



# ITV News Index

## METHODOLOGY NOTE

ComRes interviewed 2,053 GB adults online between 15<sup>th</sup> and 17<sup>th</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.

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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 : 15th-17th November 2013

Absolutes/col percents

Table 1

**Q.1 To what extent, if at all, do you think each of these groups should be responsible for controlling the explicit or sexual content in music videos available to children and young people?**

**Summary****Base: All respondents**

	Groups					
	The Government	Internet service providers	Television channels	Record companies	Parents	The artists
Unweighted base	2010	2010	2010	2010	2010	2010
Weighted base	2010	2010	2010	2010	2010	2010
NET: To an extent	1410 70%	1566 78%	1799 89%	1719 86%	1795 89%	1691 84%
To a large extent	455 23%	798 40%	960 48%	963 48%	1228 61%	937 47%
To some extent	955 47%	768 38%	839 42%	757 38%	567 28%	753 37%
To no extent	466 23%	333 17%	113 6%	171 8%	111 6%	198 10%
Don't know	134 7%	110 5%	98 5%	120 6%	105 5%	122 6%

**ITV News Index Survey**  
**ONLINE Fieldwork : 15th-17th November 2013**

Absolutes/col percents

Table 2

**Q.1 To what extent, if at all, do you think each of these groups should be responsible for controlling the explicit or sexual content in music videos available to children and young people?**

**The Government**

**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	2010	1043	967	187	286	334	386	351	466	596	560	347	507	253	828
Weighted base	2010	985	1025	239	338	338	358	298	437	537	557	438	478	261	865
NET: To an extent	1410	641	769	161	227	227	259	216	321	382	389	288	351	198	566
	70%	65%	75%	67%	67%	67%	72%	72%	73%	71%	70%	66%	73%	76%	65%
To a large extent	455	186	269	36	66	86	92	69	106	114	114	86	141	59	173
	23%	19%	26%	15%	20%	25%	26%	23%	24%	21%	20%	20%	30%	23%	20%
To some extent	955	455	499	125	161	141	166	147	215	268	275	202	210	139	392
	47%	46%	49%	52%	47%	42%	46%	49%	49%	50%	49%	46%	44%	53%	45%
To no extent	466	295	171	42	78	89	86	75	97	129	127	117	93	46	234
	23%	30%	17%	17%	23%	26%	24%	25%	22%	24%	23%	27%	20%	18%	27%
Don't know	134	49	85	37	34	23	14	7	19	26	41	33	33	17	65
	7%	5%	8%	15%	10%	7%	4%	2%	4%	5%	7%	8%	7%	6%	7%

## ITV News Index Survey

### ONLINE Fieldwork : 15th-17th November 2013

Absolutes/col percents

Table 2

**Q.1 To what extent, if at all, do you think each of these groups should be responsible for controlling the explicit or sexual content in music videos available to children and young people?**

**The Government**

**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	2010	1707	199	87	242	165	198	157	104	208	191	271	188	1081	755	326	929	82	123	115	455	154
Weighted base	2010	1729	181	80	221	181	181	141	101	201	261	281	181	1126	884	241	884	88	125	109	398	164
NET: To an extent	1410	1207	134	54	169	134	128	87	68	129	180	202	123	764	595	169	646	58	89	91	289	119
	70%	70%	74%	67%	76%	74%	71%	62%	68%	64%	69%	72%	68%	68%	67%	70%	73%	66%	72%	83%	73%	73%
To a large extent	455	394	39	17	66	42	47	35	22	39	48	66	34	232	177	55	223	21	24	36	90	51
	23%	23%	22%	21%	30%	23%	26%	25%	22%	19%	18%	23%	19%	21%	20%	23%	25%	24%	20%	33%	23%	31%
To some extent	955	813	95	37	103	92	82	52	46	90	133	136	89	531	417	114	423	37	65	55	199	68
	47%	47%	53%	47%	47%	51%	45%	37%	46%	45%	51%	48%	49%	47%	47%	47%	48%	42%	52%	50%	50%	41%
To no extent	466	406	35	26	39	35	37	43	25	55	58	62	51	280	227	53	186	23	27	11	96	29
	23%	23%	19%	32%	18%	19%	20%	31%	25%	27%	22%	22%	28%	25%	26%	22%	21%	26%	22%	10%	24%	18%
Don't know	134	116	12	1	13	12	16	10	7	17	23	17	7	81	63	18	53	7	8	8	14	16
	7%	7%	7%	1%	6%	6%	9%	7%	7%	9%	9%	6%	4%	7%	7%	8%	6%	8%	7%	7%	3%	10%

**ITV News Index Survey**  
**ONLINE Fieldwork : 15th-17th November 2013**

Absolutes/col percents

Table 3

**Q.1 To what extent, if at all, do you think each of these groups should be responsible for controlling the explicit or sexual content in music videos available to children and young people?**

**Internet service providers**

**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	2010	1043	967	187	286	334	386	351	466	596	560	347	507	253	828
Weighted base	2010	985	1025	239	338	338	358	298	437	537	557	438	478	261	865
NET: To an extent	1566	701	865	153	234	250	292	247	390	427	426	336	378	212	630
	78%	71%	84%	64%	69%	74%	82%	83%	89%	79%	76%	77%	79%	81%	73%
To a large extent	798	319	479	51	90	122	147	135	253	224	192	174	209	103	273
	40%	32%	47%	21%	27%	36%	41%	45%	58%	42%	34%	40%	44%	39%	32%
To some extent	768	382	386	102	144	128	145	112	137	203	234	162	169	109	357
	38%	39%	38%	43%	43%	38%	41%	38%	31%	38%	42%	37%	35%	42%	41%
To no extent	333	236	98	54	74	68	57	42	39	92	101	72	69	39	171
	17%	24%	10%	23%	22%	20%	16%	14%	9%	17%	18%	16%	14%	15%	20%
Don't know	110	48	62	32	30	21	9	10	9	19	30	30	32	11	64
	5%	5%	6%	13%	9%	6%	3%	3%	2%	3%	5%	7%	7%	4%	7%

## ITV News Index Survey

### ONLINE Fieldwork : 15th-17th November 2013

Absolutes/col percents

Table 3

**Q.1 To what extent, if at all, do you think each of these groups should be responsible for controlling the explicit or sexual content in music videos available to children and young people?**

**Internet service providers**

**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	2010	1707	199	87	242	165	198	157	104	208	191	271	188	1081	755	326	929	82	123	115	455	154
Weighted base	2010	1729	181	80	221	181	181	141	101	201	261	281	181	1126	884	241	884	88	125	109	398	164
NET: To an extent	1566	1348	138	67	177	140	142	100	80	160	194	222	145	842	643	198	725	54	89	98	351	133
	78%	78%	76%	84%	80%	78%	78%	71%	79%	80%	74%	79%	80%	75%	73%	82%	82%	62%	71%	89%	88%	81%
To a large extent	798	691	66	30	98	70	76	48	41	79	105	113	73	376	283	93	422	33	33	73	210	73
	40%	40%	36%	37%	44%	39%	42%	34%	41%	39%	40%	40%	41%	33%	32%	38%	48%	38%	27%	66%	53%	45%
To some extent	768	657	72	37	79	71	66	52	39	82	89	109	72	466	360	106	303	21	55	25	141	60
	38%	38%	40%	46%	36%	39%	37%	37%	39%	41%	34%	39%	40%	41%	41%	44%	34%	24%	44%	23%	35%	37%
To no extent	333	280	37	12	30	26	31	33	17	27	48	44	29	210	185	25	124	25	30	6	43	19
	17%	16%	20%	15%	13%	14%	17%	24%	17%	13%	19%	16%	16%	19%	21%	10%	14%	28%	24%	6%	11%	12%
Don't know	110	101	6	1	14	15	8	8	4	14	18	16	7	74	57	18	36	9	6	5	5	11
	5%	6%	3%	1%	6%	8%	5%	5%	4%	7%	7%	6%	4%	7%	6%	7%	4%	10%	5%	5%	1%	7%

## ITV News Index Survey

### ONLINE Fieldwork : 15th-17th November 2013

Absolutes/col percents

Table 4

**Q.1 To what extent, if at all, do you think each of these groups should be responsible for controlling the explicit or sexual content in music videos available to children and young people?**

**Television channels**

**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	2010	1043	967	187	286	334	386	351	466	596	560	347	507	253	828
Weighted base	2010	985	1025	239	338	338	358	298	437	537	557	438	478	261	865
NET: To an extent	1799	863	936	193	283	294	335	278	416	495	495	393	416	238	747
	89%	88%	91%	81%	84%	87%	94%	93%	95%	92%	89%	90%	87%	91%	86%
To a large extent	960	416	544	87	139	147	183	150	255	270	257	200	233	142	351
	48%	42%	53%	36%	41%	43%	51%	50%	58%	50%	46%	46%	49%	54%	41%
To some extent	839	447	392	106	145	147	152	128	161	225	238	193	183	97	396
	42%	45%	38%	44%	43%	43%	43%	43%	37%	42%	43%	44%	38%	37%	46%
To no extent	113	79	34	15	27	29	16	14	13	27	34	20	31	10	69
	6%	8%	3%	6%	8%	8%	4%	5%	3%	5%	6%	5%	7%	4%	8%
Don't know	98	43	56	31	28	16	7	7	9	15	28	25	30	13	48
	5%	4%	5%	13%	8%	5%	2%	2%	2%	3%	5%	6%	6%	5%	6%

## ITV News Index Survey

### ONLINE Fieldwork : 15th-17th November 2013

Absolutes/col percents

Table 4

**Q.1 To what extent, if at all, do you think each of these groups should be responsible for controlling the explicit or sexual content in music videos available to children and young people?**

**Television channels**

**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	2010	1707	199	87	242	165	198	157	104	208	191	271	188	1081	755	326	929	82	123	115	455	154
Weighted base	2010	1729	181	80	221	181	181	141	101	201	261	281	181	1126	884	241	884	88	125	109	398	164
NET: To an extent	1799	1549	162	75	201	163	163	126	88	182	223	248	167	985	770	215	814	76	105	100	381	151
	89%	90%	89%	94%	91%	90%	90%	89%	88%	91%	85%	88%	92%	88%	87%	89%	92%	86%	84%	91%	96%	92%
To a large extent	960	846	72	46	112	96	89	66	42	101	123	133	80	492	367	126	467	37	49	69	226	86
	48%	49%	40%	57%	51%	53%	49%	47%	42%	50%	47%	47%	44%	44%	41%	52%	53%	42%	40%	63%	57%	53%
To some extent	839	703	90	30	89	68	73	60	46	81	101	115	87	493	404	89	346	39	56	30	156	65
	42%	41%	50%	37%	40%	37%	40%	42%	46%	40%	39%	41%	48%	44%	46%	37%	39%	45%	45%	28%	39%	40%
To no extent	113	92	12	4	9	7	9	8	9	4	19	22	10	79	66	13	34	3	12	3	14	1
	6%	5%	7%	5%	4%	4%	5%	6%	8%	2%	7%	8%	5%	7%	7%	6%	4%	4%	10%	3%	4%	1%
Don't know	98	87	7	1	11	11	9	7	4	14	19	12	4	61	49	13	37	9	7	6	3	12
	5%	5%	4%	2%	5%	6%	5%	5%	4%	7%	7%	4%	2%	5%	5%	5%	4%	10%	6%	6%	1%	7%



**ITV News Index Survey**  
**ONLINE Fieldwork : 15th-17th November 2013**

Absolutes/col percents

Table 5

**Q.1 To what extent, if at all, do you think each of these groups should be responsible for controlling the explicit or sexual content in music videos available to children and young people?**

**Record companies**

**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	2010	1043	967	187	286	334	386	351	466	596	560	347	507	253	828
Weighted base	2010	985	1025	239	338	338	358	298	437	537	557	438	478	261	865
NET: To an extent	1719	841	879	173	272	282	320	274	400	479	477	365	399	224	732
	86%	85%	86%	72%	80%	83%	89%	92%	91%	89%	86%	83%	84%	86%	85%
To a large extent	963	443	519	87	128	143	196	152	257	274	270	198	220	136	354
	48%	45%	51%	36%	38%	42%	55%	51%	59%	51%	48%	45%	46%	52%	41%
To some extent	757	398	359	86	144	139	124	122	142	205	207	166	179	88	379
	38%	40%	35%	36%	42%	41%	35%	41%	33%	38%	37%	38%	38%	34%	44%
To no extent	171	93	78	24	42	37	27	17	24	38	44	43	45	22	78
	8%	9%	8%	10%	12%	11%	8%	6%	6%	7%	8%	10%	9%	8%	9%
Don't know	120	52	68	42	25	20	11	8	13	20	37	30	33	15	55
	6%	5%	7%	18%	7%	6%	3%	3%	3%	4%	7%	7%	7%	6%	6%

## ITV News Index Survey

### ONLINE Fieldwork : 15th-17th November 2013

Absolutes/col percents

Table 5

**Q.1 To what extent, if at all, do you think each of these groups should be responsible for controlling the explicit or sexual content in music videos available to children and young people?**

**Record companies**

**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	2010	1707	199	87	242	165	198	157	104	208	191	271	188	1081	755	326	929	82	123	115	455	154
Weighted base	2010	1729	181	80	221	181	181	141	101	201	261	281	181	1126	884	241	884	88	125	109	398	164
NET: To an extent	1719	1483	157	71	185	155	161	120	79	172	216	239	163	957	750	207	763	67	99	95	365	137
	86%	86%	87%	89%	84%	86%	89%	85%	79%	86%	83%	85%	90%	85%	85%	86%	86%	76%	80%	87%	92%	84%
To a large extent	963	842	80	37	117	88	96	60	41	98	124	139	83	490	369	120	473	37	61	60	235	81
	48%	49%	44%	45%	53%	49%	53%	43%	40%	49%	48%	49%	46%	43%	42%	50%	53%	42%	49%	54%	59%	49%
To some extent	757	641	77	35	69	67	65	60	39	74	92	100	80	467	380	87	290	30	39	36	130	56
	38%	37%	42%	43%	31%	37%	36%	43%	39%	37%	35%	35%	44%	41%	43%	36%	33%	34%	31%	33%	33%	34%
To no extent	171	141	16	7	20	11	11	11	14	15	22	30	13	99	82	18	71	11	15	8	23	15
	8%	8%	9%	9%	9%	6%	6%	8%	14%	7%	8%	11%	7%	9%	9%	7%	8%	12%	12%	7%	6%	9%
Don't know	120	105	8	2	15	15	8	10	7	14	23	13	5	70	53	17	50	11	10	6	11	12
	6%	6%	4%	3%	7%	8%	5%	7%	7%	7%	9%	5%	3%	6%	6%	7%	6%	12%	8%	6%	3%	7%

**ITV News Index Survey**  
**ONLINE Fieldwork : 15th-17th November 2013**

Absolutes/col percents

Table 6

**Q.1 To what extent, if at all, do you think each of these groups should be responsible for controlling the explicit or sexual content in music videos available to children and young people?**

**Parents**

**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	2010	1043	967	187	286	334	386	351	466	596	560	347	507	253	828
Weighted base	2010	985	1025	239	338	338	358	298	437	537	557	438	478	261	865
NET: To an extent	1795	865	930	185	286	293	332	283	416	497	492	391	415	232	745
	89%	88%	91%	78%	84%	87%	93%	95%	95%	92%	88%	89%	87%	89%	86%
To a large extent	1228	567	661	96	176	198	219	208	330	340	345	272	270	155	487
	61%	58%	65%	40%	52%	59%	61%	70%	75%	63%	62%	62%	57%	59%	56%
To some extent	567	298	268	89	110	95	113	74	86	156	147	119	145	77	258
	28%	30%	26%	37%	32%	28%	32%	25%	20%	29%	26%	27%	30%	29%	30%
To no extent	111	70	41	21	24	26	15	12	12	19	36	22	34	17	59
	6%	7%	4%	9%	7%	8%	4%	4%	3%	3%	7%	5%	7%	7%	7%
Don't know	105	50	54	32	28	20	12	4	9	22	29	25	28	12	61
	5%	5%	5%	13%	8%	6%	3%	1%	2%	4%	5%	6%	6%	4%	7%

## ITV News Index Survey

### ONLINE Fieldwork : 15th-17th November 2013

Absolutes/col percents

Table 6

**Q.1 To what extent, if at all, do you think each of these groups should be responsible for controlling the explicit or sexual content in music videos available to children and young people?**

**Parents**

**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	2010	1707	199	87	242	165	198	157	104	208	191	271	188	1081	755	326	929	82	123	115	455	154
Weighted base	2010	1729	181	80	221	181	181	141	101	201	261	281	181	1126	884	241	884	88	125	109	398	164
NET: To an extent	1795	1537	166	79	202	157	156	122	91	182	217	254	167	977	763	215	818	75	110	98	384	151
	89%	89%	92%	98%	92%	87%	86%	87%	91%	91%	83%	90%	93%	87%	86%	89%	92%	85%	88%	90%	96%	92%
To a large extent	1228	1054	118	51	138	113	110	84	56	127	142	172	116	642	491	151	586	40	62	76	302	106
	61%	61%	65%	64%	62%	62%	61%	60%	56%	63%	54%	61%	64%	57%	55%	63%	66%	45%	50%	69%	76%	65%
To some extent	567	483	49	27	65	44	47	38	36	55	75	82	51	335	272	63	232	35	48	22	82	45
	28%	28%	27%	34%	29%	24%	26%	27%	35%	27%	29%	29%	28%	30%	31%	26%	26%	40%	38%	20%	20%	27%
To no extent	111	96	7	1	7	13	16	11	7	8	20	14	8	76	66	10	35	7	6	5	12	5
	6%	6%	4%	2%	3%	7%	9%	8%	7%	4%	8%	5%	4%	7%	7%	4%	4%	7%	5%	4%	3%	3%
Don't know	105	95	7	1	12	11	9	8	2	11	25	13	6	73	56	17	32	7	8	6	3	8
	5%	6%	4%	1%	5%	6%	5%	6%	2%	6%	9%	5%	3%	6%	6%	7%	4%	8%	7%	6%	1%	5%

**ITV News Index Survey**  
**ONLINE Fieldwork : 15th-17th November 2013**

Absolutes/col percents

Table 7

**Q.1 To what extent, if at all, do you think each of these groups should be responsible for controlling the explicit or sexual content in music videos available to children and young people?**

**The artists**

**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	2010	1043	967	187	286	334	386	351	466	596	560	347	507	253	828
Weighted base	2010	985	1025	239	338	338	358	298	437	537	557	438	478	261	865
NET: To an extent	1691	824	866	178	257	279	312	269	395	476	462	362	391	226	712
	84%	84%	85%	75%	76%	83%	87%	90%	90%	89%	83%	83%	82%	86%	82%
To a large extent	937	444	493	81	119	152	183	161	243	268	243	210	217	138	345
	47%	45%	48%	34%	35%	45%	51%	54%	55%	50%	44%	48%	45%	53%	40%
To some extent	753	380	373	97	139	128	129	108	153	208	219	152	174	88	367
	37%	39%	36%	41%	41%	38%	36%	36%	35%	39%	39%	35%	36%	34%	42%
To no extent	198	111	87	25	52	41	32	22	26	42	62	45	50	26	92
	10%	11%	9%	10%	15%	12%	9%	7%	6%	8%	11%	10%	10%	10%	11%
Don't know	122	50	72	36	29	18	15	8	16	19	34	31	37	10	61
	6%	5%	7%	15%	8%	5%	4%	3%	4%	4%	6%	7%	8%	4%	7%

## ITV News Index Survey

### ONLINE Fieldwork : 15th-17th November 2013

Absolutes/col percents

Table 7

**Q.1 To what extent, if at all, do you think each of these groups should be responsible for controlling the explicit or sexual content in music videos available to children and young people?**

**The artists**

**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 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	2010	1707	199	87	242	165	198	157	104	208	191	271	188	1081	755	326	929	82	123	115	455	154
Weighted base	2010	1729	181	80	221	181	181	141	101	201	261	281	181	1126	884	241	884	88	125	109	398	164
NET: To an extent	1691	1457	152	68	181	155	160	125	81	157	215	234	163	937	737	200	753	65	91	94	366	137
	84%	84%	84%	85%	82%	86%	89%	89%	81%	78%	82%	83%	90%	83%	83%	83%	85%	73%	73%	86%	92%	84%
To a large extent	937	821	78	33	110	82	89	68	39	96	132	132	78	483	364	119	455	38	53	59	228	77
	47%	47%	43%	41%	50%	45%	49%	48%	38%	48%	51%	47%	43%	43%	41%	49%	51%	43%	42%	54%	57%	47%
To some extent	753	636	74	35	70	73	72	57	43	60	83	102	84	454	374	80	299	27	39	35	138	60
	37%	37%	41%	43%	32%	40%	40%	41%	42%	30%	32%	36%	47%	40%	42%	33%	34%	30%	31%	32%	35%	37%
To no extent	198	160	24	11	24	10	12	9	14	25	24	31	13	118	95	22	80	14	24	5	26	13
	10%	9%	13%	14%	11%	6%	7%	7%	14%	12%	9%	11%	7%	10%	11%	9%	9%	16%	19%	4%	6%	8%
Don't know	122	111	5	1	17	15	8	7	5	19	23	16	5	71	51	19	51	10	10	11	7	14
	6%	6%	3%	2%	8%	9%	5%	5%	5%	10%	9%	6%	3%	6%	6%	8%	6%	11%	8%	10%	2%	9%

## ITV News Index Survey

### ONLINE Fieldwork : 15th-17th November 2013

Absolutes/col percents

Table 8

**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	2010	1043	967	187	286	334	386	351	466	596	560	347	507	253	828
Weighted base	2010	985	1025	239	338	338	358	298	437	537	557	438	478	261	865
<b><u>Children are likely to copy behaviour that they see on television</u></b>															
Agree	1683	795	888	159	262	280	309	263	410	479	461	345	398	226	685
	84%	81%	87%	67%	77%	83%	86%	88%	94%	89%	83%	79%	83%	87%	79%
Disagree	154	98	55	29	40	30	22	18	14	25	50	38	40	16	85
	8%	10%	5%	12%	12%	9%	6%	6%	3%	5%	9%	9%	8%	6%	10%
Don't know	173	91	82	51	36	28	27	17	14	34	46	55	39	19	94
	9%	9%	8%	21%	11%	8%	8%	6%	3%	6%	8%	13%	8%	7%	11%
<b><u>It is harder today than it was 10 years ago to control what media children and young people view</u></b>															
Agree	1727	846	881	176	267	290	319	265	409	482	477	361	406	229	715
	86%	86%	86%	74%	79%	86%	89%	89%	94%	90%	86%	82%	85%	88%	83%
Disagree	143	75	68	15	35	24	28	21	19	31	37	38	37	16	74
	7%	8%	7%	6%	10%	7%	8%	7%	4%	6%	7%	9%	8%	6%	9%
Don't know	141	64	77	47	37	25	11	12	9	25	44	38	34	16	76
	7%	7%	7%	20%	11%	7%	3%	4%	2%	5%	8%	9%	7%	6%	9%
<b><u>The degree of sexual and explicit content in music videos reflects the decline in moral standards in society more widely</u></b>															
Agree	1441	688	753	139	213	228	269	221	370	398	384	300	359	188	576
	72%	70%	73%	58%	63%	68%	75%	74%	85%	74%	69%	69%	75%	72%	67%
Disagree	317	186	131	41	72	71	58	42	33	78	107	69	63	45	161
	16%	19%	13%	17%	21%	21%	16%	14%	7%	15%	19%	16%	13%	17%	19%
Don't know	252	111	141	59	53	39	31	36	35	62	66	69	56	27	128
	13%	11%	14%	25%	16%	12%	9%	12%	8%	11%	12%	16%	12%	10%	15%

## ITV News Index Survey

### ONLINE Fieldwork : 15th-17th November 2013

Absolutes/col percents

Table 8

**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	2010	985	1025	239	338	338	358	298	437	537	557	438	478	261	865
<b><u>Music artists that behave explicitly in public or in their videos are simply trying to sell more products</u></b>															
Agree	1681 84%	855 87%	826 81%	150 63%	259 77%	289 85%	313 87%	271 91%	398 91%	465 87%	461 83%	360 82%	395 83%	215 82%	702 81%
Disagree	144 7%	54 6%	90 9%	35 15%	30 9%	33 10%	25 7%	9 3%	13 3%	31 6%	43 8%	28 6%	43 9%	22 9%	72 8%
Don't know	185 9%	76 8%	109 11%	54 22%	50 15%	17 5%	20 6%	18 6%	26 6%	41 8%	54 10%	50 12%	40 8%	23 9%	90 10%
<b><u>The explicit behaviour of some music artists in public reflects their freedom to speak and act in a democratic society</u></b>															
Agree	924 46%	491 50%	433 42%	101 42%	182 54%	152 45%	177 49%	121 41%	191 44%	248 46%	256 46%	180 41%	240 50%	126 48%	411 48%
Disagree	714 36%	338 34%	375 37%	57 24%	98 29%	129 38%	125 35%	121 40%	184 42%	207 39%	204 37%	156 36%	146 30%	94 36%	277 32%
Don't know	372 19%	156 16%	216 21%	81 34%	58 17%	57 17%	57 16%	57 19%	62 14%	82 15%	96 17%	102 23%	92 19%	41 16%	176 20%
<b><u>The impact that explicit behaviour in the entertainment industry has on influencing children's behaviour is overstated</u></b>															
Agree	539 27%	281 29%	259 25%	71 30%	127 38%	108 32%	98 27%	68 23%	68 16%	134 25%	156 28%	113 26%	136 28%	77 29%	270 31%
Disagree	1159 58%	547 56%	612 60%	91 38%	148 44%	180 53%	213 59%	194 65%	333 76%	330 61%	321 58%	237 54%	271 57%	151 58%	433 50%
Don't know	312 16%	157 16%	155 15%	76 32%	64 19%	51 15%	48 13%	36 12%	37 8%	73 14%	80 14%	88 20%	71 15%	33 13%	162 19%



## ITV News Index Survey

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Absolutes/col percents

Table 8

**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
Unweighted base	2010	1707	199	87	242	165	198	157	104	208	191	271	188	1081	755	326	929	82	123	115	455	154
Weighted base	2010	1729	181	80	221	181	181	141	101	201	261	281	181	1126	884	241	884	88	125	109	398	164
<b><u>Children are likely to copy behaviour that they see on television</u></b>																						
Agree	1683	1451	159	65	188	155	156	117	73	174	208	229	159	911	706	206	772	68	93	106	368	137
	84%	84%	88%	81%	85%	86%	86%	83%	73%	87%	80%	81%	88%	81%	80%	85%	87%	77%	74%	97%	92%	84%
Disagree	154	127	13	9	14	16	11	8	14	10	21	25	13	101	86	15	53	9	14	-	17	12
	8%	7%	7%	12%	6%	9%	6%	6%	14%	5%	8%	9%	7%	9%	10%	6%	6%	10%	11%	-	4%	7%
Don't know	173	150	9	6	19	10	14	16	13	17	32	27	9	113	93	20	60	11	18	3	13	14
	9%	9%	5%	7%	9%	6%	8%	11%	13%	8%	12%	10%	5%	10%	10%	8%	7%	12%	14%	3%	3%	9%
<b><u>It is harder today than it was 10 years ago to control what media children and young people view</u></b>																						
Agree	1727	1490	163	69	191	160	146	120	74	177	217	246	163	944	739	204	783	74	106	101	367	135
	86%	86%	90%	86%	87%	88%	81%	85%	74%	88%	83%	88%	90%	84%	84%	85%	89%	84%	85%	92%	92%	83%
Disagree	143	119	10	8	12	11	20	10	14	13	17	17	10	90	73	18	52	6	6	4	23	14
	7%	7%	6%	10%	5%	6%	11%	7%	14%	6%	7%	6%	5%	8%	8%	7%	6%	7%	5%	4%	6%	9%
Don't know	141	120	8	3	18	10	14	11	13	11	27	18	8	91	72	19	49	8	13	4	9	15
	7%	7%	4%	4%	8%	5%	8%	8%	13%	6%	10%	6%	4%	8%	8%	8%	6%	10%	11%	4%	2%	9%
<b><u>The degree of sexual and explicit content in music videos reflects the decline in moral standards in society more widely</u></b>																						
Agree	1441	1236	142	56	165	126	134	99	63	154	176	190	136	764	588	176	676	57	74	92	326	126
	72%	71%	79%	70%	75%	69%	74%	70%	63%	77%	67%	67%	75%	68%	67%	73%	76%	65%	60%	85%	82%	77%
Disagree	317	270	27	15	31	28	24	25	19	25	50	47	26	206	178	28	110	12	34	6	42	16
	16%	16%	15%	19%	14%	15%	13%	18%	19%	12%	19%	17%	15%	18%	20%	12%	12%	14%	27%	5%	11%	10%
Don't know	252	223	11	9	24	27	24	17	18	22	36	45	18	155	118	37	98	18	16	11	30	21
	13%	13%	6%	11%	11%	15%	13%	12%	18%	11%	14%	16%	10%	14%	13%	15%	11%	21%	13%	10%	8%	13%

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Table 8

**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	2010	1729	181	80	221	181	181	141	101	201	261	281	181	1126	884	241	884	88	125	109	398	164
<b><u>Music artists that behave explicitly in public or in their videos are simply trying to sell more products</u></b>																						
Agree	1681	1433	168	74	179	153	147	118	79	172	201	228	162	917	714	203	763	68	97	98	362	139
	84%	83%	93%	92%	81%	85%	81%	84%	79%	85%	77%	81%	89%	82%	81%	84%	86%	77%	78%	89%	91%	85%
Disagree	144	131	7	1	22	11	15	12	7	17	24	23	7	95	84	11	49	9	12	4	14	10
	7%	8%	4%	1%	10%	6%	8%	8%	7%	8%	9%	8%	4%	8%	9%	5%	6%	11%	10%	3%	4%	6%
Don't know	185	164	7	5	20	17	18	11	14	13	37	31	13	113	87	26	72	11	15	8	23	15
	9%	9%	4%	6%	9%	9%	10%	8%	14%	6%	14%	11%	7%	10%	10%	11%	8%	12%	12%	7%	6%	9%
<b><u>The explicit behaviour of some music artists in public reflects their freedom to speak and act in a democratic society</u></b>																						
Agree	924	801	81	42	86	90	92	66	42	97	126	126	76	538	435	102	387	38	60	52	165	71
	46%	46%	45%	52%	39%	50%	51%	47%	42%	48%	48%	45%	42%	48%	49%	42%	44%	44%	48%	47%	41%	44%
Disagree	714	618	64	25	98	54	59	49	31	66	98	93	75	371	285	85	343	32	40	35	179	56
	36%	36%	36%	32%	44%	30%	33%	35%	31%	33%	38%	33%	41%	33%	32%	35%	39%	37%	32%	32%	45%	34%
Don't know	372	309	35	13	37	37	30	25	27	38	37	62	30	217	164	54	155	18	24	22	55	36
	19%	18%	20%	17%	17%	20%	17%	18%	27%	19%	14%	22%	17%	19%	18%	22%	17%	20%	19%	21%	14%	22%
<b><u>The impact that explicit behaviour in the entertainment industry has on influencing children's behaviour is overstated</u></b>																						
Agree	539	460	45	23	54	45	55	44	35	43	63	96	37	347	278	69	192	26	37	18	63	50
	27%	27%	25%	29%	24%	25%	30%	31%	35%	21%	24%	34%	21%	31%	31%	29%	22%	29%	29%	16%	16%	30%
Disagree	1159	996	117	43	136	104	98	75	45	121	160	137	123	584	455	129	575	46	62	79	296	92
	58%	58%	65%	53%	62%	57%	54%	54%	45%	60%	61%	49%	68%	52%	51%	54%	65%	53%	50%	72%	74%	56%
Don't know	312	272	19	15	31	32	29	22	21	38	38	49	21	195	152	43	117	16	26	13	40	22
	16%	16%	10%	18%	14%	18%	16%	15%	20%	19%	14%	17%	11%	17%	17%	18%	13%	18%	21%	11%	10%	14%