

# ITV News Index

## METHODOLOGY NOTE

ComRes interviewed 2,004 British adults online between 24th and 26th 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: 24th-26th October 2014

Absolutes/col percents

Table 1

**Q.1 It is planned that British troops will be withdrawn from Afghanistan over the coming weeks. Which of the following comes closest to your opinion?**

**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2004	1027	977	191	265	357	392	331	468	601	584	307	512	258	767
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	293	829
British troops should never have been sent to Afghanistan	930 46%	435 44%	495 48%	109 46%	139 41%	132 39%	157 44%	156 52%	236 54%	239 45%	243 44%	201 46%	248 52%	109 37%	367 44%
It was right for British troops to be sent to Afghanistan, but they should have been withdrawn sooner	346 17%	160 16%	185 18%	43 18%	58 17%	75 22%	67 19%	47 16%	55 13%	98 18%	93 17%	74 17%	81 17%	59 20%	141 17%
It was right for British troops to be sent to Afghanistan, but now is about the right time for British troops to be withdrawn	373 19%	199 20%	175 17%	19 8%	67 20%	66 19%	63 18%	57 19%	102 23%	126 24%	100 18%	77 18%	70 15%	72 25%	138 17%
British troops should continue to stay in Afghanistan for the foreseeable future	120 6%	85 9%	35 3%	12 5%	22 7%	12 4%	35 10%	14 5%	24 6%	32 6%	32 6%	22 5%	34 7%	26 9%	57 7%
Don't know	235 12%	103 10%	133 13%	55 23%	51 15%	52 15%	35 10%	24 8%	18 4%	42 8%	88 16%	63 14%	43 9%	27 9%	127 15%

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**Q.1 It is planned that British troops will be withdrawn from Afghanistan over the coming weeks. Which of the following comes closest to your opinion?**

**Base: All respondents**

	Region												Which of the following best describes your current working status?									
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	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	2004	1719	175	91	241	154	203	143	110	168	195	321	203	1025	709	316	979	137	139	121	418	164
Weighted base	2004	1723	180	80	220	180	180	140	100	200	261	281	180	1122	882	240	882	123	133	126	351	148
British troops should never have been sent to Afghanistan	930 46%	795 46%	94 52%	38 48%	107 48%	75 41%	92 51%	65 46%	41 40%	91 46%	116 44%	129 46%	84 46%	476 42%	376 43%	100 42%	454 51%	51 41%	62 47%	68 54%	205 58%	68 46%
It was right for British troops to be sent to Afghanistan, but they should have been withdrawn sooner	346 17%	289 17%	32 18%	17 21%	45 21%	41 23%	20 11%	22 16%	24 24%	26 13%	33 13%	51 18%	34 19%	200 18%	153 17%	47 20%	145 16%	34 28%	22 16%	16 12%	46 13%	27 19%
It was right for British troops to be sent to Afghanistan, but now is about the right time for British troops to be withdrawn	373 19%	331 19%	24 13%	9 12%	44 20%	39 21%	35 20%	26 18%	18 18%	48 24%	43 16%	51 18%	35 20%	210 19%	171 19%	39 16%	163 19%	13 11%	17 12%	36 28%	68 19%	30 20%
British troops should continue to stay in Afghanistan for the foreseeable future	120 6%	103 6%	9 5%	6 7%	4 2%	6 3%	13 7%	11 7%	8 8%	15 8%	14 5%	22 8%	14 8%	83 7%	64 7%	18 8%	37 4%	8 6%	3 2%	3 3%	21 6%	2 2%
Don't know	235 12%	205 12%	21 12%	9 12%	21 9%	20 11%	21 12%	17 12%	9 9%	19 10%	55 21%	28 10%	14 8%	153 14%	117 13%	36 15%	82 9%	17 14%	30 22%	4 3%	12 3%	20 13%

**ITV News Index Survey**  
**ONLINE Fieldwork: 24th-26th October 2014**

Absolutes/col percents

Table 2  
**Q.2 Do you agree or disagree about each of the following statements?**  
**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2004	1027	977	191	265	357	392	331	468	601	584	307	512	258	767
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	293	829
<b><u>I am confident that Afghanistan will remain stable for the long term after British and American troops leave</u></b>															
Agree	205 10%	115 12%	90 9%	40 17%	38 11%	54 16%	25 7%	21 7%	28 6%	62 12%	45 8%	46 11%	51 11%	41 14%	103 12%
Disagree	1205 60%	643 65%	562 55%	94 39%	196 58%	178 53%	223 62%	195 66%	320 73%	334 62%	324 58%	264 61%	283 60%	166 57%	466 56%
Don't know	594 30%	225 23%	369 36%	105 44%	104 31%	106 31%	110 31%	82 27%	88 20%	140 26%	187 34%	126 29%	142 30%	86 29%	260 31%
<b><u>Given what has happened with Islamic State in Iraq and Syria, Afghanistan risks a similar fate unless international forces remain in the country</u></b>															
Agree	848 42%	498 51%	350 34%	76 32%	137 41%	154 46%	153 43%	138 46%	191 44%	238 44%	219 39%	188 43%	203 43%	129 44%	364 44%
Disagree	331 16%	177 18%	154 15%	38 16%	68 20%	56 16%	47 13%	50 17%	72 17%	94 18%	91 16%	71 16%	75 16%	52 18%	138 17%
Don't know	825 41%	307 31%	518 51%	124 52%	133 39%	128 38%	157 44%	110 37%	173 40%	204 38%	246 44%	177 41%	198 42%	112 38%	328 40%
<b><u>The world is a more dangerous place than it was before the 9/11 World Trade Centre attacks</u></b>															
Agree	1468 73%	728 74%	740 72%	137 57%	227 67%	236 70%	260 73%	242 81%	366 84%	403 75%	382 69%	310 71%	373 78%	218 75%	570 69%
Disagree	256 13%	129 13%	127 12%	42 18%	51 15%	44 13%	52 15%	30 10%	37 9%	75 14%	79 14%	60 14%	42 9%	42 14%	116 14%
Don't know	280 14%	125 13%	155 15%	59 25%	60 18%	57 17%	45 13%	26 9%	33 8%	57 11%	95 17%	67 15%	61 13%	33 11%	143 17%

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Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	293	829
<b><u>The rise of Islamic State is probably a direct result of British and American military involvement in the Middle East</u></b>															
Agree	974 49%	492 50%	481 47%	97 41%	183 54%	157 47%	174 49%	140 47%	222 51%	256 48%	273 49%	219 50%	225 47%	156 53%	398 48%
Disagree	512 26%	299 30%	213 21%	50 21%	63 19%	91 27%	101 28%	88 30%	119 27%	157 29%	127 23%	99 23%	129 27%	75 26%	212 26%
Don't know	518 26%	191 19%	327 32%	91 38%	91 27%	90 27%	82 23%	70 23%	95 22%	122 23%	155 28%	118 27%	123 26%	62 21%	219 26%
<b><u>I feel that I have a good understanding of the purpose of Britain's mission in Afghanistan</u></b>															
Agree	655 33%	424 43%	231 23%	45 19%	103 31%	117 35%	127 35%	100 34%	162 37%	188 35%	169 30%	145 33%	152 32%	109 37%	254 31%
Disagree	948 47%	388 39%	560 55%	137 58%	166 49%	149 44%	155 43%	145 49%	196 45%	259 48%	285 51%	198 45%	206 43%	142 49%	398 48%
Don't know	401 20%	170 17%	231 23%	56 23%	68 20%	71 21%	76 21%	52 17%	79 18%	88 17%	101 18%	93 21%	118 25%	41 14%	177 21%
<b><u>The war in Afghanistan is unwinnable</u></b>															
Agree	1339 67%	704 72%	636 62%	128 54%	183 54%	218 65%	237 66%	222 75%	352 81%	379 71%	357 64%	285 65%	318 67%	196 67%	524 63%
Disagree	205 10%	116 12%	89 9%	24 10%	58 17%	34 10%	39 11%	28 10%	22 5%	58 11%	50 9%	42 10%	54 11%	35 12%	103 12%
Don't know	460 23%	163 17%	297 29%	86 36%	97 29%	85 25%	82 23%	47 16%	62 14%	99 19%	148 27%	109 25%	103 22%	62 21%	202 24%

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Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	293	829
<b><u>The threat of terrorism on British soil has been increased by British forces remaining in Afghanistan</u></b>															
Agree	1060 53%	517 53%	543 53%	134 56%	192 57%	177 52%	185 52%	151 51%	222 51%	305 57%	277 50%	230 53%	248 52%	158 54%	447 54%
Disagree	460 23%	276 28%	184 18%	31 13%	66 19%	77 23%	77 22%	88 30%	120 28%	124 23%	122 22%	99 23%	116 24%	64 22%	188 23%
Don't know	484 24%	190 19%	295 29%	72 30%	80 24%	84 25%	95 27%	58 20%	94 22%	107 20%	157 28%	108 25%	113 24%	71 24%	195 23%
<b><u>Having British forces in Afghanistan has made Britain a safer place</u></b>															
Agree	295 15%	191 19%	104 10%	34 14%	52 16%	61 18%	54 15%	39 13%	55 13%	82 15%	75 13%	70 16%	69 14%	52 18%	134 16%
Disagree	1150 57%	555 57%	594 58%	123 52%	188 56%	182 54%	203 57%	188 63%	264 61%	309 58%	313 56%	255 58%	273 57%	153 52%	470 57%
Don't know	560 28%	236 24%	324 32%	81 34%	97 29%	94 28%	100 28%	70 24%	117 27%	145 27%	168 30%	112 26%	134 28%	87 30%	225 27%

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**Q.2 Do you agree or disagree about each of the following statements?**

**Base: All respondents**

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	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	2004	1719	175	91	241	154	203	143	110	168	195	321	203	1025	709	316	979	137	139	121	418	164
Weighted base	2004	1723	180	80	220	180	180	140	100	200	261	281	180	1122	882	240	882	123	133	126	351	148
<b><u>I am confident that Afghanistan will remain stable for the long term after British and American troops leave</u></b>																						
Agree	205 10%	182 11%	11 6%	9 11%	22 10%	21 12%	18 10%	10 7%	12 12%	14 7%	45 17%	25 9%	18 10%	144 13%	116 13%	28 12%	61 7%	4 3%	16 12%	14 11%	17 5%	10 7%
Disagree	1205 60%	1029 60%	112 62%	44 55%	132 60%	113 63%	105 58%	98 70%	64 64%	124 62%	130 50%	165 59%	116 64%	633 56%	504 57%	129 54%	572 65%	73 59%	68 51%	87 69%	265 75%	79 53%
Don't know	594 30%	512 30%	57 32%	27 34%	66 30%	46 26%	57 32%	32 23%	24 24%	62 31%	85 33%	90 32%	47 26%	345 31%	262 30%	83 35%	249 28%	46 37%	49 37%	25 20%	70 20%	59 40%
<b><u>Given what has happened with Islamic State in Iraq and Syria, Afghanistan risks a similar fate unless international forces remain in the country</u></b>																						
Agree	848 42%	750 44%	69 38%	33 41%	93 42%	75 41%	92 51%	64 46%	30 30%	89 45%	103 39%	111 40%	90 50%	493 44%	403 46%	90 38%	356 40%	59 48%	33 25%	58 46%	160 45%	46 31%
Disagree	331 16%	263 15%	40 22%	13 16%	35 16%	30 17%	18 10%	22 16%	28 28%	28 14%	55 21%	37 13%	26 14%	189 17%	152 17%	37 16%	141 16%	14 12%	33 25%	13 10%	61 17%	21 14%
Don't know	825 41%	711 41%	72 40%	34 43%	92 42%	76 42%	70 39%	54 39%	42 42%	83 42%	103 40%	132 47%	65 36%	440 39%	327 37%	113 47%	385 44%	50 40%	67 51%	56 44%	131 37%	81 55%
<b><u>The world is a more dangerous place than it was before the 9/11 World Trade Centre attacks</u></b>																						
Agree	1468 73%	1268 74%	130 72%	70 88%	163 74%	122 68%	134 74%	113 80%	71 71%	148 74%	171 66%	207 74%	140 78%	789 70%	622 71%	166 69%	679 77%	86 70%	79 59%	103 81%	303 86%	108 73%
Disagree	256 13%	221 13%	23 13%	3 4%	32 15%	27 15%	23 13%	11 8%	12 12%	20 10%	46 18%	37 13%	22 12%	158 14%	120 14%	38 16%	98 11%	20 16%	26 20%	7 6%	30 8%	15 10%
Don't know	280 14%	235 14%	27 15%	6 8%	26 12%	32 18%	23 13%	17 12%	17 17%	32 16%	44 17%	37 13%	18 10%	176 16%	139 16%	36 15%	104 12%	17 14%	28 21%	16 13%	18 5%	24 16%

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<b><u>The rise of Islamic State is probably a direct result of British and American military involvement in the Middle East</u></b>																						
Agree	974 49%	824 48%	104 58%	42 52%	103 47%	85 47%	92 51%	74 53%	45 45%	96 48%	119 46%	132 47%	81 45%	554 49%	444 50%	110 46%	420 48%	49 40%	52 39%	55 43%	190 54%	74 50%
Disagree	512 26%	442 26%	33 19%	21 26%	62 28%	46 25%	48 26%	30 21%	36 36%	46 23%	66 25%	70 25%	55 30%	287 26%	229 26%	58 24%	225 26%	34 27%	32 24%	36 29%	97 28%	26 18%
Don't know	518 26%	457 27%	43 24%	17 21%	55 25%	49 27%	41 22%	37 26%	19 19%	59 30%	75 29%	79 28%	44 25%	281 25%	209 24%	72 30%	237 27%	40 33%	50 37%	35 28%	64 18%	48 32%
<b><u>I feel that I have a good understanding of the purpose of Britain's mission in Afghanistan</u></b>																						
Agree	655 33%	554 32%	60 33%	25 31%	65 29%	60 33%	61 34%	41 29%	41 41%	48 24%	88 34%	92 33%	74 41%	363 32%	305 35%	59 24%	291 33%	36 30%	33 24%	32 25%	144 41%	47 32%
Disagree	948 47%	818 47%	86 47%	42 53%	109 49%	79 44%	77 43%	69 49%	44 44%	104 52%	117 45%	139 49%	82 45%	541 48%	418 47%	123 51%	407 46%	52 42%	75 56%	71 56%	148 42%	62 42%
Don't know	401 20%	351 20%	35 19%	13 17%	47 21%	41 23%	42 23%	31 22%	15 15%	48 24%	55 21%	49 18%	25 14%	218 19%	159 18%	59 25%	183 21%	35 28%	26 19%	23 19%	60 17%	39 26%
<b><u>The war in Afghanistan is unwinnable</u></b>																						
Agree	1339 67%	1146 66%	131 73%	58 72%	152 69%	110 61%	127 70%	92 66%	62 62%	146 73%	138 53%	178 63%	146 81%	720 64%	558 63%	162 67%	619 70%	71 58%	70 52%	90 71%	299 85%	89 60%
Disagree	205 10%	180 10%	10 6%	8 10%	17 8%	26 15%	15 8%	23 16%	15 15%	14 7%	38 15%	29 10%	9 5%	138 12%	117 13%	21 9%	67 8%	11 9%	17 12%	6 5%	19 6%	13 9%
Don't know	460 23%	398 23%	39 22%	14 18%	52 23%	44 24%	39 22%	25 18%	23 23%	40 20%	85 32%	74 26%	25 14%	264 24%	206 23%	58 24%	196 22%	40 33%	47 35%	30 24%	33 9%	46 31%



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<b><u>The threat of terrorism on British soil has been increased by British forces remaining in Afghanistan</u></b>																						
Agree	1060 53%	907 53%	100 56%	42 53%	119 54%	77 43%	99 55%	81 58%	52 52%	94 47%	144 55%	160 57%	90 50%	605 54%	493 56%	112 47%	455 52%	67 54%	58 43%	51 40%	203 58%	77 52%
Disagree	460 23%	391 23%	39 22%	19 24%	52 24%	48 27%	40 22%	30 22%	30 30%	44 22%	49 19%	58 21%	50 27%	252 22%	198 22%	54 22%	208 24%	28 22%	27 20%	39 31%	88 25%	26 18%
Don't know	484 24%	425 25%	41 23%	18 23%	50 23%	55 30%	41 23%	29 21%	18 18%	62 31%	67 26%	63 22%	41 23%	265 24%	191 22%	74 31%	219 25%	29 23%	49 37%	36 29%	61 17%	45 30%
<b><u>Having British forces in Afghanistan has made Britain a safer place</u></b>																						
Agree	295 15%	247 14%	23 13%	11 14%	28 12%	32 18%	29 16%	23 16%	25 24%	20 10%	33 13%	45 16%	26 15%	186 17%	152 17%	34 14%	109 12%	16 13%	17 13%	14 11%	44 12%	18 12%
Disagree	1150 57%	986 57%	117 65%	43 53%	132 60%	89 49%	107 59%	87 62%	46 46%	116 58%	146 56%	157 56%	109 61%	624 56%	508 58%	116 48%	526 60%	71 58%	76 57%	68 54%	235 67%	76 51%
Don't know	560 28%	490 28%	40 22%	26 33%	61 28%	60 33%	44 24%	31 22%	29 29%	64 32%	81 31%	78 28%	45 25%	313 28%	223 25%	90 38%	247 28%	36 29%	40 30%	44 35%	72 21%	54 36%

**ITV News Index Survey**  
**ONLINE Fieldwork: 24th-26th October 2014**

Absolutes/col percents

Table 3

**Q.3 If a referendum were held tomorrow on whether or not the UK should stay in or leave the European Union (EU), how would you vote?**

**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
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Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	293	829
Leave the EU	957	512	444	66	131	145	188	174	253	217	227	238	274	128	374
	48%	52%	43%	28%	39%	43%	53%	58%	58%	41%	41%	54%	58%	44%	45%
Remain in the EU	700	340	360	111	151	123	107	83	125	259	211	107	124	121	312
	35%	35%	35%	47%	45%	37%	30%	28%	29%	48%	38%	24%	26%	41%	38%
Don't know	347	130	218	62	55	69	62	41	59	59	117	92	78	44	143
	17%	13%	21%	26%	16%	20%	17%	14%	13%	11%	21%	21%	16%	15%	17%

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Leave the EU	957 48%	845 49%	69 38%	44 55%	110 50%	98 54%	93 52%	82 58%	43 43%	94 47%	89 34%	152 54%	82 46%	502 45%	406 46%	96 40%	454 52%	55 44%	50 37%	76 60%	199 57%	75 51%
Remain in the EU	700 35%	580 34%	85 47%	21 26%	66 30%	47 26%	60 33%	42 30%	35 35%	71 35%	130 50%	85 30%	59 33%	433 39%	349 40%	84 35%	267 30%	35 29%	60 45%	27 21%	105 30%	40 27%
Don't know	347 17%	298 17%	26 15%	16 19%	44 20%	35 20%	28 15%	16 12%	23 23%	35 18%	41 16%	44 16%	39 22%	187 17%	126 14%	61 25%	160 18%	33 27%	24 18%	24 19%	47 13%	32 22%

**ITV News Index Survey**  
**ONLINE Fieldwork: 24th-26th October 2014**

Absolutes/col percents

Table 4

**Q.3 If a referendum were held tomorrow on whether or not the UK should stay in or leave the European Union (EU), how would you vote?**

**Base: All respondents who say how they would vote**

	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	1681	903	778	150	220	281	330	290	410	533	474	248	426	220	643
Weighted base	1657	853	804	176	282	269	295	257	377	476	438	344	398	249	686
Leave the EU	957	512	444	66	131	145	188	174	253	217	227	238	274	128	374
	58%	60%	55%	37%	46%	54%	64%	68%	67%	46%	52%	69%	69%	52%	54%
Remain in the EU	700	340	360	111	151	123	107	83	125	259	211	107	124	121	312
	42%	40%	45%	63%	54%	46%	36%	32%	33%	54%	48%	31%	31%	48%	46%

## ITV News Index Survey

### ONLINE Fieldwork: 24th-26th October 2014

Absolutes/col percents

Table 4

**Q.3 If a referendum were held tomorrow on whether or not the UK should stay in or leave the European Union (EU), how would you vote?**

**Base: All respondents who say how they would vote**

	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	1681	1442	152	75	197	128	170	124	87	140	165	281	162	863	611	252	818	108	115	100	367	128
Weighted base	1657	1425	154	65	176	145	153	124	78	165	219	237	141	935	755	180	722	90	109	103	304	115
Leave the EU	957 58%	845 59%	69 45%	44 68%	110 62%	98 68%	93 61%	82 66%	43 55%	94 57%	89 41%	152 64%	82 58%	502 54%	406 54%	96 54%	454 63%	55 61%	50 45%	76 74%	199 65%	75 65%
Remain in the EU	700 42%	580 41%	85 55%	21 32%	66 38%	47 32%	60 39%	42 34%	35 45%	71 43%	130 59%	85 36%	59 42%	433 46%	349 46%	84 46%	267 37%	35 39%	60 55%	27 26%	105 35%	40 35%

## ITV News Index Survey

### ONLINE Fieldwork: 24th-26th October 2014

Absolutes/col percents

Table 5

**Q.4 Please select which of the following words or phrases apply to each party leader. Please select as many as you think apply to each.**

#### Summary

**Base: All respondents**

	Leaders			
	David Cameron	Ed Miliband	Nick Clegg	Nigel Farage
Unweighted base	2004	2004	2004	2004
Weighted base	2004	2004	2004	2004
Stands up for Britain's interests in the European Union (EU)	584 29%	222 11%	154 8%	560 28%
Trustworthy	386 19%	317 16%	165 8%	238 12%
Out of touch with ordinary people	1003 50%	741 37%	822 41%	428 21%
Has the right policies for Britain's future	489 24%	343 17%	156 8%	362 18%
Is statesmanlike	673 34%	169 8%	149 7%	171 9%
Comes across as someone like me	216 11%	245 12%	163 8%	328 16%
Competent	612 31%	341 17%	220 11%	315 16%
Intelligent	805 40%	535 27%	470 23%	461 23%
Can get things done	583 29%	293 15%	154 8%	302 15%
Weird	210 10%	712 36%	301 15%	692 35%
None of the above	330 16%	429 21%	569 28%	471 24%

## ITV News Index Survey

### ONLINE Fieldwork: 24th-26th October 2014

Absolutes/col percents

Table 6

**Q.4 Please select which of the following words or phrases apply to each party leader. Please select as many as you think apply to each.**

**David Cameron**

**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2004	1027	977	191	265	357	392	331	468	601	584	307	512	258	767
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	293	829
Out of touch with ordinary people	1003 50%	509 52%	494 48%	101 42%	154 46%	152 45%	198 55%	176 59%	222 51%	239 45%	274 49%	211 48%	279 59%	144 49%	366 44%
Intelligent	805 40%	459 47%	346 34%	64 27%	124 37%	121 36%	129 36%	129 43%	239 55%	254 47%	221 40%	175 40%	156 33%	122 42%	296 36%
Is statesmanlike	673 34%	385 39%	288 28%	47 20%	89 26%	116 34%	116 32%	113 38%	193 44%	226 42%	183 33%	125 29%	139 29%	109 37%	247 30%
Competent	612 31%	343 35%	269 26%	54 23%	87 26%	103 30%	98 27%	94 32%	176 40%	208 39%	178 32%	113 26%	113 24%	94 32%	250 30%
Stands up for Britain's interests in the European Union (EU)	584 29%	321 33%	264 26%	41 17%	79 23%	95 28%	89 25%	97 33%	183 42%	194 36%	163 29%	124 29%	103 22%	86 29%	212 26%
Can get things done	583 29%	330 34%	252 25%	54 23%	93 28%	96 28%	91 26%	89 30%	159 36%	179 33%	162 29%	125 29%	116 24%	95 33%	236 29%
Has the right policies for Britain's future	489 24%	267 27%	222 22%	39 16%	70 21%	82 24%	70 20%	78 26%	152 35%	159 30%	132 24%	108 25%	90 19%	85 29%	184 22%
Trustworthy	386 19%	200 20%	186 18%	37 15%	58 17%	60 18%	57 16%	53 18%	121 28%	134 25%	110 20%	74 17%	67 14%	56 19%	147 18%
Comes across as someone like me	216 11%	115 12%	100 10%	29 12%	35 11%	39 12%	23 7%	27 9%	62 14%	82 15%	49 9%	42 10%	43 9%	33 11%	78 9%
Weird	210 10%	112 11%	99 10%	44 19%	41 12%	33 10%	34 9%	30 10%	28 6%	37 7%	65 12%	43 10%	65 14%	28 9%	86 10%
None of the above	330 16%	112 11%	218 21%	81 34%	61 18%	67 20%	64 18%	23 8%	33 8%	64 12%	102 18%	86 20%	77 16%	40 14%	177 21%

## ITV News Index Survey

### ONLINE Fieldwork: 24th-26th October 2014

Absolutes/col percents

Table 6

**Q.4 Please select which of the following words or phrases apply to each party leader. Please select as many as you think apply to each.**

**David Cameron**

**Base: All respondents**

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	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	2004	1719	175	91	241	154	203	143	110	168	195	321	203	1025	709	316	979	137	139	121	418	164
Weighted base	2004	1723	180	80	220	180	180	140	100	200	261	281	180	1122	882	240	882	123	133	126	351	148
Out of touch with ordinary people	1003 50%	840 49%	104 58%	60 74%	110 50%	86 48%	83 46%	81 58%	59 59%	95 48%	98 37%	126 45%	100 56%	510 45%	408 46%	102 43%	493 56%	78 63%	76 57%	71 56%	185 53%	83 56%
Intelligent	805 40%	712 41%	62 34%	30 37%	86 39%	52 29%	93 51%	59 42%	32 32%	87 43%	95 37%	133 47%	78 43%	418 37%	325 37%	93 39%	387 44%	26 21%	42 32%	47 37%	216 62%	56 38%
Is statesmanlike	673 34%	605 35%	47 26%	27 33%	81 37%	58 32%	72 40%	37 26%	21 21%	66 33%	73 28%	119 42%	72 40%	356 32%	267 30%	90 37%	316 36%	29 23%	25 19%	43 34%	173 49%	47 32%
Competent	612 31%	543 32%	42 24%	22 27%	67 31%	49 27%	63 35%	34 24%	26 26%	69 35%	76 29%	108 39%	55 30%	343 31%	257 29%	86 36%	268 30%	20 16%	30 22%	34 27%	154 44%	31 21%
Stands up for Britain's interests in the European Union (EU)	584 29%	512 30%	41 23%	22 27%	73 33%	50 28%	59 33%	32 23%	31 31%	50 25%	62 24%	102 36%	62 34%	298 27%	225 26%	73 30%	286 32%	26 21%	27 20%	42 33%	167 47%	25 17%
Can get things done	583 29%	516 30%	39 22%	19 23%	60 27%	41 23%	78 43%	34 24%	28 28%	56 28%	65 25%	107 38%	56 31%	332 30%	250 28%	82 34%	251 28%	25 21%	24 18%	32 26%	140 40%	28 19%
Has the right policies for Britain's future	489 24%	437 25%	30 17%	15 18%	53 24%	39 22%	56 31%	29 21%	22 22%	46 23%	56 22%	98 35%	46 25%	269 24%	193 22%	76 32%	220 25%	14 12%	19 14%	31 25%	129 37%	25 17%
Trustworthy	386 19%	347 20%	22 12%	13 16%	42 19%	24 14%	44 24%	17 12%	17 17%	36 18%	59 23%	72 25%	40 22%	203 18%	142 16%	61 25%	183 21%	13 10%	21 16%	25 20%	103 29%	21 14%
Comes across as someone like me	216 11%	193 11%	13 7%	9 11%	21 10%	15 8%	26 14%	11 8%	10 10%	14 7%	35 13%	43 15%	18 10%	111 10%	84 10%	27 11%	105 12%	9 7%	17 13%	16 12%	55 16%	8 6%
Weird	210 10%	180 10%	21 11%	13 16%	17 8%	15 8%	18 10%	14 10%	10 10%	24 12%	40 15%	17 6%	21 12%	113 10%	94 11%	20 8%	97 11%	16 13%	29 22%	12 9%	20 6%	20 13%
None of the above	330 16%	284 16%	33 18%	6 7%	39 18%	35 19%	22 12%	23 16%	12 12%	35 18%	59 23%	46 17%	18 10%	217 19%	173 20%	44 18%	113 13%	25 20%	32 24%	15 12%	17 5%	24 16%



**ITV News Index Survey**  
**ONLINE Fieldwork: 24th-26th October 2014**

Absolutes/col percents

Table 7

**Q.4 Please select which of the following words or phrases apply to each party leader. Please select as many as you think apply to each.**

**Ed Miliband**

**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2004	1027	977	191	265	357	392	331	468	601	584	307	512	258	767
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	293	829
Out of touch with ordinary people	741 37%	418 43%	323 32%	60 25%	112 33%	115 34%	127 36%	136 46%	190 44%	190 35%	211 38%	158 36%	182 38%	112 38%	287 35%
Weird	712 36%	407 41%	305 30%	70 29%	123 36%	119 35%	106 30%	116 39%	179 41%	226 42%	187 34%	144 33%	154 32%	118 40%	276 33%
Intelligent	535 27%	293 30%	241 24%	46 19%	82 24%	88 26%	84 24%	96 32%	139 32%	158 30%	135 24%	124 28%	118 25%	88 30%	172 21%
Has the right policies for Britain's future	343 17%	177 18%	166 16%	37 16%	58 17%	60 18%	73 20%	54 18%	60 14%	90 17%	77 14%	76 17%	100 21%	61 21%	112 14%
Competent	341 17%	178 18%	164 16%	40 17%	58 17%	63 19%	64 18%	50 17%	66 15%	81 15%	88 16%	76 17%	97 20%	50 17%	127 15%
Trustworthy	317 16%	179 18%	138 13%	30 12%	51 15%	57 17%	60 17%	51 17%	67 15%	83 15%	80 14%	74 17%	80 17%	55 19%	110 13%
Can get things done	293 15%	158 16%	136 13%	33 14%	48 14%	51 15%	64 18%	47 16%	50 11%	74 14%	63 11%	76 17%	81 17%	52 18%	100 12%
Comes across as someone like me	245 12%	126 13%	120 12%	31 13%	47 14%	40 12%	51 14%	35 12%	42 10%	67 13%	53 10%	51 12%	74 16%	45 15%	88 11%
Stands up for Britain's interests in the European Union (EU)	222 11%	109 11%	113 11%	26 11%	44 13%	31 9%	50 14%	30 10%	41 9%	64 12%	53 9%	57 13%	49 10%	42 14%	70 8%
Is statesmanlike	169 8%	99 10%	70 7%	26 11%	25 7%	37 11%	31 9%	25 8%	25 6%	40 7%	38 7%	40 9%	52 11%	22 7%	67 8%
None of the above	429 21%	158 16%	271 27%	86 36%	73 21%	73 22%	87 24%	41 14%	69 16%	87 16%	131 23%	103 24%	109 23%	50 17%	209 25%

## ITV News Index Survey

### ONLINE Fieldwork: 24th-26th October 2014

Absolutes/col percents

Table 7

**Q.4 Please select which of the following words or phrases apply to each party leader. Please select as many as you think apply to each.**

**Ed Miliband**

**Base: All respondents**

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	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	2004	1719	175	91	241	154	203	143	110	168	195	321	203	1025	709	316	979	137	139	121	418	164
Weighted base	2004	1723	180	80	220	180	180	140	100	200	261	281	180	1122	882	240	882	123	133	126	351	148
Out of touch with ordinary people	741 37%	643 37%	67 37%	32 40%	78 36%	61 34%	67 37%	64 46%	31 31%	81 40%	73 28%	116 41%	71 39%	399 36%	326 37%	73 30%	342 39%	39 31%	38 29%	46 36%	163 46%	57 38%
Weird	712 36%	634 37%	52 29%	27 34%	76 34%	57 32%	72 40%	57 40%	26 26%	63 31%	93 36%	117 42%	72 40%	394 35%	309 35%	85 35%	318 36%	29 24%	47 35%	36 28%	159 45%	46 31%
Intelligent	535 27%	464 27%	43 24%	28 35%	66 30%	44 25%	63 35%	20 15%	28 28%	56 28%	60 23%	73 26%	53 30%	259 23%	198 22%	62 26%	275 31%	28 23%	46 34%	28 22%	132 38%	41 28%
Has the right policies for Britain's future	343 17%	288 17%	28 15%	20 26%	40 18%	24 13%	36 20%	23 17%	27 27%	26 13%	45 17%	42 15%	32 18%	173 15%	142 16%	31 13%	169 19%	28 23%	34 26%	20 16%	50 14%	38 26%
Competent	341 17%	288 17%	33 18%	16 21%	32 15%	24 13%	38 21%	22 16%	20 20%	35 18%	56 21%	36 13%	29 16%	177 16%	148 17%	29 12%	164 19%	23 19%	31 23%	25 19%	51 15%	34 23%
Trustworthy	317 16%	276 16%	24 13%	21 27%	37 17%	25 14%	34 19%	22 16%	17 17%	31 16%	41 16%	42 15%	23 13%	165 15%	135 15%	30 13%	152 17%	19 16%	29 21%	21 17%	54 15%	28 19%
Can get things done	293 15%	248 14%	26 14%	16 20%	39 18%	15 8%	34 19%	18 13%	19 19%	26 13%	39 15%	38 14%	23 13%	152 14%	124 14%	28 12%	141 16%	23 19%	25 19%	24 19%	35 10%	34 23%
Comes across as someone like me	245 12%	214 12%	17 9%	16 19%	30 13%	17 10%	25 14%	15 10%	15 15%	29 15%	32 12%	27 10%	24 13%	133 12%	106 12%	27 11%	113 13%	20 16%	21 15%	19 15%	35 10%	19 13%
Stands up for Britain's interests in the European Union (EU)	222 11%	190 11%	16 9%	14 18%	19 9%	20 11%	19 11%	19 14%	16 16%	21 10%	28 11%	30 11%	20 11%	112 10%	91 10%	21 9%	110 13%	19 15%	19 14%	9 7%	41 12%	23 16%
Is statesmanlike	169 8%	138 8%	19 11%	12 14%	19 8%	19 10%	15 8%	12 9%	12 12%	8 4%	21 8%	20 7%	12 7%	89 8%	73 8%	15 6%	80 9%	11 9%	21 16%	8 7%	26 7%	14 10%
None of the above	429 21%	362 21%	47 26%	9 11%	45 20%	51 29%	34 19%	27 19%	21 21%	48 24%	62 24%	57 20%	28 16%	259 23%	198 22%	61 25%	170 19%	36 30%	35 26%	29 23%	39 11%	31 21%

**ITV News Index Survey**  
**ONLINE Fieldwork: 24th-26th October 2014**

Absolutes/col percents

Table 8

**Q.4 Please select which of the following words or phrases apply to each party leader. Please select as many as you think apply to each.**

**Nick Clegg**

**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2004	1027	977	191	265	357	392	331	468	601	584	307	512	258	767
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	293	829
Out of touch with ordinary people	822 41%	442 45%	380 37%	70 29%	129 38%	108 32%	150 42%	151 51%	212 49%	203 38%	213 38%	185 42%	221 46%	115 39%	298 36%
Intelligent	470 23%	274 28%	196 19%	18 8%	71 21%	91 27%	70 20%	84 28%	137 31%	160 30%	134 24%	87 20%	90 19%	78 26%	165 20%
Weird	301 15%	185 19%	116 11%	40 17%	63 19%	45 13%	43 12%	51 17%	59 13%	62 12%	83 15%	61 14%	95 20%	37 13%	133 16%
Competent	220 11%	125 13%	95 9%	9 4%	42 12%	46 14%	32 9%	33 11%	59 13%	76 14%	62 11%	36 8%	46 10%	28 10%	94 11%
Trustworthy	165 8%	91 9%	74 7%	11 5%	26 8%	35 10%	19 5%	26 9%	48 11%	62 12%	41 7%	31 7%	31 7%	21 7%	72 9%
Comes across as someone like me	163 8%	71 7%	92 9%	17 7%	30 9%	34 10%	29 8%	23 8%	29 7%	61 11%	48 9%	21 5%	33 7%	30 10%	70 8%
Has the right policies for Britain's future	156 8%	81 8%	76 7%	13 5%	35 10%	36 11%	21 6%	21 7%	32 7%	50 9%	51 9%	23 5%	32 7%	18 6%	73 9%
Stands up for Britain's interests in the European Union (EU)	154 8%	87 9%	67 7%	20 8%	29 8%	27 8%	22 6%	23 8%	33 8%	55 10%	49 9%	28 6%	22 5%	16 5%	75 9%
Can get things done	154 8%	81 8%	73 7%	27 11%	27 8%	24 7%	25 7%	19 6%	32 7%	53 10%	49 9%	26 6%	27 6%	20 7%	72 9%
Is statesmanlike	149 7%	79 8%	70 7%	13 5%	33 10%	27 8%	23 6%	21 7%	33 7%	45 8%	44 8%	31 7%	29 6%	26 9%	56 7%
None of the above	569 28%	232 24%	337 33%	108 45%	87 26%	102 30%	114 32%	66 22%	92 21%	128 24%	171 31%	133 31%	137 29%	85 29%	255 31%

## ITV News Index Survey

### ONLINE Fieldwork: 24th-26th October 2014

Absolutes/col percents

Table 8

**Q.4 Please select which of the following words or phrases apply to each party leader. Please select as many as you think apply to each.**

**Nick Clegg**

**Base: All respondents**

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not 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	2004	1719	175	91	241	154	203	143	110	168	195	321	203	1025	709	316	979	137	139	121	418	164
Weighted base	2004	1723	180	80	220	180	180	140	100	200	261	281	180	1122	882	240	882	123	133	126	351	148
Out of touch with ordinary people	822 41%	692 40%	90 50%	38 48%	91 41%	68 38%	61 34%	68 48%	40 40%	89 44%	81 31%	118 42%	77 43%	413 37%	335 38%	78 33%	408 46%	51 41%	56 42%	62 49%	173 49%	67 45%
Intelligent	470 23%	409 24%	37 20%	17 22%	59 27%	35 19%	57 32%	23 17%	25 25%	48 24%	62 24%	63 23%	44 24%	242 22%	188 21%	55 23%	228 26%	17 14%	21 16%	33 26%	129 37%	27 18%
Weird	301 15%	257 15%	30 17%	13 16%	29 13%	27 15%	22 12%	27 19%	14 14%	29 14%	39 15%	50 18%	22 12%	170 15%	136 15%	34 14%	131 15%	19 15%	27 20%	13 10%	50 14%	22 15%
Competent	220 11%	196 11%	14 8%	7 8%	19 9%	25 14%	28 15%	13 9%	10 10%	29 15%	23 9%	39 14%	12 7%	122 11%	89 10%	33 14%	98 11%	14 11%	11 8%	13 10%	46 13%	15 10%
Trustworthy	165 8%	149 9%	11 6%	8 9%	21 9%	10 5%	14 8%	9 7%	5 5%	21 10%	25 10%	29 10%	14 8%	92 8%	64 7%	28 12%	73 8%	7 6%	6 5%	11 9%	38 11%	10 7%
Comes across as someone like me	163 8%	149 9%	5 3%	10 12%	16 7%	13 7%	11 6%	6 5%	8 8%	18 9%	28 11%	27 10%	19 11%	99 9%	80 9%	20 8%	63 7%	8 6%	8 6%	5 4%	30 8%	12 8%
Has the right policies for Britain's future	156 8%	144 8%	10 5%	5 7%	14 6%	13 7%	21 11%	7 5%	2 2%	13 7%	36 14%	28 10%	7 4%	91 8%	65 7%	26 11%	66 7%	10 8%	14 10%	6 5%	29 8%	7 5%
Stands up for Britain's interests in the European Union (EU)	154 8%	135 8%	9 5%	6 7%	15 7%	13 7%	12 6%	6 5%	10 10%	14 7%	30 12%	26 9%	13 7%	91 8%	66 7%	24 10%	64 7%	10 8%	9 6%	7 5%	32 9%	7 5%
Can get things done	154 8%	138 8%	9 5%	5 6%	19 9%	12 7%	12 6%	5 3%	8 8%	10 5%	27 10%	35 12%	15 8%	92 8%	68 8%	23 10%	62 7%	12 9%	12 9%	6 5%	26 7%	7 5%
Is statesmanlike	149 7%	133 8%	7 4%	5 6%	16 7%	5 3%	9 5%	17 12%	10 10%	14 7%	29 11%	26 9%	12 7%	82 7%	65 7%	17 7%	67 8%	9 7%	5 4%	9 7%	28 8%	16 11%
None of the above	569 28%	490 28%	51 28%	22 28%	58 26%	63 35%	49 27%	34 24%	28 28%	67 34%	76 29%	73 26%	48 27%	340 30%	266 30%	74 31%	229 26%	40 33%	49 37%	30 24%	69 20%	41 28%

## ITV News Index Survey

### ONLINE Fieldwork: 24th-26th October 2014

Absolutes/col percents

Table 9

**Q.4 Please select which of the following words or phrases apply to each party leader. Please select as many as you think apply to each.**

**Nigel Farage**

**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2004	1027	977	191	265	357	392	331	468	601	584	307	512	258	767
Weighted base	2004	982	1022	238	337	337	357	298	436	536	556	437	476	293	829
Weird	692 35%	347 35%	345 34%	59 25%	126 37%	115 34%	119 33%	116 39%	156 36%	205 38%	208 37%	118 27%	162 34%	97 33%	273 33%
Stands up for Britain's interests in the European Union (EU)	560 28%	351 36%	208 20%	36 15%	65 19%	83 25%	110 31%	105 35%	161 37%	133 25%	141 25%	134 31%	151 32%	72 25%	224 27%
Intelligent	461 23%	287 29%	174 17%	35 15%	59 17%	61 18%	76 21%	84 28%	146 34%	122 23%	111 20%	111 25%	118 25%	57 20%	156 19%
Out of touch with ordinary people	428 21%	218 22%	210 21%	66 28%	98 29%	77 23%	70 20%	48 16%	69 16%	128 24%	135 24%	70 16%	96 20%	63 21%	181 22%
Has the right policies for Britain's future	362 18%	208 21%	154 15%	24 10%	22 6%	47 14%	69 19%	82 28%	118 27%	82 15%	75 14%	96 22%	109 23%	34 11%	123 15%
Comes across as someone like me	328 16%	208 21%	120 12%	29 12%	27 8%	54 16%	52 14%	75 25%	91 21%	83 15%	65 12%	91 21%	90 19%	45 15%	121 15%
Competent	315 16%	190 19%	125 12%	26 11%	38 11%	40 12%	55 15%	63 21%	92 21%	82 15%	74 13%	76 17%	83 17%	39 13%	113 14%
Can get things done	302 15%	183 19%	119 12%	29 12%	34 10%	54 16%	54 15%	57 19%	74 17%	79 15%	64 12%	71 16%	88 19%	37 13%	120 14%
Trustworthy	238 12%	147 15%	91 9%	16 7%	22 7%	27 8%	42 12%	60 20%	70 16%	53 10%	50 9%	63 14%	72 15%	24 8%	88 11%
Is statesmanlike	171 9%	122 12%	50 5%	17 7%	18 5%	31 9%	32 9%	33 11%	41 9%	41 8%	34 6%	51 12%	47 10%	22 8%	64 8%
None of the above	471 24%	166 17%	305 30%	99 41%	90 27%	91 27%	81 23%	46 15%	65 15%	114 21%	143 26%	118 27%	97 20%	79 27%	229 28%

## ITV News Index Survey

### ONLINE Fieldwork: 24th-26th October 2014

Absolutes/col percents

Table 9

**Q.4 Please select which of the following words or phrases apply to each party leader. Please select as many as you think apply to each.**

**Nigel Farage**

**Base: All respondents**

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of England	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	2004	1719	175	91	241	154	203	143	110	168	195	321	203	1025	709	316	979	137	139	121	418	164
Weighted base	2004	1723	180	80	220	180	180	140	100	200	261	281	180	1122	882	240	882	123	133	126	351	148
Weird	692	579	81	33	72	52	56	36	33	67	88	106	68	370	278	92	322	44	54	42	127	55
	35%	34%	45%	41%	33%	29%	31%	26%	33%	34%	34%	38%	38%	33%	32%	38%	37%	36%	40%	33%	36%	37%
Stands up for Britain's interests in the European Union (EU)	560	501	35	23	66	51	66	45	24	61	49	85	53	297	232	65	263	31	28	42	128	34
	28%	29%	20%	29%	30%	28%	37%	32%	24%	31%	19%	30%	30%	26%	26%	27%	30%	25%	21%	33%	36%	23%
Intelligent	461	407	29	22	51	42	49	30	25	48	54	69	43	214	168	45	247	25	25	33	130	34
	23%	24%	16%	27%	23%	24%	27%	21%	25%	24%	21%	25%	24%	19%	19%	19%	28%	20%	19%	26%	37%	23%
Out of touch with ordinary people	428	354	54	17	40	26	39	26	20	30	67	64	43	244	199	44	184	35	42	20	54	34
	21%	21%	30%	22%	18%	15%	22%	19%	20%	15%	26%	23%	24%	22%	23%	18%	21%	29%	31%	16%	15%	23%
Has the right policies for Britain's future	362	328	15	23	41	39	46	18	19	43	30	49	38	156	126	30	206	20	21	38	100	28
	18%	19%	9%	29%	19%	22%	26%	13%	19%	22%	11%	17%	21%	14%	14%	13%	23%	16%	16%	30%	28%	19%
Comes across as someone like me	328	299	15	19	39	28	37	28	15	38	31	45	34	165	128	38	163	16	17	23	90	17
	16%	17%	8%	24%	18%	16%	21%	20%	15%	19%	12%	16%	19%	15%	14%	16%	19%	13%	13%	18%	26%	11%
Competent	315	276	19	19	31	31	32	15	19	34	37	46	30	152	121	31	163	14	20	21	83	24
	16%	16%	11%	24%	14%	17%	18%	11%	19%	17%	14%	17%	17%	14%	14%	13%	18%	11%	15%	17%	24%	16%
Can get things done	302	271	16	20	34	29	37	19	15	32	29	43	29	157	129	27	145	16	17	13	68	31
	15%	16%	9%	25%	15%	16%	21%	14%	15%	16%	11%	15%	16%	14%	15%	11%	16%	13%	13%	10%	19%	21%
Trustworthy	238	210	14	15	19	31	27	13	13	21	26	34	25	112	91	21	126	11	15	17	63	19
	12%	12%	8%	18%	9%	17%	15%	9%	13%	11%	10%	12%	14%	10%	10%	9%	14%	9%	12%	14%	18%	13%
Is statesmanlike	171	154	8	7	18	17	25	14	9	23	21	19	10	86	72	14	86	11	10	8	43	15
	9%	9%	5%	8%	8%	10%	14%	10%	9%	11%	8%	7%	5%	8%	8%	6%	10%	9%	8%	6%	12%	10%
None of the above	471	401	51	10	51	49	37	40	18	54	71	58	31	308	251	57	163	29	36	21	44	33
	24%	23%	28%	13%	23%	27%	21%	28%	18%	27%	27%	21%	17%	27%	28%	24%	19%	24%	27%	17%	13%	22%