

## ITV Cuts Index Survey

### ONLINE Fieldwork : 20th-22nd July 2012

Absolutes/col percents

Table 1  
**Q.1 Do you think that the Coalition Government is good or bad for Britain?**  
**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	2078	979	1099	228	314	394	344	335	463	752	500	324	502	304	789
Weighted base	2078	1018	1060	249	333	395	353	312	436	561	603	436	478	333	831
Good	592 28%	339 33%	253 24%	64 26%	91 27%	102 26%	87 25%	80 26%	168 38%	208 37%	165 27%	118 27%	101 21%	86 26%	256 31%
Bad	1104 53%	542 53%	563 53%	111 45%	159 48%	216 55%	203 57%	192 62%	223 51%	265 47%	331 55%	234 54%	274 57%	193 58%	410 49%
Don't know	382 18%	138 14%	244 23%	74 30%	82 25%	77 19%	63 18%	40 13%	46 10%	88 16%	107 18%	84 19%	102 21%	54 16%	165 20%

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	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2078	1815	170	97	252	156	198	166	93	199	245	299	203	1093	739	354	985	129	132	133	394	197
Weighted base	2078	1787	180	94	244	183	192	161	110	195	261	267	190	1164	914	249	914	121	131	127	346	189
Good	592 28%	515 29%	49 27%	13 14%	51 21%	57 31%	51 27%	54 33%	28 26%	68 35%	87 33%	83 31%	51 27%	342 29%	267 29%	75 30%	250 27%	20 17%	27 21%	28 22%	132 38%	42 22%
Bad	1104 53%	932 52%	104 58%	66 70%	139 57%	94 52%	105 55%	80 50%	69 62%	99 51%	109 42%	135 51%	105 55%	604 52%	477 52%	126 51%	501 55%	68 56%	69 53%	86 68%	184 53%	94 49%
Don't know	382 18%	340 19%	28 16%	16 17%	54 22%	32 17%	36 19%	28 17%	13 12%	27 14%	66 25%	49 18%	34 18%	218 19%	170 19%	48 19%	163 18%	33 27%	35 27%	13 10%	30 9%	53 28%

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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	Private
Unweighted base	2078	979	1099	228	314	394	344	335	463	752	500	324	502	304	789
Weighted base	2078	1018	1060	249	333	395	353	312	436	561	603	436	478	333	831
<b><u>The state of the UK economy</u></b>															
Better	251 12%	153 15%	98 9%	54 22%	57 17%	37 9%	30 9%	32 10%	41 9%	87 15%	71 12%	51 12%	43 9%	35 11%	123 15%
No change	559 27%	268 26%	291 27%	77 31%	93 28%	120 30%	91 26%	58 19%	121 28%	165 29%	150 25%	129 30%	116 24%	97 29%	228 27%
Worse	1268 61%	597 59%	670 63%	118 47%	183 55%	238 60%	233 66%	221 71%	275 63%	309 55%	382 63%	257 59%	319 67%	200 60%	480 58%
<b><u>Your personal financial situation</u></b>															
Better	225 11%	130 13%	95 9%	45 18%	59 18%	51 13%	20 6%	26 8%	24 5%	78 14%	73 12%	46 11%	28 6%	46 14%	123 15%
No change	793 38%	414 41%	379 36%	81 32%	119 36%	142 36%	137 39%	99 32%	216 49%	244 43%	205 34%	168 38%	176 37%	116 35%	309 37%
Worse	1060 51%	474 47%	586 55%	124 50%	154 46%	202 51%	196 56%	187 60%	197 45%	239 43%	324 54%	223 51%	273 57%	171 51%	399 48%
<b><u>Your job security</u></b>															
Better	157 8%	89 9%	68 6%	39 16%	41 12%	48 12%	14 4%	13 4%	3 1%	63 11%	35 6%	45 10%	14 3%	47 14%	97 12%
No change	1236 59%	618 61%	617 58%	118 47%	171 51%	187 47%	198 56%	186 60%	376 86%	336 60%	343 57%	247 56%	311 65%	160 48%	408 49%
Worse	685 33%	311 31%	374 35%	92 37%	122 37%	161 41%	142 40%	113 36%	56 13%	163 29%	225 37%	145 33%	153 32%	126 38%	327 39%

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	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	2078	1018	1060	249	333	395	353	312	436	561	603	436	478	333	831
<b><u>Anti-social behaviour in my neighbourhood</u></b>															
Better	196 9%	112 11%	85 8%	40 16%	46 14%	38 10%	25 7%	26 8%	22 5%	56 10%	62 10%	36 8%	42 9%	38 12%	93 11%
No change	1387 67%	677 66%	710 67%	141 57%	203 61%	247 63%	242 68%	226 72%	329 75%	405 72%	394 65%	284 65%	305 64%	215 65%	541 65%
Worse	494 24%	230 23%	265 25%	68 27%	84 25%	110 28%	87 25%	60 19%	86 20%	100 18%	147 24%	116 27%	131 27%	79 24%	197 24%
<b><u>Crime</u></b>															
Better	261 13%	160 16%	101 10%	36 15%	47 14%	42 11%	30 8%	45 14%	61 14%	86 15%	69 11%	49 11%	57 12%	33 10%	124 15%
No change	1076 52%	533 52%	543 51%	121 49%	170 51%	222 56%	184 52%	147 47%	232 53%	316 56%	312 52%	237 54%	211 44%	179 54%	419 50%
Worse	741 36%	326 32%	415 39%	92 37%	115 35%	131 33%	140 39%	120 38%	143 33%	158 28%	222 37%	150 34%	209 44%	121 36%	288 35%
<b><u>Social disorder in some communities around the country</u></b>															
Better	199 10%	111 11%	87 8%	42 17%	44 13%	39 10%	23 7%	27 9%	24 6%	61 11%	61 10%	41 9%	36 7%	35 10%	99 12%
No change	933 45%	473 46%	461 43%	101 41%	159 48%	179 45%	154 44%	128 41%	212 49%	275 49%	280 46%	193 44%	186 39%	155 47%	367 44%
Worse	946 46%	434 43%	512 48%	106 43%	130 39%	177 45%	176 50%	158 51%	200 46%	225 40%	262 43%	203 46%	256 54%	143 43%	365 44%

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	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
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Weighted base	2078	1787	180	94	244	183	192	161	110	195	261	267	190	1164	914	249	914	121	131	127	346	189
<b><u>The state of the UK economy</u></b>																						
Better	251 12%	224 13%	17 9%	13 13%	18 7%	22 12%	25 13%	24 15%	10 9%	27 14%	35 13%	36 14%	24 13%	158 14%	123 14%	35 14%	93 10%	8 7%	24 18%	13 10%	30 9%	18 9%
No change	559 27%	493 28%	37 20%	16 17%	55 22%	59 32%	55 29%	53 33%	30 27%	48 25%	72 28%	80 30%	54 28%	325 28%	256 28%	69 28%	234 26%	33 27%	41 31%	25 20%	88 26%	46 25%
Worse	1268 61%	1071 60%	127 70%	65 69%	171 70%	102 56%	112 59%	84 52%	70 64%	120 61%	155 59%	150 56%	112 59%	680 58%	535 58%	145 58%	587 64%	80 66%	66 50%	88 70%	228 66%	125 66%
<b><u>Your personal financial situation</u></b>																						
Better	225 11%	203 11%	17 9%	5 5%	30 12%	19 10%	14 7%	14 9%	5 4%	26 14%	47 18%	33 12%	16 8%	169 14%	144 16%	25 10%	56 6%	6 5%	10 8%	6 5%	24 7%	9 5%
No change	793 38%	692 39%	52 29%	32 34%	88 36%	75 41%	91 48%	67 42%	50 45%	70 36%	83 32%	107 40%	77 41%	425 36%	328 36%	96 39%	369 40%	28 23%	55 42%	55 44%	162 47%	68 36%
Worse	1060 51%	892 50%	112 62%	57 61%	126 52%	89 49%	87 45%	80 49%	56 51%	98 50%	132 50%	126 47%	96 51%	570 49%	442 48%	128 51%	489 54%	88 72%	66 50%	65 51%	159 46%	111 59%
<b><u>Your job security</u></b>																						
Better	157 8%	141 8%	10 6%	7 7%	18 7%	13 7%	9 5%	13 8%	6 5%	18 9%	27 10%	23 9%	12 6%	143 12%	124 14%	20 8%	14 1%	2 1%	4 3%	-	1 *	7 4%
No change	1236 59%	1066 60%	103 57%	45 47%	137 56%	113 62%	113 59%	121 75%	66 60%	122 63%	127 48%	170 64%	118 62%	568 49%	438 48%	130 52%	668 73%	47 39%	88 67%	100 79%	315 91%	118 62%
Worse	685 33%	580 32%	67 37%	43 45%	89 36%	57 31%	70 36%	27 17%	38 35%	54 28%	107 41%	74 28%	59 31%	452 39%	353 39%	100 40%	233 25%	72 60%	40 30%	27 21%	29 8%	65 34%

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Weighted base	2078	1787	180	94	244	183	192	161	110	195	261	267	190	1164	914	249	914	121	131	127	346	189
<b>Anti-social behaviour in my neighbourhood</b>																						
Better	196 9%	190 11%	4 2%	13 14%	26 11%	13 7%	11 6%	21 13%	2 2%	21 11%	44 17%	28 11%	13 7%	131 11%	101 11%	30 12%	66 7%	15 13%	14 11%	10 8%	14 4%	12 7%
No change	1387 67%	1170 65%	127 71%	52 55%	166 68%	121 66%	134 70%	106 66%	90 82%	142 73%	143 55%	182 68%	124 65%	756 65%	592 65%	165 66%	631 69%	76 63%	83 63%	90 71%	267 77%	116 61%
Worse	494 24%	427 24%	49 27%	29 31%	53 22%	49 27%	47 25%	34 21%	18 17%	32 16%	74 28%	57 21%	53 28%	277 24%	221 24%	55 22%	218 24%	30 24%	35 27%	27 21%	65 19%	61 32%
<b>Crime</b>																						
Better	261 13%	230 13%	20 11%	9 10%	32 13%	19 10%	27 14%	33 20%	11 10%	27 14%	35 14%	33 12%	16 9%	157 14%	114 12%	43 17%	104 11%	12 10%	18 13%	14 11%	44 13%	16 9%
No change	1076 52%	921 52%	95 53%	44 47%	116 48%	109 59%	112 58%	79 49%	60 54%	97 50%	137 52%	132 50%	94 49%	597 51%	479 52%	118 48%	479 52%	59 49%	72 55%	52 41%	203 59%	93 49%
Worse	741 36%	637 36%	65 36%	41 43%	96 39%	56 30%	54 28%	50 31%	39 36%	71 36%	89 34%	102 38%	80 42%	409 35%	322 35%	87 35%	332 36%	50 42%	42 32%	60 48%	99 29%	80 42%
<b>Social disorder in some communities around the country</b>																						
Better	199 10%	182 10%	13 7%	6 7%	21 9%	17 9%	12 6%	21 13%	3 3%	23 12%	37 14%	33 12%	12 6%	134 12%	104 11%	30 12%	65 7%	13 11%	12 9%	9 7%	14 4%	16 9%
No change	933 45%	794 44%	83 46%	32 34%	102 42%	78 42%	96 50%	78 49%	56 51%	81 42%	115 44%	123 46%	89 47%	522 45%	418 46%	104 42%	411 45%	41 34%	68 51%	50 39%	177 51%	75 40%
Worse	946 46%	811 45%	84 46%	56 59%	120 49%	89 48%	84 44%	62 38%	51 46%	90 46%	110 42%	111 42%	88 47%	508 44%	393 43%	115 46%	438 48%	67 55%	52 40%	68 53%	154 45%	98 52%