

YouGov Survey: New Year's Resolution Check-In



Sample 1000 U.S. Adult Citizens
Conducted March 4 - 8, 2024
Margin of Error ±3.9%

1. Did you make any type of New Year's resolution or set a goal for 2024?

Yes	38%
No	62%

2. Which of the following did you resolve to start doing in 2024? Select all that apply.

Being happy	15%
Eating healthier	16%
Exercising more	20%
Focusing on spiritual matters	8%
Getting a new job	6%
Improving mental health	13%
Improving physical health	17%
Improving relationships with friends or family	10%
Learning something new	12%
Losing weight	12%
Moving	4%
Paying down debts	9%
Pursuing a career goal	8%
Quitting a bad habit	9%
Saving more money	17%
Spending more time with family	11%
Spending more time with friends	8%
Pursuing a new hobby	5%
Reading more	10%
Traveling	8%
Other	1%
None of these	0%
Not sure	0%
Not asked - Did not set a resolution for 2024	62%

3. Thinking about people who made New Year's resolutions for 2024, so far do you think they have generally...?

Stuck to them entirely	3%
Mostly stuck to them	21%
Mostly given up on them	45%
Given up on them entirely	9%
Not sure	21%

4. Thinking about your New Year’s resolutions, so far have you... ?

Among people who made any type of New Year’s resolution or set a goal for 2024

Stuck to them entirely	18%
Mostly stuck to them	53%
Mostly given up on them	18%
Given up on them entirely	2%
Not sure	10%

5. Thinking about your New Year’s resolutions, by the end of the year do you think you will have... ?

Among people who made any type of New Year’s resolution or set a goal for 2024

Stuck to them entirely	22%
Mostly stuck to them	49%
Mostly given up on them	21%
Given up on them entirely	2%
Not sure	7%

Interviewing Dates	March 4 - 8, 2024
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov’s opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent’s most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.051 to 6.508, with a mean of one and a standard deviation of 0.779.
Number of respondents	1000
Margin of error	± 3.9% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	66 questions not reported.

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1. Made New Year's Resolution

Did you make any type of New Year's resolution or set a goal for 2024?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	38%	39%	37%	66%	46%	27%	17%	33%	51%	57%	*
No	62%	61%	63%	34%	54%	73%	83%	67%	49%	43%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(998)	(418)	(580)	(135)	(211)	(348)	(304)	(636)	(115)	(168)	(79)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	38%	46%	34%	33%	41%	31%	34%	42%	42%	43%	27%	40%	39%
No	62%	54%	66%	67%	59%	69%	66%	58%	58%	57%	73%	60%	61%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(998)	(347)	(377)	(274)	(362)	(336)	(438)	(259)	(185)	(164)	(215)	(386)	(233)

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2. Which New Year's Resolutions Made

Which of the following did you resolve to start doing in 2024? Select all that apply.

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Being happy	15%	17%	14%	29%	24%	8%	5%	12%	29%	22%	*
Eating healthier	16%	13%	19%	26%	15%	15%	9%	15%	20%	24%	*
Exercising more	20%	22%	18%	38%	21%	14%	10%	17%	27%	33%	*
Focusing on spiritual matters	8%	6%	9%	11%	9%	7%	4%	6%	21%	8%	*
Getting a new job	6%	8%	5%	15%	10%	2%	0%	3%	15%	15%	*
Improving mental health	13%	13%	12%	23%	19%	7%	5%	9%	22%	23%	*
Improving physical health	17%	19%	16%	24%	20%	16%	9%	17%	18%	22%	*
Improving relationships with friends or family	10%	11%	8%	20%	12%	5%	4%	7%	20%	14%	*
Learning something new	12%	14%	11%	29%	16%	4%	3%	9%	22%	18%	*
Losing weight	12%	10%	14%	16%	14%	11%	8%	10%	14%	24%	*
Moving	4%	6%	2%	9%	7%	1%	0%	4%	4%	5%	*
Paying down debts	9%	9%	9%	7%	15%	8%	5%	7%	14%	14%	*
Pursuing a career goal	8%	11%	4%	18%	10%	4%	0%	5%	13%	12%	*
Quitting a bad habit	9%	11%	8%	22%	8%	5%	3%	9%	11%	13%	*
Saving more money	17%	19%	15%	36%	24%	10%	4%	11%	34%	35%	*
Spending more time with family	11%	12%	9%	21%	14%	6%	4%	8%	18%	17%	*
Spending more time with friends	8%	9%	8%	24%	7%	3%	3%	6%	13%	19%	*
Pursuing a new hobby	5%	5%	6%	14%	4%	3%	2%	4%	9%	12%	*
Reading more	10%	12%	9%	21%	11%	7%	5%	7%	20%	17%	*
Traveling	8%	10%	7%	19%	12%	3%	3%	7%	10%	15%	*
Other	1%	2%	1%	0%	2%	1%	1%	1%	0%	0%	*
None of these	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	*

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	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Not sure	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	*
Not asked - Did not set a resolution for 2024	62%	61%	63%	34%	54%	73%	83%	67%	49%	43%	*
Unweighted N	(998)	(418)	(580)	(135)	(211)	(348)	(304)	(636)	(115)	(168)	(79)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Being happy	15%	22%	15%	8%	18%	8%	14%	18%	16%	20%	8%	15%	20%
Eating healthier	16%	17%	17%	13%	17%	12%	17%	17%	14%	21%	10%	18%	15%
Exercising more	20%	24%	17%	18%	20%	17%	19%	21%	25%	27%	11%	22%	19%
Focusing on spiritual matters	8%	9%	8%	6%	7%	8%	7%	8%	7%	8%	5%	8%	9%
Getting a new job	6%	8%	8%	2%	6%	1%	7%	6%	3%	8%	4%	6%	7%
Improving mental health	13%	15%	15%	8%	15%	7%	14%	17%	11%	16%	6%	14%	15%
Improving physical health	17%	19%	17%	15%	19%	14%	17%	19%	16%	19%	15%	18%	17%
Improving relationships with friends or family	10%	15%	8%	6%	13%	6%	10%	12%	11%	14%	5%	11%	9%
Learning something new	12%	15%	14%	7%	13%	7%	10%	14%	13%	21%	4%	12%	14%
Losing weight	12%	14%	13%	9%	14%	9%	12%	14%	11%	15%	10%	11%	13%
Moving	4%	5%	6%	1%	4%	2%	4%	7%	2%	3%	2%	6%	4%
Paying down debts	9%	9%	10%	6%	9%	6%	11%	9%	5%	7%	4%	10%	12%
Pursuing a career goal	8%	8%	8%	6%	8%	4%	6%	12%	8%	11%	4%	9%	6%
Quitting a bad habit	9%	10%	10%	7%	9%	7%	8%	11%	11%	13%	6%	10%	7%
Saving more money	17%	24%	15%	12%	20%	12%	16%	18%	21%	23%	11%	17%	21%
Spending more time with family	11%	14%	9%	9%	11%	8%	11%	6%	13%	16%	6%	10%	12%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Spending more time with friends	8%	12%	9%	3%	9%	3%	7%	11%	7%	11%	3%	7%	14%
Pursuing a new hobby	5%	8%	6%	1%	5%	3%	5%	7%	6%	10%	4%	4%	4%
Reading more	10%	15%	9%	6%	14%	5%	12%	12%	9%	11%	6%	11%	13%
Traveling	8%	10%	10%	5%	9%	7%	6%	11%	9%	11%	5%	9%	9%
Other	1%	0%	2%	0%	2%	0%	2%	0%	0%	0%	1%	0%	3%
None of these	0%	1%	0%	0%	1%	0%	1%	0%	1%	1%	1%	0%	0%
Not sure	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%
Not asked - Did not set a resolution for 2024	62%	54%	66%	67%	59%	69%	66%	58%	58%	57%	73%	60%	61%
Unweighted N	(998)	(347)	(377)	(274)	(362)	(336)	(438)	(259)	(185)	(164)	(215)	(386)	(233)

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3. Most People Stuck to Resolutions

Thinking about people who made New Year's resolutions for 2024, so far do you think they have generally... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Stuck to them entirely	3%	4%	2%	4%	6%	3%	0%	3%	6%	4%	*
Mostly stuck to them	21%	23%	18%	37%	24%	14%	10%	17%	26%	30%	*
Mostly given up on them	45%	43%	48%	35%	36%	48%	62%	49%	33%	40%	*
Given up on them entirely	9%	8%	10%	5%	10%	15%	5%	12%	4%	6%	*
Not sure	21%	21%	22%	19%	24%	20%	22%	19%	31%	20%	*
Totals	99%	99%	100%	100%	100%	100%	99%	100%	100%	100%	*
Unweighted N	(998)	(419)	(579)	(136)	(212)	(346)	(304)	(636)	(115)	(169)	(78)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Stuck to them entirely	3%	6%	1%	3%	5%	2%	3%	4%	5%	7%	1%	3%	3%
Mostly stuck to them	21%	23%	22%	17%	23%	14%	21%	22%	21%	23%	19%	23%	17%
Mostly given up on them	45%	44%	45%	47%	44%	53%	39%	57%	46%	39%	51%	45%	45%
Given up on them entirely	9%	8%	9%	12%	9%	13%	12%	6%	9%	11%	9%	8%	11%
Not sure	21%	19%	24%	21%	19%	18%	24%	11%	19%	21%	20%	20%	25%
Totals	99%	100%	101%	100%	100%	100%	99%	100%	100%	101%	100%	99%	101%
Unweighted N	(998)	(347)	(378)	(273)	(362)	(336)	(438)	(259)	(185)	(163)	(215)	(387)	(233)

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4. Stuck to Resolutions

Thinking about your New Year's resolutions, so far have you...?

Among people who made any type of New Year's resolution or set a goal for 2024

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Stuck to them entirely	18%	19%	16%	*	13%	*	*	18%	*	*	*
Mostly stuck to them	53%	48%	58%	*	53%	*	*	57%	*	*	*
Mostly given up on them	18%	20%	16%	*	24%	*	*	15%	*	*	*
Given up on them entirely	2%	1%	3%	*	2%	*	*	2%	*	*	*
Not sure	10%	13%	7%	*	7%	*	*	8%	*	*	*
Totals	101%	101%	100%	*	99%	*	*	100%	*	*	*
Unweighted N	(336)	(140)	(196)	(87)	(103)	(92)	(54)	(185)	(47)	(84)	(20)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Stuck to them entirely	18%	17%	14%	*	14%	*	14%	14%	*	*	*	19%	*
Mostly stuck to them	53%	52%	62%	*	54%	*	55%	63%	*	*	*	53%	*
Mostly given up on them	18%	21%	10%	*	26%	*	18%	19%	*	*	*	20%	*
Given up on them entirely	2%	3%	1%	*	3%	*	2%	1%	*	*	*	2%	*
Not sure	10%	8%	13%	*	4%	*	10%	4%	*	*	*	6%	*
Totals	101%	101%	100%	*	101%	*	99%	101%	*	*	*	100%	*
Unweighted N	(336)	(135)	(111)	(90)	(125)	(91)	(129)	(103)	(71)	(54)	(62)	(138)	(82)

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5. Will Have Stuck to Resolutions

Thinking about your New Year's resolutions, by the end of the year do you think you will have... ?

Among people who made any type of New Year's resolution or set a goal for 2024

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Stuck to them entirely	22%	22%	21%	*	25%	*	*	26%	*	*	*
Mostly stuck to them	49%	51%	47%	*	41%	*	*	48%	*	*	*
Mostly given up on them	21%	22%	19%	*	25%	*	*	18%	*	*	*
Given up on them entirely	2%	2%	2%	*	4%	*	*	3%	*	*	*
Not sure	7%	3%	11%	*	4%	*	*	5%	*	*	*
Totals	101%	100%	100%	*	99%	*	*	100%	*	*	*
Unweighted N	(337)	(140)	(197)	(87)	(103)	(93)	(54)	(185)	(48)	(84)	(20)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Stuck to them entirely	22%	21%	19%	*	21%	*	16%	26%	*	*	*	23%	*
Mostly stuck to them	49%	47%	62%	*	50%	*	56%	52%	*	*	*	50%	*
Mostly given up on them	21%	25%	8%	*	24%	*	21%	16%	*	*	*	19%	*
Given up on them entirely	2%	2%	1%	*	2%	*	2%	1%	*	*	*	2%	*
Not sure	7%	6%	10%	*	4%	*	5%	4%	*	*	*	6%	*
Totals	101%	101%	100%	*	101%	*	100%	99%	*	*	*	100%	*
Unweighted N	(337)	(136)	(111)	(90)	(126)	(91)	(129)	(104)	(71)	(54)	(62)	(139)	(82)

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Target population	U.S. citizens, aged 18 and over.
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Margin of error	± 3.9% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	66 questions not reported.