



New Goals

2014 New Year Goals & Resolutions Poll

<https://doi.org/10.26419/res.00074.001>

© 2014 by AARP. All rights reserved.

New Year Goals & Resolutions · AARP Research

Objectives & Key Findings

An online poll was conducted to gather data on Americans' thoughts on goals & resolutions in the new year, the types of changes they were planning to make, as well as how they planned to keep track of their changes as they implemented them.



Only 37% of US adults say that they set new goals at the beginning of each year

There were no significant differences by age, gender, income or geography subgroups.



30% of US adults do not share their goals or resolutions

Fourteen percent of adults say they share their goals with friends and family, and another 31% say they share somewhere else. Women were more likely than men to say that they did not share their goals with anyone.



One quarter of Americans are planning on making health/fitness type changes in the new year

Fourteen percent say they are making personal/spiritual changes and 13% are making financial changes. Only 10% are making career/educational changes or relationship/family changes. Women are more likely than men to say they are making a health/fitness change (32% vs. 22%).

Key Findings



Two-thirds of respondents say they spend no money on their goals and resolutions

Another 11% say that they spend under \$100, and 4% spend \$101-\$500. There were no significant differences by age, gender, or income.



Health related activities top list of things people say they are going to do just for themselves in the new year

Health related activities such as losing weight, sleeping, and exercise tops the list of things people say they are going to do just for themselves in the new year (20%). Relaxation (3%), travel (3%), and saving money (1%) were also among those mentioned frequently

Methodology

- Data collected via online survey using [Google Consumer Surveys](#). Google Consumer Surveys interviews a stratified sample of internet users from a diverse group of approximately 80 publisher sites who allow Google to ask one or two questions of selected visitors as they seek to view content on the site.
- The sample is [stratified on age, gender and location](#) and these demographic characteristics are inferred based on the types of websites the users visit, as recorded in their DoubleClick advertising cookie and their computer's internet address. The [data are then weighted by age, gender, and location](#) to parameters for all internet users from the Current Population Survey. It is neither an "opt in" survey nor a recruited panel but does not constitute a probability sample of all internet users.
- The survey was fielded from [December 13 to December 14, 2013](#).
- The survey was fielded until a sample of at least [1,000 online US adults age 18 and older](#) were obtained for all 5 questions.
- The [margin of error](#) based on total data collected is +/-3%.

Goal Setting

37% of US adults say they set goals at the beginning of each year.

Do you set new goals at the beginning of each year?

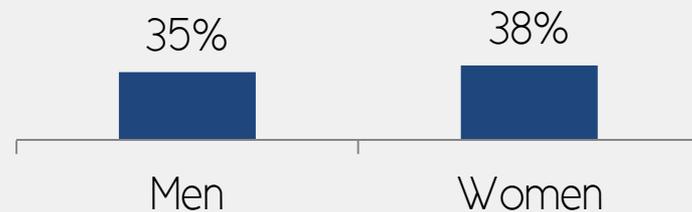
When asked if they set goals for the new year, only slightly more than a third of US adults say they do. Although not statistically significant, adults age 65+ were somewhat less likely to say that they set goals than those age 25-34 (32% vs. 40%).



Setting Goals by Age



Setting Goals by Gender

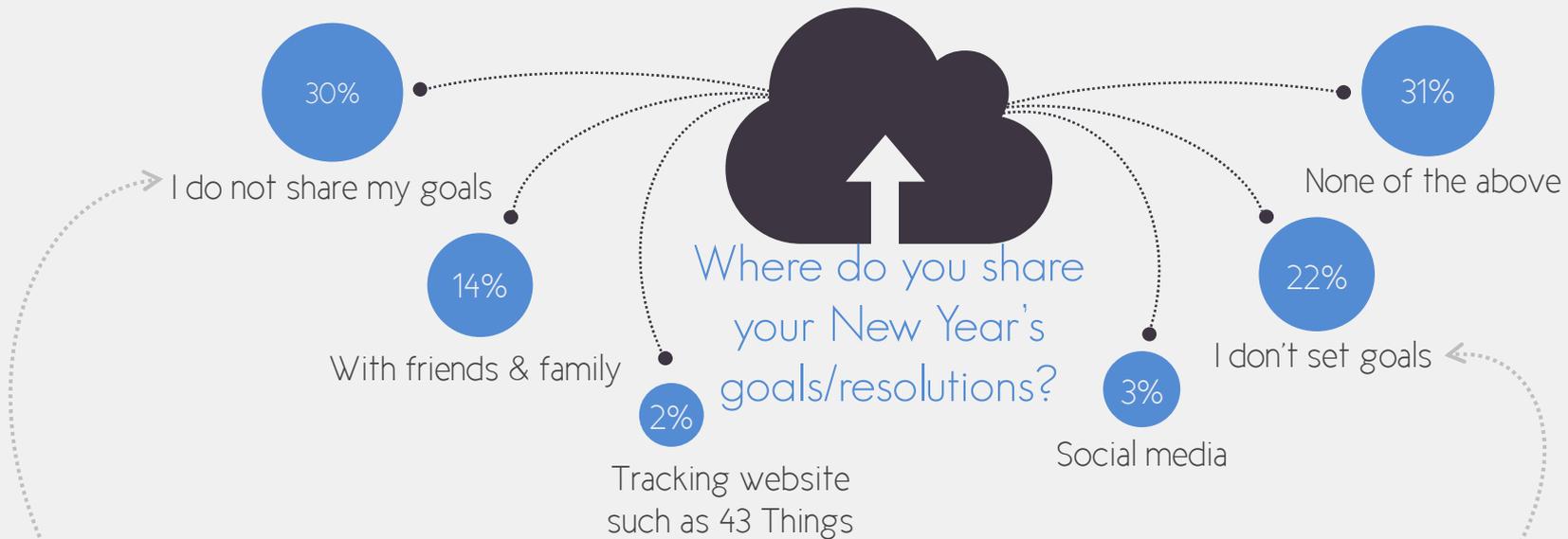


Q1. Do you set new goals at the beginning of each year? n=2305

Sharing New Year's Goals

Three in 10 US adults do not share their New Year's goals when they make them.

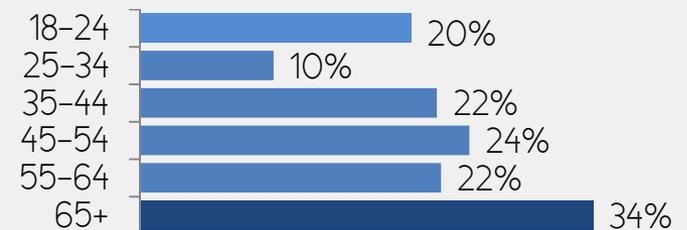
When asked how they share their goals, 30% say they do not share, while another 14% say they share with friends & family. Only 3% said they share goals through social media and another 2% share on tracking websites.



Women are significantly more likely than men to say they don't share their goals



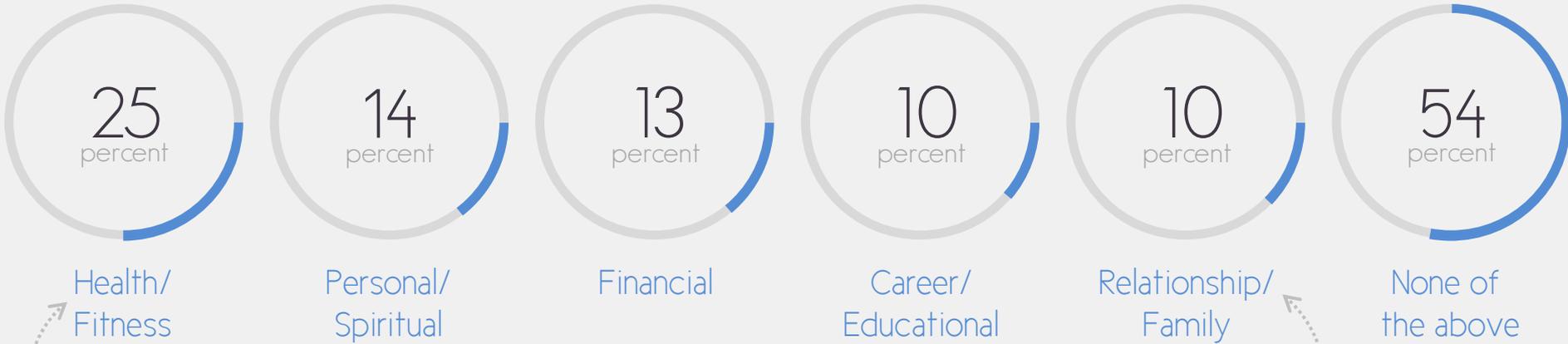
Adults 65+ are significantly more likely than those 18-24 and 55-64 to say they don't set goals or resolutions



Q2. Where do you share your New Year's goals or resolutions? , multiple response, n=1723

Types of Goals

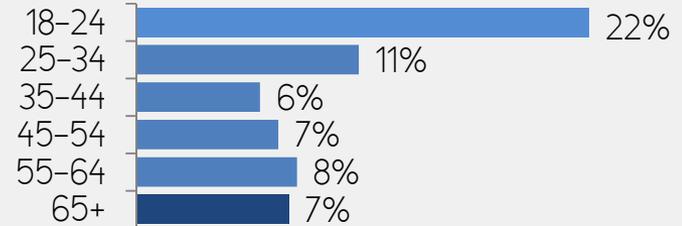
One quarter of adults say the changes they are planning to make in the new year are health/fitness changes, followed by personal/spiritual changes (14%), and financial changes (13%).



Women are significantly more likely than men to say they are making a health/fitness change



Those age 18-24 are more likely to set relationship/family goals or resolutions



Q4. Which, if any, of the following changes are you planning to make in the New Year?, multiple response, n=1475

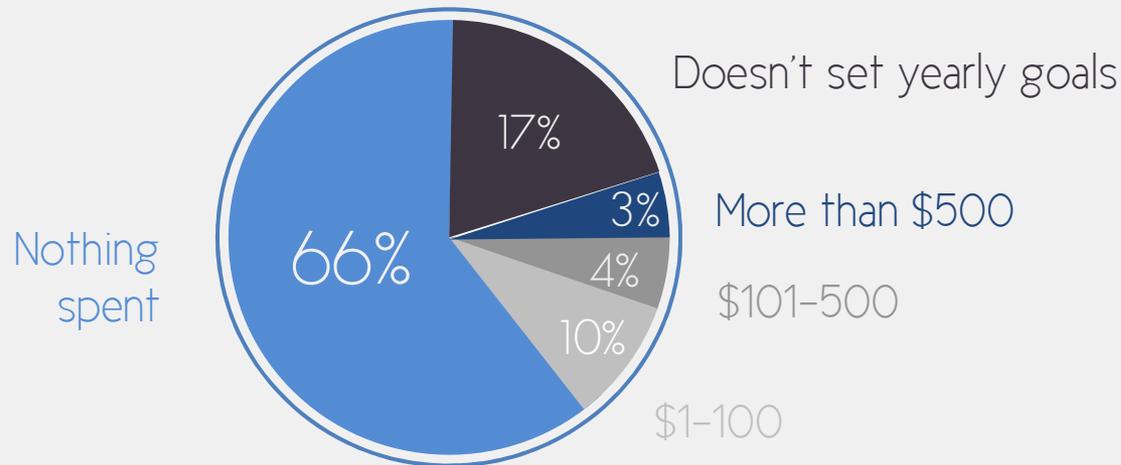
Money Spent on Goals

Two-thirds of respondents say they spend no money on their goals and resolutions.



When asked how much money they spend on their goals and resolutions, the majority of respondents say they spend nothing. Among those that do spend money, 11% are likely to say that they spend under \$100, and 4% spend \$101-\$500. There were no significant differences by age, gender, or income.

How much money do you spend on New Year's goals/resolutions?



Q3. How much money do you spend on New Year's goals/resolutions?, n=1373



For **more** information:



G. Oscar Anderson



Research Advisor, 50+ Research



ganderson@aarps.org



202.434.6343



Patty David



Senior Research Advisor, 50+ Research



pdavid@aarps.org



202.434.6043