

YouGov/Weight Watchers Survey Results

Sample Size: 2069

Fieldwork: 20th - 23rd January 2012

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	Northern Ireland

Now thinking about next month (i.e. February 2012)...

Which, if any, of the following things do you think will be on your mind? (Please tick all that apply)

	Unweighted Base	2069	960	1109	220	283	320	353	893	1158	911	495	291	214	231	501	114	173	50
	Base: All UK adults	2069	995	1074	248	322	401	362	737	1138	931	494	331	192	257	459	101	176	58
Miserable weather		44%	41%	47%	42%	39%	41%	45%	48%	44%	44%	47%	40%	40%	49%	42%	40%	48%	35%
Clothes stil not fitting after eating heavily at Christmas		11%	5%	17%	10%	14%	11%	10%	11%	14%	8%	14%	10%	12%	11%	9%	15%	9%	10%
Still paying off the credit card bill from Christmas		14%	14%	14%	8%	17%	22%	16%	10%	16%	12%	11%	9%	16%	18%	17%	11%	15%	19%
Feeling low due to not keeping up my resolution(s) to lose weight		10%	6%	13%	11%	14%	9%	9%	8%	11%	8%	11%	9%	14%	11%	8%	7%	8%	2%
Not reaching my January weight target		8%	6%	11%	7%	9%	13%	6%	7%	10%	7%	8%	9%	9%	9%	10%	5%	5%	11%
Short, cold, dark days		37%	35%	39%	32%	36%	33%	37%	41%	38%	36%	39%	29%	35%	45%	38%	25%	43%	30%
Putting on more weight		14%	9%	19%	17%	15%	13%	14%	14%	15%	13%	15%	14%	11%	13%	17%	11%	11%	10%
Valentine's day		26%	27%	25%	38%	34%	31%	25%	16%	28%	24%	22%	27%	32%	26%	26%	29%	28%	26%
Looking forward to spring		61%	57%	65%	49%	43%	53%	63%	77%	64%	57%	59%	60%	65%	56%	65%	59%	64%	53%
None of these		10%	13%	6%	13%	10%	9%	11%	8%	9%	10%	9%	12%	10%	8%	7%	15%	9%	18%
Don't know		2%	3%	2%	5%	5%	1%	2%	1%	1%	3%	2%	1%	5%	3%	2%	1%	0%	8%

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Which, if any, of the following emotions have you ever felt because you didn't stick to your New Year's resolution(s)? (Please tick all that apply. If you have always stuck to your New Year's resolution(s) please tick the 'Not applicable' option)

	Unweighted Base	1408	571	837	167	236	231	232	542	833	575	337	188	133	170	354	70	121	35
Base: All UK adults who have ever made any New Year's resolution(s) for themselves		1416	607	808	187	270	298	225	436	824	592	339	219	118	191	329	62	121	36
Unhappy with myself	34%	28%	39%	30%	34%	36%	41%	31%	36%	32%	38%	38%	33%	29%	36%	23%	25%	38%	
Satisfied that I tried my best	12%	13%	11%	7%	13%	13%	9%	14%	13%	10%	11%	10%	13%	8%	15%	6%	18%	14%	
Angry with myself	24%	18%	29%	18%	23%	30%	22%	25%	25%	23%	26%	26%	22%	24%	25%	16%	22%	25%	
Motivated to try and start again	19%	18%	20%	18%	21%	20%	15%	19%	20%	17%	20%	20%	19%	23%	16%	19%	16%	25%	
I have failed myself	21%	17%	24%	26%	26%	18%	20%	19%	21%	21%	23%	26%	23%	14%	20%	16%	18%	29%	
It was inevitable	18%	17%	19%	29%	17%	20%	14%	15%	18%	18%	15%	17%	19%	19%	20%	27%	18%	19%	
Indifferent as I am not too bothered about sticking to them	19%	24%	16%	36%	22%	11%	17%	18%	19%	20%	19%	19%	18%	21%	21%	21%	19%	12%	
Other	1%	2%	1%	-	1%	1%	3%	2%	1%	1%	1%	3%	1%	1%	1%	3%	0%	-	
Don't know	8%	10%	6%	6%	8%	9%	10%	7%	7%	8%	8%	3%	10%	8%	9%	7%	12%	12%	
Not applicable - I have always stuck to my New Year's resolution(s)	7%	8%	6%	10%	6%	5%	7%	7%	5%	10%	8%	5%	9%	7%	7%	5%	5%	15%	

Thinking about your New Year's resolution(s) for 2012...

Up until till now, have you broken one or more of the New Year's resolution(s) that you set yourself for 2012? (If you didn't set yourself any resolutions for 2012 please tick the 'Not applicable' option)

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Base: All UK adults who have ever made any New Year's resolution(s) for themselves		1416	607	808	187	270	298	225	436	824	592	339	219	118	191	329	62	121	36
Yes, I have broken one or more resolutions	24%	20%	27%	21%	31%	26%	20%	21%	23%	25%	27%	29%	28%	26%	18%	22%	19%	12%	

All figures, unless otherwise stated, are from YouGov Plc.

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