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New Year's Survey Data: Key Findings

NATIONAL

- Nearly seven in 10 (68%) Canadians look to the start of a new year as an opportunity to make a fresh start.
- 69% of Canadians also do not set New Year's resolutions.
- More than half of Canadians (53%) agree that setting goals at the start of the year is important.
- Three quarters (73%) of Canadians eventually break their resolutions.
- Among those who did not make a resolution, 28% mentioned that they believe making resolutions is more of a novelty/tradition than a serious commitment.
- More than two-thirds of Canadians (67%) point out they are likely to set intentions if they knew that intentions were more achievable throughout the year.
- Over eight in ten Canadians (83%) agree that having the right tools and equipment is important to achieve their goals – and the majority (61%) are interested in hearing about opportunities in their communities to help meet their goals.
- Nearly nine in ten Canadians (88%) agree they are looking for ways to improve their well-being. Among those who are likely to set a New Year's intention, the most popular intention is to live a healthier lifestyle (65%). Other intentions include focusing on the positive (53%), spending time with family and friends (40%), being true to oneself (37%), and learning something new (37%).
- Just over half (53%) of Canadians are more likely to achieve their goals if they set them with a 'buddy', and women (56%) are significantly more likely to agree to this than men (49%).

BRITISH COLUMBIA

- Among those who set a New Year's intentions, British Columbians are the second most likely to focus on living a healthy lifestyle (71%) compared to the other regions in Canada.
- Among Canadians that do not keep their New Year's resolutions, British Columbians (31%) are more likely than Atlantic Canadians (21%) to say they break them because they also set goals for themselves throughout the year.
 - Greater Vancouver: residents in the Greater Vancouver who are likely to set a New Year's intention are among the most likely to focus on living a healthy lifestyle (76%).
- Top Intentions: 1. Live a healthy lifestyle, 2. Focus on the positive, 3. Spend time with family and friends

ALBERTA

- Among those who do not keep their New Year's resolutions, Albertans (33%) are the second most likely compared to other regions in Canada to say they do not keep them because 'making resolutions is more of a novelty/tradition than a serious commitment'.
- Among those who set New Year's intentions, more Albertans will focus on living a healthy lifestyle (72%) compared to any other region in Canada.
- Albertans (41%) along with Manitoba and Saskatchewan residents (41%) are also directionally more likely than other regions in Canada to focus on the intention area of 'learning something new'.
- Top Intentions: 1. Live a healthy lifestyle, 2. Focus on the positive, 3. Learn something new

MANITOBA/SASKATCHEWAN

- Among Canadians that do not keep their New Year's resolutions, residents from Saskatchewan/Manitoba (35%) are directionally more likely compared to other regions in Canada to break their resolutions because 'making resolutions is more of a novelty/tradition than a serious commitment'.
- Among Canadians that will set New Year's intentions, residents from Saskatchewan and Manitoba are directionally more likely to set goals related to 'spending time with family and friends' (51%) and learning something new (41%) compared to other regions in Canada.

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- Top Intentions: Live a healthy lifestyle, 2. Focus on the positive, 3. Spend time with family and friends

ONTARIO

- Among those who set a New Year's intentions, Ontarians are directionally more likely to set a goal around staying true to themselves (41%) compared to any other region in Canada.
 - GTA: residents in the Greater Toronto Area who are likely to set a New Year's intentions are directionally more likely to and focus on the positive (68%) compared to other regions in Canada.
 - Residents from the GTA (73%) are directionally more likely to look at the start of the year as an opportunity to make a fresh start, compared to those in Greater Vancouver (69%), Greater Montreal (72%) and Nova Scotia (65%)
- Top Intentions: 1. Live a healthy lifestyle, 2. Focus on the positive, 3. Spend time with family and friends & staying true to oneself.

QUEBEC

- Quebec residents are the most likely (44%) to set New Year's resolutions, compared to BC (25%), Alberta (23%), Manitoba/Sask (33%), Ontario (29%), and the Atlantic (27%).
- Quebec residents who set resolutions are also the most likely to keep them (37%), compared to Alberta (15%), Saskatchewan/Manitoba (19%), and Ontario (22%).
- Quebec residents are more likely to look at the start of the year as a fresh start (74%) compared to residents in BC (64%), Alberta (63%), and Ontario (67%).
 - Greater Montreal Area: Among those who break their New Year's resolutions, residents from the Greater Montreal area (22%) are more likely than residents from the GTA (8%) to say it is because of 'lack of willpower'
 - Residents from Greater Montreal area are more likely to 'strongly agree' (37%) that 'in order to achieve my goals, it is important to have the right equipment and tools to do so' compared to residents from greater Vancouver (22%).
- Top Intentions: 1. Live a healthy lifestyle, 2. Focus on the positive, 3. Be true to self

ATLANTIC CANADA

- Residents from the Atlantic provinces (75%) are directionally more likely to set New Year's intentions compared to those in other regions in Canada.
- Residents from the Atlantic provinces are also directionally more likely to be interested in hearing about different opportunities available in the community to meet their goals (67%).
- Top Intentions: Live a healthy lifestyle, 2. Focus on the positive, 3. Spend time with family and friends.