

# ITV News Index

## METHODOLOGY NOTE

ComRes interviewed 2,058 British adults online between 17th and 19th October 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: 17th-19th October 2014

Absolutes/col percents

Table 18

**Q3. Please select which of the following words or phrases apply to each political party.**

**Base: All respondents**

**Summary table**

	Has a strong leader	Is nasty	Stands up for people like me	Keeps its promises	Divided	Has the best policies for Britain's future	Has the competence to govern	Unprofessional
Unweighted base	2058	2058	2058	2058	2058	2058	2058	2058
Weighted base	2058	2058	2058	2058	2058	2058	2058	2058
Conservatives	661 32%	619 30%	409 20%	298 14%	922 45%	561 27%	763 37%	378 18%
Labour	287 14%	370 18%	586 28%	292 14%	706 34%	483 23%	525 26%	433 21%
Liberal Democrats	97 5%	249 12%	174 8%	72 4%	839 41%	155 8%	168 8%	500 24%
UKIP	664 32%	653 32%	475 23%	175 9%	199 10%	401 19%	280 14%	716 35%
Greens	86 4%	85 4%	161 8%	144 7%	88 4%	144 7%	79 4%	282 14%
None of them	682 33%	779 38%	593 29%	1204 59%	518 25%	586 28%	657 32%	684 33%

**ITV News Index Survey**  
**ONLINE Fieldwork: 17th-19th October 2014**

Absolutes/col percents

Table 19

**Q3. Please select which of the following words or phrases apply to each political party.**

**Base: All respondents**

**Has 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	2058	1000	1058	170	316	364	399	333	476	638	557	326	537	262	812
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	278	874
Conservatives	661 32%	343 34%	317 30%	61 25%	99 29%	97 28%	112 30%	108 35%	183 41%	212 39%	200 35%	128 28%	121 25%	79 28%	300 34%
Labour	287 14%	152 15%	135 13%	38 15%	78 23%	68 20%	36 10%	27 9%	40 9%	67 12%	60 11%	84 19%	76 15%	43 15%	140 16%
Liberal Democrats	97 5%	51 5%	46 4%	4 2%	20 6%	20 6%	13 3%	18 6%	22 5%	32 6%	26 5%	24 5%	15 3%	11 4%	44 5%
UKIP	664 32%	380 38%	284 27%	46 19%	80 23%	111 32%	120 33%	116 38%	191 43%	185 34%	193 34%	135 30%	151 31%	80 29%	269 31%
Greens	86 4%	48 5%	38 4%	13 5%	19 6%	14 4%	10 3%	11 4%	19 4%	27 5%	28 5%	11 2%	20 4%	15 5%	37 4%
None of them	682 33%	275 27%	407 39%	110 45%	122 35%	114 33%	143 39%	90 29%	103 23%	160 29%	192 34%	144 32%	186 38%	103 37%	274 31%

## ITV News Index Survey

### ONLINE Fieldwork: 17th-19th October 2014

Absolutes/col percents

Table 19

**Q3. Please select which of the following words or phrases apply to each political party.**

**Base: All respondents**

**Has 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	Eastern	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	2058	1772	183	89	236	169	201	149	103	182	245	310	191	1074	749	325	984	122	136	124	403	199
Weighted base	2058	1770	185	82	226	185	185	144	103	206	268	288	185	1152	906	247	906	108	139	111	361	186
Conservatives	661 32%	593 33%	44 24%	18 22%	64 28%	65 35%	61 33%	43 30%	23 23%	70 34%	85 32%	122 42%	64 35%	379 33%	294 32%	85 34%	282 31%	17 16%	38 27%	32 29%	158 44%	37 20%
Labour	287 14%	248 14%	22 12%	13 16%	38 17%	24 13%	34 18%	22 15%	17 16%	17 8%	49 18%	28 10%	23 13%	183 16%	154 17%	29 12%	104 12%	18 17%	25 18%	18 16%	16 5%	27 15%
Liberal Democrats	97 5%	89 5%	5 3%	4 5%	9 4%	5 3%	7 4%	5 4%	4 4%	12 6%	19 7%	18 6%	9 5%	55 5%	42 5%	13 5%	42 5%	3 2%	6 4%	5 5%	18 5%	10 5%
UKIP	664 32%	565 32%	55 30%	25 30%	62 27%	56 30%	55 30%	44 31%	44 43%	83 40%	68 26%	107 37%	65 35%	349 30%	278 31%	72 29%	315 35%	30 28%	28 20%	41 37%	158 44%	58 31%
Greens	86 4%	72 4%	9 5%	- -	10 4%	13 7%	5 3%	5 4%	5 5%	7 4%	13 5%	10 3%	8 4%	52 5%	47 5%	5 2%	34 4%	2 2%	7 5%	7 7%	10 3%	8 4%
None of them	682 33%	564 32%	85 46%	31 38%	84 37%	57 31%	58 31%	56 39%	32 31%	65 32%	87 32%	71 25%	55 30%	378 33%	291 32%	86 35%	304 34%	52 48%	57 41%	33 29%	88 24%	75 40%

## ITV News Index Survey

### ONLINE Fieldwork: 17th-19th October 2014

Absolutes/col percents

Table 20

**Q3. Please select which of the following words or phrases apply to each political party.**

**Base: All respondents**

**Is nasty**

	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	2058	1000	1058	170	316	364	399	333	476	638	557	326	537	262	812
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	278	874
Conservatives	619	356	262	57	94	110	132	111	115	143	166	125	184	94	237
	30%	35%	25%	23%	27%	32%	36%	36%	26%	26%	29%	28%	38%	34%	27%
Labour	370	195	175	40	43	52	64	64	107	115	96	72	87	41	153
	18%	19%	17%	16%	12%	15%	17%	21%	24%	21%	17%	16%	18%	15%	17%
Liberal Democrats	249	146	103	26	34	39	40	46	63	67	50	52	80	31	90
	12%	14%	10%	11%	10%	11%	11%	15%	14%	12%	9%	12%	16%	11%	10%
UKIP	653	329	324	80	140	106	94	94	139	223	192	103	134	102	268
	32%	33%	31%	33%	40%	30%	26%	31%	31%	41%	34%	23%	27%	37%	31%
Greens	85	51	34	8	16	13	8	15	25	27	18	17	23	8	36
	4%	5%	3%	3%	5%	4%	2%	5%	6%	5%	3%	4%	5%	3%	4%
None of them	779	330	449	117	124	139	137	92	169	184	208	198	189	93	344
	38%	33%	43%	48%	36%	40%	37%	30%	38%	33%	36%	44%	39%	34%	39%

## ITV News Index Survey

### ONLINE Fieldwork: 17th-19th October 2014

Absolutes/col percents

Table 20

**Q3. Please select which of the following words or phrases apply to each political party.**

**Base: All respondents**

**Is nasty**

	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	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	2058	1772	183	89	236	169	201	149	103	182	245	310	191	1074	749	325	984	122	136	124	403	199
Weighted base	2058	1770	185	82	226	185	185	144	103	206	268	288	185	1152	906	247	906	108	139	111	361	186
Conservatives	619 30%	499 28%	76 41%	29 35%	65 29%	61 33%	43 23%	46 32%	44 43%	55 27%	77 29%	71 25%	52 28%	331 29%	264 29%	66 27%	288 32%	45 41%	56 41%	25 23%	94 26%	68 37%
Labour	370 18%	322 18%	33 18%	11 14%	31 14%	31 17%	31 17%	43 30%	15 15%	43 21%	35 13%	56 20%	40 22%	193 17%	151 17%	42 17%	177 20%	12 11%	26 18%	19 17%	86 24%	35 19%
Liberal Democrats	249 12%	211 12%	23 12%	11 14%	28 12%	25 13%	22 12%	24 17%	15 14%	25 12%	26 10%	30 11%	20 11%	121 11%	99 11%	23 9%	127 14%	15 13%	24 17%	10 9%	57 16%	22 12%
UKIP	653 32%	544 31%	72 39%	16 20%	68 30%	61 33%	42 23%	34 24%	37 36%	72 35%	97 36%	89 31%	66 36%	370 32%	292 32%	78 32%	282 31%	34 31%	56 41%	25 22%	122 34%	45 24%
Greens	85 4%	70 4%	10 6%	6 8%	9 4%	5 2%	8 4%	5 4%	5 5%	9 5%	11 4%	13 5%	3 2%	44 4%	35 4%	8 3%	41 5%	3 3%	6 5%	1 1%	28 8%	2 1%
None of them	779 38%	693 39%	58 31%	33 40%	94 41%	68 37%	92 50%	46 32%	28 28%	76 37%	99 37%	114 40%	71 38%	437 38%	339 37%	99 40%	342 38%	44 40%	46 33%	51 46%	126 35%	76 41%

**ITV News Index Survey**  
**ONLINE Fieldwork: 17th-19th October 2014**

Absolutes/col percents

Table 21

**Q3. Please select which of the following words or phrases apply to each political party.**

**Base: All respondents**

**Stands up for people like me**

	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	2058	1000	1058	170	316	364	399	333	476	638	557	326	537	262	812
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	278	874
Conservatives	409	211	198	46	52	65	56	57	132	146	120	75	68	40	187
	20%	21%	19%	19%	15%	19%	15%	19%	30%	26%	21%	17%	14%	14%	21%
Labour	586	314	272	67	127	113	96	88	95	154	160	120	152	91	258
	28%	31%	26%	27%	37%	33%	26%	29%	21%	28%	28%	27%	31%	33%	30%
Liberal Democrats	174	99	75	12	33	34	28	26	40	69	53	27	25	17	87
	8%	10%	7%	5%	9%	10%	8%	9%	9%	13%	9%	6%	5%	6%	10%
UKIP	475	270	205	39	48	71	92	94	131	98	114	121	142	50	201
	23%	27%	20%	16%	14%	21%	25%	31%	29%	18%	20%	27%	29%	18%	23%
Greens	161	86	75	25	40	26	26	17	27	60	57	13	31	20	71
	8%	9%	7%	10%	11%	7%	7%	6%	6%	11%	10%	3%	6%	7%	8%
None of them	593	231	362	93	105	97	126	82	90	142	162	137	152	98	246
	29%	23%	35%	38%	30%	28%	34%	27%	20%	26%	28%	31%	31%	35%	28%

## ITV News Index Survey

### ONLINE Fieldwork: 17th-19th October 2014

Absolutes/col percents

Table 21

**Q3. Please select which of the following words or phrases apply to each political party.**

**Base: All respondents**

**Stands up for people like me**

	Region												Which of the following best describes your current working status?									
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	NET: Working	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2058	1772	183	89	236	169	201	149	103	182	245	310	191	1074	749	325	984	122	136	124	403	199
Weighted base	2058	1770	185	82	226	185	185	144	103	206	268	288	185	1152	906	247	906	108	139	111	361	186
Conservatives	409 20%	375 21%	21 11%	11 13%	39 17%	35 19%	35 19%	25 18%	13 13%	45 22%	46 17%	86 30%	53 29%	226 20%	181 20%	45 18%	182 20%	5 5%	19 14%	22 20%	113 31%	23 12%
Labour	586 28%	498 28%	49 27%	24 30%	73 32%	54 29%	62 33%	37 26%	38 37%	56 27%	94 35%	57 20%	42 23%	349 30%	290 32%	59 24%	236 26%	28 26%	43 31%	33 30%	71 20%	61 33%
Liberal Democrats	174 8%	159 9%	10 5%	5 7%	19 8%	16 9%	15 8%	8 6%	5 5%	24 12%	27 10%	25 9%	19 10%	104 9%	81 9%	23 9%	70 8%	4 4%	7 5%	5 5%	44 12%	9 5%
UKIP	475 23%	427 24%	15 8%	24 29%	51 23%	40 21%	37 20%	44 30%	34 33%	61 30%	47 17%	79 27%	45 24%	251 22%	203 22%	48 19%	224 25%	27 25%	21 15%	36 33%	97 27%	43 23%
Greens	161 8%	128 7%	20 11%	1 2%	20 9%	16 9%	13 7%	12 8%	13 12%	17 8%	16 6%	17 6%	15 8%	91 8%	72 8%	19 8%	70 8%	12 11%	16 12%	4 3%	25 7%	12 7%
None of them	593 29%	493 28%	79 43%	25 30%	75 33%	53 29%	56 30%	40 28%	21 21%	44 21%	76 28%	75 26%	48 26%	344 30%	261 29%	83 34%	249 27%	41 37%	51 37%	25 22%	74 21%	58 31%



**ITV News Index Survey**  
**ONLINE Fieldwork: 17th-19th October 2014**

Absolutes/col percents

Table 22

**Q3. Please select which of the following words or phrases apply to each political party.**

**Base: All respondents**

**Keeps its promises**

	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	2058	1000	1058	170	316	364	399	333	476	638	557	326	537	262	812
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	278	874
Conservatives	298	149	149	37	46	52	33	31	99	106	88	53	52	39	123
	14%	15%	14%	15%	13%	15%	9%	10%	22%	19%	15%	12%	11%	14%	14%
Labour	292	158	134	36	77	69	41	27	42	76	84	61	70	48	132
	14%	16%	13%	15%	22%	20%	11%	9%	9%	14%	15%	14%	14%	17%	15%
Liberal Democrats	72	40	32	2	20	16	8	9	17	21	20	19	13	6	41
	4%	4%	3%	1%	6%	5%	2%	3%	4%	4%	4%	4%	3%	2%	5%
UKIP	175	112	63	19	27	34	34	29	33	35	45	35	59	22	71
	9%	11%	6%	8%	8%	10%	9%	9%	7%	6%	8%	8%	12%	8%	8%
Greens	144	88	56	18	38	29	22	14	22	52	47	19	26	24	64
	7%	9%	5%	7%	11%	8%	6%	5%	5%	9%	8%	4%	5%	9%	7%
None of them	1204	542	663	148	165	178	244	208	260	295	325	280	303	155	504
	59%	54%	63%	60%	48%	51%	67%	68%	58%	54%	57%	63%	62%	56%	58%

## ITV News Index Survey

### ONLINE Fieldwork: 17th-19th October 2014

Absolutes/col percents

Table 22

**Q3. Please select which of the following words or phrases apply to each political party.**

**Base: All respondents**

**Keeps its promises**

	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	2058	1772	183	89	236	169	201	149	103	182	245	310	191	1074	749	325	984	122	136	124	403	199
Weighted base	2058	1770	185	82	226	185	185	144	103	206	268	288	185	1152	906	247	906	108	139	111	361	186
Conservatives	298 14%	257 15%	27 15%	8 10%	23 10%	17 9%	25 14%	15 10%	14 14%	32 16%	45 17%	63 22%	30 16%	162 14%	131 14%	31 13%	136 15%	3 3%	21 15%	16 14%	75 21%	22 12%
Labour	292 14%	253 14%	24 13%	14 17%	40 18%	29 16%	37 20%	19 13%	15 15%	23 11%	50 19%	22 8%	19 10%	180 16%	150 17%	30 12%	112 12%	11 10%	29 21%	19 17%	28 8%	25 13%
Liberal Democrats	72 4%	68 4%	2 1%	2 3%	12 5%	5 3%	6 3%	5 3%	2 2%	10 5%	15 6%	8 3%	6 3%	47 4%	38 4%	9 4%	25 3%	2 2%	3 2%	4 3%	13 3%	4 2%
UKIP	175 9%	155 9%	7 4%	10 12%	17 7%	13 7%	14 8%	9 6%	13 13%	15 7%	25 9%	31 11%	21 11%	92 8%	76 8%	16 7%	82 9%	17 15%	9 7%	8 7%	27 8%	21 11%
Greens	144 7%	111 6%	27 14%	5 7%	13 6%	13 7%	15 8%	7 5%	6 5%	14 7%	22 8%	9 3%	13 7%	89 8%	73 8%	16 6%	55 6%	8 8%	16 11%	5 5%	14 4%	12 6%
None of them	1204 59%	1037 59%	108 58%	48 59%	138 61%	117 63%	106 57%	95 66%	59 57%	128 62%	127 48%	169 59%	108 58%	659 57%	506 56%	154 62%	545 60%	71 66%	75 54%	68 62%	219 61%	111 60%

## ITV News Index Survey

### ONLINE Fieldwork: 17th-19th October 2014

Absolutes/col percents

Table 23

**Q3. Please select which of the following words or phrases apply to each political party.**

**Base: All respondents**

**Divided**

	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	2058	1000	1058	170	316	364	399	333	476	638	557	326	537	262	812
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	278	874
Conservatives	922	503	420	62	117	132	181	171	260	262	267	180	213	125	353
	45%	50%	40%	25%	34%	38%	49%	56%	58%	48%	47%	40%	44%	45%	40%
Labour	706	393	313	58	83	86	107	133	240	234	188	133	150	73	289
	34%	39%	30%	24%	24%	25%	29%	44%	54%	43%	33%	30%	31%	26%	33%
Liberal Democrats	839	412	427	58	111	135	165	148	223	239	228	181	191	116	348
	41%	41%	41%	24%	32%	39%	45%	48%	50%	43%	40%	40%	39%	42%	40%
UKIP	199	102	97	27	38	40	38	29	27	60	44	39	57	18	88
	10%	10%	9%	11%	11%	11%	10%	10%	6%	11%	8%	9%	12%	6%	10%
Greens	88	54	34	5	17	14	13	19	21	24	18	23	23	11	45
	4%	5%	3%	2%	5%	4%	3%	6%	5%	4%	3%	5%	5%	4%	5%
None of them	518	186	332	111	125	104	88	44	47	109	139	122	148	75	248
	25%	18%	32%	45%	36%	30%	24%	14%	10%	20%	24%	27%	30%	27%	28%

## ITV News Index Survey

### ONLINE Fieldwork: 17th-19th October 2014

Absolutes/col percents

Table 23

**Q3. Please select which of the following words or phrases apply to each political party.**

**Base: All respondents**

**Divided**

	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	2058	1772	183	89	236	169	201	149	103	182	245	310	191	1074	749	325	984	122	136	124	403	199
Weighted base	2058	1770	185	82	226	185	185	144	103	206	268	288	185	1152	906	247	906	108	139	111	361	186
Conservatives	922 45%	764 43%	100 54%	38 46%	95 42%	83 45%	70 38%	64 44%	58 57%	100 48%	114 42%	114 39%	86 47%	478 41%	375 41%	103 42%	444 49%	48 44%	65 47%	60 54%	205 57%	67 36%
Labour	706 34%	607 34%	64 35%	20 25%	67 30%	66 36%	60 33%	55 38%	35 34%	76 37%	83 31%	122 42%	57 31%	361 31%	289 32%	72 29%	345 38%	20 18%	43 31%	41 37%	194 54%	47 25%
Liberal Democrats	839 41%	707 40%	83 45%	35 43%	80 36%	73 40%	75 40%	67 47%	50 48%	93 45%	90 34%	127 44%	67 36%	463 40%	362 40%	102 41%	376 41%	34 31%	50 36%	50 45%	172 48%	69 37%
UKIP	199 10%	174 10%	16 8%	4 5%	23 10%	22 12%	13 7%	13 9%	10 10%	12 6%	32 12%	34 12%	20 11%	106 9%	88 10%	17 7%	94 10%	14 13%	26 19%	1 1%	26 7%	26 14%
Greens	88 4%	76 4%	7 4%	4 4%	9 4%	4 2%	14 8%	6 4%	5 5%	6 3%	11 4%	13 4%	9 5%	56 5%	50 5%	6 2%	32 4%	4 4%	8 6%	4 4%	11 3%	5 3%
None of them	518 25%	458 26%	43 23%	21 26%	70 31%	49 27%	48 26%	40 28%	16 16%	47 23%	75 28%	57 20%	51 27%	323 28%	247 27%	76 31%	195 22%	37 34%	39 28%	22 19%	37 10%	60 33%

## ITV News Index Survey

### ONLINE Fieldwork: 17th-19th October 2014

Absolutes/col percents

Table 24

**Q3. Please select which of the following words or phrases apply to each political party.**

**Base: All respondents**

**Has the best policies for Britain's future**

	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	2058	1000	1058	170	316	364	399	333	476	638	557	326	537	262	812
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	278	874
Conservatives	561 27%	298 30%	263 25%	53 22%	68 20%	84 24%	88 24%	86 28%	182 41%	178 32%	161 28%	121 27%	102 21%	59 21%	249 28%
Labour	483 23%	257 25%	226 22%	55 23%	115 33%	96 28%	85 23%	59 19%	73 16%	127 23%	135 24%	97 22%	124 25%	83 30%	211 24%
Liberal Democrats	155 8%	81 8%	74 7%	14 6%	36 10%	33 9%	22 6%	19 6%	32 7%	57 10%	47 8%	35 8%	16 3%	20 7%	75 9%
UKIP	401 19%	216 21%	184 18%	36 15%	41 12%	62 18%	77 21%	86 28%	99 22%	76 14%	96 17%	106 24%	122 25%	40 14%	166 19%
Greens	144 7%	72 7%	72 7%	22 9%	39 11%	22 6%	25 7%	11 4%	26 6%	59 11%	48 8%	18 4%	19 4%	18 6%	66 8%
None of them	586 28%	234 23%	352 34%	98 40%	102 30%	101 29%	116 32%	80 26%	88 20%	137 25%	161 28%	128 29%	160 33%	91 33%	239 27%

## ITV News Index Survey

### ONLINE Fieldwork: 17th-19th October 2014

Absolutes/col percents

Table 24

**Q3. Please select which of the following words or phrases apply to each political party.**

**Base: All respondents**

**Has the best policies for Britain's future**

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	NET: Working	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2058	1772	183	89	236	169	201	149	103	182	245	310	191	1074	749	325	984	122	136	124	403	199
Weighted base	2058	1770	185	82	226	185	185	144	103	206	268	288	185	1152	906	247	906	108	139	111	361	186
Conservatives	561 27%	502 28%	33 18%	16 20%	52 23%	54 29%	56 30%	39 27%	25 25%	48 23%	62 23%	112 39%	64 34%	308 27%	242 27%	66 27%	253 28%	8 7%	32 23%	32 29%	152 42%	28 15%
Labour	483 23%	411 23%	40 21%	18 21%	61 27%	46 25%	50 27%	29 20%	32 32%	43 21%	77 29%	47 16%	40 21%	294 25%	245 27%	49 20%	190 21%	20 19%	35 25%	27 24%	53 15%	54 29%
Liberal Democrats	155 8%	133 8%	16 8%	4 5%	10 4%	13 7%	9 5%	7 5%	6 6%	22 11%	31 11%	23 8%	16 9%	95 8%	73 8%	22 9%	60 7%	3 3%	9 7%	4 4%	30 8%	13 7%
UKIP	401 19%	361 20%	13 7%	18 22%	35 15%	40 21%	34 18%	35 24%	26 25%	50 25%	32 12%	76 26%	41 22%	206 18%	166 18%	39 16%	195 22%	24 22%	20 14%	28 25%	81 23%	41 22%
Greens	144 7%	121 7%	16 9%	2 2%	16 7%	23 12%	11 6%	9 6%	7 7%	14 7%	17 6%	18 6%	12 7%	84 7%	65 7%	19 8%	60 7%	6 5%	14 10%	4 4%	22 6%	14 8%
None of them	586 28%	481 27%	80 43%	31 38%	80 35%	44 24%	50 27%	43 30%	24 24%	54 26%	77 29%	63 22%	39 21%	329 29%	249 28%	80 32%	256 28%	51 47%	51 36%	25 22%	71 20%	59 32%

## ITV News Index Survey

### ONLINE Fieldwork: 17th-19th October 2014

Absolutes/col percents

Table 25

**Q3. Please select which of the following words or phrases apply to each political party.**

**Base: All respondents**

**Has the competence to govern**

	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	2058	1000	1058	170	316	364	399	333	476	638	557	326	537	262	812
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	278	874
Conservatives	763	408	354	65	104	106	126	118	244	251	235	152	126	88	328
	37%	40%	34%	27%	30%	31%	34%	39%	54%	46%	41%	34%	26%	32%	38%
Labour	525	275	250	50	116	111	93	66	90	151	144	103	127	82	233
	26%	27%	24%	20%	33%	32%	25%	22%	20%	27%	25%	23%	26%	29%	27%
Liberal Democrats	168	92	76	17	36	32	28	21	34	57	51	35	26	21	86
	8%	9%	7%	7%	10%	9%	8%	7%	7%	10%	9%	8%	5%	7%	10%
UKIP	280	157	123	27	38	47	60	52	55	50	68	73	88	27	128
	14%	16%	12%	11%	11%	14%	16%	17%	12%	9%	12%	16%	18%	10%	15%
Greens	79	41	37	19	19	17	13	5	6	24	33	7	14	14	37
	4%	4%	4%	8%	5%	5%	3%	2%	1%	4%	6%	2%	3%	5%	4%
None of them	657	274	384	114	113	108	117	100	106	154	176	144	183	98	265
	32%	27%	37%	47%	32%	31%	32%	33%	24%	28%	31%	32%	37%	35%	30%

## ITV News Index Survey

### ONLINE Fieldwork: 17th-19th October 2014

Absolutes/col percents

Table 25

**Q3. Please select which of the following words or phrases apply to each political party.**

**Base: All respondents**

**Has the competence to govern**

	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	2058	1772	183	89	236	169	201	149	103	182	245	310	191	1074	749	325	984	122	136	124	403	199
Weighted base	2058	1770	185	82	226	185	185	144	103	206	268	288	185	1152	906	247	906	108	139	111	361	186
Conservatives	763 37%	681 38%	54 29%	20 24%	72 32%	69 37%	68 37%	54 37%	27 27%	88 43%	94 35%	138 48%	78 42%	417 36%	330 36%	87 35%	346 38%	12 11%	47 34%	44 39%	203 56%	41 22%
Labour	525 26%	442 25%	54 29%	19 23%	64 28%	49 26%	45 24%	34 24%	29 28%	45 22%	84 31%	60 21%	42 22%	315 27%	262 29%	53 22%	210 23%	19 18%	46 33%	32 29%	66 18%	48 26%
Liberal Democrats	168 8%	147 8%	11 6%	4 5%	18 8%	15 8%	7 4%	8 5%	10 10%	21 10%	31 12%	29 10%	15 8%	107 9%	85 9%	22 9%	61 7%	3 3%	11 8%	9 8%	27 8%	12 6%
UKIP	280 14%	250 14%	12 6%	13 16%	35 15%	23 12%	27 14%	23 16%	18 17%	29 14%	25 9%	51 18%	26 14%	155 13%	126 14%	29 12%	125 14%	23 21%	13 10%	16 15%	44 12%	29 16%
Greens	79 4%	62 3%	10 5%	1 1%	11 5%	11 6%	10 6%	5 4%	7 7%	7 4%	6 2%	5 2%	5 3%	51 4%	43 5%	8 3%	28 3%	3 3%	13 9%	1 1%	5 1%	6 3%
None of them	657 32%	541 31%	80 43%	34 41%	79 35%	57 31%	62 34%	45 31%	36 35%	64 31%	71 26%	71 25%	59 32%	363 31%	273 30%	90 36%	294 33%	55 51%	50 36%	28 25%	89 25%	72 39%



**ITV News Index Survey**  
**ONLINE Fieldwork: 17th-19th October 2014**

Absolutes/col percents

Table 26

**Q3. Please select which of the following words or phrases apply to each political party.**

**Base: All respondents**

**Unprofessional**

	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	2058	1000	1058	170	316	364	399	333	476	638	557	326	537	262	812
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	278	874
Conservatives	378	212	166	35	63	73	71	69	67	89	91	83	116	61	138
	18%	21%	16%	14%	18%	21%	19%	23%	15%	16%	16%	18%	24%	22%	16%
Labour	433	241	192	44	53	67	81	70	116	129	105	90	109	54	181
	21%	24%	18%	18%	15%	19%	22%	23%	26%	23%	18%	20%	22%	20%	21%
Liberal Democrats	500	273	227	43	62	86	86	87	136	133	133	102	132	64	187
	24%	27%	22%	17%	18%	25%	23%	29%	30%	24%	23%	23%	27%	23%	21%
UKIP	716	357	359	69	143	113	111	102	178	239	201	126	150	102	286
	35%	35%	34%	28%	41%	33%	30%	33%	40%	44%	35%	28%	31%	37%	33%
Greens	282	164	118	18	41	40	44	52	88	93	68	59	63	29	117
	14%	16%	11%	7%	12%	12%	12%	17%	20%	17%	12%	13%	13%	11%	13%
None of them	684	268	416	115	122	114	131	89	113	147	195	167	174	95	302
	33%	27%	40%	47%	35%	33%	36%	29%	25%	27%	34%	37%	36%	34%	35%

## ITV News Index Survey

### ONLINE Fieldwork: 17th-19th October 2014

Absolutes/col percents

Table 26

**Q3. Please select which of the following words or phrases apply to each political party.**

**Base: All respondents**

**Unprofessional**

	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	2058	1772	183	89	236	169	201	149	103	182	245	310	191	1074	749	325	984	122	136	124	403	199
Weighted base	2058	1770	185	82	226	185	185	144	103	206	268	288	185	1152	906	247	906	108	139	111	361	186
Conservatives	378 18%	314 18%	36 20%	25 30%	40 17%	36 19%	29 16%	27 19%	28 28%	36 17%	52 19%	42 15%	28 15%	199 17%	164 18%	35 14%	179 20%	33 30%	37 27%	14 13%	56 16%	39 21%
Labour	433 21%	372 21%	32 17%	18 21%	33 15%	37 20%	35 19%	51 36%	29 28%	47 23%	41 15%	73 26%	35 19%	236 20%	190 21%	46 18%	197 22%	14 13%	28 20%	18 16%	99 27%	38 21%
Liberal Democrats	500 24%	426 24%	42 23%	20 25%	45 20%	50 27%	44 24%	46 32%	32 31%	48 23%	55 21%	79 27%	39 21%	251 22%	203 22%	48 19%	248 27%	25 23%	39 28%	27 24%	110 30%	47 25%
UKIP	716 35%	600 34%	83 45%	24 29%	64 28%	75 41%	49 26%	56 39%	34 33%	73 35%	89 33%	107 37%	63 34%	388 34%	301 33%	87 35%	328 36%	34 32%	54 39%	33 30%	149 41%	58 31%
Greens	282 14%	230 13%	32 17%	13 15%	27 12%	22 12%	22 12%	27 19%	20 20%	23 11%	22 8%	44 15%	32 17%	146 13%	114 13%	31 13%	137 15%	8 7%	15 11%	11 10%	80 22%	24 13%
None of them	684 33%	608 34%	53 29%	31 38%	90 40%	56 30%	80 43%	33 23%	23 22%	66 32%	100 37%	87 30%	64 35%	397 34%	305 34%	92 37%	286 32%	41 38%	46 33%	40 36%	86 24%	73 40%

## ITV News Index Survey

### ONLINE Fieldwork: 17th-19th October 2014

Absolutes/col percents

Table 27

**Q4. Do you expect each of the following to improve, get worse or stay the same over the next 12 months?**

**Base: All respondents**

**Summary table**

	The British economy	Your personal financial situation	Job prospects for young people	The cost of everyday items, such as food, energy and travel	The level of unemployment	The gap between rich and poor	The quality of care provided by the NHS	The standard of education in Britain
Unweighted base	2058	2058	2058	2058	2058	2058	2058	2058
Weighted base	2058	2058	2058	2058	2058	2058	2058	2058
Improve	628 31%	380 18%	497 24%	187 9%	651 32%	99 5%	259 13%	283 14%
Stay the same	713 35%	907 44%	695 34%	442 21%	687 33%	550 27%	854 41%	1014 49%
Get worse	546 27%	613 30%	672 33%	1289 63%	523 25%	1239 60%	756 37%	552 27%
Don't know	170 8%	158 8%	194 9%	140 7%	196 10%	170 8%	189 9%	209 10%

**ITV News Index Survey**  
**ONLINE Fieldwork: 17th-19th October 2014**

Absolutes/col percents

Table 28

**Q4. Do you expect each of the following to improve, get worse or stay the same over the next 12 months?**

**Base: All respondents**

**The British economy**

	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	2058	1000	1058	170	316	364	399	333	476	638	557	326	537	262	812
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	278	874
Improve	628 31%	333 33%	296 28%	65 27%	105 30%	95 27%	97 26%	93 30%	174 39%	211 38%	180 31%	125 28%	113 23%	89 32%	281 32%
Stay the same	713 35%	347 34%	366 35%	82 33%	128 37%	135 39%	121 33%	103 34%	144 32%	184 33%	198 35%	165 37%	165 34%	89 32%	305 35%
Get worse	546 27%	249 25%	297 28%	49 20%	72 21%	88 25%	130 35%	94 31%	112 25%	126 23%	139 24%	121 27%	160 33%	77 28%	209 24%
Don't know	170 8%	80 8%	90 9%	48 20%	42 12%	28 8%	19 5%	15 5%	18 4%	29 5%	54 9%	37 8%	51 10%	24 8%	78 9%

## ITV News Index Survey

### ONLINE Fieldwork: 17th-19th October 2014

Absolutes/col percents

Table 28

**Q4. Do you expect each of the following to improve, get worse or stay the same over the next 12 months?**

**Base: All respondents**

**The British economy**

	Region												Which of the following best describes your current working status?									
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	NET: Working	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2058	1772	183	89	236	169	201	149	103	182	245	310	191	1074	749	325	984	122	136	124	403	199
Weighted base	2058	1770	185	82	226	185	185	144	103	206	268	288	185	1152	906	247	906	108	139	111	361	186
Improve	628 31%	554 31%	51 27%	23 28%	53 23%	49 26%	54 29%	47 33%	24 24%	56 27%	89 33%	119 41%	63 34%	370 32%	302 33%	69 28%	258 29%	8 8%	36 26%	29 26%	154 43%	30 16%
Stay the same	713 35%	609 34%	64 35%	19 23%	82 36%	66 36%	81 44%	51 35%	39 38%	76 37%	87 33%	82 28%	66 36%	394 34%	310 34%	84 34%	318 35%	43 39%	40 29%	35 31%	123 34%	78 42%
Get worse	546 27%	459 26%	52 28%	34 42%	72 32%	60 32%	34 19%	36 25%	36 35%	54 26%	63 24%	65 22%	41 22%	286 25%	215 24%	71 29%	260 29%	40 37%	39 28%	41 37%	75 21%	65 35%
Don't know	170 8%	148 8%	19 10%	6 8%	20 9%	11 6%	16 9%	11 7%	4 3%	20 10%	28 10%	22 8%	15 8%	102 9%	79 9%	23 9%	69 8%	17 16%	23 17%	7 6%	9 2%	13 7%

**ITV News Index Survey**  
**ONLINE Fieldwork: 17th-19th October 2014**

Absolutes/col percents

Table 29

**Q4. Do you expect each of the following to improve, get worse or stay the same over the next 12 months?****Base: All respondents****Your personal financial situation**

	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	2058	1000	1058	170	316	364	399	333	476	638	557	326	537	262	812
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	278	874
Improve	380 18%	205 20%	175 17%	71 29%	100 29%	67 19%	54 15%	31 10%	57 13%	129 23%	120 21%	64 14%	67 14%	63 23%	204 23%
Stay the same	907 44%	429 43%	478 46%	71 29%	142 41%	143 41%	154 42%	141 46%	256 57%	257 47%	240 42%	208 46%	202 41%	109 39%	370 42%
Get worse	613 30%	291 29%	322 31%	49 20%	70 20%	103 30%	142 39%	120 39%	129 29%	137 25%	162 28%	147 33%	167 34%	86 31%	224 26%
Don't know	158 8%	84 8%	74 7%	53 22%	35 10%	33 10%	17 5%	14 5%	6 1%	27 5%	49 9%	30 7%	52 11%	19 7%	76 9%

## ITV News Index Survey

### ONLINE Fieldwork: 17th-19th October 2014

Absolutes/col percents

Table 29

**Q4. Do you expect each of the following to improve, get worse or stay the same over the next 12 months?**

**Base: All respondents**

**Your personal financial situation**

	Region												Which of the following best describes your current working status?									
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	NET: Working	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2058	1772	183	89	236	169	201	149	103	182	245	310	191	1074	749	325	984	122	136	124	403	199
Weighted base	2058	1770	185	82	226	185	185	144	103	206	268	288	185	1152	906	247	906	108	139	111	361	186
Improve	380 18%	329 19%	31 17%	13 16%	32 14%	34 18%	32 17%	22 15%	20 19%	36 18%	71 27%	57 20%	32 17%	267 23%	226 25%	41 17%	112 12%	8 7%	37 27%	8 7%	43 12%	16 9%
Stay the same	907 44%	784 44%	84 46%	35 43%	104 46%	94 51%	80 43%	74 51%	39 38%	88 43%	99 37%	119 41%	90 48%	479 42%	368 41%	111 45%	428 47%	40 37%	42 30%	55 50%	213 59%	78 42%
Get worse	613 30%	518 29%	57 31%	29 35%	70 31%	48 26%	57 31%	38 27%	38 37%	69 34%	68 25%	88 31%	51 27%	310 27%	242 27%	68 28%	303 33%	47 43%	37 27%	44 40%	103 28%	72 39%
Don't know	158 8%	139 8%	13 7%	6 7%	20 9%	9 5%	16 9%	9 7%	6 6%	12 6%	30 11%	24 8%	13 7%	96 8%	69 8%	26 11%	63 7%	14 13%	23 16%	4 3%	3 1%	20 11%

**ITV News Index Survey**  
**ONLINE Fieldwork: 17th-19th October 2014**

Absolutes/col percents

Table 30

**Q4. Do you expect each of the following to improve, get worse or stay the same over the next 12 months?**

**Base: All respondents**

**Job prospects for young people**

	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	2058	1000	1058	170	316	364	399	333	476	638	557	326	537	262	812
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	278	874
Improve	497 24%	251 25%	246 23%	57 23%	84 24%	67 19%	71 19%	70 23%	149 33%	177 32%	138 24%	107 24%	75 15%	58 21%	217 25%
Stay the same	695 34%	356 35%	340 32%	69 28%	121 35%	122 35%	139 38%	99 32%	144 32%	184 34%	195 34%	145 32%	171 35%	98 35%	298 34%
Get worse	672 33%	317 31%	356 34%	68 28%	107 31%	121 35%	137 37%	117 38%	123 27%	149 27%	175 31%	161 36%	187 38%	103 37%	276 32%
Don't know	194 9%	86 8%	108 10%	51 21%	34 10%	38 11%	20 5%	19 6%	32 7%	40 7%	62 11%	35 8%	57 12%	19 7%	83 9%



## ITV News Index Survey

### ONLINE Fieldwork: 17th-19th October 2014

Absolutes/col percents

Table 30

**Q4. Do you expect each of the following to improve, get worse or stay the same over the next 12 months?**

**Base: All respondents**

**Job prospects for young people**

	Region												Which of the following best describes your current working status?									
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	NET: Working	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2058	1772	183	89	236	169	201	149	103	182	245	310	191	1074	749	325	984	122	136	124	403	199
Weighted base	2058	1770	185	82	226	185	185	144	103	206	268	288	185	1152	906	247	906	108	139	111	361	186
Improve	497 24%	444 25%	39 21%	17 20%	46 20%	42 23%	47 25%	28 20%	13 13%	46 22%	76 28%	87 30%	55 30%	276 24%	220 24%	55 22%	221 24%	8 8%	31 22%	26 23%	132 37%	24 13%
Stay the same	695 34%	585 33%	74 40%	22 26%	66 29%	73 40%	61 33%	58 40%	36 35%	70 34%	80 30%	96 33%	60 32%	396 34%	311 34%	85 35%	299 33%	36 33%	39 28%	40 36%	116 32%	69 37%
Get worse	672 33%	569 32%	55 29%	37 45%	95 42%	60 32%	57 31%	43 30%	49 47%	66 32%	80 30%	78 27%	54 29%	378 33%	297 33%	82 33%	294 32%	46 42%	42 30%	38 34%	92 25%	77 41%
Don't know	194 9%	172 10%	18 10%	7 8%	19 8%	10 5%	21 11%	15 10%	4 4%	24 12%	32 12%	27 9%	17 9%	102 9%	78 9%	25 10%	92 10%	19 17%	27 20%	8 7%	21 6%	16 9%

**ITV News Index Survey**  
**ONLINE Fieldwork: 17th-19th October 2014**

Absolutes/col percents

Table 31

**Q4. Do you expect each of the following to improve, get worse or stay the same over the next 12 months?**

**Base: All respondents**

**The cost of everyday items, such as food, energy and travel**

	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	2058	1000	1058	170	316	364	399	333	476	638	557	326	537	262	812
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	278	874
Improve	187 9%	94 9%	93 9%	43 17%	42 12%	35 10%	16 4%	14 5%	36 8%	78 14%	41 7%	46 10%	22 5%	29 10%	85 10%
Stay the same	442 21%	233 23%	209 20%	56 23%	91 26%	64 18%	61 16%	57 19%	114 26%	133 24%	111 19%	101 22%	98 20%	48 17%	194 22%
Get worse	1289 63%	614 61%	675 64%	102 42%	186 54%	219 63%	273 74%	227 74%	283 63%	316 58%	375 66%	272 61%	325 67%	185 67%	525 60%
Don't know	140 7%	68 7%	72 7%	45 18%	28 8%	29 8%	17 5%	8 3%	14 3%	23 4%	43 8%	30 7%	44 9%	15 6%	70 8%

## ITV News Index Survey

### ONLINE Fieldwork: 17th-19th October 2014

Absolutes/col percents

Table 31

**Q4. Do you expect each of the following to improve, get worse or stay the same over the next 12 months?**

**Base: All respondents**

**The cost of everyday items, such as food, energy and travel**

	Region												Which of the following best describes your current working status?									
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	NET: Working	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2058	1772	183	89	236	169	201	149	103	182	245	310	191	1074	749	325	984	122	136	124	403	199
Weighted base	2058	1770	185	82	226	185	185	144	103	206	268	288	185	1152	906	247	906	108	139	111	361	186
Improve	187 9%	168 10%	12 6%	8 9%	20 9%	11 6%	14 8%	9 6%	6 6%	16 8%	33 12%	30 10%	27 15%	114 10%	97 11%	17 7%	72 8%	2 2%	22 16%	5 5%	30 8%	12 7%
Stay the same	442 21%	377 21%	42 23%	10 12%	54 24%	45 24%	43 23%	23 16%	23 22%	35 17%	67 25%	60 21%	41 22%	243 21%	195 22%	48 19%	200 22%	22 20%	28 20%	26 23%	90 25%	34 18%
Get worse	1289 63%	1102 62%	117 63%	58 70%	135 60%	124 67%	115 62%	106 74%	71 69%	135 66%	147 55%	179 62%	103 56%	711 62%	547 60%	164 66%	578 64%	75 69%	67 48%	76 68%	232 64%	128 69%
Don't know	140 7%	123 7%	14 8%	7 8%	17 7%	6 3%	13 7%	6 4%	3 3%	20 10%	21 8%	20 7%	14 8%	85 7%	67 7%	18 7%	55 6%	10 9%	21 15%	4 4%	9 2%	12 6%

**ITV News Index Survey**  
**ONLINE Fieldwork: 17th-19th October 2014**

Absolutes/col percents

Table 32

**Q4. Do you expect each of the following to improve, get worse or stay the same over the next 12 months?**

**Base: All respondents**

**The level of unemployment**

	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	2058	1000	1058	170	316	364	399	333	476	638	557	326	537	262	812
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	278	874
Improve	651 32%	356 35%	296 28%	80 33%	96 28%	85 24%	89 24%	101 33%	201 45%	217 40%	199 35%	128 28%	108 22%	93 34%	253 29%
Stay the same	687 33%	327 32%	359 34%	57 23%	124 36%	125 36%	141 38%	100 33%	140 31%	191 35%	180 32%	152 34%	163 33%	92 33%	297 34%
Get worse	523 25%	243 24%	281 27%	54 22%	95 27%	94 27%	113 31%	89 29%	79 18%	106 19%	131 23%	129 29%	158 32%	70 25%	228 26%
Don't know	196 10%	83 8%	114 11%	54 22%	31 9%	43 12%	24 7%	16 5%	28 6%	35 6%	61 11%	40 9%	61 12%	22 8%	95 11%

## ITV News Index Survey

### ONLINE Fieldwork: 17th-19th October 2014

Absolutes/col percents

Table 32

**Q4. Do you expect each of the following to improve, get worse or stay the same over the next 12 months?**

**Base: All respondents**

**The level of unemployment**

	Region												Which of the following best describes your current working status?									
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	NET: Working	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2058	1772	183	89	236	169	201	149	103	182	245	310	191	1074	749	325	984	122	136	124	403	199
Weighted base	2058	1770	185	82	226	185	185	144	103	206	268	288	185	1152	906	247	906	108	139	111	361	186
Improve	651 32%	572 32%	57 31%	15 19%	58 25%	53 29%	58 31%	42 29%	23 22%	72 35%	87 32%	117 40%	71 39%	347 30%	285 31%	62 25%	305 34%	11 10%	48 35%	30 27%	179 50%	38 20%
Stay the same	687 33%	583 33%	66 35%	24 29%	73 32%	81 44%	70 38%	49 34%	38 37%	63 30%	93 35%	73 25%	56 30%	390 34%	313 35%	77 31%	297 33%	35 32%	35 25%	42 38%	111 31%	74 40%
Get worse	523 25%	448 25%	42 23%	33 40%	67 30%	41 22%	42 23%	39 27%	33 33%	54 26%	57 21%	74 26%	40 21%	299 26%	222 24%	77 31%	225 25%	46 42%	34 24%	30 27%	57 16%	57 31%
Don't know	196 10%	168 9%	20 11%	9 11%	28 13%	10 5%	15 8%	14 10%	8 8%	18 9%	30 11%	24 8%	18 10%	117 10%	86 10%	31 13%	79 9%	17 16%	22 16%	9 8%	14 4%	17 9%

**ITV News Index Survey**  
**ONLINE Fieldwork: 17th-19th October 2014**

Absolutes/col percents

Table 33

**Q4. Do you expect each of the following to improve, get worse or stay the same over the next 12 months?**

**Base: All respondents**

**The gap between rich and poor**

	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	2058	1000	1058	170	316	364	399	333	476	638	557	326	537	262	812
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	278	874
Improve	99 5%	49 5%	50 5%	24 10%	34 10%	13 4%	7 2%	4 1%	16 4%	45 8%	19 3%	18 4%	17 3%	11 4%	46 5%
Stay the same	550 27%	247 25%	303 29%	74 30%	102 29%	99 29%	80 22%	66 22%	129 29%	165 30%	139 24%	134 30%	112 23%	67 24%	250 29%
Get worse	1239 60%	636 63%	603 57%	90 37%	175 51%	200 58%	258 70%	225 74%	290 65%	314 57%	359 63%	262 58%	305 62%	181 65%	493 56%
Don't know	170 8%	77 8%	93 9%	56 23%	36 10%	34 10%	22 6%	11 4%	12 3%	26 5%	53 9%	35 8%	56 11%	19 7%	85 10%

## ITV News Index Survey

### ONLINE Fieldwork: 17th-19th October 2014

Absolutes/col percents

Table 33

**Q4. Do you expect each of the following to improve, get worse or stay the same over the next 12 months?**

**Base: All respondents**

**The gap between rich and poor**

	Region												Which of the following best describes your current working status?									
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	NET: Working	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2058	1772	183	89	236	169	201	149	103	182	245	310	191	1074	749	325	984	122	136	124	403	199
Weighted base	2058	1770	185	82	226	185	185	144	103	206	268	288	185	1152	906	247	906	108	139	111	361	186
Improve	99 5%	88 5%	7 4%	5 6%	7 3%	7 4%	5 3%	3 2%	4 4%	12 6%	23 9%	13 4%	13 7%	57 5%	48 5%	9 4%	42 5%	1 1%	19 14%	4 4%	13 4%	5 3%
Stay the same	550 27%	476 27%	49 26%	13 16%	64 28%	58 31%	57 31%	35 24%	25 24%	42 20%	68 25%	89 31%	51 28%	317 28%	251 28%	66 27%	233 26%	22 20%	32 23%	29 26%	103 28%	47 25%
Get worse	1239 60%	1056 60%	113 61%	59 71%	139 61%	111 60%	108 58%	96 66%	70 68%	127 62%	155 58%	158 55%	102 55%	674 58%	528 58%	146 59%	565 62%	70 65%	65 47%	74 67%	235 65%	121 65%
Don't know	170 8%	151 9%	16 9%	6 7%	17 7%	9 5%	14 8%	10 7%	4 4%	25 12%	22 8%	29 10%	19 10%	104 9%	79 9%	25 10%	66 7%	16 15%	23 16%	4 3%	11 3%	13 7%

**ITV News Index Survey**  
**ONLINE Fieldwork: 17th-19th October 2014**

Absolutes/col percents

Table 34

**Q4. Do you expect each of the following to improve, get worse or stay the same over the next 12 months?**

**Base: All respondents**

**The quality of care provided by the NHS**

	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	2058	1000	1058	170	316	364	399	333	476	638	557	326	537	262	812
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	278	874
Improve	259 13%	134 13%	125 12%	39 16%	54 16%	44 13%	22 6%	33 11%	67 15%	77 14%	63 11%	62 14%	57 12%	38 14%	120 14%
Stay the same	854 41%	450 45%	404 39%	91 37%	151 43%	150 43%	154 42%	127 42%	181 40%	229 42%	230 40%	184 41%	211 43%	108 39%	374 43%
Get worse	756 37%	340 34%	415 40%	64 26%	102 29%	119 34%	164 45%	132 43%	174 39%	208 38%	216 38%	174 39%	158 32%	112 40%	289 33%
Don't know	189 9%	85 8%	104 10%	51 21%	40 12%	33 10%	26 7%	13 4%	25 6%	36 6%	62 11%	28 6%	63 13%	21 8%	93 11%



## ITV News Index Survey

### ONLINE Fieldwork: 17th-19th October 2014

Absolutes/col percents

Table 34

**Q4. Do you expect each of the following to improve, get worse or stay the same over the next 12 months?**

**Base: All respondents**

**The quality of care provided by the NHS**

	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	2058	1772	183	89	236	169	201	149	103	182	245	310	191	1074	749	325	984	122	136	124	403	199
Weighted base	2058	1770	185	82	226	185	185	144	103	206	268	288	185	1152	906	247	906	108	139	111	361	186
Improve	259 13%	223 13%	27 15%	9 11%	20 9%	16 9%	23 12%	15 10%	10 9%	15 7%	52 20%	36 12%	36 19%	157 14%	133 15%	25 10%	102 11%	7 6%	21 15%	19 17%	45 12%	11 6%
Stay the same	854 41%	736 42%	84 45%	29 35%	103 45%	84 46%	89 48%	56 39%	34 33%	85 41%	100 37%	121 42%	69 37%	481 42%	376 42%	105 43%	373 41%	46 43%	47 34%	38 34%	159 44%	83 45%
Get worse	756 37%	646 36%	56 30%	37 45%	79 35%	68 37%	56 30%	59 41%	54 52%	80 39%	89 33%	107 37%	68 37%	401 35%	305 34%	95 39%	355 39%	38 35%	47 34%	50 45%	141 39%	78 42%
Don't know	189 9%	166 9%	18 10%	7 9%	24 10%	16 9%	17 9%	14 10%	6 5%	25 12%	26 10%	24 8%	13 7%	113 10%	92 10%	22 9%	76 8%	17 16%	24 17%	5 4%	16 5%	13 7%

**ITV News Index Survey**  
**ONLINE Fieldwork: 17th-19th October 2014**

Absolutes/col percents

Table 35

**Q4. Do you expect each of the following to improve, get worse or stay the same over the next 12 months?**

**Base: All respondents**

**The standard of education in Britain**

	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	2058	1000	1058	170	316	364	399	333	476	638	557	326	537	262	812
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	278	874
Improve	283 14%	123 12%	159 15%	44 18%	66 19%	50 14%	24 7%	25 8%	74 16%	107 20%	69 12%	61 14%	45 9%	31 11%	133 15%
Stay the same	1014 49%	519 51%	495 47%	100 41%	159 46%	171 49%	196 53%	170 56%	218 49%	276 50%	270 47%	225 50%	244 50%	141 51%	410 47%
Get worse	552 27%	263 26%	289 28%	45 18%	84 24%	81 24%	124 34%	89 29%	128 29%	134 24%	165 29%	121 27%	133 27%	82 29%	226 26%
Don't know	209 10%	103 10%	106 10%	57 23%	38 11%	43 13%	22 6%	20 7%	28 6%	33 6%	67 12%	41 9%	68 14%	25 9%	106 12%

## ITV News Index Survey

### ONLINE Fieldwork: 17th-19th October 2014

Absolutes/col percents

Table 35

**Q4. Do you expect each of the following to improve, get worse or stay the same over the next 12 months?**

**Base: All respondents**

**The standard of education in Britain**

	Region												Which of the following best describes your current working status?									
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	NET: Working	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2058	1772	183	89	236	169	201	149	103	182	245	310	191	1074	749	325	984	122	136	124	403	199
Weighted base	2058	1770	185	82	226	185	185	144	103	206	268	288	185	1152	906	247	906	108	139	111	361	186
Improve	283 14%	256 14%	17 9%	12 15%	32 14%	22 12%	22 12%	17 12%	9 9%	17 8%	53 20%	44 15%	37 20%	163 14%	131 14%	32 13%	120 13%	4 4%	29 21%	18 16%	53 15%	15 8%
Stay the same	1014 49%	878 50%	91 49%	36 43%	107 47%	102 55%	96 52%	80 55%	46 44%	101 49%	113 42%	149 52%	95 51%	550 48%	425 47%	126 51%	464 51%	59 54%	56 40%	47 43%	200 55%	102 55%
Get worse	552 27%	454 26%	57 31%	27 32%	59 26%	47 25%	49 27%	35 24%	42 41%	62 30%	64 24%	72 25%	39 21%	308 27%	242 27%	66 27%	244 27%	29 26%	32 23%	37 34%	94 26%	53 29%
Don't know	209 10%	182 10%	20 11%	8 10%	29 13%	15 8%	18 10%	12 9%	6 6%	26 12%	37 14%	23 8%	15 8%	131 11%	108 12%	23 9%	78 9%	17 16%	22 16%	8 8%	15 4%	15 8%