Did you vote Conservative at the last election?

UK (Weighted to Nat Rep)

		Total		Gender					
				Female			Male		
				Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across
Total		2000	100.0%	1000	100.0%	50.0%	1000	100.0%	50.0%
Did you vote Conservative at the last election?	Base: All respondents	2000	100.0%	1000	50.0%		1000	50.0%	
	Yes	549	27.5%	236	23.6%	43.1%	313	31.3%	56.9%
	No	1291	64.5%	660	66.0%	51.2%	630	63.0%	48.8%
	Prefer not to say	160	8.0%	103	10.3%	64.4%	57	5.7%	35.6%

	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
	300	100.0%	15.0%	320	100.0%	16.0%	360	100.0%	18.0%	320	100.0%	16.0%	300	100.0%	15.0%	400	100.0%	20.0%
	300	15.0%		320	16.0%		360	18.0%		320	16.0%		300	15.0%		400	20.0%	
	42	13.8%	7.4%	73	22.7%	12.9%	104	28.8%	18.4%	86	26.8%	15.2%	84	28.1%	15.0%	176	44.0%	31.2%
	205	68.4%	16.2%	216	67.5%	17.0%	229	63.5%	18.0%	215	67.2%	17.0%	198	65.9%	15.6%	206	51.6%	16.3%
	53	17.8%	31.9%	32	9.9%	18.8%	27	7.6%	16.4%	19	6.0%	11.5%	18	5.9%	10.7%	18	4.4%	10.6%

Do you plan to vote Conservative at the next election?

UK (Weighted to Nat Rep)

		Total		Gender					
				Female			Male		
				Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across
Total		2000	100.0%	1000	100.0%	50.0%	1000	100.0%	50.0%
Do you plan to vote Conservative at the next election?	Base: All respondents	2000	100.0%	1000	50.0%		1000	50.0%	
	Yes	372	18.6%	159	15.9%	42.7%	213	21.3%	57.3%
	No	1184	59.2%	594	59.4%	50.2%	590	59.0%	49.8%
	Not sure	444	22.2%	247	24.7%	55.7%	197	19.7%	44.3%

	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
	300	100.0%	15.0%	320	100.0%	16.0%	360	100.0%	18.0%	320	100.0%	16.0%	300	100.0%	15.0%	400	100.0%	20.0%
	300	15.0%		320	16.0%		360	18.0%		320	16.0%		300	15.0%		400	20.0%	
	36	12.1%	9.5%	55	17.3%	14.5%	71	19.6%	18.5%	56	17.5%	14.7%	51	17.1%	13.4%	112	27.9%	29.3%
	169	56.3%	14.4%	182	56.9%	15.6%	203	56.5%	17.4%	202	63.1%	17.2%	193	64.2%	16.5%	222	55.5%	19.0%
	95	31.6%	21.2%	83	25.8%	18.4%	86	23.9%	19.2%	62	19.4%	13.9%	56	18.7%	12.5%	66	16.6%	14.8%

Is David Cameron the right man to lead the Conservative party 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%
Is David Cameron the right man to lead the Conservative party at the next election?	**Base: All respondents**	1000	100.0%	500	50.0%		500	50.0%	
	Yes	344	34.4%	129	25.8%	37.5%	215	43.0%	62.5%
	No	382	38.2%	201	40.3%	52.7%	181	36.2%	47.3%
	Not sure	273	27.3%	170	33.9%	62.0%	104	20.8%	38.0%

08/10/2013

Panelbase.com
Quality sample. Quality service.

	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
	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%
	150	15.0%		160	16.0%		180	18.0%		160	16.0%		150	15.0%		200	20.0%	
	32	21.3%	9.3%	48	29.9%	14.0%	69	38.3%	20.2%	61	38.2%	17.9%	47	31.4%	13.8%	85	42.4%	24.8%
	65	43.2%	16.8%	54	34.0%	14.2%	67	37.4%	17.5%	63	39.1%	16.3%	65	43.0%	16.8%	71	35.4%	18.4%
	53	35.6%	19.5%	58	36.1%	21.1%	44	24.3%	16.0%	36	22.8%	13.3%	38	25.5%	14.0%	44	22.2%	16.2%

Client: The Journal

Agency: panelbase.com

Universe: Adults resident in the North East

Methodology: Online panel

Sample size: 250

Fieldwork dates: 26th to 30th 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 Conservative 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 Conservative at the last election?	Base: All respondents	250	100.0%	125	50.0%		125	50.0%	
	Yes	65	26.1%	28	22.4%	42.9%	37	29.8%	57.1%
	No	164	65.5%	84	67.1%	51.3%	80	63.8%	48.7%
	Prefer not to say	21	8.4%	13	10.5%	62.2%	8	6.4%	37.8%

	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
	37	100.0%	15.0%	40	100.0%	16.0%	45	100.0%	18.0%	40	100.0%	16.0%	37	100.0%	15.0%	50	100.0%	20.0%
	37	15.0%		40	16.0%		45	18.0%		40	16.0%		37	15.0%		50	20.0%	
	8	21.9%	11.6%	10	26.2%	14.7%	13	28.8%	18.3%	11	27.4%	15.4%	8	20.7%	10.9%	21	41.3%	29.0%
	25	65.8%	15.3%	28	69.3%	17.2%	29	63.6%	17.7%	28	69.2%	17.2%	25	67.5%	15.7%	27	54.4%	16.9%
	5	12.3%	25.9%	2	4.5%	10.2%	3	7.6%	19.2%	1	3.5%	7.8%	4	11.8%	24.9%	2	4.3%	12.1%

Do you plan to vote Conservative in 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 Conservative in the next election?	**Base: All respondents**	250	100.0%	125	50.0%		125	50.0%	
	Yes	34	13.7%	12	9.2%	33.8%	23	18.1%	66.2%
	No	156	62.6%	81	64.5%	51.6%	76	60.6%	48.4%
	Not sure	59	23.8%	33	26.2%	55.2%	27	21.3%	44.8%

	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
38	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%
38	15.0%		40	16.0%		45	18.0%		40	16.0%		38	15.0%		50	20.0%	
4	11.2%	10.3%	4	10.2%	10.0%	9	19.6%	21.6%	5	12.3%	12.1%	2	6.4%	5.9%	16	32.6%	40.0%
25	66.2%	16.2%	24	59.2%	15.5%	26	57.6%	16.9%	28	71.0%	18.6%	25	66.9%	16.4%	25	50.1%	16.4%
8	22.6%	15.0%	12	30.6%	21.7%	10	22.9%	18.3%	7	16.6%	11.8%	10	26.7%	17.8%	9	17.3%	15.3%

Client: The Journal

Agency: panelbase.com

Universe: Adults resident in the North East

Methodology: Online panel

Sample size: 250

Fieldwork dates: 26th to 30th 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

Is David Cameron the right man to lead the Conservative 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 David Cameron the right man to lead the Conservative party at the next election?	**Base: All respondents**	**250**	100.0%	125	50.0%		125	50.0%	
	Yes	**65**	**25.9%**	23	18.0%	34.9%	42	33.7%	65.1%
	No	**110**	**43.9%**	55	44.4%	50.5%	54	43.5%	49.5%
	Not sure	**76**	**30.2%**	47	37.6%	62.2%	29	22.8%	37.8%

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
37	100.0%	15.0%	40	100.0%	16.0%	45	100.0%	18.0%	40	100.0%	16.0%	37	100.0%	15.0%	50	100.0%	20.0%
37	15.0%		40	16.0%		45	18.0%		40	16.0%		37	15.0%		50	20.0%	
5	12.2%	6.6%	9	23.1%	13.3%	16	36.6%	23.7%	8	21.0%	12.1%	9	23.8%	12.9%	22	43.4%	31.3%
16	41.9%	14.4%	16	41.0%	15.0%	14	32.2%	13.3%	22	54.4%	20.0%	19	50.5%	17.4%	22	43.4%	19.9%
17	46.0%	24.0%	14	35.9%	20.0%	14	31.3%	19.6%	10	24.6%	13.7%	10	25.7%	13.4%	7	13.1%	9.1%