

# NEW YEAR'S

## — GOALS & RESOLUTIONS —

AARP conducted an online poll to gather data on Americans' thoughts on goals & resolutions in the New Year, the types of changes they are planning to make, as well as how they plan to keep track of their changes as they make them.



**37%**

of American adults say they set goals at the beginning of each year.

**VS**



**64%**

of American adults say they do not set goals at the beginning of each year.

### Types of Goals for 2014

One quarter of Americans plan to make health or fitness changes in the new year\*

\*multiple response question



**25%**  
Health or Fitness



**14%**  
Personal or Spiritual



**13%**  
Financial



**10%**  
Career or Educational



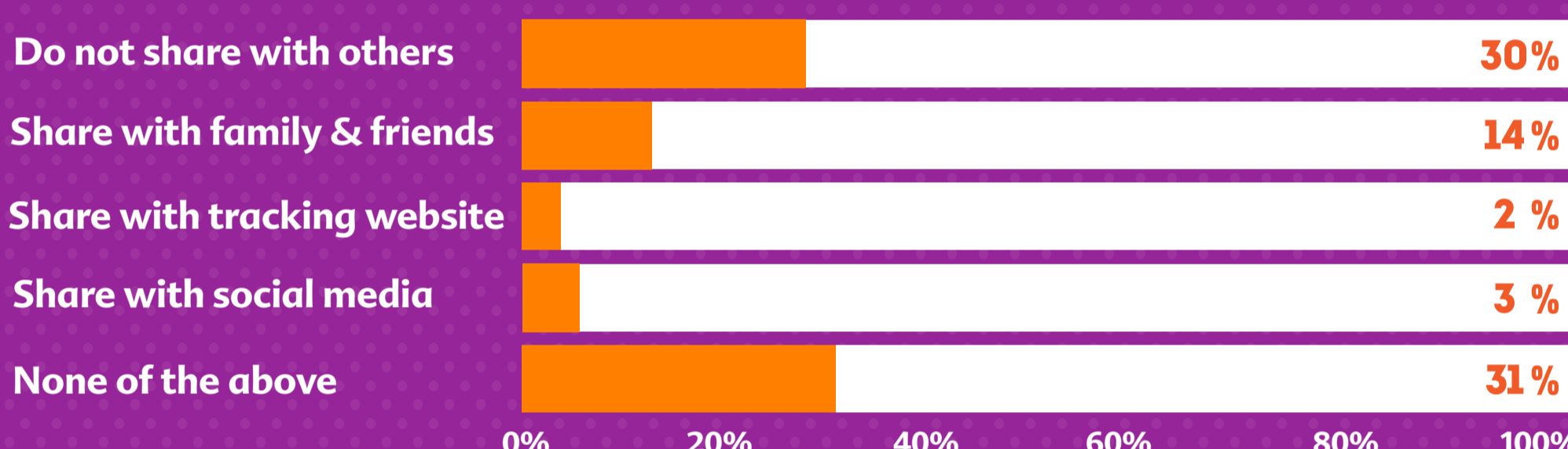
**10%**  
Relationship & Family

54% were none of the above

### Sharing New Year's Goals

3 in 10 US adults do not share their New Year's goals when they make them\*

\*multiple response question



### Women are significantly more likely than men to say:

**32%**  
They are making a health or fitness change

**36%**  
They don't share their goals with others

**22%**  
They are making a health or fitness change

**25%**  
They don't share their goals with others

### Money Spent on Goals

Two-thirds of respondents say they spend no money on their goals and resolutions

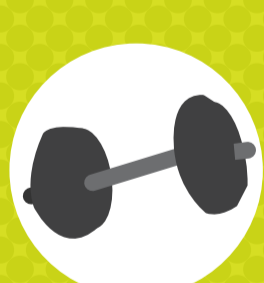
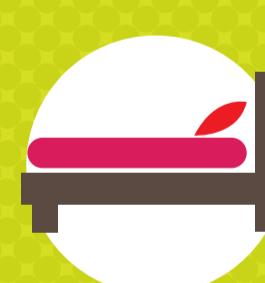
**66%** Nothing spent

**10%** \$1-\$100

**4%** \$101-\$500

**3%** More than \$500

### One Thing Just for Me



**20%**  
(combined)

Health related activities and weight loss top the list of things people say they are going to do **just for themselves** in the new year



**3%**  
Relaxation



**3%**  
Travelling



**1%**  
Saving Money