

Healthy Lifestyles - UK - February 2011

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What is this report about?

This report explores consumers' health habits and issues; it examines attitudes towards living healthily and identifies key drivers that prompt a change in lifestyle and popular sources of health advice and information. The level and type of employer participation in encouraging staff to live healthier is also examined.

What have we found out?

- Healthy living is increasingly on the government and consumer agenda, but even though people are knowledgeable about how to lead a healthy lifestyle, how healthy are they really?
- This report examines the nation's attitudes to health in the broader context of other countries and compares attitudes across Europe and the US.
- Does a lack of willpower impact on people's willingness to change their lifestyles? Who is the least likely to make changes to live more healthily and who is the most motivated?
- How does the nation's attitudes towards healthy eating, dieting and exercise impact on the lifestyles of our children and to what extent do schools and employers influence our lifestyle choices?
- This report also examines how people seek health information and treat minor ailments.
- Mintel has identified four distinct consumer groups and their differing attitudes towards healthy living in respect of eating, drinking, and exercising.

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