

# ITV

## CUTS INDEX

### **METHODOLOGY NOTE**

ComRes interviewed 2,045 adults online from 24<sup>th</sup> to 27<sup>th</sup> August 2012. Data were weighted to be demographically representative of all British adults. ComRes is a member of the British Polling Council and abides by its rules.

*All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.*

## ITV Weekly Cuts Index Survey

### ONLINE Fieldwork : 24th-27th August 2012

Absolutes/col percents

Table 1  
**Q.1 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	2045	1010	1035	203	338	366	362	319	457	748	508	291	498	299	761
Weighted base	2045	1003	1042	246	327	389	348	307	429	552	593	429	471	337	808
<b><u>The state of the UK economy</u></b>															
Better	116 6%	70 7%	47 4%	34 14%	26 8%	19 5%	13 4%	8 3%	17 4%	31 6%	34 6%	30 7%	22 5%	22 6%	54 7%
No change	488 24%	247 25%	241 23%	67 27%	82 25%	110 28%	71 20%	70 23%	88 21%	132 24%	145 24%	94 22%	117 25%	89 26%	185 23%
Worse	1441 70%	686 68%	755 72%	144 59%	220 67%	260 67%	263 76%	229 75%	324 76%	388 70%	414 70%	306 71%	332 71%	227 67%	569 70%
<b><u>Your personal financial situation</u></b>															
Better	198 10%	121 12%	77 7%	43 18%	49 15%	46 12%	16 5%	19 6%	25 6%	59 11%	59 10%	41 10%	39 8%	37 11%	105 13%
No change	760 37%	393 39%	367 35%	71 29%	105 32%	133 34%	125 36%	114 37%	212 49%	236 43%	218 37%	157 37%	149 32%	127 38%	289 36%
Worse	1086 53%	488 49%	598 57%	131 53%	173 53%	210 54%	206 59%	174 57%	193 45%	257 47%	315 53%	231 54%	283 60%	174 52%	414 51%
<b><u>Your job security</u></b>															
Better	98 5%	51 5%	47 4%	30 12%	25 8%	27 7%	11 3%	5 2%	* *	30 5%	32 5%	18 4%	17 4%	27 8%	61 7%
No change	1350 66%	698 70%	652 63%	116 47%	187 57%	225 58%	199 57%	226 74%	397 93%	387 70%	384 65%	271 63%	307 65%	177 53%	453 56%
Worse	597 29%	253 25%	344 33%	100 41%	115 35%	137 35%	138 40%	76 25%	31 7%	134 24%	177 30%	140 33%	146 31%	133 39%	295 36%

## ITV Weekly Cuts Index Survey

### ONLINE Fieldwork : 24th-27th August 2012

Absolutes/col percents

Table 1  
**Q.1 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	2045	1003	1042	246	327	389	348	307	429	552	593	429	471	337	808
<b><u>Anti-social behaviour in my neighbourhood</u></b>															
Better	155 8%	77 8%	78 7%	25 10%	36 11%	24 6%	20 6%	18 6%	32 7%	33 6%	44 7%	39 9%	41 9%	27 8%	67 8%
No change	1389 68%	662 66%	727 70%	156 63%	208 64%	250 64%	245 71%	228 74%	302 70%	401 73%	400 67%	284 66%	305 65%	219 65%	555 69%
Worse	500 24%	263 26%	237 23%	64 26%	83 25%	115 30%	82 24%	60 20%	95 22%	118 21%	150 25%	107 25%	125 27%	91 27%	186 23%
<b><u>Crime</u></b>															
Better	154 8%	90 9%	64 6%	31 13%	31 9%	21 5%	19 5%	27 9%	26 6%	39 7%	55 9%	28 6%	32 7%	35 10%	58 7%
No change	1155 56%	568 57%	587 56%	137 56%	172 53%	221 57%	200 58%	185 60%	239 56%	336 61%	344 58%	251 58%	224 48%	185 55%	465 58%
Worse	736 36%	345 34%	391 38%	77 32%	125 38%	147 38%	128 37%	95 31%	164 38%	177 32%	194 33%	151 35%	214 46%	117 35%	285 35%
<b><u>Social disorder in some communities around the country</u></b>															
Better	147 7%	79 8%	68 7%	21 9%	30 9%	20 5%	19 5%	25 8%	31 7%	37 7%	43 7%	36 8%	31 7%	34 10%	67 8%
No change	826 40%	401 40%	424 41%	110 45%	146 45%	166 43%	157 45%	112 37%	135 31%	246 45%	234 40%	156 36%	189 40%	143 42%	338 42%
Worse	1073 52%	523 52%	550 53%	115 47%	151 46%	202 52%	172 49%	169 55%	263 61%	268 49%	316 53%	238 55%	251 53%	160 48%	403 50%

## ITV Weekly Cuts Index Survey

### ONLINE Fieldwork : 24th-27th August 2012

Absolutes/col percents

Table 1  
**Q.1 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	2045	1771	169	86	261	178	169	167	105	195	224	298	193	1060	722	338	985	174	101	108	403	199
Weighted base	2045	1759	178	92	240	180	189	159	108	192	257	262	187	1145	900	245	900	165	99	102	363	171
<b><u>The state of the UK economy</u></b>																						
Better	116 6%	99 6%	8 4%	3 3%	8 3%	8 4%	10 5%	14 9%	10 9%	11 6%	20 8%	14 5%	10 6%	76 7%	65 7%	10 4%	41 5%	5 3%	10 10%	4 4%	18 5%	3 2%
No change	488 24%	430 24%	37 21%	18 19%	59 25%	46 26%	40 21%	42 26%	21 20%	54 28%	67 26%	63 24%	41 22%	274 24%	222 25%	51 21%	214 24%	41 25%	29 30%	19 19%	73 20%	52 30%
Worse	1441 70%	1231 70%	133 75%	71 77%	173 72%	126 70%	140 74%	102 64%	77 71%	126 66%	171 66%	185 71%	135 72%	796 69%	612 68%	183 75%	645 72%	119 72%	60 61%	79 77%	272 75%	116 68%
<b><u>Your personal financial situation</u></b>																						
Better	198 10%	173 10%	13 8%	9 10%	25 11%	23 13%	8 4%	16 10%	12 11%	11 5%	39 15%	28 11%	13 7%	142 12%	122 14%	19 8%	56 6%	10 6%	14 14%	5 5%	19 5%	8 5%
No change	760 37%	653 37%	65 36%	36 39%	90 37%	63 35%	70 37%	60 38%	43 39%	79 41%	84 32%	108 41%	63 34%	416 36%	326 36%	90 37%	345 38%	34 21%	27 27%	35 34%	183 50%	65 38%
Worse	1086 53%	933 53%	100 56%	47 51%	125 52%	94 52%	111 59%	83 52%	54 50%	102 53%	134 52%	126 48%	110 59%	588 51%	452 50%	136 56%	499 55%	121 73%	58 59%	62 61%	160 44%	97 57%
<b><u>Your job security</u></b>																						
Better	98 5%	87 5%	4 2%	9 10%	7 3%	21 11%	2 1%	7 4%	7 7%	4 2%	15 6%	14 5%	8 4%	88 8%	75 8%	12 5%	10 1%	5 3%	3 3%	- -	* *	2 1%
No change	1350 66%	1164 66%	120 68%	58 63%	159 66%	107 59%	131 70%	120 75%	66 61%	134 70%	135 53%	181 69%	138 74%	630 55%	492 55%	138 56%	720 80%	86 52%	69 69%	95 93%	345 95%	126 73%
Worse	597 29%	508 29%	53 30%	25 27%	73 31%	53 29%	56 29%	32 20%	35 32%	54 28%	107 42%	68 26%	41 22%	428 37%	333 37%	95 39%	169 19%	75 45%	27 28%	7 7%	17 5%	43 25%

## ITV Weekly Cuts Index Survey

### ONLINE Fieldwork : 24th-27th August 2012

Absolutes/col percents

Table 1

**Q.1 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	2045	1759	178	92	240	180	189	159	108	192	257	262	187	1145	900	245	900	165	99	102	363	171
<b><u>Anti-social behaviour in my neighbourhood</u></b>																						
Better	155 8%	135 8%	12 7%	9 10%	23 10%	13 7%	11 6%	17 10%	9 8%	5 3%	30 12%	19 7%	7 4%	94 8%	71 8%	23 10%	61 7%	17 10%	7 7%	11 11%	17 5%	8 5%
No change	1389 68%	1189 68%	120 67%	66 71%	168 70%	117 65%	138 73%	109 69%	81 74%	138 72%	145 56%	170 65%	137 74%	775 68%	617 69%	158 64%	615 68%	103 62%	63 63%	65 64%	270 74%	114 67%
Worse	500 24%	435 25%	46 26%	18 19%	49 20%	50 28%	40 21%	33 21%	19 18%	48 25%	82 32%	73 28%	42 23%	276 24%	212 24%	64 26%	224 25%	45 27%	29 29%	25 25%	75 21%	49 29%
<b><u>Crime</u></b>																						
Better	154 8%	130 7%	14 8%	11 12%	17 7%	21 12%	14 7%	10 6%	10 9%	6 3%	29 11%	17 6%	6 3%	93 8%	74 8%	19 8%	61 7%	16 10%	7 7%	5 5%	28 8%	5 3%
No change	1155 56%	1004 57%	93 53%	50 54%	143 60%	101 56%	95 50%	101 64%	58 53%	123 64%	134 52%	146 55%	110 59%	650 57%	522 58%	128 52%	505 56%	85 51%	60 60%	47 46%	218 60%	95 56%
Worse	736 36%	626 36%	70 39%	31 34%	80 33%	58 32%	80 42%	48 30%	40 37%	62 32%	95 37%	100 38%	71 38%	402 35%	304 34%	98 40%	334 37%	65 39%	32 33%	50 49%	117 32%	70 41%
<b><u>Social disorder in some communities around the country</u></b>																						
Better	147 7%	127 7%	12 7%	9 9%	21 9%	12 7%	11 6%	13 8%	8 7%	11 6%	25 10%	18 7%	7 4%	101 9%	82 9%	19 8%	46 5%	8 5%	5 5%	10 10%	20 6%	3 2%
No change	826 40%	729 41%	64 36%	40 43%	99 41%	89 49%	71 38%	70 44%	33 31%	80 42%	102 40%	96 37%	82 44%	481 42%	392 44%	89 36%	344 38%	60 36%	53 54%	32 32%	122 34%	76 45%
Worse	1073 52%	904 51%	102 57%	44 48%	121 50%	80 44%	107 57%	75 47%	67 62%	101 53%	130 51%	148 57%	97 52%	563 49%	426 47%	138 56%	509 57%	98 59%	40 41%	60 58%	220 61%	91 54%

## ITV Weekly Cuts Index Survey

### ONLINE Fieldwork : 24th-27th August 2012

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	2045	1010	1035	203	338	366	362	319	457	748	508	291	498	299	761
Weighted base	2045	1003	1042	246	327	389	348	307	429	552	593	429	471	337	808
<b><u>The way the Government is going about cutting public spending is fair</u></b>															
Agree	602 29%	354 35%	248 24%	61 25%	79 24%	100 26%	87 25%	89 29%	186 43%	219 40%	153 26%	135 31%	95 20%	82 24%	260 32%
Disagree	1090 53%	522 52%	568 55%	129 53%	170 52%	220 57%	205 59%	168 55%	198 46%	259 47%	318 54%	224 52%	290 62%	197 58%	407 50%
Don't know	352 17%	126 13%	226 22%	55 23%	78 24%	68 18%	56 16%	50 16%	45 11%	74 13%	122 21%	71 16%	85 18%	59 17%	142 18%
<b><u>The Government is cutting public spending too much and too quickly</u></b>															
Agree	1123 55%	506 50%	617 59%	136 56%	186 57%	235 60%	205 59%	170 55%	190 44%	254 46%	330 56%	245 57%	294 63%	226 67%	435 54%
Disagree	607 30%	374 37%	233 22%	56 23%	71 22%	98 25%	95 27%	87 28%	201 47%	225 41%	157 27%	122 28%	103 22%	66 19%	244 30%
Don't know	315 15%	123 12%	192 18%	53 22%	70 21%	56 14%	48 14%	50 16%	38 9%	73 13%	106 18%	63 15%	73 16%	45 13%	129 16%
<b><u>Things in this country are generally heading in the right direction</u></b>															
Agree	533 26%	313 31%	220 21%	58 24%	80 25%	95 24%	68 20%	78 25%	153 36%	175 32%	152 26%	108 25%	98 21%	75 22%	220 27%
Disagree	1098 54%	528 53%	570 55%	123 50%	167 51%	216 56%	208 60%	179 58%	205 48%	263 48%	311 52%	239 56%	285 60%	179 53%	457 57%
Don't know	414 20%	162 16%	253 24%	64 26%	80 24%	78 20%	71 21%	50 16%	71 16%	114 21%	130 22%	83 19%	88 19%	84 25%	131 16%

## ITV Weekly Cuts Index Survey

### ONLINE Fieldwork : 24th-27th August 2012

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	2045	1003	1042	246	327	389	348	307	429	552	593	429	471	337	808
<b><u>The UK is on course for another wave of recession</u></b>															
Agree	1289 63%	624 62%	665 64%	139 56%	192 59%	267 69%	244 70%	205 67%	243 57%	337 61%	364 61%	271 63%	316 67%	223 66%	523 65%
Disagree	266 13%	155 15%	110 11%	37 15%	36 11%	44 11%	33 10%	35 12%	81 19%	88 16%	78 13%	49 11%	50 11%	32 10%	106 13%
Don't know	491 24%	223 22%	267 26%	70 29%	99 30%	78 20%	70 20%	67 22%	106 25%	127 23%	151 25%	109 25%	104 22%	82 24%	179 22%

## ITV Weekly Cuts Index Survey

### ONLINE Fieldwork : 24th-27th August 2012

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 & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2045	1771	169	86	261	178	169	167	105	195	224	298	193	1060	722	338	985	174	101	108	403	199
Weighted base	2045	1759	178	92	240	180	189	159	108	192	257	262	187	1145	900	245	900	165	99	102	363	171
<b><u>The way the Government is going about cutting public spending is fair</u></b>																						
Agree	602 29%	527 30%	41 23%	22 24%	69 29%	52 29%	52 28%	46 29%	34 31%	73 38%	65 25%	89 34%	57 31%	341 30%	277 31%	64 26%	261 29%	25 15%	17 17%	27 27%	163 45%	29 17%
Disagree	1090 53%	920 52%	114 64%	55 59%	130 54%	101 56%	97 51%	86 54%	56 51%	88 46%	144 56%	122 47%	95 51%	603 53%	464 52%	139 57%	487 54%	109 66%	58 59%	59 57%	160 44%	101 59%
Don't know	352 17%	312 18%	22 12%	16 17%	41 17%	27 15%	40 21%	26 16%	19 17%	30 16%	48 19%	51 19%	34 18%	201 18%	158 18%	42 17%	152 17%	31 19%	23 24%	16 16%	40 11%	42 24%
<b><u>The Government is cutting public spending too much and too quickly</u></b>																						
Agree	1123 55%	947 54%	114 64%	58 63%	153 64%	103 57%	95 50%	75 47%	62 57%	89 47%	142 55%	127 48%	104 56%	661 58%	516 57%	146 59%	462 51%	93 56%	54 55%	59 57%	151 42%	105 62%
Disagree	607 30%	533 30%	42 24%	24 26%	53 22%	50 28%	63 33%	55 34%	32 29%	74 38%	71 28%	90 34%	53 28%	310 27%	245 27%	65 26%	297 33%	39 24%	21 21%	30 29%	178 49%	29 17%
Don't know	315 15%	279 16%	22 12%	10 11%	34 14%	27 15%	31 17%	29 18%	14 13%	29 15%	44 17%	45 17%	30 16%	174 15%	139 15%	35 14%	141 16%	33 20%	24 24%	14 13%	34 9%	37 22%
<b><u>Things in this country are generally heading in the right direction</u></b>																						
Agree	533 26%	464 26%	36 21%	18 19%	62 26%	49 27%	53 28%	39 25%	32 30%	60 31%	62 24%	72 27%	50 27%	295 26%	233 26%	62 25%	238 26%	29 18%	22 22%	22 22%	138 38%	27 16%
Disagree	1098 54%	930 53%	111 63%	61 66%	134 56%	92 51%	96 51%	86 54%	57 52%	97 51%	137 53%	133 51%	93 50%	636 56%	490 54%	146 60%	462 51%	99 60%	44 45%	65 63%	159 44%	95 56%
Don't know	414 20%	365 21%	30 17%	14 15%	45 19%	39 22%	40 21%	33 21%	20 18%	35 18%	58 23%	58 22%	43 23%	215 19%	178 20%	37 15%	199 22%	37 23%	32 33%	15 15%	65 18%	49 29%



## ITV Weekly Cuts Index Survey

### ONLINE Fieldwork : 24th-27th August 2012

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 & 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	2045	1759	178	92	240	180	189	159	108	192	257	262	187	1145	900	245	900	165	99	102	363	171
<b><u>The UK is on course for another wave of recession</u></b>																						
Agree	1289 63%	1098 62%	120 67%	68 74%	147 61%	122 68%	109 58%	104 66%	71 66%	120 63%	148 57%	161 61%	119 64%	746 65%	581 65%	165 67%	543 60%	103 62%	49 50%	65 63%	209 58%	117 69%
Disagree	266 13%	231 13%	15 8%	11 12%	32 13%	19 11%	27 14%	17 11%	20 18%	33 17%	37 14%	31 12%	24 13%	138 12%	106 12%	32 13%	128 14%	16 10%	16 17%	14 14%	71 20%	10 6%
Don't know	491 24%	431 24%	43 24%	13 14%	62 26%	39 22%	53 28%	37 23%	17 16%	39 20%	73 28%	71 27%	44 24%	261 23%	213 24%	49 20%	229 26%	46 28%	33 34%	24 23%	83 23%	44 26%

## ITV Weekly Cuts Index Survey

### ONLINE Fieldwork : 24th-27th August 2012

Absolutes/col percents

Table 3

**Q.3 Recently, nude photos of Prince Harry have emerged. Before today, have you or have you not heard about this, and have you seen the photos?**

**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	2045	1010	1035	203	338	366	362	319	457	748	508	291	498	299	761
Weighted base	2045	1003	1042	246	327	389	348	307	429	552	593	429	471	337	808
NET: Yes	1918	939	980	224	289	349	333	297	426	526	563	407	422	309	756
	94%	94%	94%	91%	88%	90%	96%	97%	99%	95%	95%	95%	90%	92%	94%
Yes, I've heard about this and I have seen the pictures	678	336	343	123	133	133	98	82	110	190	208	131	150	121	277
	33%	33%	33%	50%	41%	34%	28%	27%	26%	34%	35%	30%	32%	36%	34%
Yes, I've heard about this but I have not seen the pictures	1240	603	637	101	157	217	235	214	316	336	355	276	272	188	479
	61%	60%	61%	41%	48%	56%	68%	70%	74%	61%	60%	64%	58%	56%	59%
No, I haven't heard about this	90	41	49	14	31	22	13	8	2	17	22	12	39	19	35
	4%	4%	5%	6%	10%	6%	4%	3%	*	3%	4%	3%	8%	6%	4%
Don't know	37	23	14	8	7	18	2	2	1	9	9	10	10	9	18
	2%	2%	1%	3%	2%	5%	*	1%	*	2%	1%	2%	2%	3%	2%

## ITV Weekly Cuts Index Survey

### ONLINE Fieldwork : 24th-27th August 2012

Absolutes/col percents

Table 3

**Q.3 Recently, nude photos of Prince Harry have emerged. Before today, have you or have you not heard about this, and have you seen the photos?**

**Base: All respondents**

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2045	1771	169	86	261	178	169	167	105	195	224	298	193	1060	722	338	985	174	101	108	403	199
Weighted base	2045	1759	178	92	240	180	189	159	108	192	257	262	187	1145	900	245	900	165	99	102	363	171
NET: Yes	1918	1648	166	90	223	166	179	153	104	180	230	246	182	1065	831	234	853	148	89	101	361	154
	94%	94%	94%	98%	93%	92%	95%	96%	96%	94%	89%	94%	97%	93%	92%	95%	95%	90%	90%	99%	100%	90%
Yes, I've heard about this and I have seen the pictures	678	585	55	43	76	51	63	55	38	70	94	80	51	398	328	70	280	49	40	26	108	58
	33%	33%	31%	47%	32%	28%	33%	35%	36%	37%	37%	31%	28%	35%	36%	28%	31%	29%	41%	26%	30%	34%
Yes, I've heard about this but I have not seen the pictures	1240	1064	111	47	147	115	116	97	65	109	136	165	130	667	502	164	573	100	49	74	254	96
	61%	60%	62%	51%	61%	64%	61%	61%	60%	57%	53%	63%	70%	58%	56%	67%	64%	60%	49%	73%	70%	56%
No, I haven't heard about this	90	73	11	1	11	10	8	3	5	9	16	12	4	54	43	10	36	14	7	1	1	13
	4%	4%	6%	1%	5%	5%	4%	2%	4%	5%	6%	4%	2%	5%	5%	4%	4%	8%	7%	1%	*	8%
Don't know	37	37	-	1	6	5	2	3	-	3	11	5	1	27	26	1	11	3	3	1	-	4
	2%	2%	-	1%	3%	3%	1%	2%	-	1%	4%	2%	1%	2%	3%	*	1%	2%	3%	1%	-	2%

**ITV Weekly Cuts Index Survey**  
**ONLINE Fieldwork : 24th-27th August 2012**

Absolutes/col percents

Table 4

**Q.4 As a result of these photos of Prince Harry, do you have a more positive impression of him, a more negative impression of him, or have the photos made no difference to your impression of him?**

**Base: All respondents who have heard about the photos of Prince Harry**

	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	1909	951	958	178	293	332	344	309	453	706	483	276	444	275	708
Weighted base	1918	939	980	224	289	349	333	297	426	526	563	407	422	309	756
I have a more positive impression of Prince Harry	200 10%	107 11%	93 9%	42 19%	51 18%	44 12%	32 10%	19 6%	13 3%	54 10%	61 11%	41 10%	44 11%	36 12%	113 15%
The photos have made no difference to my impression of Prince Harry	1440 75%	671 71%	769 79%	153 69%	200 69%	259 74%	263 79%	235 79%	331 78%	378 72%	421 75%	308 76%	333 79%	228 74%	553 73%
I have a more negative impression of Prince Harry	262 14%	151 16%	111 11%	28 12%	33 11%	45 13%	36 11%	39 13%	81 19%	91 17%	77 14%	52 13%	42 10%	43 14%	84 11%
Don't know	15 1%	9 1%	6 1%	1 1%	6 2%	2 1%	2 *	4 1%	1 *	3 1%	3 1%	6 1%	3 1%	2 1%	6 1%

## ITV Weekly Cuts Index Survey

### ONLINE Fieldwork : 24th-27th August 2012

Absolutes/col percents

Table 4

**Q.4 As a result of these photos of Prince Harry, do you have a more positive impression of him, a more negative impression of him, or have the photos made no difference to your impression of him?**

**Base: All respondents who have heard about the photos of Prince Harry**

	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	1909	1650	159	83	240	165	158	160	100	182	199	278	185	983	664	319	926	154	89	106	401	176
Weighted base	1918	1648	166	90	223	166	179	153	104	180	230	246	182	1065	831	234	853	148	89	101	361	154
I have a more positive impression of Prince Harry	200 10%	176 11%	12 8%	12 14%	18 8%	18 11%	21 12%	23 15%	12 11%	14 8%	35 15%	20 8%	15 8%	149 14%	131 16%	18 8%	51 6%	14 10%	5 6%	5 5%	11 3%	15 10%
The photos have made no difference to my impression of Prince Harry	1440 75%	1239 75%	120 72%	68 75%	170 76%	127 76%	122 68%	111 72%	81 78%	138 77%	166 72%	192 78%	146 81%	781 73%	605 73%	176 75%	659 77%	118 80%	64 72%	78 77%	277 77%	122 79%
I have a more negative impression of Prince Harry	262 14%	220 13%	32 19%	10 11%	33 15%	20 12%	36 20%	18 12%	11 10%	25 14%	24 10%	33 14%	20 11%	126 12%	90 11%	37 16%	136 16%	12 8%	17 19%	17 17%	72 20%	17 11%
Don't know	15 1%	14 1%	1 1%	- -	2 1%	1 1%	* *	1 1%	1 1%	3 1%	5 2%	1 *	1 *	9 1%	5 1%	3 1%	7 1%	3 2%	2 2%	- -	1 *	- -

**ITV Weekly Cuts Index Survey**  
**ONLINE Fieldwork : 24th-27th August 2012**

Absolutes/col percents

Table 4

**Q.4 As a result of these photos of Prince Harry, do you have a more positive impression of him, a more negative impression of him, or have the photos made no difference to your impression of him?**

**Base: All respondents who have heard about the photos of Prince Harry**

Q.3 Recently, nude photos of Prince Harry have emerged. Before today, have you or have you not heard about this, and have you seen the photos?

	Total	NET: Yes	Yes, I've heard about this and I have seen the pictures	Yes, I've heard about this but I have not seen the pictures	No, I haven't heard about this
Unweighted base	1909	1909	661	1248	-
Weighted base	1918	1918	678	1240	-
I have a more positive impression of Prince Harry	200 10%	200 10%	104 15%	96 8%	-
The photos have made no difference to my impression of Prince Harry	1440 75%	1440 75%	471 69%	970 78%	-
I have a more negative impression of Prince Harry	262 14%	262 14%	104 15%	159 13%	-
Don't know	15 1%	15 1%	-	15 1%	-

## ITV Weekly Cuts Index Survey

### ONLINE Fieldwork : 24th-27th August 2012

Absolutes/col percents

Table 5

**Q.5 Still on the subject of the nude photos of Prince Harry, to what extent 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	2045	1010	1035	203	338	366	362	319	457	748	508	291	498	299	761
Weighted base	2045	1003	1042	246	327	389	348	307	429	552	593	429	471	337	808
<b><u>The photos have damaged the reputation of the entire British Royal Family</u></b>															
Agree	384 19%	220 22%	165 16%	59 24%	74 23%	75 19%	55 16%	47 15%	75 17%	111 20%	106 18%	85 20%	82 18%	81 24%	147 18%
Disagree	1418 69%	657 65%	761 73%	142 58%	211 64%	264 68%	255 73%	228 74%	317 74%	380 69%	429 72%	289 67%	320 68%	223 66%	558 69%
Don't know	243 12%	126 13%	117 11%	44 18%	42 13%	50 13%	38 11%	32 10%	37 9%	61 11%	58 10%	56 13%	68 14%	34 10%	103 13%
<b><u>The photos have damaged the positivity around the 2012 Olympic Games</u></b>															
Agree	191 9%	107 11%	84 8%	21 8%	49 15%	47 12%	25 7%	22 7%	27 6%	58 11%	56 9%	48 11%	29 6%	51 15%	77 10%
Disagree	1647 81%	779 78%	868 83%	186 76%	241 74%	302 78%	292 84%	262 85%	363 85%	445 81%	479 81%	337 79%	387 82%	258 76%	643 80%
Don't know	207 10%	117 12%	90 9%	39 16%	37 11%	40 10%	30 9%	22 7%	39 9%	49 9%	59 10%	44 10%	55 12%	28 8%	88 11%
<b><u>British newspapers should not have published the photos</u></b>															
Agree	1175 57%	529 53%	647 62%	116 47%	182 56%	211 54%	200 58%	189 62%	277 65%	328 59%	351 59%	235 55%	261 56%	207 61%	414 51%
Disagree	561 27%	322 32%	239 23%	72 29%	91 28%	112 29%	96 28%	79 26%	111 26%	156 28%	157 26%	109 25%	140 30%	78 23%	257 32%
Don't know	309 15%	152 15%	157 15%	58 23%	55 17%	66 17%	52 15%	38 13%	40 9%	68 12%	86 14%	85 20%	69 15%	53 16%	137 17%

## ITV Weekly Cuts Index Survey

### ONLINE Fieldwork : 24th-27th August 2012

Absolutes/col percents

Table 5

**Q.5 Still on the subject of the nude photos of Prince Harry, to what extent 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	2045	1003	1042	246	327	389	348	307	429	552	593	429	471	337	808
<b><u>Publishing the photos of Prince Harry was in the public interest</u></b>															
Agree	346 17%	191 19%	156 15%	49 20%	84 26%	64 17%	52 15%	40 13%	58 13%	102 18%	90 15%	80 19%	75 16%	70 21%	149 18%
Disagree	1419 69%	665 66%	754 72%	139 57%	184 56%	266 69%	252 72%	231 75%	347 81%	391 71%	429 72%	276 64%	322 68%	231 69%	518 64%
Don't know	280 14%	147 15%	133 13%	58 24%	60 18%	58 15%	44 13%	36 12%	24 6%	59 11%	74 12%	74 17%	73 16%	35 11%	141 17%
<b><u>If photos are accessible on the internet, then it is OK to print them in a British newspaper</u></b>															
Agree	679 33%	358 36%	321 31%	90 37%	121 37%	141 36%	113 32%	86 28%	128 30%	184 33%	195 33%	157 37%	144 31%	114 34%	307 38%
Disagree	1068 52%	506 50%	562 54%	106 43%	149 45%	179 46%	190 55%	175 57%	270 63%	314 57%	309 52%	204 47%	242 51%	182 54%	372 46%
Don't know	298 15%	139 14%	159 15%	50 20%	58 18%	69 18%	44 13%	46 15%	31 7%	54 10%	90 15%	69 16%	85 18%	40 12%	129 16%
<b><u>Prince Harry's bodyguards should be more careful of the Prince's actions being caught on camera</u></b>															
Agree	1391 68%	695 69%	696 67%	141 57%	188 57%	248 64%	234 67%	225 73%	355 83%	395 72%	382 64%	295 69%	319 68%	226 67%	516 64%
Disagree	401 20%	182 18%	219 21%	70 28%	85 26%	80 21%	63 18%	57 19%	46 11%	97 18%	142 24%	74 17%	88 19%	72 21%	173 21%
Don't know	253 12%	126 13%	128 12%	35 14%	55 17%	60 15%	51 15%	25 8%	28 7%	60 11%	69 12%	61 14%	63 13%	39 12%	119 15%



## ITV Weekly Cuts Index Survey

### ONLINE Fieldwork : 24th-27th August 2012

Absolutes/col percents

Table 5

**Q.5 Still on the subject of the nude photos of Prince Harry, to what extent 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	2045	1003	1042	246	327	389	348	307	429	552	593	429	471	337	808
<b><u>Prince Harry, as third in line to the British throne, should behave in a more responsible manner</u></b>															
Agree	911 45%	482 48%	429 41%	83 34%	108 33%	157 40%	149 43%	164 53%	250 58%	284 51%	255 43%	172 40%	200 43%	149 44%	316 39%
Disagree	827 40%	365 36%	462 44%	120 49%	164 50%	176 45%	144 42%	104 34%	118 28%	197 36%	252 43%	189 44%	189 40%	140 42%	361 45%
Don't know	307 15%	155 16%	152 15%	42 17%	56 17%	56 14%	54 16%	38 12%	61 14%	71 13%	86 15%	68 16%	82 17%	48 14%	131 16%
<b><u>Prince Harry's right to privacy outweighs the public's right to see the pictures</u></b>															
Agree	1355 66%	635 63%	720 69%	151 62%	194 59%	237 61%	242 70%	221 72%	310 72%	364 66%	412 69%	282 66%	298 63%	218 65%	517 64%
Disagree	408 20%	247 25%	162 16%	43 18%	71 22%	77 20%	66 19%	62 20%	89 21%	127 23%	110 18%	79 18%	93 20%	73 22%	163 20%
Don't know	281 14%	121 12%	160 15%	51 21%	62 19%	74 19%	40 12%	24 8%	30 7%	61 11%	72 12%	68 16%	80 17%	46 14%	128 16%
<b><u>Members of the Royal Family have a right to privacy when not on official duty</u></b>															
Agree	1638 80%	774 77%	864 83%	181 74%	246 75%	302 78%	288 83%	250 82%	370 86%	442 80%	483 81%	340 79%	373 79%	261 77%	625 77%
Disagree	245 12%	154 15%	91 9%	27 11%	45 14%	44 11%	38 11%	43 14%	47 11%	76 14%	70 12%	47 11%	51 11%	51 15%	99 12%
Don't know	163 8%	75 8%	87 8%	37 15%	37 11%	42 11%	21 6%	13 4%	12 3%	34 6%	41 7%	42 10%	46 10%	25 7%	84 10%

## ITV Weekly Cuts Index Survey

### ONLINE Fieldwork : 24th-27th August 2012

Absolutes/col percents

Table 5

**Q.5 Still on the subject of the nude photos of Prince Harry, to what extent do you agree or disagree with each of the following statements?**

**Base: All respondents**

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2045	1771	169	86	261	178	169	167	105	195	224	298	193	1060	722	338	985	174	101	108	403	199
Weighted base	2045	1759	178	92	240	180	189	159	108	192	257	262	187	1145	900	245	900	165	99	102	363	171
<b><u>The photos have damaged the reputation of the entire British Royal Family</u></b>																						
Agree	384 19%	332 19%	35 20%	23 25%	42 17%	36 20%	42 22%	28 18%	18 16%	36 19%	56 22%	39 15%	30 16%	228 20%	184 20%	43 18%	157 17%	28 17%	24 24%	16 15%	68 19%	22 13%
Disagree	1418 69%	1204 68%	128 72%	61 66%	175 73%	119 66%	127 67%	113 71%	86 80%	128 67%	160 62%	185 70%	136 73%	781 68%	611 68%	170 69%	637 71%	111 67%	62 63%	68 67%	272 75%	123 72%
Don't know	243 12%	224 13%	15 8%	8 9%	24 10%	24 14%	20 11%	18 11%	4 4%	28 15%	42 16%	39 15%	21 11%	136 12%	104 12%	32 13%	106 12%	26 15%	14 14%	18 18%	23 6%	27 16%
<b><u>The photos have damaged the positivity around the 2012 Olympic Games</u></b>																						
Agree	191 9%	169 10%	11 6%	10 11%	28 12%	16 9%	20 11%	17 11%	11 10%	18 9%	31 12%	16 6%	13 7%	128 11%	106 12%	22 9%	62 7%	6 4%	8 8%	7 7%	28 8%	13 7%
Disagree	1647 81%	1404 80%	150 85%	72 78%	189 79%	142 79%	151 80%	125 79%	93 86%	158 82%	190 74%	217 83%	160 86%	901 79%	704 78%	197 80%	746 83%	135 82%	79 80%	83 81%	306 84%	143 84%
Don't know	207 10%	187 11%	16 9%	10 11%	23 10%	22 12%	18 9%	17 10%	4 4%	16 9%	36 14%	30 12%	14 7%	116 10%	90 10%	27 11%	91 10%	24 14%	12 12%	12 12%	28 8%	15 9%
<b><u>British newspapers should not have published the photos</u></b>																						
Agree	1175 57%	1019 58%	90 51%	53 57%	147 61%	113 63%	105 55%	105 66%	67 62%	97 51%	133 52%	158 60%	107 58%	620 54%	468 52%	152 62%	555 62%	98 59%	58 58%	61 60%	237 65%	101 59%
Disagree	561 27%	463 26%	62 35%	23 25%	62 26%	42 23%	58 30%	38 24%	35 33%	57 30%	73 29%	63 24%	48 26%	335 29%	278 31%	57 23%	226 25%	41 25%	20 21%	32 31%	93 26%	40 23%
Don't know	309 15%	277 16%	25 14%	17 18%	31 13%	26 14%	27 14%	16 10%	6 6%	38 20%	50 20%	41 15%	31 17%	190 17%	153 17%	37 15%	119 13%	26 16%	21 21%	9 9%	33 9%	30 18%

## ITV Weekly Cuts Index Survey

### ONLINE Fieldwork : 24th-27th August 2012

Absolutes/col percents

Table 5

**Q.5 Still on the subject of the nude photos of Prince Harry, to what extent do you agree or disagree with each of the following statements?**

**Base: All respondents**

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Weighted base	2045	1759	178	92	240	180	189	159	108	192	257	262	187	1145	900	245	900	165	99	102	363	171
<b><u>Publishing the photos of Prince Harry was in the public interest</u></b>																						
Agree	346 17%	295 17%	29 16%	15 17%	43 18%	25 14%	36 19%	25 16%	22 21%	42 22%	45 17%	31 12%	32 17%	220 19%	181 20%	39 16%	127 14%	15 9%	16 16%	13 13%	48 13%	34 20%
Disagree	1419 69%	1211 69%	132 75%	65 71%	169 71%	137 76%	122 65%	115 73%	75 70%	122 64%	153 60%	196 75%	130 70%	749 65%	576 64%	173 70%	670 74%	120 73%	69 70%	78 76%	294 81%	108 63%
Don't know	280 14%	253 14%	16 9%	12 13%	28 11%	18 10%	31 16%	18 12%	11 10%	28 14%	59 23%	36 14%	24 13%	177 15%	143 16%	34 14%	103 11%	29 18%	14 14%	11 11%	21 6%	28 17%
<b><u>If photos are accessible on the internet, then it is OK to print them in a British newspaper</u></b>																						
Agree	679 33%	571 32%	67 38%	32 35%	86 36%	60 33%	64 34%	52 33%	40 37%	70 36%	75 29%	70 27%	62 33%	422 37%	345 38%	77 31%	257 29%	41 25%	23 24%	31 30%	107 29%	55 32%
Disagree	1068 52%	924 53%	90 50%	52 56%	127 53%	100 55%	97 51%	85 53%	55 51%	90 47%	126 49%	147 56%	101 54%	554 48%	419 47%	136 55%	514 57%	91 55%	46 47%	60 59%	228 63%	88 52%
Don't know	298 15%	264 15%	20 12%	8 9%	28 11%	21 11%	28 15%	22 14%	14 13%	32 17%	56 22%	46 17%	24 13%	169 15%	137 15%	33 13%	129 14%	33 20%	29 30%	11 11%	27 8%	28 16%
<b><u>Prince Harry's bodyguards should be more careful of the Prince's actions being caught on camera</u></b>																						
Agree	1391 68%	1215 69%	102 57%	68 73%	169 70%	108 60%	115 61%	119 75%	74 68%	139 72%	180 70%	183 70%	136 73%	742 65%	567 63%	175 71%	649 72%	100 60%	56 56%	86 84%	290 80%	118 69%
Disagree	401 20%	323 18%	50 28%	12 13%	44 18%	40 22%	49 26%	25 16%	27 25%	28 15%	40 16%	52 20%	32 17%	245 21%	200 22%	45 18%	156 17%	41 25%	35 35%	9 8%	46 13%	25 15%
Don't know	253 12%	221 13%	25 14%	13 14%	27 11%	32 18%	26 14%	15 9%	7 7%	25 13%	37 15%	27 10%	19 10%	159 14%	133 15%	26 11%	95 11%	24 15%	8 8%	8 8%	26 7%	28 16%

## ITV Weekly Cuts Index Survey

### ONLINE Fieldwork : 24th-27th August 2012

Absolutes/col percents

Table 5

**Q.5 Still on the subject of the nude photos of Prince Harry, to what extent 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	2045	1759	178	92	240	180	189	159	108	192	257	262	187	1145	900	245	900	165	99	102	363	171
<b>Prince Harry, as third in line to the British throne, should behave in a more responsible manner</b>																						
Agree	911 45%	785 45%	85 48%	47 51%	131 54%	74 41%	66 35%	70 44%	42 38%	74 39%	120 47%	117 44%	86 46%	465 41%	349 39%	116 47%	446 50%	60 36%	44 44%	62 60%	209 57%	73 43%
Disagree	827 40%	705 40%	64 36%	37 40%	82 34%	74 41%	93 49%	64 41%	57 53%	89 47%	93 36%	104 40%	68 37%	501 44%	411 46%	90 37%	326 36%	76 46%	43 43%	27 26%	108 30%	72 42%
Don't know	307 15%	269 15%	29 16%	8 9%	28 12%	32 18%	30 16%	24 15%	10 9%	28 15%	44 17%	41 16%	33 18%	179 16%	140 16%	40 16%	128 14%	29 18%	12 12%	14 14%	46 13%	26 15%
<b>Prince Harry's right to privacy outweighs the public's right to see the pictures</b>																						
Agree	1355 66%	1163 66%	114 64%	68 73%	159 66%	120 66%	120 63%	103 65%	78 72%	126 66%	156 61%	181 69%	130 70%	735 64%	566 63%	169 69%	620 69%	115 69%	67 68%	73 72%	261 72%	104 61%
Disagree	408 20%	347 20%	43 24%	13 14%	53 22%	36 20%	49 26%	37 23%	19 17%	38 20%	54 21%	41 16%	25 14%	236 21%	193 21%	43 17%	172 19%	23 14%	16 16%	21 21%	79 22%	33 20%
Don't know	281 14%	250 14%	21 12%	11 12%	28 12%	24 14%	21 11%	19 12%	11 10%	27 14%	48 19%	40 15%	31 17%	174 15%	140 16%	34 14%	107 12%	27 17%	16 16%	8 7%	23 6%	34 20%
<b>Members of the Royal Family have a right to privacy when not on official duty</b>																						
Agree	1638 80%	1415 80%	136 77%	76 82%	198 83%	143 79%	151 80%	129 81%	87 80%	153 80%	201 78%	209 80%	155 83%	886 77%	687 76%	199 81%	752 84%	137 83%	77 78%	89 87%	310 85%	138 81%
Disagree	245 12%	201 11%	31 17%	10 10%	27 11%	22 12%	21 11%	19 12%	13 12%	23 12%	26 10%	31 12%	22 12%	150 13%	123 14%	27 11%	95 11%	17 10%	14 14%	8 8%	46 13%	10 6%
Don't know	163 8%	143 8%	11 6%	7 7%	15 6%	16 9%	17 9%	10 6%	9 8%	16 8%	30 12%	22 9%	10 5%	109 10%	90 10%	19 8%	53 6%	11 7%	8 8%	5 5%	7 2%	23 13%

## ITV Weekly Cuts Index Survey

### ONLINE Fieldwork : 24th-27th August 2012

Absolutes/col percents

Table 5

**Q.5 Still on the subject of the nude photos of Prince Harry, to what extent do you agree or disagree with each of the following statements?**

**Base: All respondents**

	Q.3 Recently, nude photos of Prince Harry have emerged. Before today, have you or have you not heard about this, and have you seen the photos?				
	Total	NET: Yes	Yes, I've heard about this and I have seen the pictures	Yes, I've heard about this but I have not seen the pictures	No, I haven't heard about this
Unweighted base	2045	1909	661	1248	101
Weighted base	2045	1918	678	1240	90
<b><u>The photos have damaged the reputation of the entire British Royal Family</u></b>					
Agree	384 19%	348 18%	145 21%	202 16%	31 34%
Disagree	1418 69%	1379 72%	478 70%	901 73%	36 40%
Don't know	243 12%	192 10%	56 8%	136 11%	23 26%
<b><u>The photos have damaged the positivity around the 2012 Olympic Games</u></b>					
Agree	191 9%	171 9%	75 11%	97 8%	15 16%
Disagree	1647 81%	1596 83%	561 83%	1036 84%	48 54%
Don't know	207 10%	151 8%	43 6%	107 9%	27 30%
<b><u>British newspapers should not have published the photos</u></b>					
Agree	1175 57%	1112 58%	304 45%	808 65%	56 62%
Disagree	561 27%	542 28%	295 44%	246 20%	17 19%
Don't know	309 15%	264 14%	79 12%	185 15%	17 19%

## ITV Weekly Cuts Index Survey

### ONLINE Fieldwork : 24th-27th August 2012

Absolutes/col percents

Table 5

**Q.5 Still on the subject of the nude photos of Prince Harry, to what extent do you agree or disagree with each of the following statements?**

**Base: All respondents**

	Q.3 Recently, nude photos of Prince Harry have emerged. Before today, have you or have you not heard about this, and have you seen the photos?				
	Total	NET: Yes	Yes, I've heard about this and I have seen the pictures	Yes, I've heard about this but I have not seen the pictures	No, I haven't heard about this
Weighted base	2045	1918	678	1240	90
<b><u>Publishing the photos of Prince Harry was in the public interest</u></b>					
Agree	346 17%	327 17%	187 28%	140 11%	14 15%
Disagree	1419 69%	1357 71%	390 57%	968 78%	57 63%
Don't know	280 14%	234 12%	102 15%	133 11%	19 21%
<b><u>If photos are accessible on the internet, then it is OK to print them in a British newspaper</u></b>					
Agree	679 33%	655 34%	340 50%	315 25%	16 18%
Disagree	1068 52%	1014 53%	262 39%	752 61%	52 57%
Don't know	298 15%	250 13%	76 11%	173 14%	22 24%
<b><u>Prince Harry's bodyguards should be more careful of the Prince's actions being caught on camera</u></b>					
Agree	1391 68%	1334 70%	475 70%	859 69%	48 54%
Disagree	401 20%	381 20%	145 21%	237 19%	18 21%
Don't know	253 12%	203 11%	59 9%	144 12%	23 26%

## ITV Weekly Cuts Index Survey

### ONLINE Fieldwork : 24th-27th August 2012

Absolutes/col percents

Table 5

**Q.5 Still on the subject of the nude photos of Prince Harry, to what extent do you agree or disagree with each of the following statements?**

**Base: All respondents**

	Q.3 Recently, nude photos of Prince Harry have emerged. Before today, have you or have you not heard about this, and have you seen the photos?				
	Total	NET: Yes	Yes, I've heard about this and I have seen the pictures	Yes, I've heard about this but I have not seen the pictures	No, I haven't heard about this
Weighted base	2045	1918	678	1240	90
<b><u>Prince Harry, as third in line to the British throne, should behave in a more responsible manner</u></b>					
Agree	911 45%	856 45%	297 44%	559 45%	47 52%
Disagree	827 40%	803 42%	316 47%	487 39%	21 24%
Don't know	307 15%	259 13%	65 10%	194 16%	22 24%
<b><u>Prince Harry's right to privacy outweighs the public's right to see the pictures</u></b>					
Agree	1355 66%	1299 68%	406 60%	893 72%	52 58%
Disagree	408 20%	384 20%	194 29%	190 15%	18 20%
Don't know	281 14%	235 12%	79 12%	156 13%	20 23%
<b><u>Members of the Royal Family have a right to privacy when not on official duty</u></b>					
Agree	1638 80%	1565 82%	525 77%	1041 84%	66 74%
Disagree	245 12%	229 12%	105 16%	124 10%	10 11%
Don't know	163 8%	124 6%	49 7%	75 6%	14 15%