

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.