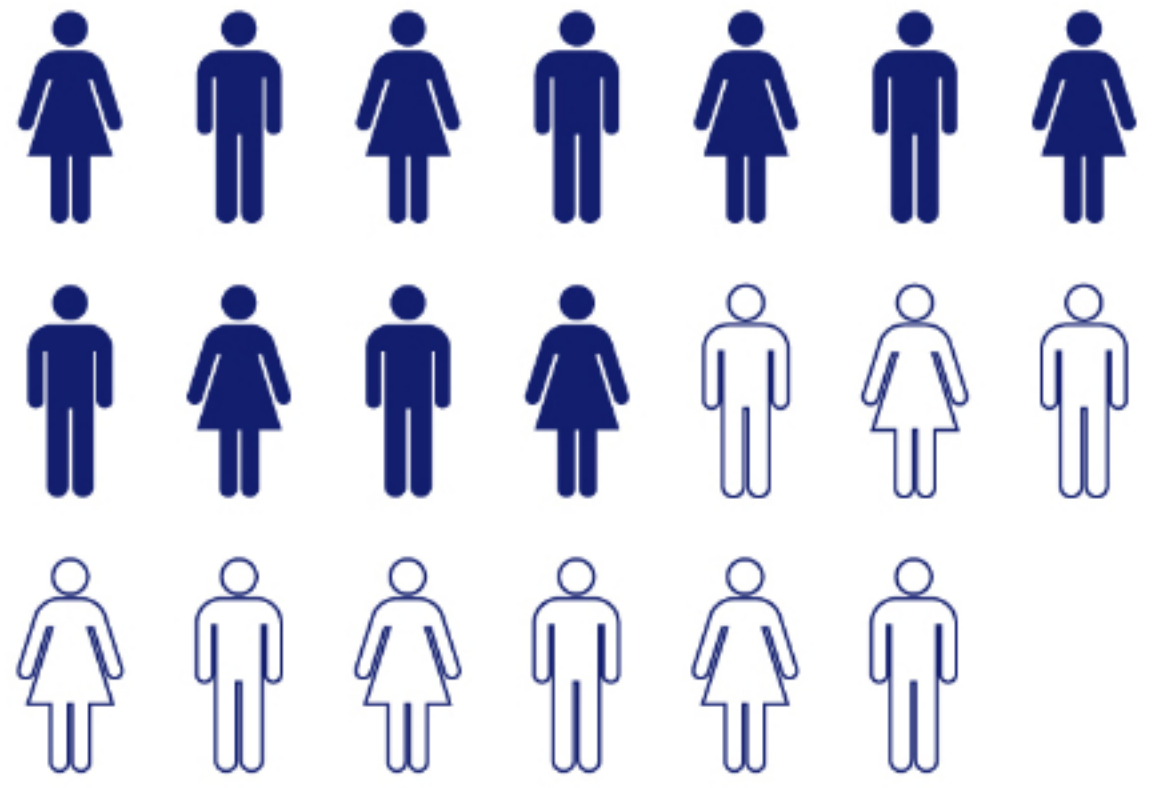


# WHY RESOLUTIONS DON'T WORK

**55%**

of Americans believe that the concept of New Year's resolutions is outdated



Over

**1/2** ↓

of those surveyed give up on their resolutions by March

**7 IN 10**



are interested in taking a different approach to New Year's resolutions

## MORE RESPONDENTS AGREE THAT IT'S EASIER TO:



make incremental lifestyle changes



instead of one large change

## THE TOP HEALTH-RELATED GOALS PEOPLE ARE INTERESTED IN PURSUING IN 2024 ARE:



Eating healthier

**48%**



Drinking more water

**47%**



Becoming more active

**43%**

## RESPONDENTS WOULD MAKE HEALTHIER DECISIONS IF THEY WERE ABLE TO FIND OPTIONS:



**47%**  
Within their budget



**45%**  
That taste good



**38%**  
That are easy to factor into their lifestyle