





Fieldwork: 9th - 10th January 2014

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					
	Total	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	
<b>Weighted Sample</b>	<b>1904</b>	454	586	128	203	580	469	377	923	981	227	482	651	545	1085	819	244	619	407	468	166	
Unweighted Sample	1904	451	608	112	207	570	490	383	895	1009	170	463	739	532	1252	652	263	595	420	442	184	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Dec 19-20 2013	Jan 9-10 2014																				
<b>Do you think this coalition government is good or bad for people like you?</b>																						
Very good	2	2	5	1	5	0	3	1	2	3	1	1	4	1	1	3	1	1	3	2	1	1
Fairly good	16	17	39	6	43	6	28	5	20	18	16	18	16	17	18	21	13	14	20	19	12	20
<b>TOTAL GOOD</b>	<b>18</b>	<b>19</b>	<b>44</b>	<b>7</b>	<b>48</b>	<b>6</b>	<b>31</b>	<b>6</b>	<b>22</b>	<b>21</b>	<b>17</b>	<b>19</b>	<b>20</b>	<b>18</b>	<b>19</b>	<b>24</b>	<b>14</b>	<b>15</b>	<b>23</b>	<b>21</b>	<b>13</b>	<b>21</b>
Fairly bad	26	27	18	32	18	42	26	30	31	27	28	25	24	27	30	28	27	35	28	25	24	28
Very bad	28	26	5	49	7	33	14	46	22	26	26	17	26	29	27	22	31	26	19	24	35	36
<b>TOTAL BAD</b>	<b>54</b>	<b>53</b>	<b>23</b>	<b>81</b>	<b>25</b>	<b>75</b>	<b>40</b>	<b>76</b>	<b>53</b>	<b>53</b>	<b>54</b>	<b>42</b>	<b>50</b>	<b>56</b>	<b>57</b>	<b>50</b>	<b>58</b>	<b>61</b>	<b>47</b>	<b>49</b>	<b>59</b>	<b>64</b>
Doesn't make much difference either way	23	23	30	11	23	18	27	14	22	22	24	25	25	23	21	23	24	19	27	27	22	11
Don't know	5	4	2	2	3	0	2	3	4	4	5	13	5	2	2	4	5	4	4	3	6	4
<b>Do you think the coalition government is managing the economy well or badly?</b>																						
Very well	6	4	13	1	6	3	10	1	2	6	3	3	7	3	4	6	2	3	7	5	2	3
Fairly well	35	35	75	11	57	32	58	14	33	36	33	34	33	33	38	39	30	28	42	40	26	30
<b>TOTAL WELL</b>	<b>41</b>	<b>39</b>	<b>88</b>	<b>12</b>	<b>63</b>	<b>35</b>	<b>68</b>	<b>15</b>	<b>35</b>	<b>42</b>	<b>36</b>	<b>37</b>	<b>40</b>	<b>36</b>	<b>42</b>	<b>45</b>	<b>32</b>	<b>31</b>	<b>49</b>	<b>45</b>	<b>28</b>	<b>33</b>
Fairly badly	29	31	6	46	29	39	19	44	37	32	30	30	26	33	34	29	34	37	27	25	38	34
Very badly	22	21	2	39	6	24	8	35	20	20	22	13	23	24	18	19	23	24	16	21	24	23
<b>TOTAL BADLY</b>	<b>51</b>	<b>52</b>	<b>8</b>	<b>85</b>	<b>35</b>	<b>63</b>	<b>27</b>	<b>79</b>	<b>57</b>	<b>52</b>	<b>52</b>	<b>43</b>	<b>49</b>	<b>57</b>	<b>52</b>	<b>48</b>	<b>57</b>	<b>61</b>	<b>43</b>	<b>46</b>	<b>62</b>	<b>57</b>
Don't know	9	9	3	4	3	3	5	6	8	6	12	20	10	7	5	8	11	8	9	9	9	9
<b>In your opinion how good or bad is the state of Britain's economy at the moment?</b>																						
Very good	1	1	3	1	3	0	1	1	1	2	1	3	2	1	1	2	1	3	1	2	1	2
Quite good	16	14	36	5	19	13	27	5	10	19	10	13	17	12	15	17	11	11	18	15	11	15
<b>TOTAL GOOD</b>	<b>17</b>	<b>15</b>	<b>39</b>	<b>6</b>	<b>22</b>	<b>13</b>	<b>28</b>	<b>6</b>	<b>11</b>	<b>21</b>	<b>11</b>	<b>16</b>	<b>19</b>	<b>13</b>	<b>16</b>	<b>19</b>	<b>12</b>	<b>14</b>	<b>19</b>	<b>17</b>	<b>12</b>	<b>17</b>
Neither good nor bad	30	26	33	19	41	25	32	23	30	24	28	30	24	26	26	28	24	24	32	29	20	18
Quite bad	34	38	23	47	31	42	31	45	40	38	39	31	36	40	42	37	40	43	32	38	44	41
Very bad	16	16	2	27	4	20	8	24	16	14	17	13	15	19	14	14	19	15	13	13	21	23
<b>TOTAL BAD</b>	<b>50</b>	<b>54</b>	<b>25</b>	<b>74</b>	<b>35</b>	<b>62</b>	<b>39</b>	<b>69</b>	<b>56</b>	<b>52</b>	<b>56</b>	<b>44</b>	<b>51</b>	<b>59</b>	<b>56</b>	<b>51</b>	<b>59</b>	<b>58</b>	<b>45</b>	<b>51</b>	<b>65</b>	<b>64</b>
Don't know	3	4	2	1	1	0	1	3	2	3	4	9	6	2	2	3	5	4	4	4	4	2

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

Dec 12-13 2013  
Jan 9-10 2014

How do you think the financial situation of your household will change over the next 12 months?

Get a lot better	2	2	3	1	3	2	2	2	1	2	2	3	4	1	1	2	1	5	1	1	1	1
Get a little better	11	15	26	10	23	9	20	8	14	19	12	26	22	12	9	18	11	13	15	18	15	15
<b>TOTAL BETTER</b>	<b>13</b>	<b>17</b>	<b>29</b>	<b>11</b>	<b>26</b>	<b>11</b>	<b>22</b>	<b>10</b>	<b>15</b>	<b>21</b>	<b>14</b>	<b>29</b>	<b>26</b>	<b>13</b>	<b>10</b>	<b>20</b>	<b>12</b>	<b>18</b>	<b>16</b>	<b>19</b>	<b>16</b>	<b>16</b>
Stay about the same	40	36	50	28	46	31	43	32	36	37	35	33	33	37	38	40	31	36	41	33	32	33
Get a little worse	27	29	17	36	25	33	24	36	29	27	32	20	23	32	36	26	34	24	29	30	32	32
Get a lot worse	14	12	1	21	3	22	7	18	15	11	14	6	10	15	15	10	15	14	10	12	15	14
<b>TOTAL WORSE</b>	<b>41</b>	<b>41</b>	<b>18</b>	<b>57</b>	<b>28</b>	<b>55</b>	<b>31</b>	<b>54</b>	<b>44</b>	<b>38</b>	<b>46</b>	<b>26</b>	<b>33</b>	<b>47</b>	<b>51</b>	<b>36</b>	<b>49</b>	<b>38</b>	<b>39</b>	<b>42</b>	<b>47</b>	<b>46</b>
Don't know	6	5	3	4	0	2	3	4	5	5	6	11	9	3	1	4	7	8	4	6	5	4

Mar 7-8 2013  
Jan 9-10 2014

Thinking about the government's plans to make further cuts to spending, which of the following areas do you think the government should cut spending in the MOST? Please tick up to three

Overseas aid	70	71	80	65	54	91	83	68	62	71	70	49	59	76	83	65	78	68	69	73	71	73
Welfare benefits	39	37	68	18	31	44	58	20	28	38	36	29	39	34	41	42	30	32	39	41	32	38
Environment and climate change	32	33	42	26	19	47	47	27	24	34	33	20	25	34	45	30	37	30	31	35	34	38
Defence	20	20	10	28	43	7	10	22	33	23	17	25	22	20	16	24	14	23	21	19	17	23
Local government	13	11	10	10	14	17	12	8	13	10	11	9	11	11	10	9	13	15	11	7	12	8
Transport	7	8	8	9	6	6	8	8	8	8	8	7	8	8	7	9	6	7	7	9	9	4
Pensions	3	4	5	5	6	1	2	5	5	6	2	10	8	2	1	5	2	7	2	6	5	4
Education and schools	3	3	2	3	5	3	3	1	4	3	3	3	4	2	3	3	3	2	2	3	4	3
NHS	3	3	4	1	5	6	3	2	4	4	2	4	4	2	2	4	2	4	3	4	3	2
Crime and policing	1	2	1	4	2	2	1	4	1	3	2	2	4	2	1	3	2	2	2	2	3	0
None of these	6	6	2	10	4	0	2	9	8	5	7	5	6	7	5	7	5	7	5	6	7	5
Don't know	4	5	2	3	3	1	2	4	5	5	5	14	8	4	1	5	6	4	7	4	6	5

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

Mar 7-8 2013  
Jan 9-10 2014

Thinking about the government's plans to make further cuts to spending, which of the following areas do you think the government should try to PROTECT from cuts? Please tick up to three

NHS	76	67	66	71	70	71	69	66	72	63	72	61	63	69	72	66	69	68	68	69	67	64
Education and schools	53	54	59	52	66	41	51	51	58	50	58	62	55	55	49	56	53	53	54	57	53	53
Pensions	38	39	41	35	32	51	47	37	38	40	39	21	24	38	64	37	43	36	36	39	43	49
Crime and policing	42	33	39	27	26	43	39	31	27	31	34	31	32	34	32	35	30	32	32	36	32	27
Defence	17	18	29	11	4	31	32	15	9	19	18	10	15	18	25	17	20	16	20	18	16	20
Welfare benefits	16	15	5	27	9	10	8	23	16	15	15	7	18	17	13	12	19	19	11	15	18	15
Environment and climate change	6	8	5	9	16	5	5	6	13	8	7	13	7	9	5	9	5	8	9	7	6	6
Transport	7	7	10	6	17	9	7	6	9	9	6	13	9	7	4	9	5	15	7	6	4	9
Local government	6	7	5	10	7	6	5	10	8	7	7	4	5	8	9	8	6	5	7	6	10	5
Overseas aid	2	3	3	2	6	3	2	2	5	3	3	4	2	3	3	4	2	2	4	3	2	4
None of these	1	2	3	2	2	1	2	2	2	3	2	3	3	2	1	3	2	5	2	2	2	2
Don't know	4	5	2	4	6	1	2	5	5	5	5	15	6	4	2	4	6	3	6	4	5	4

Sep 9-10 2013  
Jan 9-10 2014

So far the government have said that they have protected spending on the NHS, international development and schools. As a result, cuts in other government departments have had to be deeper in order to achieve the overall target for spending cuts.

Do you think it is right or wrong to protect spending on the NHS, if this means deeper cuts elsewhere?

Right - its budget should be protected	75	79	72	90	78	78	75	85	82	76	81	74	74	80	83	76	82	77	76	81	81	78
Wrong - it should face its share of spending cuts	15	13	22	7	19	18	18	8	13	17	10	13	14	14	12	16	10	14	16	12	10	15
Don't know	10	8	6	3	4	4	6	6	6	8	9	13	12	6	5	8	8	9	9	8	8	7

Fieldwork: 9th - 10th January 2014

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

Mar  
14-15  
2013

Jan  
9-10  
2014

**Do you think it is right or wrong to protect spending on international development, if this means deeper cuts elsewhere?**

Right - its budget should be protected	10	10	8	12	17	4	7	11	12	11	8	15	14	8	6	12	6	16	9	8	8	10
Wrong - it should face its share of spending cuts	76	78	83	74	72	91	86	75	77	78	78	63	67	83	87	76	80	68	79	78	79	79
Don't know	14	13	9	13	11	4	7	14	11	11	14	23	19	9	8	12	13	15	12	13	13	11

**Do you think it is right or wrong to protect spending on schools, if this means deeper cuts elsewhere?**

Right - its budget should be protected	71	70	78	82	66	66	76	71	70	73	78	70	72	70	71	72	70	74	70	70	70	75
Wrong - it should face its share of spending cuts	18	21	13	15	27	26	13	20	21	16	11	17	20	22	19	17	18	17	21	18	18	18
Don't know	10	8	9	3	7	8	11	9	9	11	11	14	8	9	9	11	12	10	9	12	8	8

**Currently the state pension rises each year in line with inflation, in line with wages or by 2.5%, whichever is the highest. This is known as the "triple lock"**

**David Cameron has said he will guarantee the triple lock for pensions until at least 2020. Do you think this is the right or wrong thing to do?**

Right thing to do	65	77	59	63	72	74	60	65	62	68	46	51	64	87	65	65	63	65	66	65	65
Wrong thing to do	12	11	14	23	9	9	12	16	16	8	18	17	14	2	14	9	16	12	11	10	13
Not sure	23	12	28	14	18	17	28	19	22	24	36	33	22	11	20	27	22	23	22	25	22

**The minimum wage for people over the age of 21 is currently £6.31 an hour.**

**Some people think the minimum wage should be increased so low paid people are better off. Other people think that an increase in the minimum wage would risk increasing unemployment.**

**Would you support or oppose a substantial increase in the minimum wage?**

Support	66	50	80	70	66	51	79	73	66	65	67	59	70	66	61	72	68	62	67	69	64
Oppose	19	33	10	22	23	31	9	14	21	17	17	22	17	20	23	14	17	23	19	15	19
Don't know	15	16	10	8	11	18	13	14	13	18	16	19	13	14	16	15	15	15	14	15	17

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

Below is a list of possible changes to benefits.

Would you support or oppose each one?

**Stopping the payment of housing benefit to people under the age of 25?**

Support	<b>49</b>	67	33	40	67	67	38	37	50	48	39	44	46	60	51	46	51	49	50	48	42
Oppose	<b>34</b>	17	52	44	22	18	41	46	34	33	42	38	37	23	33	34	36	32	34	32	41
Don't know	<b>18</b>	16	15	16	11	16	21	17	16	19	19	18	18	17	16	21	13	19	16	20	16

**Stopping the payment of ALL benefits to people under the age of 25?**

Support	<b>23</b>	29	14	15	41	33	19	11	23	23	17	25	20	27	22	24	27	24	23	22	17
Oppose	<b>59</b>	51	74	69	50	48	64	73	63	56	63	57	64	54	60	59	56	58	60	59	68
Don't know	<b>18</b>	20	11	16	10	19	17	16	15	21	21	18	16	19	18	18	16	18	17	19	16

**Means testing elderly benefits like the winter fuel allowance so wealthier pensioners no longer receive them?**

Support	<b>66</b>	68	68	80	61	64	66	72	68	65	69	73	67	59	66	67	58	66	70	69	63
Oppose	<b>24</b>	26	23	13	34	28	25	20	24	24	12	16	27	32	25	22	32	24	22	20	26
Don't know	<b>10</b>	6	9	7	5	8	10	8	8	11	20	11	6	8	9	11	10	9	8	11	11

**Limiting benefits like child benefit and the child tax credit so they are only paid for a maximum of two children per household?**

Support	<b>68</b>	83	56	59	88	84	59	64	68	68	48	61	70	80	67	69	62	70	74	67	61
Oppose	<b>20</b>	10	33	28	8	9	27	24	21	20	33	25	19	13	22	19	26	17	20	22	26
Don't know	<b>11</b>	7	11	13	4	7	14	12	11	12	19	15	10	6	11	12	12	13	7	11	13

**Capping the total amount of benefits that one household can receive at £26000 a year?**

Support	<b>76</b>	89	69	80	83	84	71	77	73	79	63	76	77	81	76	77	72	76	79	76	77
Oppose	<b>14</b>	7	18	11	16	12	16	12	16	12	16	14	13	14	14	13	17	14	11	14	14
Don't know	<b>10</b>	4	13	9	1	4	12	11	11	9	21	11	10	5	10	10	11	10	10	10	9

**Capping the total amount of benefits that one household can receive at £15000 a year?**

Support	<b>49</b>	58	39	36	67	61	42	38	47	50	37	41	50	58	47	51	46	48	51	47	53
Oppose	<b>35</b>	25	46	51	26	26	39	46	36	33	39	39	34	30	35	33	40	35	32	34	32
Don't know	<b>17</b>	17	15	13	7	13	19	16	17	17	24	20	16	13	18	16	14	17	17	19	15

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

Putting a ban on immigrants to Britain receiving any benefits until they have lived in Britain for at least TWO years?

Support	76	86	71	54	88	86	74	68	74	78	62	71	80	82	71	84	74	74	78	78	80
Oppose	15	7	19	31	10	8	15	21	17	12	23	16	12	12	19	8	16	15	13	14	15
Don't know	9	7	10	15	2	6	11	11	9	10	15	13	8	5	10	8	11	11	10	8	5

Putting a ban on immigrants to Britain receiving any benefits until they have lived in Britain for at least FIVE years?

Support	62	65	54	28	91	74	59	41	60	63	49	58	64	67	53	72	61	58	65	62	66
Oppose	26	20	33	59	5	16	28	45	27	24	33	27	25	23	32	17	26	28	24	24	26
Don't know	13	15	12	12	5	10	13	15	12	13	18	16	11	10	14	11	13	14	11	14	8

Jan 5-6 2012

Jan 9-10 2014

David Cameron has pledged to reduce net immigration into Britain from hundreds of thousands to "tens of thousands"  
Do you support or oppose this aim?

Support	78	76	88	66	51	94	87	73	63	74	77	61	66	78	87	71	82	69	70	81	81	79
Oppose	10	13	7	21	32	5	8	16	21	17	10	21	18	13	6	18	7	21	15	11	9	12
Don't know	12	11	5	13	17	1	5	11	16	9	13	18	16	9	7	11	11	10	15	8	10	9

And how likely or unlikely do you think it is that David Cameron will be able to deliver the pledge to reduce net immigration into Britain from hundreds of thousands to "tens of thousands"?

Very likely	2	1	2	2	0	0	1	2	0	1	1	0	2	1	2	1	1	1	2	2	0	0
Fairly likely	13	8	19	3	8	2	13	5	5	7	9	7	9	8	8	9	7	6	10	9	6	8
<b>TOTAL LIKELY</b>	<b>15</b>	<b>9</b>	<b>21</b>	<b>5</b>	<b>8</b>	<b>2</b>	<b>14</b>	<b>7</b>	<b>5</b>	<b>8</b>	<b>10</b>	<b>7</b>	<b>11</b>	<b>9</b>	<b>10</b>	<b>10</b>	<b>8</b>	<b>7</b>	<b>12</b>	<b>11</b>	<b>6</b>	<b>8</b>
Fairly unlikely	48	44	53	39	43	34	50	41	41	42	45	42	43	43	45	45	42	40	44	47	42	41
Very unlikely	30	39	19	49	45	62	31	43	48	43	35	40	32	42	42	39	40	44	35	35	44	45
<b>TOTAL UNLIKELY</b>	<b>77</b>	<b>83</b>	<b>72</b>	<b>88</b>	<b>88</b>	<b>96</b>	<b>81</b>	<b>84</b>	<b>89</b>	<b>85</b>	<b>80</b>	<b>82</b>	<b>75</b>	<b>85</b>	<b>87</b>	<b>84</b>	<b>82</b>	<b>84</b>	<b>79</b>	<b>82</b>	<b>86</b>	<b>86</b>
Don't know	8	8	7	7	4	1	5	8	6	6	9	10	13	7	3	7	9	10	8	7	8	5



Fieldwork: 9th - 10th January 2014

Total	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	
<b>Weighted Sample</b> 1904	454	586	128	203	580	469	377	923	981	227	482	651	545	1085	819	244	619	407	468	166	
Unweighted Sample	451	608	112	207	570	490	383	895	1009	170	463	739	532	1252	652	263	595	420	442	184	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about education, do you support or oppose the creation of "Free Schools" - new state schools set up by parents, teachers or voluntary groups which are outside the control of local authorities?

[Only asked to respondents in England; n=1598]

Support	<b>31</b>	50	19	33	37	43	20	26	33	29	26	32	29	35	32	30	28	33	37	27	0
Oppose	<b>42</b>	29	56	44	41	32	50	55	42	42	41	41	44	42	45	38	43	40	41	45	0
Not sure	<b>27</b>	21	25	23	22	25	30	18	25	29	32	27	27	23	23	32	29	27	22	29	0

If you had children of school age and you were looking for a school to send them to, would you consider sending them to a free school?

[Only asked to respondents in England; n=1598]

I would definitely want to send them to a free school	<b>8</b>	11	9	5	7	9	11	4	10	7	4	12	8	8	8	9	10	9	10	6	0
I would definitely not consider sending them to a free school	<b>27</b>	20	37	24	21	18	35	31	25	29	27	33	26	22	29	24	25	25	26	32	0
I would consider both free schools and local authority schools	<b>53</b>	60	42	62	64	62	40	54	51	54	57	41	54	60	53	53	51	55	58	47	0
Don't know	<b>12</b>	10	12	10	8	11	14	11	13	11	12	14	12	10	10	14	14	12	6	16	0

Thinking about the future of free schools, what would you most like to see?

[Only asked to respondents in England; n=1598]

An expansion of free schools, with greater numbers being allowed to open	<b>24</b>	36	12	23	33	31	15	19	24	23	28	22	21	27	25	22	22	26	29	18	0
Keeping those free schools that already exist, but not allowing any more to open	<b>18</b>	18	21	19	8	18	19	22	17	19	19	15	20	19	19	17	17	18	20	17	0
Stopping free schools, and transferring those that already exist to local authority control	<b>26</b>	15	36	31	30	18	34	33	29	24	21	26	29	25	28	25	27	24	24	30	0
Not sure	<b>32</b>	30	30	27	29	33	31	26	30	34	32	37	30	29	28	37	34	32	27	34	0

Fieldwork: 9th - 10th January 2014

	Voting intention					2010 Vote			Gender		Age				Social grade		Region				
Total	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	
<b>Weighted Sample</b>	<b>1904</b>	454	586	128	203	580	469	377	923	981	227	482	651	545	1085	819	244	619	407	468	166
Unweighted Sample	1904	451	608	112	207	570	490	383	895	1009	170	463	739	532	1252	652	263	595	420	442	184
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Did you make a New Years Resolution for 2014?

Yes, I did	27	28	29	27	22	26	25	30	22	33	37	34	25	20	30	24	29	27	27	29	23
No, I did not	73	72	71	73	78	74	75	70	78	67	63	66	75	80	70	76	71	73	73	71	77

Which of the following New Years Resolutions did you make? Please tick all that apply

[Only asked to respondents who made a New Year's Resolution for 2014; n=527]

Improving my diet	35	41	38	29	33	44	36	31	28	39	36	35	37	33	31	42	46	37	33	30	33
Doing more exercise or improving my fitness	36	38	31	38	36	37	37	34	33	38	35	35	33	41	35	38	38	34	32	33	64
Decorating or renovating part of my home	10	11	9	6	8	14	10	10	7	12	1	6	14	19	9	13	4	8	18	8	18
Giving up smoking	8	5	11	2	14	9	10	5	11	7	15	8	6	7	8	9	20	8	2	4	18
Pursuing a career ambition	12	11	15	9	8	10	14	11	10	13	18	21	6	3	13	11	25	6	15	9	15
Saving more money	33	33	44	27	19	34	42	27	26	38	43	38	31	23	29	40	40	34	37	27	32
Cutting down on drinking	13	14	14	9	10	16	18	6	14	12	11	17	10	13	13	13	15	8	9	21	14
Taking up a new hobby	9	5	7	15	2	7	10	11	6	11	12	8	8	8	8	10	6	13	7	8	4
Losing weight	40	37	40	58	47	47	36	43	31	46	40	34	42	47	38	45	44	39	40	38	47
Something else	22	19	14	27	27	17	12	29	21	22	26	18	22	24	23	20	21	23	19	26	11
Giving up drinking alcohol for a month	6	7	7	10	4	6	10	5	7	6	5	11	7	1	8	4	8	5	3	10	8
Joining a gym	5	3	5	3	1	3	5	2	5	5	13	5	2	2	5	4	9	4	4	5	3
Raising money for a charity	1	2	2	0	0	1	1	1	2	1	3	0	1	2	2	0	3	1	1	1	0
Spending less time on social networking sites	2	1	3	0	0	1	1	3	2	1	3	1	2	1	2	1	4	1	1	1	3
Spending more time with my family	9	8	12	0	6	6	13	8	7	9	11	9	9	5	9	8	14	7	12	6	3
Volunteering or doing more charity work	5	2	9	13	0	3	7	11	4	6	4	2	7	8	6	3	7	6	5	3	3

And how confident are you that you will keep your New Years Resolution?

[Only asked to respondents who made a New Year's Resolution for 2014; n=527]

Very confident	18	13	21	18	21	13	16	17	21	17	22	17	16	22	19	17	14	16	23	21	16
Fairly confident	63	63	61	64	56	63	65	66	55	67	56	69	61	62	63	62	59	59	68	62	72
<b>TOTAL CONFIDENT</b>	<b>81</b>	<b>76</b>	<b>82</b>	<b>82</b>	<b>77</b>	<b>76</b>	<b>81</b>	<b>83</b>	<b>76</b>	<b>84</b>	<b>78</b>	<b>86</b>	<b>77</b>	<b>84</b>	<b>82</b>	<b>79</b>	<b>73</b>	<b>75</b>	<b>91</b>	<b>83</b>	<b>88</b>
Not very confident	13	18	11	15	12	18	11	11	13	12	11	9	16	14	13	12	21	19	6	8	8
Not confident at all	3	3	3	3	9	4	4	5	7	1	4	4	3	2	3	4	4	3	1	5	4
<b>TOTAL NOT CONFIDENT</b>	<b>16</b>	<b>21</b>	<b>14</b>	<b>18</b>	<b>21</b>	<b>22</b>	<b>15</b>	<b>16</b>	<b>20</b>	<b>13</b>	<b>15</b>	<b>13</b>	<b>19</b>	<b>16</b>	<b>16</b>	<b>16</b>	<b>25</b>	<b>22</b>	<b>7</b>	<b>13</b>	<b>12</b>
Not sure	3	2	4	0	1	2	4	0	3	2	6	1	4	0	2	4	2	3	2	4	0