

Healthy Lifestyles - UK - January 2012

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“With only slightly over a third of adults who perceive themselves as being healthy (an estimated 13.8 million), and the focus on health increasingly divided along income lines, there is an increasing polarization between the health ‘haves’ and ‘have-nots’. Whilst being in good shape requires a certain level of concerted effort it doesn’t have to break the bank, especially with the appearance of budget gyms and technology solutions for the more frugal consumers.”

– Ina Mitskavets, Consumer and Lifestyles Analyst

In this report we answer the key questions:

- How does Britain compare to other European countries in terms of adult and child obesity rates?
- What effect has austerity had on the food habits of British adults?
- How has interest in sourcing local produce and the provenance of food risen?
- How are consumers balancing health and convenience?
- How is the widening divide between adults with low and high incomes affecting physical health and wellbeing. Is there a greater disparity between those who can and cannot afford to be healthy?

Abbreviations used in the report:

ADD - Attention Deficit Disorder
 ADHD - Attention Deficit Hyperactivity Disorder
 DIY - Do It Yourself
 GAD - Government Actuary's Department
 GPS - Global Positioning System
 IBS - Irritable Bowel Syndrome
 M&S - Marks & Spencer
 NHS - National Health Service
 OECD - Organisation for Economic Co-operation and Development
 RDA - Recommended Dietary Allowance
 STD - Sexually Transmitted Disease
 WCRF - World Cancer Research Fund

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