

OP4G SURVEY FINDS NEW YEAR'S RESOLUTIONS

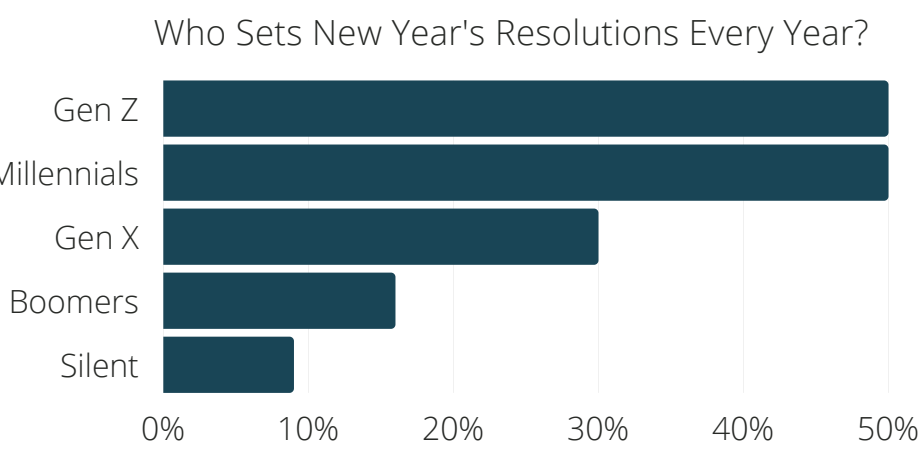
Op4G recently surveyed a demographically diverse and well-balanced sample of 1,365 Americans on the topic of New Year's resolutions and plans for 2022.

Q: Do you typically set New Year's resolutions?

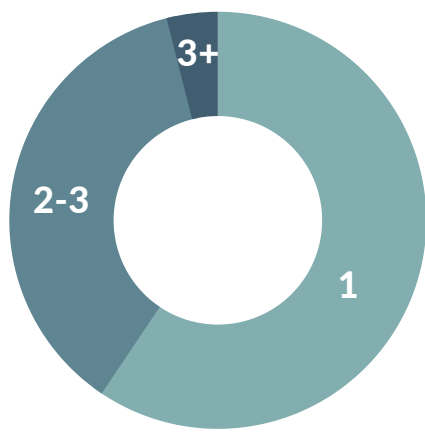


3 in 4 typically set New Year's resolutions.

Setting resolutions is more popular among younger age groups.

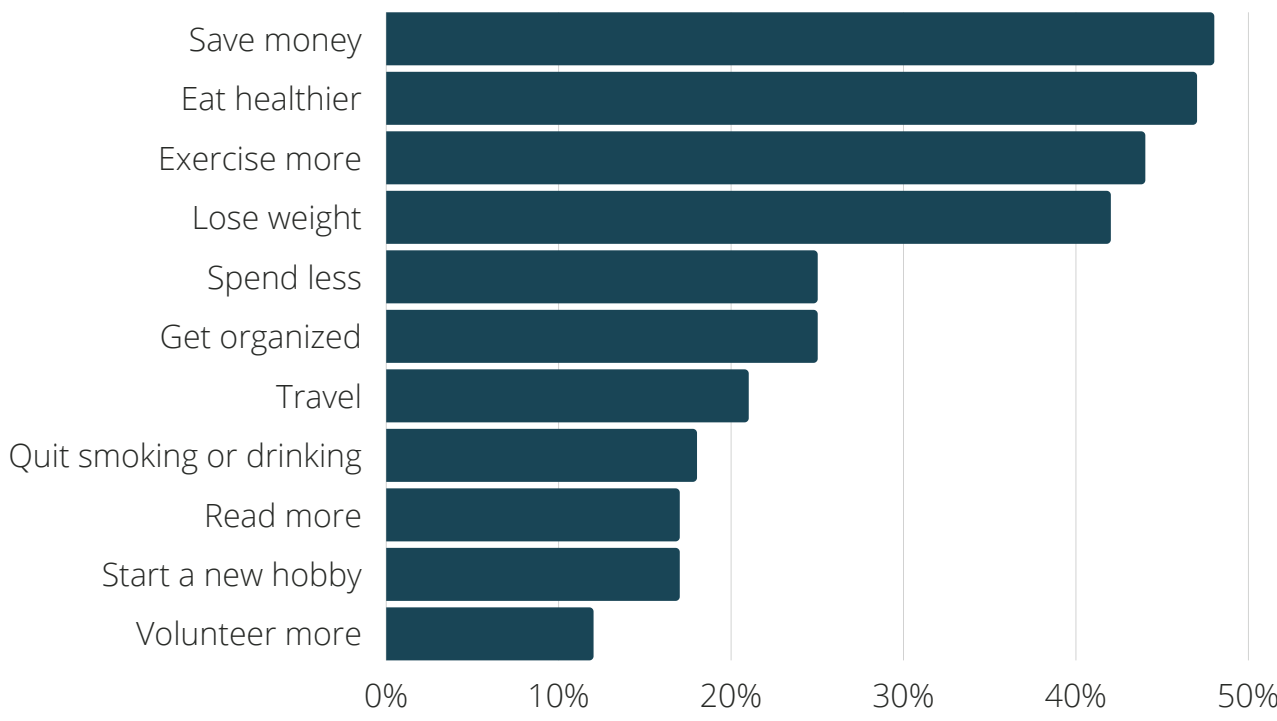


Q: How many resolutions do you typically make each year?

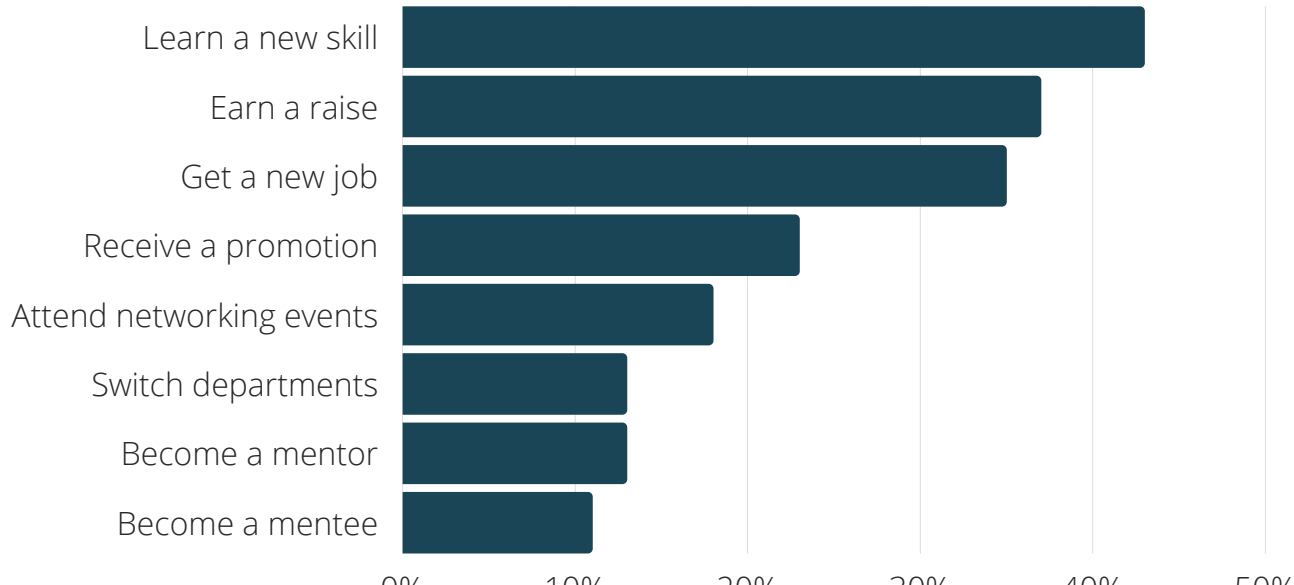


Among those that typically set resolutions, **9 in 10** are making resolutions for 2022.

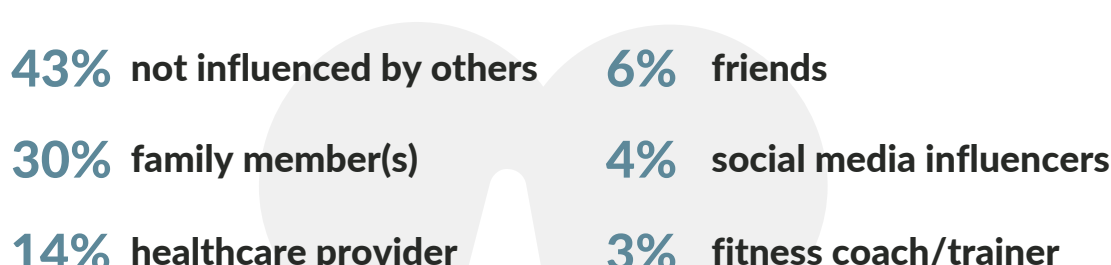
Popular Personal Resolutions in 2022



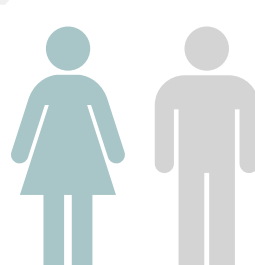
Popular Professional Resolutions in 2022



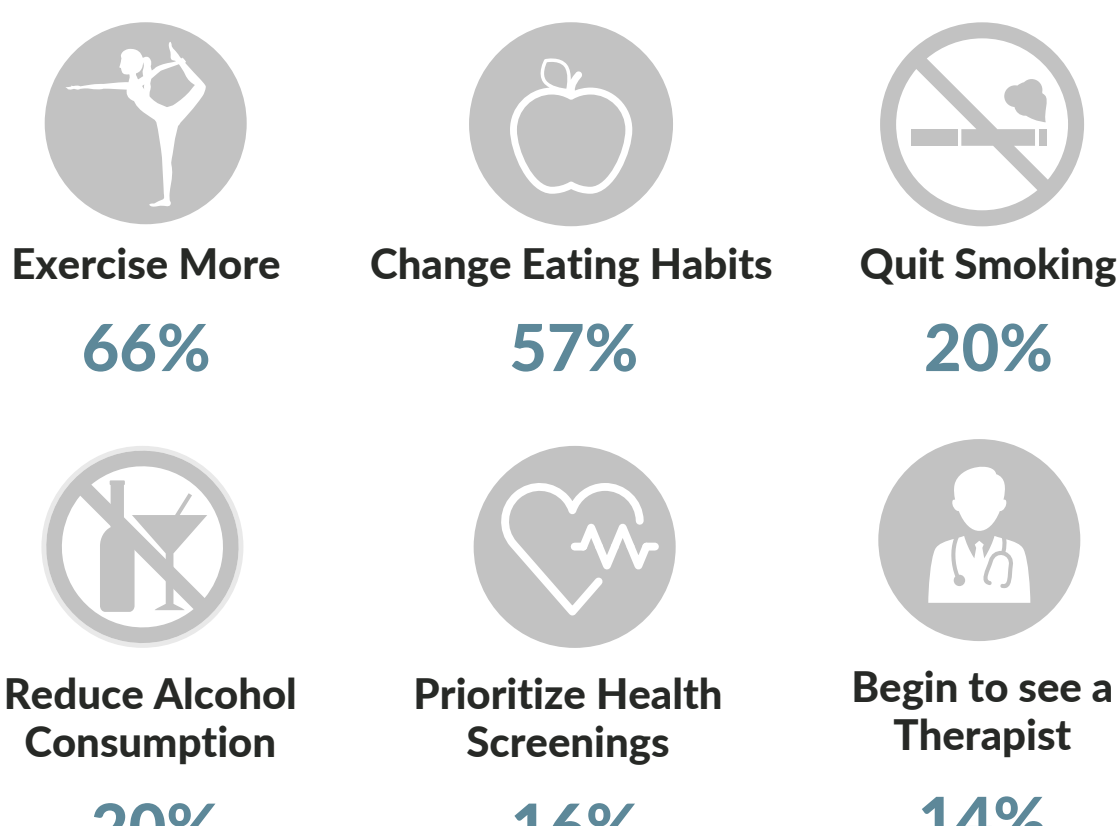
Q: Who typically has the most influence on your health-related resolutions?



Of those implementing health-related resolutions, **females** were more likely to choose resolutions to lose weight or eat healthier.



Q: What changes to your health are you planning on making in 2022?

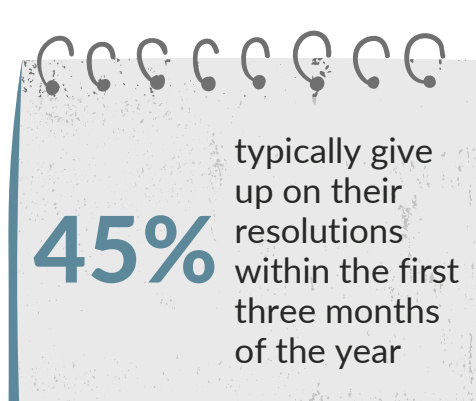


More males than females want to reduce their alcohol consumption (**27% vs 17%**)

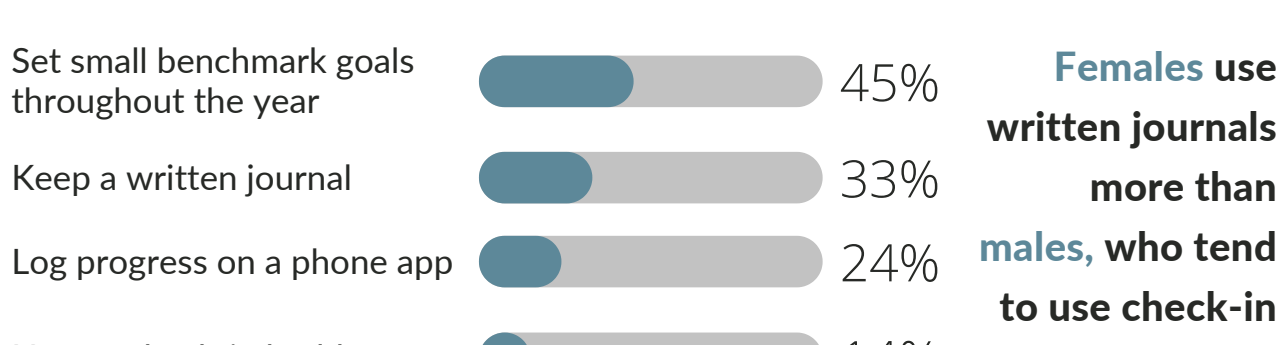


How Long Resolutions Remain a Priority

Only **1 in 6** say they 'always' fulfill their New Year's resolutions



Q: How do you track the progress of your resolutions?



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