



WNBC/Marist Poll

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All references must be sourced WNBC/Marist Poll

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National Poll: Americans Resolve to Change...Themselves

This WNBC/Marist Poll reports:

- **This New Year Americans resolve to begin anew.** Many Americans intend to turn over a new leaf this January. This New Year’s goals include losing weight, kicking the cigarette habit, being a better person, or spending less money in 2008. One in five women would like to lose weight and 18% of men want to quit smoking.

Question Wording: What is it that you resolve to do or not to do in the New Year?

Americans Who Intend to Make a Resolution This Year			
Lose weight	17%	Increase family time	3%
Stop smoking	17%	Go back to school	3%
Be a better person	14%	Be kinder to others	2%
Spend less money	11%	Improve health	2%
Get better job	5%	Buy a new house	2%
Eat healthier	5%	Stop drinking	1%
Exercise more	4%	Get closer to God	1%
Use time better	4%	Other	7%
Set goals	3%		
Top Three Resolutions			
Women		Men	
Lose weight	20%	Stop smoking	18%
Be a better person	17%	Spend less money	14%
Stop smoking	16%	Lose weight	13%

- **Men are less likely than women to set a New Year’s goal.** 43% of Americans resolve to start with a clean slate this New Year, similar to the 44% who did so last year. 49% of

women this year compared with 37% of men report intentions to make a New Year's resolution this year. Adults under age forty-five are more likely than those forty-five or older to view January as a time to make a change.

Question Wording: Are you very likely, somewhat likely, or not likely at all to make a New Year's resolution?

Americans	Very or Somewhat Likely	Not Likely At All
2007	43%	57%
Women	49%	51%
Men	37%	63%
Age 18 to 44	52%	48%
Age 45 or older	36%	64%
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%

- **Women are less likely to stick to their resolutions.** Six in ten of those Americans who made a New Year's resolution last year kept at least part of it. Women who set a New Year's goal were less likely than men to keep it.

Question Wording: Did you keep it? (Asked of those who made a resolution last year)

Americans Who Made a Resolution Last Year	Yes	No
2007	60%	40%
Women	56%	44%
Men	63%	37%

Nature of the Sample: 1,102 Americans

This survey was conducted October 29th through November 1st, 2007. 1,102 adults 18 years of age or older within 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. The results of the entire survey are statistically significant at $\pm 3\%$. The margin for error increases for cross-tabulations.