



**Younger Americans Twice as Likely to Make New Year's Resolution  
Than Older Residents**

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

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**This Marist Poll Reports:**

Nearly six in ten Americans younger than 45 years old -- 59% -- think they are likely to make a New Year's resolution for 2012. This compares with just 28% of those 45 and older.

When further broken down by age, nearly two-thirds of Americans under 30 years old -- 64% -- believe they will make a New Year's resolution. A majority -- 55% -- of those between 30 and 44 say they will do the same. 37% of residents 45 to 59 years old and 23% of those 60 and older plan to alter an aspect of their life.

Is there a gender gap? Similar proportions of women -- 40% -- and men -- 36% -- report they will make a New Year's resolution going into 2012.

Looking at the population overall, 62% of adults nationally say they don't plan to make a resolution going into the new year while 38% say they will make a New Year's resolution.

This is the largest proportion of U.S. residents who say they are not going to make a resolution since 2004. At that time, nearly two-thirds -- 65% -- reported they were not going to resolve to change.

Last year, a majority -- 56% -- did not plan to make a resolution while 44% did.

**Combating the Battle of the Bulge Tops List of New Year's Resolutions**

Weight loss is the top New Year's resolution this year. Nearly one in five Americans who are likely to make a resolution -- 18% -- say they want to drop a few pounds. Exercise -- 11% -- comes in next followed by spending less money and saving more -- 9%. The resolution to stop smoking, which was last year's top resolution, also received 9% as did the overall goal of being a better person. 44% plan to make some other type of resolution.

Last year, quitting smoking -- 17% -- and weight loss -- 16% -- were the most cited resolutions followed by spending less and saving more with 13%, being a better person with 10%, and exercising more with 8%. 36%, at that time, offered a different resolution.

Women and men are on the same page. 18% of women and 17% of men are resolving to shed a few pounds. However, older Americans -- 23% of those 45 and older -- are more likely than younger residents -- 12% of those younger than 45 -- to promise to lose weight. In fact, among younger Americans who are likely to make a resolution, 13% want to save more and spend less.

### **Two-Thirds Kept Resolution This Year**

Among those who made a New Year's resolution going into 2011, 67% report they kept their word for at least part of the year while 33% did not.

### **Increased Pessimism about the Future**

While a majority of Americans say they are optimistic about the world in 2012, there is increased pessimism. Currently, 54% are positive about the future while 43% are not, and 3% are unsure. Last year, six in ten -- 60% -- had an optimistic outlook while 38% had a pessimistic one, and 2% were unsure.

There is a growing pessimism among men. 48% have an upbeat view about the future while 49% do not. In 2010, nearly six in ten men -- 58% -- reported an optimistic attitude compared with 39% who were more pessimistic.

Those under 45 years old -- 67% -- are more optimistic compared with their older counterparts -- 48%.

## How the Survey was Conducted

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### **Nature of the Sample: National Poll of 1,026 Adults**

This survey of 1,026 adults was conducted on November 8<sup>th</sup> through November 10<sup>th</sup>, 2011. 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 389 adults likely to make a New Year's resolution for 2012. The results for this subset are statistically significant within  $\pm 5.0$  percentage points. The error margin increases for cross-tabulations.

## Nature of the Sample: Adults

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### Nature of the Sample - National Adults

		National Adults
		Col %
National Adults		100%
Likely to Make New Year's Resolution for 2012		38%
Region	Northeast	18%
	Midwest	22%
	South	37%
	West	23%
Household Income	Less than \$50,000	49%
	\$50,000 or more	51%
Race	White	73%
	African American	9%
	Latino	10%
	Other	7%
Race	White	73%
	Non-white	27%
Age	Under 45	32%
	45 or older	68%
Generation	Millennials (18-30)	18%
	Gen X (31-46)	18%
	Baby Boomers (47-65)	37%
	Silent-Greatest (Over 65)	27%
Gender	Men	49%
	Women	51%
Interview Type	Landline	75%
	Cell Phone	25%

Marist Poll National Adults: Interviews conducted November 8th through 10th, 2011, N=1046 MOE +/- 3%. Totals may not add to 100 due to rounding.

## Nature of the Sample: New Year's Resolutions

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### Nature of the Sample - New Year's Resolutions

		Likely to Make New Year's Resolution for 2012
		Col %
Likely to Make New Year's Resolution for 2012		100%
Household Income	Less than \$50,000	50%
	\$50,000 or more	50%
Race	White	63%
	Non-white	37%
Age	Under 45	50%
	45 or older	50%
Gender	Men	47%
	Women	53%
Interview Type	Landline	66%
	Cell Phone	34%

Marist Poll National Adults Likely to Make a New Year's Resolution for 2012: Interviews conducted November 8th through 10th, 2011, N=389  
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		38%	62%
Region	Northeast	39%	61%
	Midwest	34%	66%
	South	40%	60%
	West	39%	61%
Age	Under 45	59%	41%
	45 or older	28%	72%
Age	18 to 29	64%	36%
	30 to 44	55%	45%
	45 to 59	37%	63%
	60 or older	23%	77%
Gender	Men	36%	64%
	Women	40%	60%
Education	Not college graduate	41%	59%
	College graduate	35%	65%
Household Income	Less than \$50,000	40%	60%
	\$50,000 or more	39%	61%
Interview Type	Landline	34%	66%
	Cell Phone	52%	48%

Marist Poll National Adults: Interviews conducted November 8th through 10th, 2011, N=1026 MOE +/- 3%. Totals may not add to 100% due to rounding.

		Likely to Make New Years Resolution for 2012			
		What is it that you will resolve to do or not to do in the New Year?			
		Lose weight	Exercise more	Spend less money- Save more	Stop smoking
		Row %	Row %	Row %	Row %
Likely to Make New Years Resolution for 2012		18%	11%	9%	9%
Region	Northeast	29%	16%	5%	13%
	Midwest	12%	11%	6%	13%
	South	17%	11%	12%	8%
	West	12%	6%	12%	6%
Age	Under 45	12%	11%	13%	8%
	45 or older	23%	11%	6%	10%
Gender	Men	17%	12%	9%	9%
	Women	18%	10%	10%	9%
Education	Not college graduate	16%	10%	7%	11%
	College graduate	20%	14%	14%	5%
Household Income	Less than \$50,000	14%	6%	7%	13%
	\$50,000 or more	21%	16%	13%	5%
Interview Type	Landline	18%	14%	8%	9%
	Cell Phone	17%	5%	13%	10%

Marist Poll National Adults Likely to Make a New Years Resolution: Interviews conducted November 8th through 10th, 2011, N=389 MOE +/- 5%. Totals may not add to 100% due to rounding.

		Likely to Make New Years Resolution for 2012	
		What is it that you will resolve to do or not to do in the New Year?	
		Be a better person	Other
		Row %	Row %
Likely to Make New Years Resolution for 2012		9%	44%
Region	Northeast	12%	25%
	Midwest	12%	46%
	South	7%	44%
	West	6%	59%
Age	Under 45	9%	47%
	45 or older	9%	41%
Gender	Men	8%	44%
	Women	9%	44%
Education	Not college graduate	8%	47%
	College graduate	10%	38%
Household Income	Less than \$50,000	10%	49%
	\$50,000 or more	9%	36%
Interview Type	Landline	10%	42%
	Cell Phone	6%	48%

Marist Poll National Adults Likely to Make a New Years Resolution: Interviews conducted November 8th through 10th, 2011, N=389 MOE +/- 5%. Totals may not add to 100% due to rounding.

		Likely to Make New Years Resolution for 2012
		Col %
What is it that you will resolve to do or not to do in the New Year?	Lose weight	18%
	Exercise more	11%
	Spend less money- Save more	9%
	Stop smoking	9%
	Be a better person	9%
	Go back to school	6%
	Eat healthier	5%
	Kinder to others	4%
	Get closer to God	4%
	Improve health	4%
	Enjoy life	4%
	Increase family time	3%
	Use time better	3%
	Get new house	3%
	Get better job	3%
	Worry less	3%
	Get politically involved	1%
	Set goals	1%
Stop drinking	<1%	
Other	2%	

Marist Poll National Adults Likely to Make a New Years Resolution: Interviews conducted November 8th through 10th, 2011, N=389 MOE +/- 5%. Totals may not add to 100% due to rounding.



		National Adults	
		Did you make a New Year's resolution last year?	
		Yes	No
		Row %	Row %
National Adults		27%	73%
Region	Northeast	25%	75%
	Midwest	27%	73%
	South	26%	74%
	West	29%	71%
Age	Under 45	37%	63%
	45 or older	22%	78%
Age	18 to 29	39%	61%
	30 to 44	35%	65%
	45 to 59	29%	71%
	60 or older	18%	82%
Gender	Men	26%	74%
	Women	27%	73%
Education	Not college graduate	30%	70%
	College graduate	21%	79%
Household Income	Less than \$50,000	28%	72%
	\$50,000 or more	27%	73%
Interview Type	Landline	23%	77%
	Cell Phone	38%	62%

Marist Poll National Adults: Interviews conducted November 8th through 10th, 2011, N=1026 MOE +/- 3%. Totals may not add to 100% due to rounding.

		Made 2011 New Years Resolution Last Year	
		Did you keep it?	
		Yes	No
		Row %	Row %
Made 2011 New Years Resolution Last Year		67%	33%
Age	Under 45	72%	28%
	45 or older	64%	36%
Gender	Men	68%	32%
	Women	66%	34%
Education	Not college graduate	67%	33%
	College graduate	65%	35%
Household Income	Less than \$50,000	67%	33%
	\$50,000 or more	68%	32%
Interview Type	Landline	66%	34%
	Cell Phone	68%	32%

Marist Poll National Adults who Made a 2011 New Years Resolution: Interviews conducted November 8th through 10th, 2011, N=263 MOE +/- 6%. Totals may not add to 100% due to rounding.

		National Adults		
		Thinking about what is ahead for the world in 2012, are you generally more optimistic or more pessimistic?		
		More optimistic	More pessimistic	Unsure
		Row %	Row %	Row %
National Adults		54%	43%	3%
Region	Northeast	49%	49%	2%
	Midwest	62%	36%	3%
	South	51%	44%	5%
	West	54%	44%	2%
Age	Under 45	67%	31%	2%
	45 or older	48%	48%	4%
Age	18 to 29	77%	23%	1%
	30 to 44	58%	39%	3%
	45 to 59	50%	47%	3%
	60 or older	47%	48%	5%
Gender	Men	48%	49%	3%
	Women	59%	37%	3%
Education	Not college graduate	57%	40%	3%
	College graduate	49%	48%	2%
Household Income	Less than \$50,000	54%	43%	3%
	\$50,000 or more	55%	43%	3%
Interview Type	Landline	53%	43%	4%
	Cell Phone	56%	43%	2%

Marist Poll National Adults: Interviews conducted November 8th through 10th, 2011, N=1026 MOE +/- 3%. Totals may not add to 100% due to rounding.