

## ITV Cuts Index Survey

### ONLINE Fieldwork : 13th-15th July 2012

Absolutes/col percents

Table 1

**Q.1 Thinking about each of the following public services in your local area, do you think they 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	2046	1022	1024	214	308	388	365	322	449	795	512	266	473	309	797
Weighted base	2046	1003	1043	246	327	389	348	307	430	552	593	430	471	295	851
<b><u>Local state schools</u></b>															
Better	150 7%	80 8%	71 7%	32 13%	32 10%	22 6%	19 5%	21 7%	26 6%	46 8%	32 5%	38 9%	35 7%	18 6%	78 9%
No change	1471 72%	722 72%	749 72%	157 64%	222 68%	269 69%	252 73%	224 73%	346 81%	403 73%	446 75%	303 70%	319 68%	199 67%	617 72%
Worse	424 21%	201 20%	223 21%	56 23%	74 22%	98 25%	77 22%	62 20%	58 13%	104 19%	115 19%	89 21%	116 25%	78 27%	156 18%
<b><u>Local NHS services</u></b>															
Better	119 6%	59 6%	59 6%	29 12%	16 5%	21 5%	7 2%	15 5%	30 7%	42 8%	31 5%	24 6%	21 5%	12 4%	41 5%
No change	1108 54%	557 56%	551 53%	115 47%	186 57%	202 52%	188 54%	165 54%	251 58%	311 56%	330 56%	226 53%	240 51%	144 49%	490 58%
Worse	820 40%	386 39%	433 42%	101 41%	126 38%	165 43%	153 44%	127 41%	148 34%	199 36%	232 39%	180 42%	209 45%	139 47%	320 38%
<b><u>Local authority services such as libraries and waste collection</u></b>															
Better	211 10%	98 10%	113 11%	40 16%	40 12%	41 11%	19 5%	27 9%	44 10%	58 10%	54 9%	49 11%	50 11%	25 8%	88 10%
No change	1054 52%	496 49%	559 54%	116 47%	166 51%	192 49%	178 51%	160 52%	243 57%	307 56%	320 54%	196 46%	232 49%	141 48%	443 52%
Worse	781 38%	409 41%	372 36%	90 37%	122 37%	156 40%	151 43%	120 39%	143 33%	188 34%	219 37%	184 43%	189 40%	129 44%	320 38%

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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	Private
Weighted base	2046	1003	1043	246	327	389	348	307	430	552	593	430	471	295	851
<b><u>Local public transport</u></b>															
Better	173 8%	90 9%	83 8%	42 17%	33 10%	24 6%	16 5%	20 7%	38 9%	56 10%	44 7%	42 10%	31 7%	24 8%	88 10%
No change	1251 61%	627 63%	623 60%	107 43%	207 63%	219 56%	235 67%	192 63%	292 68%	351 63%	380 64%	254 59%	267 57%	176 60%	526 62%
Worse	622 30%	285 28%	337 32%	97 40%	88 27%	145 37%	97 28%	95 31%	100 23%	146 26%	170 29%	134 31%	172 37%	94 32%	237 28%

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**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	2046	1773	189	93	256	170	201	164	84	187	220	287	195	1106	789	317	940	135	135	107	406	157
Weighted base	2046	1760	178	92	240	180	189	159	108	192	257	263	187	1146	900	246	900	138	142	121	348	150
<b>Local state schools</b>																						
Better	150 7%	132 8%	10 5%	9 10%	21 9%	19 11%	9 5%	9 6%	8 8%	11 5%	27 11%	16 6%	11 6%	96 8%	72 8%	23 10%	55 6%	9 7%	19 13%	7 5%	15 4%	5 3%
No change	1471 72%	1258 71%	136 77%	61 66%	148 62%	129 72%	138 73%	118 74%	77 71%	146 76%	182 71%	202 77%	134 72%	815 71%	640 71%	176 72%	656 73%	90 65%	81 57%	93 77%	285 82%	106 71%
Worse	424 21%	370 21%	32 18%	22 24%	71 30%	32 18%	42 22%	32 20%	23 21%	36 19%	48 19%	44 17%	41 22%	235 20%	188 21%	47 19%	190 21%	38 28%	42 29%	22 18%	48 14%	40 26%
<b>Local NHS services</b>																						
Better	119 6%	102 6%	10 6%	4 4%	18 7%	9 5%	11 6%	6 4%	6 5%	12 6%	18 7%	13 5%	12 7%	52 5%	39 4%	14 6%	66 7%	9 6%	16 11%	8 6%	26 8%	8 5%
No change	1108 54%	943 54%	109 61%	51 56%	112 46%	93 52%	102 54%	93 58%	55 51%	104 54%	132 51%	156 59%	100 54%	635 55%	509 57%	126 51%	473 53%	70 51%	60 42%	70 58%	199 57%	74 49%
Worse	820 40%	714 41%	58 33%	37 40%	111 46%	79 44%	77 41%	60 38%	48 44%	75 39%	108 42%	93 36%	74 40%	458 40%	352 39%	106 43%	361 40%	59 43%	67 47%	44 36%	123 35%	69 46%
<b>Local authority services such as libraries and waste collection</b>																						
Better	211 10%	186 11%	16 9%	4 4%	25 10%	25 14%	18 10%	12 8%	9 8%	17 9%	43 17%	22 8%	21 11%	113 10%	87 10%	26 11%	98 11%	15 11%	23 16%	18 15%	26 8%	16 10%
No change	1054 52%	892 51%	109 61%	48 52%	103 43%	84 47%	85 45%	95 60%	54 50%	115 60%	122 47%	154 59%	84 45%	584 51%	446 50%	138 56%	470 52%	72 52%	57 40%	59 49%	205 59%	78 52%
Worse	781 38%	682 39%	53 30%	40 44%	112 47%	71 40%	86 45%	52 32%	46 42%	60 31%	92 36%	86 33%	82 44%	449 39%	367 41%	82 33%	332 37%	51 37%	62 44%	44 37%	118 34%	56 37%

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**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	2046	1760	178	92	240	180	189	159	108	192	257	263	187	1146	900	246	900	138	142	121	348	150
<b>Local public transport</b>																						
Better	173 8%	155 9%	9 5%	4 5%	21 9%	11 6%	17 9%	12 7%	9 9%	9 5%	46 18%	24 9%	11 6%	112 10%	82 9%	31 13%	61 7%	5 4%	13 9%	9 7%	25 7%	9 6%
No change	1251 61%	1078 61%	106 60%	56 61%	146 61%	112 62%	117 62%	96 61%	67 62%	128 67%	147 57%	169 64%	107 58%	702 61%	550 61%	152 62%	548 61%	77 55%	74 52%	73 61%	238 68%	87 58%
Worse	622 30%	527 30%	63 35%	32 34%	73 30%	58 32%	56 30%	51 32%	32 30%	55 29%	65 25%	70 27%	68 37%	331 29%	269 30%	63 25%	291 32%	56 41%	56 39%	39 32%	86 25%	54 36%

## ITV Cuts Index Survey

### ONLINE Fieldwork : 13th-15th July 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	2046	1022	1024	214	308	388	365	322	449	795	512	266	473	309	797
Weighted base	2046	1003	1043	246	327	389	348	307	430	552	593	430	471	295	851
<b><u>I am worried that another recession would have a severe impact on me and my family</u></b>															
Agree	1471 72%	707 71%	764 73%	164 67%	231 71%	309 80%	264 76%	212 69%	291 68%	368 67%	432 73%	322 75%	350 74%	213 72%	615 72%
Disagree	301 15%	187 19%	114 11%	40 16%	48 15%	41 11%	50 14%	47 15%	75 17%	116 21%	85 14%	59 14%	42 9%	42 14%	136 16%
Don't know	274 13%	108 11%	166 16%	42 17%	48 15%	38 10%	34 10%	47 15%	64 15%	69 12%	76 13%	49 11%	79 17%	40 14%	99 12%
<b><u>The debt crisis in Europe is putting the UK economy in danger</u></b>															
Agree	1738 85%	865 86%	873 84%	184 75%	264 81%	325 84%	306 88%	274 89%	384 89%	480 87%	511 86%	357 83%	390 83%	251 85%	716 84%
Disagree	104 5%	68 7%	36 3%	14 6%	20 6%	24 6%	12 4%	14 5%	20 5%	33 6%	25 4%	33 8%	14 3%	12 4%	57 7%
Don't know	203 10%	69 7%	134 13%	48 19%	43 13%	39 10%	29 8%	19 6%	26 6%	39 7%	58 10%	40 9%	66 14%	32 11%	78 9%
<b><u>If the British economy doesn't pick up very soon, the Government should reconsider its planned programme of spending cuts</u></b>															
Agree	1376 67%	666 66%	710 68%	156 64%	228 70%	266 68%	245 70%	193 63%	288 67%	354 64%	388 65%	295 69%	339 72%	222 75%	563 66%
Disagree	346 17%	219 22%	126 12%	30 12%	42 13%	53 14%	62 18%	66 21%	92 21%	116 21%	114 19%	65 15%	51 11%	32 11%	166 20%
Don't know	324 16%	117 12%	207 20%	60 24%	58 18%	70 18%	40 12%	48 16%	49 11%	82 15%	92 16%	70 16%	81 17%	41 14%	121 14%

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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	2046	1003	1043	246	327	389	348	307	430	552	593	430	471	295	851
<b><u>In the current financial situation, the Government is more concerned with protecting the banks than the British public</u></b>															
Agree	1353 66%	681 68%	672 64%	154 63%	207 63%	286 74%	242 70%	215 70%	250 58%	336 61%	367 62%	315 73%	335 71%	214 73%	558 66%
Disagree	400 20%	219 22%	181 17%	39 16%	58 18%	59 15%	59 17%	58 19%	126 29%	139 25%	136 23%	66 15%	59 13%	40 14%	172 20%
Don't know	293 14%	103 10%	190 18%	53 21%	62 19%	44 11%	47 13%	34 11%	54 13%	78 14%	90 15%	49 11%	76 16%	41 14%	121 14%
<b><u>The Government is in control of the economy</u></b>															
Agree	508 25%	244 24%	264 25%	72 29%	96 29%	100 26%	72 21%	66 21%	102 24%	131 24%	172 29%	122 28%	83 18%	71 24%	241 28%
Disagree	1184 58%	629 63%	555 53%	117 48%	174 53%	235 60%	227 65%	186 61%	245 57%	339 61%	315 53%	243 57%	288 61%	182 62%	482 57%
Don't know	353 17%	129 13%	224 21%	57 23%	57 17%	54 14%	48 14%	55 18%	83 19%	83 15%	106 18%	65 15%	100 21%	42 14%	128 15%

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**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	2046	1773	189	93	256	170	201	164	84	187	220	287	195	1106	789	317	940	135	135	107	406	157
Weighted base	2046	1760	178	92	240	180	189	159	108	192	257	263	187	1146	900	246	900	138	142	121	348	150
<b><u>I am worried that another recession would have a severe impact on me and my family</u></b>																						
Agree	1471	1269	124	79	179	130	130	118	78	134	182	185	131	828	656	172	643	114	101	88	228	111
	72%	72%	70%	85%	75%	72%	69%	74%	72%	70%	71%	70%	70%	72%	73%	70%	71%	83%	71%	73%	66%	74%
Disagree	301	256	34	4	26	35	26	26	11	36	36	37	30	178	149	29	123	7	15	14	68	18
	15%	15%	19%	5%	11%	20%	14%	16%	11%	19%	14%	14%	16%	16%	17%	12%	14%	5%	11%	12%	19%	12%
Don't know	274	235	20	9	35	16	33	15	19	21	40	41	25	139	95	44	135	16	26	19	52	21
	13%	13%	11%	10%	15%	9%	17%	9%	18%	11%	16%	15%	14%	12%	11%	18%	15%	12%	18%	16%	15%	14%
<b><u>The debt crisis in Europe is putting the UK economy in danger</u></b>																						
Agree	1738	1494	152	80	205	152	159	133	92	173	202	230	159	967	765	202	772	112	113	109	315	123
	85%	85%	85%	87%	85%	84%	84%	84%	85%	90%	79%	88%	85%	84%	85%	82%	86%	81%	79%	90%	91%	82%
Disagree	104	91	5	3	13	13	11	8	9	8	22	6	7	69	63	7	35	2	7	2	18	5
	5%	5%	3%	3%	5%	7%	6%	5%	8%	4%	9%	2%	4%	6%	7%	3%	4%	1%	5%	2%	5%	4%
Don't know	203	175	21	9	23	16	19	17	7	11	33	26	20	110	73	37	94	25	22	9	15	22
	10%	10%	12%	10%	9%	9%	10%	11%	7%	6%	13%	10%	11%	10%	8%	15%	10%	18%	16%	8%	4%	15%
<b><u>If the British economy doesn't pick up very soon, the Government should reconsider its planned programme of spending cuts</u></b>																						
Agree	1376	1171	125	67	179	122	126	111	80	120	161	172	113	785	610	174	591	95	88	91	221	97
	67%	67%	70%	73%	74%	68%	67%	70%	74%	63%	63%	65%	61%	69%	68%	71%	66%	69%	62%	75%	63%	65%
Disagree	346	308	27	14	34	38	28	27	11	47	39	44	38	198	163	35	148	11	16	22	83	17
	17%	18%	15%	15%	14%	21%	15%	17%	10%	25%	15%	17%	20%	17%	18%	14%	16%	8%	11%	18%	24%	11%
Don't know	324	280	26	11	28	21	35	22	17	25	57	47	36	163	127	36	162	32	39	8	45	37
	16%	16%	15%	12%	12%	12%	18%	14%	16%	13%	22%	18%	19%	14%	14%	15%	18%	23%	27%	7%	13%	24%

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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 & 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	2046	1760	178	92	240	180	189	159	108	192	257	263	187	1146	900	246	900	138	142	121	348	150
<b><u>In the current financial situation, the Government is more concerned with protecting the banks than the British public</u></b>																						
Agree	1353 66%	1156 66%	126 71%	72 78%	179 75%	125 69%	117 62%	103 65%	71 65%	124 65%	155 60%	167 63%	114 61%	772 67%	614 68%	158 64%	582 65%	104 75%	86 60%	81 67%	205 59%	106 70%
Disagree	400 20%	353 20%	27 15%	9 10%	35 15%	35 20%	45 24%	23 15%	20 19%	43 22%	61 24%	57 22%	44 24%	212 19%	172 19%	41 17%	188 21%	16 11%	25 18%	21 17%	104 30%	22 15%
Don't know	293 14%	251 14%	24 14%	11 12%	26 11%	21 11%	27 14%	32 20%	17 16%	25 13%	42 16%	39 15%	29 15%	162 14%	115 13%	47 19%	131 15%	18 13%	32 22%	20 16%	39 11%	22 15%
<b><u>The Government is in control of the economy</u></b>																						
Agree	508 25%	433 25%	45 25%	15 16%	43 18%	55 30%	45 24%	41 26%	30 28%	44 23%	72 28%	65 25%	53 28%	312 27%	249 28%	63 26%	196 22%	17 13%	34 24%	18 15%	86 25%	41 27%
Disagree	1184 58%	1017 58%	105 59%	66 72%	153 64%	105 58%	106 56%	89 56%	62 57%	124 64%	130 51%	147 56%	98 53%	664 58%	529 59%	135 55%	521 58%	88 63%	77 54%	77 63%	201 58%	77 51%
Don't know	353 17%	309 18%	28 16%	12 12%	44 18%	21 12%	38 20%	30 19%	16 15%	24 13%	55 21%	50 19%	35 19%	170 15%	122 14%	48 19%	183 20%	33 24%	31 22%	26 22%	61 17%	33 22%



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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	2046	1022	1024	214	308	388	365	322	449	795	512	266	473	309	797
Weighted base	2046	1003	1043	246	327	389	348	307	430	552	593	430	471	295	851
<b><u>I am excited about the London 2012 Olympics</u></b>															
Agree	705 34%	359 36%	347 33%	107 44%	115 35%	149 38%	127 37%	78 25%	130 30%	212 38%	211 36%	149 35%	134 28%	105 36%	323 38%
Disagree	1137 56%	549 55%	588 56%	101 41%	173 53%	206 53%	181 52%	201 65%	277 64%	300 54%	313 53%	242 56%	283 60%	158 53%	433 51%
Don't know	203 10%	94 9%	109 10%	38 15%	39 12%	35 9%	40 11%	29 9%	23 5%	41 7%	70 12%	39 9%	53 11%	32 11%	95 11%
<b><u>The London 2012 Olympics will benefit the lives of people in my area</u></b>															
Agree	260 13%	138 14%	122 12%	45 18%	49 15%	54 14%	40 12%	22 7%	50 12%	88 16%	70 12%	49 11%	53 11%	42 14%	123 14%
Disagree	1507 74%	741 74%	766 73%	145 59%	226 69%	284 73%	269 77%	238 78%	344 80%	398 72%	446 75%	328 76%	335 71%	221 75%	616 72%
Don't know	279 14%	124 12%	156 15%	55 22%	52 16%	51 13%	38 11%	47 15%	36 8%	66 12%	77 13%	53 12%	83 18%	31 11%	112 13%
<b><u>I feel that the Olympics will only benefit London and people living in London</u></b>															
Agree	1240 61%	618 62%	622 60%	131 53%	179 55%	249 64%	216 62%	194 63%	272 63%	336 61%	357 60%	257 60%	290 62%	189 64%	516 61%
Disagree	518 25%	265 26%	254 24%	72 29%	94 29%	95 24%	84 24%	67 22%	106 25%	144 26%	152 26%	124 29%	99 21%	67 23%	227 27%
Don't know	288 14%	120 12%	168 16%	42 17%	54 17%	45 12%	48 14%	46 15%	52 12%	72 13%	85 14%	49 11%	82 17%	39 13%	108 13%

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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	2046	1003	1043	246	327	389	348	307	430	552	593	430	471	295	851
<b><u>The London 2012 Olympics is not worth the public money spent on it</u></b>															
Agree	1131 55%	551 55%	580 56%	105 43%	184 56%	225 58%	175 50%	183 60%	259 60%	299 54%	308 52%	257 60%	267 57%	158 53%	453 53%
Disagree	599 29%	336 33%	263 25%	79 32%	89 27%	114 29%	122 35%	75 24%	119 28%	186 34%	183 31%	120 28%	110 23%	93 31%	277 33%
Don't know	316 15%	116 12%	200 19%	61 25%	54 16%	50 13%	51 15%	49 16%	51 12%	67 12%	102 17%	53 12%	94 20%	44 15%	121 14%
<b><u>I think that British expectations will negatively affect athletes in the British Olympic Team</u></b>															
Agree	388 19%	181 18%	207 20%	60 25%	70 21%	69 18%	36 10%	61 20%	93 22%	101 18%	99 17%	100 23%	88 19%	54 18%	147 17%
Disagree	1055 52%	557 56%	498 48%	119 49%	169 52%	202 52%	205 59%	146 48%	214 50%	305 55%	330 56%	215 50%	204 43%	155 52%	475 56%
Don't know	603 29%	265 26%	338 32%	66 27%	88 27%	118 30%	107 31%	100 33%	123 29%	146 26%	164 28%	114 27%	178 38%	87 29%	228 27%

## ITV Cuts Index Survey

### ONLINE Fieldwork : 13th-15th July 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	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	2046	1773	189	93	256	170	201	164	84	187	220	287	195	1106	789	317	940	135	135	107	406	157
Weighted base	2046	1760	178	92	240	180	189	159	108	192	257	263	187	1146	900	246	900	138	142	121	348	150
<b><u>I am excited about the London 2012 Olympics</u></b>																						
Agree	705 34%	627 36%	45 25%	26 28%	83 34%	50 28%	58 31%	55 34%	33 31%	79 41%	102 40%	105 40%	69 37%	428 37%	336 37%	92 38%	277 31%	40 29%	61 43%	40 33%	93 27%	44 29%
Disagree	1137 56%	963 55%	112 63%	56 60%	146 61%	107 59%	112 59%	91 57%	63 58%	103 54%	125 49%	125 48%	98 52%	591 52%	463 51%	128 52%	547 61%	80 58%	70 49%	77 63%	232 66%	88 59%
Don't know	203 10%	170 10%	21 12%	11 11%	12 5%	24 13%	19 10%	14 9%	12 11%	9 5%	30 12%	33 12%	19 10%	127 11%	101 11%	26 10%	76 8%	18 13%	12 8%	5 4%	23 7%	18 12%
<b><u>The London 2012 Olympics will benefit the lives of people in my area</u></b>																						
Agree	260 13%	246 14%	4 2%	10 11%	18 8%	18 10%	21 11%	14 9%	10 9%	38 20%	63 24%	39 15%	24 13%	165 14%	125 14%	40 16%	95 11%	10 7%	14 10%	15 12%	34 10%	23 15%
Disagree	1507 74%	1267 72%	152 86%	73 78%	198 82%	140 78%	139 73%	129 81%	88 81%	129 67%	146 57%	175 67%	138 74%	837 73%	666 74%	171 70%	670 74%	98 71%	96 67%	91 75%	280 81%	104 69%
Don't know	279 14%	248 14%	21 12%	10 11%	25 10%	23 13%	30 16%	16 10%	11 10%	24 12%	49 19%	48 18%	24 13%	144 13%	110 12%	34 14%	136 15%	30 22%	33 23%	15 12%	34 10%	23 15%
<b><u>I feel that the Olympics will only benefit London and people living in London</u></b>																						
Agree	1240 61%	1009 57%	143 80%	69 75%	188 78%	130 72%	118 62%	107 67%	88 82%	98 51%	65 25%	126 48%	108 58%	704 61%	562 62%	143 58%	536 59%	84 61%	68 48%	82 68%	214 62%	88 58%
Disagree	518 25%	485 28%	23 13%	11 12%	22 9%	36 20%	46 24%	30 19%	11 10%	71 37%	129 50%	86 33%	53 29%	294 26%	235 26%	59 24%	224 25%	33 24%	45 32%	24 19%	89 26%	33 22%
Don't know	288 14%	267 15%	12 7%	12 13%	30 13%	14 8%	26 14%	22 14%	9 8%	22 12%	63 25%	51 19%	25 13%	147 13%	104 12%	43 18%	141 16%	21 15%	29 21%	16 13%	45 13%	30 20%

## ITV Cuts Index Survey

### ONLINE Fieldwork : 13th-15th July 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	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	2046	1760	178	92	240	180	189	159	108	192	257	263	187	1146	900	246	900	138	142	121	348	150
<b><u>The London 2012 Olympics is not worth the public money spent on it</u></b>																						
Agree	1131 55%	954 54%	114 64%	56 61%	148 62%	93 52%	105 55%	91 57%	63 58%	98 51%	134 52%	141 54%	88 47%	611 53%	480 53%	131 53%	520 58%	84 61%	66 46%	71 58%	215 62%	85 56%
Disagree	599 29%	528 30%	39 22%	21 23%	58 24%	52 29%	59 31%	44 28%	32 29%	69 36%	81 31%	85 32%	59 32%	370 32%	299 33%	71 29%	229 25%	27 19%	42 30%	26 22%	101 29%	33 22%
Don't know	316 15%	278 16%	25 14%	15 16%	34 14%	35 19%	26 14%	24 15%	13 12%	25 13%	42 16%	37 14%	40 21%	165 14%	121 13%	44 18%	151 17%	27 20%	34 24%	24 20%	32 9%	33 22%
<b><u>I think that British expectations will negatively affect athletes in the British Olympic Team</u></b>																						
Agree	388 19%	333 19%	38 21%	23 25%	56 23%	31 17%	36 19%	32 20%	17 16%	32 17%	44 17%	55 21%	25 13%	201 18%	155 17%	46 19%	188 21%	31 23%	33 23%	27 22%	62 18%	35 23%
Disagree	1055 52%	919 52%	88 50%	43 47%	100 41%	90 50%	91 48%	79 50%	47 44%	123 64%	145 56%	142 54%	106 57%	630 55%	507 56%	123 50%	425 47%	55 40%	62 44%	57 47%	183 52%	68 45%
Don't know	603 29%	507 29%	52 29%	26 28%	85 35%	59 33%	62 33%	48 30%	44 41%	37 19%	68 26%	66 25%	56 30%	315 28%	238 26%	77 31%	288 32%	52 37%	47 33%	37 31%	104 30%	48 32%

## ITV Cuts Index Survey

### ONLINE Fieldwork : 13th-15th July 2012

Absolutes/col percents

Table 4  
**Q.4 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	2046	1022	1024	214	308	388	365	322	449	795	512	266	473	309	797
Weighted base	2046	1003	1043	246	327	389	348	307	430	552	593	430	471	295	851
<b><u>I plan to watch at least some of the Olympics on TV</u></b>															
Agree	1322 65%	697 70%	625 60%	163 66%	221 67%	245 63%	226 65%	181 59%	286 67%	396 72%	412 70%	270 63%	243 52%	209 71%	574 67%
Disagree	532 26%	228 23%	304 29%	58 23%	80 24%	101 26%	86 25%	97 32%	109 25%	113 21%	133 22%	121 28%	164 35%	69 23%	204 24%
Don't know	193 9%	78 8%	115 11%	25 10%	27 8%	43 11%	36 10%	29 9%	34 8%	43 8%	48 8%	38 9%	63 13%	17 6%	73 9%
<b><u>The Olympics are great for the UK in such difficult economic times</u></b>															
Agree	791 39%	400 40%	390 37%	112 46%	131 40%	145 37%	140 40%	105 34%	159 37%	233 42%	253 43%	145 34%	160 34%	121 41%	352 41%
Disagree	853 42%	434 43%	419 40%	77 31%	129 39%	167 43%	133 38%	150 49%	197 46%	222 40%	231 39%	197 46%	203 43%	123 42%	334 39%
Don't know	402 20%	168 17%	234 22%	57 23%	68 21%	77 20%	75 22%	52 17%	73 17%	97 18%	110 19%	88 20%	107 23%	51 17%	164 19%
<b><u>The economic benefit of the Olympic Games will outweigh the cost</u></b>															
Agree	525 26%	298 30%	227 22%	66 27%	97 30%	100 26%	86 25%	66 21%	110 26%	153 28%	167 28%	114 26%	91 19%	70 24%	251 29%
Disagree	1042 51%	516 51%	526 50%	91 37%	146 45%	204 52%	186 54%	173 56%	242 56%	277 50%	316 53%	210 49%	239 51%	146 50%	416 49%
Don't know	479 23%	189 19%	290 28%	89 36%	84 26%	85 22%	75 22%	68 22%	78 18%	123 22%	110 19%	106 25%	141 30%	78 27%	184 22%

## ITV Cuts Index Survey

### ONLINE Fieldwork : 13th-15th July 2012

Absolutes/col percents

Table 4  
**Q.4 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	2046	1003	1043	246	327	389	348	307	430	552	593	430	471	295	851
<b><u>The Olympics will make people healthier by improving the number who participate in sport</u></b>															
Agree	623 30%	319 32%	305 29%	103 42%	110 34%	119 31%	94 27%	72 23%	126 29%	176 32%	192 32%	135 31%	120 26%	102 35%	266 31%
Disagree	1048 51%	518 52%	530 51%	99 40%	155 47%	196 50%	191 55%	185 60%	222 52%	269 49%	300 51%	230 54%	249 53%	137 47%	448 53%
Don't know	375 18%	166 17%	209 20%	44 18%	63 19%	74 19%	62 18%	50 16%	82 19%	108 19%	101 17%	65 15%	102 22%	55 19%	137 16%
<b><u>The Ministry of Defence being asked to provide extra troops to guard Olympic venues makes me concerned about whether spectators will be sufficiently safe</u></b>															
Agree	804 39%	355 35%	449 43%	107 43%	130 40%	141 36%	128 37%	116 38%	183 43%	191 35%	230 39%	176 41%	206 44%	112 38%	323 38%
Disagree	925 45%	538 54%	388 37%	88 36%	134 41%	188 48%	173 50%	139 45%	204 47%	298 54%	279 47%	191 44%	156 33%	137 46%	410 48%
Don't know	317 16%	110 11%	207 20%	51 21%	64 20%	61 16%	46 13%	52 17%	43 10%	63 11%	84 14%	62 14%	108 23%	46 16%	117 14%
<b><u>Britain seems poorly prepared for the Olympics</u></b>															
Agree	914 45%	418 42%	495 47%	113 46%	131 40%	183 47%	148 43%	146 48%	191 45%	215 39%	256 43%	210 49%	233 49%	128 43%	360 42%
Disagree	824 40%	463 46%	361 35%	83 34%	139 43%	150 39%	139 40%	122 40%	190 44%	269 49%	258 44%	162 38%	135 29%	124 42%	375 44%
Don't know	309 15%	121 12%	188 18%	49 20%	57 17%	56 14%	60 17%	38 13%	48 11%	68 12%	79 13%	58 13%	103 22%	43 15%	116 14%

## ITV Cuts Index Survey

### ONLINE Fieldwork : 13th-15th July 2012

Absolutes/col percents

Table 4  
**Q.4 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	2046	1773	189	93	256	170	201	164	84	187	220	287	195	1106	789	317	940	135	135	107	406	157
Weighted base	2046	1760	178	92	240	180	189	159	108	192	257	263	187	1146	900	246	900	138	142	121	348	150
<b>I plan to watch at least some of the Olympics on TV</b>																						
Agree	1322 65%	1147 65%	110 62%	65 70%	138 58%	105 58%	117 62%	105 66%	65 60%	136 71%	172 67%	183 70%	126 67%	784 68%	624 69%	160 65%	538 60%	68 49%	93 65%	81 67%	223 64%	73 49%
Disagree	532 26%	441 25%	52 30%	20 22%	80 33%	55 31%	53 28%	39 25%	38 35%	43 23%	55 21%	49 19%	47 25%	273 24%	209 23%	64 26%	259 29%	47 34%	39 27%	32 27%	88 25%	52 35%
Don't know	193 9%	172 10%	15 8%	7 8%	23 9%	20 11%	20 10%	15 10%	6 5%	12 6%	30 12%	31 12%	14 7%	89 8%	67 7%	22 9%	103 11%	22 16%	10 7%	8 7%	37 11%	25 16%
<b>The Olympics are great for the UK in such difficult economic times</b>																						
Agree	791 39%	702 40%	51 29%	37 40%	78 32%	72 40%	69 36%	63 40%	38 35%	97 50%	96 37%	117 45%	74 40%	473 41%	376 42%	97 39%	318 35%	37 27%	60 42%	45 37%	126 36%	51 34%
Disagree	853 42%	713 41%	92 52%	36 39%	115 48%	75 42%	80 42%	65 41%	48 44%	73 38%	103 40%	93 35%	74 40%	457 40%	358 40%	100 41%	396 44%	63 46%	46 32%	51 42%	168 48%	68 45%
Don't know	402 20%	345 20%	34 19%	19 20%	48 20%	34 19%	41 22%	31 20%	23 21%	22 12%	59 23%	52 20%	38 20%	216 19%	166 18%	49 20%	186 21%	38 28%	36 26%	26 21%	54 16%	32 21%
<b>The economic benefit of the Olympic Games will outweigh the cost</b>																						
Agree	525 26%	463 26%	34 19%	18 19%	44 18%	46 26%	47 25%	45 28%	28 25%	61 32%	91 35%	61 23%	49 26%	321 28%	264 29%	57 23%	203 23%	22 16%	36 25%	26 21%	91 26%	29 19%
Disagree	1042 51%	886 50%	98 55%	47 50%	142 59%	98 54%	104 55%	70 44%	57 53%	95 49%	116 45%	129 49%	85 46%	562 49%	448 50%	114 46%	480 53%	72 52%	61 43%	66 55%	199 57%	82 55%
Don't know	479 23%	411 23%	45 25%	28 30%	54 23%	36 20%	37 20%	44 28%	23 22%	36 19%	50 20%	72 28%	52 28%	263 23%	188 21%	75 31%	216 24%	45 32%	45 32%	29 24%	58 17%	40 26%

## ITV Cuts Index Survey

### ONLINE Fieldwork : 13th-15th July 2012

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Table 4  
**Q.4 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	2046	1760	178	92	240	180	189	159	108	192	257	263	187	1146	900	246	900	138	142	121	348	150
<b>The Olympics will make people healthier by improving the number who participate in sport</b>																						
Agree	623 30%	552 31%	45 25%	40 44%	52 22%	57 32%	55 29%	39 25%	27 25%	67 35%	78 30%	105 40%	57 30%	368 32%	294 33%	74 30%	255 28%	43 31%	45 32%	35 29%	92 26%	39 26%
Disagree	1048 51%	885 50%	101 57%	35 38%	141 59%	95 53%	96 51%	84 53%	62 57%	92 48%	134 52%	113 43%	94 50%	585 51%	469 52%	117 47%	463 51%	66 48%	71 50%	60 50%	188 54%	77 51%
Don't know	375 18%	323 18%	31 18%	17 18%	47 19%	28 16%	38 20%	36 23%	20 18%	32 17%	45 17%	45 17%	36 19%	192 17%	137 15%	55 22%	183 20%	29 21%	26 18%	26 21%	68 20%	34 23%
<b>The Ministry of Defence being asked to provide extra troops to guard Olympic venues makes me concerned about whether spectators will be sufficiently safe</b>																						
Agree	804 39%	683 39%	76 43%	46 50%	102 43%	79 44%	62 33%	53 33%	44 41%	71 37%	105 41%	96 36%	69 37%	435 38%	345 38%	91 37%	368 41%	58 42%	49 34%	67 55%	124 36%	69 46%
Disagree	925 45%	804 46%	75 42%	27 29%	101 42%	73 41%	96 51%	80 50%	46 43%	100 52%	110 43%	125 48%	92 49%	547 48%	442 49%	105 43%	378 42%	45 33%	63 44%	42 35%	182 52%	46 30%
Don't know	317 16%	273 16%	26 15%	20 21%	37 16%	28 16%	31 17%	26 17%	18 16%	21 11%	43 17%	42 16%	25 13%	163 14%	114 13%	50 20%	154 17%	34 25%	30 21%	12 10%	41 12%	36 24%
<b>Britain seems poorly prepared for the Olympics</b>																						
Agree	914 45%	766 44%	90 51%	46 49%	108 45%	84 47%	77 41%	77 48%	57 53%	81 42%	110 43%	108 41%	77 41%	488 43%	386 43%	102 41%	426 47%	72 52%	74 52%	61 51%	145 42%	74 49%
Disagree	824 40%	735 42%	56 31%	33 36%	95 40%	66 36%	83 44%	59 37%	33 31%	90 47%	108 42%	114 43%	87 46%	498 44%	406 45%	92 38%	325 36%	37 27%	43 30%	42 35%	161 46%	43 28%
Don't know	309 15%	259 15%	31 18%	14 15%	37 16%	31 17%	29 15%	23 15%	18 16%	21 11%	40 16%	41 15%	23 12%	159 14%	108 12%	52 21%	149 17%	30 21%	26 18%	17 14%	43 12%	34 22%