A woman with dark hair, wearing a silver, pleated, sleeveless dress, is smiling and looking upwards with her arms raised. She is surrounded by falling gold confetti. In the background, there are several balloons: two large gold balloons, one large purple star-shaped balloon, and several smaller clear balloons with gold dots. The scene is set against a light-colored wall with a decorative baseboard.

New Year, New You!

5/10/2022

**TONIC
MEDIA
NETWORK** 

January is the month of healthy new beginnings for many Australians, and for those wanting to achieve happier and healthier New Year's resolutions.

Tonic is encouraging Australians to set realistic goals and seek support from their family and friends to help them achieve their dreams.

In 2021...

83% of respondents – equivalent to 16.1 million people – set a new year's resolution.

In 2021, a survey of 2,500 Australians found that the top New Year's Resolutions for 2022 were:



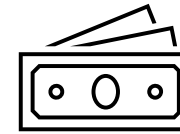
Do more physical
activity or exercise
(54%)



To eat more
healthily / improve
nutrition
(47%)



Stress less
(36%)



Make more money
/ chase financial
freedom
(36%)



Get more sleep
(35%)

THE TOP 5 ARE ALL VARIOUS AREAS OF HEALTH AND WELLBEING

Physical

Physical

Mental

Financial
Wellbeing

Physical &
Mental

Other popular resolutions included...



Say 'yes' to new adventures and experiences

33%



Improve connections with loved ones

27%



Reduce screen time

22%



Change relationship with alcohol

12%



Now focusing on the top two resolutions...



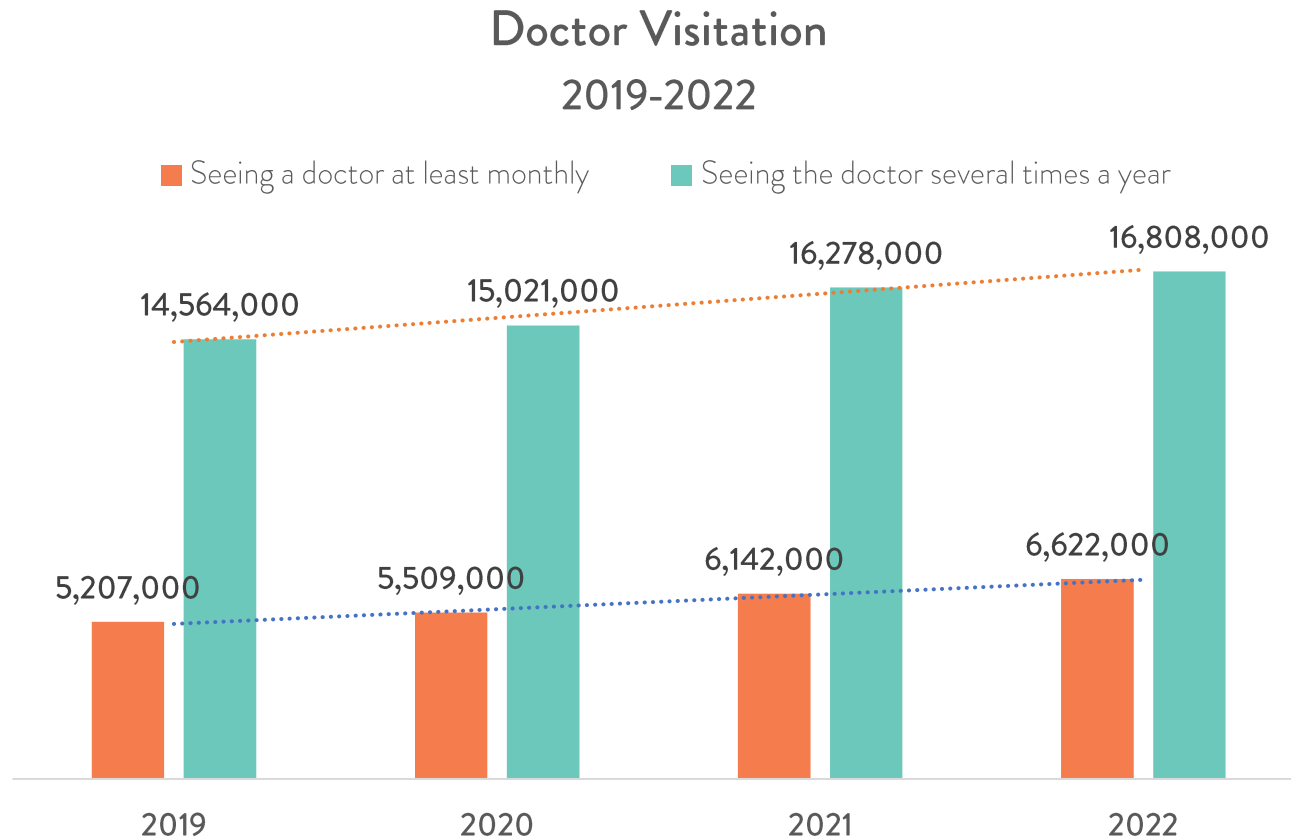
Do more physical
activity or exercise
(54%)



To eat more
healthily / improve
nutrition
(47%)

... we'll speak to physical health

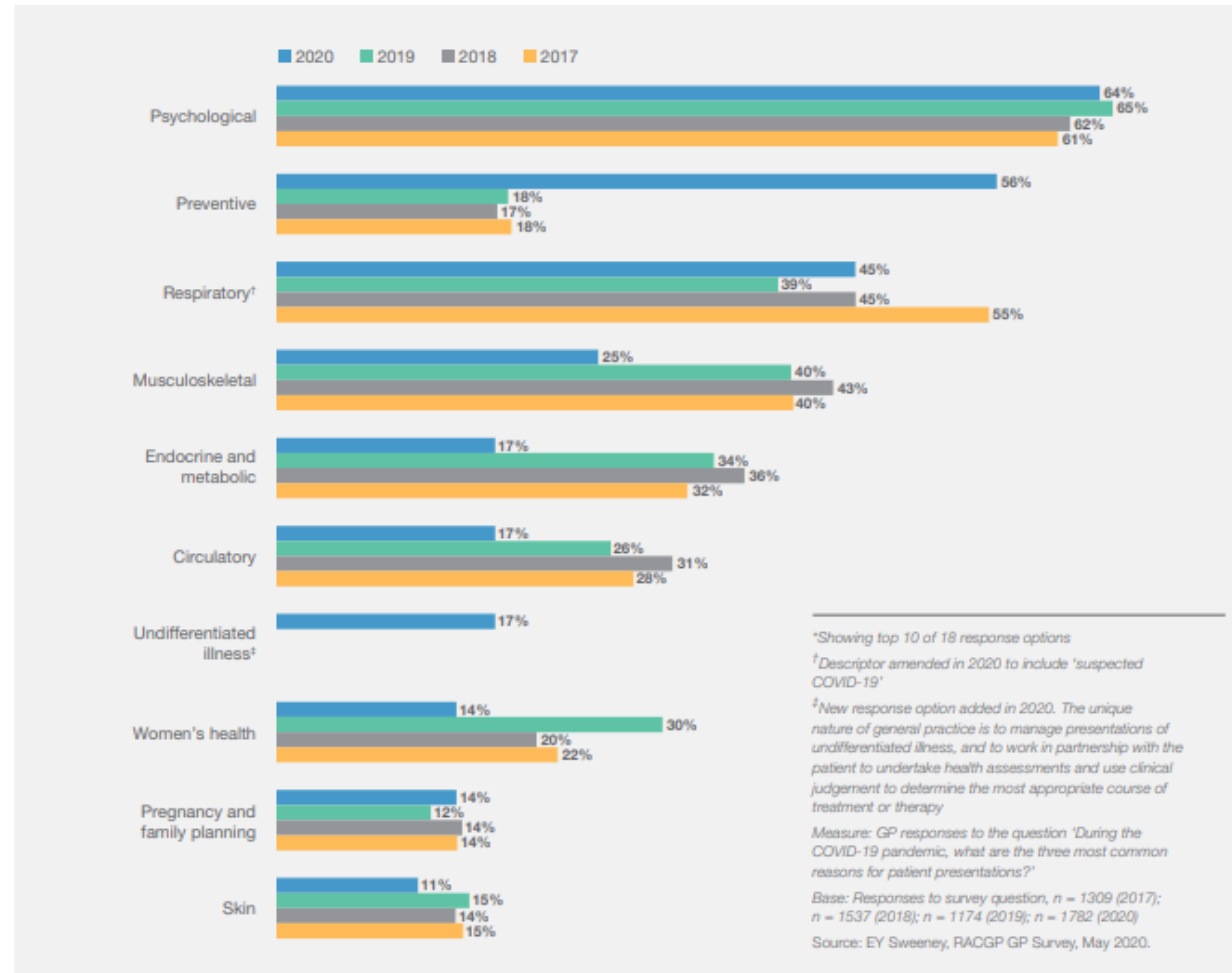
The increased focus on health has translated into increased visits to the doctor



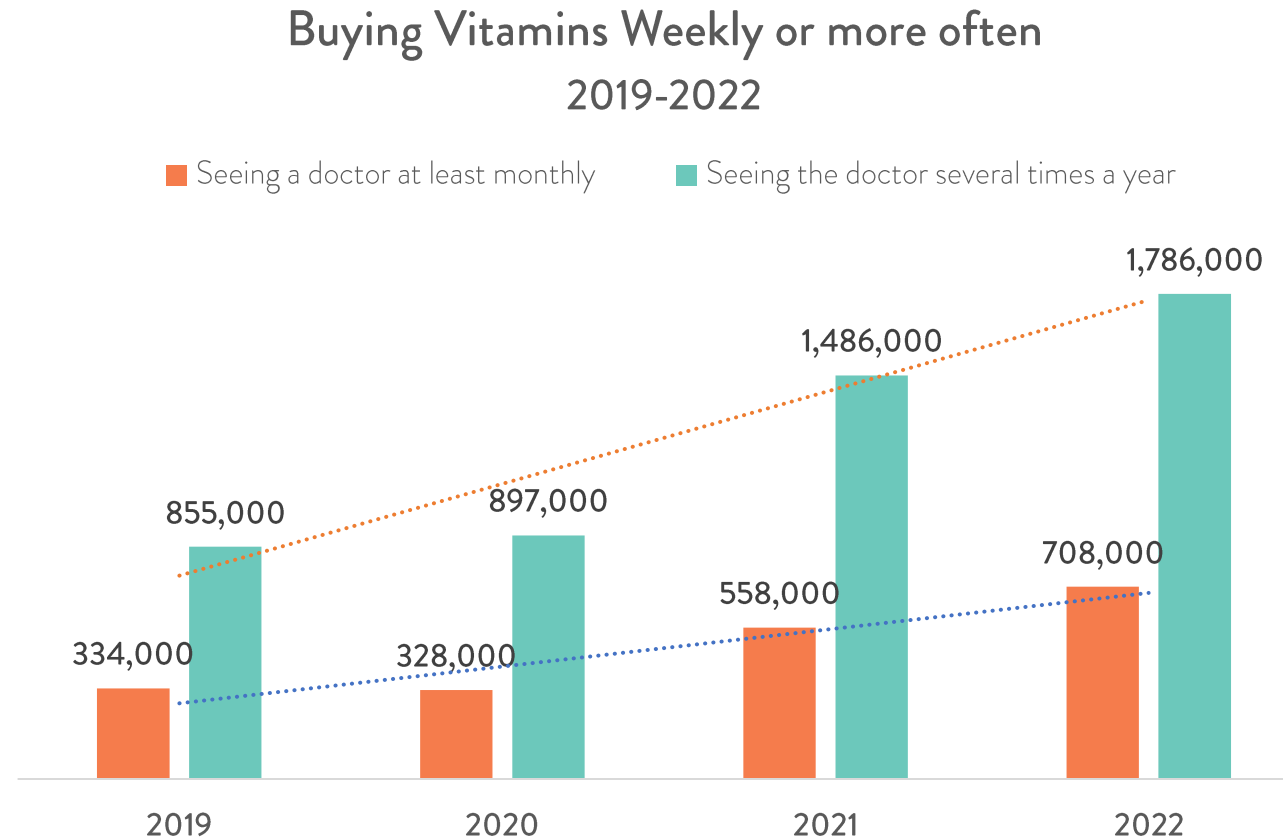
Not all this audience is seeing the doctor because they are sick...

In a 2020, RACGP's health of the Nation Report, showed that the second most common reason Australian's were seeing their doctor was for preventative reasons:

Figure 1. COVID-19 changed the patient presentations seen in general practice*



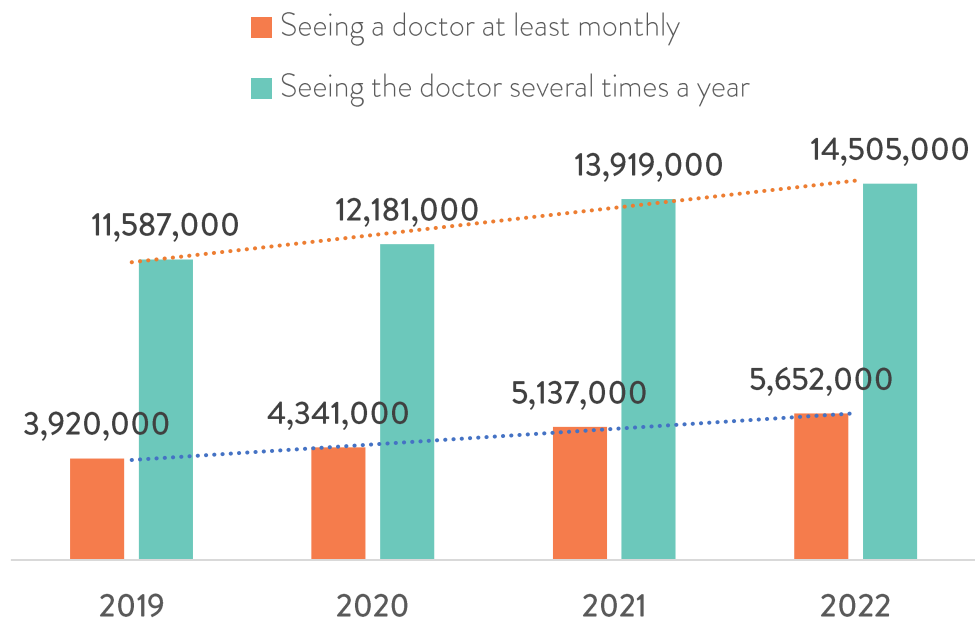
Evidence of this preventative mindset can also be seen when looking at our audience and their purchase of Vitamins in the last 3 years



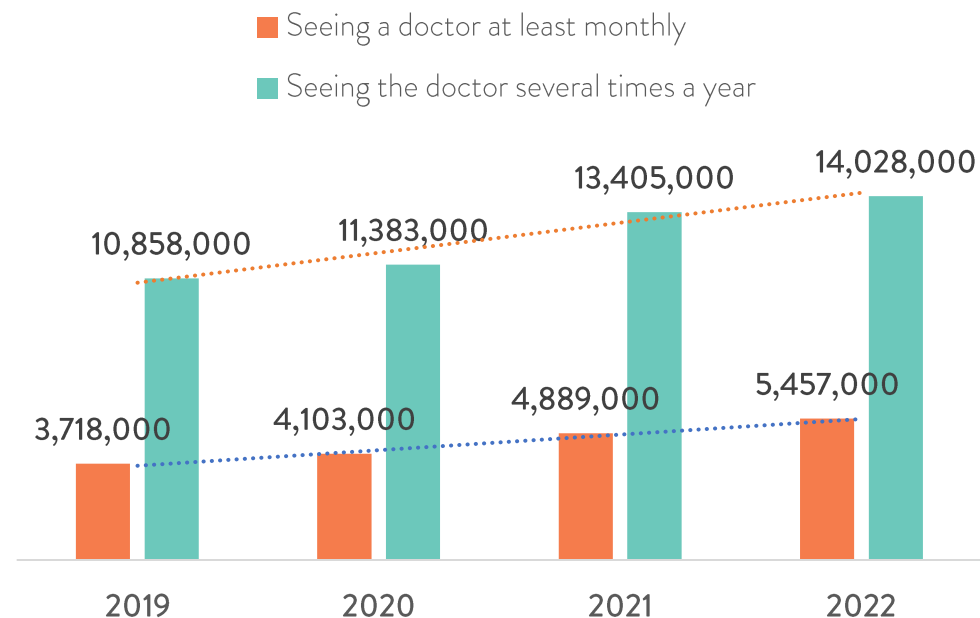


Our audience' mindset has also become more focused on health

Those who agree, 'If concerned about my health I would seek a doctors opinion'
2019-2022



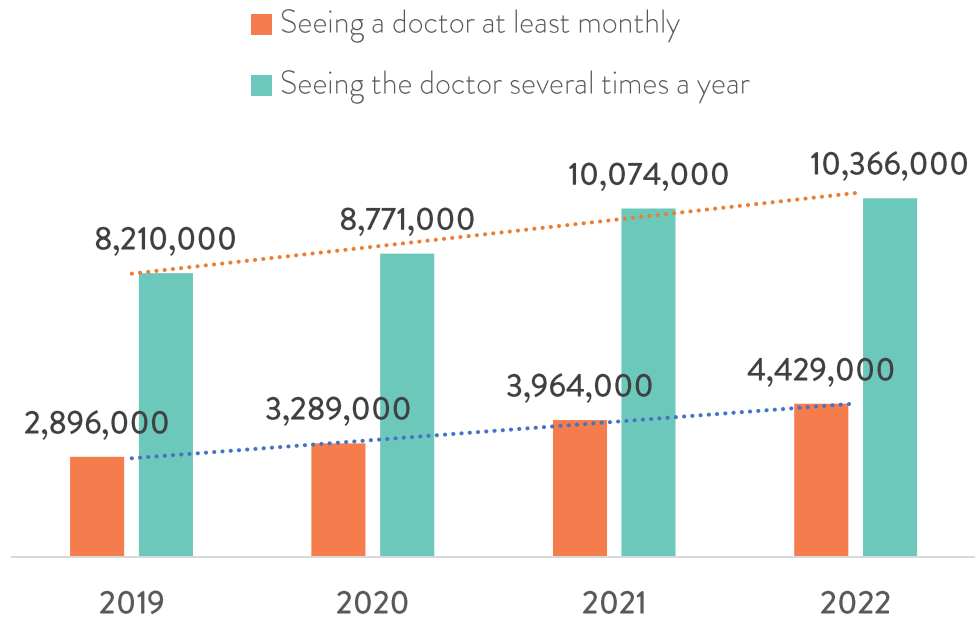
Those who agree, 'Keeping myself and my family healthy is a priority for me'
2019-2022



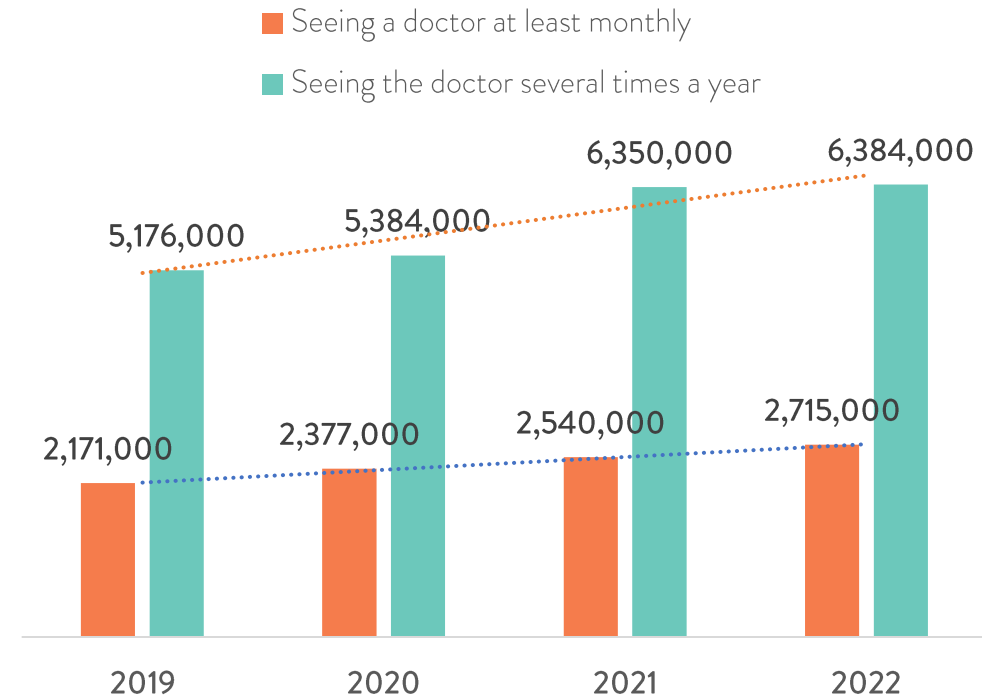
and they're eating better



Those who agree, 'I try to avoid foods that are unhealthy' 2019-2022



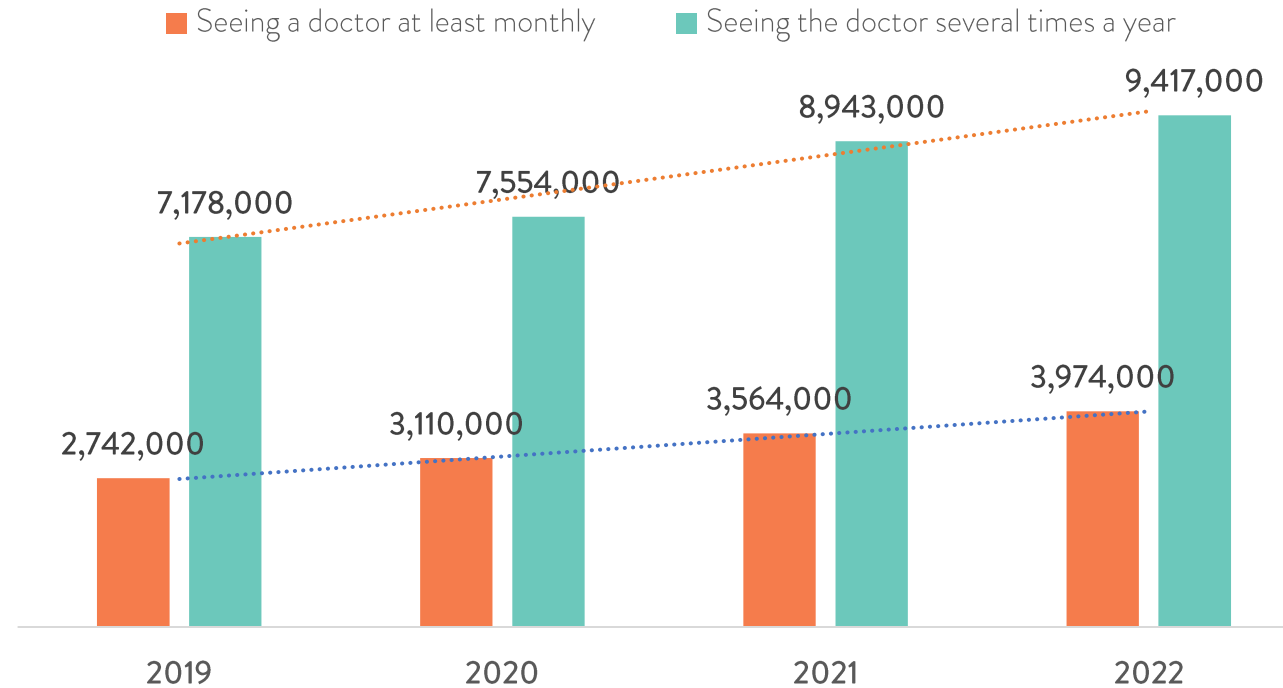
Those who agree, 'A low fat diet is a way of life' 2019-2022



Some are trying to lose weight...



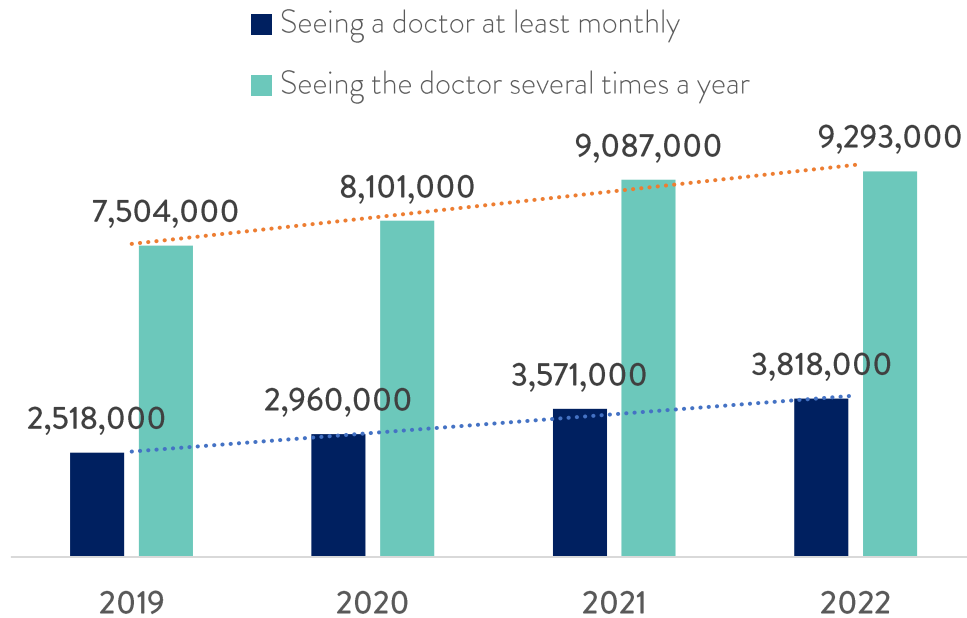
Agree, 'I am trying to lose weight at the moment'
2019-2022



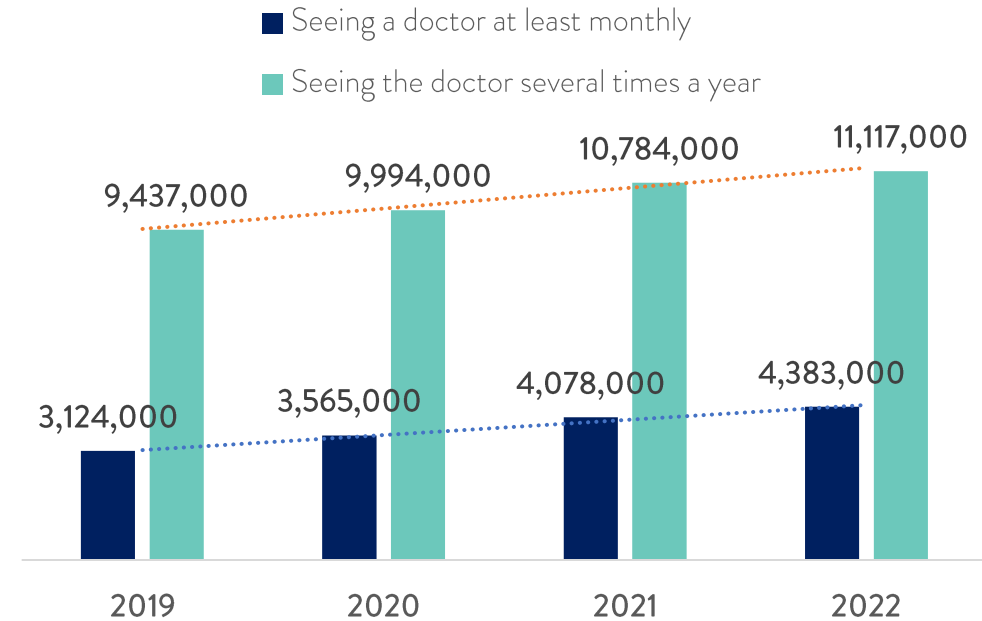
and they are more active



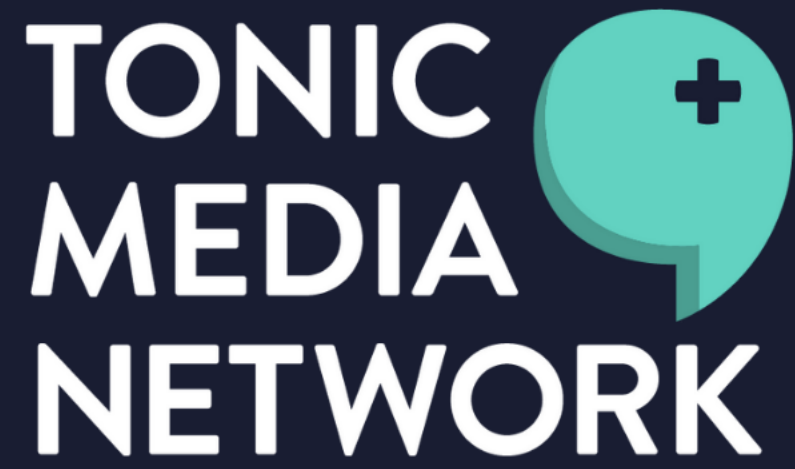
Those who agree, 'I exercise regularly to keep fit'
2019-2022



Those who agree, 'I like to get about and keep active'
2019-2022



**Maximise Tonic's audience and
their focus on being their most
active and healthiest selves.**



We are Australia's largest
health & wellbeing
media company