



PRESS RELEASE

Urban Plates/Ipsos Poll 2020 New Year's Resolutions

Poll shows that half of New Year's Resolutions in 2020 will be related to improving finances or health

Washington, DC, December 11, 2019 — A new Ipsos public opinion survey of 2,011 Americans on behalf of Urban Plates shows that 38% of Americans plan to have New Year's resolutions in 2020, about the same number as in 2019 (36%). Twenty percent (20%) of Americans plan to make multiple resolutions for 2020, while 18% plan to make just one. Hispanic Americans (56%) are more likely to say they will have a New Year's resolution in 2020 than the general population.

More than half of Americans who report planning to have a New Year's resolution for 2020 said their goals are related to finances (51%), eating healthier (51%), and being more active (50%). Two in five Americans (42%) report wanting to lose weight, and a similar number want to improve their mental well-being (38%) through stress reduction and other techniques, like mindfulness practices. One third of Americans are looking to improve their social connections (30%) by spending more time with friends and family, getting involved in their local community, improving their current relationships, and even falling in love. Skill development like learning a language or instrument, or taking up a sport (22%); being more environmentally friendly by reducing waste, recycling, reducing plastic use and volunteering for eco-minded causes (22%); and other health related goals like quitting smoking, reducing alcohol consumption, and getting more sleep, (19%) are resolutions for one in five Americans.

For those Americans who plan to not have a New Year's resolution in 2020, half (52%) said this is because New Year's resolutions are not important to them. Seventeen percent (17%) of Americans are not motivated to make any resolutions (17%), 6% said they do not think they will succeed, and 3% said they are too busy (3%). Just under one in five Americans report they don't feel the need for resolutions (16%).

Among the Americans who reported having a New Year's resolution in 2019, 44% report they are either still going strong with their commitment, or they have already reached their goal. More than half (56%) report that they kept their resolution for less than a year. Losing motivation (45%) was the main reason for not keeping 2019 resolutions, followed by being too busy (20%), or not having the support they needed to complete their goal (11%). Fifteen percent (15%) report that they changed their mind about their resolution, so they did not keep it.

For full results, please refer to the following annotated questionnaire.



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1. Thinking about New Year's Resolutions, did you have a resolution for 2019 and do you have any planned for 2020? (Select one for each year)

	All Respondents	
	2019	2020
Yes (Total)	36%	38%
Yes, one New Year's Resolution for the year	18%	18%
Yes, multiple New Year's Resolutions for the year	18%	20%
No New Year's Resolutions for the year	64%	62%
Base: All Respondents	2011	2011

2. Which of the following best describes your 2020 resolution(s)? (Select all that apply) [ONLY ASKED OF THOSE WHO REPORTED HAVING A NEW YEAR'S RESOLUTION IN 2020]

	All Respondents
Financial (save more money, buy a house, pay-off debt, etc.)	51%
Eat healthier (avoid fast food, fewer processed foods, etc.)	51%
Work out/ be more active	50%
Lose weight	42%
Mental wellness (stress reduction, mindfulness practice, self-esteem, etc.)	38%
Social connections (spend more time with friends or family, get involved in the community, fall in love, improve relationships, etc.)	30%
Skill development (learn a language, learn an instrument, take up a sport, etc.)	22%
Be more environmentally friendly (recycle more, reduce waste, reduce plastic-use, volunteer for eco-minded causes, etc.)	22%
Other health related goals (quit smoking, decrease alcohol, more sleep, etc.)	19%
Other	4%
Base: All who report having in New Year's Resolution in 2020 in Q1	710



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3. What is your **main reason** for not making a New Year's Resolution(s) for 2020? [ASKED OF THOSE WHO REPORTED NOT HAVING A NEW YEAR IN Q1]

	All Respondents
It's not something that's important to me	52%
I don't feel motivated to do it	17%
I'm where I want to be / I don't feel the need for resolutions right now	16%
I don't think I will succeed	6%
I'm too busy	3%
Other	5%
Base: All who report not having in New Year's Resolution in 2020 in Q1	1301

4. How long did you keep your 2019 New Year's Resolution? If you had multiple resolutions, please consider the one that you kept the longest. [ASKED ONLY OF THOSE WHO REPORTED HAVING A NEW YEAR'S RESOLUTION IN 2019 IN Q1]

	All Respondents
I'm still working on it / I completed my resolution already	44%
Less Than A Year (Total)	56%
Less than 11 months but at least 6 months or more	10%
Less than 6 months but at least 3 months or more	15%
Less than 3 months but at least 1 month or more	19%
Less than 1 month	11%
Base: All who report having in New Year's Resolution in 2019 in Q1	653

5. In your opinion, why do you think you didn't keep your 2019 resolution?

	All Respondents
I lost motivation	45%
I was too busy	20%
I changed my mind	15%
I didn't have the support needed	11%
Other	4%
I don't know why I didn't keep it	4%
Base: All who did not say they had completed resolution or were still working on it in Q4	369



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About the Study

These are some of the findings of an Ipsos poll conducted between November 12-14, 2019 on behalf of Urban Plates. For this survey, a sample of 2,011 adults age 18+ from the continental U.S., Alaska and Hawaii were interviewed online in English. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within \pm 2.5 percentage points, 19 times out of 20, had all Americans been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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