

1. If you had to choose a New Year's resolution, which of the following would be your top resolution?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1000	472	528	279	372	349	71	163	429	337
Base: All Respondents (wtd)	1000	485	515	279	370	351	141	313	392	154
Improve personal fitness and nutrition (e.g., exercise more, lose weight, increase muscle tone, etc.)	333	135	197	83	123	126	21	121	133	58
	33%	28%	38%	30%	33%	36%	15%	39%	34%	38%
Quit bad habits (e.g., smoking, drinking, etc)			A				*	F	F	F
	107	58	49	28	49	30	29	37	31	9
	11%	12%	9%	10%	13%	9%	21%	12%	8%	6%
Focus on financial goals (pay down debt, spend less, save more etc.)							HI*	I		
	208	103	105	74	88	46	31	57	94	26
	21%	21%	20%	27%	24%	13%	22%	18%	24%	17%
Spend more time with family and friends				E	E		*		I	
	102	58	44	22	37	43	14	44	27	17
	10%	12%	9%	8%	10%	12%	10%	14%	7%	11%
Learn something new (language, musical instrument etc.)							*	H		H
	62	37	25	25	24	14	10	14	21	16
	6%	8%	5%	9%	6%	4%	7%	5%	5%	11%
Travel and leisure				E			*			GH
	127	68	59	38	30	59	30	22	57	19
	13%	14%	11%	14%	8%	17%	21%	7%	15%	12%
Other				D		D	G*		G	
	61	26	35	9	19	33	6	18	29	9
	6%	5%	7%	3%	5%	10%	4%	6%	7%	6%
Sigma						C	*			
	1000	485	515	279	370	351	141	313	392	154
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)

2. Which of the following reasons would motivate you to pursue a health and wellness resolution, specifically?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1000	472	528	279	372	349	71	163	429	337
Base: All Respondents (wtd)	1000	485	515	279	370	351	141	313	392	154
To improve my self-confidence	267	106	162	111	100	56	24	101	112	31
	27%	22%	31%	40%	27%	16%	17%	32%	29%	20%
To improve my overall quality of life	534	247	288	130	205	200	51	177	225	81
	53%	51%	56%	47%	55%	57%	36%	56%	57%	53%
Doing it for loved ones	165	102	63	66	57	42	31	60	53	21
	17%	21%	12%	24%	15%	12%	22%	19%	14%	14%
To invest in my future health	383	165	218	113	138	132	39	121	151	72
	38%	34%	42%	41%	37%	38%	28%	39%	39%	47%
To lose weight	423	170	254	109	156	158	41	142	174	65
	42%	35%	49%	39%	42%	45%	29%	45%	44%	42%
To prevent health risks	449	199	250	102	159	189	40	150	191	68
	45%	41%	49%	36%	43%	54%	29%	48%	49%	44%
To cope with stress	283	103	180	112	94	77	45	88	105	44
	28%	21%	35%	40%	25%	22%	32%	28%	27%	28%
To improve day to day mood	264	114	149	109	92	63	29	91	103	41
	26%	24%	29%	39%	25%	18%	20%	29%	26%	27%
To have more energy	411	183	227	121	161	129	50	134	162	65
	41%	38%	44%	43%	43%	37%	35%	43%	41%	42%
None of these would motivate me to pursue a health and wellness resolution	55	34	21	5	19	31	11	17	25	3
	6%	7%	4%	2%	5%	9%	7%	6%	6%	2%
Sigma	3236	1424	1812	979	1180	1077	361	1081	1301	492
	324%	294%	352%	351%	319%	307%	256%	345%	332%	320%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)

3. Which of the following actions would you take in order to achieve a health and wellness resolution?

	Gender		AGE			EDUCATION				
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1000	472	528	279	372	349	71	163	429	337
Base: All Respondents (wtd)	1000	485	515	279	370	351	141	313	392	154
Hire a personal trainer	85	41	44	38	29	18	10	36	31	7
	8%	8%	9%	14%	8%	5%	7%	11%	8%	5%
				DE			*	I		
Set a weight loss goal	340	127	213	95	120	125	41	107	144	48
	34%	26%	41%	34%	32%	36%	29%	34%	37%	31%
			A				*			
Consult a nutritionist or dietician	120	43	77	50	40	30	20	45	43	12
	12%	9%	15%	18%	11%	9%	14%	14%	11%	8%
			A	DE			*	I		
Find a friend to be active with	240	100	139	100	82	59	36	72	99	32
	24%	21%	27%	36%	22%	17%	26%	23%	25%	21%
			A	DE			*			
Purchase a gym membership	182	94	88	66	70	46	25	54	78	24
	18%	19%	17%	24%	19%	13%	18%	17%	20%	16%
				E			*			
Consult with health professionals (i.e. a doctor, naturopath, etc.)	192	83	109	51	57	84	23	66	79	24
	19%	17%	21%	18%	15%	24%	16%	21%	20%	16%
					D		*			
Attend physical therapy (e.g., registered massage therapy, sports therapy, etc.)	126	51	75	43	42	41	6	44	62	14
	13%	10%	15%	15%	11%	12%	4%	14%	16%	9%
							*	F	FI	
Develop a healthy meal plan	454	177	277	133	169	152	39	154	197	65
	45%	37%	54%	48%	46%	43%	28%	49%	50%	42%
			A				*	F	FI	F
Adjust work-life balance	220	105	115	97	83	39	25	69	84	41
	22%	22%	22%	35%	23%	11%	18%	22%	22%	27%
				DE	E		*			
Take up a sport	144	82	62	64	61	19	17	38	63	26
	14%	17%	12%	23%	16%	6%	12%	12%	16%	17%
				E	E		*			
Spend more time outdoors	414	183	231	106	157	151	52	136	168	58
	41%	38%	45%	38%	42%	43%	37%	43%	43%	38%
							*			
Other	111	55	56	16	44	52	13	31	54	13
	11%	11%	11%	6%	12%	15%	9%	10%	14%	8%
				C	C		*	I		
Sigma	2626	1139	1487	859	952	815	307	851	1104	365
	263%	235%	289%	308%	257%	232%	217%	272%	282%	237%

--	--	--	--	--	--	--	--	--	--	--

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)