



**NYRs2019**  
Fieldwork Dates: 6th - 7th December 2018

**Conducted by YouGov**  
**On behalf of Editorial**

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#### **BACKGROUND**

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email [omnibus.us@yougov.com](mailto:omnibus.us@yougov.com) quoting the survey details

#### **EDITOR'S NOTES - all press releases should contain the following information**

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1215 adults. Fieldwork was undertaken between 6th - 7th December 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

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US\_nat Sample: 6th - 7th December 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
	A	B	C	D	E	F	G	H	I	J	K	L	M	

GEN\_q1. How many, if any, of the New Year's resolutions that you made for 2018 did you stick to?

Unweighted base	1215	551	664	357	422	436	235	279	453	248	834	147	162	72	465
<b>Base: All US adults</b>	1210	599	610	363	427	420	234	276	450	250	804	149	186	70	506
All	4%	5%	4%	5%	5%	4%	4%	3%	5%	6%	4%	4%	6%	5%	4%
Most	8%	9%	7%	10% E	10% E	3%	6%	8%	8%	10%	6%	9%	14% J	12% *	8%
Some	16%	15%	16%	20% E	15%	13%	15%	13%	17%	16%	13%	18%	24% J	18% *	14%
None	13%	13%	14%	12% E	16% E	11%	16%	12%	13%	13%	13%	16%	14% J	12% *	16% P,Q
Don't know	4%	4%	4%	7% D,E	3%	3%	2%	5%	4%	6% F	3%	3%	11% J,K	7% *	6% Q
Not applicable - I did not make any New Year's resolutions for 2018	54%	54%	55%	45%	50%	66% C,D	57%	59% I	53%	49%	61% K,L,M	49% L	32% L	46% L*	52%

GEN\_q2. Do you plan to make New Year's resolutions for 2019?

Unweighted base	1215	551	664	357	422	436	235	279	453	248	834	147	162	72	465
<b>Base: All US adults</b>	1210	599	610	363	427	420	234	276	450	250	804	149	186	70	506
Yes, I do	26%	27%	26%	33% E	30% E	17%	20%	25%	28% F	32% F	24%	27%	34% J	29% *	23%
No, I don't	55%	57%	53%	48% C,D	49% C,D	66%	60%	57%	53%	51%	58% L	59% L	41% L	49% *	56%
Don't know	19%	16%	21% A	19%	21%	16% A	20%	17%	20%	17%	18% J,K	14% J,K	25% J,K	22% *	21% Q

GEN\_q3. Which, if any, of the following New Year's resolutions do you plan to make for 2019? Please select all that apply.

Unweighted base	318	143	175	123	121	74	47	69	125	77	204	40	52	22	107
<b>Base: US adults Who Plan to Make 2019 Resolutions</b>	320	161	159	121	126	72	47	69	124	79	196	40	64	20	118
Lose weight	48%	46%	51%	43%	51%	53% *	55% *	53% *	49% *	38% *	46% *	44% *	55% *	51% **	51% *
Exercise more	59%	57%	60%	57%	57%	66% *	67% *	62% *	56% *	56% *	57% *	59% *	59% *	73% **	54% *
Eat healthier	54%	55%	54%	56%	50%	57% *	60% *	55% *	58% *	44% *	53% *	60% *	52% *	60% **	52% *
Stop drinking/drink less	8%	11% B	4%	7%	9%	5% *	10% *	7% *	4% *	12% H*	3% *	12% J*	18% J*	5% **	9% *
Stop smoking/smoke less	10%	11%	9%	11%	11%	9% *	9% *	16% *	10% *	7% *	11% *	12% *	12% *	- **	15% O*
Get more sleep	31%	32%	30%	36%	28%	28% *	35% *	34% *	29% *	29% *	30% *	18% *	38% *	51% **	33% *
Reduce stress	38%	31% A	46%	42%	38%	33% *	42% *	41% *	41% *	30% *	33% *	45% *	44% *	55% **	43% *
Stick to a budget	35%	37%	34% D	38% D	25% D*	49% D*	34% *	35% *	35% *	37% *	30% *	40% *	46% *	39% **	34% *
Save money	51%	53%	49%	58%	47%	45% *	55% *	54% *	44% *	57% *	47% *	56% *	53% *	67% **	48% *
Travel more	24%	26%	23%	30%	20%	23% *	27% *	25% *	24% *	23% *	20% *	22% *	37% J*	33% **	20% *
Spend more time with family	30%	28%	32%	34%	29%	25% *	39% *	28% *	30% *	26% *	29% *	16% *	42% K*	26% **	36% P*
Make more friends	22%	22%	21%	28% D	16%	20% *	22% *	14% *	21% *	28% *	19% *	22% *	28% *	23% **	22% *
Improve my relationship with my partner	22%	17%	27%	32%	22%	5% *	16% *	25% *	21% *	24% *	25% *	11% *	21% *	18% **	26% *

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US\_nat Sample: 6th - 7th December 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

GEN\_q1. How many, if any, of the New Year's resolutions that you made for 2018 did you stick to?

Unweighted base	1215	401	222	127	573	21	138	64	345	74	367	848	436	344	273
<b>Base: All US adults</b>	1210	381	207	115	565	21	136	64	350	74	363	847	439	342	267
All	4%	4%	5%	5%	5%	5%	4%	-	6%	-	7%	3%	5%	3%	5%
Most	8%	8%	8%	10%	9%	14%	4%	9%	9%	6%	12%	6%	9%	8%	7%
Some	16%	16%	18%	18%	15%	13%	18%	15%	15%	25%	21%	14%	18%	16%	14%
None	13%	15%	6%	7%	12%	5%	16%	13%	15%	16%	14%	13%	15%	16%	11%
Don't know	4%	4%	4%	1%	4%	5%	3%	4%	5%	3%	4%	4%	3%	5%	3%
Not applicable - I did not make any New Year's resolutions for 2018	54%	53%	59%	59%	56%	58%	55%	59%	51%	49%	42%	59%	51%	52%	58%

GEN\_q2. Do you plan to make New Year's resolutions for 2019?

Unweighted base	1215	401	222	127	573	21	138	64	345	74	367	848	436	344	273
<b>Base: All US adults</b>	1210	381	207	115	565	21	136	64	350	74	363	847	439	342	267
Yes, I do	26%	27%	31%	31%	25%	27%	21%	18%	31%	34%	37%	22%	27%	28%	27%
No, I don't	55%	55%	52%	56%	57%	50%	64%	58%	50%	44%	44%	59%	54%	54%	58%
Don't know	19%	19%	17%	12%	18%	23%	15%	24%	20%	22%	19%	19%	20%	18%	15%

GEN\_q3. Which, if any, of the following New Year's resolutions do you plan to make for 2019? Please select all that apply.

Unweighted base	318	107	65	39	139	5	29	11	108	26	131	187	116	95	71
<b>Base: US adults Who Plan to Make 2019 Resolutions</b>	320	101	64	36	141	6	29	12	107	25	133	187	117	97	71
Lose weight	48%	44%	47%	51%	51%	50%	37%	42%	49%	45%	52%	46%	43%	55%	43%
Exercise more	59%	66%	53%	66%	55%	100%	55%	57%	64%	53%	57%	60%	52%	62%	58%
Eat healthier	54%	61%	47%	54%	46%	67%	47%	55%	66%	51%	49%	58%	55%	56%	47%
Stop drinking/drink less	8%	7%	8%	2%	6%	-	-	-	12%	8%	11%	5%	9%	8%	5%
Stop smoking/smoke less	10%	6%	9%	8%	10%	-	11%	-	11%	19%	11%	10%	13%	10%	10%
Get more sleep	31%	27%	27%	44%	30%	65%	29%	42%	33%	21%	32%	31%	27%	34%	33%
Reduce stress	38%	37%	33%	35%	33%	100%	30%	34%	42%	49%	42%	36%	42%	43%	21%
Stick to a budget	35%	36%	38%	29%	35%	49%	40%	56%	35%	17%	34%	36%	34%	37%	35%
Save money	51%	57%	49%	46%	43%	84%	46%	57%	59%	57%	49%	52%	59%	45%	45%
Travel more	24%	26%	26%	32%	19%	50%	35%	-	24%	47%	26%	23%	20%	25%	21%
Spend more time with family	30%	28%	19%	33%	29%	35%	36%	17%	26%	46%	36%	25%	30%	33%	21%
Make more friends	22%	25%	20%	16%	15%	50%	20%	40%	27%	19%	21%	22%	18%	19%	22%
Improve my relationship with my partner	22%	21%	18%	19%	28%	-	15%	8%	16%	30%	30%	16%	24%	25%	15%

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US\_nat Sample: 6th - 7th December 2018



Total	
	Prefer not to say
	AC

GEN\_q1. How many, if any, of the New Year's resolutions that you made for 2018 did you stick to?

Unweighted base	1215	162
<b>Base: All US adults</b>	1210	162
All	4%	3%
Most	8%	7%
Some	16%	13%
None	13%	6%
Don't know	4%	10%
		Z,AA,AB
Not applicable - I did not make any New Year's resolutions for 2018	54%	61%
		Z

GEN\_q2. Do you plan to make New Year's resolutions for 2019?

Unweighted base	1215	162
<b>Base: All US adults</b>	1210	162
Yes, I do	26%	21%
No, I don't	55%	54%
Don't know	19%	25%
		AB

GEN\_q3. Which, if any, of the following New Year's resolutions do you plan to make for 2019? Please select all that apply.

Unweighted base	318	36
<b>Base: US adults Who Plan to Make 2019 Resolutions</b>	320	35
Lose weight	48%	56%
		*
Exercise more	59%	72%
		Z*
Eat healthier	54%	61%
		*
Stop drinking/drink less	8%	7%
		*
Stop smoking/smoke less	10%	7%
		*
Get more sleep	31%	35%
		*
Reduce stress	38%	50%
		AB*
Stick to a budget	35%	36%
		*
Save money	51%	52%
		*
Travel more	24%	42%
		Z,AB*
Spend more time with family	30%	35%
		*
Make more friends	22%	38%
		Z,AA*
Improve my relationship with my partner	22%	21%

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US\_nat Sample: 6th - 7th December 2018



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
				E	E	*	*	*	*	*	*	*	**	*	
Find love/start a romantic relationship	17%	20%	13%	22%	11%	18%	30%	13%	15%	15%	13%	23%	26%	17%	19%
				D	*	*	G.H*	*	*	*	*	J*	**	*	
Dress better/improve my sense of style	18%	19%	17%	25%	14%	14%	32%	16%	16%	15%	16%	12%	26%	23%	19%
				D	*	*	H.I*	*	*	*	*	*	**	*	
Learn a new skill	27%	28%	25%	36%	21%	21%	45%	17%	26%	25%	23%	30%	28%	49%	18%
				D.E	*	*	G.H.I*	*	*	*	*	*	**	*	
Spend more time volunteering in my community	14%	14%	13%	16%	11%	15%	14%	16%	15%	11%	13%	15%	15%	17%	11%
				*	*	*	*	*	*	*	*	*	**	*	
Spend less time on social media	19%	20%	17%	28%	14%	11%	19%	16%	18%	23%	16%	12%	31%	23%	23%
				D.E	*	*	*	*	*	*	*	J.K*	**	*	
Get a better job	22%	25%	19%	39%	15%	7%	21%	20%	25%	21%	17%	26%	35%	21%	21%
				D.E	*	*	*	*	*	*	*	J*	**	*	
Get promoted and/or get a raise at my current job	10%	11%	10%	16%	9%	3%	14%	8%	11%	9%	13%	2%	10%	4%	12%
				E	*	*	*	*	*	*	*	*	**	*	
Spend less time focused on work	7%	9%	6%	7%	8%	6%	8%	3%	7%	11%	7%	2%	9%	13%	9%
				*	*	*	*	*	*	*	*	*	**	*	
Other	5%	2%	7%	3%	5%	8%	4%	9%	4%	3%	6%	4%	-	4%	6%
				A	*	*	*	*	*	*	*	*	**	*	
Don't know	1%	2%	-	2%	2%	-	-	2%	-	4%	2%	-	-	4%	1%
				*	*	*	*	*	H*	*	*	*	**	*	

**GEN\_q4. How confident, if at all, are you that you will be able to stick to your New Year's resolutions for 2019?**

Unweighted base	318	143	175	123	121	74	47	69	125	77	204	40	52	22	107
<b>Base: US adults Who Plan to Make 2019 Resolutions</b>	320	161	159	121	126	72	47	69	124	79	196	40	64	20	118
Very confident	32%	31%	32%	37%	27%	29%	35%	21%	36%	33%	24%	43%	50%	23%	39%
				*	*	*	*	G	*	*	J*	J*	**	O*	
Somewhat confident	58%	56%	59%	52%	63%	57%	50%	69%	54%	58%	65%	47%	36%	73%	49%
				*	*	*	F*	*	*	*	K.L	*	*	**	
Not very confident	9%	10%	9%	9%	8%	12%	16%	9%	9%	6%	10%	10%	9%	4%	10%
				*	*	*	*	*	*	*	*	*	*	**	
Not at all confident	1%	2%	1%	1%	2%	1%	-	1%	1%	2%	1%	-	4%	-	2%
				*	*	*	*	*	*	*	*	*	*	**	

**GEN\_q5. Are your 2019 resolutions the same as your 2018 resolutions? Please select the option that best applies.**

Unweighted base	260	115	145	101	98	61	36	51	112	61	164	35	43	18	93
<b>Base: US adults Who Made 2018 Resolutions and Plan to Make 2019 Resolutions</b>	264	133	132	101	103	60	37	53	110	64	158	36	54	16	104
Yes, they are	22%	22%	21%	28%	20%	13%	17%	16%	24%	25%	19%	15%	34%	17%	23%
				E*	*	*	*	*	*	*	*	*	*	**	
Some of them are, but I also have some new ones for 2019	68%	67%	69%	62%	69%	75%	73%	73%	65%	65%	68%	73%	64%	71%	65%
				*	*	*	*	*	*	*	*	*	*	**	
No, none of them are	11%	11%	10%	10%	11%	12%	9%	11%	11%	10%	13%	12%	2%	12%	
				*	*	*	*	*	*	*	*	*	*	**	

**To what extent do you agree or disagree with each of the following statements? Please select one option on each row.**

**GEN\_q6\_1. Most people probably don't stick to their New Year's resolutions**

Unweighted base	1215	551	664	357	422	436	235	279	453	248	834	147	162	72	465
<b>Base: All US adults</b>	1210	599	610	363	427	420	234	276	450	250	804	149	186	70	506
Strongly agree	45%	46%	44%	43%	47%	45%	47%	41%	48%	42%	46%	48%	39%	40%	45%
				*	*	*	*	*	*	*	*	*	*	*	
Somewhat agree	35%	32%	37%	32%	33%	39%	30%	41%	33%	36%	38%	31%	26%	35%	32%
				*	*	*	F.H	*	*	*	L	*	*	*	
Neither agree nor disagree	13%	14%	12%	15%	13%	12%	14%	11%	13%	16%	11%	14%	24%	13%	15%
				*	*	*	*	*	*	*	J.K	*	*	*	

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US\_nat Sample: 6th - 7th December 2018



Total	Education			Marital Status						Children under the age of 18		Income			
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	
Find love/start a romantic relationship	17%	*	*	V	**	**	**	**	**	Y			*	*	
Dress better/improve my sense of style	18%	20%	11%	21%	13%	32%	26%	8%	24%	12%	16%	19%	16%	21%	17%
Learn a new skill	27%	34%	29%	27%	16%	50%	23%	8%	40%	34%	24%	29%	23%	25%	30%
Spend more time volunteering in my community	14%	14%	17%	16%	13%	32%	18%	-	15%	17%	14%	14%	8%	10%	24%
Spend less time on social media	19%	18%	15%	13%	14%	-	27%	17%	25%	13%	15%	22%	16%	16%	22%
Get a better job	22%	24%	19%	27%	19%	32%	8%	11%	30%	22%	27%	19%	19%	19%	17%
Get promoted and/or get a raise at my current job	10%	9%	9%	12%	11%	-	13%	-	12%	4%	11%	10%	12%	7%	9%
Spend less time focused on work	7%	4%	4%	17%	9%	18%	10%	-	6%	-	8%	6%	7%	5%	11%
Other	5%	6%	3%	2%	4%	17%	4%	-	5%	8%	2%	6%	6%	3%	3%
Don't know	1%	1%	1%	3%	1%	-	-	-	1%	4%	2%	1%	1%	-	3%

**GEN\_q4. How confident, if at all, are you that you will be able to stick to your New Year's resolutions for 2019?**

Unweighted base	318	107	65	39	139	5	29	11	108	26	131	187	116	95	71
<b>Base: US adults Who Plan to Make 2019 Resolutions</b>	320	101	64	36	141	6	29	12	107	25	133	187	117	97	71
Very confident	32%	23%	35%	23%	37%	49%	26%	16%	26%	32%	40%	26%	29%	26%	38%
Somewhat confident	58%	64%	61%	63%	56%	51%	61%	65%	59%	62%	53%	60%	60%	62%	51%
Not very confident	9%	10%	4%	14%	6%	-	13%	20%	13%	7%	5%	12%	9%	11%	9%
Not at all confident	1%	2%	-	-	2%	-	-	-	2%	-	1%	1%	2%	-	2%

**GEN\_q5. Are your 2019 resolutions the same as your 2018 resolutions? Please select the option that best applies.**

Unweighted base	260	82	51	34	118	4	22	10	83	23	114	146	97	78	56
<b>Base: US adults Who Made 2018 Resolutions and Plan to Make 2019 Resolutions</b>	264	77	51	32	122	4	21	11	84	22	117	147	98	81	57
Yes, they are	22%	19%	28%	11%	26%	-	13%	-	27%	-	31%	14%	19%	22%	23%
Some of them are, but I also have some new ones for 2019	68%	69%	63%	83%	66%	75%	73%	93%	65%	68%	60%	74%	67%	68%	70%
No, none of them are	11%	12%	9%	6%	8%	25%	14%	7%	8%	32%	9%	12%	14%	10%	6%

**To what extent do you agree or disagree with each of the following statements? Please select one option on each row.**

**GEN\_q6\_1. Most people probably don't stick to their New Year's resolutions**

Unweighted base	1215	401	222	127	573	21	138	64	345	74	367	848	436	344	273
<b>Base: All US adults</b>	1210	381	207	115	565	21	136	64	350	74	363	847	439	342	267
Strongly agree	45%	45%	46%	44%	48%	36%	43%	49%	44%	33%	45%	45%	43%	46%	52%
Somewhat agree	35%	33%	38%	46%	34%	22%	37%	35%	35%	39%	34%	35%	33%	36%	34%
Neither agree nor disagree	13%	13%	11%	9%	11%	32%	16%	13%	14%	16%	13%	13%	16%	11%	11%

**Editorial**  
**NYRs2019**

US\_nat Sample: 6th - 7th December 2018



	Total	Prefer not to say
		*
Find love/start a romantic relationship	17%	34% Z.AA*
Dress better/improve my sense of style	18%	19% *
Learn a new skill	27%	37% *
Spend more time volunteering in my community	14%	25% Z.AA*
Spend less time on social media	19%	30% *
Get a better job	22%	52% Z.AA.AB*
Get promoted and/or get a raise at my current job	10%	16% *
Spend less time focused on work	7%	5% *
Other	5%	8% *
Don't know	1%	3% *

GEN\_q4. How confident, if at all, are you that you will be able to stick to your New Year's resolutions for 2019?

Unweighted base	318	36
<b>Base: US adults Who Plan to Make 2019 Resolutions</b>	320	35
Very confident	32%	44% *
Somewhat confident	58%	49% *
Not very confident	9%	5% *
Not at all confident	1%	2% *

GEN\_q5. Are your 2019 resolutions the same as your 2018 resolutions? Please select the option that best applies.

Unweighted base	260	29
<b>Base: US adults Who Made 2018 Resolutions and Plan to Make 2019 Resolutions</b>	264	27
Yes, they are	22%	25% **
Some of them are, but I also have some new ones for 2019	68%	64% **
No, none of them are	11%	10% **

To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

GEN\_q6\_1. Most people probably don't stick to their New Year's resolutions

Unweighted base	1215	162
<b>Base: All US adults</b>	1210	162
Strongly agree	45%	37%
Somewhat agree	35%	38%
Neither agree nor disagree	13%	15%



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US\_nat Sample: 6th - 7th December 2018



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Somewhat disagree	2%	2%	2%	4% D,E	2%	1%	2%	1%	3%	1%	1%	5% J	3%	4% *	1%
Strongly disagree	1%	1%	0%	1%	1%	0%	1%	1%	0%	1%	0%	2%	1%	3% J*	1%
Don't know	4%	4%	4%	4%	4%	4%	5%	4%	3%	5%	4%	2%	7%	5% *	6% Q

**GEN\_q6\_2. New Year's resolutions are pointless**

Unweighted base	1215	551	664	357	422	436	235	279	453	248	834	147	162	72	465
<b>Base: All US adults</b>	1210	599	610	363	427	420	234	276	450	250	804	149	186	70	506
Strongly agree	25%	29%	22%	23%	25%	27%	30%	25%	26%	19%	28%	17%	20%	26% *	28%
Somewhat agree	23%	22%	23%	21%	23%	24%	19%	26%	21%	26%	25%	19%	14%	27% L*	20%
Neither agree nor disagree	26%	24%	28%	24%	28%	27%	27%	19%	29%	30%	24%	34%	29%	27% *	27%
Somewhat disagree	14%	14%	14%	16%	13%	12%	10%	16%	15%	13%	13%	15%	16%	8% *	13%
Strongly disagree	9%	8%	10%	12% E	8%	7%	10%	12%	7%	8%	7%	12% J	13% J	12% *	7%
Don't know	3%	4%	3%	4%	3%	3%	5%	3%	3%	4%	3%	3%	7% J	1% *	5% Q

**GEN\_q6\_3. Making New Year's resolutions has helped me improve my life**

Unweighted base	1215	551	664	357	422	436	235	279	453	248	834	147	162	72	465
<b>Base: All US adults</b>	1210	599	610	363	427	420	234	276	450	250	804	149	186	70	506
Strongly agree	8%	8%	8%	10% E	9% E	5%	7%	6%	9%	8%	6%	10%	16% J	8% *	9%
Somewhat agree	14%	14%	14%	19% E	14% E	10%	13%	14%	12%	19% H	14%	13%	15%	20% *	13%
Neither agree nor disagree	30%	29%	32%	27%	33%	30%	28%	31%	33%	28%	30%	31%	31%	28% *	29%
Somewhat disagree	11%	11%	11%	9%	9%	14% D	10%	11%	10%	13%	10%	14%	9%	11% *	10%
Strongly disagree	31%	32%	30%	26%	29%	37% C,D	38% H,I	33%	28%	27%	35% L	26%	18%	29% *	32%
Don't know	6%	7%	5%	8% E	5%	5%	5%	5%	8%	5%	5%	6%	11% J	4% *	7% Q

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W, XY, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP, Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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US\_nat Sample: 6th - 7th December 2018



	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
Somewhat disagree	2%	5%	0%	1%	2%	-	1%	2%	3%	4%	3%	2%	2%	4%	1%
		N.P.Q				**		*		*					
Strongly disagree	1%	1%	-	-	0%	4%	2%	-	1%	2%	1%	1%	1%	1%	0%
						**		*		*					
Don't know	4%	3%	3%	0%	4%	5%	2%	1%	4%	6%	5%	4%	5%	2%	2%
						**		*		*			AB		

**GEN\_q6\_2. New Year's resolutions are pointless**

Unweighted base	1215	401	222	127	573	21	138	64	345	74	367	848	436	344	273
<b>Base: All US adults</b>	1210	381	207	115	565	21	136	64	350	74	363	847	439	342	267
Strongly agree	25%	23%	21%	25%	27%	9%	26%	26%	24%	20%	25%	25%	26%	21%	31%
						**		*		*					AAAC
Somewhat agree	23%	25%	26%	20%	25%	30%	24%	24%	20%	14%	20%	24%	19%	27%	25%
						**		*		*				Z	
Neither agree nor disagree	26%	25%	24%	28%	27%	38%	23%	26%	24%	37%	26%	27%	25%	26%	22%
						**		*		T,V*					
Somewhat disagree	14%	12%	17%	18%	12%	9%	13%	17%	17%	12%	15%	13%	16%	14%	14%
						**		*		*			AC	AC	AC
Strongly disagree	9%	12%	8%	7%	7%	14%	13%	6%	10%	11%	11%	8%	9%	11%	7%
		N				**	R	*		*					
Don't know	3%	2%	3%	0%	3%	-	1%	1%	5%	4%	3%	3%	4%	2%	2%
						**		*		*					

**GEN\_q6\_3. Making New Year's resolutions has helped me improve my life**

Unweighted base	1215	401	222	127	573	21	138	64	345	74	367	848	436	344	273
<b>Base: All US adults</b>	1210	381	207	115	565	21	136	64	350	74	363	847	439	342	267
Strongly agree	8%	7%	9%	7%	9%	5%	5%	7%	8%	4%	13%	6%	8%	6%	11%
						**		*		*	Y				AA
Somewhat agree	14%	14%	15%	20%	13%	18%	13%	12%	15%	25%	19%	12%	17%	15%	12%
						**		*		R,T*	Y		AC		
Neither agree nor disagree	30%	30%	32%	33%	32%	35%	26%	35%	31%	23%	26%	31%	27%	31%	30%
						**		*		*					
Somewhat disagree	11%	13%	10%	8%	10%	13%	13%	10%	11%	8%	10%	11%	10%	13%	10%
						**		*		*					
Strongly disagree	31%	30%	28%	31%	30%	20%	42%	30%	28%	33%	24%	34%	30%	32%	32%
						**	R,V	*		*		X			
Don't know	6%	6%	5%	1%	6%	9%	1%	6%	8%	7%	6%	6%	7%	3%	5%
		Q			T	**		*	T	T*			AA		

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US\_nat Sample: 6th - 7th December 2018



	Total	Prefer not to say
Somewhat disagree	2%	1%
Strongly disagree	1%	-
Don't know	4%	9% AA,AB

**GEN\_q6\_2. New Year's resolutions are pointless**

	Unweighted base	1215	162
<b>Base: All US adults</b>	1210	162	
Strongly agree	25%	21%	
Somewhat agree	23%	20%	
Neither agree nor disagree	26%	38%	Z,AA,AB
Somewhat disagree	14%	7%	
Strongly disagree	9%	8%	
Don't know	3%	6%	AA,AB

**GEN\_q6\_3. Making New Year's resolutions has helped me improve my life**

	Unweighted base	1215	162
<b>Base: All US adults</b>	1210	162	
Strongly agree	8%	7%	
Somewhat agree	14%	9%	
Neither agree nor disagree	30%	37%	Z
Somewhat disagree	11%	10%	
Strongly disagree	31%	27%	
Don't know	6%	10%	AA,AB

Cell Contents (Col