



# ITV News Index

## METHODOLOGY NOTE

ComRes interviewed 2,052 GB adults online between 24<sup>th</sup> and 26<sup>th</sup> January 2014. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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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)

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## ITV News Index Survey

### ONLINE Fieldwork: 24th-26th January 2014

Absolutes/col percents

Table 1

**Q.1 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	Pri- vate
Unweighted base	2052	1057	995	188	333	328	398	328	477	592	613	341	506	247	839
Weighted base	2052	1006	1046	244	346	346	366	305	446	548	569	447	488	256	893
<b><u>People on low incomes</u></b>															
Yes	379 18%	219 22%	160 15%	38 15%	63 18%	70 20%	66 18%	46 15%	97 22%	136 25%	115 20%	70 16%	59 12%	49 19%	189 21%
No	1462 71%	701 70%	761 73%	144 59%	237 68%	237 69%	276 76%	241 79%	327 73%	373 68%	382 67%	332 74%	375 77%	185 72%	600 67%
Don't know	210 10%	85 8%	125 12%	62 25%	47 13%	38 11%	24 6%	18 6%	22 5%	40 7%	72 13%	45 10%	53 11%	22 9%	105 12%
<b><u>People on middle incomes</u></b>															
Yes	689 34%	356 35%	333 32%	74 30%	91 26%	98 28%	128 35%	114 37%	183 41%	205 37%	175 31%	151 34%	158 32%	70 27%	301 34%
No	1076 52%	540 54%	536 51%	105 43%	190 55%	194 56%	201 55%	159 52%	227 51%	290 53%	299 53%	234 52%	253 52%	157 62%	452 51%
Don't know	287 14%	110 11%	178 17%	65 27%	64 19%	54 16%	37 10%	31 10%	36 8%	54 10%	94 17%	63 14%	76 16%	28 11%	140 16%
<b><u>People on high incomes</u></b>															
Yes	1559 76%	800 80%	759 73%	142 58%	227 66%	257 74%	298 82%	248 81%	387 87%	438 80%	412 72%	336 75%	373 76%	193 75%	649 73%
No	225 11%	113 11%	113 11%	38 15%	54 16%	40 12%	42 11%	22 7%	30 7%	57 10%	69 12%	49 11%	50 10%	35 14%	109 12%
Don't know	268 13%	93 9%	175 17%	64 26%	65 19%	49 14%	26 7%	35 11%	30 7%	53 10%	88 16%	62 14%	64 13%	28 11%	136 15%

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**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
Weighted base	2052	1006	1046	244	346	346	366	305	446	548	569	447	488	256	893
<b><u>The banks and big business</u></b>															
Yes	1406	737	669	133	228	231	257	225	332	412	368	307	319	180	607
	69%	73%	64%	55%	66%	67%	70%	74%	74%	75%	65%	69%	65%	70%	68%
No	344	166	178	41	49	61	75	44	73	79	97	77	92	50	136
	17%	17%	17%	17%	14%	18%	21%	14%	16%	14%	17%	17%	19%	19%	15%
Don't know	302	102	200	70	68	53	33	36	41	58	103	63	77	27	150
	15%	10%	19%	29%	20%	15%	9%	12%	9%	11%	18%	14%	16%	10%	17%
<b><u>Small business owners and entrepreneurs</u></b>															
Yes	649	360	289	57	104	107	109	96	176	207	168	150	124	80	286
	32%	36%	28%	23%	30%	31%	30%	32%	39%	38%	30%	34%	25%	31%	32%
No	1081	522	559	117	178	178	217	160	232	281	287	236	278	141	453
	53%	52%	53%	48%	52%	52%	59%	52%	52%	51%	50%	53%	57%	55%	51%
Don't know	322	124	199	70	64	61	40	49	39	61	114	61	86	35	154
	16%	12%	19%	29%	18%	18%	11%	16%	9%	11%	20%	14%	18%	14%	17%
<b><u>Families</u></b>															
Yes	480	262	218	59	73	78	70	66	135	167	141	86	85	52	230
	23%	26%	21%	24%	21%	23%	19%	22%	30%	31%	25%	19%	18%	20%	26%
No	1306	631	675	116	222	216	263	204	285	314	340	309	343	177	533
	64%	63%	65%	48%	64%	62%	72%	67%	64%	57%	60%	69%	70%	69%	60%
Don't know	266	113	153	69	52	52	32	35	27	67	88	52	59	26	130
	13%	11%	15%	28%	15%	15%	9%	11%	6%	12%	15%	12%	12%	10%	15%

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### ONLINE Fieldwork: 24th-26th January 2014

Absolutes/col percents

Table 1

**Q.1 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	Pri- vate
Weighted base	2052	1006	1046	244	346	346	366	305	446	548	569	447	488	256	893
<b><u>The elderly</u></b>															
Yes	471	253	218	51	89	85	79	62	104	171	131	87	82	60	227
	23%	25%	21%	21%	26%	25%	22%	20%	23%	31%	23%	20%	17%	23%	25%
No	1332	650	682	124	201	215	259	217	315	319	347	316	349	170	542
	65%	65%	65%	51%	58%	62%	71%	71%	71%	58%	61%	71%	72%	66%	61%
Don't know	249	103	146	68	56	45	27	25	27	59	91	43	56	26	124
	12%	10%	14%	28%	16%	13%	7%	8%	6%	11%	16%	10%	11%	10%	14%
<b><u>The disabled</u></b>															
Yes	382	214	168	38	67	67	62	52	96	131	109	77	65	52	180
	19%	21%	16%	16%	19%	19%	17%	17%	22%	24%	19%	17%	13%	20%	20%
No	1352	664	688	134	212	224	265	220	297	339	348	309	356	167	564
	66%	66%	66%	55%	61%	65%	72%	72%	67%	62%	61%	69%	73%	65%	63%
Don't know	318	128	190	72	67	54	39	32	53	78	112	62	66	37	150
	16%	13%	18%	29%	19%	16%	11%	11%	12%	14%	20%	14%	14%	14%	17%

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### ONLINE Fieldwork: 24th-26th January 2014

Absolutes/col percents

Table 1

**Q.1 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	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	2052	1755	197	83	216	186	189	157	100	199	232	319	174	1086	773	313	966	130	143	101	443	149
Weighted base	2052	1765	185	82	226	185	185	144	103	205	267	287	185	1149	903	246	903	114	142	97	398	153
<b>People on low incomes</b>																						
Yes	379	332	18	12	39	35	32	24	29	38	53	49	51	238	192	46	142	3	17	15	87	19
	18%	19%	10%	15%	17%	19%	17%	17%	29%	19%	20%	17%	27%	21%	21%	19%	16%	3%	12%	15%	22%	13%
No	1462	1245	148	55	163	136	139	107	69	150	183	194	119	785	618	167	677	94	103	80	289	112
	71%	71%	80%	68%	72%	74%	75%	75%	67%	73%	68%	67%	64%	68%	68%	68%	75%	82%	73%	82%	73%	73%
Don't know	210	188	18	15	24	14	14	12	4	18	31	45	15	127	93	33	84	17	21	2	22	22
	10%	11%	10%	18%	11%	8%	8%	9%	4%	9%	12%	16%	8%	11%	10%	14%	9%	15%	15%	2%	6%	14%
<b>People on middle incomes</b>																						
Yes	689	600	52	27	82	65	60	52	37	68	83	91	73	371	285	86	318	21	49	36	168	44
	34%	34%	28%	32%	36%	35%	32%	36%	36%	33%	31%	32%	39%	32%	32%	35%	35%	18%	34%	37%	42%	29%
No	1076	917	104	44	115	90	101	71	55	111	144	145	94	609	497	112	466	67	67	51	201	80
	52%	52%	56%	54%	51%	49%	54%	50%	54%	54%	54%	51%	51%	53%	55%	46%	52%	59%	47%	53%	51%	52%
Don't know	287	249	28	11	28	30	24	20	10	26	40	51	18	168	120	48	119	26	26	10	28	29
	14%	14%	15%	14%	13%	16%	13%	14%	10%	13%	15%	18%	10%	15%	13%	19%	13%	23%	19%	10%	7%	19%
<b>People on high incomes</b>																						
Yes	1559	1344	138	59	171	137	147	107	77	167	204	211	141	842	664	177	717	78	99	85	345	110
	76%	76%	75%	72%	76%	74%	80%	74%	75%	82%	77%	73%	77%	73%	74%	72%	79%	68%	70%	88%	87%	72%
No	225	191	19	12	22	23	18	19	15	16	29	27	24	144	117	26	82	13	19	6	25	19
	11%	11%	10%	15%	10%	12%	10%	13%	15%	8%	11%	9%	13%	12%	13%	11%	9%	11%	14%	7%	6%	12%
Don't know	268	230	28	11	33	24	20	18	10	22	33	49	19	164	121	43	104	23	23	5	28	24
	13%	13%	15%	14%	15%	13%	11%	12%	10%	11%	12%	17%	10%	14%	13%	17%	12%	21%	16%	5%	7%	16%

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Absolutes/col percents

Table 1

**Q.1 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	2052	1765	185	82	226	185	185	144	103	205	267	287	185	1149	903	246	903	114	142	97	398	153
<b><u>The banks and big business</u></b>																						
Yes	1406	1221	120	53	167	130	124	95	66	147	194	185	127	787	626	161	619	71	89	71	297	90
	69%	69%	65%	64%	74%	70%	67%	66%	64%	72%	73%	64%	69%	68%	69%	65%	69%	63%	63%	73%	75%	59%
No	344	282	37	16	25	34	34	28	25	34	32	44	36	186	155	31	159	18	27	20	63	31
	17%	16%	20%	19%	11%	18%	18%	20%	24%	16%	12%	15%	19%	16%	17%	13%	18%	16%	19%	20%	16%	20%
Don't know	302	262	28	14	34	21	27	20	12	24	41	58	22	177	122	55	125	24	25	6	38	32
	15%	15%	15%	17%	15%	11%	14%	14%	12%	12%	15%	20%	12%	15%	14%	22%	14%	22%	18%	6%	10%	21%
<b><u>Small business owners and entrepreneurs</u></b>																						
Yes	649	572	37	25	75	56	61	42	39	74	88	95	56	366	295	71	282	21	34	26	160	41
	32%	32%	20%	30%	33%	30%	33%	29%	38%	36%	33%	33%	30%	32%	33%	29%	31%	19%	24%	27%	40%	27%
No	1081	918	114	42	120	99	97	81	49	106	135	137	103	594	468	126	487	63	80	66	200	79
	53%	52%	62%	51%	53%	53%	52%	56%	47%	51%	51%	48%	56%	52%	52%	51%	54%	55%	56%	68%	50%	51%
Don't know	322	274	33	16	31	30	27	21	15	26	43	55	26	189	140	49	133	30	28	5	37	33
	16%	16%	18%	19%	14%	16%	15%	15%	15%	13%	16%	19%	14%	16%	15%	20%	15%	26%	20%	5%	9%	22%
<b><u>Families</u></b>																						
Yes	480	425	25	16	61	34	46	35	31	54	63	74	42	282	217	65	198	14	26	17	116	24
	23%	24%	13%	19%	27%	19%	25%	24%	30%	26%	24%	26%	23%	25%	24%	26%	22%	13%	18%	18%	29%	16%
No	1306	1111	131	52	137	128	124	96	65	124	160	169	120	711	567	144	596	80	90	75	246	105
	64%	63%	71%	64%	61%	69%	67%	67%	63%	60%	60%	59%	65%	62%	63%	58%	66%	70%	63%	78%	62%	68%
Don't know	266	229	29	14	27	22	14	13	7	27	43	44	23	156	119	37	109	19	26	4	36	24
	13%	13%	16%	17%	12%	12%	8%	9%	7%	13%	16%	15%	12%	14%	13%	15%	12%	17%	18%	5%	9%	16%

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**Q.1 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	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
Weighted base	2052	1765	185	82	226	185	185	144	103	205	267	287	185	1149	903	246	903	114	142	97	398	153
<b><u>The elderly</u></b>																						
Yes	471	411	27	15	50	40	41	33	33	46	70	72	44	287	222	65	185	19	25	12	99	29
	23%	23%	15%	19%	22%	22%	22%	23%	32%	23%	26%	25%	24%	25%	25%	26%	20%	17%	18%	12%	25%	19%
No	1332	1139	132	52	152	122	127	93	60	137	160	171	124	712	567	145	620	75	91	82	268	104
	65%	65%	72%	63%	67%	66%	69%	64%	59%	67%	60%	60%	67%	62%	63%	59%	69%	66%	64%	85%	67%	68%
Don't know	249	214	26	15	23	22	17	18	9	22	37	44	16	151	114	37	98	19	26	3	30	20
	12%	12%	14%	18%	10%	12%	9%	13%	9%	11%	14%	15%	9%	13%	13%	15%	11%	17%	18%	3%	8%	13%
<b><u>The disabled</u></b>																						
Yes	382	338	24	13	42	39	33	21	20	38	49	63	39	232	189	43	150	11	17	16	81	25
	19%	19%	13%	16%	19%	21%	18%	15%	20%	18%	18%	22%	21%	20%	21%	18%	17%	10%	12%	17%	20%	16%
No	1352	1143	139	54	151	108	132	104	70	140	164	171	119	731	577	154	621	81	99	74	262	105
	66%	65%	75%	66%	67%	59%	72%	72%	68%	68%	62%	59%	65%	64%	64%	63%	69%	71%	70%	76%	66%	68%
Don't know	318	284	22	15	32	37	19	18	13	28	54	53	27	186	137	49	132	22	26	7	54	24
	16%	16%	12%	18%	14%	20%	10%	13%	12%	14%	20%	19%	14%	16%	15%	20%	15%	19%	18%	7%	14%	15%

## ITV News Index Survey

### ONLINE Fieldwork: 24th-26th January 2014

Absolutes/col percents

Table 2

**Q.2 Do you think each of the following have got better or worse over the past three months?**

**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	2052	1057	995	188	333	328	398	328	477	592	613	341	506	247	839
Weighted base	2052	1006	1046	244	346	346	366	305	446	548	569	447	488	256	893
<b><u>The state of the UK economy</u></b>															
Better	831 40%	480 48%	351 34%	79 33%	112 32%	107 31%	140 38%	139 46%	255 57%	281 51%	231 41%	166 37%	153 31%	88 34%	355 40%
No change	707 34%	337 33%	370 35%	114 47%	139 40%	133 38%	126 34%	96 31%	99 22%	168 31%	221 39%	152 34%	167 34%	98 38%	333 37%
Worse	514 25%	188 19%	325 31%	50 20%	95 27%	106 31%	100 27%	70 23%	92 21%	100 18%	117 21%	129 29%	168 34%	70 27%	206 23%
<b><u>Your personal financial situation</u></b>															
Better	304 15%	169 17%	135 13%	65 27%	73 21%	59 17%	32 9%	33 11%	42 9%	115 21%	91 16%	51 11%	47 10%	47 18%	172 19%
No change	938 46%	467 46%	471 45%	103 42%	135 39%	154 44%	166 45%	135 44%	246 55%	254 46%	278 49%	198 44%	207 43%	104 41%	406 45%
Worse	810 39%	370 37%	440 42%	76 31%	137 40%	133 38%	168 46%	138 45%	159 36%	179 33%	200 35%	199 44%	233 48%	105 41%	315 35%
<b><u>Your job security</u></b>															
Better	205 10%	112 11%	93 9%	53 22%	58 17%	38 11%	23 6%	20 6%	14 3%	88 16%	58 10%	35 8%	25 5%	34 13%	146 16%
No change	1450 71%	711 71%	738 71%	149 61%	187 54%	217 63%	246 67%	249 82%	401 90%	370 67%	399 70%	308 69%	373 76%	136 53%	545 61%
Worse	397 19%	182 18%	215 21%	42 17%	102 29%	90 26%	97 26%	36 12%	31 7%	90 16%	112 20%	105 23%	90 19%	86 34%	203 23%



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**Q.2 Do you think each of the following have got better or worse over the past three months?**

**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	2052	1006	1046	244	346	346	366	305	446	548	569	447	488	256	893
<b><u>Anti-social behaviour in my neighbourhood</u></b>															
Better	229 11%	123 12%	106 10%	42 17%	39 11%	46 13%	31 8%	25 8%	46 10%	74 13%	53 9%	50 11%	52 11%	25 10%	116 13%
No change	1453 71%	704 70%	749 72%	160 66%	232 67%	224 65%	263 72%	234 77%	340 76%	378 69%	437 77%	295 66%	343 70%	179 70%	623 70%
Worse	370 18%	179 18%	191 18%	41 17%	75 22%	76 22%	71 20%	46 15%	61 14%	97 18%	79 14%	102 23%	92 19%	52 20%	154 17%
<b><u>Crime</u></b>															
Better	327 16%	189 19%	138 13%	48 20%	45 13%	50 14%	34 9%	53 17%	97 22%	112 20%	86 15%	68 15%	60 12%	31 12%	140 16%
No change	1159 56%	567 56%	591 57%	143 58%	206 60%	178 51%	224 61%	179 59%	229 51%	310 57%	355 62%	231 52%	263 54%	146 57%	525 59%
Worse	567 28%	250 25%	317 30%	53 22%	95 27%	118 34%	108 30%	72 24%	120 27%	126 23%	128 22%	148 33%	165 34%	79 31%	228 25%
<b><u>Social disorder in some communities around the country</u></b>															
Better	208 10%	115 11%	93 9%	46 19%	36 10%	28 8%	30 8%	26 8%	43 10%	68 12%	54 10%	42 9%	43 9%	27 10%	99 11%
No change	1070 52%	544 54%	526 50%	143 59%	196 57%	179 52%	195 53%	153 50%	204 46%	299 54%	332 58%	204 46%	235 48%	141 55%	492 55%
Worse	774 38%	347 34%	427 41%	55 23%	114 33%	139 40%	140 38%	126 41%	200 45%	181 33%	182 32%	200 45%	210 43%	88 35%	302 34%

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### ONLINE Fieldwork: 24th-26th January 2014

Absolutes/col percents

Table 2

**Q.2 Do you think each of the following have got better or worse over the past three months?**

**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	2052	1755	197	83	216	186	189	157	100	199	232	319	174	1086	773	313	966	130	143	101	443	149
Weighted base	2052	1765	185	82	226	185	185	144	103	205	267	287	185	1149	903	246	903	114	142	97	398	153
<b><u>The state of the UK economy</u></b>																						
Better	831	724	66	30	95	75	65	56	41	87	110	120	87	442	342	101	388	31	44	47	227	40
	40%	41%	36%	37%	42%	40%	35%	39%	40%	42%	41%	42%	47%	39%	38%	41%	43%	28%	31%	48%	57%	26%
No change	707	610	57	27	77	66	71	57	40	60	91	103	59	431	345	86	276	45	47	26	99	59
	34%	35%	31%	32%	34%	36%	38%	39%	39%	29%	34%	36%	32%	37%	38%	35%	31%	40%	33%	27%	25%	39%
Worse	514	431	62	25	54	44	49	31	21	58	67	64	39	276	216	60	238	37	51	24	72	54
	25%	24%	34%	31%	24%	24%	27%	22%	21%	28%	25%	22%	21%	24%	24%	24%	26%	33%	36%	25%	18%	35%
<b><u>Your personal financial situation</u></b>																						
Better	304	264	21	12	40	21	34	24	19	24	42	42	24	219	180	40	85	13	15	10	36	11
	15%	15%	12%	15%	18%	12%	18%	17%	18%	12%	16%	15%	13%	19%	20%	16%	9%	11%	11%	10%	9%	7%
No change	938	803	89	45	103	93	73	75	46	103	111	118	82	510	391	119	427	27	67	42	220	71
	46%	46%	48%	54%	46%	50%	40%	52%	45%	50%	42%	41%	44%	44%	43%	48%	47%	24%	47%	44%	55%	47%
Worse	810	698	75	26	83	70	77	45	38	78	114	127	79	419	332	88	391	74	60	45	142	71
	39%	40%	41%	31%	37%	38%	42%	31%	37%	38%	43%	44%	43%	37%	37%	36%	43%	65%	42%	46%	36%	46%
<b><u>Your job security</u></b>																						
Better	205	184	15	6	25	21	20	20	6	16	37	26	12	180	157	23	25	1	8	1	9	7
	10%	10%	8%	8%	11%	12%	11%	14%	6%	8%	14%	9%	6%	16%	17%	9%	3%	1%	6%	1%	2%	4%
No change	1450	1251	130	62	164	119	124	102	68	161	165	214	140	681	505	176	769	73	111	92	364	129
	71%	71%	71%	76%	73%	64%	67%	71%	66%	78%	62%	75%	76%	59%	56%	71%	85%	65%	78%	95%	92%	84%
Worse	397	330	39	14	37	44	40	22	29	28	64	47	33	289	241	48	109	39	23	4	25	18
	19%	19%	21%	17%	16%	24%	22%	15%	28%	14%	24%	16%	18%	25%	27%	19%	12%	35%	16%	4%	6%	12%

## ITV News Index Survey

### ONLINE Fieldwork: 24th-26th January 2014

Absolutes/col percents

Table 2

**Q.2 Do you think each of the following have got better or worse over the past three months?**

**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	2052	1765	185	82	226	185	185	144	103	205	267	287	185	1149	903	246	903	114	142	97	398	153
<b><u>Anti-social behaviour in my neighbourhood</u></b>																						
Better	229	203	15	11	24	20	26	14	10	17	56	15	18	141	119	22	88	5	16	16	35	16
	11%	11%	8%	14%	11%	11%	14%	10%	10%	9%	21%	5%	10%	12%	13%	9%	10%	5%	11%	16%	9%	10%
No change	1453	1237	140	54	163	145	124	108	77	149	137	223	134	802	614	188	651	84	89	64	308	107
	71%	70%	76%	66%	72%	78%	67%	75%	75%	73%	51%	78%	72%	70%	68%	76%	72%	74%	63%	66%	77%	70%
Worse	370	325	30	17	38	20	35	21	16	39	74	49	33	206	170	36	164	25	37	17	55	31
	18%	18%	16%	20%	17%	11%	19%	15%	15%	19%	28%	17%	18%	18%	19%	15%	18%	22%	26%	17%	14%	20%
<b><u>Crime</u></b>																						
Better	327	288	19	13	35	27	29	23	19	30	53	42	35	171	131	40	156	11	21	17	88	18
	16%	16%	10%	16%	15%	15%	16%	16%	19%	15%	20%	15%	19%	15%	15%	16%	17%	10%	15%	17%	22%	12%
No change	1159	983	118	50	127	100	97	89	58	128	120	172	100	671	528	143	488	67	75	45	217	84
	56%	56%	64%	61%	56%	54%	53%	62%	56%	62%	45%	60%	54%	58%	59%	58%	54%	59%	53%	46%	55%	55%
Worse	567	493	48	19	64	57	58	32	25	47	94	73	49	307	243	64	260	35	46	35	92	51
	28%	28%	26%	24%	28%	31%	32%	22%	25%	23%	35%	26%	27%	27%	27%	26%	29%	31%	32%	37%	23%	33%
<b><u>Social disorder in some communities around the country</u></b>																						
Better	208	184	12	6	25	17	29	10	13	26	41	20	10	126	97	29	82	7	24	10	28	13
	10%	10%	6%	7%	11%	9%	16%	7%	12%	13%	15%	7%	6%	11%	11%	12%	9%	6%	17%	10%	7%	8%
No change	1070	914	99	48	122	97	86	92	57	107	119	153	91	633	498	135	437	65	68	37	194	73
	52%	52%	54%	58%	54%	53%	46%	64%	55%	52%	45%	53%	49%	55%	55%	55%	48%	57%	48%	39%	49%	48%
Worse	774	667	74	29	78	71	70	42	33	73	107	114	83	390	307	83	384	42	50	50	175	67
	38%	38%	40%	35%	35%	38%	38%	29%	32%	35%	40%	40%	45%	34%	34%	34%	43%	37%	35%	51%	44%	44%

## ITV News Index Survey

### ONLINE Fieldwork: 24th-26th January 2014

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	Pri- vate
Unweighted base	2052	1057	995	188	333	328	398	328	477	592	613	341	506	247	839
Weighted base	2052	1006	1046	244	346	346	366	305	446	548	569	447	488	256	893
<b><u>I am confident that if the UK economy grows, I will be personally better off</u></b>															
Agree	643 31%	354 35%	289 28%	97 40%	104 30%	110 32%	92 25%	86 28%	155 35%	218 40%	199 35%	115 26%	110 23%	81 32%	308 34%
Disagree	785 38%	392 39%	393 38%	61 25%	112 32%	133 39%	172 47%	132 43%	174 39%	177 32%	198 35%	175 39%	235 48%	103 40%	313 35%
Don't know	624 30%	259 26%	365 35%	86 35%	130 37%	102 30%	102 28%	87 29%	117 26%	153 28%	172 30%	156 35%	142 29%	71 28%	272 30%
<b><u>I feel I have personally benefitted from the growth in the UK economy over the past six months</u></b>															
Agree	231 11%	147 15%	84 8%	39 16%	43 12%	48 14%	33 9%	21 7%	47 11%	101 18%	68 12%	39 9%	22 5%	22 9%	149 17%
Disagree	1447 71%	702 70%	745 71%	119 49%	229 66%	235 68%	296 81%	243 80%	325 73%	353 64%	391 69%	326 73%	378 77%	190 75%	582 65%
Don't know	374 18%	157 16%	217 21%	86 35%	74 21%	62 18%	38 10%	40 13%	74 17%	94 17%	110 19%	83 19%	87 18%	43 17%	163 18%
<b><u>So far economic growth has only really benefitted wealthy individuals</u></b>															
Agree	1254 61%	629 63%	625 60%	112 46%	186 54%	215 62%	255 70%	211 69%	276 62%	314 57%	331 58%	285 64%	325 67%	178 70%	506 57%
Disagree	367 18%	216 22%	150 14%	41 17%	57 16%	61 18%	50 14%	40 13%	117 26%	127 23%	103 18%	69 15%	68 14%	31 12%	185 21%
Don't know	431 21%	160 16%	271 26%	91 37%	102 30%	69 20%	61 17%	53 18%	54 12%	107 20%	135 24%	94 21%	95 20%	47 18%	203 23%

## ITV News Index Survey

### ONLINE Fieldwork: 24th-26th January 2014

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	Pri- vate
Weighted base	2052	1006	1046	244	346	346	366	305	446	548	569	447	488	256	893
<b><u>If the Labour Party were in Government, economic growth would be weaker than it is now</u></b>															
Agree	765 37%	432 43%	333 32%	59 24%	90 26%	94 27%	138 38%	138 45%	246 55%	240 44%	224 39%	153 34%	148 30%	78 31%	332 37%
Disagree	541 26%	284 28%	257 25%	67 27%	95 28%	113 33%	104 28%	75 25%	87 19%	144 26%	139 24%	117 26%	141 29%	79 31%	246 28%
Don't know	746 36%	289 29%	457 44%	118 48%	160 46%	139 40%	124 34%	91 30%	114 25%	165 30%	206 36%	176 39%	199 41%	99 39%	316 35%
<b><u>George Osborne should rightfully take the credit for the UK's economic recovery</u></b>															
Agree	442 22%	263 26%	180 17%	32 13%	51 15%	69 20%	67 18%	58 19%	165 37%	137 25%	118 21%	110 25%	78 16%	34 13%	200 22%
Disagree	936 46%	505 50%	431 41%	93 38%	143 41%	170 49%	197 54%	143 47%	191 43%	237 43%	248 44%	208 47%	244 50%	136 53%	395 44%
Don't know	674 33%	238 24%	436 42%	119 49%	152 44%	107 31%	101 28%	104 34%	91 20%	175 32%	204 36%	129 29%	166 34%	86 34%	299 33%
<b><u>George Osborne has made my family better off financially</u></b>															
Agree	185 9%	121 12%	64 6%	20 8%	33 9%	35 10%	23 6%	23 8%	50 11%	68 12%	51 9%	38 8%	27 6%	14 5%	99 11%
Disagree	1384 67%	689 68%	695 66%	129 53%	204 59%	226 65%	285 78%	223 73%	315 71%	356 65%	367 65%	300 67%	361 74%	201 79%	559 63%
Don't know	483 24%	196 20%	287 27%	94 39%	109 31%	84 24%	57 16%	58 19%	81 18%	124 23%	150 26%	110 25%	99 20%	41 16%	235 26%

## ITV News Index Survey

### ONLINE Fieldwork: 24th-26th January 2014

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	Pri- vate
Weighted base	2052	1006	1046	244	346	346	366	305	446	548	569	447	488	256	893
<b><u>In the current economic situation, the gap in wealth between rich and poor people is widening</u></b>															
Agree	1521 74%	765 76%	755 72%	138 57%	241 70%	246 71%	300 82%	249 82%	347 78%	402 73%	400 70%	338 76%	379 78%	191 75%	641 72%
Disagree	214 10%	118 12%	96 9%	31 13%	33 10%	38 11%	32 9%	19 6%	61 14%	64 12%	71 12%	40 9%	38 8%	22 9%	106 12%
Don't know	318 15%	123 12%	195 19%	75 31%	72 21%	62 18%	34 9%	37 12%	39 9%	82 15%	98 17%	68 15%	70 14%	43 17%	147 16%
<b><u>The Conservatives are genuine when they say they want everyone to benefit from economic growth</u></b>															
Agree	651 32%	341 34%	310 30%	59 24%	83 24%	92 27%	113 31%	106 35%	200 45%	223 41%	180 32%	119 27%	130 27%	70 27%	298 33%
Disagree	953 46%	484 48%	469 45%	96 39%	154 44%	187 54%	182 50%	148 48%	187 42%	224 41%	242 43%	228 51%	259 53%	129 50%	388 43%
Don't know	448 22%	180 18%	267 26%	89 36%	110 32%	67 19%	71 19%	51 17%	60 13%	101 18%	147 26%	100 22%	99 20%	57 22%	208 23%

## ITV News Index Survey

### ONLINE Fieldwork: 24th-26th January 2014

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	2052	1755	197	83	216	186	189	157	100	199	232	319	174	1086	773	313	966	130	143	101	443	149
Weighted base	2052	1765	185	82	226	185	185	144	103	205	267	287	185	1149	903	246	903	114	142	97	398	153
<b><u>I am confident that if the UK economy grows, I will be personally better off</u></b>																						
Agree	643	567	46	26	83	53	61	33	30	66	103	83	58	390	306	83	253	22	34	28	137	32
	31%	32%	25%	32%	37%	29%	33%	23%	30%	32%	39%	29%	31%	34%	34%	34%	28%	20%	24%	29%	35%	21%
Disagree	785	654	86	35	79	79	67	65	44	78	82	101	69	416	341	75	368	56	55	37	151	69
	38%	37%	47%	42%	35%	43%	36%	45%	43%	38%	31%	35%	37%	36%	38%	30%	41%	49%	39%	39%	38%	45%
Don't know	624	544	52	21	64	52	57	45	28	61	82	103	58	343	256	88	281	35	52	31	110	52
	30%	31%	28%	26%	28%	28%	31%	32%	28%	30%	31%	36%	32%	30%	28%	36%	31%	31%	37%	32%	28%	34%
<b><u>I feel I have personally benefited from the growth in the UK economy over the past six months</u></b>																						
Agree	231	211	10	11	39	18	20	13	10	18	47	25	20	171	140	32	59	5	6	4	39	6
	11%	12%	5%	13%	17%	10%	11%	9%	10%	9%	18%	9%	11%	15%	15%	13%	7%	4%	4%	4%	10%	4%
Disagree	1447	1225	147	54	142	136	132	109	74	152	174	200	126	772	609	163	675	89	98	76	294	119
	71%	69%	80%	66%	63%	74%	72%	76%	73%	74%	65%	70%	68%	67%	67%	66%	75%	78%	69%	78%	74%	78%
Don't know	374	329	27	18	44	30	33	22	18	36	46	62	39	206	154	52	169	20	38	17	65	28
	18%	19%	15%	21%	20%	16%	18%	15%	18%	17%	17%	22%	21%	18%	17%	21%	19%	18%	27%	18%	16%	18%
<b><u>So far economic growth has only really benefitted wealthy individuals</u></b>																						
Agree	1254	1069	124	40	135	114	117	94	61	130	171	162	106	683	544	140	571	75	83	69	249	94
	61%	61%	67%	49%	60%	61%	63%	66%	59%	63%	64%	56%	57%	59%	60%	57%	63%	66%	59%	71%	63%	62%
Disagree	367	329	20	23	39	39	34	23	18	36	42	57	35	216	171	45	150	11	20	16	86	17
	18%	19%	11%	28%	17%	21%	19%	16%	17%	18%	16%	20%	19%	19%	19%	18%	17%	10%	14%	17%	22%	11%
Don't know	431	367	40	19	52	32	33	26	24	39	53	69	43	249	188	61	182	28	38	12	62	42
	21%	21%	22%	23%	23%	17%	18%	18%	23%	19%	20%	24%	23%	22%	21%	25%	20%	24%	27%	12%	16%	28%

## ITV News Index Survey

### ONLINE Fieldwork: 24th-26th January 2014

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	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
Weighted base	2052	1765	185	82	226	185	185	144	103	205	267	287	185	1149	903	246	903	114	142	97	398	153
<b><u>If the Labour Party were in Government, economic growth would be weaker than it is now</u></b>																						
Agree	765	700	41	24	83	75	61	48	25	87	95	137	89	410	318	92	355	16	34	42	217	45
	37%	40%	22%	29%	37%	41%	33%	34%	24%	43%	36%	48%	48%	36%	35%	37%	39%	14%	24%	43%	55%	30%
Disagree	541	457	56	29	66	41	55	37	28	53	83	54	40	325	265	59	216	44	36	20	78	38
	26%	26%	30%	35%	29%	22%	30%	26%	27%	26%	31%	19%	22%	28%	29%	24%	24%	39%	25%	20%	20%	25%
Don't know	746	608	88	30	77	69	68	58	50	65	89	96	56	414	319	95	332	53	71	35	102	70
	36%	34%	48%	36%	34%	37%	37%	41%	49%	32%	33%	33%	30%	36%	35%	39%	37%	47%	50%	37%	26%	46%
<b><u>George Osborne should rightfully take the credit for the UK's economic recovery</u></b>																						
Agree	442	403	23	22	37	44	44	28	17	51	54	73	51	234	186	48	209	6	14	34	127	28
	22%	23%	12%	26%	16%	24%	24%	20%	16%	25%	20%	25%	28%	20%	21%	19%	23%	5%	10%	35%	32%	18%
Disagree	936	788	103	33	110	79	81	79	46	82	121	123	79	530	439	91	406	61	67	41	178	59
	46%	45%	56%	40%	49%	43%	44%	55%	44%	40%	45%	43%	43%	46%	49%	37%	45%	53%	47%	43%	45%	39%
Don't know	674	574	59	27	79	62	60	36	40	72	92	92	54	385	278	107	288	47	61	21	93	66
	33%	33%	32%	33%	35%	33%	32%	25%	39%	35%	34%	32%	29%	34%	31%	43%	32%	41%	43%	22%	23%	43%
<b><u>George Osborne has made my family better off financially</u></b>																						
Agree	185	168	9	11	18	13	19	13	8	18	26	28	21	113	98	15	72	4	9	6	44	9
	9%	10%	5%	13%	8%	7%	10%	9%	8%	9%	10%	10%	11%	10%	11%	6%	8%	4%	6%	6%	11%	6%
Disagree	1384	1171	142	44	150	135	133	108	71	147	164	175	116	761	599	162	623	79	85	74	278	108
	67%	66%	77%	54%	67%	73%	72%	75%	69%	71%	61%	61%	63%	66%	66%	66%	69%	70%	60%	76%	70%	70%
Don't know	483	426	34	27	57	37	33	23	24	41	77	84	48	275	206	70	208	30	48	17	76	36
	24%	24%	18%	33%	25%	20%	18%	16%	23%	20%	29%	29%	26%	24%	23%	28%	23%	27%	34%	18%	19%	24%



## ITV News Index Survey

### ONLINE Fieldwork: 24th-26th January 2014

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	2052	1765	185	82	226	185	185	144	103	205	267	287	185	1149	903	246	903	114	142	97	398	153
<b><u>In the current economic situation, the gap in wealth between rich and poor people is widening</u></b>																						
Agree	1521	1304	148	53	168	141	133	103	69	151	201	221	132	831	655	177	689	90	99	78	316	107
	74%	74%	80%	65%	74%	76%	72%	72%	67%	74%	75%	77%	72%	72%	73%	72%	76%	79%	70%	80%	80%	70%
Disagree	214	186	13	11	19	23	19	19	15	23	23	26	22	128	102	26	86	6	13	8	44	15
	10%	11%	7%	14%	9%	12%	10%	13%	15%	11%	9%	9%	12%	11%	11%	10%	5%	9%	9%	11%	10%	
Don't know	318	275	23	18	39	21	33	21	19	31	43	40	30	190	146	44	127	18	30	11	37	31
	15%	16%	13%	21%	17%	11%	18%	15%	19%	15%	16%	14%	16%	17%	16%	18%	14%	16%	21%	11%	9%	20%
<b><u>The Conservatives are genuine when they say they want everyone to benefit from economic growth</u></b>																						
Agree	651	592	31	30	65	59	51	41	28	80	71	120	76	368	287	81	284	19	22	35	170	37
	32%	34%	17%	36%	29%	32%	28%	28%	28%	39%	27%	42%	41%	32%	32%	33%	31%	17%	16%	36%	43%	24%
Disagree	953	788	117	32	113	83	93	74	48	84	136	100	74	517	420	97	436	70	74	50	168	74
	46%	45%	63%	39%	50%	45%	51%	52%	46%	41%	51%	35%	40%	45%	46%	39%	48%	61%	52%	52%	42%	48%
Don't know	448	385	36	21	48	43	40	29	27	42	60	68	35	265	196	68	183	25	45	12	59	42
	22%	22%	20%	25%	21%	23%	22%	20%	26%	20%	23%	24%	19%	23%	22%	28%	20%	22%	32%	12%	15%	27%