

Client: The Journal

Agency: panelbase.com

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

Methodology: Online panel

Sample size: 1000

Fieldwork dates: 10th - 14th July 2014

Weighting: All the results were weighted by age and gender to be representative of the population nationally. Respondents who voted in the 2010 Westminster election were weighted back to the actual election result.

Further enquiries: Sacha Weeks, sacha@otherlines.tv

		Total	gender		age					
			Female	Male	18-24	25-34	35-44	45-54	55-64	65+
Base: 1000		1000	510	490	149	158	183	164	146	200
Will you be voting at the next General Election?	Yes	802	390	411	103	116	134	140	127	182
		80%	77%	84%	69%	74%	73%	85%	87%	91%
	No	90	49	40	17	19	28	13	8	5
		9%	10%	8%	11%	12%	15%	8%	5%	3%
	I don't know	109	70	38	30	22	21	11	12	12
		11%	14%	8%	20%	14%	12%	7%	8%	6%
Which of the party leaders do you think would make the best Prime Minister?	David Cameron	299	139	160	36	39	45	50	40	89
		30%	27%	33%	24%	25%	24%	31%	27%	45%
	Nigel Farage	144	55	89	12	19	28	20	33	33
		14%	11%	18%	8%	12%	15%	12%	23%	16%
	Ed Miliband	131	56	75	33	16	17	24	18	23
		13%	11%	15%	22%	10%	9%	15%	12%	11%
	Nick Clegg	42	20	22	5	14	12	4	3	5
		4%	4%	5%	3%	9%	6%	2%	2%	2%
	None of the above	385	241	144	63	70	82	66	53	51
		39%	47%	29%	43%	44%	45%	41%	36%	25%
Which of the following issues is most likely to influence your vote at the next General Election?	The economy	272	129	142	31	42	61	58	34	45
		27%	25%	29%	21%	27%	34%	35%	23%	22%
	Europe	223	91	131	8	14	36	40	47	77
		22%	18%	27%	6%	9%	20%	24%	32%	39%
	The NHS	215	123	93	47	39	31	23	33	43
		22%	24%	19%	31%	25%	17%	14%	23%	21%
	Unemployment	94	50	44	33	20	19	11	8	3
		9%	10%	9%	22%	13%	10%	7%	5%	2%
	Education	48	31	17	8	19	7	8	4	2
		5%	6%	3%	5%	12%	4%	5%	3%	1%
	Other	149	86	63	22	23	29	24	21	30
		15%	17%	13%	15%	15%	16%	15%	14%	15%

Client: The Journal

Agency: panelbase.com

Universe: Adults resident in the North East

Methodology: Online panel

Sample size: 250

Fieldwork dates: 10th - 14th July 2014

Weighting: All the results were weighted by age and gender to be representative of the population nationally. Respondents who voted in the 2010 Westminster election were weighted back to the actual election result.

Further enquiries: Sacha Weeks, sacha@otherlines.tv

Base: 250		Total	gender		age					
			Female	Male	18-24	25-34	35-44	45-54	55-64	65+
Total		250	127	123	37	40	46	41	37	50
Will you be voting at the next General Election?		191	94	97	18	28	35	32	33	45
	Yes	77%	74%	79%	50%	70%	75%	79%	90%	90%
	No	28	13	15	14	7	3	2	1	1
	I don't know	11%	10%	12%	37%	17%	7%	6%	3%	1%
		30	20	10	5	5	8	6	3	4
		12%	16%	8%	14%	12%	17%	15%	7%	8%
Which of the party leaders do you think would make the best Prime Minister?	David Cameron	63	31	33	8	10	13	6	8	18
		25%	24%	27%	22%	26%	29%	15%	22%	36%
	Ed Miliband	40	20	20	8	7	7	9	6	4
		16%	16%	16%	21%	18%	14%	23%	16%	7%
	Nigel Farage	31	11	21	0	5	8	5	7	7
		13%	8%	17%	0%	13%	17%	12%	18%	15%
	Nick Clegg	3	2	1	0	0	1	1	1	1
	1%	1%	1%	0%	0%	2%	2%	2%	1%	
None of the above		112	64	48	21	17	17	20	16	21
		45%	50%	39%	57%	44%	38%	49%	42%	41%
Which of the following issues is most likely to influence your vote at the next General Election?	The economy	89	48	41	8	18	22	13	10	18
		35%	38%	33%	23%	45%	47%	32%	26%	36%
	The NHS	58	29	29	9	6	8	10	12	13
		23%	23%	23%	23%	15%	17%	25%	33%	27%
	Europe	37	14	23	0	0	9	7	9	13
		15%	11%	19%	0%	0%	19%	17%	24%	25%
	Unemployment	29	13	17	11	10	4	3	1	0
		12%	10%	14%	30%	25%	8%	8%	3%	0%
	Education	7	6	1	3	2	0	1	1	0
		3%	4%	1%	8%	5%	0%	2%	3%	0%
	Other	30	18	12	6	4	4	7	4	6
		12%	14%	10%	16%	10%	8%	17%	10%	12%