



## **Turning Over a New Leaf in 2014?**

\*\*\* Complete Tables for Poll Appended \*\*\*

**For Immediate Release: Monday, December 23, 2013**

Contact: Lee M. Miringoff  
Barbara L. Carvalho  
Mary E. Griffith  
Marist College  
845.575.5050

### **This Marist Poll Reports:**

Are Americans resolving to make a change in the New Year? More than four in ten -- 44% -- plan to do so, up slightly from 40% last year. Once again, residents younger than 45 years old -- 54% -- are more likely than older Americans -- 37% -- to vow to improve an aspect of their lives in the coming year.

Similar proportions of women -- 44% -- and men -- 43% -- expect to make a New Year's resolution this year. Last year, identical proportions of men and women -- 40% -- said they would resolve to make a change in 2013.

### **2014 Resolutions Run the Gamut**

What are Americans resolving to change in 2014? There is little consensus. 12% of those who plan to make a resolution want to spend less and save more. 12% will try to be a better person while an additional 12% promise to exercise more. 11% say they resolve to lose weight while 8% plan to improve their health. An additional 8% resolve to eat healthier, and another 8% promise to stop smoking. For women, resolving to be a better person or to lose weight tops the list of intentions. Each is mentioned by 14% of women looking to use the New Year as an opportunity to change. For men, top goals include 12% who are hoping to spend less money and save more, and another 12% who intend to exercise more.

Last year, health improvements were top of mind. 17% of Americans who made a resolution for 2013 said they would lose weight, and 13% planned to quit smoking. One in ten -- 10% -- promised to be a better person while 9% said they would save more money and spend less. Eight percent vowed to exercise more.

### **More Americans Keeping Their Promises**

72% of Americans who made a resolution for 2013 kept their word for, at least, part of the year. 28%, however, did not. The proportion of those who made a resolution and stuck to it

has increased. Last year, 59% who made a resolution for 2012 kept their promise. More than four in ten -- 41% -- let their resolution slide.

## How the Survey was Conducted

---

### **Nature of the Sample: Marist National Poll of 1,173 Adults**

This survey of 1,173 adults was conducted December 3<sup>rd</sup> through December 5<sup>th</sup>, 2013 by The Marist Poll. Adults 18 years of age and older residing in the continental United States were interviewed by telephone using live interviewers. Landline telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the nation from ASDE Survey Sampler, Inc. The exchanges were selected to ensure that each region was represented in proportion to its population. To increase coverage, this landline sample was supplemented by respondents reached through random dialing of cell phone numbers from Survey Sampling International. The two samples were then combined and balanced to reflect the 2010 Census results for age, gender, income, race, and region. Results are statistically significant within  $\pm 2.9$  percentage points. There are 507 adults likely to make a New Year's resolution for 2014 and 344 adults who made a 2013 New Year's resolution. The results for these subsets are statistically significant within  $\pm 4.4$  percentage points and  $\pm 5.3$  percentage points, respectively. The error margin increases for cross-tabulations.

**Nature of the Sample**

		National Adults	Likely to Make New Year's Resolution for 2014
		Col %	Col %
National Adults		100%	
Likely to Make New Year's Resolution for 2014		44%	100%
Gender	Men	49%	48%
	Women	51%	52%
Age	Under 45	41%	51%
	45 or older	59%	49%
Race	White	68%	63%
	African American	11%	14%
	Latino	13%	16%
	Other	7%	7%
Region	Northeast	18%	18%
	Midwest	22%	21%
	South	37%	37%
	West	23%	24%
Household Income	Less than \$50,000	49%	49%
	\$50,000 or more	51%	51%
Education	Not college graduate	62%	61%
	College graduate	38%	39%
Interview Type	Landline	67%	60%
	Cell phone	33%	40%

Marist Poll National Adults. Interviews conducted December 3rd through December 5th, 2013, n=1173 MOE +/- 2.9 percentage points. Marist Poll National Adults Likely to Make a New Year's Resolution for 2014: n=507 MOE +/- 4.4 percentage points. Totals may not add to 100% due to rounding.

Marist Poll National Tables

		National Adults	
		This year, are you very likely, somewhat likely, or not likely at all to make a New Year's resolution?	
		Very likely- Somewhat likely	Not likely at all
		Row %	Row %
National Adults		44%	56%
Region	Northeast	42%	58%
	Midwest	42%	58%
	South	44%	56%
	West	45%	55%
Household Income	Less than \$50,000	44%	56%
	\$50,000 or more	45%	55%
Education	Not college graduate	43%	57%
	College graduate	45%	55%
Age	Under 45	54%	46%
	45 or older	37%	63%
Race	White	41%	59%
	Non-white	51%	49%
Gender	Men	43%	57%
	Women	44%	56%
Interview Type	Landline	39%	61%
	Cell phone	53%	47%

Marist Poll National Adults: Interviews conducted December 3rd through December 5th, 2013, n=1173 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding.

<b>National Adults</b>		
	<b>This year, are you very likely, somewhat likely, or not likely at all to make a New Year's resolution?</b>	
	<b>Very-Somewhat Likely</b>	<b>Not Likely</b>
	<b>Row %</b>	<b>Row %</b>
<b>2013</b>	<b>44%</b>	<b>56%</b>
<b>2012</b>	<b>40%</b>	<b>60%</b>
<b>2011</b>	<b>38%</b>	<b>62%</b>
<b>2010</b>	<b>44%</b>	<b>56%</b>
<b>2009</b>	<b>48%</b>	<b>52%</b>
<b>2008</b>	<b>40%</b>	<b>60%</b>
<b>2007</b>	<b>43%</b>	<b>57%</b>
<b>2006</b>	<b>44%</b>	<b>56%</b>
<b>2004</b>	<b>35%</b>	<b>65%</b>
<b>2003</b>	<b>34%</b>	<b>66%</b>
<b>2002</b>	<b>39%</b>	<b>61%</b>
<b>2001</b>	<b>44%</b>	<b>56%</b>
<b>2000</b>	<b>40%</b>	<b>60%</b>
<b>1999</b>	<b>37%</b>	<b>63%</b>
<b>1998</b>	<b>38%</b>	<b>62%</b>
<b>1997</b>	<b>37%</b>	<b>63%</b>
<b>1996</b>	<b>37%</b>	<b>63%</b>
<b>1995</b>	<b>44%</b>	<b>56%</b>

**Marist Poll National Adults. Totals may not add to 100 due to rounding.**

Marist Poll National Tables

		Likely to Make New Year's Resolution for 2014							
		What is it that you will resolve to do or not to do in the New Year?							
		Spend less money- Save more	Be a better person	Exercise more	Lose weight	Improve health	Eat healthier	Stop Smoking	Other
		Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
Likely to Make New Year's Resolution for 2014		12%	12%	12%	11%	8%	8%	8%	29%
Region	Northeast	14%	14%	10%	11%	4%	7%	11%	30%
	Midwest	10%	13%	17%	12%	8%	9%	10%	23%
	South	13%	13%	9%	12%	10%	9%	7%	27%
	West	11%	8%	11%	9%	9%	6%	4%	41%
Household Income	Less than \$50,000	13%	9%	10%	11%	9%	8%	7%	33%
	\$50,000 or more	12%	12%	13%	12%	9%	7%	9%	27%
Education	Not college graduate	11%	12%	12%	10%	8%	7%	8%	33%
	College graduate	14%	11%	11%	14%	8%	9%	7%	25%
Age	Under 45	15%	13%	9%	9%	6%	8%	6%	34%
	45 or older	9%	11%	14%	13%	11%	8%	9%	25%
Race	White	10%	10%	14%	12%	7%	7%	10%	30%
	Non-white	16%	15%	6%	10%	10%	8%	4%	30%
Gender	Men	12%	9%	12%	7%	7%	10%	11%	32%
	Women	12%	14%	11%	14%	9%	6%	5%	29%
Interview Type	Landline	10%	11%	12%	11%	10%	8%	8%	30%
	Cell phone	15%	13%	11%	11%	6%	7%	6%	30%

Marist Poll National Adults Likely to Make a New Year's Resolution for 2014: Interviews conducted December 3rd through December 5th, 2013, n=507 MOE +/- 4.4 percentage points. Totals may not add to 100% due to rounding.

		Likely to Make New Year's Resolution for 2014
		Col %
What is it that you will resolve to do or not to do in the New Year?	Spend less money-	12%
	Save more	
	Be a better person	12%
	Exercise more	12%
	Lose weight	11%
	Improve health	8%
	Eat healthier	8%
	Stop smoking	8%
	Go back to school	6%
	Get better job	5%
	Increase family time	2%
	Get closer to God	2%
	Use time better	2%
	Get new house	2%
	Get politically involved	1%
	Stop drinking	1%
	Set goals	1%
	Enjoy life	1%
	Kinder to others	1%
	Worry less	1%
Travel	1%	
Other	3%	

Marist Poll National Adults Likely to Make a New Year's Resolution for 2014: Interviews conducted December 3rd through December 5th, 2013, n=507 MOE +/- 4.4 percentage points. Totals may not add to 100% due to rounding.



Marist Poll National Tables

		National Adults	
		Did you make a New Year's resolution last year?	
		Yes	No
		Row %	Row %
National Adults		31%	69%
Region	Northeast	28%	72%
	Midwest	26%	74%
	South	34%	66%
	West	31%	69%
Household Income	Less than \$50,000	31%	69%
	\$50,000 or more	31%	69%
Education	Not college graduate	29%	71%
	College graduate	34%	66%
Age	Under 45	40%	60%
	45 or older	24%	76%
Race	White	26%	74%
	Non-white	42%	58%
Gender	Men	28%	72%
	Women	33%	67%
Interview Type	Landline	28%	72%
	Cell phone	37%	63%

Marist Poll National Adults: Interviews conducted December 3rd through December 5th, 2013, n=1173 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding.

Marist Poll National Tables

		Made 2013 New Year's Resolution Last Year	
		Did you keep it?	
		Yes	No
		Row %	Row %
Made 2013 New Year's Resolution Last Year		72%	28%
Household Income	Less than \$50,000	67%	33%
	\$50,000 or more	74%	26%
Education	Not college graduate	72%	28%
	College graduate	72%	28%
Age	Under 45	75%	25%
	45 or older	69%	31%
Race	White	70%	30%
	Non-white	73%	27%
Gender	Men	75%	25%
	Women	69%	31%
Interview Type	Landline	69%	31%
	Cell phone	76%	24%

Marist Poll National Adults who Made a 2013 New Year's Resolution: Interviews conducted December 3rd through December 5th, 2013, n=344 MOE +/- 5.3 percentage points. Totals may not add to 100% due to rounding.

	<b>Adults Who Made Resolutions Last New Year's</b>	
	<b>Did you keep resolution?</b>	
	<b>Yes</b>	<b>No</b>
	<b>Row %</b>	<b>Row %</b>
<b>2013</b>	<b>72%</b>	<b>28%</b>
<b>2012</b>	<b>59%</b>	<b>41%</b>
<b>2011</b>	<b>67%</b>	<b>33%</b>
<b>2010</b>	<b>60%</b>	<b>40%</b>
<b>2009</b>	<b>65%</b>	<b>35%</b>
<b>2008</b>	<b>60%</b>	<b>40%</b>
<b>2007</b>	<b>60%</b>	<b>40%</b>
<b>2006</b>	<b>63%</b>	<b>37%</b>
<b>2004</b>	<b>57%</b>	<b>43%</b>
<b>2003</b>	<b>61%</b>	<b>39%</b>
<b>2002</b>	<b>63%</b>	<b>37%</b>
<b>2001</b>	<b>59%</b>	<b>41%</b>
<b>2000</b>	<b>70%</b>	<b>30%</b>
<b>1999</b>	<b>56%</b>	<b>44%</b>
<b>1998</b>	<b>52%</b>	<b>48%</b>
<b>1997</b>	<b>53%</b>	<b>47%</b>
<b>1996</b>	<b>53%</b>	<b>47%</b>
<b>1995</b>	<b>60%</b>	<b>40%</b>
<b>Made Resolutions Last New Year's. Totals may not add to 100 due to rounding.</b>		