



## PUBLIC POLL FINDINGS AND METHODOLOGY

### Nearly two in five Americans have a New Year's Resolution planned for 2021

New Urban Plates/Ipsos Poll finds that working out/being more active is a top 2021 goal, as cited by more than half of those planning a resolution

#### Topline Findings

**Washington, DC, December 8, 2020** — A new Urban Plates/Ipsos poll finds that nearly two in five Americans have a resolution planned for 2021, including 18% who say they have multiple resolutions planned. Among those with resolutions planned for next year, working out/being more active is the most common goal, followed closely by goals focused on eating healthier and improving finances. Nearly three quarters of those planning a resolution say that COVID-19 has had an impact on what their resolution will be, with at least one in four saying they will focus more on mental health, eating healthier, and/or their finances as a result of the pandemic.

#### Detailed Findings

1. Nearly two in five (38%) Americans already have a resolution planned for 2021, with 20% saying they are focusing on one goal and another 18% saying they have multiple. A similar proportion (36%) say that they had a resolution for 2020.
  - Those most likely to have a resolution planned for 2021 include younger adults (59% of those aged 18-34 vs. 19% of those aged 55+), parents (54% of those with children living at home vs. 33% of those with no kids), and those who had a resolution for 2020 (86% vs. 11% of those who did not).
  - Results are on par with those from a survey conducted in 2019, where 36% of adults said they had set a resolution for that year and 38% who had planned a New Year's resolution for 2020.
  - Among those planning a resolution for 2021, most say that COVID-19 has had an impact on their resolution, including more than a quarter who say the pandemic has made them want to focus more on mental wellness (29%), eating healthier (28%), and/or focus more on financial goals (27%). Another 23% say COVID has made them focus more on other health related goals such as quitting smoking, decreasing alcohol, and sleeping more, while other mentions fall below this threshold. On the other hand, 27% among this group say that COVID-19 has not impacted their 2021 resolution(s).



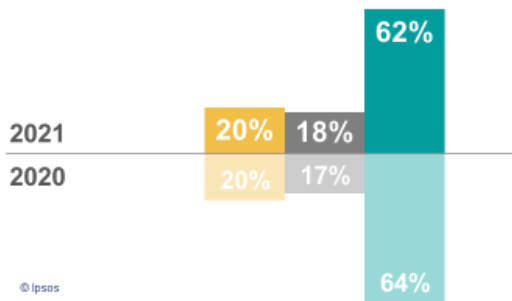
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### Nearly two in five have a New Year's Resolution planned for 2021

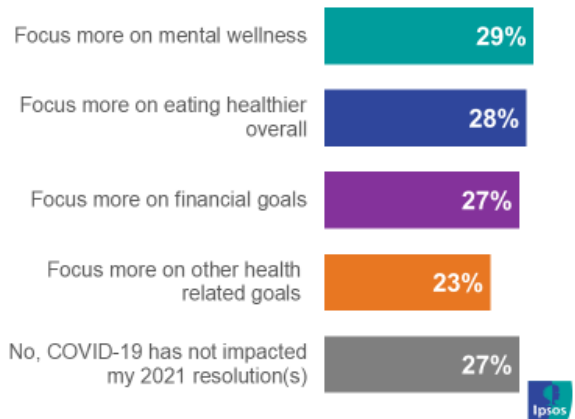
Many of those who have a resolution planned say COVID-19 has had an impact on their goals for next year, with 73% selecting a resolution they likely wouldn't have before

**Thinking about New Year's Resolutions, did you have a resolution for 2020 and do you have any planned for 2021?**

- Yes, **one** New Year's Resolution for the year
- Yes, **multiple** New Year's Resolutions for the year
- No New Year's Resolutions for the year



**Has Covid-19 impacted your resolution for 2021?** *Responses less than 20% not shown here*

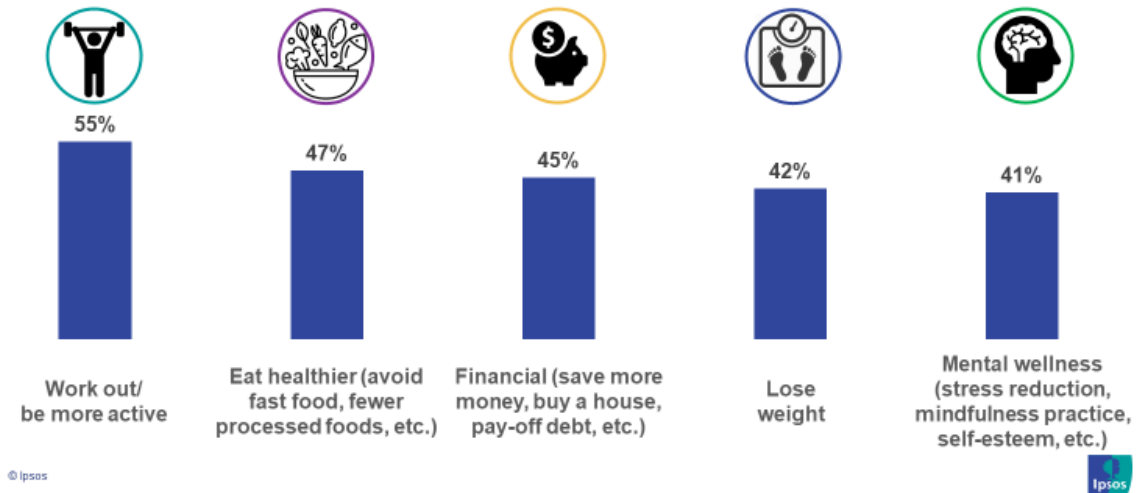


2. Among those who have a New Year's Resolution for next year, boosting physical health is the top theme, with 55% saying they plan to work out/be more active in the year ahead. Just under half plan to focus on eating healthier (47%) and/or focus on their finances (45%, save more money, buy a house, pay-off debt, etc.). These were also the top three resolutions in 2019.
  - Losing weight (42%) and mental wellness (41%) round out the top five, while bolstering social connections (34%) and skill development (24%) are mentioned by at least a quarter.
  - Several differences exist across gender, with women significantly more likely to describe their 2021 resolutions as being focused on finances (54% vs. 38% of men), losing weight (49% vs. 36%), and mental wellness (54% vs. 29%). More than half of those under the age of 35 also report that their New Year's resolution will concentrate on mental wellness (51% vs. 33% of those aged 35 and over).
  - When asked how long they kept their 2020 New Year's Resolution, just over half (55%) of those who made a resolution did not keep it for the entire year - including one in ten (11%) who kept it for less than a month. These results are similar to those seen in 2019 where 56% did not complete their resolution. On the other hand, 45% say that they are still working on their resolution(s) or have reached their goal(s) already, and this is especially true for older adults (61% of those aged 55+).
  - Among those who did not keep their 2020 resolution, losing motivation stands out as the top reason for not following through (35%, down from 45% in 2019). Roughly one in five cite being too busy (19%) or changing their mind (18%) as reasons why they did not keep their 2020 resolution, while one in ten (11%) feel they did not have the support they needed to be successful. Another 11% mention some other reason (up significantly from 4% in 2019) while 5% simply don't know why they didn't keep it.

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### More than half of those with a resolution planned for 2021 say working out/being more active best describes their goal(s)

Which of the following best describes your 2021 resolution(s)? Top five responses shown.



These are the findings from an Ipsos poll conducted November 5 – 6, 2020 on behalf of Urban Plates. For the survey, a sample of 1,005 adults ages 18 and over from the continental U.S., Alaska and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.5 percentage points for all respondents.

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

### Full Annotated Questionnaire

- Thinking about New Year's Resolutions, did you have a resolution for 2020 and do you have any planned for 2021?

2020	Total (N=1,005)	Resolution for 2019 (N=2,011)
Yes (Net)	36%	36%
Yes, one New Year's Resolution for the year	20%	18%
Yes, multiple New Year's Resolutions for the year	17%	18%
No New Year's Resolutions for the year	64%	64%



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2021	Total (N=1,005)	Resolution for 2020 (N=2,011)
Yes (Net)	38%	38%
Yes, one New Year's Resolution for the year	20%	18%
Yes, multiple New Year's Resolutions for the year	18%	20%
No New Year's Resolutions for the year	62%	62%

2. Which of the following best describes your 2021 resolution(s)?

	Have resolution for 2021 (N=347)	Had resolution for 2020 (N=710)
Work out/ be more active	55%	50%
Eat healthier (avoid fast food, fewer processed foods, etc.)	47%	51%
Financial (save more money, buy a house, pay-off debt, etc.)	45%	51%
Lose weight	42%	42%
Mental wellness (stress reduction, mindfulness practice, self-esteem, etc.)	41%	38%
Social connections (spend more time with friends or family, get involved in the community, fall in love, improve relationships, etc.)	34%	30%
Skill development (learn a language, learn an instrument, take up a sport, etc.)	24%	22%
Be more environmentally friendly (recycle more, reduce waste, reduce plastic-use, volunteer for eco-minded causes, etc.)	18%	22%
Other health related goals (quit smoking, decrease alcohol, more sleep, etc.)	17%	19%
Integrate more vegan and/or vegetarian choices into your diet	14%	-
Other	5%	4%

3. How long did you keep your 2020 New Year's Resolution? If you had multiple resolutions, please consider the one that you kept the longest.

	Had resolution in 2020 (N=318)	Had resolution in 2019 (N=653)
I'm still working on it / I completed my resolution already	45%	44%
Less Than A Year (Net)	55%	56%
Less than 11 months but at least 6 months or more	11%	10%
Less than 6 months but at least 3 months or more	14%	15%
Less than 3 months but at least 1 month or more	19%	19%
Less than 1 month	11%	11%



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4. In your opinion, why do you think you didn't keep your 2020 resolution? Please select the reason that fits you best.

	Did not keep 2020 resolution (N=169)	Did not keep 2019 resolution (N=369)
I lost motivation	35%	45%
I was too busy	19%	20%
I changed my mind	18%	15%
I didn't have the support needed	11%	11%
Other	11%	4%
I don't know why I didn't keep it	5%	4%

5. Has Covid-19 impacted your resolution for 2021? For example, are you selecting a resolution you likely wouldn't have before?

	Have resolution for 2021 (N=347)
Yes, I'm deciding to focus more on mental wellness (stress reduction, mindfulness practice, self-esteem, etc.)	29%
Yes, I'm deciding to focus more on eating healthier overall	28%
Yes, I'm deciding to focus more on financial goals (save more money, buy a house, pay-off debt, etc.)	27%
Yes, I'm deciding to focus more on other health related goals (quit smoking, decrease alcohol, more sleep, etc.)	23%
Yes, I'm deciding to focus more on skill development (learn a language, learn an instrument, take up a sport, etc.)	15%
Yes, I'm deciding to integrate more immunity boosting foods into my diet	14%
Yes, I'm deciding to integrate more vegan and/or vegetarian choices into my diet	7%
Yes, but none of the above apply	3%
No, Covid-19 has not impacted my 2021 resolution(s)	27%

### About the Study

These are the findings from an Ipsos poll conducted November 5 - 6, 2020 on behalf of Urban Plates. For the survey, a sample of 1,005 adults ages 18 and over from the continental U.S., Alaska and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos' online panel (see [link](#) for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see [link](#) for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2018 American Community Survey data. The sample drawn for this





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study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,005, DEFF=1.5, adjusted Confidence Interval=+/- 5.0 percentage points for all respondents).

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### About Ipsos

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Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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