

## 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.