

Mirror, mirror on the wall... survey by Standard Life Healthcare shows that's what people consult for their health

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When it comes to health people are more likely to be influenced by what they see in the mirror than by health messages from other sources, according to new research from Standard Life Healthcare (<http://www.standardlifehealthcare.co.uk/content/index.html>).

One in three act on the advice of medical professionals and one in ten attribute lifestyle changes to health clubs – but for more than half of those surveyed it is a glance in the mirror that is the most likely to influence a change to their lifestyle or diet in an effort to improve their health.

The 8th Standard Life Attitudes to Healthcare survey also shows that three quarters of people are more aware of the benefits of a healthier lifestyle now than they were five years ago, with those aged between 25-44 and 55-64 being much more aware.

So is this increase in awareness down to physical appearance or a better understanding of what 'a healthy lifestyle' looks like?

- 90% of people are making changes to their lifestyle and/or diet as a result of the lifestyle and diet messages they are getting.
- Three in ten people are making significant changes with those in the 25-34 age band making the most significant changes.
- Those aged 55-64 are, more than any other age group, influenced by their doctors.
- In comparison, the 16-24 age group is more likely to be influenced by media such as TV programmes about weight loss.

Sarah Pearce, Health & Wellbeing spokesperson, for Standard Life Healthcare said: 'People are clearly getting the messages about the benefits of healthier lifestyles and diets and are looking to see the results of the changes they have committed to. As many people are becoming increasingly image conscious they are more likely to notice physical changes too, which may help motivate them further.'

Standard Life Healthcare offers wide ranging health and wellbeing support to more than 500,000 people, who have 24-hour access to a GP advice line and online health, fitness and nutrition advice with their health insurance (http://www.standardlifehealthcare.co.uk/content/individual/individual_index.html) plans. The company regularly conducts research on attitudes to health and wellbeing. More information is available at www.standardlifehealthcare.co.uk

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Media enquiries please contact:

Yvonne Savage, Senior Media Affairs Manager
Standard Life Assurance Limited
Direct: 0131 245 0476

Mobile: 0771 248 6331
Email: yvonne_savage@standardlife.com

Notes to Editors

The results are based on a sample of 1018 GB adults aged 16-64 interviewed by TNS over the Internet from 22 to 24 July 2008. The sample has been weighted to represent the adult population of Great Britain aged 16-64.