%

## ITV News Index Survey

### ONLINE Fieldwork : 1st-3rd November 2013

Absolutes/col percents

Table 4  
**Q.4 Do you agree or disagree with each of the following statements?**  
**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2014	957	1057	216	330	340	362	310	456	588	616	322	488	258	790
Weighted base	2014	987	1027	239	339	339	359	299	438	538	558	439	478	272	856
<b><u>I am worried that another recession would have a severe impact on me and my family</u></b>															
Agree	1335 66%	621 63%	714 70%	132 55%	224 66%	230 68%	272 76%	209 70%	267 61%	317 59%	369 66%	300 68%	349 73%	189 70%	575 67%
Disagree	326 16%	215 22%	111 11%	35 15%	58 17%	55 16%	42 12%	45 15%	92 21%	128 24%	89 16%	61 14%	48 10%	36 13%	149 17%
Don't know	353 18%	151 15%	202 20%	72 30%	57 17%	54 16%	45 13%	45 15%	79 18%	93 17%	101 18%	78 18%	81 17%	47 17%	132 15%
<b><u>The debt crisis in Europe is putting the UK economy in danger</u></b>															
Agree	1330 66%	662 67%	669 65%	126 53%	201 59%	211 62%	252 70%	210 70%	331 75%	379 70%	352 63%	281 64%	318 66%	173 64%	551 64%
Disagree	234 12%	144 15%	91 9%	29 12%	47 14%	47 14%	34 10%	35 12%	43 10%	70 13%	67 12%	52 12%	46 10%	36 13%	109 13%
Don't know	449 22%	182 18%	268 26%	84 35%	92 27%	82 24%	73 20%	55 18%	64 15%	89 17%	140 25%	105 24%	115 24%	63 23%	195 23%
<b><u>If the British economy doesn't pick up very soon, the Government should reconsider its planned programme of spending cuts</u></b>															
Agree	1199 60%	567 57%	632 62%	142 59%	202 60%	204 60%	226 63%	180 60%	244 56%	309 57%	315 56%	261 59%	314 66%	173 64%	506 59%
Disagree	426 21%	276 28%	151 15%	28 12%	62 18%	58 17%	72 20%	76 26%	130 30%	147 27%	121 22%	92 21%	66 14%	45 16%	179 21%
Don't know	389 19%	145 15%	244 24%	69 29%	75 22%	77 23%	61 17%	42 14%	64 15%	83 15%	122 22%	86 20%	98 21%	55 20%	170 20%

## ITV News Index Survey

### ONLINE Fieldwork : 1st-3rd November 2013

Absolutes/col percents

Table 4  
**Q.4 Do you agree or disagree with each of the following statements?**  
**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	2014	987	1027	239	339	339	359	299	438	538	558	439	478	272	856
<b><u>In the current financial situation, the Government is more concerned with protecting the banks than the British public</u></b>															
Agree	1294 64%	632 64%	663 65%	132 55%	211 62%	231 68%	238 66%	211 71%	271 62%	330 61%	333 60%	296 67%	336 70%	193 71%	540 63%
Disagree	338 17%	214 22%	123 12%	31 13%	51 15%	41 12%	63 17%	44 15%	108 25%	121 22%	102 18%	58 13%	56 12%	21 8%	159 19%
Don't know	382 19%	141 14%	241 23%	77 32%	77 23%	68 20%	58 16%	43 14%	59 14%	88 16%	123 22%	85 19%	86 18%	59 22%	157 18%
<b><u>The Government is in control of the economy</u></b>															
Agree	596 30%	332 34%	263 26%	62 26%	108 32%	85 25%	99 28%	94 31%	147 34%	190 35%	172 31%	121 28%	113 24%	72 26%	266 31%
Disagree	994 49%	480 49%	514 50%	110 46%	154 45%	174 51%	190 53%	158 53%	208 47%	246 46%	274 49%	215 49%	258 54%	140 51%	412 48%
Don't know	425 21%	175 18%	249 24%	68 28%	77 23%	79 23%	70 20%	47 16%	83 19%	102 19%	112 20%	103 23%	108 22%	61 22%	177 21%

## ITV News Index Survey

### ONLINE Fieldwork : 1st-3rd November 2013

Absolutes/col percents

Table 4  
**Q.4 Do you agree or disagree with each of the following statements?**  
**Base: All respondents**

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2014	1767	158	84	233	179	179	143	89	187	241	322	199	1048	746	302	966	114	137	116	426	173
Weighted base	2014	1732	181	81	222	181	181	141	101	201	262	282	181	1128	886	242	886	98	129	116	390	154
<b><u>I am worried that another recession would have a severe impact on me and my family</u></b>																						
Agree	1335	1137	117	61	137	119	122	103	80	138	168	179	110	764	593	171	571	67	87	76	223	118
	66%	66%	65%	76%	62%	65%	67%	73%	79%	69%	64%	64%	61%	68%	67%	71%	64%	68%	68%	66%	57%	76%
Disagree	326	289	27	6	49	30	32	21	10	21	48	48	33	185	159	26	142	10	10	17	91	13
	16%	17%	15%	8%	22%	16%	18%	15%	10%	10%	18%	17%	18%	16%	18%	11%	16%	10%	8%	15%	23%	9%
Don't know	353	306	37	13	35	33	27	17	11	42	46	54	38	179	134	45	174	22	31	23	75	23
	18%	18%	20%	16%	16%	18%	15%	12%	11%	21%	17%	19%	21%	16%	15%	19%	20%	22%	24%	20%	19%	15%
<b><u>The debt crisis in Europe is putting the UK economy in danger</u></b>																						
Agree	1330	1158	106	56	163	117	123	98	66	135	160	189	117	724	570	154	606	55	75	86	294	96
	66%	67%	59%	70%	74%	64%	68%	70%	65%	67%	61%	67%	64%	64%	64%	64%	68%	56%	59%	74%	75%	62%
Disagree	234	198	24	7	22	19	19	21	13	18	47	33	11	145	126	19	89	13	14	8	45	9
	12%	11%	13%	9%	10%	11%	10%	15%	13%	9%	18%	12%	6%	13%	14%	8%	10%	13%	11%	7%	12%	6%
Don't know	449	376	51	17	37	45	40	21	22	48	55	60	53	258	190	68	191	30	39	23	51	49
	22%	22%	28%	21%	17%	25%	22%	15%	21%	24%	21%	21%	29%	23%	21%	28%	22%	31%	30%	19%	13%	32%
<b><u>If the British economy doesn't pick up very soon, the Government should reconsider its planned programme of spending cuts</u></b>																						
Agree	1199	1018	105	56	145	105	108	80	76	115	159	148	103	679	531	148	520	68	82	70	210	90
	60%	59%	58%	70%	65%	58%	59%	57%	75%	57%	61%	53%	57%	60%	60%	61%	59%	69%	64%	61%	54%	58%
Disagree	426	381	34	14	52	42	40	31	12	47	47	68	39	224	190	35	202	13	15	17	131	26
	21%	22%	19%	18%	23%	23%	22%	22%	12%	23%	18%	24%	22%	20%	21%	14%	23%	13%	11%	15%	34%	17%
Don't know	389	334	43	10	25	34	34	30	13	39	56	66	39	225	165	59	164	18	32	28	49	38
	19%	19%	24%	13%	11%	19%	19%	21%	13%	20%	21%	23%	21%	20%	19%	25%	19%	18%	25%	25%	12%	25%

## ITV News Index Survey

### ONLINE Fieldwork : 1st-3rd November 2013

Absolutes/col percents

Table 4  
**Q.4 Do you agree or disagree with each of the following statements?**  
**Base: All respondents**

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of 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	2014	1732	181	81	222	181	181	141	101	201	262	282	181	1128	886	242	886	98	129	116	390	154
<b><u>In the current financial situation, the Government is more concerned with protecting the banks than the British public</u></b>																						
Agree	1294	1097	126	53	155	106	116	96	71	124	169	169	110	733	570	163	561	63	87	73	238	100
	64%	63%	70%	65%	70%	58%	64%	68%	70%	62%	64%	60%	60%	65%	64%	67%	63%	64%	68%	63%	61%	65%
Disagree	338	307	17	13	42	36	27	27	14	36	33	58	34	180	154	26	158	11	11	21	99	16
	17%	18%	9%	16%	19%	20%	15%	19%	14%	18%	13%	20%	19%	16%	17%	11%	18%	11%	9%	18%	25%	10%
Don't know	382	328	38	15	24	39	39	18	16	41	60	55	37	215	162	53	167	24	30	22	53	38
	19%	19%	21%	18%	11%	22%	22%	13%	16%	20%	23%	20%	21%	19%	18%	22%	19%	24%	23%	19%	14%	25%
<b><u>The Government is in control of the economy</u></b>																						
Agree	596	530	36	29	67	52	64	53	29	51	80	86	49	338	276	62	258	25	26	33	137	37
	30%	31%	20%	36%	30%	29%	35%	37%	29%	25%	31%	30%	27%	30%	31%	25%	29%	25%	20%	28%	35%	24%
Disagree	994	842	90	40	116	95	80	62	62	106	116	138	89	552	431	121	442	53	76	58	177	77
	49%	49%	50%	49%	53%	53%	44%	44%	61%	52%	44%	49%	49%	49%	49%	50%	50%	54%	59%	50%	46%	50%
Don't know	425	360	54	12	38	34	37	27	10	45	66	58	44	238	179	59	187	20	27	25	75	41
	21%	21%	30%	14%	17%	19%	21%	19%	10%	22%	25%	21%	24%	21%	20%	24%	21%	20%	21%	21%	19%	26%