

## How the Survey was Conducted

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### **Nature of the Sample: National Poll of 1,029 Adults**

This survey of 1,029 adults was conducted on December 2<sup>nd</sup> through December 8<sup>th</sup>, 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  $\pm 3.0$  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  $\pm 5.0$  percentage points and  $\pm 5.5$  percentage points, respectively. The error margin increases for cross-tabulations.

## Nature of the Sample: Adults

Nature of the Sample - National Adults		
		National Adults
		Col %
<b>National Adults</b>		<b>100%</b>
<b>Registered Voters</b>		<b>85%</b>
<b>Likely to Make New Year's Resolution for 2011</b>		<b>44%</b>
<b>Made 2010 New Year's Resolution Last Year</b>		<b>30%</b>
<b>Region</b>	<b>Northeast</b>	<b>19%</b>
	<b>Midwest</b>	<b>22%</b>
	<b>South</b>	<b>37%</b>
	<b>West</b>	<b>22%</b>
<b>Income</b>	<b>Less \$50,000</b>	<b>51%</b>
	<b>\$50,000-\$99,999</b>	<b>31%</b>
	<b>\$100,000 or more</b>	<b>18%</b>
<b>Household Income</b>	<b>Less than \$50,000</b>	<b>51%</b>
	<b>\$50,000 or more</b>	<b>49%</b>
<b>Race</b>	<b>White</b>	<b>67%</b>
	<b>African American</b>	<b>10%</b>
	<b>Latino</b>	<b>11%</b>
	<b>Other</b>	<b>11%</b>
<b>Race</b>	<b>White</b>	<b>67%</b>
	<b>Non-white</b>	<b>33%</b>
<b>Age</b>	<b>Under 45</b>	<b>40%</b>
	<b>45 or older</b>	<b>60%</b>
<b>Gender</b>	<b>Men</b>	<b>49%</b>
	<b>Women</b>	<b>51%</b>
<b>Households with children under 18</b>	<b>Household with children</b>	<b>37%</b>
	<b>No children in household</b>	<b>63%</b>
<b>Interview Type</b>	<b>Landline</b>	<b>73%</b>
	<b>Cell Phone</b>	<b>27%</b>

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**

<b>Nature of the Sample - Likely to Make New Year's Resolution for 2011</b>		
		<b>Likely to Make New Year's Resolution for 2011</b>
		<b>Col %</b>
<b>Likely to Make New Year's Resolution for 2011</b>		<b>100%</b>
<b>Made 2010 New Year's Resolution Last Year</b>		<b>58%</b>
<b>Region</b>	<b>Northeast</b>	<b>20%</b>
	<b>Midwest</b>	<b>19%</b>
	<b>South</b>	<b>40%</b>
	<b>West</b>	<b>21%</b>
<b>Income</b>	<b>Less \$50,000</b>	<b>52%</b>
	<b>\$50,000-\$99,999</b>	<b>27%</b>
	<b>\$100,000 or more</b>	<b>21%</b>
<b>Household Income</b>	<b>Less than \$50,000</b>	<b>52%</b>
	<b>\$50,000 or more</b>	<b>48%</b>
<b>Race</b>	<b>White</b>	<b>62%</b>
	<b>African American</b>	<b>13%</b>
	<b>Latino</b>	<b>14%</b>
	<b>Other</b>	<b>12%</b>
<b>Race</b>	<b>White</b>	<b>62%</b>
	<b>Non-white</b>	<b>38%</b>
<b>Age</b>	<b>Under 45</b>	<b>53%</b>
	<b>45 or older</b>	<b>47%</b>
<b>Gender</b>	<b>Men</b>	<b>49%</b>
	<b>Women</b>	<b>51%</b>
<b>Households with children under 18</b>	<b>Household with children</b>	<b>48%</b>
	<b>No children in household</b>	<b>52%</b>
<b>Interview Type</b>	<b>Landline</b>	<b>64%</b>
	<b>Cell Phone</b>	<b>36%</b>

**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.**