

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 1

Based on how he came across to you in that video, please give David Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Summary table

		Charisma	Intellect	Emotional intelligence	Experience in government	Experience of life outside politics	Talks in straightforward language, not just politician-language	Being in touch with the lives of ordinary working people	Speaks their mind	Sticks to what they believe in	Strong
Unweighted base		2011	2011	2011	2011	2011	2011	2011	2011	2011	2011
Weighted base		2011	2011	2011	2011	2011	2011	2011	2011	2011	2011
10	(10)	254 13%	277 14%	216 11%	231 11%	150 7%	312 15%	294 15%	262 13%	239 12%	304 15%
9	(9)	257 13%	272 14%	209 10%	213 11%	126 6%	237 12%	225 11%	219 11%	207 10%	235 12%
8	(8)	360 18%	449 22%	360 18%	354 18%	221 11%	347 17%	310 15%	331 16%	263 13%	363 18%
7	(7)	285 14%	333 17%	326 16%	314 16%	259 13%	239 12%	269 13%	265 13%	256 13%	256 13%
6	(6)	204 10%	174 9%	223 11%	226 11%	220 11%	183 9%	177 9%	200 10%	174 9%	191 10%
5	(5)	161 8%	142 7%	182 9%	195 10%	219 11%	194 10%	173 9%	217 11%	229 11%	210 10%
4	(4)	94 5%	63 3%	91 5%	71 4%	108 5%	84 4%	99 5%	92 5%	77 4%	80 4%
3	(3)	77 4%	43 2%	55 3%	54 3%	99 5%	71 4%	78 4%	85 4%	68 3%	59 3%
2	(2)	66 3%	45 2%	53 3%	46 2%	79 4%	91 5%	68 3%	49 2%	51 3%	57 3%
1	(1)	46 2%	23 1%	36 2%	32 2%	58 3%	56 3%	86 4%	49 2%	47 2%	41 2%
0	(0)	101 5%	44 2%	54 3%	44 2%	112 6%	99 5%	110 5%	72 4%	86 4%	62 3%
NET: 8-10		871 43%	997 50%	785 39%	797 40%	497 25%	895 45%	829 41%	811 40%	709 35%	901 45%
NET: 4-7		745 37%	712 35%	821 41%	806 40%	806 40%	699 35%	718 36%	774 38%	736 37%	737 37%
NET: 0-3		291 14%	155 8%	197 10%	176 9%	348 17%	317 16%	342 17%	255 13%	252 13%	219 11%

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	Charisma	Intellect	Emotional intelligence	Experience in government	Experience of life outside politics	Talks in straightforward language, not just politician-language	Being in touch with the lives of ordinary working people	Speaks their mind	Sticks to what they believe in	Strong
Weighted base	2011	2011	2011	2011	2011	2011	2011	2011	2011	2011
Don't know	105 5%	146 7%	207 10%	231 11%	360 18%	100 5%	122 6%	170 8%	314 16%	153 8%
Mean	6.58	7.18	6.72	6.83	5.80	6.56	6.41	6.60	6.48	6.83
Standard deviation	2.76	2.33	2.46	2.39	2.80	2.87	2.95	2.66	2.75	2.61
Standard error	0.06	0.05	0.06	0.06	0.07	0.07	0.07	0.06	0.07	0.06

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Table 2

Based on how he came across to you in that video, please give David Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Charisma

		Gender		Age						Social Class				Region					Voting Intention					
		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	Con-ser-vative	Labour	Lib-eral Democ-rat	NOT Labour	Don't know/refuse
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110	
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118	
10	(10)	254 13%	99 10%	155 15%	35 15%	36 11%	34 9%	38 11%	39 13%	72 17%	53 10%	67 11%	53 13%	81 18%	65 13%	44 8%	71 14%	45 15%	30 17%	31 5%	150 27%	21 11%	104 7%	10 9%
9	(9)	257 13%	124 13%	133 13%	40 17%	33 10%	58 15%	35 10%	40 13%	51 12%	67 12%	84 14%	55 13%	50 11%	62 12%	73 14%	66 13%	36 12%	20 11%	57 10%	90 16%	33 17%	166 11%	7 6%
8	(8)	360 18%	178 18%	182 18%	55 23%	56 17%	75 20%	64 19%	52 17%	58 14%	115 21%	108 18%	67 16%	70 15%	104 20%	83 16%	89 18%	55 19%	29 17%	89 15%	121 22%	37 20%	240 16%	20 17%
7	(7)	285 14%	152 15%	133 13%	30 13%	56 17%	69 18%	38 11%	41 14%	50 12%	80 15%	102 18%	56 13%	47 10%	75 15%	78 15%	73 14%	32 11%	29 16%	90 15%	70 13%	30 16%	215 15%	23 19%
6	(6)	204 10%	95 10%	109 11%	27 11%	31 10%	34 9%	40 12%	23 8%	47 11%	48 9%	53 9%	57 14%	45 10%	48 9%	47 9%	47 9%	43 15%	18 10%	70 12%	46 8%	20 10%	157 11%	8 6%
5	(5)	161 8%	84 9%	78 8%	14 6%	31 10%	30 8%	33 10%	20 7%	34 8%	49 9%	50 9%	38 9%	24 5%	42 8%	53 10%	40 8%	20 7%	6 4%	59 10%	29 5%	12 7%	133 9%	8 7%
4	(4)	94 5%	45 5%	49 5%	7 3%	13 4%	17 4%	18 5%	16 5%	23 5%	31 6%	22 4%	18 4%	24 5%	22 4%	28 5%	22 4%	12 4%	11 6%	45 8%	13 2%	6 3%	82 6%	4 3%
3	(3)	77 4%	43 4%	35 3%	6 2%	11 3%	12 3%	13 4%	13 4%	23 5%	26 5%	21 4%	13 3%	18 4%	18 4%	28 5%	20 4%	7 2%	4 3%	33 5%	12 2%	6 3%	66 5%	* *
2	(2)	66 3%	35 4%	31 3%	5 2%	15 5%	15 4%	13 4%	9 3%	9 2%	21 4%	16 3%	16 4%	13 3%	13 3%	24 5%	8 2%	12 4%	10 5%	33 6%	4 1%	9 5%	63 4%	2 2%
1	(1)	46 2%	16 2%	29 3%	1 1%	4 1%	7 2%	12 3%	9 3%	12 3%	9 2%	13 2%	10 2%	13 3%	10 2%	17 3%	15 3%	- -	4 2%	26 4%	4 1%	1 *	42 3%	3 2%
0	(0)	101 5%	68 7%	34 3%	5 2%	11 3%	16 4%	13 4%	27 9%	30 7%	29 5%	21 4%	16 4%	36 8%	32 6%	28 5%	23 5%	13 5%	4 3%	50 8%	6 1%	8 5%	96 7%	7 6%
NET: 8-10		871 43%	401 41%	470 46%	131 54%	124 39%	167 44%	137 40%	131 43%	181 43%	236 43%	259 44%	175 41%	201 44%	230 45%	199 38%	226 45%	136 47%	80 46%	177 30%	361 65%	91 48%	510 35%	37 32%
NET: 4-7		745 37%	376 38%	369 36%	79 33%	132 41%	150 39%	129 38%	101 33%	154 36%	207 38%	228 39%	170 40%	140 30%	186 36%	206 39%	182 36%	107 37%	64 37%	263 44%	158 29%	68 36%	586 40%	43 36%
NET: 0-3		291 14%	162 16%	129 13%	17 7%	41 13%	51 13%	50 15%	58 19%	74 17%	85 16%	71 12%	55 13%	80 17%	74 14%	98 18%	65 13%	32 11%	22 13%	141 24%	25 4%	24 13%	266 18%	13 11%

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Base: All respondents

Charisma

	Gender		Age						Social Class				Region					Voting Intention					
	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	Con-ser-vative	Labour	Lib-eral Democ-rat	NOT Labour	Don't know/ refuse
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
Don't know	105	47	58	15	24	15	25	12	13	15	26	23	41	21	28	31	16	9	13	10	5	95	25
	5%	5%	6%	6%	8%	4%	7%	4%	3%	3%	4%	5%	9%	4%	5%	6%	5%	5%	2%	2%	2%	7%	21%
Mean	6.58	6.37	6.79	7.33	6.58	6.64	6.41	6.29	6.45	6.44	6.77	6.61	6.48	6.60	6.18	6.73	6.87	6.86	5.58	7.88	6.83	6.06	6.43
Standard deviation	2.76	2.83	2.68	2.27	2.57	2.61	2.72	3.09	3.00	2.72	2.58	2.66	3.12	2.79	2.82	2.73	2.62	2.68	2.89	2.09	2.61	2.83	2.78
Standard error	0.06	0.09	0.09	0.16	0.15	0.13	0.15	0.17	0.15	0.10	0.12	0.16	0.15	0.12	0.12	0.12	0.17	0.21	0.11	0.10	0.16	0.07	0.29

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Base: All respondents

Charisma

		Vote in 2010						Swing Voters		May 2005 Vote			
		Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Democrat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base		2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base		2011	521	311	210	567	307	138	555	1168	66	77	62
10	(10)	254 13%	132 25%	99 32%	33 16%	31 5%	36 12%	5 3%	51 9%	178 15%	6 9%	12 16%	10 16%
9	(9)	257 13%	85 16%	55 18%	29 14%	54 9%	46 15%	16 12%	78 14%	154 13%	14 21%	9 12%	10 16%
8	(8)	360 18%	110 21%	56 18%	54 26%	81 14%	65 21%	19 13%	103 19%	210 18%	8 12%	20 26%	19 31%
7	(7)	285 14%	68 13%	38 12%	29 14%	85 15%	45 15%	14 10%	89 16%	161 14%	12 19%	11 15%	5 9%
6	(6)	204 10%	42 8%	22 7%	20 9%	65 11%	29 10%	23 17%	69 12%	107 9%	7 11%	8 11%	4 6%
5	(5)	161 8%	23 4%	15 5%	9 4%	59 10%	26 9%	10 7%	56 10%	82 7%	4 7%	6 8%	6 10%
4	(4)	94 5%	10 2%	8 2%	2 1%	42 7%	13 4%	6 4%	18 3%	60 5%	5 7%	2 2%	- -
3	(3)	77 4%	15 3%	7 2%	8 4%	29 5%	8 3%	7 5%	17 3%	47 4%	- -	* 1%	1 2%
2	(2)	66 3%	9 2%	2 1%	7 3%	28 5%	11 4%	5 4%	20 4%	38 3%	2 4%	2 2%	- -
1	(1)	46 2%	3 1%	1 *	2 1%	27 5%	4 1%	7 5%	8 1%	32 3%	2 3%	3 4%	- -
0	(0)	101 5%	7 1%	1 *	6 3%	53 9%	13 4%	15 11%	15 3%	74 6%	5 7%	5 6%	1 2%
NET: 8-10		871 43%	326 63%	210 67%	117 56%	165 29%	148 48%	39 28%	232 42%	541 46%	27 41%	40 53%	39 63%
NET: 4-7		745 37%	143 27%	83 27%	60 28%	250 44%	114 37%	52 38%	231 42%	410 35%	29 44%	27 35%	15 25%
NET: 0-3		291 14%	34 6%	11 4%	23 11%	137 24%	36 12%	34 25%	60 11%	191 16%	9 14%	9 12%	2 4%

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Base: All respondents

Charisma

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Demo-crat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
Don't know	105 5%	19 4%	8 3%	11 5%	15 3%	8 3%	12 9%	31 6%	26 2%	1 2%	-	5 8%
Mean	6.58	7.77	8.11	7.26	5.52	6.80	5.44	6.73	6.57	6.47	6.87	7.73
Standard deviation	2.76	2.22	1.99	2.44	2.94	2.61	3.05	2.43	2.91	2.86	2.77	1.96
Standard error	0.06	0.12	0.13	0.20	0.12	0.12	0.24	0.10	0.09	0.33	0.25	0.32

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Table 3

Based on how he came across to you in that video, please give David Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Intellect

	Gender			Age						Social Class				Region					Voting Intention					
	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	Con-ser-vative	Labour	Lib-eral Democ-rat	NOT Labour	Don't know/refuse	
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110	
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118	
10	(10)	277 14%	102 10%	175 17%	27 11%	30 9%	37 10%	54 16%	39 13%	91 22%	68 13%	61 11%	86 19%	68 13%	59 11%	82 16%	35 12%	32 19%	35 6%	161 29%	21 11%	116 8%	13 11%	
9	(9)	272 14%	126 13%	146 14%	30 12%	35 11%	53 14%	44 13%	56 18%	54 13%	70 13%	74 13%	69 16%	58 13%	74 14%	60 11%	69 14%	47 16%	23 13%	61 10%	105 19%	25 13%	166 11%	12 10%
8	(8)	449 22%	217 22%	232 23%	54 22%	60 19%	97 25%	81 24%	60 20%	96 23%	126 23%	142 24%	85 20%	97 21%	124 24%	119 22%	105 21%	69 24%	32 18%	137 23%	128 23%	43 23%	321 22%	18 15%
7	(7)	333 17%	187 19%	146 14%	42 17%	75 23%	64 17%	42 12%	53 18%	58 14%	98 18%	112 19%	70 16%	54 12%	88 17%	84 16%	82 16%	44 15%	35 20%	107 18%	71 13%	43 23%	263 18%	17 14%
6	(6)	174 9%	93 9%	81 8%	31 13%	33 10%	30 8%	30 9%	23 8%	27 6%	45 8%	50 9%	36 9%	43 9%	37 7%	54 10%	41 8%	29 10%	13 7%	62 10%	41 7%	15 8%	133 9%	9 8%
5	(5)	142 7%	66 7%	77 8%	20 8%	20 6%	36 9%	25 7%	18 6%	23 5%	44 8%	33 6%	41 10%	24 5%	31 6%	39 7%	37 7%	22 8%	13 7%	56 9%	18 3%	14 7%	124 9%	9 8%
4	(4)	63 3%	38 4%	24 2%	5 2%	12 4%	11 3%	13 4%	9 3%	13 3%	20 4%	18 3%	14 3%	12 3%	16 3%	26 5%	13 3%	5 2%	2 1%	30 5%	2 *	6 3%	61 4%	4 3%
3	(3)	43 2%	27 3%	15 2%	3 1%	11 3%	5 1%	8 2%	5 2%	11 3%	13 2%	19 3%	4 1%	7 2%	10 2%	9 2%	11 2%	8 3%	4 3%	22 4%	3 1%	4 2%	40 3%	1 1%
2	(2)	45 2%	25 3%	20 2%	4 2%	6 2%	14 4%	12 3%	3 1%	6 2%	10 2%	14 2%	12 3%	8 2%	8 2%	20 4%	5 1%	7 2%	6 3%	24 4%	2 *	4 2%	43 3%	2 1%
1	(1)	23 1%	14 1%	9 1%	* *	4 1%	3 1%	1 *	8 3%	7 2%	7 1%	6 1%	3 1%	7 2%	6 1%	7 1%	7 1%	- -	2 1%	11 2%	2 *	2 1%	21 1%	- -
0	(0)	44 2%	30 3%	14 1%	4 2%	7 2%	8 2%	6 2%	10 3%	8 2%	10 2%	14 2%	6 1%	14 3%	13 3%	11 2%	12 2%	8 3%	1 *	20 3%	3 1%	3 2%	41 3%	4 4%
NET: 8-10		997 50%	444 45%	553 54%	111 46%	125 39%	187 49%	179 52%	154 51%	241 57%	264 49%	278 48%	215 51%	241 52%	266 52%	238 45%	255 51%	151 52%	87 50%	233 39%	394 71%	89 47%	603 41%	43 36%
NET: 4-7		712 35%	384 39%	329 32%	98 40%	140 43%	141 37%	109 32%	103 34%	121 29%	207 38%	212 36%	160 38%	133 29%	173 34%	203 38%	173 34%	100 34%	62 36%	255 43%	131 24%	79 42%	581 40%	40 34%
NET: 0-3		155 8%	96 10%	59 6%	12 5%	28 9%	30 8%	26 8%	26 9%	33 8%	40 7%	53 9%	25 6%	37 8%	38 7%	48 9%	34 7%	22 8%	13 7%	77 13%	11 2%	12 6%	144 10%	7 6%

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	Gender			Age						Social Class				Region					Voting Intention				
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Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
Don't know	146	61	85	21	29	24	27	18	27	33	40	22	52	34	42	41	17	13	29	18	8	129	29
	7%	6%	8%	9%	9%	6%	8%	6%	6%	6%	7%	5%	11%	7%	8%	8%	6%	7%	5%	3%	4%	9%	24%
Mean	7.18	6.90	7.45	7.20	6.88	7.03	7.24	7.17	7.48	7.13	7.05	7.28	7.31	7.24	6.89	7.30	7.23	7.43	6.44	8.27	7.16	6.74	6.98
Standard deviation	2.33	2.41	2.21	2.06	2.27	2.27	2.33	2.48	2.41	2.26	2.31	2.22	2.52	2.32	2.39	2.33	2.25	2.20	2.46	1.74	2.13	2.39	2.44
Standard error	0.05	0.08	0.07	0.15	0.13	0.11	0.13	0.14	0.13	0.08	0.11	0.14	0.12	0.10	0.11	0.11	0.14	0.18	0.10	0.08	0.13	0.06	0.26

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8	(8)	449 22%	115 22%	58 19%	57 27%	129 23%	83 27%	30 21%	140 25%	260 22%	10 15%	26 34%	12 19%
7	(7)	333 17%	63 12%	32 10%	31 15%	105 18%	65 21%	17 12%	114 21%	177 15%	12 18%	13 17%	15 23%
6	(6)	174 9%	31 6%	15 5%	16 8%	55 10%	26 9%	15 11%	67 12%	91 8%	7 11%	7 9%	- -
5	(5)	142 7%	21 4%	14 5%	6 3%	50 9%	17 5%	12 9%	39 7%	74 6%	4 5%	2 3%	3 5%
4	(4)	63 3%	7 1%	1 *	6 3%	31 5%	7 2%	6 4%	19 3%	33 3%	1 2%	2 3%	- -
3	(3)	43 2%	2 *	2 1%	- -	18 3%	4 1%	5 4%	4 1%	33 3%	1 1%	1 1%	2 4%
2	(2)	45 2%	2 *	- -	2 1%	23 4%	7 2%	4 3%	7 1%	31 3%	1 1%	1 1%	- -
1	(1)	23 1%	2 *	- -	2 1%	10 2%	3 1%	3 2%	4 1%	16 1%	2 3%	1 2%	- -
0	(0)	44 2%	4 1%	1 *	3 1%	23 4%	6 2%	6 5%	10 2%	26 2%	2 4%	2 2%	- -
NET: 8-10		997 50%	359 69%	239 77%	121 58%	222 39%	155 51%	55 40%	254 46%	634 54%	31 47%	47 61%	37 59%
NET: 4-7		712 35%	122 23%	63 20%	59 28%	240 42%	116 38%	50 36%	239 43%	375 32%	24 36%	24 32%	17 28%
NET: 0-3		155 8%	10 2%	3 1%	7 3%	75 13%	20 7%	18 13%	25 4%	107 9%	6 9%	5 6%	2 4%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 3

Based on how he came across to you in that video, please give David Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Intellect

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Demo-crat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
Don't know	146 7%	30 6%	7 2%	23 11%	30 5%	15 5%	15 11%	37 7%	51 4%	5 8%	1 1%	6 9%
Mean	7.18	8.25	8.58	7.72	6.41	7.21	6.44	7.14	7.27	7.06	7.43	7.97
Standard deviation	2.33	1.83	1.61	2.03	2.51	2.14	2.62	2.02	2.42	2.54	2.15	1.65
Standard error	0.05	0.10	0.11	0.17	0.10	0.10	0.21	0.09	0.07	0.30	0.20	0.27

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 4

Based on how he came across to you in that video, please give David Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Emotional intelligence

	Gender			Age						Social Class				Region					Voting Intention					
	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	Con-ser-vative	Labour	Lib-eral Democ-rat	NOT Labour	Don't know/refuse	
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110	
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118	
10	(10)	216 11%	93 9%	124 12%	28 12%	25 8%	28 7%	40 12%	29 10%	66 16%	44 8%	49 8%	53 13%	71 15%	51 10%	38 7%	63 13%	37 13%	27 16%	21 4%	133 24%	14 7%	83 6%	12 10%
9	(9)	209 10%	89 9%	120 12%	25 10%	21 6%	44 12%	33 10%	34 11%	51 12%	54 10%	55 9%	55 13%	45 10%	58 11%	55 11%	21 7%	20 11%	46 8%	82 15%	14 7%	127 9%	3 3%	
8	(8)	360 18%	166 17%	194 19%	49 20%	63 20%	65 17%	59 17%	52 17%	72 17%	100 18%	121 21%	70 17%	70 15%	96 19%	89 17%	90 18%	51 18%	34 20%	99 17%	111 20%	35 19%	250 17%	14 12%
7	(7)	326 16%	174 18%	151 15%	32 13%	56 17%	71 18%	60 18%	50 16%	58 14%	97 18%	99 17%	65 15%	64 14%	85 17%	86 16%	90 18%	46 16%	18 10%	96 16%	83 15%	45 24%	243 17%	22 19%
6	(6)	223 11%	109 11%	114 11%	32 13%	46 14%	46 12%	30 9%	32 11%	37 9%	61 11%	66 11%	48 11%	48 10%	57 11%	64 12%	46 9%	33 11%	24 14%	78 13%	59 11%	19 10%	164 11%	13 11%
5	(5)	182 9%	97 10%	85 8%	25 10%	30 9%	47 12%	36 11%	19 6%	24 6%	53 10%	46 8%	41 10%	41 9%	51 10%	46 9%	36 7%	33 11%	16 9%	56 9%	33 6%	18 10%	149 10%	15 13%
4	(4)	91 5%	50 5%	41 4%	7 3%	14 4%	15 4%	15 4%	18 6%	22 5%	31 6%	23 4%	21 5%	16 3%	21 4%	29 6%	30 6%	9 3%	2 1%	53 9%	10 2%	10 5%	81 6%	2 2%
3	(3)	55 3%	34 3%	21 2%	5 2%	12 4%	6 1%	12 4%	10 3%	11 3%	13 2%	25 4%	7 2%	11 2%	9 2%	19 4%	12 2%	7 2%	9 5%	24 4%	7 1%	3 2%	48 3%	3 3%
2	(2)	53 3%	30 3%	23 2%	2 1%	10 3%	15 4%	7 2%	5 2%	13 3%	15 3%	12 2%	15 4%	10 2%	10 2%	25 5%	6 1%	9 3%	3 1%	29 5%	2 *	5 3%	51 4%	2 1%
1	(1)	36 2%	20 2%	15 1%	2 1%	4 1%	6 2%	7 2%	8 3%	7 2%	11 2%	12 2%	4 1%	8 2%	5 1%	13 3%	11 2%	3 1%	3 2%	19 3%	5 1%	2 1%	30 2%	- -
0	(0)	54 3%	36 4%	18 2%	6 2%	7 2%	7 2%	8 2%	15 5%	11 3%	14 3%	15 3%	8 2%	16 3%	17 3%	13 3%	12 2%	9 3%	3 1%	26 4%	4 1%	5 2%	50 3%	5 4%
NET: 8-10		785 39%	348 35%	438 43%	102 42%	109 34%	138 36%	131 38%	116 38%	189 45%	198 37%	224 38%	178 42%	185 40%	205 40%	182 34%	209 41%	109 37%	81 47%	166 28%	326 59%	63 33%	460 32%	29 25%
NET: 4-7		821 41%	430 44%	391 38%	96 40%	146 45%	178 47%	141 41%	119 39%	141 33%	241 44%	235 40%	175 42%	170 37%	213 42%	226 43%	201 40%	121 42%	60 34%	283 48%	184 33%	92 49%	637 44%	53 45%
NET: 0-3		197 10%	121 12%	77 7%	15 6%	33 10%	33 9%	35 10%	38 13%	43 10%	54 10%	64 11%	35 8%	45 10%	42 8%	70 13%	42 8%	27 9%	17 10%	98 17%	18 3%	15 8%	180 12%	10 8%

Prepared by Populus



Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 4

Based on how he came across to you in that video, please give David Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Emotional intelligence

	Gender		Age						Social Class				Region					Voting Intention					
	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	Con-ser-vative	Labour	Lib-eral Democ-rat	NOT Labour	Don't know/ refuse
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
Don't know	207	87	120	28	34	32	34	29	49	50	60	35	63	51	52	53	34	17	47	26	18	181	26
	10%	9%	12%	12%	11%	8%	10%	10%	12%	9%	10%	8%	14%	10%	10%	11%	12%	10%	8%	5%	10%	12%	22%
Mean	6.72	6.45	6.98	6.98	6.51	6.64	6.69	6.51	6.97	6.56	6.64	6.89	6.85	6.80	6.36	6.89	6.72	7.06	5.84	7.81	6.62	6.27	6.47
Standard deviation	2.46	2.55	2.33	2.27	2.31	2.29	2.48	2.69	2.60	2.41	2.42	2.39	2.61	2.40	2.52	2.44	2.46	2.39	2.57	2.00	2.24	2.49	2.42
Standard error	0.06	0.08	0.08	0.17	0.14	0.12	0.14	0.16	0.14	0.09	0.12	0.15	0.13	0.11	0.11	0.11	0.16	0.19	0.10	0.10	0.15	0.07	0.26

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 4

Based on how he came across to you in that video, please give David Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Emotional intelligence

		Vote in 2010						Swing Voters		May 2005 Vote			
		Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Democrat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base		2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base		2011	521	311	210	567	307	138	555	1168	66	77	62
10	(10)	216 11%	129 25%	99 32%	30 14%	17 3%	20 7%	3 2%	34 6%	158 14%	6 9%	9 12%	6 10%
9	(9)	209 10%	65 12%	49 16%	16 7%	50 9%	28 9%	11 8%	56 10%	131 11%	6 10%	8 10%	18 29%
8	(8)	360 18%	101 19%	55 18%	46 22%	95 17%	60 20%	24 17%	119 21%	201 17%	14 21%	19 25%	9 15%
7	(7)	326 16%	86 16%	47 15%	38 18%	87 15%	67 22%	21 15%	98 18%	184 16%	10 15%	15 19%	11 17%
6	(6)	223 11%	46 9%	26 8%	20 9%	73 13%	35 12%	16 11%	69 12%	127 11%	8 12%	10 13%	3 6%
5	(5)	182 9%	27 5%	16 5%	11 5%	55 10%	30 10%	15 11%	52 9%	92 8%	3 5%	5 6%	2 3%
4	(4)	91 5%	11 2%	4 1%	7 3%	48 9%	12 4%	3 2%	19 4%	62 5%	3 5%	4 5%	1 2%
3	(3)	55 3%	9 2%	4 1%	4 2%	21 4%	5 2%	8 6%	12 2%	36 3%	3 5%	1 1%	2 4%
2	(2)	53 3%	7 1%	1 *	7 3%	25 4%	7 2%	6 5%	11 2%	36 3%	2 3%	1 2%	-
1	(1)	36 2%	4 1%	1 *	4 2%	18 3%	3 1%	3 2%	6 1%	28 2%	1 2%	2 2%	-
0	(0)	54 3%	3 1%	1 *	2 1%	31 6%	8 3%	7 5%	8 1%	37 3%	2 4%	2 3%	-
NET: 8-10		785 39%	295 57%	203 65%	92 44%	162 29%	108 35%	38 28%	209 38%	490 42%	27 40%	35 46%	33 54%
NET: 4-7		821 41%	169 32%	93 30%	76 36%	263 46%	145 47%	54 39%	238 43%	464 40%	23 36%	33 44%	17 27%
NET: 0-3		197 10%	23 4%	6 2%	17 8%	94 17%	24 8%	25 18%	37 7%	137 12%	9 14%	6 8%	2 4%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 4

Based on how he came across to you in that video, please give David Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Emotional intelligence

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Demo-crat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
Don't know	207 10%	34 7%	9 3%	25 12%	48 8%	30 10%	21 15%	71 13%	76 7%	6 10%	2 2%	9 15%
Mean	6.72	7.76	8.16	7.10	5.82	6.67	5.90	6.81	6.71	6.55	6.92	7.83
Standard deviation	2.46	2.08	1.82	2.31	2.62	2.23	2.62	2.12	2.61	2.63	2.36	1.74
Standard error	0.06	0.11	0.12	0.20	0.11	0.11	0.21	0.09	0.08	0.31	0.22	0.30

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 5

Based on how he came across to you in that video, please give David Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Experience in government

		Gender		Age						Social Class				Region					Voting Intention					
		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	Con-ser-vative	Labour	Lib-eral Democ-rat	NOT Labour	Don't know/refuse
Unweighted base		2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base		2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
10	(10)	231 11%	97 10%	133 13%	20 8%	25 8%	26 7%	41 12%	36 12%	82 20%	57 10%	57 10%	48 11%	68 15%	63 12%	50 9%	62 12%	30 10%	26 15%	35 6%	135 24%	15 8%	95 7%	8 7%
9	(9)	213 11%	103 10%	110 11%	24 10%	27 8%	41 11%	39 11%	39 13%	44 10%	65 12%	52 9%	45 11%	52 11%	55 11%	51 10%	59 12%	31 11%	17 10%	58 10%	86 16%	23 12%	127 9%	2 2%
8	(8)	354 18%	179 18%	175 17%	42 17%	67 21%	72 19%	53 16%	54 18%	66 16%	107 20%	110 19%	70 17%	68 15%	104 20%	94 18%	89 18%	41 14%	26 15%	93 16%	116 21%	36 19%	238 16%	16 13%
7	(7)	314 16%	157 16%	158 15%	45 19%	42 13%	62 16%	48 14%	50 17%	68 16%	89 16%	99 17%	65 15%	61 13%	77 15%	87 16%	83 16%	41 14%	26 15%	107 18%	86 16%	33 17%	228 16%	22 18%
6	(6)	226 11%	117 12%	109 11%	22 9%	33 10%	56 15%	45 13%	31 10%	38 9%	66 12%	53 9%	66 16%	40 9%	56 11%	69 13%	47 9%	36 13%	18 10%	78 13%	38 7%	23 12%	187 13%	10 8%
5	(5)	195 10%	110 11%	86 8%	28 12%	29 9%	43 11%	33 10%	22 7%	41 10%	55 10%	52 9%	40 9%	48 10%	40 8%	57 11%	44 9%	37 13%	17 10%	67 11%	46 8%	13 7%	150 10%	12 10%
4	(4)	71 4%	29 3%	42 4%	10 4%	14 4%	11 3%	7 2%	13 4%	17 4%	17 3%	25 4%	17 4%	11 2%	16 3%	21 4%	20 4%	8 3%	5 3%	28 5%	6 1%	10 5%	65 4%	5 4%
3	(3)	54 3%	34 3%	20 2%	4 2%	13 4%	10 3%	11 3%	3 1%	13 3%	15 3%	22 4%	7 2%	10 2%	11 2%	14 3%	15 3%	9 3%	6 3%	21 4%	6 1%	8 4%	48 3%	4 4%
2	(2)	46 2%	28 3%	18 2%	1 *	6 2%	11 3%	12 4%	9 3%	7 2%	13 2%	17 3%	9 2%	8 2%	9 2%	16 3%	5 1%	7 2%	9 5%	27 5%	5 1%	2 1%	41 3%	1 1%
1	(1)	32 2%	16 2%	16 2%	* *	7 2%	6 1%	4 1%	6 2%	9 2%	9 2%	11 2%	4 1%	8 2%	7 1%	10 2%	14 3%	2 1%	- -	22 4%	2 *	* *	30 2%	1 *
0	(0)	44 2%	31 3%	13 1%	6 2%	5 2%	6 2%	8 2%	13 4%	6 1%	9 2%	14 2%	5 1%	16 3%	15 3%	12 2%	9 2%	6 2%	2 1%	22 4%	1 *	3 1%	43 3%	4 4%
NET: 8-10		797 40%	379 38%	418 41%	86 36%	119 37%	139 36%	133 39%	129 43%	192 46%	228 42%	219 38%	162 38%	188 41%	221 43%	195 37%	210 42%	102 35%	70 40%	186 31%	337 61%	75 40%	460 32%	26 22%
NET: 4-7		806 40%	412 42%	394 38%	105 44%	117 36%	171 45%	132 39%	116 39%	164 39%	228 42%	230 39%	187 44%	161 35%	189 37%	235 44%	193 38%	123 42%	66 38%	280 47%	176 32%	77 41%	630 43%	48 41%
NET: 0-3		176 9%	109 11%	67 7%	11 5%	30 9%	32 9%	35 10%	32 11%	35 8%	46 9%	64 11%	24 6%	42 9%	42 8%	53 10%	42 8%	23 8%	17 10%	93 16%	15 3%	13 7%	162 11%	10 8%

Prepared by Populus



Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 5

Based on how he came across to you in that video, please give David Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Experience in government

	Gender		Age						Social Class				Region					Voting Intention					
	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	Con-ser-vative	Labour	Lib-eral Democ-rat	NOT Labour	Don't know/ refuse
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
Don't know	231	85	146	39	56	40	42	24	31	40	71	48	72	59	48	60	42	22	36	26	24	205	34
	11%	9%	14%	16%	17%	10%	12%	8%	7%	7%	12%	11%	16%	12%	9%	12%	15%	12%	6%	5%	13%	14%	29%
Mean	6.83	6.63	7.03	6.89	6.65	6.67	6.79	6.77	7.12	6.87	6.64	6.94	6.92	6.96	6.62	6.94	6.76	6.93	6.12	7.90	6.95	6.38	6.33
Standard deviation	2.39	2.47	2.29	2.15	2.36	2.22	2.46	2.63	2.44	2.30	2.47	2.18	2.60	2.42	2.39	2.40	2.32	2.41	2.58	1.89	2.12	2.44	2.39
Standard error	0.06	0.08	0.08	0.16	0.15	0.12	0.14	0.15	0.13	0.09	0.12	0.14	0.13	0.11	0.11	0.11	0.15	0.20	0.10	0.09	0.14	0.07	0.27

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 5

Based on how he came across to you in that video, please give David Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Experience in government

		Vote in 2010						Swing Voters		May 2005 Vote			
		Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Democrat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base		2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base		2011	521	311	210	567	307	138	555	1168	66	77	62
10	(10)	231 11%	119 23%	103 33%	17 8%	33 6%	29 10%	4 3%	46 8%	163 14%	8 11%	10 13%	16 25%
9	(9)	213 11%	84 16%	48 15%	36 17%	49 9%	27 9%	12 8%	58 10%	143 12%	5 8%	6 8%	3 5%
8	(8)	354 18%	98 19%	56 18%	43 20%	95 17%	69 23%	20 15%	97 18%	211 18%	6 9%	26 33%	16 26%
7	(7)	314 16%	80 15%	37 12%	44 21%	103 18%	56 18%	17 12%	89 16%	193 17%	11 16%	11 15%	5 8%
6	(6)	226 11%	30 6%	16 5%	15 7%	81 14%	34 11%	16 12%	74 13%	119 10%	20 30%	9 11%	8 12%
5	(5)	195 10%	41 8%	28 9%	12 6%	67 12%	29 9%	18 13%	58 11%	112 10%	6 9%	8 11%	4 7%
4	(4)	71 4%	15 3%	2 1%	13 6%	20 3%	12 4%	13 9%	24 4%	35 3%	1 1%	2 3%	- -
3	(3)	54 3%	9 2%	5 2%	4 2%	20 4%	7 2%	4 3%	8 1%	34 3%	* 1%	1 1%	- -
2	(2)	46 2%	3 1%	1 *	3 1%	22 4%	6 2%	4 3%	14 3%	30 3%	2 3%	* *	- -
1	(1)	32 2%	2 *	- -	2 1%	15 3%	2 1%	4 3%	4 1%	25 2%	4 5%	1 2%	- -
0	(0)	44 2%	3 1%	1 *	3 1%	25 4%	4 1%	5 4%	9 2%	28 2%	2 4%	1 1%	- -
NET: 8-10		797 40%	302 58%	207 66%	95 45%	177 31%	125 41%	36 26%	201 36%	517 44%	19 28%	41 54%	34 55%
NET: 4-7		806 40%	166 32%	83 27%	83 40%	270 48%	132 43%	64 46%	245 44%	458 39%	37 56%	31 40%	17 27%
NET: 0-3		176 9%	18 3%	6 2%	12 6%	82 14%	19 6%	17 13%	35 6%	116 10%	8 12%	3 4%	- -

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 5

Based on how he came across to you in that video, please give David Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Experience in government

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Demo-crat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
Don't know	231 11%	36 7%	16 5%	20 9%	38 7%	31 10%	21 15%	74 13%	76 7%	2 3%	2 3%	11 17%
Mean	6.83	7.78	8.20	7.13	6.18	6.94	5.88	6.79	6.92	6.33	7.26	8.03
Standard deviation	2.39	2.04	1.86	2.13	2.53	2.12	2.49	2.19	2.47	2.56	1.96	1.66
Standard error	0.06	0.11	0.13	0.18	0.10	0.10	0.20	0.10	0.07	0.30	0.18	0.28

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 6

Based on how he came across to you in that video, please give David Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Experience of life outside politics

	Gender			Age						Social Class				Region					Voting Intention					
	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	Con-ser-vative	Labour	Lib-eral Democ-rat	NOT Labour	Don't know/refuse	
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110	
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118	
10	(10)	150 7%	61 6%	89 9%	20 8%	12 4%	15 4%	27 8%	28 9%	47 11%	24 4%	35 6%	40 9%	51 11%	37 7%	24 5%	55 11%	20 7%	14 8%	12 2%	96 17%	10 6%	54 4%	5 4%
9	(9)	126 6%	47 5%	79 8%	17 7%	15 5%	31 8%	16 5%	19 6%	27 7%	23 4%	36 6%	37 9%	30 6%	30 6%	39 7%	30 6%	18 6%	10 5%	34 6%	48 9%	6 3%	77 5%	2 1%
8	(8)	221 11%	91 9%	130 13%	35 14%	32 10%	43 11%	40 12%	31 10%	41 10%	59 11%	66 11%	42 10%	55 12%	52 10%	61 12%	56 11%	29 10%	23 13%	35 6%	84 15%	18 10%	137 9%	19 16%
7	(7)	259 13%	125 13%	134 13%	41 17%	40 12%	52 14%	42 12%	33 11%	50 12%	70 13%	82 14%	55 13%	51 11%	75 15%	66 12%	59 12%	40 14%	19 11%	70 12%	80 14%	24 13%	178 12%	15 13%
6	(6)	220 11%	111 11%	109 11%	22 9%	52 16%	40 10%	40 12%	29 10%	38 9%	54 10%	69 12%	60 14%	37 8%	51 10%	51 10%	53 10%	35 12%	31 18%	58 10%	70 13%	24 13%	150 10%	9 7%
5	(5)	219 11%	124 13%	96 9%	19 8%	29 9%	62 16%	43 12%	31 10%	35 8%	70 13%	49 8%	55 13%	46 10%	73 14%	61 11%	41 8%	27 9%	19 11%	75 13%	52 9%	20 11%	167 11%	10 9%
4	(4)	108 5%	54 6%	54 5%	14 6%	22 7%	19 5%	14 4%	19 6%	21 5%	35 6%	32 5%	16 4%	25 5%	27 5%	29 5%	33 7%	12 4%	7 4%	37 6%	25 5%	17 9%	83 6%	2 2%
3	(3)	99 5%	59 6%	40 4%	13 5%	18 6%	21 5%	16 5%	14 5%	17 4%	30 6%	32 5%	17 4%	20 4%	20 4%	27 5%	24 5%	21 7%	7 4%	40 7%	15 3%	9 5%	85 6%	8 7%
2	(2)	79 4%	58 6%	21 2%	6 2%	14 4%	17 4%	15 5%	7 2%	20 5%	31 6%	24 4%	12 3%	12 3%	20 4%	26 5%	21 4%	8 3%	5 3%	38 6%	9 2%	9 5%	70 5%	3 3%
1	(1)	58 3%	39 4%	18 2%	2 1%	13 4%	16 4%	10 3%	8 3%	9 2%	15 3%	23 4%	11 3%	9 2%	11 2%	19 4%	13 3%	8 3%	7 4%	24 4%	10 2%	4 2%	48 3%	- -
0	(0)	112 6%	71 7%	41 4%	12 5%	10 3%	13 3%	21 6%	28 9%	28 7%	31 6%	35 6%	14 3%	32 7%	28 5%	31 6%	33 6%	11 4%	10 6%	62 10%	10 2%	11 6%	102 7%	7 6%
NET: 8-10		497 25%	199 20%	298 29%	72 30%	59 18%	89 23%	83 24%	79 26%	115 27%	106 20%	137 24%	118 28%	135 29%	119 23%	124 23%	140 28%	68 23%	47 27%	82 14%	229 41%	34 18%	268 18%	26 22%
NET: 4-7		806 40%	414 42%	392 38%	97 40%	142 44%	173 45%	138 40%	111 37%	145 34%	229 42%	231 40%	186 44%	160 34%	225 44%	206 39%	185 37%	114 39%	75 43%	240 40%	228 41%	86 46%	578 40%	36 31%
NET: 0-3		348 17%	228 23%	120 12%	32 13%	55 17%	67 18%	63 18%	58 19%	74 17%	107 20%	115 20%	53 13%	73 16%	79 15%	104 20%	90 18%	48 16%	28 16%	164 28%	44 8%	34 18%	304 21%	18 15%

Prepared by Populus



Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 6

Based on how he came across to you in that video, please give David Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Experience of life outside politics

	Gender			Age						Social Class				Region					Voting Intention				
	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	Con-ser-vative	Labour	Lib-eral Democ-rat	NOT Labour	Don't know/refuse
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
Don't know	360 18%	145 15%	215 21%	40 17%	65 20%	53 14%	58 17%	54 18%	89 21%	101 19%	100 17%	65 15%	94 20%	88 17%	97 18%	89 18%	60 21%	25 14%	109 18%	54 10%	34 18%	306 21%	39 33%
Mean	5.80	5.31	6.30	6.27	5.57	5.70	5.72	5.67	5.95	5.42	5.65	6.24	6.03	5.83	5.57	5.89	5.93	5.91	4.72	6.97	5.45	5.29	5.84
Standard deviation	2.80	2.85	2.65	2.64	2.54	2.58	2.82	3.07	3.02	2.70	2.84	2.60	2.97	2.71	2.80	2.96	2.66	2.75	2.85	2.44	2.66	2.79	2.68
Standard error	0.07	0.10	0.10	0.20	0.16	0.14	0.16	0.19	0.17	0.11	0.14	0.17	0.16	0.13	0.13	0.14	0.19	0.23	0.12	0.12	0.18	0.08	0.30

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 6

Based on how he came across to you in that video, please give David Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Experience of life outside politics

		Vote in 2010						Swing Voters		May 2005 Vote			
		Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Democrat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base		2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base		2011	521	311	210	567	307	138	555	1168	66	77	62
10	(10)	150 7%	92 18%	77 25%	15 7%	9 2%	13 4%	2 1%	19 3%	116 10%	3 5%	6 8%	8 13%
9	(9)	126 6%	37 7%	29 9%	8 4%	30 5%	15 5%	5 4%	32 6%	76 6%	3 5%	5 6%	4 6%
8	(8)	221 11%	82 16%	52 17%	29 14%	30 5%	36 12%	16 12%	61 11%	119 10%	8 12%	12 16%	11 18%
7	(7)	259 13%	69 13%	41 13%	29 14%	72 13%	46 15%	14 10%	82 15%	146 13%	10 15%	12 15%	8 13%
6	(6)	220 11%	63 12%	31 10%	32 15%	61 11%	37 12%	11 8%	62 11%	129 11%	11 17%	11 15%	5 8%
5	(5)	219 11%	44 9%	27 9%	18 8%	69 12%	33 11%	17 13%	69 12%	123 11%	6 9%	10 13%	6 10%
4	(4)	108 5%	26 5%	12 4%	13 6%	33 6%	18 6%	9 6%	33 6%	64 5%	4 7%	5 6%	5 8%
3	(3)	99 5%	15 3%	8 3%	7 3%	38 7%	14 5%	8 6%	24 4%	55 5%	5 8%	2 2%	1 2%
2	(2)	79 4%	10 2%	4 1%	7 3%	33 6%	12 4%	7 5%	19 3%	53 4%	1 1%	-	-
1	(1)	58 3%	6 1%	4 1%	3 1%	23 4%	12 4%	9 6%	16 3%	38 3%	1 2%	5 6%	-
0	(0)	112 6%	7 1%	1 *	6 3%	66 12%	15 5%	10 7%	17 3%	83 7%	4 6%	2 3%	-
NET: 8-10		497 25%	211 40%	158 51%	53 25%	68 12%	64 21%	23 17%	111 20%	310 27%	14 22%	23 31%	23 37%
NET: 4-7		806 40%	202 39%	111 36%	91 43%	235 41%	134 44%	51 37%	246 44%	462 40%	31 48%	38 49%	24 39%
NET: 0-3		348 17%	39 8%	17 5%	23 11%	161 28%	52 17%	33 24%	76 14%	229 20%	12 18%	9 12%	1 2%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 6

Based on how he came across to you in that video, please give David Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Experience of life outside politics

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con- ser- vative	Lib- eral Demo- crat	Other	Yes	No	Lab-Con Switch- ers	Lab-Lib Switch- ers	Past Labour non- voters
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
Don't know	360 18%	69 13%	25 8%	43 21%	103 18%	57 19%	31 22%	121 22%	167 14%	8 13%	6 8%	13 22%
Mean	5.80	7.00	7.48	6.18	4.62	5.64	4.88	5.79	5.76	5.70	6.20	7.13
Standard deviation	2.80	2.41	2.27	2.44	2.84	2.65	2.79	2.46	2.96	2.61	2.54	2.01
Standard error	0.07	0.13	0.16	0.22	0.12	0.13	0.24	0.12	0.09	0.31	0.25	0.35

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 7

Based on how he came across to you in that video, please give David Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Talks in straightforward language, not just politician-language

		Gender		Age						Social Class				Region					Voting Intention					
		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	Con-ser-vative	Labour	Lib-eral Democ-rat	NOT Labour	Don't know/refuse
Unweighted base		2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base		2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
10	(10)	312 15%	110 11%	202 20%	37 15%	27 8%	54 14%	51 15%	49 16%	93 22%	66 12%	72 12%	70 17%	104 22%	79 15%	69 13%	95 19%	35 12%	33 19%	43 7%	183 33%	19 10%	129 9%	13 11%
9	(9)	237 12%	100 10%	137 13%	32 13%	37 11%	41 11%	32 9%	40 13%	56 13%	50 9%	83 14%	55 13%	49 11%	59 11%	66 12%	49 10%	45 16%	19 11%	60 10%	68 12%	27 14%	168 12%	12 10%
8	(8)	347 17%	149 15%	198 19%	45 19%	50 16%	67 18%	58 17%	50 17%	75 18%	87 16%	93 16%	81 19%	86 18%	81 16%	88 17%	97 19%	57 20%	23 13%	90 15%	104 19%	38 20%	242 17%	19 16%
7	(7)	239 12%	127 13%	112 11%	31 13%	47 14%	48 13%	46 14%	29 10%	37 9%	77 14%	77 13%	52 12%	32 7%	72 14%	41 8%	52 10%	42 15%	32 18%	65 11%	69 12%	21 11%	170 12%	11 9%
6	(6)	183 9%	104 11%	78 8%	30 12%	40 12%	42 11%	30 9%	17 6%	24 6%	56 10%	54 9%	38 9%	34 7%	52 10%	57 11%	39 8%	17 6%	17 10%	57 10%	46 8%	18 9%	136 9%	9 8%
5	(5)	194 10%	107 11%	87 8%	14 6%	32 10%	47 12%	35 10%	28 9%	37 9%	59 11%	60 10%	40 9%	34 7%	50 10%	57 11%	50 10%	26 9%	11 6%	70 12%	39 7%	20 11%	155 11%	15 12%
4	(4)	84 4%	37 4%	47 5%	11 4%	10 3%	16 4%	14 4%	12 4%	22 5%	30 6%	25 4%	9 2%	20 4%	22 4%	33 6%	12 2%	15 5%	1 1%	40 7%	5 1%	12 7%	78 5%	6 5%
3	(3)	71 4%	48 5%	23 2%	2 1%	17 5%	11 3%	13 4%	10 3%	17 4%	24 4%	24 4%	14 3%	9 2%	16 3%	18 3%	17 3%	12 4%	7 4%	40 7%	5 1%	4 2%	66 5%	1 1%
2	(2)	91 5%	56 6%	35 3%	7 3%	13 4%	14 4%	26 8%	17 6%	14 3%	26 5%	28 5%	19 5%	18 4%	21 4%	33 6%	20 4%	5 2%	13 7%	50 8%	7 1%	7 3%	84 6%	7 6%
1	(1)	56 3%	33 3%	23 2%	4 2%	12 4%	9 2%	6 2%	11 4%	14 3%	22 4%	6 1%	16 4%	12 3%	15 3%	20 4%	13 3%	8 3%	1 *	23 4%	8 1%	7 4%	48 3%	- -
0	(0)	99 5%	67 7%	32 3%	12 5%	14 4%	18 5%	11 3%	26 9%	18 4%	29 5%	33 6%	10 2%	26 6%	24 5%	24 4%	29 6%	14 5%	9 5%	41 7%	8 1%	11 6%	91 6%	6 5%
NET: 8-10		895 45%	359 36%	537 52%	114 47%	114 35%	163 43%	142 41%	139 46%	224 53%	203 37%	248 43%	206 49%	238 52%	219 43%	223 42%	241 48%	138 47%	75 43%	194 33%	356 64%	84 45%	540 37%	44 37%
NET: 4-7		699 35%	375 38%	324 32%	86 35%	128 40%	154 40%	125 37%	86 29%	120 29%	223 41%	216 37%	139 33%	120 26%	196 38%	188 35%	154 30%	101 35%	61 35%	232 39%	159 29%	71 38%	540 37%	40 34%
NET: 0-3		317 16%	204 21%	113 11%	25 10%	57 18%	52 14%	57 17%	63 21%	62 15%	102 19%	90 15%	59 14%	65 14%	76 15%	94 18%	79 16%	39 13%	29 16%	154 26%	29 5%	28 15%	288 20%	14 12%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 7

Based on how he came across to you in that video, please give David Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Talks in straightforward language, not just politician-language

	Gender		Age						Social Class				Region					Voting Intention					
	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	Con-ser-vative	Labour	Lib-eral Democ-rat	NOT Labour	Don't know/ refuse
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
Don't know	100	48	52	16	23	14	18	13	16	15	28	18	39	21	27	30	13	9	15	10	5	89	21
	5%	5%	5%	7%	7%	4%	5%	4%	4%	3%	5%	4%	8%	4%	5%	6%	4%	5%	3%	2%	3%	6%	18%
Mean	6.56	6.05	7.06	6.91	6.21	6.55	6.49	6.30	6.90	6.15	6.51	6.85	6.88	6.58	6.28	6.69	6.72	6.77	5.60	7.90	6.39	6.03	6.46
Standard deviation	2.87	2.96	2.69	2.70	2.75	2.74	2.78	3.22	2.93	2.87	2.80	2.72	3.03	2.82	2.91	2.95	2.73	2.86	2.94	2.27	2.83	2.91	2.78
Standard error	0.07	0.09	0.09	0.19	0.16	0.14	0.15	0.18	0.15	0.10	0.13	0.16	0.15	0.13	0.13	0.17	0.23	0.12	0.11	0.18	0.08	0.29	

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 7

Based on how he came across to you in that video, please give David Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Talks in straightforward language, not just politician-language

		Vote in 2010						Swing Voters		May 2005 Vote			
		Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Democ-rat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base		2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base		2011	521	311	210	567	307	138	555	1168	66	77	62
10	(10)	312 15%	169 32%	130 42%	39 19%	34 6%	35 12%	9 6%	55 10%	224 19%	9 14%	14 19%	17 27%
9	(9)	237 12%	65 12%	32 10%	33 16%	51 9%	44 14%	11 8%	78 14%	119 10%	10 16%	8 11%	10 17%
8	(8)	347 17%	101 19%	53 17%	48 23%	91 16%	65 21%	19 14%	112 20%	194 17%	14 21%	17 23%	11 18%
7	(7)	239 12%	61 12%	42 13%	19 9%	63 11%	40 13%	16 11%	73 13%	139 12%	3 5%	13 16%	4 6%
6	(6)	183 9%	41 8%	19 6%	22 11%	56 10%	29 9%	14 10%	64 12%	95 8%	7 10%	3 4%	4 6%
5	(5)	194 10%	34 6%	14 4%	20 9%	68 12%	29 10%	20 14%	57 10%	110 9%	10 15%	8 10%	3 5%
4	(4)	84 4%	8 2%	4 1%	4 2%	36 6%	11 4%	7 5%	25 4%	47 4%	1 2%	4 5%	4 7%
3	(3)	71 4%	1 *	- -	1 1%	32 6%	8 3%	4 3%	16 3%	43 4%	3 4%	2 2%	2 2%
2	(2)	91 5%	12 2%	4 1%	8 4%	49 9%	11 4%	7 5%	19 4%	61 5%	1 1%	1 1%	1 1%
1	(1)	56 3%	10 2%	3 1%	7 3%	23 4%	11 4%	8 5%	12 2%	40 3%	3 4%	4 5%	- -
0	(0)	99 5%	7 1%	2 1%	5 2%	45 8%	14 4%	14 10%	19 3%	64 6%	3 5%	2 3%	1 2%
NET: 8-10		895 45%	335 64%	215 69%	120 57%	176 31%	144 47%	38 28%	244 44%	537 46%	33 51%	40 52%	38 62%
NET: 4-7		699 35%	143 27%	78 25%	65 31%	223 39%	110 36%	56 40%	219 39%	391 34%	21 32%	28 36%	15 24%
NET: 0-3		317 16%	30 6%	8 3%	21 10%	149 26%	43 14%	33 24%	67 12%	208 18%	10 15%	9 11%	3 6%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 7

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Base: All respondents

Talks in straightforward language, not just politician-language

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con- ser- vative	Lib- eral Demo- crat	Other	Yes	No	Lab-Con Switch- ers	Lab-Lib Switch- ers	Past Labour non- voters
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
Don't know	100	14	10	4	19	10	11	25	31	2	*	5
	5%	3%	3%	2%	3%	3%	8%	5%	3%	3%	1%	8%
Mean	6.56	7.86	8.33	7.18	5.48	6.63	5.39	6.65	6.55	6.63	6.93	7.72
Standard deviation	2.87	2.33	2.00	2.59	2.95	2.74	3.06	2.56	3.00	2.85	2.71	2.44
Standard error	0.07	0.12	0.14	0.21	0.12	0.13	0.24	0.11	0.09	0.33	0.25	0.40

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 8

Based on how he came across to you in that video, please give David Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Being in touch with the lives of ordinary working people

	Gender			Age						Social Class				Region					Voting Intention					
	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	Con-ser-vative	Labour	Lib-eral Democ-rat	NOT Labour	Don't know/refuse	
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110	
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118	
10	(10)	294 15%	108 11%	186 18%	40 16%	34 11%	49 13%	42 12%	45 15%	84 20%	66 12%	61 11%	68 16%	99 21%	72 14%	62 12%	82 16%	43 15%	34 19%	44 7%	160 29%	19 10%	134 9%	12 10%
9	(9)	225 11%	94 10%	131 13%	36 15%	27 8%	46 12%	30 9%	34 11%	52 12%	56 10%	55 9%	62 15%	51 11%	63 12%	56 11%	60 12%	31 11%	16 9%	44 7%	89 16%	16 9%	136 9%	8 7%
8	(8)	310 15%	125 13%	185 18%	39 16%	56 17%	59 15%	59 17%	35 11%	63 15%	72 13%	120 21%	54 13%	64 14%	74 15%	80 15%	80 16%	55 19%	20 11%	75 13%	85 15%	31 17%	225 15%	28 24%
7	(7)	269 13%	146 15%	123 12%	37 15%	44 14%	54 14%	45 13%	39 13%	51 12%	79 15%	83 14%	59 14%	48 10%	76 15%	65 12%	56 11%	47 16%	26 15%	72 12%	78 14%	32 17%	191 13%	14 12%
6	(6)	177 9%	98 10%	79 8%	26 11%	31 10%	39 10%	39 12%	22 7%	19 4%	52 10%	56 10%	41 10%	28 6%	41 8%	58 11%	37 7%	20 7%	20 12%	56 9%	52 9%	25 13%	125 9%	6 5%
5	(5)	173 9%	93 9%	80 8%	17 7%	34 10%	41 11%	29 9%	24 8%	29 7%	53 10%	46 8%	42 10%	32 7%	45 9%	34 6%	50 10%	29 10%	15 8%	75 13%	31 6%	13 7%	142 10%	9 8%
4	(4)	99 5%	50 5%	49 5%	11 4%	15 5%	20 5%	14 4%	13 4%	26 6%	34 6%	29 5%	19 5%	17 4%	28 5%	32 6%	22 4%	10 4%	7 4%	39 7%	9 2%	15 8%	90 6%	6 5%
3	(3)	78 4%	47 5%	31 3%	3 1%	14 4%	10 3%	17 5%	15 5%	17 4%	27 5%	18 3%	16 4%	17 4%	18 3%	30 6%	19 4%	7 2%	3 2%	47 8%	4 1%	6 3%	74 5%	2 2%
2	(2)	68 3%	45 5%	24 2%	4 2%	6 2%	10 3%	13 4%	16 5%	19 4%	28 5%	17 3%	5 1%	17 4%	18 4%	23 4%	12 2%	7 3%	8 4%	38 6%	6 1%	6 3%	62 4%	3 3%
1	(1)	86 4%	47 5%	39 4%	2 1%	21 7%	16 4%	16 5%	15 5%	16 4%	23 4%	24 4%	21 5%	17 4%	18 4%	29 5%	20 4%	11 4%	8 5%	35 6%	13 2%	5 3%	73 5%	5 4%
0	(0)	110 5%	73 7%	37 4%	9 4%	12 4%	22 6%	17 5%	26 9%	25 6%	30 6%	34 6%	14 3%	33 7%	28 5%	30 6%	32 6%	12 4%	8 5%	49 8%	12 2%	12 6%	98 7%	7 6%
NET: 8-10		829 41%	327 33%	502 49%	114 47%	117 36%	154 40%	131 38%	114 38%	199 47%	194 36%	236 41%	185 44%	214 46%	210 41%	198 37%	222 44%	129 44%	70 40%	162 27%	334 60%	67 35%	495 34%	48 41%
NET: 4-7		718 36%	387 39%	331 32%	90 37%	124 38%	154 40%	127 37%	98 33%	125 29%	218 40%	214 37%	162 38%	124 27%	191 37%	189 36%	165 33%	105 36%	67 39%	243 41%	170 31%	84 45%	548 38%	35 29%
NET: 0-3		342 17%	211 21%	131 13%	18 8%	54 17%	58 15%	62 18%	73 24%	77 18%	109 20%	93 16%	56 13%	84 18%	82 16%	113 21%	83 16%	37 13%	27 16%	168 28%	36 6%	30 16%	307 21%	16 14%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 8

Based on how he came across to you in that video, please give David Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Being in touch with the lives of ordinary working people

	Gender		Age						Social Class				Region					Voting Intention					
	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	Con-ser-vative	Labour	Lib-eral Democ-rat	NOT Labour	Don't know/ refuse
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
Don't know	122	60	62	19	27	17	21	17	22	23	40	20	40	28	30	34	19	10	21	15	7	108	19
	6%	6%	6%	8%	8%	4%	6%	6%	5%	4%	7%	5%	9%	6%	6%	7%	6%	6%	4%	3%	4%	7%	16%
Mean	6.41	5.92	6.88	7.13	6.20	6.40	6.26	6.00	6.58	6.08	6.34	6.72	6.61	6.45	6.06	6.50	6.72	6.55	5.33	7.72	6.19	5.88	6.40
Standard deviation	2.95	3.02	2.79	2.50	2.82	2.86	2.87	3.25	3.11	2.93	2.85	2.77	3.21	2.91	3.00	3.01	2.76	2.95	2.98	2.42	2.79	2.98	2.91
Standard error	0.07	0.10	0.09	0.18	0.17	0.14	0.16	0.19	0.16	0.11	0.13	0.17	0.16	0.13	0.13	0.14	0.18	0.24	0.12	0.12	0.18	0.08	0.30

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 8

Based on how he came across to you in that video, please give David Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Being in touch with the lives of ordinary working people

		Vote in 2010						Swing Voters		May 2005 Vote			
		Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Democrat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base		2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base		2011	521	311	210	567	307	138	555	1168	66	77	62
10	(10)	294 15%	143 27%	104 33%	39 19%	35 6%	35 11%	7 5%	62 11%	196 17%	9 13%	12 16%	22 36%
9	(9)	225 11%	86 16%	53 17%	33 16%	42 7%	31 10%	12 9%	71 13%	128 11%	8 13%	10 13%	12 19%
8	(8)	310 15%	83 16%	50 16%	33 16%	79 14%	60 20%	15 11%	87 16%	164 14%	7 11%	13 17%	9 15%
7	(7)	269 13%	68 13%	40 13%	28 13%	66 12%	51 17%	15 11%	81 15%	153 13%	9 14%	14 19%	4 7%
6	(6)	177 9%	41 8%	22 7%	19 9%	53 9%	30 10%	13 10%	65 12%	99 8%	8 12%	8 11%	1 1%
5	(5)	173 9%	33 6%	14 4%	19 9%	64 11%	23 7%	16 12%	46 8%	99 8%	7 11%	6 8%	3 4%
4	(4)	99 5%	10 2%	3 1%	6 3%	40 7%	18 6%	10 7%	30 5%	54 5%	3 5%	2 3%	2 3%
3	(3)	78 4%	6 1%	2 1%	4 2%	42 7%	10 3%	2 2%	18 3%	53 5%	- -	2 2%	- -
2	(2)	68 3%	6 1%	4 1%	3 1%	34 6%	10 3%	5 4%	18 3%	45 4%	5 8%	1 2%	2 3%
1	(1)	86 4%	19 4%	6 2%	13 6%	33 6%	11 3%	10 7%	16 3%	57 5%	2 3%	4 5%	- -
0	(0)	110 5%	9 2%	1 *	8 4%	56 10%	15 5%	16 11%	19 3%	76 7%	4 6%	3 4%	- -
NET: 8-10		829 41%	312 60%	207 67%	105 50%	156 27%	125 41%	34 25%	220 40%	488 42%	24 37%	35 46%	43 70%
NET: 4-7		718 36%	152 29%	79 26%	72 35%	224 39%	121 40%	54 39%	223 40%	406 35%	28 42%	31 40%	9 15%
NET: 0-3		342 17%	40 8%	13 4%	27 13%	164 29%	45 15%	34 24%	72 13%	231 20%	11 16%	10 13%	2 3%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 8

Based on how he came across to you in that video, please give David Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Being in touch with the lives of ordinary working people

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con- ser- vative	Lib- eral Demo- crat	Other	Yes	No	Lab-Con Switch- ers	Lab-Lib Switch- ers	Past Labour non- voters
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
Don't know	122 6%	17 3%	12 4%	5 2%	24 4%	15 5%	16 12%	40 7%	43 4%	3 5%	* *	8 13%
Mean	6.41	7.63	8.12	6.90	5.24	6.45	5.16	6.55	6.32	6.28	6.79	8.49
Standard deviation	2.95	2.50	2.12	2.83	3.03	2.75	3.14	2.65	3.08	2.92	2.74	1.96
Standard error	0.07	0.13	0.14	0.23	0.12	0.13	0.25	0.11	0.09	0.34	0.25	0.33

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 9

Based on how he came across to you in that video, please give David Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Speaks their mind

	Gender			Age						Social Class				Region					Voting Intention					
	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	Con-ser-vative	Labour	Lib-eral Democ-rat	NOT Labour	Don't know/refuse	
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110	
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118	
10	(10)	262 13%	110 11%	151 15%	24 10%	23 7%	44 12%	54 16%	42 14%	74 18%	55 10%	54 9%	56 13%	96 21%	52 10%	63 12%	76 15%	40 14%	30 17%	39 7%	153 28%	15 8%	109 7%	12 10%
9	(9)	219 11%	84 9%	134 13%	31 13%	30 9%	38 10%	20 6%	36 12%	63 15%	38 7%	73 13%	60 14%	48 10%	73 14%	45 9%	46 9%	35 12%	19 11%	47 8%	95 17%	16 9%	124 8%	9 8%
8	(8)	331 16%	147 15%	184 18%	41 17%	48 15%	57 15%	61 18%	57 19%	67 16%	94 17%	94 16%	67 16%	76 16%	81 16%	86 16%	81 16%	47 16%	36 21%	82 14%	102 18%	32 17%	229 16%	16 13%
7	(7)	265 13%	140 14%	125 12%	37 16%	43 13%	62 16%	45 13%	30 10%	47 11%	80 15%	86 15%	55 13%	43 9%	69 13%	57 11%	73 14%	49 17%	18 10%	91 15%	64 11%	32 17%	201 14%	12 10%
6	(6)	200 10%	99 10%	101 10%	27 11%	46 14%	44 11%	34 10%	24 8%	26 6%	67 12%	59 10%	53 13%	21 4%	58 11%	64 12%	38 7%	23 8%	18 10%	67 11%	44 8%	24 13%	156 11%	7 6%
5	(5)	217 11%	120 12%	97 9%	26 11%	29 9%	51 13%	36 10%	29 10%	46 11%	62 11%	67 11%	43 10%	46 10%	54 11%	66 12%	55 11%	34 12%	8 5%	84 14%	38 7%	21 11%	178 12%	14 12%
4	(4)	92 5%	49 5%	43 4%	10 4%	10 3%	16 4%	17 5%	16 5%	22 5%	38 7%	24 4%	14 3%	17 4%	20 4%	31 6%	20 4%	9 3%	12 7%	35 6%	10 2%	13 7%	82 6%	9 8%
3	(3)	85 4%	52 5%	33 3%	6 2%	24 8%	12 3%	15 4%	10 3%	18 4%	27 5%	24 4%	18 4%	16 3%	21 4%	20 4%	25 5%	11 4%	8 4%	36 6%	8 1%	11 6%	77 5%	3 2%
2	(2)	49 2%	38 4%	11 1%	1 *	6 2%	11 3%	8 2%	7 2%	15 3%	14 3%	13 2%	11 3%	11 2%	12 2%	16 3%	11 2%	5 2%	5 3%	29 5%	4 1%	4 2%	45 3%	1 1%
1	(1)	49 2%	20 2%	30 3%	6 2%	10 3%	5 1%	12 3%	9 3%	8 2%	16 3%	15 3%	10 2%	9 2%	10 2%	19 4%	14 3%	2 1%	4 2%	22 4%	6 1%	4 2%	44 3%	- -
0	(0)	72 4%	51 5%	21 2%	9 4%	9 3%	15 4%	10 3%	19 6%	11 3%	23 4%	18 3%	7 2%	24 5%	20 4%	16 3%	19 4%	12 4%	5 3%	30 5%	7 1%	4 2%	65 4%	5 4%
NET: 8-10		811 40%	342 35%	470 46%	96 40%	101 31%	139 36%	136 40%	136 45%	204 48%	187 34%	221 38%	183 43%	220 47%	206 40%	194 37%	204 40%	123 42%	85 49%	169 28%	350 63%	63 34%	462 32%	37 31%
NET: 4-7		774 38%	408 41%	366 36%	101 42%	129 40%	173 45%	132 39%	98 33%	142 34%	247 45%	236 40%	165 39%	126 27%	200 39%	218 41%	186 37%	114 39%	56 32%	277 47%	157 28%	90 48%	618 42%	42 36%
NET: 0-3		255 13%	161 16%	95 9%	21 9%	50 15%	43 11%	45 13%	45 15%	52 12%	80 15%	70 12%	45 11%	60 13%	64 13%	71 13%	69 14%	30 10%	22 12%	118 20%	25 4%	23 12%	230 16%	9 7%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 9

Based on how he came across to you in that video, please give David Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Speaks their mind

	Gender		Age						Social Class				Region					Voting Intention					
	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	Con-ser-vative	Labour	Lib-eral Democ-rat	NOT Labour	Don't know/refuse
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
Don't know	170	75	96	23	43	27	30	23	25	29	56	29	57	41	48	46	24	12	31	23	12	147	30
	8%	8%	9%	10%	13%	7%	9%	8%	6%	5%	10%	7%	12%	8%	9%	9%	8%	7%	5%	4%	6%	10%	26%
Mean	6.60	6.22	6.97	6.73	6.25	6.53	6.58	6.52	6.90	6.22	6.55	6.86	6.89	6.59	6.36	6.61	6.85	6.88	5.79	7.87	6.37	6.08	6.49
Standard deviation	2.66	2.76	2.51	2.49	2.56	2.55	2.69	2.93	2.69	2.64	2.56	2.47	2.95	2.62	2.67	2.74	2.55	2.70	2.70	2.19	2.38	2.67	2.64
Standard error	0.06	0.09	0.08	0.18	0.15	0.13	0.15	0.17	0.14	0.10	0.12	0.15	0.15	0.12	0.12	0.13	0.16	0.22	0.11	0.11	0.15	0.07	0.29

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 9

Based on how he came across to you in that video, please give David Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Speaks their mind

		Vote in 2010						Swing Voters		May 2005 Vote			
		Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Democrat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base		2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base		2011	521	311	210	567	307	138	555	1168	66	77	62
10	(10)	262 13%	128 25%	106 34%	23 11%	32 6%	30 10%	8 6%	47 8%	185 16%	6 9%	14 18%	17 28%
9	(9)	219 11%	77 15%	56 18%	20 10%	46 8%	38 12%	9 7%	48 9%	142 12%	11 16%	9 11%	9 15%
8	(8)	331 16%	103 20%	48 15%	55 26%	84 15%	53 17%	19 14%	101 18%	190 16%	10 15%	17 22%	13 21%
7	(7)	265 13%	67 13%	33 11%	34 16%	78 14%	44 14%	16 11%	89 16%	143 12%	10 15%	11 15%	2 4%
6	(6)	200 10%	37 7%	22 7%	16 7%	71 12%	31 10%	12 9%	77 14%	102 9%	8 12%	7 9%	6 10%
5	(5)	217 11%	38 7%	20 7%	17 8%	79 14%	36 12%	19 14%	59 11%	129 11%	7 10%	6 8%	2 4%
4	(4)	92 5%	10 2%	5 2%	5 2%	33 6%	16 5%	9 7%	17 3%	56 5%	3 4%	3 4%	- -
3	(3)	85 4%	5 1%	4 1%	1 *	35 6%	16 5%	7 5%	20 4%	51 4%	2 2%	3 4%	3 4%
2	(2)	49 2%	7 1%	1 *	6 3%	23 4%	7 2%	5 4%	16 3%	32 3%	1 1%	- -	1 2%
1	(1)	49 2%	8 2%	4 1%	5 2%	20 4%	6 2%	5 4%	12 2%	33 3%	1 2%	2 3%	- -
0	(0)	72 4%	9 2%	2 1%	7 3%	35 6%	8 3%	11 8%	14 2%	46 4%	4 6%	2 2%	- -
NET: 8-10		811 40%	308 59%	210 67%	98 47%	161 28%	121 39%	36 26%	196 35%	517 44%	27 40%	40 52%	40 65%
NET: 4-7		774 38%	152 29%	80 26%	71 34%	261 46%	128 42%	56 40%	242 44%	429 37%	27 41%	28 36%	11 18%
NET: 0-3		255 13%	29 6%	11 3%	18 9%	113 20%	36 12%	28 20%	62 11%	163 14%	7 11%	7 9%	3 6%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 9

Based on how he came across to you in that video, please give David Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Speaks their mind

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con- ser- vative	Lib- eral Demo- crat	Other	Yes	No	Lab-Con Switch- ers	Lab-Lib Switch- ers	Past Labour non- voters
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
Don't know	170 8%	33 6%	10 3%	22 11%	32 6%	22 7%	18 13%	55 10%	59 5%	5 8%	2 3%	8 12%
Mean	6.60	7.68	8.14	6.94	5.74	6.58	5.54	6.53	6.65	6.60	7.14	8.07
Standard deviation	2.66	2.31	2.08	2.47	2.72	2.49	2.89	2.41	2.77	2.68	2.47	2.05
Standard error	0.06	0.12	0.14	0.21	0.11	0.12	0.23	0.10	0.08	0.31	0.23	0.34

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 10

Based on how he came across to you in that video, please give David Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Sticks to what they believe in

	Gender			Age						Social Class				Region					Voting Intention					
	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	Con-ser-vative	Labour	Lib-eral Democ-rat	NOT Labour	Don't know/refuse	
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110	
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118	
10	(10)	239 12%	106 11%	133 13%	33 14%	18 6%	39 10%	39 11%	37 12%	74 17%	54 10%	47 8%	57 13%	82 18%	52 10%	55 10%	67 13%	37 13%	28 16%	36 6%	146 26%	12 7%	93 6%	9 8%
9	(9)	207 10%	72 7%	135 13%	30 12%	22 7%	41 11%	24 7%	35 12%	55 13%	41 8%	58 10%	51 12%	57 12%	53 10%	56 11%	52 10%	28 10%	19 11%	30 5%	97 18%	21 11%	110 8%	10 8%
8	(8)	263 13%	123 12%	140 14%	37 15%	45 14%	48 13%	45 13%	41 13%	47 11%	82 15%	80 14%	51 12%	50 11%	84 16%	52 10%	70 14%	32 11%	25 14%	64 11%	80 14%	26 14%	183 13%	12 11%
7	(7)	256 13%	143 14%	113 11%	37 15%	40 13%	59 15%	50 15%	34 11%	36 8%	73 13%	91 16%	54 13%	38 8%	77 15%	59 11%	61 12%	48 16%	11 6%	76 13%	69 12%	33 17%	187 13%	10 8%
6	(6)	174 9%	89 9%	85 8%	29 12%	36 11%	39 10%	28 8%	22 7%	20 5%	51 9%	63 11%	36 8%	24 5%	34 7%	57 11%	36 7%	31 11%	16 9%	53 9%	43 8%	19 10%	131 9%	7 6%
5	(5)	229 11%	121 12%	108 10%	29 12%	37 12%	49 13%	39 11%	28 9%	46 11%	62 11%	62 11%	51 12%	54 12%	61 12%	69 13%	52 10%	24 8%	23 13%	88 15%	41 7%	24 13%	188 13%	16 13%
4	(4)	77 4%	40 4%	38 4%	7 3%	13 4%	14 4%	10 3%	12 4%	22 5%	31 6%	23 4%	10 2%	13 3%	14 3%	20 4%	26 5%	9 3%	8 5%	35 6%	10 2%	9 5%	67 5%	6 5%
3	(3)	68 3%	45 5%	23 2%	1 *	17 5%	15 4%	13 4%	7 2%	14 3%	22 4%	21 4%	15 4%	10 2%	12 2%	22 4%	17 3%	11 4%	5 3%	34 6%	9 2%	4 2%	59 4%	* *
2	(2)	51 3%	37 4%	14 1%	3 1%	7 2%	12 3%	10 3%	7 2%	10 2%	18 3%	17 3%	9 2%	7 1%	9 2%	22 4%	12 2%	4 1%	4 2%	24 4%	3 1%	7 4%	47 3%	1 1%
1	(1)	47 2%	21 2%	26 3%	1 1%	8 2%	7 2%	7 2%	12 4%	12 3%	12 2%	12 2%	10 2%	12 3%	9 2%	15 3%	12 2%	6 2%	4 3%	25 4%	4 1%	4 2%	43 3%	1 1%
0	(0)	86 4%	58 6%	28 3%	7 3%	10 3%	14 4%	17 5%	23 8%	16 4%	22 4%	25 4%	10 2%	29 6%	24 5%	23 4%	19 4%	11 4%	8 5%	38 6%	7 1%	7 4%	80 5%	6 5%
NET: 8-10		709 35%	300 30%	409 40%	100 41%	85 26%	127 33%	109 32%	112 37%	176 42%	177 33%	159 38%	189 41%	189 37%	163 31%	189 37%	97 33%	72 41%	129 22%	323 58%	59 31%	386 27%	32 27%	
NET: 4-7		736 37%	392 40%	343 33%	103 42%	126 39%	160 42%	126 37%	97 32%	124 29%	217 40%	239 41%	151 36%	128 28%	187 37%	204 39%	174 34%	112 39%	58 33%	252 42%	163 29%	85 45%	573 39%	38 32%
NET: 0-3		252 13%	161 16%	91 9%	12 5%	43 13%	48 13%	47 14%	49 16%	52 12%	75 14%	75 13%	45 11%	58 12%	54 11%	83 16%	61 12%	32 11%	22 13%	122 20%	24 4%	22 12%	228 16%	8 7%

Prepared by Populus



Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 10

Based on how he came across to you in that video, please give David Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Sticks to what they believe in

	Gender		Age						Social Class				Region					Voting Intention					
	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	Con-ser-vative	Labour	Lib-eral Democ-rat	NOT Labour	Don't know/ refuse
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
Don't know	314	132	182	27	68	46	59	43	70	73	85	67	88	81	80	81	49	23	91	45	22	269	40
	16%	13%	18%	11%	21%	12%	17%	14%	17%	14%	15%	16%	19%	16%	15%	16%	17%	13%	15%	8%	12%	18%	34%
Mean	6.48	6.11	6.86	7.05	6.09	6.42	6.34	6.26	6.74	6.25	6.32	6.76	6.71	6.61	6.16	6.57	6.63	6.57	5.45	7.84	6.31	5.90	6.34
Standard deviation	2.75	2.84	2.62	2.31	2.53	2.61	2.79	3.10	2.93	2.69	2.63	2.62	3.07	2.66	2.82	2.77	2.66	2.89	2.80	2.19	2.53	2.76	2.77
Standard error	0.07	0.10	0.09	0.17	0.16	0.14	0.16	0.19	0.16	0.10	0.13	0.17	0.16	0.13	0.13	0.13	0.18	0.24	0.12	0.11	0.17	0.08	0.31

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 10

Based on how he came across to you in that video, please give David Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Sticks to what they believe in

		Vote in 2010						Swing Voters		May 2005 Vote			
		Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Democrat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base		2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base		2011	521	311	210	567	307	138	555	1168	66	77	62
10	(10)	239 12%	127 24%	100 32%	27 13%	27 5%	23 8%	5 3%	38 7%	175 15%	4 6%	11 14%	16 25%
9	(9)	207 10%	81 16%	65 21%	16 8%	26 5%	37 12%	9 6%	47 9%	131 11%	5 8%	8 11%	13 21%
8	(8)	263 13%	73 14%	39 13%	34 16%	70 12%	49 16%	14 10%	82 15%	149 13%	8 13%	16 20%	10 15%
7	(7)	256 13%	64 12%	32 10%	32 15%	74 13%	53 17%	10 7%	88 16%	135 12%	10 16%	16 21%	6 9%
6	(6)	174 9%	32 6%	14 5%	17 8%	50 9%	26 8%	15 11%	61 11%	90 8%	4 5%	5 6%	8 13%
5	(5)	229 11%	41 8%	28 9%	13 6%	81 14%	30 10%	19 14%	61 11%	130 11%	12 19%	5 6%	3 5%
4	(4)	77 4%	8 2%	4 1%	5 2%	29 5%	12 4%	8 6%	18 3%	48 4%	2 3%	3 4%	- -
3	(3)	68 3%	7 1%	3 1%	4 2%	36 6%	7 2%	5 4%	8 1%	48 4%	2 3%	2 2%	- -
2	(2)	51 3%	9 2%	2 1%	7 3%	23 4%	7 2%	5 4%	17 3%	33 3%	1 2%	1 1%	1 2%
1	(1)	47 2%	6 1%	2 1%	5 2%	20 4%	7 2%	6 4%	10 2%	34 3%	2 3%	2 2%	- -
0	(0)	86 4%	8 2%	2 1%	6 3%	42 7%	12 4%	15 11%	16 3%	56 5%	4 6%	3 4%	- -
NET: 8-10		709 35%	281 54%	205 66%	76 36%	123 22%	108 35%	28 20%	167 30%	455 39%	17 27%	35 45%	38 61%
NET: 4-7		736 37%	146 28%	78 25%	68 32%	234 41%	120 39%	53 38%	228 41%	403 35%	28 43%	28 37%	17 27%
NET: 0-3		252 13%	31 6%	8 3%	22 11%	121 21%	32 11%	31 23%	51 9%	171 15%	9 14%	7 9%	1 2%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 10

Based on how he came across to you in that video, please give David Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Sticks to what they believe in

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con- ser- vative	Lib- eral Demo- crat	Other	Yes	No	Lab-Con Switch- ers	Lab-Lib Switch- ers	Past Labour non- voters
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
Don't know	314	64	20	43	90	46	27	108	139	11	7	6
	16%	12%	7%	21%	16%	15%	19%	20%	12%	16%	9%	10%
Mean	6.48	7.67	8.18	6.78	5.39	6.56	5.04	6.47	6.50	5.95	7.04	8.10
Standard deviation	2.75	2.37	2.04	2.65	2.80	2.56	2.99	2.44	2.89	2.74	2.52	1.84
Standard error	0.07	0.13	0.14	0.24	0.12	0.13	0.25	0.11	0.09	0.33	0.24	0.31

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 11

Based on how he came across to you in that video, please give David Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Strong

		Gender			Age						Social Class				Region					Voting Intention				
		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	Con-ser-vative	Labour	Lib-eral Democ-rat	NOT Labour	Don't know/refuse
Unweighted base		2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base		2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
10	(10)	304 15%	118 12%	186 18%	40 16%	36 11%	39 10%	49 14%	44 15%	96 23%	62 11%	76 13%	76 18%	89 19%	75 15%	70 13%	82 16%	44 15%	32 18%	41 7%	182 33%	19 10%	121 8%	10 8%
9	(9)	235 12%	92 9%	143 14%	29 12%	22 7%	59 15%	38 11%	42 14%	46 11%	62 11%	66 11%	58 14%	49 11%	57 11%	66 12%	50 10%	37 13%	24 14%	49 8%	75 13%	26 14%	160 11%	9 7%
8	(8)	363 18%	186 19%	177 17%	48 20%	56 17%	78 20%	69 20%	43 14%	69 16%	103 19%	118 20%	61 14%	81 18%	94 18%	68 13%	116 23%	56 19%	29 16%	89 15%	120 22%	37 20%	243 17%	18 15%
7	(7)	256 13%	132 13%	124 12%	25 10%	51 16%	60 16%	38 11%	42 14%	39 9%	81 15%	79 14%	48 11%	48 10%	74 15%	68 13%	58 12%	37 13%	17 10%	99 17%	59 11%	28 15%	196 13%	10 9%
6	(6)	191 10%	98 10%	94 9%	29 12%	43 13%	37 10%	30 9%	22 7%	30 7%	57 10%	52 9%	48 11%	34 7%	47 9%	66 12%	36 7%	27 9%	15 9%	60 10%	45 8%	17 9%	146 10%	8 7%
5	(5)	210 10%	112 11%	99 10%	31 13%	31 10%	42 11%	36 11%	29 10%	41 10%	63 12%	59 10%	45 11%	44 9%	58 11%	58 11%	48 9%	32 11%	15 8%	74 13%	29 5%	26 14%	182 12%	13 11%
4	(4)	80 4%	38 4%	42 4%	6 2%	13 4%	5 1%	16 5%	12 4%	28 7%	28 5%	21 4%	17 4%	13 3%	24 5%	19 4%	21 4%	6 2%	10 6%	43 7%	9 2%	8 4%	70 5%	5 5%
3	(3)	59 3%	42 4%	18 2%	1 *	19 6%	8 2%	14 4%	9 3%	9 2%	16 3%	24 4%	13 3%	8 2%	14 3%	19 4%	18 4%	5 2%	3 2%	28 5%	9 2%	3 2%	51 3%	5 4%
2	(2)	57 3%	37 4%	20 2%	2 1%	10 3%	10 3%	10 3%	12 4%	13 3%	11 2%	15 3%	12 3%	18 4%	13 3%	17 3%	9 2%	9 3%	8 4%	31 5%	2 *	6 3%	55 4%	2 1%
1	(1)	41 2%	18 2%	23 2%	4 2%	4 1%	9 2%	4 1%	10 3%	10 2%	13 2%	11 2%	10 2%	6 1%	10 2%	20 4%	7 1%	2 1%	2 1%	25 4%	3 1%	4 2%	38 3%	1 1%
0	(0)	62 3%	46 5%	16 2%	5 2%	5 1%	12 3%	11 3%	18 6%	10 2%	17 3%	16 3%	10 2%	19 4%	15 3%	16 3%	16 3%	11 4%	4 2%	29 5%	5 1%	3 1%	57 4%	5 4%
NET: 8-10		901 45%	396 40%	506 49%	117 48%	113 35%	176 46%	155 45%	130 43%	210 50%	227 42%	261 45%	195 46%	219 47%	226 44%	204 38%	249 49%	137 47%	85 49%	180 30%	377 68%	82 44%	524 36%	36 31%
NET: 4-7		737 37%	379 38%	358 35%	91 38%	138 43%	145 38%	120 35%	105 35%	138 33%	229 42%	210 36%	158 37%	139 30%	203 40%	211 40%	163 32%	102 35%	57 33%	276 46%	142 26%	80 42%	595 41%	37 32%
NET: 0-3		219 11%	143 14%	77 7%	12 5%	38 12%	39 10%	39 11%	50 17%	41 10%	56 10%	67 11%	45 11%	51 11%	52 10%	73 14%	50 10%	27 9%	17 10%	112 19%	19 3%	16 8%	201 14%	12 10%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 11

Based on how he came across to you in that video, please give David Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Strong

	Gender			Age						Social Class				Region					Voting Intention				
	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	Con-ser-vative	Labour	Lib-eral Democ-rat	NOT Labour	Don't know/ refuse
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
Don't know	153	68	85	22	32	22	28	17	32	31	45	24	53	30	43	42	24	15	26	16	11	138	33
	8%	7%	8%	9%	10%	6%	8%	6%	8%	6%	8%	6%	11%	6%	8%	8%	8%	9%	4%	3%	6%	9%	28%
Mean	6.83	6.46	7.20	7.21	6.57	6.88	6.79	6.49	7.07	6.68	6.80	6.93	6.97	6.82	6.54	6.99	6.99	7.05	5.87	8.09	6.82	6.32	6.41
Standard deviation	2.61	2.71	2.45	2.31	2.39	2.48	2.61	2.97	2.71	2.51	2.55	2.62	2.78	2.55	2.71	2.56	2.54	2.63	2.72	2.03	2.34	2.64	2.65
Standard error	0.06	0.09	0.08	0.17	0.14	0.13	0.14	0.17	0.14	0.09	0.12	0.16	0.14	0.12	0.12	0.12	0.17	0.21	0.11	0.10	0.15	0.07	0.29

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 11

Based on how he came across to you in that video, please give David Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Strong

		Vote in 2010						Swing Voters		May 2005 Vote			
		Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Democrat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base		2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base		2011	521	311	210	567	307	138	555	1168	66	77	62
10	(10)	304 15%	151 29%	115 37%	37 17%	42 7%	31 10%	7 5%	51 9%	221 19%	9 14%	10 13%	20 33%
9	(9)	235 12%	74 14%	44 14%	30 14%	37 7%	41 13%	16 11%	73 13%	129 11%	7 11%	9 12%	10 17%
8	(8)	363 18%	118 23%	68 22%	50 24%	90 16%	65 21%	21 15%	115 21%	200 17%	14 21%	22 29%	15 24%
7	(7)	256 13%	56 11%	32 10%	24 12%	84 15%	49 16%	14 10%	81 15%	153 13%	9 14%	14 18%	- -
6	(6)	191 10%	29 5%	16 5%	13 6%	62 11%	32 11%	12 9%	65 12%	99 8%	2 4%	8 10%	6 10%
5	(5)	210 10%	32 6%	19 6%	13 6%	74 13%	29 9%	18 13%	70 13%	111 10%	7 11%	4 6%	3 5%
4	(4)	80 4%	8 2%	5 1%	4 2%	37 6%	12 4%	6 5%	16 3%	52 4%	4 6%	2 3%	1 2%
3	(3)	59 3%	11 2%	2 1%	8 4%	27 5%	7 2%	2 2%	12 2%	36 3%	5 7%	* 1%	1 2%
2	(2)	57 3%	6 1%	1 *	5 2%	27 5%	9 3%	8 6%	12 2%	39 3%	1 1%	- -	- -
1	(1)	41 2%	3 1%	1 *	2 1%	26 5%	4 1%	4 3%	4 1%	34 3%	2 3%	2 3%	- -
0	(0)	62 3%	6 1%	1 *	5 2%	33 6%	6 2%	11 8%	11 2%	43 4%	3 4%	2 3%	- -
NET: 8-10		901 45%	342 66%	226 73%	117 56%	168 30%	137 45%	44 32%	239 43%	551 47%	30 45%	42 55%	46 73%
NET: 4-7		737 37%	125 24%	71 23%	54 26%	256 45%	122 40%	51 37%	231 42%	414 35%	24 36%	28 37%	10 16%
NET: 0-3		219 11%	25 5%	5 2%	20 10%	113 20%	25 8%	25 18%	40 7%	152 13%	10 15%	5 6%	1 2%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 11

Based on how he came across to you in that video, please give David Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Strong

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Demo-crat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
Don't know	153 8%	29 6%	10 3%	19 9%	30 5%	22 7%	18 13%	44 8%	51 4%	2 4%	2 2%	5 8%
Mean	6.83	7.96	8.36	7.34	5.77	6.93	5.82	6.90	6.82	6.57	7.22	8.35
Standard deviation	2.61	2.13	1.80	2.46	2.78	2.32	2.95	2.24	2.77	2.75	2.30	1.82
Standard error	0.06	0.11	0.12	0.21	0.11	0.11	0.24	0.10	0.08	0.32	0.21	0.29

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 12

Based on the video you've seen and on whatever else you may know or have heard about David Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

Summary table

	He is out of touch	He's part of the Labour machine	He does not share my concerns and values	He is aloof	He is prickly	He's too intellectual & wonkish	He's a political obsessive	He doesn't speak human	He doesn't live in the real world	He's part of the political elite	He just talks about what is wrong, he doesn't offer solutions	There's something a bit odd/weird about him
Unweighted base	2011	2011	2011	2011	2011	2011	2011	2011	2011	2011	2011	2011
Weighted base	2011	2011	2011	2011	2011	2011	2011	2011	2011	2011	2011	2011
True	483 24%	1266 63%	745 37%	389 19%	300 15%	319 16%	806 40%	347 17%	584 29%	1135 56%	797 40%	418 21%
Untrue	1153 57%	416 21%	843 42%	1209 60%	1217 61%	1282 64%	715 36%	1384 69%	1050 52%	470 23%	824 41%	1249 62%
Don't know	375 19%	329 16%	422 21%	413 21%	494 25%	409 20%	490 24%	280 14%	377 19%	406 20%	390 19%	343 17%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 13

Based on the video you've seen and on whatever else you may know or have heard about David Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He is out of touch

	Gender			Age						Social Class				Region					Voting Intention				
	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	Con-ser-vative	Labour	Lib-eral Demo-crat	NOT Labour	Don't know/refuse
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
True	483 24%	280 28%	203 20%	37 15%	72 23%	90 24%	86 25%	86 29%	111 26%	132 24%	138 24%	103 24%	109 24%	118 23%	147 28%	131 26%	51 18%	36 20%	227 38%	57 10%	49 26%	426 29%	19 16%
Untrue	1153 57%	545 55%	607 59%	160 66%	175 54%	224 59%	199 58%	165 55%	229 54%	322 59%	342 59%	230 55%	258 56%	289 56%	286 54%	287 57%	187 64%	104 60%	257 43%	438 79%	106 56%	715 49%	56 48%
Don't know	375 19%	160 16%	215 21%	45 19%	75 23%	68 18%	57 17%	50 17%	81 19%	89 16%	102 18%	89 21%	95 21%	105 20%	97 18%	87 17%	52 18%	35 20%	111 19%	59 11%	33 17%	316 22%	43 36%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 13

Based on the video you've seen and on whatever else you may know or have heard about David Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He is out of touch

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Demo-crat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base	2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
True	483 24%	56 11%	29 9%	27 13%	219 39%	80 26%	54 39%	116 21%	316 27%	24 36%	19 25%	3 6%
Untrue	1153 57%	394 76%	248 80%	146 70%	235 41%	180 59%	54 39%	333 60%	667 57%	35 53%	52 68%	51 81%
Don't know	375 19%	71 14%	34 11%	37 17%	113 20%	47 15%	31 22%	106 19%	185 16%	8 12%	6 7%	8 13%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 14

Based on the video you've seen and on whatever else you may know or have heard about David Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He's part of the Labour machine

	Gender			Age						Social Class				Region					Voting Intention				
	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	Con-ser-vative	Labour	Lib-eral Demo-crat	NOT Labour	Don't know/refuse
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
True	1266	670	596	106	189	218	236	211	306	393	359	246	267	342	354	285	169	114	479	285	129	981	52
	63%	68%	58%	44%	59%	57%	69%	70%	73%	72%	62%	58%	58%	67%	67%	57%	58%	65%	81%	51%	69%	67%	44%
Untrue	416	191	225	79	49	106	59	56	68	90	124	98	105	88	95	123	73	37	48	215	30	201	23
	21%	19%	22%	33%	15%	28%	17%	19%	16%	17%	21%	23%	23%	17%	18%	24%	25%	21%	8%	39%	16%	14%	19%
Don't know	329	124	205	57	84	59	47	35	47	60	101	78	91	81	81	96	47	23	67	54	29	275	43
	16%	13%	20%	24%	26%	15%	14%	12%	11%	11%	17%	18%	20%	16%	15%	19%	16%	13%	11%	10%	16%	19%	37%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 14

Based on the video you've seen and on whatever else you may know or have heard about David Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He's part of the Labour machine

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Democ-rat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base	2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
True	1266 63%	273 52%	147 47%	126 60%	455 80%	211 69%	103 75%	346 62%	796 68%	39 59%	52 67%	20 32%
Untrue	416 21%	174 33%	128 41%	46 22%	50 9%	51 16%	15 11%	96 17%	245 21%	11 17%	15 20%	25 40%
Don't know	329 16%	74 14%	36 12%	38 18%	62 11%	46 15%	20 14%	113 20%	127 11%	15 23%	10 13%	17 28%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 15

Based on the video you've seen and on whatever else you may know or have heard about David Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He does not share my concerns and values

	Gender			Age						Social Class				Region					Voting Intention				
	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	Con-ser-vative	Labour	Lib-eral Demo-crat	NOT Labour	Don't know/refuse
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
True	745 37%	419 43%	326 32%	62 25%	105 33%	122 32%	141 41%	127 42%	188 45%	228 42%	205 35%	146 34%	167 36%	192 37%	221 42%	177 35%	94 32%	62 35%	375 63%	83 15%	68 36%	663 45%	25 21%
Untrue	843 42%	397 40%	447 44%	123 51%	126 39%	184 48%	125 37%	124 41%	161 38%	207 38%	250 43%	188 45%	197 43%	216 42%	198 37%	219 43%	135 47%	76 44%	119 20%	401 72%	81 43%	443 30%	38 32%
Don't know	422 21%	169 17%	253 25%	57 23%	91 28%	76 20%	76 22%	50 17%	73 17%	108 20%	128 22%	88 21%	98 21%	104 20%	112 21%	109 22%	61 21%	37 21%	100 17%	71 13%	39 21%	351 24%	55 47%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 15

Based on the video you've seen and on whatever else you may know or have heard about David Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He does not share my concerns and values

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Dem-o-cratic	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base	2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
True	745 37%	74 14%	38 12%	36 17%	361 64%	109 35%	75 54%	166 30%	497 43%	27 41%	22 29%	5 8%
Untrue	843 42%	367 70%	235 75%	132 63%	115 20%	128 42%	33 24%	233 42%	502 43%	29 44%	39 50%	46 74%
Don't know	422 21%	80 15%	38 12%	42 20%	91 16%	70 23%	30 22%	156 28%	169 14%	10 15%	16 21%	11 18%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 16

Based on the video you've seen and on whatever else you may know or have heard about David Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He is aloof

	Gender			Age						Social Class				Region					Voting Intention				
	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	Con-ser-vative	Labour	Lib-eral Demo-crat	NOT Labour	Don't know/refuse
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
True	389 19%	241 24%	149 15%	31 13%	59 18%	77 20%	80 23%	71 23%	72 17%	121 22%	114 20%	76 18%	78 17%	104 20%	119 22%	86 17%	52 18%	28 16%	184 31%	57 10%	36 19%	332 23%	20 17%
Untrue	1209 60%	554 56%	655 64%	147 61%	171 53%	238 62%	191 56%	190 63%	272 64%	334 62%	361 62%	251 59%	262 57%	304 60%	290 55%	306 61%	188 65%	121 69%	311 52%	426 77%	120 64%	783 54%	51 43%
Don't know	413 21%	191 19%	222 22%	64 27%	91 28%	68 18%	71 21%	41 14%	78 18%	88 16%	108 19%	95 23%	122 26%	103 20%	121 23%	113 22%	50 17%	26 15%	99 17%	71 13%	31 17%	342 23%	47 40%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 16

Based on the video you've seen and on whatever else you may know or have heard about David Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He is aloof

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Dem-o-cratic	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base	2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
True	389 19%	57 11%	34 11%	23 11%	173 30%	60 20%	33 24%	85 15%	257 22%	17 26%	17 22%	4 6%
Untrue	1209 60%	388 74%	242 78%	147 70%	291 51%	196 64%	66 48%	346 62%	723 62%	39 60%	52 68%	46 75%
Don't know	413 21%	76 15%	36 11%	41 19%	103 18%	51 17%	39 28%	123 22%	187 16%	9 14%	8 10%	12 20%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 17

Based on the video you've seen and on whatever else you may know or have heard about David Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He is prickly

	Gender			Age						Social Class				Region					Voting Intention				
	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	Con-ser-vative	Labour	Lib-eral Demo-crat	NOT Labour	Don't know/refuse
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
True	300 15%	183 19%	117 11%	20 8%	48 15%	69 18%	52 15%	46 15%	65 15%	81 15%	83 14%	69 16%	67 14%	76 15%	91 17%	74 15%	33 11%	26 15%	136 23%	50 9%	23 12%	250 17%	13 11%
Untrue	1217 61%	560 57%	657 64%	170 70%	185 57%	240 63%	199 58%	182 60%	241 57%	339 62%	353 60%	263 62%	263 57%	291 57%	304 57%	308 61%	201 69%	114 65%	302 51%	432 78%	120 64%	785 54%	52 44%
Don't know	494 25%	243 25%	251 24%	52 22%	89 28%	73 19%	91 27%	73 24%	116 27%	124 23%	147 25%	90 21%	133 29%	144 28%	136 26%	123 24%	56 19%	35 20%	157 26%	72 13%	45 24%	421 29%	53 45%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 17

Based on the video you've seen and on whatever else you may know or have heard about David Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He is prickly

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Demo-crat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base	2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
True	300 15%	59 11%	28 9%	30 14%	132 23%	39 13%	25 18%	62 11%	201 17%	7 11%	13 17%	1 2%
Untrue	1217 61%	386 74%	243 78%	142 68%	288 51%	195 64%	66 48%	359 65%	711 61%	45 68%	54 71%	47 76%
Don't know	494 25%	77 15%	40 13%	37 18%	148 26%	73 24%	47 34%	134 24%	255 22%	14 21%	10 13%	14 22%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 18

Based on the video you've seen and on whatever else you may know or have heard about David Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He's too intellectual & wonkish

	Gender			Age						Social Class				Region					Voting Intention				
	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	Con-ser-vative	Labour	Lib-eral Demo-crat	NOT Labour	Don't know/refuse
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
True	319 16%	196 20%	123 12%	22 9%	54 17%	59 15%	60 17%	50 17%	75 18%	96 18%	86 15%	66 16%	72 15%	78 15%	110 21%	74 15%	39 13%	18 10%	147 25%	49 9%	25 14%	271 19%	13 11%
Untrue	1282 64%	589 60%	693 68%	175 72%	196 61%	252 66%	204 60%	184 61%	271 64%	357 66%	372 64%	283 67%	270 58%	333 65%	309 58%	322 64%	190 65%	129 74%	324 55%	451 81%	131 70%	832 57%	62 52%
Don't know	409 20%	200 20%	209 20%	45 19%	72 22%	72 19%	78 23%	67 22%	76 18%	90 17%	125 21%	73 17%	121 26%	100 19%	112 21%	108 21%	61 21%	28 16%	123 21%	55 10%	31 17%	355 24%	44 37%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 18

Based on the video you've seen and on whatever else you may know or have heard about David Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He's too intellectual & wonkish

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Demo-crat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base	2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
True	319 16%	48 9%	31 10%	17 8%	144 25%	45 15%	28 21%	65 12%	214 18%	13 19%	15 19%	1 2%
Untrue	1282 64%	406 78%	254 82%	152 72%	304 54%	199 65%	72 52%	367 66%	759 65%	41 63%	54 71%	44 70%
Don't know	409 20%	67 13%	26 8%	41 20%	119 21%	63 20%	38 27%	123 22%	194 17%	12 18%	7 10%	17 27%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 19

Based on the video you've seen and on whatever else you may know or have heard about David Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He's a political obsessive

	Gender			Age						Social Class				Region					Voting Intention				
	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	Con-ser-vative	Labour	Lib-eral Demo-crat	NOT Labour	Don't know/refuse
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
True	806 40%	423 43%	383 37%	65 27%	118 37%	132 35%	145 42%	130 43%	216 51%	251 46%	226 39%	155 37%	173 37%	199 39%	230 43%	195 39%	111 38%	70 40%	340 57%	156 28%	78 41%	650 45%	32 27%
Untrue	715 36%	344 35%	372 36%	114 47%	117 36%	164 43%	110 32%	98 33%	113 27%	182 34%	212 36%	158 37%	163 35%	185 36%	171 32%	191 38%	102 35%	66 38%	139 23%	297 54%	70 37%	418 29%	29 25%
Don't know	490 24%	219 22%	271 26%	62 26%	88 27%	86 23%	88 26%	74 24%	93 22%	109 20%	145 25%	110 26%	126 27%	126 25%	129 24%	118 23%	77 27%	39 23%	116 19%	101 18%	41 22%	389 27%	57 48%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 19

Based on the video you've seen and on whatever else you may know or have heard about David Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He's a political obsessive

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Democ-rat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base	2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
True	806	134	78	56	319	127	73	196	530	23	27	20
	40%	26%	25%	27%	56%	41%	53%	35%	45%	35%	36%	32%
Untrue	715	271	171	100	131	108	27	201	413	23	37	29
	36%	52%	55%	47%	23%	35%	19%	36%	35%	35%	49%	47%
Don't know	490	116	63	54	117	72	38	157	225	19	12	13
	24%	22%	20%	26%	21%	24%	28%	28%	19%	30%	16%	21%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 20

Based on the video you've seen and on whatever else you may know or have heard about David Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He doesn't speak human

	Gender			Age						Social Class				Region					Voting Intention				
	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	Con-ser-vative	Labour	Lib-eral Demo-crat	NOT Labour	Don't know/refuse
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
True	347 17%	201 20%	146 14%	26 11%	52 16%	67 17%	60 17%	61 20%	83 20%	121 22%	83 14%	66 16%	77 17%	81 16%	113 21%	80 16%	44 15%	29 17%	168 28%	34 6%	35 19%	313 21%	13 11%
Untrue	1384 69%	650 66%	734 72%	180 75%	211 65%	269 70%	234 69%	205 68%	284 67%	369 68%	422 72%	298 70%	296 64%	364 71%	339 64%	350 69%	212 73%	118 67%	342 58%	485 88%	130 69%	898 62%	71 60%
Don't know	280 14%	134 14%	146 14%	35 14%	60 19%	47 12%	48 14%	35 12%	56 13%	53 10%	78 13%	59 14%	90 19%	66 13%	78 15%	75 15%	34 12%	28 16%	84 14%	35 6%	23 12%	246 17%	34 29%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 20

Based on the video you've seen and on whatever else you may know or have heard about David Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He doesn't speak human

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Dem-o-cratic	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base	2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
True	347 17%	35 7%	16 5%	19 9%	166 29%	57 18%	34 24%	81 15%	234 20%	11 16%	15 20%	3 5%
Untrue	1384 69%	445 85%	277 89%	168 80%	322 57%	212 69%	80 58%	397 72%	801 69%	48 74%	56 73%	53 86%
Don't know	280 14%	41 8%	18 6%	23 11%	79 14%	38 12%	25 18%	76 14%	133 11%	7 10%	5 7%	6 9%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 21

Based on the video you've seen and on whatever else you may know or have heard about David Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He doesn't live in the real world

	Gender			Age						Social Class				Region					Voting Intention				
	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	Con-ser-vative	Labour	Lib-eral Demo-crat	NOT Labour	Don't know/refuse
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
True	584 29%	306 31%	278 27%	54 22%	89 28%	108 28%	97 29%	94 31%	142 34%	169 31%	169 29%	107 25%	139 30%	128 25%	192 36%	140 28%	74 26%	49 28%	265 45%	79 14%	62 33%	505 35%	20 17%
Untrue	1050 52%	516 52%	534 52%	145 60%	151 47%	212 55%	185 54%	157 52%	200 47%	296 54%	303 52%	223 53%	228 49%	269 53%	248 47%	275 55%	164 56%	94 54%	225 38%	413 75%	91 48%	637 44%	49 42%
Don't know	377 19%	164 17%	214 21%	43 18%	82 25%	63 16%	59 17%	51 17%	81 19%	79 15%	111 19%	92 22%	96 21%	114 22%	90 17%	89 18%	52 18%	32 18%	104 18%	62 11%	35 18%	316 22%	48 41%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 21

Based on the video you've seen and on whatever else you may know or have heard about David Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He doesn't live in the real world

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Dem-o-cratic	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base	2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
True	584 29%	81 16%	39 13%	42 20%	258 45%	90 29%	64 47%	150 27%	379 32%	17 25%	21 28%	- -
Untrue	1050 52%	374 72%	240 77%	134 64%	208 37%	158 52%	44 32%	293 53%	612 52%	34 52%	46 60%	51 82%
Don't know	377 19%	66 13%	32 10%	34 16%	101 18%	59 19%	30 22%	112 20%	177 15%	15 22%	9 12%	11 18%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 22

Based on the video you've seen and on whatever else you may know or have heard about David Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He's part of the political elite

	Gender			Age						Social Class				Region					Voting Intention				
	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	Con-ser-vative	Labour	Lib-eral Demo-crat	NOT Labour	Don't know/refuse
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
True	1135	577	558	111	156	183	212	194	279	351	334	217	233	314	312	272	147	90	417	271	121	864	42
	56%	59%	54%	46%	48%	48%	62%	64%	66%	65%	57%	51%	50%	61%	59%	54%	51%	52%	70%	49%	64%	59%	35%
Untrue	470	228	243	69	78	114	61	66	81	109	140	109	112	100	106	130	85	51	87	211	33	260	28
	23%	23%	24%	29%	24%	30%	18%	22%	19%	20%	24%	26%	24%	20%	20%	26%	29%	29%	15%	38%	17%	18%	24%
Don't know	406	181	225	61	88	85	69	41	61	83	110	96	117	97	113	103	58	34	91	72	34	333	49
	20%	18%	22%	25%	27%	22%	20%	14%	15%	15%	19%	23%	25%	19%	21%	20%	20%	19%	15%	13%	18%	23%	41%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 22

Based on the video you've seen and on whatever else you may know or have heard about David Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He's part of the political elite

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con- ser- vative	Lib- eral Demo- crat	Other	Yes	No	Lab-Con Switch- ers	Lab-Lib Switch- ers	Past Labour non- voters
Unweighted base	2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
True	1135	248	143	105	397	189	88	308	718	38	52	28
	56%	48%	46%	50%	70%	62%	64%	56%	61%	57%	67%	45%
Untrue	470	187	127	59	85	58	25	117	279	16	18	16
	23%	36%	41%	28%	15%	19%	18%	21%	24%	25%	24%	25%
Don't know	406	87	41	46	85	59	25	129	172	12	7	19
	20%	17%	13%	22%	15%	19%	18%	23%	15%	18%	9%	30%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 23

Based on the video you've seen and on whatever else you may know or have heard about David Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He just talks about what is wrong, he doesn't offer solutions

	Gender			Age						Social Class				Region					Voting Intention				
	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	Con-ser-vative	Labour	Lib-eral Demo-crat	NOT Labour	Don't know/refuse
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
True	797 40%	424 43%	373 36%	72 30%	113 35%	126 33%	144 42%	145 48%	196 46%	240 44%	232 40%	157 37%	169 37%	198 39%	244 46%	190 38%	105 36%	60 35%	362 61%	96 17%	88 47%	701 48%	43 36%
Untrue	824 41%	400 41%	424 41%	112 46%	127 40%	173 45%	130 38%	114 38%	167 40%	214 39%	232 40%	189 45%	188 41%	203 40%	190 36%	216 43%	134 46%	80 46%	134 23%	381 69%	68 36%	443 30%	35 30%
Don't know	390 19%	161 16%	229 22%	58 24%	81 25%	83 22%	67 20%	42 14%	59 14%	89 16%	119 20%	77 18%	105 23%	110 21%	96 18%	98 20%	51 18%	34 20%	99 17%	78 14%	33 17%	313 21%	40 34%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 23

Based on the video you've seen and on whatever else you may know or have heard about David Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He just talks about what is wrong, he doesn't offer solutions

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Demo-crat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base	2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
True	797 40%	113 22%	50 16%	63 30%	342 60%	123 40%	77 56%	205 37%	500 43%	33 51%	24 32%	11 17%
Untrue	824 41%	320 61%	220 71%	100 47%	128 22%	122 40%	36 26%	219 39%	491 42%	23 35%	40 52%	42 68%
Don't know	390 19%	88 17%	41 13%	47 23%	98 17%	62 20%	25 18%	130 24%	177 15%	9 14%	13 17%	9 15%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 24

Based on the video you've seen and on whatever else you may know or have heard about David Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

There's something a bit odd/weird about him

	Gender			Age						Social Class				Region					Voting Intention				
	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	Con-ser-vative	Labour	Lib-eral Demo-crat	NOT Labour	Don't know/refuse
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
True	418 21%	244 25%	175 17%	38 16%	57 18%	79 21%	72 21%	70 23%	102 24%	132 24%	116 20%	81 19%	89 19%	106 21%	132 25%	94 19%	53 18%	33 19%	223 37%	58 10%	38 20%	360 25%	17 14%
Untrue	1249 62%	578 59%	671 65%	161 67%	207 64%	230 60%	206 60%	190 63%	255 60%	339 62%	379 65%	270 64%	261 56%	323 63%	302 57%	314 62%	203 70%	108 62%	288 48%	445 80%	121 64%	805 55%	59 50%
Don't know	343 17%	163 17%	180 18%	43 18%	58 18%	72 19%	63 19%	41 14%	66 16%	72 13%	89 15%	71 17%	112 24%	83 16%	96 18%	97 19%	34 12%	34 19%	84 14%	51 9%	29 16%	292 20%	42 36%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 24

Based on the video you've seen and on whatever else you may know or have heard about David Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

There's something a bit odd/weird about him

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Demo-crat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base	2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
True	418 21%	54 10%	35 11%	19 9%	210 37%	58 19%	40 29%	89 16%	293 25%	18 27%	11 14%	5 9%
Untrue	1249 62%	403 77%	245 79%	158 75%	281 49%	202 66%	68 49%	361 65%	721 62%	44 67%	58 75%	44 70%
Don't know	343 17%	64 12%	31 10%	33 16%	77 14%	47 15%	30 22%	105 19%	154 13%	4 6%	8 11%	13 21%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 25

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Summary table

		Charisma	Intellect	Emotional intelligence	Experience in government	Experience of life outside politics	Talks in straightforward language, not just politician-language	Being in touch with the lives of ordinary working people	Speaks their mind	Sticks to what they believe in	Strong
Unweighted base		2011	2011	2011	2011	2011	2011	2011	2011	2011	2011
Weighted base		2011	2011	2011	2011	2011	2011	2011	2011	2011	2011
10	(10)	73 4%	177 9%	102 5%	68 3%	80 4%	224 11%	167 8%	182 9%	147 7%	132 7%
9	(9)	79 4%	231 11%	160 8%	100 5%	55 3%	215 11%	153 8%	198 10%	170 8%	133 7%
8	(8)	188 9%	386 19%	307 15%	181 9%	161 8%	324 16%	276 14%	299 15%	284 14%	269 13%
7	(7)	283 14%	358 18%	303 15%	289 14%	245 12%	294 15%	264 13%	340 17%	268 13%	297 15%
6	(6)	275 14%	226 11%	253 13%	294 15%	219 11%	203 10%	224 11%	222 11%	177 9%	246 12%
5	(5)	269 13%	186 9%	246 12%	286 14%	272 14%	198 10%	222 11%	209 10%	233 12%	255 13%
4	(4)	188 9%	84 4%	121 6%	161 8%	141 7%	110 5%	130 6%	117 6%	107 5%	133 7%
3	(3)	161 8%	73 4%	106 5%	107 5%	141 7%	110 5%	120 6%	104 5%	95 5%	116 6%
2	(2)	137 7%	45 2%	69 3%	96 5%	118 6%	78 4%	107 5%	64 3%	61 3%	108 5%
1	(1)	106 5%	31 2%	31 2%	57 3%	70 3%	62 3%	77 4%	44 2%	35 2%	70 4%
0	(0)	124 6%	40 2%	59 3%	65 3%	97 5%	81 4%	98 5%	61 3%	68 3%	79 4%
NET: 8-10		340 17%	794 39%	569 28%	349 17%	296 15%	763 38%	596 30%	680 34%	601 30%	534 27%
NET: 4-7		1015 50%	854 42%	923 46%	1030 51%	877 44%	805 40%	840 42%	888 44%	786 39%	931 46%
NET: 0-3		528 26%	189 9%	265 13%	325 16%	426 21%	332 16%	402 20%	274 14%	260 13%	372 19%

Prepared by Populus



Miliband Poll
ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 25

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Summary table

	Charisma	Intellect	Emotional intelligence	Experience in government	Experience of life outside politics	Talks in straightforward language, not just politician-language	Being in touch with the lives of ordinary working people	Speaks their mind	Sticks to what they believe in	Strong
Weighted base	2011	2011	2011	2011	2011	2011	2011	2011	2011	2011
Don't know	128 6%	174 9%	253 13%	307 15%	412 20%	111 6%	173 9%	169 8%	364 18%	174 9%
Mean	5.07	6.75	6.12	5.55	5.17	6.33	5.84	6.36	6.22	5.80
Standard deviation	2.63	2.32	2.42	2.40	2.60	2.74	2.80	2.55	2.59	2.64
Standard error	0.06	0.05	0.06	0.06	0.07	0.06	0.07	0.06	0.06	0.06

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 26

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Charisma

		Gender		Age						Social Class				Region					Voting Intention					
		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	Con-ser-vative	Labour	Lib-eral Democ-rat	NOT Labour	Don't know/refuse
Unweighted base		2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base		2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
10	(10)	73 4%	30 3%	43 4%	8 3%	14 4%	8 2%	11 3%	12 4%	21 5%	11 2%	22 4%	18 4%	22 5%	17 3%	19 4%	15 3%	8 3%	14 8%	13 2%	41 7%	5 3%	33 2%	4 4%
9	(9)	79 4%	39 4%	40 4%	3 1%	13 4%	15 4%	17 5%	15 5%	15 4%	16 3%	21 4%	23 6%	19 4%	18 4%	32 6%	18 4%	7 2%	3 2%	16 3%	39 7%	4 2%	40 3%	- -
8	(8)	188 9%	85 9%	103 10%	20 8%	25 8%	28 7%	34 10%	39 13%	42 10%	56 10%	56 10%	30 7%	45 10%	52 10%	38 7%	50 10%	28 10%	20 11%	45 8%	73 13%	9 5%	115 8%	13 11%
7	(7)	283 14%	160 16%	123 12%	38 16%	59 18%	49 13%	44 13%	38 12%	54 13%	65 12%	89 15%	73 17%	55 12%	76 15%	83 16%	66 13%	41 14%	17 10%	62 10%	100 18%	33 18%	183 13%	17 14%
6	(6)	275 14%	124 13%	152 15%	47 20%	39 12%	59 15%	45 13%	35 12%	50 12%	82 15%	75 13%	67 16%	52 11%	79 15%	68 13%	57 11%	41 14%	30 17%	77 13%	85 15%	33 17%	190 13%	10 9%
5	(5)	269 13%	132 13%	137 13%	27 11%	31 10%	62 16%	48 14%	50 17%	51 12%	77 14%	72 12%	55 13%	66 14%	65 13%	58 11%	75 15%	42 14%	29 17%	85 14%	74 13%	27 14%	195 13%	12 10%
4	(4)	188 9%	82 8%	106 10%	29 12%	29 9%	41 11%	22 6%	25 8%	42 10%	63 12%	60 10%	29 7%	36 8%	52 10%	51 10%	44 9%	28 9%	14 8%	58 10%	58 10%	25 13%	130 9%	5 4%
3	(3)	161 8%	80 8%	81 8%	17 7%	25 8%	39 10%	30 9%	16 5%	33 8%	52 10%	49 8%	27 6%	34 7%	36 7%	48 9%	39 8%	24 8%	14 8%	56 9%	29 5%	19 10%	132 9%	6 5%
2	(2)	137 7%	71 7%	66 6%	13 5%	31 10%	21 6%	20 6%	14 5%	38 9%	39 7%	44 8%	31 7%	23 5%	27 5%	40 8%	38 8%	23 8%	8 5%	53 9%	25 5%	12 7%	111 8%	9 8%
1	(1)	106 5%	56 6%	50 5%	7 3%	10 3%	18 5%	26 8%	21 7%	23 6%	34 6%	28 5%	12 3%	32 7%	27 5%	30 6%	25 5%	14 5%	10 6%	50 8%	14 3%	9 5%	92 6%	6 5%
0	(0)	124 6%	74 7%	50 5%	6 3%	18 6%	26 7%	15 4%	21 7%	37 9%	29 5%	37 6%	29 7%	29 6%	28 5%	35 7%	42 8%	15 5%	5 3%	60 10%	7 1%	7 4%	117 8%	10 8%
NET: 8-10		340 17%	154 16%	186 18%	31 13%	53 16%	50 13%	62 18%	66 22%	78 19%	82 15%	99 17%	72 17%	86 19%	87 17%	88 17%	84 17%	44 15%	37 21%	74 12%	152 27%	18 9%	188 13%	17 14%
NET: 4-7		1015 50%	497 50%	518 50%	141 58%	158 49%	211 55%	160 47%	148 49%	197 47%	287 53%	295 51%	224 53%	210 45%	272 53%	259 49%	242 48%	152 52%	90 52%	282 48%	317 57%	117 62%	698 48%	44 37%
NET: 0-3		528 26%	280 28%	248 24%	44 18%	85 26%	105 28%	91 27%	72 24%	131 31%	154 28%	158 27%	98 23%	118 26%	117 23%	153 29%	144 29%	75 26%	37 21%	218 37%	75 14%	47 25%	453 31%	30 26%

Prepared by Populus



Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 26

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Charisma

	Gender		Age						Social Class				Region					Voting Intention					
	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	Con-ser-vative	Labour	Lib-eral Democ-rat	NOT Labour	Don't know/ refuse
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
Don't know	128	54	75	26	27	15	29	15	16	20	32	28	48	34	30	35	19	10	19	10	6	118	27
	6%	5%	7%	11%	8%	4%	8%	5%	4%	4%	5%	7%	10%	7%	6%	7%	7%	6%	3%	2%	3%	8%	23%
Mean	5.07	4.96	5.17	5.33	5.18	4.87	5.13	5.20	4.88	4.87	5.05	5.31	5.09	5.19	5.01	4.88	5.02	5.47	4.37	6.06	4.97	4.66	4.87
Standard deviation	2.63	2.68	2.58	2.25	2.67	2.49	2.64	2.74	2.82	2.49	2.64	2.65	2.76	2.55	2.71	2.71	2.51	2.55	2.68	2.33	2.32	2.64	2.87
Standard error	0.06	0.09	0.08	0.16	0.16	0.12	0.14	0.15	0.15	0.09	0.12	0.16	0.14	0.12	0.12	0.16	0.20	0.11	0.11	0.14	0.07	0.30	

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 26

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Charisma

		Vote in 2010						Swing Voters		May 2005 Vote			
		Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Democrat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base		2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base		2011	521	311	210	567	307	138	555	1168	66	77	62
10	(10)	73 4%	38 7%	33 11%	5 3%	12 2%	12 4%	- -	11 2%	54 5%	2 3%	2 2%	3 5%
9	(9)	79 4%	33 6%	26 8%	7 3%	15 3%	11 3%	6 4%	17 3%	58 5%	3 5%	4 5%	2 4%
8	(8)	188 9%	66 13%	39 13%	27 13%	44 8%	20 7%	13 9%	43 8%	119 10%	5 7%	6 8%	13 22%
7	(7)	283 14%	90 17%	57 18%	32 15%	64 11%	45 15%	19 14%	88 16%	163 14%	12 19%	12 16%	3 6%
6	(6)	275 14%	76 15%	41 13%	36 17%	68 12%	53 17%	19 14%	84 15%	171 15%	3 5%	16 21%	9 14%
5	(5)	269 13%	69 13%	34 11%	35 16%	78 14%	46 15%	15 11%	78 14%	155 13%	6 9%	11 14%	8 13%
4	(4)	188 9%	47 9%	32 10%	15 7%	53 9%	36 12%	7 5%	59 11%	112 10%	6 10%	8 10%	9 14%
3	(3)	161 8%	30 6%	9 3%	21 10%	54 9%	25 8%	10 7%	47 8%	84 7%	6 9%	5 7%	5 8%
2	(2)	137 7%	26 5%	19 6%	7 4%	49 9%	22 7%	8 6%	42 8%	77 7%	5 8%	6 8%	5 7%
1	(1)	106 5%	15 3%	7 2%	7 3%	50 9%	15 5%	7 5%	25 4%	65 6%	8 13%	3 3%	2 3%
0	(0)	124 6%	8 2%	5 2%	4 2%	60 11%	13 4%	18 13%	28 5%	74 6%	7 10%	5 6%	1 2%
NET: 8-10		340 17%	137 26%	98 32%	39 19%	71 13%	42 14%	18 13%	71 13%	231 20%	10 15%	12 15%	19 30%
NET: 4-7		1015 50%	282 54%	164 53%	118 56%	263 46%	179 58%	61 44%	310 56%	601 51%	28 43%	47 61%	29 47%
NET: 0-3		528 26%	80 15%	40 13%	39 19%	212 37%	75 25%	42 31%	142 26%	300 26%	26 40%	18 24%	12 20%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 26

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Charisma

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Democ-rat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
Don't know	128 6%	22 4%	9 3%	14 7%	21 4%	10 3%	16 12%	32 6%	36 3%	1 2%	-	2 3%
Mean	5.07	5.99	6.27	5.55	4.35	5.08	4.60	4.99	5.19	4.46	5.19	5.58
Standard deviation	2.63	2.41	2.48	2.22	2.72	2.45	2.81	2.44	2.68	2.96	2.46	2.46
Standard error	0.06	0.13	0.17	0.18	0.11	0.11	0.22	0.10	0.08	0.34	0.23	0.40

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 27

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Intellect

		Gender			Age						Social Class				Region					Voting Intention				
		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	Con-ser-vative	Labour	Lib-eral Democ-rat	NOT Labour	Don't know/refuse
Unweighted base		2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base		2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
10	(10)	177 9%	66 7%	111 11%	16 7%	25 8%	28 7%	35 10%	26 9%	46 11%	36 7%	40 7%	38 9%	62 13%	39 8%	40 8%	44 9%	25 9%	28 16%	30 5%	88 16%	10 5%	88 6%	9 8%
9	(9)	231 11%	114 12%	117 11%	23 9%	25 8%	37 10%	41 12%	48 16%	57 13%	69 13%	74 13%	50 12%	39 8%	59 11%	71 13%	55 11%	30 10%	16 9%	51 9%	98 18%	23 12%	133 9%	6 5%
8	(8)	386 19%	174 18%	213 21%	45 19%	57 18%	66 17%	62 18%	75 25%	80 19%	116 21%	121 21%	79 19%	70 15%	113 22%	90 17%	84 17%	66 23%	33 19%	117 20%	112 20%	38 20%	274 19%	15 12%
7	(7)	358 18%	185 19%	174 17%	40 17%	68 21%	83 22%	59 17%	47 15%	61 15%	104 19%	111 19%	73 17%	71 15%	95 18%	91 17%	104 21%	46 16%	24 14%	109 18%	111 20%	35 19%	247 17%	11 9%
6	(6)	226 11%	124 13%	102 10%	35 14%	44 14%	46 12%	31 9%	27 9%	45 11%	68 12%	74 13%	43 10%	42 9%	55 11%	59 11%	65 13%	27 9%	20 12%	69 12%	59 11%	37 20%	168 12%	13 11%
5	(5)	186 9%	96 10%	89 9%	24 10%	30 9%	49 13%	24 7%	21 7%	38 9%	44 8%	57 10%	41 10%	44 9%	41 8%	57 11%	47 9%	30 10%	11 6%	69 12%	38 7%	11 6%	148 10%	15 13%
4	(4)	84 4%	39 4%	45 4%	11 4%	9 3%	15 4%	20 6%	15 5%	15 3%	21 4%	16 3%	25 6%	23 5%	22 4%	23 4%	17 3%	12 4%	9 5%	25 4%	19 3%	14 7%	65 4%	3 3%
3	(3)	73 4%	40 4%	34 3%	7 3%	10 3%	13 4%	17 5%	8 3%	18 4%	19 3%	25 4%	11 3%	19 4%	12 2%	26 5%	16 3%	11 4%	9 5%	31 5%	3 1%	6 3%	70 5%	2 1%
2	(2)	45 2%	29 3%	16 2%	2 1%	4 1%	7 2%	12 4%	6 2%	14 3%	14 3%	10 2%	10 2%	11 2%	17 3%	11 2%	7 1%	9 3%	2 1%	23 4%	6 1%	4 2%	39 3%	3 2%
1	(1)	31 2%	21 2%	10 1%	3 1%	10 3%	5 1%	4 1%	4 1%	5 1%	7 1%	7 1%	10 2%	6 1%	5 1%	9 2%	9 2%	5 2%	3 2%	16 3%	4 1%	2 1%	27 2%	- -
0	(0)	40 2%	25 3%	15 1%	3 1%	6 2%	11 3%	6 2%	6 2%	7 2%	9 2%	11 2%	10 2%	10 2%	8 2%	9 2%	15 3%	6 2%	2 1%	19 3%	2 *	1 1%	38 3%	4 4%
NET: 8-10		794 39%	354 36%	440 43%	84 35%	108 33%	132 34%	138 40%	149 49%	183 43%	221 41%	235 40%	167 40%	171 37%	211 41%	202 38%	183 36%	120 41%	78 44%	198 33%	298 54%	71 38%	496 34%	30 25%
NET: 4-7		854 42%	444 45%	410 40%	109 45%	151 47%	192 50%	133 39%	110 36%	159 38%	236 43%	257 44%	182 43%	180 39%	212 42%	230 43%	233 46%	115 40%	64 37%	272 46%	227 41%	97 52%	627 43%	42 35%
NET: 0-3		189 9%	114 12%	74 7%	15 6%	30 9%	37 10%	38 11%	24 8%	44 10%	49 9%	53 9%	41 10%	46 10%	41 8%	54 10%	47 9%	30 10%	16 9%	90 15%	15 3%	12 7%	174 12%	9 7%

Prepared by Populus



Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 27

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Intellect

	Gender		Age						Social Class				Region					Voting Intention					
	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	Con-ser-vative	Labour	Lib-eral Demo-crat	NOT Labour	Don't know/refuse
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
Don't know	174	73	101	33	33	21	32	18	36	37	38	33	66	47	44	42	25	16	34	15	7	159	38
	9%	7%	10%	14%	10%	6%	9%	6%	9%	7%	7%	8%	14%	9%	8%	8%	9%	9%	6%	3%	4%	11%	32%
Mean	6.75	6.52	6.98	6.76	6.62	6.55	6.74	7.02	6.86	6.79	6.80	6.66	6.74	6.85	6.67	6.69	6.70	7.00	6.21	7.56	6.74	6.42	6.40
Standard deviation	2.32	2.39	2.22	2.10	2.28	2.30	2.43	2.28	2.40	2.21	2.20	2.43	2.50	2.21	2.32	2.35	2.38	2.41	2.47	1.89	2.00	2.40	2.51
Standard error	0.05	0.08	0.07	0.15	0.14	0.12	0.13	0.13	0.13	0.08	0.10	0.15	0.12	0.10	0.10	0.11	0.15	0.20	0.10	0.09	0.13	0.06	0.28

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 27

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Intellect

		Vote in 2010						Swing Voters		May 2005 Vote			
		Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Democrat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base		2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base		2011	521	311	210	567	307	138	555	1168	66	77	62
10	(10)	177 9%	86 16%	73 23%	13 6%	31 6%	20 7%	7 5%	31 6%	125 11%	6 8%	4 5%	7 11%
9	(9)	231 11%	97 19%	57 18%	40 19%	54 10%	33 11%	10 7%	60 11%	156 13%	14 21%	11 14%	6 10%
8	(8)	386 19%	99 19%	45 14%	54 26%	104 18%	71 23%	28 21%	117 21%	231 20%	6 9%	18 24%	7 12%
7	(7)	358 18%	94 18%	57 18%	37 17%	92 16%	62 20%	20 15%	116 21%	203 17%	7 11%	17 22%	15 24%
6	(6)	226 11%	56 11%	30 10%	26 13%	62 11%	44 14%	15 11%	76 14%	130 11%	5 8%	10 12%	11 18%
5	(5)	186 9%	29 6%	22 7%	7 4%	67 12%	25 8%	12 9%	50 9%	102 9%	6 9%	8 10%	4 7%
4	(4)	84 4%	11 2%	7 2%	4 2%	27 5%	18 6%	9 7%	30 5%	47 4%	7 10%	5 6%	5 8%
3	(3)	73 4%	4 1%	1 *	3 2%	32 6%	9 3%	7 5%	19 3%	43 4%	4 6%	2 2%	2 3%
2	(2)	45 2%	8 2%	3 1%	5 2%	24 4%	2 1%	4 3%	6 1%	33 3%	3 5%	- -	2 3%
1	(1)	31 2%	3 1%	3 1%	- -	17 3%	3 1%	1 1%	2 *	23 2%	2 3%	1 2%	- -
0	(0)	40 2%	2 *	2 1%	- -	21 4%	3 1%	6 4%	8 1%	22 2%	2 3%	1 1%	1 2%
NET: 8-10		794 39%	282 54%	175 56%	107 51%	189 33%	124 40%	46 33%	208 37%	512 44%	25 38%	34 44%	21 34%
NET: 4-7		854 42%	191 37%	116 37%	75 36%	247 44%	148 48%	56 41%	271 49%	481 41%	25 38%	39 50%	35 57%
NET: 0-3		189 9%	17 3%	8 3%	9 4%	94 17%	17 5%	19 13%	35 6%	120 10%	11 16%	3 4%	5 8%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 27

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Intellect

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Demo-crat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
Don't know	174 9%	32 6%	12 4%	19 9%	37 7%	17 6%	18 13%	41 7%	55 5%	5 8%	1 1%	1 1%
Mean	6.75	7.64	7.79	7.42	6.12	6.89	6.21	6.79	6.84	6.30	6.96	6.67
Standard deviation	2.32	1.92	2.00	1.75	2.58	1.98	2.53	2.01	2.38	2.80	1.93	2.26
Standard error	0.05	0.10	0.14	0.15	0.10	0.09	0.20	0.09	0.07	0.33	0.18	0.36

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 28

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Emotional intelligence

	Gender			Age						Social Class				Region					Voting Intention					
	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	Con-ser-vative	Labour	Lib-eral Democ-rat	NOT Labour	Don't know/refuse	
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110	
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118	
10	(10)	102 5%	37 4%	65 6%	11 5%	11 3%	12 3%	21 6%	20 7%	28 7%	24 4%	23 4%	20 5%	35 8%	28 5%	23 4%	22 4%	11 4%	18 11%	18 3%	61 11%	6 3%	41 3%	4 4%
9	(9)	160 8%	74 7%	86 8%	7 3%	18 6%	31 8%	24 7%	28 9%	52 12%	42 8%	41 7%	36 9%	40 9%	37 7%	44 8%	43 8%	16 5%	19 11%	34 6%	62 11%	12 6%	97 7%	1 1%
8	(8)	307 15%	128 13%	180 18%	37 15%	55 17%	53 14%	60 18%	50 17%	52 12%	80 15%	93 16%	75 18%	60 13%	83 16%	78 15%	75 15%	52 18%	17 10%	74 13%	108 20%	23 12%	199 14%	12 10%
7	(7)	303 15%	157 16%	146 14%	32 13%	40 12%	68 18%	56 16%	56 19%	51 12%	79 15%	98 17%	68 16%	58 12%	71 14%	74 14%	83 16%	52 18%	22 13%	92 15%	101 18%	27 15%	202 14%	13 11%
6	(6)	253 13%	130 13%	123 12%	37 15%	39 12%	55 14%	42 12%	27 9%	54 13%	72 13%	93 16%	41 10%	47 10%	78 15%	69 13%	60 12%	28 10%	18 10%	78 13%	75 14%	29 15%	178 12%	12 10%
5	(5)	246 12%	137 14%	109 11%	29 12%	46 14%	58 15%	30 9%	39 13%	45 11%	77 14%	66 11%	47 11%	55 12%	65 13%	65 12%	59 12%	37 13%	20 12%	71 12%	69 12%	34 18%	177 12%	14 11%
4	(4)	121 6%	65 7%	57 6%	14 6%	29 9%	28 7%	16 5%	12 4%	22 5%	36 7%	40 7%	22 5%	24 5%	35 7%	37 7%	27 5%	11 4%	13 7%	46 8%	24 4%	21 11%	97 7%	6 5%
3	(3)	106 5%	60 6%	47 5%	11 5%	18 6%	24 6%	19 6%	12 4%	22 5%	23 4%	25 4%	40 9%	19 4%	6 1%	36 7%	25 5%	23 8%	16 9%	39 7%	10 2%	7 4%	96 7%	10 8%
2	(2)	69 3%	38 4%	31 3%	9 4%	15 5%	4 1%	17 5%	7 2%	17 4%	19 4%	18 3%	11 3%	21 4%	14 3%	20 4%	17 3%	10 3%	8 5%	27 5%	11 2%	6 3%	58 4%	4 3%
1	(1)	31 2%	18 2%	14 1%	1 1%	1 *	6 2%	10 3%	6 2%	6 1%	11 2%	8 1%	6 1%	6 1%	9 2%	10 2%	9 2%	3 1%	1 *	16 3%	3 1%	* *	28 2%	1 1%
0	(0)	59 3%	37 4%	22 2%	6 3%	6 2%	12 3%	5 1%	15 5%	14 3%	13 2%	17 3%	15 4%	14 3%	19 4%	10 2%	20 4%	7 2%	3 2%	34 6%	5 1%	2 1%	53 4%	4 4%
NET: 8-10		569 28%	239 24%	330 32%	56 23%	84 26%	95 25%	105 31%	98 32%	132 31%	146 27%	131 31%	135 29%	149 29%	146 27%	141 28%	79 27%	55 31%	127 21%	232 42%	41 22%	337 23%	18 15%	
NET: 4-7		923 46%	488 49%	435 42%	111 46%	153 47%	209 55%	144 42%	135 45%	172 41%	265 49%	297 51%	178 42%	183 40%	249 49%	245 46%	229 45%	128 44%	73 42%	287 48%	268 48%	111 59%	655 45%	45 38%
NET: 0-3		265 13%	152 15%	113 11%	27 11%	41 13%	47 12%	51 15%	41 14%	59 14%	66 12%	69 12%	72 17%	59 13%	48 9%	76 14%	70 14%	43 15%	28 16%	117 20%	30 5%	16 8%	236 16%	19 16%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 28

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Emotional intelligence

	Gender		Age						Social Class				Region					Voting Intention					
	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	Con-ser-vative	Labour	Lib-eral Demo-crat	NOT Labour	Don't know/ refuse
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
Don't know	253	107	147	47	45	31	42	28	60	67	59	42	86	65	64	65	40	19	64	25	21	229	36
	13%	11%	14%	20%	14%	8%	12%	9%	14%	12%	10%	10%	18%	13%	12%	13%	14%	11%	11%	4%	11%	16%	30%
Mean	6.12	5.86	6.38	6.02	5.95	6.02	6.21	6.24	6.24	6.07	6.12	6.08	6.23	6.21	6.04	6.08	6.09	6.26	5.51	6.96	5.98	5.76	5.49
Standard deviation	2.42	2.44	2.37	2.29	2.26	2.27	2.46	2.60	2.57	2.35	2.30	2.50	2.57	2.40	2.37	2.49	2.33	2.56	2.58	2.08	2.02	2.46	2.47
Standard error	0.06	0.08	0.08	0.17	0.14	0.12	0.14	0.15	0.14	0.09	0.11	0.16	0.13	0.11	0.11	0.12	0.16	0.21	0.11	0.10	0.13	0.07	0.28

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 28

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Emotional intelligence

		Vote in 2010						Swing Voters		May 2005 Vote			
		Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Democrat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base		2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base		2011	521	311	210	567	307	138	555	1168	66	77	62
10	(10)	102 5%	59 11%	51 16%	8 4%	13 2%	13 4%	* *	16 3%	78 7%	3 4%	4 5%	6 10%
9	(9)	160 8%	59 11%	41 13%	18 9%	35 6%	25 8%	10 8%	36 6%	107 9%	8 12%	5 7%	4 7%
8	(8)	307 15%	96 18%	61 19%	35 17%	72 13%	39 13%	20 15%	86 15%	189 16%	9 14%	11 15%	11 18%
7	(7)	303 15%	80 15%	37 12%	43 21%	80 14%	52 17%	19 14%	102 18%	173 15%	5 7%	17 22%	9 15%
6	(6)	253 13%	72 14%	38 12%	34 16%	67 12%	50 16%	17 12%	85 15%	145 12%	8 11%	15 20%	12 19%
5	(5)	246 12%	59 11%	38 12%	21 10%	67 12%	43 14%	20 14%	68 12%	150 13%	5 8%	9 11%	6 10%
4	(4)	121 6%	22 4%	16 5%	6 3%	48 9%	22 7%	4 3%	29 5%	79 7%	7 11%	6 7%	1 2%
3	(3)	106 5%	14 3%	7 2%	6 3%	37 7%	12 4%	9 7%	24 4%	51 4%	3 4%	2 2%	2 3%
2	(2)	69 3%	14 3%	4 1%	10 5%	28 5%	9 3%	7 5%	24 4%	40 3%	4 6%	3 4%	4 7%
1	(1)	31 2%	3 1%	3 1%	- -	20 3%	4 1%	4 3%	7 1%	22 2%	5 8%	2 2%	- -
0	(0)	59 3%	4 1%	4 1%	- -	34 6%	3 1%	5 4%	8 2%	39 3%	4 6%	1 1%	- -
NET: 8-10		569 28%	214 41%	152 49%	62 29%	120 21%	76 25%	31 23%	138 25%	373 32%	20 31%	21 27%	22 36%
NET: 4-7		923 46%	234 45%	129 42%	105 50%	261 46%	167 55%	59 43%	284 51%	546 47%	25 38%	46 60%	29 46%
NET: 0-3		265 13%	34 7%	18 6%	16 8%	119 21%	28 9%	25 18%	63 11%	152 13%	16 24%	7 9%	6 10%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 28

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Emotional intelligence

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con- ser- vative	Lib- eral Demo- crat	Other	Yes	No	Lab-Con Switch- ers	Lab-Lib Switch- ers	Past Labour non- voters
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
Don't know	253 13%	39 7%	12 4%	27 13%	66 12%	35 11%	23 17%	70 13%	97 8%	5 8%	3 4%	5 9%
Mean	6.12	6.93	7.13	6.60	5.38	6.20	5.66	6.14	6.20	5.42	6.31	6.70
Standard deviation	2.42	2.16	2.27	1.93	2.64	2.13	2.46	2.17	2.48	2.99	2.10	2.18
Standard error	0.06	0.12	0.15	0.17	0.11	0.10	0.20	0.10	0.08	0.35	0.20	0.37

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 29

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Experience in government

	Gender			Age						Social Class				Region					Voting Intention					
	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	Con-ser-vative	Labour	Lib-eral Democ-rat	NOT Labour	Don't know/refuse	
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110	
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118	
10	(10)	68 3%	26 3%	42 4%	11 5%	9 3%	7 2%	11 3%	7 2%	22 5%	12 2%	17 3%	22 5%	18 4%	21 4%	13 3%	18 3%	10 3%	7 4%	8 1%	38 7%	2 1%	30 2%	4 4%
9	(9)	100 5%	51 5%	49 5%	3 1%	20 6%	14 4%	11 3%	21 7%	31 7%	20 4%	26 4%	28 7%	26 6%	19 4%	27 5%	32 6%	11 4%	11 7%	13 2%	56 10%	4 2%	44 3%	2 2%
8	(8)	181 9%	89 9%	92 9%	18 8%	31 10%	24 6%	36 11%	27 9%	44 10%	55 10%	54 9%	30 7%	42 9%	38 7%	54 10%	41 8%	32 11%	17 10%	44 7%	70 13%	16 9%	110 8%	9 7%
7	(7)	289 14%	121 12%	168 16%	37 15%	38 12%	61 16%	45 13%	49 16%	58 14%	74 14%	76 13%	66 16%	73 16%	68 13%	81 15%	83 16%	32 11%	25 14%	74 12%	102 18%	34 18%	187 13%	8 7%
6	(6)	294 15%	154 16%	140 14%	41 17%	38 12%	62 16%	53 16%	50 17%	51 12%	92 17%	104 18%	53 12%	45 10%	85 17%	73 14%	71 14%	41 14%	24 14%	89 15%	84 15%	36 19%	210 14%	15 12%
5	(5)	286 14%	144 15%	142 14%	31 13%	45 14%	69 18%	48 14%	27 9%	66 16%	77 14%	80 14%	67 16%	61 13%	83 16%	68 13%	74 15%	38 13%	23 13%	92 15%	77 14%	26 14%	209 14%	12 10%
4	(4)	161 8%	102 10%	60 6%	22 9%	27 8%	27 7%	22 6%	33 11%	31 7%	56 10%	45 8%	27 6%	33 7%	48 9%	41 8%	35 7%	25 9%	12 7%	57 10%	35 6%	22 12%	126 9%	7 6%
3	(3)	107 5%	60 6%	47 5%	5 2%	17 5%	26 7%	22 6%	13 4%	24 6%	30 5%	33 6%	15 4%	29 6%	21 4%	33 6%	26 5%	14 5%	14 8%	43 7%	21 4%	9 5%	86 6%	4 4%
2	(2)	96 5%	51 5%	45 4%	7 3%	21 6%	12 3%	14 4%	14 5%	28 7%	27 5%	27 5%	23 5%	19 4%	20 4%	30 6%	21 4%	16 5%	9 5%	49 8%	11 2%	6 3%	85 6%	3 2%
1	(1)	57 3%	34 3%	23 2%	2 1%	2 1%	11 3%	13 4%	13 4%	17 4%	14 2%	16 3%	14 3%	13 3%	13 3%	21 4%	18 4%	4 1%	1 1%	31 5%	9 2%	4 2%	48 3%	3 2%
0	(0)	65 3%	46 5%	18 2%	5 2%	6 2%	14 4%	11 3%	15 5%	14 3%	18 3%	18 3%	15 3%	14 3%	15 3%	12 2%	23 4%	12 4%	3 2%	33 6%	9 2%	3 1%	56 4%	8 7%
NET: 8-10		349 17%	166 17%	183 18%	33 14%	60 19%	45 12%	59 17%	55 18%	96 23%	87 16%	96 17%	80 19%	85 18%	77 15%	94 18%	90 18%	52 18%	35 20%	65 11%	165 30%	22 12%	184 13%	15 13%
NET: 4-7		1030 51%	521 53%	510 50%	131 54%	148 46%	218 57%	168 49%	160 53%	205 49%	300 55%	306 52%	213 50%	212 46%	284 56%	263 50%	263 52%	137 47%	83 48%	312 53%	297 54%	117 62%	733 50%	42 36%
NET: 0-3		325 16%	192 19%	133 13%	19 8%	45 14%	63 17%	61 18%	55 18%	82 19%	88 16%	94 16%	67 16%	76 16%	69 13%	96 18%	87 17%	46 16%	27 16%	156 26%	50 9%	22 12%	275 19%	18 15%

Prepared by Populus



Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 29

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Experience in government

	Gender		Age						Social Class				Region					Voting Intention					
	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	Con-ser-vative	Labour	Lib-eral Democ-rat	NOT Labour	Don't know/ refuse
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
Don't know	307	107	200	58	68	56	54	32	38	68	88	62	90	81	77	65	55	29	61	42	27	265	43
	15%	11%	19%	24%	21%	15%	16%	11%	9%	12%	15%	15%	19%	16%	15%	13%	19%	17%	10%	8%	14%	18%	37%
Mean	5.55	5.29	5.83	5.85	5.69	5.36	5.47	5.46	5.60	5.43	5.52	5.67	5.62	5.55	5.50	5.55	5.50	5.79	4.78	6.41	5.56	5.18	5.16
Standard deviation	2.40	2.47	2.30	2.14	2.32	2.25	2.43	2.53	2.59	2.30	2.34	2.54	2.49	2.30	2.41	2.51	2.44	2.32	2.44	2.23	1.98	2.38	2.76
Standard error	0.06	0.08	0.08	0.17	0.15	0.12	0.14	0.15	0.14	0.09	0.12	0.16	0.13	0.11	0.11	0.12	0.17	0.20	0.10	0.11	0.13	0.07	0.33

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 29

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Experience in government

		Vote in 2010						Swing Voters		May 2005 Vote			
		Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Democrat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base		2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base		2011	521	311	210	567	307	138	555	1168	66	77	62
10	(10)	68 3%	42 8%	34 11%	8 4%	7 1%	4 1%	2 2%	9 2%	48 4%	1 1%	1 1%	1 2%
9	(9)	100 5%	53 10%	41 13%	12 6%	13 2%	11 4%	6 4%	19 3%	72 6%	3 5%	2 3%	7 12%
8	(8)	181 9%	62 12%	44 14%	18 9%	34 6%	32 10%	9 6%	38 7%	118 10%	5 7%	5 6%	3 5%
7	(7)	289 14%	84 16%	46 15%	37 18%	71 12%	45 15%	15 11%	93 17%	165 14%	6 9%	17 22%	9 15%
6	(6)	294 15%	80 15%	44 14%	37 18%	93 16%	62 20%	15 11%	78 14%	184 16%	10 15%	17 22%	3 5%
5	(5)	286 14%	72 14%	44 14%	27 13%	86 15%	52 17%	20 14%	93 17%	160 14%	7 10%	14 18%	7 12%
4	(4)	161 8%	31 6%	15 5%	16 7%	46 8%	28 9%	14 10%	49 9%	99 9%	9 13%	8 10%	16 26%
3	(3)	107 5%	16 3%	8 3%	7 4%	39 7%	15 5%	9 6%	30 5%	62 5%	6 9%	4 5%	5 8%
2	(2)	96 5%	15 3%	8 3%	6 3%	49 9%	7 2%	7 5%	23 4%	61 5%	7 11%	1 1%	-
1	(1)	57 3%	8 2%	7 2%	1 1%	30 5%	7 2%	3 2%	11 2%	43 4%	5 8%	5 7%	-
0	(0)	65 3%	9 2%	4 1%	5 2%	32 6%	5 2%	10 7%	8 1%	43 4%	2 3%	1 1%	-
NET: 8-10		349 17%	157 30%	119 38%	38 18%	54 10%	46 15%	17 12%	66 12%	238 20%	9 14%	8 10%	12 19%
NET: 4-7		1030 51%	266 51%	149 48%	117 56%	296 52%	187 61%	64 47%	313 56%	608 52%	32 48%	55 72%	36 57%
NET: 0-3		325 16%	47 9%	27 9%	20 9%	150 26%	33 11%	29 21%	72 13%	209 18%	20 31%	10 14%	5 8%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 29

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Experience in government

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con- ser- vative	Lib- eral Demo- crat	Other	Yes	No	Lab-Con Switch- ers	Lab-Lib Switch- ers	Past Labour non- voters
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
Don't know	307 15%	50 10%	16 5%	35 17%	67 12%	40 13%	28 20%	104 19%	112 10%	5 7%	3 5%	9 15%
Mean	5.55	6.44	6.69	6.00	4.74	5.68	4.93	5.52	5.57	4.68	5.48	5.78
Standard deviation	2.40	2.30	2.34	2.15	2.43	1.99	2.56	2.08	2.49	2.52	2.01	2.10
Standard error	0.06	0.12	0.16	0.19	0.10	0.10	0.21	0.09	0.08	0.30	0.19	0.37

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 30

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Experience of life outside politics

		Gender			Age						Social Class				Region					Voting Intention				
		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	Con-ser-vative	Labour	Lib-eral Democ-rat	NOT Labour	Don't know/refuse
Unweighted base		2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base		2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
10	(10)	80 4%	30 3%	50 5%	9 4%	16 5%	9 2%	11 3%	15 5%	20 5%	12 2%	18 3%	23 5%	27 6%	26 5%	21 4%	12 2%	7 2%	14 8%	10 2%	41 7%	4 2%	40 3%	4 4%
9	(9)	55 3%	24 2%	31 3%	2 1%	5 2%	9 2%	14 4%	13 4%	12 3%	14 3%	20 3%	9 2%	12 3%	8 2%	9 2%	22 4%	12 4%	5 3%	8 1%	30 5%	4 2%	26 2%	1 1%
8	(8)	161 8%	56 6%	105 10%	20 8%	30 9%	22 6%	30 9%	20 7%	38 9%	34 6%	49 8%	34 8%	43 9%	25 5%	42 8%	59 12%	20 7%	15 9%	30 5%	63 11%	12 6%	98 7%	11 10%
7	(7)	245 12%	105 11%	140 14%	40 17%	35 11%	48 13%	40 12%	43 14%	38 9%	58 11%	70 12%	67 16%	50 11%	51 10%	68 13%	64 13%	40 14%	22 12%	71 12%	89 16%	19 10%	155 11%	13 11%
6	(6)	219 11%	107 11%	112 11%	17 7%	30 9%	48 12%	39 12%	38 13%	47 11%	61 11%	77 13%	48 11%	33 7%	71 14%	54 10%	51 10%	24 8%	19 11%	64 11%	76 14%	19 10%	143 10%	8 6%
5	(5)	272 14%	141 14%	131 13%	31 13%	46 14%	62 16%	46 13%	35 12%	52 12%	72 13%	81 14%	65 15%	54 12%	84 16%	66 13%	58 11%	46 16%	18 11%	89 15%	74 13%	29 16%	199 14%	10 8%
4	(4)	141 7%	87 9%	54 5%	14 6%	23 7%	33 9%	18 5%	24 8%	29 7%	49 9%	34 6%	24 6%	34 7%	42 8%	33 6%	34 7%	21 7%	10 6%	30 5%	44 8%	19 10%	97 7%	6 5%
3	(3)	141 7%	80 8%	61 6%	17 7%	20 6%	34 9%	22 6%	16 5%	33 8%	36 7%	53 9%	20 5%	32 7%	31 6%	46 9%	33 7%	17 6%	13 7%	58 10%	25 4%	18 9%	117 8%	7 6%
2	(2)	118 6%	71 7%	47 5%	14 6%	18 6%	24 6%	21 6%	17 6%	25 6%	52 10%	29 5%	17 4%	20 4%	25 5%	39 7%	26 5%	18 6%	10 6%	51 9%	21 4%	13 7%	98 7%	4 4%
1	(1)	70 3%	49 5%	21 2%	9 4%	11 3%	13 3%	14 4%	10 3%	13 3%	13 2%	17 3%	24 6%	16 3%	16 3%	22 4%	24 5%	3 1%	5 3%	29 5%	16 3%	6 3%	54 4%	3 3%
0	(0)	97 5%	66 7%	31 3%	7 3%	13 4%	14 4%	20 6%	18 6%	25 6%	32 6%	25 4%	17 4%	23 5%	23 5%	24 4%	27 5%	13 5%	10 6%	48 8%	10 2%	9 5%	87 6%	6 5%
NET: 8-10		296 15%	110 11%	186 18%	32 13%	50 16%	40 10%	55 16%	49 16%	70 17%	60 11%	87 15%	66 16%	83 18%	59 12%	72 14%	93 18%	39 13%	34 19%	48 8%	133 24%	19 10%	164 11%	17 14%
NET: 4-7		877 44%	440 45%	437 43%	103 43%	134 42%	191 50%	143 42%	140 46%	166 39%	240 44%	262 45%	204 48%	171 37%	248 49%	221 42%	207 41%	131 45%	69 39%	255 43%	283 51%	86 46%	594 41%	36 31%
NET: 0-3		426 21%	265 27%	161 16%	46 19%	62 19%	84 22%	77 23%	61 20%	96 23%	133 24%	124 21%	78 19%	91 20%	95 19%	132 25%	110 22%	52 18%	38 22%	186 31%	71 13%	46 25%	355 24%	20 17%

Prepared by Populus



Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 30

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Experience of life outside politics

	Gender		Age						Social Class				Region					Voting Intention					
	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	Con-ser-vative	Labour	Lib-eral Democ-rat	NOT Labour	Don't know/ refuse
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
Don't know	412	170	242	61	75	67	67	52	90	110	110	74	118	109	106	95	68	34	106	67	36	345	45
	20%	17%	24%	25%	23%	18%	19%	17%	21%	20%	19%	18%	25%	21%	20%	19%	24%	19%	18%	12%	19%	24%	38%
Mean	5.17	4.69	5.66	5.31	5.25	5.00	5.14	5.31	5.12	4.78	5.24	5.40	5.32	5.14	5.01	5.23	5.26	5.43	4.44	6.02	4.74	4.80	5.28
Standard deviation	2.60	2.61	2.49	2.51	2.60	2.35	2.69	2.70	2.72	2.53	2.50	2.60	2.77	2.49	2.61	2.67	2.47	2.83	2.57	2.41	2.41	2.59	2.77
Standard error	0.07	0.09	0.09	0.20	0.17	0.13	0.16	0.16	0.16	0.10	0.13	0.17	0.15	0.12	0.13	0.13	0.18	0.25	0.11	0.12	0.17	0.07	0.33

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 30

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Experience of life outside politics

		Vote in 2010						Swing Voters		May 2005 Vote			
		Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Democrat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base		2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base		2011	521	311	210	567	307	138	555	1168	66	77	62
10	(10)	80 4%	47 9%	39 13%	8 4%	8 1%	5 2%	3 2%	10 2%	59 5%	3 4%	1 1%	- -
9	(9)	55 3%	24 5%	16 5%	8 4%	9 2%	7 2%	4 3%	7 1%	42 4%	2 4%	1 1%	5 8%
8	(8)	161 8%	66 13%	40 13%	26 12%	33 6%	21 7%	5 4%	37 7%	97 8%	10 15%	8 10%	3 5%
7	(7)	245 12%	72 14%	49 16%	22 11%	58 10%	36 12%	14 10%	66 12%	152 13%	2 3%	14 19%	10 16%
6	(6)	219 11%	77 15%	45 15%	31 15%	59 10%	42 14%	8 6%	66 12%	134 11%	7 11%	13 16%	6 10%
5	(5)	272 14%	65 13%	36 12%	29 14%	81 14%	48 16%	20 15%	94 17%	152 13%	6 9%	10 13%	5 8%
4	(4)	141 7%	34 7%	21 7%	13 6%	29 5%	28 9%	10 7%	37 7%	81 7%	5 8%	9 12%	15 24%
3	(3)	141 7%	21 4%	8 3%	13 6%	48 8%	21 7%	12 9%	29 5%	93 8%	9 13%	3 4%	3 4%
2	(2)	118 6%	23 4%	13 4%	9 4%	51 9%	14 5%	9 6%	36 6%	68 6%	4 6%	4 5%	2 4%
1	(1)	70 3%	10 2%	6 2%	4 2%	34 6%	7 2%	5 4%	15 3%	46 4%	3 5%	4 5%	3 4%
0	(0)	97 5%	9 2%	8 3%	1 1%	52 9%	11 3%	11 8%	20 4%	65 6%	4 6%	1 1%	- -
NET: 8-10		296 15%	137 26%	95 31%	41 20%	49 9%	33 11%	12 9%	53 10%	197 17%	15 23%	9 12%	8 13%
NET: 4-7		877 44%	248 48%	152 49%	96 46%	228 40%	155 51%	52 37%	263 48%	519 44%	20 31%	46 60%	36 59%
NET: 0-3		426 21%	63 12%	36 11%	28 13%	184 32%	53 17%	37 27%	101 18%	272 23%	19 30%	12 16%	8 12%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 30

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Experience of life outside politics

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con- ser- vative	Lib- eral Demo- crat	Other	Yes	No	Lab-Con Switch- ers	Lab-Lib Switch- ers	Past Labour non- voters
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
Don't know	412 20%	74 14%	28 9%	45 22%	107 19%	66 22%	37 27%	137 25%	179 15%	11 16%	9 12%	10 16%
Mean	5.17	6.16	6.36	5.81	4.30	5.16	4.45	5.05	5.21	4.97	5.37	5.35
Standard deviation	2.60	2.42	2.52	2.23	2.64	2.26	2.66	2.32	2.69	2.84	2.16	2.16
Standard error	0.07	0.14	0.18	0.20	0.11	0.12	0.23	0.11	0.09	0.35	0.21	0.38

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 31

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Talks in straightforward language, not just politician-language

		Gender			Age						Social Class				Region					Voting Intention				
		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	Con-ser-vative	Labour	Lib-eral Democ-rat	NOT Labour	Don't know/refuse
Unweighted base		2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base		2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
10	(10)	224 11%	72 7%	152 15%	19 8%	23 7%	35 9%	43 13%	42 14%	62 15%	53 10%	53 9%	51 12%	68 15%	55 11%	60 11%	59 12%	23 8%	26 15%	49 8%	104 19%	15 8%	120 8%	10 8%
9	(9)	215 11%	94 10%	121 12%	24 10%	30 9%	43 11%	38 11%	31 10%	49 12%	55 10%	79 14%	37 9%	44 9%	50 10%	51 10%	61 12%	31 11%	21 12%	48 8%	79 14%	17 9%	137 9%	11 9%
8	(8)	324 16%	137 14%	187 18%	43 18%	48 15%	56 15%	50 14%	60 20%	68 16%	85 16%	108 18%	70 16%	61 13%	94 18%	85 16%	66 13%	49 17%	31 17%	82 14%	102 18%	36 19%	222 15%	11 9%
7	(7)	294 15%	150 15%	144 14%	27 11%	57 18%	66 17%	55 16%	38 12%	51 12%	83 15%	87 15%	60 14%	64 14%	73 14%	78 15%	71 14%	51 17%	21 12%	82 14%	101 18%	27 15%	192 13%	17 15%
6	(6)	203 10%	111 11%	92 9%	32 13%	42 13%	35 9%	32 9%	25 8%	37 9%	59 11%	60 10%	48 11%	35 8%	63 12%	42 8%	52 10%	32 11%	15 8%	67 11%	57 10%	29 16%	146 10%	6 5%
5	(5)	198 10%	108 11%	91 9%	26 11%	29 9%	45 12%	34 10%	23 7%	41 10%	53 10%	55 9%	41 10%	50 11%	49 10%	50 9%	44 9%	39 13%	17 10%	68 11%	37 7%	15 8%	161 11%	13 11%
4	(4)	110 5%	65 7%	45 4%	13 5%	14 4%	26 7%	21 6%	12 4%	23 5%	34 6%	24 4%	22 5%	31 7%	18 4%	32 6%	37 7%	12 4%	10 6%	38 6%	24 4%	14 8%	86 6%	3 3%
3	(3)	110 5%	61 6%	50 5%	14 6%	16 5%	26 7%	13 4%	18 6%	23 6%	34 6%	36 6%	21 5%	20 4%	21 4%	47 9%	28 6%	6 2%	9 5%	45 8%	16 3%	9 5%	95 6%	5 5%
2	(2)	78 4%	43 4%	36 3%	8 3%	15 5%	7 2%	10 3%	12 4%	27 6%	24 4%	22 4%	14 3%	19 4%	26 5%	20 4%	17 3%	11 4%	5 3%	34 6%	8 2%	9 5%	70 5%	9 8%
1	(1)	62 3%	45 5%	17 2%	4 2%	12 4%	12 3%	11 3%	10 3%	12 3%	23 4%	11 2%	17 4%	11 2%	16 3%	18 3%	15 3%	11 4%	2 1%	25 4%	9 2%	6 3%	53 4%	3 2%
0	(0)	81 4%	54 5%	27 3%	9 4%	8 3%	15 4%	12 4%	17 6%	19 5%	22 4%	24 4%	15 4%	20 4%	18 3%	23 4%	23 5%	12 4%	6 3%	42 7%	8 1%	2 1%	74 5%	6 5%
NET: 8-10		763 38%	303 31%	460 45%	86 35%	101 31%	134 35%	131 38%	133 44%	179 42%	193 36%	240 41%	157 37%	173 37%	200 39%	196 37%	186 37%	102 35%	78 45%	178 30%	284 51%	69 37%	478 33%	31 26%
NET: 4-7		805 40%	433 44%	372 36%	98 41%	142 44%	172 45%	143 42%	97 32%	153 36%	229 42%	226 39%	171 40%	180 39%	203 40%	203 38%	204 40%	133 46%	63 36%	255 43%	219 39%	86 46%	587 40%	40 34%
NET: 0-3		332 16%	203 21%	129 13%	36 15%	51 16%	60 16%	46 14%	57 19%	81 19%	102 19%	92 16%	67 16%	70 15%	80 16%	107 20%	84 17%	39 13%	22 12%	146 25%	41 7%	27 14%	291 20%	24 20%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 31

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Talks in straightforward language, not just politician-language

	Gender		Age						Social Class				Region					Voting Intention					
	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	Con-ser-vative	Labour	Lib-eral Democ-rat	NOT Labour	Don't know/ refuse
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
Don't know	111	47	64	22	27	16	22	15	9	18	26	27	40	28	25	31	15	12	15	11	6	101	23
	6%	5%	6%	9%	8%	4%	6%	5%	2%	3%	4%	6%	9%	5%	5%	6%	5%	7%	3%	2%	3%	7%	20%
Mean	6.33	5.84	6.80	6.25	6.20	6.25	6.49	6.41	6.34	6.13	6.46	6.34	6.39	6.41	6.16	6.29	6.31	6.76	5.64	7.29	6.33	5.94	5.84
Standard deviation	2.74	2.80	2.60	2.61	2.58	2.64	2.70	2.94	2.90	2.76	2.65	2.74	2.83	2.68	2.82	2.81	2.61	2.66	2.89	2.30	2.45	2.81	2.97
Standard error	0.06	0.09	0.09	0.19	0.15	0.13	0.15	0.17	0.15	0.10	0.12	0.17	0.14	0.12	0.12	0.13	0.17	0.21	0.11	0.11	0.15	0.07	0.31

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 31

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Talks in straightforward language, not just politician-language

		Vote in 2010						Swing Voters		May 2005 Vote			
		Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Democrat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base		2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base		2011	521	311	210	567	307	138	555	1168	66	77	62
10	(10)	224 11%	93 18%	73 24%	19 9%	44 8%	33 11%	14 10%	46 8%	160 14%	7 11%	8 11%	11 18%
9	(9)	215 11%	75 14%	39 12%	36 17%	43 8%	41 13%	12 9%	53 10%	131 11%	7 10%	11 14%	7 12%
8	(8)	324 16%	94 18%	50 16%	44 21%	85 15%	53 17%	15 11%	99 18%	187 16%	11 17%	16 20%	3 5%
7	(7)	294 15%	97 19%	50 16%	48 23%	69 12%	48 16%	20 15%	105 19%	154 13%	7 11%	12 16%	10 16%
6	(6)	203 10%	46 9%	28 9%	17 8%	57 10%	35 11%	9 6%	66 12%	116 10%	3 5%	8 11%	7 11%
5	(5)	198 10%	38 7%	21 7%	18 8%	63 11%	28 9%	17 12%	58 10%	109 9%	7 11%	6 7%	7 11%
4	(4)	110 5%	22 4%	16 5%	6 3%	31 6%	17 6%	9 6%	29 5%	66 6%	4 6%	5 7%	6 10%
3	(3)	110 5%	11 2%	6 2%	5 3%	49 9%	13 4%	9 7%	24 4%	69 6%	7 11%	2 3%	3 4%
2	(2)	78 4%	13 2%	7 2%	6 3%	35 6%	11 4%	2 1%	23 4%	45 4%	1 2%	1 1%	4 6%
1	(1)	62 3%	10 2%	7 2%	2 1%	26 4%	8 3%	5 4%	8 1%	42 4%	3 5%	5 6%	1 1%
0	(0)	81 4%	5 1%	5 2%	- -	45 8%	7 2%	12 9%	16 3%	54 5%	6 9%	3 4%	1 2%
NET: 8-10		763 38%	262 50%	163 52%	99 47%	172 30%	127 41%	40 29%	198 36%	478 41%	25 38%	35 45%	22 35%
NET: 4-7		805 40%	203 39%	114 37%	89 42%	220 39%	128 42%	55 40%	258 46%	446 38%	22 33%	31 41%	30 49%
NET: 0-3		332 16%	39 7%	25 8%	14 6%	154 27%	39 13%	28 20%	70 13%	209 18%	18 28%	10 14%	9 14%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 31

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Talks in straightforward language, not just politician-language

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con- ser- vative	Lib- eral Demo- crat	Other	Yes	No	Lab-Con Switch- ers	Lab-Lib Switch- ers	Past Labour non- voters
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
Don't know	111 6%	18 3%	9 3%	8 4%	21 4%	13 4%	15 11%	29 5%	35 3%	1 2%	-	1 2%
Mean	6.33	7.26	7.31	7.19	5.52	6.62	5.78	6.45	6.35	5.73	6.56	6.48
Standard deviation	2.74	2.31	2.49	2.01	2.97	2.53	3.04	2.44	2.85	3.16	2.72	2.72
Standard error	0.06	0.12	0.17	0.17	0.12	0.12	0.24	0.10	0.08	0.36	0.25	0.44

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 32

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Being in touch with the lives of ordinary working people

		Gender			Age						Social Class				Region					Voting Intention				
		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	Con-ser-vative	Labour	Lib-eral Democ-rat	NOT Labour	Don't know/refuse
Unweighted base		2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base		2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
10	(10)	167 8%	63 6%	104 10%	13 5%	22 7%	30 8%	23 7%	41 14%	37 9%	32 6%	37 6%	40 10%	58 13%	48 9%	39 7%	43 8%	11 4%	27 15%	29 5%	90 16%	9 5%	77 5%	6 5%
9	(9)	153 8%	57 6%	95 9%	14 6%	18 6%	32 8%	22 6%	23 7%	44 10%	46 8%	52 9%	20 5%	35 8%	37 7%	42 8%	39 8%	26 9%	9 5%	36 6%	57 10%	12 6%	96 7%	8 7%
8	(8)	276 14%	122 12%	154 15%	44 18%	42 13%	38 10%	55 16%	36 12%	60 14%	68 13%	90 15%	62 15%	56 12%	61 12%	77 15%	76 15%	39 13%	23 13%	65 11%	107 19%	25 13%	169 12%	12 10%
7	(7)	264 13%	124 13%	140 14%	28 11%	37 12%	58 15%	48 14%	46 15%	47 11%	91 17%	77 13%	47 11%	49 11%	77 15%	66 12%	59 12%	39 14%	23 13%	76 13%	88 16%	27 15%	176 12%	16 13%
6	(6)	224 11%	127 13%	97 9%	26 11%	40 12%	50 13%	42 12%	25 8%	40 10%	57 11%	74 13%	51 12%	42 9%	59 11%	53 10%	47 9%	45 15%	21 12%	51 9%	70 13%	29 16%	154 11%	5 4%
5	(5)	222 11%	114 12%	108 11%	25 10%	37 12%	54 14%	38 11%	23 8%	45 11%	63 12%	61 10%	57 13%	42 9%	54 11%	60 11%	62 12%	34 12%	11 6%	79 13%	48 9%	17 9%	174 12%	14 12%
4	(4)	130 6%	68 7%	63 6%	26 11%	21 7%	24 6%	15 4%	20 7%	24 6%	42 8%	35 6%	22 5%	31 7%	38 7%	38 7%	33 6%	14 5%	8 5%	55 9%	22 4%	21 11%	108 7%	1 1%
3	(3)	120 6%	72 7%	48 5%	10 4%	20 6%	18 5%	23 7%	16 5%	34 8%	31 6%	41 7%	23 5%	25 5%	28 5%	31 6%	38 7%	12 4%	11 6%	44 7%	16 3%	12 6%	104 7%	5 4%
2	(2)	107 5%	56 6%	51 5%	9 4%	16 5%	14 4%	14 4%	21 7%	32 8%	29 5%	25 4%	26 6%	27 6%	24 5%	28 5%	25 5%	22 8%	7 4%	45 7%	17 3%	11 6%	90 6%	10 8%
1	(1)	77 4%	54 5%	23 2%	12 5%	12 4%	17 4%	14 4%	11 4%	11 3%	23 4%	21 4%	12 3%	21 5%	14 3%	30 6%	19 4%	8 3%	6 3%	37 6%	12 2%	4 2%	64 4%	6 5%
0	(0)	98 5%	57 6%	42 4%	5 2%	13 4%	21 5%	16 5%	20 7%	22 5%	26 5%	24 4%	25 6%	24 5%	28 5%	26 5%	27 5%	10 3%	8 5%	45 8%	12 2%	6 3%	86 6%	7 6%
NET: 8-10		596 30%	242 25%	354 35%	70 29%	83 26%	101 26%	100 29%	100 33%	141 34%	146 27%	179 31%	122 29%	149 32%	146 29%	158 30%	158 31%	76 26%	58 33%	130 22%	254 46%	46 24%	343 24%	26 22%
NET: 4-7		840 42%	432 44%	408 40%	105 43%	136 42%	186 49%	142 42%	114 38%	156 37%	253 47%	246 42%	178 42%	163 35%	228 45%	216 41%	202 40%	132 46%	62 35%	261 44%	228 41%	95 50%	612 42%	36 31%
NET: 0-3		402 20%	239 24%	163 16%	37 15%	61 19%	70 18%	68 20%	68 22%	99 24%	108 20%	111 19%	86 20%	96 21%	94 18%	115 22%	109 22%	52 18%	33 19%	169 29%	57 10%	33 17%	345 24%	28 23%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 32

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Being in touch with the lives of ordinary working people

	Gender			Age						Social Class				Region					Voting Intention				
	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	Con-ser-vative	Labour	Lib-eral Democ-rat	NOT Labour	Don't know/ refuse
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
Don't know	173	72	101	29	42	25	31	19	25	35	47	37	54	43	42	36	30	22	33	15	15	157	28
	9%	7%	10%	12%	13%	7%	9%	6%	6%	6%	8%	9%	12%	8%	8%	7%	10%	13%	6%	3%	8%	11%	24%
Mean	5.84	5.44	6.23	5.86	5.72	5.81	5.87	5.94	5.84	5.74	5.92	5.76	5.92	5.90	5.71	5.80	5.82	6.21	5.08	6.91	5.74	5.39	5.40
Standard deviation	2.80	2.80	2.73	2.57	2.71	2.75	2.72	3.06	2.89	2.71	2.68	2.82	3.02	2.78	2.84	2.83	2.56	2.95	2.86	2.48	2.48	2.80	3.05
Standard error	0.07	0.09	0.09	0.19	0.16	0.14	0.15	0.17	0.15	0.10	0.13	0.18	0.15	0.13	0.13	0.17	0.24	0.11	0.12	0.16	0.07	0.33	

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 32

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Being in touch with the lives of ordinary working people

		Vote in 2010						Swing Voters		May 2005 Vote			
		Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Democrat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base		2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base		2011	521	311	210	567	307	138	555	1168	66	77	62
10	(10)	167 8%	75 14%	64 20%	11 5%	29 5%	20 7%	5 4%	31 6%	122 10%	5 7%	7 9%	9 15%
9	(9)	153 8%	51 10%	32 10%	19 9%	33 6%	28 9%	8 6%	31 6%	98 8%	10 15%	8 10%	9 14%
8	(8)	276 14%	105 20%	58 18%	48 23%	55 10%	42 14%	12 8%	78 14%	171 15%	8 13%	13 17%	7 11%
7	(7)	264 13%	81 16%	38 12%	43 21%	69 12%	43 14%	12 8%	81 15%	150 13%	4 6%	10 13%	9 15%
6	(6)	224 11%	64 12%	46 15%	18 9%	54 10%	43 14%	15 11%	77 14%	124 11%	4 6%	12 16%	6 9%
5	(5)	222 11%	46 9%	24 8%	22 11%	67 12%	36 12%	17 13%	72 13%	115 10%	5 8%	7 9%	6 10%
4	(4)	130 6%	21 4%	14 4%	7 3%	46 8%	24 8%	10 7%	37 7%	83 7%	6 9%	5 6%	5 9%
3	(3)	120 6%	7 1%	1 *	6 3%	43 8%	17 5%	11 8%	35 6%	66 6%	4 7%	1 2%	7 11%
2	(2)	107 5%	22 4%	11 4%	10 5%	42 7%	11 4%	7 5%	16 3%	71 6%	3 5%	6 8%	1 2%
1	(1)	77 4%	14 3%	9 3%	5 3%	39 7%	6 2%	8 6%	21 4%	47 4%	5 8%	2 3%	- -
0	(0)	98 5%	9 2%	9 3%	- -	55 10%	12 4%	12 8%	22 4%	62 5%	8 12%	4 5%	1 2%
NET: 8-10		596 30%	231 44%	153 49%	78 37%	117 21%	90 29%	25 18%	140 25%	391 33%	23 35%	28 36%	25 40%
NET: 4-7		840 42%	212 41%	121 39%	91 43%	236 42%	146 48%	54 39%	267 48%	473 40%	19 29%	34 44%	27 43%
NET: 0-3		402 20%	52 10%	30 10%	22 10%	179 31%	46 15%	38 28%	94 17%	247 21%	21 31%	13 17%	9 14%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 32

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Being in touch with the lives of ordinary working people

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Demo-crat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
Don't know	173 9%	26 5%	6 2%	20 9%	36 6%	24 8%	22 16%	54 10%	58 5%	3 5%	2 3%	1 2%
Mean	5.84	6.86	7.01	6.62	4.90	6.04	4.89	5.81	5.91	5.26	6.11	6.64
Standard deviation	2.80	2.46	2.61	2.20	2.97	2.55	2.89	2.55	2.89	3.37	2.77	2.54
Standard error	0.07	0.13	0.18	0.19	0.12	0.12	0.23	0.11	0.09	0.39	0.26	0.41

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 33

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Speaks their mind

		Gender			Age						Social Class				Region					Voting Intention				
		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	Con-ser-vative	Labour	Lib-eral Democ-rat	NOT Labour	Don't know/refuse
Unweighted base		2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base		2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
10	(10)	182 9%	71 7%	111 11%	18 8%	20 6%	33 9%	36 10%	31 10%	45 11%	44 8%	40 7%	39 9%	60 13%	43 8%	42 8%	45 9%	19 7%	34 19%	30 5%	92 17%	12 6%	91 6%	9 7%
9	(9)	198 10%	84 9%	114 11%	20 8%	26 8%	36 10%	39 11%	31 10%	46 11%	47 9%	64 11%	48 11%	39 8%	49 10%	53 10%	50 10%	29 10%	16 9%	54 9%	67 12%	18 9%	132 9%	10 8%
8	(8)	299 15%	130 13%	169 17%	43 18%	37 11%	54 14%	44 13%	56 18%	65 15%	92 17%	92 18%	57 20%	59 13%	75 15%	82 15%	78 15%	45 16%	18 11%	83 14%	112 20%	31 16%	188 13%	5 4%
7	(7)	340 17%	164 17%	176 17%	44 18%	61 19%	75 20%	46 13%	52 17%	63 15%	92 17%	102 18%	86 20%	60 13%	98 19%	86 16%	74 15%	61 21%	21 12%	76 13%	116 21%	38 20%	224 15%	20 17%
6	(6)	222 11%	117 12%	105 10%	25 11%	42 13%	35 9%	46 14%	26 9%	46 11%	74 14%	73 13%	37 9%	38 8%	66 13%	51 10%	52 10%	33 11%	20 11%	77 13%	51 9%	25 13%	171 12%	9 8%
5	(5)	209 10%	114 12%	95 9%	25 10%	39 12%	47 12%	34 10%	29 9%	37 9%	49 9%	58 10%	48 11%	55 12%	52 10%	53 10%	53 11%	32 11%	19 11%	69 12%	50 9%	18 10%	160 11%	16 13%
4	(4)	117 6%	67 7%	50 5%	16 7%	20 6%	21 6%	22 6%	15 5%	24 6%	39 7%	33 6%	24 6%	22 5%	28 5%	35 7%	38 8%	9 3%	7 4%	47 8%	26 5%	17 9%	92 6%	3 2%
3	(3)	104 5%	60 6%	45 4%	5 2%	19 6%	26 7%	13 4%	15 5%	27 6%	28 5%	29 5%	23 6%	25 5%	15 3%	34 6%	32 6%	14 5%	9 5%	43 7%	9 2%	12 6%	95 7%	3 2%
2	(2)	64 3%	31 3%	33 3%	6 2%	10 3%	9 2%	8 2%	12 4%	20 5%	19 3%	13 2%	11 3%	21 5%	18 4%	21 4%	12 2%	5 2%	8 5%	27 5%	9 2%	7 4%	55 4%	5 4%
1	(1)	44 2%	27 3%	17 2%	6 2%	3 1%	6 2%	12 3%	9 3%	8 2%	10 2%	16 3%	7 2%	11 2%	10 2%	12 2%	11 2%	9 3%	2 1%	21 4%	4 1%	2 1%	40 3%	1 1%
0	(0)	61 3%	41 4%	20 2%	8 3%	5 2%	13 3%	9 3%	12 4%	14 3%	16 3%	17 3%	10 2%	17 4%	12 2%	16 3%	20 4%	8 3%	4 2%	34 6%	5 1%	1 *	56 4%	6 5%
NET: 8-10		680 34%	285 29%	395 38%	82 34%	83 26%	123 32%	119 35%	117 39%	156 37%	182 34%	196 34%	144 34%	157 34%	167 33%	177 33%	174 34%	94 32%	68 39%	167 28%	270 49%	60 32%	410 28%	23 20%
NET: 4-7		888 44%	463 47%	426 42%	110 45%	162 50%	179 47%	148 43%	121 40%	170 40%	253 47%	266 46%	195 46%	174 38%	243 48%	225 42%	218 43%	136 47%	67 38%	267 45%	243 44%	98 52%	646 44%	47 40%
NET: 0-3		274 14%	159 16%	115 11%	25 10%	37 12%	54 14%	42 12%	47 16%	69 16%	72 13%	75 13%	52 12%	74 16%	56 11%	83 16%	76 15%	36 13%	23 13%	126 21%	29 5%	21 11%	245 17%	15 13%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 33

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Speaks their mind

	Gender		Age						Social Class				Region					Voting Intention					
	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	Con-ser-vative	Labour	Lib-eral Democ-rat	NOT Labour	Don't know/ refuse
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
Don't know	169	79	90	26	40	27	33	16	27	35	45	30	58	45	46	38	24	16	34	13	9	156	32
	8%	8%	9%	11%	12%	7%	10%	5%	6%	6%	8%	7%	13%	9%	9%	7%	8%	9%	6%	2%	5%	11%	27%
Mean	6.36	6.03	6.68	6.43	6.25	6.31	6.42	6.40	6.36	6.32	6.36	6.49	6.29	6.46	6.23	6.24	6.41	6.73	5.66	7.27	6.41	5.98	6.01
Standard deviation	2.55	2.61	2.45	2.46	2.28	2.51	2.60	2.69	2.67	2.48	2.48	2.46	2.80	2.41	2.59	2.63	2.43	2.70	2.72	2.13	2.18	2.61	2.76
Standard error	0.06	0.08	0.08	0.18	0.14	0.13	0.14	0.15	0.14	0.09	0.12	0.15	0.14	0.11	0.12	0.12	0.16	0.22	0.11	0.10	0.14	0.07	0.30

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 33

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Speaks their mind

		Vote in 2010						Swing Voters		May 2005 Vote			
		Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Democrat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base		2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base		2011	521	311	210	567	307	138	555	1168	66	77	62
10	(10)	182 9%	81 16%	62 20%	19 9%	27 5%	25 8%	6 4%	34 6%	127 11%	6 9%	6 8%	14 22%
9	(9)	198 10%	65 13%	47 15%	18 8%	52 9%	33 11%	12 9%	43 8%	131 11%	11 16%	11 14%	1 2%
8	(8)	299 15%	97 19%	43 14%	54 26%	78 14%	55 18%	14 10%	77 14%	197 17%	7 10%	17 23%	8 13%
7	(7)	340 17%	106 20%	62 20%	44 21%	77 14%	48 16%	18 13%	114 21%	179 15%	4 7%	13 17%	11 18%
6	(6)	222 11%	46 9%	30 9%	16 8%	69 12%	41 13%	18 13%	75 14%	121 10%	6 10%	8 11%	12 19%
5	(5)	209 10%	39 7%	26 8%	12 6%	67 12%	34 11%	21 15%	59 11%	121 10%	7 11%	7 10%	1 2%
4	(4)	117 6%	24 5%	16 5%	8 4%	34 6%	21 7%	6 4%	41 7%	69 6%	6 9%	3 4%	10 17%
3	(3)	104 5%	11 2%	7 2%	4 2%	41 7%	14 5%	7 5%	26 5%	57 5%	5 8%	5 7%	2 4%
2	(2)	64 3%	11 2%	4 1%	7 3%	26 5%	7 2%	7 5%	12 2%	45 4%	2 4%	1 1%	-
1	(1)	44 2%	7 1%	2 1%	5 3%	24 4%	2 1%	4 3%	15 3%	25 2%	4 6%	1 2%	1 2%
0	(0)	61 3%	4 1%	4 1%	-	38 7%	5 2%	8 6%	15 3%	38 3%	3 4%	3 4%	-
NET: 8-10		680 34%	243 47%	152 49%	91 43%	157 28%	112 37%	32 23%	154 28%	455 39%	23 35%	34 44%	22 36%
NET: 4-7		888 44%	215 41%	134 43%	81 38%	247 44%	144 47%	63 45%	289 52%	491 42%	24 36%	32 42%	34 55%
NET: 0-3		274 14%	33 6%	18 6%	16 8%	129 23%	29 9%	25 18%	67 12%	165 14%	14 21%	10 13%	4 6%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 33

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Speaks their mind

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Demo-crat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
Don't know	169 8%	30 6%	7 2%	23 11%	34 6%	21 7%	18 13%	44 8%	56 5%	5 7%	1 1%	2 3%
Mean	6.36	7.21	7.34	7.01	5.60	6.58	5.69	6.21	6.46	5.91	6.63	6.81
Standard deviation	2.55	2.21	2.25	2.15	2.80	2.27	2.67	2.38	2.61	2.96	2.46	2.35
Standard error	0.06	0.12	0.15	0.18	0.11	0.11	0.21	0.10	0.08	0.35	0.23	0.38

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 34

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Sticks to what they believe in

	Gender			Age						Social Class				Region					Voting Intention					
	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	Con-ser-vative	Labour	Lib-eral Democ-rat	NOT Labour	Don't know/refuse	
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110	
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118	
10	(10)	147 7%	65 7%	82 8%	14 6%	22 7%	21 5%	34 10%	24 8%	32 8%	35 7%	26 5%	32 8%	54 12%	35 7%	31 6%	42 8%	15 5%	25 14%	16 3%	87 16%	10 5%	60 4%	7 6%
9	(9)	170 8%	74 7%	96 9%	18 8%	11 3%	36 9%	24 7%	30 10%	51 12%	45 8%	46 8%	41 10%	38 8%	32 6%	47 9%	46 9%	32 11%	13 7%	33 6%	73 13%	15 8%	97 7%	4 4%
8	(8)	284 14%	127 13%	157 15%	33 14%	46 14%	63 16%	40 12%	46 15%	56 13%	74 14%	101 17%	54 13%	55 12%	74 14%	69 13%	68 13%	45 16%	27 16%	67 11%	109 20%	31 16%	175 12%	10 8%
7	(7)	268 13%	122 12%	146 14%	44 18%	42 13%	53 14%	43 13%	38 13%	48 11%	77 14%	89 15%	53 12%	50 11%	68 13%	76 14%	68 13%	35 12%	21 12%	83 14%	89 16%	27 14%	179 12%	9 8%
6	(6)	177 9%	101 10%	76 7%	31 13%	34 11%	25 7%	28 8%	21 7%	38 9%	56 10%	52 9%	39 9%	31 7%	55 11%	46 9%	37 7%	27 9%	12 7%	43 7%	49 9%	22 12%	128 9%	6 5%
5	(5)	233 12%	122 12%	111 11%	32 13%	39 12%	54 14%	40 12%	27 9%	40 10%	68 12%	60 10%	52 12%	54 12%	55 11%	64 12%	61 12%	28 10%	26 15%	83 14%	44 8%	22 12%	189 13%	20 17%
4	(4)	107 5%	56 6%	51 5%	13 5%	17 5%	26 7%	18 5%	16 5%	17 4%	31 6%	31 5%	25 6%	20 4%	30 6%	35 7%	23 5%	15 5%	4 2%	46 8%	25 5%	18 9%	82 6%	3 3%
3	(3)	95 5%	62 6%	33 3%	8 3%	16 5%	20 5%	16 5%	11 4%	25 6%	24 4%	34 6%	22 5%	16 3%	19 4%	26 5%	27 5%	18 6%	6 3%	37 6%	8 1%	8 4%	87 6%	1 1%
2	(2)	61 3%	35 4%	26 3%	2 1%	7 2%	9 2%	10 3%	12 4%	22 5%	20 4%	11 2%	12 3%	18 4%	15 3%	20 4%	14 3%	7 2%	6 3%	30 5%	8 1%	4 2%	53 4%	7 6%
1	(1)	35 2%	23 2%	12 1%	5 2%	5 2%	5 1%	6 2%	7 2%	7 2%	8 1%	11 2%	8 2%	9 2%	8 1%	11 2%	8 2%	2 1%	5 3%	16 3%	5 1%	3 2%	30 2%	- -
0	(0)	68 3%	46 5%	23 2%	8 3%	7 2%	12 3%	12 4%	15 5%	14 3%	16 3%	22 4%	8 2%	22 5%	16 3%	15 3%	21 4%	12 4%	5 3%	35 6%	9 2%	1 *	59 4%	8 7%
NET: 8-10		601 30%	265 27%	335 33%	65 27%	79 25%	120 31%	97 29%	100 33%	139 33%	155 29%	173 30%	126 30%	147 32%	141 28%	147 28%	155 31%	92 32%	65 37%	116 20%	268 48%	55 29%	332 23%	21 18%
NET: 4-7		786 39%	401 41%	384 37%	120 50%	133 41%	159 42%	129 38%	102 34%	143 34%	232 43%	232 40%	169 40%	154 33%	208 41%	221 42%	189 38%	105 36%	63 36%	255 43%	207 37%	89 47%	578 40%	39 33%
NET: 0-3		260 13%	166 17%	94 9%	22 9%	35 11%	46 12%	44 13%	46 15%	68 16%	67 12%	77 13%	51 12%	65 14%	57 11%	72 14%	70 14%	40 14%	21 12%	117 20%	30 5%	16 9%	230 16%	16 14%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 34

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Sticks to what they believe in

	Gender		Age						Social Class				Region					Voting Intention					
	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	Con-ser-vative	Labour	Lib-eral Democ-rat	NOT Labour	Don't know/ refuse
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
Don't know	364	152	212	35	75	58	71	53	73	89	101	76	98	105	91	90	54	25	107	48	28	316	43
	18%	15%	21%	14%	23%	15%	21%	18%	17%	16%	17%	18%	21%	17%	18%	19%	14%	18%	9%	15%	22%	36%	
Mean	6.22	5.89	6.57	6.30	6.15	6.23	6.22	6.20	6.25	6.19	6.17	6.29	6.27	6.22	6.10	6.24	6.23	6.56	5.36	7.27	6.34	5.76	5.53
Standard deviation	2.59	2.69	2.44	2.33	2.41	2.47	2.69	2.83	2.72	2.49	2.51	2.51	2.89	2.50	2.54	2.68	2.60	2.71	2.65	2.25	2.19	2.60	2.88
Standard error	0.06	0.09	0.09	0.17	0.15	0.13	0.16	0.17	0.15	0.10	0.13	0.17	0.15	0.12	0.12	0.13	0.18	0.23	0.11	0.11	0.15	0.07	0.34

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 34

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Sticks to what they believe in

		Vote in 2010						Swing Voters		May 2005 Vote			
		Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Democrat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base		2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base		2011	521	311	210	567	307	138	555	1168	66	77	62
10	(10)	147 7%	81 16%	64 21%	17 8%	15 3%	14 5%	4 3%	23 4%	108 9%	3 5%	4 6%	10 15%
9	(9)	170 8%	63 12%	44 14%	19 9%	29 5%	30 10%	5 4%	42 8%	106 9%	5 8%	8 10%	5 9%
8	(8)	284 14%	100 19%	59 19%	41 19%	63 11%	47 15%	13 9%	66 12%	184 16%	9 13%	17 22%	8 13%
7	(7)	268 13%	78 15%	43 14%	36 17%	77 13%	41 13%	20 15%	80 14%	164 14%	5 8%	11 15%	7 11%
6	(6)	177 9%	41 8%	20 7%	21 10%	46 8%	32 10%	17 12%	69 12%	91 8%	2 3%	6 7%	5 9%
5	(5)	233 12%	45 9%	29 9%	16 8%	70 12%	38 12%	17 12%	77 14%	122 10%	8 12%	9 11%	4 6%
4	(4)	107 5%	19 4%	14 5%	5 2%	41 7%	21 7%	3 2%	22 4%	75 6%	6 9%	5 6%	8 12%
3	(3)	95 5%	7 1%	4 1%	3 2%	31 5%	10 3%	7 5%	24 4%	52 4%	4 6%	3 4%	8 12%
2	(2)	61 3%	6 1%	6 2%	-	33 6%	5 2%	5 4%	9 2%	42 4%	5 8%	1 1%	-
1	(1)	35 2%	6 1%	1 *	5 2%	16 3%	5 1%	4 3%	16 3%	18 2%	1 2%	2 3%	-
0	(0)	68 3%	9 2%	6 2%	3 1%	38 7%	6 2%	9 7%	15 3%	43 4%	2 3%	2 3%	-
NET: 8-10		601 30%	244 47%	167 54%	77 37%	106 19%	91 30%	22 16%	131 24%	398 34%	17 26%	29 37%	23 37%
NET: 4-7		786 39%	183 35%	106 34%	77 37%	234 41%	132 43%	56 41%	248 45%	453 39%	21 32%	31 40%	24 38%
NET: 0-3		260 13%	27 5%	16 5%	11 5%	119 21%	25 8%	26 19%	63 11%	155 13%	13 20%	8 11%	8 12%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 34

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Sticks to what they believe in

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con- ser- vative	Lib- eral Demo- crat	Other	Yes	No	Lab-Con Switch- ers	Lab-Lib Switch- ers	Past Labour non- voters
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
Don't know	364 18%	66 13%	22 7%	44 21%	108 19%	58 19%	34 24%	112 20%	162 14%	15 22%	9 12%	8 12%
Mean	6.22	7.28	7.44	7.01	5.25	6.38	5.39	6.08	6.33	5.55	6.44	6.67
Standard deviation	2.59	2.27	2.32	2.16	2.72	2.30	2.71	2.39	2.64	2.82	2.47	2.45
Standard error	0.06	0.13	0.16	0.20	0.12	0.12	0.23	0.11	0.08	0.35	0.24	0.43

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 35

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Strong

		Gender			Age						Social Class				Region					Voting Intention				
		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	Con-ser-vative	Labour	Lib-eral Democ-rat	NOT Labour	Don't know/refuse
Unweighted base		2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base		2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
10	(10)	132 7%	54 5%	79 8%	18 8%	15 5%	17 4%	28 8%	21 7%	33 8%	29 5%	28 5%	31 7%	44 10%	29 6%	35 7%	31 6%	17 6%	20 11%	13 2%	76 14%	3 2%	57 4%	8 7%
9	(9)	133 7%	55 6%	78 8%	12 5%	12 4%	24 6%	23 7%	28 9%	34 8%	31 6%	33 6%	34 8%	35 8%	23 5%	35 7%	43 8%	21 7%	11 7%	28 5%	55 10%	8 4%	78 5%	9 7%
8	(8)	269 13%	118 12%	150 15%	31 13%	43 13%	60 16%	41 12%	38 13%	55 13%	82 15%	92 16%	49 12%	46 10%	68 13%	74 14%	64 13%	42 15%	21 12%	65 11%	91 16%	29 16%	178 12%	9 7%
7	(7)	297 15%	147 15%	150 15%	35 14%	54 17%	61 16%	48 14%	43 14%	57 13%	72 13%	94 16%	69 16%	62 13%	82 16%	75 14%	63 13%	45 16%	31 18%	78 13%	102 18%	37 20%	195 13%	10 8%
6	(6)	246 12%	122 12%	124 12%	35 14%	48 15%	44 12%	46 13%	34 11%	38 9%	86 16%	77 13%	45 11%	37 8%	77 15%	66 12%	48 10%	36 12%	18 10%	78 13%	69 12%	22 12%	177 12%	10 9%
5	(5)	255 13%	129 13%	126 12%	35 14%	38 12%	56 15%	41 12%	39 13%	46 11%	71 13%	67 11%	60 14%	57 12%	68 13%	67 13%	70 14%	32 11%	17 10%	88 15%	67 12%	22 12%	188 13%	14 12%
4	(4)	133 7%	71 7%	62 6%	12 5%	22 7%	28 7%	18 5%	18 6%	34 8%	42 8%	39 7%	18 4%	34 7%	32 6%	27 5%	41 8%	20 7%	13 8%	44 7%	37 7%	18 10%	96 7%	3 3%
3	(3)	116 6%	64 6%	52 5%	12 5%	22 7%	25 7%	11 3%	18 6%	28 7%	24 5%	29 5%	35 8%	27 6%	27 5%	35 7%	25 5%	20 7%	10 6%	46 8%	10 2%	16 9%	106 7%	6 5%
2	(2)	108 5%	62 6%	46 4%	6 2%	14 4%	16 4%	23 7%	12 4%	37 9%	35 6%	31 5%	20 5%	21 4%	20 4%	31 6%	32 6%	18 6%	6 4%	54 9%	16 3%	13 7%	92 6%	3 2%
1	(1)	70 4%	37 4%	33 3%	6 2%	4 1%	9 2%	21 6%	16 5%	15 4%	20 4%	21 4%	9 2%	21 5%	16 3%	23 4%	20 4%	5 2%	6 3%	33 5%	12 2%	3 2%	59 4%	5 4%
0	(0)	79 4%	53 5%	25 2%	7 3%	9 3%	19 5%	11 3%	16 5%	16 4%	19 3%	21 4%	18 4%	21 5%	20 4%	19 4%	23 4%	11 4%	6 3%	35 6%	7 1%	4 2%	71 5%	8 7%
NET: 8-10		534 27%	227 23%	307 30%	61 25%	70 22%	101 27%	92 27%	86 29%	122 29%	141 26%	154 26%	115 27%	125 27%	120 23%	144 27%	138 27%	80 28%	52 30%	107 18%	222 40%	41 22%	312 21%	25 21%
NET: 4-7		931 46%	469 48%	462 45%	117 48%	163 51%	189 49%	152 45%	134 45%	175 41%	271 50%	277 48%	192 45%	190 41%	260 51%	235 44%	222 44%	134 46%	80 46%	289 49%	275 50%	99 53%	656 45%	37 31%
NET: 0-3		372 19%	215 22%	157 15%	30 13%	48 15%	70 18%	66 19%	62 21%	96 23%	99 18%	103 18%	81 19%	90 19%	83 16%	108 20%	99 20%	55 19%	28 16%	168 28%	44 8%	35 19%	328 23%	22 19%

Prepared by Populus



Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 35

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Strong

	Gender			Age						Social Class				Region					Voting Intention				
	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	Con-ser-vative	Labour	Lib-eral Democ-rat	NOT Labour	Don't know/refuse
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
Don't know	174 9%	74 7%	100 10%	33 14%	40 12%	22 6%	31 9%	19 6%	28 7%	32 6%	50 9%	34 8%	58 12%	48 9%	44 8%	45 9%	21 7%	15 9%	31 5%	13 2%	13 7%	160 11%	34 29%
Mean	5.80	5.51	6.10	6.09	5.86	5.74	5.82	5.76	5.70	5.73	5.82	5.90	5.79	5.80	5.78	5.69	5.85	6.15	5.01	6.77	5.66	5.40	5.55
Standard deviation	2.64	2.69	2.55	2.44	2.34	2.55	2.75	2.80	2.80	2.54	2.55	2.64	2.86	2.50	2.67	2.74	2.59	2.69	2.63	2.34	2.28	2.65	3.04
Standard error	0.06	0.09	0.09	0.18	0.14	0.13	0.15	0.16	0.15	0.09	0.12	0.16	0.14	0.11	0.12	0.13	0.17	0.22	0.10	0.11	0.15	0.07	0.34

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 35

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Strong

		Vote in 2010						Swing Voters		May 2005 Vote			
		Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Democrat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base		2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base		2011	521	311	210	567	307	138	555	1168	66	77	62
10	(10)	132 7%	69 13%	54 17%	15 7%	13 2%	11 4%	6 4%	26 5%	88 8%	5 8%	3 4%	7 11%
9	(9)	133 7%	58 11%	41 13%	17 8%	31 5%	18 6%	8 6%	28 5%	87 7%	4 6%	3 4%	1 2%
8	(8)	269 13%	80 15%	47 15%	33 16%	62 11%	51 17%	16 12%	72 13%	166 14%	10 16%	16 21%	11 18%
7	(7)	297 15%	92 18%	53 17%	39 19%	70 12%	45 15%	15 11%	89 16%	185 16%	4 6%	13 17%	11 18%
6	(6)	246 12%	49 9%	29 9%	20 10%	72 13%	38 12%	16 12%	81 15%	135 12%	6 9%	9 12%	13 21%
5	(5)	255 13%	63 12%	32 10%	31 15%	75 13%	45 15%	16 11%	70 13%	152 13%	5 7%	11 15%	4 7%
4	(4)	133 7%	32 6%	18 6%	14 7%	40 7%	24 8%	7 5%	44 8%	76 6%	5 7%	5 7%	3 5%
3	(3)	116 6%	16 3%	7 2%	9 4%	42 7%	20 7%	7 5%	34 6%	59 5%	7 11%	4 6%	4 6%
2	(2)	108 5%	15 3%	10 3%	6 3%	50 9%	17 6%	7 5%	23 4%	77 7%	4 6%	3 4%	3 5%
1	(1)	70 4%	9 2%	5 2%	4 2%	35 6%	6 2%	11 8%	17 3%	46 4%	4 6%	3 4%	1 2%
0	(0)	79 4%	7 1%	6 2%	2 1%	41 7%	7 2%	10 7%	17 3%	47 4%	7 10%	2 2%	- -
NET: 8-10		534 27%	207 40%	142 46%	65 31%	105 18%	80 26%	29 21%	126 23%	340 29%	20 30%	23 30%	19 31%
NET: 4-7		931 46%	236 45%	132 42%	104 50%	257 45%	152 50%	54 39%	284 51%	548 47%	20 30%	39 51%	32 51%
NET: 0-3		372 19%	48 9%	28 9%	20 9%	168 30%	50 16%	35 26%	91 16%	228 20%	22 33%	12 16%	8 13%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 35

Based on how he came across to you in that video, please give Ed Miliband a score on a scale of 0-10 each of the following qualities.

Base: All respondents

Strong

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Democ-rat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
Don't know	174 9%	31 6%	9 3%	21 10%	37 7%	23 8%	19 14%	54 10%	51 4%	5 7%	2 3%	3 4%
Mean	5.80	6.77	6.98	6.42	4.93	5.83	5.14	5.76	5.85	5.11	5.95	6.41
Standard deviation	2.64	2.40	2.48	2.23	2.74	2.37	2.92	2.44	2.69	3.18	2.41	2.25
Standard error	0.06	0.13	0.17	0.19	0.11	0.11	0.24	0.11	0.08	0.37	0.22	0.37

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 36

Based on the video you've seen and on whatever else you may know or have heard about Ed Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

Summary table

	He is out of touch	He's part of the Labour machine	He does not share my concerns and values	He is aloof	He is prickly	He's too intellectual & wonkish	He's a political obsessive	He doesn't speak human	He doesn't live in the real world	He's part of the political elite	He just talks about what is wrong, he doesn't offer solutions	There's something a bit odd/weird about him
Unweighted base	2011	2011	2011	2011	2011	2011	2011	2011	2011	2011	2011	2011
Weighted base	2011	2011	2011	2011	2011	2011	2011	2011	2011	2011	2011	2011
True	528 26%	1146 57%	742 37%	453 23%	308 15%	441 22%	595 30%	418 21%	596 30%	974 48%	865 43%	623 31%
Untrue	1030 51%	461 23%	795 40%	1060 53%	1095 54%	1068 53%	783 39%	1241 62%	987 49%	528 26%	739 37%	987 49%
Don't know	452 22%	404 20%	474 24%	497 25%	608 30%	502 25%	633 31%	352 17%	428 21%	509 25%	407 20%	402 20%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 37

Based on the video you've seen and on whatever else you may know or have heard about Ed Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He is out of touch

	Gender			Age						Social Class				Region					Voting Intention				
	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	Con-ser-vative	Labour	Lib-eral Demo-crat	NOT Labour	Don't know/refuse
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
True	528 26%	317 32%	211 21%	54 22%	76 24%	98 26%	89 26%	86 28%	126 30%	145 27%	143 25%	119 28%	121 26%	133 26%	150 28%	141 28%	69 24%	36 20%	240 40%	85 15%	52 28%	443 30%	18 15%
Untrue	1030 51%	488 50%	542 53%	123 51%	162 50%	216 56%	180 53%	154 51%	194 46%	288 53%	316 54%	219 52%	208 45%	245 48%	263 49%	269 53%	153 53%	101 58%	245 41%	391 71%	94 50%	639 44%	51 43%
Don't know	452 22%	180 18%	273 27%	64 27%	83 26%	69 18%	73 21%	62 20%	102 24%	109 20%	124 21%	85 20%	134 29%	133 26%	118 22%	94 19%	69 24%	38 22%	110 18%	78 14%	42 22%	375 26%	49 42%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 37

Based on the video you've seen and on whatever else you may know or have heard about Ed Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He is out of touch

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Dem-o-cratic	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base	2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
True	528 26%	74 14%	48 15%	26 13%	239 42%	76 25%	42 31%	139 25%	340 29%	29 45%	22 29%	17 27%
Untrue	1030 51%	355 68%	215 69%	140 67%	226 40%	159 52%	58 42%	275 50%	630 54%	31 47%	43 57%	34 55%
Don't know	452 22%	92 18%	48 16%	44 21%	102 18%	72 23%	38 27%	141 25%	197 17%	5 8%	11 15%	11 18%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 38

Based on the video you've seen and on whatever else you may know or have heard about Ed Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He's part of the Labour machine

	Gender			Age						Social Class				Region					Voting Intention				
	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	Con-ser-vative	Labour	Lib-eral Demo-crat	NOT Labour	Don't know/refuse
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
True	1146	591	555	113	155	183	205	188	302	340	324	239	242	296	312	265	168	106	425	260	116	886	53
	57%	60%	54%	47%	48%	48%	60%	62%	72%	63%	56%	57%	52%	58%	59%	52%	58%	60%	71%	47%	61%	61%	45%
Untrue	461	225	236	59	80	123	67	60	72	126	134	92	109	109	117	137	59	39	89	215	33	246	22
	23%	23%	23%	24%	25%	32%	19%	20%	17%	23%	23%	22%	23%	21%	22%	27%	20%	23%	15%	39%	17%	17%	19%
Don't know	404	169	236	70	86	76	70	54	47	76	125	92	112	106	102	103	64	30	81	79	40	326	43
	20%	17%	23%	29%	27%	20%	21%	18%	11%	14%	21%	22%	24%	21%	19%	20%	22%	17%	14%	14%	21%	22%	37%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 38

Based on the video you've seen and on whatever else you may know or have heard about Ed Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He's part of the Labour machine

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con- ser- vative	Lib- eral Demo- crat	Other	Yes	No	Lab-Con Switch- ers	Lab-Lib Switch- ers	Past Labour non- voters
Unweighted base	2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
True	1146 57%	234 45%	141 45%	93 45%	404 71%	177 58%	95 69%	311 56%	716 61%	43 65%	47 61%	32 52%
Untrue	461 23%	199 38%	128 41%	71 34%	87 15%	62 20%	18 13%	111 20%	285 24%	13 20%	17 22%	21 34%
Don't know	404 20%	88 17%	42 14%	46 22%	76 13%	68 22%	24 17%	133 24%	166 14%	9 14%	13 17%	9 14%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 39

Based on the video you've seen and on whatever else you may know or have heard about Ed Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He does not share my concerns and values

	Gender			Age						Social Class				Region					Voting Intention				
	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	Con-ser-vative	Labour	Lib-eral Demo-crat	NOT Labour	Don't know/refuse
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
True	742 37%	430 44%	312 30%	67 28%	103 32%	132 34%	129 38%	120 40%	191 45%	228 42%	212 36%	152 36%	151 33%	195 38%	206 39%	185 37%	104 36%	52 30%	358 60%	97 18%	73 39%	645 44%	32 27%
Untrue	795 40%	377 38%	418 41%	104 43%	126 39%	164 43%	134 39%	129 43%	138 33%	220 40%	239 41%	158 37%	179 39%	193 38%	191 36%	215 43%	120 41%	76 43%	136 23%	354 64%	77 41%	441 30%	35 29%
Don't know	474 24%	178 18%	296 29%	70 29%	93 29%	87 23%	79 23%	52 17%	93 22%	95 18%	132 23%	113 27%	133 29%	123 24%	134 25%	105 21%	66 23%	46 27%	100 17%	103 19%	38 20%	371 25%	52 44%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 39

Based on the video you've seen and on whatever else you may know or have heard about Ed Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He does not share my concerns and values

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Dem-o-cratic	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base	2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
True	742 37%	89 17%	49 16%	41 19%	341 60%	103 33%	69 50%	178 32%	489 42%	34 52%	23 30%	28 45%
Untrue	795 40%	316 61%	190 61%	125 60%	133 23%	135 44%	32 23%	218 39%	475 41%	24 37%	36 46%	26 43%
Don't know	474 24%	116 22%	72 23%	44 21%	93 16%	69 22%	37 26%	158 29%	204 17%	7 11%	18 23%	8 13%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 40

Based on the video you've seen and on whatever else you may know or have heard about Ed Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He is aloof

	Gender			Age						Social Class				Region					Voting Intention				
	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	Con-ser-vative	Labour	Lib-eral Demo-crat	NOT Labour	Don't know/refuse
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
True	453 23%	260 26%	193 19%	45 19%	67 21%	98 26%	86 25%	67 22%	91 21%	125 23%	139 24%	98 23%	92 20%	112 22%	124 23%	118 23%	59 20%	41 23%	183 31%	96 17%	39 20%	357 25%	19 16%
Untrue	1060 53%	507 51%	554 54%	104 43%	153 48%	210 55%	186 54%	175 58%	232 55%	313 58%	306 52%	217 51%	225 49%	272 53%	276 52%	266 53%	153 53%	93 53%	300 50%	372 67%	98 52%	688 47%	43 36%
Don't know	497 25%	219 22%	279 27%	92 38%	101 31%	74 19%	71 21%	59 20%	100 24%	105 19%	139 24%	108 26%	146 32%	127 25%	130 25%	120 24%	78 27%	41 24%	112 19%	86 15%	52 27%	411 28%	56 47%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 40

Based on the video you've seen and on whatever else you may know or have heard about Ed Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He is aloof

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Dem-o-cratic	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base	2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
True	453 23%	84 16%	51 16%	33 16%	175 31%	62 20%	38 28%	125 22%	282 24%	22 34%	23 30%	19 30%
Untrue	1060 53%	338 65%	211 68%	127 61%	275 48%	169 55%	60 43%	279 50%	670 57%	33 51%	44 57%	34 54%
Don't know	497 25%	99 19%	49 16%	50 24%	118 21%	76 25%	40 29%	151 27%	217 19%	10 16%	10 13%	10 15%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 41

Based on the video you've seen and on whatever else you may know or have heard about Ed Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He is prickly

	Gender			Age						Social Class				Region					Voting Intention				
	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	Con-ser-vative	Labour	Lib-eral Demo-crat	NOT Labour	Don't know/refuse
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
True	308 15%	184 19%	123 12%	37 15%	49 15%	67 18%	54 16%	42 14%	59 14%	78 14%	84 14%	71 17%	74 16%	76 15%	87 16%	88 18%	37 13%	19 11%	116 19%	63 11%	26 14%	245 17%	16 14%
Untrue	1095 54%	530 54%	565 55%	114 47%	177 55%	218 57%	194 57%	178 59%	214 51%	322 59%	328 56%	226 54%	220 47%	264 52%	288 54%	277 55%	164 57%	101 58%	300 51%	377 68%	103 55%	719 49%	43 37%
Don't know	608 30%	271 27%	337 33%	91 38%	96 30%	96 25%	94 27%	82 27%	150 36%	143 26%	171 29%	125 30%	169 37%	171 33%	155 29%	139 28%	89 31%	54 31%	178 30%	114 21%	59 31%	494 34%	59 50%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 41

Based on the video you've seen and on whatever else you may know or have heard about Ed Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He is prickly

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Dem-o-cratic	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base	2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
True	308 15%	65 12%	42 13%	23 11%	120 21%	39 13%	20 15%	76 14%	191 16%	13 19%	13 17%	13 21%
Untrue	1095 54%	343 66%	207 67%	135 64%	284 50%	177 58%	67 48%	302 54%	674 58%	35 53%	51 66%	28 45%
Don't know	608 30%	114 22%	62 20%	51 24%	163 29%	90 29%	51 37%	177 32%	303 26%	18 27%	13 16%	21 35%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 42

Based on the video you've seen and on whatever else you may know or have heard about Ed Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He's too intellectual & wonkish

	Gender			Age						Social Class				Region					Voting Intention				
	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	Con-ser-vative	Labour	Lib-eral Demo-crat	NOT Labour	Don't know/refuse
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
True	441 22%	262 27%	179 17%	56 23%	70 22%	92 24%	76 22%	59 20%	88 21%	127 23%	133 23%	90 21%	91 20%	120 23%	115 22%	114 23%	65 23%	27 15%	149 25%	102 18%	43 23%	339 23%	14 12%
Untrue	1068 53%	509 52%	560 55%	114 47%	171 53%	201 53%	189 55%	171 57%	223 53%	311 57%	317 54%	227 54%	213 46%	257 50%	284 54%	272 54%	151 52%	104 60%	307 52%	356 64%	108 58%	712 49%	45 38%
Don't know	502 25%	215 22%	287 28%	72 30%	81 25%	89 23%	77 23%	71 24%	112 26%	105 19%	133 23%	105 25%	158 34%	134 26%	131 25%	119 24%	74 26%	44 25%	139 23%	96 17%	37 20%	406 28%	58 49%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 42

Based on the video you've seen and on whatever else you may know or have heard about Ed Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He's too intellectual & wonkish

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con- ser- vative	Lib- eral Demo- crat	Other	Yes	No	Lab-Con Switch- ers	Lab-Lib Switch- ers	Past Labour non- voters
Unweighted base	2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
True	441 22%	110 21%	68 22%	42 20%	152 27%	59 19%	33 24%	129 23%	264 23%	20 31%	17 23%	13 21%
Untrue	1068 53%	323 62%	198 64%	124 59%	281 50%	173 56%	66 47%	277 50%	666 57%	28 42%	45 59%	31 50%
Don't know	502 25%	88 17%	45 14%	44 21%	134 24%	75 24%	40 29%	148 27%	237 20%	18 27%	14 18%	18 29%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 43

Based on the video you've seen and on whatever else you may know or have heard about Ed Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He's a political obsessive

	Gender			Age						Social Class				Region					Voting Intention				
	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	Con-ser-vative	Labour	Lib-eral Demo-crat	NOT Labour	Don't know/refuse
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
True	595 30%	353 36%	241 24%	68 28%	87 27%	106 28%	102 30%	90 30%	142 34%	185 34%	156 27%	134 32%	120 26%	142 28%	169 32%	147 29%	85 29%	51 29%	242 41%	111 20%	55 29%	484 33%	26 22%
Untrue	783 39%	370 38%	413 40%	96 40%	128 40%	163 43%	125 36%	121 40%	150 36%	209 39%	233 40%	162 38%	179 39%	202 39%	205 39%	213 42%	93 32%	70 40%	185 31%	318 57%	74 39%	465 32%	35 30%
Don't know	633 31%	262 27%	371 36%	77 32%	107 33%	113 29%	115 34%	91 30%	130 31%	149 27%	194 33%	127 30%	164 35%	168 33%	157 30%	145 29%	111 38%	53 30%	167 28%	126 23%	59 32%	508 35%	58 49%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 43

Based on the video you've seen and on whatever else you may know or have heard about Ed Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He's a political obsessive

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Dem-o-cratic	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base	2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
True	595 30%	98 19%	54 17%	43 21%	235 41%	89 29%	47 34%	156 28%	372 32%	26 39%	24 31%	26 43%
Untrue	783 39%	286 55%	184 59%	102 49%	171 30%	107 35%	36 26%	203 37%	485 42%	23 35%	31 40%	27 44%
Don't know	633 31%	138 26%	74 24%	64 30%	161 28%	111 36%	55 40%	196 35%	310 27%	17 26%	22 28%	8 13%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 44

Based on the video you've seen and on whatever else you may know or have heard about Ed Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He doesn't speak human

	Gender			Age						Social Class				Region					Voting Intention				
	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	Con-ser-vative	Labour	Lib-eral Demo-crat	NOT Labour	Don't know/refuse
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
True	418 21%	246 25%	172 17%	49 20%	66 20%	88 23%	61 18%	63 21%	92 22%	120 22%	123 21%	86 20%	89 19%	92 18%	135 25%	117 23%	48 17%	27 15%	184 31%	57 10%	40 21%	361 25%	20 17%
Untrue	1241 62%	578 59%	663 65%	138 57%	194 60%	240 63%	222 65%	194 64%	253 60%	355 65%	367 63%	256 61%	263 57%	320 63%	301 57%	322 64%	184 63%	114 65%	323 54%	436 79%	127 67%	805 55%	53 45%
Don't know	352 17%	161 16%	191 19%	54 23%	62 19%	54 14%	60 17%	44 15%	77 18%	68 13%	93 16%	81 19%	110 24%	100 19%	94 18%	65 13%	58 20%	34 19%	87 15%	61 11%	22 12%	291 20%	45 38%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 44

Based on the video you've seen and on whatever else you may know or have heard about Ed Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He doesn't speak human

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Dem-o-cratic	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base	2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
True	418 21%	61 12%	43 14%	19 9%	185 33%	53 17%	34 25%	104 19%	263 23%	24 36%	14 19%	13 22%
Untrue	1241 62%	388 74%	232 75%	155 74%	296 52%	205 67%	75 54%	360 65%	742 64%	35 54%	54 70%	37 59%
Don't know	352 17%	72 14%	36 12%	36 17%	86 15%	48 16%	29 21%	91 16%	163 14%	7 10%	9 11%	12 19%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 45

Based on the video you've seen and on whatever else you may know or have heard about Ed Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He doesn't live in the real world

	Gender			Age						Social Class				Region					Voting Intention				
	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	Con-ser-vative	Labour	Lib-eral Demo-crat	NOT Labour	Don't know/refuse
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
True	596 30%	345 35%	251 24%	66 27%	86 27%	106 28%	97 29%	97 32%	144 34%	167 31%	169 29%	125 30%	135 29%	145 28%	172 32%	150 30%	86 30%	43 24%	265 45%	96 17%	58 31%	500 34%	21 18%
Untrue	987 49%	469 48%	518 51%	108 45%	149 46%	210 55%	172 50%	154 51%	194 46%	281 52%	303 52%	197 47%	206 44%	247 48%	238 45%	264 52%	143 49%	94 54%	229 39%	384 69%	91 49%	603 41%	45 38%
Don't know	428 21%	171 17%	256 25%	67 28%	86 27%	66 17%	73 21%	51 17%	84 20%	94 17%	111 19%	101 24%	122 26%	119 23%	120 23%	90 18%	61 21%	38 22%	100 17%	74 13%	38 20%	353 24%	52 44%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 45

Based on the video you've seen and on whatever else you may know or have heard about Ed Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He doesn't live in the real world

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Dem-o-cratic	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base	2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
True	596 30%	80 15%	51 16%	29 14%	266 47%	80 26%	50 36%	151 27%	383 33%	29 44%	23 30%	19 30%
Untrue	987 49%	352 67%	219 70%	133 63%	206 36%	157 51%	53 38%	267 48%	604 52%	25 38%	43 56%	35 57%
Don't know	428 21%	89 17%	42 13%	48 23%	96 17%	70 23%	35 26%	137 25%	181 16%	12 18%	11 14%	8 13%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 46

Based on the video you've seen and on whatever else you may know or have heard about Ed Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He's part of the political elite

	Gender			Age						Social Class				Region					Voting Intention				
	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	Con-ser-vative	Labour	Lib-eral Demo-crat	NOT Labour	Don't know/refuse
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
True	974 48%	495 50%	479 47%	102 42%	123 38%	160 42%	180 53%	155 52%	254 60%	303 56%	277 48%	186 44%	207 45%	265 52%	256 48%	242 48%	132 45%	80 46%	348 59%	235 42%	105 56%	739 51%	36 31%
Untrue	528 26%	287 29%	241 24%	59 24%	96 30%	123 32%	87 26%	75 25%	88 21%	147 27%	160 27%	113 27%	108 23%	110 21%	145 27%	149 30%	74 25%	50 29%	124 21%	205 37%	39 21%	323 22%	26 22%
Don't know	509 25%	204 21%	306 30%	81 34%	103 32%	100 26%	74 22%	71 24%	80 19%	93 17%	146 25%	123 29%	147 32%	137 27%	130 24%	113 22%	85 29%	44 25%	122 21%	114 21%	44 23%	395 27%	56 47%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 46

Based on the video you've seen and on whatever else you may know or have heard about Ed Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He's part of the political elite

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Dem-o-cratic	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base	2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
True	974 48%	210 40%	137 44%	73 35%	337 59%	159 52%	79 57%	273 49%	606 52%	38 57%	42 54%	32 51%
Untrue	528 26%	188 36%	114 37%	74 35%	124 22%	65 21%	35 26%	123 22%	332 28%	18 27%	20 26%	15 25%
Don't know	509 25%	123 24%	61 20%	62 30%	106 19%	82 27%	24 17%	158 29%	230 20%	11 16%	15 20%	15 24%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 47

Based on the video you've seen and on whatever else you may know or have heard about Ed Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He just talks about what is wrong, he doesn't offer solutions

	Gender			Age						Social Class				Region					Voting Intention				
	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	Con-ser-vative	Labour	Lib-eral Demo-crat	NOT Labour	Don't know/refuse
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
True	865 43%	466 47%	399 39%	84 35%	122 38%	150 39%	156 46%	151 50%	203 48%	243 45%	261 45%	177 42%	185 40%	230 45%	237 45%	215 43%	120 41%	64 36%	353 59%	145 26%	86 46%	720 49%	43 36%
Untrue	739 37%	358 36%	381 37%	85 35%	114 35%	149 39%	134 39%	108 36%	150 36%	210 39%	214 37%	148 35%	166 36%	165 32%	183 34%	201 40%	111 38%	79 45%	146 25%	320 58%	73 39%	419 29%	28 23%
Don't know	407 20%	161 16%	246 24%	73 30%	86 27%	84 22%	53 15%	43 14%	69 16%	90 17%	108 19%	97 23%	112 24%	116 23%	111 21%	88 18%	59 20%	32 19%	96 16%	89 16%	30 16%	318 22%	48 40%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 47

Based on the video you've seen and on whatever else you may know or have heard about Ed Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

He just talks about what is wrong, he doesn't offer solutions

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con- ser- vative	Lib- eral Demo- crat	Other	Yes	No	Lab-Con Switch- ers	Lab-Lib Switch- ers	Past Labour non- voters
Unweighted base	2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
True	865 43%	152 29%	86 28%	66 31%	330 58%	136 44%	68 50%	251 45%	514 44%	31 47%	34 44%	23 36%
Untrue	739 37%	275 53%	178 57%	97 46%	149 26%	114 37%	41 30%	181 33%	468 40%	20 30%	33 43%	26 42%
Don't know	407 20%	94 18%	47 15%	47 22%	88 16%	57 19%	29 21%	123 22%	186 16%	15 23%	10 14%	14 22%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 48

Based on the video you've seen and on whatever else you may know or have heard about Ed Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

There's something a bit odd/weird about him

	Gender			Age						Social Class				Region					Voting Intention				
	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	Con-ser-vative	Labour	Lib-eral Demo-crat	NOT Labour	Don't know/refuse
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
True	623 31%	357 36%	266 26%	91 38%	100 31%	128 33%	101 29%	84 28%	119 28%	179 33%	194 33%	116 27%	135 29%	151 29%	181 34%	166 33%	91 31%	35 20%	250 42%	123 22%	67 36%	500 34%	26 22%
Untrue	987 49%	458 46%	528 52%	93 39%	152 47%	196 51%	171 50%	154 51%	220 52%	284 52%	287 49%	213 50%	202 44%	237 46%	248 47%	242 48%	151 52%	107 61%	247 42%	364 66%	89 47%	623 43%	47 39%
Don't know	402 20%	171 17%	231 23%	57 24%	69 21%	59 15%	70 20%	64 21%	82 20%	80 15%	102 18%	93 22%	126 27%	123 24%	101 19%	96 19%	48 17%	33 19%	97 16%	68 12%	32 17%	334 23%	46 39%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 48

Based on the video you've seen and on whatever else you may know or have heard about Ed Miliband, do you think the following criticisms of him are true or not true?

Base: All respondents

There's something a bit odd/weird about him

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Dem-o-cratic	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base	2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
True	623 31%	112 21%	65 21%	47 22%	240 42%	105 34%	44 32%	181 33%	375 32%	25 38%	25 32%	19 31%
Untrue	987 49%	331 64%	202 65%	129 61%	237 42%	149 49%	61 44%	249 45%	617 53%	33 51%	41 53%	33 53%
Don't know	402 20%	78 15%	44 14%	35 16%	91 16%	53 17%	33 24%	124 22%	176 15%	7 11%	11 15%	10 16%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 49

For each of the following pairs of words & phrases, please say which is closest to your perception of David Miliband

Base: All respondents

	Gender			Age						Social Class				Region					Voting Intention				
	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	Con-ser-vative	Labour	Lib-eral Dem-o-crat	NOT Labour	Don't know/ refuse
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
Strong/ Weak																							
Strong	1401	645	756	184	227	262	232	200	297	396	407	288	311	367	350	350	211	123	337	482	136	919	77
	70%	65%	74%	76%	70%	69%	68%	66%	70%	73%	70%	68%	67%	72%	66%	69%	73%	71%	57%	87%	72%	63%	65%
Weak	610	340	270	58	95	120	110	102	125	147	176	135	152	144	180	155	79	51	258	72	52	538	42
	30%	35%	26%	24%	30%	31%	32%	34%	30%	27%	30%	32%	33%	28%	34%	31%	27%	29%	43%	13%	28%	37%	35%
Fresh/ Stale																							
Fresh	1246	584	663	171	208	238	199	170	259	325	361	269	292	310	305	319	195	118	242	472	118	775	74
	62%	59%	65%	71%	65%	62%	58%	56%	61%	60%	62%	64%	63%	61%	58%	63%	67%	67%	41%	85%	63%	53%	63%
Stale	765	402	363	70	114	144	143	132	163	218	223	153	171	201	225	186	95	57	353	83	70	682	44
	38%	41%	35%	29%	35%	38%	42%	44%	39%	40%	38%	36%	37%	39%	42%	37%	33%	33%	59%	15%	37%	47%	37%
Determined/ Indecisive																							
Determined	1502	694	808	188	240	287	255	215	318	422	448	293	338	396	381	380	220	125	394	497	138	1005	80
	75%	70%	79%	78%	75%	75%	74%	71%	75%	78%	77%	69%	73%	77%	72%	75%	76%	72%	66%	90%	73%	69%	67%
Indecisive	509	292	218	54	82	95	87	87	104	121	135	129	124	115	150	124	70	50	201	57	50	452	38
	25%	30%	21%	22%	25%	25%	26%	29%	25%	22%	23%	31%	27%	23%	28%	25%	24%	28%	34%	10%	27%	31%	33%
Good for you & your family/ Bad for you & your family																							
Good for you & your family	1052	482	570	156	174	221	162	146	192	271	303	225	253	260	265	269	160	98	128	481	92	571	63
	52%	49%	56%	65%	54%	58%	47%	48%	46%	50%	52%	53%	55%	51%	50%	53%	55%	56%	22%	87%	49%	39%	53%
Bad for you & your family	959	503	456	85	148	161	180	155	230	271	281	197	210	251	265	236	130	77	466	73	96	886	56
	48%	51%	44%	35%	46%	42%	53%	52%	54%	50%	48%	47%	45%	49%	50%	47%	45%	44%	78%	13%	51%	61%	47%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 49

For each of the following pairs of words & phrases, please say which is closest to your perception of David Miliband

Base: All respondents

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Demo-crat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base	2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
Strong/ Weak												
Strong	1401	432	265	167	323	221	76	408	811	43	57	52
	70%	83%	85%	80%	57%	72%	55%	74%	69%	66%	74%	84%
Weak	610	89	46	43	245	85	62	146	357	23	20	10
	30%	17%	15%	20%	43%	28%	45%	26%	31%	34%	26%	16%
Fresh/ Stale												
Fresh	1246	432	268	164	230	199	66	378	696	41	54	52
	62%	83%	86%	78%	41%	65%	48%	68%	60%	63%	70%	83%
Stale	765	89	43	46	337	108	71	176	471	25	23	10
	38%	17%	14%	22%	59%	35%	52%	32%	40%	37%	30%	17%
Determined/ Indecisive												
Determined	1502	458	283	175	364	236	74	423	875	48	63	55
	75%	88%	91%	83%	64%	77%	53%	76%	75%	73%	82%	89%
Indecisive	509	63	28	35	203	71	64	131	292	18	13	7
	25%	12%	9%	17%	36%	23%	47%	24%	25%	27%	18%	11%
Good for you & your family/ Bad for you & your family												
Good for you & your family	1052	439	270	168	137	165	40	322	576	32	50	47
	52%	84%	87%	80%	24%	54%	29%	58%	49%	48%	65%	76%
Bad for you & your family	959	83	41	42	431	142	98	233	591	34	27	15
	48%	16%	13%	20%	76%	46%	71%	42%	51%	52%	35%	24%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 50

For each of the following pairs of words & phrases, please say which is closest to your perception of David Miliband

Base: All respondents

	Gender			Age						Social Class				Region					Voting Intention				
	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	Con-ser-vative	Labour	Lib-eral Democ-rat	NOT Labour	Don't know/refuse
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
Up to the job/ Not up to the job of being Prime Minister																							
Up to the job of being Prime Minister	1070	502	568	162	163	219	178	151	197	276	322	221	250	273	258	272	169	97	151	456	102	614	65
	53%	51%	55%	67%	51%	57%	52%	50%	47%	51%	55%	52%	54%	54%	49%	54%	58%	56%	25%	82%	54%	42%	55%
Not up to the job of being Prime Minister	941	483	458	80	159	163	164	150	225	267	261	201	213	238	273	233	121	77	443	98	87	843	53
	47%	49%	45%	33%	49%	43%	48%	50%	53%	49%	45%	48%	46%	46%	51%	46%	42%	44%	75%	18%	46%	58%	45%
Has clear ideas for dealing with Britain's economic problems/ Doesn't know what to do about Britain's economic problems																							
Has clear ideas for dealing with Britain's economic problems	972	452	519	142	146	197	169	145	174	233	277	214	248	235	241	250	161	85	125	448	79	523	57
	48%	46%	51%	59%	45%	51%	49%	48%	41%	43%	47%	51%	54%	46%	45%	49%	56%	48%	21%	81%	42%	36%	48%
Doesn't know what to do about Britain's economic problems	1039	533	506	99	176	185	173	157	249	310	307	209	215	276	290	255	129	90	470	106	110	934	62
	52%	54%	49%	41%	55%	49%	51%	52%	59%	57%	53%	49%	46%	54%	55%	51%	44%	52%	79%	19%	58%	64%	52%
Likely to get things done/ Not likely to get things done																							
Likely to get things done	1041	484	557	152	162	203	174	150	200	287	293	221	241	273	243	270	167	89	157	466	87	575	55
	52%	49%	54%	63%	50%	53%	51%	50%	47%	53%	50%	52%	52%	53%	46%	53%	58%	51%	26%	84%	46%	39%	46%
Not likely to get things done	970	501	468	89	160	179	168	151	222	256	290	202	222	238	288	235	123	86	438	88	101	882	63
	48%	51%	46%	37%	50%	47%	49%	50%	53%	47%	50%	48%	48%	47%	54%	47%	42%	49%	74%	16%	54%	61%	54%
Serious & substantial/ Frivolous & trivial																							
Serious & substantial	1471	683	788	180	225	269	244	233	320	412	438	295	326	384	367	370	224	126	376	499	130	972	86
	73%	69%	77%	75%	70%	70%	71%	77%	76%	76%	75%	70%	71%	75%	69%	73%	77%	72%	63%	90%	69%	67%	72%
Frivolous & trivial	540	302	237	61	96	114	98	69	102	130	145	128	136	127	163	135	66	49	219	55	58	484	33
	27%	31%	23%	25%	30%	30%	29%	23%	24%	24%	25%	30%	29%	25%	31%	27%	23%	28%	37%	10%	31%	33%	28%

Miliband Poll

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Absolutes/col percents

Table 50

For each of the following pairs of words & phrases, please say which is closest to your perception of David Miliband

Base: All respondents

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Democ-rat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base	2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
Up to the job/ Not up to the job of being Prime Minister												
Up to the job of being Prime Minister	1070	415	258	157	150	175	48	315	597	30	50	54
	53%	80%	83%	75%	26%	57%	35%	57%	51%	45%	66%	87%
Not up to the job of being Prime Minister	941	106	54	52	417	131	90	240	571	36	26	8
	47%	20%	17%	25%	74%	43%	65%	43%	49%	55%	34%	13%
Has clear ideas for dealing with Britain's economic problems/ Doesn't know what to do about Britain's economic problems												
Has clear ideas for dealing with Britain's economic problems	972	401	260	141	132	145	44	263	562	31	46	47
	48%	77%	84%	67%	23%	47%	32%	47%	48%	46%	61%	76%
Doesn't know what to do about Britain's economic problems	1039	120	51	69	435	161	94	291	606	35	30	15
	52%	23%	16%	33%	77%	53%	68%	53%	52%	54%	39%	24%
Likely to get things done/ Not likely to get things done												
Likely to get things done	1041	420	269	151	152	166	40	286	605	30	48	44
	52%	81%	86%	72%	27%	54%	29%	52%	52%	46%	63%	71%
Not likely to get things done	970	101	42	59	415	140	98	269	563	36	28	18
	48%	19%	14%	28%	73%	46%	71%	48%	48%	54%	37%	29%
Serious & substantial/ Frivolous & trivial												
Serious & substantial	1471	462	281	181	351	225	72	414	856	46	60	57
	73%	89%	90%	86%	62%	73%	52%	75%	73%	70%	79%	92%
Frivolous & trivial	540	60	30	29	216	82	66	141	312	20	16	5
	27%	11%	10%	14%	38%	27%	48%	25%	27%	30%	21%	8%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 51
For each of the following pairs of words & phrases, please say which is closest to your perception of David Miliband
Base: All respondents

	Gender			Age						Social Class				Region					Voting Intention				
	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	Con-ser-vative	Labour	Lib-eral Dem-o-crats	NOT Labour	Don't know/ refuse
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
Understands/ Doesn't understand how the global economy works																							
Understands how the global economy works	1243	569	674	173	203	235	204	178	252	306	361	272	304	309	310	322	189	113	257	471	114	772	76
	62%	58%	66%	71%	63%	61%	60%	59%	60%	56%	62%	64%	66%	60%	58%	64%	65%	65%	43%	85%	60%	53%	64%
Doesn't understand how the global economy works	768	416	352	69	119	147	138	124	170	237	222	151	158	202	221	183	101	61	337	83	74	685	42
	38%	42%	34%	29%	37%	39%	40%	41%	40%	44%	38%	36%	34%	40%	42%	36%	35%	35%	57%	15%	40%	47%	36%
Nice/ Nasty																							
Nice	1643	783	860	212	253	301	268	253	356	447	473	339	384	430	410	402	253	148	443	508	158	1135	92
	82%	79%	84%	88%	79%	79%	78%	84%	84%	82%	81%	80%	83%	84%	77%	80%	87%	85%	75%	92%	84%	78%	78%
Nasty	368	203	166	29	69	81	74	49	66	96	110	83	79	81	121	102	37	27	151	46	30	322	26
	18%	21%	16%	12%	21%	21%	22%	16%	16%	18%	19%	20%	17%	16%	23%	20%	13%	15%	25%	8%	16%	22%	22%
Compassionate/ Not compassionate																							
Compassionate	1426	672	753	192	222	263	238	207	304	379	423	303	321	360	354	356	229	127	350	481	130	944	82
	71%	68%	73%	79%	69%	69%	70%	69%	72%	70%	73%	72%	69%	70%	67%	71%	79%	73%	59%	87%	69%	65%	69%
Not compassionate	585	313	272	50	100	119	104	95	118	164	160	120	141	151	177	148	61	47	245	73	58	512	36
	29%	32%	27%	21%	31%	31%	30%	31%	28%	30%	27%	28%	31%	30%	33%	29%	21%	27%	41%	13%	31%	35%	31%

Miliband Poll

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Absolutes/col percents

Table 51

For each of the following pairs of words & phrases, please say which is closest to your perception of David Miliband
Base: All respondents

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Democ-rat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base	2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
<u>Understands/ Doesn't understand how the global economy works</u>												
Understands how the global economy works	1243	436	269	167	247	198	63	356	708	36	52	46
	62%	84%	86%	80%	44%	65%	45%	64%	61%	54%	68%	74%
Doesn't understand how the global economy works	768	85	42	42	320	108	75	198	460	30	25	16
	38%	16%	14%	20%	56%	35%	55%	36%	39%	46%	32%	26%
<u>Nice/ Nasty</u>												
Nice	1643	474	283	191	428	253	91	479	941	62	62	60
	82%	91%	91%	91%	76%	82%	66%	86%	81%	94%	81%	97%
Nasty	368	47	28	19	139	54	47	75	226	4	15	2
	18%	9%	9%	9%	24%	18%	34%	14%	19%	6%	19%	3%
<u>Compassionate/ Not compassionate</u>												
Compassionate	1426	447	279	168	339	215	76	415	810	46	54	57
	71%	86%	90%	80%	60%	70%	55%	75%	69%	70%	70%	91%
Not compassionate	585	75	33	42	229	92	62	139	358	20	23	5
	29%	14%	10%	20%	40%	30%	45%	25%	31%	30%	30%	9%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 52

For each of the following pairs of words & phrases, please say which is closest to your perception of Ed Miliband.

Base: All respondents

	Gender			Age						Social Class				Region					Voting Intention				
	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	Con-ser-vative	Labour	Lib-eral Dem-ocrat	NOT Labour	Don't know/ refuse
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
Strong/ Weak																							
Strong	1038	486	552	140	169	180	192	151	206	277	315	213	233	260	268	248	163	100	252	384	85	654	49
	52%	49%	54%	58%	53%	47%	56%	50%	49%	51%	54%	51%	50%	51%	50%	49%	56%	57%	42%	69%	45%	45%	41%
Weak	973	499	473	101	152	202	150	151	216	266	268	209	229	251	263	256	127	75	343	170	103	803	70
	48%	51%	46%	42%	47%	53%	44%	50%	51%	49%	46%	49%	50%	49%	50%	51%	44%	43%	58%	31%	55%	55%	59%
Fresh/ Stale																							
Fresh	1200	550	649	132	195	221	215	176	262	321	352	239	287	305	297	313	177	107	271	444	105	756	66
	60%	56%	63%	55%	61%	58%	63%	58%	62%	59%	60%	57%	62%	60%	56%	62%	61%	61%	46%	80%	56%	52%	56%
Stale	811	435	376	110	127	161	127	126	160	222	231	184	175	206	233	191	113	67	324	111	84	701	52
	40%	44%	37%	45%	39%	42%	37%	42%	38%	41%	40%	43%	38%	40%	44%	38%	39%	39%	54%	20%	44%	48%	44%
Determined/ Indecisive																							
Determined	1290	622	668	169	220	249	229	182	241	355	381	261	294	332	330	325	191	111	327	449	120	841	63
	64%	63%	65%	70%	68%	65%	67%	60%	57%	65%	65%	62%	64%	65%	62%	65%	66%	64%	55%	81%	64%	58%	53%
Indecisive	721	363	357	72	102	134	113	120	181	188	202	162	169	179	201	179	99	63	268	105	68	615	55
	36%	37%	35%	30%	32%	35%	33%	40%	43%	35%	35%	38%	36%	35%	38%	35%	34%	36%	45%	19%	36%	42%	47%
Good for you & your family/ Bad for you & your family																							
Good for you & your family	978	450	528	133	178	199	161	138	170	250	298	205	226	247	242	254	144	90	133	456	81	522	58
	49%	46%	51%	55%	55%	52%	47%	46%	40%	46%	51%	49%	49%	48%	46%	50%	50%	52%	22%	82%	43%	36%	49%
Bad for you & your family	1033	535	498	109	144	183	181	164	252	293	285	217	237	264	289	250	146	84	462	99	108	934	60
	51%	54%	49%	45%	45%	48%	53%	54%	60%	54%	49%	51%	51%	52%	54%	50%	50%	48%	78%	18%	57%	64%	51%

Miliband Poll

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Absolutes/col percents

Table 52

For each of the following pairs of words & phrases, please say which is closest to your perception of Ed Miliband.

Base: All respondents

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Demo-crat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base	2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
<u>Strong/ Weak</u>												
Strong	1038	347	211	136	233	151	62	266	632	27	43	34
	52%	67%	68%	65%	41%	49%	45%	48%	54%	41%	56%	54%
Weak	973	174	100	74	334	155	76	288	535	39	34	28
	48%	33%	32%	35%	59%	51%	55%	52%	46%	59%	44%	46%
<u>Fresh/ Stale</u>												
Fresh	1200	409	250	159	252	191	70	339	694	32	50	46
	60%	78%	80%	76%	44%	62%	51%	61%	59%	48%	65%	74%
Stale	811	112	61	51	315	116	68	215	474	34	27	16
	40%	22%	20%	24%	56%	38%	49%	39%	41%	52%	35%	26%
<u>Determined/ Indecisive</u>												
Determined	1290	407	240	167	292	208	73	365	763	34	54	43
	64%	78%	77%	80%	52%	68%	53%	66%	65%	51%	71%	69%
Indecisive	721	114	71	43	275	98	65	189	404	32	22	19
	36%	22%	23%	20%	48%	32%	47%	34%	35%	49%	29%	31%
<u>Good for you & your family/ Bad for you & your family</u>												
Good for you & your family	978	420	256	164	127	154	38	287	556	26	44	40
	49%	81%	82%	78%	22%	50%	28%	52%	48%	40%	58%	64%
Bad for you & your family	1033	101	55	46	440	152	99	268	612	40	32	22
	51%	19%	18%	22%	78%	50%	72%	48%	52%	60%	42%	36%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 53

For each of the following pairs of words & phrases, please say which is closest to your perception of Ed Miliband.

Base: All respondents

	Gender			Age						Social Class				Region					Voting Intention				
	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	Con-ser-vative	Labour	Lib-eral Democ-rat	NOT Labour	Don't know/ refuse
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
Up to the job/ Not up to the job of being Prime Minister																							
Up to the job of being Prime Minister	729	346	383	101	129	138	129	112	119	185	213	157	174	178	202	174	104	71	128	302	58	427	50
	36%	35%	37%	42%	40%	36%	38%	37%	28%	34%	37%	37%	38%	35%	38%	34%	36%	41%	22%	55%	31%	29%	42%
Not up to the job of being Prime Minister	1282	640	642	140	193	244	213	189	303	358	370	265	288	333	329	331	186	104	466	252	130	1030	68
	64%	65%	63%	58%	60%	64%	62%	63%	72%	66%	63%	63%	62%	65%	62%	66%	64%	59%	78%	45%	69%	71%	58%
Has clear ideas for dealing with Britain's economic problems/ Doesn't know what to do about Britain's economic problems																							
Has clear ideas for dealing with Britain's economic problems	945	441	505	141	160	183	156	143	162	229	294	193	230	230	245	233	151	85	163	394	84	551	56
	47%	45%	49%	58%	50%	48%	46%	47%	38%	42%	50%	46%	50%	45%	46%	46%	52%	49%	27%	71%	45%	38%	48%
Doesn't know what to do about Britain's economic problems	1066	545	521	100	162	199	186	159	260	314	289	230	232	281	285	272	139	89	431	160	104	906	62
	53%	55%	51%	42%	50%	52%	54%	53%	62%	58%	50%	54%	50%	55%	54%	54%	48%	51%	73%	29%	55%	62%	52%
Likely to get things done/ Not likely to get things done																							
Likely to get things done	912	434	478	126	146	192	165	124	158	245	255	193	218	237	231	218	140	86	163	386	78	526	53
	45%	44%	47%	52%	46%	50%	48%	41%	37%	45%	44%	46%	47%	46%	44%	43%	48%	49%	27%	70%	42%	36%	45%
Not likely to get things done	1099	552	547	115	175	190	177	177	264	297	328	229	244	274	300	287	150	89	432	168	110	931	65
	55%	56%	53%	48%	54%	50%	52%	59%	63%	55%	56%	54%	53%	54%	56%	57%	52%	51%	73%	30%	58%	64%	55%
Serious & substantial/ Frivolous & trivial																							
Serious & substantial	1386	633	754	158	217	261	245	212	293	390	413	278	305	347	353	347	208	131	360	472	132	914	69
	69%	64%	73%	65%	67%	68%	72%	70%	69%	72%	71%	66%	66%	68%	67%	69%	72%	75%	60%	85%	70%	63%	58%
Frivolous & trivial	625	353	272	84	105	121	96	89	129	152	170	144	158	164	177	158	82	43	235	82	56	543	49
	31%	36%	27%	35%	33%	32%	28%	30%	31%	28%	29%	34%	34%	32%	33%	31%	28%	25%	40%	15%	30%	37%	42%

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Absolutes/col percents

Table 53

For each of the following pairs of words & phrases, please say which is closest to your perception of Ed Miliband.

Base: All respondents

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Democ-rat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base	2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
Up to the job/ Not up to the job of being Prime Minister												
Up to the job of being Prime Minister	729	281	168	113	127	110	41	206	416	20	33	20
	36%	54%	54%	54%	22%	36%	30%	37%	36%	30%	43%	32%
Not up to the job of being Prime Minister	1282	240	144	97	440	196	97	349	751	46	44	42
	64%	46%	46%	46%	78%	64%	70%	63%	64%	70%	57%	68%
Has clear ideas for dealing with Britain's economic problems/ Doesn't know what to do about Britain's economic problems												
Has clear ideas for dealing with Britain's economic problems	945	368	213	155	152	150	52	274	538	27	41	37
	47%	71%	68%	74%	27%	49%	37%	49%	46%	42%	53%	60%
Doesn't know what to do about Britain's economic problems	1066	153	98	55	416	157	86	280	630	38	36	25
	53%	29%	32%	26%	73%	51%	63%	51%	54%	58%	47%	40%
Likely to get things done/ Not likely to get things done												
Likely to get things done	912	343	208	134	156	142	50	256	526	26	40	26
	45%	66%	67%	64%	27%	46%	37%	46%	45%	40%	53%	42%
Not likely to get things done	1099	178	103	75	411	165	87	298	642	40	36	36
	55%	34%	33%	36%	73%	54%	63%	54%	55%	60%	47%	58%
Serious & substantial/ Frivolous & trivial												
Serious & substantial	1386	438	254	183	333	222	77	404	813	39	59	50
	69%	84%	82%	87%	59%	73%	56%	73%	70%	59%	77%	80%
Frivolous & trivial	625	84	57	27	234	84	61	150	355	27	18	12
	31%	16%	18%	13%	41%	27%	44%	27%	30%	41%	23%	20%

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Absolutes/col percents

Table 54

For each of the following pairs of words & phrases, please say which is closest to your perception of Ed Miliband.

Base: All respondents

	Gender			Age						Social Class				Region					Voting Intention				
	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	Con-ser-vative	Labour	Lib-eral Dem-o-crat	NOT Labour	Don't know/ refuse
Unweighted base	2011	1026	985	213	311	416	359	326	386	779	492	285	455	524	544	516	259	168	665	449	263	1562	110
Weighted base	2011	985	1026	242	322	382	342	302	422	543	583	422	463	511	531	505	290	175	594	554	188	1457	118
Understands/ Doesn't understand how the global economy works																							
Understands how the global economy works	1123	513	610	146	192	220	198	171	197	279	332	243	269	269	281	286	185	101	236	430	94	693	63
	56%	52%	59%	60%	60%	57%	58%	57%	47%	51%	57%	57%	58%	53%	53%	57%	64%	58%	40%	78%	50%	48%	54%
Doesn't understand how the global economy works	888	472	416	96	129	162	144	131	225	264	251	180	193	242	249	218	105	74	358	124	95	764	55
	44%	48%	41%	40%	40%	43%	42%	43%	53%	49%	43%	43%	42%	47%	47%	43%	36%	42%	60%	22%	50%	52%	46%
Nice/ Nasty																							
Nice	1648	782	867	188	268	305	276	244	368	456	476	341	376	425	434	404	240	147	462	509	158	1140	93
	82%	79%	85%	78%	83%	80%	81%	81%	87%	84%	82%	81%	81%	83%	82%	80%	83%	84%	78%	92%	84%	78%	79%
Nasty	363	204	159	54	54	77	66	57	54	87	107	82	87	86	97	101	51	27	132	46	30	317	25
	18%	21%	15%	22%	17%	20%	19%	19%	13%	16%	18%	19%	19%	17%	18%	20%	17%	16%	22%	8%	16%	22%	21%
Compassionate/ Not compassionate																							
Compassionate	1373	666	707	154	219	252	223	214	311	382	403	278	310	356	360	334	197	127	367	458	129	915	76
	68%	68%	69%	64%	68%	66%	65%	71%	74%	70%	69%	66%	67%	70%	68%	66%	68%	72%	62%	83%	68%	63%	64%
Not compassionate	638	319	318	88	103	131	119	87	111	161	180	144	153	155	171	171	93	48	228	96	59	542	43
	32%	32%	31%	36%	32%	34%	35%	29%	26%	30%	31%	34%	33%	30%	32%	34%	32%	28%	38%	17%	32%	37%	36%

Miliband Poll

ONLINE Fieldwork : 3rd - 5th September 2010

Absolutes/col percents

Table 54

For each of the following pairs of words & phrases, please say which is closest to your perception of Ed Miliband.

Base: All respondents

	Vote in 2010							Swing Voters		May 2005 Vote		
	Total	Labour	Core Labour	Soft Labour	Con-ser-vative	Lib-eral Democ-rat	Other	Yes	No	Lab-Con Switch-ers	Lab-Lib Switch-ers	Past Labour non-voters
Unweighted base	2011	378	224	154	667	475	173	583	1196	79	118	40
Weighted base	2011	521	311	210	567	307	138	555	1168	66	77	62
<u>Understands/ Doesn't understand how the global economy works</u>												
Understands how the global economy works	1123	405	241	163	215	174	64	320	648	28	45	44
	56%	78%	78%	78%	38%	57%	46%	58%	56%	43%	59%	71%
Doesn't understand how the global economy works	888	116	70	47	353	133	74	235	519	38	31	18
	44%	22%	22%	22%	62%	43%	54%	42%	44%	57%	41%	29%
<u>Nice/ Nasty</u>												
Nice	1648	477	284	192	437	261	103	474	960	53	65	55
	82%	91%	91%	92%	77%	85%	75%	85%	82%	80%	85%	89%
Nasty	363	44	27	17	130	46	35	81	208	13	11	7
	18%	9%	9%	8%	23%	15%	25%	15%	18%	20%	15%	11%
<u>Compassionate/ Not compassionate</u>												
Compassionate	1373	426	258	168	331	225	81	382	818	38	57	48
	68%	82%	83%	80%	58%	73%	59%	69%	70%	57%	75%	78%
Not compassionate	638	95	53	42	237	82	57	173	349	28	19	14
	32%	18%	17%	20%	42%	27%	41%	31%	30%	43%	25%	22%