

## ITV Cuts Index Survey

### ONLINE Fieldwork : 31st August-2nd September 2012

Absolutes/col percents

Table 1  
**Q.3 Do you agree or disagree with 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	2057	1009	1048	210	344	317	359	336	491	797	542	253	465	302	756
Weighted base	2057	1008	1049	247	329	391	350	309	432	555	597	432	473	323	828
<b><u>I am proud of the British sports men and women who are competing in the London 2012 Paralympic Games</u></b>															
Agree	1733 84%	825 82%	908 87%	198 80%	252 76%	331 85%	287 82%	274 89%	392 91%	471 85%	516 86%	361 83%	386 82%	262 81%	684 83%
Disagree	140 7%	80 8%	60 6%	20 8%	42 13%	26 7%	17 5%	16 5%	18 4%	42 8%	35 6%	32 7%	31 7%	37 11%	56 7%
Don't know	184 9%	103 10%	81 8%	28 11%	35 11%	34 9%	46 13%	18 6%	22 5%	43 8%	46 8%	39 9%	56 12%	25 8%	89 11%
<b><u>The London 2012 Paralympic athletes are good role models for all people in Britain</u></b>															
Agree	1741 85%	827 82%	914 87%	206 83%	269 82%	335 86%	283 81%	269 87%	380 88%	482 87%	514 86%	355 82%	390 83%	268 83%	700 85%
Disagree	132 6%	73 7%	59 6%	23 10%	29 9%	17 4%	20 6%	20 6%	24 5%	30 5%	31 5%	40 9%	32 7%	28 9%	50 6%
Don't know	184 9%	107 11%	76 7%	18 7%	32 10%	39 10%	47 13%	20 7%	28 7%	43 8%	52 9%	38 9%	51 11%	28 9%	78 9%
<b><u>The London 2012 Paralympic Games will help to make disabled people more visible in the British media</u></b>															
Agree	1689 82%	817 81%	872 83%	189 76%	251 76%	330 84%	282 81%	256 83%	382 89%	474 85%	491 82%	350 81%	374 79%	266 82%	677 82%
Disagree	187 9%	95 9%	92 9%	31 13%	46 14%	31 8%	27 8%	30 10%	22 5%	45 8%	56 9%	48 11%	39 8%	28 9%	82 10%
Don't know	180 9%	96 10%	84 8%	27 11%	32 10%	30 8%	41 12%	22 7%	28 6%	36 6%	50 8%	33 8%	60 13%	30 9%	70 8%

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Weighted base	2057	1008	1049	247	329	391	350	309	432	555	597	432	473	323	828
<b><u>The London 2012 Paralympic Games will reduce negative stereotypes about disabled people in Britain</u></b>															
Agree	1330 65%	647 64%	682 65%	158 64%	203 62%	262 67%	210 60%	202 65%	295 68%	378 68%	399 67%	273 63%	280 59%	207 64%	538 65%
Disagree	389 19%	189 19%	200 19%	52 21%	77 23%	69 18%	59 17%	60 19%	72 17%	100 18%	107 18%	86 20%	97 20%	66 20%	143 17%
Don't know	338 16%	172 17%	166 16%	37 15%	49 15%	60 15%	81 23%	47 15%	65 15%	77 14%	91 15%	73 17%	96 20%	51 16%	147 18%
<b><u>The London 2012 Paralympic Games will reduce discrimination against disabled people in Britain</u></b>															
Agree	1158 56%	562 56%	596 57%	157 64%	181 55%	226 58%	186 53%	161 52%	248 57%	294 53%	346 58%	260 60%	258 55%	170 53%	487 59%
Disagree	470 23%	248 25%	222 21%	51 21%	98 30%	82 21%	75 21%	81 26%	82 19%	137 25%	125 21%	102 23%	105 22%	84 26%	182 22%
Don't know	429 21%	198 20%	231 22%	39 16%	50 15%	83 21%	89 25%	67 22%	102 24%	124 22%	125 21%	71 16%	109 23%	69 21%	160 19%
<b><u>I find the London 2012 Paralympic athletes more inspirational than Olympic athletes</u></b>															
Agree	944 46%	408 40%	536 51%	141 57%	159 48%	171 44%	143 41%	128 41%	202 47%	216 39%	268 45%	207 48%	253 53%	134 41%	369 45%
Disagree	708 34%	385 38%	323 31%	50 20%	120 36%	131 34%	128 37%	120 39%	160 37%	228 41%	219 37%	134 31%	127 27%	123 38%	293 35%
Don't know	405 20%	215 21%	190 18%	57 23%	51 15%	89 23%	79 22%	60 20%	70 16%	111 20%	110 18%	91 21%	93 20%	66 20%	166 20%

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Table 1  
**Q.3 Do you agree or disagree with 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 & 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	2057	1805	170	99	255	167	206	165	82	190	216	305	202	1058	777	281	999	119	139	136	444	161
Weighted base	2057	1769	179	93	242	181	190	160	109	193	259	264	188	1152	905	247	905	121	141	133	351	159
<b><u>I am proud of the British sports men and women who are competing in the London 2012 Paralympic Games</u></b>																						
Agree	1733	1506	146	82	212	149	169	137	81	162	215	219	162	945	739	206	788	96	122	119	320	131
	84%	85%	82%	88%	88%	82%	89%	86%	74%	84%	83%	83%	86%	82%	82%	84%	87%	79%	87%	90%	91%	82%
Disagree	140	115	14	1	12	17	6	13	11	14	21	21	9	93	75	18	47	10	5	4	18	11
	7%	6%	8%	1%	5%	9%	3%	8%	10%	7%	8%	8%	5%	8%	8%	7%	5%	8%	4%	3%	5%	7%
Don't know	184	148	18	10	18	15	15	10	17	17	23	24	16	114	91	23	70	16	13	10	13	18
	9%	8%	10%	11%	8%	8%	8%	6%	16%	9%	9%	9%	9%	10%	10%	9%	8%	13%	10%	8%	4%	11%
<b><u>The London 2012 Paralympic athletes are good role models for all people in Britain</u></b>																						
Agree	1741	1506	149	78	208	152	168	137	86	160	226	213	163	968	758	210	773	97	116	119	309	132
	85%	85%	83%	84%	86%	84%	89%	86%	79%	83%	87%	81%	87%	84%	84%	85%	85%	80%	82%	90%	88%	83%
Disagree	132	113	12	6	13	15	8	12	8	12	15	25	7	78	64	14	54	7	11	7	18	11
	6%	6%	7%	7%	5%	8%	4%	7%	7%	6%	6%	9%	4%	7%	7%	6%	6%	6%	8%	5%	5%	7%
Don't know	184	151	18	9	20	14	14	11	15	21	17	26	18	106	83	23	78	17	14	7	24	16
	9%	9%	10%	10%	8%	8%	7%	7%	14%	11%	7%	10%	10%	9%	9%	9%	9%	14%	10%	5%	7%	10%
<b><u>The London 2012 Paralympic Games will help to make disabled people more visible in the British media</u></b>																						
Agree	1689	1466	145	72	206	151	161	137	78	160	216	204	160	943	738	205	747	91	110	117	308	121
	82%	83%	81%	78%	85%	83%	85%	86%	72%	83%	83%	77%	85%	82%	82%	83%	83%	75%	78%	88%	88%	76%
Disagree	187	158	14	9	14	19	16	15	15	21	23	31	10	110	88	21	78	13	14	6	23	22
	9%	9%	8%	10%	6%	10%	8%	9%	14%	11%	9%	12%	5%	10%	10%	9%	9%	11%	10%	4%	7%	14%
Don't know	180	145	19	11	22	11	13	8	16	12	19	29	19	100	79	21	80	17	17	10	20	17
	9%	8%	11%	12%	9%	6%	7%	5%	14%	6%	8%	11%	10%	9%	9%	8%	9%	14%	12%	7%	6%	11%

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Weighted base	2057	1769	179	93	242	181	190	160	109	193	259	264	188	1152	905	247	905	121	141	133	351	159
<b>The London 2012 Paralympic Games will reduce negative stereotypes about disabled people in Britain</b>																						
Agree	1330 65%	1165 66%	102 57%	54 58%	149 62%	128 70%	132 70%	117 73%	63 58%	131 68%	169 65%	161 61%	123 66%	745 65%	586 65%	159 64%	585 65%	63 52%	93 66%	82 62%	243 69%	104 65%
Disagree	389 19%	322 18%	47 26%	21 22%	46 19%	30 17%	29 15%	29 18%	20 18%	31 16%	47 18%	58 22%	30 16%	209 18%	162 18%	47 19%	180 20%	31 26%	30 21%	28 21%	60 17%	31 20%
Don't know	338 16%	283 16%	29 16%	18 20%	46 19%	23 13%	29 15%	14 8%	26 24%	31 16%	43 17%	44 17%	35 19%	198 17%	157 17%	41 17%	140 15%	27 22%	18 13%	22 17%	48 14%	25 15%
<b>The London 2012 Paralympic Games will reduce discrimination against disabled people in Britain</b>																						
Agree	1158 56%	1006 57%	96 53%	47 51%	135 56%	110 61%	109 57%	93 58%	57 52%	112 58%	153 59%	134 51%	112 59%	657 57%	512 57%	145 59%	501 55%	58 48%	92 65%	71 53%	189 54%	92 58%
Disagree	470 23%	388 22%	49 27%	19 21%	53 22%	33 18%	43 23%	41 26%	32 30%	41 21%	54 21%	68 26%	36 19%	266 23%	218 24%	49 20%	204 22%	33 27%	29 21%	30 22%	76 22%	36 22%
Don't know	429 21%	375 21%	34 19%	27 29%	53 22%	39 21%	38 20%	26 16%	20 18%	40 21%	52 20%	62 24%	40 21%	229 20%	176 19%	53 22%	200 22%	30 25%	20 14%	33 25%	86 24%	32 20%
<b>I find the London 2012 Paralympic athletes more inspirational than Olympic athletes</b>																						
Agree	944 46%	811 46%	72 41%	48 52%	113 47%	82 45%	85 45%	72 45%	61 56%	90 47%	131 50%	116 44%	74 39%	503 44%	385 43%	118 48%	440 49%	61 51%	83 59%	79 60%	140 40%	77 48%
Disagree	708 34%	611 35%	66 37%	27 29%	84 35%	60 33%	64 34%	59 37%	31 28%	75 39%	77 30%	99 38%	66 35%	416 36%	336 37%	80 33%	292 32%	31 26%	28 20%	36 27%	147 42%	49 31%
Don't know	405 20%	347 20%	40 22%	18 19%	44 18%	39 22%	41 21%	29 18%	18 16%	28 15%	51 20%	49 19%	48 26%	233 20%	184 20%	48 20%	172 19%	28 23%	30 22%	17 13%	63 18%	33 21%