

ITV, Regional COVID-19 Poll – 4 September 2020

Savanta ComRes interviewed 2,020 adults aged 18+ from Central, Granada, Tyne Tees and Yorkshire regions online between 21 and 28 August 2020. Data were weighted to be representative of regions by age, gender and region. Savanta ComRes is a member of the British Polling Council and abides by its rules. Full tables at www.comresglobal.com.

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ITV Regions Poll

D1. Which of the following ITV Regions do you live in?

BASE: All respondents

Significance Level: 95%

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2020	780	1236	216	406	421	348	360	269	622	769	629
Total	2020	992	1024	254	327	351	355	306	427	581	706	733
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Central	764	335	428	88	156	150	157	93	120	244	307	213
	38%	34%	42%	35%	48%	43%	44%	31%	28%	42%	43%	29%
			a		aefi	aefi	aefi			efi	aefi	
Granada	559	281	277	68	76	96	97	93	128	143	194	222
	28%	28%	27%	27%	23%	28%	27%	30%	30%	25%	27%	30%
								bg	b			bg
Tyne Tees	207	116	88	26	36	30	34	30	50	62	65	80
	10%	12%	9%	10%	11%	9%	10%	10%	12%	11%	9%	11%
			b									
Yorkshire	491	260	231	73	58	74	67	89	129	131	141	219
	24%	26%	23%	29%	18%	21%	19%	29%	30%	23%	20%	30%
				bcdh				bcdgh	bcdgh			bcdgh

ITV Regions Poll

D1. Which of the following ITV Regions do you live in?

BASE: All respondents

Significance Level: 95%

	Total	ITV Region					Social grade			
		Central	Granada	Tyne Tees	Yorkshire	NET: North	AB	C1	C2	DE
		a	b	c	d	e	a	b	c	d
Unweighted Total	2020	505	509	503	503	1515	530	562	331	597
Total	2020	764	559	207	491	1256	542	551	330	596
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Central	764	764	-	-	-	-	211	206	111	236
	38%	100%	-	-	-	-	39%	37%	34%	40%
		bcde								
Granada	559	-	559	-	-	559	156	149	95	158
	28%	-	100%	-	-	44%	29%	27%	29%	27%
			acde			acd				
Tyne Tees	207	-	-	207	-	207	55	55	36	61
	10%	-	-	100%	-	16%	10%	10%	11%	10%
				abde		abd				
Yorkshire	491	-	-	-	491	491	121	142	88	141
	24%	-	-	-	100%	39%	22%	26%	27%	24%
					abce	abc				

ITV Regions Poll

D2. Which of the following best describes your current working status?

BASE: All respondents

	Total	Gender		Age								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2020	780	1236	216	406	421	348	360	269	622	769	629
Total	2020	992	1024	254	327	351	355	306	427	581	706	733
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Working full time - working 30 hours per week or more	825 41%	475 48% b	347 34%	69 27% f	206 63% defghi	205 58% aefgi	191 54% aefi	108 35% afi	46 11%	275 47% aefi	396 56% aefgi	154 21% f
Working part time - working between 8 and 29 hours per week	333 16%	86 9%	247 24% a	59 23% fi	61 19% fi	73 21% fi	59 16% fi	52 17% fi	29 7%	120 21% fi	132 19% fi	81 11% f
Not working but seeking work or temporarily unemployed or sick	134 7%	72 7%	62 6%	33 13% bcfghi	12 4%	24 7% bf	32 9% bfi	26 8% bfi	7 2%	45 8% bfi	56 8% bfi	33 4% f
Not working and not seeking work	92 5%	45 5%	46 5%	2 1%	13 4% af	10 3% f	31 9% abcfji	34 11% abcfghi	1 *	15 3% f	42 6% acfg	35 5% afg
Student	91 4%	35 4%	55 5%	77 30% bcdefghi	7 2% cefi	2 *	4 1% i	1 *	-	84 14% bcdefhi	6 1%	1 *
Retired on a state pension only	117 6%	56 6%	61 6%	1 *	-	-	-	5 2% bcdgh	110 26% abcdeghi	1 *	-	116 16% abcdegh
Retired with a private pension	291 14%	198 20% b	93 9%	-	1 *	3 1%	2 *	51 17% abcdgh	235 55% abcdeghi	1 *	5 1%	285 39% abcdegh
House person, housewife, househusband, etc.	138 7%	23 2%	114 11% a	13 5% f	27 8% fi	34 10% afi	37 10% afi	28 9% fi	-	40 7% fi	71 10% afgi	28 4% f

ITV Regions Poll

D2. Which of the following best describes your current working status?

BASE: All respondents

	Total	ITV Region					Social grade			
		Central	Granada	Tyne Tees	Yorkshire	NET: North	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	a	b	c	d
Unweighted Total	2020	505	509	503	503	1515	530	562	331	597
Total	2020	764	559	207	491	1256	542	551	330	596
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Working full time - working 30 hours per week or more	825 41%	335 44%	238 43%	81 39%	172 35%	490 39%	299 55%	265 48%	143 43%	118 20%
		d	d				bcd	d	d	
Working part time - working between 8 and 29 hours per week	333 16%	150 20%	75 13%	32 15%	76 16%	183 15%	78 14%	86 16%	75 23%	94 16%
		be						abd		
Not working but seeking work or temporarily unemployed or sick	134 7%	53 7%	36 6%	10 5%	34 7%	80 6%	12 2%	14 3%	12 4%	96 16%
										abc
Not working and not seeking work	92 5%	31 4%	29 5%	8 4%	23 5%	60 5%	5 1%	6 1%	4 1%	76 13%
										abc
Student	91 4%	20 3%	35 6%	10 5%	26 5%	71 6%	23 4%	48 9%	7 2%	13 2%
			a		a	a	d	acd		
Retired on a state pension only	117 6%	33 4%	36 6%	13 6%	35 7%	84 7%	8 2%	1 *	14 4%	94 16%
				a	a		b		ab	abc
Retired with a private pension	291 14%	85 11%	76 14%	36 17%	93 19%	205 16%	102 19%	108 20%	48 14%	33 6%
				a	ab	a	d	d	d	
House person, housewife, househusband, etc.	138 7%	56 7%	35 6%	17 8%	31 6%	82 7%	15 3%	23 4%	27 8%	73 12%
								ab	ab	

ITV Regions Poll

D3. Do you have any children aged 18 or under? If so, how old are they?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2020	780	1236	216	406	421	348	360	269	622	769	629
Total	2020	992	1024	254	327	351	355	306	427	581	706	733
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No children aged 18 or under	1348	711	634	206	138	122	204	260	417	344	327	678
	67%	72%	62%	81%	42%	35%	57%	85%	98%	59%	46%	92%
		b		bcdgh	c		bch	bcdgh	abcdeghi	bch	c	abcdegh
Yes - children aged under 5 years old	215	66	149	31	110	52	16	4	1	141	68	5
	11%	7%	15%	12%	34%	15%	5%	1%	*	24%	10%	1%
		a		defi	acdefghi	defhi	efi			acdefhi	defi	
Yes - children aged 5-10 years old	243	100	142	5	82	112	32	8	4	88	143	12
	12%	10%	14%	2%	25%	32%	9%	3%	1%	15%	20%	2%
		a			adefgi	abdefghi	aefi			adefi	adefgi	
Yes - children aged 11-15 years old	253	112	140	10	37	116	66	23	-	48	182	23
	13%	11%	14%	4%	11%	33%	19%	8%	-	8%	26%	3%
				f	afi	abdefghi	abefgi	fi		afi	abdefgi	f
Yes - children aged 16-18 years old	136	56	80	1	6	50	61	15	3	6	111	18
	7%	6%	8%	*	2%	14%	17%	5%	1%	1%	16%	3%
						abefgi	abefgi	abfgi			abefgi	a
Prefer not to say	34	16	17	6	8	5	9	5	1	14	14	6
	2%	2%	2%	2%	3%	2%	2%	2%	*	2%	2%	1%
				f	fi		fi			fi	f	

ITV Regions Poll

D3. Do you have any children aged 18 or under? If so, how old are they?

BASE: All respondents

	Total	ITV Region					Social grade			
		Central	Granada	Tyne Tees	Yorkshire	NET: North	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	a	b	c	d
Unweighted Total	2020	505	509	503	503	1515	530	562	331	597
Total	2020	764	559	207	491	1256	542	551	330	596
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No children aged 18 or under	1348	479	381	140	348	869	325	386	203	433
	67%	63%	68%	68%	71%	69%	60%	70%	62%	73%
				a	a			ac		ac
Yes - children aged under 5 years old	215	96	51	21	47	119	69	54	42	50
	11%	13%	9%	10%	10%	9%	13%	10%	13%	8%
		e					d		d	
Yes - children aged 5-10 years old	243	104	66	27	46	139	83	63	48	50
	12%	14%	12%	13%	9%	11%	15%	11%	14%	8%
		d		d			d		d	
Yes - children aged 11-15 years old	253	98	73	25	56	154	75	60	53	64
	13%	13%	13%	12%	11%	12%	14%	11%	16%	11%
									bd	
Yes - children aged 16-18 years old	136	69	33	13	21	67	38	30	26	42
	7%	9%	6%	6%	4%	5%	7%	6%	8%	7%
		de								
Prefer not to say	34	13	6	3	11	21	6	10	6	12
	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%

ITV Regions Poll

Q1. Which of the following regions, if any, do you think has been the worst affected by Covid-19 (Coronavirus)?

BASE: All respondents

	Gender			Age								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	a	b	c	d	e	f	g	h	i
Significance Level: 95%												
Unweighted Total	2020	780	1236	216	406	421	348	360	269	622	769	629
Total	2020	992	1024	254	327	351	355	306	427	581	706	733
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
North West	517	290	228	39	64	93	92	84	146	103	184	230
	26%	29%	22%	15%	20%	26%	26%	27%	34%	18%	26%	31%
		b				abg	abg	abg	abcdgh		abg	abgh
London	347	169	176	56	55	45	53	57	81	112	98	138
	17%	17%	17%	22%	17%	13%	15%	19%	19%	19%	14%	19%
				cdh				ch	ch	ch		ch
West Midlands	302	144	157	34	60	52	64	47	45	94	115	92
	15%	15%	15%	13%	18%	15%	18%	15%	11%	16%	16%	13%
					fi		fi			f	fi	
Yorkshire and Humber	226	113	113	43	32	45	33	30	43	74	78	73
	11%	11%	11%	17%	10%	13%	9%	10%	10%	13%	11%	10%
				bdefhi								
East Midlands	201	83	118	21	42	51	47	17	23	63	98	40
	10%	8%	12%	8%	13%	15%	13%	5%	5%	11%	14%	5%
		a			efi	aefi	efi			efi	aefi	
North East	113	59	53	14	28	20	18	18	14	42	39	32
	6%	6%	5%	6%	9%	6%	5%	6%	3%	7%	6%	4%
					fhi					fi		
South West	8	4	4	1	1	1	1	2	2	2	2	4
	*	*	*	*	*	*	*	1%	1%	*	*	1%
South East	6	2	4	1	2	1	1	1	-	3	2	1
	*	*	*	*	1%	*	*	*	-	*	*	*
East of England	4	2	2	2	1	-	-	1	-	3	-	1
	*	*	*	1%	*	-	-	*	-	*	-	*
				h								
Scotland	3	1	2	-	-	*	-	1	1	-	*	3
	*	*	*	-	-	*	-	*	*	-	*	*
Wales	3	2	1	-	-	*	2	1	-	-	2	1
	*	*	*	-	-	*	1%	*	-	-	*	*
Northern Ireland	3	2	1	1	1	-	-	*	-	2	-	*
	*	*	*	*	*	-	-	*	-	*	-	*
All regions have been affected equally	171	73	97	27	22	29	26	27	40	49	55	68
	8%	7%	10%	11%	7%	8%	7%	9%	9%	8%	8%	9%
Don't know	117	49	68	15	19	13	19	21	30	34	32	51
	6%	5%	7%	6%	6%	4%	5%	7%	7%	6%	5%	7%
								c	c			c

ITV Regions Poll

Q1. Which of the following regions, if any, do you think has been the worst affected by Covid-19 (Coronavirus)?

BASE: All respondents

Significance Level: 95%

	Total	ITV Region					Social grade			
		Central	Granada	Tyne Tees	Yorkshire	NET: North	AB	C1	C2	DE
		a	b	c	d	e	a	b	c	d
Unweighted Total	2020	505	509	503	503	1515	530	562	331	597
Total	2020	764	559	207	491	1256	542	551	330	596
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
North West	517 26%	67 9%	371 66% acde	21 10%	58 12%	451 36% acd	162 30% d	144 26% d	86 26%	126 21%
London	347 17%	118 15%	93 17%	40 19%	97 20%	229 18%	97 18%	102 18%	57 17%	92 15%
West Midlands	302 15%	257 34% bcde	15 3%	10 5%	19 4%	45 4%	78 14%	82 15%	38 12%	104 17% c
Yorkshire and Humber	226 11%	18 2% b	4 1%	3 2%	200 41% abce	207 17% abc	53 10%	68 12%	30 9%	75 13%
East Midlands	201 10%	173 23% bcde	5 1%	2 1%	20 4% bce	28 2% b	58 11%	53 10%	38 12%	53 9%
North East	113 6%	14 2% b	2 *	91 44% abde	6 1%	100 8% abd	28 5%	31 6%	18 5%	37 6%
South West	8 *	4 1%	3 1%	- -	1 *	4 *	1 *	1 *	- -	6 1%
South East	6 *	1 *	1 *	3 2% abde	1 *	5 *	1 *	1 *	2 1%	3 *
East of England	4 *	1 *	1 *	* *	2 *	3 *	1 *	1 *	2 1%	- -
Scotland	3 *	- -	- -	* *	3 1%	3 *	3 *	- -	* *	- -
Wales	3 *	- -	1 *	1 *	1 *	3 *	1 *	1 *	- -	* *
Northern Ireland	3 *	- -	1 *	* *	1 *	3 *	2 *	- -	1 *	- -
All regions have been affected equally	171 8%	59 8%	47 8%	24 11% a	42 9%	112 9%	38 7%	35 6%	36 11% b	63 11% ab
Don't know	117 6%	52 7% b	15 3%	10 5%	40 8% bce	65 5% b	21 4%	34 6%	23 7%	39 7% a

ITV Regions Poll

Q2. To what extent do you agree or disagree that where you live is being 'left behind'?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2020	780	1236	216	406	421	348	360	269	622	769	629
Total	2020	992	1024	254	327	351	355	306	427	581	706	733
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	242 12%	130 13%	111 11%	34 14%	52 16% efi	41 12%	48 13% i	32 10%	36 8%	86 15% efi	88 12%	68 9%
Somewhat agree	575 28%	306 31% b	269 26%	67 26%	89 27%	109 31%	99 28%	79 26%	133 31%	156 27%	208 30%	211 29%
Neither agree nor disagree	627 31%	293 30%	334 33%	86 34%	105 32%	101 29%	108 30%	106 34%	121 28%	192 33%	209 30%	227 31%
Somewhat disagree	364 18%	164 17%	198 19%	34 13%	50 15%	64 18%	64 18%	53 17%	99 23% abg	84 14%	128 18%	152 21% abg
Strongly disagree	132 7%	66 7%	66 6%	13 5%	22 7%	22 6%	23 6%	26 8%	27 6%	35 6%	45 6%	52 7%
Don't know	79 4%	33 3%	47 5%	20 8% befhi	9 3%	14 4%	14 4%	11 4%	12 3%	28 5%	28 4%	23 3%
SUM: Agree	818 40%	436 44% b	380 37%	101 40%	141 43% e	150 43%	147 41%	111 36%	169 39%	242 42%	297 42%	279 38%
SUM: Disagree	496 25%	230 23%	264 26%	47 19%	72 22%	86 24%	87 24%	79 26% a	125 29% abg	119 20%	173 24%	204 28% abg
NET: Agree	322 16%	206 21% b	116 11%	54 21% efi	69 21% efi	64 18% efi	60 17% efi	31 10%	43 10%	123 21% efi	124 18% efi	75 10%

ITV Regions Poll

Q2. To what extent do you agree or disagree that where you live is being 'left behind'?

BASE: All respondents

	Total	ITV Region					Social grade			
		Central	Granada	Tyne Tees	Yorkshire	NET: North	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	a	b	c	d
Unweighted Total	2020	505	509	503	503	1515	530	562	331	597
Total	2020	764	559	207	491	1256	542	551	330	596
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	242 12%	76 10%	71 13%	42 20% abde	54 11%	167 13% a	73 14%	58 11%	43 13%	68 11%
Somewhat agree	575 28%	182 24%	157 28%	68 33% a	168 34% ab	393 31% a	158 29%	166 30%	85 26%	166 28%
Neither agree nor disagree	627 31%	241 32%	187 33%	61 30%	139 28%	387 31%	130 24%	173 31% a	111 34% a	213 36% a
Somewhat disagree	364 18%	167 22% bce	90 16% c	21 10%	86 18% c	196 16% c	123 23% bd	90 16%	57 17%	94 16%
Strongly disagree	132 7%	61 8%	35 6%	11 5%	25 5%	71 6%	48 9% d	42 8% d	18 5%	24 4%
Don't know	79 4%	37 5% c	20 4%	3 2%	19 4% c	43 3%	10 2%	22 4% a	16 5% a	32 5% a
SUM: Agree	818 40%	258 34%	228 41% a	110 53% abde	221 45% a	560 45% a	231 43%	224 41%	128 39%	234 39%
SUM: Disagree	496 25%	228 30% bcde	124 22% c	32 15%	111 23% c	267 21% c	171 32% bcd	132 24%	75 23%	117 20%
NET: Agree	322 16%	29 4%	104 19% a	79 38% abde	110 22% a	293 23% ab	60 11%	92 17% a	53 16% a	117 20% a

ITV Regions Poll

Q3/4. To what extent are you or are you not confident that the government will deliver on its agenda to 'level up' the North/Midlands?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2020	780	1236	216	406	421	348	360	269	622	769	629
Total	2020	992	1024	254	327	351	355	306	427	581	706	733
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very confident	124 6%	69 7%	55 5%	19 7% ei	27 8% efi	28 8% efi	23 6% i	11 4%	15 4%	46 8% efi	51 7% efi	26 4%
Somewhat confident	509 25%	270 27% b	238 23%	83 33% cdehi	111 34% cdefhi	75 21%	72 20%	57 19%	110 26% e	194 33% cdefhi	147 21%	167 23%
Not that confident	690 34%	309 31%	380 37% a	91 36%	93 28%	116 33%	120 34%	122 40% bcgh	148 35%	184 32%	236 33%	270 37% b
Not confident at all	521 26%	279 28% b	239 23%	37 15%	69 21% a	90 26% ag	112 32% abg	89 29% abg	123 29% abg	106 18%	203 29% abg	212 29% abg
Don't know	177 9%	64 6%	113 11% a	23 9%	26 8%	42 12% fi	28 8%	27 9%	30 7%	50 9%	69 10%	58 8%
SUM: Confident	632 31%	339 34% b	293 29%	102 40% cdefhi	138 42% cdefhi	103 29% e	95 27%	68 22%	126 29% e	241 41% cdefhi	198 28% e	193 26%
SUM: Not confident	1211 60%	589 59%	618 60%	128 51%	162 50%	206 59% abg	232 65% abg	211 69% abcgh	271 63% abg	290 50%	438 62% abg	482 66% abcg

ITV Regions Poll

Q3/4. To what extent are you or are you not confident that the government will deliver on its agenda to 'level up' the North/Midlands?

BASE: All respondents

	Total	ITV Region					Social grade			
		Central	Granada	Tyne Tees	Yorkshire	NET: North	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	a	b	c	d
Unweighted Total	2020	505	509	503	503	1515	530	562	331	597
Total	2020	764	559	207	491	1256	542	551	330	596
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very confident	124 6%	49 6%	16 3%	14 7%	45 9%	75 6%	42 8%	30 5%	22 7%	29 5%
		b		b	be	b	d			
Somewhat confident	509 25%	246 32%	117 21%	36 18%	109 22%	262 21%	173 32%	145 26%	74 22%	116 19%
		bcde					bcd	d		
Not that confident	690 34%	247 32%	203 36%	77 37%	163 33%	443 35%	157 29%	184 33%	115 35%	234 39%
										ab
Not confident at all	521 26%	127 17%	185 33%	68 33%	140 29%	394 31%	142 26%	150 27%	84 25%	145 24%
			a	a	a	a				
Don't know	177 9%	95 12%	37 7%	12 6%	33 7%	82 7%	28 5%	42 8%	35 11%	72 12%
		bcde						a		ab
SUM: Confident	632 31%	295 39%	133 24%	50 24%	154 31%	337 27%	216 40%	175 32%	96 29%	145 24%
		bcde			bce		bcd	d		
SUM: Not confident	1211 60%	374 49%	389 70%	145 70%	303 62%	837 67%	299 55%	334 61%	199 60%	379 64%
			ad	ad	a	ad				a

ITV Regions Poll

Q5. Which of the following areas do you think will take the longest to recover from the Covid-19 (Coronavirus) pandemic?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2020	780	1236	216	406	421	348	360	269	622	769	629
Total	2020	992	1024	254	327	351	355	306	427	581	706	733
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
North West	424	236	188	36	53	84	73	82	97	89	157	179
	21%	24%	18%	14%	16%	24%	21%	27%	23%	15%	22%	24%
		b				abg	g	abg	abg		abg	abg
London	250	111	138	63	54	47	29	15	42	118	76	57
	12%	11%	13%	25%	17%	13%	8%	5%	10%	20%	11%	8%
				bcd efhi	defhi	dei			e	cdefhi	e	
North East	160	99	60	10	29	24	35	31	31	39	59	62
	8%	10%	6%	4%	9%	7%	10%	10%	7%	7%	8%	8%
		b			a		a	a			a	a
Yorkshire and Humber	157	79	77	29	26	25	24	25	27	56	49	52
	8%	8%	8%	12%	8%	7%	7%	8%	6%	10%	7%	7%
				fhi								
West Midlands	155	79	76	18	29	25	37	21	25	47	63	46
	8%	8%	7%	7%	9%	7%	10%	7%	6%	8%	9%	6%
							fi					
East Midlands	105	50	55	10	20	30	19	9	16	30	49	26
	5%	5%	5%	4%	6%	9%	5%	3%	4%	5%	7%	3%
						aefgi					ei	
South West	20	12	8	3	4	3	7	*	2	7	10	3
	1%	1%	1%	1%	1%	1%	2%	*	1%	1%	1%	*
					e		ei				ei	
Wales	13	5	9	2	3	3	2	3	*	5	5	3
	1%	*	1%	1%	1%	1%	1%	1%	*	1%	1%	*
Scotland	9	2	6	2	1	2	1	3	-	2	4	3
	*	*	1%	1%	*	1%	*	1%	-	*	*	*
East of England	8	6	2	*	2	1	-	*	4	2	1	5
	*	1%	*	*	1%	*	-	*	1%	*	*	1%
									h			
South East	6	*	5	1	1	*	1	-	2	2	2	2
	*	*	1%	*	*	*	*	-	*	*	*	*
Northern Ireland	4	2	2	-	2	-	2	-	*	2	2	*
	*	*	*	-	1%	-	*	-	*	*	*	*
All will take equally long to recover	476	192	282	54	70	68	83	84	117	123	151	201
	24%	19%	27%	21%	21%	19%	23%	28%	27%	21%	21%	27%
			a					bcdgh	cgh			bcdgh
Don't know	233	118	115	26	33	37	41	33	63	59	78	96
	12%	12%	11%	10%	10%	11%	12%	11%	15%	10%	11%	13%

ITV Regions Poll

Q5. Which of the following areas do you think will take the longest to recover from the Covid-19 (Coronavirus) pandemic?

BASE: All respondents

	ITV Region						Social grade			
	Total	Central	Granada	Tyne Tees	Yorkshire	NET: North	AB	C1	C2	DE
		a	b	c	d	e	a	b	c	d
Significance Level: 95%										
Unweighted Total	2020	505	509	503	503	1515	530	562	331	597
Total	2020	764	559	207	491	1256	542	551	330	596
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
North West	424	85	262	20	57	339	132	127	64	101
	21%	11%	47%	10%	12%	27%	24%	23%	19%	17%
			acde			acd	d	d		
London	250	106	55	24	66	145	67	79	49	55
	12%	14%	10%	11%	14%	12%	12%	14%	15%	9%
		b						d	d	
North East	160	43	21	68	28	117	51	48	12	48
	8%	6%	4%	33%	6%	9%	9%	9%	4%	8%
				abde		abd	c	c		c
Yorkshire and Humber	157	24	8	6	118	132	38	44	22	52
	8%	3%	2%	3%	24%	11%	7%	8%	7%	9%
				abce		abc				
West Midlands	155	111	11	9	23	44	39	57	18	42
	8%	15%	2%	4%	5%	3%	7%	10%	5%	7%
		bcde		b	b			c		
East Midlands	105	85	6	1	13	20	35	23	26	20
	5%	11%	1%	*	3%	2%	6%	4%	8%	3%
		bcde		c	c	c	d		bd	
South West	20	8	8	1	3	12	7	1	4	8
	1%	1%	1%	1%	1%	1%	1%	*	1%	1%
							b			b
Wales	13	7	-	3	3	6	6	2	1	5
	1%	1%	-	1%	1%	*	1%	*	*	1%
		b		b						
Scotland	9	2	4	*	3	7	2	2	2	2
	*	*	1%	*	1%	1%	*	*	*	*
East of England	8	4	2	1	1	4	5	3	*	*
	*	1%	*	1%	*	*	1%	1%	*	*
							d			
South East	6	1	2	2	-	4	-	2	4	-
	*	*	*	1%	-	*	-	*	1%	-
				d					ad	
Northern Ireland	4	-	3	1	-	4	3	1	-	-
	*	-	1%	*	-	*	1%	*	-	-
All will take equally long to recover	476	194	118	54	111	282	107	105	86	178
	24%	25%	21%	26%	23%	22%	20%	19%	26%	30%
								ab	ab	

ITV Regions Poll

Q5. Which of the following areas do you think will take the longest to recover from the Covid-19 (Coronavirus) pandemic?

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

Don't know

Total	ITV Region					Social grade			
	Central	Granada	Tyne Tees	Yorkshire	NET: North	AB	C1	C2	DE
	a	b	c	d	e	a	b	c	d
2020	505	509	503	503	1515	530	562	331	597
2020	764	559	207	491	1256	542	551	330	596
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
233	93	59	18	63	140	50	57	43	84
12%	12%	11%	9%	13%	11%	9%	10%	13%	14%
				c					a

ITV Regions Poll

Q6. To what extent are you satisfied or dissatisfied with how the Prime Minister, Boris Johnson, has handled the Covid-19 (Coronavirus) pandemic?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2020	780	1236	216	406	421	348	360	269	622	769	629
Total	2020	992	1024	254	327	351	355	306	427	581	706	733
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very satisfied	141 7%	82 8% b	58 6%	8 3%	24 7% a	31 9% aeg	27 8% a	15 5%	35 8% a	32 5%	59 8% aeg	50 7% a
Quite satisfied	513 25%	260 26%	253 25%	48 19%	71 22%	88 25%	92 26%	74 24%	139 33% abcegh	119 20%	180 26% g	214 29% abg
Neither satisfied nor dissatisfied	475 23%	233 23%	241 24%	65 26%	78 24%	83 24%	80 23%	75 24%	94 22%	143 25%	163 23%	168 23%
Quite dissatisfied	413 20%	180 18%	233 23% a	66 26% cehi	72 22%	61 17%	72 20%	58 19%	85 20%	138 24% ch	132 19%	142 19%
Very dissatisfied	456 23%	224 23%	229 22%	60 24%	78 24% f	79 22%	82 23%	83 27% fi	74 17%	138 24% f	161 23%	157 21%
Don't know	22 1%	12 1%	10 1%	7 3% defi	3 1%	8 2% efi	2 1%	2 1%	- -	10 2% fi	10 1% fi	2 * -
SUM: Satisfied	654 32%	342 35%	311 30%	56 22%	95 29%	120 34% ag	119 33% ag	90 29%	174 41% abegh	151 26%	239 34% ag	264 36% abeg
SUM: Dissatisfied	869 43%	405 41%	462 45%	126 50% cfhi	151 46% f	139 40%	154 43%	140 46% f	159 37%	277 48% cfhi	293 42%	299 41%
NET: Satisfaction	-216 -11%	-63 -6%	-150 -15%	-70 -28%	-56 -17%	-19 -6%	-35 -10%	-51 -17%	15 4%	-126 -22%	-55 -8%	-35 -5%

ITV Regions Poll

Q6. To what extent are you satisfied or dissatisfied with how the Prime Minister, Boris Johnson, has handled the Covid-19 (Coronavirus) pandemic?

BASE: All respondents

	Total	ITV Region					Social grade			
		Central	Granada	Tyne Tees	Yorkshire	NET: North	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	a	b	c	d
Unweighted Total	2020	505	509	503	503	1515	530	562	331	597
Total	2020	764	559	207	491	1256	542	551	330	596
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very satisfied	141 7%	58 8% b	20 4%	18 9% b	43 9% b	82 7% b	50 9% bd	30 5%	32 10% bd	29 5%
Quite satisfied	513 25%	207 27%	125 22%	49 24%	132 27%	306 24%	155 29% d	129 23%	95 29% d	135 23%
Neither satisfied nor dissatisfied	475 23%	193 25%	125 22%	45 22%	112 23%	282 22%	96 18%	134 24% a	83 25% a	161 27% a
Quite dissatisfied	413 20%	159 21%	123 22%	41 20%	90 18%	254 20%	133 25% cd	122 22% c	48 15%	110 18%
Very dissatisfied	456 23%	140 18%	158 28% ad	50 24% a	108 22%	317 25% a	106 19%	133 24%	71 22%	146 24% a
Don't know	22 1%	7 1%	7 1%	3 1%	6 1%	15 1%	3 1%	4 1%	* *	15 3% abc
SUM: Satisfied	654 32%	265 35% b	146 26%	68 33% b	175 36% be	388 31% b	204 38% bd	158 29%	127 38% bd	164 27%
SUM: Dissatisfied	869 43%	298 39%	281 50% ad	92 44%	198 40%	571 45% ad	239 44% c	255 46% c	120 36%	256 43% c
NET: Satisfaction	-216 -11%	-33 -4%	-136 -24%	-24 -12%	-23 -5%	-183 -15%	-35 -6%	-96 -17%	7 2%	-92 -15%

ITV Regions Poll

Q7. Thinking about where you live and the impact that Covid-19 (Coronavirus) has had on your area, do you think that the government lifted the national lockdown...?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	a	b	c	d	e	f	g	h	i
Significance Level: 95%												
Unweighted Total	2020	780	1236	216	406	421	348	360	269	622	769	629
Total	2020	992	1024	254	327	351	355	306	427	581	706	733
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Far too early	422	194	226	55	51	62	87	71	97	105	149	168
	21%	20%	22%	22%	15%	18%	24%	23%	23%	18%	21%	23%
							bcd	b	b		b	bcd
A little too early	682	297	384	100	129	104	100	113	137	228	203	251
	34%	30%	38%	39%	39%	30%	28%	37%	32%	39%	29%	34%
			a	cdh	cdh			cdh		cdh		h
At the right time	524	276	247	51	74	96	93	68	141	125	189	210
	26%	28%	24%	20%	23%	27%	26%	22%	33%	22%	27%	29%
						ag			abegh		ag	abeg
A little too late	152	97	55	15	30	41	22	21	22	45	64	44
	8%	10%	5%	6%	9%	12%	6%	7%	5%	8%	9%	6%
		b				adefgi					fi	
Far too late	114	67	46	13	24	23	23	20	11	37	46	31
	6%	7%	4%	5%	7%	7%	6%	7%	3%	6%	6%	4%
		b			fi	f	f	f		f	f	
Don't know	126	61	65	20	20	26	30	12	18	40	56	30
	6%	6%	6%	8%	6%	7%	8%	4%	4%	7%	8%	4%
				ei		ei	efi			i	efi	
SUM: Too early	1104	491	611	155	179	165	187	185	234	334	352	419
	55%	49%	60%	61%	55%	47%	53%	60%	55%	57%	50%	57%
			a	ch	c			cdh	c	ch		ch
SUM: Too late	266	163	101	28	54	64	45	42	33	82	109	75
	13%	16%	10%	11%	16%	18%	13%	14%	8%	14%	15%	10%
		b			fi	adfi	f	f		fi	fi	

ITV Regions Poll

Q7. Thinking about where you live and the impact that Covid-19 (Coronavirus) has had on your area, do you think that the government lifted the national lockdown...?

BASE: All respondents

Significance Level: 95%

	ITV Region					Social grade				
	Total	Central	Granada	Tyne Tees	Yorkshire	NET: North	AB	C1	C2	DE
		a	b	c	d	e	a	b	c	d
Unweighted Total	2020	505	509	503	503	1515	530	562	331	597
Total	2020	764	559	207	491	1256	542	551	330	596
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Far too early	422	134	140	45	104	288	101	112	69	140
	21%	17%	25%	22%	21%	23%	19%	20%	21%	24%
			a			a				a
A little too early	682	242	195	65	180	441	163	199	115	206
	34%	32%	35%	32%	37%	35%	30%	36%	35%	35%
								a		
At the right time	524	233	115	61	115	290	156	152	80	136
	26%	31%	21%	29%	23%	23%	29%	28%	24%	23%
		bde		bde			d			
A little too late	152	58	40	17	37	94	58	35	23	37
	8%	8%	7%	8%	8%	8%	11%	6%	7%	6%
							bd			
Far too late	114	44	31	13	26	69	35	28	26	25
	6%	6%	6%	6%	5%	6%	6%	5%	8%	4%
									d	
Don't know	126	53	38	6	29	73	31	24	19	52
	6%	7%	7%	3%	6%	6%	6%	4%	6%	9%
		c	c		c	c				ab
SUM: Too early	1104	375	335	110	284	729	264	311	183	346
	55%	49%	60%	53%	58%	58%	49%	56%	55%	58%
			ac		a	a		a		a
SUM: Too late	266	102	72	30	63	164	92	63	48	62
	13%	13%	13%	14%	13%	13%	17%	12%	15%	10%
							bd			

ITV Regions Poll

Q8. Thinking about the government's decision to impose a 'lockdown', which of the following do you think best describes their reasons for doing so?

BASE: All respondents

	Total	Gender		Age								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	a	b	c	d	e	f	g	h	i
Significance Level: 95%												
Unweighted Total	2020	780	1236	216	406	421	348	360	269	622	769	629
Total	2020	992	1024	254	327	351	355	306	427	581	706	733
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
All national-based evidence	484	250	233	55	73	80	93	84	100	128	172	184
	24%	25%	23%	22%	22%	23%	26%	27%	23%	22%	24%	25%
Mostly national-based evidence, but with some regional-based evidence	353	177	174	45	67	75	65	52	49	111	140	101
	17%	18%	17%	18%	20%	21%	18%	17%	12%	19%	20%	14%
					fi	fi	f			fi	fi	
Equally national- and regional-based evidence	442	223	219	71	78	74	76	61	83	149	149	143
	22%	22%	21%	28%	24%	21%	21%	20%	19%	26%	21%	20%
				efhi						efhi		
Mostly regional-based evidence, but with some national-based evidence	212	104	108	22	21	29	39	28	74	43	68	102
	10%	10%	11%	9%	6%	8%	11%	9%	17%	7%	10%	14%
							b		abcdegh			abcegh
All regional-based evidence	138	81	58	13	19	18	18	23	49	31	35	72
	7%	8%	6%	5%	6%	5%	5%	8%	11%	5%	5%	10%
		b							abcdgh			abcdgh
Don't know	391	156	232	49	69	76	65	59	73	118	141	132
	19%	16%	23%	19%	21%	22%	18%	19%	17%	20%	20%	18%
			a									
SUM: National-based evidence	837	428	408	99	140	155	158	135	149	239	313	285
	41%	43%	40%	39%	43%	44%	44%	44%	35%	41%	44%	39%
					f	f	f	f			fi	
SUM: Regional-based evidence	350	185	166	34	40	46	57	51	122	74	103	173
	17%	19%	16%	14%	12%	13%	16%	17%	29%	13%	15%	24%
									abcdegh			abcdegh

ITV Regions Poll

Q8. Thinking about the government's decision to impose a 'lockdown', which of the following do you think best describes their reasons for doing so?

BASE: All respondents

	Total	ITV Region					Social grade			
		Central	Granada	Tyne Tees	Yorkshire	NET: North	AB	C1	C2	DE
		a	b	c	d	e	a	b	c	d
Significance Level: 95%										
Unweighted Total	2020	505	509	503	503	1515	530	562	331	597
Total	2020	764	559	207	491	1256	542	551	330	596
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
All national-based evidence	484 24%	182 24%	140 25%	56 27% d	106 22%	302 24%	157 29% cd	134 24%	71 22%	122 20%
Mostly national-based evidence, but with some regional-based evidence	353 17%	140 18%	94 17%	38 18%	80 16%	212 17%	122 23% cd	104 19% d	49 15%	78 13%
Equally national- and regional-based evidence	442 22%	173 23%	104 19%	42 21%	123 25% b	269 21%	129 24%	118 21%	77 23%	119 20%
Mostly regional-based evidence, but with some national-based evidence	212 10%	73 10%	67 12%	21 10%	51 10%	139 11%	45 8%	70 13% a	35 11%	62 10%
All regional-based evidence	138 7%	41 5%	42 8%	15 7%	41 8%	98 8%	26 5%	42 8% a	26 8%	44 7%
Don't know	391 19%	154 20%	112 20%	34 17%	91 18%	237 19%	63 12%	84 15%	73 22% ab	171 29% abc
SUM: National-based evidence	837 41%	322 42%	234 42%	94 46% d	186 38%	514 41%	279 52% bcd	238 43% cd	120 36%	200 33%
SUM: Regional-based evidence	350 17%	114 15%	109 20%	36 17%	92 19%	236 19% a	71 13%	112 20% a	61 18% a	107 18% a

ITV Regions Poll

Q9. If the Covid-19 (Coronavirus) pandemic had been handled on a more regional basis, including regional lockdowns, do you think there would have been...

BASE: All respondents

	Total	Gender		Age								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2020	780	1236	216	406	421	348	360	269	622	769	629
Total	2020	992	1024	254	327	351	355	306	427	581	706	733
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Many more coronavirus fatalities	170 8%	70 7%	100 10% a	24 9%	35 11% f	26 7%	28 8%	33 11% f	24 6%	59 10% f	54 8%	56 8%
Slightly more coronavirus fatalities	192 9%	100 10%	92 9%	22 9% e	51 16% acefhi	38 11% efi	42 12% efi	13 4%	25 6%	73 13% efi	81 11% efi	38 5%
About the same number of coronavirus fatalities	615 30%	327 33% b	287 28%	66 26%	91 28%	124 35% abg	104 29%	93 30%	137 32%	156 27%	228 32% g	231 31%
Slightly fewer coronavirus fatalities	455 23%	216 22%	239 23%	77 30% bcdh	65 20%	62 18%	69 19%	78 26% cdh	105 25% ch	141 24% ch	131 19%	183 25% cdh
Many fewer coronavirus fatalities	202 10%	101 10%	98 10%	27 11%	29 9%	30 9%	38 11%	35 11%	43 10%	56 10%	68 10%	77 11%
Don't know	387 19%	179 18%	208 20%	39 15%	55 17%	70 20%	75 21%	55 18%	93 22% g	94 16%	145 21% g	148 20%
SUM: More	361 18%	170 17%	192 19%	46 18% f	87 27% acdefhi	64 18% fi	70 20% fi	45 15%	49 11%	133 23% efi	135 19% fi	94 13%
SUM: Less	657 33%	316 32%	337 33%	104 41% bcdh	94 29%	93 26%	106 30%	113 37% bch	147 35% c	197 34% ch	199 28%	260 35% bch

ITV Regions Poll

Q9. If the Covid-19 (Coronavirus) pandemic had been handled on a more regional basis, including regional lockdowns, do you think there would have been...

BASE: All respondents

	Total	ITV Region					Social grade			
		Central	Granada	Tyne Tees	Yorkshire	NET: North	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	a	b	c	d
Unweighted Total	2020	505	509	503	503	1515	530	562	331	597
Total	2020	764	559	207	491	1256	542	551	330	596
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Many more coronavirus fatalities	170 8%	62 8%	39 7%	16 8%	52 11% b	108 9%	64 12% bcd	36 6%	23 7%	46 8%
Slightly more coronavirus fatalities	192 9%	81 11%	44 8%	20 10%	47 10%	111 9%	63 12% d	58 11% d	30 9%	41 7%
About the same number of coronavirus fatalities	615 30%	228 30%	171 31%	65 31%	150 31%	387 31%	159 29%	186 34% d	106 32%	164 27%
Slightly fewer coronavirus fatalities	455 23%	162 21%	133 24%	47 23%	113 23%	293 23%	135 25%	116 21%	71 21%	133 22%
Many fewer coronavirus fatalities	202 10%	74 10%	60 11%	25 12%	44 9%	128 10%	53 10%	54 10%	33 10%	61 10%
Don't know	387 19%	156 20%	112 20%	34 16%	85 17%	231 18%	67 12%	102 18% a	67 20% a	151 25% ab
SUM: More	361 18%	143 19%	83 15%	36 18%	99 20% b	218 17%	128 24% bcd	94 17%	53 16%	87 15%
SUM: Less	657 33%	236 31%	192 34%	72 35%	157 32%	421 33%	189 35%	169 31%	104 31%	195 33%

ITV Regions Poll

Q10. To what extent do you think that a 'second wave' of Covid-19 (Coronavirus) cases, resulting in further lockdowns, in your area is likely or unlikely?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2020	780	1236	216	406	421	348	360	269	622	769	629
Total	2020	992	1024	254	327	351	355	306	427	581	706	733
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	467 23%	220 22%	244 24%	42 17%	78 24% a	91 26% afgi	109 31% abefgi	72 23%	76 18%	120 21%	199 28% afgi	148 20%
Quite likely	899 44%	415 42%	483 47% a	123 49% ch	135 41%	138 39%	147 41%	133 44%	222 52% bcddegh	259 45%	284 40%	356 49% bcdh
Neither likely nor unlikely	358 18%	194 20% b	164 16%	55 22% fi	70 21% fi	59 17%	60 17%	54 18%	60 14%	125 22% fhi	119 17%	114 16%
Quite unlikely	149 7%	77 8%	72 7%	19 8%	20 6%	27 8%	20 6%	20 7%	42 10%	39 7%	47 7%	62 9%
Very unlikely	65 3%	37 4%	29 3%	3 1%	12 4%	21 6% adfgi	8 2%	10 3%	10 2%	15 3%	30 4% a	20 3%
Don't know	82 4%	48 5%	33 3%	11 4%	11 3%	15 4%	11 3%	17 5%	17 4%	22 4%	26 4%	34 5%
SUM: Likely	1366 68%	635 64%	727 71% a	165 65%	213 65%	229 65%	255 72% g	205 67%	298 70%	379 65%	484 69%	503 69%
SUM: Unlikely	214 11%	114 11%	100 10%	22 9%	32 10%	48 14% dg	29 8%	30 10%	52 12%	55 9%	77 11%	83 11%
NET: Likelihood	1152 57%	521 53%	626 61% a	143 56%	181 55%	181 51%	226 64% bcg	175 57%	246 58%	324 56%	407 58% c	421 57%

ITV Regions Poll

Q10. To what extent do you think that a 'second wave' of Covid-19 (Coronavirus) cases, resulting in further lockdowns, in your area is likely or unlikely?

BASE: All respondents

	Total	ITV Region					Social grade			
		Central	Granada	Tyne Tees	Yorkshire	NET: North	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	a	b	c	d
Unweighted Total	2020	505	509	503	503	1515	530	562	331	597
Total	2020	764	559	207	491	1256	542	551	330	596
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	467 23%	159 21%	159 28% acd	45 22%	105 21%	308 25%	133 25%	126 23%	65 20%	142 24%
Quite likely	899 44%	359 47% b	223 40%	85 41%	232 47% b	540 43%	242 45%	260 47% d	155 47%	242 41%
Neither likely nor unlikely	358 18%	141 18%	101 18%	38 18%	78 16%	217 17%	87 16%	77 14%	59 18%	136 23% ab
Quite unlikely	149 7%	53 7%	39 7%	24 12% abde	34 7%	96 8%	48 9% d	47 9%	20 6%	34 6%
Very unlikely	65 3%	24 3%	17 3%	10 5%	15 3%	42 3%	20 4%	19 3%	14 4%	13 2%
Don't know	82 4%	29 4%	20 4%	5 3%	27 6% c	53 4%	12 2%	22 4%	19 6% a	29 5% a
SUM: Likely	1366 68%	517 68%	383 68%	129 63%	336 69%	848 68% c	375 69%	387 70% d	220 66%	384 64%
SUM: Unlikely	214 11%	76 10%	55 10%	34 16% abde	49 10%	138 11%	68 13% d	66 12% d	33 10%	47 8%
NET: Likelihood	1152 57%	441 58% c	327 59% c	96 46%	287 59% c	710 57% c	307 57%	321 58%	186 56%	337 57%

ITV Regions Poll

Q11. Thinking about exercise and diet, to what extent do you think your physical health has gotten better or worse since the Covid-19 (Coronavirus) pandemic hit?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2020	780	1236	216	406	421	348	360	269	622	769	629
Total	2020	992	1024	254	327	351	355	306	427	581	706	733
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much better	84 4%	39 4%	45 4%	14 6% efi	27 8% defhi	21 6% defi	9 2%	4 1%	9 2%	41 7% defhi	30 4% ei	13 2%
Slightly better	347 17%	158 16%	189 18%	57 22% efi	70 22% efi	79 22% efi	66 18% efi	39 13%	38 9%	127 22% efi	144 20% efi	76 10%
No better or worse	981 49%	542 55% b	440 43%	89 35%	123 38%	139 39%	177 50% abcg	182 59% abcdgh	272 64% abcdgh	212 36%	315 45% abg	454 62% abcdgh
Slightly worse	435 22%	195 20%	237 23%	60 23%	75 23%	79 22%	73 21%	61 20%	87 20%	135 23%	152 22%	148 20%
Much worse	140 7%	37 4%	102 10% a	27 11% efi	25 8% fi	26 7%	30 8% fi	17 5%	16 4%	52 9% fi	55 8% fi	33 5%
Don't know	32 2%	20 2%	12 1%	7 3% d	7 2% d	9 2% d	1 * d	3 1%	5 1%	14 2% d	10 1%	8 1%
SUM: Better	432 21%	198 20%	234 23%	71 28% efi	97 30% defi	99 28% defi	74 21% efi	43 14%	47 11%	168 29% defi	174 25% efi	90 12%
SUM: Worse	575 28%	232 23%	339 33% a	87 34% efi	100 31% i	104 30%	103 29%	78 25%	103 24%	186 32% efi	207 29%	181 25%

ITV Regions Poll

Q11. Thinking about exercise and diet, to what extent do you think your physical health has gotten better or worse since the Covid-19 (Coronavirus) pandemic hit?

BASE: All respondents

	Total	ITV Region					Social grade			
		Central	Granada	Tyne Tees	Yorkshire	NET: North	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	a	b	c	d
Unweighted Total	2020	505	509	503	503	1515	530	562	331	597
Total	2020	764	559	207	491	1256	542	551	330	596
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much better	84 4%	30 4%	21 4%	8 4%	26 5%	54 4%	33 6% d	21 4%	15 5%	14 2%
Slightly better	347 17%	158 21% bcde	82 15%	32 16%	75 15%	189 15%	125 23% cd	113 21% cd	50 15% d	59 10%
No better or worse	981 49%	347 45%	290 52% a	106 51%	239 49%	635 51% a	227 42%	248 45%	176 53% ab	331 55% ab
Slightly worse	435 22%	155 20%	119 21%	46 22%	115 24%	280 22%	112 21%	128 23%	63 19%	131 22%
Much worse	140 7%	57 7%	41 7%	13 6%	28 6%	83 7%	39 7%	32 6%	18 6%	51 9%
Don't know	32 2%	17 2%	7 1%	2 1%	6 1%	15 1%	5 1%	9 2%	8 2%	10 2%
SUM: Better	432 21%	188 25% bce	102 18%	40 19%	102 21%	244 19%	159 29% cd	135 24% d	65 20% d	74 12%
SUM: Worse	575 28%	212 28%	160 29%	59 29%	144 29%	362 29%	151 28%	160 29%	82 25%	182 30%

ITV Regions Poll

Q22. To what extent do you think your mental health has gotten better or worse since the Covid-19 (Coronavirus) pandemic hit?

BASE: All respondents

	Total	Gender		Age								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2020	780	1236	216	406	421	348	360	269	622	769	629
Total	2020	992	1024	254	327	351	355	306	427	581	706	733
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much better	66 3%	30 3%	36 4%	11 4%	16 5%	18 5%	12 3%	4 1%	5 1%	27 5%	30 4%	9 1%
				efi	efi	efi	i			efi	efi	
Slightly better	164 8%	88 9%	76 7%	30 12%	48 15%	36 10%	20 6%	15 5%	15 4%	78 13%	56 8%	30 4%
				defi	cdefhi	defi				defhi	fi	
No better or worse	993 49%	562 57%	430 42%	67 26%	114 35%	150 43%	197 55%	179 58%	286 67%	181 31%	347 49%	465 63%
		b			a	abg	abcg	abcgh	abcdegh		abcg	abcdgh
Slightly worse	493 24%	206 21%	286 28%	76 30%	92 28%	91 26%	80 23%	76 25%	78 18%	168 29%	171 24%	153 21%
			a	dfi	fi	f				dfhi	f	
Much worse	274 14%	93 9%	179 17%	58 23%	53 16%	47 13%	44 12%	32 10%	40 9%	111 19%	91 13%	72 10%
			a	cdefhi	efi					cdefhi		
Don't know	29 1%	12 1%	18 2%	12 5%	3 1%	8 2%	2 1%	1 *	2 1%	15 3%	11 2%	4 1%
				bdefhi		ei				defi		
SUM: Better	230 11%	118 12%	112 11%	41 16%	64 20%	54 15%	32 9%	19 6%	20 5%	105 18%	86 12%	39 5%
				defi	defhi	defi	i			defhi	efi	
SUM: Worse	767 38%	299 30%	465 45%	134 53%	145 44%	138 39%	125 35%	107 35%	118 28%	279 48%	263 37%	225 31%
			a	bcdefhi	defhi	fi				cdefhi	fi	

ITV Regions Poll

Q22. To what extent do you think your mental health has gotten better or worse since the Covid-19 (Coronavirus) pandemic hit?

BASE: All respondents

	ITV Region					Social grade				
	Total	Central	Granada	Tyne Tees	Yorkshire	NET: North	AB	C1	C2	DE
		a	b	c	d	e	a	b	c	d
Significance Level: 95%										
Unweighted Total	2020	505	509	503	503	1515	530	562	331	597
Total	2020	764	559	207	491	1256	542	551	330	596
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much better	66 3%	28 4%	13 2%	7 3%	19 4%	39 3%	25 5% bd	13 2%	18 5% bd	10 2%
Slightly better	164 8%	76 10% e	41 7%	14 7%	33 7%	88 7%	57 11% cd	54 10% cd	16 5%	36 6%
No better or worse	993 49%	370 48%	255 46%	112 54% b	256 52% b	623 50%	250 46%	264 48%	174 53%	305 51%
Slightly worse	493 24%	175 23%	155 28% c	42 21%	121 25%	318 25% c	135 25%	145 26%	81 25%	132 22%
Much worse	274 14%	102 13% d	88 16% d	29 14%	56 11%	173 14%	69 13%	65 12%	37 11%	103 17% abc
Don't know	29 1%	14 2%	6 1%	3 1%	7 1%	16 1%	6 1%	9 2%	4 1%	10 2%
SUM: Better	230 11%	104 14% e	54 10%	20 10%	52 11%	127 10%	83 15% cd	67 12% d	34 10%	47 8%
SUM: Worse	767 38%	277 36% acd	243 44%	72 35%	176 36%	491 39%	204 38%	211 38%	118 36%	235 39%

ITV Regions Poll

Q13. To what extent do you think your personal financial situation has gotten better or worse since the Covid-19 (Coronavirus) pandemic hit?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2020	780	1236	216	406	421	348	360	269	622	769	629
Total	2020	992	1024	254	327	351	355	306	427	581	706	733
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much better	57 3%	26 3%	31 3%	12 5% ei	12 4% ei	10 3% e	12 3% e	2 1%	9 2%	24 4% ei	22 3% ei	11 1%
Slightly better	291 14%	164 17% b	126 12%	37 15% d	62 19% dehi	56 16% d	33 9%	38 12%	65 15% d	99 17% dh	89 13% dh	103 14% d
No better or worse	981 49%	477 48%	504 49%	87 34%	138 42%	154 44% a	176 50% abg	166 54% abcgh	260 61% abcdgh	225 39%	330 47% ag	426 58% abcdgh
Slightly worse	431 21%	209 21%	220 22%	65 26% fi	69 21% f	78 22% f	84 24% fi	71 23% f	64 15%	134 23% fi	163 23% fi	135 18%
Much worse	227 11%	97 10%	128 12%	39 15% efi	41 13% fi	45 13% fi	49 14% efi	27 9%	24 6%	80 14% efi	95 13% efi	52 7%
Don't know	33 2%	18 2%	16 2%	13 5% bcdefhi	5 2% d	7 2% d	1 *	2 1%	5 1%	18 3% dehi	8 1%	7 1%
SUM: Better	348 17%	190 19% b	157 15%	50 20% de	74 23% dehi	66 19% de	45 13%	40 13%	74 17%	123 21% dehi	111 16%	114 16%
SUM: Worse	658 33%	306 31%	348 34%	104 41% efi	110 34% fi	124 35% fi	134 38% fi	98 32% fi	88 21%	214 37% fi	258 36% fi	186 25%

ITV Regions Poll

Q13. To what extent do you think your personal financial situation has gotten better or worse since the Covid-19 (Coronavirus) pandemic hit?

BASE: All respondents

Significance Level: 95%

	Total	ITV Region					Social grade			
		Central	Granada	Tyne Tees	Yorkshire	NET: North	AB	C1	C2	DE
		a	b	c	d	e	a	b	c	d
Unweighted Total	2020	505	509	503	503	1515	530	562	331	597
Total	2020	764	559	207	491	1256	542	551	330	596
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much better	57 3%	17 2%	11 2%	7 4%	22 4%	40 3%	26 5%	12 2%	10 3%	10 2%
					b		bd			
Slightly better	291 14%	98 13%	85 15%	34 17%	73 15%	193 15%	103 19%	86 16%	37 11%	65 11%
							cd	d		
No better or worse	981 49%	378 49%	271 49%	99 48%	233 48%	603 48%	233 43%	271 49%	174 53%	302 51%
								a	a	a
Slightly worse	431 21%	165 22%	116 21%	45 22%	105 21%	266 21%	122 22%	120 22%	63 19%	126 21%
Much worse	227 11%	90 12%	66 12%	18 9%	52 11%	137 11%	52 10%	50 9%	43 13%	82 14%
										ab
Don't know	33 2%	16 2%	9 2%	2 1%	6 1%	17 1%	7 1%	12 2%	4 1%	11 2%
SUM: Better	348 17%	115 15%	96 17%	42 20%	95 19%	233 19%	129 24%	98 18%	46 14%	75 13%
				a			bcd	d		
SUM: Worse	658 33%	255 33%	182 33%	64 31%	157 32%	403 32%	174 32%	170 31%	106 32%	208 35%

ITV Regions Poll

Q12. To what extent would you say that your personal financial situation is likely to get better or worse looking ahead to the next 12 months?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2020	780	1236	216	406	421	348	360	269	622	769	629
Total	2020	992	1024	254	327	351	355	306	427	581	706	733
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much better	78 4%	39 4%	39 4%	19 8% cdefhi	25 8% cdefhi	13 4% ei	11 3%	4 1%	5 1%	45 8% cdefhi	24 3% ei	9 1%
Slightly better	375 19%	189 19%	186 18%	65 25% defhi	87 27% defhi	77 22% defhi	45 13%	43 14%	59 14%	152 26% defhi	121 17% d	102 14%
No better or worse	930 46%	469 47%	460 45%	77 30%	122 37%	150 43% ag	174 49% abg	149 49% abg	258 60% abcdegh	199 34%	324 46% abg	407 56% abcegh
Slightly worse	371 18%	174 18%	198 19%	49 19%	48 15%	60 17%	70 20%	76 25% bcfgh	69 16%	96 17%	130 18%	145 20% b
Much worse	162 8%	81 8%	79 8%	19 8%	27 8%	31 9%	41 11% efi	21 7%	22 5%	46 8%	72 10% fi	44 6%
Don't know	104 5%	40 4%	63 6% a	25 10% bcdefhi	17 5%	19 6%	15 4%	14 4%	13 3%	42 7% fi	34 5%	27 4%
SUM: Better	453 22%	228 23%	225 22%	84 33% defhi	113 35% cdefhi	90 26% defhi	55 16%	47 15%	64 15%	197 34% cdefhi	145 21% defi	111 15%
SUM: Worse	533 26%	254 26%	277 27%	68 27%	74 23%	92 26%	111 31% bfg	97 32% bfgi	91 21%	143 25%	203 29% bf	188 26%

ITV Regions Poll

Q12. To what extent would you say that your personal financial situation is likely to get better or worse looking ahead to the next 12 months?

BASE: All respondents

Significance Level: 95%

	Total	ITV Region					Social grade			
		Central	Granada	Tyne Tees	Yorkshire	NET: North	AB	C1	C2	DE
		a	b	c	d	e	a	b	c	d
Unweighted Total	2020	505	509	503	503	1515	530	562	331	597
Total	2020	764	559	207	491	1256	542	551	330	596
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much better	78 4%	32 4%	11 2%	10 5%	25 5%	46 4%	28 5%	21 4%	17 5%	12 2%
		b		b	b		d		d	
Slightly better	375 19%	151 20%	111 20%	30 15%	83 17%	224 18%	126 23%	108 20%	48 15%	94 16%
		c	c				cd			
No better or worse	930 46%	351 46%	263 47%	95 46%	221 45%	579 46%	220 41%	251 46%	164 50%	294 49%
								a	a	
Slightly worse	371 18%	131 17%	94 17%	45 22%	101 21%	240 19%	106 20%	104 19%	55 17%	107 18%
				b						
Much worse	162 8%	58 8%	53 10%	15 7%	35 7%	104 8%	39 7%	43 8%	27 8%	53 9%
Don't know	104 5%	41 5%	27 5%	11 5%	25 5%	63 5%	23 4%	25 5%	19 6%	37 6%
SUM: Better	453 22%	183 24%	122 22%	40 19%	108 22%	270 21%	154 28%	128 23%	65 20%	106 18%
							cd	d		
SUM: Worse	533 26%	189 25%	147 26%	60 29%	136 28%	344 27%	145 27%	146 27%	82 25%	160 27%

ITV Regions Poll

Q14. Since lockdown began, which of these best describes your working situation?

BASE: All employed respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	a	b	c	d	e	f	g	h	i
Significance Level: 95%												
Unweighted Total	1229	470	757	109	322	325	242	187	44	431	567	231
Total	1158	561	594	128	267	278	250	161	74	395	527	235
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I have worked from home all of the time	299 26%	132 24%	167 28%	29 23%	62 23%	66 24%	72 29%	37 23%	32 44%	91 23%	138 26%	69 30%
									abcegh			
I have worked from home most of the time	160 14%	79 14%	80 13%	15 12%	51 19%	45 16%	31 12%	14 9%	4 6%	66 17%	76 14%	18 8%
					defi	ei				ei	ei	
I have worked from home some of the time	122 11%	62 11%	60 10%	20 15%	33 12%	38 14%	17 7%	10 6%	5 6%	53 13%	55 10%	14 6%
				dei	dei	dei				dei		
I have occasionally worked from home	60 5%	36 6%	23 4%	11 9%	13 5%	13 5%	12 5%	8 5%	3 4%	24 6%	25 5%	10 4%
		b										
I have not worked from home at all	517 45%	252 45%	265 45%	53 41%	108 40%	116 42%	118 47%	92 58%	31 41%	161 41%	234 44%	123 52%
								abcdfgh				bcgh
SUM: Worked from home	640 55%	310 55%	330 55%	75 59%	159 60%	162 58%	132 53%	68 42%	44 59%	234 59%	294 56%	112 48%
				e	ei	ei	e	e	e	ei	ei	

ITV Regions Poll

Q14. Since lockdown began, which of these best describes your working situation?

BASE: All employed respondents

Significance Level: 95%

	ITV Region					Social grade				
	Total	Central	Granada	Tyne Tees	Yorkshire	NET: North	AB	C1	C2	DE
		a	b	c	d	e	a	b	c	d
Unweighted Total	1229	338	312	295	284	891	390	390	227	222
Total	1158	485	313	113	248	673	377	351	218	211
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I have worked from home all of the time	299	114	86	27	72	185	140	123	24	11
	26%	23%	27%	24%	29%	27%	37%	35%	11%	5%
							cd	cd	d	
I have worked from home most of the time	160	70	38	17	35	90	82	46	21	11
	14%	14%	12%	15%	14%	13%	22%	13%	10%	5%
							bcd	d		
I have worked from home some of the time	122	58	24	9	31	64	42	49	16	15
	11%	12%	8%	8%	12%	9%	11%	14%	7%	7%
								cd		
I have occasionally worked from home	60	29	15	5	11	31	25	18	8	8
	5%	6%	5%	5%	4%	5%	7%	5%	4%	4%
I have not worked from home at all	517	214	149	55	99	303	87	115	149	166
	45%	44%	48%	49%	40%	45%	23%	33%	68%	78%
				d				a	ab	abc
SUM: Worked from home	640	271	163	58	149	370	289	237	69	46
	55%	56%	52%	51%	60%	55%	77%	67%	32%	22%
				c			bcd	cd	d	

ITV Regions Poll

Q15. To what extent do you think that the Covid-19 (Coronavirus) pandemic has had a positive or negative impact on your local economy and local high street?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2020	780	1236	216	406	421	348	360	269	622	769	629
Total	2020	992	1024	254	327	351	355	306	427	581	706	733
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very positive	66 3%	44 4%	21 2%	10 4%	17 5%	15 4%	16 4%	2 1%	7 2%	27 5%	30 4%	9 1%
		b		ei	efi	ei	ei			efi	ei	
Somewhat positive	157 8%	78 8%	80 8%	31 12%	37 11%	44 12%	23 7%	13 4%	9 2%	68 12%	67 10%	22 3%
				defi	defi	defi	fi			defi	efi	
No impact	223 11%	118 12%	105 10%	42 16%	45 14%	48 14%	35 10%	26 9%	28 7%	86 15%	83 12%	54 7%
				defi	efi	efi				defi	fi	
Somewhat negative	748 37%	358 36%	389 38%	81 32%	104 32%	99 28%	138 39%	132 43%	195 46%	185 32%	237 34%	326 45%
							bcdg	abcgh	abcgh			abcgh
Very negative	714 35%	339 34%	372 36%	74 29%	106 32%	123 35%	128 36%	111 36%	172 40%	179 31%	251 36%	283 39%
									abg			abg
Don't know	111 6%	54 5%	57 6%	17 7%	19 6%	23 6%	15 4%	22 7%	16 4%	36 6%	37 5%	38 5%
SUM: Positive	223 11%	122 12%	101 10%	41 16%	54 17%	58 17%	39 11%	15 5%	17 4%	95 16%	97 14%	31 4%
				efi	defi	defi	efi			defi	efi	
SUM: Negative	1462 72%	698 70%	761 74%	155 61%	209 64%	222 63%	266 75%	243 79%	367 86%	364 63%	489 69%	609 83%
							abcg	abcgh	abcdegh		acg	abcdgh

ITV Regions Poll

Q15. To what extent do you think that the Covid-19 (Coronavirus) pandemic has had a positive or negative impact on your local economy and local high street?

BASE: All respondents

Significance Level: 95%

	Total	ITV Region					Social grade			
		Central	Granada	Tyne Tees	Yorkshire	NET: North	AB	C1	C2	DE
		a	b	c	d	e	a	b	c	d
Unweighted Total	2020	505	509	503	503	1515	530	562	331	597
Total	2020	764	559	207	491	1256	542	551	330	596
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very positive	66 3%	27 4%	12 2%	5 3%	21 4%	39 3%	29 5% bd	8 1%	13 4% b	16 3%
Somewhat positive	157 8%	77 10% bce	29 5%	11 5%	41 8% bc	80 6%	47 9%	48 9%	19 6%	43 7%
No impact	223 11%	94 12%	55 10%	20 10%	55 11%	129 10%	48 9%	58 11%	33 10%	84 14% a
Somewhat negative	748 37%	273 36%	209 37%	78 38%	189 38%	475 38%	188 35%	229 42% ac	114 34%	218 37%
Very negative	714 35%	246 32%	226 40% ad	84 40% ad	159 32%	468 37% ad	214 39% bd	182 33%	135 41% bd	183 31%
Don't know	111 6%	47 6%	28 5%	9 4%	27 5%	64 5%	17 3%	26 5%	16 5%	53 9% abc
SUM: Positive	223 11%	104 14% bce	41 7%	16 8%	62 13% bce	119 9%	76 14% bd	56 10%	33 10%	59 10%
SUM: Negative	1462 72%	519 68%	435 78% ad	161 78% ad	347 71%	943 75% a	402 74% d	411 75% d	249 75% d	401 67%

ITV Regions Poll

Q16. Which of the following best describes your holiday plans for the next 6 months?

BASE: All respondents

	Total	Gender		Age								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2020	780	1236	216	406	421	348	360	269	622	769	629
Total	2020	992	1024	254	327	351	355	306	427	581	706	733
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I will take a short break (less than four days) in the UK	433 21%	205 21%	227 22%	47 18%	98 30%	90 26%	62 18%	59 19%	76 18%	144 25%	153 22%	136 19%
					adefhi	adefi				adfi		
I will take a long break (five days or more) in the UK	266 13%	150 15%	116 11%	37 15%	39 12%	59 17%	44 12%	42 14%	44 10%	77 13%	103 15%	86 12%
		b				fi						
I will take a long break (five days or more) abroad	140 7%	82 8%	58 6%	27 11%	29 9%	21 6%	15 4%	20 7%	28 7%	56 10%	36 5%	48 7%
		b		cdh	dh					cdh		
I will take a short break (less than four days) abroad	122 6%	66 7%	55 5%	26 10%	39 12%	25 7%	14 4%	10 3%	7 2%	65 11%	39 5%	18 2%
				defhi	cdefhi	efi				cdefhi	fi	
Other	9 *	4 *	5 *	3 1%	1 *	- -	1 *	3 1%	1 *	4 1%	1 *	4 1%
				ch				ch				
Don't know	262 13%	125 13%	135 13%	49 19%	35 11%	48 14%	43 12%	37 12%	50 12%	84 14%	91 13%	87 12%
				bdefhi								
I will not take a holiday at all	923 46%	440 44%	481 47%	90 35%	112 34%	135 38%	189 53%	149 49%	249 58%	201 35%	323 46%	398 54%
							abcgh	abcg	abcegh		abcg	abchg

ITV Regions Poll

Q16. Which of the following best describes your holiday plans for the next 6 months?

BASE: All respondents

Significance Level: 95%

	Total	ITV Region					Social grade			
		Central	Granada	Tyne Tees	Yorkshire	NET: North	AB	C1	C2	DE
		a	b	c	d	e	a	b	c	d
Unweighted Total	2020	505	509	503	503	1515	530	562	331	597
Total	2020	764	559	207	491	1256	542	551	330	596
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I will take a short break (less than four days) in the UK	433 21%	173 23%	103 18%	46 22%	111 23%	259 21%	139 26% d	125 23% d	83 25% d	85 14%
I will take a long break (five days or more) in the UK	266 13%	111 15%	63 11%	22 11%	70 14%	155 12%	89 16% d	72 13% d	49 15% d	56 9%
I will take a long break (five days or more) abroad	140 7%	37 5%	49 9% a	16 8% a	38 8%	103 8% a	49 9% d	35 6%	25 7%	32 5%
I will take a short break (less than four days) abroad	122 6%	49 6%	24 4%	10 5%	38 8% b	72 6%	54 10% bcd	31 6%	16 5%	21 4%
Other	9 *	5 1%	1 *	1 *	2 *	3 *	2 *	2 *	5 1% bd	1 *
Don't know	262 13%	102 13%	79 14%	25 12%	56 11%	159 13%	84 15% b	62 11%	37 11%	79 13%
I will not take a holiday at all	923 46%	330 43%	269 48%	100 49%	224 46%	593 47%	185 34%	256 47% a	139 42% a	342 57% abc

ITV Regions Poll

Q17. Approximately how much time per weekday, if any, have you spent home-schooling your children during the Covid-19 (Coronavirus) lockdown?

BASE: All parents

Significance Level: 95%

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	*a	b	c	d	e	*f	g	h	i
Unweighted Total	486	156	329	10	134	224	86	30	2	144	310	32
Total	408	178	229	12	99	180	87	26	4	111	267	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Less than an hour	39 9%	17 9%	22 10%	1 10%	11 11%	12 7%	12 14% c	2 10%	- -	12 11%	24 9%	2 8%
1-2 hours	114 28%	43 24%	70 31%	1 12%	31 31% ei	57 31% ei	22 25%	3 13%	- -	32 29% i	78 29% i	3 11%
3-4 hours	126 31%	62 35%	63 27%	3 22%	29 29%	55 30%	27 31%	10 40%	2 46%	31 28%	82 31%	12 41%
5-6 hours	45 11%	16 9%	28 12%	4 34%	11 11%	24 13% d	5 5%	1 3%	- -	15 14% d	29 11%	1 2%
More than 6 hours	35 9%	13 7%	23 10%	1 10%	10 10%	18 10%	6 6%	1 3%	- -	11 10%	24 9%	1 2%
I have not home schooled my children at all	50 12%	27 15%	23 10%	1 11%	8 8%	14 8%	16 18% bcg	8 33% bcgh	2 54%	9 8%	30 11%	11 36% bcdgh

ITV Regions Poll

Q17. Approximately how much time per weekday, if any, have you spent home-schooling your children during the Covid-19 (Coronavirus) lockdown?

BASE: All parents

Significance Level: 95%

	ITV Region					Social grade				
	Total	Central	Granada	Tyne Tees	Yorkshire	NET: North	AB	C1	C2	DE
		a	b	c	d	e	a	b	c	d
Unweighted Total	486	121	134	122	109	365	147	124	94	121
Total	408	162	117	43	85	246	137	97	81	92
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Less than an hour	39	11	20	4	4	27	8	11	10	9
	9%	7%	17%	10%	4%	11%	6%	12%	12%	10%
			ad			d				
1-2 hours	114	50	22	14	28	64	39	25	26	24
	28%	31%	19%	33%	33%	26%	28%	26%	32%	26%
		b		b	b					
3-4 hours	126	48	35	13	29	77	46	32	22	26
	31%	30%	30%	30%	34%	31%	33%	33%	27%	28%
5-6 hours	45	25	9	4	7	20	20	8	8	9
	11%	15%	8%	9%	8%	8%	14%	8%	10%	9%
		e								
More than 6 hours	35	15	11	3	7	21	11	11	5	9
	9%	9%	9%	6%	8%	8%	8%	11%	6%	10%
I have not home schooled my children at all	50	13	20	6	11	36	14	10	11	15
	12%	8%	17%	14%	12%	15%	10%	10%	13%	16%
			a							

ITV Regions Poll

Q18. To what extent do you feel as though there have been good or poor availability of resources for educating children during the Covid-19 (Coronavirus) pandemic?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	a	b	c	d	e	f	g	h	i
Significance Level: 95%												
Unweighted Total	2020	780	1236	216	406	421	348	360	269	622	769	629
Total	2020	992	1024	254	327	351	355	306	427	581	706	733
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good availability	96 5%	52 5%	45 4%	12 5%	22 7% efi	21 6% efi	24 7% efi	8 3%	10 2%	34 6% efi	45 6% efi	18 2%
Quite good availability	464 23%	218 22%	245 24%	54 21%	89 27% defi	102 29% ade fi	73 21%	59 19%	87 20%	144 25% i	175 25% ei	146 20%
Neither good nor bad	464 23%	231 23%	233 23%	59 23%	81 25%	86 25%	77 22%	71 23%	90 21%	140 24%	163 23%	160 22%
Quite poor availability	400 20%	191 19%	208 20%	66 26% bce h	54 17%	58 17%	72 20%	51 17%	98 23% bc	120 21%	130 18%	149 20%
Very poor availability	206 10%	88 9%	116 11%	25 10%	37 11%	33 10%	32 9%	37 12%	41 10%	63 11%	65 9%	78 11%
Don't know	390 19%	211 21% b	178 17%	38 15%	42 13%	50 14%	78 22% abcg	80 26% abcgh	102 24% abcgh	80 14%	128 18% bg	182 25% abcgh
SUM: Good	560 28%	270 27%	290 28%	66 26%	112 34% ade fi	122 35% ade fi	97 27%	67 22%	96 23%	178 31% efi	219 31% efi	164 22%
SUM: Poor	605 30%	279 28%	324 32%	91 36% bch	92 28%	92 26%	104 29%	88 29%	139 33%	183 32%	195 28%	227 31%

ITV Regions Poll

Q18. To what extent do you feel as though there have been good or poor availability of resources for educating children during the Covid-19 (Coronavirus) pandemic?

BASE: All respondents

	Total	ITV Region					Social grade			
		Central	Granada	Tyne Tees	Yorkshire	NET: North	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	a	b	c	d
Unweighted Total	2020	505	509	503	503	1515	530	562	331	597
Total	2020	764	559	207	491	1256	542	551	330	596
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very good availability	96 5%	26 3%	30 5%	14 7% a	27 5%	70 6%	32 6% d	22 4%	21 6% d	21 3%
Quite good availability	464 23%	175 23%	132 24%	39 19%	119 24% c	290 23% c	144 26% d	129 23% d	85 26% d	106 18%
Neither good nor bad	464 23%	186 24%	122 22%	52 25%	103 21%	278 22%	111 21%	112 20%	77 23%	164 27% ab
Quite poor availability	400 20%	161 21%	103 18%	47 23%	89 18%	239 19%	101 19%	133 24% acd	57 17%	109 18%
Very poor availability	206 10%	69 9%	66 12%	21 10%	50 10%	137 11%	64 12%	48 9%	37 11%	56 9%
Don't know	390 19%	147 19%	106 19%	34 17%	102 21%	243 19%	90 17%	108 20%	52 16%	140 24% ac
SUM: Good	560 28%	200 26%	162 29%	52 25%	146 30%	360 29%	176 32% d	151 27% d	106 32% d	127 21%
SUM: Poor	605 30%	230 30%	169 30%	68 33%	139 28%	375 30%	165 30%	181 33%	94 29%	165 28%

ITV Regions Poll

Q19. To what extent do you feel as though education standards in your local area have gotten better or worse during the Covid-19 (Coronavirus) pandemic?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2020	780	1236	216	406	421	348	360	269	622	769	629
Total	2020	992	1024	254	327	351	355	306	427	581	706	733
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much better	43 2%	26 3%	16 2%	8 3% efi	11 3% efi	11 3% efi	11 3% efi	- - efi	1 * efi	20 3% efi	22 3% efi	1 * efi
Slightly better	149 7%	85 9% b	63 6%	28 11% defi	44 13% defhi	34 10% defi	19 5%	8 3%	16 4%	72 12% defhi	53 7% efi	24 3%
No difference	609 30%	281 28%	327 32%	74 29%	105 32%	116 33%	101 28%	85 28%	128 30%	178 31%	217 31%	213 29%
Slightly worse	539 27%	260 26%	279 27%	79 31% b	71 22%	87 25%	94 27%	77 25%	131 31% b	150 26%	182 26%	208 28% b
Much worse	246 12%	118 12%	127 12%	35 14%	38 12%	39 11%	50 14%	41 13%	44 10%	72 12%	89 13%	85 12%
Don't know	434 21%	220 22%	213 21%	30 12%	58 18%	64 18% a	80 23% ag	95 31% abcdgh	107 25% abcg	88 15%	144 20% ag	202 28% abcgh
SUM: Better	192 9%	112 11% b	79 8%	37 15% defi	55 17% defhi	45 13% defi	30 8% efi	8 3%	17 4%	92 16% defhi	75 11% efi	25 3%
SUM: Worse	785 39%	378 38%	406 40%	113 45% bc	108 33%	126 36%	144 41% b	118 38%	175 41% b	222 38%	271 38%	293 40% b

ITV Regions Poll

Q19. To what extent do you feel as though education standards in your local area have gotten better or worse during the Covid-19 (Coronavirus) pandemic?

BASE: All respondents

	Total	ITV Region					Social grade			
		Central	Granada	Tyne Tees	Yorkshire	NET: North	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	a	b	c	d
Unweighted Total	2020	505	509	503	503	1515	530	562	331	597
Total	2020	764	559	207	491	1256	542	551	330	596
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much better	43 2%	18 2%	6 1%	6 3% b	13 3%	25 2%	18 3% d	9 2%	7 2%	8 1%
Slightly better	149 7%	74 10% be	27 5%	13 6%	35 7%	75 6%	52 10% d	39 7%	30 9% d	28 5%
No difference	609 30%	236 31%	165 30%	65 31%	143 29%	373 30%	147 27%	176 32%	99 30%	187 31%
Slightly worse	539 27%	188 25%	169 30% a	53 26%	128 26%	351 28%	158 29% d	161 29% d	82 25%	138 23%
Much worse	246 12%	81 11%	81 15%	27 13%	57 12%	166 13%	83 15% b	52 9%	42 13%	70 12%
Don't know	434 21%	168 22%	110 20%	42 20%	114 23%	267 21%	85 16%	114 21% a	71 21% a	164 28% abc
SUM: Better	192 9%	92 12% be	33 6%	19 9% b	48 10% b	100 8%	70 13% bd	48 9%	37 11% d	36 6%
SUM: Worse	785 39%	269 35%	250 45% ad	81 39%	185 38%	517 41% a	241 44% bcd	212 39%	124 37%	208 35%

ITV Regions Poll

Q20. To what extent are you confident or unconfident in the government's plan to send children back to school?

BASE: All parents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
	a	b	*a	b	c	d	e	*f	g	h	i	
Significance Level: 95%												
Unweighted Total	486	156	329	10	134	224	86	30	2	144	310	32
Total	408	178	229	12	99	180	87	26	4	111	267	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very confident	40	16	24	-	12	17	6	3	2	12	23	5
	10%	9%	10%	-	12%	10%	6%	11%	46%	11%	9%	16%
Quite confident	111	55	56	5	26	44	27	8	2	31	71	10
	27%	31%	25%	42%	26%	24%	31%	30%	54%	28%	26%	34%
Neither	88	42	46	3	20	44	18	3	-	23	62	3
	22%	23%	20%	22%	20%	24%	21%	12%	-	20%	23%	10%
Quite unconfident	94	36	58	3	28	34	22	7	-	31	56	7
	23%	20%	25%	29%	28%	19%	25%	29%	-	28%	21%	25%
Very unconfident	64	28	37	1	12	33	13	5	-	13	47	5
	16%	16%	16%	8%	12%	19%	15%	18%	-	12%	17%	16%
Don't know	10	2	8	-	1	7	2	-	-	1	9	-
	2%	1%	3%	-	1%	4%	2%	-	-	1%	3%	-
SUM: Confident	151	71	80	5	38	61	32	10	4	43	93	15
	37%	40%	35%	42%	38%	34%	37%	41%	100%	39%	35%	49%
SUM: Unconfident	159	63	95	4	40	67	35	12	-	44	102	12
	39%	36%	41%	36%	40%	37%	40%	47%	-	40%	38%	40%

ITV Regions Poll

Q20. To what extent are you confident or unconfident in the government's plan to send children back to school?

BASE: All parents

Significance Level: 95%

	ITV Region					Social grade				
	Total	Central	Granada	Tyne Tees	Yorkshire	NET: North	AB	C1	C2	DE
		a	b	c	d	e	a	b	c	d
Unweighted Total	486	121	134	122	109	365	147	124	94	121
Total	408	162	117	43	85	246	137	97	81	92
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very confident	40	13	11	6	9	26	14	8	11	6
	10%	8%	9%	15%	11%	11%	10%	8%	14%	7%
Quite confident	111	46	29	14	23	66	45	30	19	18
	27%	28%	25%	32%	26%	27%	33%	31%	23%	19%
Neither	88	42	23	3	19	46	24	22	20	22
	22%	26%	20%	8%	22%	19%	18%	22%	25%	24%
Quite unconfident	94	31	36	10	17	64	33	19	16	27
	23%	19%	31%	24%	20%	26%	24%	19%	19%	29%
Very unconfident	64	25	16	8	15	40	19	18	13	15
	16%	15%	14%	19%	18%	16%	14%	18%	16%	16%
Don't know	10	5	1	1	2	5	2	1	2	5
	2%	3%	1%	3%	2%	2%	1%	1%	3%	5%
SUM: Confident	151	59	40	20	32	92	59	38	30	24
	37%	36%	34%	46%	37%	38%	43%	39%	37%	26%
SUM: Unconfident	159	56	52	18	33	103	52	36	29	42
	39%	34%	45%	42%	38%	42%	38%	38%	35%	45%

ITV Regions Poll

Q21. To what extent do you believe that the Covid-19 (Coronavirus) pandemic will have a positive or negative impact on the next generation's prospects?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	a	b	c	d	e	f	g	h	i
Significance Level: 95%												
Unweighted Total	2020	780	1236	216	406	421	348	360	269	622	769	629
Total	2020	992	1024	254	327	351	355	306	427	581	706	733
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very positive	49 2%	30 3%	19 2%	5 2%	13 4% efi	18 5% adefi	8 2%	3 1%	3 1%	17 3% efi	26 4% efi	6 1%
Quite positive	197 10%	102 10%	94 9%	42 17% defhi	39 12% efi	41 12% efi	28 8%	18 6%	28 7%	81 14% defhi	69 10% ei	46 6%
No impact	434 21%	226 23%	207 20%	49 19%	70 21%	80 23%	81 23%	68 22%	87 20%	118 20%	160 23%	155 21%
Quite negative	794 39%	385 39%	409 40%	90 35%	118 36%	107 31%	139 39% c	133 43% bcgh	206 48% abcdgh	208 36%	247 35%	339 46% abcdgh
Very negative	332 16%	146 15%	183 18%	51 20% fi	58 18%	68 20% fi	56 16%	44 14%	55 13%	109 19% fi	125 18% i	99 13%
Don't know	215 11%	103 10%	112 11%	18 7%	29 9%	36 10%	44 12% g	40 13% ag	47 11%	47 8%	80 11%	88 12% g
SUM: Positive	246 12%	132 13%	113 11%	47 18% defi	51 16% defi	59 17% defi	35 10%	21 7%	31 7%	98 17% defi	95 13% efi	53 7%
SUM: Negative	1125 56%	530 53%	592 58%	140 55%	176 54%	176 50%	196 55%	177 58% c	261 61% ch	316 54%	371 53%	438 60% ch

ITV Regions Poll

Q21. To what extent do you believe that the Covid-19 (Coronavirus) pandemic will have a positive or negative impact on the next generation's prospects?

BASE: All respondents

	Total	ITV Region					Social grade			
		Central	Granada	Tyne Tees	Yorkshire	NET: North	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	a	b	c	d
Unweighted Total	2020	505	509	503	503	1515	530	562	331	597
Total	2020	764	559	207	491	1256	542	551	330	596
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very positive	49 2%	22 3%	13 2%	6 3%	8 2%	28 2%	23 4% bd	7 1%	8 2%	11 2%
Quite positive	197 10%	85 11% c	43 8%	14 7%	54 11% c	111 9%	53 10%	57 10%	30 9%	56 9%
No impact	434 21%	177 23%	105 19%	40 19%	111 23%	256 20%	115 21%	113 20%	67 20%	139 23%
Quite negative	794 39%	284 37%	246 44% ad	88 43% d	176 36%	510 41%	215 40%	241 44% d	122 37%	216 36%
Very negative	332 16%	112 15%	97 17%	38 19%	84 17%	220 18%	98 18%	92 17%	60 18%	83 14%
Don't know	215 11%	83 11%	55 10%	21 10%	56 11%	132 10%	40 7%	42 8%	43 13% ab	91 15% ab
SUM: Positive	246 12%	107 14% c	56 10%	20 9%	63 13%	139 11%	76 14%	64 12%	38 12%	68 11%
SUM: Negative	1125 56%	396 52%	343 61% ad	126 61% ad	261 53%	730 58% a	313 58% d	332 60% d	182 55%	299 50%

ITV Regions Poll

GENDER. Are you...?

BASE: All respondents

Significance Level: 95%

	Total	Gender		Age								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2020	780	1236	216	406	421	348	360	269	622	769	629
Total	2020	992	1024	254	327	351	355	306	427	581	706	733
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Female	1024	-	1024	171	208	198	170	117	160	378	369	277
	51%	-	100%	67%	64%	57%	48%	38%	37%	65%	52%	38%
			a	cdefhi	cdefhi	defi	efi			cdefhi	efi	
Male	992	992	-	81	118	153	184	189	267	199	337	456
	49%	100%	-	32%	36%	43%	52%	62%	63%	34%	48%	62%
		b				abg	abcg	abcdgh	abcdgh		abg	abcdgh
Other	2	-	-	1	1	-	-	-	-	2	-	-
	*	-	-	*	*	-	-	-	-	*	-	-
Prefer not to say	2	-	-	1	-	-	1	-	-	1	1	-
	*	-	-	*	-	-	*	-	-	*	*	-

ITV Regions Poll

GENDER. Are you...?

BASE: All respondents

Significance Level: 95%

	Total	ITV Region					Social grade			
		Central	Granada	Tyne Tees	Yorkshire	NET: North	AB	C1	C2	DE
		a	b	c	d	e	a	b	c	d
Unweighted Total	2020	505	509	503	503	1515	530	562	331	597
Total	2020	764	559	207	491	1256	542	551	330	596
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Female	1024	428	277	88	231	597	263	301	151	309
	51%	56%	50%	43%	47%	47%	49%	55%	46%	52%
		bcde	c					ac		
Male	992	335	281	116	260	657	277	250	179	286
	49%	44%	50%	56%	53%	52%	51%	45%	54%	48%
			a	a	a	a			b	
Other	2	1	1	-	-	1	1	1	-	-
	*	*	*	-	-	*	*	*	-	-
Prefer not to say	2	-	-	2	-	2	1	-	-	1
	*	-	-	1%	-	*	*	-	-	*
				abde						

ITV Regions Poll

MARITAL_STATUS. What is your current marital status?

BASE: All respondents

Significance Level: 95%

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2020	780	1236	216	406	421	348	360	269	622	769	629
Total	2020	992	1024	254	327	351	355	306	427	581	706	733
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Single	611	311	299	189	125	97	89	65	46	315	186	111
	30%	31%	29%	75%	38%	28%	25%	21%	11%	54%	26%	15%
				bcdefghi	cdefhi	efi	fi	fi		bcdefhi	fi	
Married	842	453	388	13	106	168	153	151	250	119	321	401
	42%	46%	38%	5%	33%	48%	43%	49%	59%	21%	45%	55%
		b			ag	abg	abg	abg	abcdegh	a	abg	abcdgh
Domestic Partnership	316	123	193	43	83	69	68	31	21	127	137	52
	16%	12%	19%	17%	26%	20%	19%	10%	5%	22%	19%	7%
			a	efi	acdefhi	efi	efi	f		efi	efi	
Separated	33	13	19	-	3	4	8	7	10	3	13	17
	2%	1%	2%	-	1%	1%	2%	2%	2%	1%	2%	2%
							ag	ag	ag		ag	ag
Divorced	135	63	72	-	2	10	33	37	53	2	43	90
	7%	6%	7%	-	1%	3%	9%	12%	12%	*	6%	12%
						abg	abcgh	abcgh	abcgh		abcg	abcgh
Widowed	65	23	42	-	1	1	4	12	47	1	5	59
	3%	2%	4%	-	*	*	1%	4%	11%	*	1%	8%
			a				g	abcdgh	abcdegh			abcdegh
Prefer not to say	18	6	11	8	6	2	-	2	*	14	2	3
	1%	1%	1%	3%	2%	1%	-	1%	*	2%	*	*
				cdefhi	dfhi					cdfhi		

ITV Regions Poll

MARITAL_STATUS. What is your current marital status?

BASE: All respondents

Significance Level: 95%

	Total	ITV Region					Social grade			
		Central	Granada	Tyne Tees	Yorkshire	NET: North	AB	C1	C2	DE
		a	b	c	d	e	a	b	c	d
Unweighted Total	2020	505	509	503	503	1515	530	562	331	597
Total	2020	764	559	207	491	1256	542	551	330	596
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Single	611	244	168	65	134	367	135	184	75	217
	30%	32%	30%	31%	27%	29%	25%	33%	23%	36%
								ac		ac
Married	842	320	218	91	214	522	291	195	175	182
	42%	42%	39%	44%	44%	42%	54%	35%	53%	30%
							bd		bd	
Domestic Partnership	316	131	84	29	72	185	62	109	57	88
	16%	17%	15%	14%	15%	15%	11%	20%	17%	15%
								ad	a	
Separated	33	11	12	3	7	21	5	8	3	17
	2%	1%	2%	1%	1%	2%	1%	1%	1%	3%
										a
Divorced	135	33	50	11	41	102	31	33	12	59
	7%	4%	9%	6%	8%	8%	6%	6%	4%	10%
			ac		a	a				abc
Widowed	65	17	25	6	18	48	13	17	5	29
	3%	2%	4%	3%	4%	4%	2%	3%	2%	5%
			a							ac
Prefer not to say	18	7	3	2	6	11	5	6	3	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

ITV Regions Poll

AGE. How old are you?

BASE: All respondents

Significance Level: 95%

	Total	Gender		Age							NET: 18-34	NET: 35-54	NET: 55+
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+				
		a	b	a	b	c	d	e	f	g	h	i	
Unweighted Total	2020	780	1236	216	406	421	348	360	269	622	769	629	
Total	2020	992	1024	254	327	351	355	306	427	581	706	733	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
18-24	254	81	171	254	-	-	-	-	-	254	-	-	
	13%	8%	17%	100%	-	-	-	-	-	44%	-	-	
			a	bcdefghi						bcdefghi			
25-34	327	118	208	-	327	-	-	-	-	327	-	-	
	16%	12%	20%	-	100%	-	-	-	-	56%	-	-	
			a		acdefghi					acdefghi			
35-44	351	153	198	-	-	351	-	-	-	-	351	-	
	17%	15%	19%	-	-	100%	-	-	-	-	50%	-	
			a			abdefghi					abdefghi		
45-54	355	184	170	-	-	-	355	-	-	-	355	-	
	18%	19%	17%	-	-	-	100%	-	-	-	50%	-	
							abcefghi				abcefghi		
55-64	306	189	117	-	-	-	-	306	-	-	-	306	
	15%	19%	11%	-	-	-	-	100%	-	-	-	42%	
			b					abcdefghi				abcdfgh	
65+	427	267	160	-	-	-	-	-	427	-	-	427	
	21%	27%	16%	-	-	-	-	-	100%	-	-	58%	
			b						abcdeghi			abcdegh	
NET: 18-34	581	199	378	254	327	-	-	-	-	581	-	-	
	29%	20%	37%	100%	100%	-	-	-	-	100%	-	-	
			a	cdefhi	cdefhi					cdefhi			
NET: 35-54	706	337	369	-	-	351	355	-	-	-	706	-	
	35%	34%	36%	-	-	100%	100%	-	-	-	100%	-	
						abefgi	abefgi				abefgi		
NET: 55+	733	456	277	-	-	-	-	306	427	-	-	733	
	36%	46%	27%	-	-	-	-	100%	100%	-	-	100%	
			b					abcdgh	abcdgh			abcdgh	

ITV Regions Poll

AGE. How old are you?

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

18-24

25-34

35-44

45-54

55-64

65+

NET: 18-34

NET: 35-54

NET: 55+

	Total	ITV Region					Social grade			
		Central	Granada	Tyne Tees	Yorkshire	NET: North	AB	C1	C2	DE
		a	b	c	d	e	a	b	c	d
Unweighted Total	2020	505	509	503	503	1515	530	562	331	597
Total	2020	764	559	207	491	1256	542	551	330	596
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18-24	254	88	68	26	73	166	66	87	35	66
	13%	11%	12%	13%	15%	13%	12%	16%	11%	11%
								cd		
25-34	327	156	76	36	58	170	104	90	60	72
	16%	20%	14%	18%	12%	14%	19%	16%	18%	12%
		bde		de			d	d	d	
35-44	351	150	96	30	74	201	103	98	59	91
	17%	20%	17%	15%	15%	16%	19%	18%	18%	15%
		c								
45-54	355	157	97	34	67	199	88	90	52	125
	18%	21%	17%	17%	14%	16%	16%	16%	16%	21%
		de								a
55-64	306	93	93	30	89	213	69	74	56	108
	15%	12%	17%	15%	18%	17%	13%	13%	17%	18%
			a		a	a				ab
65+	427	120	128	50	129	307	112	112	69	134
	21%	16%	23%	24%	26%	24%	21%	20%	21%	23%
			a	a	a	a				
NET: 18-34	581	244	143	62	131	337	170	177	95	139
	29%	32%	26%	30%	27%	27%	31%	32%	29%	23%
		be					d	d		
NET: 35-54	706	307	194	65	141	399	191	189	111	215
	35%	40%	35%	31%	29%	32%	35%	34%	34%	36%
		cde	d							
NET: 55+	733	213	222	80	219	520	181	186	125	242
	36%	28%	40%	39%	45%	41%	33%	34%	38%	41%
			a	a	a	a				ab

ITV Regions Poll

REGIONS. Where do you live?

BASE: All respondents

Significance Level: 95%

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2020	780	1236	216	406	421	348	360	269	622	769	629
Total	2020	992	1024	254	327	351	355	306	427	581	706	733
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
North-West	558	282	275	69	77	99	96	94	123	146	195	216
	28%	28%	27%	27%	24%	28%	27%	31%	29%	25%	28%	30%
								b				b
North-East	214	120	93	28	39	31	33	32	50	67	65	82
	11%	12%	9%	11%	12%	9%	9%	10%	12%	12%	9%	11%
		b										
Yorkshire & The Humber	439	234	205	68	54	67	58	74	119	121	125	192
	22%	24%	20%	27%	16%	19%	16%	24%	28%	21%	18%	26%
				bcdh				bcdh	bcdgh			bcdgh
Wales	3	*	2	-	-	-	-	1	2	-	-	3
	*	*	*	-	-	-	-	*	*	-	-	*
West Midlands	454	198	255	50	87	75	95	65	82	138	170	147
	22%	20%	25%	20%	27%	21%	27%	21%	19%	24%	24%	20%
			a		fi		fi					
East Midlands	336	147	189	38	67	75	70	39	47	105	145	86
	17%	15%	18%	15%	21%	21%	20%	13%	11%	18%	21%	12%
			a		efi	aefi	efi			efi	efi	
South-West	9	7	2	-	-	1	1	2	5	-	2	7
	*	1%	*	-	-	*	*	1%	1%	-	*	1%
									bg			bg
South-East	7	3	4	1	2	3	1	-	-	3	4	-
	*	*	*	*	1%	1%	*	-	-	1%	1%	-
					i	i						

ITV Regions Poll

REGIONS. Where do you live?

BASE: All respondents

Significance Level: 95%

	Total	ITV Region					Social grade			
		Central	Granada	Tyne Tees	Yorkshire	NET: North	AB	C1	C2	DE
		a	b	c	d	e	a	b	c	d
Unweighted Total	2020	505	509	503	503	1515	530	562	331	597
Total	2020	764	559	207	491	1256	542	551	330	596
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
North-West	558	3	550	*	5	555	158	149	99	151
	28%	*	98%	*	1%	44%	29%	27%	30%	25%
			acde			acd				
North-East	214	2	4	201	8	212	57	56	35	67
	11%	*	1%	97%	2%	17%	11%	10%	10%	11%
				abde	a	abd				
Yorkshire & The Humber	439	2	1	4	433	437	109	127	77	126
	22%	*	*	2%	88%	35%	20%	23%	23%	21%
				ab	abce	abc				
Wales	3	-	2	*	-	3	*	1	-	2
	*	-	*	*	-	*	*	*	-	*
West Midlands	454	451	2	-	1	3	120	125	63	146
	22%	59%	*	-	*	*	22%	23%	19%	24%
		bcde								
East Midlands	336	292	-	-	44	44	93	89	55	99
	17%	38%	-	-	9%	3%	17%	16%	17%	17%
		bcde			bce	bc				
South-West	9	9	-	-	-	-	4	3	-	3
	*	1%	-	-	-	-	1%	*	-	*
		bcde								
South-East	7	5	-	1	1	2	1	3	1	2
	*	1%	-	*	*	*	*	1%	*	*

ITV Regions Poll

dRegion. Region - set from Region question

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

South

Midlands

North

	Total	Gender		Age								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2020	780	1236	216	406	421	348	360	269	622	769	629
Total	2020	992	1024	254	327	351	355	306	427	581	706	733
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
South	17	10	6	1	2	4	3	2	5	3	7	7
	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%
Midlands	793	346	446	88	154	150	165	105	131	242	315	235
	39%	35%	44%	35%	47%	43%	46%	34%	31%	42%	45%	32%
			a		aefi	aefi	aefi			efi	aefi	
North	1211	636	572	165	170	197	188	200	291	335	385	491
	60%	64%	56%	65%	52%	56%	53%	65%	68%	58%	54%	67%
		b		bcdh				bcdgh	bcdgh			bcdgh

ITV Regions Poll

dRegion. Region - set from Region question

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

South

Midlands

North

	Total	ITV Region					Social grade			
		Central	Granada	Tyne Tees	Yorkshire	NET: North	AB	C1	C2	DE
		a	b	c	d	e	a	b	c	d
Unweighted Total	2020	505	509	503	503	1515	530	562	331	597
Total	2020	764	559	207	491	1256	542	551	330	596
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
South	17	15	-	1	1	2	5	5	1	5
	1%	2%	-	*	*	*	1%	1%	*	1%
		bcde								
Midlands	793	743	5	*	44	50	213	215	118	247
	39%	97%	1%	*	9%	4%	39%	39%	36%	41%
		bcde			bce	bc				
North	1211	6	554	205	445	1204	324	331	211	344
	60%	1%	99%	99%	91%	96%	60%	60%	64%	58%
			ade	ade	a	ad				

ITV Regions Poll

OCCUPATION. Please indicate which one of the following best describes the profession of the chief income earner in your household.

BASE: All respondents

	Total	Gender		Age								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	a	b	c	d	e	f	g	h	i
Significance Level: 95%												
Unweighted Total	2020	780	1236	216	406	421	348	360	269	622	769	629
Total	2020	992	1024	254	327	351	355	306	427	581	706	733
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
High managerial, administrative or professional e.g. doctor, lawyer, medium / large company director (50+ people)	99 5%	50 5%	48 5%	17 7% efi	29 9% defhi	23 6% efi	14 4%	8 3%	9 2%	46 8% defhi	36 5% fi	17 2%
Intermediate managerial, administrative or professional e.g. teacher, manager, accountant	359 18%	166 17%	191 19%	48 19% fi	76 23% efi	78 22% efi	74 21% efi	46 15% f	36 8%	124 21% efi	152 22% efi	82 11%
Supervisor, administrative or professional e.g. policeman, nurse, secretary, self-employed	425 21%	180 18%	243 24% a	47 19% f	88 27% aefi	98 28% aefi	86 24% fi	57 18% f	49 12%	135 23% fi	183 26% aefi	106 14%
Skilled manual worker e.g. mechanic, plumber, electrician, lorry driver, train driver	285 14%	145 15%	139 14%	35 14% f	60 18% fi	59 17% fi	52 15% f	47 15% fi	32 8%	95 16% fi	111 16% fi	79 11%
Semi-skilled or unskilled manual worker e.g. waiter, factory worker, receptionist, labourer	270 13%	118 12%	152 15%	37 15% f	45 14% f	53 15% fi	60 17% fi	54 18% fi	20 5%	83 14% fi	113 16% fi	74 10% f
House-wife / house-husband	51 3%	14 1%	37 4% a	10 4% fi	13 4% fi	9 3% f	10 3% f	9 3% f	- -	22 4% fi	19 3% f	9 1%
Unemployed	149 7%	80 8%	68 7%	16 6% f	14 4% f	26 7% f	53 15% abcfgi	38 12% abcfgi	2 1%	30 5% f	79 11% abcfgi	40 5% f
Student	45 2%	16 2%	29 3%	38 15% bcdefghi	2 1% i	- -	4 1% cei	- -	- -	41 7% bcdefhi	4 1%	- -
Retired on a state pension	116 6%	69 7% b	46 5%	4 1% b	- -	3 1%	1 * bdh	6 2% bdh	103 24% abcdeghi	4 1%	4 1%	108 15% abcdegh

ITV Regions Poll

OCCUPATION. Please indicate which one of the following best describes the profession of the chief income earner in your household.

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

Retired on a private pension

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
	a	b	a	b	c	d	e	f	g	h	i	
Unweighted Total	2020	780	1236	216	406	421	348	360	269	622	769	629
Total	2020	992	1024	254	327	351	355	306	427	581	706	733
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Retired on a private pension	223	153	70	1	-	4	*	42	175	1	4	218
	11%	15%	7%	*	-	1%	*	14%	41%	*	1%	30%
		b				b		abcdgh	abcdeghi			abcdegh

ITV Regions Poll

OCUPATION. Please indicate which one of the following best describes the profession of the chief income earner in your household.

BASE: All respondents

	Total	ITV Region					Social grade			
		Central	Granada	Tyne Tees	Yorkshire	NET: North	AB	C1	C2	DE
		a	b	c	d	e	a	b	c	d
Significance Level: 95%										
Unweighted Total	2020	505	509	503	503	1515	530	562	331	597
Total	2020	764	559	207	491	1256	542	551	330	596
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
High managerial, administrative or professional e.g. doctor, lawyer, medium / large company director (50+ people)	99 5%	45 6%	28 5%	8 4%	17 3%	54 4%	99 18% bcd	- -	- -	- -
Intermediate managerial, administrative or professional e.g. teacher, manager, accountant	359 18%	142 19%	106 19%	34 17%	77 16%	217 17%	359 66% bcd	- -	- -	- -
Supervisor, administrative or professional e.g. policeman, nurse, secretary, self-employed	425 21%	169 22%	114 20%	43 21%	98 20%	255 20%	- -	425 77% acd	- -	- -
Skilled manual worker e.g. mechanic, plumber, electrician, lorry driver, train driver	285 14%	103 13%	82 15%	30 14%	71 14%	182 15%	- -	- -	285 86% abd	- -
Semi-skilled or unskilled manual worker e.g. waiter, factory worker, receptionist, labourer	270 13%	126 16% bcde	63 11%	23 11%	58 12%	144 11%	- -	- -	- -	270 45% abc
House-wife / house-husband	51 3%	15 2%	17 3%	7 3%	11 2%	36 3%	- -	- -	- -	51 9% abc
Unemployed	149 7%	56 7%	40 7%	16 8%	38 8%	93 7%	- -	- -	- -	149 25% abc
Student	45 2%	12 2%	13 2%	4 2%	15 3%	32 3%	- -	45 8% acd	- -	- -
Retired on a state pension	116 6%	37 5%	37 7%	12 6%	30 6%	79 6%	- -	- -	- -	116 19% abc

ITV Regions Poll

OCCUPATION. Please indicate which one of the following best describes the profession of the chief income earner in your household.

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

Retired on a private pension

	Total	ITV Region					Social grade			
		Central	Granada	Tyne Tees	Yorkshire	NET: North	AB	C1	C2	DE
		a	b	c	d	e	a	b	c	d
Unweighted Total	2020	505	509	503	503	1515	530	562	331	597
Total	2020	764	559	207	491	1256	542	551	330	596
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Retired on a private pension	223	59	58	30	77	164	85	82	45	11
	11%	8%	10%	14%	16%	13%	16%	15%	14%	2%
				a	ab	a	d	d	d	

ITV Regions Poll

OCCUPATION_RETIRED. Please indicate which one of the following best describes the previous occupation of the chief income earner in your household before retirement?

BASE: All retired on a private pension

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	*a	*b	*c	*d	e	f	*g	*h	i
Significance Level: 95%												
Unweighted Total	166	107	59	1	-	3	1	48	113	1	4	161
Total	223	153	70	1	-	4	*	42	175	1	4	218
	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%
High managerial, administrative or professional e.g. doctor, lawyer, medium / large company director (50+ people)	13	11	2	-	-	-	-	-	13	-	-	13
	6%	7%	3%	-	-	-	-	-	7%	-	-	6%
Intermediate managerial, administrative or professional e.g. teacher, manager, accountant	72	50	22	-	-	3	-	15	54	-	3	69
	32%	33%	31%	-	-	82%	-	36%	31%	-	73%	32%
Supervisor, administrative or professional e.g. policeman, nurse, secretary, self-employed	82	53	29	1	-	1	*	17	63	1	1	80
	37%	35%	41%	100%	-	18%	100%	40%	36%	100%	27%	37%
Skilled manual worker e.g. mechanic, plumber, electrician, lorry driver, train driver	45	34	12	-	-	-	-	9	37	-	-	45
	20%	22%	17%	-	-	-	-	21%	21%	-	-	21%
Semi-skilled or unskilled manual worker e.g. waiter, factory worker, receptionist, labourer	10	5	5	-	-	-	-	1	9	-	-	10
	4%	3%	7%	-	-	-	-	2%	5%	-	-	4%
House-wife / house-husband	*	-	*	-	-	-	-	-	*	-	-	*
	*	-	1%	-	-	-	-	-	*	-	-	*
Unemployed	1	-	1	-	-	-	-	1	-	-	-	1
	*	-	1%	-	-	-	-	2%	-	-	-	*

ITV Regions Poll

OCCUPATION_RETIRED. Please indicate which one of the following best describes the previous occupation of the chief income earner in your household before retirement?

BASE: All retired on a private pension

	Total	ITV Region					Social grade			
		Central	Granada	Tyne Tees	Yorkshire	NET: North	AB	C1	C2	DE
Significance Level: 95%		*a	b	c	d	e	a	b	c	*d
Unweighted Total	166	29	34	52	51	137	63	59	32	12
Total	223	59	58	30	77	164	85	82	45	11
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
High managerial, administrative or professional e.g. doctor, lawyer, medium / large company director (50+ people)	13 6%	5 9%	5 8%	1 4%	1 2%	7 4%	13 15% bc	- -	- -	- -
Intermediate managerial, administrative or professional e.g. teacher, manager, accountant	72 32%	19 32%	17 30%	11 37%	25 33%	54 33%	72 85% bc	- -	- -	- -
Supervisor, administrative or professional e.g. policeman, nurse, secretary, self-employed	82 37%	24 40%	22 38%	7 25%	29 38%	58 35%	- -	82 100% ac	- -	- -
Skilled manual worker e.g. mechanic, plumber, electrician, lorry driver, train driver	45 20%	9 15%	13 23%	6 20%	17 22%	37 22%	- -	- -	45 100% ab	- -
Semi-skilled or unskilled manual worker e.g. waiter, factory worker, receptionist, labourer	10 4%	2 3%	- -	3 12% b	4 5%	7 5%	- -	- -	- -	10 90%
House-wife / house-husband	* *	- -	- -	* 2%	- -	* *	- -	- -	- -	* 4%
Unemployed	1 *	- -	1 1%	- -	- -	1 *	- -	- -	- -	1 6%

ITV Regions Poll

dSEG. SEG - set from Occupation question

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

C2DE

ABC1

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2020	780	1236	216	406	421	348	360	269	622	769	629
Total	2020	992	1024	254	327	351	355	306	427	581	706	733
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
C2DE	926	465	460	101	132	149	177	163	203	233	326	367
	46%	47%	45%	40%	40%	43%	50%	53%	48%	40%	46%	50%
							abcg	abcgh	g		g	abcg
ABC1	1094	527	564	152	195	202	178	143	224	347	380	367
	54%	53%	55%	60%	60%	57%	50%	47%	52%	60%	54%	50%
				dei	dei	dei				defhi	e	

ITV Regions Poll

dSEG. SEG - set from Occupation question

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

C2DE

ABC1

	Total	ITV Region					Social grade			
		Central	Granada	Tyne Tees	Yorkshire	NET: North	AB	C1	C2	DE
		a	b	c	d	e	a	b	c	d
Unweighted Total	2020	505	509	503	503	1515	530	562	331	597
Total	2020	764	559	207	491	1256	542	551	330	596
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
C2DE	926	347	253	97	229	579	-	-	330	596
	46%	45%	45%	47%	47%	46%	-	-	100%	100%
									ab	ab
ABC1	1094	417	306	109	262	677	542	551	-	-
	54%	55%	55%	53%	53%	54%	100%	100%	-	-
							cd	cd		