

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.

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Mood Music Survey

Fieldwork : 26th September - 5th October 2014

Absolutes/col percents

Table 1

Q1. To what extent, if at all, do you agree or disagree with the following statements?

-Summary

Base: All respondents

Q1. Summary				
	I like to listen to music when I don't feel well	Listening to music can make people feel better when they are sick or facing difficult times	I prefer listening to speech than music when I don't feel well	In the past, music has made me feel better when I personally have been sick or felt down
Unweighted base	2009	2009	2009	2009
Weighted base	2009	2009	2009	2009
NET: Agree	1379 69%	1742 87%	717 36%	1619 81%
Strongly agree (4)	586 29%	795 40%	228 11%	798 40%
Tend to agree (3)	793 39%	947 47%	489 24%	821 41%
Tend to disagree (2)	382 19%	148 7%	674 34%	229 11%
Strongly disagree (1)	221 11%	88 4%	564 28%	138 7%
NET: Disagree	603 30%	236 12%	1238 62%	367 18%
Don't know	27 1%	31 2%	54 3%	23 1%
Mean	2.88	3.24	2.20	3.15
Standard deviation	0.96	0.77	0.98	0.88
Standard error	0.02	0.02	0.02	0.02

Mood Music Survey

Fieldwork : 26th September - 5th October 2014

Absolutes/col percents

Table 2

Q1. To what extent, if at all, do you agree or disagree with the following statements?

-I like to listen to music when I don't feel well

Base: All respondents

	Gender			Age						Class					Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	
Unweighted base	2009	974	1035	175	313	319	395	337	470	720	391	340	558	183	87	223	174	176	137	100	194	264	287	184	
Weighted base	2009	984	1025	238	338	338	358	298	438	537	557	438	478	181	80	221	181	181	141	100	201	261	281	181	
NET: Agree	1379	689	690	191	213	224	257	194	300	355	410	288	325	117	55	149	119	128	90	74	140	174	201	131	
	69%	70%	67%	80%	63%	66%	72%	65%	69%	66%	74%	66%	68%	65%	68%	68%	66%	71%	64%	73%	70%	67%	72%	72%	
Strongly agree	(4)	586	290	296	91	95	91	108	74	127	129	171	127	159	57	26	63	50	61	39	37	54	68	77	55
		29%	29%	29%	38%	28%	27%	30%	25%	29%	24%	31%	29%	33%	32%	33%	28%	34%	27%	37%	27%	26%	27%	30%	
Tend to agree	(3)	793	399	394	100	118	133	148	120	173	226	239	162	166	60	29	86	70	67	51	37	87	106	124	76
		39%	41%	38%	42%	35%	39%	41%	40%	40%	42%	43%	37%	35%	33%	36%	39%	39%	37%	36%	37%	43%	41%	44%	42%
Tend to disagree	(2)	382	173	209	34	75	67	67	68	71	117	85	86	95	41	14	39	44	32	27	20	38	54	45	28
		19%	18%	20%	14%	22%	20%	19%	23%	16%	22%	15%	20%	20%	22%	18%	18%	24%	18%	19%	20%	19%	21%	16%	16%
Strongly disagree	(1)	221	104	117	12	46	43	31	31	59	54	59	57	51	18	10	30	15	19	22	6	21	27	30	21
		11%	11%	11%	5%	14%	13%	9%	10%	13%	10%	11%	13%	11%	10%	13%	14%	9%	11%	16%	6%	10%	10%	11%	12%
NET: Disagree		603	277	326	46	122	110	97	99	130	171	143	143	146	59	25	69	59	51	49	26	58	82	75	49
		30%	28%	32%	19%	36%	32%	27%	33%	30%	32%	26%	33%	31%	33%	31%	31%	33%	28%	35%	26%	29%	31%	27%	27%
Don't know		27	18	9	2	3	4	4	5	8	11	4	6	6	5	1	3	2	1	2	1	2	5	4	1
		1%	2%	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	2%	2%	*	
Mean		2.88	2.91	2.85	3.14	2.78	2.82	2.95	2.81	2.86	2.82	2.94	2.83	2.92	2.89	2.89	2.83	2.86	2.95	2.76	3.04	2.87	2.84	2.90	2.91
Standard deviation		0.96	0.95	0.97	0.84	1.01	0.98	0.92	0.93	0.99	0.92	0.94	1.00	0.98	0.98	1.01	1.00	0.92	0.97	1.03	0.91	0.93	0.94	0.93	0.96
Standard error		0.02	0.03	0.03	0.06	0.06	0.06	0.05	0.05	0.05	0.03	0.05	0.05	0.04	0.07	0.11	0.07	0.07	0.07	0.09	0.09	0.07	0.06	0.06	0.07

Mood Music Survey

Fieldwork : 26th September - 5th October 2014

Absolutes/col percents

Table 3

Q1. To what extent, if at all, do you agree or disagree with the following statements?
-Listening to music can make people feel better when they are sick or facing difficult times
Base: All respondents

	Gender		Age							Class					Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	
Unweighted base	2009	974	1035	175	313	319	395	337	470	720	391	340	558	183	87	223	174	176	137	100	194	264	287	184	
Weighted base	2009	984	1025	238	338	338	358	298	438	537	557	438	478	181	80	221	181	181	141	100	201	261	281	181	
NET: Agree	1742	850	892	229	288	303	317	244	361	467	500	375	400	153	70	188	162	153	113	91	171	230	258	152	
	87%	86%	87%	96%	85%	90%	89%	82%	82%	87%	90%	86%	84%	85%	88%	85%	90%	85%	80%	90%	85%	88%	92%	84%	
Strongly agree	(4)	795	385	410	122	127	128	154	106	157	193	240	166	196	74	25	88	69	75	53	53	80	103	104	72
		40%	39%	40%	51%	38%	38%	43%	36%	36%	36%	43%	38%	41%	41%	31%	40%	38%	42%	38%	52%	40%	39%	37%	40%
Tend to agree	(3)	947	465	481	106	162	175	163	137	203	274	260	208	205	79	45	100	94	78	60	38	91	128	155	80
		47%	47%	47%	45%	48%	52%	46%	46%	46%	51%	47%	48%	43%	44%	56%	45%	52%	43%	42%	38%	45%	49%	55%	44%
Tend to disagree	(2)	148	70	77	5	27	19	22	38	37	41	33	34	40	17	5	17	8	15	15	8	18	15	12	18
		7%	7%	8%	2%	8%	6%	6%	13%	8%	8%	6%	8%	8%	10%	6%	8%	4%	8%	10%	8%	9%	6%	4%	10%
Strongly disagree	(1)	88	45	44	3	20	12	16	12	26	22	20	18	29	9	4	14	7	9	9	2	8	11	8	7
		4%	5%	4%	1%	6%	4%	4%	4%	6%	4%	4%	4%	6%	5%	5%	7%	4%	5%	7%	2%	4%	4%	3%	4%
NET: Disagree		236	115	121	8	46	31	38	50	63	62	53	51	70	26	9	31	15	23	24	10	26	26	21	25
		12%	12%	12%	3%	14%	9%	11%	17%	14%	12%	9%	12%	15%	14%	12%	14%	8%	13%	17%	10%	13%	10%	7%	14%
Don't know		31	19	12	2	3	4	3	4	15	8	4	11	8	2	1	2	4	5	4	-	4	5	2	3
		2%	2%	1%	1%	1%	1%	1%	1%	3%	1%	1%	3%	2%	1%	1%	1%	2%	3%	3%	-	2%	2%	1%	2%
Mean		3.24	3.23	3.24	3.47	3.18	3.25	3.28	3.15	3.16	3.21	3.30	3.23	3.21	3.22	3.14	3.19	3.26	3.25	3.15	3.41	3.23	3.26	3.27	3.22
Standard deviation		0.77	0.78	0.77	0.61	0.81	0.72	0.77	0.80	0.82	0.75	0.74	0.77	0.84	0.81	0.76	0.84	0.72	0.81	0.87	0.72	0.78	0.75	0.68	0.79
Standard error		0.02	0.03	0.02	0.05	0.05	0.04	0.04	0.04	0.04	0.03	0.04	0.04	0.04	0.06	0.08	0.06	0.06	0.06	0.07	0.07	0.06	0.05	0.04	0.06

Mood Music Survey

Fieldwork : 26th September - 5th October 2014

Absolutes/col percents

Table 4

Q1. To what extent, if at all, do you agree or disagree with the following statements?

-I prefer listening to speech than music when I don't feel well

Base: All respondents

	Gender			Age						Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted base	2009	974	1035	175	313	319	395	337	470	720	391	340	558	183	87	223	174	176	137	100	194	264	287	184
Weighted base	2009	984	1025	238	338	338	358	298	438	537	557	438	478	181	80	221	181	181	141	100	201	261	281	181
NET: Agree	717 36%	359 36%	358 35%	101 42%	121 36%	109 32%	126 35%	90 30%	171 39%	197 37%	185 33%	149 34%	186 39%	64 36%	44 55%	70 32%	64 36%	53 29%	56 40%	46 45%	62 31%	106 40%	100 36%	51 28%
Strongly agree	(4) 11%	116 12%	112 11%	30 12%	50 15%	23 7%	40 11%	25 8%	61 14%	54 10%	53 9%	44 10%	78 16%	21 11%	11 14%	30 14%	16 9%	17 9%	16 11%	12 12%	11 6%	41 16%	32 11%	20 11%
Tend to agree	(3) 24%	243 25%	246 24%	71 30%	71 21%	86 26%	86 24%	65 22%	110 25%	143 27%	132 24%	106 24%	108 23%	44 24%	32 40%	40 18%	48 26%	36 20%	40 29%	34 33%	50 25%	65 25%	69 24%	31 17%
Tend to disagree	(2) 34%	319 32%	355 35%	72 30%	125 37%	128 38%	108 30%	115 38%	127 29%	191 35%	203 36%	144 33%	137 29%	60 33%	22 28%	74 34%	67 37%	73 41%	45 32%	28 28%	77 39%	83 32%	85 30%	60 33%
Strongly disagree	(1) 28%	267 27%	296 29%	63 26%	85 25%	96 28%	117 33%	82 28%	122 28%	130 24%	158 28%	137 31%	138 29%	48 26%	13 17%	72 32%	47 26%	47 26%	35 25%	26 26%	58 29%	65 25%	88 31%	65 36%
NET: Disagree	1238 62%	587 60%	651 64%	135 57%	210 62%	224 66%	224 63%	197 66%	249 57%	321 60%	361 65%	281 64%	275 58%	107 59%	35 44%	146 66%	114 63%	120 67%	80 57%	55 55%	135 67%	148 57%	173 62%	125 69%
Don't know	54 3%	39 4%	15 1%	3 1%	8 2%	5 1%	8 2%	12 4%	18 4%	19 4%	11 2%	7 2%	16 3%	9 5%	1 1%	4 2%	3 2%	8 4%	4 3%	- -	4 2%	8 3%	8 3%	4 2%
Mean	2.20	2.22	2.17	2.29	2.26	2.11	2.14	2.11	2.26	2.23	2.15	2.13	2.27	2.22	2.53	2.13	2.19	2.13	2.28	2.31	2.08	2.32	2.16	2.04
Standard deviation	0.98	0.99	0.98	1.00	1.01	0.90	1.01	0.92	1.03	0.94	0.95	0.98	1.07	0.99	0.94	1.03	0.93	0.93	0.98	0.99	0.88	1.03	1.01	1.01
Standard error	0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.05	0.05	0.04	0.05	0.05	0.05	0.07	0.10	0.07	0.07	0.07	0.08	0.10	0.06	0.06	0.06	0.08

Mood Music Survey

Fieldwork : 26th September - 5th October 2014

Absolutes/col percents

Table 5

Q1. To what extent, if at all, do you agree or disagree with the following statements?
-In the past, music has made me feel better when I personally have been sick or felt down
Base: All respondents

	Gender		Age							Class				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	
Unweighted base	2009	974	1035	175	313	319	395	337	470	720	391	340	558	183	87	223	174	176	137	100	194	264	287	184	
Weighted base	2009	984	1025	238	338	338	358	298	438	537	557	438	478	181	80	221	181	181	141	100	201	261	281	181	
NET: Agree	1619	793	826	205	274	271	288	238	344	444	463	340	373	142	68	171	146	141	104	85	167	218	231	145	
	81%	81%	81%	86%	81%	80%	80%	80%	78%	83%	83%	78%	78%	79%	84%	77%	81%	78%	74%	84%	83%	84%	82%	80%	
Strongly agree	(4)	798	376	422	114	134	125	158	111	155	194	246	163	195	73	40	78	65	80	53	47	80	110	112	61
		40%	38%	41%	48%	40%	37%	44%	37%	35%	36%	44%	37%	41%	40%	50%	35%	36%	44%	38%	47%	40%	42%	40%	33%
Tend to agree	(3)	821	417	404	90	139	146	130	127	189	249	216	177	178	69	27	93	81	61	51	38	87	109	119	85
		41%	42%	39%	38%	41%	43%	36%	42%	43%	46%	39%	40%	37%	38%	34%	42%	45%	34%	36%	37%	43%	42%	42%	47%
Tend to disagree	(2)	229	116	113	24	37	44	44	36	44	58	58	57	56	20	10	25	17	28	19	9	19	33	30	20
		11%	12%	11%	10%	11%	13%	12%	12%	10%	11%	10%	13%	12%	11%	12%	11%	9%	15%	14%	9%	9%	13%	11%	11%
Strongly disagree	(1)	138	65	73	9	26	20	21	23	39	28	29	40	41	13	3	24	13	11	15	6	13	9	17	14
		7%	7%	7%	4%	8%	6%	6%	8%	9%	5%	5%	9%	9%	7%	4%	11%	7%	6%	11%	6%	7%	3%	6%	8%
NET: Disagree		367	181	186	32	63	64	66	58	84	86	87	97	97	33	13	49	29	39	35	15	32	42	47	34
		18%	18%	18%	14%	19%	19%	18%	20%	19%	16%	16%	22%	20%	18%	16%	22%	16%	21%	25%	15%	16%	16%	17%	19%
Don't know		23	10	13	2	1	3	5	2	11	7	7	1	8	6	-	1	6	1	2	1	1	1	2	1
		1%	1%	1%	1%	*	1%	1%	1%	2%	1%	1%	*	2%	3%	-	*	3%	*	2%	1%	1%	1%	1%	1%
Mean		3.15	3.13	3.16	3.31	3.13	3.12	3.20	3.10	3.08	3.15	3.24	3.06	3.12	3.16	3.30	3.02	3.13	3.17	3.02	3.26	3.18	3.23	3.17	3.07
Standard deviation		0.88	0.87	0.89	0.80	0.90	0.85	0.88	0.89	0.91	0.82	0.84	0.93	0.93	0.90	0.84	0.95	0.86	0.90	0.99	0.86	0.86	0.80	0.85	0.88
Standard error		0.02	0.03	0.03	0.06	0.05	0.05	0.04	0.05	0.04	0.03	0.04	0.05	0.04	0.07	0.09	0.06	0.07	0.07	0.09	0.09	0.06	0.05	0.05	0.06

Mood Music Survey

Fieldwork : 26th September - 5th October 2014

Absolutes/col percents

Table 6

Q2. If you were feeling unwell or down, which of the following pieces of music, if any, would you most like to listen to?

Base: All respondents (Week 2)

	Gender		Age							Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted base	1002	491	511	85	156	159	200	168	234	356	205	177	264	92	42	109	87	86	67	50	99	134	144	92
Weighted base	1002	491	511	119	169	169	179	149	218	268	278	218	238	90	40	110	90	90	70	50	100	130	140	90
Bohemian Rhapsody by Queen	259	141	118	43	39	34	51	42	50	65	81	57	56	24	11	32	29	23	15	15	25	28	38	19
	26%	29%	23%	37%	23%	20%	29%	28%	23%	24%	29%	26%	24%	27%	28%	29%	32%	26%	21%	29%	25%	22%	27%	21%
Dancing Queen by Abba	218	77	142	10	26	35	36	43	68	52	61	39	67	19	9	22	21	17	13	11	28	23	35	19
	22%	16%	28%	9%	15%	21%	20%	29%	31%	19%	22%	18%	28%	22%	23%	20%	24%	19%	19%	21%	28%	18%	25%	21%
Happy by Pharell Williams	214	66	148	37	49	54	48	17	9	71	62	52	30	18	6	32	17	19	12	11	19	33	32	15
	21%	14%	29%	31%	29%	32%	27%	11%	4%	26%	22%	24%	13%	20%	16%	29%	18%	22%	18%	22%	19%	25%	23%	17%
A piece of classical music	208	125	83	13	21	17	34	37	86	57	66	34	50	19	4	15	8	20	19	10	35	24	34	19
	21%	25%	16%	11%	12%	10%	19%	25%	39%	21%	24%	16%	21%	21%	10%	13%	9%	22%	27%	19%	35%	19%	24%	21%
Let It Be by The Beatles	171	96	74	20	42	29	23	29	27	54	57	27	34	14	8	30	16	17	12	8	13	22	18	12
	17%	20%	15%	17%	25%	17%	13%	20%	12%	20%	20%	12%	14%	16%	20%	27%	18%	19%	17%	16%	13%	17%	13%	13%
Three Little Birds by Bob Marley	157	83	74	25	38	37	30	20	7	41	50	41	25	14	5	18	13	21	9	10	11	23	20	13
	16%	17%	14%	21%	22%	22%	17%	13%	3%	15%	18%	19%	10%	15%	14%	17%	14%	23%	12%	20%	11%	18%	14%	14%
Angels by Robbie Williams	139	49	91	10	23	24	29	24	29	29	31	35	44	19	8	10	21	9	11	6	9	12	18	15
	14%	10%	18%	9%	14%	14%	16%	16%	13%	11%	11%	16%	18%	21%	21%	9%	24%	10%	16%	11%	9%	10%	13%	17%
Billie Jean by Michael Jackson	109	54	56	16	32	27	13	13	9	30	28	34	18	7	3	16	10	10	8	9	3	28	11	3
	11%	11%	11%	14%	19%	16%	7%	9%	4%	11%	10%	16%	7%	7%	9%	14%	11%	11%	12%	17%	3%	22%	8%	4%
The Wonder of You by Elvis Presley	109	53	55	8	10	14	17	24	37	23	26	25	35	13	5	5	10	8	11	5	15	11	9	17
	11%	11%	11%	6%	6%	8%	9%	16%	17%	8%	9%	11%	15%	14%	11%	4%	11%	9%	15%	9%	15%	9%	7%	19%
My Way by Frank Sinatra	93	45	48	11	12	7	6	10	47	26	24	15	28	4	5	13	8	5	9	7	11	8	12	11
	9%	9%	9%	9%	7%	4%	4%	6%	21%	10%	9%	7%	12%	4%	13%	12%	9%	5%	13%	13%	11%	6%	9%	12%
None of these	58	37	21	3	10	10	16	6	12	20	6	16	15	6	2	4	5	6	4	1	3	5	14	8
	6%	7%	4%	2%	6%	6%	9%	4%	6%	8%	2%	7%	6%	6%	4%	4%	6%	7%	5%	2%	3%	4%	10%	9%