

## Healthy Lifestyles - UK - January 2013

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“The majority of people agree that leading a healthy lifestyle helps them enjoy their life more. However, young people and females tend to put more focus on sex appeal, whilst older cohorts take preventative measures to stay healthy. Marketing with all these different motivations in mind would prove to be more effective.”

– Ina Mitskavets, Senior Consumer and Lifestyles Analyst

### In this report we answer the key questions:

- How are motivations for staying healthy influenced by lifestage?
- Do people put into practice what know they should do in order to maintain their health?
- How does work/life balance rank against having a fulfilling career?
- What role will the internet play in the future health field?

Public campaigns around the importance of regular exercise, healthy nutrition and non-smoking have had their desired effects, with high proportions of adults associating healthy lifestyles with these habits. Whilst time-rich retirees are able to dedicate more time and energy to more wholesome pursuits, health is less of a priority for adults who are just starting on the career ladder or those who are struggling financially.

Online and mobile tools often eliminate the need to consult with paid health professionals and thus level the playing field for those short on time or money. Convenience of obtaining quick advice or information on the internet or on a mobile device also attracts the youngest cohort, tethered to their smartphones. Perhaps, looking up calories on mobile phones or competing against friends via fitness apps provides young adults with a ‘cooler’ way to stay involved in their health.

This report goes into more detail about people’s healthy practices and motivations for staying healthy, and how these differ by lifestage and various demographic groups. The report delves into factors that adults consider important for their wellbeing, and how much effort they think they are putting into staying as healthy as possible. Finally, it explores how engaged people are online and on their mobile phones, when it comes to looking up advice and information related to health, nutrition and exercise.

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