

YouGov Survey Results

Sample Size: 2058 UK adults
Fieldwork: 13th - 16th July 2012

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Thinking about when someone asks you if you want the good news or the bad news...Which ONE, of the following do you usually choose to hear FIRST?

	Unweighted Base	2058	1024	1034	262	338	341	399	718	1187	871	471	283	209	264	492	114	175	50
All UK Adults		2058	990	1068	247	358	334	386	733	1132	926	492	329	191	255	457	101	175	58
Good news		19%	19%	19%	21%	19%	16%	20%	19%	19%	19%	17%	22%	23%	23%	14%	19%	22%	16%
Bad news		64%	59%	69%	57%	63%	61%	67%	67%	63%	65%	65%	61%	63%	57%	69%	59%	66%	73%
Both equally		13%	17%	9%	10%	12%	19%	10%	12%	15%	10%	14%	12%	11%	13%	13%	20%	8%	10%
Don't know		4%	5%	4%	12%	6%	4%	2%	2%	3%	6%	5%	4%	3%	7%	4%	3%	5%	1%