

1. Do you set New Year Resolutions?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD		REGION 1			
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids	Greater Vancouver	Greater Toronto	Greater Montreal	Nova Scotia
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All Respondents	2004	261	257	183	640	434	229	429	303	552	476	508	1496	133	118	112	106
Weighted	2004	269	213	130	768	481	142	552	329	503	373	493	1511	126	123	111	69
Yes	631	68	48	43	221	213	38	218	112	136	102	181	450	34	31	51	21
	31%	25%	23%	33%	29%	44%	27%	40%	34%	27%	27%	37%	30%	27%	25%	46%	31%
				B		ABCDF		IJ				L		*	*	MN*	*
No	1373	200	165	87	547	269	105	333	217	366	271	311	1061	92	92	60	47
	69%	75%	77%	67%	71%	56%	73%	60%	66%	73%	73%	63%	70%	73%	75%	54%	69%
		E	CE	E	E		E			G	G		K	O*	O*	*	*

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O/P
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O/P
Minimum Base: 30 (**), Small Base: 100 (*)

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2. When it comes to keeping your resolutions, which best describes you:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD		REGION 1			
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids	Greater Vancouver	Greater Toronto	Greater Montreal	Nova Scotia
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: Total Answering	605	64	65	53	179	178	66	157	105	159	126	176	429	33	33	48	33
Weighted	631	68	48	43	221	213	38	218	112	136	102	181	450	34	31	51	21
I always keep my resolutions	169	15	7	8	48	78	12	73	31	32	19	60	109	5	10	20	6
	27%	22%	15%	19%	22%	37%	33%	33%	28%	24%	18%	33%	24%	13%	32%	39%	28%
		*	*	*		BCD	B*	J	*		*			**	**	*	**
I keep my resolutions for a while, but eventually break them	322	34	29	27	112	104	16	106	56	69	57	79	243	20	15	23	10
	51%	50%	59%	63%	51%	49%	41%	49%	50%	50%	55%	43%	54%	57%	50%	45%	44%
		*	*	F*			*		*		*			**	**	*	**
I keep my resolution for a short time, but then break them	102	14	7	5	46	22	8	24	19	31	16	30	72	8	6	6	6
	16%	21%	15%	11%	21%	10%	21%	11%	17%	23%	16%	17%	16%	24%	19%	12%	26%
		*	*	*	E		E*		*	G	*			**	**	*	**
I break my resolutions almost as soon as I make them	39	5	5	3	15	9	2	16	6	4	11	13	26	2	-	2	*
	6%	7%	10%	7%	7%	4%	5%	7%	5%	3%	11%	7%	6%	5%	-	5%	1%
		*	*	*			*		*		I*			**	**	*	**

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O/P
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O/P
Minimum Base: 30 (**), Small Base: 100 (*)

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3. What is the main reason you do not ... resolutions?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD		REGION 1			
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids	Greater Vancouver	Greater Toronto	Greater Montreal	Nova Scotia
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: Total Answering	1851	242	246	174	606	371	212	378	278	515	449	455	1396	125	110	94	99
Weighted	1835	254	205	122	721	403	130	479	298	470	355	433	1403	121	113	91	62
I don't like resolutions, they're not important	251	41	26	11	97	55	22	70	40	60	45	62	189	22	17	11	9
	14%	16%	13%	9%	13%	14%	17%	15%	13%	13%	13%	14%	13%	19%	15%	12%	14%
							C							*	*	*	*
I never stick to them, so breaking them is no big deal	174	17	14	12	75	41	14	58	16	46	28	44	131	9	15	8	5
	10%	7%	7%	10%	10%	10%	11%	12%	6%	10%	8%	10%	9%	7%	13%	9%	8%
							H							*	*	*	*
I set goals for myself throughout the year, so I don't need to keep these ones	504	79	58	34	197	109	27	109	93	120	112	117	387	35	38	27	17
	27%	31%	28%	28%	27%	27%	21%	23%	31%	25%	32%	27%	28%	29%	33%	30%	27%
		F							G		G			*	*	*	*
Lack of willpower	277	26	28	16	103	83	21	93	46	68	47	73	204	14	9	20	10
	15%	10%	14%	13%	14%	21%	16%	19%	15%	14%	13%	17%	15%	11%	8%	22%	17%
						AD		J						*	*	N*	*
Making resolutions is more of a novelty/tradition than a serious commitment	522	78	69	43	202	92	39	114	85	155	111	119	403	33	28	18	19
	28%	31%	33%	35%	28%	23%	30%	24%	29%	33%	31%	27%	29%	27%	25%	20%	30%
			E	E						G	G			*	*	*	*
Other	106	13	11	6	47	24	6	34	18	22	12	17	89	8	6	7	2
	6%	5%	5%	5%	7%	6%	4%	7%	6%	5%	3%	4%	6%	6%	5%	8%	3%
								J						*	*	*	*

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O/P
Minimum Base: 30 (**), Small Base: 100 (*)

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

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4_1. [I look at the start of the year as an opportunity to make a fresh start]

To what extent do you agree or disagree with the following:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD		REGION 1			
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids	Greater Vancouver	Greater Toronto	Greater Montreal	Nova Scotia
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All Respondents	2004	261	257	183	640	434	229	429	303	552	476	508	1496	133	118	112	106
Weighted	2004	269	213	130	768	481	142	552	329	503	373	493	1511	126	123	111	69
I look at the start of the year as an opportunity to make a fresh start																	
Strongly agree	480 24%	57 21%	40 19%	24 19%	172 22%	155 32%	32 22%	167 30%	90 27%	97 19%	83 22%	149 30%	331 22%	32 25%	28 23%	39 35%	14 20%
						ABCD		IJ	I			L		*	*	p*	*
Somewhat agree	881 44%	115 43%	93 44%	64 49%	342 45%	201 42%	66 46%	245 44%	136 41%	223 44%	156 42%	199 40%	682 45%	55 44%	62 50%	41 37%	31 45%
														*	*	*	*
Somewhat disagree	462 23%	63 23%	51 24%	32 24%	185 24%	99 21%	33 23%	87 16%	75 23%	140 28%	103 27%	106 21%	356 24%	23 18%	28 23%	26 23%	18 27%
									G	G	G			*	*	*	*
Strongly disagree	181 9%	34 13%	29 14%	11 8%	69 9%	27 6%	12 9%	53 10%	28 8%	42 8%	32 9%	39 8%	142 9%	16 13%	5 4%	5 5%	5 8%
		E	E											N*	*	*	*
Top2Box (Agree)	1361 68%	172 64%	133 63%	88 68%	514 67%	355 74%	98 69%	412 75%	226 69%	320 64%	238 64%	348 71%	1013 67%	87 69%	90 73%	80 72%	45 65%
						ABD		IJ						*	*	*	*
Low2Box (Disagree)	643 32%	97 36%	80 37%	42 32%	254 33%	126 26%	45 31%	140 25%	103 31%	183 36%	135 36%	145 29%	498 33%	39 31%	33 27%	31 28%	24 35%
		E	E		E					G	G			*	*	*	*

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O/P
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O/P
Minimum Base: 30 (**), Small Base: 100 (*)

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4_2. [Setting goals at the start of the year is important]

To what extent do you agree or disagree with the following:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD		REGION 1			
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids	Greater Vancouver	Greater Toronto	Greater Montreal	Nova Scotia
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All Respondents	2004	261	257	183	640	434	229	429	303	552	476	508	1496	133	118	112	106
Weighted	2004	269	213	130	768	481	142	552	329	503	373	493	1511	126	123	111	69
Setting goals at the start of the year is important																	
Strongly agree	283	23	25	20	111	84	21	113	50	60	39	85	198	12	16	21	9
	14%	9%	12%	16%	14%	17%	15%	21%	15%	12%	11%	17%	13%	10%	13%	19%	12%
					A	A		IJ						*	*	*	*
Somewhat agree	786	115	74	49	302	187	59	229	115	189	141	174	612	59	60	43	32
	39%	43%	35%	37%	39%	39%	41%	42%	35%	38%	38%	35%	41%	47%	49%	39%	46%
														*	*	*	*
Somewhat disagree	646	85	75	47	247	149	42	131	116	183	136	169	477	39	36	37	18
	32%	32%	35%	36%	32%	31%	30%	24%	35%	36%	36%	34%	32%	31%	29%	33%	26%
									G	G	G			*	*	*	*
Strongly disagree	289	46	39	14	108	61	20	78	48	71	57	65	224	16	11	11	11
	14%	17%	19%	11%	14%	13%	14%	14%	15%	14%	15%	13%	15%	13%	9%	10%	16%
														*	*	*	*
Top2Box (Agree)	1069	138	98	69	413	271	80	343	165	249	180	259	811	71	76	63	40
	53%	51%	46%	53%	54%	56%	56%	62%	50%	49%	48%	53%	54%	56%	61%	57%	58%
						B		HIJ						*	*	*	*
Low2Box (Disagree)	935	131	114	61	355	211	62	209	164	254	193	234	701	55	47	47	29
	47%	49%	54%	47%	46%	44%	44%	38%	50%	51%	52%	47%	46%	44%	39%	43%	42%
			E						G	G	G			*	*	*	*

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O/P
Minimum Base: 30 (**), Small Base: 100 (*)

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Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O/P
Minimum Base: 30 (**), Small Base: 100 (*)

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4_3. [In order to achieve my goals, it is important to have the right equipment and tools to do so]

To what extent do you agree or disagree with the following:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD		REGION 1			
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids	Greater Vancouver	Greater Toronto	Greater Montreal	Nova Scotia
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All Respondents	2004	261	257	183	640	434	229	429	303	552	476	508	1496	133	118	112	106
Weighted	2004	269	213	130	768	481	142	552	329	503	373	493	1511	126	123	111	69
In order to achieve my goals, it is important to have the right equipment and tools to do so																	
Strongly agree	537	67	56	27	197	149	41	194	87	132	74	138	399	28	30	41	18
	27%	25%	26%	21%	26%	31%	29%	35%	26%	26%	20%	28%	26%	22%	24%	37%	26%
Somewhat agree	1124	145	123	79	420	278	80	263	187	294	231	273	851	71	62	54	38
	56%	54%	58%	60%	55%	58%	56%	48%	57%	58%	62%	55%	56%	56%	50%	48%	55%
Somewhat disagree	240	34	21	18	111	40	16	62	39	58	52	57	183	14	30	13	9
	12%	13%	10%	14%	14%	8%	11%	11%	12%	11%	14%	12%	12%	11%	25%	12%	14%
Strongly disagree	103	24	12	7	40	14	6	32	17	19	17	25	78	13	1	4	3
	5%	9%	6%	5%	5%	3%	4%	6%	5%	4%	4%	5%	5%	11%	1%	3%	5%
Top2Box (Agree)	1661	212	179	105	617	428	121	458	273	426	305	411	1250	98	92	95	56
	83%	79%	84%	81%	80%	89%	85%	83%	83%	85%	82%	83%	83%	78%	74%	85%	81%
Low2Box (Disagree)	343	57	34	25	152	54	22	94	56	76	68	82	261	28	31	16	13
	17%	21%	16%	19%	20%	11%	15%	17%	17%	15%	18%	17%	17%	22%	26%	15%	19%
		E		E	E									*	*	*	*

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 Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O/P
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 Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O/P
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4_4. [I am interested in hearing about different opportunities available in the community to help me meet my goals]

To what extent do you agree or disagree with the following:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD		REGION 1			
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids	Greater Vancouver	Greater Toronto	Greater Montreal	Nova Scotia
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All Respondents	2004	261	257	183	640	434	229	429	303	552	476	508	1496	133	118	112	106
Weighted	2004	269	213	130	768	481	142	552	329	503	373	493	1511	126	123	111	69
I am interested in hearing about different opportunities available in the community to help me meet my goals																	
Strongly agree	311 16%	40 15%	35 17%	18 14%	113 15%	78 16%	27 19%	126 23%	51 15%	69 14%	41 11%	101 20%	211 14%	23 19%	23 19%	18 17%	13 19%
Somewhat agree	905 45%	114 42%	97 46%	61 47%	348 45%	217 45%	68 48%	226 41%	136 41%	264 52%	165 44%	224 45%	681 45%	51 40%	60 49%	54 49%	33 48%
Somewhat disagree	589 29%	84 31%	48 23%	44 34%	234 30%	145 30%	34 24%	145 26%	113 34%	129 26%	122 33%	128 26%	460 30%	38 30%	31 25%	33 30%	17 25%
Strongly disagree	199 10%	31 12%	32 15%	8 6%	74 10%	41 8%	13 9%	54 10%	30 9%	41 8%	45 12%	40 8%	159 11%	14 11%	8 7%	6 5%	6 8%
Top2Box (Agree)	1216 61%	154 57%	133 62%	78 60%	461 60%	296 61%	96 67%	352 64%	186 57%	333 66%	206 55%	325 66%	892 59%	74 59%	84 68%	72 65%	46 67%
Low2Box (Disagree)	788 39%	115 43%	80 38%	52 40%	308 40%	186 39%	47 33%	200 36%	143 43%	170 34%	167 45%	168 34%	620 41%	52 41%	39 32%	39 35%	23 33%

- Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O/P
 Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
 Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O/P
 Minimum Base: 30 (**), Small Base: 100 (*)

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4_5. [I am more likely to achieve my goals if I set them with a "buddy"]

To what extent do you agree or disagree with the following:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD		REGION 1			
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids	Greater Vancouver	Greater Toronto	Greater Montreal	Nova Scotia
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All Respondents	2004	261	257	183	640	434	229	429	303	552	476	508	1496	133	118	112	106
Weighted	2004	269	213	130	768	481	142	552	329	503	373	493	1511	126	123	111	69
I am more likely to achieve my goals if I set them with a "buddy"																	
Strongly agree	293 15%	28 10%	31 15%	19 14%	123 16%	68 14%	24 17%	119 22%	47 14%	59 12%	50 13%	85 17%	208 14%	19 15%	27 22%	20 18%	9 13%
								HIJ						*	*	*	*
Somewhat agree	764 38%	119 44%	85 40%	46 35%	287 37%	169 35%	58 41%	205 37%	123 37%	198 39%	144 39%	186 38%	579 38%	51 41%	52 42%	37 33%	32 47%
		E												*	*	*	*
Somewhat disagree	632 32%	75 28%	66 31%	49 38%	241 31%	161 33%	41 29%	146 26%	110 33%	177 35%	108 29%	145 29%	487 32%	33 26%	32 26%	43 39%	16 23%
										G				*	*	p*	*
Strongly disagree	315 16%	47 18%	31 14%	17 13%	117 15%	84 17%	19 13%	82 15%	50 15%	68 14%	72 19%	77 16%	238 16%	23 18%	12 10%	11 10%	12 17%
										I				*	*	*	*
Top2Box (Agree)	1057 53%	147 55%	116 55%	65 50%	410 53%	237 49%	82 58%	324 59%	170 52%	257 51%	193 52%	271 55%	787 52%	70 55%	79 64%	57 51%	41 60%
								I						*	*	*	*
Low2Box (Disagree)	947 47%	122 45%	96 45%	66 50%	358 47%	244 51%	60 42%	228 41%	160 48%	245 49%	180 48%	222 45%	725 48%	56 45%	44 36%	54 49%	27 40%
										G				*	*	*	*

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O/P
 Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O/P
 Minimum Base: 30 (**), Small Base: 100 (*)

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4_6. [I'm looking for ways to improve my overall wellbeing]

To what extent do you agree or disagree with the following:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD		REGION 1			
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids	Greater Vancouver	Greater Toronto	Greater Montreal	Nova Scotia
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All Respondents	2004	261	257	183	640	434	229	429	303	552	476	508	1496	133	118	112	106
Weighted	2004	269	213	130	768	481	142	552	329	503	373	493	1511	126	123	111	69
I'm looking for ways to improve my overall wellbeing																	
Strongly agree	682 34%	80 30%	74 35%	42 32%	263 34%	185 38%	39 28%	232 42%	103 31%	167 33%	117 31%	172 35%	511 34%	39 31%	47 38%	50 45%	18 26%
						AF		HIJ						*	*	p*	*
Somewhat agree	1086 54%	158 59%	117 55%	73 56%	400 52%	256 53%	81 57%	253 46%	188 57%	290 58%	211 56%	259 53%	826 55%	73 58%	60 49%	51 46%	43 62%
									G	G	G			*	*	*	O*
Somewhat disagree	172 9%	19 7%	14 6%	9 7%	84 11%	30 6%	16 11%	44 8%	29 9%	36 7%	35 9%	48 10%	125 8%	7 6%	15 13%	8 7%	5 8%
					E		E							*	*	*	*
Strongly disagree	63 3%	12 4%	8 4%	7 5%	21 3%	10 2%	6 4%	23 4%	9 3%	9 2%	11 3%	14 3%	50 3%	7 6%	1 1%	2 2%	3 4%
														*	*	*	*
Top2Box (Agree)	1768 88%	238 88%	191 90%	115 88%	663 86%	441 92%	121 85%	485 88%	292 89%	457 91%	328 88%	431 88%	1337 88%	112 89%	107 87%	101 91%	61 88%
						DF								*	*	*	*
Low2Box (Disagree)	236 12%	31 12%	22 10%	15 12%	105 14%	41 8%	22 15%	67 12%	37 11%	45 9%	46 12%	62 12%	174 12%	14 11%	16 13%	10 9%	8 12%
					E		E							*	*	*	*

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O/P
 Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O/P
 Minimum Base: 30 (**), Small Base: 100 (*)

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4. [SUMMARY - TOP2BOX (AGREE)]

To what extent do you agree or disagree with the following:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD		REGION 1			
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids	Greater Vancouver	Greater Toronto	Greater Montreal	Nova Scotia
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All Respondents	2004	261	257	183	640	434	229	429	303	552	476	508	1496	133	118	112	106
Weighted	2004	269	213	130	768	481	142	552	329	503	373	493	1511	126	123	111	69
I'm looking for ways to improve my overall wellbeing	1768	238	191	115	663	441	121	485	292	457	328	431	1337	112	107	101	61
	88%	88%	90%	88%	86%	92%	85%	88%	89%	91%	88%	88%	88%	89%	87%	91%	88%
						DF								*	*	*	*
In order to achieve my goals, it is important to have the right equipment and tools to do so	1661	212	179	105	617	428	121	458	273	426	305	411	1250	98	92	95	56
	83%	79%	84%	81%	80%	89%	85%	83%	83%	85%	82%	83%	83%	78%	74%	85%	81%
						ACD								*	*	*	*
I look at the start of the year as an opportunity to make a fresh start	1361	172	133	88	514	355	98	412	226	320	238	348	1013	87	90	80	45
	68%	64%	63%	68%	67%	74%	69%	75%	69%	64%	64%	71%	67%	69%	73%	72%	65%
						ABD		IJ						*	*	*	*
I am interested in hearing about different opportunities available in the community to help me meet my goals	1216	154	133	78	461	296	96	352	186	333	206	325	892	74	84	72	46
	61%	57%	62%	60%	60%	61%	67%	64%	57%	66%	55%	66%	59%	59%	68%	65%	67%
						J		HJ				L		*	*	*	*
Setting goals at the start of the year is important	1069	138	98	69	413	271	80	343	165	249	180	259	811	71	76	63	40
	53%	51%	46%	53%	54%	56%	56%	62%	50%	49%	48%	53%	54%	56%	61%	57%	58%
						B		HIJ						*	*	*	*
I am more likely to achieve my goals if I set them with a "buddy"	1057	147	116	65	410	237	82	324	170	257	193	271	787	70	79	57	41
	53%	55%	55%	50%	53%	49%	58%	59%	52%	51%	52%	55%	52%	55%	64%	51%	60%
						I								*	*	*	*

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O/P
 Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O/P
 Minimum Base: 30 (**), Small Base: 100 (*)

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4. [SUMMARY - LOW2BOX (DISAGREE)]

To what extent do you agree or disagree with the following:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD		REGION 1			
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids	Greater Vancouver	Greater Toronto	Greater Montreal	Nova Scotia
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All Respondents	2004	261	257	183	640	434	229	429	303	552	476	508	1496	133	118	112	106
Weighted	2004	269	213	130	768	481	142	552	329	503	373	493	1511	126	123	111	69
I am more likely to achieve my goals if I set them with a "buddy"	947	122	96	66	358	244	60	228	160	245	180	222	725	56	44	54	27
	47%	45%	45%	50%	47%	51%	42%	41%	48%	49%	48%	45%	48%	45%	36%	49%	40%
										G				*	*	*	*
Setting goals at the start of the year is important	935	131	114	61	355	211	62	209	164	254	193	234	701	55	47	47	29
	47%	49%	54%	47%	46%	44%	44%	38%	50%	51%	52%	47%	46%	44%	39%	43%	42%
			E						G	G	G			*	*	*	*
I am interested in hearing about different opportunities available in the community to help me meet my goals	788	115	80	52	308	186	47	200	143	170	167	168	620	52	39	39	23
	39%	43%	38%	40%	40%	39%	33%	36%	43%	34%	45%	34%	41%	41%	32%	35%	33%
									I		GI		K	*	*	*	*
I look at the start of the year as an opportunity to make a fresh start	643	97	80	42	254	126	45	140	103	183	135	145	498	39	33	31	24
	32%	36%	37%	32%	33%	26%	31%	25%	31%	36%	36%	29%	33%	31%	27%	28%	35%
		E	E		E					G	G			*	*	*	*
In order to achieve my goals, it is important to have the right equipment and tools to do so	343	57	34	25	152	54	22	94	56	76	68	82	261	28	31	16	13
	17%	21%	16%	19%	20%	11%	15%	17%	17%	15%	18%	17%	17%	22%	26%	15%	19%
		E		E	E									*	*	*	*
I'm looking for ways to improve my overall wellbeing	236	31	22	15	105	41	22	67	37	45	46	62	174	14	16	10	8
	12%	12%	10%	12%	14%	8%	15%	12%	11%	9%	12%	12%	12%	11%	13%	9%	12%
					E		E							*	*	*	*

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O/P
 Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O/P
 Minimum Base: 30 (**), Small Base: 100 (*)

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5. An intention is something one wants to accomplish or bring about. The focus is on the future, not the past. The focus is on possibilities, not solving past problems. How likely would you be to set New Year's Intentions if you knew they were achievable throughout the year?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD		REGION 1			
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids	Greater Vancouver	Greater Toronto	Greater Montreal	Nova Scotia
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All Respondents	2004	261	257	183	640	434	229	429	303	552	476	508	1496	133	118	112	106
Weighted	2004	269	213	130	768	481	142	552	329	503	373	493	1511	126	123	111	69
Very likely	438	64	41	34	173	100	26	140	73	102	77	133	305	29	26	29	13
	22%	24%	19%	26%	22%	21%	18%	25%	22%	20%	21%	27%	20%	23%	21%	26%	19%
												L		*	*	*	*
Somewhat likely	906	115	100	60	348	203	80	244	153	224	156	205	701	63	67	54	37
	45%	43%	47%	46%	45%	42%	56%	44%	46%	45%	42%	42%	46%	50%	55%	49%	54%
							ADE							*	*	*	*
Not very likely	418	54	45	27	148	120	25	82	69	122	98	94	324	21	20	20	14
	21%	20%	21%	20%	19%	25%	17%	15%	21%	24%	26%	19%	21%	16%	16%	18%	21%
										G	G			*	*	*	*
Not at all likely	241	35	27	10	99	58	11	85	35	55	42	60	181	13	10	8	4
	12%	13%	13%	8%	13%	12%	8%	15%	11%	11%	11%	12%	12%	10%	8%	7%	6%
														*	*	*	*
Top2Box (Very/Somewhat Likely)	1345	179	141	94	521	303	107	384	226	326	233	338	1007	92	93	83	50
	67%	67%	66%	72%	68%	63%	75%	70%	69%	65%	62%	69%	67%	73%	76%	75%	73%
							E	J						*	*	*	*
Low2Box (Not Very/Not At All Likely)	659	89	72	36	247	179	36	167	103	177	140	155	505	34	30	28	19
	33%	33%	34%	28%	32%	37%	25%	30%	31%	35%	38%	31%	33%	27%	24%	25%	27%
						F					G			*	*	*	*

- Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O/P
 Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
 Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O/P
 Minimum Base: 30 (**), Small Base: 100 (*)

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6. What intention area(s) are you hoping to focus on throughout the year?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD		REGION 1			
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids	Greater Vancouver	Greater Toronto	Greater Montreal	Nova Scotia
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: Total Answering	1360	177	171	133	432	271	176	302	207	378	306	352	1008	97	83	85	81
Weighted	1345	179	141	94	521	303	107	384	226	326	233	338	1007	92	93	83	50
Live a healthy lifestyle	878	127	102	63	341	177	68	228	133	221	176	207	671	70	53	40	32
	65%	71%	72%	67%	65%	59%	64%	59%	59%	68%	76%	61%	67%	76%	57%	48%	64%
		E	E	*						G	GH			NO*	*	*	*
Focus on the positive	719	105	70	53	308	123	60	182	124	178	134	183	536	51	63	36	31
	53%	59%	49%	57%	59%	41%	56%	47%	55%	55%	57%	54%	53%	56%	68%	44%	61%
		E		E*	E		E				G			*	O*	*	*
Spend time with family and friends	533	88	56	48	216	79	47	131	86	143	99	149	384	49	42	18	21
	40%	49%	39%	51%	41%	26%	44%	34%	38%	44%	42%	44%	38%	53%	46%	22%	42%
		E	E	E*	E		E			G				O*	O*	*	O*
Be true to self	502	67	55	35	213	95	38	154	81	123	88	125	377	31	35	27	17
	37%	37%	39%	38%	41%	31%	35%	40%	36%	38%	38%	37%	37%	33%	38%	32%	33%
				*	E									*	*	*	*
Learn something new	494	69	58	39	209	81	38	147	78	130	80	119	374	35	40	32	19
	37%	39%	41%	41%	40%	27%	35%	38%	35%	40%	35%	35%	37%	39%	43%	39%	38%
		E	E	E*	E									*	*	*	*
Other	119	16	17	10	45	21	10	38	28	27	10	30	88	9	3	9	5
	9%	9%	12%	10%	9%	7%	9%	10%	13%	8%	4%	9%	9%	9%	3%	11%	11%
				*				J	J					*	*	*	*

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O/P
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
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