Environmental factors are a key health concern

62% think that air pollution is negatively affecting their health

Weekly exercise has increased

3.6 hours per week in 2018

3.0 hours per week in 2016

But healthy eating proves difficult

Only 52%

continue their diet programmes after starting one.

Satisfaction with health declines

81% in 2018

84% in 2016

Activity trackers can help people be healthy

“Activity trackers are easy to use” 68%

“Activity trackers motivate me to make positive changes to my behaviour” 65%

The cost of maintaining health is also a concern

50% are concerned about the potential costs of critical illnesses

46% estimate that the cost of cancer treatment would cause serious financial implications for them

36% are concerned about the potential costs of cancer treatment

People identified a financial shortfall of

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