

# ITV News Index

## METHODOLOGY NOTE

ComRes interviewed 2,047 British adults online between 7<sup>th</sup> and 9<sup>th</sup> November 2014. 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](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: 7th-9th November 2014

Absolutes/col percents

Table 1

**Q1. Please select which of the following words or phrases apply to each party leader. Please select all that apply**

**Base: All respondents  
summary table**

	<u>David Cameron</u>	<u>Ed Miliband</u>	<u>Nick Clegg</u>	<u>Nigel Farage</u>
Unweighted base	2047	2047	2047	2047
Weighted base	2047	2047	2047	2047
Stands up for Britain's interests in the European Union (EU)	603 29%	201 10%	131 6%	594 29%
Trustworthy	396 19%	293 14%	193 9%	267 13%
Out of touch with ordinary people	906 44%	702 34%	753 37%	394 19%
Has the right policies for Britain's future	461 23%	291 14%	154 8%	382 19%
Is statesmanlike	657 32%	133 7%	146 7%	168 8%
Comes across as someone like me	226 11%	222 11%	186 9%	380 19%
Competent	626 31%	286 14%	223 11%	327 16%
Intelligent	781 38%	452 22%	442 22%	469 23%
Can get things done	570 28%	242 12%	140 7%	314 15%
Weird	171 8%	687 34%	297 15%	641 31%
None of the above	353 17%	517 25%	607 30%	477 23%

## ITV News Index Survey

### ONLINE Fieldwork: 7th-9th November 2014

Absolutes/col percents

Table 2

**Q1. Please select which of the following words or phrases apply to each party leader. Please select all that apply**

**Base: All respondents**

**David Cameron**

	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	2047	956	1091	264	262	370	374	320	457	522	614	396	515	251	838
Weighted base	2047	1003	1044	243	345	345	365	304	446	547	568	446	486	270	877
Out of touch with ordinary people	906 44%	459 46%	447 43%	80 33%	143 42%	142 41%	192 53%	143 47%	205 46%	216 39%	227 40%	213 48%	251 52%	106 39%	350 40%
Intelligent	781 38%	419 42%	363 35%	62 25%	95 28%	111 32%	147 40%	126 41%	241 54%	260 48%	227 40%	146 33%	148 30%	90 33%	309 35%
Is statesmanlike	657 32%	353 35%	304 29%	56 23%	79 23%	93 27%	122 33%	119 39%	189 42%	228 42%	170 30%	133 30%	126 26%	85 32%	247 28%
Competent	626 31%	335 33%	291 28%	45 18%	81 24%	92 27%	102 28%	108 36%	198 44%	205 37%	170 30%	136 30%	116 24%	66 25%	253 29%
Stands up for Britain's interests in the European Union (EU)	603 29%	315 31%	288 28%	44 18%	82 24%	83 24%	109 30%	104 34%	181 41%	207 38%	165 29%	128 29%	103 21%	80 30%	234 27%
Can get things done	570 28%	292 29%	278 27%	60 25%	81 23%	83 24%	84 23%	99 32%	164 37%	191 35%	163 29%	111 25%	106 22%	77 28%	222 25%
Has the right policies for Britain's future	461 23%	249 25%	212 20%	42 17%	54 16%	59 17%	70 19%	78 26%	157 35%	159 29%	133 23%	89 20%	79 16%	45 17%	180 21%
Trustworthy	396 19%	207 21%	189 18%	38 16%	50 15%	60 18%	55 15%	65 21%	127 29%	145 27%	107 19%	73 16%	71 15%	41 15%	159 18%
Comes across as someone like me	226 11%	114 11%	112 11%	20 8%	41 12%	35 10%	26 7%	34 11%	70 16%	84 15%	58 10%	42 9%	41 9%	29 11%	91 10%
Weird	171 8%	88 9%	83 8%	22 9%	43 13%	34 10%	34 9%	26 8%	12 3%	34 6%	40 7%	40 9%	58 12%	25 9%	73 8%
None of the above	353 17%	153 15%	200 19%	76 31%	70 20%	75 22%	52 14%	39 13%	41 9%	68 12%	108 19%	79 18%	97 20%	51 19%	173 20%

## ITV News Index Survey

### ONLINE Fieldwork: 7th-9th November 2014

Absolutes/col percents

Table 2

**Q1. Please select which of the following words or phrases apply to each party leader. Please select all that apply**

**Base: All respondents**

**David Cameron**

	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 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	2047	1771	165	86	229	198	160	154	111	210	245	303	186	1089	734	355	958	105	175	139	362	177
Weighted base	2047	1760	184	82	225	184	184	143	102	205	266	287	184	1146	901	246	901	99	152	132	347	171
Out of touch with ordinary people	906 44%	770 44%	91 50%	43 53%	103 46%	83 45%	93 50%	67 47%	45 44%	97 47%	107 40%	101 35%	74 40%	457 40%	360 40%	96 39%	450 50%	50 51%	76 50%	69 52%	157 45%	98 57%
Intelligent	781 38%	700 40%	52 28%	29 35%	94 42%	70 38%	80 43%	60 42%	29 29%	79 39%	105 39%	117 41%	66 36%	398 35%	302 34%	96 39%	383 43%	26 26%	46 30%	57 43%	195 56%	60 35%
Is statesmanlike	657 32%	586 33%	48 26%	26 31%	66 29%	61 33%	87 47%	52 36%	24 23%	58 28%	85 32%	99 34%	52 28%	333 29%	251 28%	82 33%	324 36%	17 17%	43 28%	42 32%	166 48%	57 33%
Competent	626 31%	563 32%	34 19%	29 35%	67 30%	61 33%	65 35%	49 34%	29 28%	54 27%	75 28%	106 37%	57 31%	320 28%	243 27%	77 31%	306 34%	16 16%	34 23%	46 35%	163 47%	48 28%
Stands up for Britain's interests in the European Union (EU)	603 29%	536 30%	47 25%	27 33%	72 32%	63 34%	52 28%	42 29%	19 19%	57 28%	71 27%	97 34%	54 29%	314 27%	235 26%	80 32%	288 32%	22 22%	26 17%	36 27%	163 47%	41 24%
Can get things done	570 28%	515 29%	31 17%	22 26%	59 26%	62 34%	60 33%	43 30%	25 24%	49 24%	76 29%	91 32%	52 28%	299 26%	226 25%	73 30%	272 30%	23 23%	35 23%	31 24%	142 41%	41 24%
Has the right policies for Britain's future	461 23%	416 24%	27 15%	17 21%	50 22%	45 24%	52 28%	39 27%	17 17%	39 19%	56 21%	84 29%	35 19%	225 20%	165 18%	60 24%	236 26%	13 13%	21 14%	28 21%	139 40%	36 21%
Trustworthy	396 19%	361 21%	22 12%	15 19%	41 18%	39 21%	43 24%	28 20%	12 12%	39 19%	52 19%	66 23%	38 20%	200 17%	144 16%	56 23%	196 22%	12 12%	20 14%	26 20%	108 31%	29 17%
Comes across as someone like me	226 11%	211 12%	8 4%	11 14%	23 10%	16 9%	31 17%	19 13%	6 6%	23 11%	29 11%	40 14%	19 10%	120 10%	92 10%	27 11%	106 12%	4 5%	11 7%	12 9%	62 18%	17 10%
Weird	171 8%	148 8%	16 9%	12 15%	16 7%	13 7%	23 13%	12 8%	7 7%	14 7%	27 10%	20 7%	10 5%	99 9%	80 9%	19 8%	72 8%	12 12%	19 13%	6 5%	10 3%	24 14%
None of the above	353 17%	296 17%	33 18%	7 9%	38 17%	29 16%	22 12%	23 16%	24 23%	35 17%	41 16%	61 21%	39 21%	224 20%	180 20%	44 18%	129 14%	26 27%	31 20%	17 13%	32 9%	22 13%

## ITV News Index Survey

### ONLINE Fieldwork: 7th-9th November 2014

Absolutes/col percents

Table 3

**Q1. Please select which of the following words or phrases apply to each party leader. Please select all that apply**

**Base: All respondents**

**Ed Miliband**

	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	2047	956	1091	264	262	370	374	320	457	522	614	396	515	251	838
Weighted base	2047	1003	1044	243	345	345	365	304	446	547	568	446	486	270	877
Out of touch with ordinary people	702 34%	391 39%	311 30%	65 27%	93 27%	87 25%	127 35%	126 42%	203 46%	201 37%	200 35%	132 29%	170 35%	79 29%	262 30%
Weird	687 34%	384 38%	304 29%	60 25%	93 27%	96 28%	136 37%	104 34%	197 44%	210 38%	185 33%	137 31%	156 32%	80 30%	288 33%
Intelligent	452 22%	231 23%	221 21%	33 13%	67 19%	81 24%	82 23%	83 27%	106 24%	136 25%	124 22%	92 21%	101 21%	68 25%	156 18%
Trustworthy	293 14%	152 15%	140 13%	29 12%	44 13%	61 18%	50 14%	48 16%	61 14%	67 12%	75 13%	74 17%	76 16%	50 19%	92 10%
Has the right policies for Britain's future	291 14%	137 14%	154 15%	29 12%	53 15%	58 17%	58 16%	47 15%	46 10%	73 13%	75 13%	63 14%	80 16%	60 22%	85 10%
Competent	286 14%	141 14%	145 14%	33 14%	51 15%	55 16%	48 13%	50 16%	48 11%	63 11%	70 12%	74 17%	79 16%	51 19%	110 13%
Can get things done	242 12%	122 12%	120 12%	23 10%	49 14%	51 15%	47 13%	32 11%	40 9%	64 12%	59 10%	64 14%	56 11%	42 16%	85 10%
Comes across as someone like me	222 11%	101 10%	121 12%	27 11%	32 9%	36 10%	52 14%	37 12%	39 9%	49 9%	46 8%	57 13%	70 14%	38 14%	75 9%
Stands up for Britain's interests in the European Union (EU)	201 10%	107 11%	95 9%	18 7%	39 11%	40 12%	34 9%	40 13%	31 7%	43 8%	49 9%	57 13%	52 11%	40 15%	69 8%
Is statesmanlike	133 7%	81 8%	53 5%	16 7%	22 6%	22 6%	27 7%	20 7%	26 6%	35 6%	27 5%	40 9%	32 7%	19 7%	55 6%
None of the above	517 25%	224 22%	293 28%	87 36%	92 27%	109 32%	89 25%	57 19%	82 18%	118 22%	147 26%	118 26%	134 28%	63 24%	260 30%

## ITV News Index Survey

### ONLINE Fieldwork: 7th-9th November 2014

Absolutes/col percents

Table 3

**Q1. Please select which of the following words or phrases apply to each party leader. Please select all that apply**

**Base: All respondents**

**Ed Miliband**

	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 of London	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2047	1771	165	86	229	198	160	154	111	210	245	303	186	1089	734	355	958	105	175	139	362	177
Weighted base	2047	1760	184	82	225	184	184	143	102	205	266	287	184	1146	901	246	901	99	152	132	347	171
Out of touch with ordinary people	702 34%	602 34%	75 41%	29 36%	60 27%	68 37%	73 40%	61 43%	26 25%	71 34%	76 28%	102 36%	62 34%	341 30%	266 30%	75 30%	361 40%	29 30%	49 32%	47 35%	183 53%	53 31%
Weird	687 34%	616 35%	46 25%	24 29%	65 29%	63 34%	72 39%	52 36%	25 24%	69 34%	104 39%	106 37%	62 34%	368 32%	282 31%	87 35%	319 35%	22 22%	41 27%	50 38%	159 46%	47 28%
Intelligent	452 22%	389 22%	34 18%	23 28%	60 27%	33 18%	54 30%	31 21%	30 29%	37 18%	54 20%	53 19%	43 23%	224 20%	173 19%	51 21%	229 25%	22 22%	36 24%	30 23%	88 25%	53 31%
Trustworthy	293 14%	248 14%	22 12%	16 19%	35 16%	28 15%	37 20%	19 13%	22 22%	21 11%	37 14%	27 9%	27 15%	142 12%	114 13%	29 12%	151 17%	16 16%	27 17%	23 17%	46 13%	39 23%
Has the right policies for Britain's future	291 14%	249 14%	22 12%	17 21%	41 18%	16 9%	39 21%	17 12%	20 19%	26 13%	36 14%	27 9%	31 17%	144 13%	112 12%	32 13%	147 16%	19 19%	32 21%	19 14%	35 10%	42 25%
Competent	286 14%	244 14%	24 13%	12 15%	35 15%	23 13%	43 23%	14 10%	18 18%	26 12%	38 14%	30 10%	22 12%	161 14%	131 15%	31 12%	124 14%	12 12%	31 20%	20 15%	31 9%	31 18%
Can get things done	242 12%	208 12%	16 9%	10 12%	33 14%	13 7%	41 22%	15 11%	18 18%	18 9%	28 10%	27 10%	23 12%	127 11%	107 12%	20 8%	115 13%	14 14%	23 15%	14 11%	29 8%	36 21%
Comes across as someone like me	222 11%	185 10%	19 10%	10 12%	28 13%	16 9%	33 18%	14 10%	19 19%	24 12%	21 8%	18 6%	20 11%	113 10%	92 10%	21 9%	109 12%	14 14%	24 16%	19 14%	22 6%	32 18%
Stands up for Britain's interests in the European Union (EU)	201 10%	176 10%	12 6%	10 12%	26 11%	16 9%	35 19%	13 9%	13 13%	21 10%	19 7%	16 5%	21 11%	109 10%	90 10%	19 8%	92 10%	11 11%	22 14%	13 10%	20 6%	26 15%
Is statesmanlike	133 7%	100 6%	14 8%	7 9%	20 9%	7 4%	15 8%	9 6%	20 19%	7 4%	12 5%	12 4%	11 6%	74 6%	62 7%	12 5%	60 7%	8 8%	14 9%	10 8%	15 4%	13 7%
None of the above	517 25%	442 25%	46 25%	21 26%	61 27%	47 25%	34 19%	32 22%	29 28%	51 25%	64 24%	83 29%	49 26%	323 28%	260 29%	63 26%	194 22%	34 35%	35 23%	30 23%	58 17%	36 21%

## ITV News Index Survey

### ONLINE Fieldwork: 7th-9th November 2014

Absolutes/col percents

Table 4

**Q1. Please select which of the following words or phrases apply to each party leader. Please select all that apply**

**Base: All respondents**

**Nick Clegg**

	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	2047	956	1091	264	262	370	374	320	457	522	614	396	515	251	838
Weighted base	2047	1003	1044	243	345	345	365	304	446	547	568	446	486	270	877
Out of touch with ordinary people	753 37%	400 40%	352 34%	59 24%	111 32%	95 28%	150 41%	138 46%	199 45%	195 36%	198 35%	166 37%	193 40%	95 35%	283 32%
Intelligent	442 22%	226 23%	216 21%	28 11%	46 13%	71 21%	81 22%	81 27%	136 31%	140 26%	126 22%	82 18%	94 19%	54 20%	160 18%
Weird	297 15%	161 16%	136 13%	39 16%	63 18%	54 16%	44 12%	42 14%	55 12%	66 12%	87 15%	62 14%	83 17%	47 18%	122 14%
Competent	223 11%	120 12%	102 10%	25 10%	27 8%	40 12%	37 10%	34 11%	60 13%	76 14%	58 10%	39 9%	50 10%	27 10%	80 9%
Trustworthy	193 9%	88 9%	104 10%	17 7%	23 7%	39 11%	35 9%	35 12%	44 10%	58 11%	53 9%	34 8%	47 10%	23 8%	77 9%
Comes across as someone like me	186 9%	82 8%	104 10%	23 9%	28 8%	35 10%	27 7%	26 9%	47 11%	53 10%	42 7%	43 10%	47 10%	17 6%	84 10%
Has the right policies for Britain's future	154 8%	74 7%	81 8%	21 9%	28 8%	30 9%	20 5%	26 9%	29 7%	47 9%	43 8%	35 8%	29 6%	21 8%	62 7%
Is statesmanlike	146 7%	90 9%	56 5%	16 6%	19 5%	21 6%	18 5%	35 12%	38 9%	47 9%	36 6%	26 6%	38 8%	20 7%	59 7%
Can get things done	140 7%	73 7%	67 6%	14 6%	18 5%	37 11%	15 4%	28 9%	28 6%	51 9%	41 7%	18 4%	29 6%	17 6%	56 6%
Stands up for Britain's interests in the European Union (EU)	131 6%	69 7%	62 6%	6 3%	21 6%	21 6%	23 6%	25 8%	35 8%	41 8%	32 6%	29 7%	28 6%	14 5%	54 6%
None of the above	607 30%	264 26%	344 33%	100 41%	112 32%	119 34%	107 29%	69 23%	101 23%	147 27%	173 30%	133 30%	154 32%	81 30%	279 32%

## ITV News Index Survey

### ONLINE Fieldwork: 7th-9th November 2014

Absolutes/col percents

Table 4

**Q1. Please select which of the following words or phrases apply to each party leader. Please select all that apply**

**Base: All respondents**

**Nick Clegg**

	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 seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2047	1771	165	86	229	198	160	154	111	210	245	303	186	1089	734	355	958	105	175	139	362	177
Weighted base	2047	1760	184	82	225	184	184	143	102	205	266	287	184	1146	901	246	901	99	152	132	347	171
Out of touch with ordinary people	753 37%	643 37%	78 42%	34 42%	89 39%	60 33%	76 41%	59 41%	32 31%	82 40%	84 32%	100 35%	60 33%	378 33%	298 33%	80 33%	375 42%	33 34%	64 42%	53 40%	155 45%	70 41%
Intelligent	442 22%	379 22%	42 23%	15 18%	58 26%	52 28%	36 20%	31 21%	21 21%	45 22%	45 17%	56 19%	42 23%	214 19%	165 18%	49 20%	228 25%	17 17%	26 17%	42 31%	108 31%	36 21%
Weird	297 15%	266 15%	18 10%	18 22%	31 14%	25 14%	44 24%	23 16%	13 13%	29 14%	42 16%	37 13%	17 9%	170 15%	137 15%	32 13%	128 14%	17 17%	24 16%	19 15%	43 13%	24 14%
Competent	223 11%	190 11%	21 11%	7 9%	21 9%	20 11%	27 15%	17 12%	12 12%	17 8%	24 9%	36 12%	21 11%	107 9%	85 9%	21 9%	116 13%	10 10%	20 13%	16 12%	49 14%	21 12%
Trustworthy	193 9%	167 9%	13 7%	5 6%	20 9%	31 17%	19 10%	12 9%	13 13%	21 10%	15 6%	28 10%	15 8%	99 9%	76 8%	24 10%	93 10%	7 7%	16 10%	12 9%	38 11%	21 12%
Comes across as someone like me	186 9%	164 9%	10 5%	6 7%	23 10%	21 12%	19 11%	11 8%	12 12%	25 12%	18 7%	24 8%	16 9%	101 9%	77 9%	24 10%	85 9%	2 2%	16 11%	19 14%	32 9%	15 9%
Has the right policies for Britain's future	154 8%	137 8%	9 5%	3 4%	19 9%	11 6%	13 7%	16 11%	8 8%	18 9%	22 8%	21 7%	14 7%	83 7%	61 7%	21 9%	72 8%	3 3%	19 12%	13 10%	22 6%	14 8%
Is statesmanlike	146 7%	125 7%	14 8%	6 7%	14 6%	18 10%	9 5%	11 7%	6 6%	13 6%	15 6%	26 9%	15 8%	79 7%	60 7%	19 8%	67 7%	7 7%	7 5%	13 10%	31 9%	9 5%
Can get things done	140 7%	123 7%	9 5%	8 10%	13 6%	10 6%	10 6%	9 6%	8 8%	14 7%	10 4%	34 12%	13 7%	72 6%	55 6%	17 7%	67 7%	6 6%	11 7%	10 8%	23 7%	17 10%
Stands up for Britain's interests in the European Union (EU)	131 6%	120 7%	5 3%	4 5%	25 11%	9 5%	14 8%	9 6%	6 5%	14 7%	11 4%	21 7%	13 7%	68 6%	52 6%	17 7%	63 7%	3 3%	8 5%	10 8%	29 8%	12 7%
None of the above	607 30%	517 29%	57 31%	24 30%	64 28%	46 25%	53 29%	44 31%	34 33%	52 26%	84 32%	85 30%	64 35%	359 31%	287 32%	72 29%	248 28%	38 38%	47 31%	36 27%	77 22%	51 30%



## ITV News Index Survey

### ONLINE Fieldwork: 7th-9th November 2014

Absolutes/col percents

Table 5

**Q1. Please select which of the following words or phrases apply to each party leader. Please select all that apply**

**Base: All respondents**

**Nigel Farage**

	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	2047	956	1091	264	262	370	374	320	457	522	614	396	515	251	838
Weighted base	2047	1003	1044	243	345	345	365	304	446	547	568	446	486	270	877
Weird	641 31%	281 28%	360 35%	60 25%	133 39%	109 32%	108 30%	100 33%	130 29%	173 32%	189 33%	131 29%	149 31%	106 39%	247 28%
Stands up for Britain's interests in the European Union (EU)	594 29%	348 35%	246 24%	38 16%	64 18%	90 26%	127 35%	109 36%	166 37%	135 25%	146 26%	144 32%	169 35%	63 23%	253 29%
Intelligent	469 23%	282 28%	187 18%	32 13%	45 13%	63 18%	102 28%	83 27%	144 32%	124 23%	126 22%	105 24%	113 23%	51 19%	183 21%
Out of touch with ordinary people	394 19%	197 20%	197 19%	70 29%	96 28%	46 13%	65 18%	56 18%	60 14%	97 18%	122 21%	91 20%	85 17%	52 19%	154 18%
Has the right policies for Britain's future	382 19%	228 23%	154 15%	23 9%	38 11%	49 14%	94 26%	77 25%	101 23%	84 15%	89 16%	105 24%	103 21%	32 12%	164 19%
Comes across as someone like me	380 19%	238 24%	143 14%	13 5%	39 11%	50 14%	82 22%	79 26%	118 27%	92 17%	99 17%	103 23%	87 18%	42 15%	163 19%
Competent	327 16%	203 20%	124 12%	25 10%	42 12%	39 11%	69 19%	55 18%	96 22%	81 15%	79 14%	87 19%	79 16%	43 16%	142 16%
Can get things done	314 15%	199 20%	115 11%	22 9%	35 10%	58 17%	67 18%	61 20%	72 16%	79 14%	82 14%	74 17%	79 16%	33 12%	150 17%
Trustworthy	267 13%	170 17%	96 9%	8 3%	44 13%	31 9%	67 18%	48 16%	69 15%	63 12%	55 10%	72 16%	77 16%	28 10%	126 14%
Is statesmanlike	168 8%	110 11%	58 6%	19 8%	24 7%	28 8%	37 10%	18 6%	44 10%	45 8%	45 8%	33 7%	45 9%	13 5%	81 9%
None of the above	477 23%	196 20%	281 27%	88 36%	84 24%	105 30%	68 19%	47 16%	84 19%	126 23%	137 24%	96 21%	118 24%	65 24%	222 25%

## ITV News Index Survey

### ONLINE Fieldwork: 7th-9th November 2014

Absolutes/col percents

Table 5

**Q1. Please select which of the following words or phrases apply to each party leader. Please select all that apply**

**Base: All respondents**

**Nigel Farage**

	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	2047	1771	165	86	229	198	160	154	111	210	245	303	186	1089	734	355	958	105	175	139	362	177
Weighted base	2047	1760	184	82	225	184	184	143	102	205	266	287	184	1146	901	246	901	99	152	132	347	171
Weird	641 31%	535 30%	67 37%	27 33%	82 36%	50 27%	54 29%	39 27%	38 37%	67 33%	76 29%	88 31%	52 28%	353 31%	269 30%	84 34%	288 32%	27 27%	56 37%	39 30%	107 31%	60 35%
Stands up for Britain's interests in the European Union (EU)	594 29%	540 31%	34 19%	33 40%	58 26%	58 31%	67 36%	50 35%	20 19%	69 34%	67 25%	85 30%	55 30%	316 28%	238 26%	78 32%	278 31%	18 18%	33 22%	52 39%	129 37%	47 27%
Intelligent	469 23%	415 24%	32 18%	23 28%	47 21%	41 22%	51 28%	35 24%	21 21%	50 24%	52 19%	68 24%	50 27%	234 20%	191 21%	43 18%	235 26%	16 17%	23 15%	38 29%	116 33%	41 24%
Out of touch with ordinary people	394 19%	315 18%	59 32%	20 25%	36 16%	31 17%	47 25%	19 13%	20 19%	31 15%	42 16%	56 19%	33 18%	206 18%	164 18%	41 17%	188 21%	22 22%	55 37%	14 11%	49 14%	47 28%
Has the right policies for Britain's future	382 19%	355 20%	13 7%	23 28%	27 12%	43 23%	43 23%	32 22%	14 14%	49 24%	45 17%	58 20%	34 19%	196 17%	153 17%	43 17%	186 21%	11 11%	21 14%	30 23%	84 24%	39 23%
Comes across as someone like me	380 19%	350 20%	19 10%	22 27%	31 14%	41 22%	44 24%	31 21%	11 11%	49 24%	42 16%	54 19%	37 20%	205 18%	163 18%	41 17%	175 19%	6 6%	13 8%	34 26%	97 28%	25 15%
Competent	327 16%	296 17%	13 7%	17 20%	23 10%	35 19%	40 22%	24 16%	18 17%	33 16%	44 17%	53 19%	28 15%	185 16%	147 16%	38 16%	142 16%	7 7%	14 9%	24 18%	74 21%	22 13%
Can get things done	314 15%	293 17%	12 6%	15 18%	24 11%	36 20%	34 18%	30 21%	9 9%	32 16%	38 14%	54 19%	31 17%	183 16%	143 16%	40 16%	131 15%	13 13%	19 12%	21 16%	54 16%	24 14%
Trustworthy	267 13%	246 14%	11 6%	18 22%	23 10%	27 15%	34 18%	18 12%	9 9%	29 14%	32 12%	39 14%	27 14%	154 13%	123 14%	31 13%	113 13%	7 7%	11 8%	21 16%	50 14%	23 14%
Is statesmanlike	168 8%	156 9%	5 3%	15 19%	18 8%	16 9%	24 13%	11 8%	7 7%	14 7%	19 7%	23 8%	15 8%	94 8%	74 8%	20 8%	74 8%	4 4%	11 7%	10 8%	38 11%	11 6%
None of the above	477 23%	409 23%	38 21%	12 15%	62 27%	32 18%	36 19%	36 25%	30 29%	42 20%	74 28%	72 25%	44 24%	286 25%	227 25%	59 24%	191 21%	36 37%	36 23%	25 19%	59 17%	35 20%

**ITV News Index Survey**  
**ONLINE Fieldwork: 7th-9th November 2014**

Absolutes/col percents

Table 6

**Q2. Do you, or would you, trust each of the following politicians to see the country through the current economic situation?**

**Base: All respondents**

**Summary table**

	Chancellor of the Exchequer George Osborne	Prime Minister David Cameron	Deputy Prime Minister Nick Clegg	Leader of the Opposition Ed Miliband	Shadow Chancellor Ed Balls	UKIP Leader, Nigel Farage	Secretary of State for Business Vince Cable	The Mayor of London Boris Johnson
Unweighted base	2047	2047	2047	2047	2047	2047	2047	2047
Weighted base	2047	2047	2047	2047	2047	2047	2047	2047
Yes	544 27%	723 35%	250 12%	354 17%	274 13%	370 18%	344 17%	480 23%
No	1033 50%	953 47%	1385 68%	1283 63%	1317 64%	1194 58%	1139 56%	1081 53%
Don't know	470 23%	371 18%	412 20%	411 20%	456 22%	483 24%	563 28%	486 24%

**ITV News Index Survey**  
**ONLINE Fieldwork: 7th-9th November 2014**

Absolutes/col percents

Table 7

**Q2. Do you, or would you, trust each of the following politicians to see the country through the current economic situation?**

**Base: All respondents**

**Chancellor of the Exchequer George Osborne**

	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	2047	956	1091	264	262	370	374	320	457	522	614	396	515	251	838
Weighted base	2047	1003	1044	243	345	345	365	304	446	547	568	446	486	270	877
Yes	544 27%	323 32%	221 21%	36 15%	57 17%	65 19%	85 23%	91 30%	209 47%	186 34%	159 28%	101 23%	97 20%	62 23%	205 23%
No	1033 50%	500 50%	533 51%	113 47%	190 55%	185 54%	208 57%	170 56%	166 37%	246 45%	277 49%	233 52%	278 57%	140 52%	447 51%
Don't know	470 23%	181 18%	289 28%	94 39%	97 28%	94 27%	71 20%	43 14%	70 16%	116 21%	131 23%	112 25%	111 23%	68 25%	224 26%

## ITV News Index Survey

### ONLINE Fieldwork: 7th-9th November 2014

Absolutes/col percents

Table 7

**Q2. Do you, or would you, trust each of the following politicians to see the country through the current economic situation?**

**Base: All respondents**

**Chancellor of the Exchequer George Osborne**

	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 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	2047	1771	165	86	229	198	160	154	111	210	245	303	186	1089	734	355	958	105	175	139	362	177
Weighted base	2047	1760	184	82	225	184	184	143	102	205	266	287	184	1146	901	246	901	99	152	132	347	171
Yes	544 27%	484 28%	42 23%	17 21%	51 23%	56 31%	46 25%	51 36%	18 17%	52 25%	78 29%	91 32%	42 23%	267 23%	210 23%	57 23%	277 31%	10 10%	21 14%	45 34%	169 49%	32 19%
No	1033 50%	863 49%	114 62%	54 66%	122 54%	93 51%	89 48%	68 47%	57 56%	110 54%	124 46%	121 42%	82 45%	587 51%	471 52%	116 47%	446 50%	60 61%	94 62%	64 49%	129 37%	99 58%
Don't know	470 23%	414 24%	28 15%	11 14%	52 23%	34 19%	49 27%	24 17%	28 27%	43 21%	65 24%	74 26%	60 32%	292 26%	220 24%	72 29%	178 20%	29 29%	37 24%	23 17%	49 14%	40 23%

**ITV News Index Survey**  
**ONLINE Fieldwork: 7th-9th November 2014**

Absolutes/col percents

Table 8

**Q2. Do you, or would you, trust each of the following politicians to see the country through the current economic situation?**

**Base: All respondents**

**Prime Minister David Cameron**

	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	2047	956	1091	264	262	370	374	320	457	522	614	396	515	251	838
Weighted base	2047	1003	1044	243	345	345	365	304	446	547	568	446	486	270	877
Yes	723 35%	390 39%	333 32%	58 24%	96 28%	100 29%	122 33%	120 39%	227 51%	248 45%	207 36%	145 33%	123 25%	87 32%	300 34%
No	953 47%	464 46%	489 47%	103 43%	174 50%	167 48%	191 52%	149 49%	168 38%	210 38%	247 44%	218 49%	277 57%	126 47%	403 46%
Don't know	371 18%	149 15%	222 21%	82 34%	74 22%	78 23%	52 14%	35 11%	50 11%	88 16%	113 20%	82 18%	87 18%	56 21%	174 20%

## ITV News Index Survey

### ONLINE Fieldwork: 7th-9th November 2014

Absolutes/col percents

Table 8

**Q2. Do you, or would you, trust each of the following politicians to see the country through the current economic situation?**

**Base: All respondents**

**Prime Minister David Cameron**

	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
Unweighted base	2047	1771	165	86	229	198	160	154	111	210	245	303	186	1089	734	355	958	105	175	139	362	177
Weighted base	2047	1760	184	82	225	184	184	143	102	205	266	287	184	1146	901	246	901	99	152	132	347	171
Yes	723 35%	643 37%	46 25%	26 32%	74 33%	67 37%	70 38%	63 44%	34 33%	62 30%	93 35%	129 45%	59 32%	388 34%	299 33%	89 36%	335 37%	21 21%	35 23%	50 38%	184 53%	45 26%
No	953 47%	789 45%	112 61%	46 56%	106 47%	86 47%	81 44%	62 43%	53 51%	109 53%	116 43%	105 37%	78 43%	529 46%	419 46%	110 45%	424 47%	51 51%	84 55%	66 50%	127 37%	96 56%
Don't know	371 18%	328 19%	27 14%	10 12%	45 20%	31 17%	33 18%	19 13%	16 16%	34 16%	58 22%	52 18%	47 26%	230 20%	183 20%	46 19%	141 16%	27 27%	32 21%	16 12%	36 10%	30 17%

**ITV News Index Survey**  
**ONLINE Fieldwork: 7th-9th November 2014**

Absolutes/col percents

Table 9

**Q2. Do you, or would you, trust each of the following politicians to see the country through the current economic situation?**

**Base: All respondents**

**Deputy Prime Minister Nick Clegg**

	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	2047	956	1091	264	262	370	374	320	457	522	614	396	515	251	838
Weighted base	2047	1003	1044	243	345	345	365	304	446	547	568	446	486	270	877
Yes	250 12%	127 13%	123 12%	28 12%	47 14%	49 14%	36 10%	35 11%	55 12%	93 17%	60 11%	52 12%	45 9%	28 10%	110 13%
No	1385 68%	703 70%	681 65%	136 56%	206 60%	215 62%	265 73%	229 75%	334 75%	359 66%	378 67%	301 68%	346 71%	181 67%	564 64%
Don't know	412 20%	173 17%	239 23%	79 32%	92 27%	81 24%	63 17%	41 13%	57 13%	95 17%	130 23%	93 21%	95 20%	61 23%	203 23%



## ITV News Index Survey

### ONLINE Fieldwork: 7th-9th November 2014

Absolutes/col percents

Table 9

**Q2. Do you, or would you, trust each of the following politicians to see the country through the current economic situation?**

**Base: All respondents**

**Deputy Prime Minister Nick Clegg**

	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 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	2047	1771	165	86	229	198	160	154	111	210	245	303	186	1089	734	355	958	105	175	139	362	177
Weighted base	2047	1760	184	82	225	184	184	143	102	205	266	287	184	1146	901	246	901	99	152	132	347	171
Yes	250 12%	224 13%	19 10%	10 13%	29 13%	25 14%	22 12%	22 15%	7 7%	21 10%	29 11%	47 16%	19 10%	138 12%	104 11%	34 14%	112 12%	8 8%	19 13%	17 13%	46 13%	22 13%
No	1385 68%	1188 67%	127 69%	64 79%	150 67%	132 72%	126 68%	99 69%	69 68%	150 73%	171 64%	178 62%	118 64%	744 65%	584 65%	160 65%	640 71%	68 69%	98 65%	97 74%	259 75%	117 69%
Don't know	412 20%	348 20%	38 21%	7 8%	47 21%	27 15%	36 20%	23 16%	26 25%	34 17%	66 25%	61 21%	48 26%	264 23%	213 24%	51 21%	148 16%	23 24%	34 22%	17 13%	42 12%	32 18%

**ITV News Index Survey**  
**ONLINE Fieldwork: 7th-9th November 2014**

Absolutes/col percents

Table 10

**Q2. Do you, or would you, trust each of the following politicians to see the country through the current economic situation?**

**Base: All respondents**

**Leader of the Opposition Ed Miliband**

	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	2047	956	1091	264	262	370	374	320	457	522	614	396	515	251	838
Weighted base	2047	1003	1044	243	345	345	365	304	446	547	568	446	486	270	877
Yes	354 17%	181 18%	173 17%	45 18%	73 21%	69 20%	65 18%	51 17%	51 11%	89 16%	80 14%	95 21%	90 18%	59 22%	141 16%
No	1283 63%	660 66%	623 60%	116 48%	173 50%	189 55%	241 66%	214 70%	349 78%	365 67%	367 65%	255 57%	295 61%	148 55%	528 60%
Don't know	411 20%	163 16%	248 24%	82 34%	99 29%	87 25%	58 16%	39 13%	45 10%	93 17%	120 21%	97 22%	101 21%	62 23%	207 24%

## ITV News Index Survey

### ONLINE Fieldwork: 7th-9th November 2014

Absolutes/col percents

Table 10

**Q2. Do you, or would you, trust each of the following politicians to see the country through the current economic situation?**

**Base: All respondents**

**Leader of the Opposition Ed Miliband**

	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 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	2047	1771	165	86	229	198	160	154	111	210	245	303	186	1089	734	355	958	105	175	139	362	177
Weighted base	2047	1760	184	82	225	184	184	143	102	205	266	287	184	1146	901	246	901	99	152	132	347	171
Yes	354 17%	311 18%	21 11%	21 25%	44 20%	30 16%	46 25%	21 14%	22 22%	34 16%	45 17%	38 13%	33 18%	201 17%	158 18%	42 17%	153 17%	22 22%	29 19%	23 18%	34 10%	45 26%
No	1283 63%	1091 62%	132 72%	50 61%	128 57%	124 67%	111 60%	101 71%	59 58%	133 65%	152 57%	188 66%	103 56%	676 59%	521 58%	155 63%	607 67%	47 48%	91 60%	92 69%	283 82%	94 55%
Don't know	411 20%	358 20%	31 17%	11 13%	53 23%	30 16%	28 15%	22 15%	21 20%	38 18%	69 26%	60 21%	48 26%	270 24%	221 25%	49 20%	141 16%	30 30%	31 21%	17 13%	30 9%	33 19%

**ITV News Index Survey**  
**ONLINE Fieldwork: 7th-9th November 2014**

Absolutes/col percents

Table 11

**Q2. Do you, or would you, trust each of the following politicians to see the country through the current economic situation?**

**Base: All respondents**

**Shadow Chancellor Ed Balls**

	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	2047	956	1091	264	262	370	374	320	457	522	614	396	515	251	838
Weighted base	2047	1003	1044	243	345	345	365	304	446	547	568	446	486	270	877
Yes	274 13%	139 14%	135 13%	25 10%	55 16%	49 14%	50 14%	46 15%	49 11%	77 14%	68 12%	64 14%	65 13%	50 19%	98 11%
No	1317 64%	688 69%	629 60%	129 53%	189 55%	192 56%	238 65%	221 73%	349 78%	369 67%	368 65%	275 62%	307 63%	156 58%	543 62%
Don't know	456 22%	176 18%	280 27%	89 37%	100 29%	104 30%	77 21%	37 12%	48 11%	102 19%	132 23%	107 24%	115 24%	64 24%	235 27%

## ITV News Index Survey

### ONLINE Fieldwork: 7th-9th November 2014

Absolutes/col percents

Table 11

**Q2. Do you, or would you, trust each of the following politicians to see the country through the current economic situation?**

**Base: All respondents**

**Shadow Chancellor Ed Balls**

	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 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	2047	1771	165	86	229	198	160	154	111	210	245	303	186	1089	734	355	958	105	175	139	362	177
Weighted base	2047	1760	184	82	225	184	184	143	102	205	266	287	184	1146	901	246	901	99	152	132	347	171
Yes	274 13%	238 14%	21 11%	15 18%	37 17%	19 11%	31 17%	16 11%	15 15%	25 12%	37 14%	30 11%	28 15%	148 13%	118 13%	30 12%	126 14%	15 15%	21 14%	22 16%	35 10%	34 20%
No	1317 64%	1129 64%	132 72%	57 70%	131 58%	130 71%	109 59%	104 73%	56 55%	142 69%	160 60%	194 68%	101 55%	699 61%	544 60%	155 63%	618 69%	56 57%	90 59%	89 67%	283 82%	100 59%
Don't know	456 22%	393 22%	32 17%	10 12%	57 25%	35 19%	44 24%	23 16%	31 30%	38 19%	69 26%	62 22%	55 30%	299 26%	239 27%	60 25%	157 17%	28 29%	41 27%	22 17%	29 8%	37 22%

**ITV News Index Survey**  
**ONLINE Fieldwork: 7th-9th November 2014**

Absolutes/col percents

Table 12

**Q2. Do you, or would you, trust each of the following politicians to see the country through the current economic situation?**

**Base: All respondents**

**UKIP Leader, Nigel Farage**

	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	2047	956	1091	264	262	370	374	320	457	522	614	396	515	251	838
Weighted base	2047	1003	1044	243	345	345	365	304	446	547	568	446	486	270	877
Yes	370 18%	222 22%	148 14%	26 11%	43 12%	49 14%	86 24%	71 23%	95 21%	79 14%	93 16%	100 22%	98 20%	45 17%	165 19%
No	1194 58%	576 57%	618 59%	141 58%	215 62%	195 57%	201 55%	178 59%	265 59%	333 61%	353 62%	243 55%	265 54%	162 60%	486 55%
Don't know	483 24%	205 20%	278 27%	77 31%	87 25%	100 29%	78 21%	55 18%	86 19%	135 25%	122 21%	103 23%	124 25%	63 23%	225 26%

## ITV News Index Survey

### ONLINE Fieldwork: 7th-9th November 2014

Absolutes/col percents

Table 12

**Q2. Do you, or would you, trust each of the following politicians to see the country through the current economic situation?**

**Base: All respondents**

**UKIP Leader, Nigel Farage**

	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 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	2047	1771	165	86	229	198	160	154	111	210	245	303	186	1089	734	355	958	105	175	139	362	177
Weighted base	2047	1760	184	82	225	184	184	143	102	205	266	287	184	1146	901	246	901	99	152	132	347	171
Yes	370 18%	338 19%	20 11%	23 29%	32 14%	33 18%	35 19%	33 23%	12 12%	44 22%	49 18%	57 20%	32 17%	210 18%	167 18%	43 18%	160 18%	10 10%	16 11%	32 24%	76 22%	25 15%
No	1194 58%	993 56%	132 72%	46 56%	139 62%	114 62%	89 48%	82 57%	69 67%	116 57%	155 58%	152 53%	100 54%	648 57%	516 57%	132 54%	546 61%	59 59%	99 65%	72 55%	211 61%	105 61%
Don't know	483 24%	430 24%	32 17%	13 16%	54 24%	37 20%	60 32%	29 20%	21 21%	44 21%	63 24%	78 27%	52 28%	288 25%	218 24%	70 29%	195 22%	30 30%	36 24%	27 21%	60 17%	41 24%

**ITV News Index Survey**  
**ONLINE Fieldwork: 7th-9th November 2014**

Absolutes/col percents

Table 13

**Q2. Do you, or would you, trust each of the following politicians to see the country through the current economic situation?**

**Base: All respondents**

**Secretary of State for Business Vince Cable**

	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	2047	956	1091	264	262	370	374	320	457	522	614	396	515	251	838
Weighted base	2047	1003	1044	243	345	345	365	304	446	547	568	446	486	270	877
Yes	344 17%	185 18%	160 15%	28 11%	47 14%	66 19%	65 18%	59 20%	80 18%	120 22%	82 14%	65 15%	78 16%	39 14%	153 17%
No	1139 56%	598 60%	541 52%	117 48%	198 57%	173 50%	207 57%	177 58%	267 60%	283 52%	323 57%	251 56%	282 58%	153 57%	471 54%
Don't know	563 28%	220 22%	343 33%	99 41%	100 29%	105 31%	93 25%	67 22%	99 22%	144 26%	163 29%	130 29%	127 26%	77 29%	253 29%



## ITV News Index Survey

### ONLINE Fieldwork: 7th-9th November 2014

Absolutes/col percents

Table 13

**Q2. Do you, or would you, trust each of the following politicians to see the country through the current economic situation?**

**Base: All respondents**

**Secretary of State for Business Vince Cable**

	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 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	2047	1771	165	86	229	198	160	154	111	210	245	303	186	1089	734	355	958	105	175	139	362	177
Weighted base	2047	1760	184	82	225	184	184	143	102	205	266	287	184	1146	901	246	901	99	152	132	347	171
Yes	344 17%	299 17%	34 18%	15 18%	47 21%	35 19%	27 15%	22 16%	11 11%	28 14%	41 15%	49 17%	35 19%	192 17%	153 17%	39 16%	153 17%	15 16%	23 15%	22 17%	63 18%	28 17%
No	1139 56%	967 55%	115 62%	53 64%	113 50%	109 59%	105 57%	86 60%	58 56%	117 57%	145 55%	151 53%	88 48%	624 54%	496 55%	128 52%	515 57%	48 49%	85 56%	81 62%	204 59%	97 56%
Don't know	563 28%	494 28%	36 19%	14 17%	65 29%	41 22%	53 29%	34 24%	34 33%	60 29%	80 30%	86 30%	61 33%	331 29%	252 28%	78 32%	233 26%	35 36%	44 29%	28 21%	79 23%	46 27%

**ITV News Index Survey**  
**ONLINE Fieldwork: 7th-9th November 2014**

Absolutes/col percents

Table 14

**Q2. Do you, or would you, trust each of the following politicians to see the country through the current economic situation?**

**Base: All respondents**

**The Mayor of London Boris Johnson**

	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	2047	956	1091	264	262	370	374	320	457	522	614	396	515	251	838
Weighted base	2047	1003	1044	243	345	345	365	304	446	547	568	446	486	270	877
Yes	480 23%	249 25%	231 22%	40 16%	62 18%	83 24%	88 24%	84 28%	123 28%	161 29%	135 24%	101 23%	83 17%	66 24%	213 24%
No	1081 53%	549 55%	532 51%	115 47%	208 60%	175 51%	202 55%	148 49%	233 52%	266 49%	293 52%	246 55%	275 57%	145 54%	434 50%
Don't know	486 24%	205 20%	281 27%	89 36%	75 22%	87 25%	75 21%	72 24%	89 20%	120 22%	139 24%	99 22%	128 26%	59 22%	230 26%

## ITV News Index Survey

### ONLINE Fieldwork: 7th-9th November 2014

Absolutes/col percents

Table 14

**Q2. Do you, or would you, trust each of the following politicians to see the country through the current economic situation?**

**Base: All respondents**

**The Mayor of London Boris Johnson**

	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	2047	1771	165	86	229	198	160	154	111	210	245	303	186	1089	734	355	958	105	175	139	362	177
Weighted base	2047	1760	184	82	225	184	184	143	102	205	266	287	184	1146	901	246	901	99	152	132	347	171
Yes	480 23%	437 25%	18 10%	16 19%	50 22%	43 23%	47 25%	38 27%	25 24%	48 23%	74 28%	82 28%	41 22%	278 24%	217 24%	61 25%	202 22%	15 15%	25 16%	25 19%	107 31%	30 18%
No	1081 53%	907 52%	124 67%	54 66%	122 54%	112 61%	80 44%	80 55%	50 49%	107 52%	132 49%	138 48%	83 45%	579 51%	455 50%	125 51%	502 56%	56 57%	88 58%	73 55%	184 53%	101 59%
Don't know	486 24%	416 24%	42 23%	12 15%	53 24%	30 16%	57 31%	25 18%	27 27%	50 24%	61 23%	67 23%	60 33%	289 25%	229 25%	60 24%	197 22%	28 28%	39 26%	34 25%	56 16%	41 24%

**ITV News Index Survey**  
**ONLINE Fieldwork: 7th-9th November 2014**

Absolutes/col percents

Table 15

**Q3. For each of the following pairs of statements, please state which comes closest to your opinion.**

**Base: All respondents**

**Statement A - The Leader of the Party is important to me when deciding who to vote for**

**Statement B - The Leader of the Party is not important to me when deciding who to vote for**

	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	2047	956	1091	264	262	370	374	320	457	522	614	396	515	251	838
Weighted base	2047	1003	1044	243	345	345	365	304	446	547	568	446	486	270	877
The Leader of the Party is important to me when deciding who to vote for	1091 53%	511 51%	580 56%	109 45%	157 46%	178 52%	204 56%	177 58%	266 60%	306 56%	314 55%	230 52%	241 50%	141 52%	454 52%
The Leader of the Party is not important to me when deciding who to vote for	384 19%	222 22%	162 16%	35 14%	44 13%	57 17%	75 20%	64 21%	110 25%	96 18%	96 17%	81 18%	110 23%	36 13%	155 18%
Don't know	572 28%	269 27%	302 29%	100 41%	144 42%	110 32%	86 24%	62 21%	69 16%	145 27%	157 28%	135 30%	134 28%	93 35%	267 30%

## ITV News Index Survey

### ONLINE Fieldwork: 7th-9th November 2014

Absolutes/col percents

Table 15

**Q3. For each of the following pairs of statements, please state which comes closest to your opinion.**

**Base: All respondents**

**Statement A - The Leader of the Party is important to me when deciding who to vote for**

**Statement B - The Leader of the Party is not important to me when deciding who to vote for**

	Region												Which of the following best describes your current working status?									
	Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	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	2047	1771	165	86	229	198	160	154	111	210	245	303	186	1089	734	355	958	105	175	139	362	177
Weighted base	2047	1760	184	82	225	184	184	143	102	205	266	287	184	1146	901	246	901	99	152	132	347	171
The Leader of the Party is important to me when deciding who to vote for	1091 53%	938 53%	102 55%	48 59%	109 48%	100 55%	107 58%	74 52%	51 50%	112 55%	133 50%	173 60%	81 44%	595 52%	461 51%	134 55%	496 55%	41 42%	76 50%	83 63%	200 58%	96 56%
The Leader of the Party is not important to me when deciding who to vote for	384 19%	335 19%	36 20%	16 19%	51 23%	29 16%	29 16%	33 23%	13 12%	47 23%	48 18%	43 15%	40 22%	191 17%	150 17%	41 17%	193 21%	24 25%	31 21%	25 19%	88 25%	24 14%
Don't know	572 28%	487 28%	46 25%	18 22%	65 29%	54 30%	49 26%	36 25%	39 38%	45 22%	85 32%	71 25%	64 35%	360 31%	290 32%	70 29%	211 23%	33 34%	45 30%	24 18%	58 17%	51 30%

**ITV News Index Survey**  
**ONLINE Fieldwork: 7th-9th November 2014**

Absolutes/col percents

Table 16

**Q3. For each of the following pairs of statements, please state which comes closest to your opinion.**

**Base: All respondents**

**Statement A - Ed Miliband would make a good Prime Minister**

**Statement B - Ed Miliband would make a bad Prime Minister**

	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	2047	956	1091	264	262	370	374	320	457	522	614	396	515	251	838
Weighted base	2047	1003	1044	243	345	345	365	304	446	547	568	446	486	270	877
Ed Miliband would make a good Prime Minister	333 16%	157 16%	176 17%	41 17%	71 21%	64 19%	60 17%	49 16%	47 11%	81 15%	81 14%	81 18%	90 19%	53 20%	140 16%
Ed Miliband would make a bad Prime Minister	1025 50%	544 54%	481 46%	90 37%	110 32%	154 45%	185 51%	174 57%	312 70%	297 54%	299 53%	206 46%	223 46%	113 42%	408 47%
Don't know	689 34%	302 30%	387 37%	112 46%	163 47%	126 37%	120 33%	81 27%	86 19%	170 31%	187 33%	159 36%	173 36%	104 38%	328 37%

## ITV News Index Survey

### ONLINE Fieldwork: 7th-9th November 2014

Absolutes/col percents

Table 16

**Q3. For each of the following pairs of statements, please state which comes closest to your opinion.**

**Base: All respondents**

**Statement A - Ed Miliband would make a good Prime Minister**

**Statement B - Ed Miliband would make a bad Prime Minister**

	Region													Which of the following best describes your current working status?								
	Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	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	2047	1771	165	86	229	198	160	154	111	210	245	303	186	1089	734	355	958	105	175	139	362	177
Weighted base	2047	1760	184	82	225	184	184	143	102	205	266	287	184	1146	901	246	901	99	152	132	347	171
Ed Miliband would make a good Prime Minister	333 16%	292 17%	24 13%	19 23%	35 15%	23 12%	39 21%	21 14%	17 17%	38 18%	50 19%	35 12%	35 19%	194 17%	157 17%	36 15%	140 15%	20 21%	32 21%	20 16%	30 9%	37 22%
Ed Miliband would make a bad Prime Minister	1025 50%	887 50%	95 52%	45 55%	96 43%	96 52%	87 47%	86 60%	43 42%	103 50%	120 45%	165 58%	88 48%	521 45%	402 45%	119 49%	504 56%	39 39%	60 39%	82 62%	251 72%	73 43%
Don't know	689 34%	581 33%	66 36%	18 22%	94 42%	66 36%	58 32%	37 26%	42 41%	64 31%	96 36%	87 30%	61 33%	432 38%	342 38%	90 37%	257 29%	40 40%	60 39%	29 22%	67 19%	61 36%

**ITV News Index Survey**  
**ONLINE Fieldwork: 7th-9th November 2014**

Absolutes/col percents

Table 17

**Q3. For each of the following pairs of statements, please state which comes closest to your opinion.**

**Base: All respondents**

**Statement A - David Cameron makes a good Prime Minister**

**Statement B - David Cameron makes a bad Prime Minister**

	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	2047	956	1091	264	262	370	374	320	457	522	614	396	515	251	838
Weighted base	2047	1003	1044	243	345	345	365	304	446	547	568	446	486	270	877
David Cameron makes a good Prime Minister	737 36%	380 38%	357 34%	60 25%	93 27%	103 30%	131 36%	128 42%	221 50%	242 44%	225 40%	140 31%	130 27%	81 30%	323 37%
David Cameron makes a bad Prime Minister	718 35%	354 35%	364 35%	57 24%	132 38%	128 37%	147 40%	119 39%	135 30%	153 28%	182 32%	167 37%	217 45%	103 38%	288 33%
Don't know	592 29%	269 27%	322 31%	126 52%	120 35%	113 33%	87 24%	57 19%	89 20%	152 28%	160 28%	139 31%	140 29%	86 32%	265 30%



## ITV News Index Survey

### ONLINE Fieldwork: 7th-9th November 2014

Absolutes/col percents

Table 17

**Q3. For each of the following pairs of statements, please state which comes closest to your opinion.**

**Base: All respondents**

**Statement A - David Cameron makes a good Prime Minister**

**Statement B - David Cameron makes a bad Prime Minister**

	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	2047	1771	165	86	229	198	160	154	111	210	245	303	186	1089	734	355	958	105	175	139	362	177
Weighted base	2047	1760	184	82	225	184	184	143	102	205	266	287	184	1146	901	246	901	99	152	132	347	171
David Cameron makes a good Prime Minister	737 36%	660 37%	45 24%	25 31%	79 35%	70 38%	74 40%	61 43%	32 32%	72 35%	95 36%	121 42%	61 33%	404 35%	314 35%	90 37%	333 37%	23 23%	34 22%	52 40%	171 49%	53 31%
David Cameron makes a bad Prime Minister	718 35%	582 33%	92 50%	37 45%	77 34%	58 32%	60 33%	50 35%	45 44%	80 39%	87 33%	82 29%	51 28%	391 34%	318 35%	73 30%	327 36%	38 38%	62 41%	54 41%	104 30%	70 41%
Don't know	592 29%	518 29%	48 26%	20 24%	68 30%	56 30%	49 27%	32 23%	25 25%	52 25%	84 32%	84 29%	72 39%	351 31%	269 30%	82 34%	241 27%	38 39%	56 37%	26 20%	72 21%	48 28%

**ITV News Index Survey**  
**ONLINE Fieldwork: 7th-9th November 2014**

Absolutes/col percents

Table 18

**Q3. For each of the following pairs of statements, please state which comes closest to your opinion.**

**Base: All respondents**

**Statement A - I'd rather have David Cameron than Ed Miliband as Prime Minister**

**Statement B - I'd rather have Ed Miliband than David Cameron as Prime Minister**

	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	2047	956	1091	264	262	370	374	320	457	522	614	396	515	251	838
Weighted base	2047	1003	1044	243	345	345	365	304	446	547	568	446	486	270	877
I'd rather have David Cameron than Ed Miliband as Prime Minister	917 45%	476 47%	441 42%	77 32%	102 30%	127 37%	171 47%	152 50%	287 64%	301 55%	270 48%	179 40%	166 34%	104 39%	379 43%
I'd rather have Ed Miliband than David Cameron as Prime Minister	530 26%	254 25%	276 26%	58 24%	100 29%	94 27%	105 29%	81 27%	91 21%	108 20%	128 23%	125 28%	169 35%	78 29%	208 24%
Don't know	600 29%	273 27%	327 31%	108 44%	142 41%	123 36%	90 25%	70 23%	67 15%	138 25%	170 30%	141 32%	152 31%	87 32%	289 33%

## ITV News Index Survey

### ONLINE Fieldwork: 7th-9th November 2014

Absolutes/col percents

Table 18

**Q3. For each of the following pairs of statements, please state which comes closest to your opinion.**

**Base: All respondents**

**Statement A - I'd rather have David Cameron than Ed Miliband as Prime Minister**

**Statement B - I'd rather have Ed Miliband than David Cameron as Prime Minister**

	Region												Which of the following best describes your current working status?									
	Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	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	2047	1771	165	86	229	198	160	154	111	210	245	303	186	1089	734	355	958	105	175	139	362	177
Weighted base	2047	1760	184	82	225	184	184	143	102	205	266	287	184	1146	901	246	901	99	152	132	347	171
I'd rather have David Cameron than Ed Miliband as Prime Minister	917 45%	824 47%	55 30%	34 41%	96 43%	93 50%	84 46%	78 54%	38 37%	89 44%	114 43%	164 57%	73 40%	484 42%	370 41%	113 46%	433 48%	29 29%	46 31%	68 51%	229 66%	61 35%
I'd rather have Ed Miliband than David Cameron as Prime Minister	530 26%	449 26%	48 26%	29 36%	75 33%	39 21%	44 24%	31 21%	33 33%	59 29%	72 27%	53 19%	47 26%	286 25%	233 26%	53 22%	244 27%	33 34%	54 35%	34 25%	61 18%	62 36%
Don't know	600 29%	487 28%	82 44%	19 23%	54 24%	53 29%	56 30%	35 24%	31 31%	56 27%	81 30%	69 24%	64 35%	377 33%	297 33%	79 32%	224 25%	37 37%	52 34%	30 23%	56 16%	49 28%

**ITV News Index Survey**  
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Absolutes/col percents

Table 19

**Q3. For each of the following pairs of statements, please state which comes closest to your opinion.**

**Base: All respondents**

**Statement A - I'd rather have a Conservative government than a Labour government**

**Statement B - I'd rather have a Labour government than a Conservative government**

	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	2047	956	1091	264	262	370	374	320	457	522	614	396	515	251	838
Weighted base	2047	1003	1044	243	345	345	365	304	446	547	568	446	486	270	877
I'd rather have a Conservative government than a Labour government	800 39%	430 43%	370 35%	61 25%	84 24%	97 28%	148 40%	140 46%	271 61%	262 48%	236 42%	164 37%	138 28%	85 31%	324 37%
I'd rather have a Labour government than a Conservative government	689 34%	338 34%	351 34%	81 33%	129 37%	129 38%	129 35%	110 36%	111 25%	151 28%	182 32%	158 35%	199 41%	114 42%	271 31%
Don't know	558 27%	236 23%	322 31%	102 42%	132 38%	119 34%	88 24%	54 18%	63 14%	134 24%	149 26%	125 28%	150 31%	71 26%	282 32%

## ITV News Index Survey

### ONLINE Fieldwork: 7th-9th November 2014

Absolutes/col percents

Table 19

**Q3. For each of the following pairs of statements, please state which comes closest to your opinion.**

**Base: All respondents**

**Statement A - I'd rather have a Conservative government than a Labour government**

**Statement B - I'd rather have a Labour government than a Conservative government**

	Region												Which of the following best describes your current working status?									
	Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	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	2047	1771	165	86	229	198	160	154	111	210	245	303	186	1089	734	355	958	105	175	139	362	177
Weighted base	2047	1760	184	82	225	184	184	143	102	205	266	287	184	1146	901	246	901	99	152	132	347	171
I'd rather have a Conservative government than a Labour government	800 39%	725 41%	49 27%	28 35%	73 33%	77 42%	80 44%	68 47%	26 25%	84 41%	96 36%	153 53%	66 36%	409 36%	316 35%	93 38%	391 43%	18 19%	36 24%	64 49%	216 62%	57 33%
I'd rather have a Labour government than a Conservative government	689 34%	565 32%	75 41%	33 41%	94 42%	59 32%	61 33%	40 28%	49 48%	71 35%	94 35%	61 21%	52 28%	384 34%	305 34%	79 32%	304 34%	40 40%	71 47%	38 29%	84 24%	72 42%
Don't know	558 27%	470 27%	60 33%	20 25%	58 26%	48 26%	43 23%	36 25%	28 27%	50 24%	77 29%	73 25%	67 36%	353 31%	279 31%	74 30%	205 23%	41 41%	44 29%	30 23%	48 14%	43 25%

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Absolutes/col percents

Table 20

**Q3. For each of the following pairs of statements, please state which comes closest to your opinion.**

**Base: All respondents**

**Statement A - Ed Miliband is a weak leader**

**Statement B - Ed Miliband is a strong leader**

	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	2047	956	1091	264	262	370	374	320	457	522	614	396	515	251	838
Weighted base	2047	1003	1044	243	345	345	365	304	446	547	568	446	486	270	877
Ed Miliband is a weak leader	1078 53%	566 56%	512 49%	97 40%	138 40%	150 43%	207 57%	180 59%	307 69%	308 56%	315 55%	215 48%	240 49%	131 49%	431 49%
Ed Miliband is a strong leader	290 14%	134 13%	156 15%	27 11%	56 16%	63 18%	49 13%	45 15%	51 11%	68 12%	62 11%	79 18%	81 17%	55 20%	112 13%
Don't know	679 33%	304 30%	375 36%	119 49%	151 44%	132 38%	109 30%	80 26%	88 20%	171 31%	191 34%	153 34%	165 34%	84 31%	334 38%

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### ONLINE Fieldwork: 7th-9th November 2014

Absolutes/col percents

Table 20

**Q3. For each of the following pairs of statements, please state which comes closest to your opinion.**

**Base: All respondents**

**Statement A - Ed Miliband is a weak leader**

**Statement B - Ed Miliband is a strong leader**

	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	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	2047	1771	165	86	229	198	160	154	111	210	245	303	186	1089	734	355	958	105	175	139	362	177
Weighted base	2047	1760	184	82	225	184	184	143	102	205	266	287	184	1146	901	246	901	99	152	132	347	171
Ed Miliband is a weak leader	1078 53%	926 53%	109 59%	39 48%	107 48%	93 50%	94 51%	90 63%	44 43%	110 54%	142 53%	163 57%	87 47%	562 49%	437 48%	125 51%	516 57%	38 38%	68 45%	83 63%	249 72%	77 45%
Ed Miliband is a strong leader	290 14%	252 14%	15 8%	21 26%	33 14%	23 13%	34 18%	16 11%	23 22%	32 15%	37 14%	31 11%	26 14%	167 15%	138 15%	28 11%	123 14%	15 15%	23 15%	15 11%	36 10%	34 20%
Don't know	679 33%	583 33%	61 33%	21 26%	85 38%	68 37%	56 31%	37 26%	36 35%	63 31%	88 33%	92 32%	72 39%	418 36%	326 36%	92 37%	261 29%	46 47%	60 40%	34 26%	62 18%	60 35%

## ITV News Index Survey

### ONLINE Fieldwork: 7th-9th November 2014

Absolutes/col percents

Table 21

**Q4. Do you agree or disagree with the following statements?****Base: All respondents****Summary table**

	I don't know what Ed Miliband stands for	I don't know what David Cameron stands for	I don't know what Nick Clegg stands for	I don't know what Nigel Farage stands for	I feel sorry for Ed Miliband	I feel sorry for David Cameron	Ed Miliband gets treated unfairly by the media	David Cameron gets treated unfairly by the media
Unweighted base	2047	2047	2047	2047	2047	2047	2047	2047
Weighted base	2047	2047	2047	2047	2047	2047	2047	2047
Agree	974 48%	627 31%	1104 54%	584 29%	450 22%	264 13%	617 30%	451 22%
Disagree	750 37%	1136 56%	616 30%	1172 57%	1260 62%	1478 72%	1013 49%	1231 60%
Don't know	323 16%	284 14%	327 16%	290 14%	337 16%	305 15%	417 20%	365 18%



**ITV News Index Survey**  
**ONLINE Fieldwork: 7th-9th November 2014**

Absolutes/col percents

Table 22

**Q4. Do you agree or disagree with the following statements?****Base: All respondents****I don't know what Ed Miliband stands for**

	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	2047	956	1091	264	262	370	374	320	457	522	614	396	515	251	838
Weighted base	2047	1003	1044	243	345	345	365	304	446	547	568	446	486	270	877
Agree	974 48%	500 50%	474 45%	110 45%	136 39%	146 42%	167 46%	157 52%	259 58%	266 49%	270 48%	202 45%	236 48%	112 41%	409 47%
Disagree	750 37%	371 37%	378 36%	70 29%	142 41%	130 38%	155 42%	107 35%	145 33%	192 35%	213 37%	166 37%	180 37%	118 44%	309 35%
Don't know	323 16%	132 13%	191 18%	64 26%	67 19%	68 20%	43 12%	40 13%	42 9%	90 16%	85 15%	78 17%	71 15%	40 15%	159 18%

## ITV News Index Survey

### ONLINE Fieldwork: 7th-9th November 2014

Absolutes/col percents

Table 22

**Q4. Do you agree or disagree with the following statements?****Base: All respondents****I don't know what Ed Miliband stands for**

	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 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	2047	1771	165	86	229	198	160	154	111	210	245	303	186	1089	734	355	958	105	175	139	362	177
Weighted base	2047	1760	184	82	225	184	184	143	102	205	266	287	184	1146	901	246	901	99	152	132	347	171
Agree	974 48%	837 48%	90 49%	41 50%	96 43%	97 52%	87 47%	80 56%	47 46%	106 52%	112 42%	127 44%	91 49%	520 45%	396 44%	125 51%	454 50%	47 47%	60 40%	71 54%	208 60%	67 39%
Disagree	750 37%	631 36%	74 40%	33 40%	99 44%	62 33%	69 37%	43 30%	45 44%	68 33%	95 36%	101 35%	62 33%	427 37%	342 38%	85 35%	323 36%	34 35%	62 41%	44 34%	106 31%	76 44%
Don't know	323 16%	292 17%	21 11%	8 10%	30 13%	26 14%	29 16%	19 14%	10 10%	30 15%	59 22%	58 20%	32 17%	199 17%	163 18%	36 15%	124 14%	18 18%	29 19%	17 13%	33 9%	28 16%

**ITV News Index Survey**  
**ONLINE Fieldwork: 7th-9th November 2014**

Absolutes/col percents

Table 23

**Q4. Do you agree or disagree with the following statements?****Base: All respondents****I don't know what David Cameron stands for**

	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	2047	956	1091	264	262	370	374	320	457	522	614	396	515	251	838
Weighted base	2047	1003	1044	243	345	345	365	304	446	547	568	446	486	270	877
Agree	627 31%	300 30%	327 31%	70 29%	112 33%	101 29%	125 34%	89 29%	129 29%	140 26%	155 27%	147 33%	185 38%	70 26%	262 30%
Disagree	1136 56%	575 57%	561 54%	105 43%	175 51%	171 50%	205 56%	195 64%	285 64%	329 60%	335 59%	233 52%	239 49%	159 59%	477 54%
Don't know	284 14%	128 13%	156 15%	67 28%	57 17%	73 21%	35 10%	20 7%	32 7%	78 14%	77 14%	66 15%	62 13%	41 15%	137 16%

## ITV News Index Survey

### ONLINE Fieldwork: 7th-9th November 2014

Absolutes/col percents

Table 23

**Q4. Do you agree or disagree with the following statements?****Base: All respondents****I don't know what David Cameron stands for**

	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
Unweighted base	2047	1771	165	86	229	198	160	154	111	210	245	303	186	1089	734	355	958	105	175	139	362	177
Weighted base	2047	1760	184	82	225	184	184	143	102	205	266	287	184	1146	901	246	901	99	152	132	347	171
Agree	627 31%	543 31%	56 30%	39 47%	72 32%	57 31%	51 28%	47 33%	28 27%	67 33%	84 31%	67 23%	60 33%	332 29%	259 29%	72 29%	295 33%	41 41%	39 26%	48 37%	97 28%	70 41%
Disagree	1136 56%	969 55%	106 57%	37 45%	126 56%	104 57%	112 61%	78 54%	62 60%	115 56%	137 51%	167 58%	93 51%	637 56%	495 55%	142 58%	500 55%	42 42%	76 50%	71 53%	229 66%	82 48%
Don't know	284 14%	249 14%	23 12%	6 7%	27 12%	23 13%	22 12%	18 13%	13 12%	23 11%	46 17%	52 18%	30 17%	178 16%	146 16%	32 13%	106 12%	16 17%	37 24%	13 10%	21 6%	19 11%

**ITV News Index Survey**  
**ONLINE Fieldwork: 7th-9th November 2014**

Absolutes/col percents

Table 24

**Q4. Do you agree or disagree with the following statements?****Base: All respondents****I don't know what Nick Clegg stands for**

	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	2047	956	1091	264	262	370	374	320	457	522	614	396	515	251	838
Weighted base	2047	1003	1044	243	345	345	365	304	446	547	568	446	486	270	877
Agree	1104	550	555	116	173	159	206	180	271	277	309	233	285	154	437
	54%	55%	53%	47%	50%	46%	56%	59%	61%	51%	54%	52%	59%	57%	50%
Disagree	616	315	301	56	105	118	114	91	133	184	165	134	133	70	283
	30%	31%	29%	23%	30%	34%	31%	30%	30%	34%	29%	30%	27%	26%	32%
Don't know	327	138	188	72	67	67	46	33	42	86	93	79	68	46	156
	16%	14%	18%	29%	20%	19%	12%	11%	9%	16%	16%	18%	14%	17%	18%

## ITV News Index Survey

### ONLINE Fieldwork: 7th-9th November 2014

Absolutes/col percents

Table 24

**Q4. Do you agree or disagree with the following statements?****Base: All respondents****I don't know what Nick Clegg stands for**

	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 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	2047	1771	165	86	229	198	160	154	111	210	245	303	186	1089	734	355	958	105	175	139	362	177
Weighted base	2047	1760	184	82	225	184	184	143	102	205	266	287	184	1146	901	246	901	99	152	132	347	171
Agree	1104	950	103	52	121	96	103	82	51	121	131	144	100	591	455	136	513	61	73	82	206	90
	54%	54%	56%	63%	54%	52%	56%	57%	50%	59%	49%	50%	54%	52%	50%	56%	57%	62%	48%	62%	59%	53%
Disagree	616	521	60	22	74	61	56	39	35	58	75	84	51	353	283	70	263	22	40	37	110	54
	30%	30%	32%	27%	33%	33%	31%	27%	35%	28%	28%	29%	28%	31%	31%	29%	29%	22%	27%	28%	32%	32%
Don't know	327	289	22	8	30	27	25	22	16	26	60	59	33	202	163	39	124	15	38	13	31	27
	16%	16%	12%	9%	13%	14%	14%	16%	15%	13%	23%	21%	18%	18%	16%	14%	15%	25%	10%	9%	16%	

**ITV News Index Survey**  
**ONLINE Fieldwork: 7th-9th November 2014**

Absolutes/col percents

Table 25

**Q4. Do you agree or disagree with the following statements?****Base: All respondents****I don't know what Nigel Farage stands for**

	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	2047	956	1091	264	262	370	374	320	457	522	614	396	515	251	838
Weighted base	2047	1003	1044	243	345	345	365	304	446	547	568	446	486	270	877
Agree	584 29%	285 28%	300 29%	60 25%	110 32%	94 27%	97 27%	82 27%	140 31%	143 26%	171 30%	124 28%	147 30%	74 27%	238 27%
Disagree	1172 57%	596 59%	576 55%	120 49%	172 50%	182 53%	228 63%	200 66%	270 61%	326 60%	325 57%	242 54%	280 58%	156 58%	487 56%
Don't know	290 14%	122 12%	168 16%	63 26%	62 18%	68 20%	40 11%	22 7%	36 8%	78 14%	72 13%	80 18%	60 12%	40 15%	152 17%

## ITV News Index Survey

### ONLINE Fieldwork: 7th-9th November 2014

Absolutes/col percents

Table 25

**Q4. Do you agree or disagree with the following statements?****Base: All respondents****I don't know what Nigel Farage stands for**

	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
Unweighted base	2047	1771	165	86	229	198	160	154	111	210	245	303	186	1089	734	355	958	105	175	139	362	177
Weighted base	2047	1760	184	82	225	184	184	143	102	205	266	287	184	1146	901	246	901	99	152	132	347	171
Agree	584 29%	484 27%	67 36%	33 40%	50 22%	52 28%	49 27%	40 28%	33 32%	51 25%	82 31%	83 29%	44 24%	311 27%	252 28%	59 24%	273 30%	35 35%	38 25%	36 27%	113 33%	51 30%
Disagree	1172 57%	1015 58%	95 52%	45 55%	141 63%	110 60%	113 62%	83 58%	62 61%	129 63%	131 49%	153 53%	108 59%	643 56%	493 55%	150 61%	530 59%	51 51%	81 54%	82 62%	210 61%	106 62%
Don't know	290 14%	262 15%	22 12%	4 5%	34 15%	23 12%	22 12%	19 14%	7 7%	25 12%	53 20%	50 18%	32 17%	193 17%	156 17%	36 15%	98 11%	13 14%	33 22%	14 10%	24 7%	14 8%



**ITV News Index Survey**  
**ONLINE Fieldwork: 7th-9th November 2014**

Absolutes/col percents

Table 26

**Q4. Do you agree or disagree with the following statements?****Base: All respondents****I feel sorry for Ed Miliband**

	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	2047	956	1091	264	262	370	374	320	457	522	614	396	515	251	838
Weighted base	2047	1003	1044	243	345	345	365	304	446	547	568	446	486	270	877
Agree	450 22%	222 22%	228 22%	62 25%	78 23%	79 23%	70 19%	59 19%	102 23%	122 22%	120 21%	97 22%	111 23%	66 25%	178 20%
Disagree	1260 62%	636 63%	624 60%	113 47%	181 53%	190 55%	254 70%	212 70%	309 69%	330 60%	366 64%	266 60%	298 61%	159 59%	533 61%
Don't know	337 16%	145 14%	192 18%	68 28%	85 25%	75 22%	41 11%	33 11%	34 8%	95 17%	82 14%	83 19%	78 16%	45 17%	165 19%

## ITV News Index Survey

### ONLINE Fieldwork: 7th-9th November 2014

Absolutes/col percents

Table 26

**Q4. Do you agree or disagree with the following statements?****Base: All respondents****I feel sorry for Ed Miliband**

	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	2047	1771	165	86	229	198	160	154	111	210	245	303	186	1089	734	355	958	105	175	139	362	177
Weighted base	2047	1760	184	82	225	184	184	143	102	205	266	287	184	1146	901	246	901	99	152	132	347	171
Agree	450 22%	382 22%	42 23%	17 21%	53 23%	31 17%	28 15%	32 22%	25 25%	51 25%	73 27%	53 18%	45 24%	244 21%	190 21%	55 22%	205 23%	17 17%	43 29%	31 24%	71 21%	42 25%
Disagree	1260 62%	1076 61%	125 68%	59 71%	132 59%	133 72%	116 63%	92 64%	59 58%	128 63%	135 51%	180 63%	102 55%	692 60%	545 60%	147 60%	568 63%	58 59%	74 49%	89 68%	245 71%	101 59%
Don't know	337 16%	302 17%	17 9%	7 8%	40 18%	21 11%	40 22%	19 14%	17 17%	25 12%	59 22%	54 19%	38 20%	210 18%	166 18%	44 18%	127 14%	23 24%	34 22%	11 9%	30 9%	28 17%

**ITV News Index Survey**  
**ONLINE Fieldwork: 7th-9th November 2014**

Absolutes/col percents

Table 27

**Q4. Do you agree or disagree with the following statements?****Base: All respondents****I feel sorry for David Cameron**

	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	2047	956	1091	264	262	370	374	320	457	522	614	396	515	251	838
Weighted base	2047	1003	1044	243	345	345	365	304	446	547	568	446	486	270	877
Agree	264 13%	133 13%	131 13%	32 13%	54 16%	43 13%	29 8%	36 12%	70 16%	93 17%	71 13%	56 13%	44 9%	27 10%	129 15%
Disagree	1478 72%	727 72%	751 72%	151 62%	230 67%	226 66%	296 81%	238 78%	337 76%	359 66%	417 73%	328 74%	374 77%	199 74%	601 69%
Don't know	305 15%	144 14%	162 16%	61 25%	61 18%	75 22%	41 11%	29 10%	39 9%	95 17%	80 14%	62 14%	68 14%	43 16%	147 17%

## ITV News Index Survey

### ONLINE Fieldwork: 7th-9th November 2014

Absolutes/col percents

Table 27

**Q4. Do you agree or disagree with the following statements?****Base: All respondents****I feel sorry for David Cameron**

	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 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	2047	1771	165	86	229	198	160	154	111	210	245	303	186	1089	734	355	958	105	175	139	362	177
Weighted base	2047	1760	184	82	225	184	184	143	102	205	266	287	184	1146	901	246	901	99	152	132	347	171
Agree	264 13%	238 13%	12 7%	11 14%	22 10%	25 14%	31 17%	17 12%	14 14%	25 12%	38 14%	35 12%	32 18%	157 14%	127 14%	30 12%	107 12%	9 9%	10 7%	13 10%	56 16%	19 11%
Disagree	1478 72%	1247 71%	152 82%	64 79%	168 75%	136 74%	125 68%	105 73%	79 77%	155 76%	176 66%	193 67%	124 68%	800 70%	621 69%	179 73%	678 75%	71 71%	117 77%	109 83%	256 74%	126 73%
Don't know	305 15%	276 16%	20 11%	6 8%	35 16%	22 12%	28 15%	21 14%	9 9%	25 12%	52 20%	59 21%	28 15%	190 17%	153 17%	37 15%	115 13%	19 20%	25 16%	9 7%	35 10%	27 16%

**ITV News Index Survey**  
**ONLINE Fieldwork: 7th-9th November 2014**

Absolutes/col percents

Table 28

**Q4. Do you agree or disagree with the following statements?****Base: All respondents****Ed Miliband gets treated unfairly by the media**

	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	2047	956	1091	264	262	370	374	320	457	522	614	396	515	251	838
Weighted base	2047	1003	1044	243	345	345	365	304	446	547	568	446	486	270	877
Agree	617 30%	303 30%	314 30%	69 28%	107 31%	105 31%	119 33%	92 30%	126 28%	146 27%	177 31%	139 31%	155 32%	97 36%	245 28%
Disagree	1013 49%	530 53%	483 46%	92 38%	148 43%	154 45%	193 53%	166 55%	259 58%	285 52%	284 50%	205 46%	238 49%	116 43%	437 50%
Don't know	417 20%	170 17%	247 24%	83 34%	90 26%	86 25%	52 14%	45 15%	61 14%	116 21%	107 19%	101 23%	93 19%	56 21%	194 22%

## ITV News Index Survey

### ONLINE Fieldwork: 7th-9th November 2014

Absolutes/col percents

Table 28

**Q4. Do you agree or disagree with the following statements?****Base: All respondents****Ed Miliband gets treated unfairly by the media**

	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 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	2047	1771	165	86	229	198	160	154	111	210	245	303	186	1089	734	355	958	105	175	139	362	177
Weighted base	2047	1760	184	82	225	184	184	143	102	205	266	287	184	1146	901	246	901	99	152	132	347	171
Agree	617 30%	536 30%	49 26%	33 41%	73 32%	60 32%	54 30%	34 24%	32 32%	71 35%	81 30%	71 25%	59 32%	342 30%	273 30%	69 28%	275 31%	35 35%	51 33%	42 32%	85 25%	62 36%
Disagree	1013 49%	860 49%	103 56%	41 50%	115 51%	84 46%	94 51%	77 54%	49 48%	97 47%	114 43%	155 54%	83 45%	553 48%	433 48%	121 49%	459 51%	43 44%	62 41%	67 51%	213 61%	74 43%
Don't know	417 20%	364 21%	32 18%	7 9%	37 17%	40 22%	36 20%	32 22%	21 20%	37 18%	72 27%	61 21%	42 23%	251 22%	195 22%	56 23%	166 18%	21 21%	39 26%	23 17%	49 14%	35 20%

**ITV News Index Survey**  
**ONLINE Fieldwork: 7th-9th November 2014**

Absolutes/col percents

Table 29

**Q4. Do you agree or disagree with the following statements?****Base: All respondents****David Cameron gets treated unfairly by the media**

	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	2047	956	1091	264	262	370	374	320	457	522	614	396	515	251	838
Weighted base	2047	1003	1044	243	345	345	365	304	446	547	568	446	486	270	877
Agree	451 22%	219 22%	232 22%	41 17%	70 20%	55 16%	75 20%	75 25%	135 30%	145 26%	140 25%	94 21%	72 15%	47 18%	196 22%
Disagree	1231 60%	628 63%	603 58%	131 54%	201 58%	209 61%	239 66%	197 65%	254 57%	305 56%	330 58%	267 60%	329 68%	180 67%	511 58%
Don't know	365 18%	157 16%	208 20%	71 29%	74 21%	81 23%	51 14%	32 10%	56 13%	98 18%	98 17%	85 19%	85 17%	42 16%	170 19%

## ITV News Index Survey

### ONLINE Fieldwork: 7th-9th November 2014

Absolutes/col percents

Table 29

**Q4. Do you agree or disagree with the following statements?****Base: All respondents****David Cameron gets treated unfairly by the media**

	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
Unweighted base	2047	1771	165	86	229	198	160	154	111	210	245	303	186	1089	734	355	958	105	175	139	362	177
Weighted base	2047	1760	184	82	225	184	184	143	102	205	266	287	184	1146	901	246	901	99	152	132	347	171
Agree	451 22%	407 23%	21 11%	13 16%	48 21%	49 26%	41 23%	35 24%	23 22%	45 22%	56 21%	78 27%	41 22%	243 21%	189 21%	54 22%	208 23%	18 18%	19 12%	26 19%	110 32%	36 21%
Disagree	1231 60%	1027 58%	141 77%	58 71%	144 64%	102 55%	110 60%	89 62%	63 61%	127 62%	146 55%	146 51%	106 57%	691 60%	542 60%	149 61%	540 60%	57 57%	100 66%	89 68%	191 55%	103 60%
Don't know	365 18%	326 19%	22 12%	11 13%	33 14%	34 18%	33 18%	19 14%	17 17%	33 16%	64 24%	62 22%	37 20%	212 19%	170 19%	42 17%	153 17%	24 25%	33 22%	17 13%	46 13%	33 19%