



WNBC/Marist Poll

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All references must be sourced WNBC/Marist Poll

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**National Poll:
Americans Resolve to Change**

This WNBC/Marist Poll reports:

- **Self-improvement is New Year’s Goal.** Many Americans plan to make a fresh start in the New Year by improving themselves or their relationships with others. Americans resolve to lose at least a few extra pounds once the holidays are over, be a better person, kick the smoking habit, spend less money, exercise more, eat healthier, look for that better job, or just improve their overall health in 2007.

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			
Lose weight	17%	Get closer to God	3%
Be a better person	13%	Increase family time	3%
Stop smoking	13%	Go back to school	3%
Spend less money	8%	Set goals	2%
Exercise more	7%	Stop drinking	2%
Eat healthier	6%	Be kinder to others	1%
Get better job	5%	Buy a new house	1%
Improve health	5%	Other	8%
Use time better	3%		

Top Three Resolutions			
Women		Men	
Lose weight	20%	Be a better person	18%
Stop smoking	14%	Lose weight	13%
Be a better person	10%	Stop smoking	11%

- **Women Are More Likely to Make a Resolution.** 44% of adults plan to make a New Year's resolution this year, an increase over the 35% who intended to do so two years ago. 46% of women this year compared with 41% of men report they will try to turn over a new leaf in the New Year. People under 45 years of age are also more likely than those 45 or older to see the New Year as an opportunity to make a change.

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

Americans	Very or Somewhat Likely	Not Likely At All
2006	44%	56%
Women	46%	54%
Men	41%	59%
Age 18 to 44	55%	45%
Age 45 or older	36%	64%
2004	35%	65%
2003	34%	66%
2002	39%	61%
2001	44%	56%
2000	40%	60%
1999	37%	63%
1998	38%	62%
1997	37%	63%

- **But Men Are More Likely to Keep It.** 63% of Americans who made a New Year's resolution last year kept at least part of it. Men who resolved to make a change were more likely to stick to it than were women.

Question Wording: Did you keep it? (Asked of those who made a resolution last year)

Americans Who Made a Resolution Last Year	Yes	No
2006	63%	37%
Women	57%	43%
Men	71%	29%

Nature of the Sample: 1,229 Americans

This survey was conducted November 27th through December 3rd, 2006. 1,229 adults 18 years of age or older within 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. The results of the entire survey are statistically significant at $\pm 3\%$. The margin for error increases for cross-tabulations.