

## 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.