

YouGov Survey: New Year's Resolutions



Sample 1000 U.S. Adult Citizens
Conducted December 11 - 14, 2023
Margin of Error ±3.8%

1. Will you make any type of New Year's resolution or set a goal for 2024?

Yes	34%
No	53%
Not sure	13%

2. Which of the following will you resolve to start doing in 2024? Select all that apply.

Being happy	22%
Eating healthier	20%
Exercising more	21%
Focusing on spiritual matters	12%
Getting a new job	9%
Improving mental health	19%
Improving physical health	21%
Improving relationships with friends or family	13%
Learning something new	16%
Losing weight	19%
Moving	7%
Paying down debts	13%
Pursuing a career goal	11%
Quitting a bad habit	12%
Saving more money	23%
Spending more time with family	15%
Spending more time with friends	11%
Pursuing a new hobby	8%
Reading more	15%
Traveling	11%
Other	1%
None of these	1%
Not sure	1%
Not asked - Is not setting a resolution for 2024	53%

3. How likely is it that you will keep your resolutions throughout 2024?

Among people who say they will make a New Year's resolution or set a goal for 2024

Very likely	36%
Somewhat likely	53%
Not very likely	6%
Not likely at all	1%
Not sure	4%

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Interviewing Dates	December 11 - 14, 2023
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 November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.092 to 6.507, with a mean of one and a standard deviation of 0.717.
Number of respondents	1000
Margin of error	± 3.8% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	88 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 2024?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	34%	36%	33%	52%	44%	27%	18%	30%	48%	44%	33%
No	53%	50%	55%	33%	40%	62%	71%	56%	46%	39%	56%
Not sure	13%	14%	12%	15%	16%	11%	11%	14%	7%	17%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(997)	(442)	(555)	(137)	(218)	(346)	(296)	(642)	(115)	(149)	(91)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	34%	45%	26%	32%	36%	30%	34%	28%	45%	36%	31%	32%	39%
No	53%	44%	58%	57%	54%	61%	53%	56%	46%	51%	59%	56%	44%
Not sure	13%	11%	16%	11%	10%	8%	13%	16%	10%	13%	10%	12%	17%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(997)	(354)	(365)	(278)	(349)	(340)	(481)	(259)	(160)	(159)	(227)	(384)	(227)

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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

2. Which New Year's Resolutions

Which of the following will you resolve to start doing in 2024? 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	22%	22%	22%	30%	32%	17%	9%	20%	33%	24%	19%
Eating healthier	20%	18%	22%	29%	25%	17%	13%	16%	34%	29%	22%
Exercising more	21%	20%	22%	29%	28%	16%	15%	19%	31%	23%	23%
Focusing on spiritual matters	12%	9%	15%	13%	14%	10%	11%	11%	22%	10%	9%
Getting a new job	9%	10%	9%	22%	12%	5%	1%	7%	17%	15%	7%
Improving mental health	19%	18%	21%	35%	25%	14%	6%	17%	25%	26%	20%
Improving physical health	21%	17%	25%	24%	27%	19%	14%	17%	32%	29%	23%
Improving relationships with friends or family	13%	14%	13%	17%	17%	13%	6%	10%	25%	18%	13%
Learning something new	16%	16%	16%	27%	18%	12%	8%	13%	25%	23%	16%
Losing weight	19%	14%	24%	18%	26%	18%	15%	17%	27%	23%	21%
Moving	7%	6%	7%	11%	10%	4%	3%	4%	18%	11%	8%
Paying down debts	13%	13%	14%	14%	16%	14%	9%	14%	19%	10%	8%
Pursuing a career goal	11%	10%	11%	24%	16%	5%	1%	7%	16%	20%	16%
Quitting a bad habit	12%	15%	9%	19%	14%	11%	6%	11%	18%	13%	13%
Saving more money	23%	20%	25%	37%	27%	19%	9%	18%	39%	29%	26%
Spending more time with family	15%	15%	14%	18%	20%	13%	8%	12%	21%	18%	18%
Spending more time with friends	11%	11%	11%	21%	14%	6%	6%	9%	18%	16%	11%
Pursuing a new hobby	8%	6%	10%	15%	12%	5%	1%	7%	12%	14%	4%
Reading more	15%	13%	16%	22%	20%	9%	10%	13%	24%	13%	15%
Traveling	11%	9%	14%	21%	10%	9%	7%	9%	21%	16%	10%
Other	1%	1%	1%	1%	0%	2%	0%	1%	1%	0%	0%
None of these	1%	1%	0%	3%	0%	0%	0%	1%	0%	1%	0%
Not sure	1%	2%	1%	2%	2%	1%	1%	1%	1%	1%	6%
Not asked - Is not setting a resolution for 2024	53%	50%	55%	33%	40%	62%	71%	56%	46%	39%	56%

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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
Unweighted N	(997)	(442)	(555)	(137)	(218)	(346)	(296)	(642)	(115)	(149)	(91)

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Being happy	22%	24%	20%	22%	19%	16%	24%	22%	20%	21%	19%	20%	29%
Eating healthier	20%	28%	18%	14%	21%	14%	21%	18%	25%	24%	18%	19%	21%
Exercising more	21%	29%	19%	15%	23%	15%	22%	21%	21%	23%	19%	20%	23%
Focusing on spiritual matters	12%	10%	11%	16%	9%	16%	14%	13%	12%	11%	15%	12%	10%
Getting a new job	9%	11%	11%	5%	7%	5%	10%	8%	10%	11%	9%	7%	12%
Improving mental health	19%	24%	18%	16%	18%	15%	21%	19%	18%	16%	20%	18%	23%
Improving physical health	21%	25%	21%	18%	23%	18%	23%	20%	21%	22%	20%	19%	24%
Improving relationships with friends or family	13%	18%	12%	11%	13%	12%	14%	10%	20%	13%	13%	12%	17%
Learning something new	16%	19%	16%	12%	14%	14%	18%	16%	14%	20%	16%	12%	17%
Losing weight	19%	22%	22%	13%	20%	16%	21%	15%	22%	13%	20%	22%	18%
Moving	7%	9%	6%	5%	6%	4%	8%	5%	5%	4%	10%	8%	3%
Paying down debts	13%	15%	11%	14%	13%	14%	13%	16%	16%	14%	7%	14%	18%
Pursuing a career goal	11%	11%	14%	7%	9%	6%	10%	14%	11%	8%	11%	8%	17%
Quitting a bad habit	12%	12%	9%	16%	7%	13%	12%	13%	13%	15%	9%	9%	18%
Saving more money	23%	28%	21%	18%	20%	18%	25%	23%	14%	21%	21%	22%	26%
Spending more time with family	15%	20%	11%	13%	14%	12%	16%	14%	16%	17%	13%	13%	16%
Spending more time with friends	11%	12%	12%	9%	10%	10%	11%	13%	10%	9%	12%	10%	14%
Pursuing a new hobby	8%	8%	8%	8%	8%	7%	9%	7%	9%	8%	7%	8%	8%
Reading more	15%	16%	14%	14%	15%	12%	13%	14%	17%	17%	9%	15%	17%
Traveling	11%	18%	10%	6%	12%	8%	10%	17%	12%	12%	11%	10%	14%
Other	1%	2%	1%	1%	2%	1%	1%	0%	3%	0%	2%	1%	1%
None of these	1%	1%	1%	0%	1%	0%	1%	0%	1%	1%	0%	0%	2%
Not sure	1%	0%	3%	1%	1%	1%	1%	0%	0%	1%	0%	2%	2%
Not asked - Is not setting a resolution for 2024	53%	44%	58%	57%	54%	61%	53%	56%	46%	51%	59%	56%	44%

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Unweighted N	(997)	(354)	(365)	(278)	(349)	(340)	(481)	(259)	(160)	(159)	(227)	(384)	(227)

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3. Confidence in Keeping New Year's Resolution

How likely is it that you will keep your resolutions throughout 2024?

Among people who say they will make a New Year's resolution or set a goal for 2024

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very likely	36%	40%	31%	46%	34%	32%	22%	29%	55%	51%	*
Somewhat likely	53%	49%	56%	43%	55%	62%	54%	58%	35%	44%	*
Not very likely	6%	9%	4%	9%	3%	4%	11%	10%	0%	1%	*
Not likely at all	1%	1%	2%	0%	2%	1%	2%	1%	2%	3%	*
Not sure	4%	1%	6%	2%	5%	0%	11%	2%	7%	0%	*
Totals	100%	100%	99%	100%	99%	99%	100%	100%	99%	99%	*
Unweighted N	(314)	(143)	(171)	(74)	(97)	(97)	(46)	(179)	(50)	(61)	(24)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very likely	36%	40%	29%	37%	31%	37%	35%	38%	37%	52%	31%	32%	33%
Somewhat likely	53%	43%	61%	59%	51%	57%	57%	54%	52%	38%	59%	56%	54%
Not very likely	6%	9%	5%	4%	7%	5%	3%	4%	9%	2%	6%	6%	10%
Not likely at all	1%	2%	1%	0%	3%	0%	1%	4%	0%	3%	0%	1%	2%
Not sure	4%	6%	4%	0%	9%	1%	4%	0%	1%	6%	3%	5%	1%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	99%	101%	99%	100%	100%
Unweighted N	(314)	(141)	(93)	(80)	(112)	(92)	(151)	(71)	(68)	(49)	(64)	(121)	(80)

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Number of respondents	1000
Margin of error	± 3.8% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	88 questions not reported.