

# DSTILLED

## NEW YEAR'S RESOLUTION AUDIENCES

This new year signifies a fresh start, a new beginning - particularly for the 40% of Americans who make a New Year's resolution each year. Whether they are making a resolution or setting a goal or intention - we've created a wide variety of audiences to help marketers reach those consumers who are looking to make a change in 2019.

### I WANT TO IMPROVE MY NUTRITION

With so many diet options on the market, it can be difficult to find the best fit. Other Healthy Eaters and Dieters are also Vegans, Paleo Eaters and Gluten-Free Recipe Researchers. Not a cook? You can find other Nutrition Conscious Eaters grabbing a salad at Sweetgreen, or a cauliflower pizza from California Pizza Kitchen.

### I WANT TO IMPROVE MY PHYSICAL FITNESS

This is one of the most common New Year's Resolutions, with around 12% of Americans joining gyms at the start of January. Other Weight Loss Researchers exercise at gyms across the country, including Lifetime Fitness, Planet Fitness, YMCA, Equinox, LA Fitness and Crossfit, plus boutique studios like SoulCycle, Flywheel and Pure Barre.

### I WANT TO LEARN A NEW SKILL

Eager to learn, but not sure what skill you want to pick up? Think about what you already like! Live Concert Fans can become Guitar Enthusiasts, who are often searching for Music Education online. Gourmet Food and Wine Researchers can learn to cook themselves after becoming Cooking Recipe and Ingredient Researchers. If you're one of many China or European Trip Planners, you and your family can prepare by becoming Language Learners.

### I WANT TO START A NEW HOBBY

Millions of people look to new activities at the start of the year.

Try navigating trails for the first time in the Pacific Northwest with fellow Hiking Enthusiasts. If you want other ways to get active, you'll find many Recreational Sports Participants to play with on the East Coast. If you're located down South or in the Midwest, head out on the water with fellow Boating Enthusiasts.

### I WANT TO QUIT SMOKING

Over 3.2 million people are with you. Many Smoking Cessation Intenders are experiencing other problems due to their habit, and index highly as Asthma Sufferers, Joint Pain Sufferers and Headache and Migraine Sufferers. Convenience stores like Rite Aid, CVS and Walgreens can provide treatments.

### I WANT TO SAVE MONEY

Becoming debt free, saving and investing are all popular resolutions that require a serious commitment. Small changes can make a big difference, like becoming Price Conscious Grocery Shoppers or Coupon Researchers. If you're one of the Investment Services Intenders looking to grow your savings, reaching out to a Financial Advisor is a great place to start.

### I WANT TO PRACTICE SELF-CARE

Self-care was a huge trend in 2018, and will continue in 2019. If you're making this your priority for the new year, you'll be joined by fellow Spa Goers and Sleep Researchers, and will see benefits by practicing Yoga and Meditation.