

YouGov Survey Results

Sample Size: 1772 GB Adults
Fieldwork: 3rd - 4th January 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	1772	515	570	131	541	461	388	861	911	214	452	606	500	1010	762	227	576	379	436	154
Unweighted Sample	1772	524	527	140	556	419	415	874	898	89	469	718	496	1167	605	279	592	341	415	145
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Have you made a New Years Resolution for 2011?

Yes, I have	27	27	27	26	27	27	26	23	31	46	34	22	18	30	23	26	28	25	29	25
No, I haven't	73	73	74	74	73	73	74	77	69	54	66	78	82	70	77	74	72	75	71	75

Which of the following New Years Resolutions have you made?

[Only those who have made resolutions, N=456]

Doing more exercise or improving my fitness	58	64	63	59	58	64	63	56	59	67	55	56	54	59	55	59	57	63	55	52
Improving my diet	57	58	55	63	59	57	59	55	58	56	50	66	56	58	55	53	60	61	49	66
Pursuing a career ambition	17	14	19	18	17	11	26	21	15	20	24	15	7	19	15	15	19	14	22	3
Cutting down on drinking	16	13	17	17	11	20	17	23	11	14	16	20	11	19	10	9	21	16	16	3
Spending more time with my family	14	14	9	4	14	2	10	10	17	12	18	10	15	12	17	10	15	8	17	19
Taking up a new hobby	13	13	14	13	11	14	12	5	18	17	12	12	12	14	12	19	11	9	16	13
Giving up smoking	7	4	7	2	5	6	5	8	6	3	12	6	3	4	12	1	7	12	7	3
Volunteering or doing more charity work	7	8	4	4	7	5	6	7	6	7	7	3	10	7	6	6	7	6	5	12
Spending less time on social networking sites	3	4	3	0	2	4	1	4	3	5	6	1	0	3	3	5	4	4	1	0
Spending more time on social networking sites	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Something else	33	32	28	46	29	27	41	28	36	35	36	27	37	34	31	37	35	28	28	47
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0