

Groupon Announces Results of New Year's Resolution Study

Majority of Respondents Who Make Resolutions Focus on Personal Health

CHICAGO--(BUSINESS WIRE)-- Groupon (NASDAQ: GRPN) (<http://www.groupon.com>) today announced findings from its New Year's Resolution study conducted by AbsolutData for Groupon. The survey found that self-improvement was the top reason people make New Year's resolutions. Of those who make a resolution each year, 60 percent of the general population respondents said they either want to get out of a rut or improve their love life. Five percent of respondents said they've made a New Year's resolution that was too embarrassing to tell anyone.



"Whether it's to live healthier, experience something new or spend more time with loved ones, the New Year is a great time for a fresh start," said Favin the Beauty Maven, Groupon's new face of its health, beauty and wellness category. "This year, on top of making healthy changes to my diet and expanding my exercise routines, my plan is to try new things! Instead of thinking in terms of removing things in your life, why not commit to taking that class you've always wanted to take or discovering something new in your local area? I'll be sharing my journey with you all year long so stay tuned for all the health, beauty and wellness adventures."

Of those who responded to the survey, a majority said they "sometimes" make a New Year's resolution. The top reason for not making a resolution is because it can't be maintained throughout the year.

Favin the Beauty Maven, Groupon's new face of its growing health, beauty and wellness category. (Photo: Business Wire)

commit to something so big that it's unrealistic and unattainable," said Favin. "When that happens, you're typically left with failure and disappointment, which is the opposite of why you made the commitment in the first place. It's always more effective to set attainable goals and then build on them. Instead of, 'lose 50 pounds this year,' commit to something less daunting like '10 pounds by Valentine's Day,' and then once you've reached that goal, set another."

"A common mistake that people make is to

Of the general population respondents, 23 percent cited "lack of funds" as the reason they broke their New Year's resolution.

"Another common mistake or deterrent, is to think a resolution is impossible to carry out because of the cost associated with it," said Favin. "That's not always the case. There are many affordable ways to delight in the New Year and improve your life. At Groupon, we have thousands of [great offers](#) all across the country and even have a special section of the site dedicated to New Year's deals at a great price."

Favin's favorite collections include:

[Groupon's Fountain of Youth Collection](#)

[Zap Away the Fat Collection](#)

[Don't Let Winter Wear You Down Collection](#)

[Smile Makeover Collection](#)

Favin's favorite New Year's deals include:

74 percent discount at RockIt Body Pilates in Redondo Beach, Calif.
<http://www.groupon.com/deals/rock-it-body-pilates-3>

74 percent discount at Cardio Barre in Brentwood, Calif.
<http://www.groupon.com/deals/cardio-barre-8>

84 percent discount at Urban Beauty Skin Care & Spa in New York
<http://www.groupon.com/deals/urban-beauty-skin-care-spa-1>

50 percent discount at Heavenly Massage in Chicago
<http://www.groupon.com/deals/heavenly-massage-7>

74 percent discount at Dahn Yoga in Chicago
<http://www.groupon.com/deals/dahn-yoga-6>

Groupon [recently announced](#) the new face of its growing health, beauty and wellness category, Favin the Beauty Maven. Favin highlights her expertise across her own [blog](#) on [Groupon.com](#), and her social media channels, including [Facebook](#) and [Twitter](#). Favin regularly shares her beauty tips and tricks and provides insight into a variety of trends and unique treatments, all with an emphasis on maintaining health, beauty and wellness without breaking the bank. She also experiments with a variety of treatments and will soon share those on her YouTube channel and other social media platforms.

To celebrate her recent debut and the New Year, Favin the Beauty Maven is giving away Groupon Bucks. Follow @FavintheMaven on Twitter, reply to her with a health and beauty trend you want to try in 2014 by Saturday, Jan. 4 and include #Favin2014 in your response for a chance to win \$50 in Groupon Bucks.

About Groupon:

Groupon (NASDAQ: GRPN) is a global leader of local commerce and the place you start when you want to buy just about anything, anytime, anywhere. By leveraging the company's global relationships and scale, Groupon offers consumers a vast marketplace of unbeatable deals all over the world. Shoppers discover the best a city has to offer on the web or on mobile with Groupon Local, enjoy vacations with Groupon Getaways, and find a curated selection of electronics, fashion, home furnishings and more with Groupon Goods.

Groupon is redefining how traditional small businesses attract, retain and interact with customers by providing merchants with a suite of products and services, including customizable deal campaigns, credit card payment processing capabilities, and point-of-sale solutions that help businesses grow and operate more effectively. To search for great deals or subscribe to Groupon emails, visit www.Groupon.com. To download Groupon's five-star mobile apps, visit www.groupon.com/mobile. To learn more about the company's merchant solutions and how to work with Groupon, visit www.GrouponWorks.com.

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