

# YouGov Results

Fieldwork: 16th - 17th December 2021

Sample: 2,118 GB adults



Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

Did you make any New Year's Resolutions for the year 2021?

	Unweighted base	Male	Female	18-24	25-34	35-44	45-54	55+
	2110	948	1162	136	293	415	358	908
<b>Base: All GB adults</b>	<b>2110</b>	<b>1023</b>	<b>1087</b>	<b>234</b>	<b>296</b>	<b>415</b>	<b>343</b>	<b>822</b>
Yes, I did	11%	10%	11%	21%	14%	11%	10%	7%
No, I did not	80%	81%	79%	59%	75%	78%	83%	87%
Don't know/ can't recall	9%	9%	10%	20%	11%	11%	7%	6%

You previously told us you made New Year's Resolutions for the year 2021... Which of the following New Year's Resolutions did you make? Please select all that apply

	Unweighted base	Male	Female	18-24	25-34	35-44	45-54	55+
	215	87	128	28	43	47	35	62
<b>Base: All GB adults that made 2021 NY resolutions</b>	<b>228</b>	<b>105</b>	<b>124</b>	<b>50</b>	<b>41</b>	<b>45</b>	<b>35</b>	<b>58</b>
Doing more exercise or improving my fitness	37%	42%	33%	39%	30%	31%	37%	45%
Losing weight	38%	32%	44%	33%	32%	34%	47%	46%
Improving my diet	32%	26%	38%	30%	27%	23%	40%	41%
Saving more money	28%	29%	28%	40%	35%	20%	28%	20%
Pursuing a career ambition	13%	13%	14%	24%	13%	11%	9%	9%
Giving up smoking	10%	12%	8%	10%	10%	4%	8%	14%
Decorating or renovating part of my home	10%	7%	13%	8%	6%	7%	13%	15%
Taking up a new hobby	10%	9%	11%	17%	12%	7%	6%	9%
Cutting down on drinking	16%	21%	12%	19%	17%	17%	12%	16%
Volunteering or doing more charity work	5%	4%	5%	3%	6%	2%	9%	5%
Spending more time with my family	13%	16%	10%	25%	9%	8%	14%	8%
Spending less time on social media	10%	12%	9%	22%	15%	8%	6%	2%
Raising money for a charity	3%	3%	4%	3%	7%	-	4%	2%
Something else	23%	20%	26%	19%	24%	32%	20%	21%
Don't know	2%	5%	-	7%	-	2%	-	2%

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Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

You previously told us you made a New Year's Resolution for the year 2021... Thinking about 2021 so far...How many, if any, of the resolutions you made for 2021 did you manage to keep? (Please select the option that best applies)

	Unweighted base	215	87	128	28	43	47	35	62
<b>Base: All GB adults that made 2021 NY resolutions</b>		228	105	124	50	41	45	35	58
I kept all of the resolutions I made		31%	38%	26%	26%	39%	35%	26%	30%
I kept some, but not all of the resolutions I made		44%	40%	48%	45%	48%	33%	48%	48%
I did not keep any of the resolutions I made		19%	15%	22%	12%	13%	26%	23%	20%
Don't know/ can't recall		5%	7%	4%	16%	-	5%	3%	2%

Will you be making any New Year's Resolutions for 2022?

	Unweighted base	2110	948	1162	136	293	415	358	908
<b>Base: All GB adults</b>		2110	1023	1087	234	296	415	343	822
I will		16%	15%	18%	32%	22%	16%	17%	10%
I will not		67%	70%	65%	45%	58%	67%	70%	76%
Don't know		17%	16%	17%	23%	20%	18%	13%	15%

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Sample: 2,118 GB adults



Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

You previously told us you will make New Year's Resolutions for the year 2022... Which of the following New Year's Resolutions do you intend to make?

	Unweighted base	Male	Female	18-24	25-34	35-44	45-54	55+
<b>Base: All GB adults that will make 2022 NY resolutions</b>	<b>340</b>	<b>150</b>	<b>191</b>	<b>75</b>	<b>64</b>	<b>66</b>	<b>57</b>	<b>78</b>
Doing more exercise or improving my fitness	49%	46%	51%	45%	50%	45%	55%	49%
Losing weight	40%	34%	44%	20%	40%	38%	54%	49%
Improving my diet	41%	40%	42%	48%	38%	39%	54%	31%
Saving more money	39%	40%	39%	48%	41%	44%	33%	31%
Pursuing a career ambition	19%	23%	16%	31%	21%	18%	17%	9%
Giving up smoking	7%	9%	6%	2%	10%	10%	10%	6%
Decorating or renovating part of my home	14%	13%	15%	9%	15%	11%	14%	22%
Taking up a new hobby	15%	13%	16%	16%	15%	14%	14%	14%
Cutting down on drinking	15%	19%	11%	11%	7%	23%	12%	19%
Volunteering or doing more charity work	8%	7%	10%	6%	6%	4%	15%	12%
Spending more time with my family	12%	11%	13%	12%	22%	7%	12%	9%
Spending less time on social media	16%	14%	17%	32%	15%	11%	14%	6%
Raising money for a charity	5%	4%	5%	7%	8%	2%	4%	4%
Something else	20%	18%	22%	15%	18%	23%	21%	24%
Don't know	3%	1%	5%	6%	3%	2%	3%	2%

Cell Contents (Column Percentages)