

## How the Survey was Conducted

---

### **Nature of the Sample: Marist Poll of 1,074 National Adults**

This survey of 1,074 adults was conducted November 6<sup>th</sup> through November 9<sup>th</sup>, 2017 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. Mobile telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the nation from Survey Sampling International. The exchanges were selected to ensure that each region was represented in proportion to its population. Mobile phones are treated as individual devices. After validation of age, personal ownership, and non-business-use of the mobile phone, interviews are typically conducted with the person answering the phone. To increase coverage, this mobile sample was supplemented by respondents reached through random dialing of landline phone numbers from ASDE Survey Sampler, Inc. Within each landline household, a single respondent is selected through a random selection process to increase the representativeness of traditionally under-covered survey populations. Assistance was provided by Luce Research for data collection. The 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  $\pm 3.0$  percentage points. There are 435 adults likely to make a New Year's resolution for 2018. The results for this subset are statistically significant within  $\pm 4.7$  percentage points. 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 2018
		Col %	Col %
National Adults		100%	
Gender	Men	49%	47%
	Women	51%	53%
Age	Under 45	47%	58%
	45 or older	53%	42%
Age	18 to 29	22%	31%
	30 to 44	25%	26%
	45 to 59	26%	26%
	60 or older	26%	16%
Race	White	62%	60%
	African American	11%	11%
	Latino	15%	15%
	Other	11%	14%
Region	Northeast	18%	18%
	Midwest	21%	19%
	South	37%	37%
	West	24%	26%
Household Income	Less than \$50,000	48%	45%
	\$50,000 or more	52%	55%
Education	Not college graduate	57%	58%
	College graduate	43%	42%
Interview Type	Landline	33%	28%
	Cell phone	67%	72%

Marist Poll National Adults. Interviews conducted November 6th through November 9th, 2017, n=1074 MOE +/- 3.0 percentage points. National Adults Likely to Make a New Year's Resolution for 2018: n=435 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	42%	58%
	Midwest	40%	60%
	South	44%	56%
	West	49%	51%
Household Income	Less than \$50,000	43%	57%
	\$50,000 or more	46%	54%
Education	Not college graduate	45%	55%
	College graduate	44%	56%
Age	Under 45	54%	46%
	45 or older	36%	64%
Age	18 to 29	63%	37%
	30 to 44	46%	54%
	45 to 59	44%	56%
	60 or older	28%	72%
Race	White	41%	59%
	African American	47%	53%
	Latino	48%	52%
Race	White	41%	59%
	Non-white	51%	49%
Gender	Men	43%	57%
	Women	46%	54%
Interview Type	Landline	38%	62%
	Cell phone	47%	53%

Marist Poll National Adults: Interviews conducted November 6th through November 9th, 2017, n=1074 MOE +/- 3.0 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?		
National Adults	Very-Somewhat Likely	Not Likely
2017	44%	56%
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 Year's Resolution for 2018								
		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	Eat healthier	Get better job	Improve health	Stop smoking	Spend less money- Save more	Other
		Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
Likely to Make New Year's Resolution for 2018		12%	12%	9%	9%	9%	7%	6%	6%	30%
Region	Northeast	8%	13%	13%	5%	8%	3%	13%	4%	34%
	Midwest	18%	17%	7%	11%	7%	6%	5%	3%	27%
	South	11%	13%	6%	11%	9%	4%	5%	7%	34%
	West	13%	5%	14%	8%	10%	14%	5%	8%	23%
Household Income	Less than \$50,000	14%	8%	7%	8%	13%	6%	9%	3%	31%
	\$50,000 or more	12%	14%	13%	9%	5%	7%	4%	7%	30%
Education	Not college graduate	14%	8%	7%	9%	8%	6%	8%	5%	35%
	College graduate	10%	17%	14%	10%	9%	8%	3%	6%	23%
Age	Under 45	13%	9%	7%	9%	12%	3%	7%	7%	33%
	45 or older	12%	16%	13%	10%	5%	11%	5%	4%	25%
Age	18 to 29	13%	5%	9%	12%	15%	1%	6%	3%	37%
	30 to 44	13%	14%	5%	6%	8%	6%	8%	12%	29%
	45 to 59	13%	14%	12%	8%	6%	14%	8%	4%	21%
	60 or older	11%	18%	14%	12%	2%	6%	1%	3%	33%
Race	White	12%	10%	13%	8%	7%	10%	8%	6%	26%
	Non-white	13%	13%	5%	11%	11%	3%	4%	4%	37%
Gender	Men	17%	7%	8%	8%	8%	7%	8%	3%	33%
	Women	9%	15%	11%	10%	9%	7%	5%	8%	27%
Interview Type	Landline	17%	12%	12%	9%	8%	10%	3%	2%	26%
	Cell phone	11%	11%	8%	9%	9%	6%	7%	7%	31%

Marist Poll National Adults Likely to Make a New Year's Resolution for 2018: Interviews conducted November 6th through November 9th, 2017, n=435 MOE +/- 4.7 percentage points. Totals may not add to 100% due to rounding.

Marist Poll National Tables

		Likely to Make New Year's Resolution for 2018
		Col %
What is it that you will resolve to do or not to do in the New Year?	Be a better person	12%
	Lose weight	12%
	Exercise more	9%
	Eat healthier	9%
	Get better job	9%
	Improve health	7%
	Stop smoking	6%
	Spend less money-Save more	6%
	Use time better	4%
	Self-improvement-Personal growth	4%
	Go back to school	3%
	Enjoy life	3%
	Set goals	3%
	Increase family time	2%
	Get closer to God	2%
	Travel	2%
	Kinder to others	2%
	Stop drinking	1%
	Get politically involved	1%
	Get new house	1%
Worry less	<1%	
Other	3%	

Marist Poll National Adults Likely to Make a New Year's Resolution for 2018: Interviews conducted November 6th through November 9th, 2017, n=435 MOE +/- 4.7 percentage points. Totals may not add to 100% due to rounding.

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

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

Marist Poll National Tables

		Made 2017 New Year's Resolution Last Year	
		Did you keep it?	
		Yes/At least part of it	No
		Row %	Row %
Made 2017 New Year's Resolution Last Year		68%	32%
Household Income	Less than \$50,000	62%	38%
	\$50,000 or more	73%	27%
Education	Not college graduate	65%	35%
	College graduate	71%	29%
Age	Under 45	67%	33%
	45 or older	69%	31%
Age	Under 30	63%	37%
	30 or older	71%	29%
Race	White	73%	27%
	Non-white	63%	37%
Gender	Men	69%	31%
	Women	66%	34%
Interview Type	Landline	70%	30%
	Cell phone	67%	33%

Marist Poll National Adults who Made a 2017 New Year's Resolution: Interviews conducted November 6th through November 9th, 2017, n=294 MOE +/- 5.7 percentage points. Totals may not add to 100% due to rounding.



Adults Who Made Resolutions	Adults Who Made Resolutions Last New Year's	
	Did you keep resolution?	
	Yes/At least part of it	No
2017	68%	32%
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