

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 1

Q.1 Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote. Please say how likely you would be to vote if there was another general election?

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer	
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824	
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805	
Absolutely certain to vote	(10)	4594	2470	2123	321	571	807	807	808	1280	1333	1318	950	994	1147	1219	1141	660	427	689	1735	1334	1752	333	1629	1316	908	1170	582	232
		57%	62%	51%	33%	44%	52%	59%	67%	75%	61%	56%	56%	53%	56%	57%	56%	61%	54%	53%	70%	68%	57%	71%	71%	61%	76%	55%	29%	
	(9)	857	432	424	97	141	142	161	117	199	301	238	145	173	197	235	198	136	90	136	354	245	268	84	277	205	183	150	118	75
		11%	11%	10%	10%	11%	9%	12%	10%	12%	14%	10%	9%	9%	10%	10%	12%	13%	11%	11%	13%	10%	14%	12%	11%	12%	10%	11%	9%	
	(8)	678	307	371	104	139	155	120	94	65	186	227	120	145	195	174	171	93	44	133	323	160	234	68	169	140	130	103	132	65
		8%	8%	9%	11%	11%	10%	9%	8%	4%	8%	10%	7%	8%	9%	8%	8%	6%	10%	10%	8%	9%	12%	7%	8%	9%	7%	12%	8%	
	(7)	370	146	224	107	89	72	45	38	19	88	124	85	73	95	104	87	49	35	66	179	56	108	48	49	61	80	43	64	69
		5%	4%	5%	11%	7%	5%	3%	3%	1%	4%	5%	5%	4%	5%	5%	4%	5%	5%	5%	3%	4%	8%	2%	3%	5%	3%	6%	9%	
	(6)	217	86	132	43	46	51	35	27	15	45	62	53	57	64	47	66	27	13	41	101	43	67	16	40	25	35	22	45	40
		3%	2%	3%	4%	4%	3%	3%	2%	1%	2%	3%	3%	3%	3%	2%	3%	2%	2%	3%	3%	2%	3%	2%	1%	2%	1%	4%	5%	
	(5)	349	132	218	105	63	74	48	33	27	46	100	100	103	96	84	100	57	12	58	142	45	92	21	32	32	50	23	69	81
		4%	3%	5%	11%	5%	5%	3%	3%	2%	2%	4%	6%	6%	5%	4%	5%	2%	5%	4%	2%	4%	4%	1%	2%	3%	2%	7%	10%	
	(4)	104	43	60	26	33	11	19	10	5	26	22	35	21	40	24	27	8	5	28	47	9	24	4	8	14	15	13	11	22
		1%	1%	1%	3%	3%	1%	1%	1%	*	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	*	24	4	8	14	15	13	11	22
	(3)	143	53	90	45	23	31	23	10	11	33	43	27	40	26	44	40	19	15	14	55	12	31	5	11	8	15	5	26	35
		2%	1%	2%	5%	2%	2%	2%	1%	1%	2%	2%	2%	2%	1%	2%	2%	2%	2%	1%	2%	1%	1%	1%	*	*	1%	*	2%	4%
	(2)	117	47	69	25	31	26	18	8	10	31	29	31	26	31	37	29	13	7	20	48	10	18	3	13	11	11	7	11	27
		1%	1%	2%	3%	2%	2%	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	*	1%	3%
Definitely would not vote	(1)	480	205	275	58	113	120	76	60	54	71	130	105	174	113	120	117	87	43	66	198	-	-	-	51	39	44	-	-	108
		6%	5%	7%	6%	9%	8%	6%	5%	3%	3%	6%	6%	9%	5%	6%	6%	7%	6%	5%	6%	-	-	-	2%	2%	3%	-	-	13%
Don't know		194	49	145	43	48	52	25	11	15	28	57	51	58	56	49	58	18	13	24	82	-	-	-	19	13	19	-	-	52
		2%	1%	4%	4%	4%	3%	2%	1%	1%	1%	2%	3%	3%	3%	2%	3%	2%	2%	2%	3%	-	-	-	1%	1%	1%	-	-	7%
Mean		8.38	8.64	8.12	7.30	7.75	8.12	8.50	8.82	9.26	8.79	8.41	8.22	8.00	8.36	8.40	8.34	8.32	8.60	8.34	8.28	9.30	9.12	8.94	9.22	9.19	8.81	9.44	8.64	6.63
Standard deviation		2.65	2.48	2.78	2.82	2.96	2.84	2.57	2.34	1.94	2.24	2.58	2.76	2.99	2.61	2.64	2.66	2.75	2.57	2.57	2.66	1.40	1.65	1.60	1.78	1.80	2.14	1.29	1.97	3.27
Standard error		0.03	0.04	0.04	0.11	0.08	0.07	0.07	0.07	0.05	0.04	0.06	0.08	0.07	0.06	0.06	0.06	0.08	0.10	0.07	0.05	0.03	0.06	0.04	0.05	0.05	0.04	0.06	0.06	0.12

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Absolutes/col percents

Table 2
Q.2 If there were to be a general election tomorrow, which party do you think you would vote for?
Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer	
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824	
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805	
Conservative	1914	1032	882	159	239	310	324	297	584	676	596	349	293	571	579	410	267	86	252	797	1914	-	-	1527	51	117	-	-	75	
	24%	26%	21%	16%	18%	20%	24%	24%	34%	31%	25%	21%	16%	28%	27%	20%	23%	12%	20%	24%	100%	-	-	66%	3%	8%	-	-	9%	
Labour	2594	1295	1299	357	468	542	463	350	414	623	749	555	667	611	653	819	328	184	498	1036	-	2594	-	141	1536	408	1536	1057	-	
	32%	33%	31%	37%	36%	35%	34%	29%	24%	28%	32%	33%	36%	30%	31%	40%	28%	26%	39%	32%	-	100%	-	6%	82%	27%	100%	100%	-	
Liberal Democrat	582	303	279	66	97	99	86	103	131	190	170	105	117	169	155	134	88	36	68	258	-	-	582	35	22	429	-	-	70	
	7%	8%	7%	7%	8%	6%	6%	8%	8%	9%	7%	6%	6%	8%	7%	7%	8%	5%	5%	8%	-	-	100%	2%	1%	29%	-	-	9%	
SNP	215	125	91	26	23	34	49	40	43	64	51	45	56	-	-	-	-	215	39	87	-	-	-	11	25	21	-	-	10	
	3%	3%	2%	3%	2%	2%	4%	3%	3%	3%	2%	3%	3%	-	-	-	-	31%	3%	3%	-	-	-	*	1%	1%	-	-	1%	
Plaid Cymru	42	27	15	4	6	7	14	7	4	10	14	11	6	-	-	-	42	-	11	20	-	-	-	4	2	1	-	-	6	
	1%	1%	*	*	*	*	1%	1%	*	*	1%	1%	*	-	-	-	4%	-	1%	1%	-	-	-	*	*	*	-	-	1%	
The UK Independence Party	561	359	201	18	26	75	86	115	241	146	155	131	130	138	172	144	84	22	58	183	-	-	-	252	23	80	-	-	20	
	7%	9%	5%	2%	2%	5%	6%	9%	14%	7%	7%	8%	7%	7%	8%	7%	7%	3%	5%	6%	-	-	-	11%	1%	5%	-	-	2%	
The Green Party	200	97	103	27	42	34	41	35	21	55	66	33	46	54	54	38	39	15	43	79	-	-	-	11	19	68	-	-	23	
	2%	2%	2%	3%	3%	2%	3%	3%	1%	3%	3%	2%	2%	3%	3%	2%	3%	2%	3%	2%	-	-	-	*	1%	5%	-	-	3%	
The British National Party	89	55	34	5	13	20	23	22	7	8	22	27	32	17	27	34	9	2	10	45	-	-	-	14	3	15	-	-	5	
	1%	1%	1%	*	1%	1%	2%	2%	*	*	1%	2%	2%	1%	1%	2%	1%	*	1%	1%	-	-	-	1%	*	1%	-	-	1%	
Some other party	41	26	15	8	3	7	9	10	4	13	5	5	18	8	14	10	7	3	10	9	-	-	-	3	5	9	-	-	1	
	1%	1%	*	1%	*	*	1%	1%	*	1%	*	*	1%	*	1%	*	1%	*	1%	*	*	-	-	-	*	*	1%	-	-	*
Would not vote	575	241	334	78	143	137	89	66	62	89	150	136	200	143	146	139	97	49	76	240	-	-	-	60	44	56	-	-	142	
	7%	6%	8%	8%	11%	9%	6%	5%	4%	4%	6%	8%	11%	7%	7%	7%	8%	7%	6%	7%	-	-	-	3%	2%	4%	-	-	18%	
Rather not say	95	43	53	14	19	19	14	12	16	32	25	18	20	24	24	25	16	7	12	43	-	-	-	5	11	8	-	-	26	
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	-	*	1%	1%	-	-	3%	
Don't know	1195	368	827	212	216	254	179	160	174	282	348	286	279	324	315	281	191	84	196	468	-	-	-	236	122	277	-	-	428	
	15%	9%	20%	22%	17%	17%	13%	13%	10%	13%	15%	17%	15%	16%	15%	14%	16%	12%	15%	14%	-	-	-	10%	7%	19%	-	-	53%	

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Absolutes/col percents

Table 3

Q.2 If there were to be a general election tomorrow, which party do you think you would vote for?

Base: All respondents expressing an intention to vote

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	6250	3234	3016	467	923	1206	1153	923	1578	2557	1619	808	1266	1637	1609	1629	811	564	955	2358	2026	2385	622	2134	1447	1228	1321	1064	227
Weighted base	6238	3319	2919	669	918	1129	1095	978	1450	1785	1827	1261	1365	1567	1654	1589	865	563	989	2514	1914	2594	582	1997	1686	1148	1536	1057	209
Conservative	1914	1032	882	159	239	310	324	297	584	676	596	349	293	571	579	410	267	86	252	797	1914	-	-	1527	51	117	-	-	75
	31%	31%	30%	24%	26%	27%	30%	30%	40%	38%	33%	28%	21%	36%	35%	26%	31%	15%	25%	32%	100%	-	-	76%	3%	10%	-	-	36%
Labour	2594	1295	1299	357	468	542	463	350	414	623	749	555	667	611	653	819	328	184	498	1036	-	2594	-	141	1536	408	1536	1057	-
	42%	39%	45%	53%	51%	48%	42%	36%	29%	35%	41%	44%	49%	39%	39%	52%	38%	33%	50%	41%	-	100%	-	7%	91%	36%	100%	100%	-
Liberal Democrat	582	303	279	66	97	99	86	103	131	190	170	105	117	169	155	134	88	36	68	258	-	-	582	35	22	429	-	-	70
	9%	9%	10%	10%	11%	9%	8%	10%	9%	11%	9%	8%	9%	11%	9%	8%	10%	6%	7%	10%	-	-	100%	2%	1%	37%	-	-	33%
SNP	215	125	91	26	23	34	49	40	43	64	51	45	56	-	-	-	-	215	39	87	-	-	-	11	25	21	-	-	10
	3%	4%	3%	4%	3%	3%	4%	4%	3%	4%	3%	4%	4%	-	-	-	-	38%	4%	3%	-	-	-	1%	1%	2%	-	-	5%
Plaid Cymru	42	27	15	4	6	7	14	7	4	10	14	11	6	-	-	-	42	-	11	20	-	-	-	4	2	1	-	-	6
	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	*	-	-	-	5%	-	1%	1%	-	-	-	*	*	*	-	-	3%
The UK Independence Party	561	359	201	18	26	75	86	115	241	146	155	131	130	138	172	144	84	22	58	183	-	-	-	252	23	80	-	-	20
	9%	11%	7%	3%	3%	7%	8%	12%	17%	8%	8%	10%	10%	9%	10%	9%	10%	4%	6%	7%	-	-	-	13%	1%	7%	-	-	9%
The Green Party	200	97	103	27	42	34	41	35	21	55	66	33	46	54	54	38	39	15	43	79	-	-	-	11	19	68	-	-	23
	3%	3%	4%	4%	5%	3%	4%	4%	1%	3%	4%	3%	3%	3%	3%	2%	5%	3%	4%	3%	-	-	-	1%	1%	6%	-	-	11%
The British National Party	89	55	34	5	13	20	23	22	7	8	22	27	32	17	27	34	9	2	10	45	-	-	-	14	3	15	-	-	5
	1%	2%	1%	1%	1%	2%	2%	2%	*	*	1%	2%	2%	1%	2%	2%	1%	*	1%	2%	-	-	-	1%	*	1%	-	-	2%
Some other party	41	26	15	8	3	7	9	10	4	13	5	5	18	8	14	10	7	3	10	9	-	-	-	3	5	9	-	-	1
	1%	1%	1%	1%	*	1%	1%	1%	*	1%	*	*	1%	*	1%	1%	1%	1%	1%	*	-	-	-	*	*	1%	-	-	*

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Absolutes/col percents

Table 4

Q.2 If there were to be a general election tomorrow, which party do you think you would vote for?

Base: All respondents expressing an intention to vote

Weighting: Turnout Weights

This table has been weighted on the basis of past voting to be politically representative of the UK population as a whole and including only those most likely to vote

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scotland	Public	Private	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	4924	2597	2326	301	673	925	918	761	1346	2056	1267	625	976	1278	1264	1273	647	461	742	1814	1635	1861	477	1784	1194	994	1094	767	158
Weighted base	4882	2648	2234	429	676	865	868	804	1240	1430	1425	977	1050	1215	1292	1227	689	459	758	1938	1538	2013	437	1670	1384	920	1265	748	143
Conservative	1538	841	697	112	174	239	261	249	503	546	475	279	238	457	468	323	216	74	196	625	1538	-	-	1285	42	94	-	-	47
	32%	32%	31%	26%	26%	28%	30%	31%	41%	38%	33%	29%	23%	38%	36%	26%	31%	16%	26%	32%	100%	-	-	77%	3%	10%	-	-	33%
Labour	2013	1026	987	221	347	422	371	293	359	500	582	430	502	466	510	629	259	149	384	795	-	2013	-	114	1265	332	1265	748	-
	41%	39%	44%	52%	51%	49%	43%	36%	29%	35%	41%	44%	48%	38%	39%	51%	38%	33%	51%	41%	-	100%	-	7%	91%	36%	100%	100%	-
Liberal Democrat	437	238	199	36	69	73	64	80	115	152	127	73	85	128	112	101	69	27	51	188	-	-	437	28	17	342	-	-	50
	9%	9%	9%	8%	10%	8%	7%	10%	9%	11%	9%	7%	8%	11%	9%	8%	10%	6%	7%	10%	-	-	100%	2%	1%	37%	-	-	35%
SNP	177	104	73	18	19	26	42	35	37	53	43	36	45	-	-	-	-	177	31	70	-	-	-	9	21	18	-	-	8
	4%	4%	3%	4%	3%	3%	5%	4%	3%	4%	3%	4%	4%	-	-	-	-	39%	4%	4%	-	-	-	1%	2%	2%	-	-	5%
Plaid Cymru	33	22	11	2	5	7	11	5	4	7	12	10	4	-	-	-	33	-	10	16	-	-	-	3	1	1	-	-	4
	1%	1%	1%	*	1%	1%	1%	1%	*	1%	1%	1%	*	-	-	-	5%	-	1%	1%	-	-	-	*	*	*	-	-	3%
The UK Independence Party	447	287	160	13	18	56	64	94	201	115	123	105	104	108	135	114	71	19	41	143	-	-	-	208	17	61	-	-	15
	9%	11%	7%	3%	3%	6%	7%	12%	16%	8%	9%	11%	10%	9%	10%	9%	10%	4%	5%	7%	-	-	-	12%	1%	7%	-	-	10%
The Green Party	147	72	75	18	33	24	33	26	13	42	47	24	34	40	41	29	28	9	32	61	-	-	-	9	14	53	-	-	14
	3%	3%	3%	4%	5%	3%	4%	3%	1%	3%	3%	2%	3%	3%	3%	2%	4%	2%	4%	3%	-	-	-	1%	1%	6%	-	-	10%
The British National Party	61	40	21	2	10	13	16	15	5	6	14	17	25	11	16	24	8	2	6	35	-	-	-	12	3	11	-	-	3
	1%	1%	1%	*	1%	2%	2%	2%	*	*	1%	2%	2%	1%	1%	2%	1%	*	1%	2%	-	-	-	1%	*	1%	-	-	2%
Some other party	29	18	11	6	2	5	6	6	4	9	4	4	13	5	9	7	5	3	6	6	-	-	-	2	4	7	-	-	1
	1%	1%	*	1%	*	1%	1%	1%	*	1%	*	*	1%	*	1%	1%	1%	1%	1%	1%	-	-	-	*	*	1%	-	-	1%

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Table 5

Q.2 If there were to be a general election tomorrow, which party do you think you would vote for?

Base: All respondents

Weighting: Turnout Weights

	Q.3 General Election Vote												
	Total	Conservative	Labour	Liberal Democrat	SNP	Plaid Cymru	The UK Independence Party	The Green Party	The British National Party	Some other party	Did not vote	Prefer not to say	Don't know
Unweighted base	5576	1961	1275	1184	141	32	159	77	51	29	516	128	23
Weighted base	5506	1829	1473	1095	124	35	149	68	43	19	527	122	21
Conservative	1538 28%	1285 70%	42 3%	94 9%	1 1%	1 2%	5 3%	4 6%	1 1%	1 6%	96 18%	9 7%	1 3%
Labour	2013 37%	114 6%	1265 86%	332 30%	2 2%	6 17%	9 6%	7 11%	4 9%	6 31%	244 46%	22 18%	2 8%
Liberal Democrat	437 8%	28 2%	17 1%	342 31%	1 *	2 7%	- -	* *	- -	1 4%	36 7%	8 7%	1 5%
SNP	177 3%	9 *	21 1%	18 2%	110 88%	- -	- -	- -	- -	- -	19 4%	* *	- -
Plaid Cymru	33 1%	3 *	1 *	1 *	- -	21 59%	- -	2 3%	1 1%	- -	4 1%	* *	- -
The UK Independence Party	447 8%	208 11%	17 1%	61 6%	- -	- -	123 82%	1 1%	10 24%	1 6%	23 4%	3 3%	- -
The Green Party	147 3%	9 *	14 1%	53 5%	3 3%	- -	3 2%	47 70%	- -	- -	16 3%	2 1%	- -
The British National Party	61 1%	12 1%	3 *	11 1%	- -	- -	2 2%	1 2%	25 59%	2 9%	3 1%	1 *	1 3%
Some other party	29 1%	2 *	4 *	7 1%	- -	- -	2 1%	1 1%	- -	6 29%	6 1%	1 1%	- -
Would not vote	7 *	1 *	* *	* *	- -	- -	- -	- -	- -	* *	5 1%	* *	- -
Rather not say	73 1%	5 *	8 1%	7 1%	1 1%	* 1%	- -	- -	- -	- -	4 1%	48 39%	- -
Don't know	545 10%	153 8%	81 6%	168 15%	7 5%	5 13%	5 4%	5 7%	2 5%	3 15%	71 14%	28 23%	17 81%

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Absolutes/col percents

Table 6

**Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?
Which party did you vote for in the general election in May 2010?**

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
Conservative	2298	1257	1041	133	258	360	380	387	780	787	671	445	395	675	710	492	315	107	311	897	1527	141	35	2298	-	-	-	141	135
	28%	32%	25%	14%	20%	23%	28%	32%	46%	36%	29%	26%	21%	33%	33%	24%	27%	15%	24%	27%	80%	5%	6%	100%	-	-	-	13%	17%
Labour	1863	940	923	170	308	403	342	281	359	453	551	396	463	396	450	583	243	191	357	726	51	1536	22	-	1863	-	1536	-	-
	23%	24%	22%	17%	24%	26%	25%	23%	21%	21%	23%	23%	25%	19%	21%	29%	21%	27%	28%	22%	3%	59%	4%	-	100%	-	100%	-	-
Liberal Democrat	1490	709	781	135	216	280	279	262	319	454	440	290	307	411	372	353	259	94	243	596	117	408	429	-	-	1490	-	408	230
	18%	18%	19%	14%	17%	18%	20%	22%	19%	21%	19%	17%	16%	20%	17%	17%	22%	13%	19%	18%	6%	16%	74%	-	-	100%	-	39%	29%
SNP	149	83	66	6	11	25	33	37	38	41	32	37	39	-	-	-	-	149	15	62	1	3	1	-	-	-	-	3	10
	2%	2%	2%	1%	1%	2%	2%	3%	2%	2%	1%	2%	2%	-	-	-	-	21%	1%	2%	*	*	*	-	-	-	-	*	1%
Plaid Cymru	43	31	12	-	6	7	10	13	8	8	8	21	6	-	-	-	43	-	9	23	1	8	3	-	-	-	-	8	4
	1%	1%	*	-	*	*	1%	1%	*	*	*	1%	*	-	-	-	4%	-	1%	1%	*	*	*	-	-	-	-	1%	*
The UK Independence Party	189	109	80	4	12	24	31	50	69	36	55	47	52	41	65	43	33	7	19	65	7	10	-	-	-	-	-	10	11
	2%	3%	2%	*	1%	2%	2%	4%	4%	2%	2%	3%	3%	2%	3%	2%	3%	1%	2%	2%	*	*	-	-	-	-	-	1%	1%
The Green Party	91	49	42	9	19	16	24	14	10	24	30	20	17	28	26	17	14	6	23	43	4	8	*	-	-	-	-	8	5
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	*	*	*	-	-	-	-	1%	1%
The British National Party	61	35	26	-	5	25	16	12	4	8	10	15	28	19	18	18	6	-	6	31	1	4	-	-	-	-	-	4	2
	1%	1%	1%	-	*	2%	1%	1%	*	*	*	1%	2%	1%	1%	1%	1%	-	*	1%	*	*	-	-	-	-	-	*	*
Some other party	25	17	8	1	3	5	7	7	3	12	2	2	10	6	8	6	3	3	2	10	1	7	1	-	-	-	-	7	1
	*	*	*	*	*	*	1%	1%	*	1%	*	*	1%	*	*	*	*	*	*	*	*	*	*	-	-	-	-	1%	*
Did not vote	1624	643	980	450	398	343	228	123	81	288	471	381	483	400	417	458	222	128	240	710	189	432	77	-	-	-	-	432	343
	20%	16%	24%	46%	31%	22%	17%	10%	5%	13%	20%	22%	26%	19%	19%	23%	19%	18%	19%	22%	10%	17%	13%	-	-	-	-	41%	43%
Prefer not to say	231	89	142	55	56	42	25	25	27	72	63	43	52	78	55	54	26	18	40	90	13	34	14	-	-	-	-	34	53
	3%	2%	3%	6%	4%	3%	2%	2%	2%	3%	3%	3%	3%	4%	3%	3%	2%	2%	3%	3%	1%	1%	2%	-	-	-	-	3%	7%
Don't know	38	7	31	11	5	11	3	5	4	7	17	5	10	5	17	9	4	2	10	10	2	2	1	-	-	-	-	2	10
	*	*	1%	1%	*	1%	*	*	*	*	1%	*	1%	*	1%	*	*	*	1%	1%	*	*	*	-	-	-	-	*	1%

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Absolutes/col percents

Table 7

**Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?
Which party did you vote for in the general election in May 2010?**

Base: All respondents giving a past vote

	Gender			Age							Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer	
Unweighted base	6273	3153	3120	312	821	1231	1188	994	1727	2626	1600	817	1230	1651	1640	1573	850	559	962	2300	1811	1943	529	2472	1600	1584	1321	622	420	
Weighted base	6210	3231	2980	456	837	1144	1121	1062	1590	1821	1799	1272	1318	1577	1649	1512	916	556	985	2454	1710	2126	490	2298	1863	1490	1536	589	399	
Conservative	2298	1257	1041	133	258	360	380	387	780	787	671	445	395	675	710	492	315	107	311	897	1527	141	35	2298	-	-	-	141	135	
	37%	39%	35%	29%	31%	31%	34%	36%	49%	43%	37%	35%	30%	43%	43%	33%	34%	19%	32%	37%	89%	7%	7%	100%	-	-	-	24%	34%	
Labour	1863	940	923	170	308	403	342	281	359	453	551	396	463	396	450	583	243	191	357	726	51	1536	22	-	1863	-	1536	-	-	
	30%	29%	31%	37%	37%	35%	30%	26%	23%	25%	31%	31%	35%	25%	27%	39%	27%	34%	36%	30%	3%	72%	4%	-	100%	-	100%	-	-	
Liberal Democrat	1490	709	781	135	216	280	279	262	319	454	440	290	307	411	372	353	259	94	243	596	117	408	429	-	-	1490	-	408	230	
	24%	22%	26%	29%	26%	24%	25%	25%	20%	25%	24%	23%	23%	26%	23%	23%	28%	17%	25%	24%	7%	19%	87%	-	-	100%	-	69%	58%	
SNP	149	83	66	6	11	25	33	37	38	41	32	37	39	-	-	-	-	149	15	62	1	3	1	-	-	-	-	3	10	
	2%	3%	2%	1%	1%	2%	3%	3%	2%	2%	2%	3%	3%	-	-	-	-	27%	2%	3%	*	*	*	-	-	-	-	*	3%	
Plaid Cymru	43	31	12	-	6	7	10	13	8	8	8	21	6	-	-	-	43	-	9	23	1	8	3	-	-	-	-	8	4	
	1%	1%	*	-	1%	1%	1%	1%	*	*	*	2%	6	-	-	-	5%	-	1%	1%	*	*	1%	-	-	-	-	1%	4	
The UK Independence Party	189	109	80	4	12	24	31	50	69	36	55	47	52	41	65	43	33	7	19	65	7	10	-	-	-	-	-	10	11	
	3%	3%	3%	1%	1%	2%	3%	5%	4%	2%	3%	4%	4%	3%	4%	3%	4%	1%	2%	3%	*	*	-	-	-	-	-	2%	3%	
The Green Party	91	49	42	9	19	16	24	14	10	24	30	20	17	28	26	17	14	6	23	43	4	8	*	-	-	-	-	8	5	
	1%	2%	1%	2%	2%	1%	2%	1%	1%	1%	2%	2%	1%	2%	2%	1%	2%	1%	2%	2%	*	*	*	-	-	-	-	1%	1%	
The British National Party	61	35	26	-	5	25	16	12	4	8	10	15	28	19	18	18	6	-	6	31	1	4	-	-	-	-	-	4	2	
	1%	1%	1%	-	1%	2%	1%	1%	*	*	1%	1%	2%	1%	1%	1%	1%	-	1%	1%	*	*	-	-	-	-	-	1%	1%	
Some other party	25	17	8	1	3	5	7	7	3	12	2	2	10	6	8	6	3	3	2	10	1	7	1	-	-	-	-	7	1	
	*	1%	*	*	*	*	1%	1%	*	1%	*	*	1%	*	*	*	*	*	*	*	*	*	*	-	-	-	-	1%	*	

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Table 8

Q.4 Have you definitely decided which party you will vote for at the next general election, or do you think you may well change your mind?

Base: All respondents who express an intention to vote

	Gender		Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer
Unweighted base	6250	3234	3016	467	923	1206	1153	923	1578	2557	1619	808	1266	1637	1609	1629	811	564	955	2358	2026	2385	622	2134	1447	1228	1321	1064	227
Weighted base	6238	3319	2919	669	918	1129	1095	978	1450	1785	1827	1261	1365	1567	1654	1589	865	563	989	2514	1914	2594	582	1997	1686	1148	1536	1057	209
Yes, I am pretty sure which party I will vote for at the next general election	4946	2710	2236	465	695	913	872	807	1194	1405	1432	1017	1093	1252	1292	1279	659	464	772	1995	1612	2180	398	1648	1489	813	1400	780	-
	79%	82%	77%	70%	76%	81%	80%	83%	82%	79%	78%	81%	80%	80%	78%	80%	76%	82%	78%	79%	84%	84%	68%	83%	88%	71%	91%	74%	-
No, I have not finally decided which party to vote for and may well change my mind	1292	609	683	203	224	216	223	171	255	380	396	244	272	315	361	310	206	100	217	519	302	414	184	349	197	335	136	277	209
	21%	18%	23%	30%	24%	19%	20%	17%	18%	21%	22%	19%	20%	20%	22%	20%	24%	18%	22%	21%	16%	16%	32%	17%	12%	29%	9%	26%	100%

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Table 9

Q.5 Which of the following parties would you seriously consider voting for at the next general election?

Base: All respondents except those who are pretty sure who they will vote for

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer
Unweighted base	3174	1215	1959	366	627	700	540	374	567	1146	838	449	741	863	825	766	473	247	488	1218	323	372	209	728	315	723	108	264	824
Weighted base	3157	1261	1896	507	602	627	506	408	507	783	918	685	771	807	846	754	510	240	501	1268	302	414	184	650	374	677	136	277	805
Conservative	1162	531	631	191	216	206	187	134	227	353	366	243	199	293	336	293	182	57	191	493	279	101	76	460	96	184	38	63	247
	37%	42%	33%	38%	36%	33%	37%	33%	45%	45%	40%	35%	26%	36%	40%	39%	36%	24%	38%	39%	93%	24%	42%	71%	26%	27%	28%	23%	31%
Labour	1360	537	823	274	295	268	212	153	158	338	427	286	309	344	341	357	219	100	243	548	91	374	74	169	297	317	116	259	805
	43%	43%	43%	54%	49%	43%	42%	37%	31%	43%	47%	42%	40%	43%	40%	47%	43%	42%	48%	43%	30%	91%	40%	26%	79%	47%	85%	93%	100%
Liberal Democrats	794	317	477	143	149	158	119	87	138	237	253	139	164	217	210	196	126	45	122	326	80	97	170	120	53	321	26	71	248
	25%	25%	25%	28%	25%	25%	24%	21%	27%	30%	28%	20%	21%	27%	25%	26%	25%	19%	24%	26%	27%	23%	92%	18%	14%	47%	19%	26%	31%
Another party	1127	514	613	109	156	218	189	213	242	263	310	224	331	289	281	254	189	115	165	406	66	88	21	244	106	232	37	52	80
	36%	41%	32%	22%	26%	35%	37%	52%	48%	34%	34%	33%	43%	36%	33%	34%	37%	48%	33%	32%	22%	21%	12%	38%	28%	34%	27%	19%	10%

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Table 10

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of the Conservative party?

Base: All respondents

	Gender			Age						Social Grade				Region				Employment Sector		Vote Intention			2010 Vote			Group (Labour)			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
Willing to take tough decisions for the long term	3902	2066	1836	402	530	669	680	632	990	1223	1148	784	746	1020	1100	939	573	270	567	1592	1734	815	273	1809	582	626	438	377	324
	48%	52%	44%	41%	41%	43%	49%	52%	58%	56%	49%	46%	40%	50%	51%	46%	49%	38%	45%	49%	91%	31%	47%	79%	31%	42%	28%	36%	40%
Competent and capable	2397	1284	1113	269	330	376	411	367	644	771	706	495	425	689	682	517	361	148	328	976	1497	234	151	1421	187	298	115	119	129
	30%	32%	27%	28%	25%	24%	30%	30%	38%	35%	30%	29%	23%	33%	32%	25%	31%	21%	26%	30%	78%	9%	26%	62%	10%	20%	7%	11%	16%
Shares my values	2218	1195	1022	203	262	332	372	366	683	770	658	423	366	622	646	485	327	138	293	893	1571	97	66	1533	110	187	48	48	113
	27%	30%	25%	21%	20%	22%	27%	30%	40%	35%	28%	25%	20%	30%	30%	24%	28%	20%	23%	27%	82%	4%	11%	67%	6%	13%	3%	5%	14%
On the side of people like me	2152	1198	953	207	304	313	335	342	652	760	653	405	333	646	624	440	313	128	288	896	1537	78	83	1486	77	194	37	40	106
	27%	30%	23%	21%	23%	20%	24%	28%	38%	35%	28%	24%	18%	31%	29%	22%	27%	18%	23%	27%	80%	3%	14%	65%	4%	13%	2%	4%	13%
Wants to help ordinary people get on in life	1947	1063	884	162	254	289	299	316	628	664	580	364	339	566	592	376	290	123	243	779	1361	92	88	1321	92	196	46	46	98
	24%	27%	21%	17%	20%	19%	22%	26%	37%	30%	25%	21%	18%	27%	28%	19%	25%	17%	19%	24%	71%	4%	15%	57%	5%	13%	3%	4%	12%
Will do what they say	1888	1017	871	181	250	305	308	298	546	639	549	374	326	543	540	396	285	124	246	768	1224	160	102	1179	138	201	90	69	85
	23%	26%	21%	19%	19%	20%	22%	25%	32%	29%	23%	22%	17%	26%	25%	19%	24%	18%	19%	24%	64%	6%	18%	51%	7%	13%	6%	7%	11%
Its heart is in the right place	1861	964	896	152	239	287	300	299	583	616	546	351	348	541	546	395	270	108	226	743	1251	117	91	1233	105	186	58	60	84
	23%	24%	22%	16%	18%	19%	22%	25%	34%	28%	23%	21%	19%	26%	26%	19%	23%	15%	18%	23%	65%	5%	16%	54%	6%	12%	4%	6%	10%
Stands for fairness	1816	982	835	172	232	270	288	289	566	581	534	376	325	521	517	396	280	103	229	722	1295	87	76	1232	85	157	42	45	84
	22%	25%	20%	18%	18%	18%	21%	24%	33%	27%	23%	22%	17%	25%	24%	19%	24%	15%	18%	22%	68%	3%	13%	54%	5%	11%	3%	4%	10%
Stands for equal opportunity for all	1755	927	828	148	194	264	276	289	584	573	530	352	299	492	498	392	277	96	215	682	1249	77	64	1212	79	147	39	38	71
	22%	23%	20%	15%	15%	17%	20%	24%	34%	26%	23%	21%	16%	24%	23%	19%	24%	14%	17%	21%	65%	3%	11%	53%	4%	10%	3%	4%	9%
Represents the whole country, not just some types of people	1591	830	761	128	185	245	242	264	527	516	458	322	294	472	449	332	243	96	169	637	1159	77	66	1111	75	141	45	32	58
	20%	21%	18%	13%	14%	16%	18%	22%	31%	24%	20%	19%	16%	23%	21%	16%	21%	14%	13%	20%	61%	3%	11%	48%	4%	9%	3%	3%	7%
None of these	3528	1597	1931	386	581	757	627	543	635	775	997	769	986	820	861	947	521	380	572	1386	74	1557	221	358	1134	744	975	582	391
	44%	40%	47%	40%	45%	49%	45%	45%	37%	35%	42%	45%	53%	40%	40%	47%	45%	54%	45%	42%	4%	60%	38%	16%	61%	50%	63%	55%	49%

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 11

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of the Labour party?

Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
Wants to help ordinary people get on in life	3974	1993	1981	526	633	726	724	576	789	1088	1170	815	902	968	1016	1083	563	345	690	1567	516	2309	221	605	1592	782	1402	907	433
On the side of people like me	3184	1601	1584	428	534	652	572	432	567	775	922	677	809	725	809	929	439	282	570	1241	124	2262	109	235	1546	582	1381	881	365
Stands for equal opportunity for all	3146	1639	1507	389	493	575	582	487	620	839	918	655	734	739	816	865	437	289	548	1223	311	2046	153	403	1422	592	1284	762	300
Its heart is in the right place	3048	1571	1477	375	486	591	573	442	580	819	862	657	709	711	796	858	405	279	514	1197	308	1982	158	361	1383	586	1247	735	298
Shares my values	2837	1445	1392	352	505	572	498	405	505	695	821	611	710	641	746	813	383	255	494	1110	75	2119	93	177	1473	520	1323	795	276
Stands for fairness	2820	1465	1356	349	462	556	505	404	543	753	801	577	689	664	709	804	379	265	490	1110	165	2003	103	249	1375	522	1250	753	277
Represents the whole country, not just some types of people	2735	1397	1338	354	463	529	495	395	500	687	801	575	672	651	704	767	373	240	459	1084	158	1967	103	248	1355	498	1247	721	252
Competent and capable	2438	1243	1195	341	440	490	406	338	424	555	711	546	626	569	628	691	332	217	436	974	67	1850	83	158	1276	412	1185	665	237
Willing to take tough decisions for the long term	2241	1107	1133	297	404	432	388	317	402	544	670	479	548	551	559	621	296	213	415	866	63	1650	112	136	1149	408	1058	592	229
Will do what they say	2188	1119	1068	280	390	427	374	305	412	512	633	475	567	480	572	644	292	201	363	867	62	1688	63	138	1167	365	1074	615	176
None of these	3118	1459	1659	255	429	605	526	524	779	801	884	658	776	814	858	691	488	268	399	1265	1104	81	238	1393	119	495	37	45	221

Red Alert Poll

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Absolutes/col percents

Table 12

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of the Liberal Democrats?

Base: All respondents

	Gender		Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
Its heart is in the right place	2357	1219	1138	251	323	434	440	364	544	774	706	453	424	597	643	562	375	180	363	955	666	639	446	677	424	710	341	298	239
	29%	31%	28%	26%	25%	28%	32%	30%	32%	35%	30%	27%	23%	29%	30%	28%	32%	26%	28%	29%	35%	25%	77%	29%	23%	48%	22%	28%	30%
Wants to help ordinary people get on in life	1941	1002	939	190	282	326	346	288	510	636	605	351	349	503	524	452	314	148	273	784	601	387	443	592	274	652	212	175	193
	24%	25%	23%	20%	22%	21%	25%	24%	30%	29%	26%	21%	19%	24%	25%	22%	27%	21%	24%	31%	15%	76%	26%	15%	44%	14%	17%	24%	
Stands for fairness	1733	956	777	175	240	294	316	278	429	599	507	318	309	450	472	405	272	133	251	700	446	407	434	458	297	610	228	179	173
	21%	24%	19%	18%	19%	19%	23%	23%	25%	27%	22%	19%	17%	22%	22%	20%	23%	19%	20%	21%	23%	16%	75%	20%	16%	41%	15%	17%	21%
Stands for equal opportunity for all	1700	908	792	178	246	294	296	272	414	582	511	307	300	440	460	389	290	121	222	699	463	394	407	458	278	581	215	178	160
	21%	23%	19%	18%	19%	19%	21%	22%	24%	27%	22%	18%	16%	21%	22%	19%	25%	17%	17%	21%	24%	15%	70%	20%	15%	39%	14%	17%	20%
On the side of people like me	1381	675	706	150	210	244	241	209	328	436	406	264	276	348	402	306	230	95	188	559	286	222	454	282	152	606	106	116	182
	17%	17%	17%	15%	16%	16%	17%	17%	19%	20%	17%	15%	15%	17%	19%	15%	20%	14%	15%	17%	15%	9%	78%	12%	8%	41%	7%	11%	23%
Represents the whole country, not just some types of people	1310	655	655	153	183	242	224	211	296	404	384	267	255	332	348	307	219	105	183	518	291	280	387	285	201	482	155	125	121
	16%	16%	16%	16%	14%	16%	16%	17%	17%	18%	16%	16%	14%	16%	16%	15%	19%	15%	14%	16%	15%	11%	67%	12%	11%	32%	10%	12%	15%
Shares my values	1292	644	648	159	182	237	224	198	293	415	374	253	250	354	344	291	205	98	180	537	201	269	450	201	181	611	137	132	142
	16%	16%	16%	16%	14%	15%	16%	16%	17%	19%	16%	15%	13%	17%	16%	14%	18%	14%	14%	16%	10%	10%	77%	9%	10%	41%	9%	12%	18%
Willing to take tough decisions for the long term	976	483	492	143	155	167	154	148	209	283	288	217	187	277	262	212	136	89	150	400	171	238	305	176	145	358	109	129	106
	12%	12%	12%	15%	12%	11%	11%	12%	12%	13%	12%	13%	10%	13%	12%	10%	12%	13%	12%	12%	9%	9%	52%	8%	8%	24%	7%	12%	13%
Competent and capable	820	402	418	114	132	151	133	130	160	233	216	194	177	211	239	182	125	62	112	346	137	142	334	143	110	336	85	57	87
	10%	10%	10%	12%	10%	10%	10%	11%	9%	11%	9%	11%	9%	10%	11%	9%	11%	9%	9%	11%	7%	5%	57%	6%	6%	23%	6%	5%	11%
Will do what they say	679	332	348	113	110	120	94	99	143	213	196	136	134	187	166	165	108	54	104	288	112	122	278	136	93	262	67	55	71
	8%	8%	8%	12%	9%	8%	7%	8%	8%	10%	8%	8%	7%	9%	8%	8%	9%	8%	8%	9%	6%	5%	48%	6%	5%	18%	4%	5%	9%
None of these	4219	2019	2200	445	671	843	735	669	856	978	1180	933	1128	1036	1106	1103	581	393	669	1681	802	1485	27	1154	1130	516	952	533	397
	52%	51%	53%	46%	52%	55%	53%	55%	50%	45%	50%	55%	61%	50%	52%	54%	50%	56%	53%	52%	42%	57%	5%	50%	61%	35%	62%	50%	49%

Red Alert Poll

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Absolutes/col percents

Table 13

Q.7 Which of the following do you think would make the best Prime Minister?

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
David Cameron	3893	1998	1894	447	576	685	613	593	978	1209	1173	798	712	1083	1079	872	570	289	584	1595	1862	338	204	2014	328	484	183	155	321
	48%	50%	46%	46%	44%	44%	45%	49%	58%	55%	50%	47%	38%	53%	50%	43%	49%	41%	46%	49%	97%	13%	35%	88%	18%	33%	12%	15%	40%
Ed Miliband	3246	1532	1714	403	564	632	584	489	573	736	924	685	901	732	792	920	471	330	549	1233	24	2130	65	199	1463	581	1305	825	341
	40%	39%	41%	41%	44%	41%	42%	40%	34%	34%	39%	40%	48%	36%	37%	45%	40%	47%	43%	38%	1%	82%	11%	9%	79%	39%	85%	78%	42%
Nick Clegg	964	441	524	122	157	223	180	133	150	243	253	218	251	244	267	241	128	84	140	436	27	126	312	85	72	424	48	77	142
	12%	11%	13%	13%	12%	14%	13%	11%	9%	11%	11%	13%	13%	12%	12%	12%	11%	12%	11%	13%	1%	5%	54%	4%	4%	28%	3%	7%	18%

Red Alert Poll

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Absolutes/col percents

Table 14

Q.8 Now please indicate how positively or negatively you feel about the following individuals using a scale from 0 (very negative indeed) to 10 (very positive indeed), where five means neither positive nor negative? If you don't know enough about any of the people to have a view either way, please say so.

David Cameron, the Prime Minister

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer	
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824	
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805	
Very positive indeed	(10)	435 5%	218 6%	216 5%	27 3%	60 5%	68 4%	76 6%	63 5%	140 8%	128 6%	125 5%	82 5%	100 5%	149 7%	114 5%	87 4%	58 5%	27 4%	58 5%	169 5%	344 18%	25 1%	25 4%	310 13%	26 1%	49 3%	17 1%	8 1%	8 1%
	(9)	562 7%	292 7%	270 7%	46 5%	62 5%	86 6%	95 7%	93 8%	181 11%	184 8%	162 7%	117 7%	99 5%	144 7%	168 8%	118 6%	101 9%	31 4%	68 5%	230 7%	394 21%	33 1%	41 7%	371 16%	35 2%	63 4%	18 1%	14 1%	25 3%
	(8)	977 12%	536 13%	441 11%	93 10%	162 13%	155 10%	152 11%	157 13%	258 15%	317 14%	298 13%	195 11%	168 9%	259 13%	289 14%	228 11%	122 10%	79 11%	130 10%	430 13%	573 30%	103 4%	76 13%	555 24%	104 6%	120 8%	65 4%	38 4%	38 5%
	(7)	797 10%	432 11%	365 9%	100 10%	141 11%	152 10%	137 10%	89 7%	178 10%	276 13%	228 10%	163 10%	130 7%	238 12%	204 10%	190 9%	107 9%	59 8%	120 9%	361 11%	304 16%	112 4%	89 15%	346 15%	94 5%	144 10%	68 4%	44 4%	103 13%
	(6)	636 8%	314 8%	322 8%	102 10%	125 10%	124 8%	73 5%	89 7%	124 7%	183 8%	209 9%	118 7%	126 7%	158 8%	165 8%	163 8%	102 9%	49 7%	116 9%	252 8%	135 7%	161 6%	70 12%	191 8%	117 6%	117 8%	92 6%	69 7%	91 11%
Neither/ nor	(5)	746 9%	346 9%	399 10%	116 12%	121 9%	149 10%	108 8%	113 9%	138 8%	193 9%	235 10%	165 10%	153 8%	206 10%	197 9%	167 8%	110 9%	66 9%	116 9%	313 10%	85 4%	241 9%	73 13%	167 7%	196 11%	149 10%	148 10%	93 9%	88 11%
	(4)	516 6%	284 7%	231 6%	71 7%	89 7%	83 5%	85 6%	89 7%	99 6%	136 6%	167 7%	112 7%	101 5%	140 7%	125 6%	130 6%	82 7%	39 6%	90 7%	215 7%	25 1%	236 9%	52 9%	75 3%	163 9%	108 7%	147 10%	89 8%	71 9%
	(3)	493 6%	234 6%	259 6%	65 7%	76 6%	91 6%	78 6%	88 7%	95 6%	153 7%	140 6%	88 5%	112 6%	106 5%	133 6%	130 6%	69 6%	55 8%	90 7%	179 5%	9 *	241 9%	41 7%	50 2%	143 8%	112 8%	127 8%	114 8%	67 8%
	(2)	490 6%	237 6%	253 6%	55 6%	81 6%	103 7%	82 6%	65 5%	104 6%	115 5%	145 6%	97 6%	133 7%	109 5%	126 6%	136 7%	75 6%	45 6%	88 7%	184 6%	7 *	247 10%	31 5%	61 3%	154 8%	122 8%	129 8%	118 11%	52 6%
	(1)	515 6%	258 6%	257 6%	45 5%	64 5%	105 7%	113 8%	90 7%	98 6%	129 6%	143 6%	120 7%	122 7%	121 6%	121 6%	149 7%	75 6%	49 7%	91 7%	198 6%	7 *	295 11%	27 5%	49 2%	188 10%	124 8%	173 11%	122 12%	60 7%
Very negative indeed	(0)	1385 17%	662 17%	724 18%	127 13%	177 14%	281 18%	311 23%	237 20%	253 15%	281 13%	348 15%	335 20%	422 23%	306 15%	357 17%	398 20%	172 15%	152 22%	221 17%	493 15%	3 *	805 31%	36 6%	83 4%	557 30%	321 22%	492 32%	314 30%	105 13%
NET: 8-10		1974 24%	1046 26%	928 22%	167 17%	283 22%	310 20%	323 23%	313 26%	579 34%	629 29%	585 25%	394 23%	367 20%	552 27%	571 27%	432 21%	282 24%	137 19%	256 20%	829 25%	1312 69%	161 6%	141 24%	1236 54%	164 9%	232 16%	101 7%	60 6%	71 9%
NET: 4-7		2694 33%	1376 35%	1318 32%	388 40%	476 37%	507 33%	403 29%	380 31%	540 32%	787 36%	839 36%	558 33%	510 27%	742 36%	690 32%	649 32%	400 34%	212 30%	442 35%	1141 35%	550 29%	750 29%	284 49%	780 34%	570 31%	517 35%	455 30%	295 28%	353 44%

Red Alert Poll

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Absolutes/col percents

Table 14

Q.8 Now please indicate how positively or negatively you feel about the following individuals using a scale from 0 (very negative indeed) to 10 (very positive indeed), where five means neither positive nor negative? If you don't know enough about any of the people to have a view either way, please say so.

David Cameron, the Prime Minister

Base: All respondents

	Gender			Age							Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer	
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805	
NET: 0-3	2883	1391	1493	291	398	579	583	480	551	678	776	641	789	642	736	813	392	301	491	1054	27	1589	135	244	1043	679	921	668	284	
	36%	35%	36%	30%	31%	38%	42%	40%	32%	31%	33%	38%	42%	31%	34%	40%	34%	43%	39%	32%	1%	61%	23%	11%	56%	46%	60%	63%	35%	
Don't know	551	158	393	127	139	143	68	42	32	94	150	109	199	123	141	139	95	53	84	240	25	94	22	38	86	61	60	34	97	
	7%	4%	10%	13%	11%	9%	5%	3%	2%	4%	6%	6%	11%	6%	7%	7%	8%	8%	7%	7%	1%	4%	4%	2%	5%	4%	4%	3%	12%	
Mean	4.69	4.80	4.57	4.67	4.84	4.42	4.29	4.50	5.25	5.17	4.84	4.48	4.08	5.02	4.82	4.34	4.79	4.11	4.42	4.88	7.99	2.71	5.44	7.04	2.99	3.92	2.73	2.70	4.19	
Standard deviation	3.29	3.27	3.29	2.96	3.11	3.26	3.44	3.33	3.35	3.17	3.20	3.33	3.38	3.26	3.30	3.28	3.23	3.26	3.19	3.23	1.60	2.68	2.70	2.54	2.86	3.13	2.72	2.61	2.76	
Standard error	0.04	0.05	0.05	0.12	0.09	0.08	0.09	0.10	0.08	0.06	0.07	0.10	0.09	0.07	0.07	0.07	0.10	0.13	0.09	0.06	0.04	0.06	0.11	0.05	0.07	0.08	0.08	0.08	0.10	

Red Alert Poll

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Absolutes/col percents

Table 15

Q.8 Now please indicate how positively or negatively you feel about the following individuals using a scale from 0 (very negative indeed) to 10 (very positive indeed), where five means neither positive nor negative? If you don't know enough about any of the people to have a view either way, please say so.

Nick Clegg, the Deputy Prime Minister

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -er	
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824	
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805	
Very positive indeed	(10)	122 2%	58 1%	64 2%	15 2%	29 2%	18 1%	19 1%	19 2%	23 1%	30 1%	36 2%	28 2%	28 2%	35 2%	34 2%	29 1%	12 1%	12 2%	19 1%	59 2%	40 2%	20 1%	45 8%	40 2%	18 1%	46 3%	17 1%	3 *	2 *
	(9)	193 2%	97 2%	96 2%	28 3%	28 2%	24 2%	33 2%	31 3%	49 3%	53 2%	52 2%	43 3%	44 2%	51 2%	52 2%	43 2%	31 3%	15 2%	32 2%	76 2%	45 2%	22 1%	86 15%	45 2%	18 1%	82 6%	13 1%	10 1%	8 1%
	(8)	476 6%	239 6%	237 6%	46 5%	79 6%	93 6%	88 6%	53 4%	117 7%	146 7%	122 5%	103 6%	105 6%	133 6%	140 7%	112 6%	66 6%	25 4%	75 6%	199 6%	186 10%	86 3%	115 20%	185 8%	66 4%	147 10%	55 4%	31 3%	32 4%
	(7)	655 8%	320 8%	335 8%	69 7%	122 9%	123 8%	109 8%	83 7%	148 9%	200 9%	204 9%	131 8%	121 6%	190 9%	176 8%	158 8%	99 8%	32 5%	112 9%	290 9%	261 14%	114 4%	120 21%	262 11%	84 5%	155 10%	62 4%	52 5%	78 10%
	(6)	736 9%	370 9%	367 9%	106 11%	122 9%	151 10%	110 8%	126 10%	221 7%	242 10%	144 8%	130 7%	208 10%	183 9%	173 8%	123 11%	49 7%	103 8%	338 10%	286 15%	149 6%	88 15%	292 13%	105 6%	142 10%	84 5%	66 6%	82 10%	
Neither/ nor	(5)	896 11%	425 11%	472 11%	103 11%	162 12%	184 12%	150 11%	116 10%	182 11%	257 12%	291 12%	178 10%	170 9%	262 13%	221 10%	213 10%	122 10%	78 11%	147 12%	378 12%	304 16%	228 9%	35 6%	307 13%	177 10%	144 10%	139 9%	89 8%	93 12%
	(4)	695 9%	320 8%	375 9%	78 8%	117 9%	128 8%	121 9%	89 7%	162 10%	188 9%	215 9%	154 9%	138 7%	175 8%	171 8%	181 9%	112 10%	57 8%	117 9%	276 8%	192 10%	248 10%	29 5%	224 10%	164 9%	121 8%	143 9%	105 10%	71 9%
	(3)	737 9%	383 10%	354 9%	67 7%	136 10%	144 9%	122 9%	109 9%	159 9%	228 10%	220 9%	137 8%	152 8%	174 8%	210 10%	165 8%	102 9%	84 12%	127 10%	290 9%	181 9%	234 9%	25 4%	232 10%	168 9%	113 8%	129 8%	105 10%	85 11%
	(2)	723 9%	386 10%	338 8%	104 11%	95 7%	137 9%	94 7%	126 10%	168 10%	200 9%	213 9%	140 8%	170 9%	150 7%	215 10%	197 10%	91 8%	71 10%	95 7%	291 9%	146 8%	302 12%	13 2%	192 8%	199 11%	121 8%	171 11%	130 12%	78 10%
	(1)	676 8%	345 9%	330 8%	72 7%	77 6%	119 8%	120 9%	128 11%	159 9%	192 9%	176 7%	139 8%	169 9%	182 9%	152 7%	176 9%	101 9%	65 9%	119 9%	250 8%	105 5%	310 12%	4 1%	180 8%	217 12%	99 7%	184 12%	127 12%	56 7%
Very negative indeed	(0)	1564 19%	848 21%	716 17%	136 14%	180 14%	262 17%	330 24%	285 22%	371 22%	362 17%	406 17%	384 23%	412 22%	354 17%	420 22%	437 22%	200 17%	153 22%	237 19%	540 17%	122 6%	775 30%	4 1%	281 12%	554 30%	260 17%	478 31%	297 28%	113 14%
NET: 8-10		791 10%	394 10%	397 10%	89 9%	135 10%	135 9%	140 10%	103 8%	189 11%	229 10%	210 9%	175 10%	177 10%	219 11%	226 11%	184 9%	110 9%	52 7%	126 10%	334 10%	271 14%	129 5%	246 42%	270 12%	102 5%	275 18%	85 6%	44 4%	42 5%
NET: 4-7		2983 37%	1435 36%	1548 37%	356 37%	522 40%	586 38%	490 36%	414 34%	615 36%	866 40%	952 41%	606 36%	558 30%	835 41%	751 35%	724 36%	456 39%	216 31%	479 38%	1282 39%	1043 55%	739 28%	272 47%	1084 47%	531 28%	563 38%	428 28%	311 29%	324 40%

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 15

Q.8 Now please indicate how positively or negatively you feel about the following individuals using a scale from 0 (very negative indeed) to 10 (very positive indeed), where five means neither positive nor negative? If you don't know enough about any of the people to have a view either way, please say so.

Nick Clegg, the Deputy Prime Minister

Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
NET: 0-3	3700	1962	1738	378	488	663	666	649	857	982	1014	801	902	860	997	976	494	373	578	1372	554	1620	46	884	1138	594	961	659	333
	46%	49%	42%	39%	38%	43%	48%	53%	50%	45%	43%	47%	48%	42%	47%	48%	42%	53%	45%	42%	29%	62%	8%	38%	61%	40%	63%	62%	41%
Don't know	630	180	450	149	151	157	81	50	41	110	173	120	226	145	164	149	108	62	91	276	46	106	18	60	93	59	63	43	106
	8%	5%	11%	15%	12%	10%	6%	4%	2%	5%	7%	7%	12%	7%	8%	7%	9%	9%	7%	8%	2%	4%	3%	3%	5%	4%	4%	4%	13%
Mean	3.66	3.56	3.77	3.88	4.11	3.73	3.49	3.32	3.56	3.84	3.80	3.55	3.36	3.90	3.68	3.48	3.79	3.20	3.69	3.89	4.85	2.62	6.93	4.27	2.68	4.33	2.60	2.65	3.72
Standard deviation	2.84	2.86	2.82	2.80	2.78	2.75	2.92	2.85	2.88	2.79	2.77	2.92	2.91	2.85	2.87	2.85	2.80	2.73	2.84	2.83	2.50	2.57	2.07	2.70	2.63	3.09	2.62	2.50	2.56
Standard error	0.03	0.05	0.05	0.12	0.08	0.07	0.08	0.09	0.07	0.05	0.06	0.09	0.07	0.06	0.07	0.06	0.09	0.11	0.08	0.05	0.06	0.05	0.08	0.06	0.07	0.08	0.07	0.08	0.10

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 16

Q.8 Now please indicate how positively or negatively you feel about the following individuals using a scale from 0 (very negative indeed) to 10 (very positive indeed), where five means neither positive nor negative? If you don't know enough about any of the people to have a view either way, please say so.

Yvette Cooper, the Shadow Home Secretary

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scotland	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer	
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824	
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805	
Very positive indeed	(10)	102 1%	52 1%	50 1%	15 2%	16 1%	11 1%	19 2%	22 2%	20 1%	28 2%	20 2%	26 2%	28 1%	24 1%	30 2%	32 1%	8 1%	8 1%	16 1%	42 1%	11 3%	74 3%	7 1%	12 1%	57 3%	19 1%	56 4%	18 2%	2 *
	(9)	149 2%	98 2%	51 1%	21 2%	24 2%	24 2%	26 2%	25 2%	29 2%	60 3%	33 1%	26 2%	29 2%	44 2%	35 2%	37 2%	21 2%	11 2%	28 2%	59 2%	11 1%	103 4%	11 2%	12 1%	85 5%	28 2%	78 5%	24 2%	10 1%
	(8)	313 4%	170 4%	143 3%	23 2%	43 3%	50 3%	61 4%	43 4%	93 5%	100 4%	83 3%	58 4%	72 4%	76 4%	83 4%	83 4%	44 4%	26 4%	51 4%	106 3%	21 1%	219 8%	23 4%	35 2%	161 9%	67 4%	151 10%	68 6%	18 2%
	(7)	462 6%	279 7%	183 4%	39 4%	72 6%	92 6%	81 6%	63 5%	115 7%	134 6%	135 6%	95 6%	98 5%	121 6%	124 6%	116 6%	68 6%	33 5%	83 6%	184 6%	51 3%	297 11%	43 7%	70 3%	211 11%	93 6%	198 13%	99 9%	29 4%
	(6)	558 7%	278 7%	280 7%	55 6%	109 8%	105 7%	83 6%	91 7%	115 7%	175 8%	180 8%	99 6%	105 6%	174 8%	125 6%	155 8%	64 5%	40 6%	118 9%	209 6%	111 6%	269 10%	51 9%	111 5%	205 11%	114 8%	175 11%	94 9%	44 5%
Neither/ nor	(5)	845 10%	446 11%	399 10%	81 8%	134 10%	175 11%	171 12%	116 10%	168 10%	239 11%	242 10%	188 11%	176 9%	204 10%	220 10%	220 11%	124 11%	77 11%	150 12%	345 11%	189 10%	329 13%	71 12%	198 9%	242 13%	191 13%	203 13%	126 12%	85 11%
	(4)	521 6%	277 7%	244 6%	52 5%	65 5%	87 6%	88 6%	86 7%	144 8%	162 7%	166 7%	86 5%	107 6%	126 6%	144 7%	142 7%	68 6%	41 6%	71 6%	207 6%	175 9%	171 7%	51 9%	171 7%	113 6%	109 7%	91 6%	80 8%	44 5%
	(3)	513 6%	294 7%	218 5%	40 4%	63 5%	96 6%	98 7%	86 7%	130 8%	167 8%	134 6%	110 6%	101 5%	138 7%	142 7%	127 6%	68 6%	39 6%	70 5%	214 7%	160 8%	125 5%	45 8%	198 9%	84 5%	106 7%	62 4%	63 6%	48 6%
	(2)	539 7%	319 8%	220 5%	42 4%	62 5%	76 5%	97 7%	98 8%	163 10%	179 8%	144 6%	123 7%	93 5%	133 6%	144 7%	122 6%	84 7%	56 8%	61 5%	230 7%	200 10%	89 3%	45 8%	252 11%	59 3%	98 7%	47 3%	43 4%	39 5%
	(1)	448 6%	275 7%	174 4%	15 2%	38 3%	71 5%	73 5%	97 8%	153 9%	147 7%	117 5%	89 5%	95 5%	106 5%	144 7%	96 5%	58 5%	44 6%	49 4%	179 5%	183 10%	59 2%	18 3%	250 11%	51 3%	52 4%	32 2%	27 3%	27 3%
Very negative indeed	(0)	933 12%	551 14%	382 9%	51 5%	83 6%	160 10%	163 12%	193 16%	282 17%	260 12%	241 10%	204 12%	226 12%	254 12%	237 11%	240 12%	132 11%	70 10%	122 10%	335 10%	289 15%	135 5%	41 7%	428 19%	124 7%	123 8%	87 6%	49 5%	36 4%
NET: 8-10		564 7%	320 8%	244 6%	58 6%	82 6%	85 6%	106 8%	90 7%	141 8%	188 9%	136 6%	110 6%	130 7%	144 7%	149 7%	152 7%	73 6%	45 6%	95 7%	207 6%	43 2%	396 15%	41 7%	59 3%	304 16%	114 8%	286 19%	111 10%	30 4%
NET: 4-7		2386 29%	1280 32%	1106 27%	226 23%	381 29%	459 30%	422 31%	355 29%	543 32%	710 32%	722 31%	467 27%	487 26%	626 30%	614 29%	633 31%	323 28%	191 27%	422 33%	945 29%	525 27%	1066 41%	215 37%	550 24%	770 41%	506 34%	667 43%	400 38%	201 25%

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 16

Q.8 Now please indicate how positively or negatively you feel about the following individuals using a scale from 0 (very negative indeed) to 10 (very positive indeed), where five means neither positive nor negative? If you don't know enough about any of the people to have a view either way, please say so.

Yvette Cooper, the Shadow Home Secretary

Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
NET: 0-3	2433	1439	994	149	247	404	431	475	728	754	637	527	516	630	666	585	342	209	302	957	831	408	149	1128	318	380	227	181	149
	30%	36%	24%	15%	19%	26%	31%	39%	43%	34%	27%	31%	28%	31%	31%	29%	29%	30%	24%	29%	43%	16%	26%	49%	17%	26%	15%	17%	19%
Don't know	2720	932	1788	540	587	592	418	295	289	536	855	598	731	659	710	663	430	259	455	1155	515	723	177	561	471	490	357	366	425
	34%	23%	43%	55%	45%	38%	30%	24%	17%	24%	36%	35%	39%	32%	33%	33%	37%	37%	36%	35%	27%	28%	30%	24%	25%	33%	23%	35%	53%
Mean	3.87	3.79	3.97	4.50	4.45	3.94	3.90	3.53	3.53	3.91	3.92	3.77	3.83	3.89	3.81	3.98	3.79	3.77	4.30	3.88	2.93	5.38	4.33	2.70	5.33	4.26	5.59	5.00	4.11
Standard deviation	2.77	2.80	2.72	2.69	2.63	2.68	2.76	2.84	2.78	2.76	2.67	2.79	2.87	2.78	2.76	2.79	2.74	2.71	2.73	2.72	2.35	2.58	2.51	2.39	2.69	2.61	2.61	2.50	2.37
Standard error	0.04	0.05	0.05	0.15	0.10	0.08	0.09	0.10	0.07	0.06	0.07	0.10	0.09	0.07	0.07	0.07	0.10	0.13	0.10	0.06	0.06	0.06	0.12	0.05	0.08	0.08	0.08	0.09	0.12

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 17

Q.8 Now please indicate how positively or negatively you feel about the following individuals using a scale from 0 (very negative indeed) to 10 (very positive indeed), where five means neither positive nor negative? If you don't know enough about any of the people to have a view either way, please say so.

Ed Miliband, the Labour leader

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scotland	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer	
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824	
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805	
Very positive indeed	(10)	433 5%	212 5%	221 5%	62 6%	70 5%	71 5%	68 6%	70 5%	92 4%	82 4%	89 6%	109 6%	152 5%	104 6%	119 6%	127 4%	51 4%	32 5%	73 6%	143 4%	10 1%	370 14%	8 1%	31 1%	270 14%	55 4%	259 17%	111 11%	20 2%
	(9)	436 5%	226 6%	210 5%	45 5%	84 6%	92 6%	65 5%	60 5%	89 4%	98 5%	118 6%	100 6%	120 6%	89 4%	116 5%	131 6%	54 5%	47 7%	76 6%	167 5%	9 *	353 14%	21 4%	37 2%	237 13%	72 5%	226 15%	127 12%	21 3%
	(8)	760 9%	388 10%	372 9%	79 8%	137 11%	139 9%	150 11%	104 9%	150 8%	184 9%	214 10%	175 10%	187 10%	164 8%	198 9%	206 10%	124 11%	67 10%	135 11%	298 9%	34 2%	552 21%	36 6%	66 3%	379 20%	129 9%	345 22%	208 20%	51 6%
	(7)	749 9%	380 10%	368 9%	114 12%	160 12%	147 10%	115 8%	102 8%	111 7%	199 9%	262 11%	140 8%	148 8%	177 9%	192 9%	203 10%	104 9%	72 10%	142 11%	331 10%	61 3%	469 18%	38 6%	74 3%	301 16%	156 10%	267 17%	203 19%	94 12%
	(6)	648 8%	300 8%	349 8%	103 11%	116 9%	134 9%	126 9%	74 6%	96 6%	190 9%	200 9%	132 8%	126 7%	167 8%	136 6%	191 9%	96 8%	58 8%	109 9%	276 8%	85 4%	285 11%	49 8%	100 4%	194 10%	149 10%	150 10%	135 13%	86 11%
Neither/ nor	(5)	861 11%	406 10%	456 11%	114 12%	143 11%	165 11%	156 11%	123 10%	160 9%	260 12%	226 10%	173 10%	202 11%	229 11%	220 10%	232 11%	103 9%	77 11%	159 12%	310 9%	162 8%	234 9%	95 16%	183 8%	182 10%	223 15%	120 8%	114 11%	141 17%
	(4)	555 7%	267 7%	288 7%	52 5%	86 7%	109 7%	93 7%	86 7%	129 8%	149 7%	175 7%	117 7%	115 6%	145 7%	156 7%	132 6%	66 6%	56 8%	103 8%	222 7%	176 9%	98 4%	60 10%	190 8%	73 4%	120 8%	45 3%	53 5%	66 8%
	(3)	550 7%	271 7%	279 7%	67 7%	72 6%	98 6%	94 7%	88 7%	131 8%	175 8%	175 7%	109 6%	91 5%	157 8%	141 7%	118 6%	95 8%	38 5%	84 7%	230 7%	208 11%	53 2%	66 11%	223 10%	43 2%	121 8%	27 2%	27 3%	60 7%
	(2)	644 8%	377 9%	267 6%	56 6%	93 7%	117 8%	97 7%	104 9%	176 10%	194 9%	190 8%	137 8%	122 7%	184 9%	178 8%	135 7%	95 8%	51 7%	77 6%	277 8%	295 15%	41 2%	64 11%	317 14%	41 2%	130 9%	21 1%	19 2%	50 6%
	(1)	608 8%	340 9%	268 6%	40 4%	61 5%	96 6%	110 8%	123 10%	178 10%	201 9%	197 8%	107 6%	102 5%	153 7%	170 8%	122 6%	110 9%	53 7%	75 6%	256 8%	279 15%	26 1%	45 8%	339 15%	17 1%	94 6%	9 1%	17 2%	35 4%
Very negative indeed	(0)	1135 14%	612 15%	523 13%	60 6%	107 8%	192 12%	210 15%	220 18%	345 20%	332 15%	290 12%	248 15%	264 14%	304 15%	319 13%	268 13%	155 13%	89 13%	136 11%	439 13%	524 27%	15 1%	65 11%	657 29%	35 2%	155 10%	8 1%	7 1%	33 4%
NET: 8-10		1630 20%	826 21%	804 19%	186 19%	291 22%	302 20%	283 21%	235 19%	332 20%	364 17%	422 18%	385 23%	459 25%	357 17%	433 20%	464 23%	230 20%	147 21%	285 22%	608 19%	53 3%	1276 49%	65 11%	134 6%	886 48%	256 17%	831 54%	445 42%	92 11%
NET: 4-7		2814 35%	1353 34%	1461 35%	383 39%	505 39%	555 36%	490 36%	385 32%	496 29%	798 36%	864 37%	562 33%	590 32%	719 35%	705 33%	758 37%	369 32%	263 37%	513 40%	1139 35%	485 25%	1087 42%	241 41%	547 24%	749 40%	649 44%	582 38%	505 48%	387 48%

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 17

Q.8 Now please indicate how positively or negatively you feel about the following individuals using a scale from 0 (very negative indeed) to 10 (very positive indeed), where five means neither positive nor negative? If you don't know enough about any of the people to have a view either way, please say so.

Ed Miliband, the Labour leader

Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
NET: 0-3	2937	1599	1337	222	333	503	511	536	830	903	854	601	580	798	809	643	456	231	372	1201	1306	136	240	1536	136	500	65	70	178
	36%	40%	32%	23%	26%	33%	37%	44%	49%	41%	36%	35%	31%	39%	38%	32%	39%	33%	29%	37%	68%	5%	41%	67%	7%	34%	4%	7%	22%
Don't know	723	193	530	181	167	181	93	60	43	123	211	154	235	185	192	169	114	63	104	316	70	95	36	81	93	85	59	36	148
	9%	5%	13%	19%	13%	12%	7%	5%	3%	6%	9%	9%	13%	9%	9%	8%	10%	9%	8%	10%	4%	4%	6%	4%	5%	6%	4%	3%	18%
Mean	4.55	4.43	4.67	5.31	5.22	4.68	4.49	4.15	3.93	4.22	4.51	4.66	4.90	4.33	4.45	4.88	4.42	4.71	4.99	4.49	2.39	7.26	4.03	2.53	7.09	4.65	7.49	6.92	4.95
Standard deviation	3.15	3.19	3.11	2.85	2.96	3.09	3.15	3.24	3.25	3.05	3.04	3.23	3.32	3.10	3.20	3.16	3.14	3.11	3.02	3.11	2.29	2.08	2.64	2.57	2.30	2.86	2.01	2.14	2.44
Standard error	0.04	0.05	0.05	0.12	0.09	0.08	0.09	0.10	0.08	0.06	0.07	0.10	0.08	0.07	0.07	0.07	0.10	0.12	0.09	0.06	0.05	0.04	0.11	0.05	0.06	0.07	0.06	0.07	0.09

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 18

Q.8 Now please indicate how positively or negatively you feel about the following individuals using a scale from 0 (very negative indeed) to 10 (very positive indeed), where five means neither positive nor negative? If you don't know enough about any of the people to have a view either way, please say so.

George Osborne, the Chancellor

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -er	
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824	
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805	
Very positive indeed	(10)	87 1%	51 1%	36 1%	16 2%	21 2%	5 *	15 1%	13 1%	18 1%	26 1%	21 1%	23 1%	31 2%	18 1%	20 1%	13 1%	6 1%	15 1%	40 1%	48 3%	23 1%	12 2%	46 2%	22 1%	11 1%	21 1%	2 *	-	
	(9)	130 2%	72 2%	58 1%	12 1%	28 2%	16 1%	19 1%	12 1%	43 3%	41 2%	27 1%	29 2%	33 2%	48 2%	28 1%	26 1%	23 2%	6 1%	18 1%	48 1%	76 4%	24 1%	14 2%	79 3%	21 1%	18 1%	17 1%	7 1%	3 *
	(8)	373 5%	226 6%	147 4%	46 5%	40 3%	44 3%	59 4%	43 4%	141 8%	115 5%	122 5%	75 4%	61 3%	119 6%	100 5%	80 4%	56 5%	19 3%	42 3%	149 5%	231 12%	55 2%	29 5%	223 10%	50 3%	39 3%	40 3%	15 1%	14 2%
	(7)	577 7%	338 9%	240 6%	42 4%	100 8%	95 6%	88 6%	82 7%	171 10%	189 9%	183 8%	100 6%	105 6%	159 8%	162 8%	141 7%	73 6%	41 6%	73 6%	249 8%	327 17%	92 4%	56 10%	314 14%	74 4%	81 5%	57 4%	34 3%	33 4%
	(6)	684 8%	369 9%	316 8%	75 8%	102 8%	125 8%	102 7%	106 9%	174 10%	226 10%	216 9%	117 7%	125 7%	185 9%	196 9%	156 8%	93 8%	55 8%	92 7%	299 9%	336 18%	110 4%	58 10%	339 15%	80 4%	87 6%	61 4%	49 5%	48 6%
Neither/ nor	(5)	964 12%	457 12%	507 12%	109 11%	153 12%	184 12%	158 11%	138 11%	223 13%	269 12%	260 11%	250 15%	186 10%	229 11%	260 12%	247 12%	142 12%	86 12%	153 12%	385 12%	330 17%	242 9%	68 12%	384 17%	183 10%	145 10%	138 9%	104 10%	89 11%
	(4)	676 8%	343 9%	333 8%	76 8%	111 9%	124 8%	111 8%	112 9%	142 8%	209 10%	178 8%	142 8%	147 8%	177 9%	231 11%	154 8%	74 6%	41 6%	99 8%	287 9%	187 10%	209 8%	57 10%	231 10%	159 9%	121 8%	129 8%	79 7%	69 9%
	(3)	618 8%	305 8%	312 8%	66 7%	102 8%	114 7%	98 7%	103 8%	134 8%	177 8%	187 8%	149 9%	105 6%	147 7%	144 7%	169 8%	100 9%	58 8%	103 8%	274 8%	108 6%	223 9%	61 10%	173 8%	148 8%	134 9%	124 8%	99 8%	68 8%
	(2)	645 8%	342 9%	303 7%	69 7%	107 8%	124 8%	110 8%	100 8%	135 8%	187 9%	200 8%	108 6%	151 8%	164 8%	157 7%	158 8%	101 9%	65 9%	130 10%	254 8%	79 4%	220 8%	54 9%	142 6%	151 8%	145 10%	120 8%	100 9%	84 10%
	(1)	622 8%	329 8%	293 7%	57 6%	78 6%	136 9%	111 8%	105 9%	135 8%	164 7%	188 8%	122 7%	148 8%	157 8%	158 7%	158 8%	89 8%	60 9%	123 10%	224 7%	30 2%	295 11%	54 9%	75 3%	207 11%	164 11%	177 12%	118 11%	68 8%
Very negative indeed	(0)	1594 20%	858 22%	736 18%	105 11%	189 15%	309 20%	357 26%	315 26%	319 20%	406 19%	419 18%	340 20%	430 23%	372 18%	392 18%	447 22%	214 18%	168 24%	257 20%	560 17%	50 3%	817 31%	66 11%	154 7%	587 31%	398 27%	514 33%	302 29%	124 15%
NET: 8-10		591 7%	349 9%	241 6%	74 8%	89 7%	64 4%	93 7%	68 6%	202 12%	182 8%	168 7%	125 7%	116 6%	198 10%	146 7%	125 6%	92 8%	31 4%	75 6%	236 7%	355 19%	102 4%	55 9%	348 15%	93 5%	68 5%	78 5%	24 2%	17 2%
NET: 4-7		2901 36%	1506 38%	1395 34%	302 31%	466 36%	527 34%	459 33%	438 36%	710 42%	894 41%	836 36%	609 36%	563 30%	750 36%	849 40%	697 34%	383 33%	222 32%	417 33%	1220 37%	1180 62%	652 25%	240 41%	1269 55%	496 27%	433 29%	386 25%	266 25%	238 30%

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 18

Q.8 Now please indicate how positively or negatively you feel about the following individuals using a scale from 0 (very negative indeed) to 10 (very positive indeed), where five means neither positive nor negative? If you don't know enough about any of the people to have a view either way, please say so.

George Osborne, the Chancellor

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
NET: 0-3	3479	1834	1645	297	476	683	676	623	724	934	993	719	833	840	852	931	504	351	612	1312	266	1554	234	545	1093	841	936	618	345
	43%	46%	40%	31%	37%	44%	49%	51%	43%	43%	42%	42%	45%	41%	40%	46%	43%	50%	48%	40%	14%	60%	40%	24%	59%	56%	61%	58%	43%
Don't know	1132	281	851	299	265	265	150	87	66	179	354	249	351	272	293	279	189	100	170	496	113	286	53	137	181	148	137	149	205
	14%	7%	21%	31%	20%	17%	11%	7%	4%	8%	15%	15%	19%	13%	14%	14%	16%	14%	13%	15%	6%	11%	9%	6%	10%	10%	9%	14%	25%
Mean	3.51	3.56	3.45	3.90	3.78	3.21	3.16	3.14	3.93	3.72	3.57	3.49	3.16	3.74	3.61	3.32	3.53	3.04	3.23	3.68	5.68	2.44	4.03	5.05	2.56	2.78	2.46	2.41	3.02
Standard deviation	2.78	2.85	2.71	2.71	2.75	2.63	2.81	2.73	2.87	2.77	2.75	2.76	2.83	2.87	2.72	2.76	2.79	2.68	2.70	2.74	2.15	2.55	2.71	2.48	2.65	2.63	2.65	2.39	2.35
Standard error	0.03	0.05	0.05	0.12	0.09	0.07	0.08	0.08	0.07	0.05	0.07	0.09	0.07	0.07	0.06	0.06	0.09	0.11	0.08	0.05	0.05	0.06	0.11	0.05	0.07	0.07	0.08	0.08	0.09

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 19

Q.8 Now please indicate how positively or negatively you feel about the following individuals using a scale from 0 (very negative indeed) to 10 (very positive indeed), where five means neither positive nor negative? If you don't know enough about any of the people to have a view either way, please say so.

Ed Balls, the Shadow Chancellor

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scotland	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer	
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824	
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805	
Very positive indeed	(10)	160 2%	81 2%	79 2%	20 2%	26 2%	23 1%	24 2%	36 3%	33 2%	38 3%	40 2%	45 2%	38 2%	44 2%	54 3%	13 1%	10 1%	33 3%	52 2%	8 *	128 5%	8 1%	15 1%	98 5%	24 2%	92 6%	36 3%	2 *	
	(9)	237 3%	140 4%	97 2%	14 1%	40 3%	48 3%	41 3%	29 2%	65 4%	61 3%	62 3%	39 2%	75 4%	43 2%	67 3%	69 3%	39 3%	18 3%	51 4%	71 2%	10 1%	195 8%	14 2%	22 1%	154 8%	38 3%	150 10%	46 4%	5 1%
	(8)	381 5%	207 5%	174 4%	36 4%	58 4%	73 5%	86 6%	50 4%	78 5%	109 5%	107 5%	82 5%	82 4%	99 5%	97 5%	118 6%	42 4%	25 4%	65 5%	162 5%	21 1%	279 11%	22 4%	33 1%	205 11%	81 5%	190 12%	89 8%	15 2%
	(7)	593 7%	344 9%	249 6%	66 7%	109 8%	100 6%	99 7%	87 7%	132 8%	173 8%	186 8%	106 6%	128 7%	158 8%	138 6%	165 8%	86 7%	46 7%	105 8%	240 7%	69 4%	368 14%	41 7%	74 3%	256 14%	128 9%	230 15%	137 13%	49 6%
	(6)	626 8%	302 8%	325 8%	72 7%	99 8%	110 7%	123 9%	100 8%	123 7%	169 8%	175 7%	148 9%	134 7%	151 7%	183 9%	167 8%	77 7%	48 7%	106 8%	262 8%	120 6%	310 12%	58 10%	116 5%	206 11%	152 10%	176 11%	134 13%	66 8%
Neither/ nor	(5)	958 12%	465 12%	493 12%	120 12%	175 13%	215 14%	144 10%	142 12%	163 10%	255 12%	274 13%	219 11%	210 11%	209 10%	208 10%	280 14%	147 13%	114 16%	184 14%	376 12%	166 9%	403 16%	62 11%	173 8%	295 16%	195 13%	246 16%	157 15%	121 15%
	(4)	664 8%	322 8%	342 8%	81 8%	111 9%	132 9%	115 8%	89 7%	135 8%	197 9%	185 8%	154 9%	128 7%	170 8%	203 9%	151 7%	85 7%	55 8%	97 8%	293 9%	184 10%	214 8%	53 9%	206 9%	141 8%	115 8%	114 7%	100 9%	75 9%
	(3)	628 8%	326 8%	303 7%	63 6%	105 8%	130 8%	110 8%	91 8%	129 9%	200 8%	167 7%	128 8%	133 7%	175 9%	172 8%	125 6%	101 9%	55 8%	111 9%	263 8%	196 10%	132 5%	68 12%	220 10%	85 5%	137 9%	61 4%	71 7%	64 8%
	(2)	664 8%	350 9%	314 8%	63 6%	94 7%	100 6%	114 8%	119 10%	175 10%	215 10%	186 8%	117 7%	147 8%	173 8%	179 8%	144 7%	95 8%	73 10%	92 7%	262 8%	233 12%	93 4%	49 8%	290 13%	70 4%	126 8%	42 3%	51 5%	66 8%
	(1)	588 7%	330 8%	258 6%	39 4%	63 5%	95 6%	105 8%	110 9%	176 10%	185 8%	191 8%	110 6%	101 5%	157 8%	152 7%	131 6%	102 9%	47 7%	74 6%	232 7%	250 13%	56 2%	60 10%	295 13%	51 3%	104 7%	29 2%	27 3%	50 6%
Very negative indeed	(0)	1307 16%	771 19%	535 13%	62 6%	117 9%	222 14%	235 17%	251 17%	420 25%	375 17%	364 15%	277 16%	291 16%	354 17%	359 17%	324 16%	177 15%	93 13%	158 12%	481 15%	514 27%	94 4%	75 13%	688 30%	82 4%	200 13%	52 3%	42 4%	62 8%
NET: 8-10		777 10%	428 11%	349 8%	69 7%	123 9%	144 9%	151 11%	114 9%	176 10%	209 10%	206 9%	161 9%	202 11%	181 9%	208 10%	241 12%	94 8%	53 8%	150 12%	285 9%	39 2%	602 23%	43 7%	69 3%	457 25%	143 10%	432 28%	170 16%	22 3%
NET: 4-7		2841 35%	1433 36%	1408 34%	339 35%	494 38%	557 36%	481 35%	417 34%	553 32%	794 36%	821 35%	628 37%	599 32%	688 33%	731 34%	763 38%	395 34%	264 37%	493 39%	1171 36%	540 28%	1295 50%	215 37%	569 25%	898 48%	591 40%	766 50%	528 50%	312 39%

Red Alert Poll
ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 19

Q.8 Now please indicate how positively or negatively you feel about the following individuals using a scale from 0 (very negative indeed) to 10 (very positive indeed), where five means neither positive nor negative? If you don't know enough about any of the people to have a view either way, please say so.

Ed Balls, the Shadow Chancellor

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
NET: 0-3	3187	1777	1410	227	379	547	564	570	901	975	908	632	672	859	862	724	474	268	435	1238	1193	375	253	1493	288	568	184	191	242
	39%	45%	34%	23%	29%	36%	41%	47%	53%	45%	39%	37%	36%	42%	40%	36%	41%	38%	34%	38%	62%	14%	43%	65%	15%	38%	12%	18%	30%
Don't know	1297	333	965	338	302	292	181	113	71	210	416	281	391	332	337	305	205	118	197	570	142	322	71	167	219	188	155	167	229
	16%	8%	23%	35%	23%	19%	13%	9%	4%	10%	18%	17%	21%	16%	16%	15%	18%	17%	15%	17%	7%	12%	12%	7%	12%	13%	10%	16%	28%
Mean	3.81	3.73	3.90	4.38	4.33	3.92	3.82	3.55	3.36	3.70	3.78	3.86	3.96	3.66	3.75	4.09	3.69	3.81	4.26	3.82	2.49	5.82	3.72	2.37	5.79	4.03	6.11	5.36	3.84
Standard deviation	2.86	2.93	2.78	2.57	2.69	2.78	2.89	2.93	2.97	2.82	2.84	2.84	2.97	2.85	2.88	2.95	2.79	2.67	2.84	2.78	2.34	2.48	2.66	2.40	2.58	2.75	2.45	2.45	2.29
Standard error	0.03	0.05	0.05	0.12	0.09	0.08	0.08	0.09	0.07	0.05	0.07	0.09	0.08	0.07	0.07	0.07	0.09	0.11	0.09	0.06	0.05	0.05	0.11	0.05	0.07	0.07	0.07	0.08	0.09

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 20

Q.8 Now please indicate how positively or negatively you feel about the following individuals using a scale from 0 (very negative indeed) to 10 (very positive indeed), where five means neither positive nor negative? If you don't know enough about any of the people to have a view either way, please say so.

Vince Cable, the Business Secretary

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scotland	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer	
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824	
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805	
Very positive indeed	(10)	158 2%	93 2%	65 2%	20 2%	23 2%	22 1%	25 2%	24 2%	45 3%	46 2%	41 2%	37 2%	34 2%	47 2%	47 2%	33 2%	22 2%	9 1%	27 2%	59 2%	33 2%	48 2%	53 9%	31 1%	34 2%	72 5%	30 2%	18 2%	8 1%
	(9)	294 4%	178 4%	116 3%	18 2%	43 3%	54 3%	48 3%	50 4%	83 5%	110 5%	75 3%	56 3%	53 3%	83 4%	70 3%	66 3%	55 5%	19 3%	49 4%	114 3%	70 4%	82 3%	66 11%	77 3%	55 3%	114 8%	44 3%	38 4%	20 3%
	(8)	537 7%	345 9%	192 5%	48 5%	75 6%	72 5%	77 6%	97 8%	169 10%	196 9%	168 7%	91 5%	82 4%	156 8%	124 6%	150 7%	75 6%	32 5%	76 6%	212 7%	153 8%	153 6%	96 17%	161 7%	111 6%	175 12%	92 6%	61 6%	54 7%
	(7)	679 8%	394 10%	285 7%	72 7%	103 8%	111 7%	122 9%	108 9%	163 10%	212 10%	232 10%	99 6%	135 7%	186 9%	178 8%	155 8%	93 8%	66 9%	96 8%	277 8%	224 12%	221 9%	69 12%	224 10%	160 9%	164 11%	128 8%	93 9%	60 7%
	(6)	715 9%	402 10%	314 8%	65 7%	113 9%	119 8%	133 10%	108 9%	178 10%	241 11%	220 9%	127 7%	128 7%	185 9%	192 9%	167 8%	107 9%	65 9%	113 9%	317 10%	222 12%	250 10%	48 8%	244 11%	194 10%	132 9%	168 11%	82 8%	64 8%
Neither/ nor	(5)	1070 13%	567 14%	503 12%	114 12%	158 12%	215 14%	179 13%	158 13%	245 14%	304 14%	248 15%	201 11%	270 13%	282 13%	277 14%	145 12%	97 14%	186 15%	414 13%	287 15%	403 16%	60 10%	322 14%	308 17%	172 12%	256 17%	147 14%	88 11%	
	(4)	601 7%	296 7%	305 7%	60 6%	110 8%	107 7%	108 8%	92 8%	123 7%	177 8%	163 7%	137 8%	124 7%	145 7%	181 8%	148 7%	82 7%	45 6%	102 8%	244 7%	188 10%	223 9%	20 3%	203 9%	152 8%	84 6%	134 9%	89 8%	38 5%
	(3)	632 8%	363 9%	269 7%	66 7%	78 6%	121 8%	85 6%	112 9%	170 10%	172 8%	176 7%	122 7%	162 9%	139 7%	191 9%	152 7%	94 8%	57 8%	93 7%	250 8%	196 10%	208 8%	33 6%	232 10%	154 8%	83 6%	130 8%	78 7%	36 4%
	(2)	533 7%	288 7%	245 6%	53 5%	68 5%	89 6%	109 8%	90 7%	123 7%	157 7%	153 7%	111 7%	112 6%	136 7%	131 6%	131 6%	83 7%	51 7%	97 8%	203 6%	106 6%	166 6%	25 4%	161 7%	109 6%	104 7%	83 5%	83 8%	64 8%
	(1)	436 5%	221 6%	216 5%	24 2%	52 4%	92 6%	90 7%	81 7%	97 6%	119 5%	125 5%	100 6%	93 5%	117 6%	110 5%	113 6%	63 5%	33 5%	91 7%	165 5%	84 4%	154 6%	9 1%	149 6%	114 6%	53 4%	95 6%	59 6%	32 4%
Very negative indeed	(0)	771 10%	401 10%	370 9%	39 3%	90 7%	155 10%	154 11%	140 11%	193 11%	160 7%	191 8%	182 11%	238 13%	192 9%	191 9%	221 11%	78 7%	88 13%	98 8%	280 9%	99 5%	249 10%	12 2%	218 9%	182 10%	100 7%	157 10%	92 9%	44 6%
NET: 8-10		989 12%	616 16%	373 9%	86 9%	141 11%	147 10%	149 11%	170 14%	296 17%	353 16%	283 12%	184 11%	169 9%	286 14%	241 11%	249 12%	152 13%	61 9%	152 12%	386 12%	256 13%	284 11%	215 37%	269 12%	200 11%	361 24%	167 11%	117 11%	83 10%
NET: 4-7		3065 38%	1659 42%	1406 34%	312 32%	484 37%	552 36%	542 39%	467 38%	709 42%	947 43%	919 39%	611 36%	587 32%	786 38%	832 39%	747 37%	427 37%	272 39%	497 39%	1254 38%	922 48%	1096 42%	196 34%	993 43%	814 44%	552 37%	686 45%	410 39%	250 31%

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 20

Q.8 Now please indicate how positively or negatively you feel about the following individuals using a scale from 0 (very negative indeed) to 10 (very positive indeed), where five means neither positive nor negative? If you don't know enough about any of the people to have a view either way, please say so.

Vince Cable, the Business Secretary

Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
NET: 0-3	2372	1273	1099	182	289	457	439	423	583	608	645	515	604	584	624	616	318	229	379	899	485	776	78	760	559	340	465	311	177
	29%	32%	27%	19%	22%	30%	32%	35%	34%	28%	27%	30%	32%	28%	29%	30%	27%	33%	30%	28%	25%	30%	13%	33%	30%	23%	30%	29%	22%
Don't know	1677	424	1253	394	383	384	247	156	113	280	503	392	502	404	441	420	271	141	246	726	251	438	93	276	289	237	219	219	295
	21%	11%	30%	40%	30%	25%	18%	13%	7%	13%	21%	23%	27%	20%	21%	21%	23%	20%	19%	22%	13%	17%	16%	12%	16%	16%	14%	21%	37%
Mean	4.47	4.61	4.29	4.80	4.67	4.24	4.28	4.36	4.61	4.82	4.60	4.22	4.03	4.60	4.46	4.36	4.65	4.17	4.45	4.55	4.91	4.41	6.53	4.41	4.42	5.42	4.41	4.41	4.64
Standard deviation	2.77	2.79	2.73	2.53	2.67	2.74	2.80	2.83	2.84	2.70	2.71	2.79	2.85	2.82	2.71	2.80	2.72	2.75	2.72	2.72	2.47	2.68	2.57	2.66	2.66	2.89	2.67	2.71	2.67
Standard error	0.03	0.05	0.05	0.12	0.09	0.08	0.08	0.09	0.07	0.05	0.07	0.10	0.08	0.07	0.07	0.07	0.09	0.11	0.09	0.06	0.06	0.06	0.11	0.06	0.07	0.08	0.08	0.09	0.12

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 21

Q.8 Now please indicate how positively or negatively you feel about the following individuals using a scale from 0 (very negative indeed) to 10 (very positive indeed), where five means neither positive nor negative? If you don't know enough about any of the people to have a view either way, please say so.

William Hague, the Foreign Secretary

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scotland	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer	
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824	
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805	
Very positive indeed	(10)	309 4%	187 5%	122 3%	14 1%	37 3%	29 2%	57 4%	59 5%	113 7%	105 5%	86 4%	57 3%	61 3%	90 4%	80 4%	65 3%	56 5%	17 2%	35 3%	121 4%	182 9%	29 1%	30 5%	207 9%	17 1%	50 3%	12 1%	17 2%	8 1%
	(9)	479 6%	277 7%	201 5%	32 3%	44 3%	58 4%	58 4%	87 7%	199 12%	158 7%	131 6%	96 6%	93 5%	127 6%	139 7%	101 5%	84 7%	27 4%	41 3%	183 6%	281 15%	51 2%	33 6%	317 14%	43 2%	61 4%	33 2%	18 2%	23 3%
	(8)	860 11%	518 13%	341 8%	56 6%	115 9%	117 8%	130 9%	144 12%	298 18%	316 14%	256 11%	144 8%	143 8%	245 12%	242 11%	200 10%	116 10%	57 8%	122 10%	333 23%	435 5%	123 13%	76 21%	472 6%	108 9%	141 5%	81 4%	42 7%	55
	(7)	879 11%	506 13%	373 9%	97 10%	137 11%	140 9%	165 12%	117 10%	223 13%	304 14%	250 11%	179 11%	147 8%	260 13%	233 11%	192 9%	117 10%	78 11%	116 9%	373 11%	340 18%	206 8%	79 14%	382 17%	151 8%	155 10%	119 8%	87 8%	68
	(6)	701 9%	395 10%	306 7%	67 7%	110 8%	145 9%	109 8%	108 9%	162 10%	229 10%	220 9%	123 7%	129 7%	171 8%	204 10%	176 9%	96 8%	55 8%	102 8%	315 10%	195 10%	209 8%	75 13%	227 10%	159 9%	135 9%	129 8%	81 8%	74 9%
Neither/ nor	(5)	941 12%	442 11%	499 12%	106 11%	178 14%	190 12%	160 12%	127 10%	181 11%	245 11%	262 13%	229 11%	205 11%	193 9%	270 13%	257 13%	148 13%	74 11%	179 14%	371 11%	171 9%	320 12%	70 12%	215 9%	229 12%	188 13%	182 12%	139 13%	115 14%
	(4)	560 7%	258 7%	302 7%	61 6%	77 6%	116 8%	101 7%	107 9%	98 6%	149 7%	168 7%	133 8%	110 6%	143 7%	134 6%	156 8%	74 6%	54 8%	98 8%	216 7%	75 4%	253 10%	42 7%	109 5%	171 9%	118 8%	148 10%	105 10%	59 7%
	(3)	489 6%	258 6%	231 6%	71 7%	79 6%	109 7%	76 6%	63 5%	91 5%	125 6%	152 6%	103 6%	109 6%	115 6%	133 6%	127 6%	67 6%	47 7%	88 7%	210 6%	45 2%	236 9%	43 7%	76 3%	160 9%	107 7%	135 9%	101 10%	48 6%
	(2)	455 6%	200 5%	255 6%	62 6%	58 5%	89 6%	89 6%	72 6%	84 5%	109 6%	135 6%	80 5%	131 7%	111 5%	98 5%	120 6%	60 5%	66 9%	85 7%	172 5%	25 1%	207 8%	37 6%	52 2%	136 7%	105 7%	120 8%	88 8%	47 6%
	(1)	437 5%	226 6%	211 5%	33 3%	59 5%	111 7%	82 6%	85 7%	67 4%	107 5%	118 5%	109 6%	103 6%	104 5%	109 5%	117 6%	67 6%	40 6%	98 8%	182 6%	22 1%	222 9%	22 4%	42 2%	156 8%	108 7%	137 9%	85 8%	43 5%
Very negative indeed	(0)	848 10%	427 11%	420 10%	53 5%	121 9%	190 12%	190 14%	158 13%	135 8%	153 7%	222 9%	208 12%	265 14%	204 10%	193 12%	250 9%	106 9%	94 13%	138 11%	302 9%	17 1%	441 17%	20 3%	65 3%	339 18%	166 11%	300 20%	141 13%	67 8%
NET: 8-10		1647 20%	982 25%	665 16%	102 10%	196 15%	204 13%	245 18%	290 24%	611 36%	579 26%	473 20%	297 17%	298 16%	462 22%	462 22%	365 18%	256 22%	102 14%	198 16%	637 20%	897 47%	203 8%	139 24%	996 43%	168 9%	251 17%	127 8%	77 7%	85 11%
NET: 4-7		3082 38%	1601 40%	1480 36%	331 34%	501 39%	591 38%	535 39%	459 38%	665 39%	927 42%	900 38%	664 39%	591 32%	766 37%	840 39%	780 38%	434 37%	262 37%	495 39%	1275 39%	782 41%	990 38%	266 46%	933 41%	711 38%	597 40%	578 38%	411 39%	316 39%

Red Alert Poll
ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 21

Q.8 Now please indicate how positively or negatively you feel about the following individuals using a scale from 0 (very negative indeed) to 10 (very positive indeed), where five means neither positive nor negative? If you don't know enough about any of the people to have a view either way, please say so.

William Hague, the Foreign Secretary

Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
NET: 0-3	2228	1110	1118	218	317	499	438	378	377	494	627	500	608	534	532	614	300	247	409	867	109	1106	123	234	790	486	693	414	206
	27%	28%	27%	22%	24%	32%	32%	31%	22%	23%	27%	29%	33%	26%	25%	30%	26%	35%	32%	27%	6%	43%	21%	10%	42%	33%	45%	39%	26%
Don't know	1146	277	869	322	282	246	159	89	48	187	350	242	367	296	304	274	179	93	173	486	126	295	54	134	194	156	139	156	198
	14%	7%	21%	33%	22%	16%	12%	7%	3%	9%	15%	14%	20%	14%	14%	13%	15%	14%	15%	7%	11%	9%	6%	10%	10%	9%	15%	25%	
Mean	4.94	5.16	4.70	4.76	4.84	4.35	4.63	4.86	5.84	5.51	4.99	4.68	4.38	5.14	5.14	4.66	5.11	4.35	4.48	5.00	7.12	3.65	5.60	6.76	3.70	4.59	3.55	3.81	4.50
Standard deviation	2.99	3.01	2.94	2.64	2.84	2.88	3.06	3.13	2.94	2.84	2.93	3.00	3.11	3.02	2.92	2.98	3.01	2.95	2.88	2.93	2.08	2.73	2.61	2.43	2.79	2.92	2.77	2.67	2.66
Standard error	0.04	0.05	0.05	0.12	0.09	0.08	0.08	0.10	0.07	0.05	0.07	0.10	0.08	0.07	0.07	0.07	0.10	0.12	0.09	0.06	0.05	0.06	0.11	0.05	0.07	0.08	0.08	0.09	0.11

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 22

Q.8 Now please indicate how positively or negatively you feel about the following individuals using a scale from 0 (very negative indeed) to 10 (very positive indeed), where five means neither positive nor negative? If you don't know enough about any of the people to have a view either way, please say so.

Chuka Umunna, the Shadow Business Secretary

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -er	
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824	
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805	
Very positive indeed	(10)	107 1%	56 1%	51 1%	17 2%	16 1%	13 1%	18 1%	21 2%	22 1%	33 2%	27 1%	23 1%	25 1%	29 1%	26 1%	37 2%	8 1%	7 1%	19 2%	28 1%	8 3%	83 3%	6 1%	13 1%	67 4%	20 1%	65 4%	17 2%	3 *
	(9)	125 2%	80 2%	45 1%	12 1%	25 2%	17 1%	19 1%	17 1%	36 2%	52 2%	28 1%	27 2%	18 1%	45 2%	34 2%	22 1%	17 1%	7 1%	28 2%	43 1%	13 1%	85 3%	11 2%	15 1%	63 3%	31 2%	59 4%	26 2%	5 1%
	(8)	262 3%	163 4%	99 2%	33 3%	43 3%	51 3%	48 3%	26 2%	61 4%	88 4%	67 3%	59 3%	48 3%	75 4%	74 3%	62 3%	32 3%	19 3%	47 4%	120 4%	29 2%	163 6%	21 4%	40 2%	131 7%	48 3%	122 8%	41 4%	20 2%
	(7)	337 4%	211 5%	126 3%	34 3%	64 5%	63 4%	49 4%	50 4%	78 5%	107 5%	100 4%	67 4%	63 3%	103 5%	79 4%	84 4%	45 4%	26 4%	56 4%	140 4%	52 3%	191 7%	32 6%	69 3%	123 7%	70 5%	112 7%	79 7%	29 4%
	(6)	415 5%	248 6%	167 4%	44 5%	78 6%	71 5%	68 5%	58 5%	96 6%	134 6%	118 5%	81 5%	82 4%	104 5%	106 5%	106 5%	70 6%	29 4%	85 7%	152 5%	82 4%	214 8%	34 6%	93 4%	153 8%	75 5%	137 9%	77 7%	31 4%
Neither/ nor	(5)	718 9%	380 10%	338 8%	84 9%	122 9%	150 10%	118 9%	94 8%	149 9%	216 10%	222 9%	137 8%	143 8%	192 9%	182 9%	183 9%	100 9%	61 9%	119 9%	291 9%	161 8%	295 11%	59 10%	174 8%	230 12%	143 10%	195 13%	101 10%	64 8%
	(4)	388 5%	202 5%	186 5%	42 4%	61 5%	65 4%	59 4%	68 6%	93 5%	117 5%	101 4%	97 6%	73 4%	91 4%	113 5%	103 5%	47 4%	35 5%	57 4%	151 5%	127 7%	118 5%	31 5%	131 6%	94 5%	62 4%	75 5%	42 4%	34 4%
	(3)	391 5%	224 6%	167 4%	38 4%	52 4%	65 4%	65 5%	67 6%	103 6%	118 5%	116 5%	88 5%	69 4%	100 5%	103 5%	87 4%	68 6%	32 5%	56 4%	159 5%	127 7%	107 4%	32 6%	144 6%	63 3%	77 5%	48 3%	59 6%	28 3%
	(2)	452 6%	275 7%	177 4%	42 4%	47 4%	71 5%	95 7%	77 6%	120 7%	131 6%	131 6%	90 5%	100 5%	105 5%	132 6%	105 5%	67 6%	43 6%	63 5%	194 6%	164 9%	101 4%	31 5%	198 9%	63 3%	66 4%	47 3%	54 5%	28 3%
	(1)	380 5%	236 6%	144 3%	26 3%	33 3%	63 4%	62 4%	87 7%	109 6%	103 5%	96 4%	97 6%	84 4%	93 5%	113 5%	97 5%	51 4%	25 4%	45 4%	157 5%	131 7%	66 3%	18 3%	188 8%	57 3%	43 3%	41 3%	25 2%	18 2%
Very negative indeed	(0)	779 10%	460 12%	319 8%	45 5%	86 7%	128 8%	143 10%	167 14%	209 12%	190 9%	212 9%	169 10%	208 11%	207 10%	203 9%	210 10%	105 9%	53 8%	100 8%	295 9%	220 12%	116 4%	40 7%	344 15%	90 5%	122 8%	76 5%	40 4%	34 4%
NET: 8-10		493 6%	299 8%	194 5%	62 6%	83 6%	80 5%	85 6%	64 5%	119 7%	173 8%	122 5%	108 6%	91 5%	149 7%	133 6%	121 6%	57 5%	33 5%	95 7%	191 6%	50 3%	331 13%	39 7%	69 3%	261 14%	98 7%	246 16%	84 8%	28 3%
NET: 4-7		1859 23%	1041 26%	818 20%	204 21%	326 25%	348 23%	294 21%	271 22%	417 24%	574 26%	541 23%	382 22%	362 19%	489 24%	480 22%	475 23%	263 22%	152 22%	318 25%	735 23%	423 22%	818 32%	155 27%	466 20%	600 32%	350 23%	519 34%	299 28%	158 20%

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 22

Q.8 Now please indicate how positively or negatively you feel about the following individuals using a scale from 0 (very negative indeed) to 10 (very positive indeed), where five means neither positive nor negative? If you don't know enough about any of the people to have a view either way, please say so.

Chuka Umunna, the Shadow Business Secretary

Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
NET: 0-3	2001	1195	807	152	219	326	365	398	541	542	555	444	460	506	550	499	292	154	264	804	643	390	121	874	273	308	212	178	108
	25%	30%	20%	16%	17%	21%	27%	33%	32%	25%	24%	26%	25%	25%	26%	25%	22%	21%	25%	34%	15%	21%	38%	15%	21%	14%	17%	13%	
Don't know	3750	1436	2313	555	669	785	633	483	625	899	1133	767	950	915	975	938	557	365	597	1534	798	1055	267	890	730	734	559	497	512
	46%	36%	56%	57%	52%	51%	46%	40%	37%	41%	48%	45%	51%	44%	46%	46%	48%	52%	47%	47%	42%	41%	46%	39%	39%	49%	36%	47%	64%
Mean	3.84	3.83	3.86	4.44	4.43	3.92	3.71	3.35	3.65	4.13	3.84	3.75	3.54	3.99	3.77	3.82	3.77	3.83	4.28	3.82	3.09	5.23	4.30	2.87	5.26	4.18	5.44	4.87	4.20
Standard deviation	2.82	2.85	2.77	2.72	2.74	2.74	2.83	2.84	2.84	2.81	2.75	2.82	2.87	2.90	2.80	2.86	2.70	2.68	2.83	2.76	2.43	2.70	2.68	2.52	2.74	2.81	2.74	2.59	2.50
Standard error	0.04	0.06	0.06	0.16	0.11	0.10	0.10	0.11	0.08	0.07	0.08	0.12	0.10	0.08	0.08	0.08	0.11	0.14	0.11	0.07	0.07	0.07	0.15	0.07	0.09	0.10	0.09	0.11	0.14

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 23

Q.8 Now please indicate how positively or negatively you feel about the following individuals using a scale from 0 (very negative indeed) to 10 (very positive indeed), where five means neither positive nor negative? If you don't know enough about any of the people to have a view either way, please say so.

Boris Johnson, the Mayor of London

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer	
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824	
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805	
Very positive indeed	(10)	931 11%	491 12%	440 11%	148 15%	142 11%	156 10%	153 11%	139 11%	194 11%	262 12%	271 12%	207 12%	192 10%	273 13%	275 13%	195 10%	136 12%	52 7%	119 9%	432 13%	395 21%	169 7%	62 11%	446 19%	105 6%	144 10%	89 6%	81 8%	76 9%
	(9)	842 10%	440 11%	403 10%	111 11%	136 11%	138 9%	138 10%	129 11%	189 11%	239 11%	260 11%	170 10%	174 9%	251 12%	248 12%	177 9%	121 10%	46 7%	126 10%	355 11%	343 18%	174 7%	56 10%	384 17%	122 7%	138 9%	93 6%	81 8%	73 9%
	(8)	1146 14%	649 16%	497 12%	106 11%	185 14%	216 14%	197 14%	283 17%	344 16%	356 15%	241 14%	206 11%	327 16%	305 14%	262 13%	188 16%	63 9%	168 13%	501 15%	419 22%	299 12%	69 12%	489 21%	191 10%	202 14%	152 10%	148 14%	93 12%	
	(7)	866 11%	420 11%	446 11%	104 11%	147 11%	156 10%	141 10%	125 10%	193 11%	271 12%	264 11%	168 10%	163 9%	225 11%	213 10%	255 13%	112 10%	61 9%	137 11%	356 11%	234 12%	258 10%	87 15%	247 11%	199 11%	177 12%	160 10%	98 9%	82 10%
	(6)	694 9%	332 8%	362 9%	84 9%	103 8%	147 10%	109 8%	95 8%	157 9%	200 9%	178 8%	164 10%	152 8%	173 8%	178 8%	174 9%	98 8%	72 10%	95 7%	278 9%	144 8%	252 10%	64 11%	182 8%	180 10%	125 8%	154 10%	98 9%	72 9%
Neither/ nor	(5)	870 11%	395 10%	474 11%	99 10%	134 10%	176 11%	152 11%	126 10%	182 11%	214 10%	263 11%	192 11%	201 11%	212 10%	224 10%	231 11%	123 11%	80 11%	163 13%	307 9%	156 8%	339 13%	58 10%	213 9%	267 14%	157 11%	213 14%	126 12%	87 11%
	(4)	423 5%	206 5%	217 5%	53 5%	59 5%	65 4%	76 6%	78 6%	93 5%	119 5%	126 5%	93 5%	85 5%	86 4%	114 5%	106 5%	78 7%	39 6%	83 6%	160 5%	65 3%	176 7%	30 5%	86 4%	114 6%	98 7%	99 6%	77 7%	50 6%
	(3)	389 5%	168 4%	221 5%	28 3%	60 5%	63 4%	65 5%	74 6%	99 6%	107 5%	93 4%	92 5%	97 5%	90 4%	113 5%	101 5%	50 4%	35 5%	71 6%	142 4%	40 2%	189 7%	32 6%	55 2%	122 7%	98 7%	109 7%	80 8%	38 5%
	(2)	326 4%	163 4%	163 4%	24 3%	41 3%	72 5%	66 5%	56 5%	66 4%	88 4%	94 4%	59 3%	85 5%	81 4%	76 4%	76 4%	48 4%	45 6%	53 4%	126 4%	25 1%	147 6%	41 7%	42 2%	101 5%	75 5%	87 6%	61 6%	30 4%
	(1)	316 4%	168 4%	148 4%	16 2%	40 3%	73 5%	57 4%	50 4%	80 5%	89 4%	105 4%	59 3%	64 3%	81 4%	68 3%	86 4%	30 3%	51 7%	57 4%	103 3%	29 2%	156 6%	27 5%	27 1%	126 7%	78 5%	109 7%	46 4%	31 4%
Very negative indeed	(0)	619 8%	352 9%	267 6%	43 4%	76 6%	113 7%	135 10%	124 10%	128 8%	142 6%	153 7%	128 8%	196 11%	126 6%	143 7%	194 10%	69 6%	87 12%	100 8%	209 6%	19 1%	280 11%	25 4%	67 3%	220 12%	125 8%	188 12%	92 9%	52 6%
NET: 8-10		2920 36%	1580 40%	1340 32%	366 38%	463 36%	511 33%	488 35%	427 35%	666 39%	844 39%	887 38%	617 36%	572 31%	851 41%	829 39%	633 31%	445 38%	161 23%	413 32%	1288 39%	1156 60%	643 25%	187 32%	1319 57%	418 22%	484 32%	334 22%	309 29%	242 30%
NET: 4-7		2853 35%	1353 34%	1500 36%	340 35%	442 34%	544 35%	478 35%	424 35%	625 37%	805 37%	829 35%	618 36%	601 32%	695 34%	729 34%	766 38%	411 35%	252 36%	477 37%	1101 34%	598 31%	1025 40%	239 41%	728 32%	760 41%	557 37%	626 41%	399 38%	292 36%

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 23

Q.8 Now please indicate how positively or negatively you feel about the following individuals using a scale from 0 (very negative indeed) to 10 (very positive indeed), where five means neither positive nor negative? If you don't know enough about any of the people to have a view either way, please say so.

Boris Johnson, the Mayor of London

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
NET: 0-3	1651	851	799	111	218	321	323	304	373	426	445	337	442	379	400	457	197	217	281	581	113	772	125	192	569	376	493	279	151
	20%	21%	19%	11%	17%	21%	23%	25%	22%	19%	19%	20%	24%	18%	19%	22%	17%	31%	22%	18%	6%	30%	22%	8%	31%	25%	32%	26%	19%
Don't know	680	186	493	156	174	164	89	60	37	113	189	130	248	134	181	177	115	72	102	294	46	154	31	59	117	73	83	71	119
	8%	5%	12%	16%	13%	11%	6%	5%	2%	5%	8%	8%	13%	7%	8%	9%	10%	10%	8%	9%	2%	6%	5%	3%	6%	5%	5%	7%	15%
Mean	5.99	6.02	5.96	6.64	6.21	5.85	5.77	5.71	6.00	6.14	6.10	6.02	5.61	6.30	6.19	5.70	6.20	4.92	5.73	6.28	7.56	5.08	5.96	7.30	4.94	5.64	4.86	5.40	5.86
Standard deviation	3.06	3.13	2.98	2.81	2.93	3.05	3.17	3.19	3.03	2.97	3.01	3.02	3.23	2.99	3.01	3.09	2.92	3.21	3.03	2.99	2.24	3.05	2.88	2.49	3.05	3.08	3.06	3.01	2.98
Standard error	0.04	0.05	0.05	0.12	0.09	0.08	0.09	0.10	0.07	0.05	0.07	0.10	0.08	0.07	0.07	0.07	0.09	0.13	0.09	0.06	0.05	0.06	0.12	0.05	0.08	0.08	0.09	0.10	0.11

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 24

Q.10a Would you say you were more favourable to David Cameron, or the Conservative Party generally?

Base: All respondents

	Gender		Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
I am more favourable to David Cameron than I am to the Conservatives generally	1642	830	813	279	346	353	222	196	247	463	533	334	313	471	440	376	232	124	272	767	474	415	241	449	324	374	239	176	185
	20%	21%	20%	29%	27%	23%	16%	16%	15%	21%	23%	20%	17%	23%	21%	18%	20%	18%	21%	24%	25%	16%	41%	20%	17%	25%	16%	17%	23%
I am more favourable to the Conservatives generally than I am to David Cameron	1483	869	614	148	180	227	240	227	460	501	432	286	263	382	428	357	217	99	199	604	615	279	57	824	166	138	131	148	80
	18%	22%	15%	15%	14%	15%	17%	19%	27%	23%	18%	17%	14%	19%	20%	18%	19%	14%	16%	18%	32%	11%	10%	36%	9%	9%	9%	14%	10%
I am no more favourable or unfavourable to David Cameron than to the Conservatives generally	4977	2272	2705	546	770	959	916	792	995	1223	1385	1082	1288	1207	1271	1300	719	480	803	1893	824	1899	284	1025	1373	978	1166	733	539
	61%	57%	65%	56%	59%	62%	66%	65%	58%	56%	59%	64%	69%	59%	59%	64%	62%	68%	63%	58%	43%	73%	49%	45%	74%	66%	76%	69%	67%

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 25

Q.10b Would you say you were more favourable to Ed Miliband, or the Labour Party generally?

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
I am more favourable to Ed Miliband than I am to the Labour Party generally	714 9%	365 9%	349 8%	109 11%	148 11%	120 8%	104 8%	99 8%	134 8%	188 9%	179 8%	182 11%	165 9%	188 9%	193 9%	183 9%	99 8%	51 7%	115 9%	298 9%	138 7%	277 11%	71 12%	180 8%	151 8%	147 10%	129 8%	149 14%	74 9%
I am more favourable to the Labour Party generally than I am to Ed Miliband	3218 40%	1644 41%	1574 38%	432 44%	621 48%	648 42%	566 41%	424 35%	527 31%	882 40%	984 42%	644 38%	707 38%	782 38%	827 39%	878 43%	447 38%	285 40%	578 45%	1347 41%	498 26%	1639 63%	221 38%	561 24%	1179 63%	698 47%	998 65%	641 61%	378 47%
I am no more favourable or unfavourable to Ed Miliband than to the Labour Party generally	4171 51%	1962 49%	2210 53%	431 44%	528 41%	772 50%	707 51%	693 57%	1040 61%	1118 51%	1187 50%	875 51%	992 53%	1089 53%	1119 52%	973 48%	623 53%	368 52%	581 46%	1619 50%	1277 67%	678 26%	290 50%	1557 68%	532 29%	645 43%	410 27%	268 25%	353 44%

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 26

Q.10c Would you say you were more favourable to Nick Clegg, or the Liberal Democrats generally?**Base: All respondents**

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
I am more favourable to Nick Clegg than I am to the Liberal Democrats generally	844 10%	431 11%	413 10%	125 13%	148 11%	157 10%	135 10%	93 8%	185 11%	241 11%	247 11%	208 12%	148 8%	225 11%	239 11%	193 9%	117 10%	71 10%	142 11%	363 11%	380 20%	165 6%	99 17%	387 17%	120 6%	123 8%	94 6%	71 7%	54 7%
I am more favourable to the Liberal Democrats generally than I am to Nick Clegg	2330 29%	1223 31%	1107 27%	293 30%	373 29%	404 26%	406 29%	372 31%	482 28%	765 35%	678 29%	395 23%	493 26%	581 28%	612 29%	574 28%	368 31%	196 28%	385 30%	923 28%	436 23%	887 34%	261 45%	513 22%	532 29%	709 48%	455 30%	432 41%	250 31%
I am no more favourable or unfavourable to Nick Clegg than to the Liberal Democrats generally	4929 61%	2317 58%	2612 63%	554 57%	776 60%	978 64%	837 61%	750 62%	1034 61%	1182 54%	1425 61%	1099 65%	1223 66%	1254 61%	1288 60%	1267 62%	684 59%	437 62%	747 59%	1978 61%	1097 57%	1542 59%	222 38%	1398 61%	1211 65%	658 44%	988 64%	554 52%	501 62%

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 27

Q.11 With our economy facing challenges in the months ahead, who do you most trust to manage the economy in the best interests of Britain, David Cameron and the Chancellor of the Exchequer George Osborne or Ed Miliband and the Shadow Chancellor Ed Balls?

Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
David Cameron and George Osborne	4269	2163	2106	497	607	758	692	647	1068	1304	1284	878	803	1181	1202	960	629	296	603	1798	1890	311	392	2074	311	680	175	136	387
		53%	54%	51%	51%	47%	49%	50%	53%	60%	55%	52%	43%	57%	56%	47%	54%	42%	47%	55%	99%	12%	67%	90%	17%	46%	11%	13%	48%
Ed Miliband and Ed Balls	3834	1807	2026	475	689	782	685	568	633	884	1066	823	1061	878	936	1073	539	407	670	1466	24	2283	190	224	1552	810	1361	921	417
		47%	46%	49%	49%	53%	51%	50%	47%	37%	40%	45%	48%	57%	43%	44%	53%	46%	53%	45%	1%	88%	33%	10%	83%	54%	89%	87%	52%

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 28

Q.12 Thinking about Britain's economy, which of the following is closest to your own view?

Base: All respondents

	Gender		Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
Although things are difficult now, the right decisions are being made and things will improve significantly in the next two or three years	3348	1822	1526	395	519	571	517	496	849	1086	1011	654	597	937	935	778	477	221	467	1437	1668	432	303	1684	355	524	255	177	250
	41%	46%	37%	41%	40%	37%	38%	41%	50%	50%	43%	38%	32%	45%	44%	38%	41%	31%	37%	44%	87%	17%	52%	73%	19%	35%	17%	17%	31%
In two or three years' time the economy will be no better, or even worse, than it is now	4755	2149	2606	577	777	969	861	719	852	1101	1339	1048	1267	1122	1204	1255	692	482	807	1827	246	2162	279	614	1508	966	1281	880	555
	59%	54%	63%	59%	60%	63%	62%	59%	50%	50%	57%	62%	68%	55%	56%	62%	59%	69%	63%	56%	13%	83%	48%	27%	81%	65%	83%	83%	69%

Red Alert Poll
ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 29

Q.13 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Getting the economy growing and creating jobs

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
Conservatives	3503	1822	1680	376	456	616	579	545	930	1104	1028	731	639	997	1007	767	515	216	475	1454	1810	186	185	1961	204	413	100	86	255
	43%	46%	41%	39%	35%	40%	42%	45%	55%	50%	44%	43%	34%	48%	47%	38%	44%	31%	37%	45%	95%	7%	32%	85%	11%	28%	7%	8%	32%
Labour	3817	1806	2012	512	710	746	652	562	634	884	1090	826	1018	871	924	1071	530	423	688	1486	82	2359	103	271	1619	696	1422	937	466
	47%	45%	49%	53%	55%	48%	47%	46%	37%	40%	46%	49%	55%	42%	43%	53%	45%	60%	54%	46%	4%	91%	18%	12%	87%	47%	93%	89%	58%
Liberal Democrats	783	343	440	84	131	177	146	108	137	200	232	144	207	192	208	195	124	65	111	323	21	49	295	66	40	381	14	35	84
	10%	9%	11%	9%	10%	12%	11%	9%	8%	9%	10%	8%	11%	9%	10%	10%	11%	9%	9%	10%	1%	2%	51%	3%	2%	26%	1%	3%	10%

Red Alert Poll
ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 30

Q.13 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Cutting the deficit and the debt

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
Conservatives	4650	2422	2228	480	662	816	808	743	1141	1407	1397	953	892	1245	1294	1079	701	331	683	1939	1872	764	297	2116	574	727	396	368	400
	57%	61%	54%	49%	51%	53%	59%	61%	67%	64%	59%	56%	48%	60%	60%	53%	60%	47%	54%	59%	98%	29%	51%	92%	31%	49%	26%	35%	50%
Labour	2732	1239	1492	397	506	576	449	363	440	618	753	605	756	631	668	772	354	306	488	1026	21	1750	64	133	1227	457	1100	649	327
	34%	31%	36%	41%	39%	37%	33%	30%	26%	28%	32%	36%	41%	31%	31%	38%	30%	43%	38%	31%	1%	67%	11%	6%	66%	31%	72%	61%	41%
Liberal Democrats	722	310	412	95	129	148	121	109	120	163	200	143	216	183	177	182	113	67	103	299	20	80	222	49	61	306	40	40	78
	9%	8%	10%	10%	10%	10%	9%	9%	7%	7%	9%	8%	12%	9%	8%	9%	10%	9%	8%	9%	1%	3%	38%	2%	3%	21%	3%	4%	10%

Red Alert Poll

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Absolutes/col percents

Table 31

Q.13 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Improving the NHS

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
Conservatives	2363	1197	1166	230	317	398	346	368	704	732	725	462	445	697	656	495	363	151	309	931	1377	81	72	1482	93	194	37	43	133
	29%	30%	28%	24%	24%	26%	25%	30%	41%	33%	31%	27%	24%	34%	31%	24%	31%	21%	24%	29%	72%	3%	12%	64%	5%	13%	2%	4%	17%
Labour	4379	2151	2228	572	732	876	803	640	756	1082	1256	942	1099	1007	1130	1217	596	429	759	1733	309	2419	150	515	1705	804	1462	957	531
	54%	54%	54%	59%	56%	57%	58%	53%	44%	49%	53%	55%	59%	49%	53%	60%	51%	61%	60%	53%	16%	93%	26%	22%	92%	54%	95%	90%	66%
Liberal Democrats	1361	623	738	170	248	265	229	207	241	373	369	298	320	355	352	321	210	123	206	600	227	95	360	301	66	493	37	57	141
	17%	16%	18%	18%	19%	17%	17%	17%	14%	17%	16%	18%	17%	17%	16%	16%	18%	17%	16%	18%	12%	4%	62%	13%	4%	33%	2%	5%	18%

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 32

Q.13 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Improving schools

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
Conservatives	2737	1402	1336	225	366	441	421	451	833	869	817	540	512	779	786	578	417	177	358	1098	1556	117	88	1707	129	247	63	54	161
	34%	35%	32%	23%	28%	29%	31%	37%	49%	40%	35%	32%	27%	38%	37%	28%	36%	25%	28%	34%	81%	5%	15%	74%	7%	17%	4%	5%	20%
Labour	3878	1863	2015	543	680	805	690	545	615	904	1112	841	1021	898	969	1089	530	392	678	1535	182	2262	109	349	1586	673	1369	893	484
	48%	47%	49%	56%	52%	52%	50%	45%	36%	41%	47%	49%	55%	44%	45%	54%	45%	56%	53%	47%	9%	87%	19%	15%	85%	45%	89%	84%	60%
Liberal Democrats	1488	707	781	205	251	293	267	219	252	415	421	321	331	382	384	366	221	134	238	631	176	215	385	242	148	570	105	111	160
	18%	18%	19%	21%	19%	19%	19%	18%	15%	19%	18%	19%	18%	19%	18%	18%	19%	19%	19%	9%	8%	66%	11%	8%	38%	7%	10%	20%	

Red Alert Poll
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Absolutes/col percents

Table 33

Q.13 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Protecting the environment

Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
Conservatives	2040	954	1086	230	281	336	319	306	568	590	579	430	441	578	556	468	294	145	293	793	1073	152	52	1196	118	160	71	81	134
	25%	24%	26%	24%	22%	22%	23%	25%	33%	27%	25%	25%	24%	28%	26%	23%	25%	21%	23%	24%	56%	6%	9%	52%	6%	11%	5%	8%	17%
Labour	2791	1313	1478	399	516	599	472	383	422	601	774	604	813	664	694	774	378	281	501	1097	116	1749	66	230	1245	414	1101	648	291
	34%	33%	36%	41%	40%	39%	34%	32%	25%	27%	33%	35%	44%	32%	32%	38%	32%	40%	39%	34%	6%	67%	11%	10%	67%	28%	72%	61%	36%
Liberal Democrats	3272	1704	1568	344	499	605	587	526	711	997	998	668	610	818	889	792	497	277	480	1374	724	693	465	872	499	916	364	329	380
	40%	43%	38%	35%	39%	39%	43%	43%	42%	46%	42%	39%	33%	40%	42%	39%	43%	39%	38%	42%	38%	27%	80%	38%	27%	61%	24%	31%	47%

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Absolutes/col percents

Table 34

Q.13 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Dealing with crime

Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
Conservatives	4046	2121	1925	400	550	703	689	642	1061	1257	1223	800	765	1110	1107	927	602	299	563	1679	1790	493	248	1988	389	601	253	240	320
	50%	53%	47%	41%	42%	46%	50%	53%	62%	57%	52%	47%	41%	54%	52%	46%	52%	43%	44%	51%	94%	19%	43%	87%	21%	40%	16%	23%	40%
Labour	3194	1482	1712	437	583	663	546	442	523	724	876	710	885	741	801	886	435	331	573	1228	66	2008	85	207	1408	555	1246	762	376
	39%	37%	41%	45%	45%	43%	40%	36%	31%	33%	37%	42%	47%	36%	37%	44%	37%	47%	45%	38%	3%	77%	15%	9%	76%	37%	81%	72%	47%
Liberal Democrats	863	367	496	135	164	173	142	131	117	206	251	192	214	208	230	220	131	73	138	357	58	93	249	103	65	334	38	55	108
	11%	9%	12%	14%	13%	11%	10%	11%	7%	9%	11%	11%	11%	10%	11%	11%	11%	10%	11%	11%	3%	4%	43%	4%	4%	22%	2%	5%	13%

Red Alert Poll

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Absolutes/col percents

Table 35

Q.13 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Defending Britain's interests in Europe

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
Conservatives	4161	2148	2013	440	569	739	702	662	1049	1275	1277	843	766	1115	1143	989	623	292	607	1716	1791	578	221	2001	441	607	294	284	351
	51%	54%	49%	45%	44%	48%	51%	55%	62%	58%	54%	50%	41%	54%	53%	49%	53%	42%	48%	53%	94%	22%	38%	87%	24%	41%	19%	27%	44%
Labour	2951	1391	1560	388	557	599	521	417	469	634	808	645	864	680	727	810	405	329	515	1141	58	1853	79	185	1301	482	1161	691	327
	36%	35%	38%	40%	43%	39%	38%	34%	28%	29%	34%	38%	46%	33%	34%	40%	35%	47%	40%	35%	3%	71%	14%	8%	70%	32%	76%	65%	41%
Liberal Democrats	991	432	559	145	171	202	154	136	183	278	265	214	234	265	269	235	140	82	152	407	65	163	282	113	121	402	81	82	126
	12%	11%	14%	15%	13%	13%	11%	11%	11%	13%	11%	13%	13%	13%	13%	12%	12%	12%	12%	12%	3%	6%	48%	5%	6%	27%	5%	8%	16%

Red Alert Poll

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Absolutes/col percents

Table 36

Q.13 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Reforming welfare to stop scroungers and cut benefit dependency

Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
Conservatives	4844	2506	2337	489	676	844	831	795	1209	1457	1441	1003	942	1266	1294	1192	725	366	716	1993	1802	933	298	2052	699	792	518	415	433
	60%	63%	57%	50%	52%	55%	60%	65%	71%	67%	61%	59%	51%	61%	61%	59%	62%	52%	56%	61%	94%	36%	51%	89%	38%	53%	34%	39%	54%
Labour	2414	1094	1320	347	462	534	397	307	368	531	641	527	716	574	621	635	317	267	412	923	49	1537	57	158	1079	367	971	566	281
	30%	28%	32%	36%	36%	35%	29%	25%	22%	24%	27%	31%	38%	28%	29%	31%	27%	38%	32%	28%	3%	59%	10%	7%	58%	25%	63%	54%	35%
Liberal Democrats	845	370	475	136	159	162	150	113	125	200	268	171	206	219	223	206	126	71	145	349	63	124	228	88	85	331	48	76	91
	10%	9%	11%	14%	12%	11%	11%	9%	7%	9%	11%	10%	11%	11%	10%	10%	11%	10%	11%	3%	5%	39%	4%	5%	22%	3%	7%	11%	

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Absolutes/col percents

Table 37

Q.13 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Controlling immigration

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
Conservatives	4378	2287	2091	461	592	754	763	711	1097	1375	1313	905	785	1209	1183	1001	663	322	650	1791	1749	758	246	1998	569	668	404	354	350
	54%	58%	51%	47%	46%	49%	55%	58%	65%	63%	56%	53%	42%	59%	55%	49%	57%	46%	51%	55%	91%	29%	42%	87%	31%	45%	26%	33%	44%
Labour	2614	1200	1414	342	504	551	438	352	428	554	700	568	792	574	663	765	332	281	447	1015	62	1651	65	158	1161	423	1034	617	309
	32%	30%	34%	35%	39%	36%	32%	29%	25%	25%	30%	33%	42%	28%	31%	38%	28%	40%	35%	31%	3%	64%	11%	7%	62%	28%	67%	58%	38%
Liberal Democrats	1111	483	627	170	201	234	177	153	176	259	337	229	286	277	293	268	174	100	177	458	102	185	271	142	133	399	99	86	145
	14%	12%	15%	17%	15%	15%	13%	13%	10%	12%	14%	13%	15%	13%	14%	13%	15%	14%	14%	14%	5%	7%	47%	6%	7%	27%	6%	8%	18%

Red Alert Poll

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Absolutes/col percents

Table 38

Q.13 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Ensuring people are treated fairly

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
Conservatives	2286	1134	1152	231	302	367	350	345	691	707	658	489	431	657	654	496	338	141	276	921	1357	75	50	1463	77	164	31	44	107
	28%	29%	28%	24%	23%	24%	25%	28%	41%	32%	28%	29%	23%	32%	31%	24%	29%	20%	22%	28%	71%	3%	9%	64%	4%	11%	2%	4%	13%
Labour	3889	1872	2017	537	669	783	692	562	646	916	1120	828	1025	911	962	1093	516	407	687	1523	189	2321	87	375	1627	645	1417	905	472
	48%	47%	49%	55%	52%	51%	50%	46%	38%	42%	48%	49%	55%	44%	45%	54%	44%	58%	54%	47%	10%	89%	15%	16%	87%	43%	92%	86%	59%
Liberal Democrats	1928	965	963	204	326	389	336	308	364	565	572	384	407	491	523	445	314	155	311	820	368	197	445	460	159	681	89	108	225
	24%	24%	23%	21%	25%	25%	24%	25%	21%	26%	24%	23%	22%	24%	24%	22%	27%	22%	24%	25%	19%	8%	77%	20%	9%	46%	6%	10%	28%

Red Alert Poll

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Absolutes/col percents

Table 39

Q.13 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Managing the economy overall

Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
Conservatives	3722	1943	1779	373	501	644	619	598	988	1170	1100	767	685	1031	1052	829	563	248	508	1543	1853	222	199	2015	228	485	103	118	273
	46%	49%	43%	38%	39%	42%	45%	49%	58%	53%	47%	45%	37%	50%	49%	41%	48%	35%	40%	47%	97%	9%	34%	88%	12%	33%	7%	11%	34%
Labour	3415	1597	1818	450	611	699	601	477	578	779	977	716	942	768	839	968	468	372	607	1314	32	2262	63	202	1555	592	1383	878	402
	42%	40%	44%	46%	47%	45%	44%	39%	34%	36%	42%	42%	51%	37%	39%	48%	40%	53%	48%	40%	2%	87%	11%	9%	83%	40%	90%	83%	50%
Liberal Democrats	965	430	535	150	184	197	158	141	136	238	273	218	236	261	248	236	138	84	159	407	28	111	321	81	80	414	50	61	130
	12%	11%	13%	15%	14%	13%	11%	12%	8%	11%	12%	13%	13%	13%	12%	12%	12%	12%	12%	12%	1%	4%	55%	4%	4%	28%	3%	6%	16%

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 40

Q.14a Some people say they could never see themselves voting Conservative under any circumstances, while others say they could see themselves doing so sometime in the future. Which of these is closer to your own view?

Base: All respondents who voted Labour in 2010

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	1600	781	819	103	255	373	318	223	328	577	421	231	371	335	383	525	198	159	298	579	36	1321	21	-	1600	-	1321	-	-
Weighted base	1863	940	923	170	308	403	342	281	359	453	551	396	463	396	450	583	243	191	357	726	51	1536	22	-	1863	-	1536	-	-
I could never see myself voting Conservative	1472	721	752	118	226	335	265	223	306	351	417	314	391	294	348	470	202	160	276	550	2	1301	12	-	1472	-	1301	-	-
	79%	77%	81%	69%	73%	83%	77%	79%	85%	77%	76%	79%	84%	74%	77%	81%	83%	84%	77%	76%	5%	85%	55%	-	79%	-	85%	-	-
I could see myself voting Conservative at some point in the future	390	219	171	52	83	68	77	58	53	102	134	81	72	102	103	113	41	31	80	176	48	235	10	-	390	-	235	-	-
	21%	23%	19%	31%	27%	17%	23%	21%	15%	23%	24%	21%	16%	26%	23%	19%	17%	16%	23%	24%	95%	15%	45%	-	21%	-	15%	-	-

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 41

Q.14b Some people say they could never see themselves voting Liberal Democrat under any circumstances, while others say they could see themselves doing so sometime in the future. Which of these is closer to your own view?

Base: All respondents who voted Labour in 2010

	Gender		Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	1600	781	819	103	255	373	318	223	328	577	421	231	371	335	383	525	198	159	298	579	36	1321	21	-	1600	-	1321	-	-
Weighted base	1863	940	923	170	308	403	342	281	359	453	551	396	463	396	450	583	243	191	357	726	51	1536	22	-	1863	-	1536	-	-
I could never see myself voting Lib Dem	1216	608	608	117	193	247	221	192	246	251	347	284	334	245	288	388	153	142	246	445	30	1032	2	-	1216	-	1032	-	-
	65%	65%	66%	69%	63%	61%	65%	68%	69%	55%	63%	72%	72%	62%	64%	67%	63%	75%	69%	61%	60%	67%	10%	-	65%	-	67%	-	-
I could see myself voting Lib Dem at some point in the future	647	332	315	53	115	156	121	89	113	202	204	112	129	151	162	195	90	49	111	282	20	504	19	-	647	-	504	-	-
	35%	35%	34%	31%	37%	39%	35%	32%	31%	45%	37%	28%	28%	38%	36%	33%	37%	25%	31%	39%	40%	33%	90%	-	35%	-	33%	-	-

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 42

Q.14c Some people say they could never see themselves voting for the UK Independence Party under any circumstances, while others say they could see themselves doing so sometime in the future. Which of these is closer to your own view?

Base: All respondents who voted Labour in 2010

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	1600	781	819	103	255	373	318	223	328	577	421	231	371	335	383	525	198	159	298	579	36	1321	21	-	1600	-	1321	-	-
Weighted base	1863	940	923	170	308	403	342	281	359	453	551	396	463	396	450	583	243	191	357	726	51	1536	22	-	1863	-	1536	-	-
I could never see myself voting UKIP	1447	719	728	120	239	330	249	210	299	361	439	299	348	311	344	435	190	167	279	553	35	1234	10	-	1447	-	1234	-	-
	78%	76%	79%	71%	78%	82%	73%	75%	83%	80%	80%	76%	75%	79%	76%	75%	78%	87%	78%	76%	69%	80%	46%	-	78%	-	80%	-	-
I could see myself voting UKIP at some point in the future	416	221	195	50	69	73	93	70	60	92	112	97	115	85	106	148	53	24	77	173	16	302	12	-	416	-	302	-	-
	22%	24%	21%	29%	22%	18%	27%	25%	17%	20%	20%	24%	25%	21%	24%	25%	22%	13%	22%	24%	31%	20%	54%	-	22%	-	20%	-	-

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 43

Q.15 Thinking about the performance of Ed Miliband and the Labour Party in opposition, do you think you will be more likely to consider voting Labour at the next election, or less likely, or has it made no difference?

Base: All respondents who did not vote Labour in 2010 but would consider doing so in the future

	Gender		Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	1888	801	1087	279	433	420	331	187	238	659	513	273	443	512	481	536	247	112	337	745	75	1064	80	293	-	673	-	1064	824
Weighted base	1862	819	1043	382	395	360	311	200	214	448	553	407	455	485	483	532	260	102	329	763	75	1057	70	276	-	638	-	1057	805
I will be more likely to consider voting Labour than I was before	963	455	508	190	195	180	171	103	124	215	275	225	247	250	273	266	132	42	162	391	11	707	18	157	-	367	-	707	256
	52%	56%	49%	50%	49%	50%	55%	51%	58%	48%	50%	55%	54%	51%	57%	50%	51%	41%	49%	51%	14%	67%	25%	57%	-	58%	-	67%	32%
I will be no more or less likely to consider voting Labour than I was before	749	305	445	154	168	140	123	84	81	190	232	150	177	194	170	227	107	51	137	309	41	303	39	88	-	232	-	303	446
	40%	37%	43%	40%	42%	39%	40%	42%	38%	42%	42%	37%	39%	40%	35%	43%	41%	51%	42%	40%	55%	29%	55%	32%	-	36%	-	29%	55%
I will be less likely to consider voting Labour than I was before	150	59	90	38	33	39	17	14	9	43	46	31	30	41	40	39	21	8	29	63	23	47	14	32	-	38	-	47	103
	8%	7%	9%	10%	8%	11%	5%	7%	4%	10%	8%	8%	7%	9%	8%	7%	8%	8%	9%	8%	30%	4%	19%	11%	-	6%	-	4%	13%

Red Alert Poll
ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 44
Q.16a Would you say you are moving towards or away from Labour?
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
Towards	2772	1334	1438	437	555	559	466	329	425	651	803	592	727	661	717	779	380	236	525	1093	74	1984	98	247	1158	595	1063	921	363
		34%	35%	45%	43%	36%	34%	27%	25%	30%	34%	35%	39%	32%	34%	38%	33%	34%	41%	33%	4%	77%	17%	11%	62%	40%	69%	87%	45%
Away from	2418	1313	1105	196	322	442	423	402	633	739	697	508	474	645	663	562	357	192	331	1003	1125	75	261	1188	163	440	50	25	112
		30%	27%	20%	25%	29%	31%	33%	37%	34%	30%	30%	25%	31%	31%	28%	31%	27%	26%	31%	59%	3%	45%	52%	9%	30%	3%	2%	14%
Neither	2912	1324	1589	339	419	538	488	484	643	798	850	602	663	754	759	693	432	276	418	1168	715	534	224	863	542	456	423	112	330
		36%	38%	35%	32%	35%	35%	40%	38%	36%	36%	35%	36%	37%	35%	34%	37%	39%	33%	36%	37%	21%	38%	38%	29%	31%	28%	11%	41%

Red Alert Poll
ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 45

Q.16b Would you say you are moving towards or away from Conservatives?**Base: All respondents**

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
Towards	1709	832	877	202	271	307	280	241	408	531	487	387	304	470	502	363	261	113	237	735	1167	94	91	989	137	218	64	31	82
	21%	21%	21%	21%	21%	20%	20%	20%	24%	24%	21%	23%	16%	23%	23%	18%	22%	16%	19%	23%	61%	4%	16%	43%	7%	15%	4%	3%	10%
Away from	3435	1753	1682	387	553	649	594	541	712	837	956	747	895	795	864	974	489	313	571	1300	111	1801	247	530	1182	717	1047	754	379
	42%	44%	41%	40%	43%	42%	43%	44%	42%	38%	41%	44%	48%	39%	40%	48%	42%	45%	45%	40%	6%	69%	42%	23%	63%	48%	68%	71%	47%
Neither	2959	1385	1573	384	472	584	504	433	581	820	907	567	664	794	772	697	419	277	465	1230	636	698	245	779	544	555	425	273	344
	37%	35%	38%	39%	36%	38%	37%	36%	34%	37%	39%	33%	36%	39%	36%	34%	36%	39%	37%	38%	33%	27%	42%	34%	29%	37%	28%	26%	43%

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 46

Q.16c Would you say you are moving towards or away from Liberal Democrats?**Base: All respondents**

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
Towards	934	434	499	123	170	182	169	109	181	260	252	218	204	249	259	225	134	66	146	405	224	126	335	255	112	301	77	49	75
	12%	11%	12%	13%	13%	12%	12%	9%	11%	12%	11%	13%	11%	12%	12%	11%	11%	9%	11%	12%	12%	5%	58%	11%	6%	20%	5%	5%	9%
Away from	3508	1843	1665	380	523	629	597	580	799	983	1008	707	809	835	938	930	475	330	560	1323	668	1607	61	866	1055	701	920	687	316
	43%	46%	40%	39%	40%	41%	43%	48%	47%	45%	43%	42%	43%	41%	44%	46%	41%	47%	44%	41%	35%	62%	11%	38%	57%	47%	60%	65%	39%
Neither	3661	1693	1968	470	603	728	612	526	721	945	1090	776	850	975	941	878	560	307	568	1536	1021	861	186	1177	696	488	540	321	414
	45%	43%	48%	48%	47%	47%	44%	43%	42%	43%	46%	46%	46%	47%	44%	43%	48%	44%	45%	47%	53%	33%	32%	51%	37%	33%	35%	30%	51%

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 47

Q.17 You said earlier that you would probably vote Labour at the next election but you may well change your mind. I am going to read out some reasons that some people have given for not voting Labour - please can you say in each case whether or not it is one of the concerns you have about voting Labour?
Base: All respondents who intend to vote Labour but may change their mind

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer
Unweighted base	372	139	233	65	82	85	61	41	38	138	104	50	80	100	98	93	57	24	83	140	-	372	-	49	108	88	108	264	-
Weighted base	414	159	255	106	83	80	67	46	32	103	124	83	103	108	120	100	61	25	97	161	-	414	-	42	136	88	136	277	-
They have not made clear what they would do to improve things	197	79	118	44	37	44	33	21	18	49	66	40	42	50	59	43	31	15	48	83	-	197	-	18	78	43	78	119	-
They might spend and borrow more than the country can afford	165	62	103	35	32	36	30	18	13	43	45	40	38	38	45	46	30	7	42	67	-	165	-	22	53	34	53	112	-
They may not have learned the right lessons from their time in government	141	60	81	33	34	28	22	15	10	37	49	30	26	32	41	40	21	7	44	52	-	141	-	14	42	30	42	99	-
If Labour won, Ed Milliband would be Prime Minister	139	57	82	41	24	31	24	15	6	34	44	27	35	41	46	26	17	9	30	53	-	139	-	12	56	29	56	83	-
Labour have strong links with the trade unions	80	45	35	13	22	13	11	12	7	27	23	12	18	19	24	18	14	5	27	29	-	80	-	14	14	22	14	66	-
I'm not sure they're on the side of people like me	74	26	48	22	12	11	12	13	4	9	18	14	33	22	26	19	7	*	20	22	-	74	-	11	20	9	20	54	-
They have policies in areas apart from the economy that would be bad for the country	35	16	20	14	7	4	5	4	2	12	8	4	11	15	7	7	5	1	9	14	-	35	-	5	12	6	12	23	-
Other	15	6	9	4	1	1	2	4	3	7	3	2	3	3	3	3	4	1	3	4	-	15	-	1	4	6	4	11	-
	4%	4%	4%	3%	1%	2%	3%	8%	10%	7%	2%	2%	3%	3%	3%	3%	7%	4%	3%	4%	-	15	-	1%	3%	7%	3%	4%	-

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 48

Q.18 What, if anything, you think would be different about Britain today if Labour had won the last election and we had had a Labour government for the last two years, rather than a Conservative-Lib Dem coalition. If we still had a Labour government, do you think each of the following would be better, worse or no different from the way they are now?

Britain's overall level of debt

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
Better	1389 17%	690 17%	698 17%	234 24%	260 20%	276 18%	204 15%	181 15%	234 14%	321 15%	377 16%	309 18%	382 20%	368 18%	336 16%	381 19%	177 15%	127 18%	243 19%	529 16%	120 6%	888 34%	63 11%	168 7%	616 33%	231 15%	560 36%	328 31%	110 14%
No different	2750 34%	1152 29%	1599 39%	410 42%	529 41%	574 37%	468 34%	373 31%	396 23%	635 29%	804 34%	595 35%	717 38%	650 32%	705 33%	729 36%	406 35%	262 37%	479 38%	1113 34%	169 9%	1194 46%	159 27%	253 11%	833 45%	559 37%	693 45%	501 47%	389 48%
Worse	3964 49%	2129 54%	1835 44%	328 34%	507 39%	690 45%	706 51%	662 54%	1071 63%	1232 56%	1168 50%	798 47%	765 41%	1042 51%	1098 51%	924 45%	586 50%	315 45%	552 43%	1623 50%	1625 85%	512 20%	360 62%	1877 82%	414 22%	701 47%	283 18%	229 22%	306 38%

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 49

Q.18 What, if anything, you think would be different about Britain today if Labour had won the last election and we had had a Labour government for the last two years, rather than a Conservative-Lib Dem coalition. If we still had a Labour government, do you think each of the following would be better, worse or no different from the way they are now?

The impact of cuts in public spending

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
Better	3429 42%	1789 45%	1640 40%	419 43%	545 42%	689 45%	626 45%	537 44%	612 36%	953 44%	1012 43%	702 41%	762 41%	796 39%	906 42%	909 45%	516 44%	301 43%	632 50%	1337 41%	453 24%	1813 70%	207 35%	564 25%	1225 66%	759 51%	1075 70%	738 70%	360 45%
No different	2422 30%	1115 28%	1306 32%	318 33%	411 32%	413 27%	378 27%	350 29%	551 32%	662 30%	706 30%	476 28%	577 31%	627 30%	627 29%	588 29%	366 31%	214 30%	342 27%	964 30%	605 32%	399 15%	191 33%	766 33%	316 17%	405 27%	224 15%	174 16%	288 36%
Worse	2252 28%	1066 27%	1186 29%	235 24%	340 26%	437 28%	374 27%	328 27%	538 32%	573 26%	632 27%	523 31%	524 28%	636 31%	605 28%	536 26%	287 25%	188 27%	300 24%	963 30%	856 45%	383 15%	184 32%	968 42%	322 17%	326 22%	237 15%	145 14%	157 20%

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 50

Q.18 What, if anything, you think would be different about Britain today if Labour had won the last election and we had had a Labour government for the last two years, rather than a Conservative-Lib Dem coalition. If we still had a Labour government, do you think each of the following would be better, worse or no different from the way they are now?

The unemployment rate

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scotland	Public	Private	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
Better	2513 31%	1275 32%	1238 30%	332 34%	404 31%	474 31%	433 31%	386 32%	484 28%	677 31%	720 31%	520 31%	596 32%	592 29%	667 31%	655 32%	369 32%	229 33%	443 35%	959 29%	212 11%	1561 60%	113 19%	291 13%	1027 55%	536 36%	921 60%	640 61%	238 30%
No different	2736 34%	1237 31%	1499 36%	388 40%	515 40%	517 34%	434 32%	354 29%	528 31%	701 32%	825 35%	550 32%	659 35%	659 32%	695 33%	717 35%	406 35%	258 37%	437 34%	1066 33%	474 25%	655 25%	225 39%	646 28%	507 27%	524 35%	374 24%	280 27%	373 46%
Worse	2854 35%	1459 37%	1395 34%	252 26%	378 29%	549 36%	511 37%	475 39%	688 40%	810 37%	805 34%	631 37%	608 33%	808 39%	776 36%	661 32%	394 34%	216 31%	394 31%	1240 38%	1228 64%	378 15%	244 42%	1361 59%	328 18%	430 29%	241 16%	137 13%	193 24%

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 51

Q.18 What, if anything, you think would be different about Britain today if Labour had won the last election and we had had a Labour government for the last two years, rather than a Conservative-Lib Dem coalition. If we still had a Labour government, do you think each of the following would be better, worse or no different from the way they are now?

The overall state of the economy

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
Better	2080	1087	993	260	376	417	357	291	379	516	581	444	538	494	529	570	295	191	355	785	125	1403	86	190	940	425	861	541	173
	26%	27%	24%	27%	29%	27%	26%	24%	22%	24%	25%	26%	29%	24%	25%	28%	25%	27%	28%	24%	7%	54%	15%	8%	50%	29%	56%	51%	22%
No different	2355	966	1389	378	484	473	386	303	331	562	719	473	600	569	602	593	350	240	415	962	191	787	175	294	557	476	427	361	369
	29%	24%	34%	39%	37%	31%	28%	25%	19%	26%	31%	28%	32%	28%	28%	29%	30%	34%	33%	29%	10%	30%	30%	13%	30%	32%	28%	34%	46%
Worse	3668	1918	1751	335	437	650	634	621	991	1110	1049	784	725	996	1007	870	523	273	503	1516	1597	404	322	1813	366	589	249	155	263
	45%	48%	42%	34%	34%	42%	46%	51%	58%	51%	45%	46%	39%	48%	47%	43%	45%	39%	39%	46%	83%	16%	55%	79%	20%	40%	16%	15%	33%

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 52

Q.18 What, if anything, you think would be different about Britain today if Labour had won the last election and we had had a Labour government for the last two years, rather than a Conservative-Lib Dem coalition. If we still had a Labour government, do you think each of the following would be better, worse or no different from the way they are now?

The issue of managing immigration into Britain

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
Better	1423 18%	658 17%	765 19%	237 24%	274 21%	289 19%	233 17%	180 15%	211 12%	302 14%	378 16%	339 20%	404 22%	355 17%	364 17%	389 19%	181 16%	134 19%	245 19%	545 17%	117 6%	926 36%	61 11%	144 6%	606 33%	235 16%	558 36%	368 35%	122 15%
No different	3228 40%	1508 38%	1719 42%	421 43%	542 42%	630 41%	523 38%	486 40%	627 37%	877 40%	938 40%	637 37%	775 42%	736 36%	844 39%	854 42%	506 43%	288 41%	543 43%	1255 38%	489 26%	1126 43%	264 45%	612 27%	824 44%	693 46%	684 44%	442 42%	404 50%
Worse	3452 43%	1804 45%	1648 40%	314 32%	481 37%	622 40%	621 45%	550 45%	864 51%	1009 46%	1033 44%	725 43%	684 37%	968 47%	931 44%	791 39%	481 41%	281 40%	485 38%	1464 45%	1307 68%	541 21%	256 44%	1542 67%	433 23%	563 38%	295 19%	247 23%	279 35%

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 53

Q.18 What, if anything, you think would be different about Britain today if Labour had won the last election and we had had a Labour government for the last two years, rather than a Conservative-Lib Dem coalition. If we still had a Labour government, do you think each of the following would be better, worse or no different from the way they are now?

The problem of some people living on benefits when they are able to work

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scotland	Public	Private	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
Better	1371 17%	658 17%	712 17%	212 22%	268 21%	293 19%	229 17%	176 14%	193 11%	285 13%	349 15%	337 20%	399 21%	333 16%	349 16%	371 18%	198 17%	120 17%	216 17%	539 17%	112 6%	870 34%	59 10%	152 7%	585 31%	231 16%	538 35%	332 31%	120 15%
No different	2944 36%	1291 33%	1653 40%	373 38%	487 38%	569 37%	532 39%	434 36%	548 32%	739 34%	831 35%	574 34%	800 43%	706 34%	769 36%	762 37%	429 37%	277 39%	465 37%	1106 34%	348 18%	1077 42%	214 37%	496 22%	762 41%	615 41%	632 41%	445 42%	365 45%
Worse	3789 47%	2022 51%	1767 43%	387 40%	542 42%	678 44%	616 45%	606 50%	960 56%	1164 53%	1170 50%	791 46%	665 36%	1020 50%	1021 48%	900 44%	541 46%	306 43%	593 47%	1619 50%	1453 76%	647 25%	309 53%	1650 72%	516 28%	644 43%	367 24%	280 27%	320 40%

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 54

Q.18 What, if anything, you think would be different about Britain today if Labour had won the last election and we had had a Labour government for the last two years, rather than a Conservative-Lib Dem coalition. If we still had a Labour government, do you think each of the following would be better, worse or no different from the way they are now?

Public services like the NHS

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scotland	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
Better	3087	1612	1475	388	497	600	558	446	598	834	882	632	739	731	791	863	429	272	560	1159	263	1827	146	370	1238	654	1100	727	322
	38%	41%	36%	40%	38%	39%	41%	37%	35%	38%	38%	37%	40%	36%	37%	42%	37%	39%	44%	36%	14%	70%	25%	16%	66%	44%	72%	69%	40%
No different	2940	1349	1592	386	497	535	475	428	618	804	881	606	649	731	809	685	453	263	416	1230	820	448	277	992	357	531	238	210	353
	36%	34%	39%	40%	38%	35%	35%	35%	36%	37%	37%	36%	35%	36%	38%	34%	39%	37%	33%	38%	43%	17%	48%	43%	19%	36%	15%	20%	44%
Worse	2076	1010	1066	199	302	405	344	341	485	550	587	463	475	597	539	485	286	169	298	875	830	318	160	937	268	305	198	120	130
	26%	25%	26%	20%	23%	26%	25%	28%	29%	25%	25%	27%	26%	29%	25%	24%	24%	24%	23%	27%	43%	12%	27%	41%	14%	20%	13%	11%	16%

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 55

Q.18 What, if anything, you think would be different about Britain today if Labour had won the last election and we had had a Labour government for the last two years, rather than a Conservative-Lib Dem coalition. If we still had a Labour government, do you think each of the following would be better, worse or no different from the way they are now?

The crime rate

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
Better	1478	738	740	233	289	298	244	175	239	333	410	330	405	374	385	387	213	119	273	562	130	980	44	162	654	252	597	383	111
	18%	19%	18%	24%	22%	19%	18%	14%	14%	15%	17%	19%	22%	18%	18%	19%	18%	17%	21%	17%	7%	38%	8%	7%	35%	17%	39%	36%	14%
No different	4305	1992	2312	534	692	797	746	654	880	1222	1273	854	955	1031	1126	1082	654	410	680	1705	844	1294	367	1045	942	912	751	544	529
	53%	50%	56%	55%	53%	52%	54%	54%	52%	56%	54%	50%	51%	50%	53%	53%	56%	58%	53%	52%	44%	50%	63%	45%	51%	61%	49%	51%	66%
Worse	2320	1240	1080	205	315	444	387	386	582	633	666	518	503	654	627	564	301	174	320	997	940	319	171	1090	267	327	189	130	165
	29%	31%	26%	21%	24%	29%	28%	32%	34%	29%	28%	30%	27%	32%	29%	28%	26%	25%	25%	31%	49%	12%	29%	47%	14%	22%	12%	12%	21%

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 56

Q.18 What, if anything, you think would be different about Britain today if Labour had won the last election and we had had a Labour government for the last two years, rather than a Conservative-Lib Dem coalition. If we still had a Labour government, do you think each of the following would be better, worse or no different from the way they are now?

Britain's overall reputation in the world

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scotland	Public	Private	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
Better	1661	820	840	261	320	332	268	209	271	384	470	359	448	411	443	457	213	136	288	616	117	1139	55	159	748	300	694	445	135
	20%	21%	20%	27%	25%	22%	19%	17%	16%	18%	20%	21%	24%	20%	21%	22%	18%	19%	23%	19%	6%	44%	9%	7%	40%	20%	45%	42%	17%
No different	3466	1577	1889	467	622	694	608	498	577	899	1000	720	848	818	892	889	531	336	609	1396	435	1147	284	611	828	732	648	499	478
	43%	40%	46%	48%	48%	45%	44%	41%	34%	41%	43%	42%	46%	40%	42%	44%	45%	48%	48%	43%	23%	44%	49%	27%	44%	49%	42%	47%	59%
Worse	2976	1573	1403	245	354	514	502	509	852	905	880	624	568	830	804	687	425	231	377	1252	1361	308	243	1528	286	459	194	114	191
	37%	40%	34%	25%	27%	33%	36%	42%	50%	41%	37%	37%	30%	40%	38%	34%	36%	33%	30%	38%	71%	12%	42%	66%	15%	31%	13%	11%	24%

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 57

Q.19 Thinking about David Cameron as Prime Minister, and Ed Miliband if he were to become Prime Minister, who do you think would do a better job when it came to...?

Representing Britain in international negotiations

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
David Cameron	5236	2633	2603	615	795	976	847	792	1212	1568	1581	1059	1029	1417	1422	1228	764	405	786	2183	1885	820	479	2149	647	934	448	372	526
	65%	66%	63%	63%	61%	63%	62%	65%	71%	72%	67%	62%	55%	69%	66%	60%	65%	58%	62%	67%	98%	32%	82%	93%	35%	63%	29%	35%	65%
Ed Miliband	2867	1337	1529	358	502	564	530	424	489	620	769	643	834	642	716	805	404	299	488	1081	29	1774	103	149	1216	556	1089	685	279
	35%	34%	37%	37%	39%	37%	38%	35%	29%	28%	33%	38%	45%	31%	34%	40%	35%	42%	38%	33%	2%	68%	18%	7%	65%	37%	71%	65%	35%

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 58

Q.19 Thinking about David Cameron as Prime Minister, and Ed Miliband if he were to become Prime Minister, who do you think would do a better job when it came to...?

Making the right decisions even when they are unpopular

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
David Cameron	5056	2542	2514	585	762	933	833	776	1168	1465	1524	1068	999	1327	1411	1209	731	379	764	2114	1875	797	431	2131	614	885	423	375	475
	62%	64%	61%	60%	59%	61%	60%	64%	69%	67%	65%	63%	54%	64%	66%	59%	63%	54%	60%	65%	98%	31%	74%	93%	33%	59%	28%	35%	59%
Ed Miliband	3047	1429	1618	387	535	607	545	440	533	723	826	634	865	732	728	825	437	325	510	1150	38	1797	151	167	1249	605	1114	683	330
	38%	36%	39%	40%	41%	39%	40%	36%	31%	33%	35%	37%	46%	36%	34%	41%	37%	46%	40%	35%	2%	69%	26%	7%	67%	41%	72%	65%	41%

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 59

Q.19 Thinking about David Cameron as Prime Minister, and Ed Miliband if he were to become Prime Minister, who do you think would do a better job when it came to...?

Understanding ordinary people

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
David Cameron	2959	1457	1501	331	451	536	470	430	740	889	858	631	582	852	845	616	450	196	407	1271	1505	154	231	1608	168	370	86	67	181
		37%	36%	34%	35%	35%	34%	35%	43%	41%	37%	37%	31%	41%	39%	30%	39%	28%	32%	39%	79%	6%	40%	70%	9%	25%	6%	6%	23%
Ed Miliband	5144	2513	2631	641	845	1004	907	785	962	1299	1492	1071	1282	1207	1294	1417	718	508	867	1993	408	2440	351	690	1695	1121	1450	990	623
		63%	64%	66%	65%	65%	66%	65%	57%	59%	63%	63%	69%	59%	61%	70%	61%	72%	68%	61%	21%	94%	60%	30%	91%	75%	94%	94%	77%

Red Alert Poll
ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 60

Q.19 Thinking about David Cameron as Prime Minister, and Ed Miliband if he were to become Prime Minister, who do you think would do a better job when it came to...?

Having a clear idea of what they want to achieve

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
David Cameron	4392	2202	2190	491	658	789	737	671	1046	1333	1306	891	861	1181	1215	1002	654	340	648	1851	1815	456	396	2009	390	757	231	225	381
	54%	55%	53%	50%	51%	51%	53%	55%	62%	61%	56%	52%	46%	57%	57%	49%	56%	48%	51%	57%	95%	18%	68%	87%	21%	51%	15%	21%	47%
Ed Miliband	3711	1769	1943	482	638	751	641	544	655	854	1044	810	1002	878	924	1031	515	363	626	1413	98	2137	186	289	1473	733	1305	832	424
	46%	45%	47%	50%	49%	49%	47%	45%	38%	39%	44%	48%	54%	43%	43%	51%	44%	52%	49%	43%	5%	82%	32%	13%	79%	49%	85%	79%	53%

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 61

Q.19 Thinking about David Cameron as Prime Minister, and Ed Miliband if he were to become Prime Minister, who do you think would do a better job when it came to...?

Being able to lead a team

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer	
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824	
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805	
David Cameron	4632	2337	2295	514	712	882	748	691	1086	1403	1397	944	887	1261	1277	1052	689	353	695	1957	1858	543	410	2070	440	793	270	273	428	
		57%	59%	56%	53%	55%	57%	54%	57%	64%	64%	59%	55%	48%	61%	60%	52%	59%	50%	55%	60%	97%	21%	70%	90%	24%	53%	18%	26%	53%
Ed Miliband	3471	1634	1838	459	585	658	630	525	615	785	953	758	976	798	862	981	479	351	579	1307	56	2051	172	228	1423	697	1267	784	376	
		43%	41%	44%	47%	45%	43%	46%	43%	36%	41%	45%	52%	39%	40%	48%	41%	50%	45%	40%	3%	79%	30%	10%	76%	47%	82%	74%	47%	

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 62

Q.19 Thinking about David Cameron as Prime Minister, and Ed Miliband if he were to become Prime Minister, who do you think would do a better job when it came to...?

Doing the job of Prime Minister overall

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
David Cameron	4575	2326	2250	501	663	845	754	698	1114	1401	1376	927	871	1235	1279	1062	658	341	673	1920	1882	462	418	2095	425	768	255	207	417
	56%	59%	54%	52%	51%	55%	55%	57%	66%	64%	59%	54%	47%	60%	60%	52%	56%	48%	53%	59%	98%	18%	72%	91%	23%	52%	17%	20%	52%
Ed Miliband	3528	1645	1883	471	634	695	624	517	587	787	974	775	993	824	860	971	510	363	601	1344	32	2132	164	203	1438	723	1281	850	388
	44%	41%	46%	48%	49%	45%	45%	43%	34%	36%	41%	46%	53%	40%	40%	48%	44%	52%	47%	41%	2%	82%	28%	9%	77%	48%	83%	80%	48%

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 63

Q.20 Which of the following statements comes closest to your own view about the Labour Party, even if none describes exactly what you think?

Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
Labour have learned the right lessons from what went wrong during their time in government, and can be trusted to run the country again	2813	1327	1485	428	525	564	471	373	452	634	816	632	731	670	701	787	378	277	508	1127	87	1778	124	209	1173	579	1026	752	364
	35%	33%	36%	44%	40%	37%	34%	31%	27%	29%	35%	37%	39%	33%	33%	39%	32%	39%	40%	35%	5%	69%	21%	9%	63%	39%	67%	71%	45%
Labour has not yet learned the right lessons from what went wrong during their time in government, and cannot yet be trusted to run the country again	4207	2169	2039	393	574	741	705	698	1095	1269	1230	855	853	1125	1153	971	635	324	562	1738	1763	236	412	2024	251	724	128	108	293
	52%	55%	49%	40%	44%	48%	51%	57%	64%	58%	52%	50%	46%	55%	54%	48%	54%	46%	44%	53%	92%	9%	71%	88%	13%	49%	8%	10%	36%
The last Labour government did a pretty good job, and I don't think they have to learn lessons in order for me to be happy for them to run the country again	1083	475	609	151	198	235	201	144	154	285	304	215	280	264	285	276	156	103	205	399	64	579	46	65	438	186	382	198	148
	13%	12%	15%	16%	15%	15%	15%	12%	9%	13%	13%	13%	15%	13%	13%	14%	13%	15%	16%	12%	3%	22%	8%	3%	24%	13%	25%	19%	18%

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 64

Q.21 The next general election is expected to be in May 2015. Though it is still very early to judge, given what you know about the coalition government's performance so far, and what you expect it to do in the future, and what the other parties are saying or doing, which of the following would you most like to see as the outcome of the next election?

Base: All respondents

	Gender		Age					Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
A Conservative government	2529	1348	1181	238	332	429	410	399	721	821	752	509	446	755	716	541	368	150	349	1024	1535	102	52	1616	117	211	48	53	139
	31%	34%	29%	24%	26%	28%	30%	33%	42%	38%	32%	30%	24%	37%	33%	27%	31%	21%	27%	31%	80%	4%	9%	70%	6%	14%	3%	5%	17%
A coalition between the Conservatives and the Liberal Democrats	1027	467	561	142	184	192	154	144	211	330	285	221	191	286	294	234	138	76	145	462	265	60	261	306	70	301	39	20	79
	13%	12%	14%	15%	14%	12%	11%	12%	12%	15%	12%	13%	10%	14%	14%	12%	12%	11%	11%	14%	14%	2%	45%	13%	4%	20%	3%	2%	10%
A coalition between Labour and the Liberal Democrats	1596	767	829	218	280	310	280	244	263	392	457	321	426	371	410	384	253	178	256	634	62	461	240	151	329	520	241	220	245
	20%	19%	20%	22%	22%	20%	20%	20%	15%	18%	19%	19%	23%	18%	19%	19%	22%	25%	20%	19%	3%	18%	41%	7%	18%	35%	16%	21%	30%
A Labour government	2951	1389	1562	374	500	608	534	428	506	645	856	650	801	648	719	875	410	300	524	1145	51	1971	30	225	1347	458	1208	763	341
	36%	35%	38%	39%	39%	39%	39%	35%	30%	29%	36%	38%	43%	31%	34%	43%	35%	43%	41%	35%	3%	76%	5%	10%	72%	31%	79%	72%	42%

Red Alert Poll

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Absolutes/col percents

Table 65

Q.22 Taking everything into account, including the performance of the coalition, the other parties, and your MP and the candidates in your local area, which party do you think you are most likely to end up voting for at the next general election?

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
Conservative	2103	1098	1005	183	268	346	361	329	615	737	640	402	324	633	625	446	295	105	293	872	1812	27	15	1614	76	142	17	10	91
	26%	28%	24%	19%	21%	23%	26%	27%	36%	34%	27%	24%	17%	31%	29%	22%	25%	15%	23%	27%	95%	1%	2%	70%	4%	10%	1%	1%	11%
Labour	2741	1353	1388	376	494	583	466	379	444	660	794	587	701	634	679	850	354	225	519	1092	15	2423	13	150	1546	442	1467	956	182
	34%	34%	34%	39%	38%	38%	34%	31%	26%	30%	34%	34%	38%	31%	32%	42%	30%	32%	41%	33%	1%	93%	2%	7%	83%	30%	95%	90%	23%
Liberal Democrat	652	321	331	78	105	117	109	105	138	213	185	118	136	187	151	155	113	45	82	288	13	27	505	45	21	453	6	21	74
	8%	8%	8%	8%	8%	8%	8%	9%	8%	10%	8%	7%	7%	9%	7%	8%	10%	6%	6%	9%	1%	1%	87%	2%	1%	30%	*	2%	9%
Another party	1103	676	426	70	127	181	213	222	290	272	300	251	280	221	274	231	165	212	173	401	7	10	8	263	68	203	6	5	49
	14%	17%	10%	7%	10%	12%	15%	18%	17%	12%	13%	15%	15%	11%	13%	11%	14%	30%	14%	12%	*	*	1%	11%	4%	14%	*	*	6%
Won't vote	421	153	268	82	116	96	52	44	32	67	111	92	151	109	113	105	63	32	51	170	3	9	2	13	16	21	2	8	96
	5%	4%	6%	8%	9%	6%	4%	4%	2%	3%	5%	5%	8%	5%	5%	5%	5%	4%	4%	5%	*	*	*	1%	1%	1%	*	1%	12%
Don't know	1084	371	713	183	187	217	177	137	183	239	320	252	273	276	298	246	180	84	156	441	64	97	40	213	137	229	40	58	312
	13%	9%	17%	19%	14%	14%	13%	11%	11%	11%	14%	15%	15%	13%	14%	12%	15%	12%	12%	14%	3%	4%	7%	9%	7%	15%	3%	5%	39%

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 66

Q.22 Taking everything into account, including the performance of the coalition, the other parties, and your MP and the candidates in your local area, which party do you think you are most likely to end up voting for at the next general election?

Base: All respondents expressing an intention to vote

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	6627	3341	3286	502	1009	1320	1210	973	1613	2700	1705	872	1350	1756	1701	1717	868	585	1031	2491	1958	2294	581	2229	1477	1317	1291	1003	418
Weighted base	6599	3448	3151	707	994	1227	1149	1035	1487	1882	1919	1358	1440	1675	1728	1682	926	588	1068	2652	1847	2487	540	2073	1711	1240	1495	992	397
Conservative	2103	1098	1005	183	268	346	361	329	615	737	640	402	324	633	625	446	295	105	293	872	1812	27	15	1614	76	142	17	10	91
	32%	32%	32%	26%	27%	28%	31%	32%	41%	39%	33%	30%	22%	38%	36%	27%	32%	18%	27%	33%	98%	1%	3%	78%	4%	11%	1%	1%	23%
Labour	2741	1353	1388	376	494	583	466	379	444	660	794	587	701	634	679	850	354	225	519	1092	15	2423	13	150	1546	442	1467	956	182
	42%	39%	44%	53%	50%	47%	41%	37%	30%	35%	41%	43%	49%	38%	39%	51%	38%	38%	49%	41%	1%	97%	2%	7%	90%	36%	98%	96%	46%
Liberal Democrat	652	321	331	78	105	117	109	105	138	213	185	118	136	187	151	155	113	45	82	288	13	27	505	45	21	453	6	21	74
	10%	9%	11%	11%	11%	10%	9%	10%	9%	11%	10%	9%	9%	11%	9%	9%	12%	8%	8%	11%	1%	1%	93%	2%	1%	37%	*	2%	19%
Another party	1103	676	426	70	127	181	213	222	290	272	300	251	280	221	274	231	165	212	173	401	7	10	8	263	68	203	6	5	49
	17%	20%	14%	10%	13%	15%	19%	21%	20%	14%	16%	18%	19%	13%	16%	14%	18%	36%	16%	15%	*	*	1%	13%	4%	16%	*	*	12%

Red Alert Poll

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Absolutes/col percents

Table 67

Q.22 Taking everything into account, including the performance of the coalition, the other parties, and your MP and the candidates in your local area, which party do you think you are most likely to end up voting for at the next general election?

Base: All respondents expressing an intention to vote

Weighting: Turnout Weights

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scotland	Public	Pri- vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer
Unweighted base	5022	2608	2414	308	694	960	929	781	1350	2109	1284	638	992	1318	1297	1284	657	466	760	1842	1589	1811	449	1807	1196	1036	1074	738	222
Weighted base	4958	2659	2299	433	690	891	875	827	1243	1466	1436	997	1059	1246	1311	1237	698	465	773	1961	1494	1957	409	1680	1378	961	1238	719	204
Conservative	1620	869	751	120	185	256	272	266	520	574	489	299	258	483	491	339	224	83	210	654	1469	21	10	1317	59	107	13	8	55
	33%	33%	33%	28%	27%	29%	31%	32%	42%	39%	34%	30%	24%	39%	37%	27%	32%	18%	27%	33%	98%	1%	2%	78%	4%	11%	1%	1%	27%
Labour	2051	1041	1010	227	345	431	365	309	375	518	590	439	504	469	520	623	264	175	388	805	10	1916	9	116	1255	344	1219	697	65
	41%	39%	44%	52%	50%	48%	42%	37%	30%	35%	41%	44%	48%	38%	40%	50%	38%	38%	50%	41%	1%	98%	2%	7%	91%	36%	98%	97%	32%
Liberal Democrat	467	244	224	39	69	82	78	83	116	165	132	78	94	137	107	109	82	33	55	205	9	16	386	36	16	357	4	12	50
	9%	9%	10%	9%	10%	9%	9%	10%	9%	11%	9%	8%	9%	11%	8%	9%	12%	7%	7%	10%	1%	1%	94%	2%	1%	37%	*	2%	25%
Another party	820	506	313	47	91	122	160	168	232	209	226	181	204	158	193	166	128	175	120	296	5	4	5	211	48	153	2	2	34
	17%	19%	14%	11%	13%	14%	18%	20%	19%	14%	16%	18%	19%	13%	15%	13%	18%	38%	16%	15%	*	*	1%	13%	3%	16%	*	*	17%

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Absolutes/col percents

Table 68

Q.22 Taking everything into account, including the performance of the coalition, the other parties, and your MP and the candidates in your local area, which party do you think you are most likely to end up voting for at the next general election?

Base: All respondents

Weighting: Turnout Weights

	Q.3 General Election Vote												
	Total	Conservative	Labour	Liberal Democrat	SNP	Plaid Cymru	The UK Independence Party	The Green Party	The British National Party	Some other party	Did not vote	Prefer not to say	Don't know
Unweighted base	5576	1961	1275	1184	141	32	159	77	51	29	516	128	23
Weighted base	5506	1829	1473	1095	124	35	149	68	43	19	527	122	21
Conservative	1620 29%	1317 72%	59 4%	107 10%	4 3%	2 6%	7 5%	4 6%	1 3%	1 7%	95 18%	21 17%	1 7%
Labour	2051 37%	116 6%	1255 85%	344 31%	12 9%	9 26%	13 9%	8 12%	4 10%	6 30%	255 48%	26 21%	3 14%
Liberal Democrat	467 8%	36 2%	16 1%	357 33%	2 2%	2 7%	* *	* *	- -	1 4%	45 9%	5 4%	2 10%
Another party	820 15%	211 12%	48 3%	153 14%	101 81%	16 47%	120 80%	48 70%	35 82%	10 52%	60 11%	14 11%	4 19%
Won't vote	12 *	1 *	* *	* *	- -	- -	- -	- -	- -	* *	9 2%	1 1%	- -
Don't know	537 10%	148 8%	95 6%	133 12%	6 5%	5 15%	9 6%	8 12%	2 5%	1 7%	63 12%	56 45%	10 49%

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Absolutes/col percents

Table 69
Gender
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
Male	3971	3971	-	365	585	739	677	600	1004	1217	1093	842	819	955	1081	1031	550	353	548	1872	1032	1295	303	1257	940	709	789	505	314
	49%	100%	-	38%	45%	48%	49%	49%	59%	56%	47%	49%	44%	46%	51%	51%	47%	50%	43%	57%	54%	50%	52%	55%	50%	48%	51%	48%	39%
Female	4132	-	4132	607	712	801	701	615	697	970	1257	860	1045	1104	1057	1002	618	350	726	1391	882	1299	279	1041	923	781	747	552	491
	51%	-	100%	62%	55%	52%	51%	51%	41%	44%	53%	51%	56%	54%	49%	49%	53%	50%	57%	43%	46%	50%	48%	45%	50%	52%	49%	52%	61%

Red Alert Poll
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Absolutes/col percents

Table 70
Age
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
18-24	972	365	607	972	-	-	-	-	-	203	359	199	211	283	248	249	113	79	143	378	159	357	66	133	170	135	143	214	168
	12%	9%	15%	100%	-	-	-	-	-	9%	15%	12%	11%	14%	12%	12%	10%	11%	11%	12%	8%	14%	11%	6%	9%	9%	9%	20%	21%
25-34	1297	585	712	-	1297	-	-	-	-	318	414	288	277	367	318	330	167	113	304	720	239	468	97	258	308	216	256	213	183
	16%	15%	17%	-	100%	-	-	-	-	15%	18%	17%	15%	18%	15%	16%	14%	16%	24%	22%	13%	18%	17%	11%	17%	14%	17%	20%	23%
35-44	1540	739	801	-	-	1540	-	-	-	394	450	396	300	406	430	374	208	122	316	874	310	542	99	360	403	280	335	207	153
	19%	19%	19%	-	-	100%	-	-	-	18%	19%	23%	16%	20%	20%	18%	18%	17%	25%	27%	16%	21%	17%	16%	22%	19%	22%	20%	19%
45-54	1378	677	701	-	-	-	1378	-	-	334	350	316	378	314	380	328	231	124	326	681	324	463	86	380	342	279	268	195	116
	17%	17%	17%	-	-	-	100%	-	-	15%	15%	19%	20%	15%	18%	16%	20%	18%	26%	21%	17%	18%	15%	17%	18%	19%	17%	18%	14%
55-64	1215	600	615	-	-	-	-	1215	-	326	352	234	304	277	284	326	208	120	154	438	297	350	103	387	281	262	243	107	93
	15%	15%	15%	-	-	-	-	100%	-	15%	15%	14%	16%	13%	13%	16%	18%	17%	12%	13%	16%	13%	18%	17%	15%	18%	16%	10%	12%
65+	1701	1004	697	-	-	-	-	-	1701	613	426	269	393	412	479	425	241	144	30	173	584	414	131	780	359	319	292	122	92
	21%	25%	17%	-	-	-	-	100%	28%	18%	16%	21%	20%	22%	21%	21%	20%	2%	5%	31%	16%	23%	34%	19%	21%	19%	12%	11%	
Average age	46.89	48.93	44.93	21.61	30.02	39.89	49.64	59.26	69.46	49.51	45.07	45.09	47.75	45.61	47.22	46.93	48.13	47.45	41.03	41.63	50.93	44.71	47.57	52.89	46.99	48.40	46.96	41.43	40.58

Red Alert Poll

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Absolutes/col percents

Table 71
Social Grade
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
AB	2188	1217	970	203	318	394	334	326	613	2188	-	-	-	628	581	507	284	188	435	874	676	623	190	787	453	454	374	249	199
	27%	31%	23%	21%	24%	26%	24%	27%	36%	100%	-	-	-	31%	27%	25%	24%	27%	34%	27%	35%	24%	33%	34%	24%	30%	24%	24%	25%
C1	2350	1093	1257	359	414	450	350	352	426	-	2350	-	-	673	570	562	344	201	492	1032	596	749	170	671	551	440	444	305	247
	29%	28%	30%	37%	32%	29%	25%	29%	25%	-	100%	-	-	33%	27%	28%	29%	29%	39%	32%	31%	29%	29%	29%	30%	30%	29%	29%	31%
C2	1702	842	860	199	288	396	316	234	269	-	-	1702	-	372	447	462	267	154	205	888	349	555	105	445	396	290	332	222	185
	21%	21%	21%	20%	22%	26%	23%	19%	16%	-	-	100%	-	18%	21%	23%	23%	22%	16%	27%	18%	21%	18%	19%	21%	19%	22%	21%	23%
DE	1864	819	1045	211	277	300	378	304	393	-	-	-	1864	386	541	502	273	161	142	469	293	667	117	395	463	307	386	281	174
	23%	21%	25%	22%	21%	20%	27%	25%	23%	-	-	-	100%	19%	25%	25%	23%	23%	11%	14%	15%	26%	20%	17%	25%	21%	25%	27%	22%

Red Alert Poll

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Absolutes/col percents

Table 72
GO Region
Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
Scotland	703	353	350	79	113	122	124	120	144	188	201	154	161	-	-	-	703	100%	127	267	86	184	36	107	191	94	142	42	60
	9%	9%	8%	8%	9%	8%	9%	10%	8%	9%	9%	9%	9%	-	-	-	-	100%	10%	8%	5%	7%	6%	5%	10%	6%	9%	4%	7%
North East	366	201	165	52	59	65	56	49	86	73	115	94	84	-	-	366	-	-	45	146	56	176	17	72	125	60	110	66	46
	5%	5%	4%	5%	5%	4%	4%	4%	5%	3%	5%	6%	5%	-	-	18%	-	-	4%	4%	3%	7%	3%	3%	7%	4%	7%	6%	6%
North West	952	476	476	106	147	157	178	165	201	249	244	209	249	-	-	952	-	-	148	372	198	384	61	249	272	155	224	160	89
	12%	12%	12%	11%	11%	10%	13%	14%	12%	11%	10%	12%	13%	-	-	47%	-	-	12%	11%	10%	15%	11%	11%	15%	10%	15%	15%	11%
Yorkshire & Humberside	715	353	361	92	124	153	94	113	139	185	203	158	169	-	-	715	-	-	115	285	156	259	56	170	185	138	155	104	68
	9%	9%	9%	9%	10%	10%	7%	9%	8%	8%	9%	9%	9%	-	-	35%	-	-	9%	9%	8%	10%	10%	7%	10%	9%	10%	10%	8%
West Midlands	750	385	364	91	135	157	118	101	147	206	184	170	190	-	750	-	-	-	103	319	177	264	54	233	180	120	144	119	67
	9%	10%	9%	9%	10%	10%	9%	8%	9%	9%	8%	10%	10%	-	35%	-	-	-	8%	10%	9%	10%	9%	10%	10%	8%	9%	11%	8%
East Midlands	630	316	313	69	84	114	127	90	146	160	173	113	184	-	630	-	-	-	79	246	174	213	46	194	159	124	129	84	44
	8%	8%	8%	7%	6%	7%	9%	7%	9%	7%	7%	7%	10%	-	29%	-	-	-	6%	8%	9%	8%	8%	8%	9%	8%	8%	8%	5%
Wales	430	212	217	40	64	84	95	67	80	103	132	111	82	-	-	-	430	-	100	163	72	149	20	87	120	75	102	46	55
	5%	5%	5%	4%	5%	5%	7%	6%	5%	5%	6%	7%	4%	-	-	-	37%	-	8%	5%	4%	6%	3%	4%	6%	5%	7%	4%	7%
Eastern	759	380	380	87	99	159	135	93	186	215	213	163	168	-	759	-	-	-	100	306	228	176	55	283	112	129	86	90	78
	9%	10%	9%	9%	8%	10%	10%	8%	11%	10%	9%	10%	9%	-	36%	-	-	-	8%	9%	12%	7%	9%	12%	6%	9%	6%	9%	10%
London	1019	470	549	155	226	220	160	106	153	307	370	174	167	1019	-	-	-	-	189	470	262	359	72	316	249	172	211	149	95
	13%	12%	13%	16%	17%	14%	12%	9%	9%	14%	16%	10%	9%	50%	-	-	-	-	15%	14%	14%	14%	12%	14%	13%	12%	14%	14%	12%
South East	1040	485	555	128	142	186	154	171	260	321	302	198	219	1040	-	-	-	-	137	435	308	251	97	359	147	240	129	122	119
	13%	12%	13%	13%	11%	12%	11%	14%	15%	15%	13%	12%	12%	50%	-	-	-	-	11%	13%	16%	10%	17%	16%	8%	16%	8%	12%	15%
South West	739	338	401	73	104	124	136	141	161	181	211	156	191	-	-	-	739	-	130	254	195	179	69	228	123	184	103	76	83
	9%	9%	10%	7%	8%	8%	10%	12%	9%	8%	9%	9%	10%	-	-	-	63%	-	10%	8%	10%	7%	12%	10%	7%	12%	7%	7%	10%

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Absolutes/col percents

Table 73

Have you taken a foreign holiday in the last 3 years?**Base: All respondents**

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer	
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824	
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805	
Yes	5024	2539	2485	637	789	863	805	733	1197	1685	1509	1042	788	1371	1271	1271	687	424	827	2130	1381	1512	404	1574	1103	952	910	601	522	
		62%	64%	60%	65%	61%	56%	58%	60%	70%	77%	64%	61%	42%	67%	59%	63%	59%	60%	65%	65%	72%	58%	69%	69%	59%	64%	59%	57%	65%
No	3079	1432	1648	336	508	677	573	482	504	503	841	659	1076	688	868	762	481	279	446	1134	532	1082	178	724	760	538	626	456	283	
		38%	36%	40%	35%	39%	44%	40%	30%	23%	36%	39%	58%	33%	41%	37%	41%	40%	35%	35%	28%	42%	31%	31%	41%	36%	41%	43%	35%	

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Absolutes/col percents

Table 74
Tenure
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
NET: Homeowners	5510	2831	2679	436	688	996	978	934	1479	1872	1655	1140	843	1295	1561	1407	810	437	914	2238	1604	1611	407	1921	1184	1086	965	646	491
	68%	71%	65%	45%	53%	65%	71%	77%	87%	86%	70%	67%	45%	63%	73%	69%	69%	62%	72%	69%	84%	62%	70%	84%	64%	73%	63%	61%	61%
Owned outright - without mortgage	2674	1446	1227	149	151	188	353	587	1247	947	760	482	485	633	746	681	403	210	279	739	836	692	211	1069	529	544	432	260	203
	33%	36%	30%	15%	12%	12%	26%	48%	73%	43%	32%	28%	26%	31%	35%	33%	34%	30%	22%	23%	44%	27%	36%	47%	28%	37%	28%	25%	25%
Owned with a mortgage or loan	2836	1385	1451	287	537	808	625	347	232	924	896	658	358	662	815	726	407	227	635	1500	768	918	196	852	654	542	533	386	288
	35%	35%	35%	30%	41%	52%	45%	29%	14%	42%	38%	39%	19%	32%	38%	36%	35%	32%	50%	46%	40%	35%	34%	37%	35%	36%	35%	36%	36%
NET: Renters	2497	1096	1400	485	591	534	390	278	218	292	668	544	993	741	547	603	347	259	346	981	297	952	170	365	662	384	558	394	299
	31%	28%	34%	50%	46%	35%	28%	23%	13%	13%	28%	32%	53%	36%	26%	30%	30%	37%	27%	30%	16%	37%	29%	16%	36%	26%	36%	37%	37%
Rented from the council	1053	459	595	156	186	240	221	151	99	69	202	238	545	306	230	261	117	140	138	325	74	444	55	127	349	144	289	155	110
	13%	12%	14%	16%	14%	16%	16%	12%	6%	3%	9%	14%	29%	15%	11%	13%	10%	20%	11%	10%	4%	17%	9%	6%	19%	10%	19%	15%	14%
Rented from a housing association	462	205	256	79	78	108	76	63	59	39	118	102	203	129	109	124	64	35	45	162	52	189	28	67	128	64	109	80	47
	6%	5%	6%	8%	6%	7%	5%	5%	3%	2%	5%	6%	11%	6%	5%	6%	5%	5%	4%	5%	3%	7%	5%	3%	7%	4%	7%	8%	6%
Rented from someone else	981	432	550	249	328	186	93	64	61	185	347	205	245	306	209	218	166	83	163	494	171	318	87	170	185	176	160	159	142
	12%	11%	13%	26%	25%	12%	7%	5%	4%	8%	15%	12%	13%	15%	10%	11%	14%	12%	13%	15%	9%	12%	15%	7%	10%	12%	10%	15%	18%
Rent free	96	43	53	52	18	10	10	4	4	24	27	18	28	23	30	24	11	8	14	45	12	32	4	12	17	20	14	18	15
	1%	1%	1%	5%	1%	1%	1%	*	*	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 75
At what age did you finish your full time education?
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer	
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824	
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805	
Under 16	2704	1364	1339	109	206	449	561	543	836	379	643	738	944	546	783	785	378	212	273	938	583	895	140	782	697	415	566	330	207	
	33%	34%	32%	11%	16%	29%	41%	45%	49%	17%	27%	43%	51%	26%	37%	39%	32%	30%	21%	29%	30%	35%	24%	34%	37%	28%	37%	31%	26%	
17-18	1801	802	999	184	253	368	371	279	346	437	553	407	404	435	523	407	299	137	276	793	499	500	120	588	361	320	297	203	187	
	22%	20%	24%	19%	20%	24%	27%	23%	20%	20%	24%	24%	22%	21%	24%	20%	26%	20%	22%	24%	26%	19%	21%	26%	19%	22%	19%	19%	23%	
19-24	2398	1246	1153	288	594	484	328	309	395	1017	743	355	283	715	568	540	347	228	519	1132	648	788	225	742	545	534	467	321	242	
	30%	31%	28%	30%	46%	31%	24%	25%	23%	46%	32%	21%	15%	35%	27%	27%	30%	32%	41%	35%	34%	30%	39%	32%	29%	36%	30%	30%	30%	
25-34	342	206	136	2	106	115	42	29	48	158	102	46	36	125	69	76	42	30	95	162	56	137	34	66	89	84	79	58	31	
	4%	5%	3%	*	8%	7%	3%	2%	3%	7%	4%	3%	2%	6%	3%	4%	4%	4%	7%	5%	3%	5%	6%	3%	5%	6%	5%	5%	4%	
35+	113	43	70	-	2	20	35	22	34	40	32	19	22	30	21	27	18	17	24	34	22	38	13	29	28	31	24	15	10	
	1%	1%	2%	-	*	1%	3%	2%	2%	2%	1%	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	2%	1%	1%	2%	2%	2%	1%	1%	
Still in full time education	398	144	254	334	38	18	6	1	1	74	202	65	58	112	82	114	39	52	28	73	58	138	30	37	65	61	47	91	78	
	5%	4%	6%	34%	3%	1%	*	*	*	3%	9%	4%	3%	5%	4%	6%	3%	7%	2%	2%	3%	5%	5%	2%	4%	4%	3%	9%	10%	
Never had any full time education	28	8	20	8	11	5	4	-	*	2	4	8	15	4	10	14	-	-	8	8	2	17	2	1	11	-	10	7	*	
	*	*	*	1%	1%	*	*	-	*	*	*	*	1%	*	*	1%	-	-	1%	*	*	1%	*	*	1%	-	1%	1%	*	*
Don't know	125	58	67	13	33	35	14	17	14	24	22	32	47	26	31	32	25	12	17	53	16	29	10	19	29	18	18	11	26	
	2%	1%	2%	1%	3%	2%	1%	1%	1%	1%	1%	2%	3%	1%	1%	2%	2%	2%	1%	2%	1%	1%	2%	1%	2%	1%	1%	1%	3%	
Prefer not to answer	193	98	95	34	53	46	18	15	27	57	49	33	54	67	51	39	20	16	33	71	29	51	9	33	39	26	30	22	25	
	2%	2%	2%	4%	4%	3%	1%	1%	2%	3%	2%	2%	3%	3%	2%	2%	2%	2%	3%	2%	2%	2%	1%	1%	2%	2%	2%	2%	3%	

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 76

What is the highest educational level that you have achieved to date?
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1584	1321	1064	824	
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
No formal education	54 1%	22 1%	33 1%	1 *	12 1%	10 1%	7 1%	9 1%	15 1%	4 *	4 *	11 1%	35 2%	11 1%	13 1%	19 1%	9 1%	2 *	2 *	13 *	7 *	20 1%	3 1%	9 *	18 1%	3 *	16 1%	4 *	6 1%
Primary	29 *	15 *	14 *	6 1%	9 1%	3 *	2 *	7 1%	3 *	2 *	3 *	9 1%	15 1%	6 *	7 *	8 *	8 1%	1 *	6 *	8 *	5 *	4 *	-	8 *	1 *	2 *	1 *	3 *	3 *
Secondary school, high school, NVQ levels 1 to 3, etc.	3967 49%	1848 47%	2118 51%	377 39%	515 40%	749 49%	793 58%	662 54%	871 51%	582 27%	1043 44%	1053 62%	1288 69%	874 42%	1168 55%	1067 52%	552 47%	306 43%	469 37%	1568 48%	876 46%	1295 50%	221 38%	1089 47%	964 52%	636 43%	796 52%	500 47%	377 47%
University degree or equivalent professional qualification, NVQ level 4, etc.	2806 35%	1448 36%	1359 33%	269 28%	526 41%	553 36%	439 32%	397 33%	622 37%	1075 49%	911 39%	452 27%	369 20%	790 38%	678 32%	646 32%	431 37%	261 37%	535 42%	1224 37%	753 39%	866 33%	256 44%	886 39%	605 32%	607 41%	493 32%	373 35%	259 32%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	873 11%	496 12%	377 9%	81 8%	191 15%	190 12%	124 9%	129 11%	158 9%	466 21%	228 10%	112 7%	68 4%	275 13%	184 9%	197 10%	122 10%	96 14%	238 19%	376 12%	228 12%	292 11%	79 14%	258 11%	217 12%	191 13%	186 12%	106 10%	90 11%
Still in full time education	220 3%	69 2%	151 4%	196 20%	14 1%	6 *	3 *	1 *	-	31 1%	126 5%	31 2%	31 2%	52 3%	40 2%	72 4%	29 2%	27 4%	10 1%	26 1%	23 1%	71 3%	15 3%	16 1%	31 2%	34 2%	21 1%	50 5%	47 6%
Don't know	39 *	20 1%	19 *	11 1%	6 *	10 1%	4 *	1 *	6 *	4 *	8 *	6 *	21 1%	10 1%	13 1%	7 *	4 *	3 *	1 *	18 1%	5 *	12 *	4 1%	6 *	5 *	6 *	5 *	7 1%	8 1%
Prefer not to answer	115 1%	52 1%	62 2%	30 3%	24 2%	18 1%	6 *	11 1%	25 1%	24 1%	26 1%	28 2%	36 2%	40 2%	36 2%	17 1%	14 1%	8 1%	12 1%	31 1%	17 1%	33 1%	4 1%	26 1%	22 1%	12 1%	18 1%	14 1%	15 2%

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 77

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
Yes - responsible for half or more of the items bought	7197	3255	3942	702	1192	1468	1280	1103	1452	1863	2104	1507	1723	1837	1872	1815	1051	621	1164	2906	1651	2357	506	2009	1714	1332	1420	937	717
	89%	82%	95%	72%	92%	95%	93%	91%	85%	85%	90%	89%	92%	89%	88%	89%	90%	88%	91%	89%	86%	91%	87%	87%	92%	89%	92%	89%	89%
No - not responsible for most of the items bought	906	716	191	271	104	71	98	113	249	325	246	195	141	222	267	218	118	82	109	358	262	237	76	289	149	158	116	120	88
	11%	18%	5%	28%	8%	5%	7%	9%	15%	15%	10%	11%	8%	11%	12%	11%	10%	12%	9%	11%	14%	9%	13%	13%	8%	11%	8%	11%	11%

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 78
How many cars are there in your household?
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
No cars in the household	1637	682	955	306	343	335	260	189	204	212	502	224	699	573	332	378	175	179	200	564	220	595	108	253	417	261	347	248	197
	20%	17%	23%	31%	26%	22%	19%	16%	12%	10%	21%	13%	38%	28%	16%	19%	15%	25%	16%	17%	12%	23%	18%	11%	22%	17%	23%	23%	24%
NET: Any	6466	3289	3177	666	954	1205	1117	1026	1498	1976	1847	1478	1165	1486	1806	1655	994	524	1073	2700	1693	1999	475	2045	1446	1230	1189	809	608
	80%	83%	77%	69%	74%	78%	81%	84%	88%	90%	79%	87%	62%	72%	84%	81%	85%	75%	84%	83%	88%	77%	82%	89%	78%	83%	77%	77%	76%
1	3356	1676	1679	249	505	643	560	516	883	841	938	792	785	788	889	878	503	297	480	1303	720	1138	250	911	876	646	734	404	315
	41%	42%	41%	26%	39%	42%	41%	42%	52%	38%	40%	47%	42%	38%	42%	43%	43%	42%	38%	40%	38%	44%	43%	40%	47%	43%	48%	38%	39%
2	2374	1231	1143	245	334	484	398	373	540	876	704	512	281	519	674	644	362	175	437	1035	735	671	181	868	459	456	366	306	214
	29%	31%	28%	25%	26%	31%	29%	31%	32%	40%	30%	30%	15%	25%	32%	32%	31%	25%	34%	32%	38%	26%	31%	38%	25%	31%	24%	29%	27%
3+	737	382	355	173	114	78	160	137	75	259	205	174	98	179	243	133	129	53	157	362	238	189	44	266	111	128	90	99	79
	9%	10%	9%	18%	9%	5%	12%	11%	4%	12%	9%	10%	5%	9%	11%	7%	11%	8%	12%	11%	12%	7%	8%	12%	6%	9%	6%	9%	10%

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 79
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer	
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824	
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805	
White	7445	3672	3773	804	1064	1415	1306	1191	1665	1992	2132	1616	1705	1722	1993	1925	1129	676	1134	2983	1827	2289	544	2205	1648	1405	1364	925	726	
	92%	92%	91%	83%	82%	92%	95%	98%	98%	91%	91%	95%	91%	84%	93%	95%	97%	96%	89%	91%	95%	88%	93%	96%	88%	94%	89%	87%	90%	
NET: Non-white	533	226	307	148	199	104	51	10	21	151	183	78	121	283	119	85	25	21	120	234	67	275	26	76	189	66	159	115	66	
	7%	6%	7%	15%	15%	7%	4%	1%	1%	7%	8%	5%	6%	14%	6%	4%	2%	3%	9%	7%	4%	11%	4%	3%	10%	4%	10%	11%	8%	
Mixed	114	44	69	27	39	28	11	2	7	37	36	11	29	55	33	13	10	2	19	58	18	40	9	19	31	25	26	15	15	
	1%	1%	2%	3%	3%	2%	1%	*	*	2%	2%	1%	2%	3%	2%	1%	1%	*	2%	2%	1%	2%	2%	1%	2%	2%	2%	1%	2%	
Asian	247	118	128	80	113	34	10	3	6	75	75	42	55	126	57	45	9	10	53	109	32	145	10	40	101	21	83	62	26	
	3%	3%	3%	8%	9%	2%	1%	*	*	3%	3%	2%	3%	6%	3%	2%	1%	1%	4%	3%	2%	6%	2%	2%	5%	1%	5%	6%	3%	
Black	108	40	68	20	30	31	20	2	6	26	40	16	26	74	16	13	3	3	30	49	8	66	4	9	47	12	41	25	14	
	1%	1%	2%	2%	2%	2%	1%	*	*	1%	2%	1%	1%	4%	1%	1%	*	*	2%	2%	*	3%	1%	*	3%	1%	3%	2%	2%	
Chinese	39	16	23	17	10	5	5	2	-	10	22	3	5	10	10	10	4	5	12	13	9	9	3	8	5	5	4	5	8	
	*	*	1%	2%	1%	*	*	*	-	*	1%	*	*	*	*	1%	*	1%	1%	*	*	*	1%	*	*	*	*	*	1%	
Other ethnic group	25	7	18	5	7	7	5	-	2	3	10	6	7	18	3	4	-	*	6	6	1	14	-	1	5	3	5	9	3	
	*	*	*	*	1%	*	*	-	*	*	*	*	*	1%	*	*	-	*	*	*	*	1%	-	*	*	*	*	*	1%	*
Prefer not to answer	125	73	52	20	34	21	20	14	15	44	35	8	38	55	26	24	14	6	19	46	19	31	12	17	26	20	14	17	13	
	2%	2%	1%	2%	3%	1%	1%	1%	1%	2%	1%	*	2%	3%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	2%	2%	

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 80

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Midlands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer	
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824	
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805	
Christian	4421	2153	2268	330	508	740	800	804	1240	1204	1254	956	1007	1059	1181	1183	630	369	671	1650	1251	1352	303	1567	1025	746	845	506	374	
		55%	54%	55%	34%	39%	48%	58%	66%	73%	55%	53%	56%	54%	51%	55%	58%	54%	52%	53%	51%	65%	52%	68%	55%	50%	55%	48%	46%	
NET: Other	547	264	283	112	166	91	66	50	62	151	162	90	144	227	128	112	44	35	122	209	94	239	39	109	171	86	138	101	53	
		7%	7%	7%	12%	13%	6%	5%	4%	7%	7%	5%	8%	11%	6%	6%	4%	5%	10%	6%	5%	9%	7%	5%	9%	6%	9%	10%	7%	
Muslim	150	77	73	48	67	21	8	-	6	32	51	25	42	72	36	36	2	4	39	58	13	104	2	18	73	20	62	42	11	
		2%	2%	2%	5%	5%	1%	1%	-	1%	2%	1%	2%	4%	2%	2%	*	1%	3%	2%	1%	4%	*	1%	4%	1%	4%	4%	1%	
Hindu	67	32	35	11	42	10	2	*	2	31	17	12	7	46	10	6	3	1	17	34	16	24	6	16	19	6	15	9	8	
		1%	1%	1%	1%	3%	1%	*	*	1%	1%	1%	*	2%	*	*	*	*	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%
Jewish	68	41	26	3	6	10	14	8	27	28	27	-	12	31	9	21	3	4	11	24	33	16	3	38	11	7	8	8	7	
		1%	1%	1%	*	*	1%	1%	2%	1%	1%	-	1%	1%	*	1%	*	1%	1%	1%	2%	1%	*	2%	1%	1%	*	1%	1%	1%
Sikh	24	13	12	14	5	4	1	2	-	5	2	6	11	11	11	1	-	2	3	14	2	15	-	2	14	-	9	6	2	
		*	*	*	1%	*	*	*	-	*	*	*	1%	1%	*	*	-	*	*	*	*	1%	-	*	1%	-	1%	1%	1%	*
Buddhist	58	24	34	16	12	7	6	11	5	17	19	11	11	24	9	9	9	7	10	23	7	20	7	6	9	17	7	13	10	
		1%	1%	1%	2%	1%	*	1%	*	1%	1%	1%	1%	1%	*	*	1%	1%	1%	1%	*	1%	1%	*	1%	1%	*	1%	1%	
Other	179	76	103	21	34	39	35	29	22	37	46	35	61	43	53	39	26	17	43	55	23	60	21	28	45	36	37	23	15	
		2%	2%	3%	2%	3%	3%	2%	1%	2%	2%	2%	3%	2%	2%	2%	2%	2%	3%	2%	1%	2%	4%	1%	2%	2%	2%	2%	2%	
None	2965	1472	1493	489	579	676	493	351	376	778	882	630	675	698	795	702	483	287	454	1333	545	940	225	596	621	633	517	423	355	
		37%	37%	36%	50%	45%	44%	36%	29%	36%	38%	37%	36%	34%	37%	35%	41%	41%	36%	41%	28%	36%	39%	26%	33%	42%	34%	40%	44%	
Prefer not to say	170	83	88	41	43	33	19	10	24	55	52	26	38	75	36	35	12	12	27	72	23	63	15	26	47	26	36	27	23	
		2%	2%	2%	4%	3%	2%	1%	1%	3%	2%	2%	2%	4%	2%	2%	1%	2%	2%	2%	1%	2%	3%	1%	3%	2%	2%	3%	3%	

Red Alert Poll

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Absolutes/col percents

Table 81
Which of the following best describes where you live?
Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
NET: Urban	6462	3233	3229	847	1132	1277	1061	919	1226	1647	1925	1365	1525	1825	1601	1679	809	548	1055	2657	1441	2178	464	1720	1572	1168	1292	886	674
	80%	81%	78%	87%	87%	83%	77%	76%	72%	75%	82%	80%	82%	89%	75%	83%	69%	78%	83%	81%	75%	84%	80%	75%	84%	78%	84%	84%	84%
Urban - Population over 10,000	3307	1844	1463	483	625	659	533	430	578	916	1063	637	691	1159	718	768	352	311	615	1387	735	1175	247	839	846	606	705	469	350
	41%	46%	35%	50%	48%	43%	39%	35%	34%	42%	45%	37%	37%	56%	34%	38%	30%	44%	48%	42%	38%	45%	42%	37%	45%	41%	46%	44%	43%
Town and Fringe	3154	1388	1766	364	506	618	529	490	648	730	862	728	835	666	884	911	456	237	440	1270	706	1003	217	881	726	562	587	417	324
	39%	35%	43%	37%	39%	40%	38%	40%	38%	33%	37%	43%	45%	32%	41%	45%	39%	34%	35%	39%	37%	39%	37%	38%	39%	38%	38%	39%	40%
NET: Rural	1641	738	903	126	165	263	316	296	476	541	425	337	338	234	537	354	360	156	219	607	473	416	118	578	291	323	244	171	131
	20%	19%	22%	13%	13%	17%	23%	24%	28%	25%	18%	20%	18%	11%	25%	17%	31%	22%	17%	19%	25%	16%	20%	25%	16%	22%	16%	16%	16%
Village	1420	643	777	119	151	243	263	236	409	456	364	291	309	210	483	327	282	118	191	515	401	384	103	491	269	279	231	153	115
	18%	16%	19%	12%	12%	16%	19%	19%	24%	21%	15%	17%	17%	10%	23%	16%	24%	17%	15%	16%	21%	15%	18%	21%	14%	19%	15%	15%	14%
Hamlet & Isolated Dwelling	221	96	126	6	14	20	54	60	67	85	62	45	29	25	54	27	78	38	28	91	71	32	15	86	22	43	14	18	15
	3%	2%	3%	1%	1%	1%	4%	5%	4%	4%	3%	3%	2%	1%	3%	1%	7%	5%	2%	3%	4%	1%	2%	4%	1%	3%	1%	2%	2%

Red Alert Poll

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Absolutes/col percents

Table 82

Which of the following best describes your current working status?

Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
NET: Working	4538	2420	2118	522	1024	1190	1007	592	203	1309	1524	1093	612	1231	1154	1112	647	395	1274	3264	1049	1534	325	1207	1083	839	895	639	453
	56%	61%	51%	54%	79%	77%	73%	49%	12%	60%	65%	64%	33%	60%	54%	55%	55%	56%	100%	100%	55%	59%	56%	53%	58%	56%	58%	60%	56%
Working full time - working 30 hours per week or more	3565	2128	1437	360	878	991	808	442	86	1080	1223	845	417	960	926	872	496	312	1017	2549	850	1204	260	961	869	660	721	484	344
	44%	54%	35%	37%	68%	64%	59%	36%	5%	49%	52%	50%	22%	47%	43%	43%	42%	44%	80%	78%	44%	46%	45%	42%	47%	44%	47%	46%	43%
Working part time - working between 8 and 29 hours per week	972	292	680	162	146	199	199	150	117	229	301	248	195	272	228	240	151	82	257	715	198	329	65	247	214	179	174	155	109
	12%	7%	16%	17%	11%	13%	14%	12%	7%	10%	13%	15%	10%	13%	11%	12%	13%	12%	20%	22%	10%	13%	11%	11%	12%	12%	11%	15%	14%
NET: Not working	3565	1551	2014	451	273	350	371	623	1498	879	826	609	1252	828	985	921	522	309	-	-	865	1060	257	1091	780	652	642	418	352
	44%	39%	49%	46%	21%	23%	27%	51%	88%	40%	35%	36%	67%	40%	46%	45%	45%	44%	-	-	45%	41%	44%	47%	42%	44%	42%	40%	44%
Not working but seeking work or temporarily unemployed or sick	482	239	243	116	89	95	118	59	4	37	58	64	323	125	133	129	56	38	-	-	66	143	39	68	85	82	70	74	80
	6%	6%	6%	12%	7%	6%	9%	5%	*	2%	2%	4%	17%	6%	6%	6%	5%	5%	-	-	3%	6%	7%	3%	5%	6%	5%	7%	10%
Not working and not seeking work	530	195	335	280	50	63	73	61	2	58	176	84	212	119	131	138	76	66	-	-	84	173	33	74	109	90	81	92	77
	7%	5%	8%	29%	4%	4%	5%	5%	*	3%	8%	5%	11%	6%	6%	7%	6%	9%	-	-	4%	7%	6%	3%	6%	6%	5%	9%	10%
Retired on a state pension only	483	177	306	-	-	*	1	81	401	41	40	63	339	107	140	139	66	32	-	-	130	140	26	182	126	86	103	38	31
	6%	4%	7%	-	-	*	*	7%	24%	2%	2%	4%	18%	5%	7%	7%	6%	5%	-	-	7%	5%	4%	8%	7%	6%	7%	4%	4%
Retired with a private pension	1417	880	537	-	-	4	20	320	1073	643	444	215	115	313	395	359	220	130	-	-	486	373	121	631	294	291	253	120	82
	17%	22%	13%	-	-	*	1%	26%	63%	29%	19%	13%	6%	15%	18%	18%	19%	19%	-	-	25%	14%	21%	27%	16%	20%	16%	11%	10%
House person, housewife, househusband, etc.	653	60	593	54	133	187	158	103	18	100	107	183	263	164	186	156	104	43	-	-	99	230	38	135	165	102	136	94	81
	8%	2%	14%	6%	10%	12%	12%	8%	1%	5%	5%	11%	14%	8%	9%	8%	9%	6%	-	-	5%	9%	6%	6%	9%	7%	9%	9%	10%

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Absolutes/col percents

Table 83

Do you work in any of the following occupations?
Base: All respondents who work

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer	
Unweighted base	4300	2134	2166	356	998	1244	1012	482	208	1794	1301	670	535	1234	1064	1073	560	369	1229	3071	1034	1341	350	1205	877	867	724	617	465	
Weighted base	4538	2420	2118	522	1024	1190	1007	592	203	1309	1524	1093	612	1231	1154	1112	647	395	1274	3264	1049	1534	325	1207	1083	839	895	639	453	
NET: Public Sector	1274	548	726	143	304	316	326	154	30	435	492	205	142	326	282	308	230	127	1274	-	252	498	68	311	357	243	288	211	118	
	28%	23%	34%	27%	30%	27%	32%	26%	15%	33%	32%	19%	23%	26%	24%	28%	36%	32%	100%	-	24%	32%	21%	26%	33%	29%	32%	33%	26%	
Central government including all administrative departments and central government agencies such as the Bank of England	109	49	60	11	26	30	26	12	3	50	36	17	5	27	20	22	26	14	109	-	19	39	10	27	31	19	22	17	9	
	2%	2%	3%	2%	3%	3%	3%	2%	1%	4%	2%	2%	1%	2%	2%	2%	4%	3%	9%	-	2%	3%	3%	2%	3%	2%	3%	3%	2%	
HM Forces	16	14	3	2	7	5	2	-	-	8	3	4	2	4	1	5	2	4	16	-	6	3	-	2	3	1	3	-	4	
	*	1%	*	*	1%	*	*	-	-	1%	*	*	*	*	*	*	1%	1%	-	1%	*	-	*	*	*	*	-	-	1%	
National Health Service	296	107	189	41	77	84	55	38	2	89	107	64	36	68	64	79	50	36	296	-	55	111	18	79	70	60	51	61	27	
	7%	4%	9%	8%	7%	7%	5%	6%	1%	7%	7%	6%	6%	6%	6%	7%	8%	9%	23%	-	5%	7%	5%	7%	6%	7%	6%	9%	6%	
Universities and Academies funded by government	110	48	62	9	32	24	27	16	2	48	41	17	3	34	31	25	12	8	110	-	20	52	4	19	40	26	33	19	8	
	2%	2%	3%	2%	3%	2%	3%	3%	1%	4%	3%	2%	1%	3%	3%	2%	2%	2%	9%	-	2%	3%	1%	2%	4%	3%	4%	3%	2%	
Courts service	8	5	4	1	1	5	2	-	-	3	5	-	1	3	1	3	2	-	8	-	4	3	1	2	1	1	1	1	-	
	*	*	*	*	*	*	*	-	-	*	*	-	*	*	*	*	*	-	1%	-	*	*	*	*	*	*	*	*	*	-
Local government administration	147	66	81	9	36	32	43	18	7	36	94	7	10	34	34	36	26	17	147	-	26	56	6	31	48	31	39	17	20	
	3%	3%	4%	2%	4%	3%	4%	3%	4%	3%	6%	1%	2%	3%	3%	3%	4%	4%	12%	-	2%	4%	2%	3%	4%	4%	4%	3%	5%	
Police service	42	21	21	5	13	13	10	2	-	8	28	6	1	18	14	3	5	2	42	-	15	12	-	17	6	2	6	6	2	
	1%	1%	1%	1%	1%	1%	1%	*	-	1%	2%	1%	*	1%	1%	1%	1%	*	3%	-	1%	1%	-	1%	1%	*	1%	1%	*	
Public sector housing	54	40	14	12	15	10	14	3	-	12	27	12	4	25	7	14	4	4	54	-	12	30	2	11	23	6	20	10	4	
	1%	2%	1%	2%	1%	1%	1%	*	-	1%	2%	1%	1%	2%	1%	1%	1%	1%	4%	-	1%	2%	1%	1%	2%	1%	2%	2%	1%	
Teaching employed by local education authority including voluntary aided schools and foundation schools	197	50	147	18	43	40	63	26	7	101	60	22	14	50	49	50	40	9	197	-	48	67	14	60	50	40	36	31	19	
	4%	2%	7%	3%	4%	3%	6%	4%	4%	8%	4%	2%	2%	4%	4%	4%	6%	2%	15%	-	5%	4%	4%	5%	5%	5%	4%	5%	4%	

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Table 83

Do you work in any of the following occupations?

Base: All respondents who work

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer
Weighted base	4538	2420	2118	522	1024	1190	1007	592	203	1309	1524	1093	612	1231	1154	1112	647	395	1274	3264	1049	1534	325	1207	1083	839	895	639	453
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	46	39	7	9	4	16	12	4	-	9	6	7	24	11	6	11	14	4	46	-	11	26	*	15	20	7	20	6	2
	1%	2%	*	2%	*	1%	1%	1%	-	1%	*	1%	4%	1%	*	1%	2%	1%	4%	-	1%	2%	*	1%	2%	1%	2%	1%	*
Bradford and Bingley or Northern Rock Building societies	1	1	1	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	1	-	-	1	-	1	1	-	1	1	-
	*	*	*	-	*	-	-	-	-	-	*	-	-	-	-	*	-	-	*	-	-	*	-	*	*	-	*	*	-
Other public sector occupation (please specify as much detail as possible)	248	110	138	26	48	58	72	35	9	72	84	49	42	54	55	59	50	29	248	-	36	98	13	47	64	50	55	43	25
	5%	5%	7%	5%	5%	5%	7%	6%	4%	6%	6%	4%	7%	4%	5%	5%	8%	7%	19%	-	3%	6%	4%	4%	6%	6%	6%	7%	5%
None of the above (Private Sector)	3264	1872	1391	378	720	874	681	438	173	874	1032	888	469	905	872	803	416	267	-	3264	797	1036	258	897	726	596	607	428	335
	72%	77%	66%	73%	70%	73%	68%	74%	85%	67%	68%	81%	77%	74%	76%	72%	64%	68%	-	100%	76%	68%	79%	74%	67%	71%	68%	67%	74%

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Absolutes/col percents

Table 84

Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
No children aged 18 or under	5615	2862	2753	784	702	612	797	1082	1639	1554	1718	1036	1306	1435	1485	1379	812	505	734	2026	1446	1638	422	1735	1197	1078	983	655	535
	69%	72%	67%	81%	54%	40%	58%	89%	96%	71%	73%	61%	70%	70%	69%	68%	69%	72%	58%	62%	76%	63%	73%	76%	64%	72%	64%	62%	67%
NET: Yes	2438	1090	1348	172	586	920	575	126	58	620	620	658	539	603	639	647	355	194	533	1220	464	939	157	557	656	406	545	394	263
	30%	27%	33%	18%	45%	60%	42%	10%	3%	28%	26%	39%	29%	29%	30%	32%	30%	28%	42%	37%	24%	36%	27%	24%	35%	27%	35%	37%	33%
Yes - children aged under 5 years old	877	343	533	129	398	299	33	12	5	246	215	219	196	240	231	227	113	65	180	423	145	364	58	172	234	134	200	164	114
	11%	9%	13%	13%	31%	19%	2%	1%	*	11%	9%	13%	11%	12%	11%	11%	10%	9%	14%	13%	8%	14%	10%	7%	13%	9%	13%	16%	14%
Yes - children aged 5 to 10 years old	973	432	541	39	285	478	145	23	5	239	249	254	231	250	255	251	134	83	211	493	180	386	68	215	280	162	231	155	105
	12%	11%	13%	4%	22%	31%	11%	2%	*	11%	11%	15%	12%	12%	12%	12%	11%	12%	17%	15%	9%	15%	12%	9%	15%	11%	15%	15%	13%
Yes - children aged 11 to 15 years old	926	444	482	29	113	408	323	36	17	222	250	263	191	207	223	266	162	69	210	497	174	345	56	222	254	157	210	136	101
	11%	11%	12%	3%	9%	27%	23%	3%	1%	10%	11%	15%	10%	10%	10%	13%	14%	10%	16%	15%	9%	13%	10%	10%	14%	11%	14%	13%	13%
Yes - children aged 16 to 17 years old	403	200	203	12	9	138	205	34	7	97	103	110	93	107	104	99	67	26	86	206	96	129	25	110	90	64	68	62	35
	5%	5%	5%	1%	1%	9%	15%	3%	*	4%	4%	6%	5%	5%	5%	5%	6%	4%	7%	6%	5%	5%	4%	5%	5%	4%	4%	6%	4%
Yes - children aged 18 years old	300	125	176	4	-	96	122	46	32	63	75	91	71	59	77	73	58	33	61	131	66	110	15	87	77	59	69	41	26
	4%	3%	4%	*	-	6%	9%	4%	2%	3%	3%	5%	4%	3%	4%	4%	5%	5%	5%	4%	3%	4%	3%	4%	4%	4%	5%	4%	3%
Refused	51	19	32	16	9	7	6	8	4	13	11	8	18	22	15	7	2	5	7	17	4	17	3	6	10	5	9	8	7
	1%	*	1%	2%	1%	*	*	1%	*	1%	*	*	1%	1%	1%	*	*	1%	1%	1%	*	1%	*	*	1%	*	1%	1%	1%

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 85
Which of the following ITV regions do you live in?
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
Anglia	782	374	408	101	123	154	131	89	182	221	211	172	178	40	738	3	1	-	100	321	211	196	66	268	115	143	90	106	83
	10%	9%	10%	10%	10%	10%	10%	7%	11%	10%	9%	10%	10%	2%	34%	*	*	-	8%	10%	11%	8%	11%	12%	6%	10%	6%	10%	10%
Border	75	36	39	8	7	10	17	16	17	21	17	16	22	1	-	36	-	38	8	27	18	13	10	22	18	13	9	4	8
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	-	2%	-	5%	1%	1%	1%	1%	2%	1%	1%	1%	1%	*	1%
Central	1178	608	570	135	187	235	206	161	255	330	304	224	320	49	1094	2	26	8	165	483	296	431	76	366	296	205	245	186	97
	15%	15%	14%	14%	14%	15%	15%	13%	15%	15%	13%	13%	17%	2%	51%	*	2%	1%	13%	15%	15%	17%	13%	16%	16%	14%	16%	18%	12%
Granada	915	462	453	94	143	154	168	164	191	244	230	207	234	3	7	895	9	*	140	367	185	373	57	235	267	149	221	152	89
	11%	12%	11%	10%	11%	10%	12%	14%	11%	11%	10%	12%	13%	*	*	44%	1%	*	11%	11%	10%	14%	10%	10%	14%	10%	14%	14%	11%
London	1393	661	732	194	272	298	230	164	235	438	490	234	231	1276	113	3	1	-	246	638	408	430	98	476	284	250	237	192	144
	17%	17%	18%	20%	21%	19%	17%	13%	14%	20%	21%	14%	12%	62%	5%	*	*	-	19%	20%	21%	17%	17%	21%	15%	17%	15%	18%	18%
Meridian	772	359	413	84	100	137	108	129	214	224	222	163	164	683	3	-	86	-	100	304	222	186	77	262	121	182	111	75	75
	10%	9%	10%	9%	8%	9%	8%	11%	13%	10%	9%	10%	9%	33%	*	-	7%	-	8%	9%	12%	7%	13%	11%	6%	12%	7%	7%	9%
TyneTees	365	200	165	52	59	67	57	40	90	75	117	89	85	-	-	364	-	1	45	143	56	171	18	73	120	62	105	66	46
	5%	5%	4%	5%	5%	4%	4%	3%	5%	3%	5%	5%	5%	-	-	18%	-	*	4%	4%	3%	7%	3%	3%	6%	4%	7%	6%	6%
Wales	425	211	214	44	63	82	93	62	82	102	128	114	82	1	-	4	420	-	98	161	71	149	23	84	120	77	102	46	52
	5%	5%	5%	4%	5%	5%	7%	5%	5%	5%	5%	7%	4%	*	-	*	36%	-	8%	5%	4%	6%	4%	4%	6%	5%	7%	4%	6%
West	245	110	134	40	48	34	42	35	46	59	82	44	60	4	26	17	199	-	47	75	60	52	26	75	44	52	31	21	35
	3%	3%	3%	4%	4%	2%	3%	3%	3%	3%	3%	3%	3%	*	1%	1%	17%	-	4%	2%	3%	2%	5%	3%	2%	3%	2%	2%	4%
Westcountry	441	198	243	50	53	78	81	100	79	91	116	109	126	-	13	1	427	-	75	165	107	119	37	124	80	110	68	51	46
	5%	5%	6%	5%	4%	5%	6%	8%	5%	4%	5%	6%	7%	-	1%	*	37%	-	6%	5%	6%	5%	6%	5%	4%	7%	4%	5%	6%
Yorkshire	853	418	434	99	135	173	127	142	177	212	240	190	210	-	146	707	-	-	128	327	200	294	63	219	219	161	177	117	76
	11%	11%	11%	10%	10%	11%	9%	12%	10%	10%	10%	11%	11%	-	7%	35%	-	-	10%	10%	10%	11%	11%	10%	12%	11%	12%	11%	9%
STV	659	333	326	72	106	116	118	113	133	173	194	140	152	2	-	-	1	656	122	253	79	179	30	95	179	87	139	41	54
	8%	8%	8%	7%	8%	8%	9%	9%	8%	8%	8%	8%	8%	*	-	-	*	93%	10%	8%	4%	7%	5%	4%	10%	6%	9%	4%	7%

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 86
Marital Status
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
Single	1978	980	998	719	448	384	250	111	66	390	705	338	545	585	490	470	260	172	356	860	360	683	125	372	429	317	352	332	249
	24%	25%	24%	74%	35%	25%	18%	9%	4%	18%	30%	20%	29%	28%	23%	23%	22%	24%	28%	26%	19%	26%	22%	16%	23%	21%	23%	31%	31%
NET: Married/ Civil partnership/ co habiting	5168	2650	2518	236	811	1028	946	895	1251	1592	1345	1242	989	1215	1391	1339	775	448	815	2124	1334	1621	388	1636	1192	1010	987	634	472
	64%	67%	61%	24%	63%	67%	69%	74%	74%	73%	57%	73%	53%	59%	65%	66%	66%	64%	64%	65%	70%	62%	67%	71%	64%	68%	64%	60%	59%
Married	3979	2114	1864	56	477	712	779	777	1177	1331	1017	907	724	938	1064	1038	602	337	633	1467	1112	1225	297	1391	914	781	755	469	312
	49%	53%	45%	6%	37%	46%	57%	64%	69%	61%	43%	53%	39%	46%	50%	51%	51%	48%	50%	45%	58%	47%	51%	61%	49%	52%	49%	44%	39%
Civil Partnership	74	45	30	14	12	26	8	7	8	16	27	11	20	17	23	13	13	7	9	45	11	27	11	12	19	18	16	12	7
	1%	1%	1%	1%	1%	2%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
Co Habiting	1115	491	624	166	323	290	159	111	66	245	301	324	245	259	303	289	160	104	173	612	211	369	80	234	258	211	216	153	153
	14%	12%	15%	17%	25%	19%	12%	9%	4%	11%	13%	19%	13%	13%	14%	14%	14%	15%	14%	19%	11%	14%	14%	10%	14%	14%	14%	14%	19%
NET: Widowed/ separated/ divorced	895	311	584	1	21	115	176	204	378	186	291	114	305	239	242	212	126	76	95	253	213	272	65	283	225	160	184	88	76
	11%	8%	14%	*	2%	7%	13%	17%	22%	8%	12%	7%	16%	12%	11%	10%	11%	11%	7%	8%	11%	10%	11%	12%	12%	11%	12%	8%	9%
Widowed	238	76	161	1	2	12	12	46	165	59	86	27	65	73	63	66	21	14	15	48	73	65	10	111	59	30	48	18	18
	3%	2%	4%	*	*	1%	1%	4%	10%	3%	4%	2%	4%	4%	3%	3%	2%	2%	1%	1%	4%	3%	2%	5%	3%	2%	3%	2%	2%
Separated	133	58	75	-	9	37	34	11	42	19	47	25	42	35	35	36	13	14	15	50	22	54	11	32	40	20	33	20	16
	2%	1%	2%	-	1%	2%	2%	1%	2%	1%	2%	1%	2%	2%	2%	2%	1%	2%	1%	2%	1%	2%	2%	1%	2%	1%	2%	2%	2%
Divorced	525	177	348	-	10	66	129	148	172	108	158	62	197	131	144	110	92	49	65	155	118	153	44	139	125	110	103	50	42
	6%	4%	8%	-	1%	4%	9%	12%	10%	5%	7%	4%	11%	6%	7%	5%	8%	7%	5%	5%	6%	6%	7%	6%	7%	7%	7%	5%	5%
Prefer not to answer	62	30	32	17	16	12	6	5	6	19	10	8	25	20	16	11	7	7	8	27	6	18	5	7	17	4	14	4	8
	1%	1%	1%	2%	1%	1%	*	*	*	1%	*	*	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	*	1%	*	1%	*	1%

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 87

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer	
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824	
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805	
Glasgow	329	154	174	43	58	61	56	52	59	84	102	66	76	-	1	-	-	328	58	122	36	98	12	46	112	29	80	18	30	
	4%	4%	4%	4%	4%	4%	4%	4%	3%	4%	4%	4%	4%	-	*	-	-	47%	5%	4%	2%	4%	2%	2%	6%	2%	5%	2%	4%	
Edinburgh	279	154	125	28	43	44	43	51	70	79	76	67	56	-	-	1	-	278	54	107	42	62	19	49	49	50	42	20	24	
	3%	4%	3%	3%	3%	3%	3%	4%	4%	4%	3%	4%	3%	-	-	*	-	40%	4%	3%	2%	2%	3%	2%	3%	3%	3%	2%	3%	
Newcastle	368	199	169	57	57	65	55	47	86	76	119	90	83	-	-	367	-	1	48	146	62	168	18	78	116	63	102	67	49	
	5%	5%	4%	6%	4%	4%	4%	4%	5%	3%	5%	5%	4%	-	4%	-	18%	-	4%	4%	3%	6%	3%	3%	6%	4%	7%	6%	6%	
Leeds	386	187	199	50	66	89	49	60	72	111	119	76	80	-	1	385	-	-	73	156	89	133	28	98	88	76	73	60	36	
	5%	5%	5%	5%	5%	6%	4%	5%	4%	5%	5%	4%	4%	-	*	19%	-	-	6%	5%	5%	5%	5%	4%	5%	5%	5%	6%	4%	
Hull	151	77	74	12	31	17	25	32	34	30	49	33	40	-	15	136	-	-	19	68	42	46	13	50	30	25	24	22	10	
	2%	2%	2%	1%	2%	1%	2%	3%	2%	1%	2%	2%	2%	-	1%	7%	-	-	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%
Sheffield	246	116	130	44	44	57	29	28	44	63	59	60	64	-	74	172	-	-	37	90	45	96	23	41	81	56	66	30	29	
	3%	3%	3%	5%	3%	4%	2%	2%	3%	3%	3%	4%	3%	-	3%	8%	-	-	3%	3%	2%	4%	4%	2%	4%	4%	4%	3%	4%	
Manchester	680	345	335	67	117	119	122	116	139	181	176	153	170	-	30	642	8	-	106	287	151	258	46	194	184	101	153	105	62	
	8%	9%	8%	7%	9%	8%	9%	10%	8%	8%	7%	9%	9%	-	1%	32%	1%	-	8%	9%	8%	10%	8%	8%	10%	7%	10%	10%	8%	
Liverpool	297	143	154	40	37	44	55	61	61	77	78	72	71	1	9	236	52	-	48	105	48	137	24	56	95	56	82	55	33	
	4%	4%	4%	4%	3%	3%	4%	5%	4%	4%	3%	4%	4%	*	*	12%	4%	-	4%	3%	3%	5%	4%	2%	5%	4%	5%	5%	4%	
Nottingham	363	192	171	43	32	65	79	55	89	88	95	72	107	-	359	3	-	*	42	144	92	141	18	110	107	62	93	48	25	
	4%	5%	4%	4%	2%	4%	6%	5%	5%	4%	4%	4%	6%	-	17%	*	-	*	3%	4%	5%	5%	3%	5%	6%	4%	6%	5%	3%	
Birmingham	671	349	322	80	120	151	107	84	129	185	169	148	170	-	664	2	5	-	95	281	165	242	43	207	170	102	130	112	58	
	8%	9%	8%	8%	9%	10%	8%	7%	8%	8%	7%	9%	9%	-	31%	*	*	-	7%	9%	9%	9%	7%	9%	9%	7%	8%	11%	7%	
Norwich	299	138	161	32	42	64	45	34	81	75	78	71	75	1	297	1	-	-	32	123	75	76	16	93	44	60	34	42	32	
	4%	3%	4%	3%	3%	4%	3%	3%	5%	3%	3%	4%	4%	*	14%	*	-	-	3%	4%	4%	3%	3%	4%	2%	4%	2%	4%	4%	
Milton Keynes	236	115	121	25	36	40	43	45	47	80	70	38	48	33	203	-	-	-	24	106	77	55	22	83	41	44	34	20	26	
	3%	3%	3%	3%	3%	3%	3%	4%	3%	4%	3%	2%	3%	2%	9%	-	-	-	2%	3%	4%	2%	4%	4%	2%	3%	2%	2%	3%	
Brighton	183	85	98	18	23	35	25	25	57	52	36	59	37	183	-	-	-	-	18	84	42	46	21	58	25	50	24	22	15	
	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	3%	2%	9%	-	-	-	-	1%	3%	2%	2%	4%	3%	1%	3%	2%	2%	2%	
Oxford	96	52	44	17	5	11	11	19	33	36	36	10	13	77	10	-	9	-	16	36	31	21	11	41	11	26	7	14	7	
	1%	1%	1%	2%	*	1%	1%	2%	2%	2%	2%	1%	1%	4%	*	-	1%	-	1%	1%	2%	1%	2%	2%	1%	2%	*	1%	1%	

Red Alert Poll

ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 87

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal -ists	Joiner	Consid -erer
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
London	1737	836	901	241	331	366	291	194	313	535	600	301	301	1476	256	2	3	-	304	769	502	525	128	588	342	305	288	237	186
	21%	21%	22%	25%	26%	24%	21%	16%	18%	24%	26%	18%	16%	72%	12%	*	*	-	24%	24%	26%	20%	22%	26%	18%	20%	19%	22%	23%
Southampton	303	137	166	37	46	51	34	52	83	90	85	64	65	215	-	-	89	-	42	108	94	75	35	103	49	71	43	32	28
	4%	3%	4%	4%	4%	3%	2%	4%	5%	4%	4%	4%	4%	10%	-	-	8%	-	3%	3%	5%	3%	6%	4%	3%	5%	3%	3%	3%
Bristol	326	148	179	37	60	51	62	53	64	84	96	69	77	1	15	-	309	1	68	114	89	77	28	109	63	68	47	30	35
	4%	4%	4%	4%	5%	3%	4%	4%	4%	4%	4%	4%	4%	*	1%	-	26%	*	5%	3%	5%	3%	5%	5%	3%	5%	3%	3%	4%
Plymouth	270	118	151	25	24	47	55	70	49	55	69	69	77	-	-	-	270	-	43	96	69	71	25	77	42	76	40	31	29
	3%	3%	4%	3%	2%	3%	4%	6%	3%	2%	3%	4%	4%	-	-	-	23%	-	3%	3%	4%	3%	4%	3%	2%	5%	3%	3%	4%
Cardiff	321	168	153	33	56	62	69	47	56	77	99	84	62	-	2	-	319	-	76	131	53	115	11	61	93	57	79	36	42
	4%	4%	4%	3%	4%	4%	5%	4%	3%	4%	4%	5%	3%	-	*	-	27%	-	6%	4%	3%	4%	2%	3%	5%	4%	5%	3%	5%
None of these	561	257	304	42	69	101	123	90	137	131	139	101	190	73	201	87	105	95	72	192	111	152	40	154	121	113	97	55	48
	7%	6%	7%	4%	5%	7%	9%	7%	8%	6%	6%	6%	10%	4%	9%	4%	9%	14%	6%	6%	6%	6%	7%	7%	6%	8%	6%	5%	6%

Red Alert Poll

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Absolutes/col percents

Table 88

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Private	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer	
Unweighted base	8103	3841	4262	692	1311	1657	1456	1136	1851	3149	2099	1098	1757	2153	2083	2077	1086	704	1229	3071	2026	2385	622	2472	1600	1584	1321	1064	824	
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805	
Up to £7,000	(3.5)	384 5%	141 4%	243 6%	121 12%	59 5%	69 5%	75 5%	39 3%	20 1%	10 *	80 3%	46 3%	247 13%	90 4%	95 4%	105 5%	54 5%	40 6%	11 1%	62 2%	56 3%	114 4%	29 5%	57 2%	81 4%	53 4%	61 4%	53 5%	51 6%
£7,001 to £14,000	(10.5)	1024 13%	400 10%	624 15%	83 9%	141 11%	153 10%	158 11%	185 15%	304 18%	67 3%	232 10%	151 9%	574 31%	218 11%	304 14%	258 13%	163 14%	82 12%	68 5%	232 7%	164 9%	353 14%	64 11%	238 10%	284 15%	169 11%	224 15%	129 12%	93 12%
£14,001 to £21,000	(17.5)	1162 14%	544 14%	618 15%	123 13%	159 12%	205 13%	161 12%	185 15%	330 19%	149 7%	375 16%	274 16%	364 20%	246 12%	331 15%	308 15%	174 15%	103 15%	155 12%	415 13%	229 12%	392 15%	105 18%	305 13%	281 15%	226 15%	245 16%	147 14%	118 15%
£21,001 to £28,000	(24.5)	1057 13%	544 14%	513 12%	99 10%	171 13%	189 12%	169 12%	162 13%	266 16%	199 9%	344 15%	311 18%	202 11%	234 11%	283 13%	256 13%	172 15%	112 16%	156 12%	435 13%	230 12%	366 14%	74 13%	292 13%	258 14%	207 14%	225 15%	142 13%	95 12%
£28,001 to £34,000	(31)	907 11%	457 12%	450 11%	100 10%	154 12%	170 11%	155 11%	139 11%	188 11%	241 11%	321 14%	242 14%	103 6%	209 10%	232 11%	259 13%	138 12%	69 10%	162 13%	415 13%	224 12%	290 11%	72 12%	258 11%	220 12%	178 12%	183 12%	107 10%	87 11%
£34,001 to £41,000	(37.5)	772 10%	409 10%	363 9%	72 7%	150 12%	172 11%	132 10%	114 9%	131 8%	249 11%	245 10%	214 13%	64 3%	190 9%	196 9%	192 9%	122 10%	72 10%	152 12%	381 12%	202 11%	257 10%	49 8%	242 11%	170 9%	152 10%	147 10%	110 10%	82 10%
£41,001 to £48,000	(44.5)	514 6%	296 7%	219 5%	49 5%	91 7%	106 7%	116 8%	76 6%	76 4%	202 9%	172 7%	106 6%	34 2%	119 6%	131 6%	135 7%	81 7%	49 7%	122 10%	266 8%	131 7%	167 6%	40 7%	160 7%	129 7%	97 7%	114 7%	53 5%	45 6%
£48,001 to £55,000	(51.5)	414 5%	223 6%	190 5%	26 3%	83 6%	111 7%	85 6%	50 4%	59 3%	205 9%	104 4%	75 4%	29 2%	123 6%	96 4%	111 5%	52 4%	31 4%	115 9%	201 6%	126 7%	131 5%	38 7%	137 6%	85 5%	74 5%	69 4%	62 6%	37 5%
£55,001 to £62,000	(58.5)	268 3%	170 4%	99 2%	25 3%	66 5%	67 4%	42 3%	33 3%	35 2%	139 6%	68 3%	54 3%	7 *	106 5%	63 3%	49 2%	24 2%	25 4%	83 7%	136 4%	90 5%	96 4%	23 4%	97 4%	60 3%	55 4%	47 3%	49 5%	19 2%
£62,001 to £69,000	(65.5)	197 2%	127 3%	70 2%	19 2%	36 3%	54 4%	38 3%	25 2%	26 2%	126 6%	47 2%	23 1%	1 *	68 3%	51 2%	36 2%	30 3%	13 2%	46 4%	114 3%	72 4%	55 2%	14 2%	68 3%	41 2%	42 3%	30 2%	25 2%	16 2%
£69,001 to £76,000	(72.5)	119 1%	62 2%	57 1%	10 1%	23 2%	35 2%	29 2%	14 1%	8 *	82 4%	21 1%	16 1%	- -	49 2%	23 1%	31 2%	5 *	11 2%	34 3%	67 2%	44 2%	37 1%	9 1%	56 2%	21 1%	24 2%	16 1%	21 2%	7 1%
£76,001 to £83,000	(79.5)	99 1%	54 1%	45 1%	12 1%	19 1%	16 1%	28 2%	12 1%	11 1%	58 3%	24 1%	7 *	11 1%	36 2%	28 1%	17 1%	9 1%	10 1%	27 2%	56 2%	26 1%	38 1%	10 2%	30 1%	24 1%	25 2%	19 1%	19 2%	13 2%
£83,001 or more	(86)	222 3%	126 3%	96 2%	32 3%	30 2%	43 3%	61 4%	40 3%	15 1%	165 8%	36 2%	17 1%	4 *	102 5%	58 3%	36 2%	19 2%	8 1%	40 3%	152 5%	104 5%	45 2%	13 2%	114 5%	34 2%	31 2%	29 2%	16 2%	21 3%
Prefer not to answer		964 12%	418 11%	545 13%	201 21%	114 9%	148 10%	128 9%	139 11%	233 14%	295 13%	280 12%	164 10%	224 12%	270 13%	249 12%	240 12%	125 11%	80 11%	103 8%	333 10%	216 11%	255 10%	43 7%	243 11%	176 9%	156 10%	130 8%	125 12%	121 15%

Red Alert Poll
ONLINE Fieldwork : 17th-28th October 2012

Absolutes/col percents

Table 88

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention			2010 Vote			Group (Labour)		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Con	Lab	LibDem	Loyal-ists	Joiner	Consid-erer
Weighted base	8103	3971	4132	972	1297	1540	1378	1215	1701	2188	2350	1702	1864	2059	2139	2033	1169	703	1274	3264	1914	2594	582	2298	1863	1490	1536	1057	805
Average income (£000's)	31.34	33.65	29.06	28.94	33.28	33.98	34.19	30.58	26.69	45.30	30.64	30.01	17.39	35.58	30.39	29.91	29.12	29.93	38.70	36.72	36.84	30.54	31.55	35.46	29.85	32.04	29.82	31.61	30.34