

# ITV News Index

## METHODOLOGY NOTE

ComRes interviewed 2,021 British adults online between 1<sup>st</sup> and 3<sup>rd</sup> August 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.*

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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: 1st-3rd August 2014

Absolutes/col percents

Table 1

**Q.1 If the Bank of England were to raise interest rates now, what impact if any would it have on your personal financial situation overall?**

**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	2021	1056	965	232	297	321	385	329	457	583	610	332	496	274	813
Weighted base	2021	991	1030	240	340	340	360	300	440	540	560	440	480	295	837
NET: Positive	550 27%	284 29%	266 26%	45 19%	61 18%	48 14%	65 18%	113 38%	218 49%	212 39%	149 27%	106 24%	84 17%	66 22%	182 22%
Very positive impact	(+2) 7%	69 7%	77 7%	15 6%	13 4%	16 5%	23 6%	28 9%	51 11%	48 9%	48 9%	26 6%	23 5%	11 4%	64 8%
Fairly positive impact	(+1) 20%	215 22%	189 18%	30 12%	48 14%	32 9%	42 12%	86 29%	167 38%	163 30%	100 18%	80 18%	60 13%	55 19%	118 14%
No impact	(0) 36%	372 38%	362 35%	108 45%	112 33%	119 35%	136 38%	109 36%	148 34%	152 28%	205 37%	162 37%	214 45%	103 35%	285 34%
Fairly negative impact	(-1) 20%	200 20%	200 19%	31 13%	80 23%	103 30%	77 22%	54 18%	55 13%	115 21%	121 22%	87 20%	77 16%	77 26%	203 24%
Very negative impact	(-2) 8%	71 7%	95 9%	13 5%	35 10%	39 11%	56 15%	15 5%	7 2%	42 8%	50 9%	34 8%	41 8%	35 12%	82 10%
NET: Negative	566 28%	271 27%	295 29%	44 18%	115 34%	142 42%	133 37%	69 23%	63 14%	157 29%	170 30%	121 28%	118 25%	112 38%	285 34%
Don't know	171 8%	64 6%	107 10%	42 18%	52 15%	31 9%	26 7%	9 3%	11 3%	19 4%	36 6%	51 12%	65 13%	13 4%	85 10%
Mean	-0.02	0.01	-0.05	0.01	-0.27	-0.38	-0.30	0.20	0.46	0.12	-0.04	-0.06	-0.12	-0.25	-0.16
Standard deviation	1.05	1.03	1.08	0.94	1.02	1.00	1.10	1.02	0.92	1.10	1.08	1.02	0.97	1.03	1.09
Standard error	0.02	0.03	0.04	0.07	0.06	0.06	0.06	0.06	0.04	0.05	0.05	0.06	0.05	0.06	0.04

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Absolutes/col percents

Table 1

**Q.1 If the Bank of England were to raise interest rates now, what impact if any would it have on your personal financial situation overall?**

**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	2021	1726	181	80	240	153	192	144	114	173	238	310	196	1087	818	269	934	104	134	108	411	177
Weighted base	2021	1738	182	81	222	182	182	141	101	202	263	283	182	1132	889	243	889	100	123	115	370	181
NET: Positive	550 27%	483 28%	37 21%	21 25%	53 24%	31 17%	51 28%	40 28%	30 30%	59 29%	78 30%	98 35%	53 29%	248 22%	184 21%	64 27%	302 34%	10 10%	20 16%	40 35%	207 56%	25 14%
Very positive impact (+2)	146 7%	132 8%	6 3%	3 4%	22 10%	6 3%	12 6%	12 9%	8 8%	15 7%	15 6%	29 10%	19 10%	75 7%	52 6%	23 9%	71 8%	4 4%	3 3%	8 7%	49 13%	6 4%
Fairly positive impact (+1)	404 20%	351 20%	31 17%	17 21%	31 14%	26 14%	39 22%	27 19%	22 22%	44 22%	64 24%	69 24%	34 19%	173 15%	131 15%	42 17%	231 26%	6 6%	16 13%	32 28%	158 43%	19 10%
No impact (0)	733 36%	623 36%	72 40%	26 32%	85 38%	76 42%	80 44%	49 35%	38 38%	66 33%	92 35%	85 30%	64 35%	388 34%	302 34%	86 36%	345 39%	59 59%	63 51%	55 47%	110 30%	59 32%
Fairly negative impact (-1)	400 20%	351 20%	37 20%	15 19%	45 20%	48 27%	33 18%	30 21%	13 13%	41 20%	39 15%	56 20%	44 24%	280 25%	226 25%	55 22%	120 14%	8 8%	14 12%	14 13%	37 10%	47 26%
Very negative impact (-2)	166 8%	131 8%	24 13%	7 9%	15 7%	16 9%	11 6%	13 9%	11 11%	13 6%	22 8%	23 8%	11 6%	117 10%	101 11%	16 6%	49 6%	11 11%	8 6%	1 1%	9 2%	20 11%
NET: Negative	566 28%	482 28%	61 33%	22 28%	60 27%	64 35%	43 24%	43 31%	24 23%	54 27%	61 23%	79 28%	55 30%	397 35%	327 37%	70 29%	169 19%	18 18%	22 18%	16 14%	46 12%	67 37%
Don't know	171 8%	150 9%	12 6%	12 15%	25 11%	11 6%	8 5%	9 6%	9 9%	23 12%	31 12%	21 8%	10 5%	99 9%	77 9%	21 9%	72 8%	12 12%	18 15%	5 4%	7 2%	30 17%
Mean	-0.02	*	-0.24	-0.08	*	-0.25	0.05	-0.03	0.04	0.04	0.04	0.10	0.03	-0.18	-0.24	0.01	0.19	-0.17	-0.06	0.28	0.56	-0.37
Standard deviation	1.05	1.05	1.02	1.05	1.07	0.94	0.96	1.10	1.10	1.05	1.04	1.12	1.08	1.07	1.07	1.07	0.99	0.90	0.85	0.83	0.93	1.00
Standard error	0.02	0.03	0.08	0.13	0.07	0.08	0.07	0.09	0.11	0.08	0.07	0.07	0.08	0.03	0.04	0.07	0.03	0.09	0.08	0.08	0.05	0.08

## ITV News Index Survey

### ONLINE Fieldwork: 1st-3rd August 2014

Absolutes/col percents

Table 1

**Q.1 If the Bank of England were to raise interest rates now, what impact if any would it have on your personal financial situation overall?**

**Base: All respondents**

	Tenure								
	Total	NET: Homeowners	Owned outright - without mortgage	Owned with a mortgage or loan	NET: Renters	Rented from the council	Rented from a housing association	Rented from someone else	Rent free
Unweighted base	2021	1295	696	599	695	173	178	344	31
Weighted base	2021	1314	667	647	674	283	126	264	34
NET: Positive	550 27%	448 34%	355 53%	94 14%	90 13%	28 10%	18 14%	44 17%	12 36%
Very positive impact	(+2) 146 7%	125 10%	107 16%	18 3%	20 3%	2 1%	7 6%	11 4%	1 2%
Fairly positive impact	(+1) 404 20%	323 25%	247 37%	76 12%	70 10%	26 9%	11 8%	33 13%	12 34%
No impact	(0) 733 36%	373 28%	209 31%	163 25%	349 52%	157 55%	69 55%	123 46%	12 35%
Fairly negative impact	(-1) 400 20%	302 23%	58 9%	243 38%	94 14%	29 10%	22 17%	43 16%	5 14%
Very negative impact	(-2) 166 8%	120 9%	9 1%	111 17%	44 7%	17 6%	5 4%	22 8%	2 5%
NET: Negative	566 28%	422 32%	67 10%	355 55%	138 21%	46 16%	27 21%	65 25%	6 19%
Don't know	171 8%	71 5%	36 5%	35 5%	97 14%	52 18%	12 10%	32 12%	3 10%
Mean	-0.02	0.03	0.61	-0.58	-0.13	-0.14	-0.06	-0.14	0.16
Standard deviation	1.05	1.14	0.92	1.02	0.84	0.75	0.84	0.93	0.92
Standard error	0.02	0.03	0.04	0.04	0.03	0.06	0.07	0.05	0.18

## ITV News Index Survey

### ONLINE Fieldwork: 1st-3rd August 2014

Absolutes/col percents

Table 2  
**Q.2 Do you agree or disagree with each of the following statements?**  
**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2021	1056	965	232	297	321	385	329	457	583	610	332	496	274	813
Weighted base	2021	991	1030	240	340	340	360	300	440	540	560	440	480	295	837
<b><u>I have more money to spend on non-essential items now than I did last year</u></b>															
Agree	409 20%	205 21%	204 20%	66 27%	87 26%	66 19%	49 13%	51 17%	91 21%	131 24%	100 18%	96 22%	83 17%	65 22%	182 22%
Disagree	1399 69%	688 69%	710 69%	119 50%	207 61%	241 71%	283 79%	230 77%	319 72%	364 67%	410 73%	292 66%	334 69%	203 69%	555 66%
Don't know	213 11%	97 10%	116 11%	55 23%	46 14%	33 10%	29 8%	19 6%	31 7%	45 8%	51 9%	53 12%	64 13%	27 9%	100 12%
<b><u>I am confident that the company I work for will be more successful financially in the next year, than last year</u></b>															
Agree	410 20%	220 22%	189 18%	52 22%	110 32%	87 26%	86 24%	45 15%	30 7%	112 21%	120 21%	106 24%	71 15%	59 20%	305 36%
Disagree	499 25%	248 25%	251 24%	64 27%	99 29%	115 34%	107 30%	69 23%	45 10%	129 24%	151 27%	116 26%	103 21%	133 45%	235 28%
Don't know	1113 55%	522 53%	590 57%	125 52%	131 39%	138 41%	168 47%	187 62%	364 83%	299 55%	289 52%	218 50%	306 64%	103 35%	297 35%
<b><u>I expect that there will be more redundancies made at my workplace in the next year, than last year</u></b>															
Agree	425 21%	214 22%	212 21%	48 20%	97 28%	105 31%	95 26%	59 20%	21 5%	109 20%	133 24%	98 22%	85 18%	122 41%	227 27%
Disagree	598 30%	311 31%	287 28%	68 28%	125 37%	120 35%	128 35%	91 30%	67 15%	162 30%	177 32%	146 33%	113 24%	102 35%	376 45%
Don't know	998 49%	466 47%	532 52%	124 52%	119 35%	115 34%	138 38%	150 50%	352 80%	269 50%	250 45%	196 45%	283 59%	72 24%	234 28%

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**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	2021	991	1030	240	340	340	360	300	440	540	560	440	480	295	837
<b><u>I am looking seriously at all areas of my household or family's spending to see what can be cut</u></b>															
Agree	1159 57%	525 53%	634 62%	107 45%	203 60%	221 65%	250 69%	187 62%	191 43%	283 52%	321 57%	266 60%	289 60%	188 64%	508 61%
Disagree	658 33%	370 37%	288 28%	71 30%	80 24%	88 26%	93 26%	99 33%	225 51%	226 42%	193 35%	122 28%	116 24%	79 27%	238 28%
Don't know	204 10%	96 10%	108 10%	62 26%	57 17%	31 9%	17 5%	13 4%	24 5%	31 6%	46 8%	52 12%	75 16%	27 9%	91 11%
<b><u>Despite the economy growing, I don't feel better off</u></b>															
Agree	1471 73%	708 72%	762 74%	138 57%	218 64%	251 74%	295 82%	245 82%	324 74%	380 70%	417 74%	321 73%	352 73%	216 73%	601 72%
Disagree	355 18%	195 20%	160 16%	50 21%	63 18%	63 19%	44 12%	42 14%	93 21%	123 23%	85 15%	74 17%	73 15%	51 17%	150 18%
Don't know	195 10%	87 9%	108 11%	53 22%	60 18%	26 8%	22 6%	13 4%	22 5%	37 7%	58 10%	45 10%	56 12%	28 9%	85 10%
<b><u>I currently spend more than I earn each month</u></b>															
Agree	497 25%	229 23%	268 26%	67 28%	91 27%	102 30%	114 32%	73 24%	49 11%	119 22%	166 30%	94 21%	118 25%	93 32%	220 26%
Disagree	1351 67%	679 69%	672 65%	120 50%	209 61%	211 62%	221 61%	216 72%	374 85%	401 74%	352 63%	290 66%	308 64%	181 61%	540 65%
Don't know	173 9%	82 8%	91 9%	53 22%	40 12%	27 8%	26 7%	10 3%	17 4%	21 4%	42 7%	57 13%	54 11%	21 7%	77 9%

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**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	2021	991	1030	240	340	340	360	300	440	540	560	440	480	295	837
<b><u>I am cutting back on spending now in case interest rates increase soon</u></b>															
Agree	699 35%	304 31%	395 38%	78 32%	154 45%	135 40%	148 41%	98 33%	86 20%	160 30%	197 35%	168 38%	174 36%	130 44%	335 40%
Disagree	1081 54%	587 59%	495 48%	104 43%	126 37%	169 50%	175 49%	180 60%	328 75%	339 63%	310 55%	204 46%	229 48%	132 45%	403 48%
Don't know	241 12%	100 10%	141 14%	59 24%	60 18%	37 11%	37 10%	22 7%	26 6%	41 8%	54 10%	69 16%	77 16%	32 11%	99 12%
<b><u>I lose sleep at least once a week over money worries</u></b>															
Agree	521 26%	227 23%	294 28%	66 28%	104 31%	114 34%	134 37%	60 20%	42 9%	97 18%	154 27%	117 27%	152 32%	78 26%	254 30%
Disagree	1327 66%	685 69%	642 62%	127 53%	192 56%	203 60%	199 55%	225 75%	381 87%	415 77%	366 65%	275 62%	271 56%	192 65%	509 61%
Don't know	173 9%	78 8%	95 9%	46 19%	44 13%	23 7%	26 7%	16 5%	18 4%	28 5%	40 7%	48 11%	57 12%	25 9%	73 9%
<b><u>Property prices in my area put buying a property beyond the reach of most people</u></b>															
Agree	1161 57%	571 58%	590 57%	135 56%	199 58%	208 61%	224 62%	174 58%	221 50%	305 57%	330 59%	252 57%	274 57%	175 59%	507 61%
Disagree	462 23%	251 25%	211 20%	34 14%	71 21%	66 19%	73 20%	70 23%	148 34%	165 31%	133 24%	81 18%	83 17%	67 23%	168 20%
Don't know	398 20%	168 17%	230 22%	71 30%	70 21%	67 20%	63 17%	56 19%	71 16%	70 13%	97 17%	107 24%	123 26%	53 18%	162 19%

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Table 2  
**Q.2 Do you agree or disagree with each of the following statements?**  
**Base: All respondents**

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	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	2021	1726	181	80	240	153	192	144	114	173	238	310	196	1087	818	269	934	104	134	108	411	177
Weighted base	2021	1738	182	81	222	182	182	141	101	202	263	283	182	1132	889	243	889	100	123	115	370	181
<b><u>I have more money to spend on non-essential items now than I did last year</u></b>																						
Agree	409 20%	362 21%	30 17%	7 9%	63 28%	42 23%	46 25%	29 20%	16 16%	36 18%	57 22%	42 15%	40 22%	247 22%	202 23%	45 19%	161 18%	6 6%	25 21%	15 13%	91 25%	25 14%
Disagree	1399 69%	1190 68%	132 73%	59 73%	136 61%	123 67%	119 66%	101 71%	77 76%	137 68%	176 67%	215 76%	125 69%	757 67%	594 67%	164 67%	641 72%	84 84%	75 61%	85 74%	260 70%	138 76%
Don't know	213 11%	186 11%	19 11%	15 19%	24 11%	17 9%	16 9%	12 8%	8 8%	30 15%	29 11%	27 9%	16 9%	127 11%	93 11%	34 14%	86 10%	10 10%	22 18%	16 14%	19 5%	18 10%
<b><u>I am confident that the company I work for will be more successful financially in the next year, than last year</u></b>																						
Agree	410 20%	343 20%	38 21%	12 15%	49 22%	37 20%	42 23%	17 12%	28 28%	38 19%	58 22%	54 19%	36 20%	364 32%	300 34%	64 26%	46 5%	8 8%	6 5%	2 2%	19 5%	11 6%
Disagree	499 25%	419 24%	46 25%	22 27%	48 21%	51 28%	41 23%	29 21%	33 33%	53 26%	72 27%	63 22%	39 21%	368 33%	301 34%	67 28%	131 15%	15 15%	29 24%	13 11%	32 9%	41 23%
Don't know	1113 55%	976 56%	98 54%	46 58%	125 56%	93 51%	99 54%	95 67%	39 39%	111 55%	133 51%	166 59%	107 59%	400 35%	288 32%	112 46%	713 80%	77 77%	88 71%	100 87%	319 86%	129 71%
<b><u>I expect that there will be more redundancies made at my workplace in the next year, than last year</u></b>																						
Agree	425 21%	368 21%	32 18%	18 22%	54 24%	45 25%	39 21%	19 13%	26 25%	36 18%	81 31%	48 17%	28 16%	348 31%	286 32%	62 25%	77 9%	12 12%	14 11%	2 2%	18 5%	31 17%
Disagree	598 30%	502 29%	61 34%	15 19%	59 27%	50 27%	55 30%	38 27%	35 34%	69 34%	67 25%	89 32%	59 33%	478 42%	384 43%	94 39%	120 13%	6 6%	26 21%	15 13%	43 12%	30 16%
Don't know	998 49%	869 50%	89 49%	48 59%	110 49%	87 48%	88 48%	84 60%	41 40%	97 48%	115 44%	146 52%	94 52%	306 27%	219 25%	87 36%	692 78%	82 82%	84 68%	98 85%	308 83%	120 66%



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**Base: All respondents**

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Weighted base	2021	1738	182	81	222	182	182	141	101	202	263	283	182	1132	889	243	889	100	123	115	370	181
<b><u>I am looking seriously at all areas of my household or family's spending to see what can be cut</u></b>																						
Agree	1159 57%	996 57%	102 56%	51 63%	134 60%	101 55%	103 57%	78 55%	61 60%	110 55%	153 58%	173 61%	92 51%	697 62%	555 62%	142 59%	462 52%	65 65%	59 48%	62 54%	146 40%	131 72%
Disagree	658 33%	559 32%	69 38%	15 19%	71 32%	62 34%	59 32%	52 37%	29 29%	63 31%	80 31%	83 29%	74 40%	317 28%	236 27%	81 33%	341 38%	20 20%	38 31%	47 41%	203 55%	33 18%
Don't know	204 10%	182 10%	11 6%	14 18%	18 8%	19 11%	20 11%	11 7%	11 11%	29 14%	29 11%	27 9%	16 9%	118 10%	98 11%	20 8%	86 10%	15 15%	27 22%	6 5%	21 6%	18 10%
<b><u>Despite the economy growing, I don't feel better off</u></b>																						
Agree	1471 73%	1262 73%	131 72%	66 81%	154 69%	125 69%	129 71%	110 78%	79 78%	149 74%	188 71%	216 76%	125 69%	818 72%	643 72%	175 72%	653 73%	80 80%	80 65%	96 83%	255 69%	143 79%
Disagree	355 18%	305 18%	39 21%	6 7%	44 20%	33 18%	41 22%	18 13%	12 11%	32 16%	49 19%	45 16%	38 21%	201 18%	151 17%	50 21%	154 17%	7 7%	20 17%	11 9%	97 26%	19 11%
Don't know	195 10%	172 10%	13 7%	10 12%	24 11%	23 13%	12 7%	13 9%	11 11%	21 11%	26 10%	23 8%	19 10%	113 10%	95 11%	18 7%	82 9%	14 14%	23 19%	8 7%	18 5%	19 11%
<b><u>I currently spend more than I earn each month</u></b>																						
Agree	497 25%	427 25%	46 25%	21 26%	57 26%	33 18%	44 24%	39 28%	24 24%	43 21%	67 25%	78 27%	44 24%	313 28%	251 28%	63 26%	184 21%	39 39%	33 27%	12 10%	48 13%	51 28%
Disagree	1351 67%	1159 67%	125 69%	49 61%	148 67%	131 72%	127 70%	92 65%	67 67%	134 66%	171 65%	183 65%	124 68%	721 64%	556 63%	164 68%	631 71%	45 45%	71 58%	97 85%	310 84%	107 59%
Don't know	173 9%	152 9%	11 6%	10 13%	17 8%	17 10%	11 6%	10 7%	9 9%	26 13%	25 10%	22 8%	14 8%	98 9%	82 9%	16 6%	75 8%	16 16%	19 15%	6 5%	12 3%	24 13%

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Absolutes/col percents

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	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	2021	1738	182	81	222	182	182	141	101	202	263	283	182	1132	889	243	889	100	123	115	370	181
<b><u>I am cutting back on spending now in case interest rates increase soon</u></b>																						
Agree	699 35%	609 35%	59 32%	28 35%	83 37%	64 35%	62 34%	45 32%	31 31%	72 36%	92 35%	106 38%	56 31%	465 41%	370 42%	96 39%	234 26%	29 29%	36 29%	30 26%	58 16%	81 44%
Disagree	1081 54%	931 54%	96 53%	39 49%	117 52%	89 49%	106 58%	81 57%	55 55%	101 50%	138 53%	150 53%	109 60%	536 47%	412 46%	123 51%	546 61%	55 55%	53 43%	76 66%	294 80%	67 37%
Don't know	241 12%	199 11%	27 15%	13 16%	23 10%	28 16%	14 8%	15 11%	14 14%	29 14%	33 12%	27 10%	16 9%	131 12%	107 12%	24 10%	110 12%	16 16%	34 28%	9 8%	17 5%	33 18%
<b><u>I lose sleep at least once a week over money worries</u></b>																						
Agree	521 26%	454 26%	43 23%	22 27%	60 27%	47 26%	48 26%	42 30%	25 24%	47 23%	84 32%	67 24%	37 20%	332 29%	275 31%	57 24%	189 21%	37 37%	35 29%	16 14%	29 8%	71 39%
Disagree	1327 66%	1131 65%	124 68%	48 60%	144 65%	120 66%	123 68%	87 61%	72 71%	133 66%	156 59%	191 68%	129 71%	701 62%	532 60%	169 70%	626 70%	50 50%	66 54%	88 77%	332 90%	90 49%
Don't know	173 9%	154 9%	15 8%	11 14%	18 8%	16 9%	11 6%	13 9%	5 5%	22 11%	23 9%	25 9%	16 9%	99 9%	82 9%	16 7%	75 8%	13 13%	22 18%	10 9%	9 3%	20 11%
<b><u>Property prices in my area put buying a property beyond the reach of most people</u></b>																						
Agree	1161 57%	1028 59%	89 49%	41 51%	110 49%	82 45%	97 53%	72 51%	44 43%	108 53%	209 80%	195 69%	113 62%	681 60%	546 61%	136 56%	479 54%	61 61%	67 55%	62 54%	182 49%	107 59%
Disagree	462 23%	375 22%	52 29%	21 25%	68 30%	54 30%	48 26%	45 32%	35 35%	41 20%	15 6%	49 17%	36 20%	235 21%	187 21%	49 20%	227 26%	12 12%	20 16%	33 29%	133 36%	29 16%
Don't know	398 20%	335 19%	41 22%	19 24%	45 20%	46 25%	37 21%	25 17%	22 22%	53 26%	39 15%	39 14%	33 18%	215 19%	157 18%	58 24%	183 21%	27 27%	35 29%	20 18%	55 15%	45 25%

**ITV News Index Survey**  
**ONLINE Fieldwork: 1st-3rd August 2014**

Absolutes/col percents

Table 2  
**Q.2 Do you agree or disagree with each of the following statements?**  
**Base: All respondents**

	Tenure								
	Total	NET: Homeowners	Owned outright - without mortgage	Owned with a mortgage or loan	NET: Renters	Rented from the council	Rented from a housing association	Rented from someone else	Rent free
Unweighted base	2021	1295	696	599	695	173	178	344	31
Weighted base	2021	1314	667	647	674	283	126	264	34
<b><u>I have more money to spend on non-essential items now than I did last year</u></b>									
Agree	409 20%	277 21%	138 21%	139 21%	121 18%	36 13%	23 18%	62 24%	10 30%
Disagree	1399 69%	907 69%	461 69%	446 69%	473 70%	222 79%	88 70%	162 61%	19 56%
Don't know	213 11%	129 10%	67 10%	62 10%	79 12%	25 9%	15 12%	40 15%	5 14%
<b><u>I am confident that the company I work for will be more successful financially in the next year, than last year</u></b>									
Agree	410 20%	265 20%	82 12%	184 28%	135 20%	46 16%	24 19%	65 25%	10 29%
Disagree	499 25%	326 25%	144 22%	182 28%	163 24%	72 26%	25 20%	65 25%	10 29%
Don't know	1113 55%	722 55%	441 66%	282 44%	376 56%	165 58%	78 61%	133 50%	14 42%
<b><u>I expect that there will be more redundancies made at my workplace in the next year, than last year</u></b>									
Agree	425 21%	273 21%	111 17%	162 25%	150 22%	70 25%	26 21%	54 20%	2 5%
Disagree	598 30%	396 30%	149 22%	247 38%	183 27%	62 22%	29 23%	93 35%	18 54%
Don't know	998 49%	644 49%	407 61%	237 37%	340 50%	151 53%	72 57%	117 44%	14 41%

## ITV News Index Survey

### ONLINE Fieldwork: 1st-3rd August 2014

Absolutes/col percents

Table 2  
**Q.2 Do you agree or disagree with each of the following statements?**  
**Base: All respondents**

	Tenure								
	Total	NET: Homeowners	Owned outright - without mortgage	Owned with a mortgage or loan	NET: Renters	Rented from the council	Rented from a housing association	Rented from someone else	Rent free
Weighted base	2021	1314	667	647	674	283	126	264	34
<b><u>I am looking seriously at all areas of my household or family's spending to see what can be cut</u></b>									
Agree	1159 57%	740 56%	307 46%	433 67%	411 61%	176 62%	75 59%	161 61%	8 23%
Disagree	658 33%	463 35%	307 46%	156 24%	175 26%	72 25%	39 31%	65 24%	20 59%
Don't know	204 10%	111 8%	53 8%	58 9%	87 13%	36 13%	13 10%	39 15%	6 17%
<b><u>Despite the economy growing, I don't feel better off</u></b>									
Agree	1471 73%	954 73%	475 71%	479 74%	498 74%	213 75%	94 75%	191 72%	18 54%
Disagree	355 18%	256 19%	142 21%	114 18%	90 13%	43 15%	15 12%	32 12%	9 26%
Don't know	195 10%	103 8%	49 7%	54 8%	86 13%	27 9%	17 14%	41 16%	7 19%
<b><u>I currently spend more than I earn each month</u></b>									
Agree	497 25%	288 22%	95 14%	192 30%	203 30%	83 29%	36 29%	83 31%	7 20%
Disagree	1351 67%	945 72%	533 80%	412 64%	384 57%	165 58%	76 60%	143 54%	22 66%
Don't know	173 9%	81 6%	38 6%	43 7%	87 13%	35 12%	14 11%	38 14%	5 14%

**ITV News Index Survey**  
**ONLINE Fieldwork: 1st-3rd August 2014**

Absolutes/col percents

Table 2  
**Q.2 Do you agree or disagree with each of the following statements?**  
**Base: All respondents**

	Tenure								
	Total	NET: Homeowners	Owned outright - without mortgage	Owned with a mortgage or loan	NET: Renters	Rented from the council	Rented from a housing association	Rented from someone else	Rent free
Weighted base	2021	1314	667	647	674	283	126	264	34
<b><u>I am cutting back on spending now in case interest rates increase soon</u></b>									
Agree	699 35%	451 34%	136 20%	315 49%	245 36%	104 37%	43 34%	98 37%	3 10%
Disagree	1081 54%	733 56%	478 72%	254 39%	323 48%	136 48%	64 51%	123 46%	26 76%
Don't know	241 12%	130 10%	52 8%	78 12%	106 16%	43 15%	20 16%	43 16%	5 14%
<b><u>I lose sleep at least once a week over money worries</u></b>									
Agree	521 26%	271 21%	87 13%	184 28%	247 37%	123 44%	40 32%	83 31%	4 10%
Disagree	1327 66%	950 72%	539 81%	411 64%	351 52%	134 47%	73 58%	144 54%	26 76%
Don't know	173 9%	93 7%	41 6%	52 8%	76 11%	25 9%	13 10%	38 14%	5 14%
<b><u>Property prices in my area put buying a property beyond the reach of most people</u></b>									
Agree	1161 57%	708 54%	344 52%	365 56%	432 64%	178 63%	74 59%	179 68%	21 61%
Disagree	462 23%	377 29%	203 30%	174 27%	80 12%	28 10%	19 15%	34 13%	5 15%
Don't know	398 20%	228 17%	120 18%	108 17%	162 24%	76 27%	34 26%	52 20%	8 23%

**ITV News Index Survey**  
**ONLINE Fieldwork: 1st-3rd August 2014**

Absolutes/col percents

Table 3  
**Q.3 At the present time how worried, if at all, are you personally about each of the following?**

**Summary****Base: All respondents**

	Worries						
	An outbreak of ebola in the UK	A war starting between Russia and Britain's allies	Another recession happening	Interest rates rising	Flying on airplanes	A terrorist attack happening in Britain	The earth being invaded by aliens
Unweighted base	2021	2021	2021	2021	2021	2021	2021
Weighted base	2021	2021	2021	2021	2021	2021	2021
NET: Worried	789 39%	914 45%	982 49%	763 38%	546 27%	1117 55%	99 5%
Very worried (4)	236 12%	201 10%	238 12%	242 12%	188 9%	316 16%	38 2%
Quite worried (3)	553 27%	713 35%	744 37%	521 26%	358 18%	801 40%	61 3%
Not very worried (2)	751 37%	699 35%	734 36%	659 33%	643 32%	635 31%	176 9%
Not at all worried (1)	341 17%	258 13%	183 9%	474 23%	740 37%	180 9%	1650 82%
NET: Not worried	1093 54%	958 47%	917 45%	1133 56%	1383 68%	814 40%	1826 90%
Don't know	140 7%	150 7%	121 6%	125 6%	92 5%	90 4%	96 5%
Mean	2.36	2.46	2.55	2.28	2.00	2.65	1.21
Standard deviation	0.92	0.86	0.83	0.98	0.98	0.86	0.59
Standard error	0.02	0.02	0.02	0.02	0.02	0.02	0.01

**ITV News Index Survey**  
**ONLINE Fieldwork: 1st-3rd August 2014**

Absolutes/col percents

Table 4  
**Q.3 At the present time how worried, if at all, are you personally about each of the following?**  
**An outbreak of ebola in the UK**  
**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	2021	1056	965	232	297	321	385	329	457	583	610	332	496	274	813	
Weighted base	2021	991	1030	240	340	340	360	300	440	540	560	440	480	295	837	
NET: Worried	789 39%	323 33%	465 45%	99 41%	131 39%	148 43%	132 37%	116 39%	163 37%	173 32%	204 36%	207 47%	205 43%	104 35%	314 38%	
Very worried	(4) 12%	236 8%	83 15%	153 16%	38 11%	37 15%	51 12%	43 10%	31 8%	37 8%	45 12%	67 12%	54 12%	69 14%	36 12%	87 10%
Quite worried	(3) 27%	553 24%	240 30%	313 25%	61 28%	95 28%	96 25%	89 28%	126 29%	128 24%	137 24%	152 35%	136 28%	68 23%	227 27%	
Not very worried	(2) 37%	751 40%	400 34%	351 36%	87 32%	109 35%	119 37%	135 41%	123 41%	178 42%	229 42%	234 28%	124 34%	165 39%	114 37%	308
Not at all worried	(1) 17%	341 21%	210 13%	132 12%	28 17%	59 17%	56 16%	68 19%	49 16%	83 19%	117 22%	89 16%	73 17%	62 13%	59 20%	150 18%
NET: Not worried	1093 54%	610 62%	483 47%	115 48%	167 49%	175 51%	203 56%	172 57%	261 59%	346 64%	322 58%	197 45%	227 47%	174 59%	458 55%	
Don't know	140 7%	57 6%	83 8%	26 11%	42 12%	18 5%	26 7%	13 4%	16 4%	21 4%	34 6%	37 8%	48 10%	18 6%	65 8%	
Mean	2.36	2.21	2.51	2.51	2.37	2.44	2.32	2.34	2.28	2.19	2.35	2.47	2.49	2.29	2.32	
Standard deviation	0.92	0.89	0.92	0.93	0.93	0.95	0.94	0.88	0.88	0.89	0.91	0.94	0.93	0.95	0.91	
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.06	0.03	

## ITV News Index Survey

### ONLINE Fieldwork: 1st-3rd August 2014

Absolutes/col percents

Table 4  
**Q.3 At the present time how worried, if at all, are you personally about each of the following?**  
**An outbreak of ebola in the UK**  
**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	2021	1726	181	80	240	153	192	144	114	173	238	310	196	1087	818	269	934	104	134	108	411	177
Weighted base	2021	1738	182	81	222	182	182	141	101	202	263	283	182	1132	889	243	889	100	123	115	370	181
NET: Worried	789 39%	682 39%	68 37%	36 44%	101 46%	64 35%	80 44%	62 44%	38 38%	75 37%	101 38%	95 34%	69 38%	418 37%	328 37%	90 37%	370 42%	43 43%	44 36%	47 41%	129 35%	108 60%
Very worried	(4) 236 12%	202 12%	24 13%	11 14%	33 15%	17 9%	24 13%	21 15%	10 10%	15 8%	29 11%	29 10%	23 13%	123 11%	96 11%	27 11%	113 13%	18 18%	19 15%	11 10%	31 8%	34 19%
Quite worried	(3) 553 27%	480 28%	44 24%	24 30%	69 31%	47 26%	55 30%	41 29%	28 28%	60 30%	71 27%	66 23%	46 25%	295 26%	231 26%	64 26%	257 29%	26 26%	25 21%	36 31%	97 26%	74 41%
Not very worried	(2) 751 37%	646 37%	64 35%	24 30%	72 33%	74 41%	59 33%	57 40%	41 41%	72 35%	95 36%	116 41%	77 42%	422 37%	332 37%	90 37%	329 37%	36 36%	46 37%	40 35%	169 46%	38 21%
Not at all worried	(1) 341 17%	296 17%	31 17%	11 14%	34 15%	33 18%	35 19%	11 8%	15 15%	39 19%	48 18%	55 19%	30 17%	210 19%	173 19%	36 15%	132 15%	9 9%	18 14%	21 18%	66 18%	17 10%
NET: Not worried	1093 54%	942 54%	95 52%	35 44%	106 48%	107 59%	94 52%	68 48%	56 56%	111 55%	142 54%	171 60%	107 59%	631 56%	505 57%	126 52%	461 52%	45 45%	64 52%	61 53%	235 64%	55 31%
Don't know	140 7%	114 7%	19 11%	10 12%	15 7%	11 6%	8 5%	12 8%	7 7%	16 8%	20 8%	17 6%	6 3%	82 7%	56 6%	26 11%	58 6%	12 12%	15 13%	7 6%	6 2%	18 10%
Mean	2.36	2.36	2.38	2.51	2.48	2.28	2.40	2.56	2.35	2.28	2.34	2.26	2.35	2.32	2.30	2.37	2.42	2.59	2.41	2.34	2.26	2.77
Standard deviation	0.92	0.92	0.96	0.95	0.95	0.89	0.96	0.86	0.88	0.89	0.93	0.91	0.91	0.92	0.93	0.90	0.91	0.93	0.96	0.91	0.85	0.90
Standard error	0.02	0.02	0.07	0.11	0.06	0.07	0.07	0.07	0.08	0.07	0.06	0.05	0.07	0.03	0.03	0.06	0.03	0.10	0.09	0.04	0.07	



**ITV News Index Survey**  
**ONLINE Fieldwork: 1st-3rd August 2014**

Absolutes/col percents

Table 4  
**Q.3 At the present time how worried, if at all, are you personally about each of the following?**  
**An outbreak of ebola in the UK**  
**Base: All respondents**

	Tenure								
	Total	NET: Homeowners	Owned outright - without mortgage	Owned with a mortgage or loan	NET: Renters	Rented from the council	Rented from a housing association	Rented from someone else	Rent free
Unweighted base	2021	1295	696	599	695	173	178	344	31
Weighted base	2021	1314	667	647	674	283	126	264	34
NET: Worried	789 39%	491 37%	253 38%	238 37%	288 43%	136 48%	65 52%	86 33%	10 30%
Very worried	(4) 236 12%	137 10%	64 10%	73 11%	93 14%	50 18%	18 14%	25 9%	6 18%
Quite worried	(3) 553 27%	353 27%	189 28%	165 25%	195 29%	86 31%	48 38%	61 23%	4 12%
Not very worried	(2) 751 37%	525 40%	275 41%	250 39%	210 31%	83 29%	31 24%	96 36%	16 49%
Not at all worried	(1) 341 17%	225 17%	118 18%	107 17%	111 17%	32 11%	22 18%	57 22%	5 14%
NET: Not worried	1093 54%	750 57%	393 59%	357 55%	321 48%	115 41%	53 42%	153 58%	21 63%
Don't know	140 7%	73 6%	21 3%	51 8%	65 10%	32 11%	8 6%	25 9%	2 7%
Mean	2.36	2.32	2.31	2.34	2.44	2.61	2.51	2.22	2.36
Standard deviation	0.92	0.90	0.88	0.91	0.96	0.95	0.96	0.93	0.98
Standard error	0.02	0.03	0.03	0.04	0.04	0.08	0.07	0.05	0.19

## ITV News Index Survey

### ONLINE Fieldwork: 1st-3rd August 2014

Absolutes/col percents

Table 5  
**Q.3 At the present time how worried, if at all, are you personally about each of the following?**  
**A war starting between Russia and Britain's allies**  
**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	2021	1056	965	232	297	321	385	329	457	583	610	332	496	274	813
Weighted base	2021	991	1030	240	340	340	360	300	440	540	560	440	480	295	837
NET: Worried	914 45%	353 36%	561 54%	95 40%	167 49%	163 48%	147 41%	138 46%	202 46%	230 43%	256 46%	207 47%	221 46%	133 45%	345 41%
Very worried	(4) 10%	201 6%	139 13%	23 10%	34 10%	45 13%	36 10%	27 9%	35 8%	35 7%	59 10%	36 8%	71 15%	32 11%	67 8%
Quite worried	(3) 35%	713 29%	422 41%	72 30%	133 39%	118 35%	111 31%	111 37%	167 38%	195 36%	197 35%	171 39%	150 31%	101 34%	278 33%
Not very worried	(2) 35%	699 39%	311 30%	88 37%	91 27%	118 35%	131 36%	113 38%	160 36%	211 39%	197 35%	137 31%	154 32%	100 34%	305 36%
Not at all worried	(1) 13%	258 19%	69 7%	21 9%	40 12%	40 12%	56 15%	40 13%	63 14%	80 15%	72 13%	55 13%	51 11%	43 15%	109 13%
NET: Not worried	958 47%	577 58%	380 37%	109 45%	130 38%	158 46%	186 52%	153 51%	222 51%	291 54%	269 48%	192 44%	205 43%	143 48%	414 49%
Don't know	150 7%	60 6%	89 9%	36 15%	43 13%	19 6%	27 8%	9 3%	15 3%	18 3%	36 6%	41 9%	54 11%	19 6%	78 9%
Mean	2.46	2.24	2.67	2.48	2.54	2.53	2.38	2.43	2.41	2.36	2.46	2.47	2.57	2.44	2.40
Standard deviation	0.86	0.85	0.81	0.83	0.86	0.88	0.89	0.84	0.84	0.82	0.86	0.84	0.91	0.89	0.84
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.04	0.03	0.04	0.05	0.04	0.06	0.03

## ITV News Index Survey

### ONLINE Fieldwork: 1st-3rd August 2014

Absolutes/col percents

Table 5  
**Q.3 At the present time how worried, if at all, are you personally about each of the following?**  
**A war starting between Russia and Britain's allies**  
**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	2021	1726	181	80	240	153	192	144	114	173	238	310	196	1087	818	269	934	104	134	108	411	177
Weighted base	2021	1738	182	81	222	182	182	141	101	202	263	283	182	1132	889	243	889	100	123	115	370	181
NET: Worried	914 45%	777 45%	83 46%	42 53%	107 48%	78 43%	90 49%	71 50%	54 53%	77 38%	119 45%	105 37%	87 48%	478 42%	377 42%	102 42%	435 49%	53 53%	56 45%	60 52%	161 43%	106 59%
Very worried	(4) 201 10%	180 10%	14 8%	14 17%	28 13%	21 12%	22 12%	11 8%	7 7%	15 7%	32 12%	16 6%	20 11%	99 9%	83 9%	16 7%	102 11%	14 14%	16 13%	7 6%	27 7%	38 21%
Quite worried	(3) 713 35%	597 34%	70 38%	28 35%	79 36%	57 31%	68 37%	60 42%	46 46%	62 31%	87 33%	89 31%	67 37%	379 34%	294 33%	85 35%	334 38%	39 39%	40 32%	52 46%	133 36%	69 38%
Not very worried	(2) 699 35%	605 35%	65 36%	23 29%	73 33%	61 33%	58 32%	45 32%	29 29%	72 36%	90 34%	117 41%	65 36%	404 36%	316 36%	88 36%	295 33%	27 27%	41 33%	40 35%	142 38%	45 25%
Not at all worried	(1) 258 13%	223 13%	20 11%	7 8%	23 10%	26 14%	26 14%	17 12%	15 14%	30 15%	38 14%	40 14%	17 9%	152 13%	127 14%	25 10%	106 12%	11 12%	10 8%	11 10%	57 15%	16 9%
NET: Not worried	958 47%	828 48%	86 47%	30 37%	97 43%	87 48%	84 46%	62 44%	44 44%	102 50%	128 49%	157 55%	82 45%	557 49%	443 50%	113 47%	401 45%	39 39%	51 41%	51 45%	199 54%	61 34%
Don't know	150 7%	134 8%	13 7%	8 10%	19 8%	17 9%	8 4%	8 6%	3 3%	23 11%	16 6%	21 8%	13 7%	97 9%	69 8%	28 11%	53 6%	8 8%	17 14%	4 4%	10 3%	14 8%
Mean	2.46	2.46	2.46	2.69	2.55	2.45	2.49	2.49	2.47	2.35	2.46	2.31	2.53	2.41	2.41	2.43	2.52	2.60	2.59	2.50	2.36	2.76
Standard deviation	0.86	0.87	0.81	0.89	0.87	0.91	0.90	0.82	0.84	0.85	0.91	0.80	0.83	0.85	0.87	0.80	0.86	0.89	0.86	0.77	0.84	0.91
Standard error	0.02	0.02	0.06	0.10	0.06	0.08	0.07	0.07	0.08	0.07	0.06	0.05	0.06	0.03	0.03	0.05	0.03	0.09	0.08	0.07	0.04	0.07

**ITV News Index Survey**  
**ONLINE Fieldwork: 1st-3rd August 2014**

Absolutes/col percents

Table 5  
**Q.3 At the present time how worried, if at all, are you personally about each of the following?**  
**A war starting between Russia and Britain's allies**  
**Base: All respondents**

	Tenure								
	Total	NET: Homeowners	Owned outright - without mortgage	Owned with a mortgage or loan	NET: Renters	Rented from the council	Rented from a housing association	Rented from someone else	Rent free
Unweighted base	2021	1295	696	599	695	173	178	344	31
Weighted base	2021	1314	667	647	674	283	126	264	34
NET: Worried	914 45%	578 44%	289 43%	290 45%	322 48%	145 51%	65 51%	112 42%	14 40%
Very worried	(4) 201 10%	110 8%	49 7%	62 10%	84 12%	43 15%	13 10%	27 10%	7 20%
Quite worried	(3) 713 35%	468 36%	240 36%	228 35%	238 35%	102 36%	52 41%	84 32%	7 20%
Not very worried	(2) 699 35%	483 37%	248 37%	235 36%	202 30%	78 27%	30 23%	95 36%	15 45%
Not at all worried	(1) 258 13%	165 13%	96 14%	69 11%	91 13%	35 12%	21 17%	34 13%	3 8%
NET: Not worried	958 47%	647 49%	344 52%	303 47%	293 43%	113 40%	51 40%	129 49%	18 53%
Don't know	150 7%	88 7%	35 5%	53 8%	59 9%	25 9%	11 8%	24 9%	2 7%
Mean	2.46	2.43	2.38	2.48	2.51	2.60	2.49	2.43	2.56
Standard deviation	0.86	0.83	0.83	0.83	0.90	0.92	0.92	0.87	0.94
Standard error	0.02	0.02	0.03	0.04	0.04	0.07	0.07	0.05	0.18

**ITV News Index Survey**  
**ONLINE Fieldwork: 1st-3rd August 2014**

Absolutes/col percents

Table 6  
**Q.3 At the present time how worried, if at all, are you personally about each of the following?**  
**Another recession happening**  
**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	2021	1056	965	232	297	321	385	329	457	583	610	332	496	274	813	
Weighted base	2021	991	1030	240	340	340	360	300	440	540	560	440	480	295	837	
NET: Worried	982 49%	418 42%	565 55%	107 45%	192 56%	181 53%	183 51%	150 50%	170 39%	235 43%	278 50%	226 51%	243 51%	157 53%	413 49%	
Very worried	(4) 12%	238 9%	92 14%	146 6%	16 18%	60 15%	50 15%	53 15%	26 9%	33 8%	46 9%	68 12%	48 11%	75 16%	40 13%	97 12%
Quite worried	(3) 37%	744 33%	326 41%	419 41%	92 38%	132 39%	131 38%	130 36%	124 41%	137 31%	188 35%	210 38%	178 40%	168 35%	117 40%	316 38%
Not very worried	(2) 36%	734 41%	402 32%	332 32%	82 34%	93 27%	105 31%	124 34%	123 41%	207 47%	236 44%	209 37%	133 30%	155 32%	89 30%	301 36%
Not at all worried	(1) 9%	183 12%	120 6%	64 6%	25 10%	24 7%	34 10%	33 9%	21 7%	46 11%	52 10%	48 9%	44 10%	40 8%	38 13%	68 8%
NET: Not worried	917 45%	522 53%	395 38%	107 44%	117 35%	139 41%	157 44%	144 48%	253 58%	289 53%	257 46%	177 40%	195 41%	126 43%	369 44%	
Don't know	121 6%	51 5%	70 7%	26 11%	31 9%	21 6%	21 6%	6 2%	17 4%	17 3%	25 5%	37 8%	42 9%	12 4%	55 7%	
Mean	2.55	2.41	2.67	2.46	2.73	2.62	2.60	2.53	2.37	2.44	2.56	2.57	2.63	2.56	2.57	
Standard deviation	0.83	0.83	0.81	0.79	0.86	0.87	0.87	0.76	0.78	0.79	0.83	0.84	0.87	0.89	0.82	
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.04	0.04	0.03	0.03	0.05	0.04	0.05	0.03	

## ITV News Index Survey

### ONLINE Fieldwork: 1st-3rd August 2014

Absolutes/col percents

Table 6  
**Q.3 At the present time how worried, if at all, are you personally about each of the following?**  
**Another recession happening**  
**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	2021	1726	181	80	240	153	192	144	114	173	238	310	196	1087	818	269	934	104	134	108	411	177
Weighted base	2021	1738	182	81	222	182	182	141	101	202	263	283	182	1132	889	243	889	100	123	115	370	181
NET: Worried	982 49%	856 49%	81 45%	45 56%	111 50%	97 53%	84 46%	70 50%	46 45%	90 45%	148 56%	127 45%	84 46%	569 50%	458 52%	111 46%	413 46%	51 51%	61 50%	58 50%	133 36%	110 61%
Very worried	(4) 238 12%	205 12%	21 12%	20 25%	28 13%	25 14%	15 8%	21 15%	12 12%	15 8%	35 13%	30 11%	16 9%	137 12%	113 13%	24 10%	101 11%	11 11%	18 15%	14 12%	22 6%	35 20%
Quite worried	(3) 744 37%	651 37%	60 33%	25 31%	83 37%	72 40%	69 38%	49 34%	34 34%	75 37%	113 43%	97 34%	68 37%	433 38%	346 39%	87 36%	312 35%	40 40%	43 35%	44 38%	111 30%	75 41%
Not very worried	(2) 734 36%	626 36%	72 40%	22 27%	77 34%	63 34%	73 40%	57 40%	35 35%	70 35%	77 29%	114 40%	74 40%	390 34%	297 33%	93 38%	344 39%	32 32%	38 31%	46 40%	185 50%	43 24%
Not at all worried	(1) 183 9%	154 9%	17 9%	5 7%	19 8%	14 8%	18 10%	11 7%	13 13%	24 12%	18 7%	26 9%	19 11%	105 9%	87 10%	18 8%	78 9%	5 5%	11 9%	5 4%	43 12%	14 8%
NET: Not worried	917 45%	780 45%	89 49%	28 34%	95 43%	76 42%	90 50%	67 47%	48 48%	95 47%	96 36%	140 50%	93 51%	495 44%	383 43%	111 46%	422 47%	38 38%	49 40%	50 44%	229 62%	57 32%
Don't know	121 6%	103 6%	12 7%	8 10%	16 7%	9 5%	8 4%	4 3%	7 7%	17 9%	20 7%	16 5%	5 3%	67 6%	47 5%	20 8%	54 6%	12 12%	13 11%	7 6%	9 2%	14 8%
Mean	2.55	2.55	2.50	2.82	2.58	2.62	2.46	2.59	2.48	2.44	2.67	2.49	2.45	2.56	2.58	2.52	2.52	2.64	2.62	2.62	2.31	2.79
Standard deviation	0.83	0.83	0.84	0.93	0.83	0.83	0.79	0.84	0.88	0.82	0.81	0.82	0.81	0.84	0.85	0.80	0.82	0.78	0.88	0.77	0.76	0.87
Standard error	0.02	0.02	0.06	0.11	0.06	0.07	0.06	0.07	0.09	0.06	0.05	0.05	0.06	0.03	0.03	0.05	0.03	0.08	0.08	0.08	0.04	0.07

**ITV News Index Survey**  
**ONLINE Fieldwork: 1st-3rd August 2014**

Absolutes/col percents

Table 6  
**Q.3 At the present time how worried, if at all, are you personally about each of the following?**  
**Another recession happening**  
**Base: All respondents**

	Tenure								
	Total	NET: Homeowners	Owned outright - without mortgage	Owned with a mortgage or loan	NET: Renters	Rented from the council	Rented from a housing association	Rented from someone else	Rent free
Unweighted base	2021	1295	696	599	695	173	178	344	31
Weighted base	2021	1314	667	647	674	283	126	264	34
NET: Worried	982 49%	593 45%	265 40%	328 51%	378 56%	171 60%	65 51%	143 54%	11 34%
Very worried	(4) 238 12%	123 9%	51 8%	72 11%	110 16%	55 20%	14 11%	41 15%	5 15%
Quite worried	(3) 744 37%	470 36%	214 32%	256 40%	268 40%	115 41%	51 40%	102 39%	7 19%
Not very worried	(2) 734 36%	532 41%	304 46%	228 35%	183 27%	67 24%	41 32%	75 28%	18 54%
Not at all worried	(1) 183 9%	125 9%	74 11%	51 8%	56 8%	21 7%	11 9%	24 9%	2 7%
NET: Not worried	917 45%	657 50%	378 57%	279 43%	240 36%	88 31%	52 41%	100 38%	21 61%
Don't know	121 6%	64 5%	24 4%	40 6%	56 8%	24 9%	10 8%	22 8%	2 5%
Mean	2.55	2.47	2.38	2.58	2.70	2.79	2.58	2.66	2.44
Standard deviation	0.83	0.80	0.79	0.81	0.87	0.87	0.83	0.88	0.85
Standard error	0.02	0.02	0.03	0.03	0.03	0.07	0.06	0.05	0.16

**ITV News Index Survey**  
**ONLINE Fieldwork: 1st-3rd August 2014**

Absolutes/col percents

Table 7  
**Q.3 At the present time how worried, if at all, are you personally about each of the following?**  
**Interest rates rising**  
**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	2021	1056	965	232	297	321	385	329	457	583	610	332	496	274	813
Weighted base	2021	991	1030	240	340	340	360	300	440	540	560	440	480	295	837
NET: Worried	763 38%	332 34%	431 42%	96 40%	168 49%	172 51%	162 45%	90 30%	76 17%	186 34%	216 39%	174 39%	187 39%	139 47%	379 45%
Very worried	(4) 12%	242 10%	99 14%	142 9%	22 19%	63 14%	47 16%	59 11%	32 4%	18 10%	55 11%	63 15%	65 12%	59 17%	49 14%
Quite worried	(3) 26%	521 23%	232 28%	289 30%	73 30%	104 31%	125 37%	103 29%	57 19%	58 13%	131 24%	153 27%	109 25%	129 27%	90 30%
Not very worried	(2) 33%	659 35%	346 30%	313 30%	69 29%	97 29%	108 32%	101 28%	110 37%	174 39%	169 31%	193 34%	137 31%	160 33%	89 30%
Not at all worried	(1) 23%	474 27%	265 20%	209 20%	46 19%	40 12%	43 13%	73 20%	94 31%	177 40%	173 32%	129 23%	89 20%	83 17%	56 19%
NET: Not worried	1133 56%	611 62%	521 51%	114 48%	137 40%	152 45%	175 48%	204 68%	351 80%	342 63%	322 57%	226 51%	243 51%	145 49%	404 48%
Don't know	125 6%	47 5%	78 8%	30 13%	36 10%	17 5%	24 7%	6 2%	13 3%	12 2%	22 4%	41 9%	50 10%	11 4%	55 7%
Mean	2.28	2.18	2.38	2.34	2.63	2.54	2.44	2.09	1.81	2.13	2.28	2.37	2.38	2.46	2.45
Standard deviation	0.98	0.96	0.99	0.94	0.96	0.90	1.02	0.98	0.83	0.99	0.96	1.00	0.95	1.00	0.96
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.06	0.04	0.06	0.03



## ITV News Index Survey

### ONLINE Fieldwork: 1st-3rd August 2014

Absolutes/col percents

Table 7  
**Q.3 At the present time how worried, if at all, are you personally about each of the following?**  
**Interest rates rising**  
**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	2021	1726	181	80	240	153	192	144	114	173	238	310	196	1087	818	269	934	104	134	108	411	177	
Weighted base	2021	1738	182	81	222	182	182	141	101	202	263	283	182	1132	889	243	889	100	123	115	370	181	
NET: Worried	763 38%	658 38%	69 38%	36 45%	83 37%	76 42%	65 36%	53 37%	35 35%	69 34%	103 39%	110 39%	64 35%	517 46%	424 48%	93 39%	246 28%	35 35%	42 34%	29 25%	53 14%	87 48%	
Very worried	(4) 12%	242 12%	204 12%	28 16%	15 19%	24 11%	16 9%	17 10%	20 14%	9 9%	17 8%	41 15%	36 13%	18 10%	167 15%	138 16%	29 12%	74 8%	12 12%	11 9%	5 4%	16 4%	31 17%
Quite worried	(3) 26%	521 26%	454 26%	41 23%	21 26%	59 26%	60 33%	48 26%	33 23%	26 26%	52 24%	62 26%	73 25%	46 31%	350 32%	286 32%	64 26%	171 19%	23 23%	31 25%	24 21%	37 10%	56 31%
Not very worried	(2) 33%	659 32%	562 32%	65 35%	23 28%	72 32%	59 32%	52 29%	58 41%	33 32%	69 34%	85 30%	58 32%	347 31%	274 31%	73 30%	312 35%	35 35%	42 34%	56 48%	131 35%	48 27%	
Not at all worried	(1) 23%	474 23%	408 23%	38 21%	10 12%	51 23%	35 19%	59 32%	27 19%	28 28%	47 23%	56 21%	70 25%	53 29%	202 18%	148 17%	54 22%	272 31%	18 18%	21 17%	26 23%	178 48%	28 16%
NET: Not worried	1133 56%	970 56%	102 56%	32 40%	123 55%	94 52%	111 61%	85 60%	61 60%	117 58%	141 54%	156 55%	110 61%	549 48%	422 47%	127 52%	584 66%	54 54%	64 52%	82 71%	309 83%	76 42%	
Don't know	125 6%	110 6%	10 6%	12 15%	16 7%	12 7%	5 3%	4 2%	5 5%	17 8%	19 7%	18 6%	7 4%	66 6%	44 5%	22 9%	59 7%	11 11%	17 14%	4 4%	8 2%	18 10%	
Mean	2.28	2.28	2.35	2.60	2.27	2.33	2.14	2.33	2.17	2.21	2.36	2.29	2.17	2.45	2.49	2.31	2.06	2.32	2.30	2.07	1.70	2.55	
Standard deviation	0.98	0.98	1.00	0.99	0.97	0.91	0.99	0.95	0.97	0.93	1.01	1.01	0.98	0.97	0.96	0.99	0.94	0.95	0.91	0.79	0.83	0.99	
Standard error	0.02	0.02	0.08	0.12	0.06	0.08	0.07	0.08	0.09	0.07	0.07	0.06	0.07	0.03	0.03	0.06	0.03	0.10	0.09	0.08	0.04	0.08	

**ITV News Index Survey**  
**ONLINE Fieldwork: 1st-3rd August 2014**

Absolutes/col percents

Table 7  
**Q.3 At the present time how worried, if at all, are you personally about each of the following?**  
**Interest rates rising**  
**Base: All respondents**

	Tenure								
	Total	NET: Homeowners	Owned outright - without mortgage	Owned with a mortgage or loan	NET: Renters	Rented from the council	Rented from a housing association	Rented from someone else	Rent free
Unweighted base	2021	1295	696	599	695	173	178	344	31
Weighted base	2021	1314	667	647	674	283	126	264	34
NET: Worried	763 38%	514 39%	125 19%	389 60%	242 36%	94 33%	44 35%	104 39%	7 19%
Very worried	(4) 242 12%	166 13%	34 5%	132 20%	74 11%	31 11%	11 9%	32 12%	2 5%
Quite worried	(3) 521 26%	349 27%	91 14%	257 40%	168 25%	64 22%	33 26%	71 27%	5 14%
Not very worried	(2) 659 33%	407 31%	238 36%	170 26%	238 35%	98 35%	47 37%	93 35%	13 39%
Not at all worried	(1) 474 23%	337 26%	285 43%	52 8%	126 19%	57 20%	24 19%	45 17%	11 33%
NET: Not worried	1133 56%	744 57%	523 78%	221 34%	364 54%	155 55%	71 56%	138 52%	24 72%
Don't know	125 6%	55 4%	19 3%	36 6%	67 10%	34 12%	11 9%	22 8%	3 9%
Mean	2.28	2.27	1.81	2.77	2.31	2.28	2.27	2.37	1.91
Standard deviation	0.98	1.00	0.87	0.88	0.94	0.95	0.91	0.94	0.87
Standard error	0.02	0.03	0.03	0.04	0.04	0.08	0.07	0.05	0.17

## ITV News Index Survey

### ONLINE Fieldwork: 1st-3rd August 2014

Absolutes/col percents

Table 8  
**Q.3 At the present time how worried, if at all, are you personally about each of the following?**  
**Flying on airplanes**  
**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	2021	1056	965	232	297	321	385	329	457	583	610	332	496	274	813
Weighted base	2021	991	1030	240	340	340	360	300	440	540	560	440	480	295	837
NET: Worried	546 27%	199 20%	348 34%	74 31%	108 32%	109 32%	87 24%	62 21%	106 24%	118 22%	159 28%	113 26%	156 33%	93 32%	215 26%
Very worried	(4) 188 9%	55 6%	133 13%	24 10%	40 12%	36 11%	43 12%	14 5%	29 7%	26 5%	63 11%	38 9%	60 13%	50 17%	61 7%
Quite worried	(3) 358 18%	143 14%	215 21%	49 20%	68 20%	73 21%	44 12%	48 16%	76 17%	91 17%	96 17%	75 17%	96 20%	43 15%	154 18%
Not very worried	(2) 643 32%	315 32%	328 32%	80 33%	117 34%	108 32%	109 30%	88 29%	141 32%	184 34%	191 34%	131 30%	137 28%	100 34%	281 34%
Not at all worried	(1) 740 37%	438 44%	302 29%	67 28%	86 25%	110 32%	154 43%	142 47%	181 41%	229 42%	187 33%	168 38%	156 33%	92 31%	299 36%
NET: Not worried	1383 68%	753 76%	631 61%	147 61%	203 60%	218 64%	262 73%	230 77%	322 73%	413 76%	378 67%	300 68%	293 61%	192 65%	580 69%
Don't know	92 5%	39 4%	52 5%	20 8%	29 8%	13 4%	11 3%	8 3%	12 3%	10 2%	23 4%	28 6%	31 6%	10 3%	42 5%
Mean	2.00	1.81	2.18	2.14	2.20	2.11	1.93	1.78	1.89	1.84	2.07	1.96	2.13	2.18	1.97
Standard deviation	0.98	0.90	1.02	0.98	0.99	1.00	1.03	0.89	0.93	0.88	1.00	0.98	1.04	1.07	0.94
Standard error	0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.06	0.05	0.07	0.03

## ITV News Index Survey

### ONLINE Fieldwork: 1st-3rd August 2014

Absolutes/col percents

Table 8  
**Q.3 At the present time how worried, if at all, are you personally about each of the following?**  
**Flying on airplanes**  
**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	2021	1726	181	80	240	153	192	144	114	173	238	310	196	1087	818	269	934	104	134	108	411	177
Weighted base	2021	1738	182	81	222	182	182	141	101	202	263	283	182	1132	889	243	889	100	123	115	370	181
NET: Worried	546 27%	463 27%	55 30%	26 32%	68 31%	49 27%	44 24%	30 21%	28 28%	49 24%	76 29%	72 26%	48 26%	308 27%	243 27%	65 27%	238 27%	32 32%	32 26%	36 31%	76 20%	62 34%
Very worried	(4) 188 9%	162 9%	20 11%	12 15%	25 11%	23 13%	8 4%	10 7%	6 6%	22 11%	29 11%	18 6%	15 8%	110 10%	89 10%	21 9%	78 9%	10 10%	11 9%	12 11%	19 5%	25 14%
Quite worried	(3) 358 18%	301 17%	35 19%	14 17%	43 19%	26 15%	37 20%	20 14%	22 22%	27 13%	47 18%	55 19%	33 18%	197 17%	154 17%	43 18%	161 18%	22 22%	21 17%	24 21%	57 15%	37 20%
Not very worried	(2) 643 32%	560 32%	51 28%	21 25%	69 31%	59 32%	52 29%	57 40%	32 32%	63 31%	94 36%	89 31%	56 31%	381 34%	296 33%	85 35%	262 29%	23 23%	36 29%	35 31%	113 31%	55 30%
Not at all worried	(1) 740 37%	636 37%	68 37%	25 31%	75 34%	63 35%	81 45%	47 33%	37 37%	75 37%	84 32%	111 39%	73 40%	390 35%	311 35%	80 33%	350 39%	37 37%	45 36%	39 34%	174 47%	55 31%
NET: Not worried	1383 68%	1196 69%	118 65%	46 57%	144 65%	122 67%	134 74%	105 74%	69 68%	138 68%	179 68%	200 71%	129 71%	772 68%	607 68%	165 68%	612 69%	60 60%	80 65%	75 65%	287 78%	110 61%
Don't know	92 5%	80 5%	8 5%	9 11%	10 5%	11 6%	4 2%	7 5%	3 3%	15 8%	9 3%	11 4%	4 2%	52 5%	39 4%	13 5%	39 4%	8 8%	11 9%	4 4%	8 2%	9 5%
Mean	2.00	1.99	2.04	2.18	2.08	2.05	1.84	1.95	1.98	1.98	2.08	1.92	1.94	2.03	2.03	2.03	1.96	2.06	1.98	2.09	1.78	2.19
Standard deviation	0.98	0.98	1.03	1.10	1.01	1.03	0.90	0.90	0.94	1.01	0.98	0.93	0.97	0.98	0.98	0.95	0.98	1.05	0.99	1.01	0.89	1.05
Standard error	0.02	0.02	0.08	0.13	0.07	0.09	0.07	0.08	0.09	0.08	0.07	0.05	0.07	0.03	0.04	0.06	0.03	0.11	0.09	0.10	0.04	0.08

**ITV News Index Survey**  
**ONLINE Fieldwork: 1st-3rd August 2014**

Absolutes/col percents

Table 8  
**Q.3 At the present time how worried, if at all, are you personally about each of the following?**  
**Flying on airplanes**  
**Base: All respondents**

	Tenure								
	Total	NET: Homeowners	Owned outright - without mortgage	Owned with a mortgage or loan	NET: Renters	Rented from the council	Rented from a housing association	Rented from someone else	Rent free
Unweighted base	2021	1295	696	599	695	173	178	344	31
Weighted base	2021	1314	667	647	674	283	126	264	34
NET: Worried	546 27%	342 26%	174 26%	168 26%	196 29%	91 32%	38 30%	67 25%	8 25%
Very worried	(4) 188 9%	120 9%	59 9%	61 9%	64 10%	40 14%	7 6%	17 6%	4 13%
Quite worried	(3) 358 18%	222 17%	115 17%	107 17%	132 20%	51 18%	31 24%	50 19%	4 12%
Not very worried	(2) 643 32%	418 32%	206 31%	212 33%	210 31%	79 28%	33 26%	98 37%	14 42%
Not at all worried	(1) 740 37%	498 38%	263 39%	235 36%	233 35%	99 35%	51 40%	84 32%	9 27%
NET: Not worried	1383 68%	916 70%	470 70%	447 69%	444 66%	178 63%	84 66%	182 69%	23 70%
Don't know	92 5%	56 4%	23 4%	32 5%	34 5%	14 5%	5 4%	15 6%	2 5%
Mean	2.00	1.97	1.95	1.99	2.04	2.12	1.95	2.00	2.12
Standard deviation	0.98	0.98	0.98	0.98	0.99	1.07	0.95	0.90	0.99
Standard error	0.02	0.03	0.04	0.04	0.04	0.08	0.07	0.05	0.19

**ITV News Index Survey**  
**ONLINE Fieldwork: 1st-3rd August 2014**

Absolutes/col percents

Table 9  
**Q.3 At the present time how worried, if at all, are you personally about each of the following?**  
**A terrorist attack happening in Britain**  
**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	2021	1056	965	232	297	321	385	329	457	583	610	332	496	274	813
Weighted base	2021	991	1030	240	340	340	360	300	440	540	560	440	480	295	837
NET: Worried	1117 55%	489 49%	628 61%	110 46%	181 53%	169 50%	194 54%	180 60%	283 64%	289 54%	298 53%	252 57%	278 58%	148 50%	436 52%
Very worried	(4) 16%	316 11%	204 20%	38 16%	42 12%	55 16%	47 13%	46 15%	87 20%	83 15%	78 14%	61 14%	94 20%	47 16%	107 13%
Quite worried	(3) 40%	801 38%	423 41%	72 30%	139 41%	114 34%	146 41%	133 44%	196 44%	206 38%	220 39%	191 43%	184 38%	102 34%	329 39%
Not very worried	(2) 31%	635 34%	296 29%	76 32%	98 29%	116 34%	121 34%	98 33%	126 29%	193 36%	206 37%	113 26%	123 26%	105 36%	271 32%
Not at all worried	(1) 9%	180 12%	62 6%	32 14%	34 10%	39 12%	34 9%	16 5%	24 6%	50 9%	38 7%	43 10%	49 10%	34 11%	84 10%
NET: Not worried	814 40%	456 46%	359 35%	108 45%	132 39%	155 46%	155 43%	114 38%	150 34%	242 45%	244 44%	156 35%	172 36%	139 47%	356 42%
Don't know	90 4%	46 5%	44 4%	22 9%	27 8%	16 5%	12 3%	6 2%	7 2%	9 2%	18 3%	32 7%	31 6%	7 3%	46 5%
Mean	2.65	2.51	2.78	2.53	2.61	2.57	2.59	2.72	2.80	2.61	2.62	2.66	2.72	2.56	2.58
Standard deviation	0.86	0.86	0.84	0.95	0.85	0.91	0.84	0.79	0.82	0.86	0.81	0.86	0.92	0.90	0.85
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.04	0.04	0.04	0.04	0.03	0.05	0.04	0.06	0.03

## ITV News Index Survey

### ONLINE Fieldwork: 1st-3rd August 2014

Absolutes/col percents

Table 9  
**Q.3 At the present time how worried, if at all, are you personally about each of the following?**  
**A terrorist attack happening in 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	2021	1726	181	80	240	153	192	144	114	173	238	310	196	1087	818	269	934	104	134	108	411	177	
Weighted base	2021	1738	182	81	222	182	182	141	101	202	263	283	182	1132	889	243	889	100	123	115	370	181	
NET: Worried	1117	966	93	49	133	109	106	88	57	91	141	150	100	584	460	124	533	49	54	81	231	119	
	55%	56%	51%	61%	60%	60%	58%	62%	57%	45%	54%	53%	55%	52%	52%	51%	60%	49%	43%	70%	62%	66%	
Very worried	(4)	316	284	23	14	44	29	41	24	8	22	44	41	26	153	117	36	163	16	21	32	65	29
		16%	16%	13%	17%	20%	16%	23%	17%	8%	11%	17%	15%	15%	14%	13%	15%	18%	16%	17%	28%	18%	16%
Quite worried	(3)	801	682	70	35	89	81	64	64	49	69	97	109	73	431	343	88	370	33	33	49	166	90
		40%	39%	39%	44%	40%	44%	35%	45%	48%	34%	37%	39%	40%	38%	39%	36%	42%	33%	27%	43%	45%	50%
Not very worried	(2)	635	537	69	21	62	47	43	29	71	78	103	63	377	289	88	258	34	46	25	114	39	
		31%	31%	38%	26%	28%	26%	30%	28%	35%	30%	36%	34%	33%	32%	36%	29%	34%	37%	22%	31%	22%	
Not at all worried	(1)	180	155	15	3	19	16	8	10	26	29	19	14	118	103	15	62	9	12	7	21	12	
		9%	9%	8%	3%	8%	9%	12%	6%	10%	13%	11%	7%	10%	12%	6%	7%	9%	10%	6%	6%	7%	
NET: Not worried		814	691	84	23	81	63	71	50	39	97	108	122	76	495	391	103	320	43	58	32	135	51
		40%	40%	46%	29%	36%	35%	39%	36%	39%	48%	41%	43%	42%	44%	44%	43%	36%	43%	47%	28%	37%	28%
Don't know		90	80	5	8	8	10	3	5	14	15	11	6	53	38	15	37	8	12	2	4	11	
		4%	5%	2%	10%	4%	5%	2%	5%	7%	6%	4%	3%	5%	4%	6%	4%	8%	9%	2%	1%	6%	
Mean		2.65	2.66	2.57	2.83	2.74	2.71	2.75	2.58	2.47	2.63	2.63	2.64	2.57	2.56	2.64	2.74	2.61	2.56	2.93	2.75	2.79	
Standard deviation		0.86	0.87	0.82	0.78	0.88	0.85	0.96	0.81	0.80	0.87	0.91	0.82	0.83	0.87	0.87	0.83	0.85	0.89	0.92	0.87	0.81	0.81
Standard error		0.02	0.02	0.06	0.09	0.06	0.07	0.07	0.08	0.07	0.06	0.05	0.06	0.03	0.03	0.05	0.03	0.09	0.08	0.08	0.04	0.06	

**ITV News Index Survey**  
**ONLINE Fieldwork: 1st-3rd August 2014**

Absolutes/col percents

Table 9  
**Q.3 At the present time how worried, if at all, are you personally about each of the following?**  
**A terrorist attack happening in Britain**  
**Base: All respondents**

	Tenure								
	Total	NET: Homeowners	Owned outright - without mortgage	Owned with a mortgage or loan	NET: Renters	Rented from the council	Rented from a housing association	Rented from someone else	Rent free
Unweighted base	2021	1295	696	599	695	173	178	344	31
Weighted base	2021	1314	667	647	674	283	126	264	34
NET: Worried	1117 55%	742 56%	403 60%	339 52%	359 53%	167 59%	67 53%	126 48%	16 47%
Very worried	(4) 16%	316 197 15%	118 118 18%	80 80 12%	112 112 17%	59 59 21%	20 20 16%	32 32 12%	7 7 20%
Quite worried	(3) 40%	801 544 41%	285 285 43%	259 259 40%	248 248 37%	108 108 38%	47 47 37%	93 93 35%	9 9 27%
Not very worried	(2) 31%	635 415 32%	195 195 29%	220 220 34%	207 207 31%	76 76 27%	39 39 31%	91 91 35%	13 13 40%
Not at all worried	(1) 9%	180 109 8%	53 53 8%	55 55 9%	68 68 10%	25 25 9%	15 15 12%	28 28 11%	3 3 8%
NET: Not worried	814 40%	524 524 40%	248 248 37%	275 275 43%	275 275 41%	102 102 36%	54 54 42%	119 119 45%	16 16 48%
Don't know	90 4%	48 48 4%	15 15 2%	33 33 5%	40 40 6%	14 14 5%	6 6 5%	19 19 7%	2 2 5%
Mean	2.65	2.66	2.72	2.59	2.64	2.75	2.60	2.53	2.63
Standard deviation	0.86	0.84	0.85	0.83	0.89	0.91	0.91	0.86	0.92
Standard error	0.02	0.02	0.03	0.03	0.04	0.07	0.07	0.05	0.17



**ITV News Index Survey**  
**ONLINE Fieldwork: 1st-3rd August 2014**

Absolutes/col percents

Table 10  
**Q.3 At the present time how worried, if at all, are you personally about each of the following?**  
**The earth being invaded by aliens**  
**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	2021	1056	965	232	297	321	385	329	457	583	610	332	496	274	813
Weighted base	2021	991	1030	240	340	340	360	300	440	540	560	440	480	295	837
NET: Worried	99 5%	44 4%	55 5%	22 9%	40 12%	22 7%	7 2%	6 2%	2 1%	24 4%	24 4%	31 7%	21 4%	23 8%	56 7%
Very worried	(4) 38 2%	19 2%	19 2%	3 1%	14 4%	12 3%	3 1%	4 1%	2 1%	5 1%	11 2%	13 3%	9 2%	6 2%	24 3%
Quite worried	(3) 61 3%	25 3%	36 4%	19 8%	25 7%	11 3%	4 1%	2 1%	- -	19 3%	13 2%	18 4%	12 2%	17 6%	33 4%
Not very worried	(2) 176 9%	85 9%	91 9%	28 12%	40 12%	49 15%	22 6%	22 7%	15 3%	40 7%	49 9%	33 7%	54 11%	35 12%	79 9%
Not at all worried	(1) 1650 82%	817 83%	832 81%	165 69%	230 68%	257 75%	317 88%	265 88%	416 95%	462 86%	465 83%	350 79%	373 78%	228 77%	656 78%
NET: Not worried	1826 90%	902 91%	923 90%	192 80%	271 79%	306 90%	339 94%	286 95%	431 98%	502 93%	514 92%	382 87%	427 89%	263 89%	734 88%
Don't know	96 5%	44 4%	52 5%	26 11%	30 9%	12 3%	14 4%	8 3%	6 1%	14 3%	22 4%	27 6%	33 7%	9 3%	46 5%
Mean	1.21	1.20	1.22	1.35	1.43	1.32	1.11	1.13	1.05	1.18	1.20	1.26	1.23	1.30	1.27
Standard deviation	0.59	0.58	0.60	0.70	0.83	0.71	0.42	0.46	0.29	0.53	0.58	0.69	0.59	0.67	0.68
Standard error	0.01	0.02	0.02	0.05	0.05	0.04	0.02	0.03	0.01	0.02	0.02	0.04	0.03	0.04	0.02

## ITV News Index Survey

### ONLINE Fieldwork: 1st-3rd August 2014

Absolutes/col percents

Table 10  
**Q.3 At the present time how worried, if at all, are you personally about each of the following?**  
**The earth being invaded by aliens**  
**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	2021	1726	181	80	240	153	192	144	114	173	238	310	196	1087	818	269	934	104	134	108	411	177
Weighted base	2021	1738	182	81	222	182	182	141	101	202	263	283	182	1132	889	243	889	100	123	115	370	181
NET: Worried	99 5%	88 5%	7 4%	3 4%	16 7%	11 6%	8 4%	5 4%	4 4%	6 3%	20 8%	15 5%	4 2%	79 7%	67 8%	12 5%	20 2%	3 3%	6 5%	-	2 *	9 5%
Very worried	(4) 38 2%	32 2%	4 2%	2 2%	9 4%	3 2%	1 *	2 1%	2 2%	-	8 3%	4 2%	3 2%	30 3%	24 3%	6 2%	9 1%	1 1%	2 2%	-	2 *	4 2%
Quite worried	(3) 61 3%	56 3%	3 2%	1 2%	7 3%	8 4%	7 4%	3 2%	2 2%	6 3%	13 5%	10 4%	1 *	50 4%	43 5%	6 3%	11 1%	2 2%	4 3%	-	-	6 3%
Not very worried	(2) 176 9%	155 9%	15 8%	5 7%	13 6%	11 6%	18 10%	15 10%	6 6%	13 6%	38 14%	20 7%	23 13%	114 10%	90 10%	24 10%	62 7%	14 14%	7 5%	8 7%	13 3%	21 12%
Not at all worried	(1) 1650 82%	1408 81%	154 85%	64 79%	184 83%	146 80%	151 83%	118 83%	87 86%	173 86%	187 71%	238 84%	147 81%	883 78%	688 77%	196 81%	766 86%	76 76%	95 77%	103 90%	352 95%	140 77%
NET: Not worried	1826 90%	1563 90%	169 93%	69 86%	196 88%	157 86%	169 93%	133 94%	93 92%	186 92%	225 86%	258 91%	171 94%	998 88%	778 87%	220 91%	828 93%	90 90%	102 83%	111 96%	365 99%	161 89%
Don't know	96 5%	87 5%	5 3%	8 10%	10 4%	14 8%	5 3%	4 3%	4 4%	11 5%	18 7%	10 4%	7 4%	55 5%	44 5%	11 4%	41 5%	8 8%	15 12%	4 4%	4 1%	11 6%
Mean	1.21	1.22	1.19	1.19	1.26	1.21	1.19	1.20	1.16	1.13	1.35	1.20	1.20	1.28	1.29	1.23	1.13	1.22	1.20	1.07	1.05	1.26
Standard deviation	0.59	0.60	0.58	0.58	0.72	0.61	0.51	0.54	0.54	0.41	0.72	0.58	0.54	0.68	0.69	0.62	0.45	0.51	0.61	0.25	0.28	0.63
Standard error	0.01	0.01	0.04	0.07	0.05	0.05	0.04	0.05	0.05	0.03	0.05	0.03	0.04	0.02	0.02	0.04	0.02	0.05	0.06	0.02	0.01	0.05

**ITV News Index Survey**  
**ONLINE Fieldwork: 1st-3rd August 2014**

Absolutes/col percents

Table 10  
**Q.3 At the present time how worried, if at all, are you personally about each of the following?**  
**The earth being invaded by aliens**  
**Base: All respondents**

	Tenure								
	Total	NET: Homeowners	Owned outright - without mortgage	Owned with a mortgage or loan	NET: Renters	Rented from the council	Rented from a housing association	Rented from someone else	Rent free
Unweighted base	2021	1295	696	599	695	173	178	344	31
Weighted base	2021	1314	667	647	674	283	126	264	34
NET: Worried	99 5%	63 5%	22 3%	41 6%	36 5%	8 3%	9 7%	19 7%	- -
Very worried	(4) 38 2%	24 2%	6 1%	18 3%	14 2%	2 1%	4 3%	8 3%	- -
Quite worried	(3) 61 3%	38 3%	15 2%	23 4%	23 3%	7 2%	5 4%	11 4%	- -
Not very worried	(2) 176 9%	91 7%	40 6%	51 8%	79 12%	38 13%	12 9%	29 11%	6 18%
Not at all worried	(1) 1650 82%	1108 84%	586 88%	522 81%	516 77%	219 78%	100 79%	197 75%	25 75%
NET: Not worried	1826 90%	1199 91%	627 94%	572 88%	595 88%	257 91%	112 88%	226 86%	31 93%
Don't know	96 5%	52 4%	18 3%	33 5%	42 6%	17 6%	6 5%	19 7%	2 7%
Mean	1.21	1.19	1.14	1.25	1.26	1.21	1.28	1.31	1.19
Standard deviation	0.59	0.58	0.48	0.66	0.63	0.51	0.70	0.71	0.40
Standard error	0.01	0.02	0.02	0.03	0.02	0.04	0.05	0.04	0.08

## ITV News Index Survey

### ONLINE Fieldwork: 1st-3rd August 2014

Absolutes/col percents

Table 11  
**Q.4 Do you agree or disagree with each of the following statements?**  
**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2021	1056	965	232	297	321	385	329	457	583	610	332	496	274	813
Weighted base	2021	991	1030	240	340	340	360	300	440	540	560	440	480	295	837
<b><u>I don't really know what ebola is</u></b>															
Agree	631 31%	285 29%	347 34%	96 40%	142 42%	113 33%	108 30%	69 23%	103 23%	146 27%	156 28%	158 36%	171 36%	94 32%	297 36%
Disagree	1232 61%	637 64%	595 58%	101 42%	159 47%	199 58%	231 64%	219 73%	325 74%	367 68%	363 65%	245 56%	257 54%	179 61%	468 56%
Don't know	157 8%	69 7%	89 9%	43 18%	40 12%	28 8%	21 6%	12 4%	12 3%	27 5%	41 7%	37 8%	52 11%	22 7%	72 9%
<b><u>British people panic too much about the potential threat of new diseases</u></b>															
Agree	868 43%	476 48%	392 38%	89 37%	151 44%	141 41%	159 44%	156 52%	172 39%	261 48%	224 40%	182 41%	201 42%	116 39%	377 45%
Disagree	811 40%	369 37%	442 43%	90 37%	119 35%	139 41%	144 40%	115 38%	205 47%	205 38%	245 44%	176 40%	186 39%	136 46%	304 36%
Don't know	342 17%	146 15%	196 19%	62 26%	71 21%	61 18%	58 16%	29 10%	62 14%	75 14%	91 16%	83 19%	93 19%	43 15%	156 19%
<b><u>The current outbreak of ebola in Africa presents a serious threat to Britain</u></b>															
Agree	825 41%	385 39%	440 43%	91 38%	128 38%	157 46%	156 43%	116 39%	178 41%	207 38%	230 41%	187 43%	201 42%	122 41%	338 40%
Disagree	627 31%	364 37%	263 26%	64 27%	91 27%	87 26%	114 32%	116 39%	155 35%	217 40%	171 31%	121 27%	118 25%	100 34%	242 29%
Don't know	569 28%	242 24%	327 32%	85 36%	122 36%	96 28%	90 25%	69 23%	107 24%	116 21%	159 28%	132 30%	162 34%	73 25%	258 31%

## ITV News Index Survey

### ONLINE Fieldwork: 1st-3rd August 2014

Absolutes/col percents

Table 11  
**Q.4 Do you agree or disagree with each of the following statements?**  
**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	2021	991	1030	240	340	340	360	300	440	540	560	440	480	295	837
<b><u>The symptoms of ebola are probably not as bad as the press makes it out to be</u></b>															
Agree	239 12%	141 14%	98 10%	40 17%	61 18%	44 13%	31 9%	30 10%	32 7%	57 11%	53 9%	64 15%	65 14%	31 11%	122 15%
Disagree	1255 62%	638 64%	617 60%	120 50%	167 49%	210 62%	227 63%	207 69%	324 74%	366 68%	373 67%	255 58%	261 54%	191 65%	471 56%
Don't know	527 26%	212 21%	315 31%	80 33%	112 33%	86 25%	102 28%	63 21%	83 19%	117 22%	134 24%	122 28%	154 32%	73 25%	244 29%
<b><u>The Government is not taking the threat of ebola seriously enough</u></b>															
Agree	550 27%	252 25%	298 29%	66 28%	102 30%	101 30%	106 29%	82 27%	94 21%	142 26%	126 22%	136 31%	147 31%	78 26%	235 28%
Disagree	826 41%	475 48%	352 34%	73 30%	127 37%	132 39%	140 39%	132 44%	222 51%	251 46%	241 43%	167 38%	167 35%	123 42%	329 39%
Don't know	645 32%	263 27%	381 37%	101 42%	111 33%	108 32%	114 32%	86 29%	124 28%	147 27%	194 35%	138 31%	166 35%	94 32%	273 33%
<b><u>I would not mind sitting next to someone with ebola on a train</u></b>															
Agree	126 6%	81 8%	45 4%	16 7%	26 8%	30 9%	17 5%	16 5%	22 5%	38 7%	31 6%	30 7%	27 6%	19 7%	62 7%
Disagree	1564 77%	768 77%	796 77%	174 73%	238 70%	264 77%	284 79%	240 80%	364 83%	430 80%	445 79%	334 76%	355 74%	224 76%	635 76%
Don't know	331 16%	142 14%	190 18%	50 21%	76 22%	47 14%	59 16%	44 15%	55 12%	72 13%	84 15%	77 17%	98 20%	52 18%	139 17%

**ITV News Index Survey**  
**ONLINE Fieldwork: 1st-3rd August 2014**

Absolutes/col percents

Table 11  
**Q.4 Do you agree or disagree with each of the following statements?**  
**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	2021	991	1030	240	340	340	360	300	440	540	560	440	480	295	837
<b><u>The threat of ebola is just another media scare story like Bird Flu or the Millennium Bug</u></b>															
Agree	444 22%	242 24%	202 20%	52 22%	88 26%	70 20%	84 23%	72 24%	78 18%	123 23%	129 23%	99 22%	93 19%	61 21%	202 24%
Disagree	1096 54%	547 55%	549 53%	104 43%	147 43%	186 55%	194 54%	182 61%	284 65%	317 59%	308 55%	222 50%	249 52%	169 57%	414 49%
Don't know	481 24%	202 20%	280 27%	84 35%	106 31%	85 25%	82 23%	46 15%	78 18%	100 19%	123 22%	119 27%	138 29%	65 22%	220 26%

## ITV News Index Survey

### ONLINE Fieldwork: 1st-3rd August 2014

Absolutes/col percents

Table 11  
**Q.4 Do you agree or disagree with each of the following statements?**  
**Base: All respondents**

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2021	1726	181	80	240	153	192	144	114	173	238	310	196	1087	818	269	934	104	134	108	411	177
Weighted base	2021	1738	182	81	222	182	182	141	101	202	263	283	182	1132	889	243	889	100	123	115	370	181
<b><u>I don't really know what ebola is</u></b>																						
Agree	631 31%	549 32%	56 31%	28 34%	67 30%	64 35%	51 28%	36 26%	27 27%	71 35%	85 32%	96 34%	51 28%	391 35%	308 35%	83 34%	240 27%	31 31%	38 31%	39 34%	74 20%	58 32%
Disagree	1232 61%	1051 60%	120 66%	39 49%	138 62%	98 54%	121 67%	96 68%	61 61%	113 56%	156 60%	174 61%	115 63%	647 57%	502 56%	145 60%	586 66%	58 58%	72 58%	71 62%	286 77%	100 55%
Don't know	157 8%	139 8%	6 3%	14 17%	18 8%	20 11%	9 5%	9 7%	13 12%	18 9%	21 8%	13 5%	16 9%	94 8%	79 9%	15 6%	63 7%	11 11%	14 11%	5 4%	10 3%	24 13%
<b><u>British people panic too much about the potential threat of new diseases</u></b>																						
Agree	868 43%	746 43%	83 46%	33 41%	81 36%	82 45%	83 45%	51 36%	39 39%	96 47%	97 37%	143 50%	80 44%	493 44%	388 44%	105 43%	375 42%	49 49%	53 43%	48 42%	157 42%	68 37%
Disagree	811 40%	690 40%	75 41%	32 40%	103 46%	63 34%	73 40%	68 48%	46 45%	70 35%	112 43%	100 35%	70 38%	440 39%	345 39%	95 39%	371 42%	34 34%	49 40%	48 42%	170 46%	69 38%
Don't know	342 17%	302 17%	23 13%	15 19%	39 18%	37 20%	26 15%	23 16%	16 16%	36 18%	54 20%	40 14%	32 18%	199 18%	156 18%	43 18%	143 16%	17 17%	21 17%	18 16%	43 12%	44 25%
<b><u>The current outbreak of ebola in Africa presents a serious threat to Britain</u></b>																						
Agree	825 41%	715 41%	70 39%	37 46%	101 46%	72 40%	78 43%	65 46%	40 40%	76 38%	107 41%	104 37%	74 41%	459 41%	367 41%	93 38%	365 41%	33 33%	48 39%	47 41%	145 39%	91 50%
Disagree	627 31%	535 31%	60 33%	23 29%	62 28%	60 33%	62 34%	40 28%	32 31%	48 24%	76 29%	109 39%	54 30%	342 30%	269 30%	73 30%	285 32%	31 31%	38 31%	33 29%	153 41%	30 17%
Don't know	569 28%	488 28%	52 29%	21 26%	59 27%	49 27%	42 23%	36 26%	29 29%	78 38%	79 30%	70 25%	54 30%	330 29%	254 29%	76 31%	239 27%	36 36%	37 30%	35 30%	72 19%	60 33%

## ITV News Index Survey

### ONLINE Fieldwork: 1st-3rd August 2014

Absolutes/col percents

Table 11  
**Q.4 Do you agree or disagree with each of the following statements?**  
**Base: All respondents**

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Weighted base	2021	1738	182	81	222	182	182	141	101	202	263	283	182	1132	889	243	889	100	123	115	370	181
<b><u>The symptoms of ebola are probably not as bad as the press makes it out to be</u></b>																						
Agree	239 12%	209 12%	15 8%	16 20%	23 10%	18 10%	26 15%	19 13%	15 15%	24 12%	41 16%	22 8%	20 11%	154 14%	128 14%	25 11%	85 10%	16 16%	12 9%	10 8%	29 8%	19 10%
Disagree	1255 62%	1075 62%	121 66%	36 44%	151 68%	106 58%	114 63%	93 66%	59 58%	119 59%	159 61%	186 66%	112 62%	662 58%	525 59%	137 56%	593 67%	53 53%	79 64%	71 61%	281 76%	109 60%
Don't know	527 26%	454 26%	46 25%	29 36%	48 22%	58 32%	42 23%	29 21%	27 27%	60 30%	63 24%	75 27%	50 27%	317 28%	236 27%	80 33%	211 24%	31 31%	32 26%	35 30%	59 16%	54 30%
<b><u>The Government is not taking the threat of ebola seriously enough</u></b>																						
Agree	550 27%	485 28%	44 24%	23 29%	71 32%	56 31%	49 27%	42 30%	21 21%	46 23%	77 29%	71 25%	49 27%	313 28%	253 28%	60 25%	238 27%	23 23%	36 29%	27 23%	78 21%	74 41%
Disagree	826 41%	696 40%	83 46%	25 32%	76 34%	76 42%	81 45%	56 40%	47 47%	68 34%	110 42%	127 45%	76 42%	452 40%	369 41%	84 35%	374 42%	44 44%	46 37%	50 43%	196 53%	39 22%
Don't know	645 32%	557 32%	55 30%	32 40%	75 34%	50 27%	52 29%	43 30%	32 32%	88 44%	75 29%	85 30%	56 31%	367 32%	268 30%	99 41%	278 31%	34 34%	41 34%	39 34%	96 26%	68 37%
<b><u>I would not mind sitting next to someone with ebola on a train</u></b>																						
Agree	126 6%	115 7%	9 5%	3 4%	16 7%	6 3%	13 7%	10 7%	3 2%	11 5%	23 9%	16 6%	16 9%	82 7%	71 8%	11 5%	44 5%	6 6%	7 6%	8 7%	18 5%	4 2%
Disagree	1564 77%	1346 77%	138 76%	60 74%	178 80%	141 78%	147 81%	117 82%	80 79%	147 73%	196 75%	221 78%	139 76%	859 76%	677 76%	181 75%	705 79%	70 70%	99 80%	95 82%	304 82%	137 76%
Don't know	331 16%	278 16%	35 19%	18 22%	28 12%	35 19%	22 12%	15 11%	18 18%	44 22%	43 17%	46 16%	27 15%	191 17%	141 16%	50 21%	140 16%	23 23%	17 13%	12 11%	48 13%	40 22%



## ITV News Index Survey

### ONLINE Fieldwork: 1st-3rd August 2014

Absolutes/col percents

Table 11  
**Q.4 Do you agree or disagree with each of the following statements?**  
**Base: All respondents**

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Weighted base	2021	1738	182	81	222	182	182	141	101	202	263	283	182	1132	889	243	889	100	123	115	370	181
<b><u>The threat of ebola is just another media scare story like Bird Flu or the Millennium Bug</u></b>																						
Agree	444 22%	385 22%	30 17%	20 25%	35 16%	39 22%	43 24%	26 18%	28 28%	50 25%	56 21%	68 24%	48 27%	263 23%	204 23%	59 24%	181 20%	27 27%	26 21%	17 15%	76 21%	35 19%
Disagree	1096 54%	943 54%	101 56%	32 39%	136 61%	92 51%	109 60%	90 63%	51 51%	94 47%	140 53%	149 53%	101 56%	583 52%	462 52%	121 50%	513 58%	47 47%	66 54%	65 56%	243 66%	92 51%
Don't know	481 24%	409 24%	50 28%	29 36%	51 23%	50 28%	30 17%	26 18%	22 21%	58 29%	67 25%	66 23%	32 18%	286 25%	223 25%	63 26%	195 22%	27 27%	31 25%	33 28%	51 14%	54 30%

**ITV News Index Survey**  
**ONLINE Fieldwork: 1st-3rd August 2014**

Absolutes/col percents

Table 11  
**Q.4 Do you agree or disagree with each of the following statements?**  
**Base: All respondents**

	Tenure								
	Total	NET: Homeowners	Owned outright - without mortgage	Owned with a mortgage or loan	NET: Renters	Rented from the council	Rented from a housing association	Rented from someone else	Rent free
Unweighted base	2021	1295	696	599	695	173	178	344	31
Weighted base	2021	1314	667	647	674	283	126	264	34
<b><u>I don't really know what ebola is</u></b>									
Agree	631 31%	377 29%	176 26%	201 31%	247 37%	116 41%	44 35%	86 33%	8 22%
Disagree	1232 61%	848 65%	447 67%	401 62%	364 54%	142 50%	75 59%	147 56%	21 62%
Don't know	157 8%	89 7%	44 7%	45 7%	63 9%	25 9%	7 6%	31 12%	5 16%
<b><u>British people panic too much about the potential threat of new diseases</u></b>									
Agree	868 43%	551 42%	271 41%	281 43%	307 46%	122 43%	59 47%	125 47%	10 29%
Disagree	811 40%	550 42%	289 43%	262 40%	244 36%	117 41%	42 33%	85 32%	16 48%
Don't know	342 17%	212 16%	107 16%	105 16%	122 18%	43 15%	25 20%	54 21%	8 23%
<b><u>The current outbreak of ebola in Africa presents a serious threat to Britain</u></b>									
Agree	825 41%	534 41%	266 40%	268 41%	278 41%	126 45%	55 44%	96 36%	13 39%
Disagree	627 31%	444 34%	233 35%	211 33%	177 26%	62 22%	32 26%	83 31%	6 18%
Don't know	569 28%	336 26%	168 25%	168 26%	219 32%	95 34%	39 31%	85 32%	14 43%

**ITV News Index Survey**  
**ONLINE Fieldwork: 1st-3rd August 2014**

Absolutes/col percents

Table 11  
**Q.4 Do you agree or disagree with each of the following statements?**  
**Base: All respondents**

	Tenure								
	Total	NET: Homeowners	Owned outright - without mortgage	Owned with a mortgage or loan	NET: Renters	Rented from the council	Rented from a housing association	Rented from someone else	Rent free
Weighted base	2021	1314	667	647	674	283	126	264	34
<b><u>The symptoms of ebola are probably not as bad as the press makes it out to be</u></b>									
Agree	239 12%	136 10%	68 10%	68 11%	100 15%	46 16%	19 15%	36 14%	3 9%
Disagree	1255 62%	864 66%	462 69%	401 62%	373 55%	158 56%	73 58%	142 54%	18 55%
Don't know	527 26%	314 24%	137 21%	177 27%	201 30%	80 28%	35 28%	86 33%	12 37%
<b><u>The Government is not taking the threat of ebola seriously enough</u></b>									
Agree	550 27%	326 25%	160 24%	167 26%	211 31%	91 32%	40 31%	80 30%	13 39%
Disagree	826 41%	579 44%	303 46%	275 43%	236 35%	99 35%	47 37%	91 34%	12 34%
Don't know	645 32%	408 31%	204 31%	205 32%	227 34%	93 33%	40 32%	94 36%	9 27%
<b><u>I would not mind sitting next to someone with ebola on a train</u></b>									
Agree	126 6%	82 6%	28 4%	54 8%	44 7%	17 6%	9 7%	18 7%	- -
Disagree	1564 77%	1040 79%	554 83%	486 75%	496 74%	208 73%	97 77%	191 72%	27 81%
Don't know	331 16%	192 15%	85 13%	107 17%	133 20%	58 21%	20 16%	55 21%	6 19%

**ITV News Index Survey**  
**ONLINE Fieldwork: 1st-3rd August 2014**

Absolutes/col percents

Table 11  
**Q.4 Do you agree or disagree with each of the following statements?**  
**Base: All respondents**

	Tenure								
	Total	NET: Homeowners	Owned outright - without mortgage	Owned with a mortgage or loan	NET: Renters	Rented from the council	Rented from a housing association	Rented from someone else	Rent free
Weighted base	2021	1314	667	647	674	283	126	264	34
<b>The threat of ebola is just another media scare story like Bird Flu or the Millennium Bug</b>									
Agree	444 22%	287 22%	136 20%	151 23%	151 22%	61 22%	27 21%	63 24%	6 17%
Disagree	1096 54%	752 57%	400 60%	352 54%	323 48%	137 48%	64 51%	122 46%	21 61%
Don't know	481 24%	274 21%	130 20%	144 22%	200 30%	85 30%	36 28%	80 30%	7 22%