

Australia	Germany	Hong Kong	Malaysia	Singapore	Sweden	France	UK	US
Total	Total	Total	Total	Total	Total	Total	Total	Total
Base	Base	Base	Base	Base	Base	Base	Base	Base

Thinking about New Year's Resolutions for next year (i.e. 2016)...\*\*How many New Year's Resolutions are you planning to make next year?

Unweighted base	1017	2013	750	1001	1025	1012	1012	2129	1157
Base: All country adults	1017	2013	750	1001	1025	1012	1012	2129	1137
1	22%	11%	13%	11%	16%	13%	14%	12%	13%
2	13%	13%	20%	16%	19%	6%	14%	7%	10%
3	7%	8%	18%	16%	17%	2%	5%	3%	6%
4	2%	1%	7%	3%	2%	0%	2%	1%	1%
5	1%	1%	4%	5%	3%	0%	1%	1%	2%
More than 5	1%	1%	5%	10%	5%	0%	3%	1%	2%
Don't know	17%	9%	17%	24%	20%	10%	28%	13%	18%
Not applicable - I am not planning to make any New Year's Resolutions for next year	38%	56%	16%	15%	20%	68%	33%	63%	50%

Still thinking about New Year's Resolutions for next year (i.e. 2016)...\*\* Which, if any, of the following New Year's resolutions are you planning to make for next year? (Please select all that apply)

Unweighted base	631	877	633	846	819	326	674	704	562
Base: All country adults who are planning to make NY resolutions for next year	633	892	634	848	824	326	673	794	573
Lose weight	31%	39%	26%	33%	30%	26%	31%	40%	33%
Get fit	28%	27%	28%	40%	35%	22%	25%	26%	21%
Give up smoking	9%	10%	5%	4%	4%	7%	16%	8%	8%
Eat more healthily	23%	26%	26%	34%	28%	22%	20%	24%	28%
Save money/ spend less	32%	26%	48%	57%	51%	18%	22%	21%	32%
Stop drinking alcohol/ drink less alcohol	8%	6%	3%	4%	3%	3%	5%	7%	4%
See more of friends/ family	17%	18%	18%	26%	18%	14%	16%	13%	13%
Volunteer/ help others more	8%	4%	10%	18%	14%	5%	8%	5%	9%
Support/ raise money for a charity	4%	2%	8%	10%	3%	2%	2%	3%	3%
Get a better work life balance	10%	10%	22%	36%	25%	6%	14%	11%	8%
Learn a new skill (e.g. learn a new language)	12%	12%	22%	32%	24%	8%	12%	9%	8%
Change jobs	9%	9%	19%	16%	14%	4%	8%	7%	7%
Take up a new hobby	7%	7%	13%	15%	10%	5%	7%	7%	8%
Other	14%	14%	9%	12%	14%	15%	9%	8%	14%
Don't know/ undecided	5%	6%	3%	4%	3%	13%	11%	11%	13%

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Total	Total	Total	Total	Total	Total	Total	Total	Total
Base	Base	Base	Base	Base	Base	Base	Base	Base

CIN\_q3. How long do you think it will be before you break \*\*any\*\* of your New Year's resolutions? (Please select the option that best applies)

Unweighted base	631	877	633	846	819	326	674	704	562
Base: All country adults who are planning to make NY resolutions for next year	633	892	634	848	824	326	673	794	573
On the same day	4%	4%	5%	2%	2%	2%	5%	3%	4%
Within a few days	6%	6%	6%	3%	3%	5%	8%	6%	6%
Within the first week	7%	4%	5%	3%	4%	1%	9%	7%	4%
Within two weeks	5%	6%	9%	4%	3%	6%	3%	6%	5%
Within the first month	8%	9%	8%	9%	8%	7%	6%	13%	9%
Within 3 months	12%	10%	15%	12%	15%	10%	8%	10%	12%
Within 6 months	4%	8%	10%	13%	10%	4%	5%	3%	6%
Within 12 months	4%	5%	10%	16%	10%	3%	2%	3%	2%
Don't know	31%	30%	25%	32%	33%	33%	39%	32%	35%
Not applicable - I don't think I will break any New Year's resolutions in 2016	19%	18%	7%	7%	11%	29%	15%	17%	18%

For the following question, by "main" New Year's Resolution, we mean the Resolution that is most important to you.\*\*How long, if at all, do you think it will take you to break your \*\*MAIN\*\* New Year's Resolutions? (Please select the option that best applies)

Unweighted base	416	583	435	480	527	193	571
Base: All country adults who are planning to make more than one NY resolution for next year	412	589	439	481	521	192	571
On the same day	5%	4%	5%	3%	4%	3%	6%
Within a few days	7%	4%	9%	6%	5%	4%	10%
Within the first week	5%	7%	10%	6%	5%	2%	10%
Within two weeks	7%	6%	11%	4%	7%	9%	4%
Within the first month	11%	9%	11%	14%	10%	12%	7%
Within 3 months	15%	12%	16%	17%	18%	9%	9%
Within 6 months	5%	9%	11%	18%	15%	6%	6%
Within 12 months	5%	5%	8%	8%	9%	3%	3%
Don't know	26%	30%	17%	23%	23%	27%	46%