

YouGov Survey Results

Sample Size: 2076 GB Adults
Fieldwork: 14th - 15th December 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2076	374	534	191	224	114	729	741	1005	1071	218	857	513	488	1177	887	1796	100	181	492	340	251	712
Unweighted Sample	2076	345	569	214	259	115	835	760	884	1192	149	802	543	582	1259	810	1791	123	162	536	361	163	731
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Will you be making any New Year's Resolutions for 2026?

I will	19	15	20	20	13	28	20	14	16	21	37	22	13	11	22	14	19	20	16	17	18	24	18
I will not	66	70	66	68	76	52	64	74	72	61	48	62	73	76	63	70	66	60	71	69	65	60	67
Don't know	15	15	13	13	11	20	17	12	13	17	15	17	14	13	15	15	15	19	13	14	17	16	15

You previously told us you intend to make New Year's Resolutions for the year 2026...

What New Year's Resolutions are you planning to make?

[Asked only to those who said they intend to make New Year's Resolutions for the year 2026; n=385]

Get fit / exercise more	23	20	28	16	22	27	24	17	22	24	28	23	23	18	25	20	24	18	21	31	23	19	21
Lose weight	17	24	21	10	17	0	22	16	17	17	10	22	13	16	18	14	17	18	14	19	18	10	18
Eat more healthily	11	12	9	5	14	20	13	11	9	13	5	16	3	13	11	12	11	12	16	11	18	6	9
Better health	10	9	15	5	4	19	9	9	9	11	9	12	11	7	10	12	11	8	0	15	9	13	10
Not decided yet	8	10	12	5	10	4	7	10	10	7	8	8	10	9	7	11	8	10	10	11	12	9	4
Save more / spend less	7	11	8	3	16	4	7	10	6	9	5	8	10	5	9	5	7	4	12	7	8	7	7
Be a better person, personality and attitude improvements	5	3	5	7	0	14	6	4	7	4	8	2	7	9	6	4	6	0	2	3	4	8	8
Spend more time with / improve relationship with friends and family	4	3	5	2	3	11	5	4	3	4	0	5	4	4	3	4	4	0	3	4	7	4	2
Improve financial management	4	7	3	4	3	5	3	5	2	5	6	3	5	3	5	3	4	5	8	3	3	7	2
Find / change job	4	4	2	11	0	6	5	0	6	2	3	6	1	0	4	2	4	0	0	0	3	11	4
Travel / take a holiday	3	4	3	0	3	6	5	2	2	4	2	4	3	4	3	4	4	0	3	3	5	3	4
Drink less alcohol	3	3	4	4	6	0	8	1	4	3	0	3	5	6	2	5	4	3	0	7	2	2	3
Quit smoking or vaping	3	5	2	2	6	0	3	3	5	1	2	3	2	4	3	3	3	2	0	0	0	5	6
Read more	3	2	2	0	4	6	2	2	3	3	6	3	0	2	4	1	3	0	0	4	2	1	4
Learn a new skill / gain a new qualification	3	2	1	5	0	2	2	1	3	3	3	3	1	4	3	3	2	0	6	5	1	3	1
Better time management and productivity	2	0	1	5	11	2	3	2	2	3	3	1	1	5	2	2	2	0	6	2	1	5	1
Reduce levels of debt	2	0	1	0	8	0	2	2	0	3	0	4	0	0	2	1	2	5	0	2	2	1	1
Prioritize self	2	0	3	8	0	3	1	3	1	3	1	3	2	2	2	3	2	0	3	2	0	2	4
Be happier	2	2	2	0	9	2	2	3	0	4	4	2	1	2	1	6	2	5	6	4	0	3	1
Improve mental health	2	4	1	2	0	5	0	3	2	2	1	2	4	0	2	3	2	0	0	1	4	3	2
Spend more time on hobbies	2	1	3	2	0	0	2	1	3	1	5	1	2	1	2	2	2	3	0	2	3	1	2
Declutter / tidy home	2	3	2	2	0	0	2	3	1	2	0	1	4	5	2	2	2	0	0	2	2	4	1
Less time on phone / screens	2	0	3	4	0	2	2	0	1	2	0	3	1	0	1	2	0	6	12	0	0	2	0
Other	19	14	20	18	10	16	17	17	18	20	24	16	24	15	19	19	19	15	22	5	27	27	21
Prefer not to say	7	3	8	5	14	5	7	9	10	5	7	6	10	7	7	8	8	3	0	7	3	9	10

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Unweighted Sample	2076	345	569	214	259	115	835	760	884	1192	149	802	543	582	1259	810	1791	123	162	536	361	163	731
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And did you make any New Year's Resolutions for the year 2025?

Yes, I did	11	9	15	8	5	19	11	7	8	14	20	13	7	7	12	9	11	9	7	9	15	16	10
No, I did not	79	83	75	82	88	64	78	84	83	75	66	73	87	86	77	82	78	81	82	81	75	69	81
Don't know / can't recall	10	8	10	9	7	17	10	8	9	12	14	14	7	7	11	9	10	10	11	9	10	15	9

You previously told us you made New Year's Resolutions for the year 2025...

What New Year's Resolutions did you make?

[Asked only to those who said they made New Year's Resolutions for the year 2025; n=229]

Get fit / exercise more	19	19	26	14	12	31	24	13	16	21	23	19	15	21	23	12	19	36	7	24	12	20	21
Lose weight	17	19	23	10	22	3	17	22	9	22	6	17	21	27	17	19	17	0	31	20	27	7	13
Better health	7	14	11	0	0	0	11	5	7	7	2	6	7	13	8	6	7	0	5	14	5	2	7
Eat more healthily	7	4	7	8	0	4	7	4	6	7	9	6	5	8	6	8	7	10	0	12	4	8	5
Read more	6	3	7	12	0	4	7	2	4	7	3	9	0	4	6	6	6	0	9	12	2	4	5
Save more / spend less	5	11	5	4	14	3	8	7	6	5	0	5	9	8	6	4	5	5	7	1	6	7	6
Be a better person, personality and attitude improvements	5	0	6	0	0	12	2	3	7	3	11	3	2	5	5	5	5	13	0	4	2	7	5
Drink less alcohol	5	7	6	7	0	8	7	4	7	4	6	3	10	4	5	5	4	19	5	2	0	11	6
Learn a new skill / gain a new qualification	5	0	7	9	0	3	6	2	3	6	8	5	8	0	6	4	5	10	0	7	0	11	5
Find / change job	4	4	5	0	0	13	8	0	5	3	0	7	2	0	3	5	4	0	0	0	6	12	1
Travel / take a holiday	2	7	0	0	0	10	3	3	3	2	0	3	0	4	1	5	3	0	0	1	7	0	2
Better time management and productivity	2	5	1	0	8	0	3	3	1	3	0	2	2	5	2	3	3	0	0	0	8	3	0
Quit smoking or vaping	2	0	4	0	4	0	4	1	4	1	0	3	0	3	3	1	2	5	0	2	0	5	2
Reduce levels of debt	2	0	2	0	8	0	2	2	0	2	0	3	0	2	2	1	2	0	0	0	1	2	3
Spend more time on hobbies	2	0	1	0	0	7	3	0	4	1	4	2	0	0	2	2	2	0	0	3	0	2	2
Spend more time with / improve relationship with friends and family	1	0	1	3	0	0	1	1	0	2	0	2	0	1	1	2	1	0	0	0	4	2	0
Improve financial management	1	0	0	0	6	0	1	1	0	1	0	1	0	2	0	1	1	0	0	2	0	0	1
Be happier	1	4	0	0	0	0	0	2	2	1	3	1	3	0	1	2	2	0	0	3	2	0	2
Less time on phone / screens	1	0	2	0	0	4	3	0	2	1	0	2	0	0	1	1	1	0	0	2	0	5	0
Prioritize self	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Improve mental health	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Declutter / tidy home	0	0	1	0	0	0	1	0	0	0	0	0	0	2	0	1	0	0	0	1	0	0	0
Not decided yet	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	22	29	18	29	15	25	17	28	23	21	13	26	30	12	20	26	21	13	36	22	22	30	16
Don't remember	6	5	3	4	7	5	5	6	6	7	12	5	0	11	8	4	6	7	12	2	19	3	1
Prefer not to say	8	7	4	9	26	8	5	16	9	8	9	8	8	10	6	12	8	0	13	6	10	5	11

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You previously told us you made New Year's Resolution(s) for the year 2025...
Thinking about 2025 so far...How many, if any, of the resolutions you made for 2025 have you managed to keep? (Please select the option that best applies)

I have kept all of the resolutions I made	38	48	39	47	57	45	34	46	41	36	36	41	35	31	36	40	38	42	27	49	27	28	45
I have kept some, but not all of the resolutions I made	33	21	38	27	15	48	36	27	32	33	25	35	38	29	34	32	33	26	34	28	35	32	35
I have not kept any of the resolutions I made	24	22	20	23	28	7	24	21	21	26	31	20	20	33	25	22	24	32	24	22	26	38	15
Don't know / can't recall	6	8	3	4	0	0	5	6	6	5	9	4	7	7	5	6	5	0	15	1	12	2	5

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*