

**For immediate release**

**20 April 2012**

**Britons see themselves as overweight, drunk, unhappy and stressed**

Recent research by YouGov SixthSense has found that the British have a low opinion of themselves in comparison with those in other European countries when it comes to a range of health factors.

75% of Brits believe the UK has the highest proportion of obese people compared to France (2%), Germany (6%), Italy (2%) and Spain (1%). 68% of Britons believe the UK has the worst drinking problem compared to France (6%), Germany (6%), Italy (1%) and Spain (2%).

Brits also believe they are the most stressed with 54% of Britons believing the UK has the most stressed people compared to France (4%), Germany (9%), Italy (3%) and Spain (2%).

In the happiness stakes, it is the Italians and Spanish who win with 22% and 19% of Britons believing that those countries have the happiest people, respectively. Only 8% of Britons believe the UK has the happiest people.

Britons were also asked which health concerns they were personally worried about (out of a range of answer options). Almost a quarter (23%) of Britons are personally worried about cancer and one person in five (19%) is personally worried about heart disease. Only a third (33%) of Brits classify their weight as “just about right”, while a large majority (59%) consider themselves to be overweight to some degree.

Commenting on the report findings YouGov SixthSense Research Director James McCoy said, “When it comes to health matters, the British do not see themselves in a very favourable light in comparison with other European countries. To a certain extent, statistics suggest that this view may be justified – at least in terms of diet and weight. However, on issues such as heart disease and cancer, concern appears to outweigh actual incidence. Clearly there is an opportunity to help consumers allay their fears, whether through lifestyle changes or medical screenings.”

**How Britons view themselves on a series of health factors in comparison with France, Germany, Italy and Spain**

	<b>UK</b>	<b>France</b>	<b>Germany</b>	<b>Italy</b>	<b>Spain</b>	<b>Don't know/ none of these</b>
Which country has the healthiest diet?	2%	11%	5%	36%	21%	25%
Which country has the worst diet?	66%	2%	10%	2%	1%	19%
Which country has the highest proportion of obese people?	75%	2%	6%	2%	1%	14%
Which country has the worst drinking problem?	68%	6%	6%	1%	2%	17%
Which country has the happiest people?	8%	5%	10%	22%	19%	36%
Which country has the most stressed people?	54%	4%	9%	3%	2%	28%

*Base: 1,043 nationally representative UK adults aged 18+  
Source: Britain's Health Story Survey (16-19 December 2011)*

**-ENDS-**

**Notes to editors:**

Figures, unless otherwise stated, are from YouGov Plc. The survey was carried out online. YouGov SixthSense Britain's Health Story report. Total sample size was a nationally representative sample of 1,043 adults aged 18+. Fieldwork was undertaken between the 16<sup>th</sup> and 19<sup>th</sup> December 2011.

[Click here to find out more about the Britain's Health Story report](#)

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**About SixthSense**

SixthSense, part of YouGov plc, is a provider of comprehensive business intelligence. It offers a powerful type of consumer-driven market intelligence report and online information platform, designed to help businesses make better and quicker decisions.

Bespoke data is collected through YouGov's proprietary panel of over 350,000 UK consumers. Highly qualified analysts use this data to deliver insight, comment, opinion and advice on the latest market trends and conditions.

For further information, visit [yougovsixthsense.com](http://yougovsixthsense.com)

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YouGov is considered a pioneer of online market research and has a panel of 2.5 million people worldwide, including over 350,000 people in the UK representing all ages, socio-economic groups and other demographic types.

As the most quoted market research agency in the UK, YouGov has a well-documented and published track record illustrating the accuracy of its survey methods.

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