

YouGov Survey Results

Sample Size: 2054 adults in GB
Fieldwork: 6th - 7th December 2023

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2054	672	497	175	724	765	994	1060	216	848	507	483	1171	883	1773	103	179	495	341	249	688	
Unweighted Sample	2054	692	491	185	821	785	965	1089	154	829	530	541	1235	819	1768	105	181	512	344	207	705	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Will you be making any New Year's Resolutions for 2024?

I will	16	14	19	11	17	12	13	19	29	22	10	6	18	14	17	12	14	16	17	21	16
I will not	70	76	67	77	70	78	74	66	47	62	79	83	69	71	69	80	71	70	71	59	71
Don't know	14	10	13	12	13	10	13	15	23	16	10	11	13	15	14	8	14	14	12	20	13

You previously told us you intend to make New Year's Resolutions for the year 2024...

Which of the following New Year's Resolutions do you intend to make? Please select all that apply

[Asked only to those who said they will make New Year's Resolutions; n=330]

Doing more exercise or improving my fitness	56	63	49	66	54	65	49	61	53	54	65	56	59	51	56	71	52	54	61	39	62
Saving more money	49	37	49	39	37	42	43	52	61	56	31	10	43	59	49	23	61	50	54	52	44
Losing weight	45	52	42	52	43	59	43	47	40	43	65	37	43	50	47	42	21	51	44	33	54
Improving my diet	42	45	43	33	45	46	41	43	45	44	36	34	39	48	43	33	41	51	41	39	40
Spending less time on social media	21	20	22	21	20	18	21	21	31	21	15	6	21	20	21	29	17	28	22	17	16
Pursuing a career ambition	20	9	20	24	18	6	26	16	40	19	7	0	19	21	21	0	19	23	20	33	13
Spending more time with my family	20	22	20	11	20	17	20	21	25	22	14	14	21	20	19	33	29	20	22	21	16
Taking up a new hobby	19	13	20	20	23	11	21	18	32	20	3	14	16	23	19	10	25	21	18	22	16
Decorating or renovating part of my home	15	18	12	27	14	19	9	18	12	14	23	11	16	12	14	0	27	17	26	10	8
Volunteering or doing more charity work	14	7	19	14	15	9	18	11	18	12	8	22	11	18	13	21	21	8	14	22	11
Cutting down on drinking	12	15	10	20	15	13	13	11	6	14	10	14	11	13	12	23	8	14	12	11	11
Giving up smoking	6	2	6	12	5	8	4	8	2	8	6	3	5	9	6	14	5	10	6	8	2
Raising money for a charity	6	1	9	10	7	3	10	4	10	7	2	7	4	10	7	7	5	7	7	14	2
Something else	18	24	14	25	17	21	16	19	17	17	16	23	20	13	17	30	20	11	13	22	20
Don't know/can't recall	0	0	1	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	2	0	0

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

And did you make any New Year's Resolutions for the year 2023?

Yes, I did	11	9	15	6	13	7	11	12	22	15	8	4	13	9	12	8	7	10	14	19	10
No, I did not	80	85	76	88	80	86	80	79	59	75	86	92	79	81	79	87	84	82	79	67	81
Don't know/can't recall	9	6	9	6	7	7	9	9	19	10	6	4	8	9	9	5	9	8	8	14	9

You previously told us you made New Year's Resolutions for the year 2023... Which of the following New Year's Resolutions did you make? Please select all that apply

[Asked only to those who said they made New Year's Resolutions for 2023; n=232]

Doing more exercise or improving my fitness	34	39	32	30	28	38	41	28	23	39	34	25	32	37	35	0	37	29	44	31	36
Losing weight	32	35	30	33	28	46	35	31	18	31	41	55	24	48	33	36	23	33	45	19	34
Improving my diet	28	30	25	17	25	33	29	27	13	31	34	30	23	35	28	21	19	31	30	28	26
Saving more money	24	21	28	16	27	23	23	25	12	32	17	17	24	23	24	15	26	22	33	24	20
Pursuing a career ambition	14	10	16	33	18	4	13	16	17	20	2	0	18	7	13	0	39	9	11	20	13
Taking up a new hobby	14	18	12	8	14	17	12	15	18	15	2	22	13	15	13	24	10	22	10	11	11
Spending more time with my family	12	14	13	9	16	6	15	10	3	17	6	17	14	10	12	31	6	14	9	17	10
Cutting down on drinking	9	12	9	8	12	10	10	8	2	10	15	8	9	9	10	0	0	14	9	4	12
Spending less time on social media	9	7	7	8	15	3	10	9	14	11	2	4	12	5	9	5	20	11	12	11	4
Decorating or renovating part of my home	7	9	5	0	5	4	7	7	8	7	7	4	8	5	7	5	0	13	10	7	3
Volunteering or doing more charity work	6	3	5	9	6	6	7	5	6	7	6	0	8	2	6	0	0	3	9	13	2
Giving up smoking	4	2	2	0	5	3	4	4	2	4	6	4	3	6	4	10	0	7	7	1	2
Raising money for a charity	1	0	1	0	2	0	0	1	0	1	0	0	1	0	1	5	0	3	0	0	0
Something else	20	16	23	41	21	12	20	21	27	20	16	16	25	13	21	30	13	16	18	33	17
Don't know/can't recall	8	9	5	0	3	6	7	9	18	8	2	0	6	12	8	0	11	11	0	10	10

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

You previously told us you made a New Year's Resolution for the year 2023...
Thinking about 2023 so far...
How many, if any, of the resolutions you made for 2023 have you managed to keep? (Please select the option that best applies)

[Asked only to those who said they made New Year's Resolutions for 2023; n=232]

I have kept all of the resolutions I made	31	24	33	43	38	28	32	30	23	28	44	34	32	27	30	35	30	29	32	32	29
I have kept some, but not all of the resolutions I made	50	49	50	57	50	52	49	51	55	51	40	50	50	50	51	36	42	55	51	49	50
I have not kept any of the resolutions I made	16	24	13	0	12	14	15	16	17	17	11	16	14	18	15	29	17	12	18	12	17
Don't know/can't recall	4	3	4	0	1	5	5	4	5	4	4	0	4	4	4	0	11	3	0	7	4

*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.