

Physical vs. Financial Resolutions for 2014



Would You Trade Fitness for Finances?

[WHAT'S MORE IMPORTANT IN 2014?]

Financial Health

58%

Physical Health

75% of respondents made a resolution for 2014

63%

of those will be for physical and financial health
[most popular]

20% will be for neither

21%
professional/
career goals

22%
no resolution

23%
emotional/
mental health

[WANT TO MAKE A TRADE?]

0% of 18-24 year olds will make a financial resolution for 2014

but **50%** of them would give up physical health for financial health

29% of all respondents would give up fitness for better finances

only **4%** would go into debt to be more physically fit

70%

of Americans care more about physical health than financial

*2013 Harris Interactive Study

[NO DEAL]

59% of respondents would not trade one for the other

72% of Americans would rather keep current debt than gain 25 lbs
*2013 Harris Interactive Study

likely to make both physical + financial resolutions

49%

likely to make just physical resolution

12%

67%

5%



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