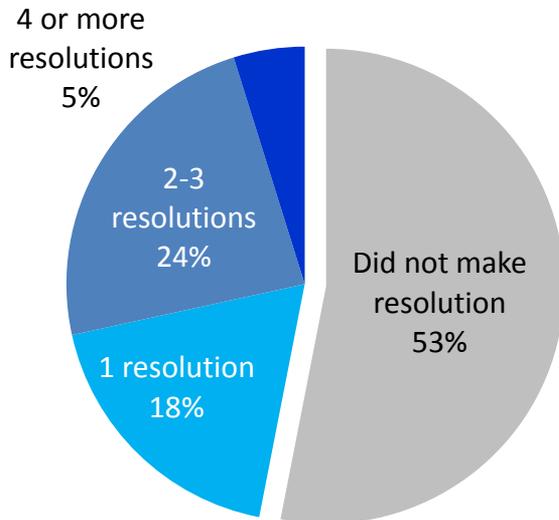


One out of three Americans are aiming for better health in 2017

The latest **NationWise™** poll shows that 2017 New Year's Resolution setters are health-oriented, optimistic, and tech-savvy.

Number of New Year's Resolutions

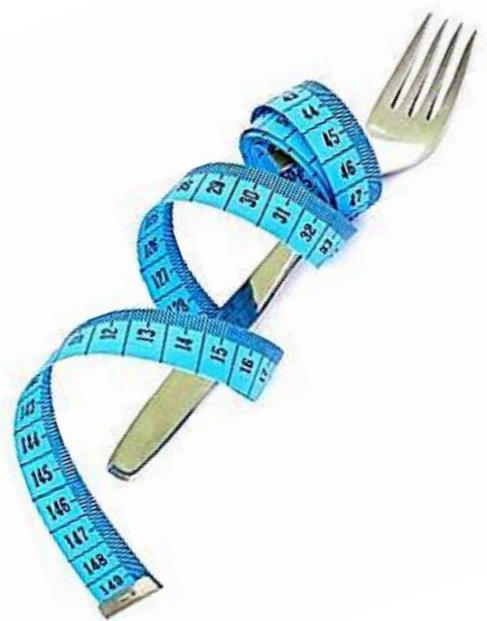
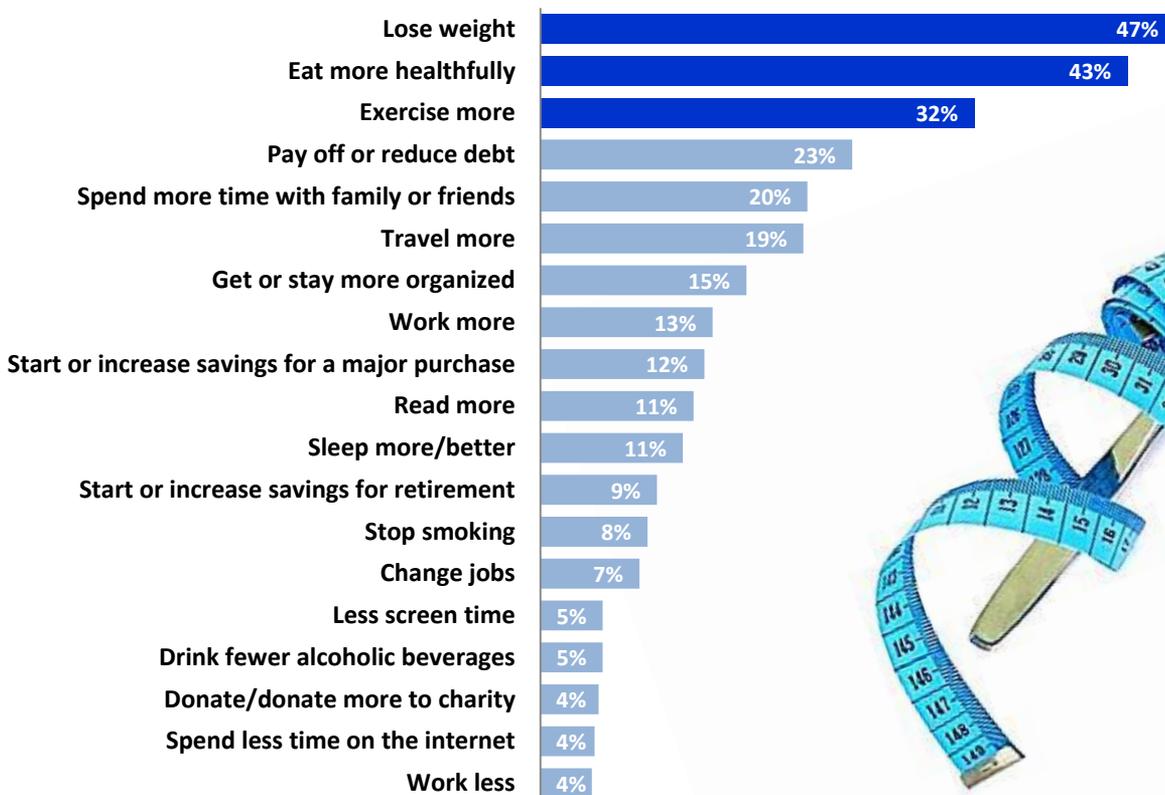


Nearly half of American adults set a New Year's Resolution for 2017.

Two out of three Americans don't worry about timing: 67% overall will set goals or make life changes at some other point in the year.

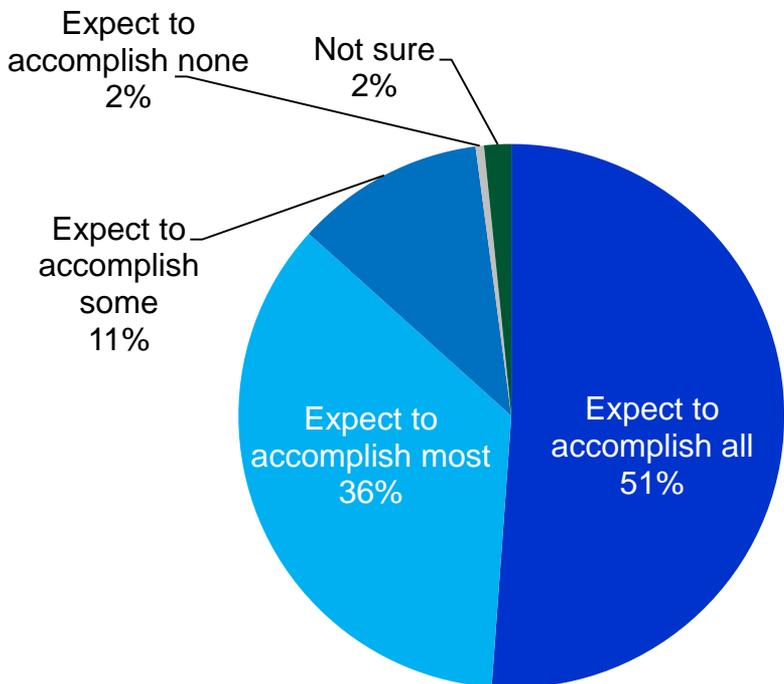
Resolution setters are most likely to report having **health-oriented goals**, including losing weight, eating more healthfully, and exercising more.

Specific 2017 Resolutions



Half of resolution setters expect to **accomplish all of their goals in full.**

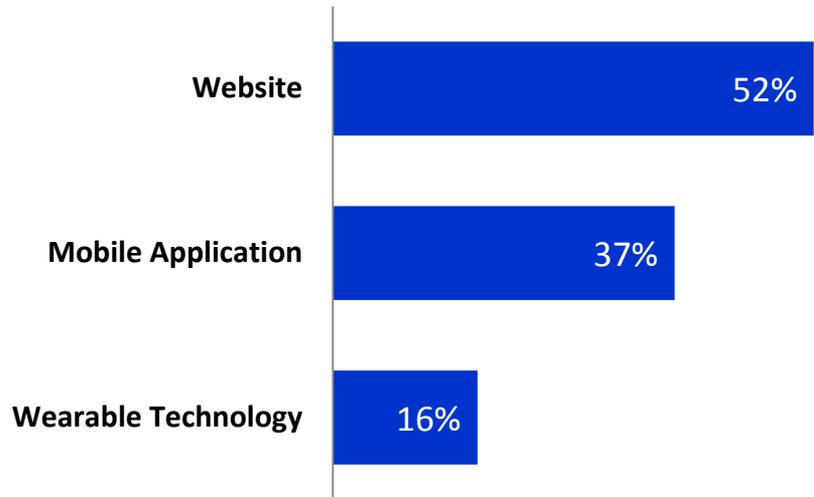
Confidence They Will Achieve Resolutions



Resolution setters are most apt to **feel optimistic, focused, and empowered** by their New Year's Resolutions.

Most resolution setters plan to **use some form of technology** to help accomplish their goals.

Resolution Resources



6 out of 10 resolution setters anticipate making a **purchase** to help them accomplish their goals.