

## New Year Resolutions Statistics

- About 40 to 45% of American adults make one or more New Year's resolutions each year.<sup>1</sup>
- Most popular resolutions include weight loss, exercise, quitting smoking and money management /debt reduction.<sup>1</sup>
- According to a 2009 poll, 19% of people's resolutions were to lose weight.<sup>3</sup>
- 12% of people's resolutions were to quit smoking.<sup>3</sup>
- 10% of people wanted to exercise more.<sup>3</sup>
- About 67% of people make 3 or more resolutions each year.<sup>1</sup>
- About one in five people (20%) are able to stick to their resolution.<sup>2</sup>
- Three in five people (60%) drop their resolution within six months.<sup>2</sup>
- In 2008, 65% of people kept their resolution for at least part of the year.<sup>3</sup>
- In 2008, 35% of people didn't even successfully begin their proposed resolutions.<sup>3</sup>
- Research shows that people who explicitly make resolutions are ten times more likely to attain their goals than people who don't explicitly make resolutions.<sup>4</sup>

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<sup>1</sup> Happywink.org, *New Year Resolutions*, <http://www.happywink.org/newyearfestival/new-year-resolutions.html>

<sup>2</sup> WABI TV5, *Healthy Living: New Year's Resolutions*, <http://www.wabi.tv/news/16704/healthy-living-new-years-resolutions>

<sup>3</sup> TIME Health, *Experts' Advice on Keeping New Year's Resolutions*, <http://www.time.com/time/health/article/0,8599,1950511,00.html>

<sup>4</sup> ProactiveChange.com, *Statistics on top new year's resolutions*, <http://proactivechange.com/resolutions/statistics.htm>