

YouGov Survey - New Year's resolutions

GB18 Sample: 9th - 12th December 2022

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 2022? (Please select the option that best applies)

Unweighted base	2007	941	1066	177	303	352	331	844
Base: All GB adults	2007	973	1034	223	302	355	325	802
Yes, I did	14%	11%	17%	27%	24%	15%	9%	8%
No, I did not	78%	81%	75%	57%	68%	76%	82%	87%
Don't know/ can't recall	8%	7%	8%	16%	8%	9%	9%	5%

You previously told us you made New Year's Resolutions for the year 2022... Which of the following New Year's Resolutions did you make? (Please select all that apply)

Unweighted base	274	101	173	50	71	51	31	71
Base: All GB adults that made 2022 NY resolutions	282	109	173	60	72	52	30	68
Doing more exercise or improving my fitness	46%	32%	55%	44%	47%	50%	37%	48%
Losing weight	39%	36%	40%	29%	37%	49%	47%	37%
Improving my diet	36%	31%	38%	32%	39%	35%	45%	31%
Saving more money	30%	25%	33%	44%	37%	33%	12%	16%
Pursuing a career ambition	18%	21%	16%	26%	28%	18%	12%	3%
Giving up smoking	6%	7%	5%	9%	9%	6%	4%	1%
Decorating or renovating part of my home	10%	12%	9%	9%	10%	12%	16%	8%
Taking up a new hobby	15%	14%	16%	18%	18%	16%	13%	10%
Cutting down on drinking alcohol	11%	12%	10%	10%	9%	14%	10%	11%
Volunteering or doing more charity work	6%	6%	5%	5%	7%	9%	3%	4%
Spending more time with my family	13%	12%	13%	17%	17%	6%	17%	7%
Spending less time on social media	13%	7%	16%	20%	12%	17%	12%	4%
Raising money for a charity	4%	4%	4%	8%	2%	4%	6%	5%
Something else	19%	15%	22%	24%	7%	22%	9%	30%
Don't know	0%	-	0%	-	-	2%	-	-

You previously told us you made a New Year's Resolution for the year 2022... Thinking about 2022 so far...How many, if any, of the resolutions you made for 2022 did you manage to keep? (Please select the option that best applies)

Unweighted base	274	101	173	50	71	51	31	71
Base: All GB adults that made 2022 NY resolutions	282	109	173	60	72	52	30	68
I kept all of the resolutions I made	28%	40%	21%	26%	26%	31%	20%	35%
I kept some, but not all of the resolutions I made	53%	39%	62%	57%	56%	49%	58%	46%
I did not keep any of the resolutions I made	17%	18%	16%	14%	15%	18%	23%	17%
Don't know/ can't recall	2%	3%	2%	3%	2%	2%	-	3%

Will you be making any New Year's Resolutions for 2023? (Please select the option that best applies)

Unweighted base	2007	941	1066	177	303	352	331	844
Base: All GB adults	2007	973	1034	223	302	355	325	802
I will	21%	18%	23%	41%	31%	24%	16%	11%
I will not	63%	66%	60%	38%	52%	60%	69%	73%
Don't know	16%	16%	17%	22%	17%	16%	15%	15%

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Total	Social Grade		Region							
	ABC1	C2DE	North	Midlands	East	London	South	England	Wales	Scotland

Did you make any New Year's Resolutions for the year 2022? (Please select the option that best applies)

Unweighted base	2007	1205	802	488	333	187	247	472	1727	100	180
Base: All GB adults	2007	1144	863	480	331	183	271	469	1734	98	175
Yes, I did	14%	15%	13%	12%	15%	16%	21%	11%	14%	11%	13%
No, I did not	78%	78%	79%	81%	77%	77%	69%	80%	78%	83%	79%
Don't know/ can't recall	8%	7%	8%	6%	8%	7%	10%	9%	8%	6%	8%

You previously told us you made New Year's Resolutions for the year 2022... Which of the following New Year's Resolutions did you make? (Please select all that apply)

Unweighted base	274	174	100	59	50	30	51	50	240	11	23
Base: All GB adults that made 2022 NY resolutions	282	169	113	60	50	30	57	52	249	11	22
Doing more exercise or improving my fitness	46%	46%	46%	48%	44%	44%	40%	44%	44%	48%	65%
Losing weight	39%	41%	35%	34%	37%	41%	37%	29%	35%	52%	68%
Improving my diet	36%	33%	39%	33%	29%	38%	38%	42%	36%	28%	33%
Saving more money	30%	28%	32%	31%	22%	25%	40%	29%	30%	31%	28%
Pursuing a career ambition	18%	17%	20%	18%	23%	11%	22%	10%	17%	19%	24%
Giving up smoking	6%	3%	10%	5%	4%	6%	4%	10%	6%	-	9%
Decorating or renovating part of my home	10%	9%	13%	11%	15%	10%	15%	4%	11%	8%	4%
Taking up a new hobby	15%	14%	16%	23%	12%	16%	16%	6%	15%	-	25%
Cutting down on drinking alcohol	11%	9%	13%	14%	12%	6%	9%	12%	11%	21%	-
Volunteering or doing more charity work	6%	7%	4%	9%	2%	6%	5%	8%	6%	-	4%
Spending more time with my family	13%	10%	16%	11%	16%	7%	12%	13%	12%	11%	16%
Spending less time on social media	13%	11%	15%	24%	14%	11%	10%	8%	14%	-	4%
Raising money for a charity	4%	3%	6%	3%	4%	-	10%	-	4%	11%	8%
Something else	19%	20%	17%	15%	15%	27%	26%	23%	21%	9%	4%
Don't know	0%	-	1%	-	-	3%	-	-	0%	-	-

You previously told us you made a New Year's Resolution for the year 2022... Thinking about 2022 so far...How many, if any, of the resolutions you made for 2022 did you manage to keep? (Please select the option that best applies)

Unweighted base	274	174	100	59	50	30	51	50	240	11	23
Base: All GB adults that made 2022 NY resolutions	282	169	113	60	50	30	57	52	249	11	22
I kept all of the resolutions I made	28%	31%	25%	29%	35%	27%	24%	31%	29%	38%	12%
I kept some, but not all of the resolutions I made	53%	52%	54%	49%	42%	67%	66%	50%	54%	45%	45%
I did not keep any of the resolutions I made	17%	15%	19%	22%	21%	3%	9%	14%	15%	16%	39%
Don't know/ can't recall	2%	2%	2%	-	2%	3%	-	6%	2%	-	4%

Will you be making any New Year's Resolutions for 2023? (Please select the option that best applies)

Unweighted base	2007	1205	802	488	333	187	247	472	1727	100	180
Base: All GB adults	2007	1144	863	480	331	183	271	469	1734	98	175
I will	21%	22%	19%	20%	24%	21%	26%	17%	21%	17%	19%
I will not	63%	63%	63%	66%	63%	61%	54%	66%	63%	64%	66%
Don't know	16%	15%	17%	15%	13%	18%	20%	17%	16%	19%	15%

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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 2023... Which of the following New Year's Resolutions do you intend to make? (Please select all that apply)

	Unweighted base	400	160	240	74	94	83	55	94
Base: All GB adults that will make 2023 NY resolutions		412	174	239	90	93	86	53	90
Doing more exercise or improving my fitness	53%	47%	57%	53%	59%	49%	56%	48%	
Losing weight	43%	40%	46%	34%	45%	46%	51%	43%	
Improving my diet	43%	39%	45%	50%	51%	36%	44%	33%	
Saving more money	41%	34%	46%	50%	51%	49%	31%	20%	
Pursuing a career ambition	20%	25%	16%	33%	23%	23%	9%	7%	
Giving up smoking	6%	5%	6%	5%	5%	6%	8%	5%	
Decorating or renovating part of my home	18%	14%	20%	9%	20%	23%	24%	16%	
Taking up a new hobby	19%	18%	20%	27%	29%	11%	13%	13%	
Cutting down on drinking alcohol	14%	19%	10%	11%	11%	20%	17%	11%	
Volunteering or doing more charity work	9%	8%	9%	10%	13%	7%	5%	6%	
Spending more time with my family	17%	15%	18%	19%	18%	14%	19%	13%	
Spending less time on social media	16%	15%	17%	24%	19%	18%	9%	9%	
Raising money for a charity	5%	7%	4%	6%	8%	4%	3%	5%	
Something else	15%	15%	15%	17%	13%	14%	9%	19%	
Don't know	1%	1%	1%	3%	-	-	-	1%	

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Total	Social Grade		Region							
	ABC1	C2DE	North	Midlands	East	London	South	England	Wales	Scotland

You previously told us you will make New Year's Resolutions for the year 2023... Which of the following New Year's Resolutions do you intend to make? (Please select all that apply)

	Unweighted base	400	253	147	94	78	38	63	77	350	16	34
Base: All GB adults that will make 2023 NY resolutions		412	248	165	94	80	38	71	80	362	16	34
Doing more exercise or improving my fitness	53%	53%	53%	54%	56%	62%	40%	50%	52%	51%	69%	
Losing weight	43%	44%	42%	51%	41%	44%	36%	38%	42%	37%	55%	
Improving my diet	43%	42%	44%	40%	48%	40%	35%	41%	41%	46%	61%	
Saving more money	41%	42%	40%	41%	48%	36%	36%	42%	41%	54%	34%	
Pursuing a career ambition	20%	19%	21%	17%	16%	24%	30%	18%	20%	15%	19%	
Giving up smoking	6%	4%	9%	3%	7%	5%	3%	9%	5%	12%	5%	
Decorating or renovating part of my home	18%	17%	19%	25%	18%	20%	14%	9%	17%	24%	19%	
Taking up a new hobby	19%	20%	18%	13%	24%	21%	21%	18%	19%	18%	25%	
Cutting down on drinking alcohol	14%	16%	11%	16%	15%	13%	14%	15%	15%	7%	5%	
Volunteering or doing more charity work	9%	11%	6%	5%	11%	10%	13%	8%	9%	-	8%	
Spending more time with my family	17%	18%	14%	18%	20%	13%	20%	12%	17%	12%	14%	
Spending less time on social media	16%	17%	16%	19%	16%	10%	14%	16%	16%	6%	28%	
Raising money for a charity	5%	5%	5%	1%	8%	5%	8%	2%	4%	17%	9%	
Something else	15%	15%	15%	12%	16%	19%	22%	16%	17%	6%	3%	
Don't know	1%	0%	2%	2%	1%	-	-	1%	1%	-	-	