

How the Survey was Conducted

Nature of the Sample: National Poll of 1,026 Adults

This survey of 1,026 adults was conducted on November 8th through November 10th, 2011. 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 389 adults likely to make a New Year's resolution for 2012. The results for this subset are statistically significant within ± 5.0 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample: Adults

Nature of the Sample - National Adults

		National Adults
		Col %
National Adults		100%
Likely to Make New Year's Resolution for 2012		38%
Region	Northeast	18%
	Midwest	22%
	South	37%
	West	23%
Household Income	Less than \$50,000	49%
	\$50,000 or more	51%
Race	White	73%
	African American	9%
	Latino	10%
	Other	7%
Race	White	73%
	Non-white	27%
Age	Under 45	32%
	45 or older	68%
Generation	Millennials (18-30)	18%
	Gen X (31-46)	18%
	Baby Boomers (47-65)	37%
	Silent-Greatest (Over 65)	27%
Gender	Men	49%
	Women	51%
Interview Type	Landline	75%
	Cell Phone	25%

Marist Poll National Adults: Interviews conducted November 8th through 10th, 2011, N=1046 MOE +/- 3%. Totals may not add to 100 due to rounding.

Nature of the Sample: New Year's Resolutions

Nature of the Sample - New Year's Resolutions

		Likely to Make New Year's Resolution for 2012
		Col %
Likely to Make New Year's Resolution for 2012		100%
Household Income	Less than \$50,000	50%
	\$50,000 or more	50%
Race	White	63%
	Non-white	37%
Age	Under 45	50%
	45 or older	50%
Gender	Men	47%
	Women	53%
Interview Type	Landline	66%
	Cell Phone	34%

Marist Poll National Adults Likely to Make a New Year's Resolution for 2012: Interviews conducted November 8th through 10th, 2011, N=389
MOE +/- 5%. Totals may not add to 100 due to rounding.