

# New Year Resolutions

## THE FACTS

### RESOLUTIONS:

1. EAT HEALTHY
2. QUIT SMOKING
3. LOSE WEIGHT
4. GET ORGANIZED



**1 in 10**

plan to quit social media in the new year

**2 in 5**

**of Brits** feel more anxious about Brexit as we edge closer to the New Year

### Millennials

held out the longest – they lasted an average of 15 days before giving up on their 2017 goals.

**1 in 3**

of Brits will make a new year resolution

**45%**

**of Brits** who gave up on their New Year resolutions said it took them less than 2 weeks to revert back to their old habits

### Why?...

**30%** too busy

**64%** loss of willpower

**23%** too hard



### What makes a good new year resolution?

**63%** realistic

**58%** achievable

**44%** attainable

**53%** Get into shape

**37%** Save money

**16%** Socialise more

**15%** Be nicer

**15%** Give up certain food



# Trend Watch: VR Fitness

## Lara Croft - eat your heart out!

Imagine being able to keep fit while chasing down bad guys or working on a secret mission deep in the jungle – amazing. Well, **the fitness industry say that 2018 is set to be the beginning of a new trend of Virtual Reality (VR) fitness.** Xbox and Nintendo (Wii) already offer VR fitness through their consoles and games but we could see VR machines readily available in gyms for social exercising.

**Government** guidelines suggest that adults should exercise for at least 30 minutes, 5 days a week. However, a poll by **Ukactive** revealed that **only 12% of people are actually aware of how much exercise they need.** The VR fitness trend is set to become popular by distracting participants from exercise, making working out 'fun'. While many complain they don't have time to incorporate fitness into every day life, the VR fitness trend could nip excuses in the bud.

**45%**

of Brits said they were interested in tech based fitness innovations

**43%**

feel they don't have enough time to exercise

**22%**

of our readers have tried virtual reality fitness (including Xbox Kinect and Wii Fit)

**49%**

of our readers like to look after their health to improve their appearance

# Trend Watch: Around the World

## The travel bug

More people than ever before are travelling and exploring the world. As a nation we're becoming more adventurous and thirsty for new, exciting cultural experiences. Instagram and Facebook are jam-packed with snaps of beautiful beaches and authentic street food from eager travelers.

Travel trends are varied. Popular culture is shaping one trend; growing numbers of people are visiting the fantastic locations from their favourite films and Netflix shows. Another trend sees travelers eager to tick destinations off their bucket list, in their search of adventure. Nostalgia encourages people to returning to familiar destinations, reliving memories from childhood holidays.

The travel bug may also be closer to home with Lonely Planet naming the UK as a top destination for next years travel.

**45%**

have a travel  
bucket list for  
2018

Average  
expenditure  
on hols

**+£274**

more than  
GB ave

**82%**

aim to tick one or more  
off their destination  
bucket list next year

**44%**

of 18-24 are interested  
in returning to a  
childhood family  
holiday destination

**26%**

of travelers look to  
popular culture for  
travel inspiration, i.e.  
TV/film locations and  
music videos



# Trend Watch: Bye Social Media

## The big cleanse

We have become a generation obsessed with uploading pictures of our food, tagging ourselves at quirky bars and 'stalking' ex-partners and colleagues on social media. But that obsession might be about to turn a corner. 2018 is set to become the year we say goodbye to intense social media use.

And it's about time. **NHS** findings show that heavy social media use can cause anxiety, depression, poor attention span, and negatively impact relationships and body image. And this damage is starting to put people off obsessive use.

**Forbes** (2014) reveal that while the world is totally technologically connected, people feel disconnected from one another. With the social media cleanse comes a wave of nostalgia, where we want to be transported back to the 90s where we didn't have Wi-Fi and actually talk to each other.

**90%**

report that they never leave home without their phone

**46%**

of adults say they couldn't live without their phone

**1 in 3**

feel anxious when they can't find their phone

**83%**

of our readers have used Facebook in last 4 weeks



# New Year at Mail Online

## POPULAR CONTENT

### → Top Themes



**How to make Realistic New Year Resolutions**



**Tools to achieving your New Year Resolution**



**Benefits to having a New Year Resolutions**

### New Year Resolutions

29

Number of articles

800k

Number of article views

### Dieting & Exercise

79

Number of articles

5.5m

Number of article views

### Top 3 Articles



**Cost effective diets to shift festive pounds**  
- 475,675



**New Year food trends**  
- 467,479



**Resolutions to boost relationships**  
- 161,909

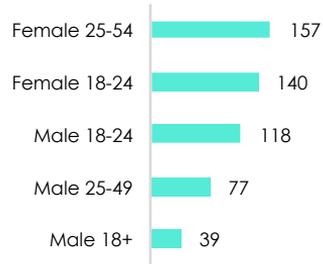


**1<sup>st</sup>-3<sup>rd</sup>** of January detox and diet searches peak during this period

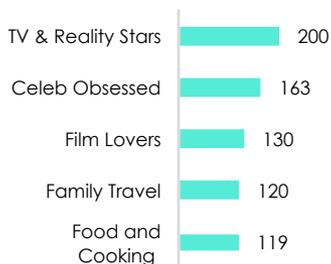


# AUDIENCE PROFILER: HEALTH & FITNESS

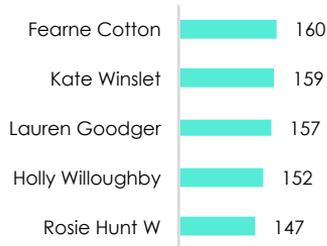
## ComScore – Demographics



## MOL – Content read



## MOL – Celebrities



## Visual DNA – Brand



Our health and fitness content is predominantly read by women aged between 18-54. They also love our reality TV and travel content. Their favourite celebrities include TV presenter turned health guru Fearne Cotton and Holly Willoughby.

They are more likely to be online on mobile devices in the early hours, and more likely to be found on desktop devices a lunchtime.

## MOL – Time of Day



This audience are more likely to be online on their **mobiles and tablet** in the morning



This audience are more likely to be online on **PCs** at lunchtime

## MOL – Day of Week

Mon

Weds

Thurs

## SKIMLINKS – Intent to buy



## ADD This – Social Bookmarks



# The Summary

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## 1 in 3

will make a New Year Resolution. Getting into shape and saving money are top resolutions made



## Sticking to resolutions are hard!

But we are realistic and tend to choose goals that we think are achievable



## 2018 trends to help us stick to our goals

The new year will see a heavy focus on VR fitness to draw us in to having fun while exercising. The travel trend of making a bucket list and giving us something to focus and look forward to, and ditching social media to encourage us to be more social.

