

YouGov Survey: New Year's Resolutions



Sample 1109 U.S. adult citizens
Conducted December 9 - 11, 2024
Margin of Error ±4.1%

1. Will you make any type of New Year's resolution or set a goal for 2025?

| | |
|----------|-----|
| Yes | 31% |
| No | 55% |
| Not sure | 14% |

2. Which of the following will you resolve to start doing in 2025? Select all that apply.

| | |
|--|-----|
| Saving more money | 26% |
| Improving physical health | 22% |
| Exercising more | 22% |
| Being happy | 22% |
| Eating healthier | 20% |
| Losing weight | 17% |
| Improving mental health | 17% |
| Learning something new | 15% |
| Reading more | 15% |
| Improving relationships with friends or family | 14% |
| Spending more time with family | 14% |
| Paying down debts | 13% |
| Focusing on spiritual matters | 12% |
| Traveling | 12% |
| Quitting a bad habit | 11% |
| Pursuing a career goal | 11% |
| Getting a new job | 9% |
| Spending more time with friends | 9% |
| Pursuing a new hobby | 8% |
| Moving | 6% |
| Other | 1% |
| None of these | 1% |
| Not sure | 3% |
| Not asked - Is not setting a resolution for 2025 | 55% |

3. How likely is it that you will keep your resolutions throughout 2025?

Among people who say they will make a New Year's resolution or set a goal for 2025

| | |
|-------------------|-----|
| Very likely | 40% |
| Somewhat likely | 50% |
| Not very likely | 5% |
| Not likely at all | 2% |
| Not sure | 3% |

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| | |
|-------------------------------|--|
| Interviewing Dates | December 9 - 11, 2024 |
| Target population | U.S. Citizens, aged 18 and over. |
| Sampling method | Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens. |
| Weighting | The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.051 to 6.54, with a mean of one and a standard deviation of 0.96. |
| Number of respondents | 1109 |
| Margin of error | ± 4.1% (adjusted for weighting) |
| Survey mode | Web-based interviews |
| Questions not reported | 116 questions not reported. |

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1. Make New Year's Resolution

Will you make any type of New Year's resolution or set a goal for 2025?

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
|--------------|---------|--------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Yes | 31% | 33% | 29% | 58% | 29% | 27% | 14% | 27% | 38% | 47% | 32% |
| No | 55% | 51% | 58% | 22% | 54% | 59% | 79% | 61% | 46% | 36% | 46% |
| Not sure | 14% | 16% | 13% | 20% | 18% | 14% | 7% | 13% | 16% | 17% | 22% |
| Totals | 100% | 100% | 100% | 100% | 101% | 100% | 100% | 101% | 100% | 100% | 100% |
| Unweighted N | (1,107) | (504) | (603) | (228) | (200) | (397) | (282) | (697) | (135) | (169) | (106) |

| | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
|--------------|---------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
| | | Dem | Ind | Rep | Harris | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Yes | 31% | 34% | 30% | 30% | 30% | 31% | 31% | 32% | 34% | 33% | 27% | 33% | 30% |
| No | 55% | 55% | 51% | 59% | 58% | 59% | 54% | 54% | 58% | 59% | 57% | 53% | 52% |
| Not sure | 14% | 12% | 20% | 11% | 12% | 10% | 15% | 14% | 8% | 8% | 16% | 14% | 18% |
| Totals | 100% | 101% | 101% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Unweighted N | (1,107) | (376) | (399) | (332) | (448) | (413) | (434) | (314) | (230) | (201) | (232) | (405) | (269) |

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2. Which New Year's Resolutions

Which of the following will you resolve to start doing in 2025? Select all that apply.

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
|---|-------|--------|--------|------------------|-------|-------|-----|-------------------|-------|----------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Saving more money | 26% | 25% | 27% | 47% | 31% | 21% | 8% | 19% | 35% | 43% | 39% |
| Improving physical health | 22% | 22% | 23% | 33% | 21% | 23% | 12% | 19% | 25% | 34% | 31% |
| Exercising more | 22% | 21% | 23% | 41% | 22% | 17% | 12% | 17% | 26% | 37% | 37% |
| Being happy | 22% | 22% | 22% | 45% | 21% | 17% | 8% | 15% | 30% | 38% | 39% |
| Eating healthier | 20% | 20% | 20% | 30% | 21% | 21% | 9% | 14% | 23% | 37% | 41% |
| Losing weight | 17% | 17% | 17% | 21% | 16% | 20% | 10% | 14% | 15% | 27% | 33% |
| Improving mental health | 17% | 17% | 17% | 26% | 23% | 16% | 4% | 13% | 22% | 22% | 33% |
| Learning something new | 15% | 17% | 13% | 33% | 11% | 14% | 3% | 11% | 24% | 19% | 31% |
| Reading more | 15% | 13% | 16% | 29% | 14% | 13% | 5% | 10% | 17% | 26% | 30% |
| Improving relationships with friends or family | 14% | 17% | 10% | 24% | 16% | 12% | 4% | 9% | 18% | 20% | 35% |
| Spending more time with family | 14% | 16% | 11% | 23% | 14% | 13% | 6% | 9% | 17% | 26% | 33% |
| Paying down debts | 13% | 12% | 14% | 15% | 11% | 17% | 10% | 13% | 14% | 15% | 16% |
| Focusing on spiritual matters | 12% | 12% | 12% | 22% | 12% | 10% | 5% | 9% | 19% | 15% | 22% |
| Traveling | 12% | 12% | 11% | 18% | 9% | 13% | 5% | 10% | 13% | 18% | 12% |
| Quitting a bad habit | 11% | 14% | 9% | 23% | 9% | 12% | 2% | 7% | 16% | 21% | 27% |
| Pursuing a career goal | 11% | 11% | 11% | 32% | 12% | 4% | 1% | 7% | 17% | 20% | 18% |
| Getting a new job | 9% | 11% | 7% | 27% | 12% | 2% | 1% | 6% | 10% | 20% | 20% |
| Spending more time with friends | 9% | 11% | 8% | 20% | 9% | 7% | 3% | 6% | 12% | 12% | 26% |
| Pursuing a new hobby | 8% | 7% | 8% | 16% | 8% | 7% | 2% | 5% | 11% | 14% | 18% |
| Moving | 6% | 5% | 7% | 13% | 6% | 5% | 1% | 4% | 6% | 12% | 13% |
| Other | 1% | 0% | 1% | 1% | 0% | 2% | 1% | 1% | 0% | 2% | 2% |
| None of these | 1% | 2% | 0% | 4% | 0% | 0% | 0% | 1% | 0% | 3% | 0% |

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| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
|--|---------|--------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Not sure | 3% | 3% | 3% | 5% | 5% | 0% | 1% | 2% | 5% | 4% | 1% |
| Not asked - Is not setting a resolution for 2025 | 55% | 51% | 58% | 22% | 54% | 59% | 79% | 61% | 46% | 36% | 46% |
| Unweighted N | (1,107) | (504) | (603) | (228) | (200) | (397) | (282) | (697) | (135) | (169) | (106) |

| | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
|--|-------|----------|-----|-----|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|------|
| | | Dem | Ind | Rep | Harris | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Saving more money | 26% | 28% | 29% | 20% | 25% | 20% | 29% | 27% | 22% | 24% | 23% | 28% | 27% |
| Improving physical health | 22% | 23% | 25% | 19% | 20% | 21% | 22% | 28% | 19% | 20% | 19% | 23% | 27% |
| Exercising more | 22% | 22% | 25% | 19% | 21% | 22% | 22% | 23% | 20% | 19% | 20% | 23% | 24% |
| Being happy | 22% | 23% | 25% | 17% | 17% | 17% | 24% | 22% | 20% | 20% | 20% | 25% | 19% |
| Eating healthier | 20% | 18% | 22% | 20% | 18% | 18% | 22% | 23% | 15% | 16% | 17% | 23% | 22% |
| Losing weight | 17% | 15% | 19% | 17% | 14% | 16% | 19% | 18% | 15% | 14% | 16% | 19% | 18% |
| Improving mental health | 17% | 15% | 21% | 14% | 14% | 17% | 20% | 18% | 12% | 9% | 23% | 17% | 17% |
| Learning something new | 15% | 15% | 15% | 15% | 11% | 15% | 19% | 12% | 14% | 14% | 12% | 16% | 17% |
| Reading more | 15% | 14% | 17% | 13% | 13% | 15% | 16% | 11% | 18% | 16% | 10% | 15% | 17% |
| Improving relationships with friends or family | 14% | 11% | 15% | 14% | 11% | 12% | 17% | 11% | 13% | 10% | 11% | 17% | 15% |
| Spending more time with family | 14% | 12% | 15% | 15% | 11% | 12% | 17% | 11% | 12% | 8% | 13% | 17% | 13% |
| Paying down debts | 13% | 13% | 10% | 17% | 16% | 15% | 15% | 16% | 12% | 10% | 17% | 13% | 12% |
| Focusing on spiritual matters | 12% | 10% | 14% | 11% | 8% | 13% | 15% | 9% | 10% | 11% | 12% | 13% | 11% |
| Traveling | 12% | 14% | 8% | 13% | 12% | 14% | 10% | 14% | 13% | 13% | 9% | 12% | 11% |
| Quitting a bad habit | 11% | 13% | 11% | 11% | 11% | 10% | 12% | 13% | 9% | 9% | 12% | 14% | 8% |
| Pursuing a career goal | 11% | 13% | 14% | 6% | 9% | 7% | 13% | 10% | 12% | 12% | 7% | 13% | 11% |

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| | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
|--|---------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
| | | Dem | Ind | Rep | Harris | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Getting a new job | 9% | 10% | 12% | 5% | 9% | 4% | 11% | 7% | 6% | 9% | 6% | 11% | 9% |
| Spending more time with friends | 9% | 9% | 8% | 10% | 8% | 8% | 11% | 7% | 11% | 9% | 9% | 9% | 11% |
| Pursuing a new hobby | 8% | 5% | 11% | 7% | 6% | 7% | 11% | 5% | 7% | 8% | 8% | 8% | 7% |
| Moving | 6% | 7% | 6% | 5% | 5% | 3% | 7% | 7% | 2% | 6% | 7% | 5% | 6% |
| Other | 1% | 1% | 2% | 0% | 1% | 1% | 0% | 2% | 1% | 1% | 1% | 1% | 1% |
| None of these | 1% | 0% | 1% | 2% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 2% | 0% |
| Not sure | 3% | 1% | 7% | 1% | 2% | 1% | 2% | 2% | 1% | 4% | 1% | 2% | 4% |
| Not asked - Is not setting a resolution for 2025 | 55% | 55% | 51% | 59% | 58% | 59% | 54% | 54% | 58% | 59% | 57% | 53% | 52% |
| Unweighted N | (1,107) | (376) | (399) | (332) | (448) | (413) | (434) | (314) | (230) | (201) | (232) | (405) | (269) |

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3. Likelihood of Keeping New Year's Resolution

How likely is it that you will keep your resolutions throughout 2025?

Among people who say they will make a New Year's resolution or set a goal for 2025

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|-------------------|--------|-------|--------|------------------|-------|-------|------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very likely | 40% | 43% | 37% | 45% | * | 33% | * | 35% | * | * | * |
| Somewhat likely | 50% | 48% | 52% | 46% | * | 56% | * | 55% | * | * | * |
| Not very likely | 5% | 7% | 4% | 6% | * | 7% | * | 5% | * | * | * |
| Not likely at all | 2% | 0% | 3% | 1% | * | 3% | * | 2% | * | * | * |
| Not sure | 3% | 2% | 4% | 2% | * | 1% | * | 4% | * | * | * |
| Totals | 100% | 100% | 100% | 100% | * | 100% | * | 101% | * | * | * |
| Unweighted N | (345) | (164) | (181) | (137) | (64) | (100) | (44) | (188) | (55) | (73) | (29) |

| | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | | |
|-------------------|----------|-------|-------|-----------|--------|----------------------------|---------|-----------|---------|-----------|---------|-------|------|
| | Total | Dem | Ind | Rep | Harris | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very likely | 40% | 50% | 42% | 28% | 36% | 37% | 46% | 35% | * | * | * | 43% | * |
| Somewhat likely | 50% | 47% | 44% | 61% | 57% | 55% | 44% | 53% | * | * | * | 49% | * |
| Not very likely | 5% | 2% | 9% | 5% | 4% | 5% | 2% | 8% | * | * | * | 4% | * |
| Not likely at all | 2% | 0% | 2% | 3% | 0% | 0% | 1% | 3% | * | * | * | 4% | * |
| Not sure | 3% | 1% | 3% | 4% | 3% | 4% | 7% | 0% | * | * | * | 1% | * |
| Totals | 100% | 100% | 100% | 101% | 100% | 101% | 100% | 99% | * | * | * | 101% | * |
| Unweighted N | (345) | (122) | (121) | (102) | (135) | (124) | (140) | (100) | (73) | (67) | (64) | (129) | (85) |

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| | |
|-------------------------------|--|
| Interviewing Dates | December 9 - 11, 2024 |
| Target population | U.S. Citizens, aged 18 and over. |
| Sampling method | Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens. |
| Weighting | The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.051 to 6.54, with a mean of one and a standard deviation of 0.96. |
| Number of respondents | 1109 |
| Margin of error | ± 4.1% (adjusted for weighting) |
| Survey mode | Web-based interviews |
| Questions not reported | 116 questions not reported. |