

How the Survey was Conducted

Nature of the Sample: Marist Poll of 1,005 National Adults

This survey of 1,005 adults was conducted December 1st through December 9th, 2016 by The Marist Poll. Adults 18 years of age and older residing in the contiguous United States were contacted on landline or mobile numbers and interviewed in English 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. This landline sample was combined with respondents reached through random dialing of cell phone numbers from Survey Sampling International. After the interviews were completed, the two samples were 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 ± 3.1 percentage points. There are 438 adults likely to make a New Year's resolution for 2017 and 276 adults who made a 2016 New Year's resolution. The results for these subsets are statistically significant within ± 4.7 percentage points and ± 5.9 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 Years Resolution for 2017
		Col %	Col %
National Adults		100%	
Gender	Men	49%	49%
	Women	51%	51%
Age	Under 45	47%	55%
	45 or older	53%	45%
Age	18 to 29	22%	28%
	30 to 44	25%	27%
	45 to 59	27%	27%
	60 or older	26%	19%
Race	White	62%	59%
	African American	11%	12%
	Latino	14%	18%
	Other	12%	10%
Region	Northeast	18%	20%
	Midwest	21%	18%
	South	37%	38%
	West	24%	24%
Household Income	Less than \$50,000	48%	47%
	\$50,000 or more	52%	53%
Education	Not college graduate	58%	61%
	College graduate	42%	39%
Interview Type	Landline	41%	38%
	Cell phone	59%	62%

Marist Poll National Adults. Interviews conducted December 1st through December 9th, 2016, n=1005 MOE +/- 3.1 percentage points.
 National Adults Likely to Make a New Years Resolution for 2017: n=438 MOE +/- 4.7 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		44%	56%
Region	Northeast	49%	51%
	Midwest	39%	61%
	South	45%	55%
	West	44%	56%
Household Income	Less than \$50,000	44%	56%
	\$50,000 or more	45%	55%
Education	Not college graduate	47%	53%
	College graduate	41%	59%
Age	Under 45	51%	49%
	45 or older	39%	61%
Age	18 to 29	55%	45%
	30 to 44	48%	52%
	45 to 59	45%	55%
	60 or older	32%	68%
Race	White	43%	57%
	African American	48%	52%
	Latino	55%	45%
Race	White	43%	57%
	Non-white	47%	53%
Gender	Men	44%	56%
	Women	45%	55%
Interview Type	Landline	42%	58%
	Cell phone	46%	54%

Marist Poll National Adults: Interviews conducted December 1st through December 9th, 2016, n=1005 MOE +/- 3.1 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

National Adults	Likely	Not Likely
2016	44%	56%
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 Years Resolution for 2017						
		What is it that you will resolve to do or not to do in the New Year?						
		Be a better person	Lose weight	Exercise more	Spend less money-		Eat healthier	Other
					Save more	Improve health		
		Row %	Row %	Row %	Row %	Row %	Row %	Row %
Likely to Make New Years Resolution for 2017		16%	10%	10%	7%	7%	7%	43%
Region	Northeast	9%	12%	6%	4%	9%	4%	56%
	Midwest	15%	15%	10%	8%	6%	7%	39%
	South	16%	8%	11%	6%	9%	6%	43%
	West	21%	8%	11%	12%	3%	12%	34%
Household Income	Less than \$50,000	13%	7%	6%	9%	8%	8%	49%
	\$50,000 or more	18%	14%	11%	6%	7%	8%	37%
Education	Not college graduate	12%	7%	8%	8%	7%	6%	52%
	College graduate	22%	14%	12%	7%	7%	9%	29%
Age	Under 45	11%	9%	9%	11%	6%	6%	48%
	45 or older	21%	11%	10%	3%	9%	8%	38%
Age	18 to 29	13%	9%	10%	6%	9%	7%	45%
	30 to 44	10%	9%	8%	16%	2%	5%	50%
	45 to 59	20%	13%	11%	4%	8%	5%	38%
	60 or older	22%	8%	9%	2%	10%	12%	37%
Race	White	17%	13%	12%	7%	7%	7%	36%
	Non-white	14%	6%	6%	8%	7%	4%	55%
Gender	Men	12%	7%	12%	7%	6%	6%	51%
	Women	19%	13%	8%	8%	8%	9%	36%
Interview Type	Landline	21%	15%	4%	2%	11%	8%	38%
	Cell phone	12%	6%	13%	11%	5%	6%	46%

Marist Poll National Adults Likely to Make a New Years Resolution for 2017: Interviews conducted December 1st through December 9th, 2016, n=438 MOE +/- 4.7 percentage points. Totals may not add to 100% due to rounding.

Marist Poll National Tables

		Likely to Make New Years Resolution for 2017
		Col %
What is it that you will resolve to do or not to do in the New Year?	Be a better person	16%
	Lose weight	10%
	Exercise more	10%
	Spend less money-Save more	7%
	Improve health	7%
	Eat healthier	7%
	Stop smoking	6%
	Get better job	5%
	Increase family time	5%
	Enjoy life	4%
	Use time better	3%
	Get closer to God	3%
	Go back to school	2%
	Get politically involved	2%
	Get new house	2%
	Kinder to others	2%
	Stop drinking	2%
	Set goals	2%
	Travel	<1%
	Worry less	<1%
Other	4%	

Marist Poll National Adults Likely to Make a New Years Resolution for 2017: Interviews conducted December 1st through December 9th, 2016, n=438 MOE +/- 4.7 percentage points. Totals may not add to 100% due to rounding.

Marist Poll National Tables

National Adults Likely to Make New Year's Resolution for 2017		
National Adults Likely to Make New Year's Resolution for 2017	What is it that you will resolve to do or not to do in the New Year?	
	December 2016	December 2015
Be a better person	16%	8%
Lose weight	10%	12%
Exercise more	10%	9%
Improve health	7%	9%
Eat healthier	7%	8%
Spend less money - Save more	7%	7%
Stop smoking	6%	9%
Get better job	5%	10%
Increase family time	5%	3%
Enjoy life	4%	4%
Get closer to God	3%	3%
Use time better	3%	2%
Go back to school	2%	3%
Stop drinking	2%	2%
Set goals	2%	2%
Kinder to others	2%	1%
Get new house	2%	1%
Get politically involved	2%	--
Travel	<1%	1%
Worry less	<1%	--
Other	4%	5%

Marist Poll National Adults Likely to Make New Year's Resolution for 2017

Marist Poll National Tables

		Made 2016 New Year's Resolution Last Year	
		Did you keep it?	
		Yes	No
		Row %	Row %
Made 2016 New Year's Resolution Last Year		68%	32%
Household Income	Less than \$50,000	69%	31%
	\$50,000 or more	66%	34%
Education	Not college graduate	66%	34%
	College graduate	71%	29%
Age	Under 45	70%	30%
	45 or older	65%	35%
Age	Under 30	70%	30%
	30 or older	67%	33%
Race	White	70%	30%
	Non-white	65%	35%
Gender	Men	75%	25%
	Women	62%	38%
Interview Type	Landline	62%	38%
	Cell phone	72%	28%

Marist Poll National Adults who Made a 2016 New Years Resolution: Interviews conducted December 1st through December 9th, 2016, n=276 MOE +/- 5.9 percentage points. Totals may not add to 100% due to rounding.

Adults Who Made Resolutions Last New Year's		
Adults Who Made Resolutions	Did you keep resolution?	
	Yes	No
2016	68%	32%
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