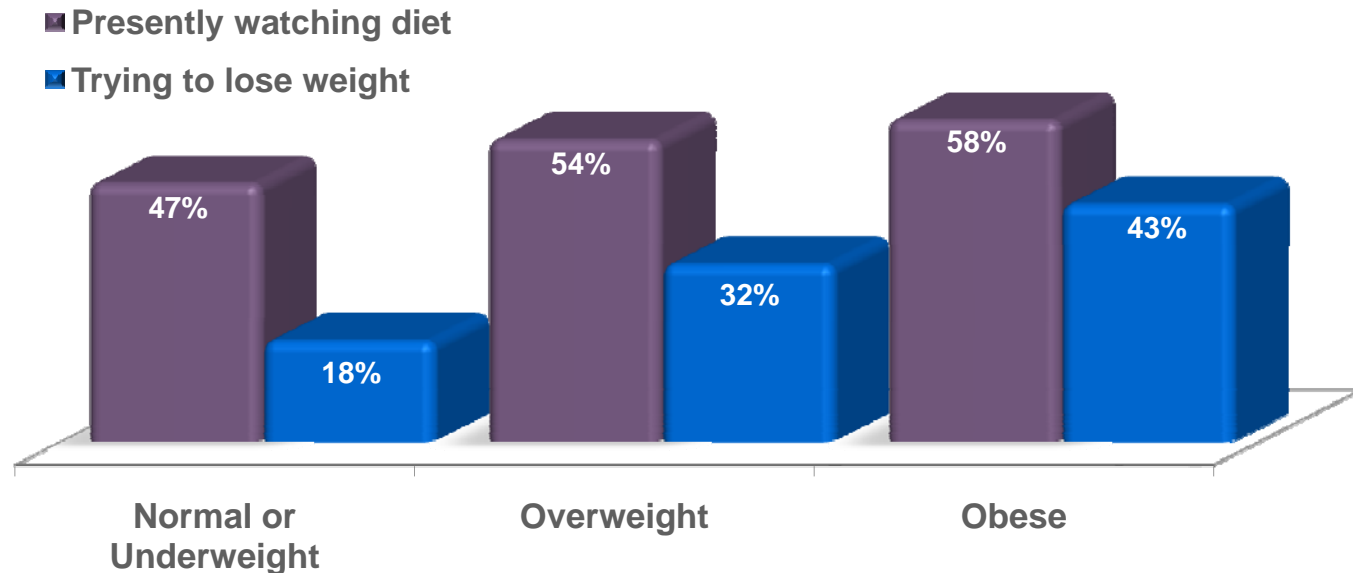


2010 New Year's Resolutions Report



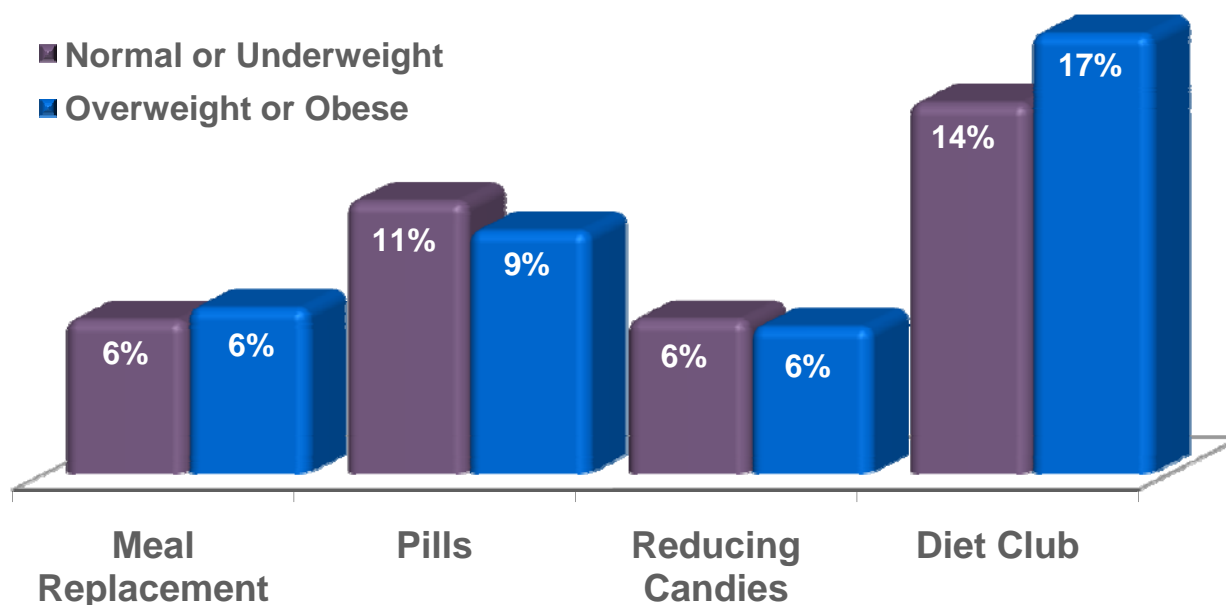
Weight Watching: Are we losing or gaining?

Experian Simmons Waistband segments tell us that 62% of American adults are overweight and more than half of all adults (53%) say they are watching their diet. Fifty-six percent of overweight or obese adults say they are watching their diet, but so are 47% of those who are underweight or normal. The Waistband Segments are created by using respondents' self-reported height and weight to determine their Body Mass Index (BMI). Using guidelines set by the CDC and NIH, Experian Simmons then classifies respondents as either underweight, normal, overweight or obese.



Support System: What's the best way to lose?

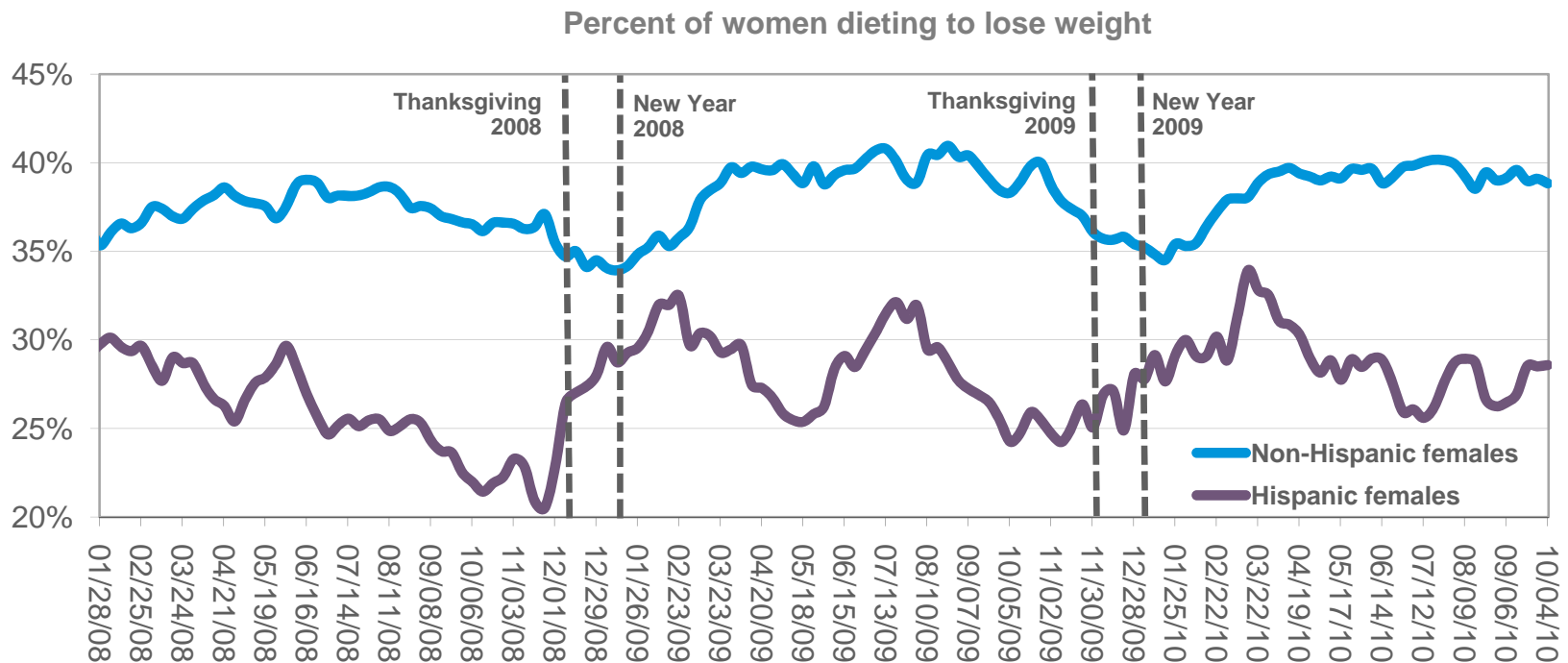
Among those adults who say they're watching their diet in order to lose weight, diet clubs like Jenny Craig®, Nutrisystem® and Weight Watchers® are the most common non-prescription method adopted regardless of body condition. Fourteen percent of normal or underweight dieters have used diet clubs as have 17% of overweight or obese dieters. By contrast, six percent of all dieters have used meal replacements.



Base: Adults watching their diet to lose weight

Diets resume for Hispanic women after Thanksgiving; non-Hispanic women hold off until after New Year

Diets are highly seasonal. Non-Hispanic women start dieting after the winter holidays are over, but Hispanic women are likely to start their seasonal diet right after Thanksgiving.

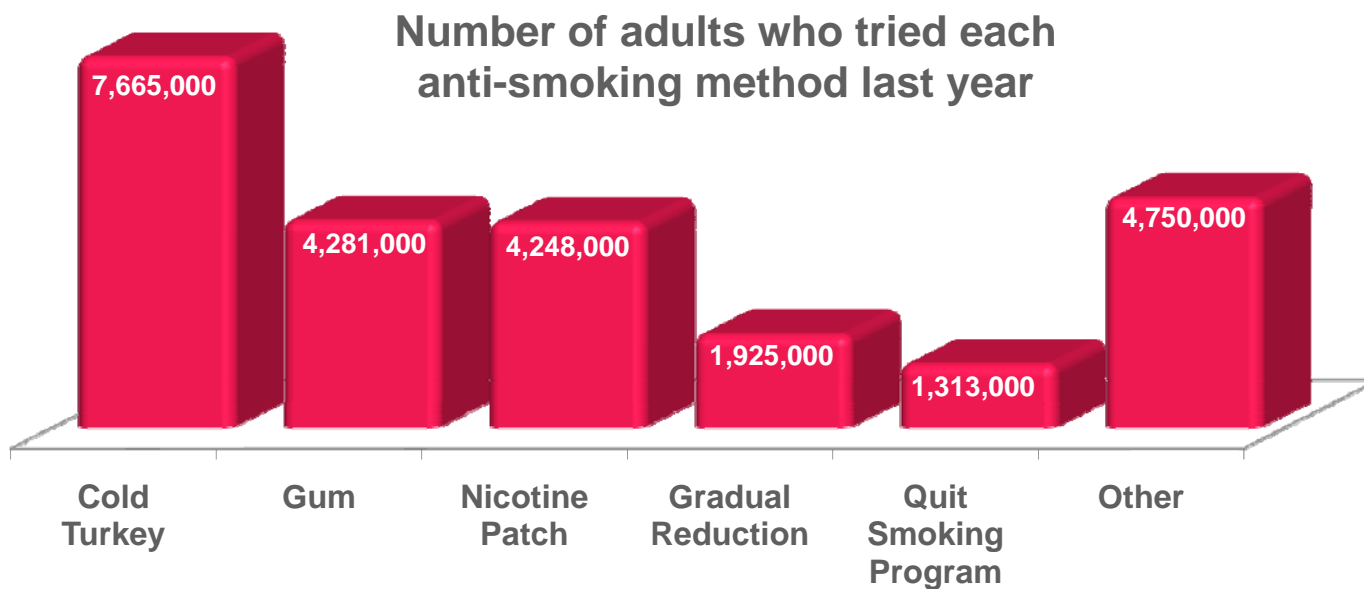


Bases 1-2: Hispanic females / Non-Hispanic females
Targets 1: Diet to lose weight

Source: Experian Simmons DataStream
 12-week moving estimate

Got a Light? The art of quitting

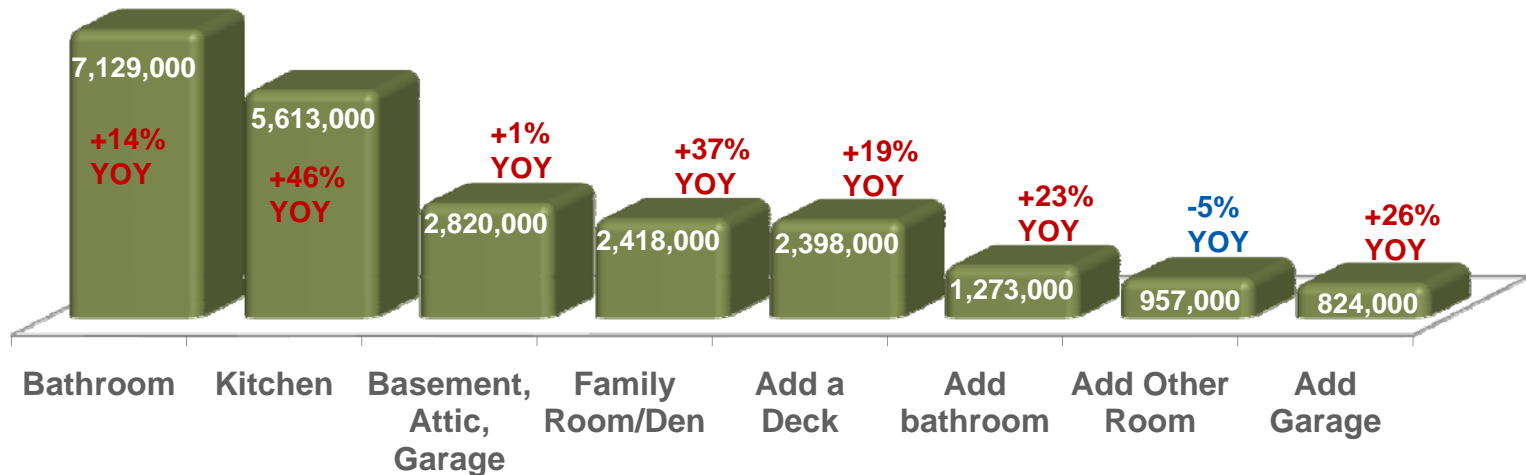
Smoking is a vice that many Americans say they are going to address in the new year. Presently, 19% of adults say they smoke cigarettes and 22% say they use some sort of tobacco product (cigarettes included). Last year, 14.8 million adults tried to quit smoking and 5.8 million even tried 2 or more different methods. The vast majority of those who tried to quit (81%) say they still smoke tobacco. Only 12% of quitters say they're tobacco free today. Going cold turkey was the most popular method tried by more than 7.6 million adults.



Homework: The list expands

One-in-seven U.S. households (14%) have plans to undertake a home remodeling project in the next year. While plans for home any improvements have remained flat between 2009 to 2010, the number of households planning specific improvement projects has increased, suggesting more extensive, multi-room improvements this year versus last. For instance, the number of households planning to remodel a bathroom increased to 7.1 million this year, up 14% from the number of households planning such a renovation in 2009.

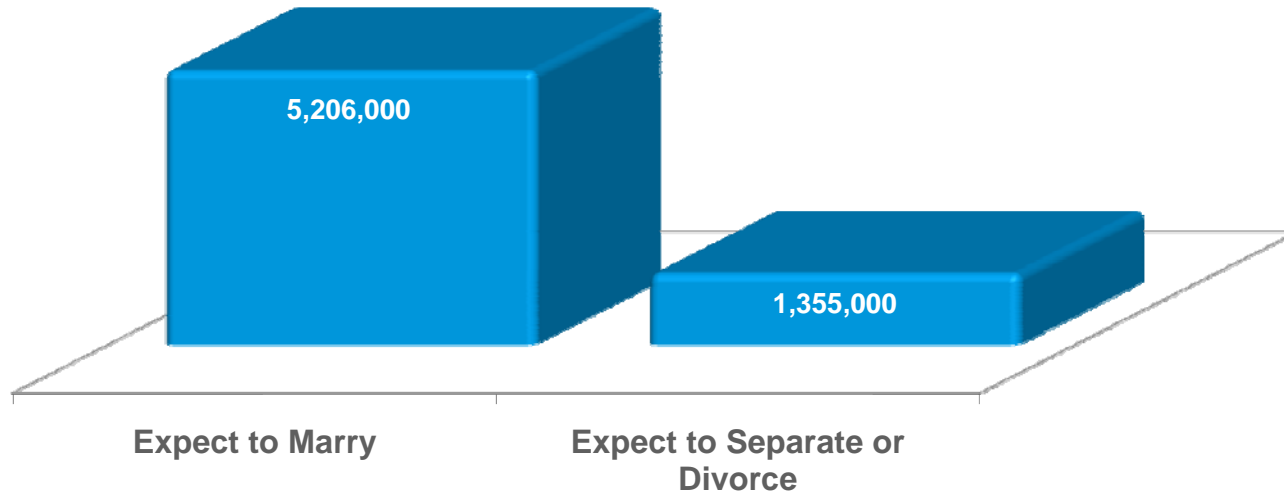
Number of U.S. households planning specific remodeling projects next year



Wedding Bells...or Divorce Papers?

In the new year, many Americans will tie the knot and others will decide they're better off on their own. An estimated 5.2 million unmarried adults say they expect to get married in the next year. At the same time, there are 1.4 million married or separated Americans who say that it's time to call it quits.

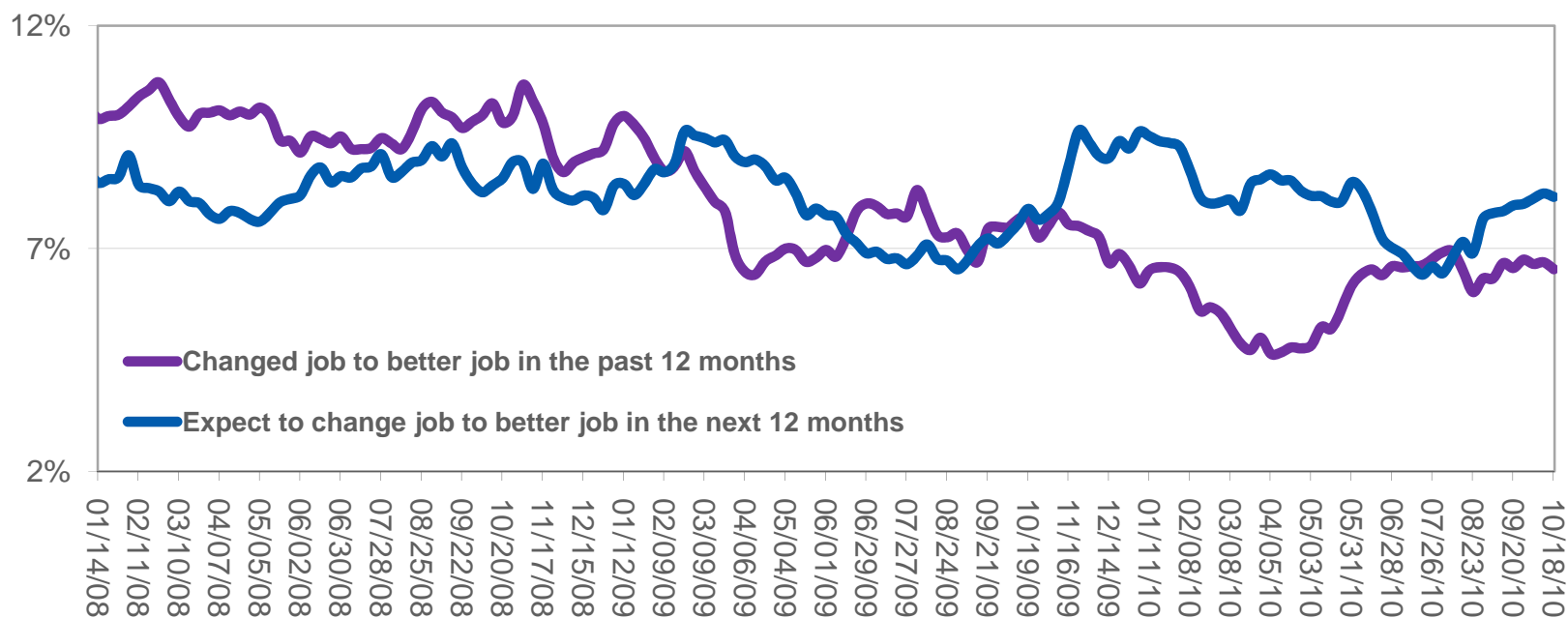
Number of adults who plan to marry or separate/divorce in the next year



Base: Expect to Marry base is unmarried adults; expect to separate or divorce is married or separated adults

Job promotions in 2011? Americans are optimistic

As of October 18, 2010, 6.5% of Americans said they got a better job in the last year, up from 4.6% who reported moving up the corporate ladder in April, 2010. Furthermore, in the coming year, 8.2% of Americans say they expect to change jobs for the better.

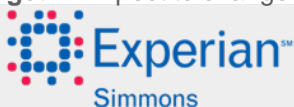


Base: U.S. Adults

Target 1: Changed job for a better job last 12 months

Target 2: Expect to change job to better job next 12 months

Source: Experian Simmons DataStream
12-week moving estimate



For more information:

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