



HEALTHY LIVING

2017: LIFE AFTER QUINOA

TO BRING IN THE NEW YEAR, WE ASKED CORE4 PANELLISTS TO SHARE THEIR THOUGHTS ON 2017 AND THE ROLE THAT HEALTH WILL PLAY



DOWN WITH THE RESOLUTION

LESS THAN **1 in 4**

set a New Year's resolution this year and, of those who didn't, 41% said it was due to the fact that resolutions are unrealistic.

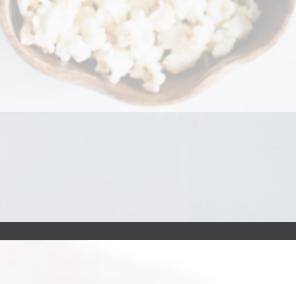
85%

THINK IT'S IMPORTANT TO LIVE A HEALTHY LIFESTYLE...

...but only 41% would say that they do, emphasising just how bloody hard it can be!

TOP 3 BARRIERS TO A HEALTHY LIFESTYLE:

1. LACK OF WILLPOWER (60%)
2. IT'S EXPENSIVE (46%)
3. NOT ENOUGH TIME (36%)



TOP OF THE HEALTH AGENDA FOR THIS YEAR

MENTAL HEALTH

4 IN 5

Although 4 in 5 have been, or know someone who has been, affected by a mental health condition, 87% don't think enough is known about the issue. Interestingly, more than 8 in 10 think that TV advertising is an effective means of promoting mental health awareness.

SUGAR TAX

53%

Over half (53%) think the sugar tax is a good idea and sugar has now overtaken fat as the main 'health enemy.' However, low or reduced sugar NPDs accounted for just 3% of launches in 2016, meaning there is still a sugar-free gap in the market ready to be exploited.

INCENTIVES

63%

With 63% of 16-24s saying that health is a barrier to living a healthy lifestyle (vs. 46% all adults), there is an opportunity for brands to give a new meaning to '#gains' and incentivise healthy living amongst young people. Health insurance provider Vitality have already tapped into this by rewarding customers for exercising!

4SALES: A HEALTHY OPPORTUNITY

With 62% agreeing that TV is helpful in informing people on how to live a healthy lifestyle, it scored better than any other media type, including apps (45%), social networks (36%), radio (35%), blogs (31%), and short video clips (31%) amongst others.

Understanding the value of a healthy lifestyle, at 4sales we offer a variety of health related content including Joe Wicks: The Body Coach which reached 1.6M adults last series. Returning series including Food Unwrapped and Jamie and Jimmy's Friday Night Feast continue to educate on what it means to eat well. Over on UKTV's W, Dr Christian Will See You Now will start on March 20th and will take viewers right to the heart of the consultation room.