



New Year

TallahasseeVoices is a pro bono internet survey panel sponsored by
Kerr & Downs Research.

This survey was conducted in December 2013.

457 panelists responded to the survey.

Results are weighted to reflect the demographics of the 90%+ local residents who have access to the Internet at home, work, or school.

Contact:

Phillip Downs, Ph.D.

Founder, TallahasseeVoices

pd@kerr-downs.com

850.906.3111



New Year's Resolutions

In a sign of the cumulative impact the economy has had over the last several years, more Tallahasseeans resolve to get out of debt in 2014 compared to 2010. Four in ten local residents' New Year's resolutions are to get out of debt. Differences between the sexes is off the charts as 57% of women resolve to get out of debt in 2014 compared to only 20% of men.

One thing has not changed since 2010 – exercising more is still the number one New Year's resolution with 52% of Tallahasseeans resolving to do more exercising in 2014. Losing weight is also still one of the most popular New Year's resolutions with women (64%) much more likely than men (36%) to resolve to lose weight.

Fixing up one's home is not as popular in 2014 as it was in 2010 – perhaps money that was allocated to home repair in 2010 will now go to pay off debt in 2014.

If New Year's resolutions are kept, women will be smiling – 4 in 10 men resolve to improve bad personal traits such as impatience, bad tempers, cussing, etc. Only 5% of women resolve to do the same – hmmm. And while we're talking about men's bad habits, 16% of men resolve to stop smoking in 2014 (compared to only 1% of women), but only 1% of men resolve to quit drinking in 2014 (compared to 4% of women). Men may be encouraged by the fact that 1 in 5 women resolves to shop less and to be less critical of others in 2014.

26% of Tallahasseeans resolve to find new jobs or work harder at their present jobs – gender differences are significant as 39% of women (vs. 11% of men) resolve to find a new job or work harder in 2014.

Either Tallahassee is a very moral town or those who have strayed have no remorse – no men or women resolve to stop cheating on their spouses/lovers in 2014! On the positive side, 20% of men (15% of women) resolve to deepen their faith in 2014.

There was little mention of the environment in New Year's resolutions, however, 3% of Tallahasseeans resolve to reduce their carbon footprints in 2014 with men (7%) more likely than women (1%) to do so. 15% of local residents set a New Year's resolution to give more back to the community.

When asked what resolutions we want others (spouses, friends, bosses) in our lives to make, our answers are similar to the resolutions we make ourselves, i.e., exercise more, lose weight, get out of debt. However, if you want to improve your relationships with others, here's a clue – 3 in 10 Tallahasseeans want others in their lives to resolve to be more optimistic.

So what does this all mean for our community in 2014?

Perhaps very little – 60% of Tallahasseeans' past New Year's resolutions have lasted less than a week!

New Year's Resolutions

Is it a sign of past failures or are we happy with our lives?

Only 3 in 10 local residents made New Year's resolutions this year; 85% of residents made New Year's resolutions some time in the past.

- The two most popular resolutions deal with our bodies:
 - 52% resolve to exercise more
 - 51% resolve to lose weight
- Other popular resolutions deal with our finances:
 - 38% resolve to get out of debt
 - 34% resolve to save or to earn more money

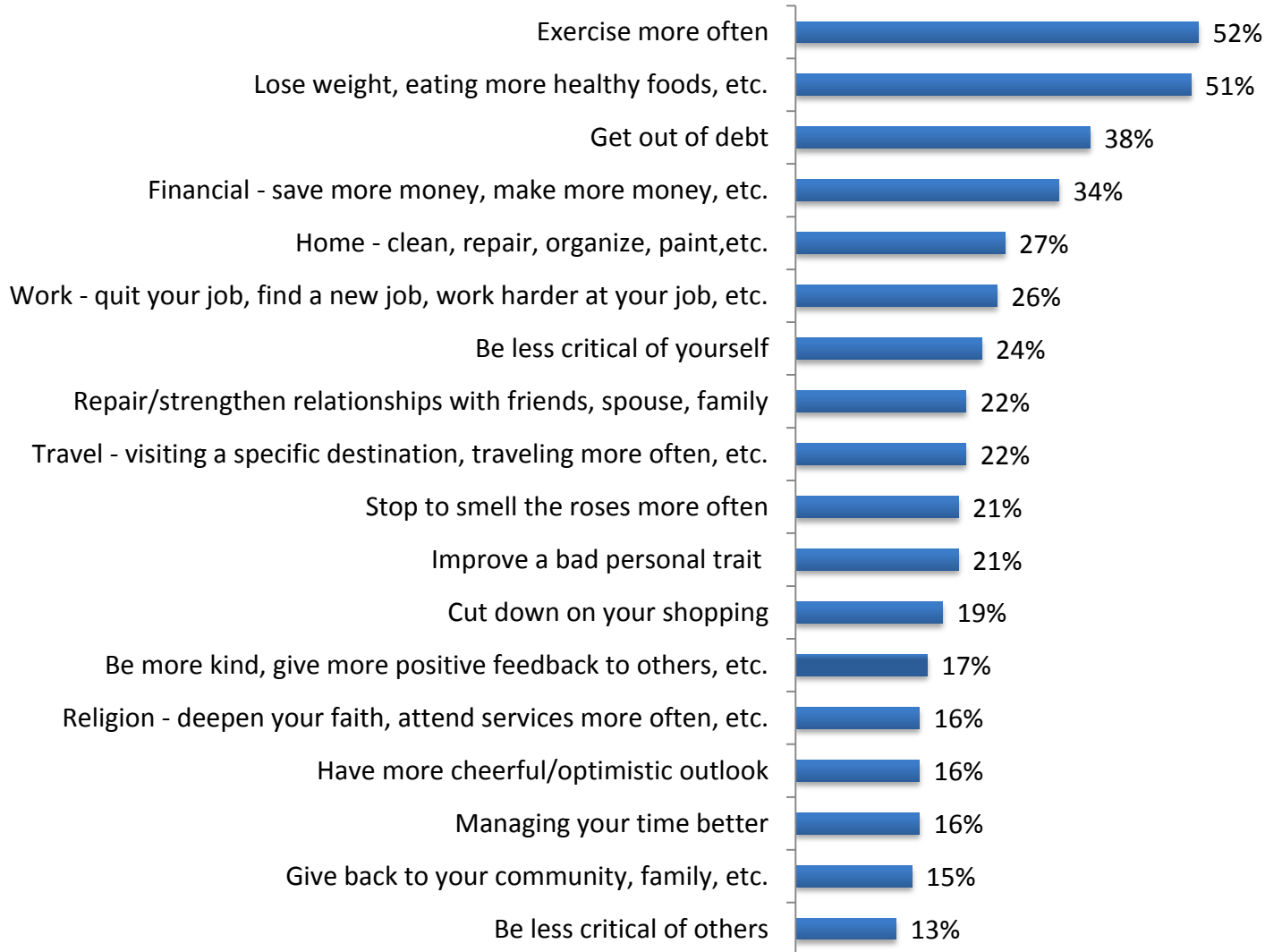
New Year's Resolutions

- Relatively few people resolve to:
 - Stop smoking (8%)
 - Stop drinking (3%)
- Only 3% of local residents resolve to reduce their carbon footprints
- One in five residents resolves to repair relationships with friends and family

New Year's Resolutions

- 6 in 10 past New Year's resolutions have lasted for less than a week
- Residents want others in their lives to make the same types of resolutions they make
 - Exercise more often (41%)
 - Save or earn more money (41%)
 - Lose weight (40%)
- While only 8% of residents resolve to quit smoking, 16% of residents want others in their lives to quit smoking

What's your New Year's resolution?*

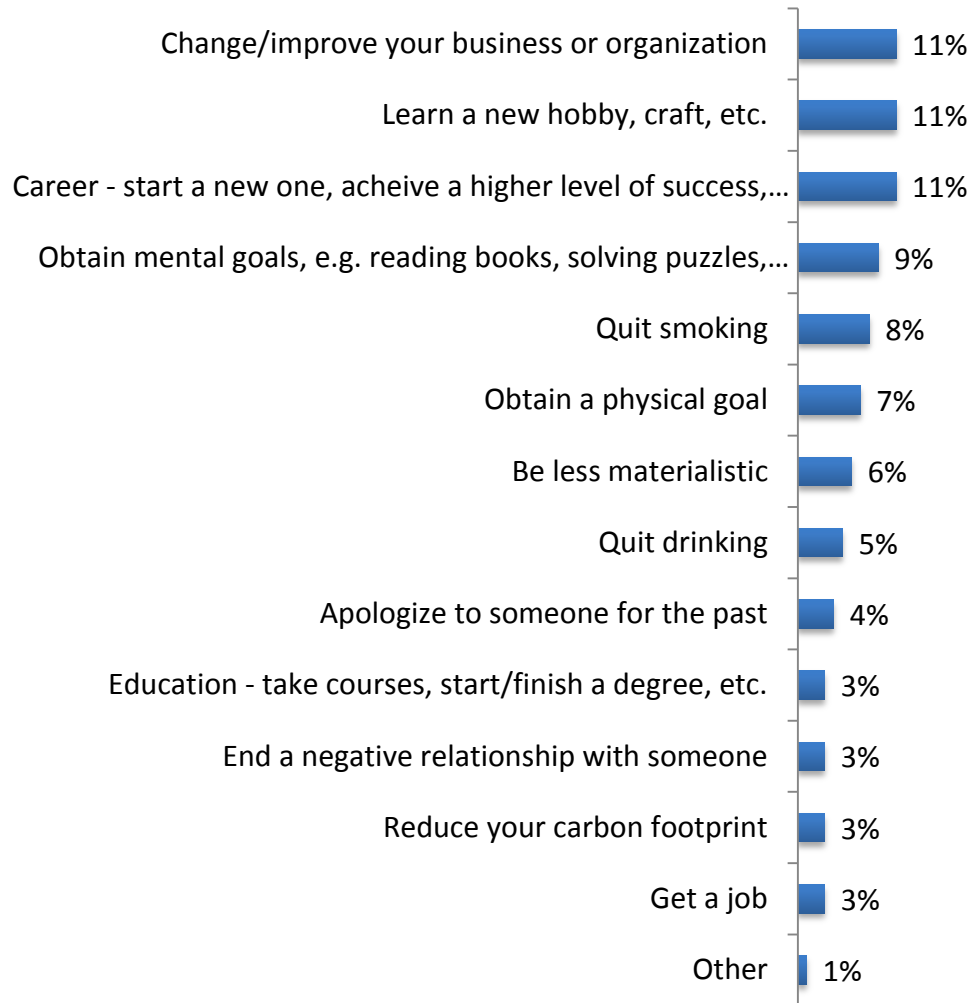


*Only asked to panelist who made resolutions. Multiple responses permitted.

Source: TallahasseeVoices, a pro bono project of Kerr & Downs Research. Phillip Downs, Ph.D., Founder

What's your New Year's resolution?*

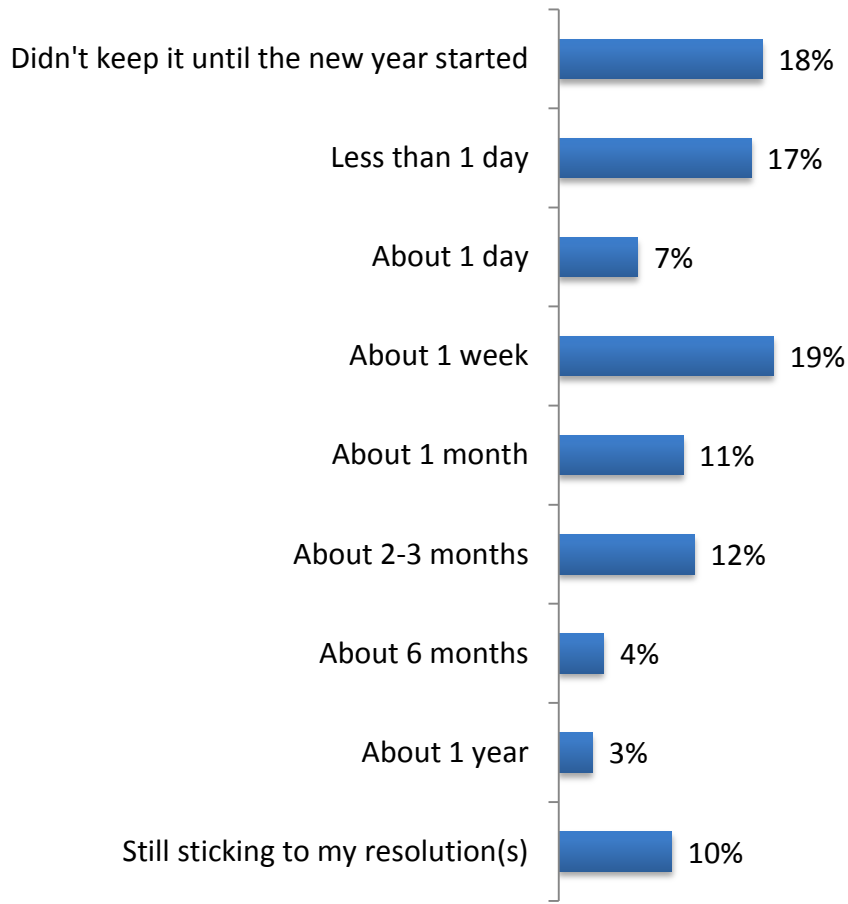
(Continued)



*Only asked to panelist who made resolutions. Multiple responses permitted.

Source: TallahasseeVoices, a pro bono project of Kerr & Downs Research. Phillip Downs, Ph.D., Founder

Shortest time you've kept a New Year's resolution



*Only asked to panelist who made resolutions.

Source: TallahasseeVoices, a pro bono project of Kerr & Downs Research. Phillip Downs, Ph.D., Founder

Which of the following New Year's resolutions do you wish your spouse, lover, family member, boss, etc. would make?*

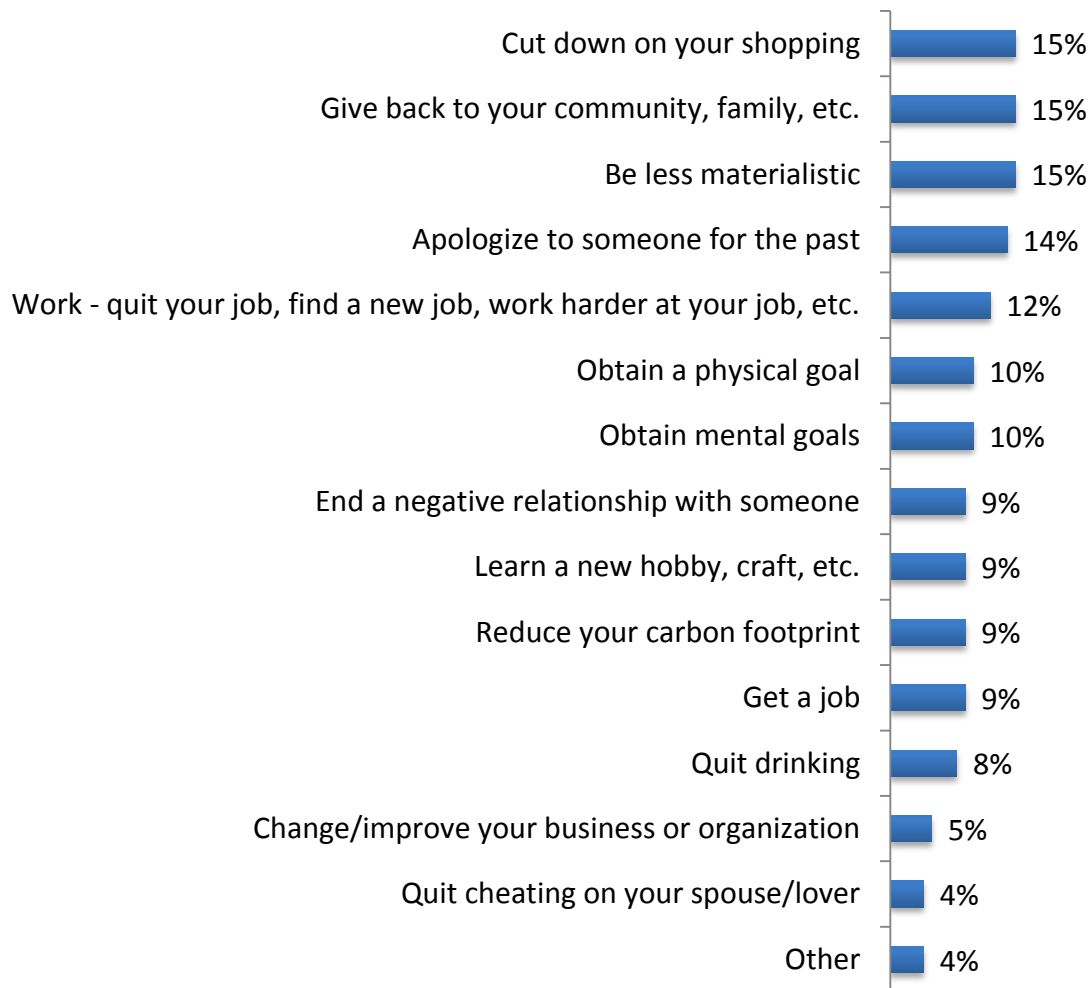


*Multiple responses permitted.

Source: TallahasseeVoices, a pro bono project of Kerr & Downs Research. Phillip Downs, Ph.D., Founder

Which of the following New Year's resolutions do you wish your spouse, lover, family member, boss, etc. would make?*

(Continued)



*Multiple responses permitted.

Source: TallahasseeVoices, a pro bono project of Kerr & Downs Research. Phillip Downs, Ph.D., Founder