|  |  | Gender |  |  |  |  |  | Generation |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1) Did you make any New Year's Resolutions for the year 2020? | US adults | Female | Male | Intersex | Agender | Genderfluid | Non-binary/ nonconforming | Millennials | Gen X | Baby Boomer |
| 1) Yes, I did | 27\% | 28\% | 26\% | 100\% | 33\% | 25\% | 14\% | 37\% | 23\% | 20\% |
| 2) No, I did not | 71\% | 69\% | 74\% | 0\% | 67\% | 75\% | 86\% | 60\% | 74\% | 80\% |
| 3) Don't know | 2\% | 3\% | 1\% | 0\% | 0\% | 0\% | 0\% | 3\% | 3\% | 1\% |
| Unweighted N | 1500 | 758 | 682 | 1 | 3 | 4 | 7 | 366 | 388 | 555 |
| Weight | Rep |  |  |  |  |  |  |  |  |  |

Among those who made 2020 resolutions

## 2) Which of the following New Year's Resolutions did you make

 for 2020? Please select all that1) Doing more exercise or
impless improving my fitness 2) Losing weight
2) Improving my diet
3) Saving more money
4) Pursuing a career ambition
5) Giving up smoking
6) Decorating or renovating par
of my home
7) Taking up a new hobby
8) Cutting down on drinking
9) Quitting drinking entirely
10) Volunteering or doing more charity work
11) Spending more time with my family
12) Spending less time on social media
13) Raising money for a charity
14) Something else
15) Don't know

US adults
us adults

Unweighted N
$46 \%$
$44 \%$
$45 \%$
$41 \%$
$19 \%$
$8 \%$

$10 \%$
$12 \%$
$7 \%$
$3 \%$

$8 \%$

$13 \%$

$13 \%$
$2 \%$
$19 \%$
$0 \%$
338

| Gender |  |  |  |  |  | Generation |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Female | Male | Intersex | Agender | Genderfluid | Non-binary/ nonconforming | Millennials | Gen X | Baby Boomer |
| 45\% | 47\% | 100\% | 0\% | 0\% | 0\% | 47\% | 41\% | 59\% |
| 48\% | 40\% | 0\% | 0\% | 100\% | 0\% | 41\% | 51\% | 50\% |
| 50\% | 40\% | 0\% | 0\% | 0\% | 0\% | 43\% | 40\% | 45\% |
| 46\% | 36\% | 100\% | 100\% | 0\% | 0\% | 52\% | 38\% | 28\% |
| 22\% | 15\% | 0\% | 0\% | 0\% | 0\% | 27\% | 19\% | 9\% |
| 8\% | 8\% | 0\% | 0\% | 0\% | 0\% | 8\% | 12\% | 7\% |
| 12\% | 7\% | 0\% | 0\% | 0\% | 0\% | 12\% | 7\% | 9\% |
| 14\% | 10\% | 0\% | 100\% | 0\% | 0\% | 15\% | 12\% | 11\% |
| 6\% | 8\% | 0\% | 0\% | 0\% | 0\% | 7\% | 13\% | 1\% |
| 2\% | 5\% | 0\% | 0\% | 0\% | 0\% | 7\% | 0\% | 0\% |
| 10\% | 6\% | 0\% | 0\% | 0\% | 0\% | 7\% | 14\% | 7\% |
| 17\% | 9\% | 0\% | 0\% | 100\% | 0\% | 14\% | 20\% | 8\% |
| 21\% | 3\% | 0\% | 0\% | 0\% | 0\% | 18\% | 6\% | 11\% |
| 2\% | 3\% | 0\% | 0\% | 0\% | 0\% | 2\% | 3\% | 3\% |
| 15\% | 24\% | 0\% | 0\% | 100\% | 0\% | 19\% | 23\% | 15\% |
| 0\% | 0\% | 0\% | 0\% | 0\% | 100\% | 0\% | 0\% | 0\% |
| 171 | 150 | 1 | 1 | 1 | 1 | 106 | 89 | 94 |

Among those who made 2020 resolutions
3) How many, if any, of the resolutions you made for 2020 did you manage to keep? Please select the option that best
2) I kept some, but not all of the resolutions I made
3) I did not keep any of the
resolutions I made
4) Don't know/ can't recall

Unweighted N

|  | Gender |  |  |  |  |  | Generation |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| ts | Female | Male | Intersex | Agender | Genderfluid | Non-binary / nonconforming | Millennials | Gen X | Baby Boomer |
| 35\% | 34\% | 35\% | 100\% | 0\% | 0\% | 0\% | 37\% | 28\% | 29\% |
| 49\% | 54\% | 43\% | 0\% | 100\% | 100\% | 0\% | 51\% | 44\% | 51\% |
| 16\% | 12\% | 21\% | 0\% | 0\% | 0\% | 0\% | 12\% | 28\% | 18\% |
| 1\% | 0\% | 1\% | 0\% | 0\% | 0\% | 100\% | 0\% | 0\% | 2\% |
| 338 | 171 | 150 | 1 | 1 | 1 | 1 | 106 | 89 | 94 |

Weight
Nat Rep

|  |  | Gender |  |  |  |  |  | Generation |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 4) Will you be making any New Year's Resolutions for 2021? | US adults | Female | Male | Intersex | Agender | Genderfluid | Non-binary/ nonconforming | Millennials | Gen X | Baby Boomer |
| 1) I will | 31\% | 34\% | 27\% | 100\% | 0\% | 25\% | 0\% | 38\% | 29\% | 24\% |
| 2) I will not | 50\% | 47\% | 54\% | 0\% | 100\% | 75\% | 86\% | 41\% | 50\% | 62\% |
| 3) Don't know | 19\% | 19\% | 19\% | 0\% | 0\% | 0\% | 14\% | 21\% | 21\% | 15\% |
| Unweighted N | 1500 | 758 | 682 | 1 | 3 | 4 | 7 | 366 | 388 | 555 |
| Weight | Rep |  |  |  |  |  |  |  |  |  |

Among those who intend to make 2021 resolutions

|  |  | Gender |  |  |  |  |  |  | Generation |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 5) Which of the following New Year's Resolutions do you intend to make for 2021? Please select all that apply. | US adults | Female | Male | Intersex | Agender |  | Genderfluid | Non-binary / nonconforming | Millennials | Gen X | Baby Boomer |
| 1) Doing more exercise or improving my fitness | 50\% | 49\% | 52\% | 0\% |  |  | 100\% | - | 47\% | 43\% | 67\% |
| 2) Losing weight | 48\% | 49\% | 47\% | 100\% |  |  | 0\% |  | 41\% | 49\% | 57\% |
| 3) Improving my diet | 39\% | 42\% | 34\% | 0\% |  |  | 100\% |  | 38\% | 32\% | 47\% |
| 4) Saving more money | 44\% | 48\% | 38\% | 0\% |  |  | 100\% | - | 55\% | 38\% | 43\% |
| 5) Pursuing a career ambition | 21\% | 22\% | 21\% | 0\% |  |  | 100\% | - | 34\% | 15\% | 10\% |
| 6) Giving up smoking | 10\% | 10\% | 10\% | 0\% |  |  | 0\% | - | 6\% | 18\% | 13\% |
| 7) Decorating or renovating part of my home | 10\% | 13\% | 7\% | 0\% |  |  | 0\% | - | 9\% | 9\% | 13\% |
| 8) Taking up a new hobby | 14\% | 15\% | 14\% | 0\% |  |  | 100\% | - | 12\% | 12\% | 18\% |
| 9) Cutting down on drinking | 4\% | 2\% | 6\% | 0\% |  |  | 0\% |  | 6\% | 4\% | 1\% |
| 10) Quitting drinking entirely | 2\% | 2\% | 3\% | 0\% |  |  | 0\% | - | 4\% | 3\% | 0\% |
| 11) Volunteering or doing more charity work | 10\% | 13\% | 7\% | 0\% |  |  | 100\% | - | 6\% | 14\% | 17\% |
| 12) Spending more time with my family | 18\% | 21\% | 13\% | 0\% |  |  | 0\% | - | 21\% | 17\% | 16\% |
| 13) Spending less time on social media | 13\% | 14\% | 12\% | 0\% |  |  | 0\% | - | 16\% | 14\% | 7\% |
| 14) Raising money for a charity | 5\% | 6\% | 5\% | 0\% |  |  | 0\% | - | 6\% | 4\% | 7\% |
| 15) Something else | 14\% | 13\% | 15\% | 0\% |  |  | 0\% | - | 14\% | 16\% | 16\% |
| 16) Don't know | 5\% | 4\% | 5\% | 0\% |  |  | 0\% | - | 6\% | 7\% | 0\% |
| Unweighted N | 380 | 209 | 159 | 1 |  | 0 | 1 | 0 | 116 | 99 | 113 |
| Weight | t Rep |  |  |  |  |  |  |  |  |  |  |

