



2020, A Year Filled with Promise?

Here's to a Good Year

Reflection is a good thing. And as we get ready for a new year, it is time to take stock on 2019. Was it good for you? Did it live up to your expectations? Ipsos decided to take the guesswork out of it and ask Americans if 2019 unfolded as they had hoped. We also found out their thoughts and expectations for 2020, a year that holds what surely feels like a critical election in American history.

Farewell to 2019

This year has been like previous years—filled with ups and downs. Let's start with the positive, shall we? The U.S. government now consists of the most diverse class of lawmakers. More Americans are thinking about the environment and actively going green. On the tech side, the 5G, an elevated mobile network is running and available in the U.S. Now, onto the downside. 2019 saw the longest government shutdown in American history. Two scandals swept the nation—the college admissions cheating scandal and the impeachment inquiry of President Donald Trump. With all of this considered, and much more, how do Americans view 2019? 72% say the past year was a good year on a personal level, but only 50% concluded it was a good year for our country. Both of these numbers show a slight dip from last year; however, it is still much higher than the satisfaction levels we saw in 2017.

Year End Comparisons

American sentiment:	2019 %	2018 %	2017 %
Personal level			
Good year	72	75	68
Bad year	28	25	32
Country as a whole			
Good year	50	52	39
Bad year	50	48	61

2020 Vision

*“Cheers to a **new** year and another chance for us to get it right.”*
—Oprah Winfrey

The media mogul's encouraging words aside, how are Americans feeling as we march toward a new year? 74% of Americans feel optimistic looking ahead to 2020. However, in true “glass is half-empty” fashion, only 25% say they are *very optimistic* about the upcoming year—a drop from 31% in the previous year. Meanwhile, 6% told us they are *very pessimistic* about 2020, the exact number from 2019, proving they may be pessimistic, but they are also consistent.





Think of upcoming year:	2020 %	2019 %
Optimistic-net	74	73
Very optimistic	25	31
Somewhat optimistic	49	42
Pessimistic-net	26	27
Somewhat pessimistic	20	21
Very pessimistic	6	6

Big Plans

A new year seems to be a good time for people to make positive changes in their lives, and 2020 is no exception. Most Americans plan to move towards several positive changes in the new year. Of course, topping the list is the always popular choice—exercising more. That unsurprising leader was followed by eating healthier and losing weight. Something notable on the list was the choice coming in at fifth place—voting. Our civic duty can often be more accurately called civic apathy, with a lack of voter turnout. So, is this a sign of things to come as we head into a historic presidential election?

Plan to Change in 2020:	%
Exercise more	50
Eat cleaner/healthier	42
Lose weight	40
More positive attitude	36
Vote	34
More patient/kind	33
Get new job	18
More respectful of others	18
More accepting/inclusive	14
Volunteer more	14
Quit smoking cigarettes	9
Quit/reduce looking at news	7
Quit/cut down alcohol	6
Quit vaping/e-cigarettes	2
Other	3
None of above	13

Millennials are most likely to make a positive change for 2020, with only 5% saying they won't make any of the changes.

As for the 2020 real estate market, 13% of Americans indicate they plan to buy a home in the new year. This is down slightly from what we saw last year (16%). Not surprisingly, Millennials lead the charge with 25% being most likely to purchase a home in 2020.

And speaking of spending, holiday spending is expected to be consistent with last year's budget for 68% of Americans. While 22% plan to spend less and only 11% indicating they intend on spending more this holiday season.

Presidential Election Coverage

Partisanship and uneasiness are key feelings regarding the 2020 election. No one knows what will happen and who will be our 46th President, but the feeling is it will be a historical election, no matter who the winner is. With all of this drama, are Americans looking forward to watching the upcoming election coverage? Unlike a good TV show, most Americans say they do not enjoy following the presidential election news. In fact, 63% dread all of the election coverage, meaning only 37% are looking forward to it.

Feel about 2020 election coverage of presidential race:	%
Positive-net	37
Really look forward to election coverage	13
Somewhat look forward to it	24
Negative-net	63
Somewhat dread election coverage	31
Really dread the election coverage	32

Why 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, anytime. 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. This **Year In Review Study** provides details on how Americans feel as another year comes to an end and what to expect for spending and health habits in 2020. This valuable information allows you to optimize messaging on an infinite number of products and categories or identify growth with potential product extensions.



What's Next for Ipsos eNation?

Look for our next thought-provoking Thought Starter in March. With a new year, we'll see how American's feel about current restrictions on plastic straws, plastic bags and other environmental changes.

If you would like complimentary access to this **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:

- The Internet of Things (IoT)
- Summer Habits
- Time-Out
- An Aging America
- 2018 Optimism
- Smart Home Technology

Ipsos U.S. eNation Omnibus completes five national surveys, weekly. 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 1005 American adults, 18 and older, conducted November 1–4, 2019. If you would like complimentary access to the **2019 Year in Review Study**, or to learn more about eNation omnibus, please contact:

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