

YouGov Survey Results

Sample Size: 1556 GB Adults
Fieldwork: 18th - 19th December 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1556	375	530	133	466	392	368	756	800	188	397	532	439	887	669	199	506	333	383	135
Unweighted Sample	1556	378	455	116	484	328	381	772	784	118	365	566	507	1047	509	206	526	326	374	124
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, do you have a positive or negative opinion of New Year's Eve?

Very positive	10	17	6	8	12	6	9	9	11	26	6	9	7	9	10	16	7	12	6	13
Fairly positive	48	52	48	49	50	48	50	47	48	40	53	47	47	49	46	44	53	44	48	46
TOTAL POSITIVE	58	69	54	57	62	54	59	56	59	66	59	56	54	58	56	60	60	56	54	59
Fairly negative	29	24	32	29	29	32	30	31	28	15	29	31	34	29	30	26	28	32	31	29
Very negative	7	5	10	6	5	9	6	8	7	10	6	8	6	7	7	8	5	8	10	7
TOTAL NEGATIVE	36	29	42	35	34	41	36	39	35	25	35	39	40	36	37	34	33	40	41	36
Don't know	6	3	4	8	5	4	5	6	6	10	6	5	5	5	7	6	7	4	5	6

And what are you planning on doing on New Years Eve?

Not doing anything special	38	34	35	35	37	38	38	33	42	17	28	43	48	32	45	32	39	38	39	36
Staying in and celebrating	28	28	32	28	29	30	30	30	26	26	29	29	27	32	23	30	29	30	26	21
Going to a party to celebrate	9	13	8	7	6	8	7	10	7	26	8	6	5	10	7	9	9	6	10	12
Going out to a pub, bar or club to celebrate	8	9	8	9	10	6	9	10	7	11	11	8	5	8	9	8	5	13	9	7
Going somewhere else to celebrate	8	9	9	10	10	8	8	7	10	4	10	7	11	9	7	10	8	7	8	13
Other	3	2	2	4	4	3	3	4	2	3	5	2	2	4	2	3	2	4	3	2
Don't know	6	5	6	7	5	6	5	6	6	14	9	4	2	5	7	8	8	2	5	9