



New Year Survey
Fieldwork Dates: 8th - 11th December 2017

Conducted by YouGov
On behalf of YouGov NY

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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 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 1170 adults. Fieldwork was undertaken between 8th - 11th December 2017. 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.

YouGov NY
New Year Survey

US_nat Sample: 8th - 11th December 2017



Total	Gender		Age			Region				Race			
	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

Do you expect that each of the following areas of your life will get better or worse in 2018 than they are now, or do you expect them to remain the same? Please select one option on each row. - Your love life

Unweighted base	1170	521	649	305	388	477	219	261	431	259	837	116	142	75
Base: All US adults	1159	575	584	365	380	414	219	263	422	255	764	136	181	78
Get much better	18%	19%	17%	28% D.E	18% E	10% E	17%	15%	22%	16%	15%	25% J*	25% J*	28% J*
Get somewhat better	14%	16%	13%	17% E	18% E	9% E	17%	15%	12%	17%	13%	15% -	20% -	19% -
Remain the same	61%	57%	64%	45% A	58% C	77% C.D	59%	62%	61%	61%	67% L.M	56% -	46% -	47% -
Get somewhat worse	3%	4%	2%	5% E	3% E	2% E	3%	5%	2%	3%	3%	3% -	6% -	2% -
Get much worse	3%	3%	4%	6% E	3% E	2% E	4%	3%	3%	5%	4%	2% -	3% -	4% -

Do you expect that each of the following areas of your life will get better or worse in 2018 than they are now, or do you expect them to remain the same? Please select one option on each row. - Your work or schooling

Unweighted base	1170	521	649	305	388	477	219	261	431	259	837	116	142	75
Base: All US adults	1159	575	584	365	380	414	219	263	422	255	764	136	181	78
Get much better	15%	15%	14%	24% D.E	16% E	5% E	13%	10%	17% G	16%	9%	33% J.L*	18% J*	26% J*
Get somewhat better	18%	19%	17%	25% E	19% E	10% E	14%	21%	16%	21%	18%	11% -	22% -	20% -
Remain the same	61%	58%	64%	45% C	58% C	78% C.D	67%	61%	60%	58%	67% K.L.M	51% -	52% -	48% -
Get somewhat worse	3%	5%	2%	3% B	4% B	4% B	2%	3%	3%	4%	3%	2% -	4% -	4% -
Get much worse	3%	4%	3%	3% B	3% B	3% B	4%	4%	4%	1%	3%	3% -	4% -	2% -

YouGov NY
New Year Survey

US_nat Sample: 8th - 11th December 2017



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
	N	O	P	Q	R	S	T	U	V	W

Do you expect that each of the following areas of your life will get better or worse in 2018 than they are now, or do you expect them to remain the same? Please select one option on each row. - Your love life

Unweighted base	1170	431	382	229	128	576	18	128	45	358	44
Base: All US adults	1159	487	367	197	108	525	24	117	43	409	41
Get much better	18%	18%	18%	17%	19%	19%	12%	17%	16%	17%	29%
Get somewhat better	14%	14%	15%	16%	13%	13%	15%	15%	2%	18%	15%
Remain the same	61%	60%	61%	62%	66%	65%	63%	63%	73%	56%	48%
Get somewhat worse	3%	4%	3%	2%	1%	2%	7%	2%	5%	5%	2%
Get much worse	3%	4%	4%	3%	1%	2%	3%	3%	4%	5%	6%

Do you expect that each of the following areas of your life will get better or worse in 2018 than they are now, or do you expect them to remain the same? Please select one option on each row. - Your work or schooling

Unweighted base	1170	431	382	229	128	576	18	128	45	358	44
Base: All US adults	1159	487	367	197	108	525	24	117	43	409	41
Get much better	15%	12%	17%	17%	15%	11%	6%	18%	2%	19%	13%
Get somewhat better	18%	14%	18%	24%	24%	17%	16%	16%	11%	19%	23%
Remain the same	61%	67%	59%	52%	57%	65%	59%	62%	76%	55%	55%
Get somewhat worse	3%	3%	3%	5%	2%	4%	7%	1%	2%	3%	2%
Get much worse	3%	4%	3%	3%	3%	2%	12%	3%	10%	3%	8%

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New Year Survey

US_nat Sample: 8th - 11th December 2017



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say
	X	Y	Z	AA	AB	AC

Do you expect that each of the following areas of your life will get better or worse in 2018 than they are now, or do you expect them to remain the same? Please select one option on each row. - Your love life

Unweighted base	1170	284	885	417	322	265	166
Base: All US adults	1159	287	872	442	315	234	168
Get much better	18%	30%	14%	19%	19%	16%	18%
		Y					
Get somewhat better	14%	17%	14%	14%	14%	15%	14%
Remain the same	61%	42%	67%	58%	62%	65%	60%
		X					
Get somewhat worse	3%	5%	2%	2%	4%	3%	4%
		Y					
Get much worse	3%	6%	3%	6%	1%	2%	3%
		Y		AA.AB			

Do you expect that each of the following areas of your life will get better or worse in 2018 than they are now, or do you expect them to remain the same? Please select one option on each row. - Your work or schooling

Unweighted base	1170	284	885	417	322	265	166
Base: All US adults	1159	287	872	442	315	234	168
Get much better	15%	19%	13%	14%	15%	12%	19%
		Y					
Get somewhat better	18%	27%	15%	17%	17%	23%	14%
		Y				AC	
Remain the same	61%	48%	65%	62%	65%	55%	61%
		X				AB	
Get somewhat worse	3%	2%	4%	2%	3%	8%	3%
						Z.AA	
Get much worse	3%	3%	3%	5%	1%	3%	4%
				AA			

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US_nat Sample: 8th - 11th December 2017



Total	Social networks membership												
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None
	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP

Do you expect that each of the following areas of your life will get better or worse in 2018 than they are now, or do you expect them to remain the same? Please select one option on each row. - Your love life

Unweighted base	1170	934	414	322	287	64	323	94	352	204	24	22	9	133
Base: All US adults	1159	925	421	305	301	64	311	100	366	220	22	21	10	126
Get much better	18%	20%	22%	19%	27%	36%	19%	26%	29%	34%	23%	28%	11%	9%
		AP	AP	AP	AD.AF.AI.AP	AD.AE.AF.AI.AP	AP	AP*	AD.AE.AF.AI.AP	AD.AE.AF.AI.AP	**	**	**	
Get somewhat better	14%	15%	14%	16%	19%	11%	15%	16%	16%	15%	14%	17%	-	9%
					AP	*		*			**	**	**	
Remain the same	61%	58%	57%	63%	46%	36%	60%	46%	47%	42%	59%	54%	81%	77%
		AG.AH.AJ.AK.AL	AG.AH.AK.AL	AG.AH.AJ.AK.AL		*	AG.AH.AJ.AK.AL	*			**	**	**	AF.AG.AH.AI.AJ.AK.AL
Get somewhat worse	3%	3%	2%	2%	3%	5%	4%	6%	3%	3%	-	-	8%	1%
						*		*			**	**	**	
Get much worse	3%	3%	4%	1%	4%	12%	3%	6%	5%	6%	4%	-	-	4%
		AF	AF	AF	AD.AE.AF.AG.AI.A		AF	AF*	AD.AF.AI	AD.AF.AI	**	**	**	AF

Do you expect that each of the following areas of your life will get better or worse in 2018 than they are now, or do you expect them to remain the same? Please select one option on each row. - Your work or schooling

Unweighted base	1170	934	414	322	287	64	323	94	352	204	24	22	9	133
Base: All US adults	1159	925	421	305	301	64	311	100	366	220	22	21	10	126
Get much better	15%	17%	19%	17%	24%	22%	17%	20%	23%	25%	15%	24%	11%	5%
		AP	AP	AP	AD.AF.AI.AP	AP*	AP	AP*	AD.AF.AI.AP	AD.AE.AF.AI.AP	**	**	**	
Get somewhat better	18%	19%	23%	24%	22%	21%	22%	31%	24%	29%	31%	24%	10%	8%
		AP	AD.AP	AD.AP	AP	AP*	AP	AD.AP*	AD.AP	AD.AE.AI.AP	**	**	**	
Remain the same	61%	59%	52%	54%	47%	49%	56%	42%	47%	39%	47%	48%	71%	78%
		E.AF.AG.AJ.AK.AL	AK.AL	AL		*	AG.AJ.AK.AL	*	AL		**	**	**	AF.AG.AH.AI.AJ.AK.AL
Get somewhat worse	3%	3%	2%	4%	3%	3%	4%	2%	2%	3%	3%	4%	8%	3%
						*		*			**	**	**	
Get much worse	3%	3%	4%	2%	4%	6%	2%	5%	3%	3%	4%	-	-	7%
			AF			*		*			**	**	**	AD.AF.AI

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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

Do you expect that each of the following areas of your life will get better or worse in 2018 than they are now, or do you expect them to remain the same? Please select one option on each row. - Your relationship with your family

Unweighted base	1170	521	649	305	388	477	219	261	431	259	837	116	142	75
Base: All US adults	1159	575	584	365	380	414	219	263	422	255	764	136	181	78
Get much better	15%	16%	15%	21% D.E	14%	11%	15%	16%	17% I	11%	11%	22% J*	25% J*	19% -
Get somewhat better	19%	18%	20%	19%	18%	20%	17%	18%	20%	21%	17%	22% -	24% -	20% -
Remain the same	61%	62%	60%	52% C	64% C	67%	62%	60%	60%	64%	66% K.L	53% -	47% -	58% -
Get somewhat worse	3%	2%	4%	6% D.E	2%	1%	4%	3%	2%	4%	3%	2% -	3% -	4% -
Get much worse	2%	2%	2%	2%	2%	1%	2%	3%	1%	1%	2%	1% -	1% -	- -

Do you expect that each of the following areas of your life will get better or worse in 2018 than they are now, or do you expect them to remain the same? Please select one option on each row. - Your hobbies/interests

Unweighted base	1170	521	649	305	388	477	219	261	431	259	837	116	142	75
Base: All US adults	1159	575	584	365	380	414	219	263	422	255	764	136	181	78
Get much better	15%	14%	15%	21% E	16% E	8%	13%	12%	17%	14%	10%	28% J*	20% J*	19% -
Get somewhat better	26%	27%	25%	30% D	21%	27%	25%	24%	28%	26%	26%	24% -	25% -	36% -
Remain the same	55%	54%	56%	43% C	59% C	62%	57%	59%	50%	57%	60% K.L.M	46% -	46% -	42% -
Get somewhat worse	3%	2%	3%	2%	2%	3%	2%	3%	3%	1%	2%	2% -	6% J*	2% -
Get much worse	2%	3%	1%	4% D.E	1%	1%	3%	2%	2%	2%	2%	- -	3% -	1% -

YouGov NY
New Year Survey

US_nat Sample: 8th - 11th December 2017



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

Do you expect that each of the following areas of your life will get better or worse in 2018 than they are now, or do you expect them to remain the same? Please select one option on each row. - Your relationship with your family

Unweighted base	1170	431	382	229	128	576	18	128	45	358	44
Base: All US adults	1159	487	367	197	108	525	24	117	43	409	41
Get much better	15%	17%	15%	12%	12%	15%	17% **	15%	17% *	14%	22% *
Get somewhat better	19%	19%	16%	21%	28% N.O	21%	12% **	23%	18% *	17%	15% *
Remain the same	61%	59%	65%	62%	57%	59%	71% **	60%	57% *	64%	58% *
Get somewhat worse	3%	3%	3%	3%	2%	3%	- **	-	6% T*	4%	3% *
Get much worse	2%	2%	1%	2%	1%	1%	- **	3%	2% *	2%	2% *

Do you expect that each of the following areas of your life will get better or worse in 2018 than they are now, or do you expect them to remain the same? Please select one option on each row. - Your hobbies/interests

Unweighted base	1170	431	382	229	128	576	18	128	45	358	44
Base: All US adults	1159	487	367	197	108	525	24	117	43	409	41
Get much better	15%	15%	13%	17%	14%	15%	13% **	14%	11% *	15%	16% *
Get somewhat better	26%	25%	27%	22%	34% P	22%	22% **	24%	41% R.T*	31% R	20% *
Remain the same	55%	54%	57%	55%	51%	58%	65% **	61%	44% *	50%	56% *
Get somewhat worse	3%	3%	2%	3%	1%	4% V	- **	1%	2% *	1%	3% *
Get much worse	2%	3% O	1%	3%	-	1%	- **	1%	2% *	3%	4% *

YouGov NY
New Year Survey

US_nat Sample: 8th - 11th December 2017



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

Do you expect that each of the following areas of your life will get better or worse in 2018 than they are now, or do you expect them to remain the same? Please select one option on each row. - Your relationship with your family

Unweighted base	1170	284	885	417	322	265	166
Base: All US adults	1159	287	872	442	315	234	168
Get much better	15%	22%	13%	17%	16%	12%	13%
		Y					
Get somewhat better	19%	24%	18%	20%	22%	18%	14%
		Y					
Remain the same	61%	48%	65%	58%	59%	67%	65%
			X			Z	
Get somewhat worse	3%	4%	3%	4%	2%	1%	5%
				AB			AB
Get much worse	2%	2%	1%	2%	1%	2%	2%

Do you expect that each of the following areas of your life will get better or worse in 2018 than they are now, or do you expect them to remain the same? Please select one option on each row. - Your hobbies/interests

Unweighted base	1170	284	885	417	322	265	166
Base: All US adults	1159	287	872	442	315	234	168
Get much better	15%	22%	12%	16%	16%	13%	10%
		Y					
Get somewhat better	26%	27%	26%	25%	26%	26%	30%
Remain the same	55%	44%	59%	55%	53%	57%	57%
			X				
Get somewhat worse	3%	3%	2%	2%	4%	3%	1%
Get much worse	2%	3%	2%	3%	2%	1%	2%

YouGov NY
New Year Survey

US_nat Sample: 8th - 11th December 2017



Total	Social networks membership												
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None

Do you expect that each of the following areas of your life will get better or worse in 2018 than they are now, or do you expect them to remain the same? Please select one option on each row. - Your relationship with your family

Unweighted base	1170	934	414	322	287	64	323	94	352	204	24	22	9	133
Base: All US adults	1159	925	421	305	301	64	311	100	366	220	22	21	10	126
Get much better	15%	16%	17%	11%	22%	21%	14%	17%	21%	24%	19%	36%	11%	10%
		AF	AF		AD.AE.AF.AI.AP	AF*		*	AD.AE.AF.AI.AP	AD.AE.AF.AI.AP	**	**	**	**
Get somewhat better	19%	20%	22%	21%	21%	25%	19%	21%	22%	24%	14%	6%	18%	13%
		AP	AP		AP*	AP*		*	AP	AP	**	**	**	**
Remain the same	61%	59%	58%	65%	52%	47%	63%	54%	52%	47%	59%	54%	63%	72%
		AG.AK.AL	AK.AL	D.AE.AG.AH.AK.AL		*	AG.AH.AK.AL	*			**	**	**	AE.AG.AH.AJ.AK.AL
Get somewhat worse	3%	3%	3%	3%	3%	4%	4%	8%	5%	4%	8%	4%	-	2%
						*		AD.AE.AF.AG*	AE		**	**	**	**
Get much worse	2%	1%	1%	1%	2%	3%	0%	1%	1%	1%	-	-	8%	4%
						AI*		*			**	**	**	AI.AK

Do you expect that each of the following areas of your life will get better or worse in 2018 than they are now, or do you expect them to remain the same? Please select one option on each row. - Your hobbies/interests

Unweighted base	1170	934	414	322	287	64	323	94	352	204	24	22	9	133
Base: All US adults	1159	925	421	305	301	64	311	100	366	220	22	21	10	126
Get much better	15%	16%	20%	17%	24%	29%	20%	25%	21%	24%	30%	4%	11%	6%
		AP	AD.AP	AP	AD.AF.AP	AD.AF.AP*	AD.AP	AD.AP*	AD.AP	AD.AF.AP	**	**	**	**
Get somewhat better	26%	26%	26%	29%	27%	19%	23%	26%	28%	30%	19%	29%	9%	24%
				AI		*		*	AI		**	**	**	**
Remain the same	55%	53%	49%	51%	42%	42%	53%	44%	46%	42%	44%	67%	72%	65%
		AE.AG.AK.AL	AG	AG.AL		*	AG.AK.AL	*			**	**	**	AF.AG.AH.AI.AJ.AK.AL
Get somewhat worse	3%	2%	4%	2%	2%	3%	2%	3%	3%	2%	3%	-	8%	2%
						*		*			**	**	**	**
Get much worse	2%	2%	3%	1%	4%	8%	1%	2%	3%	2%	4%	-	-	3%
		AF	AF		AF.AI	D.AE.AF.AI.AK.AL*		*	AF		**	**	**	**

YouGov NY
New Year Survey

US_nat Sample: 8th - 11th December 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

Do you expect that each of the following areas of your life will get better or worse in 2018 than they are now, or do you expect them to remain the same? Please select one option on each row. - Your relationship with your friends

Unweighted base	1170	521	649	305	388	477	219	261	431	259	837	116	142	75
Base: All US adults	1159	575	584	365	380	414	219	263	422	255	764	136	181	78
Get much better	12%	12%	12%	20% D.E	10%	7%	14%	11%	13%	9%	9%	21% J*	16% J*	18% J*
Get somewhat better	21%	23%	19%	25% E	21%	17%	17%	23%	18%	27% F.H	20%	17% -	26% -	26% -
Remain the same	63%	60%	66%	47% C	66%	74% C.D	63%	60%	66%	59%	67% L.M	59% -	53% -	48% -
Get somewhat worse	3%	4%	2%	6% D.E	2%	1%	5%	4%	2%	4%	3%	3% -	4% -	5% -
Get much worse	1%	2%	1%	3% E	1%	0%	2%	2%	1%	1%	2%	- -	1% -	2% -

Do you expect that each of the following areas of your life will get better or worse in 2018 than they are now, or do you expect them to remain the same? Please select one option on each row. - Your financial status

Unweighted base	1170	521	649	305	388	477	219	261	431	259	837	116	142	75
Base: All US adults	1159	575	584	365	380	414	219	263	422	255	764	136	181	78
Get much better	16%	17%	15%	25% D.E	14% E	9%	12%	14%	19% F	14%	10%	31% J*	22% J*	24% J*
Get somewhat better	31%	34%	29%	30% D.E	35% E	28%	32%	28%	31% F	35%	31%	32% -	29% -	38% -
Remain the same	39%	37%	41%	33% C.D	38% C.D	46% C.D	39%	41%	38% F	39%	42% K	30% -	37% -	33% -
Get somewhat worse	10%	8%	11%	7% C	9% C	13% C	11%	12%	9% M	7%	11% M	6% -	8% -	2% -
Get much worse	4%	4%	4%	4% E	4% E	4% E	6%	4%	3% E	5%	5%	1% -	4% -	3% -

YouGov NY
New Year Survey

US_nat Sample: 8th - 11th December 2017



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

Do you expect that each of the following areas of your life will get better or worse in 2018 than they are now, or do you expect them to remain the same? Please select one option on each row. - Your relationship with your friends

Unweighted base	1170	431	382	229	128	576	18	128	45	358	44
Base: All US adults	1159	487	367	197	108	525	24	117	43	409	41
Get much better	12%	13%	12%	9%	13%	10%	9%	13%	2%	14%	17%
							**		*	U	U*
Get somewhat better	21%	19%	19%	23%	29%	19%	15%	23%	24%	21%	32%
					N.O		**		*		*
Remain the same	63%	63%	65%	63%	57%	67%	76%	63%	61%	57%	47%
						V.W	**		*		*
Get somewhat worse	3%	3%	4%	4%	1%	2%	-	1%	13%	5%	2%
							**		R.T.V.*		*
Get much worse	1%	2%	1%	2%	-	1%	-	1%	-	2%	2%
							**		*		*

Do you expect that each of the following areas of your life will get better or worse in 2018 than they are now, or do you expect them to remain the same? Please select one option on each row. - Your financial status

Unweighted base	1170	431	382	229	128	576	18	128	45	358	44
Base: All US adults	1159	487	367	197	108	525	24	117	43	409	41
Get much better	16%	13%	18%	14%	21%	14%	17%	19%	7%	17%	20%
							**		*		*
Get somewhat better	31%	28%	29%	42%	33%	33%	21%	29%	28%	30%	37%
					N.O		**		*		*
Remain the same	39%	44%	38%	32%	33%	38%	56%	35%	42%	41%	33%
							**		*		*
Get somewhat worse	10%	10%	11%	7%	10%	11%	3%	9%	23%	7%	6%
							**		R.T.V.W*		*
Get much worse	4%	4%	3%	6%	4%	4%	3%	8%	-	4%	4%
							**		*		*

YouGov NY
New Year Survey

US_nat Sample: 8th - 11th December 2017



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

Do you expect that each of the following areas of your life will get better or worse in 2018 than they are now, or do you expect them to remain the same? Please select one option on each row. - Your relationship with your friends

Unweighted base	1170	284	885	417	322	265	166
Base: All US adults	1159	287	872	442	315	234	168
Get much better	12%	15%	11%	13%	10%	9%	16%
		Y					
Get somewhat better	21%	27%	19%	22%	25%	21%	11%
		Y		AC	AC	AC	
Remain the same	63%	53%	66%	61%	60%	65%	69%
			X				A
Get somewhat worse	3%	3%	3%	4%	3%	4%	1%
Get much worse	1%	1%	1%	1%	1%	1%	3%

Do you expect that each of the following areas of your life will get better or worse in 2018 than they are now, or do you expect them to remain the same? Please select one option on each row. - Your financial status

Unweighted base	1170	284	885	417	322	265	166
Base: All US adults	1159	287	872	442	315	234	168
Get much better	16%	23%	13%	15%	17%	14%	17%
		Y					
Get somewhat better	31%	36%	30%	27%	37%	39%	22%
					Z.AC	Z.AC	
Remain the same	39%	26%	44%	43%	33%	35%	47%
			X	AA			AA.AB
Get somewhat worse	10%	9%	10%	10%	11%	7%	9%
Get much worse	4%	7%	4%	5%	2%	5%	6%
		Y					

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Total	Social networks membership												
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None

Do you expect that each of the following areas of your life will get better or worse in 2018 than they are now, or do you expect them to remain the same? Please select one option on each row. - Your relationship with your friends

Unweighted base	1170	934	414	322	287	64	323	94	352	204	24	22	9	133
Base: All US adults	1159	925	421	305	301	64	311	100	366	220	22	21	10	126
Get much better	12%	13%	15%	13%	21%	19%	12%	18%	21%	23%	15%	-	11%	4%
		AP	AP	AP	AD.AE.AF.AI.AP	AP*	AP	AP*	AD.AE.AF.AI.AP	AD.AE.AF.AI.AP	**	**	**	**
Get somewhat better	21%	22%	26%	24%	27%	33%	23%	30%	24%	27%	21%	47%	8%	13%
		AP	AD.AP	AP	AP	AD.AP*	AP	AP*	AP	AP	**	**	**	**
Remain the same	63%	61%	55%	60%	48%	44%	63%	43%	49%	44%	56%	53%	73%	77%
		E.AG.AH.AJ.AK.	AG.AJ.AK.AL	AG.AH.AJ.AK.AL	*	*	E.AG.AH.AJ.AK.	*	*	*	**	**	**	AF.AG.AH.AI.AJ.AK.AL
Get somewhat worse	3%	3%	2%	2%	2%	1%	1%	6%	4%	5%	4%	-	8%	2%
		AI				*	AI*	AI	AI	AI	**	**	**	**
Get much worse	1%	1%	1%	1%	2%	3%	1%	3%	2%	1%	4%	-	-	3%
						*	*	*	*	*	**	**	**	**

Do you expect that each of the following areas of your life will get better or worse in 2018 than they are now, or do you expect them to remain the same? Please select one option on each row. - Your financial status

Unweighted base	1170	934	414	322	287	64	323	94	352	204	24	22	9	133
Base: All US adults	1159	925	421	305	301	64	311	100	366	220	22	21	10	126
Get much better	16%	17%	18%	15%	23%	21%	16%	16%	23%	28%	30%	24%	11%	10%
		AP	AP	AP	AD.AF.AI.AP	*	*	*	AD.AE.AF.AI.AP	D.AE.AF.AI.AJ.A	**	**	**	**
Get somewhat better	31%	33%	36%	45%	38%	39%	37%	42%	35%	38%	25%	26%	17%	17%
		AP	AP	AD.AE.AI.AK.AP	AP	AP*	AP	AP*	AP	AP	**	**	**	**
Remain the same	39%	36%	32%	30%	27%	24%	34%	30%	30%	22%	22%	45%	64%	55%
		AE.AF.AG.AK.AL	AL	AL	*	*	AG.AL	*	AL	AL	**	**	**	AF.AG.AH.AI.AJ.AK.AL
Get somewhat worse	10%	10%	11%	7%	8%	7%	8%	8%	7%	7%	16%	5%	8%	12%
		AK	AK			*	*	*	*	*	**	**	**	**
Get much worse	4%	4%	3%	3%	4%	10%	4%	3%	5%	5%	7%	-	-	6%
						AD.AE.AF*	*	*	*	*	**	**	**	**

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US_nat Sample: 8th - 11th December 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

Which, if any, of the following are you planning to include among your New Year's resolutions for 2018? Please select all that apply. If you don't plan on making a New Year's resolution for 2018, please select the 'Not applicable' option.

Unweighted base	1170	521	649	305	388	477	219	261	431	259	837	116	142	75
Base: All US adults	1159	575	584	365	380	414	219	263	422	255	764	136	181	78
Eat healthier	37%	33%	41%	39%	37%	36%	39%	35%	42%	30%	36%	51%	33%	40%
			A						I			J.L*	-	-
Get more exercise	37%	33%	41%	38%	37%	35%	42%	33%	38%	35%	34%	37%	46%	43%
			A									-	J*	-
Focus on self care (e.g., get more sleep every night)	24%	20%	29%	29%	24%	20%	22%	24%	25%	26%	23%	35%	21%	32%
			A	E								J.L*	-	-
Save money/Save more money	37%	31%	42%	46%	40%	25%	42%	35%	37%	33%	34%	48%	39%	36%
			A	E	E							J*	-	-
Make new friends	15%	13%	16%	22%	14%	9%	16%	13%	16%	14%	12%	16%	23%	21%
			D.E	E								-	J*	J*
Give up or cut down on smoking cigarettes and/or alcohol consumption	9%	9%	8%	11%	10%	6%	11%	11%	7%	7%	9%	10%	7%	6%
			E									-	-	-
Get a job, or get a new job	14%	13%	14%	23%	14%	5%	13%	11%	16%	14%	11%	20%	20%	17%
			D.E	E								J*	J*	-
Read more	18%	17%	19%	22%	18%	16%	21%	17%	17%	18%	18%	17%	19%	18%
			E									-	-	-
Take up a new hobby	13%	12%	14%	22%	12%	6%	15%	11%	13%	13%	11%	12%	20%	23%
			D.E	E								-	J*	J*
Focus more on my romantic relationship	12%	12%	13%	18%	15%	5%	13%	10%	14%	11%	11%	13%	13%	19%
			E	E								-	-	-
Go on more dates	7%	8%	7%	12%	8%	2%	7%	4%	9%	9%	5%	10%	11%	16%
			E	E					G	G		-	J*	J*
Focus more on my appearance	12%	12%	12%	17%	13%	7%	15%	9%	12%	13%	10%	16%	14%	19%
			E	E								-	-	J*
Focus less on my appearance	3%	4%	2%	5%	2%	2%	2%	2%	4%	2%	2%	4%	4%	2%
			E									-	-	-
Learn a new skill	15%	16%	14%	23%	16%	8%	15%	13%	15%	16%	13%	26%	14%	17%
			D.E	E								J*	-	-
Other	2%	1%	3%	0%	2%	3%	2%	1%	2%	2%	2%	3%	-	2%
			A		C							-	-	-
Not applicable - I do not plan on making New Year's resolutions for 2018	32%	33%	31%	21%	29%	45%	28%	38%	30%	33%	37%	23%	21%	30%
				C	C.D			F			K.L	-	-	-

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US_nat Sample: 8th - 11th December 2017



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

Which, if any, of the following are you planning to include among your New Year's resolutions for 2018? Please select all that apply. If you don't plan on making a New Year's resolution for 2018, please select the 'Not applicable' option.

Unweighted base	1170	431	382	229	128	576	18	128	45	358	44
Base: All US adults	1159	487	367	197	108	525	24	117	43	409	41
Eat healthier	37%	36%	39%	39%	32%	37%	72%	31%	33%	38%	29%
Get more exercise	37%	32%	37%	45%	42%	40%	34%	32%	30%	35%	41%
Focus on self care (e.g., get more sleep every night)	24%	19%	29%	27%	27%	23%	29%	16%	29%	27%	33%
Save money/Save more money	37%	34%	40%	37%	34%	35%	43%	28%	17%	42%	45%
Make new friends	15%	14%	14%	18%	16%	12%	27%	11%	8%	20%	17%
Give up or cut down on smoking cigarettes and/or alcohol consumption	9%	11%	7%	10%	4%	8%	6%	9%	10%	9%	20%
Get a job, or get a new job	14%	11%	18%	15%	8%	10%	24%	13%	4%	20%	9%
Read more	18%	12%	21%	25%	22%	18%	15%	18%	21%	18%	16%
Take up a new hobby	13%	12%	13%	16%	11%	13%	13%	6%	8%	15%	22%
Focus more on my romantic relationship	12%	8%	15%	14%	15%	12%	8%	11%	5%	13%	21%
Go on more dates	7%	5%	9%	8%	8%	5%	15%	5%	5%	10%	13%
Focus more on my appearance	12%	10%	14%	13%	11%	10%	19%	12%	9%	14%	18%
Focus less on my appearance	3%	2%	2%	4%	4%	3%	6%	1%	5%	2%	14%
Learn a new skill	15%	12%	15%	23%	15%	14%	8%	6%	11%	19%	22%
Other	2%	1%	1%	3%	3%	2%	-	3%	2%	1%	-
Not applicable - I do not plan on making New Year's resolutions for 2018	32%	36%	29%	28%	31%	33%	22%	46%	46%	27%	30%

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US_nat Sample: 8th - 11th December 2017



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

Which, if any, of the following are you planning to include among your New Year's resolutions for 2018? Please select all that apply. If you don't plan on making a New Year's resolution for 2018, please select the 'Not applicable' option.

Unweighted base	1170	284	885	417	322	265	166
Base: All US adults	1159	287	872	442	315	234	168
Eat healthier	37%	42%	36%	40%	41%	37%	23%
				AC	AC	AC	
Get more exercise	37%	44%	34%	35%	38%	39%	35%
		Y					
Focus on self care (e.g., get more sleep every night)	24%	31%	22%	25%	23%	27%	24%
		Y					
Save money/Save more money	37%	49%	32%	37%	42%	33%	30%
		Y			AB.AC		
Make new friends	15%	21%	13%	16%	13%	13%	18%
		Y					
Give up or cut down on smoking cigarettes and/or alcohol consumption	9%	14%	7%	11%	8%	8%	4%
		Y		AC			
Get a job, or get a new job	14%	17%	12%	18%	10%	9%	15%
		Y		AA.AB			
Read more	18%	22%	17%	17%	17%	17%	21%
Take up a new hobby	13%	22%	10%	13%	12%	14%	13%
		Y					
Focus more on my romantic relationship	12%	23%	9%	12%	10%	13%	17%
		Y					AA
Go on more dates	7%	12%	6%	8%	8%	7%	4%
		Y					
Focus more on my appearance	12%	20%	9%	12%	13%	12%	10%
		Y					
Focus less on my appearance	3%	6%	2%	2%	2%	4%	3%
		Y					
Learn a new skill	15%	18%	14%	13%	16%	16%	16%
Other	2%	1%	2%	2%	1%	2%	1%
Not applicable - I do not plan on making New Year's resolutions for 2018	32%	20%	36%	30%	29%	34%	40%
			X				Z.AA

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Total	Social networks membership												
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None

Which, if any, of the following are you planning to include among your New Year's resolutions for 2018? Please select all that apply. If you don't plan on making a New Year's resolution for 2018, please select the 'Not applicable' option.

Unweighted base	1170	934	414	322	287	64	323	94	352	204	24	22	9	133
Base: All US adults	1159	925	421	305	301	64	311	100	366	220	22	21	10	126
Eat healthier	37%	39%	39%	44%	41%	47%	47%	47%	41%	43%	40%	47%	19%	25%
		AP	AP	AP	AP	AP*	AD.AE.AP	AP*	AP	AP	**	**	**	**
Get more exercise	37%	39%	42%	45%	44%	45%	45%	43%	46%	47%	48%	46%	9%	23%
		AP	AP	AP	AP	AP*	AD.AP	AP*	AD.AP	AD.AP	**	**	**	**
Focus on self care (e.g., get more sleep every night)	24%	26%	33%	32%	31%	34%	31%	38%	33%	31%	36%	27%	17%	13%
		AP	AD.AP	AD.AP	AP	AP*	AP	AD.AP*	AD.AP	AP	**	**	**	**
Save money/Save more money	37%	39%	44%	41%	49%	39%	48%	48%	50%	50%	42%	39%	17%	20%
		AP	AP	AP	AD.AF.AP	AP*	AD.AP	AP*	AD.AF.AP	AD.AF.AP	**	**	**	**
Make new friends	15%	16%	19%	18%	22%	29%	17%	20%	23%	23%	35%	21%	8%	7%
		AP	AP	AP	AD.AP	AD.AF.AI.AP*	AP	AP*	AD.AI.AP	AD.AP	**	**	**	**
Give up or cut down on smoking cigarettes and/or alcohol consumption	9%	9%	10%	9%	15%	13%	10%	16%	12%	16%	7%	4%	13%	4%
					AD.AF.AP	AP*		AD.AP*	AD.AP	AD.AE.AF.AI.AP	**	**	**	**
Get a job, or get a new job	14%	15%	17%	18%	21%	20%	17%	20%	22%	19%	18%	18%	-	5%
		AP	AP	AP	AD.AP	AP*	AP	AP*	AD.AP	AP	**	**	**	**
Read more	18%	18%	20%	19%	22%	25%	19%	22%	21%	20%	21%	24%	10%	14%
						*		*			**	**	**	**
Take up a new hobby	13%	15%	18%	16%	20%	22%	18%	25%	23%	25%	30%	23%	-	5%
		AP	AP	AP	AD.AP	AP*	AP	AD.AP*	AD.AF.AP	AD.AE.AF.AI.AP	**	**	**	**
Focus more on my romantic relationship	12%	13%	15%	16%	19%	20%	17%	16%	21%	22%	21%	32%	-	2%
		AP	AP	AP	AD.AP	AP*	AP	AP*	AD.AE.AP	AD.AE.AP	**	**	**	**
Go on more dates	7%	9%	11%	8%	11%	23%	8%	13%	12%	15%	11%	9%	-	1%
		AP	AP	AP	AP	AE.AF.AG.AI.AK	AP	AP*	AD.AF.AI.AP	AD.AF.AI.AP	**	**	**	**
Focus more on my appearance	12%	14%	18%	18%	22%	29%	20%	22%	21%	19%	34%	17%	-	3%
		AP	AD.AP	AD.AP	AD.AP	AD.AE.AP*	AD.AP	AD.AP*	AD.AP	AD.AP	**	**	**	**
Focus less on my appearance	3%	3%	4%	3%	4%	7%	4%	3%	5%	6%	14%	9%	-	-
		AP	AP	AP	AP	AP*	AP	*	AP	AP	**	**	**	**
Learn a new skill	15%	16%	20%	21%	25%	23%	21%	28%	24%	21%	35%	7%	10%	7%
		AP	AP	AP	AD.AP	AP*	AD.AP	AD.AP*	AD.AP	AP	**	**	**	**
Other	2%	2%	2%	2%	2%	1%	2%	1%	1%	1%	-	-	11%	2%
						*		*			**	**	**	**
Not applicable - I do not plan on making New Year's resolutions for 2018	32%	30%	25%	28%	21%	18%	25%	16%	20%	18%	31%	39%	40%	54%
		AE.AG.AH.AI.AJ.AK.AL	AL	AJ.AK.AL		*	AL	*			**	**	**	AF.AG.AH.AI.AJ.AK.AL

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US_nat Sample: 8th - 11th December 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

Did you keep any New Year's resolutions in 2017? Please select the option that best applies. If you did not make any New Year's resolutions for 2017, please select the 'Not applicable' option.

Unweighted base	1170	521	649	305	388	477	219	261	431	259	837	116	142	75
Base: All US adults	1159	575	584	365	380	414	219	263	422	255	764	136	181	78
Yes, I kept more than one	13%	16%	10%	18%	13%	9%	13%	8%	16%	13%	10%	18%	20%	17%
		B		E				G				J*	J*	-
Yes, I kept one	14%	14%	15%	20%	13%	10%	16%	14%	15%	12%	10%	17%	24%	26%
				D,E								-	J*	J*
No, I did not keep any	13%	13%	13%	17%	13%	9%	14%	12%	12%	14%	13%	12%	15%	9%
				E								-	-	-
Not applicable - I did not make any New Year's resolutions for 2017	60%	57%	63%	45%	61%	72%	58%	66%	57%	60%	67%	52%	42%	48%

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (5%): A/B, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W, X/Y, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP, Minimum Base: 30 (**

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Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

Did you keep any New Year's resolutions in 2017? Please select the option that best applies. If you did not make any New Year's resolutions for 2017, please select the 'Not applicable' option.

Unweighted base	1170	431	382	229	128	576	18	128	45	358	44
Base: All US adults	1159	487	367	197	108	525	24	117	43	409	41
Yes, I kept more than one	13%	10%	15%	17%	12%	13%	22%	11%	10%	13%	23%
				N			**		*		*
Yes, I kept one	14%	13%	14%	14%	18%	16%	11%	7%	12%	15%	12%
					T		**		*	T	*
No, I did not keep any	13%	15%	12%	9%	10%	10%	8%	11%	6%	18%	11%
							**		*	R	*
Not applicable - I did not make any New Year's resolutions for 2017	60%	61%	58%	59%	61%	61%	58%	70%	73%	54%	54%

Cell Contents (C), Small Base: 100 (*)

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US_nat Sample: 8th - 11th December 2017



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

Did you keep any New Year's resolutions in 2017? Please select the option that best applies. If you did not make any New Year's resolutions for 2017, please select the 'Not applicable' option.

Unweighted base	1170	284	885	417	322	265	166
Base: All US adults	1159	287	872	442	315	234	168
Yes, I kept more than one	13%	17%	12%	12%	15%	15%	11%
		Y					
Yes, I kept one	14%	22%	12%	14%	15%	16%	10%
		Y					
No, I did not keep any	13%	17%	11%	15%	12%	10%	11%
		Y					
Not applicable - I did not make any New Year's resolutions for 2017	60%	43%	65%	59%	58%	59%	68%

Cell Contents (C)

YouGov NY
New Year Survey

US_nat Sample: 8th - 11th December 2017



Total	Social networks membership												
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None

Did you keep any New Year's resolutions in 2017? Please select the option that best applies. If you did not make any New Year's resolutions for 2017, please select the 'Not applicable' option.

Unweighted base	1170	934	414	322	287	64	323	94	352	204	24	22	9	133
Base: All US adults	1159	925	421	305	301	64	311	100	366	220	22	21	10	126
Yes, I kept more than one	13%	14%	16%	14%	20%	23%	12%	18%	18%	22%	22%	13%	-	6%
		AP	AP	AP	AD.AE.AF.AI.AP	AD.AI.AP*		AP*	AD.AI.AP	AD.AE.AF.AI.AP	**	**	**	
Yes, I kept one	14%	14%	16%	16%	17%	17%	18%	24%	21%	20%	11%	30%	18%	8%
					AP	*	AP	AD.AP*	AD.AE.AP	AD.AP	**	**	**	
No, I did not keep any	13%	13%	14%	10%	16%	19%	14%	15%	16%	19%	22%	11%	13%	9%
					AF	*		*	AF	AD.AE.AF.AP	**	**	**	
Not applicable - I did not make any New Year's resolutions for 2017	60%	59%	55%	60%	46%	40%	56%	43%	46%	39%	45%	47%	68%	77%

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