



# BUPA – New Year’s Resolutions

## METHODOLOGY NOTE

ComRes interviewed 2,014 GB adults online between 20<sup>th</sup> and 22<sup>nd</sup> November 2015. Data were weighted to be representative of all adults in Great Britain aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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**New Year's Resolutions Study**  
**ONLINE Fieldwork: 20th-22nd November 2015**

Absolutes/col percents

Table 1

**Q1. Please indicate whether each of the following statements applies to you or not.**

**Summary table**

**Base: All respondents**

	Statements					
	I have made a New Year's resolution in the past	I have failed to keep a New Year's resolution in the past	I have successfully achieved a New Year's resolution in the past	I made a New Year's resolution last year	I successfully kept my New Year's resolution last year	I plan to make a New Year's resolution for 2016
Unweighted base	2014	2014	2014	2014	2014	2014
Weighted base	2014	2014	2014	2014	2014	2014
Yes	1307 65%	1275 63%	653 32%	519 26%	250 12%	636 32%
No	667 33%	645 32%	1208 60%	1417 70%	1540 76%	1141 57%
Don't know	40 2%	94 5%	153 8%	78 4%	224 11%	237 12%

**New Year's Resolutions Study**  
**ONLINE Fieldwork: 20th-22nd November 2015**

Absolutes/col percents

Table 2

**Q1. Please indicate whether each of the following statements applies to you or not.**

**Summary: Yes**

**Base: All respondents**

	Gender		Age							Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2014	1000	1014	220	336	298	381	301	478	551	588	349	526	221	819
Weighted base	2014	981	1033	234	349	331	359	290	452	542	542	439	492	244	896
I have made a New Year's resolution in the past	1307 65%	574 59%	733 71%	164 70%	253 72%	224 68%	227 63%	186 64%	254 56%	361 67%	359 66%	291 66%	295 60%	174 71%	604 67%
I have failed to keep a New Year's resolution in the past	1275 63%	573 58%	702 68%	167 71%	236 68%	219 66%	225 63%	185 64%	243 54%	334 62%	349 64%	295 67%	297 60%	170 69%	597 67%
I have successfully achieved a New Year's resolution in the past	653 32%	298 30%	354 34%	86 37%	140 40%	112 34%	105 29%	89 31%	121 27%	206 38%	174 32%	136 31%	136 28%	98 40%	320 36%
I made a New Year's resolution last year	519 26%	221 23%	298 29%	93 40%	125 36%	105 32%	83 23%	54 19%	59 13%	149 28%	143 26%	126 29%	101 21%	73 30%	278 31%
I successfully kept my New Year's resolution last year	250 12%	114 12%	136 13%	36 16%	68 20%	57 17%	38 11%	19 6%	32 7%	91 17%	63 12%	45 10%	51 10%	34 14%	142 16%
I plan to make a New Year's resolution for 2016	636 32%	260 26%	376 36%	112 48%	152 44%	136 41%	98 27%	71 25%	66 15%	184 34%	174 32%	134 31%	143 29%	88 36%	343 38%
None of these	614 31%	353 36%	262 25%	55 24%	80 23%	96 29%	115 32%	89 31%	179 40%	155 29%	159 29%	129 29%	170 35%	58 24%	240 27%

## New Year's Resolutions Study

### ONLINE Fieldwork: 20th-22nd November 2015

Absolutes/col percents

Table 3

**Q1. Please indicate whether each of the following statements applies to you or not.**

**Summary: Yes**

**Base: All respondents**

	Region												New Year's Resolutions			How Long Failed Resolution Kept		
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	Made in the past	Failed to keep in the past	Made and Failed to keep in the past	Less than 1 month	3 months or less
Unweighted base	2014	181	108	1725	78	230	179	169	124	199	254	299	193	1290	1248	1197	525	994
Weighted base	2014	175	103	1736	85	231	171	181	149	195	266	282	177	1307	1275	1217	544	1026
I have made a New Year's resolution in the past	1307 65%	116 66%	61 60%	1130 65%	61 73%	153 66%	122 71%	103 57%	114 77%	105 54%	188 71%	185 66%	98 56%	1307 100%	1217 95%	1217 100%	523 96%	989 96%
I have failed to keep a New Year's resolution in the past	1275 63%	115 66%	64 62%	1096 63%	62 73%	153 66%	117 69%	105 58%	109 73%	105 54%	170 64%	179 64%	95 54%	1217 93%	1275 100%	1217 100%	544 100%	1026 100%
I have successfully achieved a New Year's resolution in the past	653 32%	67 38%	30 29%	556 32%	29 34%	80 35%	52 31%	62 34%	44 30%	51 26%	97 37%	98 35%	43 24%	625 48%	559 44%	547 45%	183 34%	439 43%
I made a New Year's resolution last year	519 26%	40 23%	27 27%	451 26%	20 24%	61 26%	47 27%	51 28%	52 35%	31 16%	86 32%	69 25%	34 19%	503 38%	471 37%	458 38%	172 32%	377 37%
I successfully kept my New Year's resolution last year	250 12%	26 15%	8 7%	217 12%	9 10%	25 11%	17 10%	23 13%	28 19%	15 8%	51 19%	33 12%	15 8%	240 18%	198 16%	197 16%	67 12%	152 15%
I plan to make a New Year's resolution for 2016	636 32%	51 29%	33 32%	553 32%	25 29%	76 33%	55 32%	64 35%	51 34%	40 20%	100 38%	86 30%	57 32%	602 46%	571 45%	558 46%	203 37%	464 45%
None of these	614 31%	50 29%	37 36%	527 30%	16 19%	68 29%	44 26%	66 36%	31 21%	77 39%	74 28%	80 28%	72 41%	- -	- -	- -	- -	- -

**New Year's Resolutions Study**  
**ONLINE Fieldwork: 20th-22nd November 2015**

Absolutes/col percents

Table 4

**Q1. Please indicate whether each of the following statements applies to you or not.**

**I have made a New Year's resolution in the past**

**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2014	1000	1014	220	336	298	381	301	478	551	588	349	526	221	819
Weighted base	2014	981	1033	234	349	331	359	290	452	542	542	439	492	244	896
Yes	1307 65%	574 59%	733 71%	164 70%	253 72%	224 68%	227 63%	186 64%	254 56%	361 67%	359 66%	291 66%	295 60%	174 71%	604 67%
No	667 33%	387 39%	280 27%	60 26%	81 23%	101 31%	130 36%	101 35%	193 43%	171 31%	170 31%	139 32%	187 38%	68 28%	270 30%
Don't know	40 2%	20 2%	21 2%	9 4%	15 4%	5 2%	2 1%	4 1%	5 1%	10 2%	12 2%	9 2%	10 2%	2 1%	22 2%

**New Year's Resolutions Study**  
**ONLINE Fieldwork: 20th-22nd November 2015**

Absolutes/col percents

Table 5

**Q1. Please indicate whether each of the following statements applies to you or not.**

**I have made a New Year's resolution in the past**

**Base: All respondents**

	Region												New Year's Resolutions			How Long Failed Resolution Kept		
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	Made in the past	Failed to keep in the past	Made and Failed to keep in the past	Less than 1 month	3 months or less
Unweighted base	2014	181	108	1725	78	230	179	169	124	199	254	299	193	1290	1248	1197	525	994
Weighted base	2014	175	103	1736	85	231	171	181	149	195	266	282	177	1307	1275	1217	544	1026
Yes	1307 65%	116 66%	61 60%	1130 65%	61 73%	153 66%	122 71%	103 57%	114 77%	105 54%	188 71%	185 66%	98 56%	1307 100%	1217 95%	1217 100%	523 96%	989 96%
No	667 33%	58 33%	40 39%	569 33%	21 25%	77 33%	48 28%	75 41%	34 23%	85 44%	63 24%	91 32%	75 43%	- -	55 4%	- -	20 4%	34 3%
Don't know	40 2%	1 1%	2 2%	37 2%	2 3%	2 1%	1 1%	4 2%	1 1%	5 3%	14 5%	5 2%	3 2%	- -	3 *	- -	1 *	3 *

**New Year's Resolutions Study**  
**ONLINE Fieldwork: 20th-22nd November 2015**

Absolutes/col percents

Table 6

**Q1. Please indicate whether each of the following statements applies to you or not.**

**I have failed to keep a New Year's resolution in the past**

**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2014	1000	1014	220	336	298	381	301	478	551	588	349	526	221	819
Weighted base	2014	981	1033	234	349	331	359	290	452	542	542	439	492	244	896
Yes	1275 63%	573 58%	702 68%	167 71%	236 68%	219 66%	225 63%	185 64%	243 54%	334 62%	349 64%	295 67%	297 60%	170 69%	597 67%
No	645 32%	355 36%	290 28%	53 23%	91 26%	97 29%	128 36%	92 32%	183 41%	182 34%	166 31%	124 28%	173 35%	67 27%	261 29%
Don't know	94 5%	53 5%	41 4%	14 6%	21 6%	14 4%	5 2%	13 4%	26 6%	25 5%	28 5%	20 4%	21 4%	8 3%	38 4%

**New Year's Resolutions Study**  
**ONLINE Fieldwork: 20th-22nd November 2015**

Absolutes/col percents

Table 7

**Q1. Please indicate whether each of the following statements applies to you or not.**

**I have failed to keep a New Year's resolution in the past**

**Base: All respondents**

	Region												New Year's Resolutions			How Long Failed Resolution Kept		
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	Made in the past	Failed to keep in the past	Made and Failed to keep in the past	Less than 1 month	3 months or less
Unweighted base	2014	181	108	1725	78	230	179	169	124	199	254	299	193	1290	1248	1197	525	994
Weighted base	2014	175	103	1736	85	231	171	181	149	195	266	282	177	1307	1275	1217	544	1026
Yes	1275 63%	115 66%	64 62%	1096 63%	62 73%	153 66%	117 69%	105 58%	109 73%	105 54%	170 64%	179 64%	95 54%	1217 93%	1275 100%	1217 100%	544 100%	1026 100%
No	645 32%	56 32%	34 33%	555 32%	17 20%	72 31%	48 28%	69 38%	37 25%	78 40%	74 28%	88 31%	73 41%	77 6%	-	-	-	-
Don't know	94 5%	4 2%	4 4%	85 5%	6 7%	6 2%	6 4%	7 4%	3 2%	12 6%	22 8%	15 5%	9 5%	12 1%	-	-	-	-



**New Year's Resolutions Study**  
**ONLINE Fieldwork: 20th-22nd November 2015**

Absolutes/col percents

Table 8

**Q1. Please indicate whether each of the following statements applies to you or not.**

**I have successfully achieved a New Year's resolution in the past**

**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2014	1000	1014	220	336	298	381	301	478	551	588	349	526	221	819
Weighted base	2014	981	1033	234	349	331	359	290	452	542	542	439	492	244	896
Yes	653 32%	298 30%	354 34%	86 37%	140 40%	112 34%	105 29%	89 31%	121 27%	206 38%	174 32%	136 31%	136 28%	98 40%	320 36%
No	1208 60%	606 62%	602 58%	129 55%	178 51%	195 59%	238 66%	181 62%	286 63%	285 53%	321 59%	280 64%	321 65%	130 53%	515 57%
Don't know	153 8%	77 8%	77 7%	18 8%	30 9%	23 7%	16 4%	21 7%	45 10%	50 9%	47 9%	23 5%	34 7%	17 7%	61 7%

**New Year's Resolutions Study**  
**ONLINE Fieldwork: 20th-22nd November 2015**

Absolutes/col percents

Table 9

**Q1. Please indicate whether each of the following statements applies to you or not.**

**I have successfully achieved a New Year's resolution in the past**

**Base: All respondents**

	Region												New Year's Resolutions			How Long Failed Resolution Kept		
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	Made in the past	Failed to keep in the past	Made and Failed to keep in the past	Less than 1 month	3 months or less
Unweighted base	2014	181	108	1725	78	230	179	169	124	199	254	299	193	1290	1248	1197	525	994
Weighted base	2014	175	103	1736	85	231	171	181	149	195	266	282	177	1307	1275	1217	544	1026
Yes	653 32%	67 38%	30 29%	556 32%	29 34%	80 35%	52 31%	62 34%	44 30%	51 26%	97 37%	98 35%	43 24%	625 48%	559 44%	547 45%	183 34%	439 43%
No	1208 60%	99 57%	65 63%	1044 60%	49 58%	143 62%	105 62%	103 57%	100 67%	132 67%	138 52%	158 56%	116 65%	613 47%	649 51%	608 50%	338 62%	548 53%
Don't know	153 8%	9 5%	8 8%	137 8%	7 8%	8 3%	13 8%	16 9%	5 4%	13 6%	31 12%	26 9%	18 10%	69 5%	67 5%	63 5%	24 4%	38 4%

**New Year's Resolutions Study**  
**ONLINE Fieldwork: 20th-22nd November 2015**

Absolutes/col percents

Table 10

**Q1. Please indicate whether each of the following statements applies to you or not.**

**I made a New Year's resolution last year**

**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2014	1000	1014	220	336	298	381	301	478	551	588	349	526	221	819
Weighted base	2014	981	1033	234	349	331	359	290	452	542	542	439	492	244	896
Yes	519 26%	221 23%	298 29%	93 40%	125 36%	105 32%	83 23%	54 19%	59 13%	149 28%	143 26%	126 29%	101 21%	73 30%	278 31%
No	1417 70%	724 74%	693 67%	121 52%	199 57%	212 64%	266 74%	229 79%	390 86%	376 69%	374 69%	296 67%	371 75%	160 66%	579 65%
Don't know	78 4%	36 4%	42 4%	20 9%	25 7%	14 4%	9 3%	7 3%	3 1%	17 3%	25 5%	17 4%	20 4%	11 4%	39 4%

**New Year's Resolutions Study**  
**ONLINE Fieldwork: 20th-22nd November 2015**

Absolutes/col percents

Table 11

**Q1. Please indicate whether each of the following statements applies to you or not.**

**I made a New Year's resolution last year**

**Base: All respondents**

	Region												New Year's Resolutions			How Long Failed Resolution Kept		
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	Made in the past	Failed to keep in the past	Made and Failed to keep in the past	Less than 1 month	3 months or less
Unweighted base	2014	181	108	1725	78	230	179	169	124	199	254	299	193	1290	1248	1197	525	994
Weighted base	2014	175	103	1736	85	231	171	181	149	195	266	282	177	1307	1275	1217	544	1026
Yes	519 26%	40 23%	27 27%	451 26%	20 24%	61 26%	47 27%	51 28%	52 35%	31 16%	86 32%	69 25%	34 19%	503 38%	471 37%	458 38%	172 32%	377 37%
No	1417 70%	132 76%	67 65%	1217 70%	62 73%	165 71%	121 71%	126 69%	97 65%	157 80%	159 60%	198 70%	134 76%	763 58%	764 60%	719 59%	354 65%	621 61%
Don't know	78 4%	2 1%	8 8%	68 4%	2 3%	6 2%	4 2%	5 3%	-	7 4%	21 8%	14 5%	9 5%	42 3%	40 3%	40 3%	18 3%	27 3%

**New Year's Resolutions Study**  
**ONLINE Fieldwork: 20th-22nd November 2015**

Absolutes/col percents

Table 12

**Q1. Please indicate whether each of the following statements applies to you or not.**

**I successfully kept my New Year's resolution last year**

**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2014	1000	1014	220	336	298	381	301	478	551	588	349	526	221	819
Weighted base	2014	981	1033	234	349	331	359	290	452	542	542	439	492	244	896
Yes	250 12%	114 12%	136 13%	36 16%	68 20%	57 17%	38 11%	19 6%	32 7%	91 17%	63 12%	45 10%	51 10%	34 14%	142 16%
No	1540 76%	751 77%	789 76%	165 71%	238 68%	237 72%	287 80%	242 83%	372 82%	390 72%	403 74%	351 80%	396 80%	186 76%	643 72%
Don't know	224 11%	115 12%	108 10%	32 14%	43 12%	36 11%	34 10%	30 10%	48 11%	60 11%	76 14%	43 10%	45 9%	24 10%	110 12%

**New Year's Resolutions Study**  
**ONLINE Fieldwork: 20th-22nd November 2015**

Absolutes/col percents

Table 13

**Q1. Please indicate whether each of the following statements applies to you or not.**

**I successfully kept my New Year's resolution last year**

**Base: All respondents**

	Region												New Year's Resolutions			How Long Failed Resolution Kept		
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	Made in the past	Failed to keep in the past	Made and Failed to keep in the past	Less than 1 month	3 months or less
Unweighted base	2014	181	108	1725	78	230	179	169	124	199	254	299	193	1290	1248	1197	525	994
Weighted base	2014	175	103	1736	85	231	171	181	149	195	266	282	177	1307	1275	1217	544	1026
Yes	250 12%	26 15%	8 7%	217 12%	9 10%	25 11%	17 10%	23 13%	28 19%	15 8%	51 19%	33 12%	15 8%	240 18%	198 16%	197 16%	67 12%	152 15%
No	1540 76%	133 76%	80 78%	1328 76%	67 79%	184 79%	134 78%	138 76%	112 75%	160 82%	177 67%	213 76%	143 81%	925 71%	951 75%	898 74%	434 80%	790 77%
Don't know	224 11%	17 10%	15 15%	192 11%	9 10%	22 10%	20 11%	20 11%	9 6%	20 10%	37 14%	36 13%	19 11%	143 11%	126 10%	122 10%	44 8%	84 8%

**New Year's Resolutions Study**  
**ONLINE Fieldwork: 20th-22nd November 2015**

Absolutes/col percents

Table 14

**Q1. Please indicate whether each of the following statements applies to you or not.**

**I plan to make a New Year's resolution for 2016**

**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2014	1000	1014	220	336	298	381	301	478	551	588	349	526	221	819
Weighted base	2014	981	1033	234	349	331	359	290	452	542	542	439	492	244	896
Yes	636 32%	260 26%	376 36%	112 48%	152 44%	136 41%	98 27%	71 25%	66 15%	184 34%	174 32%	134 31%	143 29%	88 36%	343 38%
No	1141 57%	607 62%	534 52%	92 39%	145 41%	164 50%	219 61%	181 62%	341 76%	304 56%	302 56%	248 56%	287 58%	117 48%	452 50%
Don't know	237 12%	114 12%	123 12%	30 13%	52 15%	30 9%	42 12%	38 13%	45 10%	53 10%	65 12%	57 13%	62 13%	39 16%	101 11%

**New Year's Resolutions Study**  
**ONLINE Fieldwork: 20th-22nd November 2015**

Absolutes/col percents

Table 15

**Q1. Please indicate whether each of the following statements applies to you or not.**

**I plan to make a New Year's resolution for 2016**

**Base: All respondents**

	Region												New Year's Resolutions			How Long Failed Resolution Kept		
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	Made in the past	Failed to keep in the past	Made and Failed to keep in the past	Less than 1 month	3 months or less
Unweighted base	2014	181	108	1725	78	230	179	169	124	199	254	299	193	1290	1248	1197	525	994
Weighted base	2014	175	103	1736	85	231	171	181	149	195	266	282	177	1307	1275	1217	544	1026
Yes	636 32%	51 29%	33 32%	553 32%	25 29%	76 33%	55 32%	64 35%	51 34%	40 20%	100 38%	86 30%	57 32%	602 46%	571 45%	558 46%	203 37%	464 45%
No	1141 57%	103 59%	61 60%	977 56%	49 58%	128 55%	100 58%	103 57%	84 56%	134 69%	125 47%	154 55%	101 57%	517 40%	522 41%	486 40%	270 50%	430 42%
Don't know	237 12%	21 12%	9 8%	207 12%	11 13%	28 12%	16 9%	14 8%	14 9%	21 11%	41 15%	42 15%	20 11%	188 14%	182 14%	174 14%	71 13%	132 13%



**New Year's Resolutions Study**  
**ONLINE Fieldwork: 20th-22nd November 2015**

Absolutes/col percents

Table 16

**Q1. Please indicate whether each of the following statements applies to you or not.**

**Summary table**

**Base: All respondents who have made a New Year's resolution in the past**

	Statements		
	I have made a New Year's resolution in the past	I have failed to keep a New Year's resolution in the past	I have successfully achieved a New Year's resolution in the past
Unweighted base	1290	1290	1290
Weighted base	1307	1307	1307
Yes	1307 100%	1217 93%	625 48%
No	-	77 6%	613 47%
Don't know	-	12 1%	69 5%

**New Year's Resolutions Study**  
**ONLINE Fieldwork: 20th-22nd November 2015**

Absolutes/col percents

Table 17

**Q1. Please indicate whether each of the following statements applies to you or not.**

**Summary: Yes**

**Base: All respondents who have made a New Year's resolution in the past**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1290	583	707	152	238	201	237	192	270	360	391	228	311	155	545
Weighted base	1307	574	733	164	253	224	227	186	254	361	359	291	295	174	604
I have made a New Year's resolution in the past	1307 100%	574 100%	733 100%	164 100%	253 100%	224 100%	227 100%	186 100%	254 100%	361 100%	359 100%	291 100%	295 100%	174 100%	604 100%
I have failed to keep a New Year's resolution in the past	1217 93%	537 94%	680 93%	159 97%	228 90%	210 94%	217 96%	175 95%	227 90%	321 89%	339 94%	280 96%	277 94%	160 92%	567 94%
I have successfully achieved a New Year's resolution in the past	625 48%	281 49%	343 47%	85 52%	136 54%	112 50%	97 43%	84 45%	111 44%	198 55%	169 47%	128 44%	130 44%	93 53%	305 51%

**New Year's Resolutions Study**  
**ONLINE Fieldwork: 20th-22nd November 2015**

Absolutes/col percents

Table 18

**Q1. Please indicate whether each of the following statements applies to you or not.**

**Summary: Yes**

**Base: All respondents who have made a New Year's resolution in the past**

	Region												New Year's Resolutions			How Long Failed Resolution Kept		
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	Made in the past	Failed to keep in the past	Made and Failed to keep in the past	Less than 1 month	3 months or less
Unweighted base	1290	120	64	1106	58	147	124	95	91	106	178	191	116	1290	1197	1197	504	959
Weighted base	1307	116	61	1130	61	153	122	103	114	105	188	185	98	1307	1217	1217	523	989
I have made a New Year's resolution in the past	1307 100%	116 100%	61 100%	1130 100%	61 100%	153 100%	122 100%	103 100%	114 100%	105 100%	188 100%	185 100%	98 100%	1307 100%	1217 100%	1217 100%	523 100%	989 100%
I have failed to keep a New Year's resolution in the past	1217 93%	110 95%	60 98%	1047 93%	58 94%	143 93%	115 94%	97 94%	106 93%	97 92%	169 90%	170 92%	93 94%	1217 93%	1217 100%	1217 100%	523 100%	989 100%
I have successfully achieved a New Year's resolution in the past	625 48%	62 54%	29 47%	534 47%	28 46%	79 51%	50 41%	57 56%	43 38%	51 48%	94 50%	90 49%	42 42%	625 48%	547 45%	547 45%	179 34%	432 44%

**New Year's Resolutions Study**  
**ONLINE Fieldwork: 20th-22nd November 2015**

Absolutes/col percents

Table 19

**Q1. Please indicate whether each of the following statements applies to you or not.**

**I have made a New Year's resolution in the past**

**Base: All respondents who have made a New Year's resolution in the past**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1290	583	707	152	238	201	237	192	270	360	391	228	311	155	545
Weighted base	1307	574	733	164	253	224	227	186	254	361	359	291	295	174	604
Yes	1307	574	733	164	253	224	227	186	254	361	359	291	295	174	604
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

**New Year's Resolutions Study**  
**ONLINE Fieldwork: 20th-22nd November 2015**

Absolutes/col percents

Table 20

**Q1. Please indicate whether each of the following statements applies to you or not.**

**I have made a New Year's resolution in the past**

**Base: All respondents who have made a New Year's resolution in the past**

	Region												New Year's Resolutions			How Long Failed Resolution Kept		
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	Made in the past	Failed to keep in the past	Made and Failed to keep in the past	Less than 1 month	3 months or less
Unweighted base	1290	120	64	1106	58	147	124	95	91	106	178	191	116	1290	1197	1197	504	959
Weighted base	1307	116	61	1130	61	153	122	103	114	105	188	185	98	1307	1217	1217	523	989
Yes	1307 100%	116 100%	61 100%	1130 100%	61 100%	153 100%	122 100%	103 100%	114 100%	105 100%	188 100%	185 100%	98 100%	1307 100%	1217 100%	1217 100%	523 100%	989 100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

**New Year's Resolutions Study**  
**ONLINE Fieldwork: 20th-22nd November 2015**

Absolutes/col percents

Table 21

**Q1. Please indicate whether each of the following statements applies to you or not.**

**I have failed to keep a New Year's resolution in the past**

**Base: All respondents who have made a New Year's resolution in the past**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	1290	583	707	152	238	201	237	192	270	360	391	228	311	155	545
Weighted base	1307	574	733	164	253	224	227	186	254	361	359	291	295	174	604
Yes	1217	537	680	159	228	210	217	175	227	321	339	280	277	160	567
	93%	94%	93%	97%	90%	94%	96%	95%	90%	89%	94%	96%	94%	92%	94%
No	77	29	48	4	23	11	9	7	23	38	18	7	14	12	33
	6%	5%	7%	2%	9%	5%	4%	4%	9%	11%	5%	2%	5%	7%	5%
Don't know	12	8	4	2	2	2	*	3	3	2	3	4	3	2	4
	1%	1%	1%	1%	1%	1%	*	2%	1%	1%	1%	1%	1%	1%	1%

**New Year's Resolutions Study**  
**ONLINE Fieldwork: 20th-22nd November 2015**

Absolutes/col percents

Table 22

**Q1. Please indicate whether each of the following statements applies to you or not.**

**I have failed to keep a New Year's resolution in the past**

**Base: All respondents who have made a New Year's resolution in the past**

	Region												New Year's Resolutions			How Long Failed Resolution Kept		
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	Made in the past	Failed to keep in the past	Made and Failed to keep in the past	Less than 1 month	3 months or less
Unweighted base	1290	120	64	1106	58	147	124	95	91	106	178	191	116	1290	1197	1197	504	959
Weighted base	1307	116	61	1130	61	153	122	103	114	105	188	185	98	1307	1217	1217	523	989
Yes	1217 93%	110 95%	60 98%	1047 93%	58 94%	143 93%	115 94%	97 94%	106 93%	97 92%	169 90%	170 92%	93 94%	1217 93%	1217 100%	1217 100%	523 100%	989 100%
No	77 6%	5 5%	1 2%	71 6%	1 2%	10 7%	5 4%	6 6%	8 7%	8 8%	15 8%	13 7%	5 5%	77 6%	-	-	-	-
Don't know	12 1%	* *	-	12 1%	2 4%	-	2 2%	-	-	-	4 2%	2 1%	1 1%	12 1%	-	-	-	-

**New Year's Resolutions Study**  
**ONLINE Fieldwork: 20th-22nd November 2015**

Absolutes/col percents

Table 23

**Q1. Please indicate whether each of the following statements applies to you or not.**

**I have successfully achieved a New Year's resolution in the past**

**Base: All respondents who have made a New Year's resolution in the past**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1290	583	707	152	238	201	237	192	270	360	391	228	311	155	545
Weighted base	1307	574	733	164	253	224	227	186	254	361	359	291	295	174	604
Yes	625 48%	281 49%	343 47%	85 52%	136 54%	112 50%	97 43%	84 45%	111 44%	198 55%	169 47%	128 44%	130 44%	93 53%	305 51%
No	613 47%	260 45%	353 48%	71 43%	105 42%	101 45%	121 53%	92 49%	124 49%	138 38%	172 48%	151 52%	151 51%	72 41%	275 46%
Don't know	69 5%	33 6%	36 5%	9 5%	11 4%	10 5%	9 4%	10 6%	19 8%	25 7%	19 5%	12 4%	13 4%	10 6%	24 4%



**New Year's Resolutions Study**  
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Absolutes/col percents

Table 24

**Q1. Please indicate whether each of the following statements applies to you or not.**

**I have successfully achieved a New Year's resolution in the past**

**Base: All respondents who have made a New Year's resolution in the past**

	Region												New Year's Resolutions			How Long Failed Resolution Kept		
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	Made in the past	Failed to keep in the past	Made and Failed to keep in the past	Less than 1 month	3 months or less
Unweighted base	1290	120	64	1106	58	147	124	95	91	106	178	191	116	1290	1197	1197	504	959
Weighted base	1307	116	61	1130	61	153	122	103	114	105	188	185	98	1307	1217	1217	523	989
Yes	625 48%	62 54%	29 47%	534 47%	28 46%	79 51%	50 41%	57 56%	43 38%	51 48%	94 50%	90 49%	42 42%	625 48%	547 45%	547 45%	179 34%	432 44%
No	613 47%	49 42%	30 49%	534 47%	31 51%	72 47%	63 52%	40 39%	67 59%	52 49%	83 44%	79 42%	48 48%	613 47%	608 50%	608 50%	323 62%	522 53%
Don't know	69 5%	5 4%	3 4%	62 5%	2 3%	2 1%	9 7%	5 5%	4 3%	3 3%	11 6%	17 9%	9 9%	69 5%	63 5%	63 5%	22 4%	36 4%

**New Year's Resolutions Study**  
**ONLINE Fieldwork: 20th-22nd November 2015**

Absolutes/col percents

Table 25

**Q1. Please indicate whether each of the following statements applies to you or not.**

**Summary table**

**Base: All respondents who made a New Year's resolution last year**

	Statements		
	I made a New Year's resolution last year	I successfully kept my New Year's resolution last year	I plan to make a New Year's resolution for 2016
Unweighted base	484	484	484
Weighted base	519	519	519
Yes	519 100%	215 41%	435 84%
No	-	289 56%	34 7%
Don't know	-	15 3%	50 10%

**New Year's Resolutions Study**  
**ONLINE Fieldwork: 20th-22nd November 2015**

Absolutes/col percents

Table 26

**Q1. Please indicate whether each of the following statements applies to you or not.**

**Summary: Yes**

**Base: All respondents who made a New Year's resolution last year**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	484	202	282	85	116	86	81	56	60	139	155	88	102	61	241
Weighted base	519	221	298	93	125	105	83	54	59	149	143	126	101	73	278
I made a New Year's resolution last year	519	221	298	93	125	105	83	54	59	149	143	126	101	73	278
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I successfully kept my New Year's resolution last year	215	93	121	35	59	52	30	16	24	79	55	38	43	28	125
	41%	42%	41%	37%	47%	49%	36%	29%	41%	53%	39%	30%	42%	38%	45%
I plan to make a New Year's resolution for 2016	435	178	256	77	103	99	70	44	42	125	118	106	85	62	240
	84%	81%	86%	83%	82%	94%	84%	82%	71%	84%	83%	84%	84%	85%	86%

**New Year's Resolutions Study**  
**ONLINE Fieldwork: 20th-22nd November 2015**

Absolutes/col percents

Table 27

**Q1. Please indicate whether each of the following statements applies to you or not.**

**Summary: Yes**

**Base: All respondents who made a New Year's resolution last year**

	Region													New Year's Resolutions			How Long Failed Resolution Kept	
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	Made in the past	Failed to keep in the past	Made and Failed to keep in the past	Less than 1 month	3 months or less
Unweighted base	484	42	29	413	20	49	49	41	37	31	78	69	39	473	438	430	166	357
Weighted base	519	40	27	451	20	61	47	51	52	31	86	69	34	503	471	458	172	377
I made a New Year's resolution last year	519	40	27	451	20	61	47	51	52	31	86	69	34	503	471	458	172	377
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I successfully kept my New Year's resolution last year	215	20	4	190	9	18	17	22	21	15	45	28	14	211	171	170	53	127
	41%	50%	16%	42%	44%	30%	37%	43%	41%	48%	53%	41%	40%	42%	36%	37%	31%	34%
I plan to make a New Year's resolution for 2016	435	35	26	374	16	51	40	45	38	24	71	58	31	422	398	387	139	320
	84%	85%	95%	83%	81%	83%	86%	89%	73%	75%	83%	84%	90%	84%	84%	85%	81%	85%

**New Year's Resolutions Study**  
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Absolutes/col percents

Table 28

**Q1. Please indicate whether each of the following statements applies to you or not.**

**I made a New Year's resolution last year**

**Base: All respondents who made a New Year's resolution last year**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	484	202	282	85	116	86	81	56	60	139	155	88	102	61	241
Weighted base	519	221	298	93	125	105	83	54	59	149	143	126	101	73	278
Yes	519	221	298	93	125	105	83	54	59	149	143	126	101	73	278
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

**New Year's Resolutions Study**  
**ONLINE Fieldwork: 20th-22nd November 2015**

Absolutes/col percents

Table 29

**Q1. Please indicate whether each of the following statements applies to you or not.**

**I made a New Year's resolution last year**

**Base: All respondents who made a New Year's resolution last year**

	Region												New Year's Resolutions			How Long Failed Resolution Kept		
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	Made in the past	Failed to keep in the past	Failed to keep in the past	Less than 1 month	3 months or less
Unweighted base	484	42	29	413	20	49	49	41	37	31	78	69	39	473	438	430	166	357
Weighted base	519	40	27	451	20	61	47	51	52	31	86	69	34	503	471	458	172	377
Yes	519 100%	40 100%	27 100%	451 100%	20 100%	61 100%	47 100%	51 100%	52 100%	31 100%	86 100%	69 100%	34 100%	503 100%	471 100%	458 100%	172 100%	377 100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

**New Year's Resolutions Study**  
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Absolutes/col percents

Table 30

**Q1. Please indicate whether each of the following statements applies to you or not.**

**I successfully kept my New Year's resolution last year**

**Base: All respondents who made a New Year's resolution last year**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	484	202	282	85	116	86	81	56	60	139	155	88	102	61	241
Weighted base	519	221	298	93	125	105	83	54	59	149	143	126	101	73	278
Yes	215 41%	93 42%	121 41%	35 37%	59 47%	52 49%	30 36%	16 29%	24 41%	79 53%	55 39%	38 30%	43 42%	28 38%	125 45%
No	289 56%	119 54%	170 57%	53 57%	63 50%	52 49%	52 62%	37 69%	32 55%	69 46%	79 56%	83 66%	58 58%	44 61%	143 51%
Don't know	15 3%	9 4%	6 2%	5 6%	4 3%	2 1%	1 2%	1 2%	2 4%	1 1%	8 6%	6 5%	- -	1 1%	10 4%

**New Year's Resolutions Study**  
**ONLINE Fieldwork: 20th-22nd November 2015**

Absolutes/col percents

Table 31

**Q1. Please indicate whether each of the following statements applies to you or not.**

**I successfully kept my New Year's resolution last year**

**Base: All respondents who made a New Year's resolution last year**

	Region													New Year's Resolutions			How Long Failed Resolution Kept	
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	Made in the past	Failed to keep in the past	Made and Failed to keep in the past	Less than 1 month	3 months or less
Unweighted base	484	42	29	413	20	49	49	41	37	31	78	69	39	473	438	430	166	357
Weighted base	519	40	27	451	20	61	47	51	52	31	86	69	34	503	471	458	172	377
Yes	215 41%	20 50%	4 16%	190 42%	9 44%	18 30%	17 37%	22 43%	21 41%	15 48%	45 53%	28 41%	14 40%	211 42%	171 36%	170 37%	53 31%	127 34%
No	289 56%	20 49%	23 84%	246 55%	11 56%	42 68%	27 59%	27 54%	29 56%	16 52%	36 42%	38 55%	19 55%	277 55%	287 61%	275 60%	115 67%	243 64%
Don't know	15 3%	* 1%	-	15 3%	-	1 2%	2 4%	1 3%	2 3%	-	4 5%	3 4%	2 5%	15 3%	13 3%	13 3%	4 2%	7 2%



**New Year's Resolutions Study**  
**ONLINE Fieldwork: 20th-22nd November 2015**

Absolutes/col percents

Table 32

**Q1. Please indicate whether each of the following statements applies to you or not.**

**I plan to make a New Year's resolution for 2016**

**Base: All respondents who made a New Year's resolution last year**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	484	202	282	85	116	86	81	56	60	139	155	88	102	61	241
Weighted base	519	221	298	93	125	105	83	54	59	149	143	126	101	73	278
Yes	435	178	256	77	103	99	70	44	42	125	118	106	85	62	240
	84%	81%	86%	83%	82%	94%	84%	82%	71%	84%	83%	84%	84%	85%	86%
No	34	20	14	9	10	3	4	3	5	12	10	7	5	4	16
	7%	9%	5%	10%	8%	3%	4%	6%	9%	8%	7%	6%	5%	6%	6%
Don't know	50	22	28	7	12	3	10	7	12	12	15	13	10	7	23
	10%	10%	9%	7%	10%	3%	12%	12%	20%	8%	10%	10%	10%	9%	8%

**New Year's Resolutions Study**  
**ONLINE Fieldwork: 20th-22nd November 2015**

Absolutes/col percents

Table 33

**Q1. Please indicate whether each of the following statements applies to you or not.**

**I plan to make a New Year's resolution for 2016**

**Base: All respondents who made a New Year's resolution last year**

	Region													New Year's Resolutions			How Long Failed Resolution Kept	
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	Made in the past	Failed to keep in the past	Made and Failed to keep in the past	Less than 1 month	3 months or less
Unweighted base	484	42	29	413	20	49	49	41	37	31	78	69	39	473	438	430	166	357
Weighted base	519	40	27	451	20	61	47	51	52	31	86	69	34	503	471	458	172	377
Yes	435 84%	35 85%	26 95%	374 83%	16 81%	51 83%	40 86%	45 89%	38 73%	24 75%	71 83%	58 84%	31 90%	422 84%	398 84%	387 85%	139 81%	320 85%
No	34 7%	2 6%	1 4%	31 7%	1 7%	3 5%	4 9%	2 4%	7 13%	4 12%	7 8%	3 4%	- -	32 6%	28 6%	27 6%	16 9%	23 6%
Don't know	50 10%	4 9%	* 2%	46 10%	2 12%	8 12%	2 4%	4 7%	7 14%	4 12%	8 9%	9 12%	3 10%	49 10%	45 10%	44 10%	17 10%	34 9%

**New Year's Resolutions Study**  
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Absolutes/col percents

Table 34

**Q2. You mentioned that you have failed to keep a New Year's resolution in the past. Roughly how long did you keep your resolution before giving up, or realising that you were not going to achieve it? If you have not kept more than one New Year's resolution, please answer thinking about your most recent one only. Please select one answer only.**

**Base: All respondents who have failed to keep a New Year's resolution in the past**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1248	570	678	152	223	193	235	190	255	333	378	228	309	148	535
Weighted base	1275	573	702	167	236	219	225	185	243	334	349	295	297	170	597
1 week	198 16%	76 13%	122 17%	15 9%	31 13%	39 18%	33 15%	36 19%	44 18%	50 15%	45 13%	51 17%	52 18%	28 17%	75 13%
2 weeks	211 17%	99 17%	112 16%	29 17%	25 11%	28 13%	38 17%	45 24%	46 19%	37 11%	64 18%	39 13%	71 24%	29 17%	99 17%
3 weeks	136 11%	73 13%	63 9%	14 8%	20 8%	33 15%	35 15%	18 10%	17 7%	39 12%	26 8%	41 14%	30 10%	21 13%	64 11%
1 month	294 23%	108 19%	186 26%	53 32%	66 28%	37 17%	46 20%	42 22%	51 21%	88 26%	94 27%	61 21%	51 17%	31 18%	143 24%
3 months	187 15%	90 16%	97 14%	24 15%	43 18%	31 14%	35 16%	18 10%	36 15%	60 18%	47 13%	49 16%	32 11%	28 17%	91 15%
6 months	60 5%	34 6%	26 4%	7 4%	13 5%	13 6%	16 7%	1 1%	11 4%	17 5%	13 4%	15 5%	16 5%	10 6%	31 5%
9 months	13 1%	6 1%	7 1%	2 1%	5 2%	5 2%	- -	- -	1 *	3 1%	7 2%	1 *	2 1%	5 3%	5 1%
1 year	10 1%	9 2%	1 *	- -	1 *	6 3%	- -	1 1%	2 1%	1 *	3 1%	2 1%	4 1%	- -	8 1%
More than a year	9 1%	6 1%	3 *	2 1%	1 *	2 1%	- -	2 1%	2 1%	4 1%	2 1%	1 *	2 1%	2 1%	6 1%
Don't know	158 12%	72 13%	86 12%	21 12%	32 14%	26 12%	23 10%	22 12%	34 14%	36 11%	49 14%	36 12%	37 13%	16 9%	76 13%
NET: Less than 1 month	544 43%	248 43%	297 42%	57 34%	76 32%	100 46%	106 47%	99 54%	106 44%	126 38%	134 39%	131 44%	153 51%	78 46%	238 40%
NET: 1 month or less	838 66%	356 62%	483 69%	110 66%	142 60%	137 62%	151 67%	141 76%	158 65%	214 64%	228 65%	193 65%	204 69%	109 64%	380 64%
NET: 3 months or less	1026 80%	446 78%	580 83%	135 81%	185 78%	168 77%	187 83%	159 86%	193 80%	273 82%	275 79%	241 82%	236 79%	137 81%	471 79%
NET: Less than 1 year	1099 86%	486 85%	613 87%	144 86%	202 86%	185 85%	202 90%	160 87%	205 85%	293 88%	294 84%	257 87%	254 86%	152 90%	508 85%

## New Year's Resolutions Study

### ONLINE Fieldwork: 20th-22nd November 2015

Absolutes/col percents

Table 35

**Q2. You mentioned that you have failed to keep a New Year's resolution in the past. Roughly how long did you keep your resolution before giving up, or realising that you were not going to achieve it? If you have not kept more than one New Year's resolution, please answer thinking about your most recent one only. Please select one answer only.**

**Base: All respondents who have failed to keep a New Year's resolution in the past**

	Region													New Year's Resolutions			How Long Failed Resolution Kept	
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	Made in the past	Failed to keep in the past	Made and Failed to keep in the past	Less than 1 month	3 months or less
Unweighted base	1248	116	66	1066	58	144	117	97	86	109	161	184	110	1197	1248	1197	525	994
Weighted base	1275	115	64	1096	62	153	117	105	109	105	170	179	95	1217	1275	1217	544	1026
1 week	198 16%	11 10%	17 26%	170 16%	8 14%	25 16%	29 24%	9 9%	14 13%	23 21%	25 15%	22 12%	15 16%	192 16%	198 16%	192 16%	198 36%	198 19%
2 weeks	211 17%	19 17%	12 19%	179 16%	15 24%	20 13%	9 8%	18 17%	29 27%	15 15%	23 14%	32 18%	17 18%	200 16%	211 17%	200 16%	211 39%	211 21%
3 weeks	136 11%	10 9%	9 15%	116 11%	4 7%	14 9%	13 11%	10 10%	22 20%	9 9%	9 5%	20 11%	15 16%	131 11%	136 11%	131 11%	136 25%	136 13%
1 month	294 23%	32 28%	15 23%	247 23%	11 19%	37 24%	23 20%	30 29%	17 16%	22 21%	47 28%	41 23%	17 18%	285 23%	294 23%	285 23%	-	294 29%
3 months	187 15%	16 14%	4 6%	168 15%	10 17%	32 21%	17 14%	19 18%	9 8%	19 18%	26 15%	24 14%	12 13%	181 15%	187 15%	181 15%	-	187 18%
6 months	60 5%	10 9%	* 1%	49 5%	3 4%	3 2%	9 7%	3 3%	4 4%	4 4%	14 8%	7 4%	3 3%	54 4%	60 5%	54 4%	-	-
9 months	13 1%	1 1%	1 1%	11 1%	-	2 1%	* *	1 1%	1 *	1 1%	3 2%	3 2%	2 2%	13 1%	13 1%	13 1%	-	-
1 year	10 1%	-	-	10 1%	1 2%	3 2%	1 1%	2 2%	-	-	1 1%	1 1%	1 1%	10 1%	10 1%	10 1%	-	-
More than a year	9 1%	2 2%	-	6 1%	-	-	-	-	-	2 2%	1 1%	4 2%	-	6 *	9 1%	6 *	-	-
Don't know	158 12%	13 11%	6 9%	139 13%	9 14%	18 12%	16 13%	14 13%	12 11%	11 10%	20 12%	26 14%	14 15%	146 12%	158 12%	146 12%	-	-
NET: Less than 1 month	544 43%	40 35%	38 60%	466 42%	27 44%	59 38%	51 44%	37 35%	65 60%	47 45%	58 34%	74 41%	47 49%	523 43%	544 43%	523 43%	544 100%	544 53%
NET: 1 month or less	838 66%	72 63%	53 83%	713 65%	39 63%	96 62%	75 64%	67 64%	83 76%	69 66%	105 62%	115 64%	65 68%	808 66%	838 66%	808 66%	544 100%	838 82%
NET: 3 months or less	1026 80%	88 77%	57 89%	881 80%	49 79%	128 83%	92 78%	86 82%	92 84%	88 84%	131 77%	139 78%	77 80%	989 81%	1026 80%	989 81%	544 100%	1026 100%
NET: Less than 1 year	1099 86%	99 86%	58 91%	941 86%	52 84%	132 86%	101 86%	89 85%	97 89%	93 88%	148 87%	149 83%	81 85%	1056 87%	1099 86%	1056 87%	544 100%	1026 100%

**New Year's Resolutions Study**  
**ONLINE Fieldwork: 20th-22nd November 2015**

Absolutes/col percents

Table 36

**Q3. Thinking about previous resolutions you failed to keep, which of the following, if any, were reasons why you did not keep them?****Base: All respondents who have failed to keep a New Year's resolution in the past**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	1248	570	678	152	223	193	235	190	255	333	378	228	309	148	535
Weighted base	1275	573	702	167	236	219	225	185	243	334	349	295	297	170	597
I was not committed enough	642 50%	293 51%	349 50%	86 51%	98 41%	99 45%	110 49%	107 58%	143 59%	164 49%	170 49%	144 49%	164 55%	77 46%	273 46%
I lost motivation	632 50%	268 47%	364 52%	89 53%	110 47%	105 48%	137 61%	80 44%	111 46%	161 48%	178 51%	147 50%	145 49%	80 47%	293 49%
I lost interest	435 34%	202 35%	233 33%	63 38%	79 33%	68 31%	78 34%	68 37%	80 33%	115 35%	124 35%	106 36%	89 30%	58 34%	201 34%
I did not have a set plan	211 17%	108 19%	103 15%	37 22%	44 19%	33 15%	31 14%	28 15%	37 15%	60 18%	67 19%	42 14%	43 14%	42 25%	105 18%
I had a setback and then did not continue	199 16%	79 14%	120 17%	14 8%	40 17%	36 16%	47 21%	26 14%	36 15%	52 16%	50 14%	48 16%	48 16%	27 16%	90 15%
I decided my goal was unrealistic	180 14%	80 14%	100 14%	24 14%	25 11%	38 17%	38 17%	24 13%	32 13%	61 18%	50 14%	34 11%	35 12%	24 14%	79 13%
I found it difficult to set goals for myself	107 8%	47 8%	59 8%	18 11%	18 8%	22 10%	15 6%	13 7%	21 9%	30 9%	35 10%	16 6%	26 9%	15 9%	53 9%
I could not find the time	104 8%	46 8%	58 8%	17 10%	33 14%	17 8%	15 7%	13 7%	9 4%	27 8%	28 8%	27 9%	22 8%	15 9%	53 9%
I did not have enough support	71 6%	27 5%	44 6%	17 10%	13 6%	14 6%	15 7%	4 2%	7 3%	19 6%	17 5%	18 6%	16 5%	5 3%	34 6%
I could not keep it alone	63 5%	32 6%	31 4%	15 9%	12 5%	13 6%	5 2%	7 4%	12 5%	16 5%	20 6%	15 5%	11 4%	12 7%	22 4%
I did not have enough information on achieving my goal	24 2%	13 2%	11 2%	4 2%	8 3%	6 3%	2 1%	3 1%	2 1%	7 2%	4 1%	8 3%	5 2%	4 3%	12 2%
Other (please specify)	12 1%	5 1%	8 1%	3 2%	1 1%	- -	2 1%	1 *	5 2%	3 1%	3 1%	5 2%	2 1%	- -	4 1%
None of the above	26 2%	16 3%	11 2%	4 2%	5 2%	7 3%	4 2%	5 3%	2 1%	8 2%	6 2%	6 2%	7 2%	2 1%	15 2%

## New Year's Resolutions Study

### ONLINE Fieldwork: 20th-22nd November 2015

Absolutes/col percents

Table 37

**Q3. Thinking about previous resolutions you failed to keep, which of the following, if any, were reasons why you did not keep them?**

**Base: All respondents who have failed to keep a New Year's resolution in the past**

	Region												New Year's Resolutions			How Long Failed Resolution Kept		
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	Made in the past	Failed to keep in the past	Made and Failed to keep in the past	Less than 1 month	3 months or less
Unweighted base	1248	116	66	1066	58	144	117	97	86	109	161	184	110	1197	1248	1197	525	994
Weighted base	1275	115	64	1096	62	153	117	105	109	105	170	179	95	1217	1275	1217	544	1026
I was not committed enough	642 50%	65 56%	24 38%	553 50%	43 69%	79 51%	60 51%	48 46%	60 55%	38 36%	89 53%	95 53%	41 43%	623 51%	642 50%	623 51%	314 58%	552 54%
I lost motivation	632 50%	57 49%	34 53%	541 49%	37 59%	80 52%	57 48%	50 48%	47 43%	51 49%	82 48%	93 52%	44 46%	607 50%	632 50%	607 50%	274 50%	540 53%
I lost interest	435 34%	30 26%	22 34%	383 35%	21 34%	56 37%	40 34%	40 39%	26 24%	39 37%	58 34%	68 38%	33 35%	412 34%	435 34%	412 34%	194 36%	355 35%
I did not have a set plan	211 17%	17 15%	7 11%	188 17%	7 12%	17 11%	24 21%	14 14%	28 26%	10 10%	49 29%	25 14%	12 13%	203 17%	211 17%	203 17%	94 17%	169 17%
I had a setback and then did not continue	199 16%	15 13%	13 20%	171 16%	9 15%	27 17%	15 13%	12 12%	18 16%	21 20%	24 14%	31 17%	14 14%	196 16%	199 16%	196 16%	67 12%	165 16%
I decided my goal was unrealistic	180 14%	13 12%	6 10%	160 15%	10 17%	23 15%	18 16%	14 13%	15 13%	13 12%	21 13%	30 16%	17 18%	169 14%	180 14%	169 14%	78 14%	150 15%
I found it difficult to set goals for myself	107 8%	7 6%	8 12%	92 8%	5 8%	14 9%	9 8%	10 10%	8 7%	11 10%	11 7%	16 9%	7 7%	102 8%	107 8%	102 8%	43 8%	94 9%
I could not find the time	104 8%	5 4%	1 2%	98 9%	3 6%	12 8%	11 9%	8 7%	10 9%	10 9%	20 12%	18 10%	6 6%	102 8%	104 8%	102 8%	39 7%	84 8%
I did not have enough support	71 6%	5 4%	7 10%	60 5%	1 2%	7 5%	6 5%	4 4%	7 6%	4 4%	7 4%	17 10%	6 6%	67 6%	71 6%	67 6%	21 4%	50 5%
I could not keep it alone	63 5%	7 6%	3 5%	53 5%	- -	6 4%	3 3%	4 4%	8 7%	3 3%	7 4%	14 8%	8 9%	57 5%	63 5%	57 5%	28 5%	48 5%
I did not have enough information on achieving my goal	24 2%	1 *	- -	23 2%	1 1%	5 4%	2 1%	1 1%	2 2%	2 2%	4 2%	3 2%	3 3%	24 2%	24 2%	24 2%	6 1%	19 2%
Other (please specify)	12 1%	2 1%	- -	11 1%	- -	2 1%	- -	- -	1 1%	4 4%	- -	3 2%	- -	12 1%	12 1%	12 1%	6 1%	8 1%
None of the above	26 2%	5 4%	4 6%	18 2%	1 2%	- -	1 1%	- -	3 3%	3 3%	4 2%	2 1%	3 3%	22 2%	26 2%	22 2%	5 1%	10 1%

**New Year's Resolutions Study**  
**ONLINE Fieldwork: 20th-22nd November 2015**

Absolutes/col percents

Table 38

**Q4. If you were to make a New Year's resolution for 2016 to do with your health and wellbeing , which of the following, if any, would you most like to make?**

**Please select up to three responses.**

**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2014	1000	1014	220	336	298	381	301	478	551	588	349	526	221	819
Weighted base	2014	981	1033	234	349	331	359	290	452	542	542	439	492	244	896
Losing weight	768 38%	330 34%	438 42%	84 36%	118 34%	121 36%	156 43%	111 38%	178 39%	200 37%	206 38%	171 39%	192 39%	103 42%	299 33%
Exercising more	763 38%	347 35%	416 40%	109 47%	150 43%	120 36%	119 33%	100 35%	164 36%	228 42%	228 42%	144 33%	164 33%	93 38%	344 38%
Eating more healthily	598 30%	239 24%	359 35%	89 38%	114 33%	105 32%	92 26%	79 27%	120 26%	153 28%	160 30%	125 29%	160 33%	72 30%	284 32%
Taking a more active approach to my health	305 15%	169 17%	136 13%	26 11%	43 12%	35 11%	55 15%	58 20%	89 20%	84 16%	78 14%	63 14%	80 16%	36 15%	132 15%
Learning a new hobby or skill	260 13%	125 13%	135 13%	53 23%	63 18%	36 11%	39 11%	27 9%	42 9%	82 15%	77 14%	44 10%	58 12%	38 15%	133 15%
Spending more time on my personal wellbeing	246 12%	107 11%	139 13%	36 15%	48 14%	23 7%	55 15%	35 12%	49 11%	52 10%	79 14%	51 12%	65 13%	33 14%	112 12%
Spending more time with my family and friends	222 11%	105 11%	118 11%	20 9%	47 14%	44 13%	38 11%	26 9%	46 10%	64 12%	72 13%	39 9%	46 9%	35 14%	104 12%
Drinking less alcohol	212 11%	125 13%	88 8%	8 4%	37 11%	47 14%	42 12%	28 10%	50 11%	63 12%	55 10%	52 12%	42 8%	29 12%	107 12%
Stopping smoking	187 9%	94 10%	93 9%	11 5%	35 10%	37 11%	40 11%	27 9%	38 8%	29 5%	29 5%	60 14%	69 14%	16 7%	84 9%
Other (Please specify)	29 1%	19 2%	10 1%	4 2%	5 2%	4 1%	2 *	8 3%	7 1%	8 2%	11 2%	3 1%	6 1%	5 2%	10 1%
None of the above	268 13%	164 17%	104 10%	22 9%	38 11%	40 12%	62 17%	40 14%	66 15%	60 11%	76 14%	65 15%	67 14%	28 12%	114 13%
Don't know	61 3%	32 3%	29 3%	9 4%	7 2%	11 3%	5 1%	9 3%	19 4%	11 2%	15 3%	16 4%	18 4%	2 1%	20 2%

## New Year's Resolutions Study

### ONLINE Fieldwork: 20th-22nd November 2015

Absolutes/col percents

Table 39

**Q4. If you were to make a New Year's resolution for 2016 to do with your health and wellbeing, which of the following, if any, would you most like to make?**

**Please select up to three responses.**

**Base: All respondents**

	Region												New Year's Resolutions			How Long Failed Resolution Kept		
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humbersid e	West Midlands	East Midlands	Eastern	London	South East	South West	Made in the past	Failed to keep in the past	Made and Failed to keep in the past	Less than 1 month	3 months or less
Unweighted base	2014	181	108	1725	78	230	179	169	124	199	254	299	193	1290	1248	1197	525	994
Weighted base	2014	175	103	1736	85	231	171	181	149	195	266	282	177	1307	1275	1217	544	1026
Losing weight	768 38%	75 43%	40 39%	653 38%	37 44%	91 39%	66 38%	71 39%	69 46%	63 32%	79 30%	118 42%	59 33%	582 45%	579 45%	551 45%	256 47%	490 48%
Exercising more	763 38%	74 42%	37 36%	652 38%	39 46%	91 39%	64 37%	69 38%	68 46%	60 31%	100 38%	108 38%	54 31%	557 43%	547 43%	527 43%	210 39%	445 43%
Eating more healthily	598 30%	52 30%	28 27%	519 30%	25 30%	77 33%	55 32%	49 27%	38 26%	52 27%	86 32%	84 30%	53 30%	449 34%	434 34%	417 34%	169 31%	355 35%
Taking a more active approach to my health	305 15%	26 15%	16 16%	263 15%	12 14%	40 17%	23 14%	33 18%	26 18%	18 9%	42 16%	39 14%	29 16%	212 16%	210 16%	200 16%	101 18%	178 17%
Learning a new hobby or skill	260 13%	24 14%	11 11%	225 13%	8 9%	21 9%	13 8%	26 14%	22 15%	25 13%	53 20%	34 12%	24 14%	198 15%	182 14%	180 15%	71 13%	142 14%
Spending more time on my personal wellbeing	246 12%	24 14%	10 10%	212 12%	6 7%	31 14%	23 13%	18 10%	24 16%	24 12%	31 12%	38 13%	17 10%	185 14%	178 14%	171 14%	62 11%	138 13%
Spending more time with my family and friends	222 11%	14 8%	11 11%	197 11%	6 7%	28 12%	22 13%	17 10%	11 8%	19 10%	29 11%	39 14%	25 14%	156 12%	136 11%	133 11%	43 8%	107 10%
Drinking less alcohol	212 11%	22 13%	13 13%	176 10%	8 9%	37 16%	15 9%	21 11%	20 14%	16 8%	14 5%	24 9%	21 12%	167 13%	162 13%	158 13%	88 16%	135 13%
Stopping smoking	187 9%	14 8%	11 10%	162 9%	10 11%	22 10%	20 12%	14 8%	11 7%	21 11%	25 9%	24 8%	15 8%	139 11%	144 11%	137 11%	100 18%	128 13%
Other (Please specify)	29 1%	3 2%	1 1%	25 1%	2 2%	2 1%	- -	3 2%	2 1%	4 2%	5 2%	4 1%	3 2%	16 1%	11 1%	11 1%	3 1%	8 1%
None of the above	268 13%	24 14%	16 16%	228 13%	8 9%	27 12%	23 13%	23 13%	13 9%	32 16%	38 14%	35 12%	28 16%	64 5%	62 5%	57 5%	27 5%	43 4%
Don't know	61 3%	4 2%	4 4%	52 3%	4 4%	5 2%	7 4%	6 3%	3 2%	8 4%	7 3%	8 3%	6 3%	27 2%	26 2%	24 2%	4 1%	15 1%



**New Year's Resolutions Study**  
**ONLINE Fieldwork: 20th-22nd November 2015**

Absolutes/col percents

Table 40

**Q5. Which of the following, if any, do you think would help you keep your New Year's resolution to do with your health and wellbeing in 2016?****Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2014	1000	1014	220	336	298	381	301	478	551	588	349	526	221	819
Weighted base	2014	981	1033	234	349	331	359	290	452	542	542	439	492	244	896
Keeping my resolution with someone else	543 27%	246 25%	298 29%	87 37%	103 30%	79 24%	91 25%	80 28%	103 23%	150 28%	156 29%	121 28%	117 24%	69 28%	250 28%
Having a step-by-step guide on what to do	352 17%	166 17%	186 18%	58 25%	70 20%	63 19%	61 17%	44 15%	56 12%	96 18%	78 14%	81 18%	97 20%	49 20%	169 19%
Having access to health information and advice relevant to my resolution	297 15%	140 14%	157 15%	41 18%	45 13%	49 15%	61 17%	37 13%	64 14%	84 15%	85 16%	61 14%	67 14%	48 19%	115 13%
Setting my resolution in advance	268 13%	142 14%	126 12%	42 18%	51 15%	52 16%	38 10%	35 12%	50 11%	87 16%	65 12%	58 13%	58 12%	38 15%	133 15%
Having an expert coach	234 12%	108 11%	126 12%	34 15%	48 14%	41 12%	52 14%	32 11%	27 6%	60 11%	68 13%	47 11%	59 12%	39 16%	120 13%
Signing up to a physical challenge, e.g. a 10k run or swim	229 11%	108 11%	121 12%	45 19%	75 21%	51 15%	28 8%	12 4%	18 4%	78 14%	68 13%	46 11%	35 7%	50 20%	118 13%
Having support from my colleagues	120 6%	76 8%	44 4%	21 9%	20 6%	14 4%	20 6%	27 9%	17 4%	43 8%	33 6%	17 4%	27 5%	29 12%	57 6%
Having support from my employer	69 3%	50 5%	19 2%	17 7%	19 5%	19 6%	6 2%	3 1%	5 1%	32 6%	19 4%	13 3%	5 1%	14 6%	48 5%
None of the above	557 28%	292 30%	265 26%	34 14%	77 22%	79 24%	103 29%	92 32%	172 38%	136 25%	161 30%	117 27%	143 29%	56 23%	220 25%
Don't know	286 14%	136 14%	150 14%	27 12%	39 11%	50 15%	60 17%	35 12%	75 17%	57 11%	79 15%	72 16%	78 16%	23 10%	117 13%

## New Year's Resolutions Study

### ONLINE Fieldwork: 20th-22nd November 2015

Absolutes/col percents

Table 41

**Q5. Which of the following, if any, do you think would help you keep your New Year's resolution to do with your health and wellbeing in 2016?****Base: All respondents**

	Region												New Year's Resolutions			How Long Failed Resolution Kept		
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	Made in the past	Failed to keep in the past	Made and Failed to keep in the past	Less than 1 month	3 months or less
Unweighted base	2014	181	108	1725	78	230	179	169	124	199	254	299	193	1290	1248	1197	525	994
Weighted base	2014	175	103	1736	85	231	171	181	149	195	266	282	177	1307	1275	1217	544	1026
Keeping my resolution with someone else	543 27%	43 25%	24 24%	476 27%	26 31%	61 26%	49 29%	52 29%	39 26%	49 25%	80 30%	81 29%	39 22%	452 35%	442 35%	433 36%	200 37%	386 38%
Having a step-by-step guide on what to do	352 17%	20 11%	19 19%	313 18%	18 21%	43 18%	28 16%	31 17%	28 19%	26 13%	59 22%	61 22%	19 11%	284 22%	271 21%	263 22%	110 20%	231 23%
Having access to health information and advice relevant to my resolution	297 15%	24 14%	21 20%	252 15%	12 14%	32 14%	24 14%	26 14%	30 20%	16 8%	45 17%	40 14%	28 16%	225 17%	217 17%	211 17%	86 16%	182 18%
Setting my resolution in advance	268 13%	25 14%	12 12%	231 13%	12 14%	37 16%	19 11%	17 9%	13 9%	24 12%	55 21%	36 13%	19 11%	221 17%	219 17%	206 17%	90 16%	174 17%
Having an expert coach	234 12%	23 13%	15 15%	196 11%	3 4%	25 11%	13 7%	19 10%	20 13%	18 9%	46 17%	34 12%	17 10%	187 14%	181 14%	175 14%	78 14%	147 14%
Signing up to a physical challenge, e.g. a 10k run or swim	229 11%	16 9%	15 15%	198 11%	12 14%	29 13%	9 5%	20 11%	15 10%	19 10%	49 18%	32 11%	13 7%	181 14%	176 14%	173 14%	63 12%	145 14%
Having support from my colleagues	120 6%	10 6%	5 5%	105 6%	5 6%	20 8%	10 6%	11 6%	7 5%	4 2%	15 6%	24 8%	10 6%	87 7%	81 6%	75 6%	46 8%	68 7%
Having support from my employer	69 3%	6 3%	3 3%	60 3%	3 3%	13 6%	4 2%	10 5%	- -	4 2%	16 6%	9 3%	2 1%	52 4%	53 4%	46 4%	14 3%	32 3%
None of the above	557 28%	51 29%	29 28%	476 27%	25 29%	55 24%	47 28%	54 30%	37 25%	63 32%	56 21%	77 27%	61 35%	217 17%	216 17%	201 17%	91 17%	168 16%
Don't know	286 14%	23 13%	10 10%	253 15%	13 15%	41 18%	30 18%	25 14%	25 17%	30 15%	25 9%	39 14%	24 13%	178 14%	174 14%	168 14%	72 13%	121 12%