



ITV News Index

METHODOLOGY NOTE

ComRes interviewed 2050 British adults online from 15th to 17th 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

ONLINE Fieldwork : 15th-17th February 2013

Absolutes/col percents

Table 1
Q.1 Do you think each of the following have got better or worse over the past three months
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2050	966	1084	184	319	388	367	327	465	784	503	289	474	288	831
Weighted base	2050	1005	1045	246	328	390	349	307	430	553	595	431	471	285	863
<u>The state of the UK economy</u>															
Better	228 11%	142 14%	86 8%	28 11%	41 13%	38 10%	37 11%	30 10%	54 13%	88 16%	69 12%	37 9%	34 7%	41 14%	92 11%
No change	586 29%	316 31%	270 26%	80 33%	106 32%	112 29%	88 25%	77 25%	124 29%	172 31%	179 30%	125 29%	111 23%	75 26%	267 31%
Worse	1236 60%	546 54%	690 66%	137 56%	181 55%	240 62%	224 64%	201 65%	252 59%	294 53%	346 58%	269 62%	327 69%	170 59%	504 58%
<u>Your personal financial situation</u>															
Better	254 12%	136 14%	118 11%	59 24%	54 17%	58 15%	23 6%	28 9%	33 8%	90 16%	87 15%	51 12%	27 6%	54 19%	125 15%
No change	779 38%	409 41%	370 35%	87 35%	119 36%	119 31%	119 34%	120 39%	215 50%	227 41%	221 37%	163 38%	168 36%	81 28%	323 37%
Worse	1016 50%	460 46%	557 53%	100 41%	155 47%	212 54%	208 60%	159 52%	182 42%	237 43%	286 48%	217 50%	276 59%	150 53%	415 48%
<u>Your job security</u>															
Better	152 7%	87 9%	65 6%	40 16%	32 10%	47 12%	15 4%	12 4%	6 1%	59 11%	39 7%	37 9%	17 4%	38 13%	98 11%
No change	1322 64%	644 64%	678 65%	139 56%	172 53%	204 52%	202 58%	220 71%	385 89%	356 64%	408 69%	252 58%	307 65%	140 49%	470 54%
Worse	576 28%	273 27%	302 29%	67 27%	124 38%	138 35%	132 38%	76 25%	39 9%	138 25%	148 25%	142 33%	147 31%	107 38%	294 34%
<u>Anti-social behaviour in my neighbourhood</u>															
Better	205 10%	107 11%	98 9%	40 16%	46 14%	30 8%	24 7%	23 7%	42 10%	59 11%	49 8%	56 13%	41 9%	41 14%	87 10%
No change	1471 72%	730 73%	741 71%	157 64%	196 60%	280 72%	267 76%	239 78%	332 77%	420 76%	455 77%	273 63%	323 69%	197 69%	609 71%
Worse	374 18%	168 17%	206 20%	49 20%	86 26%	80 21%	58 17%	45 15%	56 13%	75 14%	90 15%	101 23%	107 23%	47 17%	167 19%

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Table 1
Q.1 Do you think each of the following have got better or worse over the past three months
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	2050	1005	1045	246	328	390	349	307	430	553	595	431	471	285	863
<u>Crime</u>															
Better	190 9%	108 11%	83 8%	37 15%	35 11%	24 6%	32 9%	18 6%	43 10%	66 12%	58 10%	30 7%	36 8%	43 15%	72 8%
No change	1208 59%	630 63%	579 55%	137 56%	182 55%	231 59%	213 61%	175 57%	270 63%	348 63%	363 61%	243 57%	254 54%	170 60%	519 60%
Worse	651 32%	267 27%	384 37%	72 29%	111 34%	134 34%	103 30%	114 37%	118 27%	139 25%	174 29%	157 36%	182 39%	73 25%	271 31%
<u>Social disorder in some communities around the country</u>															
Better	146 7%	85 8%	61 6%	27 11%	35 11%	26 7%	15 4%	13 4%	31 7%	53 10%	43 7%	30 7%	20 4%	37 13%	55 6%
No change	1068 52%	552 55%	516 49%	133 54%	173 53%	213 55%	182 52%	160 52%	207 48%	316 57%	320 54%	201 47%	230 49%	138 48%	484 56%
Worse	836 41%	368 37%	468 45%	86 35%	120 37%	151 39%	152 44%	135 44%	192 45%	184 33%	232 39%	199 46%	221 47%	111 39%	324 38%

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Absolutes/col percents

Table 1
Q.1 Do you think each of the following have got better or worse over the past three months
Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	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
Unweighted base	2050	1749	186	93	241	157	188	153	115	173	259	301	184	1119	749	370	931	129	114	111	409	168
Weighted base	2050	1763	178	93	241	181	190	159	109	192	258	263	187	1148	902	246	902	134	119	114	372	163
<u>The state of the UK economy</u>																						
Better	228 11%	205 12%	13 7%	13 14%	15 6%	12 6%	22 12%	30 19%	10 9%	33 17%	34 13%	26 10%	21 11%	133 12%	99 11%	34 14%	95 11%	10 7%	16 13%	8 7%	49 13%	12 7%
No change	586 29%	514 29%	36 20%	18 19%	75 31%	50 28%	56 30%	36 23%	35 32%	66 35%	75 29%	84 32%	54 29%	342 30%	265 29%	76 31%	244 27%	33 24%	26 22%	26 23%	111 30%	48 29%
Worse	1236 60%	1044 59%	128 72%	62 67%	151 63%	120 66%	111 59%	93 59%	64 59%	93 49%	149 58%	153 58%	112 60%	673 59%	538 60%	136 55%	563 62%	91 68%	76 64%	80 70%	212 57%	103 63%
<u>Your personal financial situation</u>																						
Better	254 12%	228 13%	19 10%	9 9%	21 9%	16 9%	27 14%	30 19%	8 7%	28 14%	47 18%	31 12%	19 10%	179 16%	140 16%	40 16%	75 8%	9 6%	28 23%	3 2%	26 7%	10 6%
No change	779 38%	665 38%	71 40%	31 33%	98 41%	65 36%	67 36%	61 38%	44 40%	80 41%	87 34%	113 43%	63 34%	403 35%	317 35%	87 35%	376 42%	41 31%	28 24%	51 44%	186 50%	69 42%
Worse	1016 50%	871 49%	89 50%	53 57%	122 51%	100 55%	95 50%	68 43%	57 53%	85 44%	124 48%	119 45%	105 56%	565 49%	445 49%	120 49%	451 50%	84 63%	63 53%	61 53%	160 43%	84 52%
<u>Your job security</u>																						
Better	152 7%	143 8%	6 3%	5 5%	11 4%	4 2%	20 10%	19 12%	3 3%	17 9%	38 15%	15 6%	16 8%	136 12%	108 12%	28 11%	16 2%	- -	9 8%	- -	4 1%	3 2%
No change	1322 64%	1127 64%	119 67%	61 66%	154 64%	131 73%	114 60%	106 67%	76 70%	130 68%	126 49%	180 68%	123 66%	610 53%	467 52%	143 58%	712 79%	67 50%	89 75%	104 91%	327 88%	125 77%
Worse	576 28%	493 28%	52 29%	27 29%	76 31%	46 25%	55 29%	34 21%	30 28%	44 23%	94 37%	68 26%	48 26%	402 35%	326 36%	75 31%	174 19%	67 50%	20 17%	10 9%	41 11%	35 22%
<u>Anti-social behaviour in my neighbourhood</u>																						
Better	205 10%	182 10%	15 8%	12 13%	18 8%	21 12%	25 13%	16 10%	8 8%	17 9%	39 15%	21 8%	12 6%	128 11%	99 11%	29 12%	77 9%	8 6%	23 19%	12 10%	26 7%	8 5%
No change	1471 72%	1252 71%	134 75%	57 61%	176 73%	125 69%	134 71%	122 76%	85 78%	147 77%	152 59%	194 74%	145 77%	806 70%	631 70%	175 71%	665 74%	98 73%	66 56%	86 75%	298 80%	117 72%
Worse	374 18%	329 19%	29 17%	23 25%	46 19%	34 19%	31 16%	21 13%	15 14%	28 15%	67 26%	48 18%	30 16%	214 19%	172 19%	42 17%	160 18%	27 20%	30 25%	17 15%	48 13%	38 23%

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Q.1 Do you think each of the following have got better or worse over the past three months

Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	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	2050	1763	178	93	241	181	190	159	109	192	258	263	187	1148	902	246	902	134	119	114	372	163
Crime																						
Better	190	168	16	7	27	15	17	10	6	27	30	22	13	115	90	25	75	9	21	5	32	9
	9%	10%	9%	8%	11%	8%	9%	6%	6%	14%	12%	8%	7%	10%	10%	10%	8%	7%	17%	4%	9%	5%
No change	1208	1019	110	57	119	101	118	98	80	107	133	170	117	689	552	137	519	78	57	58	241	85
	59%	58%	62%	61%	49%	56%	62%	61%	73%	56%	51%	64%	63%	60%	61%	56%	58%	58%	48%	51%	65%	52%
Worse	651	577	52	29	95	65	54	51	23	58	95	72	57	344	260	84	308	47	41	52	99	69
	32%	33%	29%	31%	39%	36%	29%	32%	21%	30%	37%	27%	31%	30%	29%	34%	34%	35%	35%	45%	27%	42%
Social disorder in some communities around the country																						
Better	146	132	7	5	12	13	17	11	6	25	28	13	8	92	77	16	53	4	12	7	25	6
	7%	8%	4%	5%	5%	7%	9%	7%	6%	13%	11%	5%	4%	8%	8%	6%	6%	3%	10%	6%	7%	4%
No change	1068	912	95	45	104	95	108	87	61	100	110	152	111	621	489	132	447	77	52	40	193	86
	52%	52%	53%	49%	43%	53%	57%	55%	56%	52%	43%	58%	59%	54%	54%	54%	50%	57%	44%	35%	52%	52%
Worse	836	719	76	42	124	72	64	61	42	67	120	99	68	434	336	98	402	54	55	68	154	72
	41%	41%	42%	46%	52%	40%	34%	38%	38%	35%	47%	38%	36%	38%	37%	40%	45%	40%	46%	59%	41%	44%

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Absolutes/col percents

Table 2

Q.2 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	2050	966	1084	184	319	388	367	327	465	784	503	289	474	288	831
Weighted base	2050	1005	1045	246	328	390	349	307	430	553	595	431	471	285	863
<u>Local state schools</u>															
Better	164 8%	77 8%	86 8%	40 16%	39 12%	32 8%	19 5%	14 4%	20 5%	46 8%	55 9%	38 9%	24 5%	41 14%	62 7%
No change	1460 71%	726 72%	734 70%	154 63%	210 64%	268 69%	253 72%	238 78%	336 78%	401 72%	441 74%	284 66%	335 71%	180 63%	600 70%
Worse	426 21%	201 20%	225 21%	52 21%	78 24%	89 23%	77 22%	56 18%	74 17%	106 19%	99 17%	108 25%	112 24%	64 22%	200 23%
<u>Local NHS services</u>															
Better	173 8%	101 10%	72 7%	40 16%	49 15%	32 8%	13 4%	16 5%	24 5%	47 8%	47 8%	54 12%	25 5%	38 13%	72 8%
No change	1136 55%	582 58%	555 53%	137 55%	162 50%	203 52%	199 57%	184 60%	251 58%	309 56%	354 60%	208 48%	265 56%	135 47%	487 56%
Worse	741 36%	322 32%	419 40%	70 28%	117 36%	155 40%	136 39%	107 35%	156 36%	197 36%	193 33%	169 39%	181 38%	112 39%	304 35%
<u>Local authority services such as libraries and waste collection</u>															
Better	167 8%	88 9%	79 8%	31 12%	44 13%	32 8%	16 5%	20 7%	25 6%	41 7%	55 9%	41 9%	31 7%	35 12%	65 8%
No change	1142 56%	558 55%	584 56%	130 53%	173 53%	215 55%	207 59%	177 58%	240 56%	333 60%	321 54%	223 52%	265 56%	149 52%	482 56%
Worse	741 36%	359 36%	382 37%	85 35%	111 34%	143 37%	125 36%	111 36%	166 39%	180 33%	219 37%	167 39%	175 37%	102 36%	315 37%
<u>Local public transport</u>															
Better	215 10%	113 11%	102 10%	50 20%	53 16%	40 10%	20 6%	12 4%	39 9%	53 10%	64 11%	59 14%	38 8%	39 14%	85 10%
No change	1321 64%	665 66%	656 63%	120 49%	188 57%	241 62%	237 68%	227 74%	309 72%	381 69%	384 65%	262 61%	294 62%	153 54%	553 64%
Worse	515 25%	227 23%	287 27%	77 31%	87 27%	108 28%	92 26%	69 22%	82 19%	120 22%	146 25%	109 25%	139 30%	94 33%	225 26%

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Table 2

Q.2 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

	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	2050	1749	186	93	241	157	188	153	115	173	259	301	184	1119	749	370	931	129	114	111	409	168
Weighted base	2050	1763	178	93	241	181	190	159	109	192	258	263	187	1148	902	246	902	134	119	114	372	163
Local state schools																						
Better	164 8%	156 9%	7 4%	6 6%	14 6%	12 7%	22 11%	13 8%	1 1%	21 11%	40 15%	16 6%	14 8%	103 9%	80 9%	24 10%	60 7%	11 8%	19 16%	5 4%	16 4%	11 7%
No change	1460 71%	1231 70%	144 81%	61 66%	169 70%	128 71%	128 68%	114 71%	85 78%	129 67%	159 61%	195 74%	149 79%	780 68%	609 68%	171 70%	680 75%	101 76%	75 63%	87 76%	299 81%	117 72%
Worse	426 21%	377 21%	27 15%	26 28%	58 24%	41 23%	40 21%	33 21%	22 20%	42 22%	60 23%	52 20%	24 13%	264 23%	213 24%	51 21%	161 18%	22 16%	25 21%	22 20%	57 15%	35 21%
Local NHS services																						
Better	173 8%	159 9%	11 6%	9 9%	19 8%	6 3%	26 14%	15 9%	4 3%	16 8%	40 16%	14 5%	15 8%	110 10%	83 9%	27 11%	63 7%	6 4%	20 17%	2 2%	23 6%	12 7%
No change	1136 55%	960 54%	121 68%	48 51%	129 53%	102 56%	102 54%	91 57%	55 51%	103 54%	118 46%	153 58%	115 62%	622 54%	497 55%	125 51%	514 57%	81 61%	58 49%	68 60%	216 58%	90 55%
Worse	741 36%	644 37%	46 26%	37 39%	93 39%	73 41%	62 33%	54 34%	50 46%	73 38%	100 39%	96 37%	57 31%	416 36%	322 36%	94 38%	325 36%	47 35%	40 34%	44 38%	133 36%	61 38%
Local authority services such as libraries and waste collection																						
Better	167 8%	147 8%	11 6%	5 5%	19 8%	11 6%	16 9%	10 6%	10 9%	11 6%	38 15%	17 7%	18 10%	100 9%	79 9%	20 8%	68 7%	10 8%	19 16%	8 7%	17 5%	12 8%
No change	1142 56%	967 55%	107 60%	38 41%	116 48%	87 48%	92 49%	102 64%	68 63%	118 61%	128 50%	179 68%	106 57%	631 55%	492 55%	139 57%	510 57%	81 61%	54 46%	62 54%	216 58%	97 59%
Worse	741 36%	650 37%	60 34%	49 53%	106 44%	83 46%	81 43%	47 30%	31 28%	63 33%	91 35%	67 25%	63 33%	417 36%	330 37%	86 35%	324 36%	42 32%	45 38%	44 38%	139 37%	54 33%
Local public transport																						
Better	215 10%	193 11%	19 11%	5 5%	28 12%	13 7%	22 12%	20 13%	2 2%	13 7%	57 22%	24 9%	11 6%	124 11%	97 11%	27 11%	90 10%	13 10%	26 22%	8 7%	31 8%	12 8%
No change	1321 64%	1115 63%	124 70%	53 57%	151 63%	125 69%	106 56%	101 64%	82 75%	132 69%	134 52%	182 69%	131 70%	706 61%	556 62%	150 61%	615 68%	86 65%	55 47%	77 68%	280 75%	116 71%
Worse	515 25%	455 26%	35 20%	35 38%	62 26%	42 23%	62 33%	38 24%	24 22%	47 25%	66 26%	57 22%	45 24%	318 28%	249 28%	69 28%	197 22%	34 26%	37 32%	29 25%	61 16%	35 21%

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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
Unweighted base	2050	966	1084	184	319	388	367	327	465	784	503	289	474	288	831
Weighted base	2050	1005	1045	246	328	390	349	307	430	553	595	431	471	285	863
<u>I am confident the meat I buy contains the ingredients stated on the label</u>															
Agree	635 31%	326 32%	309 30%	74 30%	116 35%	94 24%	85 24%	99 32%	167 39%	178 32%	183 31%	135 31%	139 29%	91 32%	240 28%
Disagree	886 43%	417 42%	469 45%	102 41%	143 44%	187 48%	161 46%	125 41%	168 39%	243 44%	254 43%	192 45%	198 42%	135 47%	384 45%
Don't know	529 26%	262 26%	267 26%	70 28%	69 21%	108 28%	102 29%	83 27%	96 22%	132 24%	158 27%	104 24%	135 29%	60 21%	239 28%
<u>I have probably eaten horsemeat without my knowledge and I am concerned about it</u>															
Agree	546 27%	232 23%	314 30%	59 24%	115 35%	130 33%	88 25%	70 23%	85 20%	137 25%	138 23%	134 31%	137 29%	93 33%	239 28%
Disagree	1224 60%	640 64%	585 56%	141 57%	159 48%	207 53%	224 64%	203 66%	290 67%	352 64%	364 61%	237 55%	271 58%	169 59%	488 57%
Don't know	280 14%	133 13%	146 14%	47 19%	54 16%	52 13%	36 10%	35 11%	55 13%	64 12%	93 16%	60 14%	63 13%	24 8%	135 16%
<u>I have probably eaten horsemeat without my knowledge but I am not worried about it</u>															
Agree	1053 51%	587 58%	466 45%	116 47%	152 46%	179 46%	194 56%	161 52%	250 58%	276 50%	315 53%	219 51%	243 52%	155 54%	447 52%
Disagree	734 36%	285 28%	448 43%	81 33%	137 42%	161 41%	121 35%	111 36%	122 28%	218 39%	190 32%	156 36%	169 36%	106 37%	298 35%
Don't know	264 13%	132 13%	131 13%	49 20%	39 12%	49 13%	33 9%	35 12%	58 14%	60 11%	89 15%	56 13%	59 12%	24 9%	118 14%
<u>I am buying less meat from supermarkets as a result of horsemeat being found in some processed ready meals</u>															
Agree	724 35%	319 32%	405 39%	71 29%	133 40%	147 38%	115 33%	101 33%	157 37%	184 33%	196 33%	176 41%	168 36%	114 40%	290 34%
Disagree	1185 58%	619 62%	567 54%	132 54%	166 51%	217 56%	219 63%	193 63%	259 60%	339 61%	365 61%	223 52%	257 55%	161 56%	492 57%
Don't know	141 7%	67 7%	74 7%	43 17%	29 9%	26 7%	15 4%	14 4%	15 3%	30 5%	33 6%	32 7%	46 10%	11 4%	81 9%

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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	2050	1005	1045	246	328	390	349	307	430	553	595	431	471	285	863
<u>I have stopped buying meat from supermarkets as a result of the horsemeat scandal</u>															
Agree	443 22%	196 20%	246 24%	45 18%	101 31%	98 25%	51 15%	63 20%	85 20%	113 20%	109 18%	112 26%	108 23%	67 23%	192 22%
Disagree	1489 73%	750 75%	739 71%	164 67%	205 63%	269 69%	282 81%	235 76%	333 77%	413 75%	454 76%	292 68%	329 70%	208 73%	598 69%
Don't know	119 6%	58 6%	60 6%	38 15%	21 7%	23 6%	15 4%	10 3%	12 3%	28 5%	31 5%	26 6%	34 7%	11 4%	72 8%
<u>I am actively considering giving up meat altogether as a result of the horsemeat scandal</u>															
Agree	253 12%	90 9%	162 16%	31 13%	73 22%	51 13%	33 9%	37 12%	28 6%	63 11%	71 12%	55 13%	64 14%	45 16%	105 12%
Disagree	1647 80%	845 84%	801 77%	181 73%	227 69%	297 76%	289 83%	259 84%	393 91%	462 83%	491 83%	330 77%	364 77%	226 79%	673 78%
Don't know	151 7%	69 7%	82 8%	34 14%	28 8%	41 11%	27 8%	12 4%	9 2%	29 5%	32 5%	46 11%	44 9%	14 5%	84 10%
<u>I have already given up meat as a result of the horsemeat scandal</u>															
Agree	165 8%	66 7%	99 10%	19 8%	52 16%	34 9%	18 5%	23 8%	18 4%	41 7%	42 7%	36 8%	46 10%	33 11%	69 8%
Disagree	1775 87%	888 88%	887 85%	195 79%	255 78%	330 85%	316 91%	274 89%	405 94%	491 89%	521 88%	368 86%	395 84%	244 85%	726 84%
Don't know	109 5%	51 5%	59 6%	32 13%	21 6%	25 6%	14 4%	10 3%	7 2%	22 4%	31 5%	26 6%	30 6%	9 3%	67 8%
<u>The food industry is generally trustworthy</u>															
Agree	740 36%	392 39%	348 33%	89 36%	114 35%	137 35%	104 30%	122 40%	175 41%	188 34%	222 37%	152 35%	178 38%	101 35%	295 34%
Disagree	893 44%	428 43%	465 45%	100 41%	150 46%	175 45%	168 48%	126 41%	174 40%	249 45%	248 42%	187 44%	208 44%	129 45%	392 45%
Don't know	417 20%	185 18%	232 22%	57 23%	64 20%	78 20%	76 22%	60 20%	81 19%	117 21%	124 21%	91 21%	85 18%	56 19%	176 20%

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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	2050	1005	1045	246	328	390	349	307	430	553	595	431	471	285	863
<u>The horsemeat scandal has not made any real difference to my eating habits</u>															
Agree	1337 65%	696 69%	641 61%	160 65%	192 58%	233 60%	220 63%	217 71%	315 73%	385 70%	402 68%	263 61%	286 61%	185 65%	539 62%
Disagree	599 29%	248 25%	351 34%	60 24%	109 33%	130 33%	110 31%	82 27%	109 25%	147 27%	157 26%	139 32%	156 33%	87 30%	259 30%
Don't know	114 6%	60 6%	54 5%	26 11%	27 8%	27 7%	19 5%	9 3%	6 1%	21 4%	35 6%	28 7%	29 6%	14 5%	64 7%
<u>I would happily pay more for meat if I could be sure where it has come from</u>															
Agree	949 46%	380 38%	569 54%	96 39%	153 47%	161 41%	146 42%	150 49%	243 57%	290 52%	285 48%	198 46%	175 37%	160 56%	364 42%
Disagree	750 37%	445 44%	305 29%	91 37%	99 30%	157 40%	155 44%	113 37%	135 31%	188 34%	189 32%	160 37%	213 45%	90 31%	334 39%
Don't know	351 17%	180 18%	171 16%	59 24%	77 23%	72 18%	48 14%	44 14%	52 12%	75 14%	120 20%	72 17%	83 18%	36 13%	164 19%
<u>I don't mind eating horsemeat as long as I know what I am eating</u>															
Agree	904 44%	530 53%	374 36%	98 40%	143 44%	163 42%	157 45%	153 50%	190 44%	265 48%	268 45%	179 42%	193 41%	119 42%	397 46%
Disagree	938 46%	349 35%	589 56%	109 44%	152 46%	176 45%	157 45%	140 45%	204 48%	245 44%	263 44%	193 45%	237 50%	140 49%	369 43%
Don't know	207 10%	125 12%	82 8%	39 16%	33 10%	51 13%	34 10%	15 5%	36 8%	44 8%	63 11%	58 14%	42 9%	26 9%	97 11%
<u>The horsemeat scandal has been blown out of proportion</u>															
Agree	717 35%	381 38%	336 32%	102 41%	128 39%	113 29%	99 29%	106 35%	169 39%	192 35%	212 36%	143 33%	169 36%	84 29%	301 35%
Disagree	1097 54%	509 51%	588 56%	104 42%	145 44%	231 59%	217 62%	181 59%	219 51%	308 56%	304 51%	244 57%	240 51%	170 59%	453 53%
Don't know	236 12%	115 11%	122 12%	41 17%	55 17%	46 12%	32 9%	20 7%	42 10%	54 10%	78 13%	43 10%	62 13%	32 11%	109 13%

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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

	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	2050	1749	186	93	241	157	188	153	115	173	259	301	184	1119	749	370	931	129	114	111	409	168
Weighted base	2050	1763	178	93	241	181	190	159	109	192	258	263	187	1148	902	246	902	134	119	114	372	163
<u>I am confident the meat I buy contains the ingredients stated on the label</u>																						
Agree	635 31%	541 31%	64 36%	31 34%	63 26%	52 29%	56 29%	41 26%	30 28%	60 31%	98 38%	87 33%	54 29%	331 29%	260 29%	71 29%	304 34%	39 29%	40 34%	38 33%	135 36%	52 32%
Disagree	886 43%	756 43%	78 44%	42 45%	104 43%	83 46%	87 46%	75 47%	53 49%	79 41%	101 39%	99 38%	86 46%	518 45%	406 45%	113 46%	368 41%	56 42%	52 44%	41 35%	149 40%	71 43%
Don't know	529 26%	466 26%	37 21%	20 21%	74 31%	45 25%	47 25%	43 27%	25 23%	53 28%	59 23%	78 30%	48 26%	299 26%	237 26%	62 25%	230 25%	40 30%	27 22%	36 31%	88 24%	40 25%
<u>I have probably eaten horsemeat without my knowledge and I am concerned about it</u>																						
Agree	546 27%	470 27%	43 24%	31 34%	63 26%	36 20%	59 31%	34 21%	33 31%	42 22%	86 33%	73 28%	45 24%	332 29%	268 30%	64 26%	214 24%	31 23%	26 22%	28 24%	71 19%	58 35%
Disagree	1224 60%	1048 59%	114 64%	56 60%	144 60%	114 63%	97 51%	105 66%	62 57%	129 67%	133 52%	153 58%	117 62%	657 57%	510 57%	146 59%	568 63%	79 59%	72 61%	77 67%	254 68%	86 53%
Don't know	280 14%	245 14%	21 12%	5 6%	33 14%	30 17%	34 18%	21 13%	14 12%	21 11%	38 15%	37 14%	26 14%	159 14%	123 14%	36 14%	121 13%	24 18%	21 18%	10 9%	46 12%	20 12%
<u>I have probably eaten horsemeat without my knowledge but I am not worried about it</u>																						
Agree	1053 51%	898 51%	97 54%	54 58%	122 51%	108 60%	91 48%	80 50%	58 54%	107 56%	122 47%	130 49%	84 45%	602 52%	470 52%	132 54%	451 50%	62 46%	58 49%	67 59%	211 57%	53 32%
Disagree	734 36%	630 36%	64 36%	32 34%	87 36%	51 28%	65 34%	65 41%	40 37%	62 32%	97 37%	102 39%	69 37%	404 35%	318 35%	86 35%	330 37%	53 39%	43 36%	33 29%	111 30%	90 55%
Don't know	264 13%	236 13%	18 10%	7 8%	32 13%	22 12%	33 18%	14 9%	10 10%	23 12%	40 15%	31 12%	34 18%	142 12%	114 13%	28 11%	121 13%	19 14%	18 15%	14 12%	50 13%	21 13%
<u>I am buying less meat from supermarkets as a result of horsemeat being found in some processed ready meals</u>																						
Agree	724 35%	625 35%	67 38%	39 42%	99 41%	53 30%	76 40%	52 33%	32 29%	65 34%	101 39%	81 31%	58 31%	404 35%	320 35%	84 34%	320 35%	41 30%	32 27%	52 45%	122 33%	74 45%
Disagree	1185 58%	1013 57%	103 58%	49 53%	128 53%	113 63%	95 50%	95 59%	70 64%	120 62%	129 50%	163 62%	121 65%	653 57%	512 57%	140 57%	533 59%	78 58%	73 62%	58 51%	241 65%	83 51%
Don't know	141 7%	126 7%	8 4%	5 5%	14 6%	14 8%	19 10%	13 8%	7 7%	7 3%	28 11%	19 7%	8 4%	91 8%	70 8%	22 9%	49 5%	16 12%	13 11%	5 4%	9 2%	7 4%

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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
Weighted base	2050	1763	178	93	241	181	190	159	109	192	258	263	187	1148	902	246	902	134	119	114	372	163
<u>I have stopped buying meat from supermarkets as a result of the horsemeat scandal</u>																						
Agree	443	376	44	24	62	32	48	38	22	37	65	45	25	259	211	48	184	29	19	24	64	47
	22%	21%	25%	25%	26%	17%	25%	24%	20%	19%	25%	17%	13%	23%	23%	20%	20%	21%	16%	21%	17%	29%
Disagree	1489	1286	123	67	165	139	125	116	79	150	171	200	155	807	625	182	682	93	91	87	301	111
	73%	73%	69%	72%	68%	77%	66%	73%	73%	78%	66%	76%	83%	70%	69%	74%	76%	69%	77%	76%	81%	68%
Don't know	119	101	10	2	14	11	17	5	8	5	22	18	7	82	67	16	36	13	8	3	7	6
	6%	6%	6%	2%	6%	6%	9%	3%	7%	3%	9%	7%	4%	7%	7%	6%	4%	9%	7%	3%	2%	3%
<u>I am actively considering giving up meat altogether as a result of the horsemeat scandal</u>																						
Agree	253	226	17	13	35	12	34	20	10	15	51	33	14	150	117	33	102	20	18	11	24	28
	12%	13%	9%	14%	14%	7%	18%	13%	9%	8%	20%	13%	8%	13%	13%	13%	11%	15%	15%	10%	7%	17%
Disagree	1647	1415	142	77	192	164	138	133	90	165	182	202	162	900	705	195	747	98	90	98	338	123
	80%	80%	80%	83%	80%	91%	73%	84%	83%	86%	70%	77%	87%	78%	78%	79%	83%	73%	75%	86%	91%	75%
Don't know	151	122	19	3	14	4	18	6	9	12	26	28	11	98	80	18	53	16	11	5	9	12
	7%	7%	11%	3%	6%	2%	10%	4%	9%	6%	10%	11%	6%	9%	9%	7%	6%	12%	9%	5%	2%	7%
<u>I have already given up meat as a result of the horsemeat scandal</u>																						
Agree	165	152	10	11	22	10	20	8	4	8	44	25	5	101	80	22	64	13	9	14	11	18
	8%	9%	5%	12%	9%	6%	10%	5%	3%	4%	17%	9%	3%	9%	9%	9%	7%	10%	7%	12%	3%	11%
Disagree	1775	1516	161	80	206	167	160	141	99	175	187	226	175	970	763	208	805	111	101	97	355	140
	87%	86%	90%	86%	85%	92%	84%	89%	91%	91%	72%	86%	94%	85%	85%	84%	89%	83%	85%	85%	96%	86%
Don't know	109	96	8	2	13	4	10	10	6	10	27	13	6	76	60	17	33	10	9	3	5	5
	5%	5%	4%	2%	6%	2%	5%	6%	6%	5%	11%	5%	3%	7%	7%	7%	4%	8%	7%	3%	1%	3%
<u>The food industry is generally trustworthy</u>																						
Agree	740	655	56	32	81	69	66	58	30	67	94	110	77	396	314	81	345	50	47	54	144	50
	36%	37%	32%	34%	33%	38%	35%	36%	27%	35%	36%	42%	41%	34%	35%	33%	38%	38%	39%	47%	39%	31%
Disagree	893	749	87	46	114	70	86	73	56	89	102	96	73	521	416	104	372	52	53	41	157	69
	44%	42%	49%	49%	47%	39%	45%	46%	52%	46%	40%	36%	39%	45%	46%	42%	41%	39%	45%	36%	42%	42%
Don't know	417	360	34	15	47	41	37	28	23	36	61	57	37	231	171	60	185	32	18	19	71	44
	20%	20%	19%	17%	19%	23%	20%	18%	21%	19%	24%	22%	20%	20%	19%	24%	21%	24%	16%	17%	19%	27%

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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	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Weighted base	2050	1763	178	93	241	181	190	159	109	192	258	263	187	1148	902	246	902	134	119	114	372	163
<u>The horsemeat scandal has not made any real difference to my eating habits</u>																						
Agree	1337 65%	1151 65%	113 63%	54 58%	153 63%	131 73%	103 55%	109 69%	74 68%	138 72%	166 64%	169 64%	126 68%	724 63%	579 64%	145 59%	613 68%	78 58%	77 65%	73 64%	288 77%	97 60%
Disagree	599 29%	514 29%	60 33%	37 39%	71 29%	41 22%	73 38%	48 30%	26 24%	50 26%	69 27%	73 28%	54 29%	346 30%	260 29%	86 35%	253 28%	44 33%	33 28%	39 34%	77 21%	59 36%
Don't know	114 6%	99 6%	6 3%	2 2%	17 7%	9 5%	13 7%	2 1%	9 8%	4 2%	23 9%	22 8%	7 4%	78 7%	63 7%	15 6%	36 4%	12 9%	8 7%	2 2%	7 2%	6 4%
<u>I would happily pay more for meat if I could be sure where it has come from</u>																						
Agree	949 46%	815 46%	90 51%	35 38%	114 47%	70 38%	90 47%	69 44%	44 40%	88 46%	132 51%	131 50%	86 46%	524 46%	405 45%	119 48%	426 47%	42 31%	46 39%	59 51%	202 54%	76 47%
Disagree	750 37%	637 36%	64 36%	44 47%	92 38%	77 43%	65 34%	64 40%	49 45%	77 40%	67 26%	87 33%	65 35%	424 37%	348 39%	76 31%	326 36%	58 43%	49 41%	40 35%	123 33%	57 35%
Don't know	351 17%	311 18%	24 13%	14 15%	35 15%	34 19%	35 18%	26 17%	16 15%	27 14%	59 23%	45 17%	36 19%	200 17%	149 17%	51 21%	150 17%	34 26%	23 20%	16 14%	47 13%	30 19%
<u>I don't mind eating horsemeat as long as I know what I am eating</u>																						
Agree	904 44%	784 44%	70 39%	47 50%	104 43%	96 53%	64 34%	81 51%	50 46%	100 52%	100 39%	118 45%	75 40%	516 45%	416 46%	100 41%	388 43%	52 39%	49 41%	39 34%	185 50%	63 39%
Disagree	938 46%	808 46%	80 45%	44 48%	112 46%	63 35%	105 56%	66 42%	50 46%	79 41%	120 47%	122 47%	96 52%	509 44%	385 43%	124 50%	430 48%	65 49%	57 48%	67 58%	155 42%	85 52%
Don't know	207 10%	171 10%	28 16%	2 2%	25 11%	22 12%	20 11%	12 7%	9 8%	13 7%	38 15%	23 9%	15 8%	123 11%	101 11%	22 9%	84 9%	16 12%	13 11%	9 8%	32 9%	14 9%
<u>The horsemeat scandal has been blown out of proportion</u>																						
Agree	717 35%	616 35%	59 33%	32 34%	88 37%	59 33%	59 31%	52 32%	42 38%	81 42%	92 36%	95 36%	59 31%	385 34%	308 34%	77 31%	332 37%	49 37%	50 42%	40 35%	148 40%	45 28%
Disagree	1097 54%	947 54%	91 51%	54 58%	124 52%	104 58%	106 56%	91 57%	59 54%	92 48%	124 48%	141 53%	111 59%	623 54%	480 53%	143 58%	474 53%	71 53%	50 42%	63 55%	192 52%	99 61%
Don't know	236 12%	200 11%	28 16%	7 8%	29 12%	18 10%	24 13%	17 10%	8 8%	19 10%	42 16%	27 10%	17 9%	140 12%	114 13%	26 11%	96 11%	14 10%	19 16%	12 10%	32 9%	19 12%