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Majority Not Likely to Make New Year's Resolutions

*** Complete Tables for Poll Appended ***

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This Marist Poll Reports:

Will Americans vow to make a change heading into 2011? A majority of U.S. residents -- 56% -- think it is not likely at all that they will make a New Year's resolution this year while 44% believe it is at least somewhat likely that they will.

When Marist asked the same question last December, 52% did not plan to make a resolution for 2010 while 48% did.

Younger Americans are still among those who are most likely to make a resolution. 58% of those under the age of 45 say they will vow to improve an aspect of their life compared with 34% of those 45 and older. Last year, those proportions stood at 60% and 40%, respectively.

Men and women are currently on equal footing here. 44% of men and the same proportion of women -- 44% -- resolve to make a change.

Kicking the Smoking Habit Tops List of Resolutions… Losing Weight Follows

Among Americans who are likely to make a resolution, 17% say they want to quit smoking. 16% want to lose weight while 13% want to spend less money and save more. 10% plan to be a better person, and 8% say they are going to exercise more. 36% resolve to make another type of change.

Last year, weight loss topped the list of resolutions with 19%, and quitting smoking took the second place spot with 12%. Rounding out last year's top five were exercising more which received 10%, being a better person with 9%, and getting a better job with 8%. Spending less came in seventh with 6%.

Men and women have different resolutions in mind this year. 22% of men who are likely to make a resolution plan to stop smoking while weight loss and spending less top the list for women who expect to make a resolution, each receiving 16%.

Age also comes into play. More than a quarter of those under the age of 30 -- 27% -- say they want to stop smoking. Weight loss (21%) and kicking the smoking habit (17%) top the list for those 30 to 44 years old. Those age 45 to 59 are on the same wavelength. 16% say they want to lose weight while 14% plan to stop smoking. Losing weight is also on the minds of 20% of those 60 and older.

True to Their Word?

But, will they keep their pledge? Of those who made a resolution last year, 60% report they kept their resolution for at least part of the year while 40% did not.

Six in Ten Optimistic About the Future

Americans maintain their optimism going into 2011. 60% are more optimistic about the world in 2011 while 38% are more pessimistic. Just 2% are unsure. In Marist's December 2009 survey, 63% were more optimistic while 34% were more pessimistic. Three percent, at the time, were unsure.

Younger Americans are more optimistic about the future than are their older counterparts. 71% of those under 45 have a positive outlook compared with 53% of those 45 and older who share this view.

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.

		National Adults	
		This year, are you very likely, somewhat likely, or not likely at all to make a New Years resolution?	
		Very likely-Somewhat likely	Not likely at all
		Row %	Row %
National Adults		44%	56%
Region	Northeast	47%	53%
	Midwest	39%	61%
	South	47%	53%
	West	42%	58%
Age	Under 45	58%	42%
	45 or older	34%	66%
Age	18 to 29	65%	35%
	30 to 44	53%	47%
	45 to 59	41%	59%
	60 or older	27%	73%
Gender	Men	44%	56%
	Women	44%	56%
Education	Not college graduate	46%	54%
	College graduate	41%	59%
Household Income	Less than $50,000	47%	53%
	$50,000 or more	44%	56%
Households with children under 18	Household with children	56%	44%
	No children in household	36%	64%
Interview Type	Landline	39%	61%
	Cell Phone	58%	42%

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

		Likely to Make New Year's Resolution for 2011					
		What is it that you will resolve to do or not to do in the New Year?					
		Stop smoking	Lose weight	Spend less money-Save more	Be a better person	Exercise more	Other
		Row %	Row %	Row %	Row %	Row %	Row %
Likely to Make New Year's Resolution for 2011		17%	16%	13%	10%	8%	36%
Region	Northeast	28%	5%	7%	11%	7%	43%
	Midwest	16%	12%	11%	11%	6%	45%
	South	11%	20%	16%	11%	9%	33%
	West	19%	22%	13%	7%	11%	28%
Age	Under 45	22%	14%	14%	10%	5%	35%
	45 or older	12%	17%	11%	10%	12%	38%
Age	18 to 29	27%	7%	12%	8%	5%	40%
	30 to 44	17%	21%	16%	11%	5%	30%
	45 to 59	14%	16%	10%	9%	13%	37%
	60 or older	8%	20%	12%	12%	10%	39%
Gender	Men	22%	15%	9%	9%	8%	36%
	Women	12%	16%	16%	11%	9%	36%
Education	Not college graduate	23%	12%	13%	11%	7%	34%
	College graduate	7%	23%	11%	9%	10%	40%
Household Income	Less than $50,000	18%	11%	12%	12%	5%	41%
	$50,000 or more	16%	22%	14%	8%	12%	29%
Households with children under 18	Household with children	15%	19%	17%	10%	5%	35%
	No children in household	18%	13%	10%	10%	11%	37%
Interview Type	Landline	13%	18%	13%	11%	9%	36%
	Cell Phone	24%	12%	13%	8%	6%	37%

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.

		Likely to Make New Year's Resolution for 2011
		Col %
What is it that you will resolve to do or not to do in the New Year?	Stop smoking	17%
	Lose weight	16%
	Spend less money-Save more	13%
	Be a better person	10%
	Exercise more	8%
	Improve health	6%
	Get better job	6%
	Eat healthier	5%
	Go back to school	3%
	Enjoy life	3%
	Kinder to others	2%
	Use time better	2%
	Increase family time	2%
	Stop drinking	1%
	Worry less	1%
	Get politically involved	1%
	Get closer to God	1%
	Set goals	1%
	Get new house	<1%
	Travel	<1%
	Other	2%

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.

		Made 2010 New Year's Resolution Last Year	
		Did you keep it?	
		Yes	No
		Row %	Row %
Made 2010 New Year's Resolution Last Year		60%	40%
Age	Under 45	55%	45%
	45 or older	66%	34%
Gender	Men	62%	38%
	Women	58%	42%
Education	Not college graduate	62%	38%
	College graduate	57%	43%
Household Income	Less than $50,000	59%	41%
	$50,000 or more	60%	40%
Households with children under 18	Household with children	53%	47%
	No children in household	68%	32%
Interview Type	Landline	60%	40%
	Cell Phone	61%	39%

December 2010 Marist Poll National Adults Who Made 2010 New Year's Resolution Last Year N=309 MOE +/- 5.5%. Totals may not add to 100 due to rounding.

		National Adults		
		Thinking about what is ahead for the world in 2011, are you generally more optimistic or more pessimistic?		
		More optimistic	More pessimistic	Unsure
		Row %	Row %	Row %
National Adults		60%	38%	2%
Region	Northeast	63%	33%	4%
	Midwest	66%	33%	1%
	South	56%	42%	2%
	West	60%	39%	1%
Age	Under 45	71%	27%	2%
	45 or older	53%	45%	2%
Age	18 to 29	78%	19%	4%
	30 to 44	65%	34%	1%
	45 to 59	57%	42%	1%
	60 or older	50%	48%	3%
Gender	Men	58%	39%	2%
	Women	62%	36%	2%
Education	Not college graduate	64%	33%	3%
	College graduate	53%	45%	1%
Household Income	Less than $50,000	65%	32%	3%
	$50,000 or more	56%	43%	1%
Households with children under 18	Household with children	66%	33%	1%
	No children in household	56%	41%	3%
Interview Type	Landline	58%	40%	2%
	Cell Phone	67%	32%	1%

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