



## Despite Rising Health Consciousness, Americans Struggle with Maintaining & Improving Wellness Routines

A recent OnePoll survey of 2,000 Americans aged 18-49 was conducted to gain insight into new health challenges they are currently facing. This survey is in conjunction with One A Day® in support of their newest innovation, Natural Fruit Bites Multivitamins.

### Americans are Falling off their Wellness Routines

*Americans have been struggling to maintain their wellness routines, with some pointing to poor eating habits as the culprit, among other reasons. Motivation to improve is high, with many seeking to add new wellness habits to their daily routine in hopes of improving their health.*

- Although the majority of respondents have been prioritizing their health more than before, 3 in 5 say they have fallen off their previous wellness routine
  - Men, more than women, have been putting old routines to the wayside these days
  - The top challenges include stress eating and seeking out unhealthy foods, among others
  - 1 in 4 Americans say they are struggling due to the impact on their mental health
- Although they are also the most neglected currently, the **top three health concerns** Americans would like to prioritize more include physical fitness, sleep habits and healthy diet
- Cooking healthy meals at-home more frequently, eating more fruits and vegetables and exercising more often are the most popular new additions to Americans' at-home wellness routines

### Nutrition is a Focus, but We're Missing the Mark

*At-home lifestyles have fueled a new-found focus on nutrition. However, while many deem their improved diets to be successful, this survey data suggests Americans are likely still not fulfilling their nutritional needs through food alone – including those who realize the positive impact nutrition can have – signaling a need to supplement nutrient gaps.*

- Three quarters of respondents agree they have prioritized their nutrition more than before
- 2 in 3 feel 'confident' they are meeting their nutritional needs through diet/food alone, with more than 90% saying they enjoy eating fruits and vegetables
  - However, based on expert recommendations, more than half of respondents are not getting enough vegetables and one third are not eating enough fruit
- Despite Americans' new-found focus on nutrition, only 1 in 4 respondents have taken the simple step of adding a multivitamin to their daily routine to help fill nutrient gaps
- While 58% agreed they often feel 'lost' when choosing nutrition supplements, the top qualities they search for when purchasing them include positive reviews, quality testing, trusted ingredients and trusted brand name

**Family Trends:** Americans admit they have let their health slip because they are so busy caring for the needs of others, they've neglected their own health. Example findings include:

- 82 percent of Americans with families revealed their concern about meeting the nutritional needs of their children or family at home
- 2 in 3 parents agree it is difficult finding healthy meals for their child because they are a picky eater

**Gender Trends:** Men tend to be more proactive about improving their health and wellness habits, especially as it relates to nutritional health. Example findings include:

- According to the survey, women are less likely to consume an adequate amount of fruits and vegetables a day than men, and men are more likely to be taking a multivitamin
- When purchasing wellness products, men most commonly purchase multivitamins, exercise equipment and fitness accessories, whereas women purchase skincare products, multivitamins, sneakers and fitness accessories

**Age Trends:** Those over the age of 25 tend to take their health more seriously than those under 25, despite younger Americans having a stronger want for better health and wellness practices. Example findings include:

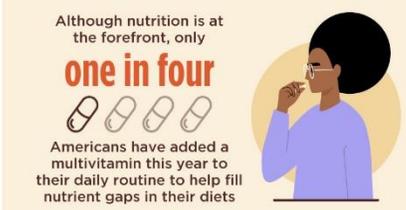
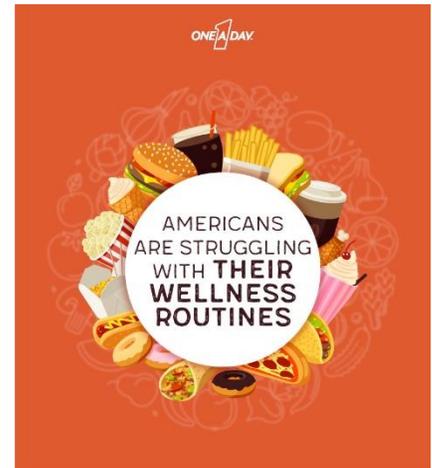
- 3 in 4 over the age of 25 wish they had a better wellness routine, but only half of those under the age of 25 feel the same
- Americans under 25 are far less likely to consume the right amount of fruits and vegetables than those above the age of 25

### Survey Methodology:

The double-opt-in survey was conducted online within the U.S. by OnePoll a market research company and corporate member of ESOMAR and adheres to the MRS code of conduct. This survey of 2,000 U.S. adults between the ages of 18 and 49 was conducted between August 10, 2020 and August 24, 2020 on behalf of One A Day®. This online survey is not based on a probability sample, and therefore no estimate of theoretical sampling error can be calculated. For more information about OnePoll's research in the media and complete survey methodology, navigate to their portfolio here: <http://www.onepoll.com/in-the-media>.



For more information about the survey, or to receive product samples or images, please contact Sierra L'Altrelle at [sialtrelle@coynepr.com](mailto:sialtrelle@coynepr.com)



Survey conducted by OnePoll for One A Day with a sample of 2,000 U.S. adults from August 10, 2020 - August 24, 2020.