



## THOUGHT STARTER

# A World in Limbo: What to Expect in 2022

The second year of the COVID-19 pandemic in the U.S. is coming to an end, with Americans' lives both moving forward and on pause. As Americans face new challenges and uncertainty with the omicron variant, Ipsos is taking a look at the past year and how people feel about its progress—and its setbacks.

It turns out many Americans (61%) feel good about 2021 compared to their reflections last year on 2020 (a year which 34% said they felt good). Some of this is because Americans have adjusted to the shock of 2020 lockdowns, when consumers and businesses had to adjust to new rules and regulations on where they could go and when. Although Americans faced new challenges in 2021, things looked better to many Ipsos respondents. This is undoubtedly due to vaccine availability and adjustments to today's new normal in dealing with COVID.

While attitudes are better this year, Americans are still not back to feeling as good about their personal lives or the country overall as they did before the pandemic. Almost one in four said 2021 was a bad year for them. Seven out of ten indicated it was a bad year for the country as a whole:

## Year-End Comparisons

American sentiment:	2021 %	2020 %	2019 %	2018 %	2017 %
Personal Level					
Good year	61	34	72	75	68
Bad year	39	66	28	25	32
Country as a Whole					
Good year	31	9	50	52	39
Bad year	69	91	50	48	61

## Tis the Season

It's the most wonderful time of the year—or is it? The holidays will be brighter for many Americans: 63% say they are more likely to visit family and friends this season compared to 2020. Vaccination status will play a role for some choosing to attend gatherings, but not everyone:

### Will vaccination status affect decision to gather with family and friends this holiday season?

43%	No, doesn't affect decision
32%	Yes, does affect decision
25%	Somewhat, taken into consideration, won't determine final decision

Retailers can expect most consumers to spend more or the same (76%) this year than last year.

Compared to last year's holiday spending, plan to spend:	2021 %	2020 %	2019 %
More	16	7	11
The same	60	53	67
Less	24	40	22





Due to current inflation and supply chain concerns, it's likely consumers will face problems trying to complete their holiday lists. More than one-third of Americans expect higher prices to be the biggest obstacle that will affect their holiday shopping this season. A quarter of Americans do not believe the concerns brought on by current transportation delays and worker shortages will cause a problem; they must be giving cash this year!

### Expect following to adversely impact their holiday shopping the most:



## Changes Ahead

Naturally, many Americans hope to make positive changes in the new year. As always, fitness and finances top the list.

Plan to change in 2022:	%
Exercise more	48
Lose weight	41
Eat cleaner / healthier	41
Save more / improve finances	35
Have a more positive attitude	34
Travel more	33
Be more patient / kind	32
Be more respectful of other	16
Get new job	16
Use less social media	14
Volunteer more	12
Be more accepting / inclusive	12
Quit / cut down on looking at the news	11
Quit / cut down on alcohol	9
Quit smoking cigarettes	6
Quit vaping / e-cigarettes	3
Other	1
None of the above	13

By all accounts, the 2021 housing market was very strong. Zillow and Goldman Sachs are predicting continued growth in 2022, reflecting what Americans told Ipsos. Considerably more say they plan to purchase a home next year than in 2021, especially among those under age 55.

Age	Purchased home in 2021	Plan to purchase home in 2022
Total	7%	13%
18–34 year olds	13%	21%
35–54	6%	14%
55 and older	4%	5%

## Why Ipsos eNation Omnibus

Want to learn more about how Americans feel? Try Ipsos eNation Omnibus. One of the most important aspects of marketing is knowing your audience. The Ipsos eNation Omnibus is the ideal marketing tool because it can quickly measure public opinion and consumer attitudes about any topic, any time. Our rapid response research is affordable, efficient, accurate, flexible and includes overnight and custom study options. These actionable Ipsos insights can be incorporated into your marketing strategy immediately.

Our **2021 Year In Review** Study provides details on how Americans reflect on 2021 as it comes to an end and what to expect during this year's holiday shopping. This valuable information allows you to optimize messaging on an infinite number of products and categories or identify growth with potential product extensions.

If you would like complimentary access to this **2021 Year In Review** Study, a copy of a past Thought Starter omnibus study, or to learn more about eNation Omnibus, please contact us today.

Ipsos eNation Omnibus Thought Starters still available:

- Back-To-School Spending
- Summer Vacations
- Our Homes during COVID
- 2020 Year-In-Review

Ipsos U.S. eNation Omnibus completes five national surveys each week. Ipsos Omnibus offers a variety of services, including overnight and custom studies. Data for this study was generated by an Ipsos eNation online omnibus study of 1,005 American adults, age 18 and older, conducted November 8–9, 2021. If you would like complimentary access to this 2021 Year in Review Study, or to learn more about eNation omnibus, please contact:

**Chris Deeney**

Senior Vice President, U.S. Ipsos Observer • 312.526.4088  
[chris.deeney@ipsos.com](mailto:chris.deeney@ipsos.com)

Visit us at: <https://www.ipsos.com>



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