

Client: The Journal

Agency: panelbase.com

Universe: Adults resident in the UK (excl North East)

Methodology: Online panel

Sample size: 1000

Fieldwork dates: 18th to 23rd September 2013

Weighting: All the results were weighted by age and gender to be representative of the population nationally.

Further enquiries: Helen Mather, helen@otherlinesnorth.com

Did you vote Labour
at the last election?
UK (Weighted to Nat Rep)

		Total		Gender					
				Female			Male		
		Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down
Total		1000	100.0%	500	100.0%	50.0%	500	100.0%	50.0%
Did you vote Labour at the last election?		Base: All respondents		1000	100.0%	500	50.0%	500	50.0%
	Yes	237	23.7%	113	22.6%	47.6%	124	24.8%	52.4%
	No	697	69.7%	356	71.1%	51.0%	341	68.2%	49.0%
	Prefer not to say	66	6.6%	31	6.3%	47.5%	35	6.9%	52.5%

The Journal - Question of the Week (dip 4)

Did you vote Labour
at the last election?
UK (Weighted to Nat Rep)

	Total		Age																	
			18-24			25-34			35-44			45-54			55-64			65+		
			Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across
Total	1000	100.0%	150	100.0%	15.0%	160	100.0%	16.0%	180	100.0%	18.0%	160	100.0%	16.0%	150	100.0%	15.0%	200	100.0%	20.0%
Did you vote Labour at the last election?	Base: All respondents		1000	100.0%	150	15.0%	160	16.0%	180	18.0%	160	16.0%	150	15.0%	200	20.0%				
Yes	237	23.7%	31	20.4%	12.9%	45	27.9%	18.8%	46	25.4%	19.3%	47	29.3%	19.8%	29	19.6%	12.4%	40	20.0%	16.9%
No	697	69.7%	102	67.7%	14.6%	102	63.9%	14.7%	122	67.9%	17.6%	106	66.4%	15.2%	112	74.7%	16.1%	152	76.2%	21.9%
Prefer not to say	66	6.6%	18	11.9%	27.1%	13	8.2%	19.9%	12	6.7%	18.2%	7	4.3%	10.5%	9	5.7%	13.0%	7	3.7%	11.3%

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Do you plan to vote
Labour at the next election?
UK (Weighted to Nat Rep)

		Total		Gender					
		Female			Male				
		Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across		
Total		1000	100.0%	500	100.0%	50.0%	500	100.0%	50.0%
Do you plan to vote Labour at the next election?	Base: All respondents	1000	100.0%	500	50.0%		500	50.0%	
	Yes	218	21.8%	107	21.4%	48.9%	112	22.3%	51.1%
	No	527	52.7%	245	49.1%	46.6%	281	56.3%	53.4%
	Not sure	255	25.5%	148	29.6%	58.0%	107	21.4%	42.0%

Do you plan to vote
Labour at the next election?
UK (Weighted to Nat Rep)

	Total	Age																			
		18-24			25-34			35-44			45-54			55-64			65+				
		Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across		
Total	1000	100.0%	150	100.0%	15.0%	160	100.0%	16.0%	180	100.0%	18.0%	160	100.0%	16.0%	150	100.0%	15.0%	200	100.0%	20.0%	
Do you plan to vote Labour at the next election?	Base: All respondents	1000	100.0%	150	15.0%	160	16.0%	180	18.0%	160	16.0%	150	15.0%	200	20.0%						
Yes		218	21.8%	32	21.1%	14.5%	46	28.7%	21.0%	44	24.7%	20.4%	38	23.6%	17.3%	27	17.9%	12.3%	32	15.9%	14.6%
No		527	52.7%	57	38.3%	10.9%	68	42.2%	12.8%	84	46.9%	16.0%	90	56.3%	17.1%	89	59.6%	17.0%	138	68.9%	26.2%
Not sure		255	25.5%	61	40.6%	23.9%	47	29.1%	18.3%	51	28.4%	20.1%	32	20.2%	12.7%	34	22.5%	13.2%	30	15.2%	11.9%

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Is Ed Milliband the right man to lead the Labour party at the next election?
UK (Weighted to Nat Rep)

		Total		Gender					
				Female			Male		
		Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down
Total		1000	100.0%	500	100.0%	50.0%	500	100.0%	50.0%
Is Ed Milliband the right man to lead the Labour party at the next election?	Base: All respondents	1000	100.0%	500	50.0%		500	50.0%	
	Yes	140	14.0%	52	10.4%	37.1%	88	17.6%	62.9%
	No	476	47.6%	205	40.9%	43.0%	271	54.2%	57.0%
	Not sure	385	38.5%	244	48.7%	63.3%	141	28.2%	36.7%

Is Ed Milliband the right man to lead the Labour party at the next election?
UK (Weighted to Nat Rep)

	Total			Age																	
				18-24			25-34			35-44			45-54			55-64			65+		
	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across
Total	1000	100.0%	150	100.0%	15.0%	160	100.0%	16.0%	180	100.0%	18.0%	160	100.0%	16.0%	150	100.0%	15.0%	200	100.0%	20.0%	
Is Ed Milliband the right man to lead the Labour party at the next election?	Base: All respondents	1000	100.0%	150	15.0%	160	16.0%	180	18.0%	160	16.0%	150	15.0%	200	20.0%						
Yes		140	14.0%	20	13.5%	14.5%	30	18.7%	21.4%	20	11.4%	14.6%	20	12.5%	14.3%	17	11.1%	11.9%	32	16.2%	23.1%
No		476	47.6%	57	38.1%	12.0%	66	41.3%	13.9%	81	45.1%	17.1%	82	51.3%	17.3%	84	55.8%	17.6%	105	52.7%	22.2%
Not sure		385	38.5%	73	48.4%	18.9%	64	40.0%	16.6%	78	43.5%	20.4%	58	36.1%	15.0%	50	33.1%	12.9%	62	31.1%	16.2%

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Did you vote Labour
at the last election?
North East (Weighted to Nat Rep)

		Total		Gender						
				Female			Male			
				Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	
Total		250	100.0%	125	100.0%	50.0%	125	100.0%	50.0%	
Did you vote Labour at the last election?		Base: All respondents		250	100.0%		125	50.0%	125	50.0%
	Yes	78	31.1%	42	33.3%	53.5%	36	29.0%	46.5%	
	No	159	63.5%	73	58.7%	46.3%	85	68.3%	53.7%	
	Prefer not to say	13	5.4%	10	8.0%	74.3%	3	2.8%	25.7%	

The Journal - Question of the Week (dip 4)

Did you vote Labour
at the last election?
North East (Weighted to Nat Rep)

	Total		Age																	
			18-24			25-34			35-44			45-54			55-64			65+		
			Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across
Total	250	100.0%	37	100.0%	15.0%	40	100.0%	16.0%	45	100.0%	18.0%	40	100.0%	16.0%	38	100.0%	15.0%	50	100.0%	20.0%
Did you vote Labour at the last election?	Base: All respondents		250	100.0%	37	15.0%	40	16.0%	45	18.0%	40	16.0%	38	15.0%	50	20.0%				
Yes	78	31.1%	12	33.2%	16.0%	8	19.0%	9.7%	19	42.6%	24.6%	14	35.0%	18.0%	11	28.1%	13.5%	14	28.2%	18.1%
No	159	63.5%	23	60.3%	14.3%	28	70.3%	17.7%	22	49.4%	14.0%	25	63.3%	16.0%	26	68.3%	16.1%	35	69.6%	21.9%
Prefer not to say	13	5.4%	2	6.5%	18.1%	4	10.7%	32.0%	4	7.9%	26.7%	1	1.7%	5.0%	1	3.6%	10.1%	1	2.2%	8.2%

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Do you plan to vote Labour
at the next election?
North East (Weighted to Nat Rep)

		Total		Gender					
		Female			Male				
		Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across		
Total		250	100.0%	125	100.0%	50.0%	125	100.0%	50.0%
Do you plan to vote Labour at the next election?	Base: All respondents	250	100.0%	125	50.0%		125	50.0%	
	Yes	75	30.1%	38	30.5%	50.8%	37	29.6%	49.2%
	No	113	45.1%	46	37.1%	41.0%	67	53.2%	59.0%
	Not sure	62	24.8%	40	32.4%	65.4%	21	17.2%	34.6%

Do you plan to vote Labour at the next election?
North East (Weighted to Nat Rep)

		Total		Age																	
				18-24			25-34			35-44			45-54			55-64			65+		
				Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across
Total		250	100.0%	37	100.0%	15.0%	40	100.0%	16.0%	45	100.0%	18.0%	40	100.0%	16.0%	38	100.0%	15.0%	50	100.0%	20.0%
Do you plan to vote Labour at the next election?		Base: All respondents		250	100.0%	37	15.0%	40	16.0%	45	18.0%	40	16.0%	38	15.0%	50	20.0%				
	Yes	75	30.1%	11	29.6%	14.8%	10	25.5%	13.6%	17	38.8%	23.2%	13	32.3%	17.2%	9	24.9%	12.4%	14	28.4%	18.9%
	No	113	45.1%	15	41.2%	13.7%	18	44.5%	15.8%	17	37.1%	14.8%	15	37.3%	13.2%	19	51.1%	17.0%	29	57.7%	25.5%
	Not sure	62	24.8%	11	29.2%	17.7%	12	30.0%	19.4%	11	24.2%	17.6%	12	30.4%	19.6%	9	24.0%	14.5%	7	13.9%	11.2%

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Is Ed Milliband the right man to lead
the Labour Party at the next election?
North East (Weighted to Nat Rep)

		Total		Gender					
				Female			Male		
		Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across		
Total		250	100.0%	125	100.0%	50.0%	125	100.0%	50.0%
Is Ed Milliband the right man to lead the Labour Party at the next election?		Base: All respondents		125	50.0%		125	50.0%	
	Yes	42	16.7%	12	9.4%	28.2%	30	23.9%	71.8%
	No	119	47.8%	48	38.3%	40.0%	72	57.3%	60.0%
	Not sure	89	35.5%	65	52.3%	73.6%	23	18.7%	26.4%

Is Ed Milliband the right man to lead the Labour Party at the next election?
North East (Weighted to Nat Rep)

		Total		Age																	
				18-24			25-34			35-44			45-54			55-64			65+		
				Counts	Percentage down	Percentage across															
Total		250	100.0%	37	100.0%	15.0%	40	100.0%	16.0%	45	100.0%	18.0%	40	100.0%	16.0%	38	100.0%	15.0%	50	100.0%	20.0%
Is Ed Milliband the right man to lead the Labour Party at the next election?		Base: All respondents		250	100.0%	37	15.0%	40	16.0%	45	18.0%	40	16.0%	38	15.0%	50	20.0%				
	Yes	42	16.7%	5	13.1%	11.7%	7	17.5%	16.8%	8	17.2%	18.5%	8	19.6%	18.8%	6	16.7%	15.1%	8	16.0%	19.1%
	No	119	47.8%	18	48.9%	15.3%	13	31.5%	10.5%	20	43.4%	16.3%	20	49.3%	16.5%	22	59.7%	18.7%	27	53.8%	22.5%
	Not sure	89	35.5%	14	38.1%	16.1%	20	51.1%	23.0%	18	39.4%	20.0%	12	31.1%	14.0%	9	23.5%	9.9%	15	30.2%	17.0%