

How the Survey was Conducted

Nature of the Sample: National Poll of 1,029 Adults

This survey of 1,029 adults was conducted on December 2nd through December 8th, 2010. Adults 18 years of age and older residing in the continental United States were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout the nation. The exchanges were selected to ensure that each region was represented in proportion to its population. To increase coverage, this land-line sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined. Results are statistically significant within ± 3.0 percentage points. There are 450 adults likely to make a New Year's resolution for 2011 and 309 adults who made a 2010 New Year's resolution last year. The results for these subsets are statistically significant within ± 5.0 percentage points and ± 5.5 percentage points, respectively. The error margin increases for cross-tabulations.

Nature of the Sample: Adults

Nature of the Sample - National Adults		
		National Adults
		Col %
National Adults		100%
Registered Voters		85%
Likely to Make New Year's Resolution for 2011		44%
Made 2010 New Year's Resolution Last Year		30%
Region	Northeast	19%
	Midwest	22%
	South	37%
	West	22%
Income	Less \$50,000	51%
	\$50,000-\$99,999	31%
	\$100,000 or more	18%
Household Income	Less than \$50,000	51%
	\$50,000 or more	49%
Race	White	67%
	African American	10%
	Latino	11%
	Other	11%
Race	White	67%
	Non-white	33%
Age	Under 45	40%
	45 or older	60%
Gender	Men	49%
	Women	51%
Households with children under 18	Household with children	37%
	No children in household	63%
Interview Type	Landline	73%
	Cell Phone	27%

December 2010 Marist Poll National Adults N=1029
 MOE +/- 3%. Totals may not add to 100 due to rounding.

Nature of the Sample: Adults Likely to Make a New Year's Resolution for 2011

Nature of the Sample - Likely to Make New Year's Resolution for 2011		
		Likely to Make New Year's Resolution for 2011
		Col %
Likely to Make New Year's Resolution for 2011		100%
Made 2010 New Year's Resolution Last Year		58%
Region	Northeast	20%
	Midwest	19%
	South	40%
	West	21%
Income	Less \$50,000	52%
	\$50,000-\$99,999	27%
	\$100,000 or more	21%
Household Income	Less than \$50,000	52%
	\$50,000 or more	48%
Race	White	62%
	African American	13%
	Latino	14%
	Other	12%
Race	White	62%
	Non-white	38%
Age	Under 45	53%
	45 or older	47%
Gender	Men	49%
	Women	51%
Households with children under 18	Household with children	48%
	No children in household	52%
Interview Type	Landline	64%
	Cell Phone	36%

December 2010 Marist Poll National Adults Likely to Make New Year's Resolution for 2011 N=450 MOE +/- 5%. Totals may not add to 100 due to rounding.