

New Year's Resolutions

National Survey

January 5, 2026

Nobody's perfect.

Ontario Poll Accuracy

- 1st **Liaison**
- 2nd **Mainstreet**
- 3rd **Innovative**
- 4th **Research Co.**
- 5th **Forum**
- 6th **Abacus**
- 7th **Pallas**
- 8th **Leger**
- 9th **Nanos**
- 10th **Ipsos**
- 11th **Relay Strategies**

Federal Poll Accuracy

- 1st **Mainstreet**
- 2nd **Liaison**
- 3rd **Angus Reid**
- 4th **Cardinal**
- 5th **Nanos**
- 6th **Research Co.**
- 7th **Pallas**
- 8th **Leger**
- 9th **Forum**
- 10th **Ipsos**
- 11th **Abacus**

There's no tougher race than an election campaign. Shifting headlines, commentaries on leadership debates, and millions of voters changing their minds right up to the last minute. In the most recent 2025 elections, the accuracy of Liaison's polls ranked 1st provincially and 2nd federally. Next race, who knows? There's always room to improve. **Even at Liaison.**

Methodology

Liaison surveyed a random sample of 1,000 Canadians through Interactive Voice Recording (IVR) from **December 26, 2025 to January 3, 2026** with the sample evenly split between the two weeks (n=500).

Responses were weighted using demographic and geographic information to targets based on the 2021 Census.

The **margin of error for survey results is ± 3.09** percentage points, 19 times out of 20 for the total. Margin of error is higher for sub samples.

Results may not add up to 100 due to rounding.



New Year's Resolutions

Weights

	Total	Female	Male	Other
Unweighted	1000	490	462	48
Weighted	1000	488	464	48

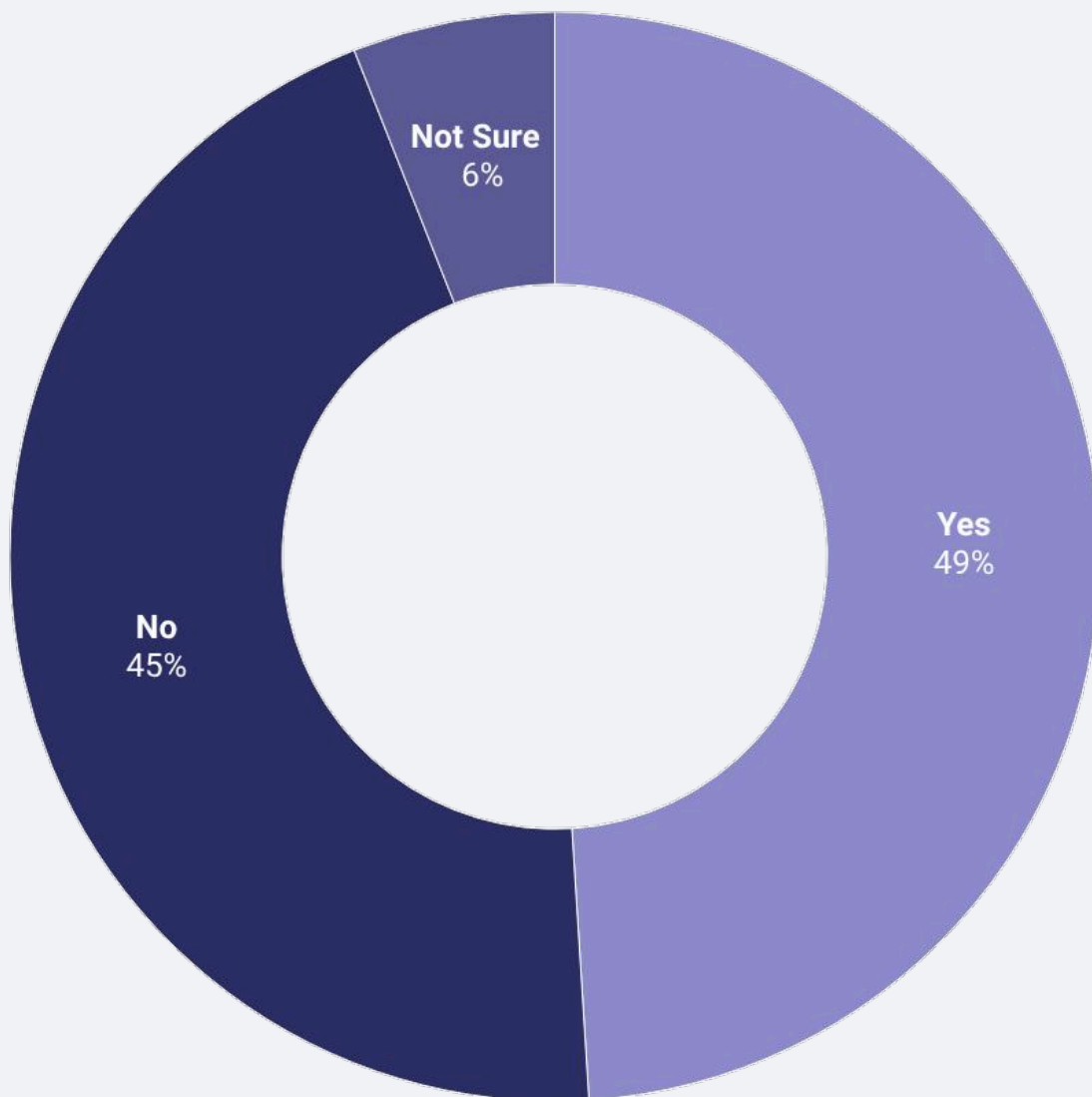
	18-34	35-49	50-64	65+
Unweighted	265	245	253	237
Weighted	267	242	255	236

	Atlantic	QC	ON	MB/SK	AB	BC
Unweighted	67	231	385	65	111	141
Weighted	67	231	387	65	111	139



New Year's Resolutions

Thinking back to the start of last year, **did you set any personal goals or New Year's resolutions** for 2025?



New Year's Resolutions

How would you rate your success with those 2025 goals?

	Total	Female	Male	Other
Achieved Most Or...	1 %	2 %	1 %	0 %
Achieved Some	62 %	59 %	65 %	55 %
Achieved Few Or...	29 %	30 %	28 %	34 %
Not Sure	8 %	9 %	7 %	11 %

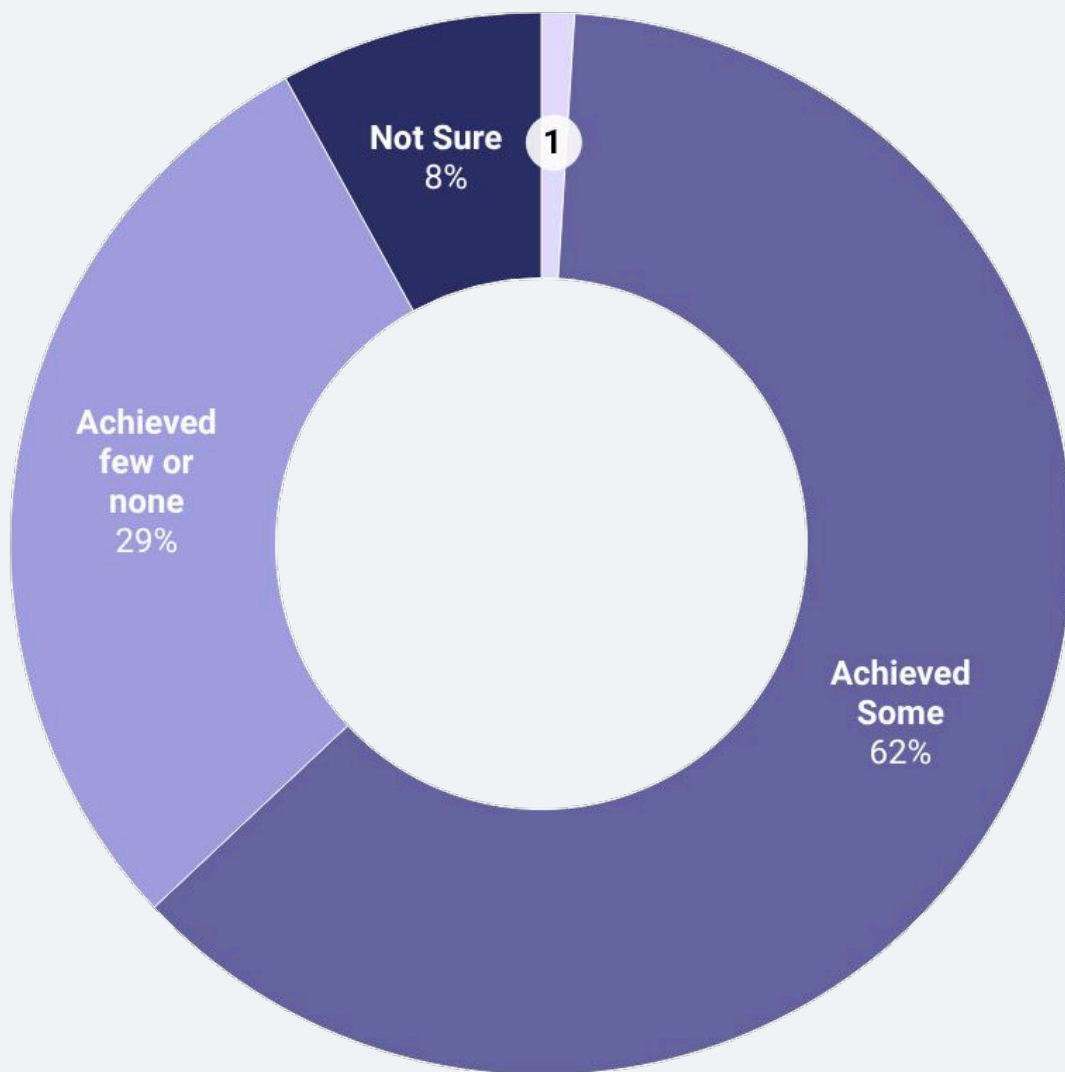
	18-34	35-49	50-64	65+
Achieved Most Or...	2 %	2 %	2 %	0 %
Achieved Some	59 %	63 %	62 %	63 %
Achieved Few Or...	32 %	25 %	31 %	29 %
Not Sure	7 %	11 %	5 %	8 %

	Atlantic	QC	ON	MB/SK	AB	BC
Achieved Most Or...	7 %	1 %	1 %	0 %	2 %	0 %
Achieved Some	53 %	53 %	63 %	52 %	73 %	70 %
Achieved Few Or...	32 %	36 %	29 %	37 %	18 %	24 %
Not Sure	7 %	11 %	7 %	11 %	8 %	6 %



New Year's Resolutions

How would you **rate your success** with those 2025 goals?



Achieved most or all

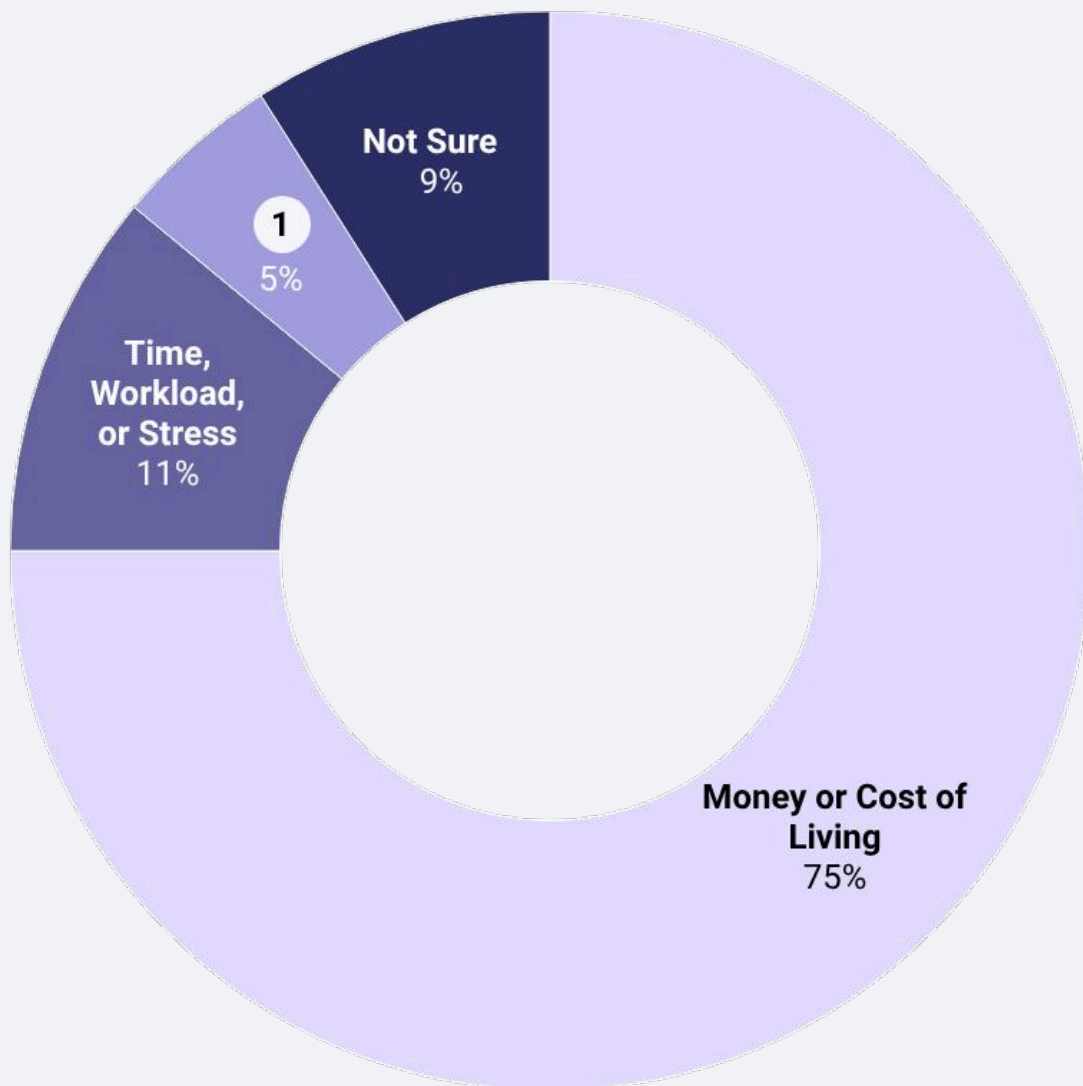
National Survey

Jan 5, 2026



New Year's Resolutions

What was the **main barrier that stopped you** from achieving more of your 2025 goals?



■ Lack of motivation or health issues

National Survey

Jan 5, 2026



New Year's Resolutions

Thinking back to the start of last year, did you set any personal goals or New Year's resolutions for 2025?

	Total	Female	Male	Other
Yes	49 %	47 %	50 %	48 %
No	45 %	47 %	43 %	50 %
Not Sure	6 %	6 %	6 %	2 %

	18-34	35-49	50-64	65+
Yes	46 %	53 %	49 %	47 %
No	47 %	45 %	46 %	43 %
Not Sure	7 %	2 %	6 %	10 %

	Atlantic	QC	ON	MB/SK	AB	BC
Yes	44 %	47 %	49 %	54 %	47 %	49 %
No	53 %	47 %	44 %	41 %	47 %	43 %
Not Sure	3 %	6 %	7 %	4 %	6 %	8 %



New Year's Resolutions

What was the main barrier that stopped you from achieving more of your 2025 goals?

	Total	Female	Male	Other
Money Or Cost Of...	75 %	73 %	77 %	91 %
Time, Workload, O...	11 %	12 %	11 %	4 %
Lack Of Motivatio...	5 %	5 %	4 %	0 %
Not Sure	9 %	10 %	8 %	5 %

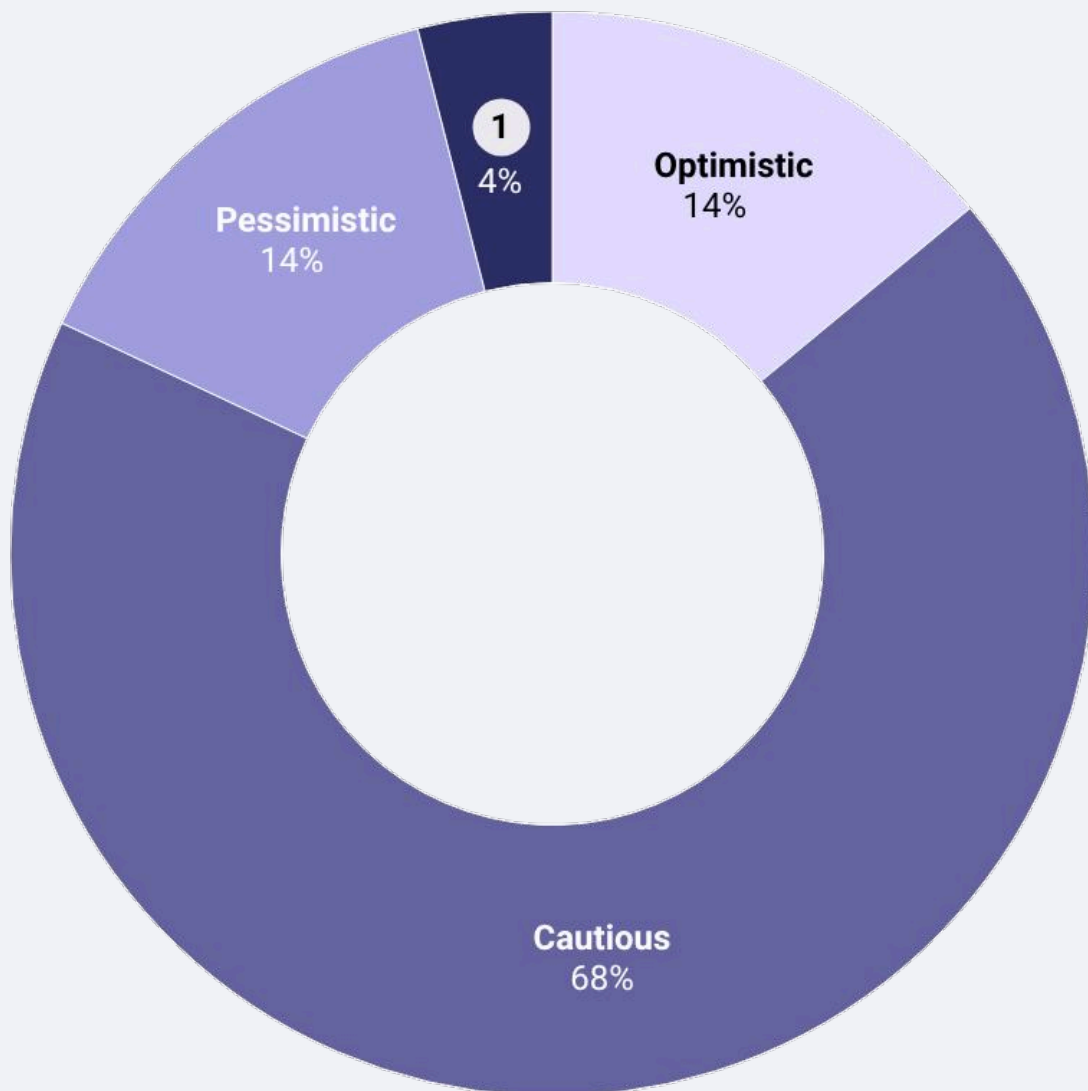
	18-34	35-49	50-64	65+
Money Or Cost Of...	67 %	83 %	85 %	66 %
Time, Workload, O...	17 %	8 %	8 %	12 %
Lack Of Motivatio...	8 %	2 %	2 %	7 %
Not Sure	9 %	7 %	4 %	15 %

	Atlantic	QC	ON	MB/SK	AB	BC
Money Or Cost Of...	72 %	78 %	65 %	89 %	86 %	86 %
Time, Workload, O...	16 %	9 %	16 %	5 %	4 %	6 %
Lack Of Motivatio...	0 %	2 %	10 %	3 %	0 %	1 %
Not Sure	12 %	10 %	9 %	3 %	10 %	7 %



New Year's Resolutions

Thinking about the year ahead, how optimistic are you that you **can make meaningful changes in your personal life?**



■ Not Sure

National Survey

Jan 5, 2026



New Year's Resolutions

Thinking about the year ahead, how optimistic are you that you can make meaningful changes in your personal life?

	Total	Female	Male	Other
Optimistic	14 %	16 %	12 %	7 %
Cautious	68 %	66 %	70 %	66 %
Pessimistic	14 %	13 %	14 %	22 %
Not Sure	4 %	5 %	4 %	5 %

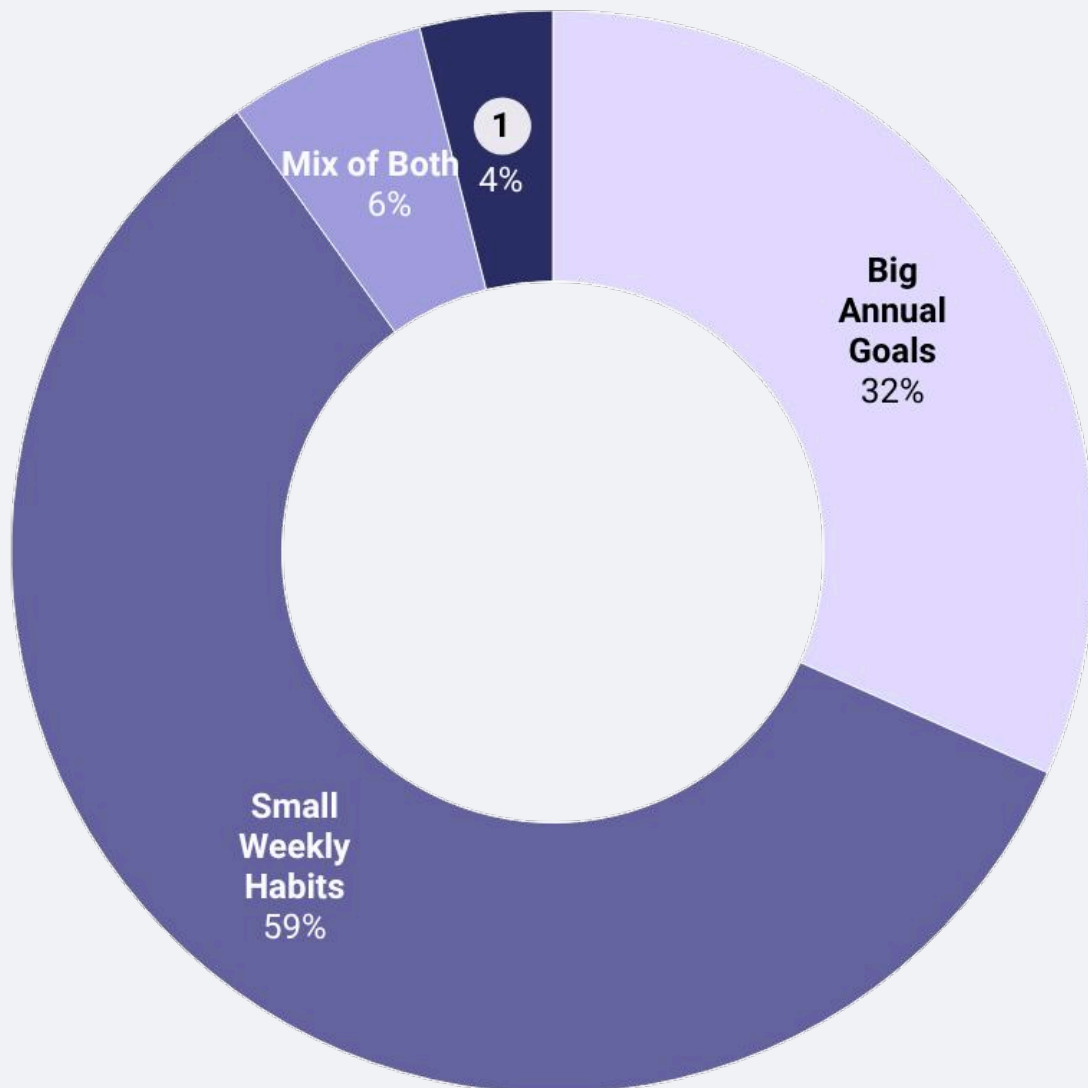
	18-34	35-49	50-64	65+
Optimistic	19 %	13 %	13 %	12 %
Cautious	67 %	68 %	64 %	71 %
Pessimistic	10 %	14 %	18 %	14 %
Not Sure	4 %	5 %	5 %	3 %

	Atlantic	QC	ON	MB/SK	AB	BC
Optimistic	17 %	10 %	20 %	6 %	13 %	9 %
Cautious	53 %	73 %	60 %	74 %	77 %	76 %
Pessimistic	22 %	15 %	15 %	17 %	8 %	10 %
Not Sure	8 %	2 %	6 %	3 %	2 %	5 %



New Year's Resolutions

This year, some people are switching from **big annual resolutions to small weekly habits**. Which do you think **works better**?



■ Neither/Not Sure



New Year's Resolutions

This year, some people are switching from big annual resolutions to small weekly habits. Which do you think works better?

	Total	Female	Male	Other
Big Annual Goals	32 %	25 %	34 %	78 %
Small Weekly Habits	59 %	65 %	56 %	19 %
Mix Of Both	6 %	6 %	6 %	3 %
Neither/Not Sure	4 %	4 %	4 %	0 %

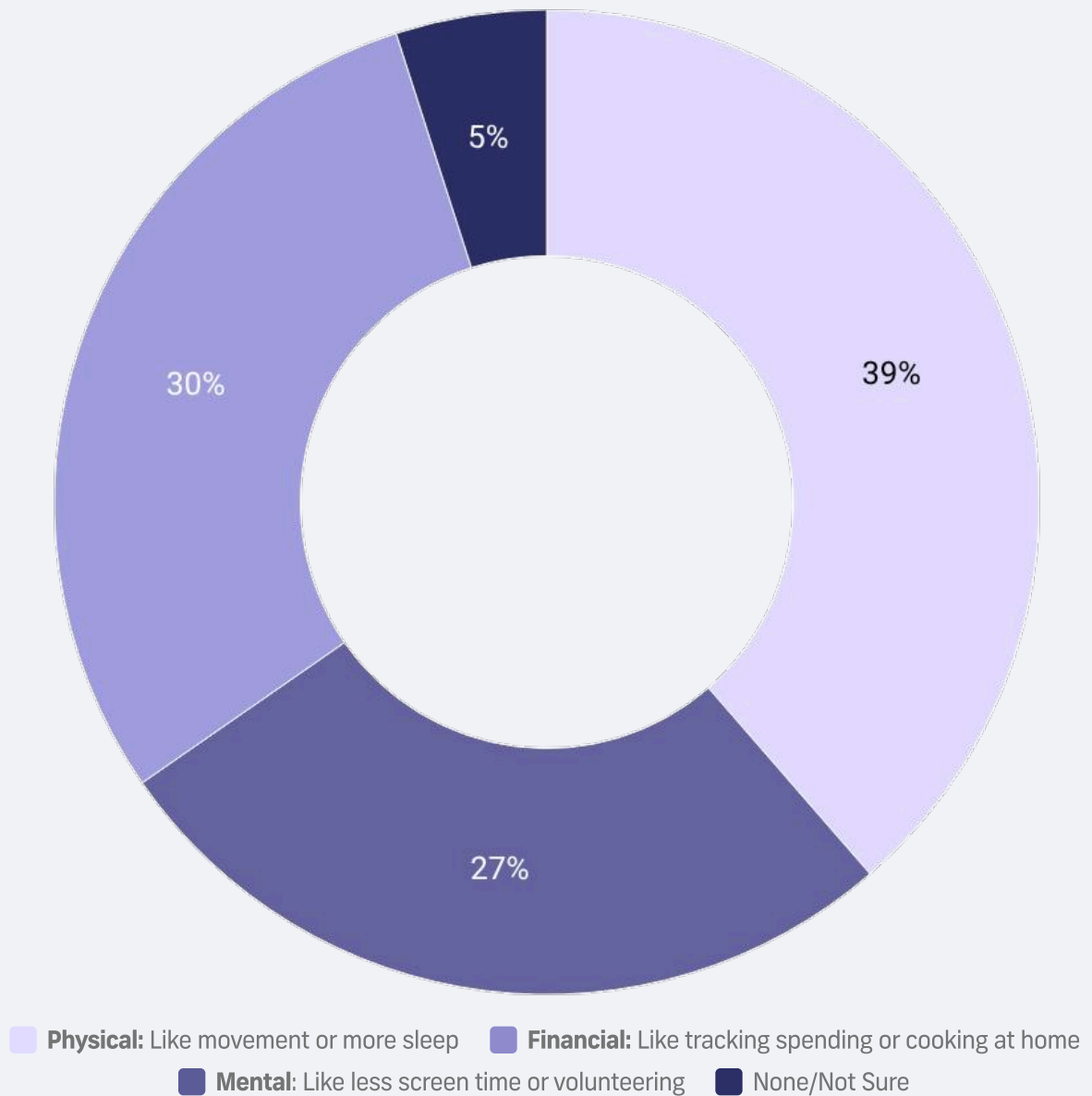
	18-34	35-49	50-64	65+
Big Annual Goals	18 %	33 %	39 %	37 %
Small Weekly Habits	70 %	58 %	47 %	59 %
Mix Of Both	6 %	5 %	12 %	1 %
Neither/Not Sure	6 %	4 %	2 %	3 %

	Atlantic	QC	ON	MB/SK	AB	BC
Big Annual Goals	20 %	34 %	34 %	44 %	20 %	31 %
Small Weekly Habits	70 %	58 %	57 %	36 %	72 %	61 %
Mix Of Both	6 %	4 %	7 %	12 %	4 %	7 %
Neither/Not Sure	4 %	4 %	3 %	8 %	4 %	1 %



New Year's Resolutions

If you were to pick **one small habit to focus on** for January, which would it be?



New Year's Resolutions

If you were to pick one small habit to focus on for January, which would it be?

	Total	Female	Male	Other
Physical: Like Mov...	39 %	34 %	40 %	72 %
Financial: Like Tra...	27 %	30 %	26 %	10 %
Mental: Like Less...	30 %	31 %	30 %	16 %
None/Not Sure	5 %	5 %	4 %	2 %

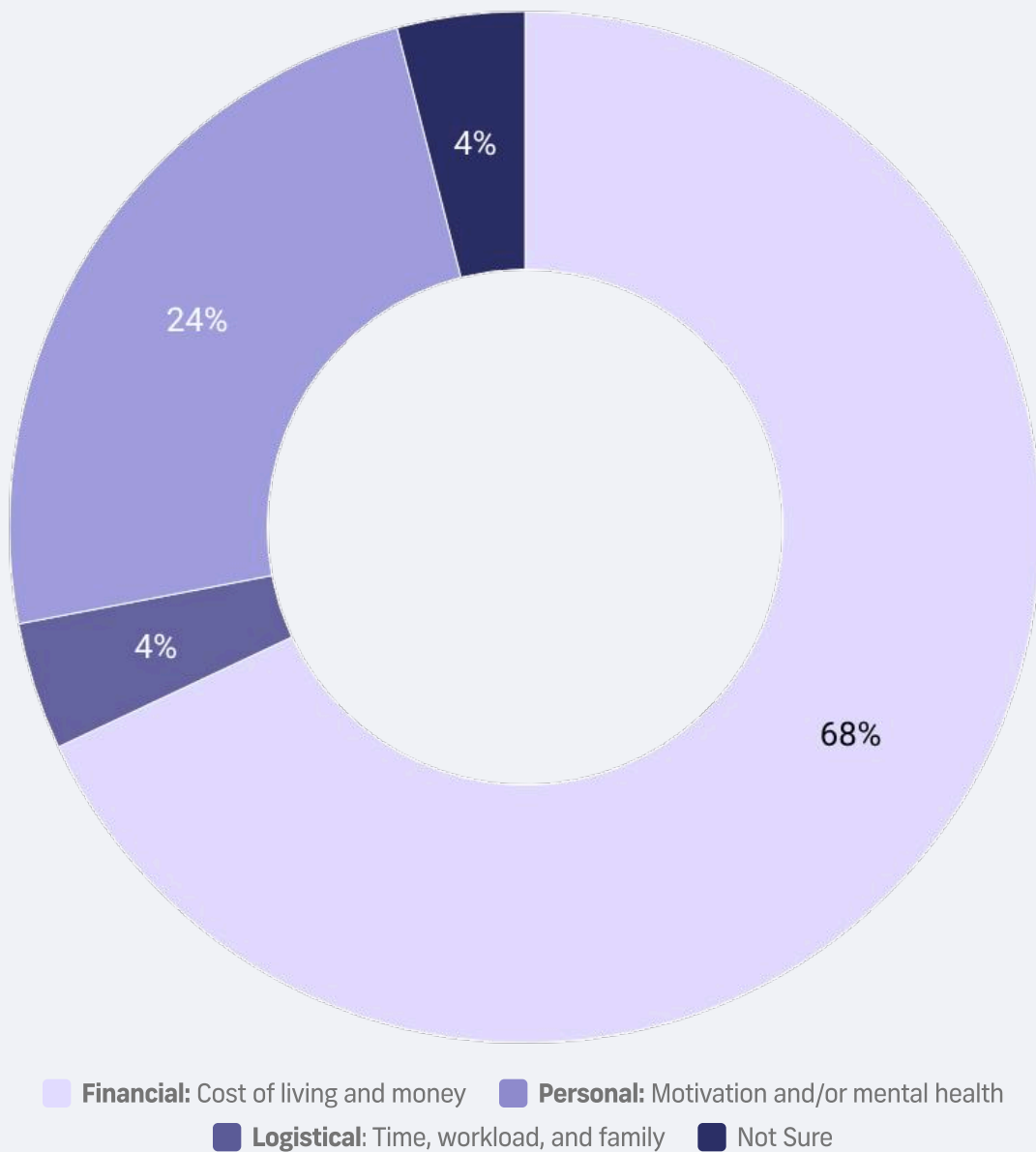
	18-34	35-49	50-64	65+
Physical: Like Mov...	27 %	43 %	47 %	39 %
Financial: Like Tra...	29 %	26 %	26 %	26 %
Mental: Like Less...	38 %	27 %	24 %	30 %
None/Not Sure	6 %	3 %	4 %	5 %

	Atlantic	QC	ON	MB/SK	AB	BC
Physical: Like Mov...	30 %	38 %	42 %	57 %	30 %	32 %
Financial: Like Tra...	27 %	32 %	22 %	20 %	25 %	35 %
Mental: Like Less...	36 %	27 %	29 %	19 %	40 %	32 %
None/Not Sure	8 %	3 %	6 %	4 %	5 %	1 %



New Year's Resolutions

Which barrier do you expect will be **the hardest to overcome** for your 2026 goals?



New Year's Resolutions

Which barrier do you expect will be the hardest to overcome for your 2026 goals?

	Total	Female	Male	Other
Financial: Cost Of...	68 %	73 %	61 %	77 %
Logistical: Time,...	4 %	5 %	4 %	2 %
Personal: Motivati...	24 %	18 %	31 %	16 %
Environmental: W...	0 %	0 %	0 %	0 %
Not Sure	4 %	3 %	4 %	6 %

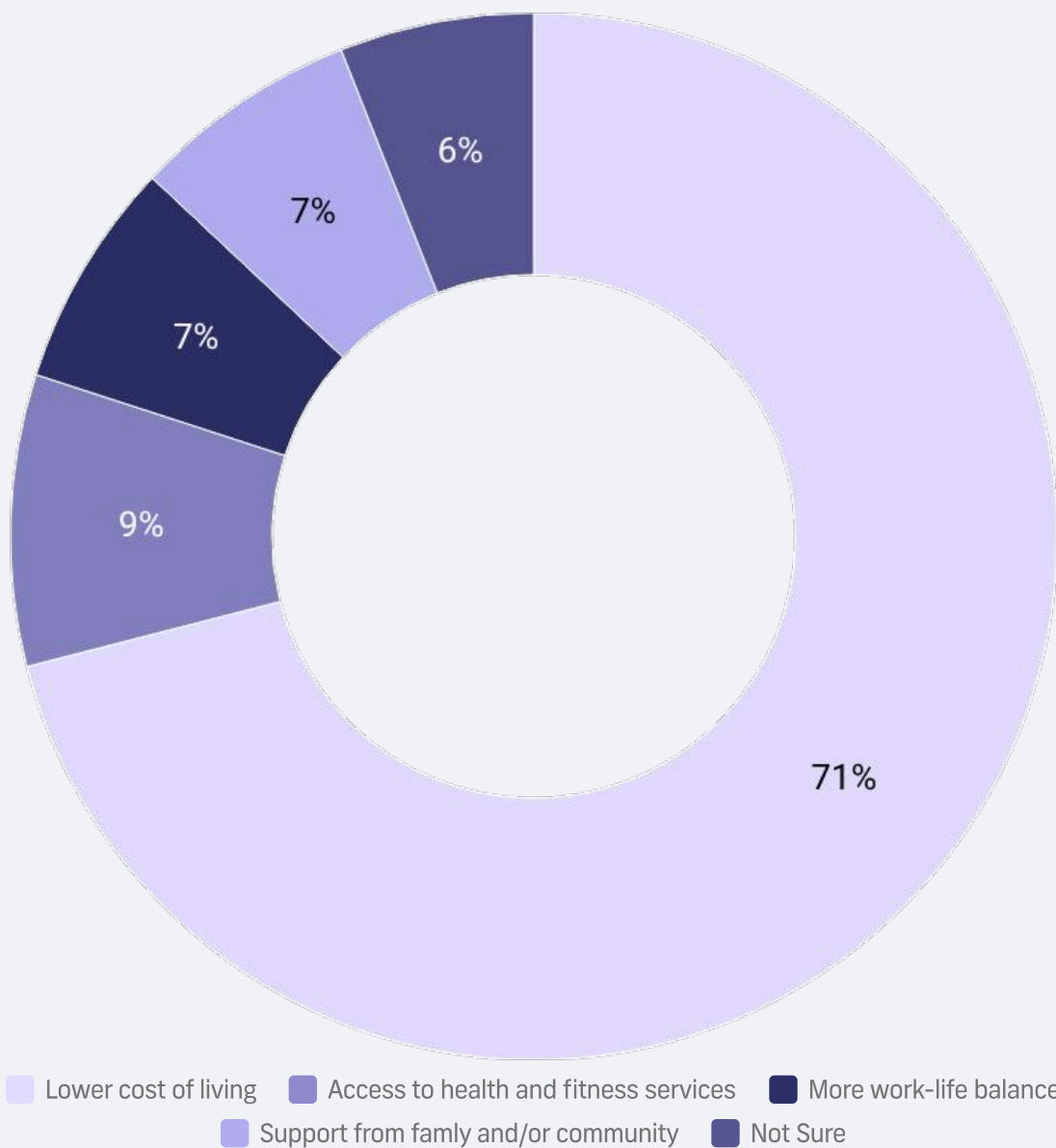
	18-34	35-49	50-64	65+
Financial: Cost Of...	67 %	71 %	64 %	70 %
Logistical: Time,...	2 %	2 %	6 %	8 %
Personal: Motivati...	27 %	22 %	26 %	21 %
Environmental: W...	0 %	1 %	0 %	0 %
Not Sure	3 %	4 %	5 %	2 %

	Atlantic	QC	ON	MB/SK	AB	BC
Financial: Cost Of...	75 %	62 %	66 %	77 %	80 %	65 %
Logistical: Time,...	9 %	2 %	9 %	0 %	0 %	0 %
Personal: Motivati...	12 %	31 %	23 %	21 %	15 %	31 %
Environmental: W...	3 %	0 %	0 %	0 %	0 %	0 %
Not Sure	2 %	5 %	3 %	2 %	5 %	4 %



New Year's Resolutions

Which of these **would help you most** in achieving your personal goals this year?



New Year's Resolutions

Which of these would help you most in achieving your personal goals this year?

	Total	Female	Male	Other
Economic Relief: L...	71 %	70 %	72 %	71 %
Work-Life Balance...	7 %	8 %	7 %	8 %
Better Access: He...	9 %	9 %	9 %	8 %
Social Support: Su...	7 %	8 %	7 %	6 %
Not Sure	6 %	6 %	6 %	7 %

	18-34	35-49	50-64	65+
Economic Relief: L...	72 %	72 %	68 %	71 %
Work-Life Balance...	8 %	8 %	8 %	5 %
Better Access: He...	6 %	9 %	9 %	10 %
Social Support: Su...	7 %	6 %	7 %	8 %
Not Sure	6 %	6 %	7 %	6 %

	Atlantic	QC	ON	MB/SK	AB	BC
Economic Relief: L...	79 %	91 %	73 %	56 %	50 %	50 %
Work-Life Balance...	4 %	3 %	6 %	11 %	12 %	12 %
Better Access: He...	7 %	4 %	8 %	13 %	15 %	11 %
Social Support: Su...	4 %	2 %	7 %	11 %	12 %	14 %
Not Sure	5 %	1 %	5 %	9 %	11 %	13 %

