

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

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1000	125	100	99	357	231	88	282	163	255	191	249	751
Base: All Respondents (wtd)	1000	134	106	65	383	240	71	344	162	232	158	275	725
Improve personal fitness and nutrition (e.g., exercise more, lose weight, increase muscle tone, etc.)	333	50	32	22	129	76	23	94	47	86	63	91	242
	33%	37%	30%	34%	34%	32%	33%	27%	29%	37%	40%	33%	33%
		*	*	*			*			G	G		
Quit bad habits (e.g., smoking, drinking, etc)	107	10	7	13	46	27	5	43	17	26	16	26	81
	11%	7%	6%	19%	12%	11%	7%	13%	11%	11%	10%	9%	11%
		*	*	ABF*			*						
Focus on financial goals (pay down debt, spend less, save more etc.)	208	25	30	8	75	53	16	82	42	39	28	70	139
	21%	19%	28%	13%	20%	22%	23%	24%	26%	17%	17%	25%	19%
		*	C*	*			*						
Spend more time with family and friends	102	17	7	9	35	24	9	37	15	27	14	28	74
	10%	12%	7%	14%	9%	10%	13%	11%	9%	11%	9%	10%	10%
		*	*	*			*						
Learn something new (language, musical instrument etc.)	62	5	8	3	33	10	3	23	10	13	9	14	47
	6%	3%	7%	5%	9%	4%	5%	7%	6%	5%	6%	5%	7%
		*	*	*			*						
Travel and leisure	127	21	16	9	45	29	7	39	19	34	25	37	90
	13%	16%	15%	14%	12%	12%	9%	11%	12%	15%	16%	13%	12%
		*	*	*			*						
Other	61	7	7	1	20	20	7	26	11	8	4	10	51
	6%	5%	6%	1%	5%	9%	10%	7%	7%	3%	3%	4%	7%
		*	*	*		C	C*						
Sigma	1000	134	106	65	383	240	71	344	162	232	158	275	725
	100%	100%	100%	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/J,K/L

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

- Column Means:

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

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

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

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1000	125	100	99	357	231	88	282	163	255	191	249	751
Base: All Respondents (wtd)	1000	134	106	65	383	240	71	344	162	232	158	275	725
To improve my self-confidence	267	40	38	18	101	52	19	103	30	58	48	92	175
	27%	30%	35%	27%	26%	22%	27%	30%	19%	25%	30%	33%	24%
		*	E*	*			*	H			H	L	
To improve my overall quality of life	534	76	61	36	196	126	40	185	79	124	91	133	402
	53%	56%	58%	55%	51%	52%	56%	54%	49%	53%	58%	48%	55%
		*	*	*			*						
Doing it for loved ones	165	15	16	14	75	34	12	54	24	44	29	74	92
	17%	11%	15%	21%	20%	14%	17%	16%	15%	19%	18%	27%	13%
		*	*	*			*					L	
To invest in my future health	383	60	51	20	143	81	28	123	55	87	73	104	279
	38%	45%	48%	31%	37%	34%	40%	36%	34%	37%	46%	38%	39%
		*	CE*	*			*				GH		
To lose weight	423	67	52	32	162	79	31	130	58	118	67	121	302
	42%	50%	49%	49%	42%	33%	44%	38%	36%	51%	43%	44%	42%
		E*	E*	E*			*			GH			
To prevent health risks	449	61	54	33	167	99	35	142	59	113	79	111	338
	45%	46%	51%	50%	43%	41%	49%	41%	36%	49%	50%	40%	47%
		*	*	*			*			H	H		
To cope with stress	283	48	30	14	118	55	18	115	38	60	41	100	183
	28%	36%	29%	22%	31%	23%	25%	33%	23%	26%	26%	36%	25%
		E*	*	*			*					L	
To improve day to day mood	264	38	37	16	109	44	19	93	31	59	49	94	170
	26%	29%	35%	25%	28%	19%	27%	27%	19%	25%	31%	34%	23%
		*	E*	*	E		*				H	L	
To have more energy	411	63	57	24	155	77	34	141	55	89	72	124	287
	41%	47%	53%	38%	40%	32%	48%	41%	34%	38%	46%	45%	40%
		E*	DE*	*			E*						
None of these would motivate me to pursue a health and wellness resolution	55	9	4	4	14	18	7	26	10	7	6	9	46
	6%	7%	3%	5%	4%	7%	10%	8%	6%	3%	4%	3%	6%
		*	*	*			D*						
Sigma	3236	477	400	211	1239	665	244	1113	439	758	555	961	2275
	324%	355%	377%	324%	323%	277%	343%	323%	272%	327%	352%	349%	314%

Statistics:

Overlap formula used

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

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1000	125	100	99	357	231	88	282	163	255	191	249	751
Base: All Respondents (wtd)	1000	134	106	65	383	240	71	344	162	232	158	275	725
Hire a personal trainer	85	17	13	3	38	11	2	22	1	25	27	30	55
	8%	13%	12%	5%	10%	5%	3%	6%	1%	11%	17%	11%	8%
		EF*	E*	*	E		*	H		H	GH		
Set a weight loss goal	340	47	42	20	138	69	25	111	47	87	59	93	247
	34%	35%	39%	31%	36%	29%	35%	32%	29%	38%	37%	34%	34%
		*	*	*			*						
Consult a nutritionist or dietician	120	20	11	13	48	16	12	45	15	28	15	40	80
	12%	15%	10%	20%	13%	7%	16%	13%	9%	12%	9%	15%	11%
		E*	*	E*	E		E*						
Find a friend to be active with	240	31	39	14	102	37	17	87	33	47	47	86	154
	24%	23%	37%	21%	27%	15%	23%	25%	20%	20%	30%	31%	21%
		*	CE*	*	E		*					L	
Purchase a gym membership	182	18	26	10	77	38	11	66	23	48	33	54	127
	18%	14%	25%	16%	20%	16%	16%	19%	14%	21%	21%	20%	18%
		*	*	*			*						
Consult with health professionals (i.e. a doctor, naturopath, etc.)	192	23	25	14	77	36	17	76	24	48	22	45	147
	19%	17%	23%	22%	20%	15%	23%	22%	15%	21%	14%	16%	20%
		*	*	*			*						
Attend physical therapy (e.g., registered massage therapy, sports therapy, etc.)	126	12	15	5	71	16	7	36	24	28	23	47	79
	13%	9%	14%	8%	18%	7%	10%	10%	15%	12%	14%	17%	11%
		*	*	*	ACE		*					L	
Develop a healthy meal plan	454	71	64	28	163	99	29	143	66	112	77	135	319
	45%	53%	60%	42%	43%	41%	41%	42%	41%	48%	49%	49%	44%
		*	CDEF*	*			*						
Adjust work-life balance	220	28	25	12	96	41	17	71	38	48	46	75	144
	22%	21%	24%	18%	25%	17%	24%	21%	24%	21%	29%	27%	20%
		*	*	*	E		*					L	
Take up a sport	144	15	17	7	47	48	9	48	21	34	35	48	96
	14%	12%	16%	11%	12%	20%	12%	14%	13%	15%	22%	17%	13%
		*	*	*	D		*				G		
Spend more time outdoors	414	57	49	27	152	96	33	141	70	100	64	114	301
	41%	43%	46%	42%	40%	40%	47%	41%	43%	43%	40%	41%	41%
		*	*	*			*						
Other	111	15	12	5	37	31	10	41	18	23	11	28	83
	11%	11%	11%	8%	10%	13%	14%	12%	11%	10%	7%	10%	11%
		*	*	*			*						
Sigma	2626	356	337	159	1047	539	188	887	380	628	456	794	1833
	263%	266%	318%	244%	273%	224%	265%	258%	235%	270%	289%	288%	253%

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