

# ITV News Index

## METHODOLOGY NOTE

ComRes interviewed 2,012 British adults online between 2nd and 7th April 2015. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

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[andrew.hawkins@comres.co.uk](mailto:andrew.hawkins@comres.co.uk)

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## ITV News Index Survey

### ONLINE Fieldwork: 2nd-7th April 2015

Absolutes/col percents

Table 1

**Q.1 Have you seen any of the televised political debate which took place on Thursday evening between the seven party leaders?**

**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2012	1027	985	259	280	341	375	322	435	585	607	336	484	259	792
Weighted base	2012	986	1026	239	339	339	359	299	438	538	558	438	478	294	833
NET: Yes	1354 67%	698 71%	656 64%	145 61%	204 60%	225 66%	235 66%	206 69%	338 77%	393 73%	370 66%	301 69%	289 61%	208 71%	521 63%
Yes, all of it live on the night	706 35%	392 40%	315 31%	57 24%	99 29%	123 36%	127 36%	105 35%	195 45%	209 39%	190 34%	148 34%	160 33%	90 31%	267 32%
Yes, some of it live on the night	421 21%	197 20%	224 22%	58 24%	75 22%	68 20%	67 19%	66 22%	88 20%	124 23%	115 21%	94 21%	88 18%	72 24%	186 22%
Yes, not on the night but on news clips or videos posted online	226 11%	109 11%	117 11%	30 12%	31 9%	34 10%	40 11%	36 12%	56 13%	60 11%	66 12%	59 13%	41 9%	47 16%	68 8%
No, none of it	613 30%	265 27%	349 34%	80 33%	121 36%	102 30%	120 34%	91 30%	99 23%	133 25%	171 31%	134 31%	175 37%	79 27%	283 34%
Don't know	45 2%	24 2%	21 2%	14 6%	13 4%	11 3%	3 1%	2 1%	1 *	11 2%	17 3%	3 1%	14 3%	6 2%	28 3%

## ITV News Index Survey

### ONLINE Fieldwork: 2nd-7th April 2015

Absolutes/col percents

Table 2

**Q.1 Have you seen any of the televised political debate which took place on Thursday evening between the seven party leaders?**

**Base: All respondents**

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2012	1743	165	88	224	180	198	131	104	186	247	305	184	1051	716	335	961	117	179	125	389	151
Weighted base	2012	1730	181	80	221	181	181	141	101	201	262	282	181	1127	885	241	885	106	136	122	371	151
NET: Yes	1354	1155	131	60	150	113	129	92	68	130	178	178	125	730	569	160	624	59	88	84	287	105
	67%	67%	72%	75%	68%	62%	71%	66%	68%	65%	68%	63%	69%	65%	64%	66%	70%	56%	65%	69%	78%	69%
Yes, all of it live on the night	706	607	70	31	79	57	68	47	30	69	88	100	68	357	286	71	349	30	51	46	165	57
	35%	35%	39%	39%	36%	32%	38%	33%	29%	34%	34%	35%	38%	32%	32%	29%	39%	28%	37%	38%	45%	38%
Yes, some of it live on the night	421	361	41	23	56	41	32	32	19	44	57	44	33	258	198	60	163	16	13	27	73	33
	21%	21%	23%	28%	26%	23%	17%	23%	19%	22%	22%	15%	18%	23%	22%	25%	18%	15%	10%	23%	20%	22%
Yes, not on the night but on news clips or videos posted online	226	187	20	6	14	15	29	13	19	18	33	35	23	115	85	30	111	14	24	10	49	14
	11%	11%	11%	8%	6%	8%	16%	9%	19%	9%	13%	12%	13%	10%	10%	12%	13%	13%	17%	9%	13%	9%
No, none of it	613	533	48	17	69	66	47	47	32	68	68	98	53	362	291	71	251	46	43	37	83	43
	30%	31%	26%	21%	31%	37%	26%	33%	31%	34%	26%	35%	29%	32%	33%	29%	28%	43%	32%	30%	22%	28%
Don't know	45	42	2	3	2	2	6	2	1	3	15	5	3	35	25	10	10	1	5	1	1	3
	2%	2%	1%	4%	1%	1%	3%	1%	1%	1%	6%	2%	2%	3%	3%	4%	1%	1%	4%	1%	*	2%

**ITV News Index Survey**  
**ONLINE Fieldwork: 2nd-7th April 2015**

Absolutes/col percents

Table 3

**Q.1 Have you seen any of the televised political debate which took place on Thursday evening between the seven party leaders?**

**Base: All respondents**

	Q.1 Have you seen any of the televised political debate which took place on Thursday evening between the seven party leaders?					
	Total	Yes, all of it live on the night	NET: Any live on the night	NET: Any	No, none of it	NET: None live
Unweighted base	2012	704	1120	1339	622	841
Weighted base	2012	706	1127	1354	613	839
NET: Yes	1354 67%	706 100%	1127 100%	1354 100%	-	226 27%
Yes, all of it live on the night	706 35%	706 100%	706 63%	706 52%	-	-
Yes, some of it live on the night	421 21%	-	421 37%	421 31%	-	-
Yes, not on the night but on news clips or videos posted online	226 11%	-	-	226 17%	-	226 27%
No, none of it	613 30%	-	-	-	613 100%	613 73%
Don't know	45 2%	-	-	-	-	-

## ITV News Index Survey

### ONLINE Fieldwork: 2nd-7th April 2015

Absolutes/col percents

Table 4  
**Q.2 Do you agree or disagree with each of the following statements about the televised leaders debate?**  
**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2012	1027	985	259	280	341	375	322	435	585	607	336	484	259	792
Weighted base	2012	986	1026	239	339	339	359	299	438	538	558	438	478	294	833
<b><u>The debate was useful as it was good to hear what the smaller parties had to offer</u></b>															
Agree	1134 56%	584 59%	550 54%	124 52%	177 52%	190 56%	198 55%	174 58%	272 62%	325 60%	314 56%	245 56%	250 52%	171 58%	438 53%
Disagree	320 16%	172 17%	148 14%	28 12%	50 15%	44 13%	60 17%	49 16%	88 20%	101 19%	79 14%	68 16%	72 15%	39 13%	145 17%
Don't know	557 28%	230 23%	328 32%	87 36%	112 33%	105 31%	101 28%	76 25%	78 18%	112 21%	164 29%	125 29%	156 33%	85 29%	249 30%
<b><u>The debate would have been better had it just had David Cameron and Ed Miliband taking part</u></b>															
Agree	405 20%	220 22%	185 18%	52 22%	79 23%	69 20%	71 20%	48 16%	86 20%	96 18%	120 21%	102 23%	87 18%	58 20%	172 21%
Disagree	1037 52%	531 54%	506 49%	102 43%	152 45%	163 48%	191 53%	169 56%	261 60%	313 58%	270 48%	220 50%	235 49%	156 53%	400 48%
Don't know	570 28%	235 24%	335 33%	85 35%	109 32%	107 32%	97 27%	82 28%	91 21%	128 24%	168 30%	117 27%	156 33%	80 27%	261 31%
<b><u>The debate made me consider voting for a party other than Labour, the Conservatives or the Liberal Democrats</u></b>															
Agree	576 29%	293 30%	283 28%	76 32%	119 35%	88 26%	90 25%	77 26%	128 29%	159 30%	134 24%	136 31%	148 31%	87 30%	240 29%
Disagree	871 43%	459 47%	411 40%	70 29%	97 29%	154 46%	171 48%	139 47%	239 55%	263 49%	256 46%	182 41%	170 35%	124 42%	327 39%
Don't know	565 28%	233 24%	332 32%	94 39%	123 36%	97 29%	98 27%	83 28%	71 16%	116 21%	167 30%	121 28%	161 34%	83 28%	266 32%

**ITV News Index Survey**  
**ONLINE Fieldwork: 2nd-7th April 2015**

Absolutes/col percents

Table 4

**Q.2 Do you agree or disagree with each of the following statements about the televised leaders debate?**

**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	2012	986	1026	239	339	339	359	299	438	538	558	438	478	294	833
<b><u>I learnt something new from the leaders debate on Thursday</u></b>															
Agree	748 37%	375 38%	373 36%	102 42%	127 38%	133 39%	129 36%	96 32%	161 37%	224 42%	213 38%	156 36%	156 33%	124 42%	305 37%
Disagree	700 35%	377 38%	322 31%	47 19%	99 29%	102 30%	128 36%	127 42%	198 45%	193 36%	179 32%	163 37%	165 35%	98 33%	269 32%
Don't know	564 28%	233 24%	331 32%	91 38%	113 33%	103 30%	102 28%	76 26%	79 18%	121 22%	166 30%	119 27%	157 33%	72 24%	258 31%

## ITV News Index Survey

### ONLINE Fieldwork: 2nd-7th April 2015

Absolutes/col percents

Table 5  
**Q.2 Do you agree or disagree with each of the following statements about the televised leaders debate?**  
**Base: All respondents**

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2012	1743	165	88	224	180	198	131	104	186	247	305	184	1051	716	335	961	117	179	125	389	151
Weighted base	2012	1730	181	80	221	181	181	141	101	201	262	282	181	1127	885	241	885	106	136	122	371	151
<b><u>The debate was useful as it was good to hear what the smaller parties had to offer</u></b>																						
Agree	1134	968	109	48	126	100	101	78	57	115	151	139	111	609	474	135	526	50	83	74	235	84
	56%	56%	60%	60%	57%	55%	56%	55%	57%	58%	58%	49%	61%	54%	54%	56%	59%	47%	61%	60%	63%	56%
Disagree	320	275	31	12	40	34	34	19	15	34	25	57	19	184	149	35	136	9	22	14	73	17
	16%	16%	17%	15%	18%	19%	19%	14%	15%	17%	9%	20%	11%	16%	17%	14%	15%	9%	16%	12%	20%	12%
Don't know	557	488	41	20	56	47	46	44	29	52	86	85	51	334	262	72	224	46	32	34	62	49
	28%	28%	23%	24%	25%	26%	26%	31%	29%	26%	33%	30%	28%	30%	30%	30%	25%	44%	23%	28%	17%	33%
<b><u>The debate would have been better had it just had David Cameron and Ed Miliband taking part</u></b>																						
Agree	405	360	27	16	48	43	39	34	17	23	67	58	31	230	189	41	175	18	30	21	76	29
	20%	21%	15%	20%	22%	24%	22%	24%	17%	12%	26%	21%	17%	20%	21%	17%	20%	17%	22%	17%	21%	19%
Disagree	1037	877	116	38	119	88	92	74	44	119	103	146	98	556	435	121	481	50	70	64	224	74
	52%	51%	64%	48%	54%	49%	51%	52%	44%	59%	39%	52%	54%	49%	49%	50%	54%	47%	51%	53%	60%	49%
Don't know	570	493	38	26	55	50	50	33	39	58	91	78	52	341	261	79	229	38	36	36	71	48
	28%	29%	21%	33%	25%	28%	28%	23%	39%	29%	35%	28%	29%	30%	30%	33%	26%	36%	27%	30%	19%	32%
<b><u>The debate made me consider voting for a party other than Labour, the Conservatives or the Liberal Democrats</u></b>																						
Agree	576	480	68	24	52	56	57	44	28	60	59	72	55	327	256	71	250	26	45	48	93	38
	29%	28%	38%	30%	24%	31%	32%	31%	28%	30%	22%	25%	30%	29%	29%	29%	28%	25%	33%	40%	25%	25%
Disagree	871	766	65	36	110	85	73	55	40	77	118	136	76	451	368	83	420	35	54	41	226	64
	43%	44%	36%	44%	50%	47%	40%	39%	40%	38%	45%	48%	42%	40%	42%	34%	47%	33%	40%	34%	61%	43%
Don't know	565	485	48	21	59	40	51	41	32	64	85	74	50	349	261	88	216	45	38	33	52	49
	28%	28%	27%	26%	27%	22%	28%	29%	32%	32%	33%	26%	28%	31%	29%	37%	24%	42%	28%	27%	14%	32%

## ITV News Index Survey

### ONLINE Fieldwork: 2nd-7th April 2015

Absolutes/col percents

Table 5

**Q.2 Do you agree or disagree with each of the following statements about the televised leaders debate?**

**Base: All respondents**

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Weighted base	2012	1730	181	80	221	181	181	141	101	201	262	282	181	1127	885	241	885	106	136	122	371	151
<b><u>I learnt something new from the leaders debate on Thursday</u></b>																						
Agree	748 37%	639 37%	71 39%	37 46%	94 42%	63 35%	72 40%	53 38%	38 37%	73 36%	88 34%	90 32%	69 38%	430 38%	335 38%	94 39%	318 36%	33 31%	58 42%	46 37%	129 35%	54 36%
Disagree	700 35%	604 35%	64 35%	16 20%	75 34%	73 40%	60 33%	49 35%	32 32%	66 33%	83 32%	116 41%	66 36%	367 33%	292 33%	76 31%	332 38%	27 25%	36 26%	39 32%	181 49%	50 33%
Don't know	564 28%	487 28%	45 25%	27 33%	53 24%	45 25%	49 27%	39 28%	31 31%	62 31%	90 34%	76 27%	46 26%	330 29%	258 29%	71 30%	234 26%	46 44%	43 31%	38 31%	61 17%	47 31%



## ITV News Index Survey

### ONLINE Fieldwork: 2nd-7th April 2015

Absolutes/col percents

Table 6

**Q.2 Do you agree or disagree with each of the following statements about the televised leaders debate?**

**Base: All respondents**

	Q.1 Have you seen any of the televised political debate which took place on Thursday evening between the seven party leaders?					
	Total	Yes, all of it live on the night	NET: Any live on the night	NET: Any	No, none of it	NET: None live
Unweighted base	2012	704	1120	1339	622	841
Weighted base	2012	706	1127	1354	613	839
<b><u>The debate was useful as it was good to hear what the smaller parties had to offer</u></b>						
Agree	1134 56%	599 85%	899 80%	1033 76%	98 16%	232 28%
Disagree	320 16%	88 12%	170 15%	222 16%	95 15%	146 17%
Don't know	557 28%	19 3%	58 5%	99 7%	421 69%	461 55%
<b><u>The debate would have been better had it just had David Cameron and Ed Miliband taking part</u></b>						
Agree	405 20%	165 23%	280 25%	323 24%	79 13%	122 15%
Disagree	1037 52%	483 68%	732 65%	860 64%	173 28%	301 36%
Don't know	570 28%	58 8%	116 10%	170 13%	362 59%	416 50%
<b><u>The debate made me consider voting for a party other than Labour, the Conservatives or the Liberal Democrats</u></b>						
Agree	576 29%	337 48%	490 43%	534 39%	38 6%	82 10%
Disagree	871 43%	329 47%	543 48%	679 50%	189 31%	324 39%
Don't know	565 28%	41 6%	94 8%	141 10%	386 63%	433 52%

**ITV News Index Survey**  
**ONLINE Fieldwork: 2nd-7th April 2015**

Absolutes/col percents

Table 6

**Q.2 Do you agree or disagree with each of the following statements about the televised leaders debate?**

**Base: All respondents**

	Q.1 Have you seen any of the televised political debate which took place on Thursday evening between the seven party leaders?					
	Total	Yes, all of it live on the night	NET: Any live on the night	NET: Any	No, none of it	NET: None live
Weighted base	2012	706	1127	1354	613	839
<b><u>I learnt something new from the leaders debate on Thursday</u></b>						
Agree	748 37%	445 63%	652 58%	716 53%	27 4%	91 11%
Disagree	700 35%	232 33%	405 36%	510 38%	189 31%	294 35%
Don't know	564 28%	29 4%	70 6%	127 9%	398 65%	455 54%

## ITV News Index Survey

### ONLINE Fieldwork: 2nd-7th April 2015

Absolutes/col percents

Table 7

**Q.2 Do you agree or disagree with each of the following statements about the televised leaders debate?**

**Base: All respondents in England**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1743	893	850	227	235	294	323	283	381	517	520	285	421	223	692
Weighted base	1730	845	885	212	276	290	303	262	387	473	480	361	417	244	726
<b><u>I would like to vote for the SNP or Plaid Cymru, but I can't as I live in England</u></b>															
Agree	243 14%	114 13%	129 15%	35 17%	52 19%	41 14%	26 9%	35 14%	53 14%	87 18%	61 13%	40 11%	55 13%	39 16%	105 14%
Disagree	1064 61%	547 65%	517 58%	91 43%	126 46%	178 61%	201 66%	184 70%	285 74%	299 63%	295 61%	223 62%	247 59%	152 62%	406 56%
Don't know	423 24%	184 22%	239 27%	86 41%	98 36%	71 25%	76 25%	43 16%	49 13%	87 18%	124 26%	98 27%	115 28%	53 22%	215 30%

## ITV News Index Survey

### ONLINE Fieldwork: 2nd-7th April 2015

Absolutes/col percents

Table 8

**Q.2 Do you agree or disagree with each of the following statements about the televised leaders debate?**

**Base: All respondents in England**

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	1743	1743	-	88	224	180	198	131	-	186	247	305	184	915	614	301	828	93	148	112	342	133
Weighted base	1730	1730	-	80	221	181	181	141	-	201	262	282	181	970	749	221	761	83	108	109	330	129
<b><u>I would like to vote for the SNP or Plaid Cymru, but I can't as I live in England</u></b>																						
Agree	243 14%	243 14%	-	15 19%	37 17%	22 12%	27 15%	15 10%	-	29 14%	42 16%	35 12%	23 13%	144 15%	113 15%	30 14%	99 13%	10 12%	12 11%	14 13%	44 13%	19 15%
Disagree	1064 61%	1064 61%	-	49 61%	138 63%	114 63%	106 58%	92 65%	-	124 61%	138 53%	187 67%	116 64%	558 58%	430 57%	128 58%	506 67%	46 55%	65 60%	71 65%	255 77%	69 54%
Don't know	423 24%	423 24%	-	16 20%	46 21%	45 25%	49 27%	34 24%	-	49 24%	82 31%	60 21%	42 23%	268 28%	205 27%	63 29%	155 20%	28 33%	31 29%	24 22%	32 10%	41 32%

**ITV News Index Survey**  
**ONLINE Fieldwork: 2nd-7th April 2015**

Absolutes/col percents

Table 9

**Q.2 Do you agree or disagree with each of the following statements about the televised leaders debate?**

**Base: All respondents in England**

	Q.1 Have you seen any of the televised political debate which took place on Thursday evening between the seven party leaders?					
	Total	Yes, all of it live on the night	NET: Any live on the night	NET: Any	No, none of it	NET: None live
Unweighted base	1743	603	962	1152	545	735
Weighted base	1730	607	968	1155	533	721
<b><u>I would like to vote for the SNP or Plaid Cymru, but I can't as I live in England</u></b>						
Agree	243 14%	150 25%	209 22%	229 20%	12 2%	32 4%
Disagree	1064 61%	410 68%	655 68%	789 68%	271 51%	405 56%
Don't know	423 24%	46 8%	104 11%	137 12%	251 47%	284 39%

**ITV News Index Survey**  
**ONLINE Fieldwork: 2nd-7th April 2015**

Absolutes/col percents

Table 10

**Q.3 How similar or different do you think that Labour and the Conservatives are to each other in regard to each of the following?**

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

	Aspects					
	Their attitude to the economy	Their attitude to the NHS	Their attitude to government spending	The type of people they represent	The background that their leaders are from	Their visions for the future of the country
Unweighted base	2012	2012	2012	2012	2012	2012
Weighted base	2012	2012	2012	2012	2012	2012
NET: Similar	514 26%	719 36%	423 21%	504 25%	1030 51%	578 29%
Very similar (4)	103 5%	117 6%	88 4%	121 6%	327 16%	110 5%
Fairly similar (3)	411 20%	602 30%	335 17%	383 19%	704 35%	468 23%
Fairly different (2)	695 35%	636 32%	660 33%	699 35%	413 21%	688 34%
Very different (1)	557 28%	383 19%	680 34%	556 28%	253 13%	472 23%
NET: Different	1252 62%	1019 51%	1341 67%	1255 62%	666 33%	1160 58%
Don't know	246 12%	274 14%	248 12%	253 13%	316 16%	274 14%
Mean	2.03	2.26	1.90	2.04	2.65	2.12
Standard deviation	0.88	0.88	0.88	0.90	0.95	0.88
Standard error	0.02	0.02	0.02	0.02	0.02	0.02

**ITV News Index Survey**  
**ONLINE Fieldwork: 2nd-7th April 2015**

Absolutes/col percents

Table 11  
**Q.3 How similar or different do you think that Labour and the Conservatives are to each other in regard to each of the following?**  
**Their attitude to the economy**  
**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	2012	1027	985	259	280	341	375	322	435	585	607	336	484	259	792	
Weighted base	2012	986	1026	239	339	339	359	299	438	538	558	438	478	294	833	
NET: Similar	514 26%	264 27%	250 24%	76 32%	121 36%	100 30%	88 25%	53 18%	76 17%	132 25%	130 23%	127 29%	125 26%	82 28%	240 29%	
Very similar	(4) 5%	103 6%	55 5%	47 7%	17 10%	33 10%	20 6%	15 4%	6 2%	11 2%	20 4%	23 4%	26 6%	34 7%	19 6%	46 6%
Fairly similar	(3) 20%	411 21%	209 20%	202 20%	58 24%	87 26%	81 24%	73 20%	47 16%	65 15%	113 21%	106 19%	101 23%	91 19%	63 21%	194 23%
Fairly different	(2) 35%	695 34%	339 35%	357 35%	73 31%	95 28%	113 33%	139 39%	109 36%	166 38%	202 38%	197 35%	140 32%	156 33%	99 34%	270 32%
Very different	(1) 28%	557 28%	293 30%	263 26%	39 16%	70 21%	70 21%	85 24%	112 37%	180 41%	161 30%	156 28%	122 28%	118 25%	84 29%	194 23%
NET: Different	1252 62%	632 64%	620 60%	113 47%	165 49%	183 54%	224 62%	221 74%	346 79%	363 68%	352 63%	263 60%	274 57%	183 62%	464 56%	
Don't know	246 12%	90 9%	156 15%	51 21%	54 16%	55 16%	46 13%	25 8%	15 4%	42 8%	76 14%	49 11%	80 17%	29 10%	128 15%	
Mean	2.03	2.03	2.04	2.28	2.29	2.18	2.06	1.81	1.78	1.98	1.99	2.08	2.10	2.06	2.13	
Standard deviation	0.88	0.90	0.87	0.90	0.97	0.88	0.84	0.80	0.80	0.84	0.86	0.91	0.92	0.92	0.89	
Standard error	0.02	0.03	0.03	0.06	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.05	0.06	0.03	

## ITV News Index Survey

### ONLINE Fieldwork: 2nd-7th April 2015

Absolutes/col percents

Table 12

**Q.3 How similar or different do you think that Labour and the Conservatives are to each other in regard to each of the following?**

**Their attitude to the economy**

**Base: All respondents**

	Region													Which of the following best describes your current working status?									
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person	
Unweighted base	2012	1743	165	88	224	180	198	131	104	186	247	305	184	1051	716	335	961	117	179	125	389	151	
Weighted base	2012	1730	181	80	221	181	181	141	101	201	262	282	181	1127	885	241	885	106	136	122	371	151	
NET: Similar	514 26%	436 25%	59 33%	24 30%	54 24%	67 37%	49 27%	31 22%	19 19%	33 17%	73 28%	73 26%	32 17%	322 29%	271 31%	51 21%	192 22%	29 27%	35 26%	27 22%	56 15%	45 30%	
Very similar	(4) 5%	103 5%	79 12%	21 8%	7 3%	6 5%	10 5%	10 5%	7 5%	2 2%	3 2%	18 7%	14 5%	3 2%	65 6%	57 6%	8 3%	37 4%	11 11%	5 4%	7 6%	6 2%	9 6%
Fairly similar	(3) 20%	411 21%	357 21%	37 21%	18 22%	47 21%	58 32%	39 21%	24 17%	17 16%	30 15%	55 21%	59 21%	28 16%	257 23%	214 24%	43 18%	154 17%	18 17%	30 22%	20 17%	50 14%	36 24%
Fairly different	(2) 35%	695 35%	607 35%	54 30%	28 35%	94 43%	52 29%	63 35%	39 27%	34 34%	86 43%	86 33%	91 32%	68 38%	369 33%	284 32%	85 35%	326 37%	37 35%	54 39%	55 45%	134 36%	47 31%
Very different	(1) 28%	557 27%	475 27%	48 26%	20 25%	50 22%	44 25%	49 27%	50 36%	34 34%	58 29%	57 22%	87 31%	59 33%	278 25%	215 24%	63 26%	278 31%	21 20%	32 23%	31 25%	172 46%	23 15%
NET: Different	1252 62%	1082 63%	102 56%	48 59%	144 65%	97 54%	112 62%	89 63%	68 68%	144 72%	143 55%	178 63%	128 71%	647 57%	499 56%	148 61%	605 68%	57 54%	86 63%	86 70%	306 83%	70 47%	
Don't know	246 12%	212 12%	20 11%	8 11%	24 11%	17 9%	20 11%	21 15%	13 13%	24 12%	46 18%	31 11%	22 12%	157 14%	115 13%	42 17%	89 10%	20 19%	15 11%	9 7%	9 2%	36 24%	
Mean	2.03	2.03	2.20	2.15	2.05	2.20	2.06	1.90	1.85	1.88	2.16	2.00	1.85	2.11	2.15	1.98	1.94	2.22	2.07	2.03	1.69	2.27	
Standard deviation	0.88	0.87	1.02	0.93	0.79	0.91	0.89	0.93	0.82	0.75	0.91	0.90	0.78	0.90	0.91	0.84	0.85	0.96	0.82	0.84	0.76	0.87	
Standard error	0.02	0.02	0.08	0.11	0.06	0.07	0.07	0.09	0.09	0.06	0.06	0.05	0.06	0.03	0.04	0.05	0.03	0.10	0.07	0.08	0.04	0.08	



**ITV News Index Survey**  
**ONLINE Fieldwork: 2nd-7th April 2015**

Absolutes/col percents

Table 13

**Q.3 How similar or different do you think that Labour and the Conservatives are to each other in regard to each of the following?**

**Their attitude to the economy**

**Base: All respondents**

	Q.1 Have you seen any of the televised political debate which took place on Thursday evening between the seven party leaders?					
	Total	Yes, all of it live on the night	NET: Any live on the night	NET: Any	No, none of it	NET: None live
Unweighted base	2012	704	1120	1339	622	841
Weighted base	2012	706	1127	1354	613	839
NET: Similar	514 26%	202 29%	338 30%	398 29%	111 18%	171 20%
Very similar	(4) 103 5%	49 7%	79 7%	82 6%	19 3%	22 3%
Fairly similar	(3) 411 20%	154 22%	260 23%	316 23%	92 15%	149 18%
Fairly different	(2) 695 35%	264 37%	425 38%	519 38%	174 28%	268 32%
Very different	(1) 557 28%	228 32%	327 29%	384 28%	168 27%	225 27%
NET: Different	1252 62%	492 70%	751 67%	903 67%	342 56%	493 59%
Don't know	246 12%	12 2%	37 3%	53 4%	160 26%	175 21%
Mean	2.03	2.03	2.08	2.07	1.92	1.95
Standard deviation	0.88	0.91	0.91	0.89	0.86	0.83
Standard error	0.02	0.03	0.03	0.02	0.04	0.03

## ITV News Index Survey

### ONLINE Fieldwork: 2nd-7th April 2015

Absolutes/col percents

Table 14  
**Q.3 How similar or different do you think that Labour and the Conservatives are to each other in regard to each of the following?**  
**Their attitude to the NHS**  
**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	2012	1027	985	259	280	341	375	322	435	585	607	336	484	259	792	
Weighted base	2012	986	1026	239	339	339	359	299	438	538	558	438	478	294	833	
NET: Similar	719 36%	389 39%	330 32%	89 37%	127 37%	122 36%	125 35%	86 29%	171 39%	223 42%	195 35%	163 37%	138 29%	104 35%	314 38%	
Very similar	(4) 6%	117 6%	60 6%	58 6%	14 6%	34 10%	21 6%	20 6%	9 3%	19 4%	33 6%	23 4%	30 7%	32 7%	17 6%	57 7%
Fairly similar	(3) 30%	602 33%	330 33%	272 27%	75 31%	93 27%	101 30%	105 29%	76 26%	152 35%	190 35%	172 31%	133 30%	106 22%	86 29%	256 31%
Fairly different	(2) 32%	636 32%	292 30%	344 34%	61 26%	100 30%	102 30%	116 32%	110 37%	148 34%	174 32%	176 32%	140 32%	146 31%	93 32%	246 30%
Very different	(1) 19%	383 19%	198 20%	184 18%	38 16%	48 14%	55 16%	72 20%	71 24%	99 23%	95 18%	98 18%	78 18%	111 23%	65 22%	138 17%
NET: Different	1019 51%	490 50%	528 51%	99 41%	148 44%	157 46%	188 52%	180 60%	247 56%	269 50%	274 49%	219 50%	257 54%	158 54%	383 46%	
Don't know	274 14%	106 11%	168 16%	51 21%	64 19%	60 18%	46 13%	33 11%	20 5%	46 9%	89 16%	56 13%	83 17%	33 11%	135 16%	
Mean	2.26	2.29	2.24	2.35	2.41	2.32	2.23	2.09	2.22	2.33	2.26	2.30	2.15	2.21	2.33	
Standard deviation	0.88	0.89	0.86	0.89	0.91	0.87	0.88	0.83	0.86	0.86	0.84	0.88	0.92	0.90	0.89	
Standard error	0.02	0.03	0.03	0.06	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.05	0.06	0.03	

## ITV News Index Survey

### ONLINE Fieldwork: 2nd-7th April 2015

Absolutes/col percents

Table 15

**Q.3 How similar or different do you think that Labour and the Conservatives are to each other in regard to each of the following?  
Their attitude to the NHS**

**Base: All respondents**

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2012	1743	165	88	224	180	198	131	104	186	247	305	184	1051	716	335	961	117	179	125	389	151
Weighted base	2012	1730	181	80	221	181	181	141	101	201	262	282	181	1127	885	241	885	106	136	122	371	151
NET: Similar	719 36%	621 36%	66 36%	32 40%	79 36%	62 34%	78 43%	56 40%	32 32%	83 41%	76 29%	93 33%	63 35%	417 37%	335 38%	83 34%	302 34%	37 35%	40 29%	41 34%	143 39%	41 27%
Very similar	(4) 6%	100 6%	12 6%	6 8%	10 5%	11 6%	16 9%	14 10%	6 6%	6 3%	12 5%	20 7%	5 3%	75 7%	63 7%	12 5%	43 5%	10 9%	5 4%	8 7%	14 4%	5 3%
Fairly similar	(3) 30%	602 30%	54 30%	26 32%	69 31%	51 28%	63 35%	42 30%	27 27%	76 38%	64 24%	73 26%	59 32%	343 30%	272 31%	71 29%	259 29%	27 26%	35 26%	33 27%	128 35%	36 24%
Fairly different	(2) 32%	636 32%	55 30%	21 26%	75 34%	59 33%	52 29%	27 19%	29 29%	67 33%	92 35%	97 34%	63 35%	338 30%	267 30%	72 30%	298 34%	29 27%	49 36%	45 37%	128 35%	46 31%
Very different	(1) 19%	383 19%	36 20%	19 24%	44 20%	42 23%	28 15%	35 25%	26 26%	27 13%	41 16%	55 19%	32 18%	203 18%	159 18%	44 18%	180 20%	18 17%	30 22%	25 21%	84 23%	24 16%
NET: Different	1019 51%	872 50%	91 51%	40 50%	118 53%	100 55%	80 44%	62 44%	55 55%	93 46%	133 51%	152 54%	95 52%	541 48%	426 48%	115 48%	478 54%	47 44%	79 58%	70 57%	212 57%	70 46%
Don't know	274 14%	237 14%	24 13%	8 11%	24 11%	19 10%	23 13%	23 17%	13 13%	25 13%	53 20%	37 13%	23 13%	168 15%	125 14%	44 18%	106 12%	22 21%	17 13%	11 9%	16 4%	40 26%
Mean	2.26	2.27	2.26	2.27	2.23	2.19	2.42	2.30	2.14	2.35	2.23	2.24	2.23	2.30	2.31	2.26	2.21	2.35	2.13	2.22	2.21	2.20
Standard deviation	0.88	0.87	0.90	0.96	0.85	0.90	0.89	1.02	0.92	0.78	0.83	0.89	0.80	0.89	0.89	0.87	0.86	0.94	0.84	0.88	0.85	0.83
Standard error	0.02	0.02	0.08	0.11	0.06	0.07	0.07	0.10	0.10	0.06	0.06	0.05	0.06	0.03	0.04	0.05	0.03	0.10	0.07	0.08	0.04	0.08

**ITV News Index Survey**  
**ONLINE Fieldwork: 2nd-7th April 2015**

Absolutes/col percents

Table 16

**Q.3 How similar or different do you think that Labour and the Conservatives are to each other in regard to each of the following?**

**Their attitude to the NHS**

**Base: All respondents**

	Q.1 Have you seen any of the televised political debate which took place on Thursday evening between the seven party leaders?					
	Total	Yes, all of it live on the night	NET: Any live on the night	NET: Any	No, none of it	NET: None live
Unweighted base	2012	704	1120	1339	622	841
Weighted base	2012	706	1127	1354	613	839
NET: Similar	719 36%	312 44%	484 43%	560 41%	158 26%	233 28%
Very similar	(4) 117 6%	55 8%	80 7%	87 6%	30 5%	37 4%
Fairly similar	(3) 602 30%	257 36%	405 36%	472 35%	128 21%	196 23%
Fairly different	(2) 636 32%	236 33%	380 34%	472 35%	159 26%	251 30%
Very different	(1) 383 19%	138 20%	210 19%	253 19%	124 20%	167 20%
NET: Different	1019 51%	374 53%	591 52%	725 54%	284 46%	418 50%
Don't know	274 14%	20 3%	52 5%	69 5%	172 28%	188 22%
Mean	2.26	2.33	2.33	2.31	2.14	2.16
Standard deviation	0.88	0.89	0.87	0.86	0.91	0.87
Standard error	0.02	0.03	0.03	0.02	0.04	0.03

**ITV News Index Survey**  
**ONLINE Fieldwork: 2nd-7th April 2015**

Absolutes/col percents

Table 17

**Q.3 How similar or different do you think that Labour and the Conservatives are to each other in regard to each of the following?**

**Their attitude to government spending**

**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2012	1027	985	259	280	341	375	322	435	585	607	336	484	259	792
Weighted base	2012	986	1026	239	339	339	359	299	438	538	558	438	478	294	833
NET: Similar	423 21%	219 22%	204 20%	69 29%	96 28%	83 24%	69 19%	46 16%	60 14%	110 20%	114 20%	102 23%	97 20%	70 24%	196 24%
Very similar	(4) 88 4%	41 4%	47 5%	17 7%	26 8%	16 5%	12 3%	9 3%	8 2%	17 3%	26 5%	20 4%	25 5%	17 6%	40 5%
Fairly similar	(3) 335 17%	178 18%	157 15%	52 22%	70 21%	67 20%	57 16%	37 13%	52 12%	93 17%	87 16%	83 19%	72 15%	53 18%	156 19%
Fairly different	(2) 660 33%	319 32%	341 33%	74 31%	106 31%	117 35%	126 35%	94 32%	143 33%	181 34%	183 33%	142 32%	155 32%	102 35%	256 31%
Very different	(1) 680 34%	358 36%	323 31%	46 19%	82 24%	82 24%	121 34%	132 44%	216 49%	201 37%	189 34%	145 33%	145 30%	97 33%	248 30%
NET: Different	1341 67%	677 69%	664 65%	120 50%	189 56%	199 59%	247 69%	227 76%	359 82%	382 71%	372 67%	286 65%	300 63%	199 68%	504 61%
Don't know	248 12%	90 9%	158 15%	50 21%	55 16%	57 17%	43 12%	26 9%	19 4%	46 9%	72 13%	50 11%	81 17%	25 9%	132 16%
Mean	1.90	1.89	1.92	2.21	2.14	2.06	1.87	1.72	1.65	1.85	1.90	1.94	1.94	1.96	1.98
Standard deviation	0.88	0.88	0.87	0.92	0.94	0.87	0.84	0.82	0.77	0.85	0.88	0.89	0.89	0.90	0.90
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.06	0.04

## ITV News Index Survey

### ONLINE Fieldwork: 2nd-7th April 2015

Absolutes/col percents

Table 18

**Q.3 How similar or different do you think that Labour and the Conservatives are to each other in regard to each of the following?**

**Their attitude to government spending**

**Base: All respondents**

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2012	1743	165	88	224	180	198	131	104	186	247	305	184	1051	716	335	961	117	179	125	389	151
Weighted base	2012	1730	181	80	221	181	181	141	101	201	262	282	181	1127	885	241	885	106	136	122	371	151
NET: Similar	423 21%	349 20%	54 30%	23 28%	45 20%	40 22%	33 18%	29 21%	20 20%	27 13%	59 23%	59 21%	34 19%	266 24%	223 25%	43 18%	157 18%	24 23%	28 21%	21 17%	46 12%	37 25%
Very similar	(4) 88 4%	75 4%	11 6%	6 7%	10 5%	10 6%	8 5%	6 4%	2 2%	7 3%	9 3%	15 5%	4 2%	57 5%	53 6%	4 2%	31 3%	10 9%	3 2%	6 5%	5 1%	8 5%
Fairly similar	(3) 335 17%	274 16%	43 24%	17 21%	35 16%	30 16%	24 13%	23 16%	18 18%	20 10%	51 19%	45 16%	29 16%	209 19%	170 19%	40 16%	126 14%	15 14%	25 18%	15 12%	41 11%	30 20%
Fairly different	(2) 660 33%	579 33%	49 27%	21 26%	76 34%	70 38%	67 37%	35 25%	32 32%	77 38%	85 33%	90 32%	60 33%	358 32%	280 32%	78 32%	302 34%	31 30%	60 44%	53 43%	114 31%	44 29%
Very different	(1) 680 34%	591 34%	56 31%	27 34%	75 34%	55 30%	60 33%	57 40%	34 34%	74 37%	72 27%	104 37%	67 37%	345 31%	269 30%	76 31%	336 38%	32 30%	32 24%	39 32%	197 53%	35 23%
NET: Different	1341 67%	1170 68%	105 58%	48 59%	151 68%	124 69%	126 70%	91 65%	66 66%	151 75%	157 60%	194 69%	127 70%	703 62%	549 62%	154 64%	638 72%	64 60%	92 68%	92 75%	311 84%	79 52%
Don't know	248 12%	212 12%	23 12%	10 13%	25 11%	17 9%	22 12%	21 15%	14 14%	23 12%	45 17%	29 10%	20 11%	158 14%	113 13%	44 18%	91 10%	18 17%	16 12%	9 7%	13 4%	35 23%
Mean	1.90	1.89	2.06	2.01	1.90	1.97	1.88	1.82	1.87	1.77	1.98	1.88	1.82	1.98	2.01	1.86	1.81	2.02	1.99	1.90	1.59	2.08
Standard deviation	0.88	0.87	0.94	0.98	0.87	0.87	0.85	0.92	0.83	0.80	0.85	0.90	0.83	0.90	0.92	0.80	0.84	0.99	0.76	0.83	0.74	0.90
Standard error	0.02	0.02	0.08	0.11	0.06	0.07	0.07	0.09	0.09	0.06	0.06	0.05	0.06	0.03	0.04	0.05	0.03	0.10	0.06	0.08	0.04	0.08

**ITV News Index Survey**  
**ONLINE Fieldwork: 2nd-7th April 2015**

Absolutes/col percents

Table 19

**Q.3 How similar or different do you think that Labour and the Conservatives are to each other in regard to each of the following?  
 Their attitude to government spending**

**Base: All respondents**

	Q.1 Have you seen any of the televised political debate which took place on Thursday evening between the seven party leaders?					
	Total	Yes, all of it live on the night	NET: Any live on the night	NET: Any	No, none of it	NET: None live
Unweighted base	2012	704	1120	1339	622	841
Weighted base	2012	706	1127	1354	613	839
NET: Similar	423 21%	161 23%	271 24%	323 24%	98 16%	150 18%
Very similar	(4) 88 4%	36 5%	62 5%	65 5%	22 4%	26 3%
Fairly similar	(3) 335 17%	125 18%	210 19%	258 19%	77 12%	124 15%
Fairly different	(2) 660 33%	265 37%	419 37%	505 37%	148 24%	234 28%
Very different	(1) 680 34%	265 38%	399 35%	470 35%	206 34%	278 33%
NET: Different	1341 67%	530 75%	818 73%	975 72%	355 58%	512 61%
Don't know	248 12%	15 2%	38 3%	56 4%	160 26%	177 21%
Mean	1.90	1.90	1.94	1.94	1.81	1.85
Standard deviation	0.88	0.87	0.88	0.87	0.88	0.86
Standard error	0.02	0.03	0.03	0.02	0.04	0.03

**ITV News Index Survey**  
**ONLINE Fieldwork: 2nd-7th April 2015**

Absolutes/col percents

Table 20

**Q.3 How similar or different do you think that Labour and the Conservatives are to each other in regard to each of the following?****The type of people they represent****Base: All respondents**

	Gender			Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	2012	1027	985	259	280	341	375	322	435	585	607	336	484	259	792	
Weighted base	2012	986	1026	239	339	339	359	299	438	538	558	438	478	294	833	
NET: Similar	504 25%	261 26%	243 24%	60 25%	105 31%	90 27%	93 26%	64 21%	93 21%	160 30%	124 22%	114 26%	107 22%	72 24%	235 28%	
Very similar	(4) 6%	121 6%	63 6%	58 6%	20 8%	36 11%	16 5%	21 6%	12 4%	16 4%	27 5%	29 5%	25 6%	41 9%	20 7%	58 7%
Fairly similar	(3) 19%	383 19%	198 20%	185 18%	40 17%	69 20%	74 22%	73 20%	51 17%	76 17%	133 25%	95 17%	89 20%	66 14%	52 18%	177 21%
Fairly different	(2) 35%	699 35%	344 35%	355 35%	83 35%	115 34%	107 32%	119 33%	106 36%	169 39%	203 38%	217 39%	152 35%	128 27%	115 39%	284 34%
Very different	(1) 28%	556 28%	294 30%	262 26%	47 20%	67 20%	86 25%	101 28%	103 34%	152 35%	126 23%	139 25%	129 30%	161 34%	79 27%	185 22%
NET: Different	1255 62%	638 65%	617 60%	130 54%	182 54%	193 57%	220 61%	209 70%	321 73%	329 61%	355 64%	281 64%	289 61%	193 66%	469 56%	
Don't know	253 13%	87 9%	166 16%	50 21%	52 15%	56 17%	46 13%	26 9%	24 5%	49 9%	79 14%	43 10%	82 17%	29 10%	128 15%	
Mean	2.04	2.03	2.05	2.17	2.26	2.07	2.04	1.90	1.90	2.12	2.03	2.02	1.96	2.05	2.15	
Standard deviation	0.90	0.91	0.89	0.92	0.96	0.89	0.91	0.86	0.84	0.86	0.85	0.90	0.99	0.89	0.91	
Standard error	0.02	0.03	0.03	0.06	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.05	0.06	0.04	



## ITV News Index Survey

### ONLINE Fieldwork: 2nd-7th April 2015

Absolutes/col percents

Table 21

**Q.3 How similar or different do you think that Labour and the Conservatives are to each other in regard to each of the following?**

**The type of people they represent**

**Base: All respondents**

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2012	1743	165	88	224	180	198	131	104	186	247	305	184	1051	716	335	961	117	179	125	389	151
Weighted base	2012	1730	181	80	221	181	181	141	101	201	262	282	181	1127	885	241	885	106	136	122	371	151
NET: Similar	504 25%	421 24%	59 33%	25 31%	60 27%	41 23%	54 30%	40 29%	24 24%	41 20%	65 25%	62 22%	34 19%	307 27%	254 29%	53 22%	197 22%	34 32%	25 19%	35 29%	68 18%	35 23%
Very similar	(4) 121 6%	97 6%	17 10%	5 6%	10 5%	9 5%	9 5%	15 11%	7 7%	8 4%	12 5%	22 8%	6 3%	78 7%	69 8%	9 4%	43 5%	12 11%	6 4%	7 6%	12 3%	6 4%
Fairly similar	(3) 383 19%	324 19%	41 23%	20 24%	49 22%	32 18%	45 25%	25 18%	17 17%	33 16%	52 20%	40 14%	28 16%	229 20%	185 21%	43 18%	154 17%	22 21%	20 14%	27 22%	56 15%	29 19%
Fairly different	(2) 699 35%	615 36%	56 31%	18 23%	76 34%	75 41%	63 35%	36 25%	29 29%	85 42%	85 32%	102 36%	75 41%	399 35%	315 36%	84 35%	301 34%	21 19%	50 36%	37 30%	155 42%	38 25%
Very different	(1) 556 28%	475 27%	45 25%	28 35%	63 29%	44 24%	44 25%	42 30%	35 35%	54 27%	65 25%	84 30%	51 28%	264 23%	203 23%	61 25%	292 33%	32 31%	47 34%	42 34%	131 35%	40 27%
NET: Different	1255 62%	1090 63%	101 56%	46 58%	139 63%	119 66%	108 60%	77 55%	64 64%	139 69%	149 57%	187 66%	125 69%	663 59%	518 59%	145 60%	592 67%	53 50%	96 71%	79 65%	286 77%	78 52%
Don't know	253 13%	220 13%	21 11%	10 12%	23 10%	21 12%	20 11%	23 17%	12 12%	22 11%	48 18%	33 12%	21 12%	157 14%	113 13%	44 18%	95 11%	19 18%	15 11%	8 7%	17 4%	37 25%
Mean	2.04	2.03	2.19	2.03	2.04	2.04	2.11	2.12	1.95	1.97	2.06	2.00	1.93	2.13	2.16	2.01	1.94	2.15	1.87	2.01	1.86	2.01
Standard deviation	0.90	0.89	0.97	0.98	0.88	0.84	0.87	1.04	0.96	0.82	0.88	0.92	0.80	0.90	0.91	0.85	0.88	1.08	0.85	0.94	0.80	0.91
Standard error	0.02	0.02	0.08	0.11	0.06	0.07	0.07	0.10	0.10	0.06	0.06	0.06	0.06	0.03	0.04	0.05	0.03	0.11	0.07	0.09	0.04	0.09

**ITV News Index Survey**  
**ONLINE Fieldwork: 2nd-7th April 2015**

Absolutes/col percents

Table 22

**Q.3 How similar or different do you think that Labour and the Conservatives are to each other in regard to each of the following?**

**The type of people they represent**

**Base: All respondents**

	Q.1 Have you seen any of the televised political debate which took place on Thursday evening between the seven party leaders?					
	Total	Yes, all of it live on the night	NET: Any live on the night	NET: Any	No, none of it	NET: None live
Unweighted base	2012	704	1120	1339	622	841
Weighted base	2012	706	1127	1354	613	839
NET: Similar	504 25%	219 31%	343 30%	398 29%	103 17%	158 19%
Very similar	(4) 121 6%	53 8%	78 7%	86 6%	35 6%	42 5%
Fairly similar	(3) 383 19%	165 23%	265 23%	312 23%	68 11%	115 14%
Fairly different	(2) 699 35%	261 37%	405 36%	505 37%	191 31%	291 35%
Very different	(1) 556 28%	208 30%	330 29%	388 29%	163 27%	221 26%
NET: Different	1255 62%	469 66%	736 65%	893 66%	354 58%	511 61%
Don't know	253 13%	19 3%	49 4%	63 5%	156 26%	171 20%
Mean	2.04	2.09	2.08	2.07	1.95	1.97
Standard deviation	0.90	0.92	0.91	0.90	0.90	0.87
Standard error	0.02	0.04	0.03	0.03	0.04	0.03

## ITV News Index Survey

### ONLINE Fieldwork: 2nd-7th April 2015

Absolutes/col percents

Table 23

**Q.3 How similar or different do you think that Labour and the Conservatives are to each other in regard to each of the following?**

**The background that their leaders are from**

**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	2012	1027	985	259	280	341	375	322	435	585	607	336	484	259	792	
Weighted base	2012	986	1026	239	339	339	359	299	438	538	558	438	478	294	833	
NET: Similar	1030 51%	538 55%	492 48%	113 47%	175 52%	156 46%	187 52%	146 49%	253 58%	325 60%	295 53%	204 47%	206 43%	154 52%	412 50%	
Very similar	(4) 16%	327 17%	172 15%	155 17%	40 17%	58 17%	38 11%	53 15%	48 16%	90 21%	93 17%	104 19%	56 13%	73 15%	47 16%	116 14%
Fairly similar	(3) 35%	704 37%	367 33%	337 33%	73 31%	117 34%	117 35%	135 38%	99 33%	163 37%	232 43%	191 34%	148 34%	133 28%	107 36%	296 36%
Fairly different	(2) 21%	413 20%	198 21%	215 21%	43 18%	62 18%	79 23%	70 19%	67 22%	92 21%	110 20%	112 20%	96 22%	94 20%	59 20%	169 20%
Very different	(1) 13%	253 13%	126 13%	126 12%	21 9%	30 9%	31 9%	49 14%	54 18%	68 16%	47 9%	61 11%	64 15%	81 17%	41 14%	92 11%
NET: Different	666 33%	325 33%	341 33%	64 27%	92 27%	110 33%	119 33%	120 40%	160 37%	157 29%	173 31%	161 37%	175 37%	100 34%	262 31%	
Don't know	316 16%	123 12%	193 19%	62 26%	72 21%	73 22%	53 15%	32 11%	24 6%	55 10%	90 16%	74 17%	97 20%	40 13%	159 19%	
Mean	2.65	2.68	2.62	2.74	2.76	2.61	2.62	2.53	2.66	2.77	2.72	2.54	2.52	2.63	2.65	
Standard deviation	0.95	0.95	0.95	0.94	0.92	0.87	0.95	1.01	1.00	0.87	0.95	0.95	1.03	0.97	0.92	
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.06	0.05	0.04	0.04	0.06	0.05	0.06	0.04	

## ITV News Index Survey

### ONLINE Fieldwork: 2nd-7th April 2015

Absolutes/col percents

Table 24

**Q.3 How similar or different do you think that Labour and the Conservatives are to each other in regard to each of the following?**

**The background that their leaders are from**

**Base: All respondents**

	Region													Which of the following best describes your current working status?									
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person	
Unweighted base	2012	1743	165	88	224	180	198	131	104	186	247	305	184	1051	716	335	961	117	179	125	389	151	
Weighted base	2012	1730	181	80	221	181	181	141	101	201	262	282	181	1127	885	241	885	106	136	122	371	151	
NET: Similar	1030	882	91	52	108	100	89	77	56	104	120	140	93	567	456	111	464	44	67	55	231	66	
	51%	51%	50%	64%	49%	55%	49%	55%	56%	52%	46%	50%	51%	50%	52%	46%	52%	42%	49%	45%	62%	44%	
Very similar	(4)	327	278	31	17	35	34	24	31	18	28	30	50	29	163	137	26	163	20	27	25	78	14
		16%	16%	17%	22%	16%	19%	13%	22%	18%	14%	12%	18%	16%	14%	15%	11%	18%	19%	20%	20%	21%	9%
Fairly similar	(3)	704	604	60	34	73	66	65	47	39	76	90	89	64	403	319	84	300	24	40	31	153	53
		35%	35%	33%	43%	33%	36%	36%	33%	38%	38%	34%	32%	35%	36%	36%	35%	34%	23%	30%	25%	41%	35%
Fairly different	(2)	413	362	30	11	58	30	42	18	21	43	61	57	41	228	174	54	185	24	30	30	74	27
		21%	21%	16%	14%	26%	17%	23%	13%	21%	22%	23%	20%	22%	20%	22%	21%	23%	22%	24%	20%	20%	18%
Very different	(1)	253	213	32	7	29	23	22	21	8	26	22	41	22	134	111	23	119	12	21	26	46	15
		13%	12%	17%	9%	13%	12%	15%	8%	13%	9%	14%	12%	12%	12%	10%	13%	11%	15%	21%	12%	10%	
NET: Different		666	576	61	19	87	53	64	40	29	69	84	97	63	362	284	78	304	36	51	55	120	42
		33%	33%	34%	23%	39%	29%	35%	28%	29%	34%	32%	35%	35%	32%	32%	32%	34%	34%	37%	45%	32%	28%
Don't know		316	272	29	10	26	29	28	24	15	28	58	45	25	198	145	53	118	26	19	11	20	42
		16%	16%	16%	13%	12%	16%	15%	17%	15%	14%	22%	16%	14%	18%	16%	22%	13%	24%	14%	9%	5%	28%
Mean		2.65	2.65	2.59	2.88	2.58	2.73	2.59	2.74	2.78	2.61	2.63	2.63	2.64	2.64	2.65	2.60	2.66	2.66	2.62	2.49	2.75	2.60
Standard deviation		0.95	0.95	1.03	0.90	0.95	0.97	0.92	1.04	0.88	0.93	0.87	1.00	0.94	0.93	0.95	0.88	0.98	1.01	1.02	1.08	0.95	0.88
Standard error		0.02	0.02	0.09	0.10	0.07	0.08	0.07	0.10	0.09	0.07	0.06	0.06	0.08	0.03	0.04	0.05	0.03	0.11	0.08	0.10	0.05	0.09

## ITV News Index Survey

### ONLINE Fieldwork: 2nd-7th April 2015

Absolutes/col percents

Table 25

**Q.3 How similar or different do you think that Labour and the Conservatives are to each other in regard to each of the following?**

**The background that their leaders are from**

**Base: All respondents**

	Q.1 Have you seen any of the televised political debate which took place on Thursday evening between the seven party leaders?					
	Total	Yes, all of it live on the night	NET: Any live on the night	NET: Any	No, none of it	NET: None live
Unweighted base	2012	704	1120	1339	622	841
Weighted base	2012	706	1127	1354	613	839
NET: Similar	1030 51%	437 62%	663 59%	782 58%	243 40%	362 43%
Very similar	(4) 327 16%	168 24%	216 19%	246 18%	79 13%	109 13%
Fairly similar	(3) 704 35%	269 38%	447 40%	536 40%	165 27%	253 30%
Fairly different	(2) 413 21%	150 21%	250 22%	311 23%	98 16%	158 19%
Very different	(1) 253 13%	85 12%	140 12%	167 12%	83 14%	111 13%
NET: Different	666 33%	236 33%	390 35%	478 35%	181 29%	268 32%
Don't know	316 16%	34 5%	74 7%	94 7%	189 31%	209 25%
Mean	2.65	2.77	2.70	2.68	2.56	2.57
Standard deviation	0.95	0.97	0.94	0.93	1.01	0.97
Standard error	0.02	0.04	0.03	0.03	0.05	0.04

**ITV News Index Survey**  
**ONLINE Fieldwork: 2nd-7th April 2015**

Absolutes/col percents

Table 26

**Q.3 How similar or different do you think that Labour and the Conservatives are to each other in regard to each of the following?  
Their visions for the future of the country**

**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2012	1027	985	259	280	341	375	322	435	585	607	336	484	259	792
Weighted base	2012	986	1026	239	339	339	359	299	438	538	558	438	478	294	833
NET: Similar	578 29%	279 28%	299 29%	87 36%	116 34%	103 30%	95 26%	75 25%	102 23%	140 26%	170 31%	130 30%	138 29%	88 30%	267 32%
Very similar	(4) 110 5%	55 6%	54 5%	23 10%	33 10%	15 4%	18 5%	9 3%	11 3%	22 4%	29 5%	22 5%	37 8%	24 8%	50 6%
Fairly similar	(3) 468 23%	224 23%	245 24%	64 27%	83 24%	88 26%	76 21%	67 22%	90 21%	119 22%	142 25%	108 25%	100 21%	64 22%	218 26%
Fairly different	(2) 688 34%	353 36%	335 33%	76 32%	101 30%	118 35%	129 36%	108 36%	157 36%	227 42%	181 32%	149 34%	131 27%	113 38%	262 31%
Very different	(1) 472 23%	250 25%	222 22%	25 10%	62 18%	58 17%	86 24%	87 29%	153 35%	118 22%	128 23%	101 23%	125 26%	61 21%	171 21%
NET: Different	1160 58%	603 61%	557 54%	101 42%	163 48%	176 52%	215 60%	195 65%	310 71%	345 64%	309 55%	250 57%	256 54%	175 59%	433 52%
Don't know	274 14%	104 11%	171 17%	52 22%	60 18%	59 18%	49 14%	28 9%	26 6%	53 10%	79 14%	58 13%	84 18%	31 11%	132 16%
Mean	2.12	2.10	2.15	2.45	2.31	2.21	2.09	1.99	1.90	2.09	2.15	2.13	2.13	2.19	2.21
Standard deviation	0.88	0.88	0.88	0.87	0.95	0.83	0.87	0.84	0.83	0.81	0.88	0.87	0.97	0.90	0.89
Standard error	0.02	0.03	0.03	0.06	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.05	0.06	0.03

## ITV News Index Survey

### ONLINE Fieldwork: 2nd-7th April 2015

Absolutes/col percents

Table 27

**Q.3 How similar or different do you think that Labour and the Conservatives are to each other in regard to each of the following?  
Their visions for the future of the country**

**Base: All respondents**

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2012	1743	165	88	224	180	198	131	104	186	247	305	184	1051	716	335	961	117	179	125	389	151
Weighted base	2012	1730	181	80	221	181	181	141	101	201	262	282	181	1127	885	241	885	106	136	122	371	151
NET: Similar	578 29%	484 28%	66 36%	26 33%	57 26%	68 37%	44 24%	38 27%	28 28%	55 27%	70 27%	85 30%	42 23%	355 32%	309 35%	47 19%	222 25%	38 36%	36 27%	32 26%	82 22%	34 23%
Very similar	(4) 5%	96 6%	11 6%	7 9%	10 4%	14 8%	8 5%	10 7%	3 3%	10 5%	14 5%	21 7%	2 1%	73 7%	69 8%	5 2%	36 4%	10 10%	5 4%	6 5%	9 2%	5 3%
Fairly similar	(3) 23%	388 22%	55 31%	19 24%	47 21%	53 30%	35 20%	28 20%	25 25%	45 22%	56 21%	65 23%	40 22%	282 25%	240 27%	42 17%	186 21%	27 26%	31 23%	26 21%	73 20%	29 19%
Fairly different	(2) 34%	607 35%	48 27%	17 21%	96 43%	53 29%	72 40%	41 29%	33 33%	73 36%	85 33%	93 33%	76 42%	375 33%	275 31%	100 41%	313 35%	32 30%	50 37%	45 37%	137 37%	49 32%
Very different	(1) 23%	402 23%	42 23%	24 30%	44 20%	43 24%	41 22%	39 28%	28 28%	47 23%	55 21%	70 25%	40 22%	233 21%	182 21%	51 21%	239 27%	17 16%	28 21%	36 29%	131 35%	28 19%
NET: Different	1160 58%	1009 58%	90 50%	41 50%	139 63%	97 53%	113 62%	80 57%	61 60%	120 60%	141 54%	163 58%	116 64%	608 54%	457 52%	150 62%	552 62%	48 46%	78 57%	81 66%	268 72%	77 51%
Don't know	274 14%	237 14%	25 14%	14 17%	25 11%	17 9%	25 14%	23 17%	12 12%	26 13%	51 20%	33 12%	23 13%	164 15%	119 13%	44 18%	111 13%	19 18%	22 16%	9 7%	21 6%	40 26%
Mean	2.12	2.12	2.23	2.14	2.12	2.23	2.07	2.07	2.03	2.10	2.13	2.15	2.03	2.20	2.25	2.00	2.02	2.37	2.12	2.02	1.89	2.10
Standard deviation	0.88	0.88	0.92	1.03	0.81	0.94	0.84	0.95	0.86	0.86	0.88	0.93	0.75	0.89	0.92	0.75	0.86	0.93	0.84	0.87	0.82	0.84
Standard error	0.02	0.02	0.08	0.12	0.06	0.07	0.06	0.09	0.09	0.07	0.06	0.06	0.06	0.03	0.04	0.05	0.03	0.10	0.07	0.08	0.04	0.08

**ITV News Index Survey**  
**ONLINE Fieldwork: 2nd-7th April 2015**

Absolutes/col percents

Table 28

**Q.3 How similar or different do you think that Labour and the Conservatives are to each other in regard to each of the following?  
Their visions for the future of the country**

**Base: All respondents**

	Q.1 Have you seen any of the televised political debate which took place on Thursday evening between the seven party leaders?					
	Total	Yes, all of it live on the night	NET: Any live on the night	NET: Any	No, none of it	NET: None live
Unweighted base	2012	704	1120	1339	622	841
Weighted base	2012	706	1127	1354	613	839
NET: Similar	578 29%	223 32%	380 34%	438 32%	136 22%	194 23%
Very similar	(4) 110 5%	52 7%	77 7%	84 6%	25 4%	32 4%
Fairly similar	(3) 468 23%	171 24%	303 27%	354 26%	110 18%	162 19%
Fairly different	(2) 688 34%	265 37%	415 37%	522 39%	162 26%	269 32%
Very different	(1) 472 23%	197 28%	274 24%	315 23%	153 25%	194 23%
NET: Different	1160 58%	462 65%	690 61%	837 62%	315 51%	463 55%
Don't know	274 14%	22 3%	58 5%	78 6%	162 26%	183 22%
Mean	2.12	2.11	2.17	2.16	2.02	2.05
Standard deviation	0.88	0.91	0.89	0.87	0.90	0.86
Standard error	0.02	0.03	0.03	0.02	0.04	0.03



## ITV News Index Survey

### ONLINE Fieldwork: 2nd-7th April 2015

Absolutes/col percents

Table 29

**Q.4 Do you agree or disagree with each of the following statements?**

**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2012	1027	985	259	280	341	375	322	435	585	607	336	484	259	792
Weighted base	2012	986	1026	239	339	339	359	299	438	538	558	438	478	294	833
<b><u>The way the Government is going about cutting public spending is fair</u></b>															
Agree	678 34%	359 36%	319 31%	81 34%	105 31%	104 31%	94 26%	111 37%	182 42%	234 43%	179 32%	138 31%	127 27%	97 33%	291 35%
Disagree	962 48%	481 49%	481 47%	92 39%	155 46%	162 48%	211 59%	143 48%	199 45%	223 41%	266 48%	213 48%	260 54%	146 50%	377 45%
Don't know	373 19%	146 15%	226 22%	66 28%	79 23%	72 21%	54 15%	44 15%	57 13%	81 15%	112 20%	88 20%	91 19%	51 17%	164 20%
<b><u>The Government is cutting public spending too much and too quickly</u></b>															
Agree	1010 50%	479 49%	531 52%	107 45%	156 46%	178 53%	217 61%	148 50%	204 47%	237 44%	276 49%	229 52%	269 56%	157 53%	400 48%
Disagree	646 32%	366 37%	281 27%	66 28%	105 31%	86 25%	94 26%	107 36%	189 43%	213 40%	179 32%	127 29%	127 27%	91 31%	265 32%
Don't know	356 18%	141 14%	215 21%	66 28%	78 23%	74 22%	48 13%	44 15%	45 10%	88 16%	103 18%	82 19%	82 17%	46 16%	168 20%
<b><u>Things in this country are generally heading in the right direction</u></b>															
Agree	936 46%	481 49%	454 44%	99 42%	135 40%	136 40%	141 39%	158 53%	266 61%	306 57%	259 46%	193 44%	178 37%	136 46%	366 44%
Disagree	724 36%	351 36%	372 36%	79 33%	134 39%	131 39%	159 44%	102 34%	119 27%	160 30%	193 35%	164 37%	207 43%	110 37%	298 36%
Don't know	353 18%	153 16%	199 19%	61 25%	71 21%	72 21%	58 16%	39 13%	53 12%	71 13%	106 19%	81 19%	94 20%	49 17%	169 20%

## ITV News Index Survey

### ONLINE Fieldwork: 2nd-7th April 2015

Absolutes/col percents

Table 29

Q.4 Do you agree or disagree with each of the following statements?

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	2012	986	1026	239	339	339	359	299	438	538	558	438	478	294	833
<b><u>The UK economy has been fixed</u></b>															
Agree	251 12%	128 13%	123 12%	36 15%	55 16%	41 12%	29 8%	39 13%	50 11%	74 14%	59 11%	51 12%	66 14%	37 13%	121 14%
Disagree	1354 67%	701 71%	653 64%	139 58%	210 62%	234 69%	272 76%	203 68%	296 68%	366 68%	385 69%	293 67%	310 65%	201 68%	546 66%
Don't know	407 20%	158 16%	250 24%	64 27%	74 22%	64 19%	57 16%	56 19%	92 21%	97 18%	114 20%	94 21%	102 21%	56 19%	166 20%
<b><u>Whoever wins the next election will have to make more public spending cuts in order to get the country's finances on track</u></b>															
Agree	1063 53%	562 57%	501 49%	95 40%	153 45%	150 44%	180 50%	180 60%	305 70%	332 62%	308 55%	213 49%	210 44%	158 54%	418 50%
Disagree	513 26%	263 27%	251 24%	61 26%	104 31%	95 28%	97 27%	76 25%	80 18%	116 22%	128 23%	127 29%	143 30%	79 27%	215 26%
Don't know	435 22%	161 16%	274 27%	82 34%	82 24%	94 28%	82 23%	42 14%	52 12%	90 17%	122 22%	99 23%	125 26%	57 19%	199 24%
<b><u>It would be better to slow the rate of spending cuts even if it makes it take longer to get the country's finances back on track</u></b>															
Agree	1040 52%	495 50%	544 53%	117 49%	161 48%	177 52%	213 60%	155 52%	216 49%	250 46%	293 52%	236 54%	261 55%	162 55%	410 49%
Disagree	576 29%	334 34%	242 24%	49 20%	93 28%	84 25%	94 26%	104 35%	152 35%	205 38%	149 27%	117 27%	104 22%	91 31%	238 29%
Don't know	397 20%	157 16%	240 23%	73 31%	85 25%	78 23%	51 14%	39 13%	70 16%	83 15%	116 21%	85 19%	113 24%	41 14%	184 22%

## ITV News Index Survey

### ONLINE Fieldwork: 2nd-7th April 2015

Absolutes/col percents

Table 30  
**Q.4 Do you agree or disagree with each of the following statements?**  
**Base: All respondents**

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2012	1743	165	88	224	180	198	131	104	186	247	305	184	1051	716	335	961	117	179	125	389	151
Weighted base	2012	1730	181	80	221	181	181	141	101	201	262	282	181	1127	885	241	885	106	136	122	371	151
<b><u>The way the Government is going about cutting public spending is fair</u></b>																						
Agree	678 34%	601 35%	39 22%	24 30%	67 30%	58 32%	66 37%	54 39%	37 37%	77 38%	71 27%	117 42%	66 37%	388 34%	309 35%	79 33%	289 33%	16 15%	39 29%	40 32%	166 45%	29 19%
Disagree	962 48%	794 46%	115 64%	42 52%	118 53%	101 56%	83 46%	64 45%	53 52%	82 41%	116 44%	109 39%	80 44%	524 46%	417 47%	106 44%	438 49%	70 66%	71 52%	59 48%	160 43%	79 53%
Don't know	373 19%	335 19%	27 15%	15 18%	36 16%	23 13%	32 18%	22 16%	11 11%	42 21%	75 29%	56 20%	35 19%	215 19%	159 18%	56 23%	158 18%	20 19%	26 19%	24 20%	45 12%	43 28%
<b><u>The Government is cutting public spending too much and too quickly</u></b>																						
Agree	1010 50%	844 49%	113 63%	49 61%	124 56%	97 53%	88 48%	74 53%	52 52%	84 42%	122 47%	122 43%	86 47%	557 49%	438 49%	119 49%	453 51%	72 68%	73 53%	65 53%	165 44%	80 53%
Disagree	646 32%	574 33%	38 21%	21 26%	65 29%	60 33%	57 32%	42 30%	34 34%	83 41%	75 29%	110 39%	63 35%	356 32%	290 33%	66 27%	290 33%	12 11%	37 27%	39 32%	167 45%	36 24%
Don't know	356 18%	312 18%	29 16%	11 14%	33 15%	25 14%	36 20%	25 18%	14 14%	35 17%	65 25%	50 18%	32 18%	214 19%	158 18%	56 23%	142 16%	22 21%	27 20%	19 15%	39 10%	36 24%
<b><u>Things in this country are generally heading in the right direction</u></b>																						
Agree	936 46%	821 47%	64 36%	30 37%	97 44%	85 47%	92 51%	78 55%	50 50%	92 46%	98 38%	154 55%	95 52%	502 45%	393 44%	109 45%	433 49%	33 32%	45 33%	57 46%	241 65%	57 38%
Disagree	724 36%	606 35%	80 44%	39 49%	95 43%	70 39%	54 30%	45 32%	38 38%	65 32%	100 38%	79 28%	58 32%	407 36%	325 37%	82 34%	317 36%	48 46%	63 46%	45 37%	93 25%	67 44%
Don't know	353 18%	303 18%	37 20%	12 14%	29 13%	26 14%	35 19%	18 12%	13 12%	43 22%	64 24%	49 17%	29 16%	218 19%	167 19%	51 21%	135 15%	24 23%	28 20%	20 16%	36 10%	27 18%

## ITV News Index Survey

### ONLINE Fieldwork: 2nd-7th April 2015

Absolutes/col percents

Table 30

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

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Weighted base	2012	1730	181	80	221	181	181	141	101	201	262	282	181	1127	885	241	885	106	136	122	371	151
<b><u>The UK economy has been fixed</u></b>																						
Agree	251 12%	225 13%	12 7%	13 16%	29 13%	25 14%	27 15%	22 16%	14 14%	20 10%	28 11%	36 13%	26 14%	158 14%	134 15%	23 10%	93 11%	6 6%	10 8%	16 13%	42 11%	18 12%
Disagree	1354 67%	1152 67%	137 76%	56 70%	156 70%	120 66%	110 61%	88 63%	65 64%	136 68%	163 62%	199 71%	123 68%	747 66%	592 67%	155 64%	607 69%	80 76%	96 70%	72 59%	260 70%	99 65%
Don't know	407 20%	354 20%	32 17%	11 14%	36 16%	36 20%	45 25%	30 22%	22 22%	45 22%	70 27%	47 17%	33 18%	222 20%	159 18%	63 26%	185 21%	19 18%	30 22%	34 28%	69 19%	34 22%
<b><u>Whoever wins the next election will have to make more public spending cuts in order to get the country's finances on track</u></b>																						
Agree	1063 53%	932 54%	77 43%	41 51%	111 50%	111 61%	94 52%	86 61%	54 54%	110 55%	119 46%	162 57%	99 54%	577 51%	457 52%	120 50%	487 55%	37 35%	55 40%	71 58%	265 71%	59 39%
Disagree	513 26%	416 24%	67 37%	23 29%	68 31%	39 22%	53 29%	33 23%	31 30%	40 20%	63 24%	56 20%	41 23%	294 26%	239 27%	55 23%	219 25%	39 37%	43 31%	26 21%	69 19%	43 29%
Don't know	435 22%	382 22%	37 21%	17 21%	42 19%	31 17%	34 19%	23 16%	16 16%	51 25%	79 30%	64 23%	41 23%	256 23%	190 21%	66 27%	179 20%	29 28%	39 29%	25 21%	37 10%	49 32%
<b><u>It would be better to slow the rate of spending cuts even if it makes it take longer to get the country's finances back on track</u></b>																						
Agree	1040 52%	871 50%	110 61%	47 59%	126 57%	104 57%	90 49%	76 54%	58 58%	85 42%	128 49%	124 44%	92 51%	572 51%	451 51%	121 50%	467 53%	66 63%	78 57%	70 58%	173 47%	80 53%
Disagree	576 29%	507 29%	36 20%	18 23%	56 25%	48 26%	52 28%	46 33%	32 32%	74 37%	61 23%	99 35%	54 30%	329 29%	270 30%	60 25%	246 28%	13 13%	27 20%	28 23%	146 39%	33 22%
Don't know	397 20%	352 20%	35 19%	15 19%	39 18%	29 16%	40 22%	19 13%	10 10%	42 21%	73 28%	59 21%	35 19%	225 20%	165 19%	60 25%	171 19%	26 25%	32 23%	24 19%	52 14%	38 25%

**ITV News Index Survey**  
**ONLINE Fieldwork: 2nd-7th April 2015**

Absolutes/col percents

Table 31  
**Q.4 Do you agree or disagree with each of the following statements?**  
**Base: All respondents**

	Q.1 Have you seen any of the televised political debate which took place on Thursday evening between the seven party leaders?					
	Total	Yes, all of it live on the night	NET: Any live on the night	NET: Any	No, none of it	NET: None live
Unweighted base	2012	704	1120	1339	622	841
Weighted base	2012	706	1127	1354	613	839
<b><u>The way the Government is going about cutting public spending is fair</u></b>						
Agree	678 34%	259 37%	414 37%	498 37%	174 28%	258 31%
Disagree	962 48%	374 53%	580 51%	689 51%	269 44%	378 45%
Don't know	373 19%	73 10%	133 12%	167 12%	170 28%	203 24%
<b><u>The Government is cutting public spending too much and too quickly</u></b>						
Agree	1010 50%	396 56%	631 56%	731 54%	277 45%	377 45%
Disagree	646 32%	243 34%	373 33%	471 35%	169 28%	267 32%
Don't know	356 18%	68 10%	124 11%	152 11%	167 27%	195 23%
<b><u>Things in this country are generally heading in the right direction</u></b>						
Agree	936 46%	349 49%	557 49%	680 50%	248 40%	371 44%
Disagree	724 36%	289 41%	447 40%	522 39%	199 32%	274 33%
Don't know	353 18%	69 10%	124 11%	152 11%	166 27%	194 23%

**ITV News Index Survey**  
**ONLINE Fieldwork: 2nd-7th April 2015**

Absolutes/col percents

Table 31  
**Q.4 Do you agree or disagree with each of the following statements?**  
**Base: All respondents**

	Q.1 Have you seen any of the televised political debate which took place on Thursday evening between the seven party leaders?					
	Total	Yes, all of it live on the night	NET: Any live on the night	NET: Any	No, none of it	NET: None live
Weighted base	2012	706	1127	1354	613	839
<b><u>The UK economy has been fixed</u></b>						
Agree	251 12%	102 14%	171 15%	203 15%	46 7%	78 9%
Disagree	1354 67%	518 73%	791 70%	944 70%	404 66%	557 66%
Don't know	407 20%	86 12%	165 15%	206 15%	163 27%	204 24%
<b><u>Whoever wins the next election will have to make more public spending cuts in order to get the country's finances on track</u></b>						
Agree	1063 53%	428 61%	640 57%	780 58%	278 45%	418 50%
Disagree	513 26%	204 29%	329 29%	373 28%	137 22%	181 22%
Don't know	435 22%	74 11%	159 14%	201 15%	198 32%	240 29%
<b><u>It would be better to slow the rate of spending cuts even if it makes it take longer to get the country's finances back on track</u></b>						
Agree	1040 52%	421 60%	657 58%	762 56%	276 45%	381 45%
Disagree	576 29%	207 29%	337 30%	421 31%	149 24%	232 28%
Don't know	397 20%	78 11%	133 12%	171 13%	188 31%	226 27%