



# TOPLINE AND METHODOLOGY

## Ipsos New Year's Resolution Poll

Conducted by Ipsos' KnowledgePanel®  
A survey of the American adult population (ages 18+)  
Interview dates: January 6-8, 2023  
Number of interviews: 1,014

Margin of error for the total sample: +/- 3.3 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: \* = less than 0.5%, - = no respondents

### Annotated Questionnaire:

1. Have you made any of the following resolutions for the New Year?

Yes Summary Table

	All Americans (N=1,014)	Gen Z (N=127)	Millennials (N=267)	Gen X (N=253)	Boomers+ (N=367)
Eat healthier	50%	51%	53%	53%	44%
Exercise more	49%	53%	55%	50%	43%
Drink more water	43%	47%	45%	42%	40%
Lose weight	42%	27%	50%	45%	40%
Express more gratitude	36%	31%	36%	39%	37%
Get more sleep	33%	34%	39%	33%	28%
Be more present	32%	30%	37%	35%	25%
Have better work/life balance	26%	30%	32%	31%	14%
Reduce my carbon footprint	17%	17%	19%	16%	17%
Drink less alcohol	16%	9%	16%	21%	16%
Start or continue therapy	11%	11%	17%	12%	5%
None of these	29%	25%	26%	30%	33%



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1. Have you made any of the following resolutions for the New Year?

a. Exercise more

	All Americans	Gen Z	Millennials	Gen X	Boomers+
Yes	49%	53%	55%	50%	43%
No	50%	45%	45%	50%	56%
Skipped	1%	2%	-	-	2%

b. Drink less alcohol

	All Americans	Gen Z	Millennials	Gen X	Boomers+
Yes	16%	9%	16%	21%	16%
No	83%	88%	84%	79%	82%
Skipped	1%	2%	1%	-	2%

c. Express more gratitude

	All Americans	Gen Z	Millennials	Gen X	Boomers+
Yes	36%	31%	36%	39%	37%
No	63%	66%	64%	61%	62%
Skipped	1%	2%	*	-	1%

d. Be more present

	All Americans	Gen Z	Millennials	Gen X	Boomers+
Yes	32%	30%	37%	35%	25%
No	67%	67%	62%	65%	74%
Skipped	1%	2%	1%	-	1%

e. Lose weight

	All Americans	Gen Z	Millennials	Gen X	Boomers+
Yes	42%	27%	50%	45%	40%
No	57%	71%	50%	55%	59%
Skipped	1%	2%	-	-	1%



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1. Have you made any of the following resolutions for the New Year?

f. Eat healthier

	All Americans	Gen Z	Millennials	Gen X	Boomers+
Yes	50%	51%	53%	53%	44%
No	49%	47%	47%	46%	54%
Skipped	1%	2%	-	1%	2%

g. Get more sleep

	All Americans	Gen Z	Millennials	Gen X	Boomers+
Yes	33%	34%	39%	33%	28%
No	66%	63%	61%	67%	71%
Skipped	1%	2%	1%	-	1%

h. Drink more water

	All Americans	Gen Z	Millennials	Gen X	Boomers+
Yes	43%	47%	45%	42%	40%
No	57%	51%	55%	57%	59%
Skipped	1%	2%	-	1%	*

i. Have better work/life balance

	All Americans	Gen Z	Millennials	Gen X	Boomers+
Yes	26%	30%	32%	31%	14%
No	73%	68%	68%	67%	84%
Skipped	1%	2%	-	2%	2%

j. Start or continue therapy

	All Americans	Gen Z	Millennials	Gen X	Boomers+
Yes	11%	11%	17%	12%	5%
No	88%	87%	83%	87%	93%
Skipped	1%	2%	-	1%	2%



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1. Have you made any of the following resolutions for the New Year?

k. Reduce my carbon footprint

	All Americans	Gen Z	Millennials	Gen X	Boomers+
Yes	17%	17%	19%	16%	17%
No	82%	80%	80%	84%	82%
Skipped	1%	4%	1%	-	1%

2. Are you participating in "Dry January"?

	All Americans	Gen Z	Millennials	Gen X	Boomers+
Yes	4%	2%	8%	5%	2%
No	59%	55%	61%	63%	57%
I don't drink	36%	40%	31%	32%	40%
Skipped	1%	3%	*	-	1%



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### About the Study

This Ipsos poll was conducted by Ipsos using our KnowledgePanel. This poll is based on a nationally representative probability sample of 1,014 members of the U.S. general population aged 18+.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data for the total sample were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. The demographic benchmarks came from the 2022 March Supplement of the Current Population Survey (CPS).

- Gender (Male, Female) by Age (18–29, 30–44, 45-59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)

The margin of sampling error is plus or minus 3.3 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.16. The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.



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### About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

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. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline “Game Changers” sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP [www.ipsos.com](http://www.ipsos.com).