

# Internal New Year resolutions

GB18 Sample: 10th - 11th December 2024



Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
	A	B	C	D	E	F	G	H	I

## Will you be making any New Year's Resolutions for 2025?

Unweighted base	1951	934	1017	176	309	335	290	841	1134	817
<b>Base: All GB Adults</b>	<b>1951</b>	<b>946</b>	<b>1005</b>	<b>217</b>	<b>312</b>	<b>342</b>	<b>297</b>	<b>784</b>	<b>1112</b>	<b>839</b>
I will	27%	25%	29%	52%	38%	30%	22%	16%	28%	25%
I will not	56%	60%	51%	26%	43%	53%	58%	69%	55%	56%
Don't know	18%	15%	20%	22%	19%	17%	21%	15%	17%	19%

## You previously told us you intend to make New Year's Resolutions for the year 2025... What New Year's Resolutions are you planning to make? (recoded)

Unweighted base	500	221	279	89	119	97	63	132	310	190
<b>Base</b>	<b>513</b>	<b>227</b>	<b>286</b>	<b>110</b>	<b>116</b>	<b>101</b>	<b>61</b>	<b>124</b>	<b>310</b>	<b>203</b>
Save more / spend less	21%	20%	21%	26%	19%	23%	13%	20%	18%	25%
Get fit / exercise more	17%	12%	21%	21%	9%	13%	20%	21%	16%	18%
Lose weight	16%	17%	15%	2%	13%	21%	20%	26%	16%	16%
Gain New Skills and Knowledge	7%	6%	8%	9%	7%	3%	12%	7%	7%	7%
Better health	7%	5%	8%	3%	6%	9%	15%	5%	6%	7%
Eat more healthily	5%	2%	7%	5%	5%	5%	8%	4%	5%	5%
Be a better person, personality and attitude improvements	5%	6%	4%	6%	6%	2%	5%	5%	4%	6%
Spend more time with / improve relationship with friends and family	5%	6%	4%	4%	6%	4%	3%	6%	6%	3%
Start or increase investments	4%	5%	3%	5%	5%	4%	3%	1%	4%	3%
Make more money	4%	5%	2%	8%	5%	2%	2%	-	3%	4%
Travel / take a holiday	3%	1%	5%	1%	3%	2%	3%	6%	4%	2%
Improve Financial Management	3%	3%	3%	8%	3%	-	-	1%	3%	2%
Better Time Management and Productivity	2%	3%	2%	5%	3%	3%	-	2%	3%	2%
Drink less alcohol	2%	4%	1%	1%	3%	2%	8%	1%	3%	1%
Quit smoking or vaping	2%	3%	2%	1%	2%	3%	4%	2%	1%	4%
Reduce levels of debt	2%	2%	2%	-	1%	6%	1%	2%	2%	3%
Read more	2%	-	3%	2%	2%	1%	6%	-	1%	2%
Start or focus on business ventures	2%	3%	1%	3%	2%	3%	2%	-	2%	1%

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		A	B	C	D	E	F	G	H	I
Find / change job	2%	2%	1%	1%	2%	2%	3%	2%	2%	1%
Prioritize self	1%	1%	2%	1%	-	2%	2%	2%	2%	1%
Improve Work-Life Balance	1%	0%	2%	-	1%	2%	3%	2%	2%	0%
Save for a deposit / buy a home	1%	2%	1%	3%	2%	1%	-	1%	2%	1%
Be happier	1%	1%	2%	1%	2%	2%	-	2%	2%	1%
Home Improvements	1%	0%	2%	1%	-	2%	-	2%	1%	1%
Improve mental health	1%	2%	0%	1%	1%	4%	-	-	1%	1%
Spend more time on hobbies	1%	1%	1%	3%	2%	-	-	1%	1%	1%
Declutter / tidy home	1%	0%	2%	-	2%	-	-	3%	1%	1%
Not decided yet	5%	4%	6%	2%	5%	8%	6%	4%	5%	5%
Other	10%	12%	8%	13%	9%	8%	4%	11%	10%	10%
Prefer not to say	8%	10%	6%	9%	9%	10%	5%	5%	6%	10%

## And did you make any New Year's Resolutions for the year 2024?

Unweighted base	1951	934	1017	176	309	335	290	841	1134	817
<b>Base</b>	<b>1951</b>	<b>946</b>	<b>1005</b>	<b>217</b>	<b>312</b>	<b>342</b>	<b>297</b>	<b>784</b>	<b>1112</b>	<b>839</b>
Yes, I did	17%	15%	18%	30%	25%	19%	14%	10%	18%	15%
No, I did not	73%	76%	69%	46%	63%	68%	75%	84%	71%	74%
Don't know / can't recall	11%	8%	13%	24%	12%	13%	10%	6%	11%	10%

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	A	B	C	D	E	F	G	H	I

You previously told us you made New Year's Resolutions for the year 2024... What New Year's Resolutions did you make?

	Unweighted base	306	135	171	52	79	57	40	78	190	116
<b>Base</b>	<b>314</b>	<b>139</b>	<b>175</b>	<b>65</b>	<b>77</b>	<b>59</b>	<b>40</b>	<b>74</b>	<b>190</b>	<b>124</b>	
Lose weight	16%	12%	20%	3%	12%	20%	25%	24%	15%	19%	
Get fit / exercise more	15%	16%	15%	17%	9%	16%	19%	17%	18%	11%	
Save more / spend less	10%	9%	10%	10%	12%	9%	4%	11%	6%	16%	
Eat more healthily	7%	4%	9%	4%	7%	5%	7%	11%	7%	7%	
Better health	5%	5%	6%	-	6%	11%	7%	4%	5%	6%	
Spend more time with / improve relationship with friends and family	5%	4%	6%	3%	2%	6%	9%	7%	5%	5%	
Gain New Skills and Knowledge	4%	4%	5%	3%	8%	3%	7%	1%	5%	3%	
Be a better person, personality and attitude improvements	4%	2%	6%	5%	1%	3%	7%	6%	4%	5%	
Read more	3%	2%	5%	10%	5%	-	2%	-	4%	3%	
Travel / take a holiday	3%	1%	5%	-	5%	1%	6%	4%	3%	4%	
Educational achievements	3%	3%	2%	7%	4%	2%	-	-	2%	3%	
Find / change job	3%	1%	3%	5%	6%	-	-	-	4%	1%	
Spend more time on hobbies	2%	2%	3%	-	1%	3%	6%	4%	2%	3%	
Start or increase investments	2%	3%	2%	4%	1%	-	7%	1%	2%	4%	
Reduce levels of debt	2%	3%	2%	-	1%	6%	-	4%	2%	2%	
Drink less alcohol	2%	4%	1%	2%	1%	2%	4%	3%	2%	2%	
Be happier	2%	-	4%	-	2%	3%	-	4%	0%	4%	
Make more money	2%	3%	1%	6%	1%	3%	-	-	2%	2%	
Quit smoking or vaping	2%	2%	2%	-	1%	4%	5%	1%	2%	1%	
Better Time Management and Productivity	2%	3%	1%	4%	5%	-	-	-	3%	1%	
Improve mental health	1%	3%	-	4%	1%	2%	-	-	1%	2%	
Charitable / volunteering activities	1%	1%	1%	2%	1%	2%	-	1%	1%	2%	
Home Improvements	1%	1%	2%	3%	-	2%	-	1%	0%	2%	
Improve Financial Management	1%	2%	0%	2%	2%	-	-	1%	2%	-	

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		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
		A	B	C	D	E	F	G	H	I
Save for a deposit / buy a home	1%	1%	1%	2%	1%	2%	-	-	1%	1%
Start or focus on business ventures	1%	2%	-	2%	1%	2%	-	-	1%	1%
Improve Work-Life Balance	1%	1%	0%	-	-	3%	-	-	0%	1%
Declutter / tidy home	0%	-	1%	-	-	-	-	1%	-	1%
Prioritize self	0%	-	1%	-	-	-	-	1%	0%	-
Other	17%	22%	13%	28%	18%	15%	9%	13%	21%	11%
Prefer not to say	8%	9%	7%	9%	7%	8%	7%	6%	7%	9%

You previously told us you made New Year's Resolution(s) for the year 2024... Thinking about 2024 so far...How many, if any, of the resolutions you made for 2024 have you managed to keep? (Please select the option that best applies)

	Unweighted base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
	321	140	181	52	81	62	42	84	199	122
	<b>Base</b> 328	144	184	65	78	64	42	79	199	129
I have kept all of the resolutions I made	33%	31%	34%	40%	38%	30%	17%	33%	34%	31%
I have kept some, but not all of the resolutions I made	45%	52%	40%	49%	47%	38%	57%	41%	42%	50%
I have not kept any of the resolutions I made	19%	15%	23%	10%	14%	30%	24%	21%	21%	17%
Don't know / can't recall	2%	1%	3%	2%	1%	1%	2%	5%	3%	1%