

YouGov / Pier Marketing Resolutions

Sample Size: 2025 GB Adults

Fieldwork: 15th - 16th December 2014

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

Which, if any, of the following New Year's resolutions are you planning to make for 2015? (Please select all that apply)

	Unweighted base	2025	965	1060	226	252	317	464	766	1165	860	491	292	169	255	466	1673	100	252
	Base: All GB adults	2025	972	1053	243	338	350	385	709	1114	911	498	332	194	259	464	1748	101	176
Lose weight		35%	29%	40%	29%	37%	41%	36%	33%	38%	31%	39%	41%	26%	29%	31%	35%	41%	35%
Get fitter		33%	30%	36%	40%	42%	39%	31%	25%	36%	29%	35%	33%	35%	33%	34%	34%	31%	27%
Eat more healthily		31%	26%	36%	37%	43%	32%	30%	24%	34%	29%	35%	32%	32%	34%	30%	33%	24%	23%
See more of friends/ family		14%	13%	15%	18%	14%	21%	13%	9%	16%	11%	11%	12%	20%	19%	13%	14%	17%	13%
Find more time for myself (e.g. more 'me' time)		12%	9%	15%	12%	12%	15%	17%	10%	14%	11%	10%	14%	11%	17%	13%	13%	7%	12%
Take more care of my appearance		15%	11%	19%	25%	24%	19%	14%	7%	17%	13%	16%	17%	14%	15%	16%	16%	20%	9%
Get a better work-to-life balance		12%	12%	11%	21%	19%	14%	12%	4%	13%	10%	11%	7%	13%	19%	12%	12%	16%	6%
Give up smoking		5%	7%	3%	4%	8%	6%	5%	4%	4%	6%	5%	6%	5%	4%	6%	5%	4%	3%
Stop drinking alcohol/ drink less alcohol		11%	12%	9%	8%	13%	11%	15%	9%	13%	8%	12%	12%	11%	14%	8%	11%	11%	10%
Other		5%	5%	5%	7%	7%	6%	7%	2%	5%	5%	3%	7%	4%	6%	6%	5%	3%	3%
Don't know		2%	2%	1%	2%	1%	1%	3%	1%	1%	2%	1%	2%	2%	2%	2%	2%	-	1%
Not applicable - I'm not planning to make any New Year's resolutions for 2015		36%	39%	33%	26%	29%	26%	33%	48%	34%	38%	34%	32%	37%	31%	39%	35%	38%	41%

Thinking about when you have EVER made New Year's resolutions before...

In general, how long on average, if at all, did it take for you to break them? (Please select the option that best applies. If you have never broken/ made a New Year's resolution, please select the relevant 'Not applicable' option)

Unweighted base	2025	965	1060	226	252	317	464	766	1165	860	491	292	169	255	466	1673	100	252
Base: All GB adults	2025	972	1053	243	338	350	385	709	1114	911	498	332	194	259	464	1748	101	176
The same day	3%	3%	3%	6%	4%	3%	2%	2%	2%	4%	3%	3%	2%	4%	3%	3%	2%	2%
1 week	8%	6%	9%	6%	9%	8%	8%	8%	8%	8%	7%	11%	8%	7%	7%	8%	8%	8%
2 weeks	8%	7%	8%	8%	8%	8%	9%	7%	8%	8%	6%	6%	11%	8%	11%	8%	4%	5%
1 month	13%	12%	15%	12%	15%	12%	12%	14%	14%	13%	18%	14%	11%	11%	10%	13%	12%	14%
3 months	9%	7%	10%	3%	8%	15%	10%	7%	8%	9%	8%	11%	9%	8%	9%	9%	9%	7%
6 months	4%	3%	4%	1%	7%	4%	3%	3%	5%	2%	5%	2%	2%	5%	3%	3%	9%	1%
12 months	1%	1%	1%	-	0%	1%	1%	1%	1%	0%	1%	1%	2%	0%	1%	1%	1%	0%
Not applicable - I never tend to break New Year's resolutions	10%	11%	9%	12%	9%	14%	10%	7%	10%	10%	7%	8%	10%	13%	10%	9%	12%	14%
Not applicable - I never make New Year's resolutions	46%	51%	41%	52%	40%	36%	46%	51%	45%	47%	46%	44%	45%	44%	47%	46%	43%	49%

For the following questions, by 'time for yourself', we mean occasions such as having a soak in the bath, flicking through a magazine, filing your nails etc.

In general, how often, if at all, do you make time for yourself? (Please select the option that best applies)

Unweighted base	1060	-	1060	124	143	174	245	374	641	419	274	153	77	126	257	887	51	122
Base: All GB females	1053	-	1053	121	174	173	200	385	608	445	278	181	82	122	256	919	53	82
Everyday	32%	-	32%	31%	25%	21%	24%	45%	32%	33%	31%	33%	34%	29%	35%	32%	31%	32%
Every few days	22%	-	22%	28%	23%	20%	20%	22%	23%	22%	22%	23%	13%	21%	25%	22%	21%	21%
Once a week	16%	-	16%	15%	17%	20%	21%	13%	16%	17%	16%	16%	20%	18%	14%	16%	19%	18%
Once a fortnight	7%	-	7%	12%	7%	13%	5%	4%	7%	7%	9%	4%	16%	11%	4%	8%	2%	6%
Once a month	5%	-	5%	2%	11%	6%	7%	2%	6%	4%	4%	7%	9%	6%	4%	5%	3%	5%
Less often than a month	11%	-	11%	7%	8%	14%	16%	9%	11%	10%	12%	11%	6%	9%	13%	11%	9%	10%
Never	6%	-	6%	4%	10%	6%	7%	4%	5%	8%	6%	6%	3%	6%	4%	5%	16%	8%

When you do make time for yourself...Approximately,
how much time would you say each occasion lasts?
(Please select the option that best applies)

Unweighted base	995	-	995	119	131	164	225	356	609	386	257	142	75	119	242	835	44	116
Base: All GB females who make time for themselves	990	-	990	116	158	163	186	368	580	410	262	169	80	114	244	871	44	75
Up to 5 minutes	3%	-	3%	5%	1%	5%	3%	2%	3%	3%	2%	6%	2%	7%	1%	3%	5%	2%
More than 5 minutes, up to 10 minutes	6%	-	6%	7%	7%	7%	9%	5%	7%	6%	5%	8%	10%	6%	7%	7%	7%	2%
More than 10 minutes, up to 20 minutes	16%	-	16%	11%	22%	18%	15%	16%	17%	15%	14%	21%	13%	17%	17%	16%	10%	22%
More than 20 minutes, up to 30 minutes	23%	-	23%	17%	19%	29%	26%	23%	23%	23%	23%	24%	27%	23%	24%	24%	27%	13%
More than 30 minutes, up to an hour	22%	-	22%	22%	24%	24%	22%	21%	24%	20%	27%	13%	25%	20%	24%	22%	22%	25%
More than an hour, up to two hours	15%	-	15%	16%	16%	7%	13%	18%	14%	16%	19%	19%	5%	10%	11%	14%	11%	23%
More than two hours	8%	-	8%	11%	5%	8%	7%	10%	7%	10%	7%	4%	7%	11%	10%	8%	10%	9%
Don't know	6%	-	6%	11%	7%	2%	6%	4%	4%	7%	4%	5%	11%	6%	6%	6%	7%	4%