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New Year's Resolutions poll

December 2019 - 1501 US college students



Q1. Do you plan on making any New Year's resolutions this year?

		Gender			Political Leaning		
	Total	Female	Male	Non Binary	Democrat	Independent	Republican
Yes	24%	26%	23%	20%	21%	26%	25%
No	62%	60%	64%	58%	65%	61%	57%
Not sure	14%	14%	13%	22%	14%	13%	17%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	99%
(Unweighted N)	(1497)	(666)	(760)	(71)	(463)	(808)	(223)

		Race					
	Total	White	Asian	Black Or African American	Hispanic Latino	Two Or More Races	Other
Yes	24%	25%	24%	23%	26%	20%	24%
No	62%	62%	58%	67%	54%	62%	72%
Not sure	14%	13%	18%	10%	20%	17%	3%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	99%	99%
(Unweighted N)	(1497)	(1017)	(142)	(88)	(128)	(96)	(20)

Q2. How many New Year's resolutions do you expect to make?

	Gender				Political Leaning		
	Total	Female	Male	Non Binary	Democrat	Independent	Republican
1	53%	49%	61%	46%	53%	54%	52%
2-3	39%	44%	31%	46%	39%	38%	40%
4-5	4%	4%	5%	0%	3%	4%	6%
6+	4%	4%	3%	8%	5%	4%	2%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	101%	100%	100%	100%	100%	100%
(Unweighted N)	(575)	(271)	(274)	(30)	(178)	(299)	(97)

	Race					
	Total	White	Asian	Black Or African American	Hispanic Latino	Two Or More Races
1	53%	58%	49%	39%	52%	39%
2-3	39%	37%	40%	46%	38%	59%
4-5	4%	2%	8%	11%	6%	0%
6+	4%	3%	4%	4%	5%	2%
Refused	0%	0%	0%	0%	0%	0%
Total	100%	100%	101%	100%	101%	100%
(Unweighted N)	(575)	(385)	(59)	(30)	(55)	(38)

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Q3. What categories would you say your resolutions fall under? Please choose all that apply.

		Gender			Political Leaning		
	Total	Female	Male	Non Binary	Democrat	Independent	Republican
School	43%	40%	48%	42%	45%	43%	39%
Physical health/fitness	72%	77%	66%	67%	71%	73%	71%
Mental health	49%	56%	36%	63%	57%	47%	36%
Money	30%	29%	31%	33%	31%	30%	27%
Career	31%	29%	35%	23%	30%	31%	34%
Sports	6%	2%	11%	7%	4%	7%	7%
Hobbies	22%	21%	21%	28%	15%	24%	27%
Relationships	39%	36%	42%	48%	34%	39%	46%
Other	14%	11%	15%	34%	9%	15%	18%
Refused	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(565)	(267)	(269)	(29)	(174)	(294)	(96)

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		Race				
	Total	White	Asian	Black Or African American	Hispanic Latino	Two Or More Races
School	43%	36%	55%	49%	57%	50%
Physical health/fitness	72%	72%	76%	72%	70%	77%
Mental health	49%	44%	49%	63%	51%	53%
Money	30%	27%	36%	35%	33%	29%
Career	31%	27%	40%	36%	34%	36%
Sports	6%	5%	13%	9%	4%	8%
Hobbies	22%	19%	27%	29%	22%	24%
Relationships	39%	35%	38%	59%	36%	47%
Other	14%	16%	14%	6%	11%	18%
Refused	0%	0%	0%	0%	0%	0%
(Unweighted N)	(565)	(378)	(59)	(30)	(53)	(38)

New Year's Resolutions poll

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Q4. How do you hold yourself accountable to stick to your resolutions?

		Gender			Political Leaning		
	Total	Female	Male	Non Binary	Democrat	Independent	Republican
Use apps to track my progress	11%	11%	12%	5%	12%	12%	6%
Use a calendar/journal to track my progress	17%	20%	13%	14%	18%	17%	15%
Tell friends/family	9%	10%	7%	12%	9%	9%	9%
Give myself rewards	8%	9%	5%	16%	9%	6%	10%
Other	10%	7%	14%	13%	8%	10%	13%
I don't do anything to hold myself accountable	46%	43%	50%	41%	44%	46%	47%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	101%	100%	101%	101%	100%	100%	100%
(Unweighted N)	(579)	(273)	(275)	(31)	(179)	(301)	(98)

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December 2019 - 1501 US college students



		Race				
	Total	White	Asian	Black Or African American	Hispanic Latino	Two Or More Races
Use apps to track my progress	11%	11%	12%	4%	17%	16%
Use a calendar/journal to track my progress	17%	11%	25%	22%	27%	27%
Tell friends/family	9%	12%	3%	6%	3%	3%
Give myself rewards	8%	9%	5%	5%	7%	8%
Other	10%	9%	12%	17%	7%	12%
I don't do anything to hold myself accountable	46%	49%	44%	45%	40%	34%
Refused	0%	0%	0%	0%	0%	0%
Total	101%	101%	101%	99%	101%	100%
(Unweighted N)	(579)	(387)	(60)	(30)	(55)	(39)

Q5. Why do you not plan on making any resolutions?

		Gender			Political Leaning		
	Total	Female	Male	Non Binary	Democrat	Independent	Republican
I don't like the idea of New Year's resolutions	19%	15%	23%	23%	22%	17%	16%
I set goals/resolutions for myself throughout the year	39%	38%	40%	37%	35%	43%	34%
I've never kept my resolutions in the past	24%	28%	19%	30%	25%	24%	25%
Other	18%	19%	18%	10%	18%	17%	25%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	101%	100%
(Unweighted N)	(1482)	(660)	(751)	(71)	(460)	(804)	(217)

		Race					
	Total	White	Asian	Black Or African American	Hispanic Latino	Two Or More Races	Other
I don't like the idea of New Year's resolutions	19%	20%	12%	19%	17%	13%	27%
I set goals/resolutions for myself throughout the year	39%	39%	41%	41%	35%	47%	31%
I've never kept my resolutions in the past	24%	23%	28%	26%	28%	22%	24%
Other	18%	19%	19%	14%	20%	17%	18%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	101%	100%	100%	100%	99%	100%
(Unweighted N)	(1482)	(1009)	(139)	(87)	(127)	(95)	(19)

Q6. How long did you keep up last year's resolutions?

		Gender			Political Leaning		
	Total	Female	Male	Non Binary	Democrat	Independent	Republican
Less than a week	5%	5%	6%	4%	5%	6%	8%
1-3 weeks	7%	8%	7%	10%	7%	7%	9%
1 month	7%	6%	8%	6%	7%	6%	9%
2-5 months	7%	8%	6%	13%	5%	9%	8%
6-11 months	3%	4%	3%	4%	4%	3%	2%
All year	6%	5%	7%	9%	6%	6%	7%
I didn't make any last year	64%	64%	64%	54%	66%	63%	58%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	99%	100%	101%	100%	100%	100%	101%
(Unweighted N)	(1497)	(666)	(760)	(71)	(463)	(808)	(223)

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		Race					
	Total	White	Asian	Black Or African American	Hispanic Latino	Two Or More Races	Other
Less than a week	5%	4%	9%	10%	6%	6%	0%
1-3 weeks	7%	7%	10%	5%	10%	9%	6%
1 month	7%	5%	16%	4%	12%	5%	0%
2-5 months	7%	7%	6%	10%	7%	4%	0%
6-11 months	3%	3%	3%	5%	3%	1%	13%
All year	6%	7%	8%	3%	3%	15%	6%
I didn't make any last year	64%	66%	48%	63%	59%	60%	75%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	99%	99%	100%	100%	100%	100%	100%
(Unweighted N)	(1497)	(1017)	(142)	(88)	(128)	(96)	(20)

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Q7. What categories of your resolutions from last year did you have most success with? Please choose all that apply.

		Gender			Political Leaning		
	Total	Female	Male	Non Binary	Democrat	Independent	Republican
School	24%	25%	25%	5%	21%	27%	18%
Physical health/fitness	27%	24%	32%	21%	27%	27%	27%
Mental health	10%	10%	9%	20%	10%	10%	9%
Money	3%	2%	4%	6%	2%	3%	6%
Career	2%	1%	3%	4%	3%	1%	7%
Sports	0%	1%	0%	0%	0%	1%	0%
Hobbies	3%	3%	3%	3%	2%	4%	2%
Relationships	3%	4%	1%	8%	3%	3%	5%
Other	8%	8%	6%	23%	11%	7%	6%
I didn't make any last year	19%	21%	17%	10%	21%	17%	20%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	99%	99%	100%	100%	100%	100%	100%
(Unweighted N)	(534)	(237)	(267)	(30)	(164)	(279)	(91)

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		Race				
	Total	White	Asian	Black Or African American	Hispanic Latino	Two Or More Races
School	24%	22%	24%	29%	23%	30%
Physical health/fitness	27%	26%	39%	22%	29%	35%
Mental health	10%	10%	11%	14%	6%	8%
Money	3%	5%	2%	0%	2%	0%
Career	2%	1%	3%	5%	3%	2%
Sports	0%	1%	0%	0%	0%	0%
Hobbies	3%	4%	2%	5%	1%	0%
Relationships	3%	3%	9%	4%	1%	7%
Other	8%	10%	4%	6%	6%	0%
I didn't make any last year	19%	19%	6%	17%	27%	18%
Refused	0%	0%	0%	0%	0%	0%
Total	99%	101%	100%	102%	98%	100%
(Unweighted N)	(534)	(335)	(71)	(31)	(51)	(39)

Q8. Will you participate in Dry January (no alcohol)?

	Gender				Political Leaning		
	Total	Female	Male	Non Binary	Democrat	Independent	Republican
Yes	9%	7%	12%	12%	9%	9%	10%
No	59%	60%	58%	60%	64%	58%	54%
I never drink alcohol	32%	33%	30%	28%	27%	33%	36%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1483)	(661)	(752)	(70)	(459)	(803)	(219)

	Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	Two Or More Races	Other
Yes	9%	9%	9%	14%	8%	7%	5%
No	59%	64%	41%	51%	54%	62%	61%
I never drink alcohol	32%	27%	49%	35%	38%	31%	34%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	99%	100%	100%	100%	100%
(Unweighted N)	(1483)	(1007)	(140)	(88)	(127)	(95)	(20)

Q9. Will you participate in Veganuary (no meat or dairy)?

	Gender				Political Leaning		
	Total	Female	Male	Non Binary	Democrat	Independent	Republican
Yes	3%	3%	3%	6%	3%	3%	2%
No	91%	89%	94%	85%	90%	91%	95%
I never eat meat or dairy	6%	8%	3%	10%	7%	6%	3%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	101%	100%	100%	100%
(Unweighted N)	(1483)	(661)	(752)	(70)	(459)	(802)	(220)

	Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	Two Or More Races	Other
Yes	3%	2%	4%	1%	6%	2%	0%
No	91%	93%	80%	92%	88%	90%	100%
I never eat meat or dairy	6%	5%	16%	8%	6%	8%	0%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	101%	100%	100%	100%
(Unweighted N)	(1483)	(1008)	(140)	(88)	(126)	(95)	(20)

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Survey Methodology

This survey was designed and conducted by College Pulse. Interviews were conducted in English among a sample of 1501 undergraduate students who are currently enrolled in the U.S.

The initial sample was drawn from College Pulse's Undergraduate Student Panel that includes over 240,000 verified students representing more than 800 different colleges and universities in all 50 states. Panel members are recruited by a number of methods to help ensure diversity in the panel population, including web advertising, permission-based email campaigns, and partnerships with university organizations.

To reduce the effects of any non-response bias, a post-stratification adjustment was applied based on demographic distributions from the 2017 Current Population Survey (CPS). The post-stratification weight rebalanced the sample based on the following benchmarks: age, race and ethnicity, and gender. The sample weighting was accomplished using an iterative proportional fitting (IPF) process that simultaneously balances the distributions of all variables. Weights were trimmed to prevent individual interviews from having too much influence on the final results.

The margin of error for this survey is $\pm 2.9\%$. Margins of error are typically calculated on probability-based samples and are not technically correct for non-probability online samples. We supply them here to provide a general assessment of error ranges that may be associated with the data.

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About College Pulse

College Pulse is an online survey and analytics company dedicated to understanding the attitudes, preferences, and behaviors of today's college students. College Pulse offers custom data-driven marketing and research solutions, utilizing its unique Undergraduate Student Panel that includes 240,000 undergraduate college student respondents from more than 800 four-year colleges and universities in all 50 states.

For more information, visit <https://collegepulse.com>