



**AMERICAN HEART ASSOCIATION START!
 “NO EXCUSES” SURVEY FALL 2009 – Results
 Final 11-20-09**

Summary Highlights:

Social Networking

- Slightly more than half of American adults use online tools to track their finances (54%).
- Almost three-quarters of adults use the internet to look for health information (72%).
- Almost half of all Americans use online tools to track their health (44%).
- Two-thirds of adults spend some time on social networking sites daily (67%).

Exercise Excuses

- More than half of Americans find excuses not to exercise (54%). Among those with excuses, the number one excuse not to exercise is lack of time (39%).

New Year’s Resolutions

- Most adults say they probably will follow through with a New Year’s resolution (54%).
- More than half of adults, men and women equally, are resolved to make improvements in both health and wealth in the New Year (52%).
- More than half of adults say that both improving their diet and increasing their physical activity are important in the new year (58%).
- The majority of Americans are likely to keep a New Year’s resolution to improve their health (73%).

Social Networking

All numbers in cells are percentages.

Significant differences at 95% level between groups are shown by capital letter.

1. Do you use online tools or resources to track your finances?

Slightly more than half of American adults use online tools to track their finances (54%).

Men and women are equally likely to use online tools to track resources.

	Total	Men (A)	Women (B)
use online tools to track finances	54	54	55

Those age 25-44 (60%) are significantly more likely than those age 18-24 to use online finance tracking tools.

	Total	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)
Use online tools to track finances	54	47	60 D	60 D	54	54	47

Income is a strong indicator of online finance tracking tools usage. Usage increases with income. Those with \$25K+ are significantly more likely than those with less than \$25K to use online finance tracking tools.

	Total	Less the \$25K (J)	\$25K-\$49.9K (K)	\$50K-\$74.9K (L)	\$75K+ (M)
Use online tools to track finances	54	37	50 J	56 J	65 JK

2. Do you use the internet to look for health information?

Almost three-quarters of adults use the internet to look for health information (72%).

Women are significantly more likely than men to use the internet to look for health (63% MEN vs. 81% WOMEN).

	Total	Men (A)	Women (B)
Use internet to look for health info	72	63	81 B

Usage of the internet for health info by age is similar to the national number (72%). There is an increase among those age 25-34 and 55-64 who are significantly more likely to use the internet for health than are those age 18-24.

	Total	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)
Use internet to look for health info	72	64	77 D	73	70	77 D	70

Here again, usage of the internet for health info by income is similar to the national number.

	Total	Less the \$25K (J)	\$25K-\$49.9K (K)	\$50K-\$74.9K (L)	\$75K+ (M)
Use internet to look for health info	72	66	76	68	75

3. Do you use any of the following online tools or resources to track your health?

Almost half of all Americans use online tools to track their health (44%). Women significantly more likely than men to do so (40 % MEN vs. 47% WOMEN).

	Total	Men (A)	Women (B)
Use online tools to track health	44	40	47 B
Social networking site	12	12	11
Site provided by your employer	11	12	11
Site provided by your gym	3	3	3
Other paid for site (ie: MyFoodDiary.com, Weight Watchers)	6	4	7
Other	19	15	24 B
Don't use online tools or resources to track my health	56	60 C	53

Among those who use online tools for health tracking

Slightly more than one-quarter use a social networking site for health tracking (27%). Equal numbers use a site provided by their employer (26%).

	Total	Men (A)	Women (B)
Social networking site	27	31	24
Site provided by employer	26	29	24
Site provided by gym	7	7	7
Other paid for site (ie: MyFoodDiary.com, Weight Watchers)	13	11	15
Other	44	36	49 B

Analyses by age/income have small base sizes. Results not shown here.

4. Which of the following do you monitor or track with these online health resources?

Among those who use online tools for health tracking

Though not statistically significant, men appear more likely than women to use tools to track their fitness routine (35% MEN vs. 27% WOMEN).

Among those who use online tools for health tracking	Total	Men (A)	Women (B)
Fitness routine	31	35	27
Food intake	34	34	34
Weight loss	28	26	29
Health records	34	36	32

Other	26	23	28
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Analyses by age/income have small base sizes among those who use online tools for health. Results not shown here.

5. How many hours do you spend on social networking sites daily?

Two-thirds of adults spend some time on social networking sites daily (67%). Slightly more than one-third of all adults spend less than one hour per day on socnet sites (37%).

Women are significantly more likely to be on social networking sites daily compared to men (63% MEN vs. 71% WOMEN).

	Total	Men (A)	Women (B)
None	33	37 C	29
Some	67	63	71 B
Less than 1 hour	37	35	39
1-2 hours	18	16	19
2-3 h ours	7	7	7
3-4 hours	3	3	4
More than 4 hours	3	3	2

Not surprising, those under age 44 are significantly more likely to spend some time on social networking sites daily compared to those age 45+. Almost one of then (8%) of the 18-24 age group spend more than 4 hours a day on social networking sites

	Total	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)
None	33	17	21	25	45 DEF	43 DEF	44 DEF
Some	67	83 GHI	79 GHI	75 GHI	55	57	56
Less than 1 hour	37	34	34	45 EG	32	39	38
1-2 hours	18	27 FGHI	25 FGHI	15	15	12	14
2-3 h ours	7	10 I	10 I	7	5	6	2
3-4 hours	3	4	6	4	3	2	1
More than 4 hours	3	8 GHI	4 H	4 H	1	-	-

Income does not appear to be a strong predictor for time spent on social networking sites.

	Total	Less the \$25K (J)	\$25K-\$49.9K (K)	\$50K-\$74.9K (L)	\$75K+ (M)
None	33	37	31	38	30
Some	67	64	69	62	71
Less than 1 hour	37	34	36	35	41
1-2 hours	18	16	20	14	19
2-3 h ours	7	4	8	8	7
3-4 hours	3	2	5	2	4
More than 4 hours	3	8 KM	2	3 M	-

Of those on socnet sites, 45% spend more than one hour on these sites daily.

Among those on soc net sites	Total	Men (A)	Women (B)
Less than 1 hour	55	55	55
1-2 hours	26 } 45%	25	27
2-3 h ours		10	10
3-4 hours		5	5
More than 4 hours		4	5

Those age 35+ significantly more likely to be on socnet sites less than 1 hour a day compared to those younger. 10% of 18-24 on more than 4 hours a day.

	Total	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64* (H)	65+* (I)
Less than 1 hour	55	41	43	60 DE	57 DE	67 DE	69 DE
1-2 hours	26	32	32	21	26	20	25
2-3 h ours	10	12	13	10	10	10	4
3-4 hours	5	5	7	6	5	3	2
More than 4 hours	4	10 GH	5	5	2	-	-

*small base size.

More than 10% of those with less than \$25K spend more than 4 hours a day on social networking sites.

	Total	Less the \$25K (J)	\$25K-\$49.9K (K)	\$50K-\$74.9K (L)	\$75K+ (M)
Less than 1 hour	55	53	52	57	58
1-2 hours	26	25	29	23	27
2-3 h ours	10	6	11	12	10
3-4 hours	5	3	7	4	5
More than 4 hours	4	13 KM	2	5 m	-

Exercise Excuses

6. What is your number one excuse for not exercising? (Choose one)

More than half of Americans find excuses not to exercise (54%). Among those with excuses, the number one excuse not to exercise is lack of time (39%). (See next table in this section.)

Men are more likely to cite work obligations and women blame family or social commitments for not exercising.

	Total	Men (A)	Women (B)
Use Excuses not to exercises	54	53	56
I don't have time	21	23	20
I'm sick, injured or have physical limitations	14	12	15
Exercise is boring	8	7	10
I have career or work obligations	6	8 C	4
I have family or social commitments	4	2	5 B
It costs too much	1	1	2
It's not safe	-	-	-
I don't use excuses to not exercising	46	47	44

Among those who use excuses not to exercise

Among those with excuses, the number one excuse not to exercise is lack of time (39%).

	Total	Men (A)	Women (B)
I don't have time	39	44	35
I'm sick, injured or have physical limitations	25	23	28
Exercise is boring	15	12	17
I have career or work obligations	11	15 C	7
I have family or social commitments	7	4	9
It costs too much	3	1	4
It's not safe	1	-	-

Analyses by age/income generally have small base sizes among those with excuses. Results not shown here.

7. What is the most outrageous or unusual excuse you've used to avoid exercise?

FILL IN BLANK – SEE FULL VERBATIM LIST. HERE ARE A FEW EXAMPLES:
 I am stressed out at work and when I exercise I think about work more, and because of that, my sweat becomes toxic and I get hives!
 can't touch my toes, because my stomach is too big
 Didn't want to have to take another shower when I was done. Once I exercise I cannot go back out in public
 I can't exercise because my right pinky finger hurts
 I don't have anything to wear.
 I don't believe I've ever used an excuse. Always just said I don't feel like it
 I don't make excuses. I don't like to exercise and even if I did, I couldn't do very much because I just had a total knee replacement and I am rehabing that and trying to get well.
 I don't make excuses. I just don't do it.
 I have a hangnail.
 I had to fold laundry
 I might hurt myself
 i was struck by lightning
 I'll do it later

New Year's Resolutions

8. How likely are you to follow through with a New Year's resolution?

Most adults say they probably will follow through with a New Year's resolution (54%). Men and women report similar intentions to follow through with New Year's resolutions.

	Total	Men (A)	Women (B)
Top-2 Box - will	54	54	54
Bottom-2 Box - won't	46	46	46

There are no differences by age or income in intentions to succeed with New Year's resolutions.

	Total	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)
Top-2 Box - will	54	50	58	57	51	52	56
Bottom-2 Box - won't	46	50	42	43	49	48	44

	Total	Less the \$25K (J)	\$25K-\$49.9K (K)	\$50K-\$74.9K (L)	\$75K+ (M)
Top-2 Box - will	54	55	55	58	51

Bottom-2 Box – won't	46	45	45	42	49
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9. In which of the following are you more resolved to make improvements in the New Year?

Though, more than half of adults, men and women equally as well, are resolved to make improvements in both health and wealth in the New Year (52%), differences do emerge by gender. Women are more likely than men to try to improve their health (29% MEN vs. 39% WOMEN).

Men are more likely than women to try to improve their wealth (20% MEN vs. 9% WOMEN).

	Total	Men (A)	Women (B)
Health	34	29	39 B
Wealth	14	20 C	9
Both	52	52	52

Health alone is a stronger improvement priority in the New Year as American's age with significantly more of those age 65+ (60%) being more resolved to make health changes compared to all other age groups.

Wealth is a significantly stronger improvement priority in the New Year for those age 18-24 (25%) compared to all other age groups. Emphasis on wealth alone decreases with age.

	Total	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)
Health	34	24	24	25	33	40 DEF	60 DEFGH
Wealth	14	25 EFGHI	15	14	13	11	9
Both	52	51 I	62 HI	61 I	54 I	49 I	32

With income comes a greater focus on health. Those with \$75K+ are more resolved to make health improvements in the New Year compared to those with less than \$25K.

	Total	Less the \$25K (J)	\$25K-\$49.9K (K)	\$50K-\$74.9K (L)	\$75K+ (M)
Health	34	25	34	36	37J
Wealth	14	19 K	11	14	14
Both	52	55	55	50	49

10. Which of the following is more important to you in the New Year?

More than half of adults say that both improving their diet and increasing their physical activity are important in the new year (58%).

Men, however, are significantly more likely than women to be focused on increasing their physical activity (28% MEN vs. 22 % WOMEN).

Women are significantly more likely to be focused on both compared to men (54% MEN vs. 63% WOMEN).

	Total	Men (A)	Women (B)
Improving your diet	17	18	16
Increasing your physical activity	25	28 C	22
Both	58	54	63 B

In general, younger people are likely to place more importance on increasing physical activity in the New Year than are older Americans. And improving diet is generally more important to older Americans.

	Total	18- 24 (D)	25- 34 (E)	35- 44 (F)	45- 54 (G)	55- 64 (H)	65+
Improving diet	17	15	15	17	20 H	11	24 H
Increasing physical activity	26	33 GI	33 GHI	27 G	18	21	17
Both	58	52	52	56	62	68 DEF	60

No difference by income on health priority of diet or exercise.

	Total	Less the \$25K (J)	\$25K- \$49.9K (K)	\$50K- \$74.9K (L)	\$75K+
Improving diet	17	19	18	20	15
Increasing physical activity	26	23	24	28	24
Both	58	58	59	53	62

11. How likely are you to keep a New Year’s resolution to improve your health?

The majority of Americans are likely to keep a New Year’s resolution to improve their health (73%).

Women, however, are significantly more likely than men to say they probably or definitely will keep their health resolution (69% MEN vs. 76% WOMEN).

	Total	Men (A)	Women (B)
Top-2 Box – will	73	69	76 B
Bottom-2 Box – won’t	27	31 C	24

Adults age 35+ are significantly more likely to keep a New Year’s resolution to improve their health than those age 18-24.

	Total	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)
Top-2 Box – will	73	62	70	74 D	75 D	74	80 D
Bottom-2 Box – won’t	27	38 FGI	30	26	25	27	20

No differences to keep a healthy New Year’s resolution by income.

	Total	Less the \$25K (J)	\$25K-\$49.9K (K)	\$50K-\$74.9K (L)	\$75K+ (M)
Top-2 Box – will	73	76	71	69	73
Bottom-2 Box – won’t	27	23	29	31	27

Methodology:

The American Heart Association commissioned an online marketing research study to be conducted among adults age 18+. The sample consists of 1,000 individuals from the online segment of Synovate’s Consumer Opinion Panel, and is balanced to be representative of the general population based upon region, gender, age and household income data from the U.S. Census Bureau.

Survey results were obtained November 10-12, 2009.