## P4G SURVEY FINDS

# AR'S RESOLUTIONS

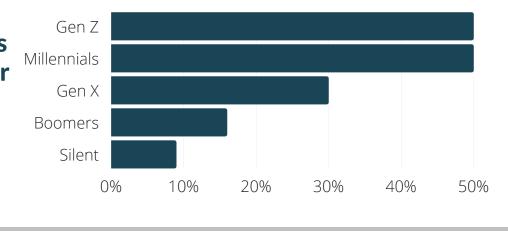
Op4G recently surveyed a demographically diverse and well-balanced sample of 1,365 Americans on the topic of New Year's resolutions and plans for 2022.

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



3 in 4 typically set New Year's resolutions.

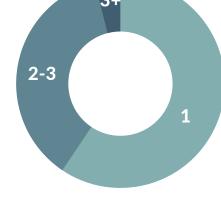
**Setting** resolutions is more popular among younger age groups.



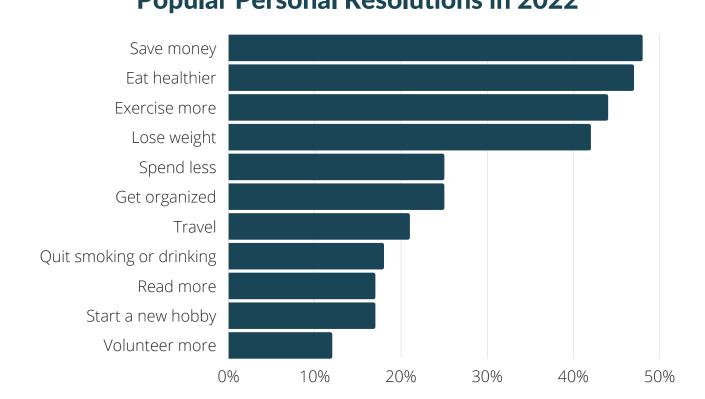
Who Sets New Year's Resolutions Every Year?

# typically make each year?

Q: How many resolutions do you

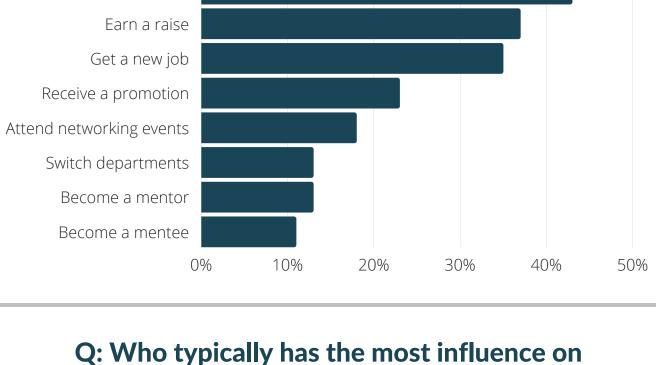


Among those that typically set resolutions, 9 in 10 are making resolutions for 2022.



### Learn a new skill

**Popular Professional Resolutions in 2022** 



#### 43% not influenced by others 6% friends 30% family member(s) 4% social media influencers

your health-related resolutions?

**14%** healthcare provider 3% fitness coach/trainer Of those implementing health-

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

related resolutions, females were

more likely to choose resolutions

to lose weight or eat healthier.





Reduce Alcohol Consumption 20%

**How Long Resolutions Remain a Priority** 



**Change Eating Habits** 

**Prioritize Health** Screenings 16%



**Quit Smoking** 



**Therapist** 

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

## typically give up on their

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

resolutions

Set small benchmark goals

throughout the year

three months of the year 45%

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

Keep a written journal Log progress on a phone app Have a check-in buddy 14%

Females use written journals 33% males, who tend 24% to use check-in

buddies.

resolutions

within the first

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