## ITV News Index

## METHODOLOGY NOTE

ComRes interviewed 2,055 British adults online from $8^{\text {th }}$ to $10^{\text {th }}$ February 2013. Data were weighted to be demographically representative of all GB adults aged $18+$. 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 News Index Survey <br> ONLINE Fieldwork : 8th-10th February 2013

## Table 1

Q. 1 Do you agree or disagree with each of the following statements?

Base: All respondents

|  | Total | Gender |  | Age |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | $65+$ | AB | C1 | C2 | DE | Public | Private |
| Unweighted base | 2055 | 909 | 1146 | 250 | 356 | 363 | 355 | 331 | 400 | 605 | 629 | 328 | 493 | 297 | 799 |
| Weighted base | 2055 | 1007 | 1048 | 247 | 329 | 391 | 349 | 308 | 431 | 555 | 596 | 432 | 473 | 325 | 826 |


| Agree | $\begin{aligned} & 608 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 358 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 249 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 217 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 156 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 259 \\ 31 \% \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Disagree | $\begin{aligned} & 1082 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 520 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 561 \\ 54 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 197 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 204 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 183 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 237 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 331 \\ 56 \% \end{gathered}$ | $\begin{aligned} & 207 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 307 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 204 \\ 63 \% \end{gathered}$ | 391 $47 \%$ |
| Don't know | $\begin{gathered} 365 \\ 18 \% \end{gathered}$ | $\begin{gathered} 128 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 237 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 101 \\ 18 \% \end{gathered}$ | $\begin{gathered} 109 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 90 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 21 \% \end{aligned}$ |

The Government is cutting public spending too much and too quickly

| Agree | $\begin{aligned} & 1122 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 519 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 603 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 228 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 202 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 180 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 246 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 318 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 247 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 310 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 212 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 413 \\ & 50 \% \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Disagree | $\begin{gathered} 581 \\ 28 \% \end{gathered}$ | $\begin{gathered} 359 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 222 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 102 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 191 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 214 \\ 39 \% \end{gathered}$ | $\begin{gathered} 169 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 109 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 248 \\ 30 \% \end{gathered}$ |
| Don't know | $\begin{aligned} & 352 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 223 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 27 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 20 \% \end{aligned}$ |


| Agree | $\begin{aligned} & 578 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 339 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 239 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 57 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 161 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 198 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 242 \\ & 29 \% \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Disagree | $\begin{gathered} 1067 \\ 52 \% \end{gathered}$ | $\begin{gathered} 495 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 572 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 171 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 213 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 195 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 181 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 222 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 338 \\ 57 \% \end{gathered}$ | $\begin{gathered} 209 \\ 48 \% \end{gathered}$ | $\begin{gathered} 298 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 193 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 410 \\ & 50 \% \end{aligned}$ |
| Don't know | $\begin{gathered} 410 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 173 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 237 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 62 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & \text { 22\% } \end{aligned}$ | $\begin{aligned} & 88 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 174 \\ 21 \% \end{gathered}$ |

ITV News Index Survey

## ONLINE Fieldwork : 8th-10th February 2013

Table 1
Q. 1 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 |
| 2055 | 1007 | 1048 | 247 | 329 | 391 | 349 | 308 | 431 | 555 | 596 | 432 | 473 | 325 | 826 |

The UK is on course for another wave of recession

| Agree | $\begin{gathered} 1170 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 539 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 631 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 240 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 198 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 197 \\ 46 \% \end{gathered}$ | $\begin{gathered} 268 \\ 48 \% \end{gathered}$ | $\begin{gathered} 347 \\ 58 \% \end{gathered}$ | $\begin{gathered} 250 \\ 58 \% \end{gathered}$ | $\begin{gathered} 306 \\ 65 \% \end{gathered}$ | $\begin{aligned} & 208 \\ & 64 \% \end{aligned}$ | $\begin{gathered} 472 \\ 57 \% \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Disagree | $\begin{gathered} 338 \\ 16 \% \end{gathered}$ | $\begin{gathered} 225 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 113 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 124 \\ 15 \% \end{gathered}$ |
| Don't know | $\begin{gathered} 547 \\ 27 \% \end{gathered}$ | $\begin{gathered} 243 \\ 24 \% \end{gathered}$ | $\begin{gathered} 304 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 68 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 110 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 87 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 129 \\ 30 \% \end{gathered}$ | $\begin{gathered} 165 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 153 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 112 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 64 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 230 \\ 28 \% \end{gathered}$ |

## ITV News Index Survey <br> ONLINE Fieldwork : 8th-10th February 2013

## Table 1

Q. 1 Do you agree or disagree with each of the following statements?

Base: All respondents

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | Which | the follo | ng best | escribe | your cur | nt workin | status? |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | England | Scot- <br> land | North East | North West | Yorkshire \& Humberside | West Midlands | East Mid- <br> lands | Wales | Eastern | London | $\begin{aligned} & \text { South } \\ & \text { East } \\ & \hline \end{aligned}$ | South <br> West | NET: <br> Working | $\begin{gathered} \text { Work- } \\ \text { ing } \\ \text { full } \\ \text { time } \\ \hline \end{gathered}$ | Working part time | NET: Not working | Not working seeking work | Not working and not seeking work | $\begin{aligned} & \text { Retired } \\ & \text { on a } \\ & \text { state } \\ & \text { pension } \\ & \text { only } \\ & \hline \end{aligned}$ | Retired with a private pension | House person |
| Unweighted base | 2055 | 1801 | 170 | 98 | 252 | 188 | 185 | 167 | 84 | 167 | 249 | 297 | 198 | 1096 | 712 | 384 | 959 | 121 | 182 | 127 | 338 | 191 |
| Weighted base | 2055 | 1768 | 178 | 93 | 241 | 181 | 190 | 160 | 109 | 193 | 259 | 264 | 187 | 1151 | 904 | 247 | 904 | 109 | 155 | 134 | 345 | 161 |


| Agree | $\begin{aligned} & 608 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 540 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 340 \\ 30 \% \end{gathered}$ | $\begin{gathered} 274 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 67 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 267 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 28 \% \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Disagree | $\begin{gathered} 1082 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 895 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 111 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 100 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 595 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 462 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 133 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 487 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 55 \% \end{aligned}$ |
| Don't know | $\begin{gathered} 365 \\ 18 \% \end{gathered}$ | $\begin{gathered} 333 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & \text { 23\% } \end{aligned}$ | $\begin{aligned} & 38 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 215 \\ 19 \% \end{gathered}$ | $\begin{gathered} 168 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 47 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 18 \% \end{aligned}$ |


| Agree | $\begin{gathered} 1122 \\ 55 \% \end{gathered}$ | $\begin{gathered} 934 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 109 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 625 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 493 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 132 \\ 54 \% \end{gathered}$ | $\begin{aligned} & 497 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 149 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 103 \\ & 64 \% \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Disagree | $\begin{gathered} 581 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 519 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 317 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 251 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 66 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 264 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 19 \% \end{aligned}$ |
| Don't know | $\begin{aligned} & 352 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 315 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 12 \% \end{aligned}$ | $43$ | $\begin{aligned} & 34 \\ & 19 \% \end{aligned}$ | 41 22\% | $\begin{aligned} & 22 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 209 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 160 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 144 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 18 \% \end{aligned}$ | 33 | $\begin{aligned} & 28 \\ & 17 \% \end{aligned}$ |

Things in this country are generally heading in the right direction

| Agree | $\begin{aligned} & 578 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 503 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 323 \\ 28 \% \end{gathered}$ | $\begin{gathered} 254 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 68 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 255 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 21 \% \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Disagree | $\begin{gathered} 1067 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 903 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 603 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 470 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 464 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 57 \% \end{aligned}$ |
| Don't know | $\begin{gathered} 410 \\ 20 \% \end{gathered}$ | $\begin{gathered} 361 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 225 \\ 20 \% \end{gathered}$ | $\begin{gathered} 180 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 45 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 22 \% \end{aligned}$ |

## ITV News Index Survey ONLINE Fieldwork : 8th-10th February 2013

Q. 1 Do you agree or disagree with each of the following statements?

Base: All respondents


## ITV News Index Survey <br> ONLINE Fieldwork : 8th-10th February 2013

## 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 | 2055 | 909 | 1146 | 250 | 356 | 363 | 355 | 331 | 400 | 605 | 629 | 328 | 493 | 297 | 799 |
| Weighted base | 2055 | 1007 | 1048 | 247 | 329 | 391 | 349 | 308 | 431 | 555 | 596 | 432 | 473 | 325 | 826 |
| Iam looking seriously at all areas of my household or family's spending to see what can be cut |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Agree | $\begin{gathered} 1479 \\ 72 \% \end{gathered}$ | $\begin{gathered} 689 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 790 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 240 \\ 73 \% \end{gathered}$ | $\begin{aligned} & 313 \\ & 80 \% \end{aligned}$ | $\begin{aligned} & 274 \\ & 79 \% \end{aligned}$ | $\begin{aligned} & 218 \\ & 71 \% \end{aligned}$ | $\begin{gathered} 282 \\ 65 \% \end{gathered}$ | $\begin{gathered} 355 \\ 64 \% \end{gathered}$ | $\begin{gathered} 433 \\ 73 \% \end{gathered}$ | $\begin{gathered} 318 \\ 74 \% \end{gathered}$ | $\begin{aligned} & 374 \\ & 79 \% \end{aligned}$ | $\begin{gathered} 250 \\ 77 \% \end{gathered}$ | $\begin{aligned} & 590 \\ & 71 \% \end{aligned}$ |
| Disagree | $\begin{aligned} & 437 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 254 \\ 25 \% \end{gathered}$ | $\begin{gathered} 184 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 59 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 164 \\ 30 \% \end{gathered}$ | $\begin{gathered} 119 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 85 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 20 \% \end{aligned}$ |
| Don't know | $\begin{gathered} 139 \\ 7 \% \end{gathered}$ | $\begin{gathered} 65 \\ 6 \% \end{gathered}$ | $\begin{gathered} 74 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 35 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 26 \\ 8 \% \end{gathered}$ | $\begin{gathered} 26 \\ 7 \% \end{gathered}$ | $\begin{gathered} 31 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 13 \\ 3 \% \end{gathered}$ | $\begin{gathered} 36 \\ 6 \% \end{gathered}$ | $44$ | $\stackrel{29}{7 \%}$ | $\begin{gathered} 30 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 70 \\ 8 \% \end{gathered}$ |

I have more money to spend on non-essential items now than I did last year

|  | 348 | 197 | 151 | 64 | 82 | 63 | 38 | 37 | 64 | 122 | 107 | 83 | 36 | 78 | 165 |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Agree | $17 \%$ | $20 \%$ | $14 \%$ | $26 \%$ | $25 \%$ | $16 \%$ | $11 \%$ | $12 \%$ | $15 \%$ | $22 \%$ | $18 \%$ | $19 \%$ | $8 \%$ | $24 \%$ | $20 \%$ |
|  | 1549 | 721 | 828 | 158 | 214 | 297 | 278 | 255 | 347 | 389 | 437 | 314 | 409 | 229 | 588 |
| Disagree | $75 \%$ | $72 \%$ | $79 \%$ | $64 \%$ | $65 \%$ | $76 \%$ | $80 \%$ | $83 \%$ | $81 \%$ | $70 \%$ | $73 \%$ | $73 \%$ | $86 \%$ | $70 \%$ | $71 \%$ |
|  | 158 | 89 | 69 | 25 | 33 | 32 | 34 | 16 | 19 | 44 | 52 | 34 | 28 | 18 | 73 |
| Don't know | $8 \%$ | $9 \%$ | $7 \%$ | $10 \%$ | $10 \%$ | $8 \%$ | $10 \%$ | $5 \%$ | $4 \%$ | $8 \%$ | $9 \%$ | $8 \%$ | $6 \%$ | $5 \%$ | $9 \%$ |


| Agree | $\begin{gathered} 778 \\ 38 \% \end{gathered}$ | $\begin{gathered} 420 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 358 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 202 \\ 47 \% \end{gathered}$ | $\begin{gathered} 275 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 213 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 187 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 103 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 137 \\ 42 \% \end{gathered}$ | $\begin{gathered} 329 \\ 40 \% \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Disagree | $\begin{aligned} & 964 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 451 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 512 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 191 \\ & 49 \% \end{aligned}$ | $\begin{gathered} 202 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 157 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 176 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 195 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 286 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 188 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 295 \\ 62 \% \end{gathered}$ | $\begin{gathered} 151 \\ 46 \% \end{gathered}$ | $\begin{gathered} 356 \\ 43 \% \end{gathered}$ |
| Don't know | $\begin{gathered} 314 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 136 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 178 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 44 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 141 \\ 17 \% \end{gathered}$ |

## ITV News Index Survey <br> ONLINE Fieldwork : 8th-10th February 2013

## Table 2

Q. 2 Do you agree or disagree with each of the following statements?

Base: All respondents

|  | Total | Gender |  | Age |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Public | Private |
| Weighted base | 2055 | 1007 | 1048 | 247 | 329 | 391 | 349 | 308 | 431 | 555 | 596 | 432 | 473 | 325 | 826 |



| Agree | $\begin{aligned} & 449 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 250 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 308 \\ & 37 \% \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Disagree | $\begin{aligned} & 467 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 232 \\ 23 \% \end{gathered}$ | $\begin{gathered} 235 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 62 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 24 \% \end{aligned}$ |
| Don't know | $\begin{gathered} 1140 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 526 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 614 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 191 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 359 \\ 83 \% \end{gathered}$ | $\begin{aligned} & 280 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 326 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 217 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 317 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 103 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 320 \\ 39 \% \end{gathered}$ |

I expect that there will be more redundancies made at my workplace in the next year, than last year

| Agree | $\begin{gathered} 551 \\ 27 \% \end{gathered}$ | $\begin{gathered} 281 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 270 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 161 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 252 \\ & 31 \% \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Disagree | $\begin{gathered} 481 \\ 23 \% \end{gathered}$ | $\begin{gathered} 261 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 219 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & \text { 22\% } \end{aligned}$ | $\begin{aligned} & 56 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 294 \\ 36 \% \end{gathered}$ |
| Don't know | $\begin{gathered} 1023 \\ 50 \% \end{gathered}$ | $\begin{gathered} 465 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 558 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 155 \\ 40 \% \end{gathered}$ | $\begin{gathered} 150 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 173 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 322 \\ & 75 \% \end{aligned}$ | $\begin{gathered} 238 \\ 43 \% \end{gathered}$ | $\begin{gathered} 290 \\ 49 \% \end{gathered}$ | $\begin{gathered} 214 \\ 50 \% \end{gathered}$ | $\begin{gathered} 281 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 73 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 279 \\ 34 \% \end{gathered}$ |

## ITV News Index Survey <br> ONLINE Fieldwork : 8th-10th February 2013

Table 2
Q. 2 Do you agree or disagree with each of the following statements?

Base: All respondents

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | Which | the follo | ng best | escribe | your cur | nt workin | status? |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | England | Scot- <br> land | North East | North West | Yorkshire \& Humberside | West Midlands | East Mid- <br> lands | Wales | Eastern | London | $\begin{aligned} & \text { South } \\ & \text { East } \\ & \hline \end{aligned}$ | South <br> West | NET: <br> Working | $\begin{gathered} \text { Work- } \\ \text { ing } \\ \text { full } \\ \text { time } \\ \hline \end{gathered}$ | Working part time | NET: Not working | Not working seeking work | Not working and not seeking work | $\begin{aligned} & \text { Retired } \\ & \text { on a } \\ & \text { state } \\ & \text { pension } \\ & \text { only } \\ & \hline \end{aligned}$ | Retired with a private pension | House person |
| Unweighted base | 2055 | 1801 | 170 | 98 | 252 | 188 | 185 | 167 | 84 | 167 | 249 | 297 | 198 | 1096 | 712 | 384 | 959 | 121 | 182 | 127 | 338 | 191 |
| Weighted base | 2055 | 1768 | 178 | 93 | 241 | 181 | 190 | 160 | 109 | 193 | 259 | 264 | 187 | 1151 | 904 | 247 | 904 | 109 | 155 | 134 | 345 | 161 |


| Agree | $\begin{gathered} 1479 \\ 72 \% \end{gathered}$ | $\begin{gathered} 1259 \\ 71 \% \end{gathered}$ | $\begin{aligned} & 134 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 71 \% \end{aligned}$ | $\begin{gathered} 181 \\ 75 \% \end{gathered}$ | $\begin{aligned} & 133 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 70 \% \end{aligned}$ | $\begin{gathered} 108 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 86 \\ & 79 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 190 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 68 \% \end{aligned}$ | $\begin{gathered} 840 \\ 73 \% \end{gathered}$ | $\begin{aligned} & 654 \\ & 72 \% \end{aligned}$ | $\begin{gathered} 186 \\ 76 \% \end{gathered}$ | $\begin{aligned} & 639 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 80 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 211 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 84 \% \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Disagree | $\begin{aligned} & 437 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 383 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 231 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 206 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 10 \% \end{aligned}$ |
| Don't know | $\begin{gathered} 139 \\ 7 \% \end{gathered}$ | $\begin{gathered} 126 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 20 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 22 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 79 \\ 7 \% \end{gathered}$ | $\begin{gathered} 64 \\ 7 \% \end{gathered}$ | $\begin{gathered} 15 \\ 6 \% \end{gathered}$ | $\begin{gathered} 60 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ |

I have more money to spend on non-essential items now than I did last year

| Agree | $\begin{aligned} & 348 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 285 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 34 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 243 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 202 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 16 \% \end{aligned}$ | 10 $6 \%$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Disagree | $\begin{gathered} 1549 \\ 75 \% \end{gathered}$ | $\begin{gathered} 1338 \\ 76 \% \end{gathered}$ | $\begin{aligned} & 136 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 74 \% \end{aligned}$ | $\begin{gathered} 184 \\ 76 \% \end{gathered}$ | $\begin{gathered} 136 \\ 75 \% \end{gathered}$ | $\begin{gathered} 149 \\ 79 \% \end{gathered}$ | $\begin{aligned} & 122 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 73 \% \end{aligned}$ | $\begin{gathered} 177 \\ 69 \% \end{gathered}$ | $\begin{gathered} 210 \\ 79 \% \end{gathered}$ | $\begin{gathered} 151 \\ 80 \% \end{gathered}$ | $\begin{aligned} & 817 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 628 \\ & 69 \% \end{aligned}$ | $\begin{gathered} 188 \\ 76 \% \end{gathered}$ | $\begin{gathered} 732 \\ 81 \% \end{gathered}$ | $\begin{aligned} & 95 \\ & 87 \% \end{aligned}$ | $\begin{gathered} 108 \\ 70 \% \end{gathered}$ | $\begin{gathered} 125 \\ 93 \% \end{gathered}$ | $\begin{gathered} 269 \\ 78 \% \end{gathered}$ | $\begin{gathered} 136 \\ 84 \% \end{gathered}$ |
| Don't know | $\begin{gathered} 158 \\ 8 \% \end{gathered}$ | $\begin{gathered} 145 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 19 \\ 8 \% \end{gathered}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 20 \\ 8 \% \end{gathered}$ | ${ }^{17} 7 \%$ | $\begin{gathered} 11 \\ 6 \% \end{gathered}$ | $\begin{gathered} 91 \\ 8 \% \end{gathered}$ | $\begin{gathered} 74 \\ 8 \% \end{gathered}$ | $\stackrel{17}{7 \%}$ | 67\% | 7\% | $\begin{aligned} & 20 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | 22 6 | $\begin{aligned} & 15 \\ & 10 \% \end{aligned}$ |

My personal financial situation is generally heading in the right direction

| Agree | $\begin{gathered} 778 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 672 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 100 \\ 39 \% \end{gathered}$ | $\begin{gathered} 104 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 73 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 466 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 383 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 83 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 312 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 26 \% \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Disagree | $\begin{aligned} & 964 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 822 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 507 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 387 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 119 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 457 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 128 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 86 \\ & 53 \% \end{aligned}$ |
| Don't know | $\begin{gathered} 314 \\ 15 \% \end{gathered}$ | $\begin{gathered} 274 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 21 \% \end{aligned}$ |

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- | London | South East | South <br> West | NET: Working | Work- <br> ing <br> full <br> time | Working part time | NET: <br> Not <br> work- <br> ing | Not working seeking work | Not <br> working <br> and not <br> seeking <br> work | $\begin{gathered} \hline \text { Retired } \\ \text { on a } \\ \text { state } \\ \text { pension } \\ \text { only } \\ \hline \end{gathered}$ | Retired with a private pension | House person |
| Weighted base | 2055 | 1768 | 178 | 93 | 241 | 181 | 190 | 160 | 109 | 193 | 259 | 264 | 187 | 1151 | 904 | 247 | 904 | 109 | 155 | 134 | 345 | 161 |
| I am confident that the company I work for will be more successful financially in the next year, than last year |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Agree | $\begin{aligned} & 449 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 385 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 403 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 343 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 14 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 12 \\ 3 \% \end{gathered}$ | 12 |
| Disagree | $\begin{aligned} & 467 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 397 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 326 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 253 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 19 \% \end{aligned}$ |
| Don't know | $\begin{gathered} 1140 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 985 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 119 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 140 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 115 \\ 61 \% \end{gathered}$ | $\begin{gathered} 422 \\ 37 \% \end{gathered}$ | $\begin{gathered} 309 \\ 34 \% \end{gathered}$ | $\begin{gathered} 114 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 717 \\ & 79 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 93 \% \end{aligned}$ | $\begin{gathered} 289 \\ 84 \% \end{gathered}$ | $\begin{aligned} & 118 \\ & 73 \% \end{aligned}$ |
| $\underline{\text { l expect that there will be more redundancies made at my workplace in the next year, than last year }}$ |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Agree | $\begin{aligned} & 551 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 465 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 403 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 328 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 17 \% \end{aligned}$ |
| Disagree | $\begin{aligned} & 481 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 404 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 52 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 395 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 311 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 10 \% \end{aligned}$ |
| Don't know | $\begin{aligned} & 1023 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 898 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 118 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 85 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 131 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 105 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 353 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 266 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 670 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 113 \\ 84 \% \end{gathered}$ | $\begin{aligned} & 271 \\ & 79 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 73 \% \end{aligned}$ |

## ITV News Index Survey <br> ONLINE Fieldwork : 8th-10th February 2013

Table 3
Q. 3 Do you agree or disagree with these statements about organ donation?

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 | 2055 | 909 | 1146 | 250 | 356 | 363 | 355 | 331 | 400 | 605 | 629 | 328 | 493 | 297 | 799 |
| Weighted base | 2055 | 1007 | 1048 | 247 | 329 | 391 | 349 | 308 | 431 | 555 | 596 | 432 | 473 | 325 | 826 |
| The law should presume that people have agreed to donate their organs unless they have expressly stated that they do not wish to do so |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Agree | $\begin{gathered} 855 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 415 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 440 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 131 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 147 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 243 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 266 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 164 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 333 \\ & 40 \% \end{aligned}$ |
| Disagree | $\begin{aligned} & 924 \\ & 45 \% \end{aligned}$ | $\begin{gathered} 482 \\ 48 \% \end{gathered}$ | $\begin{gathered} 442 \\ 42 \% \end{gathered}$ | $\begin{gathered} 103 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 141 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 208 \\ 48 \% \end{gathered}$ | $\begin{gathered} 236 \\ 43 \% \end{gathered}$ | $\begin{gathered} 260 \\ 44 \% \end{gathered}$ | $\begin{gathered} 199 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 228 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 138 \\ 43 \% \end{gathered}$ | $\begin{gathered} 374 \\ 45 \% \end{gathered}$ |
| Don't know | $\begin{gathered} 276 \\ 13 \% \end{gathered}$ | $\begin{gathered} 110 \\ 11 \% \end{gathered}$ | $\begin{gathered} 166 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 42 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 29 \\ 9 \% \end{gathered}$ | $\begin{gathered} 36 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 14 \% \end{aligned}$ |

The law should presume that people have not agreed to donate their organs unless they have expressly given consent

| Agree | 913 | 472 | 441 | 93 | 135 | 177 | 146 | 146 | 216 | 229 | 252 | 198 | 234 | 134 | 362 |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $44 \%$ | $47 \%$ | $42 \%$ | $38 \%$ | $41 \%$ | $45 \%$ | $42 \%$ | $47 \%$ | $50 \%$ | $41 \%$ | $42 \%$ | $46 \%$ | $49 \%$ | $41 \%$ | $44 \%$ |
| Disagree | 852 | 408 | 444 | 106 | 134 | 146 | 157 | 127 | 182 | 247 | 264 | 179 | 161 | 147 | 339 |
|  | $41 \%$ | $41 \%$ | $42 \%$ | $43 \%$ | $41 \%$ | $37 \%$ | $45 \%$ | $41 \%$ | $42 \%$ | $45 \%$ | $44 \%$ | $42 \%$ | $34 \%$ | $45 \%$ | $41 \%$ |
| Don't know | 290 | 127 | 163 | 48 | 60 | 68 | 46 | 35 | 33 | 78 | 80 | 54 | 78 | 43 | 125 |
|  | $14 \%$ | $13 \%$ | $16 \%$ | $19 \%$ | $18 \%$ | $18 \%$ | $13 \%$ | $11 \%$ | $8 \%$ | $14 \%$ | $13 \%$ | $12 \%$ | $16 \%$ | $13 \%$ | $15 \%$ |


| Agree | $\begin{gathered} 1004 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 528 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 476 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 189 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 152 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 157 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 227 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 272 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 269 \\ & 45 \% \end{aligned}$ | $\begin{gathered} 224 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 238 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 170 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 411 \\ & 50 \% \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Disagree | $\begin{gathered} 780 \\ 38 \% \end{gathered}$ | $\begin{gathered} 364 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 417 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 114 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 210 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 245 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 171 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 117 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 295 \\ 36 \% \end{gathered}$ |
| Don't know | $\begin{gathered} 271 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 116 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 15 \% \end{aligned}$ |

## ITV News Index Survey

## ONLINE Fieldwork : 8th-10th February 2013

Table 3
Q. 3 Do you agree or disagree with these statements about organ donation?

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 | 2055 | 1007 | 1048 | 247 | 329 | 391 | 349 | 308 | 431 | 555 | 596 | 432 | 473 | 325 | 826 |

In the aftermath of a loved one's death it should be assumed that the organs will be donated unless the family have an objection

| Agree | $\begin{aligned} & 960 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 470 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 490 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 254 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 310 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 210 \\ & 49 \% \end{aligned}$ | $\begin{gathered} 186 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 154 \\ & 47 \% \end{aligned}$ | $\begin{gathered} 385 \\ 47 \% \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Disagree | $\begin{aligned} & 819 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 423 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 396 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 92 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 187 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 221 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 213 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 217 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 324 \\ 39 \% \end{gathered}$ |
| Don't know | 276 | 114 | 161 | 40 | 53 | 69 | 42 | 25 | 46 | 79 | 73 | 54 | 70 | 41 | 117 |

## ITV News Index Survey <br> ONLINE Fieldwork : 8th-10th February 2013

Table 3
Q. 3 Do you agree or disagree with these statements about organ donation?

Base: All respondents

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | Which | the follo | ng best | escribe | your cur | nt workin | status? |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | England | Scot- <br> land | North East | North West | Yorkshire \& Humberside | West Midlands | East Mid- <br> lands | Wales | Eastern | London | $\begin{aligned} & \text { South } \\ & \text { East } \\ & \hline \end{aligned}$ | South <br> West | NET: <br> Working | $\begin{gathered} \text { Work- } \\ \text { ing } \\ \text { full } \\ \text { time } \\ \hline \end{gathered}$ | Working part time | NET: Not working | Not working seeking work | Not working and not seeking work | $\begin{aligned} & \text { Retired } \\ & \text { on a } \\ & \text { state } \\ & \text { pension } \\ & \text { only } \\ & \hline \end{aligned}$ | Retired with a private pension | House person |
| Unweighted base | 2055 | 1801 | 170 | 98 | 252 | 188 | 185 | 167 | 84 | 167 | 249 | 297 | 198 | 1096 | 712 | 384 | 959 | 121 | 182 | 127 | 338 | 191 |
| Weighted base | 2055 | 1768 | 178 | 93 | 241 | 181 | 190 | 160 | 109 | 193 | 259 | 264 | 187 | 1151 | 904 | 247 | 904 | 109 | 155 | 134 | 345 | 161 |


| Agree | $\begin{aligned} & 855 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 727 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 45 \% \end{aligned}$ | $\begin{gathered} 110 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 98 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 386 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 91 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 378 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 45 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 166 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 39 \% \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Disagree | $\begin{aligned} & 924 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 798 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 111 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 75 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 512 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 393 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 119 \\ 48 \% \end{gathered}$ | $\begin{gathered} 412 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 49 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 44 \% \end{aligned}$ |
| Don't know | $\begin{gathered} 276 \\ 13 \% \end{gathered}$ | $\begin{gathered} 243 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 162 \\ 14 \% \end{gathered}$ | $\begin{gathered} 125 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 114 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 21 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 28 \\ & 17 \% \end{aligned}$ |

The law should presume that people have not agreed to donate their organs unless they have expressly given consent

| Agree | $\begin{aligned} & 913 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 785 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 83 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 111 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 122 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 497 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 374 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 416 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 43 \% \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Disagree | $\begin{aligned} & 852 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 723 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 486 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 397 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 366 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 44 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 37 \% \end{aligned}$ |
| Don't know | $\begin{gathered} 290 \\ 14 \% \end{gathered}$ | $\begin{gathered} 259 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 122 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 13 \% \end{aligned}$ | 21 $6 \%$ | 31 $19 \%$ |

The family should always have the final say on whether or not their relative's organs are donated

| Agree | $\begin{gathered} 1004 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 872 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 581 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 462 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 119 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 423 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 46 \% \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Disagree | $\begin{gathered} 780 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 662 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 45 \% \end{aligned}$ | $\begin{gathered} 412 \\ 36 \% \end{gathered}$ | $\begin{gathered} 319 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 93 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 368 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 38 \% \end{aligned}$ |
| Don't know | $\begin{gathered} 271 \\ 13 \% \end{gathered}$ | $\begin{gathered} 234 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 11 \% \end{aligned}$ | 20 6\% | $\begin{aligned} & 27 \\ & 17 \% \end{aligned}$ |

ITV News Index Survey

## ONLINE Fieldwork : 8th-10th February 2013

## Table 3

Q. 3 Do you agree or disagree with these statements about organ donation?

Base: All respondents

|  | Region |  |  |  |  |  |  |  |  |  |  |  |  | Which of the following best describes your current working status? |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | England | Scot- <br> land | North East | North West | Yorkshire \& Humberside | $\begin{aligned} & \text { West } \\ & \text { Mid- } \\ & \text { lands } \end{aligned}$ | $\begin{array}{r} \text { East } \\ \text { Mid- } \\ \text { lands } \\ \hline \end{array}$ | Wales | $\begin{gathered} \text { East- } \\ \text { ern } \\ \hline \end{gathered}$ | London | South East | South West | NET: Working | $\begin{gathered} \text { Work- } \\ \text { ing } \\ \text { full } \\ \text { time } \\ \hline \end{gathered}$ | Working part time $\qquad$ | NET: Not work- $\qquad$ | Not working seeking work | Not <br> working <br> and not <br> seeking <br> work | $\begin{aligned} & \text { Retired } \\ & \text { on a } \\ & \text { state } \\ & \text { pension } \\ & \text { only } \\ & \hline \end{aligned}$ | Retired with a private pension | House person |
| Weighted base | 2055 | 1768 | 178 | 93 | 241 | 181 | 190 | 160 | 109 | 193 | 259 | 264 | 187 | 1151 | 904 | 247 | 904 | 109 | 155 | 134 | 345 | 161 |
| In the aftermath of a loved one's death it should be assumed that the organs will be donated unless the family have an objection |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Agree | $\begin{aligned} & 960 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 824 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 47 \% \end{aligned}$ | $\begin{gathered} 119 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 107 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 538 \\ & 47 \% \end{aligned}$ | $\begin{gathered} 434 \\ 48 \% \end{gathered}$ | $\begin{gathered} 105 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 422 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 45 \% \end{aligned}$ |
| Disagree | $\begin{aligned} & 819 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 696 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 116 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 72 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 454 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 351 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 365 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 49 \% \end{aligned}$ | $\begin{gathered} 141 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 61 \\ & 38 \% \end{aligned}$ |
| Don't know | $\begin{gathered} 276 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 248 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 20 \% \end{aligned}$ | $\stackrel{8}{7 \%}$ | $\begin{aligned} & 23 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 119 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 39 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 118 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 28 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 17 \% \end{aligned}$ |

