

## ITV Weekly Cuts Index Survey

### ONLINE Fieldwork : 27th-29th April 2012

Absolutes/col percents

Table 3

**Q.3 Do you agree or disagree with each of the following statements?**

**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2044	967	1077	213	335	406	340	307	443	736	499	292	517	298	733
Weighted base	2044	1002	1042	245	327	389	348	306	429	552	593	429	470	333	812
<b><u>Jeremy Hunt should resign over allegations that his special adviser was passing information to News Corporation during negotiations over its bid for BSkyB</u></b>															
Agree	1009	529	480	94	143	206	200	168	198	276	269	218	246	169	408
	49%	53%	46%	38%	44%	53%	57%	55%	46%	50%	45%	51%	52%	51%	50%
Disagree	322	204	118	34	41	50	45	45	106	105	107	56	53	42	134
	16%	20%	11%	14%	13%	13%	13%	15%	25%	19%	18%	13%	11%	13%	17%
Don't know	714	269	445	118	144	132	103	93	125	171	216	156	170	122	269
	35%	27%	43%	48%	44%	34%	30%	30%	29%	31%	37%	36%	36%	37%	33%
<b><u>There should be an independent inquiry into whether or not Jeremy Hunt was involved in the passing of information to News Corporation during its bid for BSkyB</u></b>															
Agree	1234	626	609	121	181	238	221	196	277	332	363	257	283	187	491
	60%	62%	58%	49%	55%	61%	63%	64%	65%	60%	61%	60%	60%	56%	60%
Disagree	322	214	108	31	41	48	55	55	92	111	98	55	58	55	131
	16%	21%	10%	13%	12%	12%	16%	18%	22%	20%	17%	13%	12%	17%	16%
Don't know	488	162	325	94	105	102	72	56	59	109	132	117	130	90	190
	24%	16%	31%	38%	32%	26%	21%	18%	14%	20%	22%	27%	28%	27%	23%
<b><u>The allegations that Jeremy Hunt's special adviser was passing information to News Corporation during its bid for BSkyB shows just how close Government officials are to the Murdoch press</u></b>															
Agree	1272	654	617	112	186	241	228	216	289	359	375	250	288	204	508
	62%	65%	59%	46%	57%	62%	66%	71%	67%	65%	63%	58%	61%	61%	63%
Disagree	178	127	51	20	27	26	32	26	47	61	47	40	30	26	76
	9%	13%	5%	8%	8%	7%	9%	9%	11%	11%	8%	9%	6%	8%	9%
Don't know	594	220	374	113	115	122	87	64	93	132	171	140	152	103	228
	29%	22%	36%	46%	35%	31%	25%	21%	22%	24%	29%	33%	32%	31%	28%

## ITV Weekly Cuts Index Survey

### ONLINE Fieldwork : 27th-29th April 2012

Absolutes/col percents

Table 3

**Q.3 Do you agree or disagree with each of the following statements?**

**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	2044	1002	1042	245	327	389	348	306	429	552	593	429	470	333	812
<b><u>Politicians are just too close to the media these days</u></b>															
Agree	1500	750	750	146	205	288	257	252	351	415	446	325	314	252	575
	73%	75%	72%	59%	63%	74%	74%	82%	82%	75%	75%	76%	67%	76%	71%
Disagree	217	139	78	43	43	32	36	23	40	56	61	47	53	28	110
	11%	14%	8%	17%	13%	8%	10%	8%	9%	10%	10%	11%	11%	8%	14%
Don't know	327	114	214	57	79	68	55	31	37	81	86	57	103	53	127
	16%	11%	21%	23%	24%	18%	16%	10%	9%	15%	14%	13%	22%	16%	16%
<b><u>Politicians have always been close to the media, and this is nothing new</u></b>															
Agree	1407	754	653	146	179	262	250	217	353	395	422	283	307	219	558
	69%	75%	63%	60%	55%	67%	72%	71%	82%	72%	71%	66%	65%	66%	69%
Disagree	270	123	148	42	58	51	39	43	37	83	67	64	57	61	97
	13%	12%	14%	17%	18%	13%	11%	14%	9%	15%	11%	15%	12%	18%	12%
Don't know	367	125	241	57	91	75	58	46	39	74	104	83	106	53	157
	18%	13%	23%	23%	28%	19%	17%	15%	9%	13%	17%	19%	23%	16%	19%
<b><u>News Corporation is just too powerful in Britain these days and more needs to be done to ensure that it does not have too much control of the market</u></b>															
Agree	1484	742	742	147	203	277	241	248	369	413	435	326	310	241	567
	73%	74%	71%	60%	62%	71%	69%	81%	86%	75%	73%	76%	66%	72%	70%
Disagree	181	136	45	20	29	29	44	25	34	54	55	27	44	23	89
	9%	14%	4%	8%	9%	8%	13%	8%	8%	10%	9%	6%	9%	7%	11%
Don't know	379	124	255	79	95	82	63	34	26	85	103	76	116	69	156
	19%	12%	25%	32%	29%	21%	18%	11%	6%	15%	17%	18%	25%	21%	19%

## ITV Weekly Cuts Index Survey

### ONLINE Fieldwork : 27th-29th April 2012

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	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	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	2044	187	96	245	171	191	157	107	194	222	284	190	1031	698	333	1013	151	148	114	402	198
Weighted base	2044	177	92	240	180	189	159	108	192	257	262	186	1145	899	245	899	135	129	105	371	160
<b><u>Jeremy Hunt should resign over allegations that his special adviser was passing information to News Corporation during negotiations over its bid for BSkyB</u></b>																					
Agree	1009 49%	101 57%	56 60%	129 54%	86 48%	87 46%	74 46%	50 46%	89 46%	115 45%	124 47%	97 52%	577 50%	454 50%	123 50%	432 48%	74 55%	50 38%	53 51%	182 49%	73 46%
Disagree	322 16%	16 9%	13 14%	33 14%	26 14%	33 17%	28 18%	16 15%	37 19%	44 17%	48 18%	26 14%	176 15%	153 17%	24 10%	145 16%	6 5%	13 10%	19 18%	97 26%	11 7%
Don't know	714 35%	60 34%	24 26%	78 32%	68 38%	69 36%	57 36%	42 38%	65 34%	98 38%	90 34%	63 34%	391 34%	293 33%	98 40%	322 36%	55 41%	67 52%	33 31%	92 25%	76 47%
<b><u>There should be an independent inquiry into whether or not Jeremy Hunt was involved in the passing of information to News Corporation during its bid for BSkyB</u></b>																					
Agree	1234 60%	117 66%	58 63%	160 67%	111 61%	115 61%	93 58%	62 57%	110 58%	140 54%	148 56%	121 65%	678 59%	542 60%	136 55%	556 62%	84 63%	72 55%	78 74%	241 65%	81 51%
Disagree	322 16%	21 12%	17 18%	30 13%	25 14%	29 15%	29 18%	20 18%	32 17%	43 17%	47 18%	29 16%	187 16%	154 17%	33 13%	136 15%	12 9%	13 10%	15 14%	80 22%	17 11%
Don't know	488 24%	39 22%	17 19%	50 21%	45 25%	45 24%	37 23%	27 25%	49 26%	74 29%	67 26%	37 20%	280 24%	204 23%	76 31%	207 23%	39 29%	45 35%	12 12%	50 13%	62 39%
<b><u>The allegations that Jeremy Hunt's special adviser was passing information to News Corporation during its bid for BSkyB shows just how close Government officials are to the Murdoch press</u></b>																					
Agree	1272 62%	125 70%	63 68%	155 65%	111 62%	120 63%	98 61%	64 59%	115 60%	156 60%	150 57%	117 62%	712 62%	567 63%	145 59%	559 62%	82 61%	68 52%	71 67%	258 70%	81 51%
Disagree	178 9%	11 6%	7 8%	20 9%	13 7%	19 10%	17 11%	11 10%	15 8%	21 8%	30 11%	14 8%	102 9%	88 10%	14 6%	76 9%	7 5%	9 7%	10 10%	40 11%	9 6%
Don't know	594 29%	42 24%	23 24%	65 27%	57 32%	50 27%	44 28%	34 31%	61 32%	80 31%	82 31%	56 30%	331 29%	244 27%	86 35%	263 29%	46 34%	52 40%	24 23%	72 19%	70 44%

## ITV Weekly Cuts Index Survey

### ONLINE Fieldwork : 27th-29th April 2012

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	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	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	2044	177	92	240	180	189	159	108	192	257	262	186	1145	899	245	899	135	129	105	371	160
<b>Politicians are just too close to the media these days</b>																					
Agree	1500 73%	145 81%	67 72%	179 75%	136 75%	131 69%	119 75%	83 76%	141 73%	173 67%	182 70%	144 77%	826 72%	649 72%	177 72%	674 75%	84 62%	89 69%	90 86%	301 81%	109 68%
Disagree	217 11%	12 7%	14 15%	22 9%	19 10%	25 13%	10 6%	10 9%	19 10%	35 14%	36 14%	14 8%	139 12%	120 13%	19 8%	78 9%	16 12%	12 9%	6 6%	32 9%	12 7%
Don't know	327 16%	21 12%	12 13%	38 16%	26 14%	33 17%	29 18%	15 14%	32 17%	49 19%	44 17%	28 15%	180 16%	130 14%	50 20%	147 16%	35 26%	29 22%	8 8%	37 10%	39 24%
<b>Politicians have always been close to the media, and this is nothing new</b>																					
Agree	1407 69%	119 67%	61 66%	166 69%	123 68%	138 73%	111 70%	91 84%	127 66%	158 61%	181 69%	132 71%	777 68%	612 68%	165 67%	630 70%	79 58%	75 58%	77 74%	303 82%	97 61%
Disagree	270 13%	31 18%	15 16%	26 11%	26 15%	23 12%	16 10%	6 6%	32 17%	44 17%	31 12%	20 11%	158 14%	132 15%	26 10%	112 13%	25 19%	24 18%	13 13%	30 8%	21 13%
Don't know	367 18%	27 15%	17 18%	48 20%	31 17%	28 15%	32 20%	11 10%	33 17%	56 22%	50 19%	34 18%	210 18%	155 17%	55 22%	157 17%	31 23%	31 24%	15 14%	38 10%	42 26%
<b>News Corporation is just too powerful in Britain these days and more needs to be done to ensure that it does not have too much control of the market</b>																					
Agree	1484 73%	131 74%	64 69%	172 71%	131 73%	139 73%	123 77%	75 70%	135 70%	173 67%	191 73%	150 81%	808 71%	640 71%	167 68%	676 75%	88 65%	81 63%	89 85%	318 86%	101 63%
Disagree	181 9%	12 7%	13 14%	21 9%	20 11%	17 9%	6 4%	9 8%	14 7%	31 12%	29 11%	9 5%	113 10%	99 11%	14 6%	68 8%	7 5%	14 11%	9 8%	28 8%	9 6%
Don't know	379 19%	34 19%	16 17%	48 20%	29 16%	33 17%	30 19%	24 22%	43 22%	53 21%	43 16%	27 15%	224 20%	160 18%	64 26%	155 17%	40 30%	34 26%	7 7%	24 7%	50 31%