



Weight Loss Top New Year's Resolution... Finding a Better Job Gains Traction

*** Complete Tables for Poll Appended ***

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Contact: Lee M. Miringoff
Barbara L. Carvalho
Mary E. Griffith
Marist College
845.575.5050

This Marist Poll Reports:

Health and employment are top of mind heading into 2016. Among Americans who plan to make a New Year's resolution, weight loss, 12%, takes the top spot followed by getting a better job, 10%. Exercising more, 9%, quitting smoking, 9%, and improving one's, overall, health, 9%, round out the top five New Year's resolutions for 2016.

While weight loss, 13%, was the leading resolution for 2015, finding a better job was the goal of just 5%. But, this year, fueled by people under 45, among whom it's number one, getting a better job also rivals the top spot for all Americans.

Do Americans plan to make a resolution for 2016? Less than four in ten Americans, 39%, say they are very likely or likely to do so. This is down from 44% last year. However, similar to last year, younger Americans are more likely to resolve to change than older Americans in the New Year.

Many Americans are also true to their word. Nearly two-thirds of those who made a resolution for 2015, 64%, report they kept their resolution, at least, in part. Similar proportions of men, 65%, and women, 63%, say they kept their promise. The proportion of women who kept their resolution increased from 55% last year.

Poll points:

- 12% of Americans who are likely to make a New Year's resolution vow to lose weight. 10% want to find a better job. Getting more exercise, 9%, ceasing smoking, 9%, and improving their health, 9%, follow. Eight percent want to be a better person, and another 8% say they will try to eat healthier in the New Year. Seven percent resolve to spend less and save more. Last year, 13% vowed to lose weight, 10% promised to exercise more, 9% resolved to be a better person, and 8% wanted to improve their health. Quitting smoking, 7%, spending less and saving more, 7%, and eating healthier, 7%, followed.
- Regional differences exist. One in five Northeast residents who plan to make a resolution, 20%, resolve to find a better job. However, in the Midwest, quitting smoking, 12%, improving one's health, 11%, and eating healthier, 10%, vie for the

top spot. 13% of those in the South cite weight loss while 12% mention saving more and spending less. Among those in the West, 13% want to find a new job, 12% cite exercising more, and 11% mention weight loss.

- Women, 16%, are more likely than men, 6%, to mention weight loss. Men, 13%, put finding a better job at the top of their list. Quitting smoking, 11%, and exercising more, 10%, follow.
- 39% of Americans are very likely or likely to make a resolution for 2016 while 61% are not likely at all to do so. The proportion of Americans making resolutions is down from 44% last year and at the lowest point since 2011 when 38% of residents vowed to do so.
- Americans under 45, 47%, are more likely than older residents, 31%, to make a resolution. Still, the proportion of younger Americans making resolutions is down from 56%.
- Among those who vowed to change something in their life last year, 64% kept that resolution, at least, in part.
- Similar proportions of men, 65%, and women, 63%, kept their 2015 New Year's resolution. There has been an increase in the proportion of women who kept their word, up from 55% previously.

How the Survey was Conducted

Nature of the Sample: Marist Poll of 1,517 National Adults

This survey of 1,517 adults was conducted December 1st through December 7th, 2015 by The Marist Poll. Adults 18 years of age and older residing in the continental United States were interviewed in English or Spanish by telephone using live interviewers. Landline telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the nation from ASDE Survey Sampler, Inc. The exchanges were selected to ensure that each region was represented in proportion to its population. Respondents in the household were randomly selected by first asking for the youngest male. To increase coverage, this landline sample was supplemented by respondents reached through random dialing of cell phone numbers from Survey Sampling International. The two samples were then combined and balanced to reflect the 2013 American Community Survey 1-year estimates for age, gender, income, race, and region. Results are statistically significant within ± 2.5 percentage points. There are 574 adults likely to make a New Year's resolution for 2016 and 399 adults who made a 2015 New Year's resolution. The results for these subsets are statistically significant within ± 4.1 percentage points and ± 4.9 percentage points, respectively. The error margin was not adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample

		National Adults	Likely to Make New Year's Resolution for 2016
		Col %	Col %
National Adults		100%	
Gender	Men	49%	47%
	Women	51%	53%
Age	Under 45	47%	57%
	45 or older	53%	43%
Age	18 to 29	22%	27%
	30 to 44	26%	30%
	45 to 59	27%	25%
	60 or older	26%	18%
Race	White	62%	58%
	African American	11%	14%
	Latino	14%	20%
	Other	12%	9%
Region	Northeast	18%	19%
	Midwest	22%	20%
	South	37%	37%
	West	23%	24%
Household Income	Less than \$50,000	47%	48%
	\$50,000 or more	53%	52%
Education	Not college graduate	59%	60%
	College graduate	41%	40%
Interview Type	Landline	38%	32%
	Cell phone	62%	68%

Marist Poll National Adults. Interviews conducted December 1st through December 7th, 2015, n=1517 MOE +/- 2.5 percentage points. Adults Likely to Make a New Year's Resolution for 2016: n=574 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

Marist Poll National Tables

		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		39%	61%
Region	Northeast	41%	59%
	Midwest	35%	65%
	South	39%	61%
	West	41%	59%
Household Income	Less than \$50,000	41%	59%
	\$50,000 or more	39%	61%
Education	Not college graduate	39%	61%
	College graduate	39%	61%
Age	Under 45	47%	53%
	45 or older	31%	69%
Age	18 to 29	48%	52%
	30 to 44	45%	55%
	45 to 59	36%	64%
	60 or older	27%	73%
Race	White	36%	64%
	African American	48%	52%
	Latino	55%	45%
Race	White	36%	64%
	Non-white	44%	56%
Gender	Men	37%	63%
	Women	40%	60%
Interview Type	Landline	33%	67%
	Cell phone	42%	58%

Marist Poll National Adults: Interviews conducted December 1st through December 7th, 2015, n=1517 MOE +/- 2.5 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-Somewhat

Likely	Not Likely
Row %	Row %

2015	39%	61%
2014	44%	56%
2013	44%	56%
2012	40%	60%
2011	38%	62%
2010	44%	56%
2009	48%	52%
2008	40%	60%
2007	43%	57%
2006	44%	56%
2004	35%	65%
2003	34%	66%
2002	39%	61%
2001	44%	56%
2000	40%	60%
1999	37%	63%
1998	38%	62%
1997	37%	63%
1996	37%	63%
1995	44%	56%

Marist Poll National Adults

Marist Poll National Tables

Likely to Make New Year's Resolution for 2016										
What is it that you will resolve to do or not to do in the New Year?										
		Lose weight	Get better job	Exercise more	Stop Smoking	Improve health	Be a better person	Eat healthier	Spend less money-Save more	Other
		Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
Likely to Make New Years Resolution for 2016		12%	10%	9%	9%	9%	8%	8%	7%	28%
Region	Northeast	12%	20%	9%	13%	5%	11%	5%	4%	21%
	Midwest	9%	7%	7%	12%	11%	9%	10%	4%	32%
	South	13%	4%	9%	7%	9%	7%	9%	12%	30%
	West	11%	13%	12%	7%	8%	8%	8%	6%	25%
Household Income	Less than \$50,000	10%	11%	5%	13%	9%	5%	6%	8%	32%
	\$50,000 or more	13%	9%	13%	6%	8%	9%	10%	7%	23%
Education	Not college graduate	9%	11%	7%	10%	9%	8%	6%	6%	33%
	College graduate	16%	7%	13%	7%	8%	10%	12%	10%	18%
Age	Under 45	10%	14%	6%	13%	7%	8%	5%	9%	28%
	45 or older	13%	4%	14%	4%	11%	10%	12%	5%	28%
Age	18 to 29	8%	14%	6%	14%	6%	10%	5%	4%	32%
	30 to 44	11%	14%	6%	11%	8%	5%	6%	14%	24%
	45 to 59	12%	3%	16%	5%	12%	5%	12%	6%	29%
	60 or older	14%	5%	12%	3%	8%	16%	12%	4%	26%
Race	White	16%	7%	12%	9%	10%	9%	10%	6%	23%
	African American	3%	4%	11%	15%	7%	14%	15%	10%	21%
	Latino	8%	22%	0%	9%	11%	2%	1%	8%	41%
Race	White	16%	7%	12%	9%	10%	9%	10%	6%	23%
	Non-white	7%	14%	6%	10%	7%	8%	6%	10%	32%
Gender	Men	6%	13%	10%	11%	7%	8%	7%	7%	30%
	Women	16%	7%	8%	7%	10%	8%	10%	8%	25%
Interview Type	Landline	18%	3%	15%	3%	8%	8%	13%	8%	24%
	Cell phone	9%	13%	7%	12%	9%	8%	6%	7%	29%

Marist Poll National Adults Likely to Make a New Year's Resolution for 2016: Interviews conducted December 1st through December 7th, 2015, n=574 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

Marist Poll National Tables

		Likely to Make New Year's Resolution for 2016
		Col %
What is it that you will resolve to do or not to do in the New Year?	Lose weight	12%
	Get better job	10%
	Exercise more	9%
	Stop smoking	9%
	Improve health	9%
	Be a better person	8%
	Eat healthier	8%
	Spend less money-Save more	7%
	Enjoy life	4%
	Increase family time	3%
	Get closer to God	3%
	Go back to school	3%
	Stop drinking	2%
	Use time better	2%
	Set goals	2%
	Kinder to others	1%
	Get new house	1%
Travel	1%	
Other	5%	

Marist Poll National Adults Likely to Make a New Year's Resolution for 2016:
Interviews conducted December 1st through December 7th, 2015, n=574 MOE +/- 4.1
percentage points. Totals may not add to 100% due to rounding.

Marist Poll National Tables

		National Adults	
		Did you make a New Year's resolution last year?	
		Yes	No
		Row %	Row %
National Adults		28%	72%
Region	Northeast	28%	72%
	Midwest	24%	76%
	South	29%	71%
	West	31%	69%
Household Income	Less than \$50,000	29%	71%
	\$50,000 or more	29%	71%
Education	Not college graduate	28%	72%
	College graduate	29%	71%
Age	Under 45	35%	65%
	45 or older	22%	78%
Age	18 to 29	32%	68%
	30 to 44	37%	63%
	45 to 59	27%	73%
	60 or older	18%	82%
Race	White	26%	74%
	African American	27%	73%
	Latino	41%	59%
Race	White	26%	74%
	Non-white	32%	68%
Gender	Men	25%	75%
	Women	31%	69%
Interview Type	Landline	26%	74%
	Cell phone	29%	71%

Marist Poll National Adults: Interviews conducted December 1st through December 7th, 2015, n=1517 MOE +/- 2.5 percentage points. Totals may not add to 100% due to rounding.

Marist Poll National Tables

		Made 2015 New Year's Resolution Last Year	
		Did you keep it?	
		Yes	No
		Row %	Row %
Made 2015 New Year's Resolution Last Year		64%	36%
Household Income	Less than \$50,000	65%	35%
	\$50,000 or more	65%	35%
Education	Not college graduate	63%	37%
	College graduate	66%	34%
Age	Under 45	64%	36%
	45 or older	64%	36%
Age	Under 30	60%	40%
	30 or older	65%	35%
Race	White	56%	44%
	Non-white	74%	26%
Gender	Men	65%	35%
	Women	63%	37%
Interview Type	Landline	64%	36%
	Cell phone	64%	36%

Marist Poll National Adults who Made a 2015 New Year's Resolution: Interviews conducted December 1st through December 7th, 2015, n=399 MOE +/- 4.9 percentage points. Totals may not add to 100% due to rounding.

Adults Who Made Resolutions Last New Year's		
Did you keep resolution?		
	Yes	No
	Row %	Row %
2015	64%	36%
2014	59%	41%
2013	72%	28%
2012	59%	41%
2011	67%	33%
2010	60%	40%
2009	65%	35%
2008	60%	40%
2007	60%	40%
2006	63%	37%
2004	57%	43%
2003	61%	39%
2002	63%	37%
2001	59%	41%
2000	70%	30%
1999	56%	44%
1998	52%	48%
1997	53%	47%
1996	53%	47%
1995	60%	40%

Marist Poll National Adults Who Made Resolutions Last New Year's.