

Client: The Journal

Agency: panelbase.com

Universe: Adults resident in the North East

Methodology: Online panel

Sample size: 120

Fieldwork dates: 7th - 10th March 2014

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

Further enquiries: Helen Mather, helen@otherlinesnorth.com

The Journal - Question of the Week (dip 27)

NE (weighted to Nat Rep)

		Total		Gender					
				Female			Male		
				Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across
Have recent stories about obesity and diet made you want to change your diet?	Base: All respondents	120	100.0%	60	50.0%		60	50.0%	
	Yes	28	23.3%	18	30.2%	64.8%	10	16.4%	35.2%
	No	88	73.7%	40	67.2%	45.6%	48	80.1%	54.4%
	I don't know	4	3.0%	2	2.6%	43.1%	2	3.4%	56.9%
Have recent stories about obesity and diet made you want to do more exercise?	Base: All respondents	120	100.0%	60	50.0%		60	50.0%	
	Yes	35	29.2%	22	36.4%	62.4%	13	21.9%	37.6%
	No	77	63.8%	37	61.0%	47.8%	40	66.6%	52.2%
	I don't know	8	7.1%	2	2.6%	18.4%	7	11.5%	81.6%
Is the government doing enough to protect the Olympic legacy?	Base: All respondents	120	100.0%	60	50.0%		60	50.0%	
	Yes	16	13.0%	6	10.1%	38.9%	10	15.9%	61.1%
	No	32	26.5%	14	24.0%	45.3%	17	29.0%	54.7%
	I don't know	73	60.5%	40	65.9%	54.5%	33	55.1%	45.5%

Client: The Journal

Agency: panelbase.com

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

Methodology: Online panel

Sample size: 1000

Fieldwork dates: 7th - 10th March 2014

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

Further enquiries: Helen Mather, helen@otherlinesnorth.com

UK (weighted to nat rep)

	Total	Gender						Age																			
		Female			Male			18-24			25-34			35-44			45-54			55-64			65+				
		Counts	Percentage down	Percentage across																							
Total	1000	100.0%		500	100.0%	50.0%	500	100.0%	50.0%	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%
Have recent stories about obesity and diet made you want to change your diet?	Base: All respondents	1000	100.0%	500	50.0%		500	50.0%		150	15.0%		160	16.0%		180	18.0%		160	16.0%		150	15.0%		200	20.0%	
Yes		241	24.1%	135	27.1%	56.3%	105	21.1%	43.7%	43	28.4%	17.7%	48	30.0%	20.0%	45	25.0%	18.7%	38	23.6%	15.7%	26	17.3%	10.8%	41	20.6%	17.1%
No		724	72.4%	344	68.7%	47.5%	380	76.0%	52.5%	103	68.4%	14.2%	99	61.7%	13.6%	133	74.0%	18.4%	115	71.7%	15.9%	119	79.2%	16.4%	156	77.8%	21.5%
I don't know		35	3.5%	21	4.2%	58.8%	15	2.9%	41.2%	5	3.2%	13.4%	13	8.2%	37.2%	2	1.0%	4.9%	7	4.6%	21.0%	5	3.4%	14.6%	3	1.6%	9.0%
Have recent stories about obesity and diet made you want to do more exercise?	Base: All respondents	1000	100.0%	500	50.0%		500	50.0%		150	15.0%		160	16.0%		180	18.0%		160	16.0%		150	15.0%		200	20.0%	
Yes		257	25.7%	158	31.6%	61.5%	99	19.8%	38.5%	42	27.9%	16.3%	52	32.7%	20.4%	46	25.7%	18.0%	35	22.1%	13.8%	33	22.1%	12.9%	48	23.9%	18.6%
No		716	71.6%	325	65.1%	45.4%	391	78.1%	54.6%	106	70.5%	14.8%	99	62.1%	13.9%	126	70.1%	17.6%	120	75.0%	16.8%	115	76.4%	16.0%	150	75.0%	20.9%
I don't know		27	2.7%	17	3.3%	61.4%	10	2.1%	38.6%	2	1.6%	8.7%	8	5.2%	30.3%	8	4.2%	27.8%	5	2.9%	16.9%	2	1.4%	7.8%	2	1.1%	8.4%
Is the government doing enough to protect the Olympic legacy?	Base: All respondents	1000	100.0%	500	50.0%		500	50.0%		150	15.0%		160	16.0%		180	18.0%		160	16.0%		150	15.0%		200	20.0%	
Yes		140	14.0%	57	11.4%	41.0%	82	16.5%	59.0%	17	11.0%	11.8%	22	14.0%	16.1%	19	10.7%	13.8%	23	14.5%	16.6%	23	15.5%	16.6%	35	17.5%	25.1%
No		359	35.9%	160	31.9%	44.5%	199	39.9%	55.5%	58	38.4%	16.1%	66	41.0%	18.3%	65	36.0%	18.1%	56	34.7%	15.5%	51	34.3%	14.3%	64	31.9%	17.8%
I don't know		501	50.1%	283	56.6%	56.5%	218	43.6%	43.5%	76	50.6%	15.1%	72	44.9%	14.3%	96	53.3%	19.1%	81	50.8%	16.2%	75	50.2%	15.0%	101	50.6%	20.2%