

ITV News Index

METHODOLOGY NOTE

ComRes interviewed 2,013 British adults online between 27th February and 1st 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.

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.

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

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

ITV News Index Survey

ONLINE Fieldwork: 27th February - 1st March 2015

Absolutes/col percents

Table 1

Q.1 Do you support or oppose each of the following possible future Government policies?**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	Pri- vate
Unweighted base	2013	955	1058	221	292	321	384	332	463	588	597	329	499	231	752
Weighted base	2013	986	1027	239	339	339	359	299	438	538	558	438	478	264	863
<u>Reducing university tuition fees from £9,000 to £6,000 per year</u>															
Support	1264 63%	567 57%	697 68%	169 71%	254 75%	234 69%	228 64%	165 55%	214 49%	318 59%	359 64%	285 65%	302 63%	177 67%	567 66%
Oppose	365 18%	234 24%	131 13%	21 9%	32 9%	29 9%	65 18%	84 28%	134 31%	125 23%	90 16%	67 15%	82 17%	39 15%	131 15%
Don't know	384 19%	185 19%	198 19%	49 21%	53 16%	76 22%	65 18%	50 17%	90 21%	95 18%	109 19%	86 20%	94 20%	49 18%	166 19%
<u>Deliberately trying to reduce the size of the British economy in order to reduce the consumption of natural resources</u>															
Support	455 23%	200 20%	255 25%	61 26%	86 25%	75 22%	85 24%	71 24%	77 17%	108 20%	117 21%	107 24%	123 26%	57 21%	206 24%
Oppose	822 41%	516 52%	306 30%	76 32%	127 38%	125 37%	132 37%	132 44%	229 52%	268 50%	216 39%	169 39%	169 35%	103 39%	348 40%
Don't know	736 37%	271 27%	465 45%	102 42%	126 37%	139 41%	141 39%	96 32%	133 30%	162 30%	225 40%	162 37%	187 39%	105 40%	309 36%
<u>Reducing the standard speed limit on urban roads from 30mph to 20mph</u>															
Support	698 35%	290 29%	408 40%	54 22%	90 26%	144 42%	134 37%	126 42%	151 34%	153 28%	190 34%	158 36%	196 41%	101 38%	273 32%
Oppose	985 49%	568 58%	417 41%	108 45%	182 54%	135 40%	177 49%	142 47%	240 55%	298 55%	270 48%	221 50%	196 41%	115 44%	440 51%
Don't know	330 16%	129 13%	201 20%	77 32%	67 20%	61 18%	48 13%	31 10%	47 11%	87 16%	98 18%	59 13%	86 18%	48 18%	150 17%

ITV News Index Survey

ONLINE Fieldwork: 27th February - 1st March 2015

Absolutes/col percents

Table 1

Q.1 Do you support or oppose each of the following possible future Government policies?

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	2013	986	1027	239	339	339	359	299	438	538	558	438	478	264	863
<u>Restricting the development of new supermarkets</u>															
Support	946 47%	470 48%	476 46%	83 35%	125 37%	138 41%	177 49%	165 55%	259 59%	265 49%	262 47%	219 50%	200 42%	134 51%	373 43%
Oppose	543 27%	309 31%	234 23%	65 27%	105 31%	96 28%	92 26%	81 27%	103 23%	145 27%	145 26%	114 26%	138 29%	61 23%	257 30%
Don't know	524 26%	208 21%	316 31%	92 38%	108 32%	105 31%	89 25%	53 18%	77 17%	127 24%	151 27%	105 24%	140 29%	70 26%	233 27%
<u>Introducing a 'Citizens Income', giving every single person in the country £72 per week irrespective of their working status or income</u>															
Support	731 36%	367 37%	364 35%	93 39%	170 50%	143 42%	147 41%	98 33%	80 18%	162 30%	197 35%	178 41%	194 41%	97 37%	357 41%
Oppose	811 40%	403 41%	408 40%	87 36%	104 31%	95 28%	123 34%	133 45%	269 61%	274 51%	228 41%	152 35%	158 33%	97 37%	300 35%
Don't know	471 23%	217 22%	254 25%	60 25%	65 19%	101 30%	88 25%	68 23%	89 20%	103 19%	133 24%	108 25%	126 26%	70 26%	206 24%
<u>Increasing the use of renewable energies</u>															
Support	1564 78%	759 77%	804 78%	164 68%	275 81%	258 76%	290 81%	248 83%	329 75%	430 80%	456 82%	328 75%	349 73%	209 79%	675 78%
Oppose	172 9%	108 11%	64 6%	18 7%	28 8%	14 4%	19 5%	27 9%	66 15%	52 10%	36 6%	44 10%	40 8%	18 7%	60 7%
Don't know	278 14%	119 12%	159 15%	58 24%	36 11%	67 20%	50 14%	24 8%	43 10%	56 10%	66 12%	66 15%	90 19%	38 14%	127 15%

ITV News Index Survey

ONLINE Fieldwork: 27th February - 1st March 2015

Absolutes/col percents

Table 1

Q.1 Do you support or oppose each of the following possible future Government policies?

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	2013	986	1027	239	339	339	359	299	438	538	558	438	478	264	863
<u>Restricting the building of new football stadiums</u>															
Support	751 37%	327 33%	424 41%	82 34%	118 35%	114 34%	142 40%	128 43%	167 38%	183 34%	192 34%	172 39%	204 43%	89 34%	278 32%
Oppose	603 30%	395 40%	208 20%	61 26%	116 34%	110 32%	103 29%	93 31%	121 28%	178 33%	171 31%	130 30%	124 26%	84 32%	289 33%
Don't know	659 33%	264 27%	395 38%	96 40%	105 31%	116 34%	114 32%	78 26%	150 34%	176 33%	195 35%	137 31%	151 31%	92 35%	296 34%
<u>Seeking ways of reducing the size of the human population</u>															
Support	930 46%	526 53%	404 39%	93 39%	130 38%	137 41%	175 49%	160 54%	235 54%	248 46%	250 45%	207 47%	225 47%	127 48%	389 45%
Oppose	528 26%	240 24%	287 28%	74 31%	104 31%	100 30%	87 24%	69 23%	93 21%	142 26%	152 27%	110 25%	123 26%	67 25%	225 26%
Don't know	555 28%	220 22%	335 33%	72 30%	105 31%	101 30%	97 27%	70 23%	111 25%	147 27%	157 28%	121 28%	130 27%	71 27%	248 29%

ITV News Index Survey

ONLINE Fieldwork: 27th February - 1st March 2015

Absolutes/col percents

Table 1

Q.1 Do you support or oppose each of the following possible future Government policies?**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-ern	London	South East	South West	NET: Working	Work-ing full time	Work-ing part time	NET: Not work-ing	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	2013	1745	164	89	235	184	198	154	104	165	236	309	175	983	658	325	1030	113	170	116	440	191
Weighted base	2013	1731	181	81	221	181	181	141	101	201	262	282	181	1127	886	242	886	99	144	112	363	167
Reducing university tuition fees from £9,000 to £6,000 per year																						
Support	1264	1091	104	38	150	122	108	81	69	113	195	177	107	744	580	164	520	65	104	58	172	122
	63%	63%	58%	47%	68%	67%	60%	58%	69%	56%	75%	63%	59%	66%	65%	68%	59%	66%	72%	51%	47%	73%
Oppose	365	324	28	23	41	37	28	37	13	39	32	51	37	169	139	31	196	10	20	23	124	19
	18%	19%	15%	28%	18%	20%	16%	26%	13%	19%	12%	18%	20%	15%	16%	13%	22%	10%	14%	20%	34%	11%
Don't know	384	316	49	20	30	23	45	22	18	50	35	54	38	214	167	47	169	24	20	32	67	27
	19%	18%	27%	24%	14%	13%	25%	16%	18%	25%	13%	19%	21%	19%	19%	19%	19%	24%	14%	28%	18%	16%
Deliberately trying to reduce the size of the British economy in order to reduce the consumption of natural resources																						
Support	455	381	52	10	60	37	46	30	23	38	58	54	48	262	202	60	193	22	33	30	66	42
	23%	22%	28%	13%	27%	21%	25%	21%	23%	19%	22%	19%	26%	23%	23%	25%	22%	22%	23%	27%	18%	25%
Oppose	822	701	76	37	84	83	64	64	44	77	90	129	74	451	363	88	370	31	52	37	192	59
	41%	40%	42%	46%	38%	46%	35%	46%	44%	38%	34%	46%	41%	40%	41%	36%	42%	31%	36%	33%	53%	35%
Don't know	736	649	53	33	78	61	72	46	34	86	114	99	59	414	320	94	323	47	59	45	104	67
	37%	38%	29%	41%	35%	34%	40%	33%	33%	43%	44%	35%	33%	37%	36%	39%	36%	47%	41%	40%	29%	40%
Reducing the standard speed limit on urban roads from 30mph to 20mph																						
Support	698	581	78	34	79	53	54	38	39	73	99	83	69	375	280	94	323	39	37	48	118	81
	35%	34%	43%	42%	35%	29%	30%	27%	39%	36%	38%	29%	38%	33%	32%	39%	36%	39%	26%	43%	32%	49%
Oppose	985	867	81	30	110	108	93	80	37	97	110	152	88	555	448	107	430	38	77	44	212	60
	49%	50%	45%	37%	50%	60%	51%	57%	37%	48%	42%	54%	48%	49%	51%	44%	49%	38%	54%	39%	58%	36%
Don't know	330	283	22	17	33	20	34	23	24	32	53	47	25	198	158	40	133	23	30	20	34	26
	16%	16%	12%	21%	15%	11%	19%	16%	24%	16%	20%	17%	14%	18%	18%	16%	15%	23%	21%	18%	9%	16%

ITV News Index Survey

ONLINE Fieldwork: 27th February - 1st March 2015

Absolutes/col percents

Table 1

Q.1 Do you support or oppose each of the following possible future Government policies?**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	2013	1731	181	81	221	181	181	141	101	201	262	282	181	1127	886	242	886	99	144	112	363	167
<u>Restricting the development of new supermarkets</u>																						
Support	946	823	76	36	120	86	83	65	47	96	120	132	87	507	394	113	440	43	46	64	212	75
	47%	48%	42%	44%	54%	47%	46%	46%	47%	48%	46%	47%	48%	45%	44%	47%	50%	43%	32%	57%	58%	45%
Oppose	543	462	56	23	48	54	38	35	25	55	78	72	58	318	259	59	225	29	37	25	87	47
	27%	27%	31%	28%	22%	30%	21%	25%	25%	28%	30%	25%	32%	28%	29%	24%	25%	29%	26%	22%	24%	28%
Don't know	524	446	49	22	53	41	59	41	28	50	64	78	36	302	232	70	221	28	60	23	64	45
	26%	26%	27%	28%	24%	23%	33%	29%	28%	25%	25%	28%	20%	27%	26%	29%	25%	28%	42%	21%	18%	27%
<u>Introducing a 'Citizens Income', giving every single person in the country £72 per week irrespective of their working status or income</u>																						
Support	731	617	69	20	87	68	76	37	45	64	104	98	63	454	370	84	277	52	51	27	74	73
	36%	36%	38%	24%	39%	38%	42%	26%	45%	32%	40%	35%	35%	40%	42%	35%	31%	52%	36%	24%	20%	43%
Oppose	811	706	76	35	83	72	59	72	29	81	90	131	84	397	301	97	414	24	59	62	221	48
	40%	41%	42%	44%	37%	40%	32%	51%	29%	40%	34%	46%	46%	35%	34%	40%	47%	24%	41%	55%	61%	28%
Don't know	471	408	36	25	52	41	46	33	27	56	68	53	34	276	215	61	195	23	34	23	68	47
	23%	24%	20%	32%	23%	22%	26%	23%	26%	28%	26%	19%	19%	24%	24%	25%	22%	24%	23%	20%	19%	28%
<u>Increasing the use of renewable energies</u>																						
Support	1564	1342	144	54	183	145	140	108	77	159	195	215	144	884	702	182	679	75	117	85	277	125
	78%	78%	79%	67%	83%	80%	77%	76%	77%	79%	75%	76%	80%	78%	79%	75%	77%	75%	82%	76%	76%	75%
Oppose	172	143	23	8	21	16	12	14	7	18	20	18	17	78	56	22	94	6	9	12	53	15
	9%	8%	12%	9%	9%	9%	7%	10%	7%	9%	8%	7%	9%	7%	6%	9%	11%	6%	6%	10%	14%	9%
Don't know	278	246	15	19	17	21	29	20	17	25	47	48	20	165	127	38	113	19	17	16	33	27
	14%	14%	8%	24%	8%	12%	16%	14%	16%	12%	18%	17%	11%	15%	14%	16%	13%	19%	12%	14%	9%	16%

ITV News Index Survey

ONLINE Fieldwork: 27th February - 1st March 2015

Absolutes/col percents

Table 1

Q.1 Do you support or oppose each of the following possible future Government policies?**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	East-ern	London	South East	South West	NET: Working	Work-ing full time	Work-ing part time	NET: Not work-ing	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	2013	1731	181	81	221	181	181	141	101	201	262	282	181	1127	886	242	886	99	144	112	363	167
<u>Restricting the building of new football stadiums</u>																						
Support	751	640	80	31	74	84	76	53	32	86	79	98	58	366	272	95	385	46	62	47	148	83
	37%	37%	44%	38%	33%	46%	42%	38%	32%	43%	30%	35%	32%	32%	31%	39%	43%	46%	43%	42%	41%	50%
Oppose	603	514	56	24	81	46	50	38	33	62	73	88	53	372	310	63	231	23	38	28	106	35
	30%	30%	31%	30%	36%	25%	28%	27%	33%	31%	28%	31%	29%	33%	35%	26%	26%	23%	26%	25%	29%	21%
Don't know	659	577	46	26	67	51	55	50	36	53	109	96	70	389	304	84	270	31	44	37	109	49
	33%	33%	25%	32%	30%	28%	31%	35%	35%	26%	42%	34%	39%	34%	34%	35%	30%	31%	31%	33%	30%	29%
<u>Seeking ways of reducing the size of the human population</u>																						
Support	930	808	76	30	116	87	74	72	45	104	96	148	83	516	410	106	414	39	66	53	201	55
	46%	47%	42%	37%	52%	48%	41%	51%	45%	51%	37%	52%	46%	46%	46%	44%	47%	40%	46%	47%	55%	33%
Oppose	528	452	44	20	60	59	54	25	31	38	80	73	42	293	226	66	235	31	45	19	85	56
	26%	26%	24%	25%	27%	33%	30%	18%	31%	19%	31%	26%	23%	26%	26%	27%	27%	32%	31%	16%	23%	33%
Don't know	555	470	61	31	45	35	53	44	24	60	86	61	56	319	249	70	237	29	33	41	77	57
	28%	27%	34%	38%	20%	19%	29%	31%	24%	30%	33%	22%	31%	28%	28%	29%	27%	29%	23%	36%	21%	34%

ITV News Index Survey
ONLINE Fieldwork: 27th February - 1st March 2015

Absolutes/col percents

Table 2

Q.2 Which of the following words and phrases do you think applies to the Green Party, the Liberal Democrats and UKIP?

Summary Table

Base: All respondents

	Party		
	Greens	Liberal Democrats	UKIP
Unweighted base	2013	2013	2013
Weighted base	2013	2013	2013
A party of the future	414 21%	172 9%	472 23%
Fluffy	521 26%	322 16%	143 7%
Refreshing	384 19%	92 5%	454 23%
Dangerous	267 13%	228 11%	918 46%
Honest	453 23%	246 12%	353 18%
A serious party of government	177 9%	490 24%	314 16%
Middle class	383 19%	774 38%	333 17%
Idealistic	827 41%	300 15%	339 17%
Amateurish	712 35%	334 17%	717 36%
Snobby	226 11%	460 23%	288 14%
Appealing	365 18%	223 11%	399 20%
None of these	380 19%	421 21%	287 14%

ITV News Index Survey

ONLINE Fieldwork: 27th February - 1st March 2015

Absolutes/col percents

Table 3

Q.2 Which of the following words and phrases do you think applies to the Green Party, the Liberal Democrats and UKIP?

Greens

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	2013	955	1058	221	292	321	384	332	463	588	597	329	499	231	752
Weighted base	2013	986	1027	239	339	339	359	299	438	538	558	438	478	264	863
Idealistic	827 41%	449 46%	378 37%	92 38%	91 27%	106 31%	136 38%	156 52%	246 56%	286 53%	244 44%	152 35%	146 31%	96 36%	326 38%
Amateurish	712 35%	435 44%	277 27%	52 22%	94 28%	102 30%	128 36%	127 42%	210 48%	232 43%	199 36%	142 32%	140 29%	81 31%	296 34%
Fluffy	521 26%	315 32%	207 20%	42 18%	58 17%	78 23%	81 23%	101 34%	161 37%	171 32%	150 27%	117 27%	83 17%	65 25%	209 24%
Honest	453 23%	222 23%	231 22%	66 28%	79 23%	80 24%	70 19%	76 25%	83 19%	133 25%	146 26%	85 19%	89 19%	53 20%	194 22%
A party of the future	414 21%	183 19%	231 22%	62 26%	77 23%	64 19%	69 19%	67 22%	74 17%	126 23%	131 24%	78 18%	79 17%	49 19%	176 20%
Refreshing	384 19%	187 19%	197 19%	66 28%	76 22%	59 17%	53 15%	58 19%	73 17%	122 23%	109 20%	73 17%	80 17%	41 15%	170 20%
Middle class	383 19%	235 24%	149 14%	33 14%	46 14%	42 12%	79 22%	65 22%	118 27%	138 26%	114 20%	59 14%	73 15%	57 22%	142 17%
Appealing	365 18%	175 18%	191 19%	60 25%	53 16%	57 17%	58 16%	65 22%	73 17%	117 22%	108 19%	72 16%	69 14%	42 16%	157 18%
Dangerous	267 13%	176 18%	91 9%	24 10%	25 7%	32 9%	52 15%	46 15%	89 20%	80 15%	68 12%	70 16%	50 11%	27 10%	108 12%
Snobby	226 11%	132 13%	94 9%	29 12%	35 10%	29 9%	39 11%	36 12%	58 13%	57 11%	70 13%	48 11%	51 11%	30 11%	86 10%
A serious party of government	177 9%	69 7%	108 11%	31 13%	32 9%	31 9%	26 7%	28 9%	29 7%	52 10%	62 11%	32 7%	31 6%	25 9%	72 8%
None of these	380 19%	141 14%	239 23%	56 23%	86 25%	81 24%	68 19%	27 9%	62 14%	76 14%	88 16%	82 19%	133 28%	48 18%	174 20%

ITV News Index Survey

ONLINE Fieldwork: 27th February - 1st March 2015

Absolutes/col percents

Table 3

Q.2 Which of the following words and phrases do you think applies to the Green Party, the Liberal Democrats and UKIP?**Greens****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-ern	London	South East	South West	NET: Working	Work-ing full time	Work-ing 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	2013	1745	164	89	235	184	198	154	104	165	236	309	175	983	658	325	1030	113	170	116	440	191
Weighted base	2013	1731	181	81	221	181	181	141	101	201	262	282	181	1127	886	242	886	99	144	112	363	167
Idealistic	827 41%	710 41%	84 46%	28 35%	100 45%	74 41%	63 35%	58 41%	34 33%	80 40%	100 38%	112 40%	96 53%	422 37%	328 37%	95 39%	405 46%	37 37%	66 46%	49 43%	206 57%	48 28%
Amateurish	712 35%	633 37%	48 26%	27 34%	89 40%	82 45%	56 31%	44 31%	31 31%	74 37%	70 27%	124 44%	67 37%	376 33%	299 34%	78 32%	336 38%	34 34%	37 26%	35 31%	182 50%	49 29%
Fluffy	521 26%	462 27%	38 21%	22 28%	69 31%	50 28%	41 22%	36 26%	21 21%	56 28%	58 22%	70 25%	60 33%	275 24%	221 25%	54 22%	247 28%	20 20%	27 19%	21 19%	150 41%	29 17%
Honest	453 23%	378 22%	54 30%	16 20%	56 25%	33 18%	40 22%	19 13%	21 21%	49 25%	57 22%	59 21%	47 26%	247 22%	190 21%	57 23%	206 23%	34 35%	45 31%	18 16%	80 22%	28 17%
A party of the future	414 21%	334 19%	58 32%	12 14%	49 22%	23 13%	34 19%	16 11%	22 22%	43 21%	69 26%	54 19%	34 19%	225 20%	171 19%	53 22%	189 21%	25 25%	59 41%	20 18%	64 18%	20 12%
Refreshing	384 19%	311 18%	55 31%	11 13%	53 24%	29 16%	34 19%	24 17%	18 18%	34 17%	54 20%	39 14%	34 18%	210 19%	162 18%	49 20%	174 20%	27 27%	47 33%	17 15%	64 18%	19 11%
Middle class	383 19%	331 19%	33 18%	18 22%	54 24%	31 17%	27 15%	27 19%	20 20%	38 19%	68 26%	47 17%	21 12%	199 18%	152 17%	47 19%	184 21%	15 15%	28 19%	20 18%	104 29%	17 10%
Appealing	365 18%	309 18%	41 22%	17 21%	46 21%	30 16%	28 16%	18 13%	16 16%	35 17%	59 22%	37 13%	41 22%	199 18%	149 17%	50 21%	166 19%	25 26%	39 27%	21 18%	61 17%	20 12%
Dangerous	267 13%	240 14%	18 10%	16 20%	29 13%	29 16%	19 11%	15 11%	9 9%	33 16%	33 12%	41 15%	25 14%	135 12%	109 12%	26 11%	132 15%	9 9%	12 8%	15 14%	76 21%	21 13%
Snobby	226 11%	198 11%	13 7%	9 11%	31 14%	18 10%	19 11%	16 12%	14 14%	16 8%	28 11%	36 13%	24 13%	116 10%	91 10%	25 10%	109 12%	8 8%	23 16%	13 11%	49 14%	16 9%
A serious party of government	177 9%	148 9%	20 11%	7 9%	20 9%	11 6%	18 10%	7 5%	10 10%	15 7%	34 13%	19 7%	16 9%	97 9%	77 9%	20 8%	80 9%	13 13%	25 17%	6 6%	25 7%	11 6%
None of these	380 19%	329 19%	29 16%	22 27%	31 14%	29 16%	48 27%	36 25%	22 22%	37 18%	45 17%	54 19%	27 15%	222 20%	170 19%	53 22%	158 18%	21 21%	20 14%	31 28%	32 9%	54 32%

ITV News Index Survey

ONLINE Fieldwork: 27th February - 1st March 2015

Absolutes/col percents

Table 4

Q.2 Which of the following words and phrases do you think applies to the Green Party, the Liberal Democrats and UKIP?

Liberal Democrats

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	2013	955	1058	221	292	321	384	332	463	588	597	329	499	231	752
Weighted base	2013	986	1027	239	339	339	359	299	438	538	558	438	478	264	863
Middle class	774	394	380	72	88	116	152	145	201	228	209	172	166	95	307
		38%	40%	37%	30%	26%	34%	42%	49%	42%	37%	39%	35%	36%	36%
A serious party of government	490	229	261	62	67	93	73	79	116	152	146	99	94	61	195
		24%	23%	25%	26%	20%	27%	20%	26%	28%	26%	22%	20%	23%	23%
Snobby	460	256	205	52	78	76	72	88	93	111	104	107	139	61	186
		23%	26%	20%	22%	23%	22%	20%	30%	21%	19%	24%	29%	23%	22%
Amateurish	334	194	140	42	54	51	51	61	75	93	85	82	73	32	140
		17%	20%	14%	18%	16%	15%	14%	20%	17%	15%	19%	15%	12%	16%
Fluffy	322	199	124	43	34	46	53	63	84	102	91	69	60	39	130
		16%	20%	12%	18%	10%	13%	15%	21%	19%	16%	16%	13%	15%	15%
Idealistic	300	160	139	32	48	40	46	41	93	102	86	48	63	32	115
		15%	16%	14%	13%	14%	12%	13%	14%	19%	15%	11%	13%	12%	13%
Honest	246	131	115	20	39	30	38	43	76	84	67	51	44	22	89
		12%	13%	11%	8%	11%	9%	11%	15%	16%	12%	12%	9%	8%	10%
Dangerous	228	138	90	31	25	31	46	37	57	56	49	62	60	21	91
		11%	14%	9%	13%	7%	9%	13%	13%	10%	9%	14%	13%	8%	10%
Appealing	223	112	111	34	41	35	32	32	48	66	63	48	46	32	99
		11%	11%	11%	14%	12%	10%	9%	11%	12%	11%	11%	10%	12%	12%
A party of the future	172	83	89	24	35	28	26	22	35	55	51	31	34	27	72
		9%	8%	9%	10%	10%	8%	7%	8%	10%	9%	7%	7%	10%	8%
Refreshing	92	47	45	16	17	13	12	15	18	34	22	15	20	9	46
		5%	5%	4%	7%	5%	4%	3%	5%	6%	4%	3%	4%	4%	5%
None of these	421	164	258	54	91	85	78	42	72	97	107	86	130	67	189
		21%	17%	25%	22%	27%	25%	22%	14%	18%	19%	20%	27%	25%	22%

ITV News Index Survey

ONLINE Fieldwork: 27th February - 1st March 2015

Absolutes/col percents

Table 4

Q.2 Which of the following words and phrases do you think applies to the Green Party, the Liberal Democrats and UKIP?

Liberal Democrats

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-ern	London	South East	South West	NET: Working	Work-ing full time	Work-ing 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	2013	1745	164	89	235	184	198	154	104	165	236	309	175	983	658	325	1030	113	170	116	440	191
Weighted base	2013	1731	181	81	221	181	181	141	101	201	262	282	181	1127	886	242	886	99	144	112	363	167
Middle class	774	657	80	24	84	71	55	49	37	80	101	117	75	402	307	95	372	41	61	43	177	50
	38%	38%	44%	30%	38%	39%	30%	35%	37%	40%	39%	41%	41%	36%	35%	39%	42%	41%	42%	38%	49%	30%
A serious party of government	490	431	46	15	56	40	44	32	13	52	59	70	63	256	192	64	234	25	43	29	99	37
	24%	25%	25%	19%	25%	22%	24%	23%	13%	26%	23%	25%	35%	23%	22%	27%	26%	26%	30%	26%	27%	22%
Snobby	460	385	50	19	54	39	40	29	25	31	57	69	48	247	193	54	213	19	41	21	88	44
	23%	22%	28%	23%	24%	21%	22%	21%	25%	15%	22%	25%	27%	22%	22%	22%	24%	19%	28%	19%	24%	27%
Amateurish	334	287	28	17	40	41	32	21	19	35	38	40	22	173	143	30	161	28	23	20	63	27
	17%	17%	15%	21%	18%	23%	18%	15%	19%	17%	15%	14%	12%	15%	16%	12%	18%	28%	16%	18%	17%	16%
Fluffy	322	279	23	14	33	27	18	22	21	27	48	58	32	169	130	39	153	17	23	12	80	21
	16%	16%	13%	17%	15%	15%	10%	16%	20%	13%	18%	21%	18%	15%	15%	16%	17%	17%	16%	11%	22%	13%
Idealistic	300	270	16	10	41	26	26	21	15	30	38	49	29	146	109	38	153	18	23	16	76	19
	15%	16%	9%	13%	19%	14%	14%	15%	14%	15%	14%	17%	16%	13%	12%	16%	17%	19%	16%	15%	21%	11%
Honest	246	215	22	3	25	19	29	22	8	26	29	37	26	111	83	27	135	13	14	17	68	23
	12%	12%	12%	4%	11%	10%	16%	15%	8%	13%	11%	13%	15%	10%	9%	11%	15%	13%	10%	15%	19%	14%
Dangerous	228	197	18	8	26	25	21	20	13	19	33	26	19	111	89	22	117	20	14	14	49	20
	11%	11%	10%	10%	12%	14%	12%	14%	12%	9%	13%	9%	10%	10%	10%	9%	13%	20%	10%	12%	14%	12%
Appealing	223	184	31	6	19	14	18	24	7	14	32	35	21	131	105	26	91	6	17	12	41	15
	11%	11%	17%	8%	8%	8%	10%	17%	7%	7%	12%	12%	12%	12%	12%	11%	10%	6%	12%	10%	11%	9%
A party of the future	172	150	18	6	14	13	20	14	4	12	19	24	25	100	79	21	72	7	11	12	28	14
	9%	9%	10%	8%	7%	7%	11%	10%	4%	6%	7%	8%	14%	9%	9%	9%	8%	7%	8%	11%	8%	8%
Refreshing	92	83	7	2	11	4	11	8	2	7	19	14	7	55	43	12	37	5	5	4	16	6
	5%	5%	4%	3%	5%	2%	6%	6%	2%	4%	7%	5%	4%	5%	5%	5%	4%	5%	4%	3%	4%	4%
None of these	421	366	36	22	43	41	45	32	20	48	48	56	30	256	205	51	166	20	23	32	44	47
	21%	21%	20%	28%	19%	23%	25%	23%	20%	24%	18%	20%	16%	23%	23%	21%	19%	20%	16%	28%	12%	28%

ITV News Index Survey

ONLINE Fieldwork: 27th February - 1st March 2015

Absolutes/col percents

Table 5

Q.2 Which of the following words and phrases do you think applies to the Green Party, the Liberal Democrats and UKIP?

UKIP

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	2013	955	1058	221	292	321	384	332	463	588	597	329	499	231	752
Weighted base	2013	986	1027	239	339	339	359	299	438	538	558	438	478	264	863
Dangerous	918 46%	467 47%	451 44%	115 48%	139 41%	146 43%	161 45%	151 50%	206 47%	284 53%	279 50%	171 39%	184 38%	122 46%	375 43%
Amateurish	717 36%	390 40%	328 32%	70 29%	101 30%	111 33%	138 38%	129 43%	169 38%	218 40%	227 41%	133 30%	139 29%	89 34%	284 33%
A party of the future	472 23%	267 27%	205 20%	35 15%	50 15%	70 21%	94 26%	90 30%	134 31%	142 26%	112 20%	105 24%	113 24%	61 23%	188 22%
Refreshing	454 23%	275 28%	180 18%	32 14%	57 17%	71 21%	90 25%	86 29%	119 27%	134 25%	104 19%	114 26%	103 22%	59 22%	195 23%
Appealing	399 20%	242 25%	158 15%	32 13%	44 13%	64 19%	75 21%	65 22%	119 27%	108 20%	87 16%	113 26%	92 19%	43 16%	167 19%
Honest	353 18%	209 21%	144 14%	38 16%	55 16%	54 16%	61 17%	56 19%	89 20%	98 18%	86 15%	89 20%	79 17%	44 17%	157 18%
Idealistic	339 17%	192 19%	148 14%	30 12%	50 15%	50 15%	64 18%	57 19%	90 20%	88 16%	83 15%	92 21%	77 16%	46 17%	126 15%
Middle class	333 17%	195 20%	138 13%	51 21%	56 17%	49 14%	57 16%	44 15%	77 18%	109 20%	100 18%	69 16%	55 11%	58 22%	132 15%
A serious party of government	314 16%	188 19%	127 12%	30 12%	43 13%	39 12%	63 18%	60 20%	79 18%	80 15%	79 14%	83 19%	72 15%	43 16%	134 16%
Snobby	288 14%	149 15%	139 14%	65 27%	60 18%	59 17%	55 15%	22 7%	27 6%	79 15%	93 17%	50 12%	65 14%	45 17%	122 14%
Fluffy	143 7%	77 8%	66 6%	20 9%	21 6%	25 7%	18 5%	20 7%	39 9%	49 9%	45 8%	21 5%	28 6%	19 7%	58 7%
None of these	287 14%	96 10%	191 19%	47 20%	69 20%	60 18%	38 11%	23 8%	50 11%	55 10%	64 11%	66 15%	102 21%	38 14%	126 15%

ITV News Index Survey

ONLINE Fieldwork: 27th February - 1st March 2015

Absolutes/col percents

Table 5

Q.2 Which of the following words and phrases do you think applies to the Green Party, the Liberal Democrats and UKIP?

UKIP

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	2013	1745	164	89	235	184	198	154	104	165	236	309	175	983	658	325	1030	113	170	116	440	191
Weighted base	2013	1731	181	81	221	181	181	141	101	201	262	282	181	1127	886	242	886	99	144	112	363	167
Dangerous	918 46%	760 44%	106 59%	32 40%	124 56%	77 43%	58 32%	58 41%	51 51%	89 44%	121 46%	120 43%	81 45%	497 44%	379 43%	118 49%	421 48%	50 51%	82 57%	43 39%	184 51%	61 36%
Amateurish	717 36%	611 35%	70 39%	22 27%	100 45%	59 33%	51 28%	46 32%	36 36%	74 37%	112 43%	88 31%	60 33%	373 33%	300 34%	73 30%	344 39%	38 39%	64 44%	35 31%	151 42%	57 34%
A party of the future	472 23%	433 25%	19 11%	15 19%	52 23%	51 28%	49 27%	32 22%	20 20%	53 26%	48 18%	81 29%	52 29%	249 22%	200 23%	49 20%	223 25%	23 24%	21 15%	37 33%	108 30%	33 19%
Refreshing	454 23%	408 24%	27 15%	14 17%	46 21%	52 29%	39 21%	36 26%	20 20%	46 23%	45 17%	81 29%	50 27%	254 23%	204 23%	51 21%	200 23%	23 23%	14 10%	24 21%	109 30%	29 17%
Appealing	399 20%	364 21%	16 9%	15 19%	35 16%	44 24%	40 22%	28 20%	20 20%	44 22%	41 16%	71 25%	45 25%	210 19%	169 19%	41 17%	189 21%	19 19%	16 11%	27 24%	99 27%	29 17%
Honest	353 18%	317 18%	19 10%	9 11%	32 15%	36 20%	39 22%	28 20%	17 17%	37 19%	31 12%	63 22%	41 22%	201 18%	168 19%	33 14%	152 17%	20 20%	16 11%	22 19%	75 21%	20 12%
Idealistic	339 17%	285 16%	31 17%	13 16%	48 22%	22 12%	32 18%	25 18%	24 23%	27 14%	37 14%	50 18%	32 17%	172 15%	132 15%	40 17%	167 19%	14 14%	31 22%	25 22%	68 19%	30 18%
Middle class	333 17%	289 17%	29 16%	16 20%	44 20%	29 16%	31 17%	25 18%	15 15%	19 9%	40 15%	44 15%	41 23%	190 17%	160 18%	30 13%	142 16%	12 12%	34 24%	14 13%	62 17%	20 12%
A serious party of government	314 16%	286 16%	16 9%	13 16%	27 12%	36 20%	37 20%	16 12%	13 13%	32 16%	36 14%	58 21%	30 17%	177 16%	142 16%	34 14%	138 16%	15 15%	14 10%	21 18%	65 18%	23 14%
Snobby	288 14%	246 14%	26 14%	10 13%	37 17%	20 11%	24 13%	20 14%	16 16%	24 12%	56 22%	32 11%	23 13%	166 15%	130 15%	36 15%	122 14%	23 24%	48 33%	2 2%	28 8%	21 12%
Fluffy	143 7%	130 7%	7 4%	3 4%	17 8%	12 7%	13 7%	11 8%	6 6%	8 4%	29 11%	21 7%	15 8%	77 7%	53 6%	24 10%	65 7%	4 4%	12 8%	5 4%	35 10%	9 5%
None of these	287 14%	248 14%	26 14%	16 20%	23 11%	24 13%	38 21%	25 18%	13 13%	26 13%	37 14%	36 13%	22 12%	164 15%	126 14%	37 16%	123 14%	18 18%	16 11%	24 21%	28 8%	38 23%

ITV News Index Survey

ONLINE Fieldwork: 27th February - 1st March 2015

Absolutes/col percents

Table 6

Q.3 Which of the following do you think should be the biggest priorities for the Government at the present time? Please select up to three.

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	2013	955	1058	221	292	321	384	332	463	588	597	329	499	231	752
Weighted base	2013	986	1027	239	339	339	359	299	438	538	558	438	478	264	863
Managing the NHS	1034 51%	475 48%	559 54%	130 54%	182 54%	174 51%	189 53%	144 48%	215 49%	270 50%	299 54%	215 49%	250 52%	146 55%	417 48%
Controlling immigration	1008 50%	493 50%	514 50%	96 40%	125 37%	166 49%	176 49%	176 59%	268 61%	251 47%	257 46%	238 54%	262 55%	114 43%	410 48%
Growing the economy for everyone in Britain	764 38%	410 42%	354 34%	89 37%	127 37%	113 33%	135 38%	122 41%	179 41%	227 42%	217 39%	167 38%	153 32%	95 36%	311 36%
Making the welfare system fairer	511 25%	236 24%	275 27%	50 21%	94 28%	94 28%	90 25%	81 27%	101 23%	137 25%	149 27%	85 19%	139 29%	66 25%	217 25%
Providing adequate care for the elderly	500 25%	206 21%	294 29%	29 12%	41 12%	64 19%	105 29%	99 33%	162 37%	151 28%	140 25%	108 25%	102 21%	72 27%	178 21%
Redefining Britain's relationship with the EU	448 22%	262 27%	186 18%	30 13%	32 9%	46 14%	78 22%	88 29%	174 40%	126 23%	111 20%	92 21%	118 25%	45 17%	148 17%
Improving housing affordability	370 18%	155 16%	214 21%	62 26%	94 28%	66 19%	67 19%	30 10%	50 12%	92 17%	115 21%	69 16%	94 20%	47 18%	175 20%
Reducing crime and anti-social behaviour	257 13%	128 13%	130 13%	24 10%	60 18%	37 11%	49 14%	43 14%	45 10%	79 15%	84 15%	33 8%	62 13%	38 14%	123 14%
Improving the education system	244 12%	109 11%	135 13%	49 21%	45 13%	47 14%	39 11%	27 9%	37 8%	81 15%	73 13%	52 12%	39 8%	51 19%	103 12%
Improving transport	98 5%	63 6%	35 3%	17 7%	25 7%	16 5%	11 3%	13 4%	17 4%	27 5%	35 6%	16 4%	20 4%	17 6%	44 5%
Don't know	71 4%	38 4%	33 3%	23 10%	14 4%	21 6%	12 3%	1 *	- -	15 3%	14 2%	24 5%	18 4%	8 3%	48 6%

ITV News Index Survey

ONLINE Fieldwork: 27th February - 1st March 2015

Absolutes/col percents

Table 6

Q.3 Which of the following do you think should be the biggest priorities for the Government at the present time? Please select up to three.

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	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: 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	2013	1745	164	89	235	184	198	154	104	165	236	309	175	983	658	325	1030	113	170	116	440	191
Weighted base	2013	1731	181	81	221	181	181	141	101	201	262	282	181	1127	886	242	886	99	144	112	363	167
Managing the NHS	1034 51%	882 51%	101 56%	42 52%	117 53%	86 47%	99 55%	67 48%	50 50%	110 55%	129 49%	136 48%	96 53%	563 50%	443 50%	120 50%	471 53%	55 55%	83 58%	60 54%	175 48%	98 59%
Controlling immigration	1008 50%	878 51%	74 41%	35 44%	113 51%	103 57%	87 48%	76 54%	56 56%	106 53%	103 39%	160 57%	94 52%	524 47%	403 46%	121 50%	484 55%	43 44%	56 39%	83 74%	209 58%	92 55%
Growing the economy for everyone in Britain	764 38%	652 38%	78 43%	29 36%	94 42%	58 32%	63 35%	60 43%	33 33%	76 38%	99 38%	103 37%	70 39%	406 36%	320 36%	86 36%	358 40%	41 41%	63 44%	33 29%	167 46%	55 33%
Making the welfare system fairer	511 25%	433 25%	49 27%	22 27%	54 25%	51 28%	45 25%	36 25%	29 29%	52 26%	54 21%	76 27%	43 23%	283 25%	214 24%	69 29%	228 26%	33 34%	39 27%	24 22%	84 23%	47 28%
Providing adequate care for the elderly	500 25%	442 26%	39 22%	17 22%	56 25%	43 24%	45 25%	38 27%	19 19%	56 28%	59 23%	78 28%	51 28%	250 22%	175 20%	75 31%	250 28%	20 20%	22 15%	42 38%	134 37%	32 19%
Redefining Britain's relationship with the EU	448 22%	392 23%	37 20%	18 22%	44 20%	51 28%	33 18%	29 20%	18 18%	47 23%	52 20%	71 25%	48 26%	193 17%	153 17%	40 17%	255 29%	19 19%	26 18%	43 38%	138 38%	29 17%
Improving housing affordability	370 18%	318 18%	35 19%	18 23%	35 16%	21 12%	36 20%	23 16%	16 16%	32 16%	68 26%	58 21%	28 15%	222 20%	179 20%	43 18%	148 17%	19 20%	30 21%	15 13%	46 13%	38 22%
Reducing crime and anti-social behaviour	257 13%	224 13%	22 12%	7 9%	30 13%	29 16%	23 13%	16 11%	11 11%	18 9%	36 14%	43 15%	21 11%	161 14%	131 15%	30 12%	96 11%	15 15%	15 11%	14 13%	34 10%	17 10%
Improving the education system	244 12%	216 13%	16 9%	6 7%	32 14%	23 13%	21 12%	15 11%	11 11%	26 13%	44 17%	30 11%	19 10%	154 14%	116 13%	38 16%	89 10%	7 7%	32 23%	9 8%	30 8%	12 7%
Improving transport	98 5%	80 5%	13 7%	2 2%	13 6%	12 6%	7 4%	4 3%	5 5%	7 3%	17 7%	10 4%	9 5%	61 5%	51 6%	10 4%	37 4%	3 3%	7 5%	1 1%	17 5%	8 5%
Don't know	71 4%	65 4%	3 1%	6 7%	5 2%	2 1%	14 8%	3 2%	3 3%	10 5%	15 6%	5 2%	5 3%	56 5%	49 6%	7 3%	15 2%	6 7%	4 3%	-	-	4 3%

ITV News Index Survey

ONLINE Fieldwork: 27th February - 1st March 2015

Absolutes/col percents

Table 7

Q.4 Thinking about each of the following, do you think that they are generally getting better or getting worse?

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2013	955	1058	221	292	321	384	332	463	588	597	329	499	231	752
Weighted base	2013	986	1027	239	339	339	359	299	438	538	558	438	478	264	863
<u>The British economy</u>															
Better	764 38%	437 44%	327 32%	86 36%	95 28%	96 28%	131 37%	141 47%	216 49%	268 50%	232 42%	130 30%	133 28%	86 33%	327 38%
Worse	605 30%	261 26%	344 34%	66 28%	114 34%	126 37%	126 35%	79 26%	94 21%	133 25%	146 26%	142 32%	184 38%	86 33%	264 31%
No change	644 32%	289 29%	355 35%	87 37%	130 38%	117 35%	102 28%	79 27%	129 29%	138 26%	180 32%	166 38%	161 34%	92 35%	271 31%
<u>State schools</u>															
Better	283 14%	140 14%	143 14%	54 23%	56 16%	49 14%	35 10%	37 12%	52 12%	86 16%	76 14%	50 11%	71 15%	40 15%	117 14%
Worse	777 39%	389 39%	388 38%	88 37%	124 36%	144 43%	145 41%	113 38%	162 37%	212 39%	182 33%	193 44%	190 40%	104 39%	327 38%
No change	953 47%	457 46%	496 48%	98 41%	159 47%	146 43%	178 50%	148 50%	224 51%	240 45%	300 54%	195 45%	217 45%	120 46%	418 48%
<u>The NHS</u>															
Better	174 9%	97 10%	77 8%	44 18%	35 10%	20 6%	24 7%	18 6%	34 8%	45 8%	52 9%	34 8%	44 9%	17 6%	77 9%
Worse	1206 60%	556 56%	650 63%	129 54%	186 55%	209 62%	218 61%	195 65%	269 61%	311 58%	317 57%	272 62%	306 64%	169 64%	488 57%
No change	633 31%	333 34%	299 29%	66 28%	118 35%	110 33%	117 33%	86 29%	135 31%	183 34%	189 34%	133 30%	128 27%	79 30%	297 34%

ITV News Index Survey

ONLINE Fieldwork: 27th February - 1st March 2015

Absolutes/col percents

Table 7

Q.4 Thinking about each of the following, do you think that they are generally getting better or getting worse?

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	2013	986	1027	239	339	339	359	299	438	538	558	438	478	264	863
<u>The level of immigration</u>															
Better	94 5%	53 5%	41 4%	27 11%	31 9%	15 5%	10 3%	10 3%	2 *	26 5%	21 4%	28 6%	18 4%	7 3%	61 7%
Worse	1400 70%	688 70%	712 69%	122 51%	204 60%	228 67%	263 73%	231 77%	353 81%	357 66%	356 64%	320 73%	367 77%	165 62%	561 65%
No change	519 26%	245 25%	274 27%	90 38%	105 31%	96 28%	86 24%	58 19%	84 19%	155 29%	180 32%	90 20%	93 20%	92 35%	241 28%
<u>Local authority services such as libraries and waste collection</u>															
Better	241 12%	99 10%	142 14%	36 15%	58 17%	54 16%	26 7%	29 10%	38 9%	59 11%	73 13%	58 13%	52 11%	24 9%	114 13%
Worse	1011 50%	525 53%	486 47%	86 36%	145 43%	166 49%	211 59%	184 62%	218 50%	266 49%	264 47%	220 50%	262 55%	151 57%	413 48%
No change	760 38%	362 37%	398 39%	116 49%	135 40%	119 35%	122 34%	86 29%	182 42%	213 40%	222 40%	161 37%	164 34%	90 34%	336 39%
<u>Public transport such as trains and buses</u>															
Better	346 17%	184 19%	162 16%	65 27%	62 18%	51 15%	47 13%	53 18%	67 15%	106 20%	95 17%	69 16%	75 16%	55 21%	142 16%
Worse	843 42%	422 43%	420 41%	96 40%	136 40%	141 42%	165 46%	125 42%	179 41%	230 43%	229 41%	174 40%	209 44%	102 39%	371 43%
No change	824 41%	381 39%	444 43%	78 33%	140 41%	147 43%	147 41%	121 41%	191 44%	201 37%	233 42%	195 45%	194 41%	107 40%	350 41%

ITV News Index Survey

ONLINE Fieldwork: 27th February - 1st March 2015

Absolutes/col percents

Table 7

Q.4 Thinking about each of the following, do you think that they are generally getting better or getting worse?

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	2013	986	1027	239	339	339	359	299	438	538	558	438	478	264	863
<u>Provision for elderly care in Britain</u>															
Better	115 6%	61 6%	54 5%	31 13%	37 11%	14 4%	11 3%	9 3%	12 3%	33 6%	29 5%	21 5%	32 7%	10 4%	56 7%
Worse	1328 66%	638 65%	690 67%	122 51%	172 51%	204 60%	266 74%	228 76%	334 76%	368 68%	358 64%	282 64%	319 67%	169 64%	533 62%
No change	571 28%	288 29%	283 28%	86 36%	130 38%	121 36%	81 23%	62 21%	91 21%	137 25%	171 31%	136 31%	127 27%	85 32%	274 32%
<u>Detection and prevention of crime by the police in your local area</u>															
Better	372 18%	177 18%	195 19%	58 24%	66 19%	55 16%	55 15%	56 19%	82 19%	106 20%	102 18%	81 19%	84 17%	47 18%	148 17%
Worse	611 30%	328 33%	282 27%	63 27%	104 31%	120 35%	122 34%	86 29%	115 26%	137 26%	155 28%	152 35%	165 35%	79 30%	272 32%
No change	1030 51%	481 49%	549 53%	118 49%	169 50%	164 48%	182 51%	157 52%	241 55%	295 55%	301 54%	205 47%	229 48%	138 52%	443 51%

ITV News Index Survey

ONLINE Fieldwork: 27th February - 1st March 2015

Absolutes/col percents

Table 7

Q.4 Thinking about each of the following, do you think that they are generally getting better or getting worse?

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-ern	London	South East	South West	NET: Working	Work-ing full time	Work-ing part time	NET: Not work-ing	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	2013	1745	164	89	235	184	198	154	104	165	236	309	175	983	658	325	1030	113	170	116	440	191
Weighted base	2013	1731	181	81	221	181	181	141	101	201	262	282	181	1127	886	242	886	99	144	112	363	167
<u>The British economy</u>																						
Better	764 38%	683 39%	49 27%	27 34%	81 36%	80 44%	61 34%	60 43%	32 32%	80 40%	100 38%	122 43%	73 40%	413 37%	313 35%	100 41%	351 40%	19 19%	53 37%	32 28%	208 57%	39 23%
Worse	605 30%	491 28%	78 43%	29 36%	82 37%	61 34%	47 26%	39 27%	36 36%	54 27%	66 25%	70 25%	43 23%	351 31%	280 32%	70 29%	254 29%	37 37%	47 33%	41 36%	63 17%	67 40%
No change	644 32%	558 32%	54 30%	24 30%	59 27%	40 22%	73 41%	42 30%	33 33%	67 33%	96 37%	90 32%	65 36%	364 32%	292 33%	72 30%	281 32%	43 44%	44 30%	40 36%	92 25%	61 37%
<u>State schools</u>																						
Better	283 14%	237 14%	34 19%	13 17%	26 12%	17 9%	32 18%	23 16%	12 12%	24 12%	41 16%	42 15%	20 11%	158 14%	123 14%	35 14%	126 14%	10 10%	36 25%	8 7%	50 14%	22 13%
Worse	777 39%	681 39%	56 31%	32 40%	99 45%	82 45%	55 30%	58 41%	39 39%	79 39%	94 36%	118 42%	65 36%	431 38%	348 39%	83 35%	346 39%	39 39%	55 38%	47 42%	136 37%	69 41%
No change	953 47%	813 47%	91 50%	35 43%	96 44%	83 46%	95 52%	60 43%	49 49%	99 49%	127 48%	122 43%	96 53%	539 48%	415 47%	124 51%	414 47%	51 51%	53 37%	58 51%	177 49%	76 46%
<u>The NHS</u>																						
Better	174 9%	145 8%	25 14%	10 12%	17 8%	13 7%	18 10%	12 8%	5 5%	12 6%	31 12%	15 5%	17 9%	94 8%	76 9%	18 8%	80 9%	12 12%	26 18%	3 3%	32 9%	8 5%
Worse	1206 60%	1024 59%	118 65%	43 53%	145 66%	118 65%	98 54%	80 57%	63 63%	110 55%	152 58%	166 59%	112 62%	657 58%	513 58%	145 60%	549 62%	58 59%	88 61%	74 66%	218 60%	110 65%
No change	633 31%	562 32%	38 21%	27 34%	59 26%	50 28%	65 36%	49 35%	33 32%	80 40%	79 30%	101 36%	53 29%	376 33%	297 34%	79 33%	257 29%	29 29%	30 21%	34 31%	113 31%	50 30%

ITV News Index Survey

ONLINE Fieldwork: 27th February - 1st March 2015

Absolutes/col percents

Table 7

Q.4 Thinking about each of the following, do you think that they are generally getting better or getting worse?**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	Work-ing full time	Work-ing 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	2013	1731	181	81	221	181	181	141	101	201	262	282	181	1127	886	242	886	99	144	112	363	167
<u>The level of immigration</u>																						
Better	94	80	10	2	9	9	10	7	4	7	24	8	4	68	55	13	26	4	10	-	4	8
	5%	5%	6%	2%	4%	5%	5%	5%	4%	4%	9%	3%	2%	6%	6%	5%	3%	4%	7%	-	1%	5%
Worse	1400	1216	115	61	162	132	123	102	69	139	165	198	135	726	569	157	674	65	87	92	296	134
	70%	70%	63%	76%	73%	73%	68%	72%	69%	69%	63%	70%	74%	64%	64%	65%	76%	65%	61%	82%	82%	80%
No change	519	435	56	18	50	40	48	32	28	56	73	76	42	333	262	72	185	31	46	20	63	26
	26%	25%	31%	23%	23%	22%	27%	23%	27%	28%	28%	27%	23%	30%	30%	30%	21%	31%	32%	18%	17%	15%
<u>Local authority services such as libraries and waste collection</u>																						
Better	241	200	28	7	21	7	28	10	14	26	49	32	20	138	106	32	104	13	23	7	33	28
	12%	12%	15%	9%	10%	4%	15%	7%	14%	13%	19%	11%	11%	12%	12%	13%	12%	13%	16%	6%	9%	17%
Worse	1011	857	100	47	129	123	86	72	54	84	111	115	91	564	450	114	447	51	72	49	190	86
	50%	49%	55%	59%	58%	68%	47%	51%	54%	42%	42%	41%	50%	50%	51%	47%	51%	51%	50%	44%	52%	51%
No change	760	674	53	26	71	51	68	59	33	91	102	135	71	426	329	97	335	36	49	56	139	54
	38%	39%	29%	32%	32%	28%	37%	42%	33%	45%	39%	48%	39%	38%	37%	40%	38%	36%	34%	50%	38%	32%
<u>Public transport such as trains and buses</u>																						
Better	346	302	27	12	35	19	30	24	17	23	93	40	25	197	152	46	148	13	32	11	62	30
	17%	17%	15%	15%	16%	10%	17%	17%	17%	12%	35%	14%	14%	18%	17%	19%	17%	14%	22%	10%	17%	18%
Worse	843	732	72	36	106	84	78	55	39	93	77	130	72	474	381	93	369	53	69	48	138	61
	42%	42%	40%	45%	48%	47%	43%	39%	38%	46%	30%	46%	40%	42%	43%	38%	42%	53%	48%	43%	38%	36%
No change	824	697	82	32	80	78	73	62	45	85	92	111	84	456	353	103	368	33	43	53	162	76
	41%	40%	45%	40%	36%	43%	40%	44%	45%	42%	35%	39%	47%	40%	40%	43%	42%	33%	30%	48%	45%	46%

ITV News Index Survey

ONLINE Fieldwork: 27th February - 1st March 2015

Absolutes/col percents

Table 7

Q.4 Thinking about each of the following, do you think that they are generally getting better or getting worse?

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	East-ern	London	South East	South West	NET: Working	Work-ing full time	Work-ing part time	NET: Not work-ing	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	2013	1731	181	81	221	181	181	141	101	201	262	282	181	1127	886	242	886	99	144	112	363	167
<u>Provision for elderly care in Britain</u>																						
Better	115	95	14	1	7	9	16	7	6	3	28	16	6	66	53	14	48	10	15	6	9	8
	6%	5%	8%	2%	3%	5%	9%	5%	6%	2%	11%	6%	3%	6%	6%	6%	5%	10%	11%	5%	2%	5%
Worse	1328	1146	122	54	159	128	114	92	60	134	152	182	130	702	548	154	626	60	88	81	277	120
	66%	66%	67%	67%	72%	71%	63%	65%	59%	66%	58%	65%	72%	62%	62%	64%	71%	60%	61%	72%	76%	72%
No change	571	491	45	25	55	44	51	42	35	64	81	83	45	359	285	74	212	30	41	25	77	39
	28%	28%	25%	31%	25%	24%	28%	30%	35%	32%	31%	30%	25%	32%	32%	31%	24%	30%	28%	22%	21%	23%
<u>Detection and prevention of crime by the police in your local area</u>																						
Better	372	307	42	11	36	29	40	22	24	34	68	38	28	195	147	48	178	20	38	23	73	24
	18%	18%	23%	14%	16%	16%	22%	16%	23%	17%	26%	14%	15%	17%	17%	20%	20%	20%	26%	21%	20%	14%
Worse	611	524	60	24	73	70	53	49	27	55	62	89	48	351	279	72	259	34	39	28	102	56
	30%	30%	33%	30%	33%	39%	29%	35%	27%	27%	24%	32%	26%	31%	32%	30%	29%	34%	27%	25%	28%	33%
No change	1030	900	80	45	112	83	88	69	50	112	132	154	106	581	460	122	449	46	67	61	188	87
	51%	52%	44%	56%	50%	46%	49%	49%	50%	55%	51%	55%	58%	52%	52%	50%	51%	46%	46%	55%	52%	52%