

# ITV News Index

## METHODOLOGY NOTE

ComRes interviewed 2,024 British adults online between 26th and 28th September 2014. Data were weighted to be 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.*

To commission a voting intention poll or a public opinion survey please contact Andrew Hawkins: [andrew.hawkins@comres.co.uk](mailto:andrew.hawkins@comres.co.uk)

To register for Pollwatch, a monthly newsletter update on the polls, please email: [pollwatch@comres.co.uk](mailto:pollwatch@comres.co.uk)

## ITV News Index Survey

### ONLINE Fieldwork: 26th-28th September 2014

Absolutes/col percents

Table 1

**Q.1 Do you expect each of the following to improve, get worse or stay the same over the next 12 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	2024	954	1070	162	343	364	386	319	450	625	599	307	493	271	822
Weighted base	2024	992	1032	241	341	341	361	301	440	541	561	441	481	280	853
<b><u>The British economy</u></b>															
Improve	625 31%	356 36%	269 26%	60 25%	95 28%	86 25%	87 24%	99 33%	198 45%	227 42%	184 33%	108 25%	106 22%	79 28%	250 29%
Stay the same	656 32%	319 32%	336 33%	72 30%	115 34%	128 38%	112 31%	109 36%	120 27%	169 31%	195 35%	151 34%	141 29%	88 32%	301 35%
Get worse	584 29%	263 26%	321 31%	68 28%	92 27%	97 28%	139 39%	83 28%	104 24%	115 21%	141 25%	140 32%	188 39%	84 30%	238 28%
Don't know	159 8%	54 5%	105 10%	41 17%	38 11%	29 9%	23 6%	10 3%	18 4%	31 6%	41 7%	42 9%	45 9%	29 10%	64 7%
<b><u>Your personal financial situation</u></b>															
Improve	420 21%	224 23%	196 19%	85 35%	101 30%	96 28%	55 15%	39 13%	44 10%	129 24%	123 22%	94 21%	75 16%	78 28%	214 25%
Stay the same	902 45%	460 46%	443 43%	65 27%	124 36%	129 38%	154 43%	145 48%	285 65%	265 49%	245 44%	188 43%	205 43%	96 34%	373 44%
Get worse	575 28%	254 26%	320 31%	57 24%	79 23%	93 27%	140 39%	106 35%	101 23%	131 24%	151 27%	124 28%	169 35%	89 32%	207 24%
Don't know	127 6%	54 5%	73 7%	33 14%	37 11%	24 7%	11 3%	11 4%	11 2%	16 3%	42 8%	36 8%	32 7%	18 6%	60 7%
<b><u>Job prospects for young people</u></b>															
Improve	424 21%	235 24%	189 18%	50 21%	65 19%	53 16%	53 15%	59 19%	144 33%	149 28%	117 21%	78 18%	79 17%	44 16%	164 19%
Stay the same	687 34%	347 35%	340 33%	70 29%	126 37%	125 37%	132 37%	110 37%	124 28%	193 36%	213 38%	136 31%	145 30%	100 36%	331 39%
Get worse	747 37%	348 35%	400 39%	93 39%	120 35%	130 38%	150 42%	121 40%	134 30%	173 32%	183 33%	189 43%	203 42%	112 40%	296 35%
Don't know	166 8%	62 6%	103 10%	27 11%	31 9%	32 9%	26 7%	11 4%	38 9%	27 5%	48 9%	38 9%	53 11%	24 9%	62 7%

## ITV News Index Survey

### ONLINE Fieldwork: 26th-28th September 2014

Absolutes/col percents

Table 1

**Q.1 Do you expect each of the following to improve, get worse or stay the same over the next 12 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	2024	992	1032	241	341	341	361	301	440	541	561	441	481	280	853
<b><u>The cost of everyday items, such as food, energy and travel</u></b>															
Improve	121 6%	61 6%	60 6%	27 11%	27 8%	21 6%	12 3%	16 5%	18 4%	37 7%	36 6%	20 5%	29 6%	19 7%	45 5%
Stay the same	365 18%	207 21%	158 15%	35 15%	67 20%	85 25%	54 15%	44 15%	80 18%	94 17%	113 20%	81 18%	77 16%	47 17%	174 20%
Get worse	1437 71%	683 69%	753 73%	147 61%	223 65%	212 62%	283 78%	235 78%	336 76%	397 73%	384 69%	307 70%	349 72%	203 72%	581 68%
Don't know	101 5%	40 4%	61 6%	32 13%	24 7%	22 6%	12 3%	5 2%	6 1%	13 2%	28 5%	33 7%	27 6%	11 4%	53 6%
<b><u>The level of unemployment</u></b>															
Improve	616 30%	358 36%	258 25%	70 29%	88 26%	84 25%	88 24%	93 31%	194 44%	220 41%	173 31%	113 26%	111 23%	76 27%	246 29%
Stay the same	694 34%	332 34%	361 35%	72 30%	123 36%	131 39%	128 36%	106 35%	133 30%	176 33%	218 39%	157 36%	143 30%	94 34%	323 38%
Get worse	558 28%	245 25%	313 30%	63 26%	102 30%	97 28%	120 33%	88 29%	88 20%	115 21%	134 24%	137 31%	172 36%	93 33%	224 26%
Don't know	156 8%	57 6%	99 10%	35 15%	28 8%	29 8%	25 7%	14 5%	26 6%	30 6%	37 7%	34 8%	56 12%	17 6%	60 7%
<b><u>The gap between rich and poor</u></b>															
Improve	91 5%	48 5%	43 4%	20 8%	25 7%	8 2%	10 3%	5 2%	22 5%	24 5%	24 4%	24 5%	19 4%	10 4%	42 5%
Stay the same	566 28%	292 29%	274 27%	52 22%	87 26%	94 28%	90 25%	89 30%	154 35%	175 32%	175 31%	112 25%	104 22%	62 22%	270 32%
Get worse	1226 61%	587 59%	638 62%	129 54%	198 58%	213 63%	244 68%	197 66%	245 56%	307 57%	329 59%	273 62%	317 66%	187 67%	490 57%
Don't know	141 7%	64 6%	77 7%	39 16%	31 9%	25 7%	18 5%	9 3%	20 4%	35 6%	33 6%	33 7%	41 8%	21 7%	52 6%

## ITV News Index Survey

### ONLINE Fieldwork: 26th-28th September 2014

Absolutes/col percents

Table 1

**Q.1 Do you expect each of the following to improve, get worse or stay the same over the next 12 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	2024	992	1032	241	341	341	361	301	440	541	561	441	481	280	853
<b><u>The quality of care provided by the NHS</u></b>															
Improve	203 10%	103 10%	100 10%	44 18%	43 13%	27 8%	22 6%	25 8%	43 10%	65 12%	60 11%	35 8%	43 9%	26 9%	75 9%
Stay the same	844 42%	442 45%	402 39%	82 34%	138 41%	160 47%	151 42%	124 41%	189 43%	232 43%	262 47%	156 35%	194 40%	114 41%	378 44%
Get worse	825 41%	384 39%	441 43%	79 33%	123 36%	128 37%	170 47%	141 47%	184 42%	221 41%	202 36%	206 47%	196 41%	125 44%	336 39%
Don't know	152 8%	63 6%	89 9%	37 15%	37 11%	26 8%	18 5%	10 3%	25 6%	23 4%	37 7%	44 10%	47 10%	16 6%	64 7%
<b><u>The standard of education in Britain</u></b>															
Improve	291 14%	146 15%	146 14%	54 23%	45 13%	49 14%	31 9%	35 12%	77 17%	91 17%	75 13%	56 13%	69 14%	30 11%	114 13%
Stay the same	933 46%	470 47%	463 45%	76 31%	153 45%	155 45%	182 51%	156 52%	211 48%	261 48%	273 49%	196 44%	203 42%	119 42%	410 48%
Get worse	619 31%	306 31%	313 30%	73 30%	100 29%	103 30%	126 35%	99 33%	118 27%	156 29%	165 29%	140 32%	159 33%	106 38%	253 30%
Don't know	180 9%	70 7%	110 11%	38 16%	43 13%	34 10%	21 6%	11 4%	34 8%	33 6%	49 9%	48 11%	50 10%	25 9%	77 9%

## ITV News Index Survey

### ONLINE Fieldwork: 26th-28th September 2014

Absolutes/col percents

Table 1

**Q.1 Do you expect each of the following to improve, get worse or stay the same over the next 12 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	2024	1767	156	88	245	183	180	137	101	184	243	311	196	1093	756	337	931	107	130	117	405	172
Weighted base	2024	1741	182	81	223	182	182	142	101	202	263	283	182	1133	891	243	891	97	136	123	373	161
<b><u>The British economy</u></b>																						
Improve	625 31%	542 31%	52 29%	21 26%	50 23%	50 27%	56 30%	44 31%	31 31%	73 36%	83 31%	103 36%	62 34%	329 29%	254 29%	75 31%	296 33%	24 25%	34 25%	28 23%	185 50%	25 16%
Stay the same	656 32%	577 33%	45 25%	24 30%	76 34%	74 41%	67 37%	51 36%	34 33%	55 27%	82 31%	88 31%	59 33%	389 34%	303 34%	86 36%	266 30%	25 26%	46 33%	40 33%	99 26%	56 35%
Get worse	584 29%	485 28%	67 37%	29 35%	76 34%	47 26%	44 24%	39 27%	32 31%	61 30%	72 27%	66 23%	53 29%	322 28%	261 29%	62 25%	262 29%	36 37%	37 27%	44 36%	77 21%	67 42%
Don't know	159 8%	137 8%	17 9%	7 9%	20 9%	12 6%	16 9%	7 5%	5 5%	14 7%	26 10%	27 9%	7 4%	93 8%	73 8%	20 8%	66 7%	12 12%	19 14%	10 8%	13 3%	13 8%
<b><u>Your personal financial situation</u></b>																						
Improve	420 21%	362 21%	37 20%	13 16%	52 23%	39 22%	34 19%	32 23%	21 21%	36 18%	59 22%	56 20%	41 23%	291 26%	248 28%	43 18%	129 14%	28 29%	25 19%	2 2%	48 13%	26 16%
Stay the same	902 45%	773 44%	86 47%	33 41%	99 45%	79 44%	77 42%	65 46%	44 43%	88 44%	116 44%	132 47%	82 45%	469 41%	356 40%	113 46%	434 49%	24 25%	40 29%	72 59%	233 62%	65 40%
Get worse	575 28%	495 28%	50 27%	29 36%	60 27%	55 30%	49 27%	33 23%	30 30%	67 33%	60 23%	85 30%	57 31%	296 26%	231 26%	65 27%	279 31%	39 40%	53 39%	40 33%	89 24%	58 36%
Don't know	127 6%	110 6%	10 5%	6 7%	11 5%	8 4%	22 12%	11 8%	7 7%	11 5%	28 11%	11 4%	2 1%	77 7%	55 6%	22 9%	50 6%	6 6%	18 13%	8 7%	4 1%	13 8%
<b><u>Job prospects for young people</u></b>																						
Improve	424 21%	372 21%	36 20%	8 10%	41 18%	34 19%	35 19%	21 15%	16 16%	55 27%	61 23%	73 26%	44 24%	208 18%	156 18%	52 21%	215 24%	17 17%	23 17%	20 16%	135 36%	21 13%
Stay the same	687 34%	585 34%	65 36%	30 37%	77 35%	63 35%	64 35%	56 40%	38 37%	69 34%	78 29%	86 30%	61 33%	430 38%	340 38%	90 37%	257 29%	33 34%	36 26%	31 26%	116 31%	41 25%
Get worse	747 37%	641 37%	68 37%	35 43%	92 41%	67 37%	59 32%	57 40%	38 38%	63 31%	99 38%	100 35%	70 38%	408 36%	327 37%	82 34%	339 38%	38 39%	63 46%	51 42%	104 28%	83 51%
Don't know	166 8%	143 8%	13 7%	8 10%	13 6%	18 10%	25 14%	8 6%	9 9%	14 7%	26 10%	24 9%	8 4%	86 8%	67 8%	19 8%	79 9%	9 10%	15 11%	20 17%	18 5%	16 10%

## ITV News Index Survey

### ONLINE Fieldwork: 26th-28th September 2014

Absolutes/col percents

Table 1

**Q.1 Do you expect each of the following to improve, get worse or stay the same over the next 12 months?**

**Base: All respondents**

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Weighted base	2024	1741	182	81	223	182	182	142	101	202	263	283	182	1133	891	243	891	97	136	123	373	161
<b><u>The cost of everyday items, such as food, energy and travel</u></b>																						
Improve	121 6%	102 6%	12 6%	5 6%	14 6%	10 6%	10 5%	7 5%	7 7%	11 5%	18 7%	19 7%	7 4%	65 6%	46 5%	18 7%	56 6%	11 11%	16 12%	3 3%	16 4%	10 6%
Stay the same	365 18%	316 18%	30 16%	14 17%	37 17%	37 20%	31 17%	28 20%	20 20%	31 15%	51 19%	50 18%	37 20%	221 19%	185 21%	36 15%	145 16%	13 13%	24 18%	17 14%	70 19%	21 13%
Get worse	1437 71%	1242 71%	124 68%	57 71%	163 73%	133 73%	123 68%	103 73%	71 70%	153 75%	173 66%	204 72%	133 73%	784 69%	606 68%	178 73%	653 73%	66 68%	85 62%	97 79%	285 76%	120 74%
Don't know	101 5%	81 5%	17 9%	5 6%	9 4%	2 1%	18 10%	3 2%	3 3%	8 4%	22 8%	11 4%	5 3%	64 6%	53 6%	11 5%	37 4%	7 7%	11 8%	5 4%	2 1%	11 7%
<b><u>The level of unemployment</u></b>																						
Improve	616 30%	527 30%	61 33%	20 25%	58 26%	52 28%	56 31%	40 28%	28 28%	63 31%	80 31%	100 35%	57 31%	322 28%	252 28%	71 29%	294 33%	19 20%	36 26%	27 22%	176 47%	36 22%
Stay the same	694 34%	604 35%	50 27%	26 32%	78 35%	72 40%	51 28%	60 42%	40 40%	74 36%	79 30%	98 35%	66 36%	417 37%	322 36%	95 39%	277 31%	29 30%	39 28%	33 27%	124 33%	53 33%
Get worse	558 28%	477 27%	58 32%	30 37%	72 32%	45 25%	53 29%	31 22%	23 23%	49 24%	71 27%	71 25%	53 29%	317 28%	257 29%	60 25%	241 27%	39 40%	41 30%	47 38%	59 16%	56 35%
Don't know	156 8%	133 8%	14 8%	5 6%	14 6%	13 7%	22 12%	10 7%	9 9%	17 8%	32 12%	14 5%	6 3%	77 7%	60 7%	17 7%	80 9%	11 11%	21 15%	17 14%	15 4%	16 10%
<b><u>The gap between rich and poor</u></b>																						
Improve	91 5%	72 4%	11 6%	4 4%	8 4%	10 6%	7 4%	2 2%	7 7%	5 2%	13 5%	16 6%	7 4%	52 5%	42 5%	10 4%	39 4%	9 9%	4 3%	4 3%	17 5%	5 3%
Stay the same	566 28%	516 30%	30 17%	16 19%	54 24%	43 23%	45 25%	56 39%	20 20%	84 42%	68 26%	102 36%	50 27%	332 29%	252 28%	80 33%	234 26%	16 16%	28 21%	26 21%	139 37%	24 15%
Get worse	1226 61%	1033 59%	126 69%	56 69%	150 67%	118 65%	106 58%	78 55%	67 66%	107 53%	154 59%	147 52%	117 64%	676 60%	543 61%	133 55%	549 62%	64 66%	80 59%	83 68%	204 55%	117 73%
Don't know	141 7%	120 7%	15 8%	6 7%	11 5%	11 6%	24 13%	6 4%	7 7%	6 3%	28 11%	18 6%	9 5%	73 6%	54 6%	19 8%	68 8%	8 8%	24 18%	9 7%	13 3%	15 9%

## ITV News Index Survey

### ONLINE Fieldwork: 26th-28th September 2014

Absolutes/col percents

Table 1

**Q.1 Do you expect each of the following to improve, get worse or stay the same over the next 12 months?**

**Base: All respondents**

	Region													Which of the following best describes your current working status?								
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Weighted base	2024	1741	182	81	223	182	182	142	101	202	263	283	182	1133	891	243	891	97	136	123	373	161
<b><u>The quality of care provided by the NHS</u></b>																						
Improve	203 10%	182 10%	14 8%	9 11%	29 13%	22 12%	17 9%	9 6%	7 7%	20 10%	29 11%	25 9%	22 12%	101 9%	85 10%	16 6%	102 12%	11 12%	22 16%	13 11%	36 10%	20 12%
Stay the same	844 42%	711 41%	86 47%	30 38%	93 42%	69 38%	75 41%	62 44%	47 46%	89 44%	96 36%	117 41%	80 44%	492 43%	382 43%	110 45%	352 40%	40 41%	49 36%	40 33%	172 46%	51 31%
Get worse	825 41%	714 41%	71 39%	37 46%	86 38%	72 39%	64 35%	61 43%	39 38%	86 42%	111 42%	126 45%	72 39%	461 41%	362 41%	99 41%	364 41%	37 38%	47 34%	59 48%	150 40%	71 44%
Don't know	152 8%	133 8%	11 6%	4 5%	15 7%	19 10%	27 15%	10 7%	8 8%	8 4%	27 10%	15 5%	9 5%	80 7%	62 7%	18 8%	72 8%	9 9%	18 14%	10 8%	15 4%	20 13%
<b><u>The standard of education in Britain</u></b>																						
Improve	291 14%	262 15%	20 11%	8 10%	29 13%	26 14%	24 13%	16 12%	9 9%	32 16%	44 17%	50 18%	32 18%	144 13%	111 12%	33 14%	147 17%	13 13%	27 20%	15 12%	66 18%	27 17%
Stay the same	933 46%	802 46%	85 47%	39 48%	110 50%	78 43%	84 46%	77 54%	46 45%	85 42%	107 41%	140 49%	81 45%	528 47%	412 46%	117 48%	405 45%	44 45%	50 37%	57 47%	186 50%	67 42%
Get worse	619 31%	522 30%	57 32%	28 34%	69 31%	61 34%	47 26%	38 27%	39 39%	66 33%	78 30%	79 28%	57 31%	360 32%	290 33%	69 29%	260 29%	26 27%	46 34%	41 33%	95 25%	52 32%
Don't know	180 9%	154 9%	19 11%	6 8%	14 6%	17 9%	27 15%	11 7%	7 7%	18 9%	35 13%	15 5%	12 6%	101 9%	78 9%	24 10%	79 9%	15 15%	14 10%	10 8%	26 7%	15 9%

## ITV News Index Survey

### ONLINE Fieldwork: 26th-28th September 2014

Absolutes/col percents

Table 2

**Q.2 Do you think each of the following actions and policies taken by the Conservative Party while in Government over the past four years have, overall, been good or bad for Britain?**

**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	2024	954	1070	162	343	364	386	319	450	625	599	307	493	271	822
Weighted base	2024	992	1032	241	341	341	361	301	440	541	561	441	481	280	853
<b><u>Their management of the NHS</u></b>															
Good	223 11%	130 13%	93 9%	23 10%	38 11%	42 12%	33 9%	23 8%	64 14%	81 15%	59 11%	45 10%	38 8%	17 6%	109 13%
Neither	446 22%	225 23%	221 21%	65 27%	66 19%	64 19%	68 19%	61 20%	123 28%	123 23%	130 23%	102 23%	91 19%	59 21%	185 22%
Bad	1151 57%	549 55%	602 58%	116 48%	174 51%	189 55%	235 65%	204 68%	233 53%	304 56%	310 55%	247 56%	289 60%	183 65%	456 53%
Don't know	205 10%	88 9%	116 11%	36 15%	64 19%	46 14%	25 7%	12 4%	21 5%	33 6%	62 11%	47 11%	63 13%	22 8%	103 12%
<b><u>The reforms to the education system such as the introduction of free schools and getting rid of AS levels</u></b>															
Good	472 23%	246 25%	226 22%	59 25%	71 21%	77 23%	72 20%	62 21%	131 30%	134 25%	122 22%	115 26%	101 21%	53 19%	209 25%
Neither	426 21%	214 22%	212 21%	57 24%	74 22%	76 22%	75 21%	65 22%	78 18%	110 20%	105 19%	98 22%	113 23%	62 22%	199 23%
Bad	747 37%	379 38%	368 36%	74 31%	105 31%	119 35%	156 43%	135 45%	158 36%	230 42%	229 41%	134 30%	154 32%	126 45%	273 32%
Don't know	379 19%	152 15%	226 22%	51 21%	90 26%	68 20%	59 16%	38 13%	73 17%	67 12%	104 19%	94 21%	113 23%	39 14%	172 20%
<b><u>The introduction of gay marriage</u></b>															
Good	787 39%	324 33%	462 45%	155 64%	146 43%	151 44%	139 38%	92 31%	104 24%	205 38%	235 42%	163 37%	183 38%	131 47%	354 41%
Neither	487 24%	253 26%	234 23%	25 10%	72 21%	79 23%	89 25%	101 34%	122 28%	139 26%	121 22%	115 26%	113 23%	70 25%	200 23%
Bad	567 28%	330 33%	238 23%	31 13%	69 20%	72 21%	102 28%	100 33%	194 44%	169 31%	149 27%	116 26%	133 28%	65 23%	201 24%
Don't know	183 9%	85 9%	98 9%	30 12%	54 16%	40 12%	31 9%	7 2%	21 5%	28 5%	56 10%	47 11%	52 11%	14 5%	98 12%



## ITV News Index Survey

### ONLINE Fieldwork: 26th-28th September 2014

Absolutes/col percents

Table 2

**Q.2 Do you think each of the following actions and policies taken by the Conservative Party while in Government over the past four years have, overall, been good or bad for Britain?**

**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	2024	992	1032	241	341	341	361	301	440	541	561	441	481	280	853
<b><u>Their programme of spending cuts</u></b>															
Good	577 29%	332 33%	245 24%	36 15%	72 21%	77 23%	80 22%	96 32%	215 49%	205 38%	168 30%	113 26%	91 19%	52 18%	233 27%
Neither	338 17%	169 17%	169 16%	63 26%	60 18%	47 14%	56 16%	58 19%	53 12%	86 16%	93 17%	76 17%	83 17%	48 17%	160 19%
Bad	899 44%	426 43%	473 46%	93 39%	145 43%	176 52%	200 55%	133 44%	152 35%	221 41%	238 42%	197 45%	244 51%	163 58%	355 42%
Don't know	210 10%	65 7%	145 14%	49 20%	64 19%	40 12%	25 7%	13 4%	20 5%	29 5%	63 11%	55 12%	63 13%	17 6%	105 12%
<b><u>The changes to university tuition fees</u></b>															
Good	193 10%	107 11%	86 8%	18 8%	45 13%	36 11%	31 9%	24 8%	39 9%	64 12%	50 9%	47 11%	32 7%	23 8%	98 11%
Neither	373 18%	197 20%	176 17%	41 17%	54 16%	63 19%	56 16%	65 22%	93 21%	106 20%	86 15%	103 23%	79 16%	46 17%	162 19%
Bad	1113 55%	553 56%	560 54%	126 52%	169 50%	180 53%	219 61%	179 59%	241 55%	311 57%	327 58%	210 48%	266 55%	173 62%	429 50%
Don't know	345 17%	135 14%	210 20%	56 23%	73 21%	62 18%	55 15%	33 11%	67 15%	60 11%	98 17%	81 18%	105 22%	38 14%	165 19%
<b><u>The management of Britain's relationship with the European Union</u></b>															
Good	275 14%	156 16%	118 11%	29 12%	51 15%	38 11%	49 14%	39 13%	68 15%	95 18%	78 14%	62 14%	40 8%	33 12%	125 15%
Neither	495 24%	243 25%	251 24%	56 23%	66 19%	94 28%	80 22%	79 26%	119 27%	135 25%	119 21%	102 23%	138 29%	55 20%	209 25%
Bad	989 49%	511 52%	478 46%	92 38%	152 45%	154 45%	196 54%	168 56%	225 51%	267 49%	292 52%	212 48%	219 45%	150 53%	396 46%
Don't know	266 13%	81 8%	184 18%	63 26%	72 21%	53 16%	35 10%	15 5%	28 6%	43 8%	73 13%	66 15%	84 17%	43 15%	123 14%

## ITV News Index Survey

### ONLINE Fieldwork: 26th-28th September 2014

Absolutes/col percents

Table 2

**Q.2 Do you think each of the following actions and policies taken by the Conservative Party while in Government over the past four years have, overall, been good or bad for Britain?**

**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	2024	992	1032	241	341	341	361	301	440	541	561	441	481	280	853
<b><u>Their handling of immigration into Britain</u></b>															
Good	159 8%	78 8%	81 8%	20 8%	32 9%	33 10%	24 7%	21 7%	29 7%	57 10%	47 8%	31 7%	24 5%	22 8%	68 8%
Neither	365 18%	189 19%	175 17%	57 24%	74 22%	62 18%	58 16%	40 13%	73 17%	114 21%	92 16%	93 21%	65 14%	60 22%	173 20%
Bad	1316 65%	660 67%	656 64%	115 48%	184 54%	209 61%	255 71%	227 75%	326 74%	343 63%	363 65%	276 63%	333 69%	174 62%	520 61%
Don't know	184 9%	64 6%	120 12%	49 20%	51 15%	36 10%	24 7%	12 4%	12 3%	27 5%	58 10%	41 9%	58 12%	24 8%	92 11%
<b><u>Increasing spending on overseas aid</u></b>															
Good	264 13%	137 14%	127 12%	42 17%	54 16%	49 14%	42 12%	27 9%	50 11%	100 19%	79 14%	37 8%	48 10%	41 15%	112 13%
Neither	383 19%	193 19%	190 18%	53 22%	63 19%	68 20%	67 19%	54 18%	78 18%	129 24%	122 22%	64 15%	68 14%	55 19%	168 20%
Bad	1132 56%	580 58%	553 54%	98 41%	155 45%	171 50%	219 61%	201 67%	289 66%	267 49%	293 52%	284 64%	288 60%	153 55%	454 53%
Don't know	244 12%	82 8%	162 16%	48 20%	69 20%	53 16%	32 9%	18 6%	24 5%	45 8%	67 12%	56 13%	77 16%	31 11%	119 14%

## ITV News Index Survey

### ONLINE Fieldwork: 26th-28th September 2014

Absolutes/col percents

Table 2

**Q.2 Do you think each of the following actions and policies taken by the Conservative Party while in Government over the past four years have, overall, been good or bad for Britain?**

**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	2024	1767	156	88	245	183	180	137	101	184	243	311	196	1093	756	337	931	107	130	117	405	172
Weighted base	2024	1741	182	81	223	182	182	142	101	202	263	283	182	1133	891	243	891	97	136	123	373	161
<b><u>Their management of the NHS</u></b>																						
Good	223 11%	208 12%	8 5%	8 10%	27 12%	19 11%	20 11%	16 11%	6 6%	24 12%	41 15%	34 12%	19 11%	125 11%	101 11%	24 10%	98 11%	7 8%	15 11%	8 7%	56 15%	11 7%
Neither	446 22%	393 23%	37 20%	16 19%	44 20%	42 23%	38 21%	34 24%	16 16%	54 27%	54 20%	59 21%	52 28%	244 22%	193 22%	52 21%	201 23%	20 21%	28 20%	22 18%	107 29%	25 15%
Bad	1151 57%	958 55%	125 69%	51 63%	135 61%	101 56%	98 54%	75 53%	67 66%	107 53%	131 50%	161 57%	100 55%	639 56%	503 56%	136 56%	512 57%	60 62%	70 51%	83 67%	195 52%	104 65%
Don't know	205 10%	181 10%	12 6%	6 8%	17 7%	20 11%	27 15%	16 11%	12 12%	18 9%	37 14%	29 10%	12 6%	125 11%	94 11%	31 13%	80 9%	10 10%	24 17%	10 8%	16 4%	21 13%
<b><u>The reforms to the education system such as the introduction of free schools and getting rid of AS levels</u></b>																						
Good	472 23%	411 24%	41 22%	12 15%	46 21%	40 22%	44 24%	29 20%	20 20%	50 25%	62 24%	71 25%	57 31%	262 23%	212 24%	51 21%	210 24%	20 20%	22 16%	26 21%	107 29%	35 22%
Neither	426 21%	368 21%	38 21%	14 17%	55 24%	43 24%	31 17%	26 18%	20 19%	48 24%	49 19%	59 21%	43 24%	261 23%	203 23%	59 24%	164 18%	17 18%	27 20%	27 22%	66 18%	28 17%
Bad	747 37%	636 37%	66 36%	38 48%	88 39%	68 37%	63 35%	59 42%	45 45%	55 27%	92 35%	109 39%	63 35%	399 35%	318 36%	81 34%	348 39%	39 41%	56 41%	43 35%	145 39%	65 40%
Don't know	379 19%	326 19%	37 20%	16 20%	34 15%	31 17%	44 24%	28 20%	17 16%	49 24%	60 23%	44 15%	19 10%	211 19%	158 18%	52 22%	168 19%	21 21%	32 23%	27 22%	55 15%	34 21%
<b><u>The introduction of gay marriage</u></b>																						
Good	787 39%	662 38%	85 47%	28 35%	84 38%	79 44%	58 32%	48 34%	40 40%	72 36%	107 40%	106 37%	79 44%	485 43%	386 43%	99 41%	302 34%	44 46%	77 56%	31 25%	87 23%	63 39%
Neither	487 24%	420 24%	42 23%	17 22%	56 25%	43 24%	37 20%	38 27%	25 25%	55 27%	43 16%	87 31%	44 24%	270 24%	210 24%	60 25%	217 24%	20 21%	22 16%	30 24%	108 29%	36 23%
Bad	567 28%	494 28%	45 25%	29 36%	62 28%	45 25%	66 36%	38 26%	28 28%	65 32%	72 27%	69 24%	49 27%	266 23%	210 24%	56 23%	301 34%	23 24%	19 14%	52 42%	166 44%	41 26%
Don't know	183 9%	165 9%	10 6%	6 8%	21 9%	15 8%	22 12%	18 12%	7 7%	10 5%	42 16%	22 8%	9 5%	112 10%	85 10%	27 11%	71 8%	9 9%	19 14%	10 8%	12 3%	21 13%

## ITV News Index Survey

### ONLINE Fieldwork: 26th-28th September 2014

Absolutes/col percents

Table 2

**Q.2 Do you think each of the following actions and policies taken by the Conservative Party while in Government over the past four years have, overall, been good or bad for Britain?**

**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	2024	1741	182	81	223	182	182	142	101	202	263	283	182	1133	891	243	891	97	136	123	373	161
<b><u>Their programme of spending cuts</u></b>																						
Good	577	522	31	18	56	52	54	47	24	67	80	95	54	285	219	66	292	19	25	35	186	26
	29%	30%	17%	22%	25%	28%	29%	33%	24%	33%	30%	33%	30%	25%	25%	27%	33%	20%	18%	28%	50%	16%
Neither	338	292	29	9	28	29	28	25	17	42	38	58	34	209	166	43	129	18	21	17	49	24
	17%	17%	16%	12%	13%	16%	15%	18%	17%	21%	14%	20%	19%	18%	19%	17%	14%	19%	15%	14%	13%	15%
Bad	899	739	109	47	116	84	77	57	51	68	110	103	77	518	418	100	381	51	60	56	127	87
	44%	42%	60%	58%	52%	46%	42%	40%	50%	34%	42%	36%	42%	46%	47%	41%	43%	52%	44%	46%	34%	54%
Don't know	210	188	13	7	23	18	24	13	10	25	35	27	16	122	87	34	88	9	31	15	10	24
	10%	11%	7%	9%	10%	10%	13%	9%	10%	13%	13%	10%	9%	11%	10%	14%	10%	9%	23%	12%	3%	15%
<b><u>The changes to university tuition fees</u></b>																						
Good	193	165	19	4	12	17	22	10	10	21	33	26	19	120	98	22	73	9	9	7	37	11
	10%	9%	10%	5%	5%	9%	12%	7%	10%	10%	12%	9%	10%	11%	11%	9%	8%	9%	7%	6%	10%	7%
Neither	373	317	34	10	44	44	33	30	23	41	33	49	32	208	164	45	165	18	20	18	81	27
	18%	18%	19%	13%	20%	24%	18%	21%	23%	20%	13%	17%	18%	18%	18%	18%	19%	19%	15%	15%	22%	17%
Bad	1113	968	92	50	142	89	92	80	53	105	141	165	105	602	472	130	512	57	78	68	211	97
	55%	56%	50%	62%	64%	49%	51%	56%	53%	52%	53%	58%	58%	53%	53%	53%	57%	58%	57%	56%	57%	60%
Don't know	345	291	38	17	25	32	35	21	15	35	56	44	26	204	157	47	141	13	29	29	44	26
	17%	17%	21%	21%	11%	17%	19%	15%	15%	17%	21%	15%	14%	18%	18%	19%	16%	14%	21%	24%	12%	16%
<b><u>The management of Britain's relationship with the European Union</u></b>																						
Good	275	252	9	11	28	24	31	19	13	24	47	38	30	158	125	33	117	11	23	11	55	16
	14%	14%	5%	13%	13%	13%	17%	14%	13%	12%	18%	13%	17%	14%	14%	13%	13%	12%	17%	9%	15%	10%
Neither	495	422	47	19	51	48	35	25	25	57	63	76	48	264	213	50	231	30	30	28	98	44
	24%	24%	26%	23%	23%	26%	19%	18%	25%	28%	24%	27%	27%	23%	24%	21%	26%	31%	22%	23%	26%	27%
Bad	989	837	104	42	109	92	88	76	48	98	103	134	95	546	432	113	444	42	52	67	211	72
	49%	48%	57%	52%	49%	50%	48%	54%	48%	49%	39%	47%	52%	48%	49%	47%	50%	43%	38%	54%	56%	45%
Don't know	266	230	21	9	34	19	29	21	14	23	51	35	8	166	119	47	100	13	31	17	9	29
	13%	13%	12%	12%	15%	11%	16%	15%	14%	11%	19%	12%	5%	15%	13%	19%	11%	14%	23%	14%	2%	18%

## ITV News Index Survey

### ONLINE Fieldwork: 26th-28th September 2014

Absolutes/col percents

Table 2

**Q.2 Do you think each of the following actions and policies taken by the Conservative Party while in Government over the past four years have, overall, been good or bad for Britain?**

**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	2024	1741	182	81	223	182	182	142	101	202	263	283	182	1133	891	243	891	97	136	123	373	161
<b><u>Their handling of immigration into Britain</u></b>																						
Good	159 8%	145 8%	5 3%	6 7%	16 7%	15 8%	19 10%	8 5%	10 9%	19 9%	26 10%	24 8%	12 7%	90 8%	76 9%	14 6%	69 8%	8 8%	11 8%	7 6%	28 7%	16 10%
Neither	365 18%	306 18%	41 22%	11 14%	43 19%	33 18%	31 17%	25 18%	18 18%	38 19%	52 20%	46 16%	26 14%	234 21%	186 21%	48 20%	131 15%	19 19%	23 17%	8 6%	68 18%	13 8%
Bad	1316 65%	1129 65%	121 66%	60 74%	150 68%	121 66%	110 61%	96 68%	66 65%	127 63%	141 54%	193 68%	131 72%	694 61%	545 61%	149 61%	622 70%	62 64%	75 55%	98 80%	275 74%	112 70%
Don't know	184 9%	161 9%	16 9%	4 5%	13 6%	13 7%	22 12%	13 9%	7 7%	19 9%	44 17%	21 7%	13 7%	116 10%	84 9%	32 13%	68 8%	8 9%	27 20%	9 8%	3 1%	20 13%
<b><u>Increasing spending on overseas aid</u></b>																						
Good	264 13%	227 13%	26 14%	13 16%	23 10%	22 12%	20 11%	8 6%	10 10%	21 10%	56 21%	41 14%	25 14%	153 14%	120 13%	33 14%	111 12%	8 9%	29 21%	9 7%	49 13%	16 10%
Neither	383 19%	331 19%	39 21%	17 21%	50 23%	25 14%	34 18%	27 19%	13 13%	38 19%	49 19%	61 21%	31 17%	223 20%	177 20%	46 19%	160 18%	25 25%	29 21%	16 13%	70 19%	21 13%
Bad	1132 56%	975 56%	93 51%	48 59%	126 57%	116 64%	103 57%	90 64%	64 63%	121 60%	112 42%	146 51%	114 62%	607 54%	484 54%	123 50%	526 59%	58 60%	51 37%	86 71%	241 65%	90 56%
Don't know	244 12%	207 12%	24 13%	4 5%	24 11%	20 11%	26 14%	17 12%	14 14%	23 11%	46 18%	36 13%	12 7%	150 13%	110 12%	41 17%	94 11%	6 7%	28 20%	11 9%	14 4%	34 21%

## ITV News Index Survey

### ONLINE Fieldwork: 26th-28th September 2014

Absolutes/col percents

Table 3  
**Q.3 Would you support or oppose the each of the following?**  
**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	2024	954	1070	162	343	364	386	319	450	625	599	307	493	271	822
Weighted base	2024	992	1032	241	341	341	361	301	440	541	561	441	481	280	853
<b><u>British fighter planes conducting airstrikes against Islamic State militants (formerly known as ISIS)</u></b>															
Support	1133 56%	647 65%	486 47%	78 32%	149 44%	170 50%	200 55%	209 69%	328 74%	365 68%	300 53%	231 52%	237 49%	143 51%	465 55%
Oppose	535 26%	226 23%	309 30%	88 37%	104 30%	99 29%	111 31%	57 19%	76 17%	102 19%	165 29%	127 29%	141 29%	91 33%	226 27%
Don't know	356 18%	119 12%	237 23%	74 31%	88 26%	72 21%	50 14%	35 12%	36 8%	74 14%	96 17%	83 19%	103 21%	46 16%	161 19%
<b><u>British troops going into Iraq to fight the Islamic State militants (formerly known as ISIS)</u></b>															
Support	584 29%	350 35%	234 23%	53 22%	99 29%	110 32%	108 30%	99 33%	115 26%	165 30%	158 28%	129 29%	132 27%	81 29%	269 32%
Oppose	1039 51%	498 50%	541 52%	114 48%	156 46%	159 47%	191 53%	153 51%	266 60%	288 53%	304 54%	218 49%	229 48%	155 55%	407 48%
Don't know	401 20%	144 15%	257 25%	73 30%	87 25%	72 21%	62 17%	49 16%	59 13%	89 16%	99 18%	93 21%	120 25%	45 16%	177 21%
<b><u>Expanding the mission to include airstrikes against Islamic State militants in Syria as well as Iraq</u></b>															
Support	963 48%	566 57%	397 38%	68 28%	137 40%	152 44%	170 47%	171 57%	265 60%	304 56%	258 46%	196 44%	205 43%	127 45%	404 47%
Oppose	621 31%	273 27%	349 34%	92 38%	114 33%	108 32%	122 34%	76 25%	110 25%	143 26%	185 33%	140 32%	154 32%	103 37%	257 30%
Don't know	440 22%	153 15%	286 28%	81 34%	90 26%	81 24%	69 19%	53 18%	65 15%	94 17%	118 21%	105 24%	122 25%	50 18%	192 23%

## ITV News Index Survey

### ONLINE Fieldwork: 26th-28th September 2014

Absolutes/col percents

Table 3  
**Q.3 Would you support or oppose the each of the following?**  
**Base: All respondents**

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2024	1767	156	88	245	183	180	137	101	184	243	311	196	1093	756	337	931	107	130	117	405	172
Weighted base	2024	1741	182	81	223	182	182	142	101	202	263	283	182	1133	891	243	891	97	136	123	373	161
<b><u>British fighter planes conducting airstrikes against Islamic State militants (formerly known as ISIS)</u></b>																						
Support	1133	981	98	42	117	111	99	80	55	125	129	163	114	609	485	124	525	40	46	81	279	77
	56%	56%	54%	52%	53%	61%	54%	57%	54%	62%	49%	57%	63%	54%	54%	51%	59%	42%	34%	66%	75%	48%
Oppose	535	443	65	24	72	44	47	29	26	39	81	66	42	317	254	64	218	31	46	23	72	45
	26%	25%	36%	29%	32%	24%	26%	21%	26%	19%	31%	23%	23%	28%	28%	26%	24%	32%	34%	19%	19%	28%
Don't know	356	317	19	15	33	26	37	32	20	39	53	55	26	207	152	55	148	26	44	18	22	39
	18%	18%	10%	18%	15%	15%	20%	23%	20%	19%	20%	19%	14%	18%	17%	23%	17%	26%	32%	15%	6%	24%
<b><u>British troops going into Iraq to fight the Islamic State militants (formerly known as ISIS)</u></b>																						
Support	584	506	48	23	64	49	54	44	29	69	55	82	67	350	292	58	234	24	30	34	101	46
	29%	29%	27%	28%	29%	27%	29%	31%	29%	34%	21%	29%	37%	31%	33%	24%	26%	25%	22%	27%	27%	28%
Oppose	1039	875	106	47	116	90	93	68	58	88	142	143	88	562	436	126	477	48	63	62	231	73
	51%	50%	58%	58%	52%	50%	51%	48%	57%	43%	54%	50%	48%	50%	49%	52%	54%	49%	46%	50%	62%	45%
Don't know	401	359	28	11	42	42	35	30	14	46	66	59	27	221	163	59	180	25	44	27	42	43
	20%	21%	15%	13%	19%	23%	19%	21%	14%	22%	25%	21%	15%	20%	18%	24%	20%	25%	32%	22%	11%	26%
<b><u>Expanding the mission to include airstrikes against Islamic State militants in Syria as well as Iraq</u></b>																						
Support	963	828	82	38	102	91	82	71	53	104	95	140	105	531	424	107	432	35	42	71	223	60
	48%	48%	45%	47%	46%	50%	45%	50%	52%	51%	36%	50%	58%	47%	48%	44%	48%	36%	31%	58%	60%	37%
Oppose	621	517	74	23	78	51	54	32	31	46	100	79	52	360	285	75	261	37	44	26	103	51
	31%	30%	41%	29%	35%	28%	30%	23%	30%	23%	38%	28%	29%	32%	32%	31%	29%	38%	32%	21%	28%	32%
Don't know	440	396	26	20	43	40	46	39	18	53	68	64	25	242	181	61	198	25	50	26	47	50
	22%	23%	14%	24%	19%	22%	25%	27%	18%	26%	26%	22%	14%	21%	20%	25%	22%	26%	37%	21%	13%	31%

## ITV News Index Survey

### ONLINE Fieldwork: 26th-28th September 2014

Absolutes/col percents

Table 4

**Q.4a Which, if any, of the following are the most important reasons why you support airstrikes?**

**Base: All respondents who support airstrikes against Islamic State militants**

	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	1143	636	507	52	156	179	208	216	332	415	324	165	239	138	451
Weighted base	1133	647	486	78	149	170	200	209	328	365	300	231	237	143	465
The threat ISIS poses to Britain	871 77%	481 74%	389 80%	55 70%	101 68%	115 68%	153 76%	163 78%	285 87%	283 78%	219 73%	179 77%	189 80%	96 67%	335 72%
Britain should not just stand by while atrocities happen in the world	758 67%	447 69%	310 64%	53 69%	91 61%	98 58%	131 65%	145 70%	239 73%	251 69%	208 69%	149 64%	150 64%	103 72%	290 62%
The beheading of British and American hostages	752 66%	405 63%	347 71%	55 70%	92 62%	104 61%	132 66%	143 68%	228 69%	227 62%	205 68%	154 66%	166 70%	91 63%	306 66%
Britain caused the problems in Iraq, it is our responsibility to help	297 26%	185 29%	112 23%	17 22%	42 28%	33 19%	43 21%	48 23%	114 35%	110 30%	68 23%	59 26%	60 25%	29 20%	103 22%
None of these	20 2%	10 2%	10 2%	2 2%	3 2%	10 6%	2 1%	2 1%	2 1%	6 2%	7 2%	5 2%	3 1%	3 2%	14 3%



## ITV News Index Survey

### ONLINE Fieldwork: 26th-28th September 2014

Absolutes/col percents

Table 4

**Q.4a Which, if any, of the following are the most important reasons why you support airstrikes?**

**Base: All respondents who support airstrikes against Islamic State militants**

	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	1143	1001	84	48	126	107	101	75	58	118	124	183	119	589	418	171	554	46	47	74	302	85
Weighted base	1133	981	98	42	117	111	99	80	55	125	129	163	114	609	485	124	525	40	46	81	279	77
The threat ISIS poses to Britain	871 77%	763 78%	66 67%	33 78%	94 81%	88 79%	79 80%	54 67%	42 76%	97 78%	96 74%	135 83%	86 75%	432 71%	339 70%	93 75%	439 84%	30 75%	37 81%	69 84%	243 87%	60 78%
Britain should not just stand by while atrocities happen in the world	758 67%	648 66%	71 73%	29 68%	81 69%	60 54%	62 62%	58 72%	39 70%	76 61%	86 67%	117 72%	79 70%	392 64%	316 65%	76 61%	365 70%	27 66%	33 70%	55 67%	208 75%	43 55%
The beheading of British and American hostages	752 66%	646 66%	67 68%	33 79%	77 66%	74 67%	66 67%	57 72%	39 71%	75 60%	78 61%	110 68%	75 66%	396 65%	311 64%	85 69%	356 68%	27 68%	30 65%	59 73%	187 67%	52 67%
Britain caused the problems in Iraq, it is our responsibility to help	297 26%	264 27%	19 20%	8 18%	33 28%	28 25%	27 27%	24 29%	14 25%	33 27%	40 31%	47 29%	24 21%	132 22%	105 22%	27 22%	165 31%	10 25%	10 21%	31 38%	93 33%	21 28%
None of these	20 2%	17 2%	2 2%	1 2%	2 1%	* *	2 2%	1 1%	1 2%	2 1%	4 3%	1 *	6 5%	16 3%	13 3%	4 3%	4 1%	- -	- -	- -	2 1%	2 3%

**ITV News Index Survey**  
**ONLINE Fieldwork: 26th-28th September 2014**

Absolutes/col percents

Table 5  
**Q.4b Which, if any, of the following are the most important reasons why you oppose airstrikes?**  
**Base: All respondents who oppose airstrikes against Islamic State militants**

	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	528	208	320	58	97	112	119	64	78	130	175	87	136	89	217
Weighted base	535	226	309	88	104	99	111	57	76	102	165	127	141	91	226
It will turn into a longer, messier conflict	411 77%	166 74%	245 79%	67 76%	72 70%	75 76%	81 73%	48 83%	69 90%	83 82%	119 72%	101 79%	108 77%	65 71%	165 73%
There are no clear objectives	253 47%	108 48%	145 47%	36 40%	37 36%	45 46%	62 56%	29 50%	44 58%	60 59%	81 49%	54 43%	58 41%	42 46%	102 45%
It is none of our business	229 43%	101 45%	129 42%	38 43%	45 43%	44 44%	49 44%	23 40%	30 40%	39 39%	71 43%	55 43%	65 46%	35 39%	104 46%
It is too expensive	217 41%	108 48%	110 36%	37 42%	40 39%	36 36%	41 37%	31 55%	32 42%	40 40%	63 38%	60 47%	55 39%	34 37%	94 41%
Britain has a bad record of military action in Iraq	210 39%	101 45%	110 35%	34 38%	38 36%	37 37%	37 33%	28 48%	38 49%	48 47%	70 42%	44 35%	48 34%	38 41%	80 35%
None of these	13 2%	2 1%	11 4%	5 6%	1 1%	4 4%	1 1%	2 3%	1 1%	3 2%	4 2%	3 3%	4 3%	4 4%	5 2%

**ITV News Index Survey**  
**ONLINE Fieldwork: 26th-28th September 2014**

Absolutes/col percents

Table 5  
**Q.4b Which, if any, of the following are the most important reasons why you oppose airstrikes?**  
**Base: All respondents who oppose airstrikes against Islamic State militants**

	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	528	449	56	24	81	48	45	30	23	34	70	71	46	306	215	91	222	34	43	23	77	45
Weighted base	535	443	65	24	72	44	47	29	26	39	81	66	42	317	254	64	218	31	46	23	72	45
It will turn into a longer, messier conflict	411	343	55	17	53	34	38	20	14	33	60	53	33	229	180	49	182	28	34	21	63	36
	77%	77%	84%	73%	74%	77%	82%	68%	53%	84%	75%	81%	79%	72%	71%	77%	84%	92%	73%	93%	87%	79%
There are no clear objectives	253	208	35	11	36	23	19	10	10	21	30	38	20	144	116	28	108	15	23	8	42	21
	47%	47%	53%	47%	50%	53%	41%	33%	37%	54%	37%	57%	48%	45%	46%	44%	50%	50%	50%	33%	58%	46%
It is none of our business	229	194	25	9	30	22	18	11	11	15	43	28	19	140	110	30	90	13	23	8	27	19
	43%	44%	38%	36%	42%	50%	38%	36%	41%	39%	53%	42%	44%	44%	43%	47%	41%	43%	49%	35%	38%	41%
It is too expensive	217	175	30	4	27	20	16	15	12	14	27	31	22	128	104	24	90	14	16	13	32	16
	41%	40%	46%	16%	37%	45%	35%	52%	46%	36%	33%	47%	52%	41%	37%	41%	44%	34%	57%	44%	34%	
Britain has a bad record of military action in Iraq	210	168	31	10	22	22	10	11	11	12	31	29	20	117	93	24	93	14	22	6	37	14
	39%	38%	48%	42%	30%	49%	22%	39%	43%	32%	39%	43%	48%	37%	37%	37%	43%	46%	47%	25%	51%	31%
None of these	13	12	2	-	2	3	1	1	-	2	1	-	2	9	7	2	4	-	-	1	1	3
	2%	3%	2%	-	3%	6%	2%	3%	-	4%	1%	-	5%	3%	3%	2%	2%	-	-	4%	1%	6%