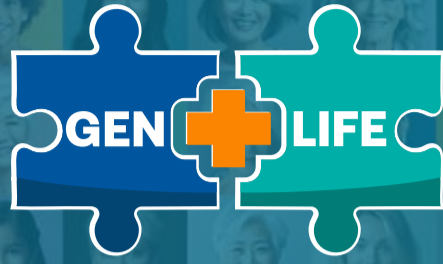




# Making New Year's Resolutions

A Gen + Life Reflection



With the end of 2024 fast approaching, we were curious to see if New Year's Resolutions are driven by generation and/or life stage. To find this out, we surveyed 2000 Americans, representing Gen Z, Millennials, Gen X, and Boomers. We found a lot of similarities but some unique differences too!

Making Resolutions Is Popular – Especially for Younger Generations.



Most likely to make New Year's resolutions

Gen Z - 69%



Millennials - 69%



Gen X - 54%



Less likely to make New Year's resolutions

Boomers - 41%

## Resolutions They Are Focused On

### All Generations

- Saving money\*
- Exercising more
- Eating healthier
- Mental health\*
- Self-care\*

\*Except Boomers

### Gen Z

- Less time on social media
- Spend more time with friends

## Why They Aren't Making Resolutions



Boomers



Gen X

- Don't need to commit to a goal
- Prefer to make small changes throughout the year
- Are happy so they have no need for them



Gen Z

- They are afraid they won't complete the goal
- Feel too overwhelmed choosing one

## Most Likely to Make Resolutions by Lifestage



In College  
**75%**



Under 18  
**75%**



In a Relationship  
**68%**



Working  
**66%**



Single  
**61%**



In School  
**60%**

Source: C+R online survey conducted from November 14 - 21, 2024 among n=2,000; n=500 among each generation: Gen Z, Millennials, Gen X and Boomers. For each generation, those that started the survey were representative to the US Census for age, gender, income, ethnicity and region

To learn more about our Gen + Life approach, please contact  
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