YouGov/ PopCap Survey Results

Sample Size: 2038

Fieldwork: 21st - 23rd December 2010

	Total	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
What is your LEAST favourite month of the year?																	
Unweighted Base	2038	939	1099	131	287	353	395	872	1226	812	485	286	210	250	479	126	202
Base: All GB adults	2038	978	1060	245	328	372	380	713	1121	917	501	334	196	261	467	102	177
January	35%	33%	36%	27%	40%	42%	39%	29%	37%	32%	34%	36%	36%	33%	35%	41%	32%
February	13%	11%	15%	11%	9%	9%	12%	17%	15%	10%	13%	14%	17%	9%	13%	12%	10%
March	2%	1%	3%	3%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	3%	3%	2%
April	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	0%	2%	1%	1%	1%	-	1%
May	0%	0%	0%	2%	0%	0%	-	-	0%	1%	-	1%	1%	-	0%	1%	0%
June	0%	0%	0%	1%	0%	0%	-	0%	0%	1%	0%	0%	-	0%	0%	-	0%
July	1%	1%	1%	2%	1%	1%	1%	0%	1%	1%	1%	0%	1%	0%	1%	-	1%
August	2%	2%	2%	3%	2%	3%	2%	2%	2%	2%	2%	2%	1%	4%	2%	1%	0%
September	1%	2%	1%	5%	2%	0%	1%	1%	1%	2%	1%	1%	1%	2%	2%	2%	1%
October	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	0%	3%	0%	1%	3%
November	5%	5%	5%	7%	4%	3%	5%	7%	5%	6%	8%	5%	4%	6%	5%	1%	5%
December	8%	9%	6%	4%	7%	7%	8%	10%	7%	9%	8%	8%	9%	5%	6%	10%	12%
Don't know	2%	2%	2%	1%	3%	3%	1%	1%	2%	2%	2%	2%	-	2%	3%	1%	0%
Not applicable - I don't have a least favourite month	28%	32%	25%	31%	28%	26%	26%	30%	26%	31%	27%	25%	28%	33%	29%	28%	32%
Which, if any, of the following New Year's resolutions do you plan to make for 2011? (Please tick all that apply)																	
Unweighted Base	2038	939	1099	131	287	353	395	872	1226	812	485	286	210	250	479	126	202
Base: All GB adults	2038	978	1060	245	328	372	380	713	1121	917	501	334	196	261	467	102	177
Quit smoking	5%	5%	6%	3%	8%	7%	6%	4%	6%	5%	4%	4%	4%	8%	5%	11%	8%
Save money	28%	26%	29%	55%	39%	31%	21%	15%	28%	28%	29%	26%	29%	28%	28%	32%	26%
Lose weight/ get fit	42%	37%	47%	49%	46%	50%	40%	35%	45%	39%	43%	40%	42%	42%	44%	42%	40%
Boost my career	14%	15%	13%	32%	23%	19%	10%	2%	15%	11%	12%	14%	13%	19%	13%	20%	9%
Get savvy about technology	3%	3%	3%	1%	1%	2%	4%	4%	3%	2%	2%	5%	2%	2%	2%	5%	5%
Reduce stress and enjoy life more	29%	27%	31%	27%	29%	36%	29%	26%	30%	28%	30%	27%	24%	32%	30%	37%	22%
Have more fun	20%	21%	20%	34%	19%	23%	18%	17%	20%	21%	24%	16%	12%	24%	24%	21%	15%
Spend more time with family	9%	9%	10%	7%	12%	13%	8%	8%	10%	9%	11%	7%	8%	14%	8%	10%	6%
Fall in love	5%	5%	6%	13%	9%	6%	4%	2%	6%	5%	6%	4%	5%	8%	7%	4%	2%
Other	4%	3%	4%	6%	3%	5%	2%	4%	4%	4%	3%	3%	4%	6%	4%	1%	5%
Don't know	3%	3%	3%	2%	2%	4%	4%	2%	2%	4%	3%	3%	3%	4%	3%	1%	4%
Not applicable - I won't be making any New Year's resolutions for 2011	31%	34%	28%	13%	24%	19%	35%	44%	29%	33%	31%	34%	32%	25%	30%	34%	33%

YouGov/ PopCap Survey Results

Sample Size: 2038

Fieldwork: 21st - 23rd December 2010

	Total	Working Status							Marital Status					
	Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused
What is your LEAST favourite month of the year?														
Unweighted Base	2038	1025	298	1323	62	436	53	164	1131	223	211	54	410	9
Base: All GB adults	2038	1080	281	1361	94	366	54	164	1032	244	194	47	513	8
January	35%	40%	28%	37%	21%	29%	17%	38%	37%	34%	38%	20%	31%	*60%*
February	13%	10%	16%	12%	18%	18%	9%	9%	13%	10%	11%	26%	12%	*16%*
March	2%	2%	3%	2%	5%	2%	3%	1%	2%	1%	2%	1%	3%	-
April	1%	1%	0%	1%	-	0%	-	1%	1%	1%	0%	6%	1%	-
May	0%	0%	-	0%	6%	-	-	-	-	1%	-	-	1%	-
June	0%	0%	1%	0%	1%	-	-	0%	0%	1%	-	-	1%	-
July	1%	1%	0%	1%	2%	1%	-	1%	1%	2%	0%	-	1%	-
August	2%	3%	3%	3%	-	1%	2%	0%	2%	1%	1%	2%	3%	-
September	1%	1%	1%	1%	5%	1%	6%	2%	1%	2%	0%	-	2%	-
October	1%	1%	1%	1%	-	1%	2%	-	1%	1%	-	1%	2%	-
November	5%	4%	7%	5%	4%	7%	2%	6%	6%	5%	4%	4%	4%	-
December	8%	7%	10%	8%	5%	9%	17%	4%	8%	7%	13%	7%	7%	-
Don't know	2%	2%	2%	2%	1%	1%	2%	1%	1%	2%	3%	1%	2%	-
Not applicable - I don't have a least favourite month	28%	27%	26%	26%	32%	30%	40%	36%	26%	32%	27%	31%	31%	*25%*
Which, if any, of the following New Year's resolutions do you plan to make for 2011? (Please tick all that apply)														
Unweighted Base	2038	1025	298	1323	62	436	53	164	1131	223	211	54	410	9
Base: All GB adults	2038	1080	281	1361	94	366	54	164	1032	244	194	47	513	8
Quit smoking	5%	6%	3%	6%	7%	4%	8%	5%	4%	9%	7%	7%	6%	-
Save money	28%	32%	31%	32%	44%	15%	19%	17%	21%	33%	20%	12%	42%	*68%*
Lose weight/ get fit	42%	44%	42%	44%	53%	34%	36%	44%	43%	43%	36%	31%	44%	*32%*
Boost my career	14%	16%	15%	16%	31%	1%	18%	10%	9%	17%	7%	1%	25%	*11%*
Get savvy about technology	3%	2%	2%	2%	1%	5%	9%	3%	3%	3%	3%	4%	2%	*9%*
Reduce stress and enjoy life more	29%	30%	29%	30%	28%	27%	19%	34%	29%	33%	29%	20%	28%	*19%*
Have more fun	20%	20%	23%	21%	30%	17%	21%	22%	16%	18%	22%	18%	30%	-
Spend more time with family	9%	9%	10%	9%	11%	10%	12%	8%	10%	11%	8%	15%	8%	-
Fall in love	5%	5%	6%	5%	17%	4%	8%	3%	0%	2%	10%	2%	17%	-
Other	4%	3%	4%	4%	8%	4%	9%	3%	3%	4%	4%	5%	6%	-
Don't know	3%	3%	3%	3%	-	2%	4%	6%	3%	1%	4%	6%	3%	-
Not applicable - I won't be making any New Year's resolutions for 2011	31%	27%	32%	28%	12%	44%	37%	33%	34%	28%	36%	41%	23%	*24%*

YouGov/ PopCap Survey Results

Sample Size: 2038

Fieldwork: 21st - 23rd December 2010

	Total	Children in Household					
	Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
What is your LEAST favourite month of the year?							
Unweighted Base	2038	1449	271	198	72	541	*48*
Base: All GB adults	2038	1403	308	205	78	591	*44*
January	35%	33%	37%	43%	30%	38%	*39%*
February	13%	14%	12%	11%	7%	11%	*5%*
March	2%	2%	2%	3%	6%	3%	*3%*
April	1%	1%	0%	-	-	0%	-
May	0%	1%	-	-	-	-	-
June	0%	0%	0%	-	-	0%	*1%*
July	1%	1%	0%	1%	-	0%	-
August	2%	2%	4%	2%	3%	3%	*2%*
September	1%	1%	3%	3%	3%	3%	-
October	1%	1%	2%	1%	-	1%	*1%*
November	5%	6%	3%	4%	3%	3%	*4%*
December	8%	8%	6%	7%	11%	7%	*8%*
Don't know	2%	2%	2%	1%	4%	2%	-
Not applicable - I don't have a least favourite month	28%	29%	28%	24%	34%	28%	*37%*
Which, if any, of the following New Year's resolutions do you plan to make for 2011? (Please tick all that apply)							
Unweighted Base	2038	1449	271	198	72	541	*48*
Base: All GB adults	2038	1403	308	205	78	591	*44*
Quit smoking	5%	6%	6%	5%	2%	5%	-
Save money	28%	26%	36%	35%	22%	34%	*26%*
Lose weight/ get fit	42%	42%	40%	46%	46%	43%	*34%*
Boost my career	14%	11%	21%	19%	18%	20%	*5%*
Get savvy about technology	3%	3%	1%	1%	4%	1%	*11%*
Reduce stress and enjoy life more	29%	28%	29%	36%	36%	32%	*29%*
Have more fun	20%	19%	24%	24%	23%	24%	*23%*
Spend more time with family	9%	8%	9%	19%	9%	13%	*13%*
Fall in love	5%	5%	6%	7%	3%	6%	-
Other	4%	4%	4%	3%	1%	3%	-
Don't know	3%	2%	4%	3%	8%	4%	*8%*
Not applicable - I won't be making any New Year's resolutions for 2011	31%	34%	25%	23%	20%	24%	*31%*

YouGov/ PopCap Survey Results

Sample Size: 2038

Fieldwork: 21st - 23rd December 2010

	Total	Government Region						
	Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
What is your LEAST favourite month of the year?								
Unweighted Base	2038	76	241	168	156	130	210	250
Base: All GB adults	2038	80	255	166	178	156	196	261
January	35%	29%	34%	36%	36%	37%	36%	33%
February	13%	9%	14%	14%	15%	12%	17%	9%
March	2%	3%	2%	3%	3%	0%	1%	2%
April	1%	-	1%	-	3%	1%	1%	1%
May	0%	-	-	-	-	2%	1%	-
June	0%	-	-	1%	-	1%	-	0%
July	1%	4%	1%	0%	0%	-	1%	0%
August	2%	2%	1%	4%	1%	3%	1%	4%
September	1%	4%	1%	1%	-	3%	1%	2%
October	1%	-	1%	1%	1%	1%	0%	3%
November	5%	12%	7%	7%	5%	5%	4%	6%
December	8%	10%	9%	6%	6%	10%	9%	5%
Don't know	2%	1%	1%	3%	3%	1%	-	2%
Not applicable - I don't have a least favourite month	28%	25%	29%	25%	26%	24%	28%	33%
Which, if any, of the following New Year's resolutions do you plan to make for 2011? (Please tick all that apply)								
Unweighted Base	2038	76	241	168	156	130	210	250
Base: All GB adults	2038	80	255	166	178	156	196	261
Quit smoking	5%	2%	3%	5%	6%	2%	4%	8%
Save money	28%	25%	33%	24%	24%	27%	29%	28%
Lose weight/ get fit	42%	30%	48%	42%	42%	38%	42%	42%
Boost my career	14%	14%	11%	13%	15%	12%	13%	19%
Get savvy about technology	3%	3%	2%	2%	4%	6%	2%	2%
Reduce stress and enjoy life more	29%	21%	35%	27%	31%	22%	24%	32%
Have more fun	20%	21%	25%	24%	17%	15%	12%	24%
Spend more time with family	9%	7%	14%	9%	11%	3%	8%	14%
Fall in love	5%	5%	6%	6%	2%	6%	5%	8%
Other	4%	1%	3%	4%	1%	5%	4%	6%
Don't know	3%	3%	1%	5%	2%	4%	3%	4%
Not applicable - I won't be making any New Year's resolutions for 2011	31%	48%	27%	29%	35%	33%	32%	25%

YouGov/ PopCap Survey Results

Sample Size: 2038

Fieldwork: 21st - 23rd December 2010

	Total	Government Region			
	Base	South East	South West	Wales	Scotland
What is your LEAST favourite month of the year?					
Unweighted Base	2038	292	187	126	202
Base: All GB adults	2038	288	178	102	177
January	35%	35%	34%	41%	32%
February	13%	12%	15%	12%	10%
March	2%	4%	1%	3%	2%
April	1%	1%	0%	-	1%
May	0%	0%	-	1%	0%
June	0%	0%	-	-	0%
July	1%	1%	1%	-	1%
August	2%	3%	0%	1%	0%
September	1%	1%	4%	2%	1%
October	1%	1%	-	1%	3%
November	5%	6%	4%	1%	5%
December	8%	8%	4%	10%	12%
Don't know	2%	2%	4%	1%	0%
Not applicable - I don't have a least favourite month	28%	27%	32%	28%	32%
Which, if any, of the following New Year's resolutions do you plan to make for 2011? (Please tick all that apply)					
Unweighted Base	2038	292	187	126	202
Base: All GB adults	2038	288	178	102	177
Quit smoking	5%	6%	4%	11%	8%
Save money	28%	29%	28%	32%	26%
Lose weight/ get fit	42%	45%	43%	42%	40%
Boost my career	14%	12%	15%	20%	9%
Get savvy about technology	3%	2%	2%	5%	5%
Reduce stress and enjoy life more	29%	29%	32%	37%	22%
Have more fun	20%	22%	27%	21%	15%
Spend more time with family	9%	9%	8%	10%	6%
Fall in love	5%	7%	6%	4%	2%
Other	4%	4%	5%	1%	5%
Don't know	3%	4%	1%	1%	4%
Not applicable - I won't be making any New Year's resolutions for 2011	31%	29%	31%	34%	33%

YouGov/ PopCap Survey Results

Sample Size: 2038

Fieldwork: 21st - 23rd December 2010

	Total	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
And which ONE of these New Year's resolutions is your TOP priority for 2011?																	
Unweighted Base	1283	544	739	108	210	267	234	464	810	473	300	176	128	174	309	76	120
Base: All GB adults who plan to make a New Year's resolution	1351	621	730	208	240	288	232	383	772	578	333	211	128	187	314	66	111
Quit smoking	5%	5%	5%	3%	6%	5%	6%	5%	5%	5%	4%	3%	5%	4%	4%	14%	12%
Save money	15%	15%	15%	29%	19%	12%	11%	9%	13%	17%	17%	12%	20%	11%	15%	12%	15%
Lose weight/ Keep fit	38%	35%	41%	28%	33%	42%	41%	42%	39%	36%	40%	44%	40%	31%	38%	27%	38%
Boost you career	8%	10%	6%	15%	14%	5%	8%	1%	7%	8%	4%	8%	8%	15%	6%	13%	5%
Get savy about technology	1%	1%	1%	-	0%	1%	-	1%	1%	0%	0%	1%	-	0%	-	-	3%
Reduce stress and enjoy life more	18%	18%	18%	8%	14%	17%	22%	24%	19%	17%	17%	17%	17%	17%	22%	21%	11%
Have more fun	5%	6%	5%	8%	4%	4%	5%	6%	5%	6%	5%	5%	3%	7%	5%	4%	7%
Spend time with family	4%	4%	5%	1%	3%	7%	3%	5%	5%	4%	5%	4%	2%	6%	3%	4%	3%
Fall in love	2%	2%	2%	2%	4%	2%	2%	1%	2%	2%	2%	1%	2%	4%	3%	1%	-
Other	3%	3%	3%	3%	1%	4%	1%	4%	3%	3%	4%	2%	3%	3%	2%	-	5%
Don't know	1%	2%	1%	3%	2%	2%	0%	1%	1%	2%	1%	1%	0%	2%	2%	3%	-
In total, how many New Year's resolutions will you make for 2011? (Please give your BEST estimate)																	
Unweighted Base	1283	544	739	108	210	267	234	464	810	473	300	176	128	174	309	76	120
Base: All GB adults who plan to make a New Year's resolution	1351	621	730	208	240	288	232	383	772	578	333	211	128	187	314	66	111
1	29%	28%	29%	20%	21%	30%	34%	34%	28%	29%	29%	34%	33%	23%	26%	30%	28%
2	24%	23%	25%	19%	29%	23%	24%	25%	27%	21%	27%	20%	28%	19%	24%	21%	30%
3	16%	12%	19%	17%	14%	14%	15%	17%	17%	14%	12%	13%	14%	18%	21%	13%	16%
4	4%	3%	5%	5%	4%	4%	5%	3%	4%	4%	3%	4%	3%	6%	4%	2%	7%
5	5%	5%	4%	7%	6%	6%	2%	3%	4%	5%	5%	4%	2%	7%	4%	4%	5%
6	1%	1%	2%	3%	2%	2%	1%	0%	1%	2%	1%	2%	1%	2%	1%	4%	-
7	0%	0%	0%	1%	1%	-	0%	0%	0%	0%	0%	0%	-	-	1%	1%	-
8	0%	0%	0%	1%	-	-	-	0%	-	1%	-	-	-	1%	1%	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	0%	0%	0%	-	0%	0%	-	-	0%	-	-	-	1%	1%	-	-	-
More than 10	1%	1%	0%	2%	1%	-	0%	0%	1%	1%	2%	-	-	-	0%	-	1%
Don't know	20%	25%	16%	25%	22%	21%	19%	17%	18%	23%	20%	23%	18%	24%	18%	27%	13%

YouGov/ PopCap Survey Results

Sample Size: 2038

Fieldwork: 21st - 23rd December 2010

	Total	Working Status							Marital Status					
	Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused
And which ONE of these New Year's resolutions is your TOP priority for 2011?														
Unweighted Base	1283	688	192	880	53	223	*32*	95	679	156	126	*30*	285	*7*
Base: All GB adults who plan to make a New Year's resolution	1351	755	183	939	82	198	*32*	100	645	173	118	*25*	383	*6*
Quit smoking	5%	5%	3%	5%	5%	6%	*4%*	4%	4%	7%	8%	*5%*	5%	-
Save money	15%	17%	18%	17%	10%	8%	*15%*	9%	12%	16%	11%	*9%*	19%	*58%*
Lose weight/ Keep fit	38%	39%	33%	38%	38%	38%	*29%*	45%	44%	39%	31%	*35%*	30%	*31%*
Boost you career	8%	8%	10%	8%	18%	1%	*18%*	4%	4%	9%	4%	-	15%	-
Get savy about technology	1%	1%	0%	1%	-	1%	-	1%	0%	1%	2%	-	-	*11%*
Reduce stress and enjoy life more	18%	16%	16%	16%	14%	27%	*13%*	23%	22%	18%	21%	*27%*	10%	-
Have more fun	5%	5%	7%	5%	5%	7%	*6%*	6%	4%	2%	10%	*8%*	8%	-
Spend time with family	4%	4%	6%	4%	1%	6%	*6%*	5%	5%	4%	5%	*13%*	2%	-
Fall in love	2%	3%	2%	3%	-	1%	*3%*	-	-	1%	5%	*3%*	5%	-
Other	3%	2%	3%	3%	5%	3%	*5%*	3%	3%	2%	3%	-	3%	-
Don't know	1%	1%	2%	2%	5%	1%	-	-	1%	-	-	-	3%	-
In total, how many New Year's resolutions will you make for 2011? (Please give your BEST estimate)														
Unweighted Base	1283	688	192	880	53	223	*32*	95	679	156	126	*30*	285	*7*
Base: All GB adults who plan to make a New Year's resolution	1351	755	183	939	82	198	*32*	100	645	173	118	*25*	383	*6*
1	29%	28%	31%	28%	14%	31%	*29%*	37%	36%	22%	27%	*34%*	19%	*35%*
2	24%	25%	27%	25%	21%	21%	*22%*	20%	24%	31%	31%	*21%*	19%	*32%*
3	16%	15%	15%	15%	22%	19%	*15%*	10%	14%	12%	16%	*20%*	19%	-
4	4%	4%	5%	4%	5%	3%	*2%*	3%	4%	5%	6%	*4%*	4%	-
5	5%	4%	3%	4%	8%	5%	*12%*	4%	3%	6%	3%	-	8%	-
6	1%	1%	3%	1%	-	2%	-	3%	1%	1%	1%	-	3%	-
7	0%	0%	0%	0%	-	-	*3%*	-	0%	1%	1%	-	0%	-
8	0%	1%	-	0%	-	-	-	-	0%	-	-	-	1%	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	0%	0%	-	0%	-	-	-	-	-	1%	-	-	0%	-
More than 10	1%	1%	-	1%	2%	1%	-	2%	-	2%	-	-	2%	-
Don't know	20%	21%	16%	20%	29%	19%	*17%*	21%	18%	20%	16%	*22%*	26%	*33%*

YouGov/ PopCap Survey Results

Sample Size: 2038

Fieldwork: 21st - 23rd December 2010

	Total	Children in Household					
	Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
And which ONE of these New Year's resolutions is your TOP priority for 2011?							
Unweighted Base	1283	884	177	141	52	370	*29*
Base: All GB adults who plan to make a New Year's resolution	1351	897	218	152	56	426	*27*
Quit smoking	5%	6%	6%	2%	3%	4%	-
Save money	15%	14%	16%	17%	11%	16%	*27%*
Lose weight/ Keep fit	38%	40%	33%	34%	37%	34%	*29%*
Boost you career	8%	6%	12%	9%	11%	11%	*4%*
Get savy about technology	1%	1%	-	-	3%	0%	*5%*
Reduce stress and enjoy life more	18%	18%	14%	22%	20%	18%	*27%*
Have more fun	5%	6%	4%	3%	4%	3%	*5%*
Spend time with family	4%	3%	6%	7%	5%	6%	*3%*
Fall in love	2%	2%	2%	3%	-	2%	-
Other	3%	3%	5%	2%	1%	3%	-
Don't know	1%	1%	3%	2%	4%	3%	-
In total, how many New Year's resolutions will you make for 2011? (Please give your BEST estimate)							
Unweighted Base	1283	884	177	141	52	370	*29*
Base: All GB adults who plan to make a New Year's resolution	1351	897	218	152	56	426	*27*
1	29%	29%	26%	30%	35%	29%	*23%*
2	24%	26%	23%	15%	23%	20%	*27%*
3	16%	16%	14%	19%	9%	15%	*10%*
4	4%	4%	4%	7%	3%	5%	-
5	5%	4%	7%	5%	2%	5%	*10%*
6	1%	0%	3%	3%	3%	3%	*3%*
7	0%	0%	1%	-	1%	1%	-
8	0%	0%	-	-	-	-	-
9	-	-	-	-	-	-	-
10	0%	0%	-	1%	-	0%	-
More than 10	1%	1%	2%	0%	-	1%	-
Don't know	20%	20%	21%	21%	23%	21%	*27%*

YouGov/ PopCap Survey Results

Sample Size: 2038

Fieldwork: 21st - 23rd December 2010

	Total	Government Region						
	Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
And which ONE of these New Year's resolutions is your TOP priority for 2011?								
Unweighted Base	1283	*32*	163	105	95	81	128	174
Base: All GB adults who plan to make a New Year's resolution	1351	*39*	185	108	113	98	128	187
Quit smoking	5%	*3%*	3%	5%	4%	2%	5%	4%
Save money	15%	*31%*	16%	13%	10%	14%	20%	11%
Lose weight/ Keep fit	38%	*28%*	43%	41%	44%	44%	40%	31%
Boost you career	8%	*4%*	3%	7%	8%	9%	8%	15%
Get savy about technology	1%	-	0%	-	2%	1%	-	0%
Reduce stress and enjoy life more	18%	*18%*	17%	17%	16%	19%	17%	17%
Have more fun	5%	*10%*	5%	5%	6%	5%	3%	7%
Spend time with family	4%	*2%*	6%	5%	7%	1%	2%	6%
Fall in love	2%	*3%*	2%	2%	1%	1%	2%	4%
Other	3%	*2%*	3%	5%	1%	4%	3%	3%
Don't know	1%	-	2%	-	1%	1%	0%	2%
In total, how many New Year's resolutions will you make for 2011? (Please give your BEST estimate)								
Unweighted Base	1283	*32*	163	105	95	81	128	174
Base: All GB adults who plan to make a New Year's resolution	1351	*39*	185	108	113	98	128	187
1	29%	*24%*	27%	34%	27%	42%	33%	23%
2	24%	*41%*	29%	19%	26%	13%	28%	19%
3	16%	*11%*	13%	10%	17%	8%	14%	18%
4	4%	-	2%	6%	6%	2%	3%	6%
5	5%	*3%*	8%	2%	3%	5%	2%	7%
6	1%	*6%*	0%	1%	2%	2%	1%	2%
7	0%	*3%*	-	-	1%	-	-	-
8	0%	-	-	-	-	-	-	1%
9	-	-	-	-	-	-	-	-
10	0%	-	-	-	-	-	1%	1%
More than 10	1%	-	3%	1%	-	-	-	-
Don't know	20%	*13%*	18%	27%	19%	28%	18%	24%

YouGov/ PopCap Survey Results

Sample Size: 2038

Fieldwork: 21st - 23rd December 2010

	Total	Government Region			
	Base	South East	South West	Wales	Scotland
And which ONE of these New Year's resolutions is your TOP priority for 2011?					
Unweighted Base	1283	189	120	76	120
Base: All GB adults who plan to make a New Year's resolution	1351	194	120	66	111
Quit smoking	5%	4%	2%	14%	12%
Save money	15%	18%	10%	12%	15%
Lose weight/ Keep fit	38%	41%	32%	27%	38%
Boost you career	8%	3%	10%	13%	5%
Get savy about technology	1%	-	-	-	3%
Reduce stress and enjoy life more	18%	21%	24%	21%	11%
Have more fun	5%	5%	6%	4%	7%
Spend time with family	4%	3%	4%	4%	3%
Fall in love	2%	2%	3%	1%	-
Other	3%	1%	4%	-	5%
Don't know	1%	1%	5%	3%	-
In total, how many New Year's resolutions will you make for 2011? (Please give your BEST estimate)					
Unweighted Base	1283	189	120	76	120
Base: All GB adults who plan to make a New Year's resolution	1351	194	120	66	111
1	29%	24%	30%	30%	28%
2	24%	26%	19%	21%	30%
3	16%	20%	22%	13%	16%
4	4%	4%	4%	2%	7%
5	5%	2%	6%	4%	5%
6	1%	2%	-	4%	-
7	0%	1%	-	1%	-
8	0%	1%	-	-	-
9	-	-	-	-	-
10	0%	-	-	-	-
More than 10	1%	1%	-	-	1%
Don't know	20%	19%	18%	27%	13%

YouGov/ PopCap Survey Results

Sample Size: 2038

Fieldwork: 21st - 23rd December 2010

	Total	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Thinking about New Year's resolutions that require willpower..																	
Which, if any, of the following techniques will you employ or have you employed to keep your resolutions? (Please tick all that apply)																	
Unweighted Base	2038	939	1099	131	287	353	395	872	1226	812	485	286	210	250	479	126	202
Base: All GB adults	2038	978	1060	245	328	372	380	713	1121	917	501	334	196	261	467	102	177
Distracted myself	8%	6%	10%	12%	7%	11%	7%	7%	9%	8%	9%	9%	10%	6%	9%	9%	4%
Got support from people around me	19%	15%	22%	20%	23%	18%	18%	17%	20%	17%	20%	19%	17%	18%	17%	25%	18%
Used a social networking website to rally support (e.g. Twitter, Facebook etc.)	1%	1%	2%	3%	1%	2%	2%	0%	1%	2%	1%	2%	1%	1%	1%	1%	3%
Went to a support group	4%	2%	6%	2%	2%	5%	3%	5%	5%	3%	3%	4%	4%	4%	4%	5%	2%
Made a bet with a friend	4%	4%	4%	8%	8%	5%	3%	2%	5%	4%	4%	3%	3%	5%	5%	2%	6%
Promised myself a reward if I succeed	19%	18%	20%	25%	20%	27%	14%	15%	19%	19%	22%	17%	19%	17%	17%	23%	19%
Other	6%	5%	6%	6%	4%	7%	5%	5%	6%	5%	5%	2%	7%	7%	7%	3%	6%
Don't know/ can't recall	23%	23%	23%	28%	28%	21%	20%	22%	25%	21%	20%	23%	21%	28%	27%	18%	19%
Not applicable - I've never made a New Year's resolution	34%	40%	29%	23%	29%	27%	38%	42%	30%	39%	34%	38%	35%	31%	32%	36%	36%
And which, if any, of the following have you ever used to distract yourself in order to keep your New Year's resolutions? (Please tick all that apply)																	
Unweighted Base	1312	543	769	100	202	259	246	505	828	484	307	182	131	169	321	76	126
All GB Adults who have made a New Year's resolution	1342	591	751	187	233	270	235	416	780	562	331	207	126	181	318	65	113
Read books and/ or magazines	23%	18%	27%	24%	16%	20%	29%	26%	23%	23%	28%	22%	25%	15%	23%	28%	18%
Played online	10%	9%	10%	18%	8%	10%	9%	8%	8%	13%	12%	8%	11%	7%	10%	12%	9%
Exercised	28%	27%	28%	28%	27%	29%	31%	24%	28%	27%	32%	30%	24%	19%	27%	27%	27%
Met up with friends	15%	11%	18%	29%	18%	12%	10%	11%	14%	16%	13%	17%	20%	15%	11%	8%	20%
Watched TV	18%	16%	19%	22%	17%	20%	15%	16%	17%	19%	21%	11%	23%	14%	17%	17%	21%
Listened to music	17%	20%	15%	26%	20%	12%	16%	17%	15%	20%	22%	13%	20%	14%	18%	13%	16%
Other	5%	5%	5%	1%	3%	6%	5%	6%	5%	4%	6%	2%	6%	5%	5%	7%	3%
Don't know/ can't recall	27%	29%	25%	30%	32%	27%	25%	25%	26%	29%	21%	28%	23%	33%	31%	28%	28%
Not applcable - I have never used anything to distract myself in order to keep my New Year's resolutions	19%	21%	18%	18%	21%	18%	17%	21%	23%	15%	18%	17%	23%	23%	19%	15%	20%

YouGov/ PopCap Survey Results

Sample Size: 2038

Fieldwork: 21st - 23rd December 2010

	Total	Working Status							Marital Status					
	Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused
Thinking about New Year's resolutions that require willpower..														
Which, if any, of the following techniques will you employ or have you employed to keep your resolutions? (Please tick all that apply)														
Unweighted Base	2038	1025	298	1323	62	436	53	164	1131	223	211	54	410	9
Base: All GB adults	2038	1080	281	1361	94	366	54	164	1032	244	194	47	513	8
Distracted myself	8%	7%	8%	7%	21%	9%	12%	8%	6%	9%	12%	16%	10%	-
Got support from people around me	19%	20%	17%	19%	24%	18%	11%	16%	20%	20%	16%	16%	17%	8%
Used a social networking website to rally support (e.g. Twitter, Facebook etc.)	1%	1%	1%	1%	5%	-	2%	1%	1%	2%	1%	-	1%	-
Went to a support group	4%	3%	4%	3%	2%	6%	4%	4%	5%	2%	3%	8%	2%	-
Made a bet with a friend	4%	6%	3%	5%	5%	2%	3%	2%	3%	4%	3%	2%	7%	-
Promised myself a reward if I succeed	19%	20%	19%	20%	29%	14%	16%	19%	19%	19%	16%	7%	21%	27%
Other	6%	5%	8%	6%	3%	5%	6%	8%	5%	7%	4%	6%	6%	-
Don't know/ can't recall	23%	24%	22%	24%	20%	21%	27%	21%	20%	26%	25%	15%	27%	38%
Not applicable - I've never made a New Year's resolution	34%	32%	32%	32%	26%	42%	34%	41%	37%	33%	34%	42%	29%	27%
And which, if any, of the following have you ever used to distract yourself in order to keep your New Year's resolutions? (Please tick all that apply)														
Unweighted Base	1312	691	197	888	45	246	36	97	702	149	138	32	284	7
All GB Adults who have made a New Year's resolution	1342	736	190	926	69	214	36	97	652	164	128	27	364	6
Read books and/ or magazines	23%	21%	25%	22%	35%	28%	14%	20%	23%	22%	26%	38%	22%	11%
Played online	10%	9%	8%	9%	25%	8%	10%	14%	7%	10%	13%	15%	13%	12%
Exercised	28%	29%	27%	29%	37%	25%	24%	18%	29%	24%	28%	19%	27%	30%
Met up with friends	15%	14%	13%	14%	37%	14%	5%	10%	10%	16%	13%	13%	22%	19%
Watched TV	18%	16%	18%	17%	27%	17%	18%	18%	14%	22%	23%	24%	19%	11%
Listened to music	17%	17%	16%	17%	39%	16%	13%	11%	15%	20%	12%	11%	23%	-
Other	5%	5%	4%	4%	4%	6%	3%	9%	6%	3%	3%	3%	4%	-
Don't know/ can't recall	27%	28%	27%	28%	23%	23%	50%	24%	25%	31%	32%	28%	29%	22%
Not applcable - I have never used anything to distract myself in order to keep my New Year's resolutions	19%	19%	20%	19%	9%	22%	13%	23%	20%	15%	15%	16%	21%	36%

YouGov/ PopCap Survey Results

Sample Size: 2038

Fieldwork: 21st - 23rd December 2010

	Total	Children in Household					
	Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
Thinking about New Year's resolutions that require willpower..							
Which, if any, of the following techniques will you employ or have you employed to keep your resolutions? (Please tick all that apply)							
Unweighted Base	2038	1449	271	198	72	541	*48*
Base: All GB adults	2038	1403	308	205	78	591	*44*
Distracted myself	8%	9%	8%	8%	7%	8%	*5%*
Got support from people around me	19%	18%	20%	20%	17%	20%	*15%*
Used a social networking website to rally support (e.g. Twitter, Facebook etc.)	1%	1%	2%	3%	1%	2%	-
Went to a support group	4%	4%	3%	6%	-	4%	-
Made a bet with a friend	4%	3%	8%	5%	7%	7%	*2%*
Promised myself a reward if I succeed	19%	18%	21%	18%	21%	20%	*25%*
Other	6%	6%	4%	5%	10%	5%	*4%*
Don't know/ can't recall	23%	23%	20%	23%	33%	23%	*23%*
Not applicable - I've never made a New Year's resolution	34%	36%	33%	29%	23%	30%	*41%*
And which, if any, of the following have you ever used to distract yourself in order to keep your New Year's resolutions? (Please tick all that apply)							
Unweighted Base	1312	917	172	139	54	365	*30*
All GB Adults who have made a New Year's resolution	1342	904	205	146	60	412	*26*
Read books and/ or magazines	23%	23%	23%	27%	12%	23%	*16%*
Played online	10%	8%	12%	17%	10%	14%	*10%*
Exercised	28%	27%	29%	33%	21%	29%	*21%*
Met up with friends	15%	14%	22%	11%	13%	17%	*20%*
Watched TV	18%	17%	18%	20%	13%	18%	*13%*
Listened to music	17%	18%	20%	12%	14%	16%	*11%*
Other	5%	5%	5%	4%	9%	5%	-
Don't know/ can't recall	27%	28%	20%	30%	34%	26%	*31%*
Not applcable - I have never used anything to distract myself in order to keep my New Year's resolutions	19%	20%	23%	11%	19%	18%	*18%*

YouGov/ PopCap Survey Results

Sample Size: 2038

Fieldwork: 21st - 23rd December 2010

	Total	Government Region						
	Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
Thinking about New Year's resolutions that require willpower..								
Which, if any, of the following techniques will you employ or have you employed to keep your resolutions? (Please tick all that apply)								
Unweighted Base	2038	76	241	168	156	130	210	250
Base: All GB adults	2038	80	255	166	178	156	196	261
Distracted myself	8%	7%	12%	5%	7%	11%	10%	6%
Got support from people around me	19%	21%	18%	21%	25%	13%	17%	18%
Used a social networking website to rally support (e.g. Twitter, Facebook etc.)	1%	1%	1%	1%	1%	2%	1%	1%
Went to a support group	4%	9%	3%	1%	5%	2%	4%	4%
Made a bet with a friend	4%	3%	6%	3%	5%	1%	3%	5%
Promised myself a reward if I succeed	19%	19%	23%	21%	16%	17%	19%	17%
Other	6%	3%	6%	5%	1%	3%	7%	7%
Don't know/ can't recall	23%	13%	19%	25%	18%	30%	21%	28%
Not applicable - I've never made a New Year's resolution	34%	56%	29%	31%	40%	36%	35%	31%
And which, if any, of the following have you ever used to distract yourself in order to keep your New Year's resolutions? (Please tick all that apply)								
Unweighted Base	1312	*31*	163	113	96	86	131	169
All GB Adults who have made a New Year's resolution	1342	*36*	181	115	107	100	126	181
Read books and/ or magazines	23%	*45%*	28%	24%	22%	21%	25%	15%
Played online	10%	*29%*	10%	9%	6%	11%	11%	7%
Exercised	28%	*44%*	29%	35%	34%	26%	24%	19%
Met up with friends	15%	*18%*	12%	13%	22%	13%	20%	15%
Watched TV	18%	*41%*	20%	16%	8%	15%	23%	14%
Listened to music	17%	*30%*	21%	20%	13%	12%	20%	14%
Other	5%	*6%*	8%	4%	3%	2%	6%	5%
Don't know/ can't recall	27%	*25%*	19%	22%	28%	28%	23%	33%
Not applcable - I have never used anything to distract myself in order to keep my New Year's resolutions	19%	*10%*	18%	22%	9%	25%	23%	23%

YouGov/ PopCap Survey Results

Sample Size: 2038

Fieldwork: 21st - 23rd December 2010

	Total	Government Region			
	Base	South East	South West	Wales	Scotland
Thinking about New Year's resolutions that require willpower..					
Which, if any, of the following techniques will you employ or have you employed to keep your resolutions? (Please tick all that apply)					
Unweighted Base	2038	292	187	126	202
Base: All GB adults	2038	288	178	102	177
Distracted myself	8%	8%	11%	9%	4%
Got support from people around me	19%	15%	20%	25%	18%
Used a social networking website to rally support (e.g. Twitter, Facebook etc.)	1%	0%	2%	1%	3%
Went to a support group	4%	3%	6%	5%	2%
Made a bet with a friend	4%	4%	7%	2%	6%
Promised myself a reward if I succeed	19%	16%	19%	23%	19%
Other	6%	6%	9%	3%	6%
Don't know/ can't recall	23%	30%	21%	18%	19%
Not applicable - I've never made a New Year's resolution	34%	33%	30%	36%	36%
And which, if any, of the following have you ever used to distract yourself in order to keep your New Year's resolutions? (Please tick all that apply)					
Unweighted Base	1312	195	126	76	126
All GB Adults who have made a New Year's resolution	1342	193	125	65	113
Read books and/ or magazines	23%	18%	30%	28%	18%
Played online	10%	7%	15%	12%	9%
Exercised	28%	27%	27%	27%	27%
Met up with friends	15%	11%	12%	8%	20%
Watched TV	18%	15%	21%	17%	21%
Listened to music	17%	16%	21%	13%	16%
Other	5%	3%	8%	7%	3%
Don't know/ can't recall	27%	35%	25%	28%	28%
Not applcable - I have never used anything to distract myself in order to keep my New Year's resolutions	19%	19%	20%	15%	20%