

How the Survey was Conducted

Nature of the Sample: Marist Poll of 1,744 National Adults

This survey of 1,744 adults was conducted December 9th through December 11th, 2019 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 Dynata (formerly 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. 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 2017 American Community Survey 1-year estimates for age, gender, income, race, and region. Results are statistically significant within ± 3.5 percentage points. There are 1,508 registered voters. The results for this subset are statistically significant within ± 3.7 percentage points. There are 731 adults likely to make a New Year's resolution for 2020. The results for this subset are statistically significant within ± 5.3 percentage points. Tables include results for subgroups with a minimum sample size of 100 unweighted completed interviews as to only display crosstabs with an acceptable sampling error. It should be noted that although you may not see results listed for a certain group, it does not mean interviews were not completed with those individuals. It simply means the sample size is too small to report. The error margin was adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample

		National Adults	National Registered Voters	Likely to Make New Year's Resolution for 2020
		Column %	Column %	Column %
National Adults		100%		
National Registered Voters		86%	100%	
Likely to Make a New Year's Resolution for 2020		42%	42%	100%
Party Identification	Democrat	n/a	34%	39%
	Republican	n/a	25%	23%
	Independent	n/a	39%	36%
	Other	n/a	2%	3%
Gender	Men	49%	49%	49%
	Women	51%	51%	51%
Age	Under 45	45%	42%	53%
	45 or older	55%	58%	47%
Age	18 to 29	17%	15%	22%
	30 to 44	28%	27%	31%
	45 to 59	25%	26%	24%
	60 or older	30%	33%	23%
Generation	Gen Z/Millennials (18-38)	31%	29%	37%
	Gen X (39-54)	28%	27%	32%
	Baby Boomers (55-73)	27%	29%	21%
	Silent-Greatest (Over 73)	14%	15%	10%
Race/Ethnicity	White	63%	65%	60%
	African American	12%	12%	15%
	Latino	13%	13%	13%
	Other	12%	10%	12%
Region	Northeast	18%	17%	16%
	Midwest	21%	21%	20%
	South	38%	39%	41%
	West	23%	23%	23%
Household Income	Less than \$50,000	42%	41%	36%
	\$50,000 or more	58%	59%	64%
Education	Not college graduate	59%	57%	53%
	College graduate	41%	43%	47%
Education by Race	White - Not College Graduate	36%	37%	32%
	White - College Graduate	26%	29%	29%
	Non-White - Not College Graduate	23%	21%	21%
Education - Race - Gender	Non-White - College Graduate	14%	14%	18%
	Men - White - Not College Graduate	17%	18%	15%
	Men - White - College Graduate	12%	13%	13%
	Men - Non-White - Not College Graduate	13%	11%	14%
	Men - Non-White - College Graduate	7%	7%	7%
	Women - White - Not College Graduate	19%	19%	17%
	Women - White - College Graduate	14%	16%	16%
	Women - Non-White - Not College Graduate	10%	10%	8%
	Women - Non-White - College Graduate	7%	7%	11%
White Evangelical Christians		20%	21%	19%
Area Description	Big city	22%	22%	26%
	Small city	19%	17%	20%
	Suburban	21%	22%	21%
	Small town	21%	20%	19%
	Rural	17%	19%	13%
Small city/Suburban Men		20%	19%	22%
Other area Men		29%	29%	27%
Small city/Suburban Women		20%	20%	19%
Other area Women		31%	31%	32%
Interview Type	Landline	35%	37%	28%
	Cell phone	65%	63%	72%

Marist Poll National Adults. Interviews conducted December 9th through December 11th, 2019, n=1744 MOE +/- 3.5 percentage points. National Registered Voters: n=1508 MOE +/- 3.7 percentage points. National Adults Likely to Make a New Year's Resolution for 2020: n=731 MOE +/- 5.3 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 likely- Somewhat likely	Not likely at all
		Row %	Row %
National Adults		42%	58%
National Registered Voters		42%	58%
Party Identification^	Democrat	49%	51%
	Republican	40%	60%
	Independent	39%	61%
Region	Northeast	39%	61%
	Midwest	40%	60%
	South	45%	55%
	West	42%	58%
Household Income	Less than \$50,000	36%	64%
	\$50,000 or more	47%	53%
Education	Not college graduate	38%	62%
	College graduate	49%	51%
Race/Ethnicity	White	40%	60%
	Non-white	46%	54%
Race and Education	White - Not College Graduate	37%	63%
	White - College Graduate	45%	55%
Gender - Race - Education	Men - White - Not College Graduate	36%	64%
	Men - White - College Graduate	45%	55%
	Women - White - Not College Graduate	37%	63%
	Women - White - College Graduate	45%	55%
Age	Under 45	50%	50%
	45 or older	36%	64%
Generation	Gen Z/Millennials (18-38)	49%	51%
	Gen X (39-54)	49%	51%
	Baby Boomers (55-73)	34%	66%
	Silent-Greatest (Over 73)	32%	68%
Gender	Men	42%	58%
	Women	42%	58%
White Evangelical Christians		40%	60%
Area Description	Big city	51%	49%
	Small city	45%	55%
	Suburban	43%	57%
	Small town	39%	61%
	Rural	31%	69%
Small city/Suburban Men		47%	53%
Small city/Suburban Women		41%	59%

Marist Poll National Adults. Interviews conducted December 9th through December 11th, 2019 n=1744 MOE +/- 3.5 percentage points.

^National Registered Voters: n=1508 MOE +/- 3.7 percentage points. Totals may not add to 100% due to rounding.

NYR1000RTRND. Marist Poll National Trend

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
2019	42%	58%
2018	44%	56%
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

Likely to Make New Years Resolution for 2020

What is it that you will resolve to do or not to do in the New Year?

		Eat healthier	Exercise more	Be a better person	Lose weight	Improve health	Self-improvement/ Personal growth	Spend less money/Save more	Other
		Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
Likely to Make New Years Resolution for 2020		12%	11%	10%	10%	9%	9%	8%	33%
National Registered Voters		12%	11%	11%	11%	9%	7%	7%	33%
Party Identification^	Democrat	13%	10%	12%	8%	11%	11%	7%	30%
	Republican	17%	11%	9%	11%	14%	5%	5%	27%
	Independent	7%	12%	13%	12%	4%	6%	9%	37%
Region	Northeast	11%	18%	5%	9%	12%	14%	7%	23%
	Midwest	16%	9%	14%	7%	9%	9%	5%	31%
	South	13%	9%	8%	9%	7%	8%	9%	38%
	West	5%	11%	13%	14%	11%	6%	8%	31%
Household Income	Less than \$50,000	8%	5%	14%	10%	9%	9%	9%	36%
	\$50,000 or more	13%	15%	6%	10%	9%	9%	8%	30%
Education	Not college graduate	10%	10%	12%	10%	7%	8%	9%	33%
	College graduate	14%	12%	6%	9%	11%	10%	6%	33%
Race/Ethnicity	White	15%	11%	10%	9%	11%	7%	6%	31%
	Non-white	8%	11%	10%	10%	7%	10%	10%	35%
Race and Education	White - Not College Graduate	13%	6%	11%	10%	8%	8%	8%	36%
	White - College Graduate	16%	16%	9%	9%	15%	7%	4%	23%
Gender - Race - Education	Men - White - Not College Graduate	10%	6%	9%	9%	8%	10%	8%	40%
	Men - White - College Graduate	16%	17%	8%	12%	7%	6%	8%	25%
	Women - White - Not College Graduate	16%	7%	13%	10%	8%	6%	8%	33%
	Women - White - College Graduate	16%	16%	9%	6%	22%	8%	1%	22%
Age	Under 45	11%	13%	8%	7%	7%	13%	11%	30%
	45 or older	12%	8%	12%	13%	12%	4%	4%	35%
Generation	Gen Z/Millennials (18-38)	7%	13%	11%	9%	6%	10%	9%	34%
	Gen X (39-54)	16%	10%	5%	7%	10%	10%	11%	31%
	Baby Boomers (55-73)	13%	10%	7%	15%	15%	4%	3%	34%
	Silent-Greatest (Over 73)	11%	8%	29%	7%	6%	5%	3%	31%
Gender	Men	10%	11%	7%	10%	8%	9%	10%	36%
	Women	13%	11%	12%	10%	10%	9%	6%	29%
White Evangelical Christians		20%	6%	10%	11%	13%	8%	3%	28%
Area Description	Big city	19%	8%	7%	6%	5%	7%	8%	41%
	Small city	2%	13%	14%	10%	17%	19%	7%	17%
	Suburban	9%	12%	8%	14%	14%	4%	9%	29%
	Small town/Rural	13%	11%	11%	9%	5%	7%	6%	37%
Small city/Suburban Men		7%	12%	7%	10%	13%	12%	10%	28%
Small city/Suburban Women		5%	13%	15%	15%	17%	10%	7%	18%

Marist Poll National Adults Likely to Make a New Years Resolution for 2020. Interviews conducted December 9th through December 11th, 2019 n=731 MOE +/- 5.3 percentage points.

NYR1100R. Marist Poll National Tables December 9th through December 11th, 2019

		Likely to Make New Years Resolution for 2020
		Col %
What is it that you will resolve to do or not to do in the New Year?	Eat healthier	12%
	Exercise more	11%
	Be a better person	10%
	Lose weight	10%
	Improve health	9%
	Self-improvement/Personal growth	9%
	Spend less money-Save more	8%
	Stop smoking	5%
	Get better job	4%
	Get closer to God	4%
	Get politically involved	3%
	Use time better	3%
	Go back to school	2%
	Enjoy life	2%
	Increase family time	1%
	Get new house	1%
	Set goals	1%
	Worry less	1%
	Travel	1%
	Kinder to others	1%
Stop drinking	<1%	
Other	4%	

Marist Poll National Adults Likely to Make a New Years Resolution for 2020. Interviews conducted December 9th through December 11th, 2019 n=731 MOE +/- 5.3 percentage points.

NYR1100RTRND. Marist Poll National Trend

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 2019	December 2018
Eat healthier	12%	9%
Exercise more	11%	13%
Lose weight	10%	10%
Be a better person	10%	9%
Improve health	9%	6%
Self-improvement-Personal growth	9%	6%
Spend less money-Save more	8%	8%
Stop smoking	5%	12%
Get closer to God	4%	3%
Get better job	4%	2%
Use time better	3%	3%
Get politically involved	3%	1%
Go back to school	2%	3%
Enjoy life	2%	3%
Increase family time	1%	2%
Kinder to others	1%	2%
Set goals	1%	1%
Travel	1%	1%
Get new house	1%	1%
Worry less	1%	<1%
Stop drinking	<1%	n/a
Other	4%	5%

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

NYR1013R. Marist Poll National Tables December 9th through December 11th, 2019

		Made 2019 New Year's Resolution Last Year	
		Did you keep it?	
		Yes	No
		Row %	Row %
Made 2019 New Year's Resolution Last Year		73%	27%
National Registered Voters		72%	28%
Household Income	Less than \$50,000	65%	35%
	\$50,000 or more	76%	24%
Education	Not college graduate	74%	26%
	College graduate	71%	29%
Race and Education	White - Not College Graduate	70%	30%
	White - College Graduate	77%	23%
Age	Under 45	72%	28%
	45 or older	74%	26%
Gender	Men	79%	21%
	Women	67%	33%

Marist Poll National Adults who Made a 2019 New Years Resolution. Interviews conducted December 9th through December 11th, 2019 n=429 MOE +/- 7.0 percentage points.

NYR1013RTRND. Marist Poll National Trend

Adults Who Made Resolutions	Adults Who Made Resolutions Last New Year's	
	Did you keep resolution?	
	Yes/Part of it	No
2019	73%	27%
2018	68%	32%
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

		National Adults		
		Thinking about what is ahead for the world in 2020, are you generally more optimistic or more pessimistic?		
		More optimistic	More pessimistic	Vol: Unsure
		Row %	Row %	Row %
National Adults		60%	35%	5%
National Registered Voters		59%	36%	5%
Party Identification^	Democrat	50%	46%	4%
	Republican	76%	17%	7%
	Independent	57%	38%	4%
Region	Northeast	57%	40%	2%
	Midwest	56%	37%	7%
	South	63%	31%	6%
	West	60%	36%	4%
Household Income	Less than \$50,000	60%	34%	6%
	\$50,000 or more	62%	36%	2%
Education	Not college graduate	61%	32%	7%
	College graduate	59%	38%	2%
Race/Ethnicity	White	58%	37%	5%
	Non-white	63%	32%	5%
Race and Education	White - Not College Graduate	61%	32%	7%
	White - College Graduate	54%	42%	3%
Gender - Race - Education	Men - White - Not College Graduate	65%	29%	6%
	Men - White - College Graduate	60%	36%	4%
	Women - White - Not College Graduate	57%	35%	8%
	Women - White - College Graduate	50%	48%	3%
Age	Under 45	58%	37%	5%
	45 or older	62%	34%	5%
Generation	Gen Z/Millennials (18-38)	56%	38%	5%
	Gen X (39-54)	65%	31%	4%
	Baby Boomers (55-73)	59%	38%	3%
	Silent-Greatest (Over 73)	61%	28%	11%
Gender	Men	62%	32%	5%
	Women	58%	37%	5%
White Evangelical Christians		64%	27%	9%
Area Description	Big city	54%	42%	4%
	Small city	58%	35%	6%
	Suburban	61%	36%	3%
	Small town	70%	24%	6%
	Rural	57%	36%	7%
Small city/Suburban Men		64%	32%	5%
Small city/Suburban Women		56%	40%	4%

Marist Poll National Adults. Interviews conducted December 9th through December 11th, 2019 n=1744 MOE +/- 3.5 percentage points.

^National Registered Voters: n=1508 MOE +/- 3.7 percentage points. Totals may not add to 100% due to rounding.

NYR1200TRND. Marist Poll National Trend

National Adults			
Thinking about what is ahead for the world in 2020 [2019], are you generally more optimistic or more pessimistic?			
	More optimistic	More pessimistic	Unsure
	Row %	Row %	Row %
December 2019	60%	35%	5%
December 2018	60%	37%	3%

Marist Poll National Adults.