

YouGov Results - New Years resolutions

Sample size: 2,020 GB adults

Fieldwork: 17th - 18th December 2019



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

Changing the subject...Which, if any, of the following New Year's resolutions have you EVER made? (Please select all that apply. If you have never made a New Year's Resolution, please select the 'Not applicable' option)

	2020	941	1079	158	302	349	351	860
Unweighted base	2020	941	1079	158	302	349	351	860
Base: All GB adults	2020	980	1040	224	311	348	345	791
Losing weight	44%	34%	53%	42%	45%	49%	46%	42%
More exercise/ improving fitness	47%	39%	54%	58%	53%	50%	44%	41%
Saving more money	31%	26%	35%	42%	38%	39%	26%	23%
Improving my diet	41%	32%	49%	55%	48%	45%	40%	32%
Pursuing a career ambition	11%	10%	13%	19%	23%	15%	11%	4%
More time with my family	11%	8%	14%	13%	16%	14%	10%	8%
Taking up a new hobby	18%	15%	20%	29%	23%	18%	17%	12%
Decorating/ renovating my home	11%	8%	14%	6%	10%	12%	12%	13%
Cutting down on drinking alcohol	16%	16%	16%	9%	20%	19%	16%	14%
Cutting down on phone usage	4%	2%	6%	12%	8%	5%	2%	1%
Cutting down on social media usage	7%	5%	9%	21%	12%	10%	4%	2%
Volunteering or charity work	6%	4%	9%	9%	8%	5%	7%	5%
Giving up smoking / vaping	14%	14%	14%	6%	11%	18%	18%	14%
Other	4%	4%	4%	5%	5%	4%	2%	4%
Don't know/ can't recall	3%	3%	3%	3%	3%	3%	2%	4%
Not applicable - I have never made a New Year's Resolution	27%	34%	20%	17%	21%	22%	29%	33%

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Did you make a New Year's Resolution for the year 2019?

Unweighted base	1410	585	825	129	232	261	244	544
Base: All GB adults who have ever made a New Year's resolution	1417	618	799	179	237	259	239	502
Yes, I did	25%	24%	26%	39%	35%	23%	20%	19%
No, I did not	64%	66%	63%	45%	54%	64%	72%	72%
Don't know/ can't recall	11%	10%	11%	17%	11%	13%	8%	8%

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You previously told us you made a New Year's Resolution for the year 2019... Thinking about 2019 so far...How many, if any, of the resolutions you made for 2019 did you manage to keep? (Please select the option that best applies)

Unweighted base	346	130	216	49	81	60	49	107
Base: All GB adults who made a New Year's resolution for 2019	358	150	208	69	82	60	49	98
I kept all of the resolutions I made	24%	31%	19%	19%	27%	10%	34%	28%
I kept some, but not all of the resolutions I made	47%	48%	46%	41%	44%	45%	51%	53%
I did not keep any of the resolutions I made	28%	20%	33%	35%	30%	42%	15%	18%
Don't know/ can't recall	2%	1%	2%	5%	-	3%	-	1%

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Will you be making a New Year's resolution for 2020?

Unweighted base	2020	941	1079	158	302	349	351	860
Base: All GB adults	2020	980	1040	224	311	348	345	791
I will	27%	24%	30%	47%	38%	30%	21%	18%
I will not	54%	59%	49%	36%	46%	49%	57%	63%
Don't know	19%	17%	21%	17%	16%	21%	22%	19%

Cell Contents (Column Percentages)