

# Marist Institute for Public Opinion

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## Resolving to Make 2004 a Better Year

This Marist College Institute for Public Opinion poll reports:

### *Jobs and Self-improvement are New Year's Goals*

- Finding a better job and just trying to be a better person top the list for people who intend to make a New Year's resolution this year. Other major goals for 2004 are to lose weight, to stop smoking, and to spend less money.

**Question Wording:** What is it that you resolve to do or not to do in the New Year?

Americans Who Intend to Make a Resolution This Year			
Get a better job	15%	Stop drinking	4%
Be a better person	15%	Be kinder to others	4%
Lose weight	10%	Go back to school	4%
Stop smoking	9%	Travel	3%
Spend less money	9%	Use time better	3%
Exercise more	6%	Eat healthier	2%
Improve health	5%	Increase family time	2%
Get closer to God	4%	Set goals	2%
		Other	3%

Top Three Resolutions			
Women		Men	
Be a better person	22%	Get a better job	28%
Lose weight	15%	Exercise more	11%
Stop smoking	10%	Spend less money	10%
Women 18-34		Men 18-34	
Stop smoking	17%	Get a better job	30%
Go back to school	14%	Travel	19%
Exercise more	11%	Stop smoking	15%
Women 35 and older		Men 35 and older	
Lose weight	25%	Exercise more	15%
Be a better person	23%	Get a better job	15%
Be kinder to others	11%	Spend less money	11%

***Young Women Most Likely to Make a Resolution***

- 34% of adults plan to make a New Year’s resolution. This is down from last year, when 39% said they were likely to make a resolution. 62% of women less than 35 years of age report they will try to turn over a new leaf in the New Year.

**Question Wording:** Are you very likely, somewhat likely, or not likely at all to make a New Year's resolution?

<b>Americans</b>	Very or Somewhat Likely	Not Likely At All
<b>2003</b>	34%	66%
<b>Women</b>	38%	62%
18 to 34 years of age	62%	38%
35 years or older	29%	71%
<b>Men</b>	29%	71%
18 to 34 years of age	41%	59%
35 years or older	20%	80%
<b>2002</b>	39%	61%
<b>2001</b>	44%	56%
<b>2000</b>	40%	60%
<b>1999</b>	37%	63%
<b>1998</b>	38%	62%
<b>1997</b>	37%	63%

- A majority of people who recall making a New Year’s resolution last year, kept it.

**Question Wording:** Did you keep it?

<b>Americans Who Made a Resolution Last Year</b>	Yes	No
<b>2003</b>	61%	39%
Women	59%	41%
Men	66%	34%

***Nature of the Sample: 1,004 adults 18 years of age or older in the continental U.S.***

1,004 adults 18 years of age or older within the continental United States were interviewed by telephone from October 27<sup>th</sup> through 29<sup>th</sup>, 2003. Telephone numbers were selected from a list of exchanges from throughout the nation to ensure that each region of the country was represented in proportion to its population. The results for the entire survey are statistically significant at  $\pm 3\%$ . The margin for error increases for cross-tabulations.