

How the Survey was Conducted

Nature of the Sample: NPR/PBS NewsHour/Marist Poll of 1,075 National Adults

This survey of 1,075 adults was conducted November 28th through December 4th, 2018 by The Marist Poll sponsored in partnership with NPR and PBS NewsHour. Adults 18 years of age and older residing in the contiguous United States were contacted on landline or mobile numbers and interviewed in English by telephone using live interviewers. Mobile telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the nation from Survey Sampling International. The exchanges were selected to ensure that each region was represented in proportion to its population. Mobile phones are treated as individual devices. After validation of age, personal ownership, and non-business-use of the mobile phone, interviews are typically conducted with the person answering the phone. To increase coverage, this mobile sample was supplemented by respondents reached through random dialing of landline phone numbers from Survey Sampling International. Within each landline household, a single respondent is selected through a random selection process to increase the representativeness of traditionally under-covered survey populations. Assistance was provided by Luce Research for data collection. The samples were then combined and balanced to reflect the 2016 American Community Survey 1-year estimates for age, gender, income, race, and region. Results are statistically significant within ± 3.7 percentage points. There are 835 registered voters. The results for this subset are statistically significant within ± 4.2 percentage points. There are 458 adults likely to make a New Year's resolution for 2019. The results for this subset are statistically significant within ± 5.7 percentage points. The error margin was adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample

		National Adults	National Registered Voters	Likely to Make New Years Resolution for 2019
		Column %	Column %	Column %
National Adults		100%		
National Registered Voters		78%	100%	
Likely to Make New Years Resolution for 2019		44%	44%	100%
Party Identification	Democrat	n/a	33%	39%
	Republican	n/a	27%	26%
	Independent	n/a	39%	35%
	Other	n/a	2%	1%
Party Identification	Strong Democrats	n/a	23%	27%
	Not strong Democrats	n/a	10%	12%
	Democratic leaning independents	n/a	14%	15%
	Just independents	n/a	12%	7%
	Republican leaning independents	n/a	13%	12%
	Not strong Republicans	n/a	9%	8%
	Strong Republicans	n/a	18%	18%
	Other	n/a	2%	1%
Party ID and Gender	Democrat men	n/a	11%	12%
	Democrat women	n/a	22%	27%
	Republican men	n/a	13%	13%
	Republican women	n/a	13%	13%
	Independent men	n/a	20%	19%
	Independent women	n/a	19%	15%
	Other party men and women	n/a	2%	1%
Gender	Men	49%	46%	47%
	Women	51%	54%	53%
Age	Under 45	47%	40%	55%
	45 or older	53%	60%	45%
Age	18 to 29	22%	18%	27%
	30 to 44	25%	22%	28%
	45 to 59	26%	28%	28%
	60 or older	28%	33%	17%
Race	White	61%	65%	57%
	African American	11%	11%	14%
	Latino	15%	13%	16%
	Other	12%	10%	13%
Region	Northeast	18%	18%	19%
	Midwest	21%	22%	23%
	South	38%	38%	36%
	West	23%	23%	22%
Household Income	Less than \$50,000	43%	39%	39%
	\$50,000 or more	57%	61%	61%
Education	Not college graduate	62%	60%	60%
	College graduate	38%	40%	40%
Education by Race	White - Not College Graduate	35%	36%	31%
	White - College Graduate	26%	30%	27%
	Non-White - Not College Graduate	27%	24%	29%
	Non-White - College Graduate	11%	10%	13%
Education - Race - Gender	Men - White - Not College Graduate	17%	17%	15%
	Men - White - College Graduate	12%	13%	11%
	Men - Non-White - Not College Graduate	14%	11%	15%
	Men - Non-White - College Graduate	6%	5%	6%
	Women - White - Not College Graduate	18%	19%	16%
	Women - White - College Graduate	14%	17%	16%
	Women - Non-White - Not College Graduate	14%	13%	15%
	Women - Non-White - College Graduate	5%	5%	7%
White Evangelical Christians		21%	22%	19%
Area Description	Big city	25%	25%	29%
	Small city	19%	18%	20%
	Suburban	19%	20%	19%
	Small town	21%	20%	19%
	Rural	15%	16%	13%
Small city/Suburban Men		18%	16%	18%
Other area Men		31%	29%	29%
Small city/Suburban Women		20%	22%	21%
Other area Women		31%	33%	32%
Interview Type	Landline	34%	38%	28%
	Cell phone	66%	62%	72%

NPR/PBS NewsHour/Marist Poll Adults. Interviews conducted November 28th through December 4th, 2018, n=1075 MOE +/- 3.7 percentage points. National Registered Voters: n=835 MOE +/- 4.2 percentage points. National Adults Likely to Make a 2019 Resolution: n=458 MOE +/- 5.7 percentage points. Totals may not add to 100% due to rounding.

NYR1000R. NPR/PBS NewsHour/Marist Poll National Tables November 28th through December 4th, 2018

		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%
National Registered Voters		44%	56%
Party Identification^	Democrat	53%	47%
	Republican	42%	58%
	Independent	39%	61%
Party Identification*	Strong Democrats	53%	47%
	Soft Democrats	49%	51%
	Just Independents	27%	73%
	Soft Republicans	41%	59%
Party ID and Gender	Strong Republicans	44%	56%
	Democrat men	50%	50%
	Democrat women	54%	46%
	Republican men	42%	58%
	Republican women	43%	57%
Trump Supporters	Independent men	43%	57%
	Independent women	36%	64%
	Democrat men	50%	50%
	Democrat women	54%	46%
	Republican men	42%	58%
Region	Republican women	43%	57%
	Independent men	43%	57%
	Independent women	36%	64%
	Democrat men	50%	50%
Household Income	Democrat women	54%	46%
	Republican men	42%	58%
	Republican women	43%	57%
	Independent men	43%	57%
Education	Independent women	36%	64%
	Democrat men	50%	50%
	Democrat women	54%	46%
	Republican men	42%	58%
Race and Education	Republican women	43%	57%
	Independent men	43%	57%
Race	Independent women	36%	64%
	Democrat men	50%	50%
	Democrat women	54%	46%
	Republican men	42%	58%
Gender - Race - Education	Republican women	43%	57%
	Independent men	43%	57%
	Independent women	36%	64%
	Democrat men	50%	50%
Age	Democrat women	54%	46%
	Republican men	42%	58%
	Republican women	43%	57%
	Independent men	43%	57%
Age	Independent women	36%	64%
	Democrat men	50%	50%
	Democrat women	54%	46%
	Republican men	42%	58%
Gender	Republican women	43%	57%
	Independent men	43%	57%
	Independent women	36%	64%
	Democrat men	50%	50%
White Evangelical Christians	Democrat women	54%	46%
	Republican men	42%	58%
	Republican women	43%	57%
	Independent men	43%	57%
Area Description	Independent women	36%	64%
	Democrat men	50%	50%
	Democrat women	54%	46%
	Republican men	42%	58%
	Republican women	43%	57%
Small city/Suburban Men	Independent men	43%	57%
	Independent women	36%	64%
	Democrat men	50%	50%
	Democrat women	54%	46%
	Republican men	42%	58%
Small city/Suburban Women	Republican women	43%	57%
	Independent men	43%	57%
	Independent women	36%	64%
	Democrat men	50%	50%
	Democrat women	54%	46%

NPR/PBS NewsHour/Marist Poll National Adults. Interviews conducted November 28th through December 4th, 2018 n=1075 MOE +/- 3.7 percentage points.

^National Registered Voters: n=835 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

National Adults

This year, are you very likely, somewhat likely, or not likely at all to make a New Year's resolution?

National Adults

Very-Somewhat Likely

Not Likely

2018	44%	56%
2017	44%	56%
2016	44%	56%
2015	39%	61%
2014	44%	56%
2013	44%	56%
2012	40%	60%
2011	38%	62%
2010	44%	56%
2009	48%	52%
2008	40%	60%
2007	43%	57%
2006	44%	56%
2004	35%	65%
2003	34%	66%
2002	39%	61%
2001	44%	56%
2000	40%	60%
1999	37%	63%
1998	38%	62%
1997	37%	63%
1996	37%	63%
1995	44%	56%

Marist Poll National Adults

		Likely to Make New Years Resolution for 2019								
		What is it that you will resolve to do or not to do in the New Year?								
		Exercise more	Stop smoking	Lose weight	Eat healthier	Be a better person	Spend less money/Save more	Improve health	Self-improvement/Personal growth	Other
		Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
Likely to Make New Years Resolution for 2019		13%	12%	10%	9%	9%	8%	6%	6%	27%
National Registered Voters		14%	10%	11%	9%	9%	9%	7%	3%	28%
Party Identification^	Democrat	15%	11%	7%	10%	6%	10%	10%	7%	25%
	Republican	13%	10%	12%	9%	9%	15%	4%	2%	26%
	Independent	15%	10%	13%	7%	13%	3%	4%	1%	33%
Trump Supporters	11%	14%	10%	10%	11%	6%	4%	1%	33%	
Region	Northeast	15%	4%	10%	15%	7%	9%	5%	8%	26%
	Midwest	21%	14%	13%	7%	5%	2%	10%	5%	23%
	South	11%	15%	7%	5%	10%	13%	5%	6%	28%
	West	5%	11%	13%	12%	11%	6%	6%	3%	31%
Household Income	Less than \$50,000	7%	16%	9%	3%	7%	7%	6%	7%	37%
	\$50,000 or more	17%	10%	11%	13%	9%	9%	6%	4%	20%
Education	Not college graduate	12%	15%	12%	9%	8%	5%	3%	4%	31%
	College graduate	15%	6%	8%	8%	11%	13%	10%	9%	21%
Race	White	15%	11%	10%	10%	9%	8%	9%	4%	25%
	Non-white	11%	13%	11%	7%	9%	9%	3%	7%	30%
Race and Education	White - Not College Graduate	11%	14%	13%	9%	7%	8%	6%	5%	27%
	White - College Graduate	19%	8%	7%	12%	10%	7%	11%	4%	21%
Age	18 to 29	22%	4%	6%	7%	6%	12%	3%	9%	31%
	30 to 44	7%	26%	13%	10%	8%	6%	5%	2%	22%
	45 to 59	11%	11%	12%	11%	8%	7%	14%	6%	20%
	60 or older	9%	5%	11%	7%	16%	5%	4%	5%	38%
Age	Under 45	15%	15%	9%	9%	7%	9%	4%	5%	27%
	45 or older	10%	9%	12%	9%	11%	6%	10%	6%	27%
Gender	Men	15%	18%	6%	10%	13%	5%	5%	2%	26%
	Women	11%	7%	14%	8%	5%	10%	7%	9%	28%
White Evangelical Christians	14%	18%	12%	8%	7%	6%	5%	1%	29%	
Area Description	Big city	18%	12%	13%	7%	7%	10%	8%	10%	14%
	Small city	8%	9%	13%	12%	11%	3%	7%	4%	35%
	Suburban	18%	7%	9%	12%	10%	9%	9%	4%	23%
	Small town/Rural	8%	17%	7%	7%	8%	9%	3%	4%	36%
Small city/Suburban Men	12%	13%	6%	12%	19%	2%	7%	1%	27%	
Small city/Suburban Women	13%	5%	14%	12%	5%	8%	8%	5%	30%	

NPR/PBS NewsHour/Marist Poll National Adults Likely to Make a New Years Resolution for 2019. Interviews conducted November 28th through December 4th, 2018 n=458 MOE +/- 5.7 percentage points.

^National Registered Voters: n=361 MOE +/- 6.4 percentage points. Totals may not add to 100% due to rounding.

NYR1100R. NPR/PBS NewsHour/Marist Poll National Tables November 28th through December 4th, 2018

		Likely to Make New Years Resolution for 2019
		Col %
What is it that you will resolve to do or	Exercise more	13%
not to do in the New Year?	Stop smoking	12%
	Lose weight	10%
	Eat healthier	9%
	Be a better person	9%
	Spend less money-Save more	8%
	Improve health	6%
	Self-improvement/Personal growth	6%
	Enjoy life	3%
	Go back to school	3%
	Get closer to God	3%
	Use time better	3%
	Kinder to others	2%
	Get better job	2%
	Increase family time	2%
	Set goals	1%
	Travel	1%
	Get politically involved	1%
	Get new house	1%
	Worry less	<1%
	Other	5%

NPR/PBS NewsHour/Marist Poll National Adults Likely to Make a New Years Resolution for 2019. Interviews conducted November 28th through December 4th, 2018 n=458 MOE +/- 5.7 percentage points.

National Adults Likely to Make New Year's Resolution

What is it that you will resolve to do or not to do in the New Year?

National Adults Likely to
Make New Year's Resolution

December 2018

December 2017

Exercise more	13%	9%
Stop smoking	12%	6%
Lose weight	10%	12%
Be a better person	9%	12%
Eat healthier	9%	9%
Spend less money-Save more	8%	6%
Improve health	6%	7%
Self-improvement-Personal growth	6%	4%
Other	5%	3%
Use time better	3%	4%
Go back to school	3%	3%
Enjoy life	3%	3%
Get closer to God	3%	2%
Get better job	2%	9%
Increase family time	2%	2%
Kinder to others	2%	2%
Set goals	1%	3%
Travel	1%	2%
Get politically involved	1%	1%
Get new house	1%	1%
Worry less	<1%	<1%

Marist Poll National Adults Likely to Make New Year's Resolution

NYR1013R. NPR/PBS NewsHour/Marist Poll National Tables November 28th through December 4th, 2018

		Made 2018 New Year's Resolution Last Year	
		Did you keep it?	
		Yes/Part of it	No
		Row %	Row %
Made 2018 New Year's Resolution Last Year		68%	32%
National Registered Voters		70%	30%
Party Identification [^]	Democrat	75%	25%
	Republican	*	*
	Independent	74%	26%
Trump Supporters		73%	27%
Region	Northeast	79%	21%
	Midwest	67%	33%
	South	70%	30%
	West	56%	44%
Household Income	Less than \$50,000	62%	38%
	\$50,000 or more	72%	28%
Education	Not college graduate	60%	40%
	College graduate	80%	20%
Race	White	65%	35%
	Non-white	70%	30%
Age	Under 45	69%	31%
	45 or older	67%	33%
Gender	Men	68%	32%
	Women	68%	32%

NPR/PBS NewsHour/Marist Poll National Adults who Made a 2018 New Years Resolution. Interviews conducted November 28th through December 4th, 2018 n=300 MOE +/- 7.0 percentage points.

[^]National Registered Voters: n=229 MOE +/- 8.0 percentage points. Totals may not add to 100% due to rounding.

*Sample size too small to report.

Adults Who Made Resolutions	Adults Who Made Resolutions Last New Year's	
	Did you keep resolution?	
	Yes/Part of it	No
2018	68%	32%
2017	68%	32%
2016	68%	32%
2015	64%	36%
2014	59%	41%
2013	72%	28%
2012	59%	41%
2011	67%	33%
2010	60%	40%
2009	65%	35%
2008	60%	40%
2007	60%	40%
2006	63%	37%
2004	57%	43%
2003	61%	39%
2002	63%	37%
2001	59%	41%
2000	70%	30%
1999	56%	44%
1998	52%	48%
1997	53%	47%
1996	53%	47%
1995	60%	40%

Marist Poll National Adults Who Made Resolutions Last New Year's