



## **2012 Resolutions: New Study says Canadians Will Not Be Slave To the Scale**

(Toronto, ON: December 15, 2011) – As the new year approaches, almost 70 per cent of Canadians are planning 2012 resolutions and, according to the *Kellogg's Special K\* If Scales Could Talk Survey*, continuous self improvement (20 per cent), exercise (16 per cent) and eating right (13 per cent) top the list. The survey also revealed that this year Canadians will not be slave to the scale as they embark on their resolutions.

Instead of focusing on a number presented by the scale, 94 per cent of Canadians say what's more important is how their clothes fit, feeling satisfied with their appearance and having the energy and strength to perform everyday tasks. Tasks like carrying groceries, playing with their kids, running for the bus and taking the stairs. It seems that Canadians focus on the positives they have to gain from looking and feeling their best.

"This year we're seeing a different take on resolutions," says Susan Wright, Life Coach and *Special K* Ambassador. "The biggest insight is that Canadians have a great attitude about their health and fitness resolutions. Having realistic expectations is critical to achieving a resolution."

### **If Scales Could Talk: "Hold the Fries"**

Interestingly, when asked what the scale would say if it could talk to them, Canadians' number one answer was "hold the fries / sweets" (28 per cent). More than one-in-ten (12 per cent) think their scale would tell them, "ouch you're killing me." This may help explain why the majority of Canadians haven't stepped on a scale in a while. Fifty seven per cent said the last time they stepped on the scale was in the past month or more with five per cent among them unable to recall the last time. When it came to how Canadians feel about their health and fitness level, almost half of Canadians (46 per cent) said they either had some work to do (33 per cent); that they need a full lifestyle revamp (9 per cent) or their doctor has advised them to improve (4 per cent).

### ***Canadian Survey Says:***

- ✓ **68%** are making a resolution
- ✓ **55%** of those who made a resolution for 2011 didn't achieve it
- ✓ **40%** blame lack of discipline
- ✓ **57%** were on a scale in the last month
- ✓ **28%** if scale could talk it would say "hold the fries / sweets"
- ✓ **46%** have work to do in their health / fitness
- ✓ **94%** say that the number on the scale is not as important as other indicators
- ✓ **Number one resolution:** Continuous self improvement

“Canadians who made resolutions last year tipped the scales with the majority (55 per cent) stating they did not achieve it. They attributed it to lack of discipline (40 per cent), lack of motivation (23 per cent) or caving in to their cravings (13 per cent). Surprisingly, more men (16 per cent) than women (9 per cent) said cravings got the best of them,” says Susan. “Canadians need support sticking to their resolutions. I have some great tips to share and the Specialk.ca website is a great resource to keep you on track.”

Canadians have their hearts in the right place when it comes to matters of the heart. Canadians were 13 times more likely to prefer a significant other who was upbeat and energetic (38 per cent) over one with a hard body (3 per cent).

“So whether it’s their personal health and fitness goals or how they view others, Canadians seem to be practical and more focused on the benefits of good health than vanity,” says Susan.

### **Confidence: Number One Side Effect of a Resolution Achieved**

For the Canadians who did achieve their resolutions, most said it made them feel confident (24 per cent), followed by accomplished (22 per cent) and proud (17 per cent). Here are Susan’s top techniques to achieving your 2012 New Year’s Resolution:

- P: Persevere** – Keep telling yourself you can do it. Because you can! Your mind is your biggest ally in achieving your resolutions.
- R: Reduce** cravings – at breakfast time, include a high fibre cereal, like Special K\* Satisfaction\* that satisfies your hunger to help you resist temptation.
- O: Optimize** your time – Time management is critical no matter what your resolution. Planning your meals and snacks can help you achieve your goals. On the go? Bring a portioned snack with you, like Special K\* Fruit Crisps.
- U: Understand** your body – Listen to what your body is telling you and respect your limits.
- D: Discipline** yourself – it is the key ingredient in achieving any goal. Establish some rules and some disciplined action that you believe you can stick to and commit to them.

### **Special K Resolution and Free Exercise Mat**

*Special K* is encouraging Canadians to kick off their New Year by looking good and feeling great!

“A new year offers us the opportunity to renew and set goals for the future and *Special K* wants to partner with Canadians to support them along the way,” said Natasha Millar, Director, Marketing, Kellogg Canada. “With a variety of delicious cereals and snacks and helpful online tools *Special K* is proud to support Canadians in their efforts to maintain a healthy, balanced lifestyle and looking and feeling their very best.”

To motivate Canadians and help them reach and maintain their New Year’s resolution goals *Kellogg’s Special K* is offering a free premium exercise mat promotion on specially marked boxes. For helpful fitness, lifestyle and food & nutrition advice, visit [www.SpecialK.ca](http://www.SpecialK.ca).

**About Susan Wright**

Author of *Seven Steps to Change the Status Quo*, Susan Wright is a trained and certified Life Coach. She works collaboratively with her clients to help manage lifestyle transitions and change. As a health and wellness expert, Susan complements her sessions with tips and advice on how to lead a more balanced life. For more information on Susan, please visit <http://wrightmomentum.com/>

**About Kellogg Canada**

Founded in 1914, Kellogg Canada is the leading manufacturer of ready-to-eat cereal in Canada. The company's brands include *Special K\**, *Vector\**, *All-Bran\**, *Kellogg's Corn Flakes\**, *Kellogg's\* Two Scoops\**, *Raisin Bran*, *Eggo\**, *Nutri-Grain\**, *Rice Krispies\**, *Pop-Tarts\**, *Kellogg's Frosted Flakes\**, and *Fruit Loops\**. For more information, visit [www.kelloggs.ca](http://www.kelloggs.ca).

**About the survey**

From November 16<sup>th</sup> November 17<sup>th</sup>, 2011, an online survey was conducted among 1,050 randomly selected Canadian adults who are Angus Reid Forum panelists. The margin of error—which measures sampling variability—is +/- 3.1%, 19 times out of 20. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.

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