

Story embargoed 0001 Wednesday 14<sup>th</sup> September

## **NEW REPORT IDENTIFIES UK IMMUNITY LEVELS**

### **AS HEALTH AND WELLNESS MEASURES SLIP OVER SUMMER, BRITS LOOK TO BOOST GOOD ROUTINES NOW**

As Autumn approaches, a new study has revealed that almost seven out of 10 (69%) Brits feel their immune system is up to scratch but admit their standards have dropped.

Nearly a fifth (19%) Health and wellness habits slip during the summer (18%) with diet (19%) and forgetting to take health supplements (20%) some of the top factors disregarded.

The report, based on self-reported behaviours of 2,000 people shows levels of immunity varying substantially across the UK – with Yorkshire and the Humber coming out on top and North East the worst.

Working with leading Immunologist, Dr Jenna Macciochi, PhD, Actimel analysed over five different lifestyle factors that directly affect immunity - including diet, physical activity, stress levels, alcohol intake to assess their estimated impact on the immunity of communities.

The research also found that since the pandemic, over a third (35%) of Brits say that they have become more conscious of making positive health choices but 20% regularly forget to eat breakfast and admit to not taking vitamins, supplements, or fortified products, whilst 19% lapsed in exercising regularly.

That said, two in five (23%) Brits are ready to get back to healthy routines, but 22% need support doing so.

The change in season gives us the impetus to build immunity, as nearly half of Brits (47%) believe that the weather hurts their health, and over a quarter (28%) fear that there are more germs on the

commute. Close to a third of parents (30%) worry they are going to get sick with children returning to school.

The most popular health-based behaviour changes reported in the study include eating healthier foods (26%), exercising more (25%), and getting more sleep (23%) – all of which particularly appeal to adults within the 35–44 year age group.

**Available for interview Wednesday 14<sup>th</sup> September from 0800-1300 Immunologist, Dr Jenna Macciocchi, PhD**

**And TV Presenter and healthy eating campaigner Angellica Bell**

**To book an interview or for more information contact Shout! Communications**

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#### **Further findings - health habits across the nation**

- Across the nation, the report showed over three-quarters of Brits (77%) try to follow the NHS recommended healthy balanced diet.\* However, 43% eat a sweet treat multiple times a week, and a third admit to regularly snacking at night (39%). Even more, 18% of Brits have at least five to six processed meals every week and almost a quarter of Brits (22%) have never taken vitamin supplements.
- This being said, 31% stated that supplements and fortified products, such as yoghurt drinks, are important in maintaining a healthy routine and keeping immunity high.
- Those in the capital are also predicted to have lower levels of immunity than those in the West Midlands, but higher than those in the North West.

- It also emerged 72 per cent of Londoners own a pet compared to 78 per cent of those in the West Midlands – something which has proven to help improve immune systems.
  
- Compared to the daily average (three hours), London and Scotland spend more time exercising per week whereas those in East Anglia and the South West keep active much less.

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Notes to Editor

\*[NHS Eatwell Guide: How to eat a healthy balanced diet](#)

Methodology

Data conducted by OnePoll on behalf of Actimel between 19th and 25th August 2022, polling 5,000 adults aged 18+ across the UK.