SEVEN IN 10 AMERICANS (73%) BELIEVE THAT MONEY CAN BE A SIGNIFICANT BARRIER TO LEADING A HEALTHY LIFE, SUGGESTS A NEW POLL.

NEVERTHELESS, PEOPLE ARE STILL WILLING TO PAY AN AVERAGE OF $239.18 FOR WELLNESS PRODUCTS PER MONTH TO HELP BOOST THEIR HEALTH. THAT’S $2,870.16 ANNUALLY.

THE SURVEY OF 2,000 ADULTS BY VITACOST AND ONEPOLL FOUND THOSE ON A HEALTHY PATH ARE CHECKING FOR FRESH INGREDIENTS WHILE GROCERY SHOPPING (56%), PREPARING HOME-COOKED MEALS (54%) AND TAKING VITAMINS AND SUPPLEMENTS DAILY (52%).

OVER HALF (53%) PLAN TO START A NEW HEALTH JOURNEY NEXT YEAR. AND THEIR MAIN PRIORITIES INCLUDE REDUCING THE RISK OF HEALTH CONDITIONS, SUCH AS DIABETES AND HIGH BLOOD PRESSURE (57%) AND LOSING WEIGHT (50%).

Survey methodology:

This random double-opt-in survey of **2,000 U.S. adults** was commissioned by **Vitacost** between **Nov. 18** and **Nov. 19, 2022**. It was conducted by market research company [OnePoll](https://www.onepoll.us/), whose team members are members of the [Market Research Society](https://www.mrs.org.uk/) and have corporate membership to the American Association for Public Opinion Research ([AAPOR](https://www.aapor.org/)) and the European Society for Opinion and Marketing Research ([ESOMAR](https://www.esomar.org/)).