

# ITV News Index

## METHODOLOGY NOTE

**Methodology Note:** ComRes interviewed 2,011 British adults online between 13th and 15th March 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.

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

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

## ITV News Index Survey

### ONLINE Fieldwork: 13th-15th March 2015

Absolutes/col percents

Table 1  
**Q.1 Which of the following do you think should be the biggest priorities for the Government at the present time?**  
**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	2011	1054	957	214	243	321	393	336	504	609	607	261	534	215	600
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	293	833
Managing the NHS	1058 53%	481 49%	577 56%	119 50%	141 42%	162 48%	207 58%	162 54%	266 61%	276 51%	302 54%	236 54%	244 51%	151 52%	380 46%
Controlling immigration	906 45%	475 48%	432 42%	62 26%	105 31%	137 40%	183 51%	180 60%	239 55%	208 39%	242 43%	198 45%	258 54%	118 40%	329 39%
Growing the economy for everyone in Britain	807 40%	438 44%	369 36%	69 29%	101 30%	139 41%	157 44%	134 45%	206 47%	268 50%	227 41%	153 35%	160 33%	106 36%	329 39%
Making the welfare system fairer	517 26%	224 23%	294 29%	51 21%	67 20%	91 27%	88 24%	96 32%	125 29%	145 27%	130 23%	104 24%	139 29%	72 25%	161 19%
Improving housing affordability	432 21%	195 20%	237 23%	81 34%	94 28%	77 23%	72 20%	44 15%	64 15%	113 21%	122 22%	106 24%	91 19%	67 23%	210 25%
Providing adequate care for the elderly	423 21%	194 20%	229 22%	18 7%	60 18%	45 13%	82 23%	72 24%	146 33%	125 23%	106 19%	71 16%	121 25%	53 18%	128 15%
Redefining Britain's relationship with the EU	397 20%	225 23%	172 17%	21 9%	43 13%	77 23%	59 16%	72 24%	125 28%	120 22%	101 18%	80 18%	97 20%	41 14%	155 19%
Improving the education system	227 11%	89 9%	138 13%	43 18%	62 18%	43 13%	38 11%	18 6%	23 5%	84 16%	77 14%	35 8%	31 6%	47 16%	101 12%
Reducing crime and anti-social behaviour	215 11%	114 12%	101 10%	25 10%	48 14%	43 13%	35 10%	26 9%	38 9%	43 8%	58 10%	56 13%	59 12%	39 13%	100 12%
Improving transport	62 3%	39 4%	24 2%	13 5%	17 5%	15 4%	10 3%	4 1%	5 1%	20 4%	20 4%	14 3%	8 2%	17 6%	32 4%
Don't know	97 5%	51 5%	46 5%	40 17%	20 6%	28 8%	4 1%	6 2%	- -	21 4%	29 5%	26 6%	22 5%	8 3%	70 8%

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### ONLINE Fieldwork: 13th-15th March 2015

Absolutes/col percents

Table 1  
**Q.1 Which of the following do you think should be the biggest priorities for the Government at the present time?**  
**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	2011	1734	167	83	235	173	211	155	110	169	201	310	197	815	534	281	1196	119	182	186	529	180
Weighted base	2011	1729	181	80	221	181	181	141	101	201	261	282	181	1126	885	241	885	72	106	176	393	138
Managing the NHS	1058 53%	900 52%	99 55%	35 44%	114 51%	80 44%	97 54%	72 51%	58 58%	110 54%	121 46%	158 56%	113 63%	531 47%	421 48%	111 46%	526 59%	46 63%	66 63%	110 63%	231 59%	73 53%
Controlling immigration	906 45%	801 46%	71 39%	33 41%	102 46%	95 53%	85 47%	87 62%	35 35%	103 51%	81 31%	140 50%	74 41%	447 40%	349 39%	98 41%	459 52%	39 53%	33 31%	115 65%	202 52%	70 51%
Growing the economy for everyone in Britain	807 40%	684 40%	74 41%	31 39%	88 40%	83 46%	70 39%	56 40%	49 49%	81 40%	88 34%	112 40%	74 41%	435 39%	350 40%	85 35%	372 42%	25 35%	44 41%	60 34%	198 51%	45 32%
Making the welfare system fairer	517 26%	441 26%	56 31%	28 35%	62 28%	46 25%	39 22%	29 21%	21 20%	42 21%	70 27%	76 27%	48 27%	233 21%	185 21%	48 20%	284 32%	23 31%	31 29%	45 26%	132 34%	54 39%
Improving housing affordability	432 21%	380 22%	32 18%	10 12%	38 17%	46 25%	28 16%	23 16%	20 20%	60 30%	80 31%	47 17%	49 27%	277 25%	230 26%	47 19%	155 18%	22 31%	27 25%	24 14%	61 15%	21 15%
Providing adequate care for the elderly	423 21%	353 20%	50 28%	15 19%	43 20%	35 19%	50 28%	28 20%	19 19%	29 15%	36 14%	69 25%	47 26%	182 16%	137 15%	45 19%	241 27%	15 21%	14 13%	55 31%	124 32%	33 24%
Redefining Britain's relationship with the EU	397 20%	361 21%	28 15%	22 27%	35 16%	35 19%	40 22%	32 23%	9 9%	45 23%	48 19%	67 24%	35 19%	196 17%	161 18%	35 15%	202 23%	7 10%	14 13%	50 28%	107 27%	24 18%
Improving the education system	227 11%	196 11%	18 10%	6 8%	32 14%	21 12%	19 11%	12 9%	13 13%	14 7%	38 14%	28 10%	24 13%	148 13%	109 12%	39 16%	79 9%	5 6%	20 19%	10 6%	24 6%	20 15%
Reducing crime and anti-social behaviour	215 11%	186 11%	20 11%	6 8%	28 13%	24 13%	24 13%	12 9%	10 9%	24 12%	30 11%	28 10%	9 5%	139 12%	102 12%	37 15%	76 9%	5 7%	7 7%	22 12%	25 6%	18 13%
Improving transport	62 3%	56 3%	5 3%	2 2%	5 2%	5 3%	7 4%	2 1%	1 1%	6 3%	15 6%	6 2%	8 5%	49 4%	40 4%	9 4%	14 2%	3 4%	2 2%	- -	7 2%	2 1%
Don't know	97 5%	88 5%	6 4%	4 6%	12 5%	8 4%	11 6%	7 5%	2 2%	4 2%	30 12%	10 3%	2 1%	78 7%	48 5%	29 12%	20 2%	4 5%	8 7%	3 2%	1 *	4 3%