

YouGov / Times Survey Results

Sample Size: 1937 GB Adults
Fieldwork: 17th - 18th December 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					
	Con	Lab	Lib Dem*	UKIP *		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	1937	506	568	145	163	581	484	412	939	998	231	490	662	554	1104	833	248	630	415	477	169	
Unweighted Sample	1937	469	591	131	210	563	492	438	949	988	143	464	799	531	1297	640	282	620	353	503	179	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Will you be making a New Years Resolution for 2014?

Yes, I probably will	30	35	32	29	27	31	33	27	27	33	40	40	27	22	33	27	36	32	31	26	32
No, I probably won't	61	60	62	58	69	63	60	64	64	58	45	51	64	73	59	63	53	60	60	66	64
Don't know	9	5	6	13	5	6	7	9	9	8	15	9	9	4	8	9	11	8	10	8	4

Which of the following New Years Resolutions are you thinking of making?

[Only asked to respondents who are planning on making a New Year's Resolution for 2014; n=560]

Doing more exercise or improving my fitness	51	51	48	33	46	55	45	48	52	50	54	53	54	40	53	46	60	44	55	53	46
Losing weight	47	44	48	33	54	51	52	39	44	49	40	46	49	50	45	49	42	44	47	53	54
Improving my diet	41	38	42	27	31	45	41	42	36	45	37	44	46	33	40	43	48	37	41	41	45
Saving more money	30	27	30	22	33	23	30	30	28	31	36	42	24	16	30	30	36	23	41	26	29
Pursuing a career ambition	22	19	22	24	19	19	15	30	22	21	27	36	17	1	21	22	35	15	24	14	33
Giving up smoking	14	8	14	12	13	9	13	21	15	13	8	19	12	11	11	18	14	13	8	15	26
Decorating or renovating part of my home	14	11	12	19	24	14	14	18	13	14	12	12	13	20	15	12	13	10	17	17	16
Taking up a new hobby	13	11	12	7	16	8	9	13	14	12	26	14	5	10	12	13	19	11	10	11	19
Cutting down on drinking	12	12	13	3	13	10	17	12	11	12	7	14	13	10	13	10	13	8	13	13	19
Volunteering or doing more charity work	10	6	13	11	11	5	9	12	13	8	21	12	6	6	9	12	12	7	7	13	21
Spending more time with my family	9	5	9	15	14	6	8	12	11	7	7	14	6	5	8	10	9	10	4	11	10
Spending less time on social networking sites	6	9	3	6	3	4	7	6	5	6	12	8	3	2	5	7	9	9	0	5	5
Raising money for a charity	4	7	4	0	3	2	5	2	5	3	7	5	2	2	4	3	4	3	5	3	5
Something else	12	12	12	27	4	9	8	23	10	14	11	10	11	17	15	8	15	9	12	14	12
Don't know	2	0	2	5	3	1	1	1	0	3	5	2	0	2	2	1	5	3	0	0	0

Did you make a New Years Resolution last year?

Yes, I did	18	18	20	16	15	16	21	16	15	21	24	22	17	13	19	17	23	18	15	17	17
No, I did not	71	71	72	68	82	75	71	72	75	68	53	67	74	80	69	73	62	72	74	73	68
Can't remember	11	11	9	15	3	9	8	13	11	12	24	12	10	7	12	10	15	10	11	9	16

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What the world thinks

Which of the following New Years Resolutions did you make?

[Only asked to respondents who made a New Year's Resolution last year; n=319]

Losing weight	23	14	33	13	23	21	29	25	20	25	26	16	25	29	21	26	12	28	29	16	34
Doing more exercise or improving my fitness	15	22	12	11	4	18	12	6	19	12	18	20	12	9	18	11	16	11	8	21	29
Improving my diet	10	9	7	16	8	11	9	9	7	11	4	10	11	9	9	10	10	11	11	8	2
Pursuing a career ambition	6	3	8	8	5	4	6	13	7	5	3	11	6	0	5	6	9	3	8	6	3
Giving up smoking	6	4	7	0	15	7	7	4	10	4	0	6	11	5	3	11	2	8	8	7	0
Saving more money	6	7	5	7	14	5	5	3	5	6	4	8	3	7	6	4	7	5	5	6	7
Cutting down on drinking	3	3	3	3	9	3	6	3	6	1	0	1	9	0	5	1	1	5	4	2	0
Taking up a new hobby	3	1	4	4	0	1	4	4	4	2	1	4	2	4	4	0	5	3	1	1	0
Volunteering or doing more charity work	3	2	3	0	0	2	2	4	4	2	6	3	0	4	3	2	3	2	1	4	6
Spending more time with my family	2	3	3	0	0	3	3	0	2	1	0	0	1	6	2	2	4	2	0	0	0
Decorating or renovating part of my home	1	0	1	0	4	1	1	0	1	1	0	0	0	3	1	1	2	0	0	2	0
Spending less time on social networking sites	1	3	0	0	0	3	0	0	0	2	6	0	0	0	0	2	0	3	0	0	0
Raising money for a charity	0	1	0	0	0	1	0	0	0	0	0	1	0	1	1	0	0	1	2	0	0
Something else	19	22	13	25	13	14	13	26	13	24	30	19	17	17	18	22	27	16	14	24	17
Can't remember	3	5	0	12	5	6	2	3	2	4	2	3	2	6	4	2	3	2	8	2	1

And did you manage to keep your New Years Resolution?

[Only asked to respondents who made a New Year's Resolution last year; n=319]

Yes, I did	57	73	50	62	48	65	44	58	60	55	58	64	51	55	60	52	51	61	61	53	55
No, I did not	40	22	50	29	52	29	56	41	38	42	39	35	47	38	36	46	46	36	34	46	45
Can't remember	3	5	0	9	0	6	0	1	2	3	3	1	1	6	3	2	3	3	5	1	0

In the year ahead do you think you will...

Spend more than this year	23	25	23	22	24	22	25	21	24	22	37	21	20	23	25	20	22	22	20	26	26
Spend less than this year	30	24	33	32	31	28	31	31	28	31	20	35	32	27	29	31	33	31	31	26	27
Spend about the same amount	40	46	38	38	40	44	35	41	39	40	34	34	41	46	41	38	36	41	40	40	39
Don't know	8	4	6	8	4	5	8	7	8	7	10	10	7	5	5	11	8	6	9	8	7

And thinking about money you save, in the year ahead do you think you will...

Save more than this year	22	27	20	20	12	19	19	21	23	20	37	33	17	11	25	18	23	23	22	20	18
Save less than this year	32	23	35	37	49	31	38	30	31	33	18	26	35	40	30	35	30	32	32	32	33
Save about the same amount	36	43	35	31	33	43	33	36	37	35	33	30	36	42	37	34	34	38	33	36	40
Don't know	10	7	10	12	6	7	10	13	9	12	12	11	12	7	9	13	13	7	13	12	9

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In the year ahead, do you expect house prices to go up or down, or stay about the same?

Go up a lot	17	17	21	11	22	17	19	14	20	14	18	15	15	20	16	17	31	16	13	16	13
Go up a little	55	66	48	58	61	65	50	58	56	55	45	53	56	61	60	49	44	59	63	51	48
TOTAL GO UP	72	83	69	69	83	82	69	72	76	69	63	68	71	81	76	66	75	75	76	67	61
Stay about the same	16	12	18	13	13	11	18	17	15	17	20	16	18	13	15	17	9	13	15	21	25
Go down a little	2	1	2	5	2	1	3	1	1	3	2	2	2	1	1	2	3	1	1	3	2
Go down a lot	1	1	1	2	0	1	0	1	2	0	0	1	2	0	0	1	3	1	0	0	0
TOTAL GO DOWN	3	2	3	7	2	2	3	2	3	3	2	3	4	1	1	3	6	2	1	3	2
Don't know	9	4	11	11	2	5	10	9	7	12	15	13	8	5	7	12	10	9	9	9	12

And thinking about your own personal finances, do you think you would be better off if house prices rose, better off if they went down, or does it make little difference to you?

I would be better off if house prices rose	16	19	14	22	18	20	13	16	15	16	8	20	17	15	21	9	18	17	14	16	12
I would be better off if house prices fell	13	11	16	15	10	9	12	17	15	11	30	27	6	2	16	10	25	13	10	11	10
It will make little difference to me personally if house prices rise or fall	63	65	61	54	68	67	66	61	62	63	44	42	71	77	57	70	49	62	67	64	71
Don't know	8	5	9	10	3	5	10	6	8	9	17	11	6	6	6	11	8	8	9	9	6

In the year ahead, do you expect interest rates to go up or down, or stay about the same?

Go up a lot	6	4	9	5	3	4	11	3	5	6	3	8	6	5	4	8	8	4	5	7	7
Go up a little	39	40	39	41	53	42	38	43	41	38	27	36	41	45	40	38	34	42	41	37	40
TOTAL GO UP	45	44	48	46	56	46	49	46	46	44	30	44	47	50	44	46	42	46	46	44	47
Stay about the same	41	49	38	38	36	46	41	39	44	38	37	37	42	44	44	37	40	40	40	42	42
Go down a little	2	1	1	3	1	1	1	2	2	2	2	2	2	1	2	2	5	1	1	1	2
Go down a lot	0	0	0	0	0	0	0	1	0	1	0	1	0	0	0	1	1	0	0	1	0
TOTAL GO DOWN	2	1	1	3	1	1	1	3	2	3	2	3	2	1	2	3	6	1	1	2	2
Don't know	12	5	12	13	7	7	10	12	8	16	29	16	9	5	10	15	13	12	13	12	9

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And thinking about your own personal finances, do you think you would be better off if interest rates rise, better off if they go down, or does it make little difference to you?

I would be better off if interest rates rise	31	43	24	30	46	42	26	30	33	29	28	16	27	50	35	25	30	36	28	28	29
I would be better off if interest rates fall	23	20	27	28	16	19	24	26	24	23	18	38	27	7	27	18	26	20	26	24	22
It will make little difference to me personally if interest rates rise or fall	32	31	33	26	31	31	35	30	31	32	24	27	36	34	26	39	30	31	32	33	35
Don't know	14	6	16	16	7	8	15	13	12	16	30	18	10	9	12	17	14	13	15	15	13

**Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.*