

ITV News Index

METHODOLOGY NOTE

ComRes interviewed 2,011 British adults online between 13th and 15th February 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: 13th-15th February 2015

Absolutes/col percents

Q.2 For each of the following pairs of statements, which do you agree with most?

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	Private
Unweighted base	2011	998	1013	221	275	325	384	339	467	598	606	292	515	221	641
Weighted base	2011	986	1025	239	339	339	358	299	438	537	558	438	478	298	828
Statement pair 1															
Inequality between men and women still exists in British society	1416 70%	608 62%	807 79%	173 72%	223 66%	224 66%	239 67%	218 73%	339 77%	382 71%	418 75%	291 66%	326 68%	211 71%	542 66%
Men and women have now reached equality in British society	399 20%	272 28%	127 12%	38 16%	76 22%	62 18%	85 24%	63 21%	75 17%	101 19%	91 16%	112 26%	95 20%	57 19%	193 23%
Don't know	196 10%	105 11%	91 9%	29 12%	40 12%	52 15%	35 10%	17 6%	24 5%	55 10%	49 9%	36 8%	57 12%	30 10%	92 11%
Statement pair 2															
There are no real strong role models for young women today	650 32%	273 28%	377 37%	92 38%	99 29%	101 30%	112 31%	86 29%	160 36%	152 28%	177 32%	142 32%	180 38%	78 26%	266 32%
There are many strong role models for young women today	1014 50%	535 54%	479 47%	108 45%	172 51%	168 50%	186 52%	170 57%	210 48%	287 53%	297 53%	224 51%	206 43%	170 57%	417 50%
Don't know	347 17%	178 18%	169 17%	39 16%	68 20%	69 20%	60 17%	42 14%	68 16%	98 18%	84 15%	72 17%	92 19%	50 17%	144 17%
Statement pair 3															
There are not enough female MPs in parliament	951 47%	384 39%	567 55%	132 55%	156 46%	168 50%	154 43%	133 45%	208 48%	251 47%	278 50%	192 44%	229 48%	152 51%	358 43%
There are enough female MPs in parliament	507 25%	317 32%	189 18%	49 21%	76 22%	71 21%	102 28%	91 30%	118 27%	154 29%	120 22%	126 29%	107 22%	72 24%	232 28%
Don't know	553 28%	285 29%	268 26%	57 24%	107 31%	100 30%	103 29%	75 25%	111 25%	132 25%	159 28%	120 27%	142 30%	75 25%	238 29%

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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	2011	986	1025	239	339	339	358	299	438	537	558	438	478	298	828
Statement pair 4															
It is right to use positive discrimination to increase the number of women MPs in parliament	288 14%	114 12%	174 17%	49 21%	66 20%	71 21%	42 12%	26 9%	34 8%	82 15%	97 17%	58 13%	52 11%	52 17%	150 18%
Positive discrimination should not be used, the best people should be selected to be MPs	1401 70%	746 76%	656 64%	141 59%	205 60%	200 59%	253 71%	243 81%	360 82%	391 73%	376 68%	296 68%	337 71%	191 64%	534 64%
Don't know	322 16%	126 13%	195 19%	49 21%	67 20%	68 20%	64 18%	30 10%	44 10%	65 12%	84 15%	84 19%	89 19%	55 19%	144 17%
Statement pair 5															
Artists such as Rihanna and Beyoncé provide young women positive role models for strong, successful women	536 27%	251 25%	285 28%	86 36%	125 37%	113 33%	80 22%	66 22%	66 15%	154 29%	135 24%	131 30%	117 24%	79 27%	274 33%
Artists such as Rihanna and Beyoncé are bad role models for young women	1018 51%	528 54%	490 48%	104 44%	143 42%	162 48%	185 52%	157 53%	266 61%	255 47%	296 53%	217 49%	250 52%	154 51%	378 46%
Don't know	458 23%	207 21%	251 24%	49 20%	70 21%	63 19%	94 26%	76 26%	105 24%	129 24%	127 23%	91 21%	111 23%	65 22%	176 21%
Statement pair 6															
Feminism is no longer relevant in British society	679 34%	442 45%	236 23%	52 22%	97 29%	109 32%	138 38%	115 38%	168 38%	182 34%	164 29%	149 34%	183 38%	90 30%	292 35%
Feminism is still relevant in British society	938 47%	377 38%	562 55%	141 59%	172 51%	153 45%	142 40%	133 45%	198 45%	253 47%	299 54%	197 45%	189 40%	159 53%	361 44%
Don't know	394 20%	167 17%	227 22%	46 19%	70 21%	77 23%	79 22%	51 17%	72 16%	103 19%	94 17%	92 21%	105 22%	50 17%	175 21%

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Base: All respondents

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	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	2011	986	1025	239	339	339	358	299	438	537	558	438	478	298	828
Statement pair 7															
Suffragette campaigners for women's rights in the early 1900s would be proud of the progress of women's rights and equality	1169 58%	597 61%	572 56%	131 55%	182 54%	186 55%	224 62%	185 62%	261 60%	321 60%	346 62%	255 58%	247 52%	172 58%	481 58%
Suffragette campaigners for women's rights in the early 1900s would be disappointed with the progress of women's rights and equality	495 25%	221 22%	273 27%	61 26%	76 22%	82 24%	71 20%	75 25%	129 30%	134 25%	130 23%	101 23%	130 27%	82 27%	175 21%
Don't know	348 17%	168 17%	180 18%	47 20%	80 24%	70 21%	64 18%	39 13%	48 11%	83 15%	82 15%	82 19%	101 21%	45 15%	172 21%

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Absolutes/col percents

Q.2 For each of the following pairs of statements, which do you agree with most?

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2011	166	95	1750	89	228	170	201	149	174	223	322	194
Weighted base	2011	181	101	1729	80	221	181	181	141	201	261	282	181
Statement pair 1													
Inequality between men and women still exists in British society	1416 70%	139 77%	61 61%	1216 70%	53 66%	164 74%	126 69%	134 74%	99 70%	147 73%	181 69%	184 65%	128 71%
Men and women have now reached equality in British society	399 20%	26 14%	31 31%	342 20%	20 25%	39 18%	43 24%	31 17%	33 23%	29 14%	47 18%	67 24%	33 18%
Don't know	196 10%	16 9%	8 8%	172 10%	7 9%	18 8%	12 7%	16 9%	9 7%	25 13%	33 13%	30 11%	20 11%
Statement pair 2													
There are no real strong role models for young women today	650 32%	57 31%	32 32%	561 32%	19 24%	60 27%	61 34%	56 31%	51 36%	59 29%	100 38%	100 35%	56 31%
There are many strong role models for young women today	1014 50%	85 47%	54 54%	874 51%	40 50%	111 50%	97 54%	95 53%	78 55%	106 53%	118 45%	130 46%	99 55%
Don't know	347 17%	39 21%	14 14%	294 17%	21 26%	50 23%	23 13%	30 17%	12 9%	36 18%	44 17%	52 19%	26 14%
Statement pair 3													
There are not enough female MPs in parliament	951 47%	90 50%	40 40%	820 47%	43 54%	101 46%	95 52%	80 44%	63 45%	92 46%	123 47%	138 49%	86 48%
There are enough female MPs in parliament	507 25%	32 18%	40 40%	435 25%	12 15%	50 23%	40 22%	46 25%	43 31%	58 29%	81 31%	68 24%	36 20%
Don't know	553 28%	59 33%	20 20%	474 27%	25 31%	70 32%	46 25%	55 30%	35 25%	52 26%	58 22%	75 27%	58 32%

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Q.2 For each of the following pairs of statements, which do you agree with most?

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Weighted base	2011	181	101	1729	80	221	181	181	141	201	261	282	181
Statement pair 4													
It is right to use positive discrimination to increase the number of women MPs in parliament	288 14%	22 12%	18 18%	248 14%	11 13%	47 21%	22 12%	20 11%	13 9%	23 11%	63 24%	33 12%	18 10%
Positive discrimination should not be used, the best people should be selected to be MPs	1401 70%	121 67%	74 74%	1206 70%	49 60%	150 68%	136 75%	134 74%	111 79%	142 70%	151 58%	205 73%	129 71%
Don't know	322 16%	39 21%	8 8%	275 16%	21 26%	24 11%	24 13%	27 15%	16 12%	37 18%	48 18%	44 16%	33 18%
Statement pair 5													
Artists such as Rihanna and Beyoncé provide young women positive role models for strong, successful women	536 27%	55 30%	28 28%	453 26%	24 30%	57 26%	46 25%	55 30%	31 22%	49 24%	69 26%	81 29%	41 23%
Artists such as Rihanna and Beyoncé are bad role models for young women	1018 51%	76 42%	53 53%	888 51%	40 49%	103 47%	99 55%	94 52%	86 61%	102 51%	131 50%	138 49%	94 52%
Don't know	458 23%	50 28%	19 19%	388 22%	17 21%	61 27%	36 20%	32 18%	24 17%	50 25%	61 23%	63 22%	46 25%
Statement pair 6													
Feminism is no longer relevant in British society	679 34%	50 28%	40 40%	588 34%	33 41%	76 34%	70 39%	50 28%	56 40%	71 35%	78 30%	97 34%	58 32%
Feminism is still relevant in British society	938 47%	89 49%	47 47%	802 46%	32 40%	102 46%	74 41%	94 52%	67 47%	89 44%	139 53%	123 44%	82 45%
Don't know	394 20%	42 23%	13 13%	339 20%	15 19%	42 19%	37 21%	37 20%	18 13%	41 20%	45 17%	62 22%	41 23%

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Weighted base	2011	181	101	1729	80	221	181	181	141	201	261	282	181
Statement pair 7													
Suffragette campaigners for women's rights in the early 1900s would be proud of the progress of women's rights and equality	1169 58%	104 57%	67 66%	998 58%	54 67%	132 60%	109 60%	97 53%	88 63%	118 59%	142 54%	168 60%	91 50%
Suffragette campaigners for women's rights in the early 1900s would be disappointed with the progress of women's rights and equality	495 25%	45 25%	25 25%	424 25%	15 19%	60 27%	47 26%	50 27%	38 27%	37 19%	62 24%	64 23%	50 27%
Don't know	348 17%	32 18%	8 8%	307 18%	11 14%	29 13%	25 14%	35 19%	14 10%	46 23%	57 22%	49 17%	41 22%

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Q.3 Of the following, who do you think sets the best example for women today? Please select up to three.

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	Private
Unweighted base	2011	998	1013	221	275	325	384	339	467	598	606	292	515	221	641
Weighted base	2011	986	1025	239	339	339	358	299	438	537	558	438	478	298	828
Kate Middleton	765 38%	376 38%	390 38%	65 27%	111 33%	131 39%	127 36%	125 42%	205 47%	176 33%	186 33%	192 44%	211 44%	106 36%	289 35%
JK Rowling	751 37%	373 38%	378 37%	108 45%	111 33%	115 34%	143 40%	111 37%	164 37%	185 34%	214 38%	174 40%	178 37%	100 34%	322 39%
Michelle Obama	555 28%	250 25%	304 30%	58 24%	84 25%	94 28%	90 25%	105 35%	125 28%	144 27%	168 30%	111 25%	131 27%	91 31%	193 23%
Hilary Clinton	436 22%	254 26%	181 18%	21 9%	44 13%	73 21%	81 23%	89 30%	128 29%	124 23%	124 22%	80 18%	108 23%	57 19%	165 20%
Angela Merkel	406 20%	244 25%	162 16%	28 12%	52 15%	53 16%	54 15%	82 27%	136 31%	145 27%	111 20%	76 17%	74 16%	52 17%	139 17%
Deborah Meaden	303 15%	139 14%	163 16%	15 6%	56 17%	45 13%	57 16%	59 20%	71 16%	77 14%	100 18%	57 13%	69 15%	49 16%	112 14%
Serena Williams	207 10%	86 9%	121 12%	35 15%	64 19%	35 10%	27 8%	13 4%	32 7%	61 11%	64 12%	34 8%	48 10%	41 14%	86 10%
Beyonce	131 7%	67 7%	64 6%	39 16%	52 15%	13 4%	20 5%	3 1%	4 1%	34 6%	32 6%	35 8%	29 6%	33 11%	59 7%
Christine Lagarde	116 6%	66 7%	50 5%	3 1%	11 3%	13 4%	10 3%	25 8%	54 12%	60 11%	31 6%	11 3%	14 3%	8 3%	35 4%
Harriet Harman	115 6%	58 6%	58 6%	7 3%	17 5%	6 2%	18 5%	22 7%	46 10%	42 8%	26 5%	25 6%	22 5%	15 5%	31 4%
Germaine Greer	97 5%	47 5%	50 5%	10 4%	8 2%	18 5%	20 6%	10 3%	30 7%	20 4%	32 6%	20 5%	25 5%	22 7%	31 4%
Rihanna	77 4%	36 4%	41 4%	16 7%	34 10%	12 4%	8 2%	4 1%	3 1%	20 4%	14 3%	25 6%	18 4%	23 8%	36 4%
Caitlin Moran	53 3%	19 2%	34 3%	16 7%	9 3%	8 2%	9 2%	4 1%	7 1%	17 3%	22 4%	4 1%	10 2%	11 4%	29 3%
Cherie Blair	45 2%	28 3%	17 2%	1 *	7 2%	12 3%	15 4%	6 2%	5 1%	9 2%	12 2%	11 3%	13 3%	8 3%	24 3%
Lena Dunham	40 2%	13 1%	27 3%	10 4%	15 4%	5 1%	7 2%	3 1%	- -	10 2%	21 4%	1 *	8 2%	5 2%	27 3%

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Q.3 Of the following, who do you think sets the best example for women today? 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
Weighted base	2011	986	1025	239	339	339	358	299	438	537	558	438	478	298	828
Miley Cyrus	19 1%	10 1%	10 1%	3 1%	10 3%	4 1%	3 1%	- -	- -	11 2%	3 1%	3 1%	2 *	6 2%	11 1%
None of these	303 15%	142 14%	161 16%	48 20%	49 14%	54 16%	69 19%	35 12%	48 11%	72 13%	82 15%	72 16%	76 16%	32 11%	140 17%

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Weighted base	2011	181	101	1729	80	221	181	181	141	201	261	282	181
Kate Middleton	765 38%	52 29%	33 33%	680 39%	34 43%	99 45%	80 44%	72 40%	60 42%	77 38%	88 34%	99 35%	71 39%
JK Rowling	751 37%	71 39%	41 41%	639 37%	39 49%	84 38%	73 40%	70 38%	50 35%	76 38%	76 29%	101 36%	71 39%
Michelle Obama	555 28%	59 33%	36 35%	460 27%	21 26%	70 31%	53 29%	46 25%	39 28%	42 21%	66 25%	73 26%	51 28%
Hilary Clinton	436 22%	39 21%	21 21%	376 22%	13 16%	51 23%	24 14%	31 17%	38 27%	43 21%	72 28%	68 24%	36 20%
Angela Merkel	406 20%	36 20%	15 15%	355 21%	16 20%	50 23%	43 24%	28 15%	24 17%	44 22%	57 22%	61 22%	34 19%
Deborah Meaden	303 15%	30 16%	11 11%	262 15%	11 13%	32 14%	30 17%	38 21%	25 18%	29 15%	22 8%	42 15%	33 18%
Serena Williams	207 10%	13 7%	11 11%	183 11%	3 4%	24 11%	14 8%	28 15%	16 11%	24 12%	37 14%	26 9%	11 6%
Beyonce	131 7%	9 5%	11 11%	111 6%	3 4%	17 8%	8 4%	15 8%	7 5%	9 5%	27 10%	11 4%	13 7%
Christine Lagarde	116 6%	8 5%	6 6%	102 6%	2 3%	8 3%	9 5%	8 4%	12 9%	7 4%	23 9%	21 8%	11 6%
Harriet Harman	115 6%	10 5%	2 2%	104 6%	3 4%	9 4%	15 8%	5 2%	11 8%	10 5%	15 6%	21 7%	16 9%
Germaine Greer	97 5%	7 4%	2 2%	88 5%	3 4%	17 8%	5 3%	5 3%	4 3%	10 5%	15 6%	13 5%	15 8%
Rihanna	77 4%	4 2%	3 3%	70 4%	2 3%	6 3%	5 3%	5 3%	4 3%	10 5%	27 10%	9 3%	2 1%
Caitlin Moran	53 3%	11 6%	6 6%	36 2%	* *	2 1%	4 2%	3 2%	3 2%	8 4%	2 1%	8 3%	5 3%
Cherie Blair	45 2%	1 1%	- -	44 3%	3 4%	5 2%	3 1%	5 3%	4 3%	3 1%	11 4%	7 3%	4 2%
Lena Dunham	40 2%	5 3%	2 2%	33 2%	* *	3 1%	1 1%	4 2%	* *	4 2%	7 3%	6 2%	7 4%

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Q.3 Of the following, who do you think sets the best example for women today? Please select up to three.

Base: All respondents

	Region												
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Weighted base	2011	181	101	1729	80	221	181	181	141	201	261	282	181
Miley Cyrus	19 1%	* *	- -	19 1%	1 1%	3 1%	2 1%	2 1%	2 1%	2 1%	6 2%	3 1%	- -
None of these	303 15%	38 21%	18 18%	247 14%	11 14%	28 13%	29 16%	22 12%	22 16%	31 15%	36 14%	40 14%	28 15%

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Q.4 Which, if any, of the following do you think should still be the biggest priorities to achieve in the coming years? 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
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Weighted base	2011	986	1025	239	339	339	358	299	438	537	558	438	478	298	828
Pay equality	1043 52%	438 44%	604 59%	116 48%	148 44%	165 49%	192 54%	177 59%	244 56%	266 50%	308 55%	208 47%	261 55%	151 51%	385 46%
Equality in career opportunities and progression	847 42%	391 40%	456 44%	78 33%	112 33%	121 36%	159 44%	143 48%	234 53%	242 45%	254 46%	150 34%	201 42%	120 40%	295 36%
Stronger legislation against female genital mutilation (FGM)	737 37%	356 36%	381 37%	69 29%	86 25%	83 25%	127 35%	148 50%	224 51%	196 36%	200 36%	158 36%	184 38%	96 32%	261 32%
Easier access to childcare to allow mothers to return to work	662 33%	282 29%	380 37%	83 35%	118 35%	127 38%	104 29%	87 29%	143 33%	173 32%	182 33%	178 41%	129 27%	106 35%	274 33%
Improving paternity rights for fathers	418 21%	257 26%	161 16%	77 32%	75 22%	91 27%	73 20%	51 17%	51 12%	99 18%	121 22%	100 23%	98 21%	61 20%	214 26%
Making it illegal to pay for prostitution rather than making being a prostitute illegal	301 15%	126 13%	175 17%	36 15%	53 16%	55 16%	50 14%	48 16%	59 14%	68 13%	69 12%	94 21%	70 15%	43 14%	127 15%
More women MPs in parliament	236 12%	97 10%	139 14%	17 7%	44 13%	38 11%	35 10%	35 12%	67 15%	63 12%	70 13%	41 9%	62 13%	37 12%	77 9%
Equal coverage of male and female sports	207 10%	128 13%	79 8%	21 9%	41 12%	35 10%	36 10%	27 9%	48 11%	54 10%	49 9%	43 10%	62 13%	25 8%	88 11%
More women running large businesses	191 10%	70 7%	122 12%	20 8%	39 12%	35 10%	34 9%	34 11%	31 7%	59 11%	57 10%	43 10%	32 7%	41 14%	80 10%
Abolishing the Sun's Page 3	142 7%	53 5%	89 9%	17 7%	42 12%	25 7%	25 7%	18 6%	15 3%	28 5%	41 7%	42 10%	32 7%	37 12%	60 7%
None of these	139 7%	90 9%	48 5%	26 11%	25 7%	32 9%	27 8%	11 4%	17 4%	45 8%	32 6%	23 5%	39 8%	18 6%	72 9%

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Q.4 Which, if any, of the following do you think should still be the biggest priorities to achieve in the coming years? Please select up to three.

Base: All respondents

	Region												
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Unweighted base	2011	166	95	1750	89	228	170	201	149	174	223	322	194
Weighted base	2011	181	101	1729	80	221	181	181	141	201	261	282	181
Pay equality	1043 52%	107 59%	44 44%	891 52%	44 55%	116 52%	92 51%	87 48%	82 58%	102 51%	122 47%	150 53%	95 53%
Equality in career opportunities and progression	847 42%	89 49%	38 37%	720 42%	30 37%	87 40%	73 40%	86 48%	68 48%	94 47%	107 41%	100 35%	75 41%
Stronger legislation against female genital mutilation (FGM)	737 37%	56 31%	38 38%	643 37%	32 39%	70 31%	71 39%	84 47%	53 38%	66 33%	80 31%	113 40%	74 41%
Easier access to childcare to allow mothers to return to work	662 33%	70 38%	22 22%	570 33%	30 37%	78 35%	49 27%	58 32%	43 31%	54 27%	96 37%	100 36%	62 34%
Improving paternity rights for fathers	418 21%	42 23%	23 22%	353 20%	26 32%	53 24%	34 19%	30 17%	29 21%	33 16%	58 22%	56 20%	33 18%
Making it illegal to pay for prostitution rather than making being a prostitute illegal	301 15%	34 19%	21 21%	245 14%	9 11%	33 15%	30 17%	18 10%	26 18%	28 14%	33 12%	40 14%	29 16%
More women MPs in parliament	236 12%	13 7%	10 10%	213 12%	9 11%	30 13%	22 12%	25 14%	12 9%	26 13%	38 14%	35 12%	17 10%
Equal coverage of male and female sports	207 10%	12 7%	17 17%	177 10%	10 12%	24 11%	13 7%	25 14%	15 11%	19 9%	31 12%	26 9%	14 8%
More women running large businesses	191 10%	16 9%	8 8%	167 10%	6 7%	19 9%	9 5%	15 8%	13 9%	26 13%	40 15%	26 9%	15 8%
Abolishing the Sun's Page 3	142 7%	4 2%	4 4%	134 8%	6 7%	14 6%	12 7%	12 7%	10 7%	13 6%	32 12%	23 8%	12 6%
None of these	139 7%	18 10%	5 5%	115 7%	4 4%	11 5%	14 8%	12 6%	5 4%	18 9%	13 5%	24 8%	14 8%