List of Tables

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1. New Year's resolutions
Thinking about New Year's resolutions, how many - if any - did you make this year?

	Total	Age			Race			Gender		Family Income			
		18-34	35-49	50+	White	Black	Hispanic	Male	Female	Under 40	40-80	80-100	100+
None	65%	55%	65%	73%	69%	55%	57%	70%	61%	59%	71%	64%	67%
1	17%	21%	14%	15%	17%	21%	11%	17%	17%	19%	14%	22%	17%
2	8%	10%	11%	6%	8%	7%	13%	8%	9%	10%	8%	5%	12%
3	4%	5%	5%	3%	3%	7%	9%	2%	7%	5%	4%	5%	2%
4	2%	4%	2%	—	1%	2%	6%	2%	2%	2%	3%	—	—
5	1%	1%	1%	1%	1%	2%	—	0%	1%	1%	—	3%	1%
6	0%	1%	0%	—	0%	1%	—	0%	1%	1%	—	—	1%
7	0%	—	1%	—	0%	1%	—	0%	—	0%	0%	—	—
8	0%	0%	—	—	—	1%	—	—	0%	0%	—	—	—
9	0%	0%	—	—	0%	—	—	—	0%	—	—	—	—
10 or more	0%	1%	—	0%	0%	—	3%	0%	1%	1%	—	—	—
Don't know	2%	3%	1%	1%	1%	5%	1%	2%	2%	2%	1%	1%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(300)	(270)	(430)	(775)	(118)	(107)	(480)	(520)	(369)	(281)	(57)	(134)

	Total	Region				Education			
		Northeast	Midwest	South	West	HS or Less	Some College	College Grad	Post grad
None	65%	66%	69%	61%	68%	67%	65%	64%	62%
1	17%	19%	15%	19%	13%	16%	17%	18%	14%
2	8%	6%	10%	8%	10%	7%	9%	7%	14%
3	4%	5%	2%	5%	4%	4%	4%	4%	7%
4	2%	1%	—	3%	1%	2%	1%	2%	—
5	1%	1%	1%	0%	1%	1%	0%	2%	2%
6	0%	1%	1%	0%	—	0%	0%	0%	1%
7	0%	1%	—	0%	—	—	0%	0%	—
8	0%	—	0%	—	—	0%	—	—	—
9	0%	—	—	—	0%	0%	—	—	—
10 or more	0%	—	0%	0%	1%	0%	1%	—	—
Don't know	2%	1%	1%	3%	1%	2%	2%	2%	—
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(162)	(232)	(366)	(240)	(387)	(351)	(166)	(96)

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2. Which resolutions
Which, if any, of the following New Year's resolutions did you make this year? (Please check all that apply.)

	Total	Age			Race			Gender		Family Income			
		18-34	35-49	50+	White	Black	Hispanic	Male	Female	Under 40	40-80	80-100	100+
Get fitter/ do more exercise	28%	25%	35%	26%	31%	17%	26%	24%	31%	20%	31%	43%	37%
Lose weight	37%	31%	35%	45%	39%	44%	23%	36%	38%	33%	40%	45%	45%
Spend less/ save more	20%	22%	17%	19%	14%	27%	37%	20%	19%	26%	25%	10%	3%
Give up smoking	7%	3%	10%	9%	6%	5%	13%	4%	9%	10%	6%	6%	2%
Drink less	5%	8%	2%	4%	3%	1%	18%	8%	4%	8%	5%	—	2%
Budget better	17%	19%	13%	18%	10%	29%	31%	15%	18%	24%	17%	4%	7%
Get a better job	16%	24%	18%	5%	10%	20%	33%	16%	15%	25%	12%	6%	3%
Travel more	7%	6%	9%	6%	5%	11%	11%	9%	5%	8%	8%	—	4%
Spend more time with my family	11%	11%	15%	7%	9%	16%	13%	10%	11%	12%	10%	17%	8%
Work less/ fewer hours	2%	1%	1%	3%	2%	2%	—	1%	2%	2%	2%	—	2%
Reduce stress/ relax more	17%	16%	20%	15%	15%	24%	21%	12%	21%	23%	9%	4%	6%
Get more sleep	6%	8%	6%	3%	5%	6%	10%	3%	8%	8%	2%	10%	—
Find love	10%	17%	7%	5%	8%	13%	16%	12%	9%	11%	12%	—	2%
Other	31%	31%	30%	30%	33%	23%	29%	27%	33%	21%	31%	24%	43%
Totals	(330)	(127)	(92)	(111)	(242)	(44)	(44)	(137)	(193)	(136)	(80)	(21)	(46)

	Total	Region				Education			
		Northeast	Midwest	South	West	HS or Less	Some College	College Grad	Post grad
Get fitter/ do more exercise	28%	22%	24%	29%	35%	24%	31%	34%	27%
Lose weight	37%	37%	38%	37%	34%	34%	41%	30%	46%
Spend less/ save more	20%	13%	21%	23%	16%	28%	16%	12%	11%
Give up smoking	7%	12%	10%	3%	6%	9%	6%	8%	—
Drink less	5%	4%	5%	6%	5%	8%	5%	4%	—
Budget better	17%	15%	15%	22%	10%	24%	14%	8%	11%
Get a better job	16%	23%	13%	15%	14%	19%	19%	6%	9%

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	Total	Region				Education			
		Northeast	Midwest	South	West	HS or Less	Some College	College Grad	Post grad
Travel more	7%	4%	6%	9%	6%	6%	11%	4%	—
Spend more time with my family	11%	9%	10%	13%	9%	8%	15%	9%	12%
Work less/ fewer hours	2%	3%	3%	1%	2%	3%	1%	—	3%
Reduce stress/ relax more	17%	21%	21%	13%	17%	27%	11%	9%	8%
Get more sleep	6%	14%	4%	4%	6%	10%	3%	2%	5%
Find love	10%	13%	3%	13%	9%	11%	12%	8%	3%
Other	31%	29%	26%	30%	38%	25%	24%	45%	48%
Totals	(330)	(49)	(71)	(132)	(78)	(119)	(116)	(57)	(38)

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3. Help achieve Resolutions
Which, if any, of the following would help you achieve your New Year's Resolutions? (Please check all the apply.)

	Total	Age			Race			Gender		Family Income			
		18-34	35-49	50+	White	Black	Hispanic	Male	Female	Under 40	40-80	80-100	100+
Join a gym	17%	16%	21%	16%	18%	17%	15%	15%	19%	14%	15%	21%	25%
Hire a personal trainer	8%	5%	6%	13%	10%	7%	1%	9%	7%	4%	9%	4%	16%
Attend regular exercise classes	19%	17%	21%	21%	21%	22%	12%	15%	23%	17%	14%	19%	36%
Buy sports gear	3%	4%	4%	–	2%	2%	7%	4%	2%	4%	2%	–	2%
Walk/ cycle to work rather than driving/ getting train/ bus	16%	21%	15%	12%	14%	26%	20%	15%	18%	21%	13%	9%	11%
Join a slimming club	2%	3%	1%	4%	3%	2%	–	1%	3%	3%	1%	–	–
Have acupuncture/ massages/ other alternative therapy	5%	3%	6%	8%	7%	1%	3%	3%	7%	5%	6%	4%	4%
Buy nicotine patches	3%	1%	9%	2%	2%	4%	8%	2%	5%	6%	3%	–	2%
Attend counseling	6%	7%	7%	5%	5%	14%	5%	6%	7%	8%	7%	4%	4%
Get independent financial advice/ see your bank manager	8%	7%	9%	7%	5%	16%	8%	7%	8%	10%	7%	8%	5%
Join a dating agency	2%	2%	3%	1%	2%	2%	2%	3%	1%	2%	4%	–	–
Change jobs	16%	22%	21%	3%	9%	16%	40%	12%	18%	24%	7%	17%	11%
None of these	42%	42%	33%	49%	47%	32%	32%	45%	39%	32%	51%	56%	41%
Totals	(330)	(127)	(92)	(111)	(242)	(44)	(44)	(137)	(193)	(136)	(80)	(21)	(46)

	Total	Region				Education			
		Northeast	Midwest	South	West	HS or Less	Some College	College Grad	Post grad
Join a gym	17%	19%	21%	18%	12%	13%	22%	15%	24%
Hire a personal trainer	8%	3%	7%	10%	8%	3%	7%	16%	16%

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	Total	Region				Education			
		Northeast	Midwest	South	West	HS or Less	Some College	College Grad	Post grad
Attend regular exercise classes	19%	10%	20%	22%	23%	14%	24%	20%	28%
Buy sports gear	3%	4%	3%	3%	2%	2%	4%	3%	—
Walk/ cycle to work rather than driving/ getting train/ bus	16%	25%	16%	12%	17%	17%	20%	12%	12%
Join a slimming club	2%	3%	5%	2%	1%	2%	3%	2%	5%
Have acupuncture/ massages/ other alternative therapy	5%	4%	8%	6%	3%	5%	7%	1%	12%
Buy nicotine patches	3%	8%	4%	3%	1%	5%	3%	1%	—
Attend counseling	6%	9%	12%	4%	4%	4%	11%	7%	3%
Get independent financial advice/ see your bank manager	8%	9%	8%	10%	1%	7%	11%	4%	5%
Join a dating agency	2%	1%	4%	1%	1%	2%	1%	3%	—
Change jobs	16%	23%	11%	17%	11%	20%	14%	10%	11%
None of these	42%	32%	40%	41%	54%	40%	39%	47%	48%
Totals	(330)	(49)	(71)	(132)	(78)	(119)	(116)	(57)	(38)

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4. Stick to resolutions

Which of the following statements best reflects your attempts to stick to your New Year's resolution? (A) I have so far stuck to my New Year's resolution perfectly; (B) I have cheated a couple of times, but it's generally going well; (C) I haven't cheated yet, but I'm struggling with my New Year's resolution, so I think I'm likely to cheat soon; (D) I have already broken my New Year's resolution; (E) None of these

	Total	Age			Race			Gender		Family Income			
		18-34	35-49	50+	White	Black	Hispanic	Male	Female	Under 40	40-80	80-100	100+
A	45%	51%	40%	42%	47%	36%	46%	49%	42%	47%	45%	25%	59%
B	22%	20%	20%	25%	23%	21%	17%	16%	26%	20%	20%	36%	21%
C	13%	13%	16%	12%	13%	16%	13%	13%	14%	15%	12%	22%	9%
D	11%	8%	12%	13%	8%	9%	19%	12%	10%	9%	15%	13%	8%
E	9%	8%	12%	8%	9%	17%	4%	10%	8%	9%	9%	5%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(329)	(127)	(92)	(110)	(241)	(44)	(44)	(137)	(192)	(136)	(80)	(21)	(46)

	Total	Region				Education			
		Northeast	Midwest	South	West	HS or Less	Some College	College Grad	Post grad
A	45%	47%	48%	43%	45%	40%	49%	51%	44%
B	22%	19%	16%	24%	24%	16%	21%	29%	34%
C	13%	23%	13%	8%	17%	17%	11%	13%	10%
D	11%	3%	10%	15%	8%	14%	11%	4%	8%
E	9%	7%	12%	10%	7%	13%	8%	3%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(329)	(49)	(70)	(132)	(78)	(119)	(116)	(57)	(37)

5. Broken resolutions
Which resolution did you break first?

	Total	Age			Race			Gender		Family Income			
		18-34	35-49	50+	White	Black	Hispanic	Male	Female	Under 40	40-80	80-100	100+
Get fitter/ do more exercise	27%	11%	46%	24%	19%	27%	40%	38%	18%	—	41%	36%	85%
Lose weight	29%	24%	18%	41%	35%	22%	23%	18%	39%	20%	49%	30%	—
Spend less/ save more	—	—	—	—	—	—	—	—	—	—	—	—	—
Give up smoking	10%	—	16%	14%	19%	—	—	5%	15%	27%	—	—	—
Drink less	4%	13%	—	—	7%	—	—	8%	—	—	—	—	15%
Budget better	12%	43%	—	—	—	—	37%	26%	—	33%	—	—	—
Get a better job	—	—	—	—	—	—	—	—	—	—	—	—	—
Travel more	—	—	—	—	—	—	—	—	—	—	—	—	—
Spend more time with my family	—	—	—	—	—	—	—	—	—	—	—	—	—
Work less/ fewer hours	—	—	—	—	—	—	—	—	—	—	—	—	—
Reduce stress/ relax more	3%	—	9%	—	—	22%	—	—	5%	7%	—	—	—
Get more sleep	3%	—	—	7%	5%	—	—	—	5%	—	—	34%	—
Find love	—	—	—	—	—	—	—	—	—	—	—	—	—
Other	12%	9%	11%	15%	16%	28%	—	6%	18%	14%	11%	—	—
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(30)	(8)	(9)	(13)	(21)	(4)	(5)	(11)	(19)	(11)	(8)	(3)	(4)

	Total	Region				Education			
		Northeast	Midwest	South	West	HS or Less	Some College	College Grad	Post grad
Get fitter/ do more exercise	27%	—	—	29%	63%	25%	26%	28%	47%
Lose weight	29%	54%	32%	30%	12%	27%	37%	36%	—
Spend less/ save more	—	—	—	—	—	—	—	—	—
Give up smoking	10%	46%	27%	4%	—	10%	16%	—	—
Drink less	4%	—	—	4%	8%	—	—	36%	18%
Budget better	12%	—	—	21%	—	23%	—	—	—

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	Total	Region				Education			
		Northeast	Midwest	South	West	HS or Less	Some College	College Grad	Post grad
Get a better job	—	—	—	—	—	—	—	—	—
Travel more	—	—	—	—	—	—	—	—	—
Spend more time with my family	—	—	—	—	—	—	—	—	—
Work less/ fewer hours	—	—	—	—	—	—	—	—	—
Reduce stress/ relax more	3%	—	—	—	17%	5%	—	—	—
Get more sleep	3%	—	14%	—	—	—	—	—	35%
Find love	—	—	—	—	—	—	—	—	—
Other	12%	—	27%	12%	—	10%	21%	—	—
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(30)	(2)	(7)	(17)	(4)	(12)	(12)	(3)	(3)