



## **Making a Change in 2013?**

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

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### **This Marist Poll Reports:**

Four in ten Americans -- 40% -- plan to ring in the New Year with promises to make 2013 better than 2012. Who are among those most likely to make a resolution? Americans who are younger than 45 years old -- 51% -- are more likely to promise to change than older residents -- 34%.

60% of Americans are not likely to make a New Year's resolution for 2013. Last year 62% said they did not plan to alter their lifestyle in any way, and 38% resolved to make a change. Fewer younger Americans plan to make a resolution compared with last year. At that time, 59% of those under 45 thought they would pledge to improve their lives and 28% of those 45 and older professed to do the same.

There is no difference between men and women on this question. 40% of men and the same proportion of women -- 40% -- report it is likely they will make a resolution for 2013.

### **Weight Loss Tips the Scales as Top New Year's Resolution**

Among Americans who plan to make a New Year's resolution for 2013, 17% promise to lose weight. 13% say they will stop smoking while 10% would like to be a better person. Nine percent intend to spend less and save more money while 8% think they will exercise more.

Weight loss remains the number one New Year's resolution. At that time, 18% said they would battle the bulge in 2012. 11% thought they would exercise more while 9% planned to save more and spend less. An additional 9% said they would stop smoking, and the same proportion -- 9% -- hoped to be a better person.

## **About Six in Ten Kept Their Word**

Among adults nationally who made a New Year's resolution for 2012, 59% kept their vow for at least part of the year. 41% did not. However, the proportion of Americans who kept their resolution has declined. 67% of those who made a resolution for 2011 stuck to it while 33% did not.

## How the Survey was Conducted

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### **Nature of the Sample: Marist National Poll of 1,246 Adults**

This survey of 1,246 adults was conducted December 4<sup>th</sup> through December 6<sup>th</sup>, 2012. 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 landline sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined and balanced to reflect the 2010 census results for age, gender, income, race, and region. Results are statistically significant within  $\pm 2.8$  percentage points. There are 495 adults likely to make a New Year's resolution for 2013 and 329 adults who made a 2012 New Year's resolution. The results for these subsets are statistically significant within  $\pm 4.4$  percentage points and  $\pm 5.4$  percentage points, respectively. The error margin increases for cross-tabulations.

**Nature of the Sample**

		National Adults	Likely to Make New Year's Resolution for 2013	Made 2012 New Year's Resolution Last Year
		Col %	Col %	Col %
National Adults		100%		
Likely to Make New Year's Resolution for Made 2012 New Year's Resolution Last Year		40%	100%	100%
Gender	Men	49%	48%	46%
	Women	51%	52%	54%
Age	Under 45	37%	46%	44%
	45 or older	63%	54%	56%
Race	White	70%	61%	64%
	African American	11%	17%	13%
	Latino	12%	15%	18%
	Other	6%	7%	5%
Region	Northeast	18%	20%	19%
	Midwest	22%	24%	24%
	South	37%	38%	37%
	West	23%	18%	20%
Household Income	Less than \$50,000	50%	47%	49%
	\$50,000 or more	50%	53%	51%
Interview Type	Landline	74%	70%	69%
	Cell Phone	26%	30%	31%

McClatchy-Marist Poll National Adults. Interviews conducted December 4th through December 6th, 2012, N=1246 MOE +/- 2.8 percentage points. National Adults Likely to Make a New Year's Resolution for 2013: N=495 MOE +/- 4.4 percentage points. National Adults who Made a 2012 New Year's Resolution Last Year: N=329 MOE +/- 5.4 percentage points. 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 Year's resolution?	
		Very likely- Somewhat likely	Not likely at all
		Row %	Row %
National Adults		40%	60%
Region	Northeast	43%	57%
	Midwest	44%	56%
	South	42%	58%
	West	32%	68%
Household Income	Less than \$50,000	38%	62%
	\$50,000 or more	43%	57%
Education	Not college graduate	39%	61%
	College graduate	43%	57%
Age	Under 45	51%	49%
	45 or older	34%	66%
Race	White	35%	65%
	Non-white	53%	47%
Gender	Men	40%	60%
	Women	40%	60%
Interview Type	Landline	38%	62%
	Cell Phone	47%	53%

Marist Poll National Adults: Interviews conducted December 4th through December 6th, 2012, N=1246 MOE +/- 2.8 percentage points. Totals may not add to 100% due to rounding.

<b>National Adults</b>		
	<b>This year, are you very likely, somewhat likely, or not likely at all to make a New Year's resolution?</b>	
	<b>Very-Somewhat Likely</b>	<b>Not Likely</b>
	<b>Row %</b>	<b>Row %</b>
<b>2012</b>	<b>40%</b>	<b>60%</b>
<b>2011</b>	<b>38%</b>	<b>62%</b>
<b>2010</b>	<b>44%</b>	<b>56%</b>
<b>2009</b>	<b>48%</b>	<b>52%</b>
<b>2008</b>	<b>40%</b>	<b>60%</b>
<b>2007</b>	<b>43%</b>	<b>57%</b>
<b>2006</b>	<b>44%</b>	<b>56%</b>
<b>2004</b>	<b>35%</b>	<b>65%</b>
<b>2003</b>	<b>34%</b>	<b>66%</b>
<b>2002</b>	<b>39%</b>	<b>61%</b>
<b>2001</b>	<b>44%</b>	<b>56%</b>
<b>2000</b>	<b>40%</b>	<b>60%</b>
<b>1999</b>	<b>37%</b>	<b>63%</b>
<b>1998</b>	<b>38%</b>	<b>62%</b>
<b>1997</b>	<b>37%</b>	<b>63%</b>
<b>1996</b>	<b>37%</b>	<b>63%</b>
<b>1995</b>	<b>44%</b>	<b>56%</b>
<b>Marist Poll National Adults. Totals may not add to 100 due to rounding.</b>		

		Likely to Make New Year's Resolution for 2013					
		What is it that you will resolve to do or not to do in the New Year?					
				Spend less money-			
		Lose weight	Stop Smoking	Be a better person	Save more	Exercise more	Other
		Row %	Row %	Row %	Row %	Row %	Row %
Likely to Make New Years Resolution for 2013		17%	13%	10%	9%	8%	43%
Region	Northeast	23%	22%	2%	12%	7%	34%
	Midwest	16%	15%	8%	8%	7%	46%
	South	14%	8%	15%	9%	10%	44%
	West	17%	10%	12%	9%	8%	44%
Household Income	Less than \$50,000	12%	16%	9%	12%	6%	44%
	\$50,000 or more	20%	8%	11%	8%	11%	42%
Education	Not college graduate	15%	17%	10%	9%	7%	42%
	College graduate	19%	7%	10%	10%	11%	43%
Age	Under 45	8%	15%	10%	12%	11%	44%
	45 or older	24%	11%	10%	7%	6%	41%
Race	White	20%	11%	9%	8%	8%	43%
	Non-white	12%	16%	12%	11%	8%	41%
Gender	Men	15%	16%	11%	9%	9%	40%
	Women	18%	10%	9%	10%	8%	45%
Interview Type	Landline	20%	10%	11%	9%	8%	42%
	Cell Phone	10%	18%	8%	10%	10%	44%

Marist Poll National Adults Likely to Make a New Year's Resolution: Interviews conducted December 4th through December 6th, 2012, N=495 MOE +/- 4.4 percentage points. Totals may not add to 100% due to rounding.

		Likely to Make New Year's Resolution for 2013
		Col %
What is it that you will resolve to do or not to do in the New Year?	Lose weight	17%
	Stop smoking	13%
	Be a better person	10%
	Spend less money-Save more	9%
	Exercise more	8%
	Eat healthier	7%
	Improve health	6%
	Get better job	5%
	Enjoy life	4%
	Increase family time	3%
	Go back to school	3%
	Get closer to God	3%
	Use time better	3%
	Kinder to others	2%
	Get politically involved	1%
	Stop drinking	1%
	Set goals	1%
Travel	1%	
Worry less	1%	
Get new house	1%	
Other	1%	

Marist Poll National Adults Likely to Make a New Year's Resolution:  
Interviews conducted December 4th through December 6th, 2012, N=495  
MOE +/- 4.4 percentage points. 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		28%	72%
Region	Northeast	29%	71%
	Midwest	32%	68%
	South	29%	71%
	West	24%	76%
Household Income	Less than \$50,000	28%	72%
	\$50,000 or more	29%	71%
Education	Not college graduate	30%	70%
	College graduate	26%	74%
Age	Under 45	35%	65%
	45 or older	25%	75%
Race	White	26%	74%
	Non-white	34%	66%
Gender	Men	26%	74%
	Women	30%	70%
Interview Type	Landline	26%	74%
	Cell Phone	34%	66%

Marist Poll National Adults: Interviews conducted December 4th through December 6th, 2012, N=1246 MOE +/- 2.8 percentage points. Totals may not add to 100% due to rounding.

		Made 2012 New Years Resolution Last Year	
		Did you keep it?	
		Yes	No
		Row %	Row %
Made 2012 New Years Resolution Last Year		59%	41%
Household Income	Less than \$50,000	61%	39%
	\$50,000 or more	58%	42%
Education	Not college graduate	54%	46%
	College graduate	67%	33%
Age	Under 45	60%	40%
	45 or older	58%	42%
Race	White	58%	42%
	Non-white	60%	40%
Gender	Men	60%	40%
	Women	58%	42%
Interview Type	Landline	60%	40%
	Cell Phone	57%	43%

Marist Poll National Adults who Made a 2012 New Year's Resolution: Interviews conducted December 4th through December 6th, 2012, N=329 MOE +/- 5.4 percentage points. Totals may not add to 100% due to rounding.

	<b>Adults Who Made Resolutions Last New Year's</b>	
	<b>Did you keep resolution?</b>	
	<b>Yes</b>	<b>No</b>
	<b>Row %</b>	<b>Row %</b>
<b>2012</b>	<b>59%</b>	<b>41%</b>
<b>2011</b>	<b>67%</b>	<b>33%</b>
<b>2010</b>	<b>60%</b>	<b>40%</b>
<b>2009</b>	<b>65%</b>	<b>35%</b>
<b>2008</b>	<b>60%</b>	<b>40%</b>
<b>2007</b>	<b>60%</b>	<b>40%</b>
<b>2006</b>	<b>63%</b>	<b>37%</b>
<b>2004</b>	<b>57%</b>	<b>43%</b>
<b>2003</b>	<b>61%</b>	<b>39%</b>
<b>2002</b>	<b>63%</b>	<b>37%</b>
<b>2001</b>	<b>59%</b>	<b>41%</b>
<b>2000</b>	<b>70%</b>	<b>30%</b>
<b>1999</b>	<b>56%</b>	<b>44%</b>
<b>1998</b>	<b>52%</b>	<b>48%</b>
<b>1997</b>	<b>53%</b>	<b>47%</b>
<b>1996</b>	<b>53%</b>	<b>47%</b>
<b>1995</b>	<b>60%</b>	<b>40%</b>
<b>Who Made Resolutions Last New Year's. Totals may not add to 100 due to rounding.</b>		