

YouGov Survey: New Year's Eve



Sample 1000 U.S. Adult Citizens
Conducted December 16 - 21, 2022
Margin of Error ±3.4%

1. Will you make any type of New Year's resolution or set a goal for 2023?

Yes	37%
No	46%
Not sure	17%

2. Which of the following will you resolve to start doing in 2023? Select all that apply.

Being happy	17%
Eating healthier	18%
Exercising more	19%
Focusing on spiritual matters	11%
Getting a new job	7%
Improving mental health	12%
Improving physical health	20%
Improving relationships with friends or family	11%
Learning something new	12%
Losing weight	17%
Moving	6%
Paying down debts	13%
Pursuing a career goal	9%
Quitting a bad habit	10%
Saving more money	20%
Spending more time with family	12%
Spending more time with friends	9%
Pursuing a new hobby	7%
Reading more	11%
Traveling	10%
Other	2%
None of these	1%
Not sure	5%
Not asked - Is not setting a resolution for 2023	46%

3. How likely is it that you will keep your resolutions throughout 2023?

Among people who say they will make a New Year's resolution or set a goal for 2023

Very likely	41%
Somewhat likely	46%
Not very likely	7%
Not likely at all	5%
Not sure	1%

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Interviewing Dates	December 16 - 21, 2022
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 March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.33 to 6.483, with a mean of 1 and a standard deviation of 0.449.
Number of respondents	1000
Margin of error	± 3.4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	49 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 2023?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	37%	36%	38%	47%	58%	24%	24%	37%	43%	*	*
No	46%	49%	43%	33%	27%	56%	65%	49%	41%	*	*
Not sure	17%	15%	19%	21%	15%	20%	11%	14%	16%	*	*
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	*	*
Unweighted N	(1,000)	(449)	(551)	(190)	(236)	(338)	(236)	(713)	(125)	(98)	(64)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	37%	43%	28%	41%	40%	39%	33%	37%	55%	38%	32%	39%	38%
No	46%	45%	47%	45%	47%	50%	49%	53%	38%	39%	54%	46%	44%
Not sure	17%	11%	24%	13%	13%	10%	18%	10%	7%	23%	15%	15%	18%
Totals	100%	99%	99%	99%	100%	99%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,000)	(345)	(399)	(256)	(372)	(332)	(404)	(272)	(198)	(157)	(223)	(394)	(226)

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2. Which New Year's Resolution

Which of the following will you resolve to start doing in 2023? 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
Being happy	17%	15%	20%	25%	20%	15%	10%	16%	21%	*	*
Eating healthier	18%	13%	23%	21%	18%	18%	16%	17%	24%	*	*
Exercising more	19%	16%	23%	20%	23%	18%	18%	19%	27%	*	*
Focusing on spiritual matters	11%	10%	12%	9%	17%	9%	8%	9%	17%	*	*
Getting a new job	7%	5%	9%	16%	12%	3%	0%	5%	17%	*	*
Improving mental health	12%	11%	13%	22%	15%	9%	4%	10%	16%	*	*
Improving physical health	20%	17%	23%	19%	24%	20%	17%	19%	25%	*	*
Improving relationships with friends or family	11%	12%	11%	15%	19%	8%	6%	11%	15%	*	*
Learning something new	12%	10%	15%	18%	16%	8%	10%	10%	19%	*	*
Losing weight	17%	12%	21%	17%	15%	20%	15%	16%	16%	*	*
Moving	6%	5%	6%	12%	9%	3%	1%	4%	7%	*	*
Paying down debts	13%	11%	15%	13%	17%	12%	10%	12%	17%	*	*
Pursuing a career goal	9%	10%	8%	16%	17%	4%	1%	6%	17%	*	*
Quitting a bad habit	10%	9%	10%	15%	14%	7%	5%	7%	19%	*	*
Saving more money	20%	17%	22%	27%	25%	19%	8%	18%	29%	*	*
Spending more time with family	12%	10%	13%	13%	21%	9%	4%	11%	14%	*	*
Spending more time with friends	9%	8%	10%	13%	14%	5%	6%	9%	13%	*	*
Pursuing a new hobby	7%	5%	9%	15%	9%	4%	2%	5%	7%	*	*
Reading more	11%	9%	13%	16%	13%	8%	8%	9%	17%	*	*
Traveling	10%	7%	14%	13%	15%	8%	6%	10%	11%	*	*
Other	2%	2%	2%	1%	2%	1%	4%	2%	0%	*	*
None of these	1%	1%	1%	1%	2%	0%	0%	1%	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	5%	5%	4%	8%	6%	4%	1%	3%	5%	*	*
Not asked - Is not setting a resolution for 2023	46%	49%	43%	33%	27%	56%	65%	49%	41%	*	*
Unweighted N	(1,000)	(449)	(551)	(190)	(236)	(338)	(236)	(713)	(125)	(98)	(64)

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

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Spending more time with friends	9%	10%	8%	10%	9%	10%	8%	10%	12%	14%	6%	10%	8%
Pursuing a new hobby	7%	9%	6%	8%	8%	5%	8%	8%	5%	5%	4%	9%	8%
Reading more	11%	11%	10%	13%	14%	11%	10%	14%	12%	15%	9%	11%	12%
Traveling	10%	12%	9%	10%	13%	9%	10%	12%	13%	15%	10%	8%	11%
Other	2%	2%	2%	2%	3%	3%	2%	2%	1%	2%	1%	2%	3%
None of these	1%	1%	1%	0%	1%	0%	0%	0%	1%	2%	0%	0%	1%
Not sure	5%	2%	11%	1%	1%	1%	2%	2%	2%	11%	3%	4%	3%
Not asked - Is not setting a resolution for 2023	46%	45%	47%	45%	47%	50%	49%	53%	38%	39%	54%	46%	44%
Unweighted N	(1,000)	(345)	(399)	(256)	(372)	(332)	(404)	(272)	(198)	(157)	(223)	(394)	(226)

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3. Confidence in Keeping New Year's Resolution

How likely is it that you will keep your resolutions throughout 2023?

Among people who say they will make a New Year's resolution or set a goal for 2023

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very likely	41%	51%	32%	*	49%	*	*	38%	*	*	*
Somewhat likely	46%	37%	54%	*	39%	*	*	51%	*	*	*
Not very likely	7%	7%	7%	*	4%	*	*	6%	*	*	*
Not likely at all	5%	4%	5%	*	6%	*	*	3%	*	*	*
Not sure	1%	1%	2%	*	2%	*	*	2%	*	*	*
Totals	100%	100%	100%	*	100%	*	*	100%	*	*	*
Unweighted N	(379)	(168)	(211)	(97)	(139)	(86)	(57)	(260)	(53)	(45)	(21)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very likely	41%	41%	39%	44%	38%	45%	39%	44%	41%	*	*	35%	*
Somewhat likely	46%	47%	49%	43%	51%	45%	45%	47%	48%	*	*	46%	*
Not very likely	7%	7%	6%	7%	4%	6%	10%	6%	4%	*	*	9%	*
Not likely at all	5%	5%	2%	7%	6%	3%	5%	3%	4%	*	*	8%	*
Not sure	1%	1%	3%	0%	0%	1%	1%	0%	2%	*	*	2%	*
Totals	100%	101%	99%	101%	99%	100%	100%	100%	99%	*	*	100%	*
Unweighted N	(379)	(153)	(118)	(108)	(147)	(135)	(139)	(100)	(109)	(63)	(72)	(154)	(90)

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Number of respondents	1000
Margin of error	± 3.4% (adjusted for weighting)
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Questions not reported	49 questions not reported.