

2009 New Year's Resolution Survey[®]

Have you made or do you plan to make New Year's resolutions for 2009?

(ranked by total %)

N = all respondents

	Total	Gender		Age					
		Male	Female	18-24	25-35	36-45	46-55	56-65	65+
Yes	74%	69%	76%	77%	79%	73%	71%	68%	58%
No	26%	31%	24%	23%	21%	27%	29%	32%	42%

2009 New Year's Resolution Survey[®]

What primary factor(s) influenced your 2009 resolutions? (ranked by total %)

Note: more than one response was acceptable

N = those respondents who made resolutions for 2009

	Total	Gender		Age					
		Male	Female	18-24	25-35	36-45	46-55	56-65	65+
Health	69%	65%	71%	64%	70%	67%	71%	72%	84%
Financial / Economy	37%	40%	36%	39%	39%	40%	34%	33%	40%
Family	35%	29%	38%	33%	38%	38%	31%	32%	26%
Work / Career	34%	41%	31%	40%	39%	32%	28%	31%	9%
Relationship / Marital Status	33%	29%	34%	39%	40%	33%	24%	20%	16%
Spiritual	27%	21%	29%	25%	26%	28%	27%	30%	26%
Household environment	19%	15%	21%	17%	21%	17%	19%	17%	14%
To Learn / Education	17%	18%	17%	34%	18%	14%	13%	13%	16%
Travel	13%	14%	13%	15%	17%	11%	11%	13%	26%
Altruistic (desire to volunteer, donate, give back, etc.)	12%	12%	12%	13%	12%	11%	11%	14%	23%
Environment	9%	10%	9%	13%	9%	8%	9%	7%	9%
Political	3%	4%	2%	2%	2%	2%	2%	4%	5%
Other	4%	3%	4%	5%	3%	4%	3%	3%	5%

2009 New Year's Resolution Survey[®]

What is your top 2009 resolution? (ranked by total %)

Note: more than one response was acceptable

N = those respondents who made resolutions for 2009

	Total	Gender		Age					
		Male	Female	18-24	25-35	36-45	46-55	56-65	65+
Lose weight	32%	27%	34%	31%	32%	32%	33%	32%	23%
Develop a healthy habit (e.g., exercise or healthy eating)	20%	20%	20%	19%	18%	19%	21%	22%	37%
Get out of debt	16%	15%	17%	10%	17%	18%	16%	12%	26%
Save money	15%	15%	14%	17%	17%	16%	11%	10%	5%
Break an unhealthy habit (e.g., smoking, alcohol, overeating)	13%	16%	12%	10%	11%	13%	17%	12%	5%
Improve personal relationship(s)	12%	12%	12%	18%	13%	12%	9%	11%	14%
Get a better job / Find a new career	12%	15%	10%	13%	14%	11%	10%	9%	5%
Get organized	9%	9%	9%	5%	8%	10%	10%	11%	7%
Spend more time with family and friends	8%	8%	8%	8%	8%	8%	7%	9%	2%
Reduce stress	7%	6%	8%	8%	7%	7%	9%	5%	2%
Stop sweating the small stuff	6%	4%	6%	4%	5%	6%	7%	6%	5%

(continued)

2009 New Year's Resolution Survey[®]

What is your top 2009 resolution? (ranked by total %) (continued)

Note: more than one response was acceptable

N = those respondents who made resolutions for 2009

	Total	Gender		Age					
		Male	Female	18-24	25-35	36-45	46-55	56-65	65+
Develop a new skill or talent	4%	5%	3%	5%	3%	5%	2%	4%	2%
Get a better education	3%	4%	3%	8%	3%	2%	3%	0%	2%
Take a vacation	3%	2%	3%	2%	2%	2%	2%	3%	12%
Work less, Play more	2%	3%	2%	4%	2%	1%	3%	2%	0%
Relocate	2%	2%	2%	3%	2%	1%	2%	2%	0%
Recycle	1%	1%	1%	1%	1%	1%	1%	2%	0%
Breakup with significant other	1%	1%	1%	1%	1%	1%	1%	0%	0%
Other	10%	6%	11%	8%	9%	9%	9%	14%	19%

2009 New Year's Resolution Survey[®]

Did you make resolutions last year? (ranked by total %)

N = all respondents

	Total	Gender		Age					
		Male	Female	18-24	25-35	36-45	46-55	56-65	65+
No	57%	62%	54%	53%	53%	55%	60%	65%	64%
Yes	43%	38%	46%	47%	47%	45%	40%	35%	36%

About how many resolutions did you make last year?

N = those respondents who made resolutions last year

	Total	Gender		Age					
		Male	Female	18-24	25-35	36-45	46-55	56-65	65+
1	35%	37%	35%	40%	35%	36%	37%	25%	30%
2-3	51%	49%	52%	46%	53%	50%	49%	65%	56%
4-5	9%	9%	8%	11%	7%	8%	10%	8%	15%
6-7	2%	2%	2%	1%	3%	2%	1%	1%	0%
8-9	1%	1%	1%	0%	1%	2%	0%	1%	0%
10 or more	2%	2%	2%	2%	2%	2%	2%	1%	0%

About how many of them did you keep last year?

N = those respondents who made resolutions last year

	Total	Gender		Age					
		Male	Female	18-24	25-35	36-45	46-55	56-65	65+
None of them	29%	26%	30%	35%	26%	30%	30%	23%	30%
A few of them	36%	34%	37%	37%	34%	36%	37%	44%	37%
Many of them	5%	6%	4%	7%	6%	4%	3%	3%	4%
Most of them	8%	8%	7%	4%	9%	6%	8%	8%	11%
All of them	23%	26%	22%	17%	25%	24%	22%	22%	19%

2009 New Year's Resolution Survey[®]

Of those resolutions that you didn't reach, about how long did you keep them?
N = those respondents who made resolutions last year but did not keep them

	Total	Gender		Age					
		Male	Female	18-24	25-35	36-45	46-55	56-65	65+
Less than a week	8%	6%	8%	9%	6%	7%	12%	9%	0%
1-2 weeks	12%	13%	12%	23%	12%	9%	12%	11%	23%
3-4 weeks	21%	24%	20%	17%	22%	20%	19%	23%	27%
A few months	40%	40%	40%	37%	43%	44%	37%	34%	23%
Six months or more	19%	16%	20%	14%	17%	19%	20%	24%	27%

Have you made any of the same resolutions again this year that you didn't reach previously? (ranked by total %)
N = those respondents who made resolutions last year and this year

	Total	Gender		Age					
		Male	Female	18-24	25-35	36-45	46-55	56-65	65+
Yes	72%	67%	74%	77%	71%	76%	66%	79%	75%
No	28%	33%	26%	23%	29%	24%	34%	21%	25%

2009 New Year's Resolution Survey[®]

In the past, has there been a New Year's resolution that you've made and reached of which you're extremely proud? (ranked by total %)

N = those respondents who have made resolutions this year and/or in the past 5 years

	Total	Gender		Age					
		Male	Female	18-24	25-35	36-45	46-55	56-65	65+
Healthier eating	15%	15%	15%	12%	14%	15%	17%	16%	21%
Working out	12%	13%	12%	16%	14%	11%	11%	11%	8%
Stopped seeing people who weren't good in my life	10%	7%	11%	9%	9%	10%	13%	10%	5%
Better financial management	8%	8%	8%	3%	9%	8%	9%	8%	5%
Stopped smoking	8%	9%	7%	4%	8%	6%	9%	6%	16%
Got organized	5%	5%	5%	4%	4%	5%	5%	6%	5%
Earned an educational degree	4%	4%	4%	7%	6%	4%	3%	4%	0%
Found a new career	4%	6%	3%	4%	4%	5%	3%	4%	2%
Engaged in a new hobby	2%	3%	2%	3%	2%	3%	2%	2%	2%
Stopped drinking	2%	3%	1%	0%	2%	3%	2%	2%	2%
Stopped using other drugs	1%	1%	1%	2%	1%	1%	0%	0%	0%
No / not applicable	25%	23%	25%	31%	23%	24%	23%	27%	35%
Other	4%	2%	5%	4%	4%	4%	4%	5%	2%