

Bupa Wellbeing Index 2022



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Foreword

Bupa has been driven by a passion to pioneer, promote and improve healthcare.

As we enter Bupa's 75th year, no one could have anticipated how the healthcare landscape would have evolved so considerably since 1947.

Ageing populations, huge leaps in science, digital technologies, not to mention consumerism and national mobility, have had a dramatic impact on our health and wellbeing.

And then came the COVID-19 pandemic — the biggest global health and societal challenge of a generation. For over two years it has dominated the lives of countries and communities around the world, changing the way we live, interact and assess our priorities.

In 2022, it appears the most intensive phase of the pandemic may now be behind us, but its profound and ongoing impact on our mental and physical health, as well as how we view healthcare, will influence our way of life for many years to come.

While much has changed since 1947, this new post-pandemic era has many parallels to the post-war years in which Bupa was founded 75 years ago. In 1947, the nation was also scarred — both physically and mentally from the after-effects of World War II. However, this created a renewed focus on the importance of providing good healthcare and finding ways to improve the nation's health, which led to the creation of both the NHS and Bupa.

From the very beginning, Bupa has been driven by a passion to pioneer, promote and improve healthcare. So as we emerge from seismic changes to our industry, we are launching the Bupa Wellbeing Index, a rolling dataset that will track five key health and wellbeing metrics of 8,000 people each quarter, and capture a range of datapoints around health, wellbeing, lifestyles and behaviour to fully understand the picture of the nation's health.

As the Bupa Wellbeing Index builds, quarter by quarter, it will create an in-depth data-driven barometer of health and wellbeing in the UK, exploring how the pandemic has impacted our health and shifted our expectations of healthcare. Demographic splits around sex, age and geographic location will explore key trends and spotlight where there are potential issues, so that we can continue to design and deliver healthcare in the most impactful way.

It's important that we take stock of the current landscape so that we know the challenges and opportunities we are facing in to. Our first chapter explores the impact of the pandemic on the nation's health. In our second chapter, we look at how attitudes and expectations around health and wellbeing are changing, what this means for the future, and the steps we are each taking for more ownership of our health. Further chapters will follow over the months ahead, exploring additional aspects of the state of the nation's health and emerging wellbeing challenges.

As the UK and the rest of the world begins to emerge from the pandemic, these insights support our commitment to fulfilling our renewed purpose - helping people live longer, healthier, happier lives and making a better world. I can't think of a better time to launch this report. I hope you find it insightful.



Carlos Jaureguizar
CEO, Bupa Global & UK

Chapter 1

Barometer baselines

Following two turbulent years of collective trauma and seismic societal change, the UK has entered a new era for healthcare, which brings huge change and potential opportunities to advance.

There is no sector which has been affected more by the pandemic than healthcare. Despite vast improvements in the prognosis and treatment of life-threatening conditions, cancer survival rates have been impacted by delayed diagnoses and missed appointments.¹ Mental health services received a record 4.3 million specialist referrals in 2021, with many observers predicting that the 'long-tail' of the pandemic is still to be seen.² It is estimated that 50,000 dementia cases went undiagnosed during lockdowns, driving up the demand for personalised solutions in aged care.³ And an estimated 40 million dental appointments have been missed as the sector navigated infection control and staffing challenges.⁴

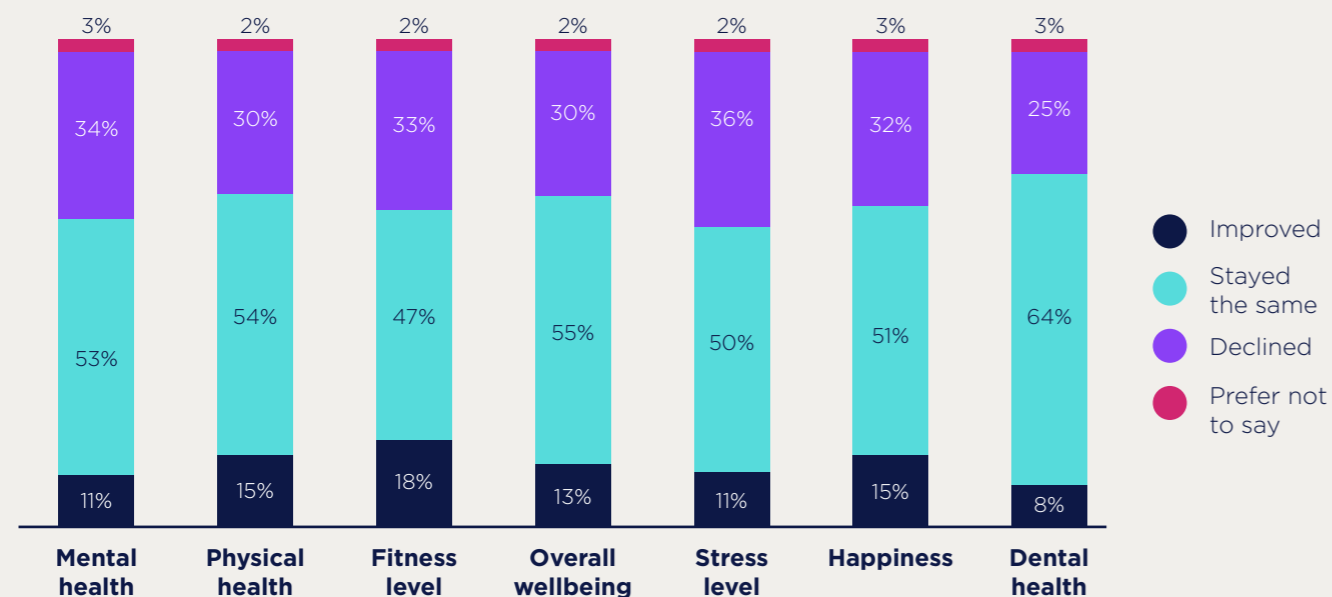
Delays and lost appointments are likely to lead to a ripple effect of ongoing issues, not least impacting chronic conditions like cancer. The inevitable increase in gum disease as a result of missed dental checks and hygienist appointments is a huge concern. The association between poor oral health and cardiovascular disease has been known for some time,

but researchers at Birmingham University recently warned that poor oral health increases this risk by 18%.⁵ Another systematic evidence review has linked gum disease to 57 different conditions including immune disorders, respiratory diseases and even musculoskeletal problems.⁶

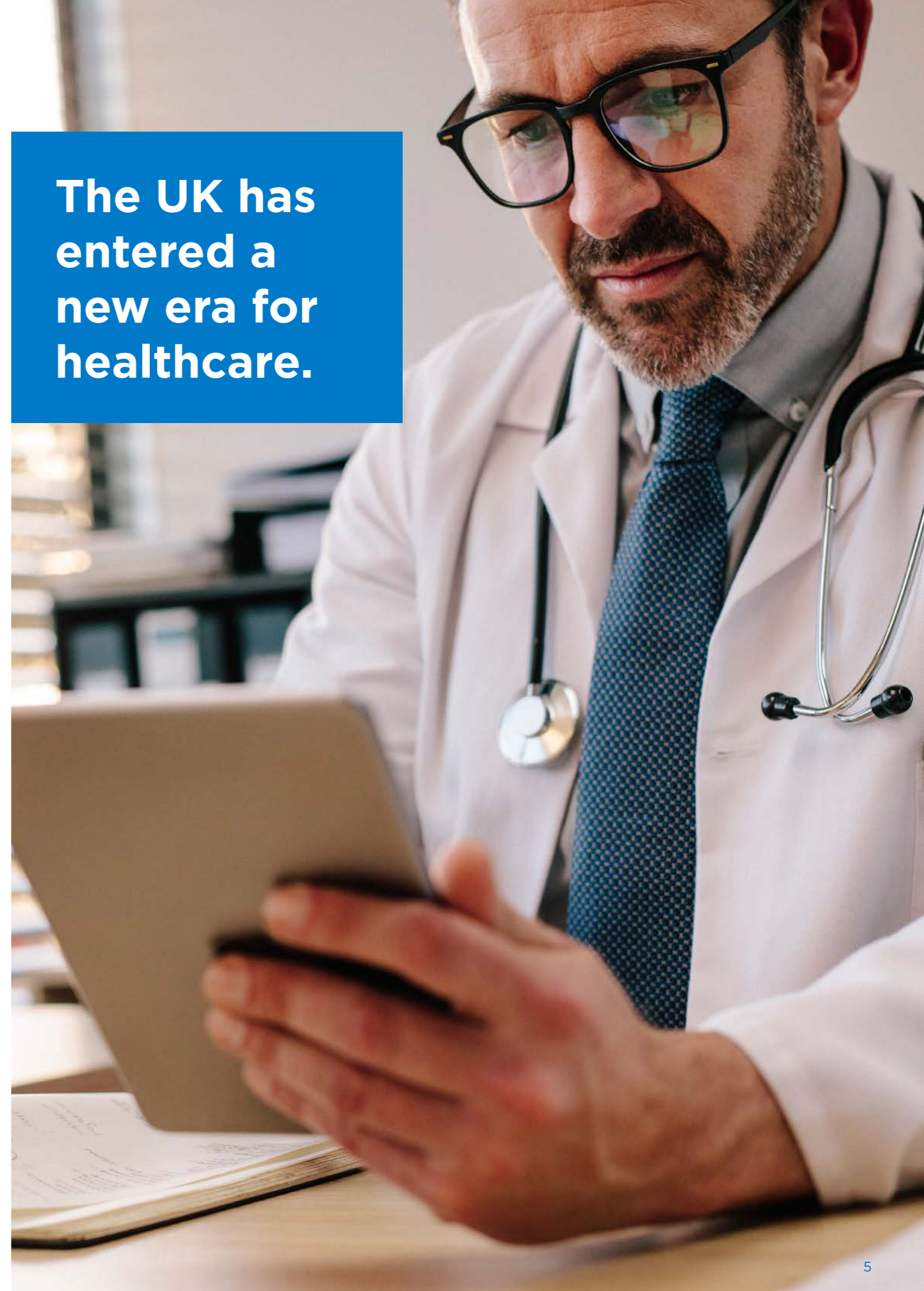
There have also been shifts in lifestyles and health behaviours. For some, COVID-19 was a wake-up call to improve their diet and fitness; they became more active and cut back on alcohol. Others experienced the opposite effect: a shift to a more sedentary lifestyle has seen them struggle with weight gain or become more dependent on alcohol. Compared to 2019, for instance, there has been a 20% increase in alcohol-related deaths and a 21% increase in deaths from alcoholic liver disease.⁷

And there are still countless unknowns around long-COVID, which now affects 1.7 million people in the UK, with around 800,000 people living with symptoms including fatigue, breathlessness and brain fog for more than a year.⁸

How the pandemic has affected our health



The UK has entered a new era for healthcare.



The impact of the COVID-19 pandemic is clear from our data.

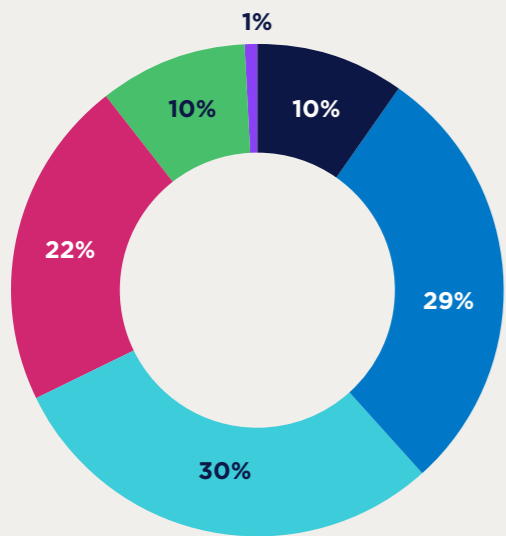
Only 51% of respondents rated their physical health positively, with 14% reporting very good health and 37% saying their health was 'somewhat' good. As you would expect, these scores decline with age; 16 to 24-year-olds were the most likely to say they enjoyed very good health (18%) and over-65s the least likely (11%).

Perceptions of mental health were more positive (54%), with almost a quarter (22%) saying their psychological health was very good, and a third (32%) rating it somewhat good. But on this metric the correlation with age is reversed and older adults were far more positive, with 38% of over-65s reporting very good mental health, more than twice the number of 16- to 24-year-olds (14%).

General wellbeing saw the highest overall score (56%), with 16% reporting this was very good and 40% rating it somewhat good. However, a deeper dive into the data reveals a U-shaped curve to these scores. The youngest and oldest demographics report the best general wellbeing; 17% and 18% respectively, and 35- to 44-year-olds giving the lowest score (13%).

Fitness represents a major red flag. Only one in 10 respondents (10%) said their fitness was very good and 29% thought it was somewhat good. Overall, after adjusting for percentages, only 38% gave a positive assessment of their physical fitness.

How people view their fitness



- 1. Very good
- 2. Somewhat good
- 3. Neutral
- 4. Somewhat poor
- 5. Very poor
- 6. Prefer not to say

Dr. Petra Simic Medical Director for Bupa Health Clinics

"Lockdowns, lethargy, gym closures and general uncertainty made it difficult for many people to maintain a consistent exercise regime during the pandemic. And as we emerge from the pandemic, it looks like as a nation we're still struggling to stay active.

"This is worrying because there is a huge body of evidence showing that physical fitness reduces our risk of many preventable health problems including cardiovascular disease, diabetes and many cancers.

"Regular exercise is an important part of a healthy lifestyle. Study after study shows the benefits it can have. Not only does regular exercise help you manage your weight and reduce your risk of developing diseases, but it can also help prevent and relieve mental health problems.

"The World Health Organisation has identified exercise and physical activity as one of four lifestyle habits — alongside a healthy diet, avoiding harmful use of alcohol and not smoking — which will dramatically reduce the risk of many preventable diseases including cardiovascular disease and diabetes."⁹

Mental health

We know the pandemic had a more severe impact on the mental health of younger adults and women, demographics who were already more likely to be struggling,¹⁰ and this is reflected in the new data.

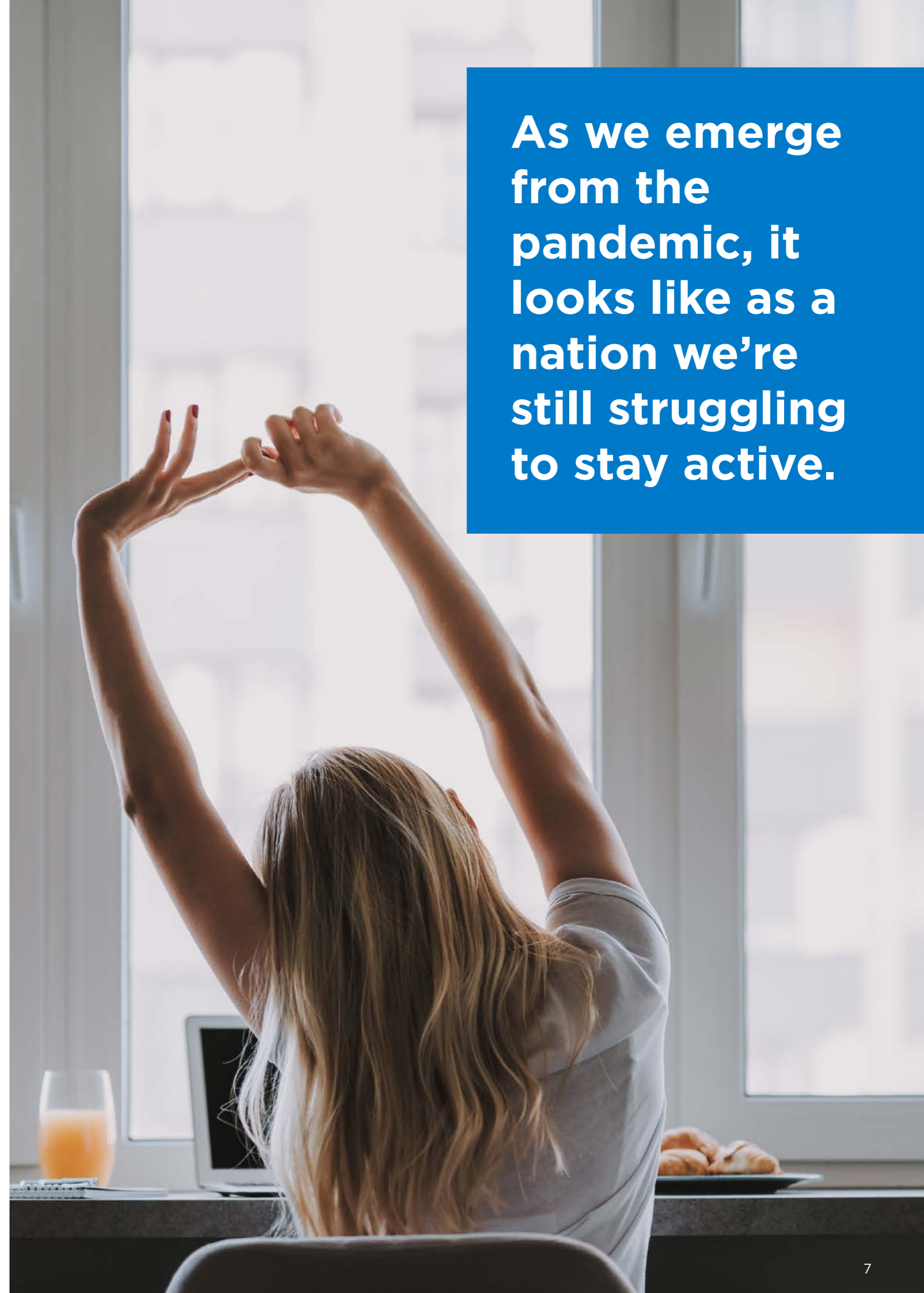
Only 48% of women gave positive scores for their mental health, compared to 61% of men, and 28% of men describe their mental health as very good, almost twice the number of women 15%.

Similarly, only 37% of 16 to 24-year-olds and 49% of 25 to 34-year-olds assessed their mental health as very, or somewhat, good, while three out of five (59%) 55- to 64-year-olds and almost three-quarters of over-65s (73%) were upbeat about their mental health.

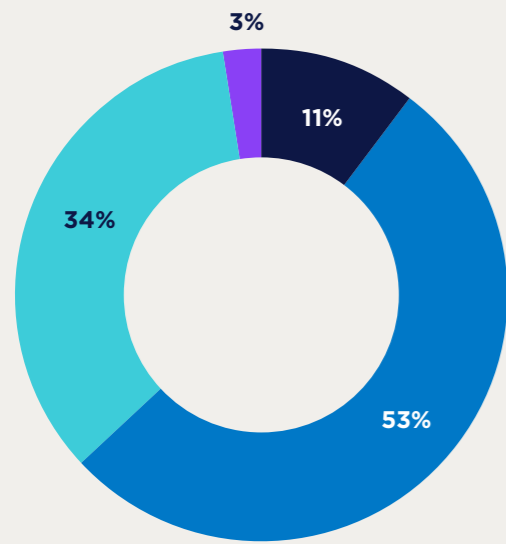
Over 65s reported the most robust mental health (38% stating very good), followed by 55- to 64-year-olds (26% stating very good) while Gen Z and the Sandwich Generation, who are juggling parents and children, were the least likely to say their mental health was very good (14%).

Dr Naomi Humber, Head of Mental Wellbeing at Bupa says, "Many people's mental health was impacted by social distancing, lockdowns, the loss of loved ones to

As we emerge from the pandemic, it looks like as a nation we're still struggling to stay active.



How people's mental health has changed as a result of the COVID-19 pandemic



● Improved ● Stayed the same
● Declined ● Prefer not to say

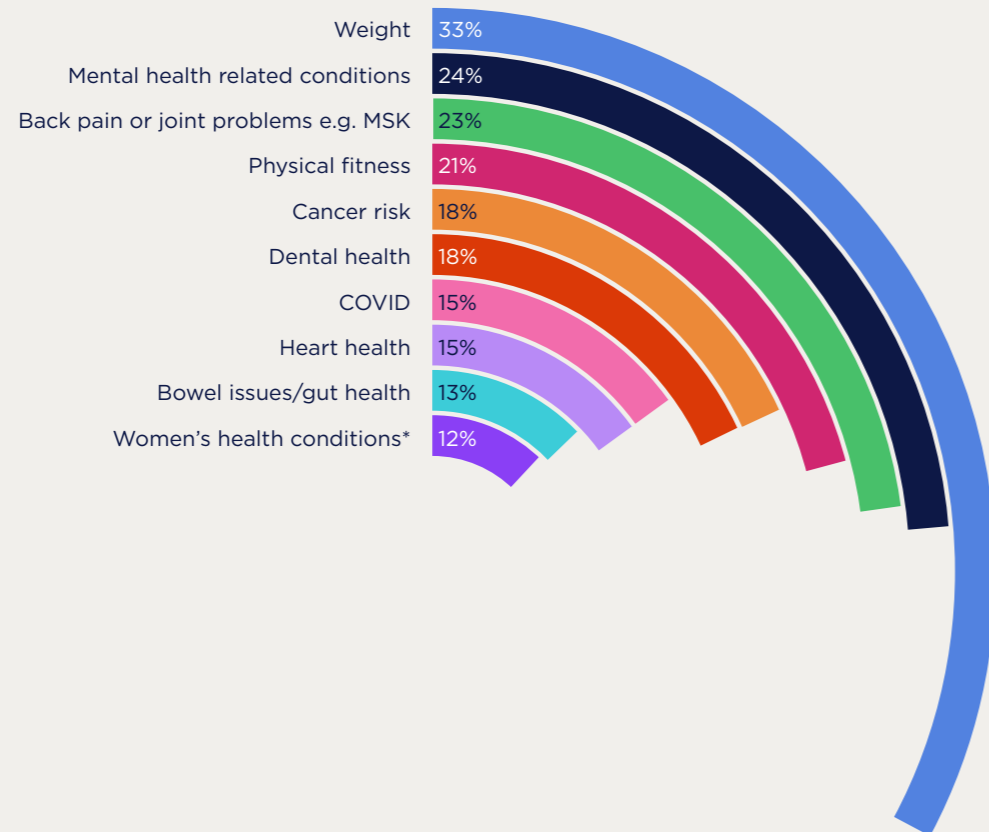
the virus and the over-consumption of stress-inducing media reports during the pandemic. What's more, many experienced loneliness and were affected by lack of physical contact with their friends, families and peers.

“Our research showed that women in particular, were affected by lockdown mentally, and there is evidence that family and caring responsibilities, as well as social factors, may have played a role in this. Women were more likely to have returned to dated traditional roles of managing housework and childcare during the lockdown than men, and there is evidence of an association between these adjustments and psychological distress.”¹¹

What worries us

When asked what worried them most about their personal health and wellbeing, respondents reported that their weight was the biggest worry (33%), followed by mental health problems (24%); back pain, joint problems and other musculoskeletal issues (23%) and fitness levels generally (21%).

Biggest health worries



*e.g. menopause, endometriosis, menstrual conditions

In March 2020, a then relatively unknown personal trainer, Joe Wicks, began his free PE with Joe YouTube series to combat the impact of lockdowns and school closures on the nation's physical activity.

“With the prospect of us all spending more time at home, it was more important than ever that we kept moving and stayed healthy and positive,” he says.¹²

However, the Bupa Wellbeing Index research and data from the Health Survey for England shows that sedentary lifestyles were already a serious issue before the pandemic. The official statistics confirm that before the lockdowns, 28% of adults were obese and another 36% were overweight.¹³

Dr. Petra Simic, Medical Director for Bupa Health Clinics, says, “It's likely that the number of people struggling to control their weight has grown in the past few years.

“And there are manifold health implications for this. Being overweight or obese is the biggest cause of cancer after smoking,¹⁴ and it increases the risk of other issues including diabetes, heart disease, stroke, osteoarthritis and body pain. It is also associated with poorer mental health.”

Taking action on our health

Unwilling or unable to access healthcare, the research found that just over half (54%) of those surveyed had interacted with a health provider in the previous three months.

Dental treatment or advice was the most commonly accessed (13%), but it's unlikely this had much impact on the backlog of people needing treatment. As the

British Dental Association has warned, a year's dentistry was lost during the pandemic¹⁵ and the data suggests the effects of missed appointments may already be emerging as 6% reported a dental emergency and 7% had undergone an extraction.

Unhealthy diets and sugar consumption, and 38% of adults admitting they snacked more during lockdowns, will also have had a negative impact on the nation's oral health.^{16,17}

Sarah Ramage Clinical Director for Bupa Dental Care UK

“Oral health is an essential part of everyone's wellbeing. It impacts on our ability to eat and speak, as well as our self-esteem. Given what we know about the link between gum disease and the increased risk of many life-limiting and life-threatening health problems, there are clear opportunities for dentists and oral health professionals to support the diagnosis of certain conditions and provide patients with preventative lifestyle advice. It will be important to monitor the impact of missed appointments. Problems such as decay, gum disease, and oral cancer can be spotted during routine appointments, where early diagnosis and management can have a really positive impact on outcomes.”

There are also pointers that we are taking a more proactive approach to our physical and mental health. One in nine (11%) of those surveyed had undergone a health assessment, and this climbed to 15% in the 16 to 24-year-old age group. Around the same proportion (10%) had started a new prescription for a health condition — and, counter-intuitively, this was also slightly more common in the younger age groups.



Taking action on our health

the first three months of 2022

13%

Sought dental advice or treatment

11%

Had a health assessment



10%

Started a new prescription for a health condition



7%

Had a tooth removed



6%

Sought medical help for a women's health condition

6%

Started counselling for a mental health condition



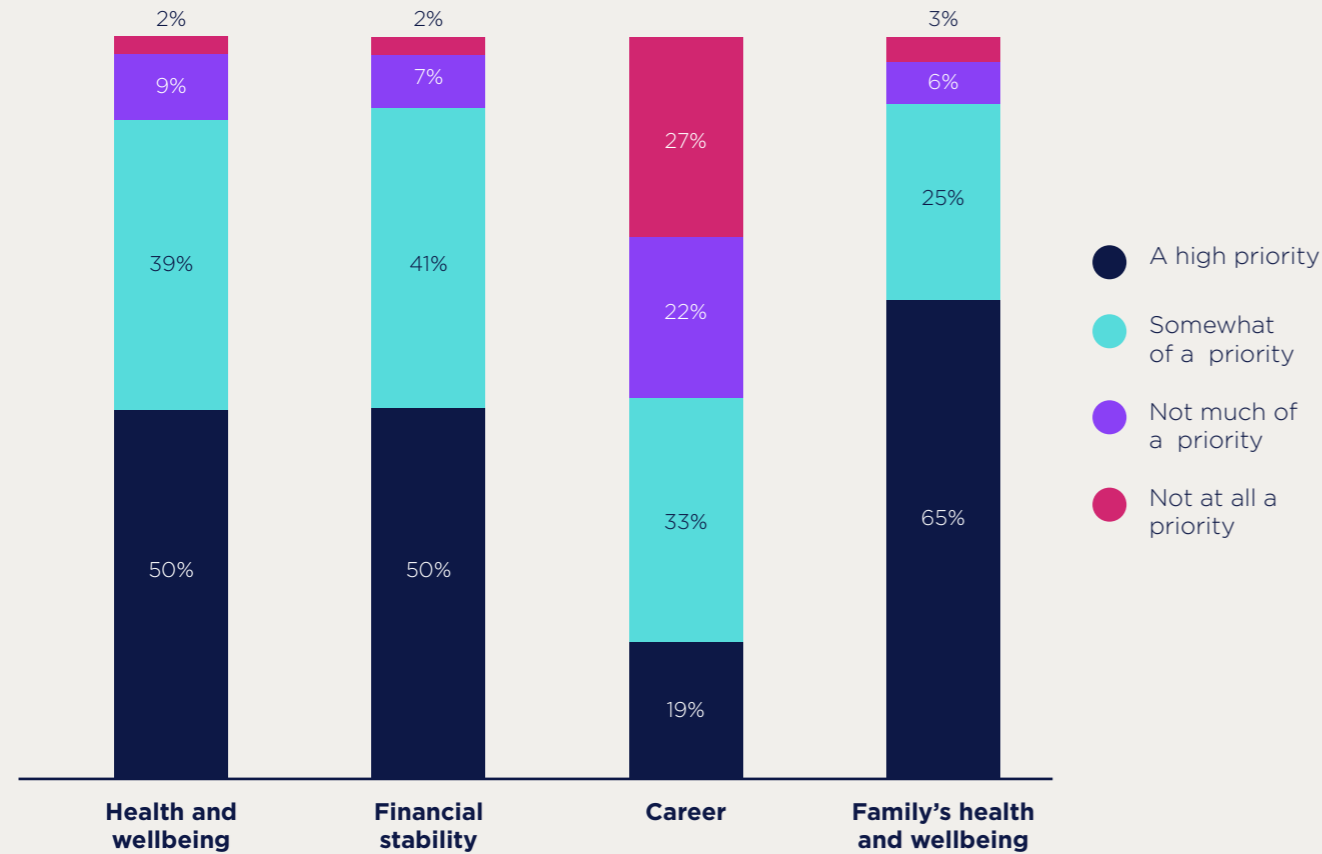
Overall, 6% had begun counselling for a mental health condition, but there is a sharp gender divide with 8% of women started taking therapy sessions compared to 4% of men. This was mirrored in the statistics for those starting a prescription for a mental health condition.

One in ten women (10%) also sought medical help for female-specific issues around menopause, endometriosis and menstruation, yet despite the challenges around menopause, which every woman will experience — uptake was relatively uniformly spread.

Robin Clark
Medical Director for Bupa Global and UK Insurance

“This underlines the importance of capturing, and continuing to monitor, data in the detail the Bupa Wellbeing Index provides. Sound decisions rely on sound insights and evidence.”

What do we prioritise?



What do we prioritise?

Many different factors affect our overall health and wellbeing. Apart from our genetic inheritance and lifestyle choices, there are multiple socio-economic drivers that influence our physical and emotional wellbeing. For this reason, it's perhaps no surprise that half (50%) of those surveyed put a high priority on financial stability as well as their personal health and wellbeing.

However, much of our concern is outward facing. The data reveals we are far more likely to prioritise our family's health and wellbeing than our personal wellbeing, 65% compared to 50%. The fact that only one in five (19%) adults now puts a high priority on their career also points to a renewed focus on the importance of work-life balance.

Robin says, "The data illustrates how our priorities change over our lifetime, and while this may seem obvious, in terms of decision-making it's useful to see this confirmed."

Those who are beginning or consolidating careers were more likely to place a high priority on them: 40% of 16-24 year-olds said their career was a high priority compared to just 12% of those approaching retirement (55-64). They were also more likely to place more focus on financial security; 53% versus 49%. Over 65s were, by far, the least likely to have concerns around their finances (38%).

A closer look at the data challenges the notion of traditional gender roles and gender stereotypes. Whilst women place a higher priority on the health and wellbeing of their family (72% vs 56%), they were more likely to prioritise financial security (55% compared to 45% of men) and their career (20% versus 17%).

Robin adds, "This highlights the importance of collecting reliable data, and avoiding assumptions based on past practice and experience."

Chapter 2

What this means for the future

As you would expect, the Bupa Wellbeing Index shows that physical health tracks age — 51% of 16 to 24-year-olds and 56% of 25 to 34-year-olds assessed their health positively, compared to 45% of over-65s. And this trend is seen even more sharply when looking at the data for those who rated their physical health as 'very good' — 18%, 15% and 11% respectively.

Rebecca Pearson General Manager for Bupa Care Services

"This raises important questions around how best to support an ageing population in continuing in good health for as long as possible.

"Dementia rates are rising, and we know that physical activity is one of the best things you can do to reduce dementia risk, whether that's walking, gardening, lawn bowls or swimming."

For over 65s, the Index shows that some of the most pressing health concerns include back, neck or joint pain (27%), their weight (25%), and their level of physical fitness (22%).

Rebecca continues: "Technology will also help us support the ageing population remaining in good health. The data from the Index tells us where the particular health concerns of our over 65s lie, and helps us plan to address those concerns."

Lockdowns during the Covid-19 pandemic meant many people in the UK had to adjust to homebound lifestyles, the abrupt disappearance of their commutes, and a drastic increase in time spent sitting. One study from the US shows that overall sedentary behaviour has also increased, with physical activity among the already active dropping by a third, and already sedentary people remaining so.¹⁹

Dr. Petra Simic, Medical Director for Bupa Health Clinics, says, "Sedentary lifestyles are now a public health emergency, with the World Health Organisation warning that physical inactivity is the fourth leading risk factor in deaths globally.²⁰

"Researchers define sedentary behaviour as anything we do when we're awake which has a MET of 1.5 or less. MET stands for metabolic equivalent task and is simply a measure of how many calories we are burning."

"Activities with a MET of 1.5 or less including sitting at a desk, using a keyboard, sitting in a meeting and commuting — so it's easy to see how a typical working day involves a lot of dangerously sedentary behaviour. And this is often compounded in our downtime with time spent watching television, reading and playing video games."

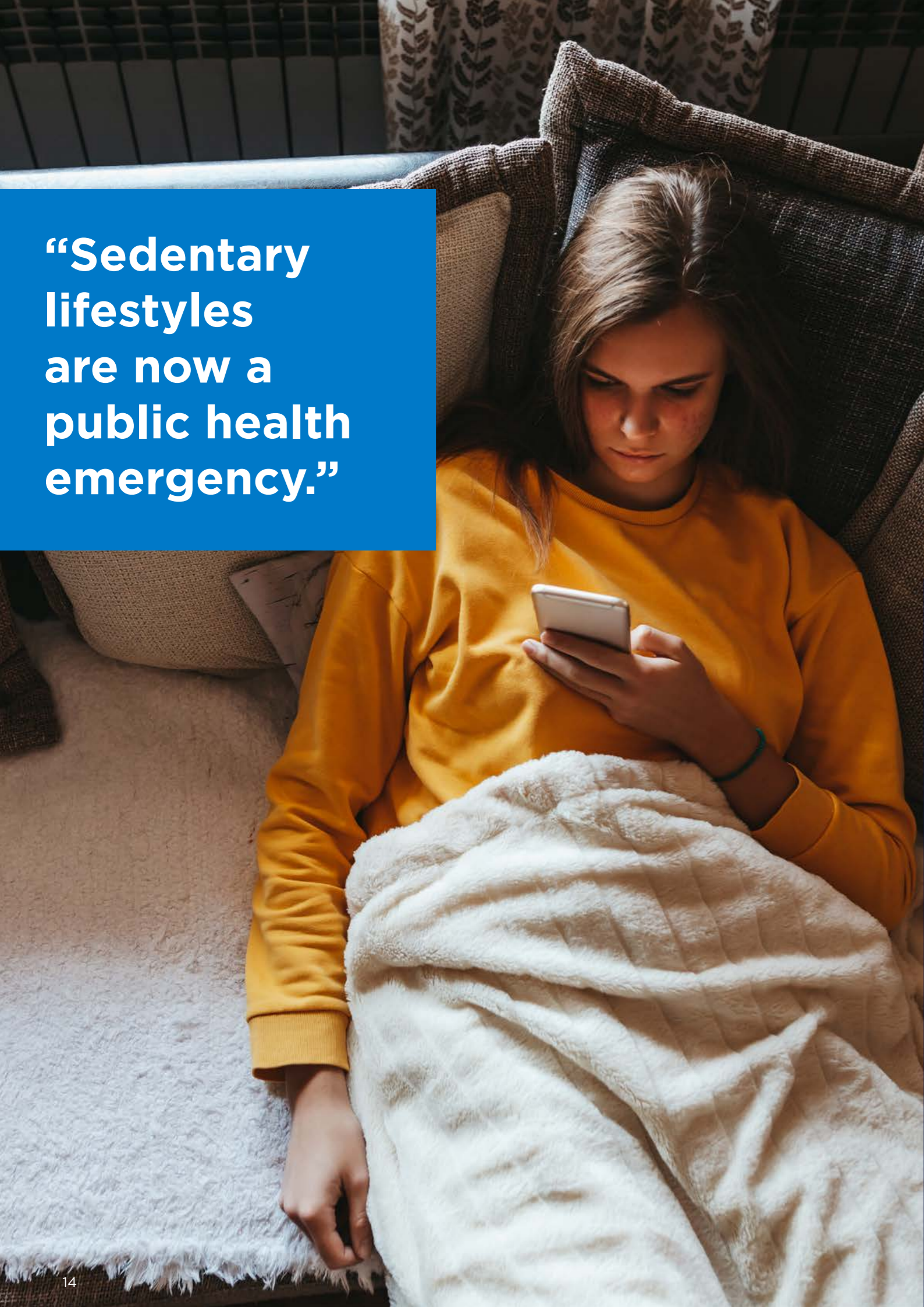
Petra continues, "The scale of the challenge ahead is daunting, but it should not be overwhelming. Studies show that each positive change we make, no matter how small it may seem, will deliver benefits. Every journey is a series of small steps."

Gender divide – health ambitions

It's encouraging that the data highlights our renewed focus on the importance of health and wellbeing, and the breadth of our good intentions. Over the past year, four out of five respondents (84%) have taken steps to improve their diet or lifestyle, with the most common interventions being better diet (35%), exercising more regularly (30%) and trying to get a full night's sleep (28%).

Women were slightly more likely to have made positive changes (88% compared to 80% of men), as were younger adults (87% of 16 to 24-year-olds compared to 81% of 55- to 64 year-olds and 71% of over 65s).

As you might expect, over-65s were the most likely to have had a full health check or MOT in the previous 12 months (10%), closely followed by the 55 to 64-year-olds. Petra says, "This is encouraging as these are the years when the risk of many age-related issues such as heart disease, diabetes, cancers and musculoskeletal problems begins to climb significantly."



“Sedentary lifestyles are now a public health emergency.”

“Regular health checks increase the chances of catching problems quickly, and we know that early diagnoses and interventions can make a huge difference in terms of treatment options and outcomes. However, it is concerning that nine out of ten over-65s have not had a health check over this period.”

Another finding which also points to potential for improvement was the fact that 29% of over-65s take regular exercise to try to improve their health and head off problems – the same percentage as those aged 35 to 54, and ahead of the youngest demographic (16 to 24-year-olds, 26%).

The data highlights some important gender divides. Weight loss is far more important to women, with twice as many women as men attempting a weight loss diet in the past year, 23% compared to 11%. They are also more likely to have tried to improve their diet: 41% compared to 28% of men.

Similar gender divides can be seen on interventions around sleep; 36% of women have tried to improve their sleep patterns compared to 20% of men, and are trying to maintain a better work-life balance, 29% versus 17%.

Men were marginally more focused on regular exercise; 30% compared to 29% of women, cutting down on alcohol 23% versus 22% and smoking cessation 8% versus 6%.

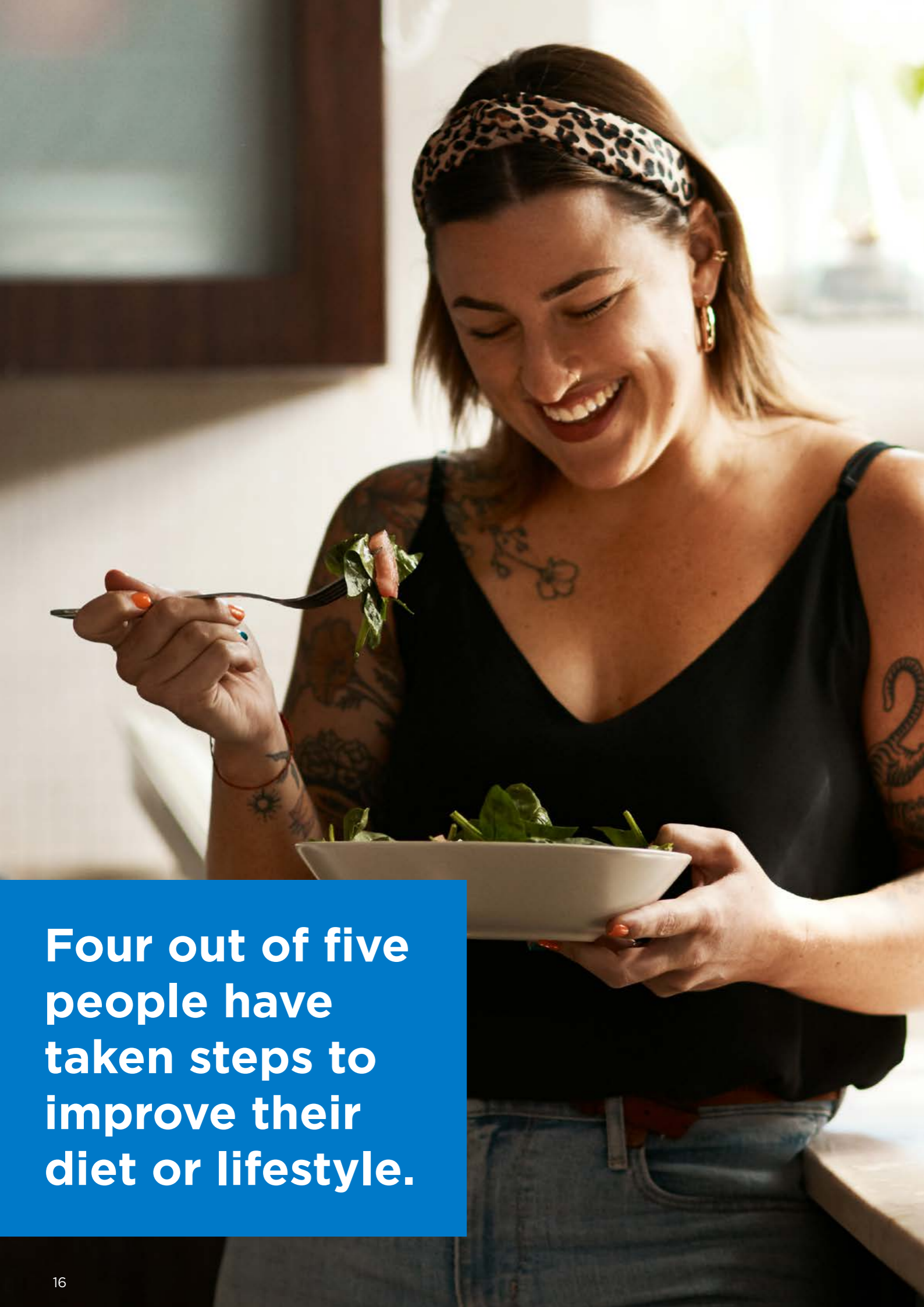
Dr. Petra Simic
Medical Director for Bupa Health Clinics

“Overall, the picture is encouraging as there is clearly a strong appetite for healthier lifestyles and each and every one of these interventions will deliver real benefits for both physical and mental health.

“Positive steps also have a habit of snowballing. Exercise supports weight loss and improves mood and sleep patterns, a healthier diet makes it easier to lose weight and generally makes us feel more energised and upbeat, and everyone feels better after a good night’s sleep.”

Action we’ve taken to boost our health and wellbeing in the last 12 months





Four out of five people have taken steps to improve their diet or lifestyle.

Challenges and barriers

However, we're all human, and good intentions have a habit of going awry. The data shows that three-quarters of those surveyed (73%)²¹ have failed to maintain the health and lifestyle interventions they started a year ago.

The most common challenges revolve around health and diet, with 8% admitting they have given up on weight loss diets and the same number abandoning plans to eat more healthily. People are most worried about their weight between ages of 25 and 45, and Petra says, "This phase of life is important for building and maintaining muscle mass and lung function, so it often sets the scene for a healthier old age."

"What's interesting is that the data also highlights areas where targeted interventions could make a significant difference to our health, both individually and across communities."

For instance, fitness trackers and wearables lost their appeal for 7% of those surveyed, as did home exercise equipment (6%) and online gym classes (6%).

And while over-65s were the least likely to make positive health changes, they were — by far — the most likely to stick with them. More than half (54%) those who have taken steps to improve their health have maintained this momentum, compared to only 20% of 16- to 24-year-olds.

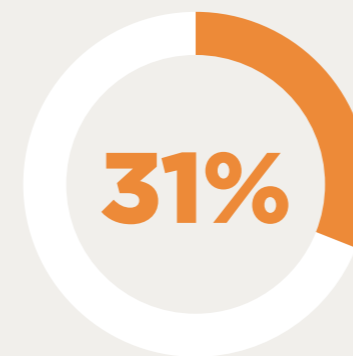
For those who increased the amount they worked from home during the pandemic, 61% say that the overall health impact has been negative. Almost a third (31%) of people who work from home reported they have eaten more in the past two years as a result and 15% say their alcohol intake has risen. Almost a quarter (23%) say it has eroded their self-confidence and 19% say they have done less exercise. Mental health also suffered, with a third (32%) reporting an overall decline.

Robin Clark
Medical Director for Bupa Global
and UK Insurance

"The first lockdown was a huge learning curve for all of us; decisions had to be made at pace and many existing practices and guidelines around health and safety, line-management and health and wellbeing support were overtaken.

"As we emerge from the pandemic, it's important that we review the pluses and pitfalls of these changes, and take forward and embed the lessons we have learned."

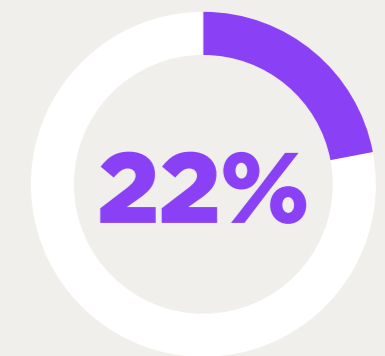
Impact of working from home on our health



started eating more



say their self-confidence has declined



fitted more exercise into the day

What motivates us

Family is hugely influential. More than two-thirds (69%) of those surveyed said the biggest driver for taking care of their health and wellbeing was the desire to 'be there for my family'. A similar number (67%) wanted to improve their life expectancy and 66% wanted to do what they could to head off serious health problems.

Robin says, "Moving forward, we need to lock onto these drivers, and develop products and support which will encourage people to take more ownership of their health and wellbeing."

"However, it's important to recognise that the pandemic has impacted us all in very different ways."

For instance, while 33% of those surveyed report a decline in their mental health as a result of two years of home-working, almost a quarter (23%) say their emotional wellbeing is better than before.

Similarly, although 22% believe their overall health has declined, 16% say it has improved over the past two years. One in five (19%) of those surveyed has become more anxious about their appearance as a result of more online meetings, but 16% are now less likely to worry about the way they look.

Robin adds, "More work is needed to identify why some groups have been more resilient than others, and we

must find ways to tackle the negative impacts while also exploring strategies and support which will amplify the positive changes.

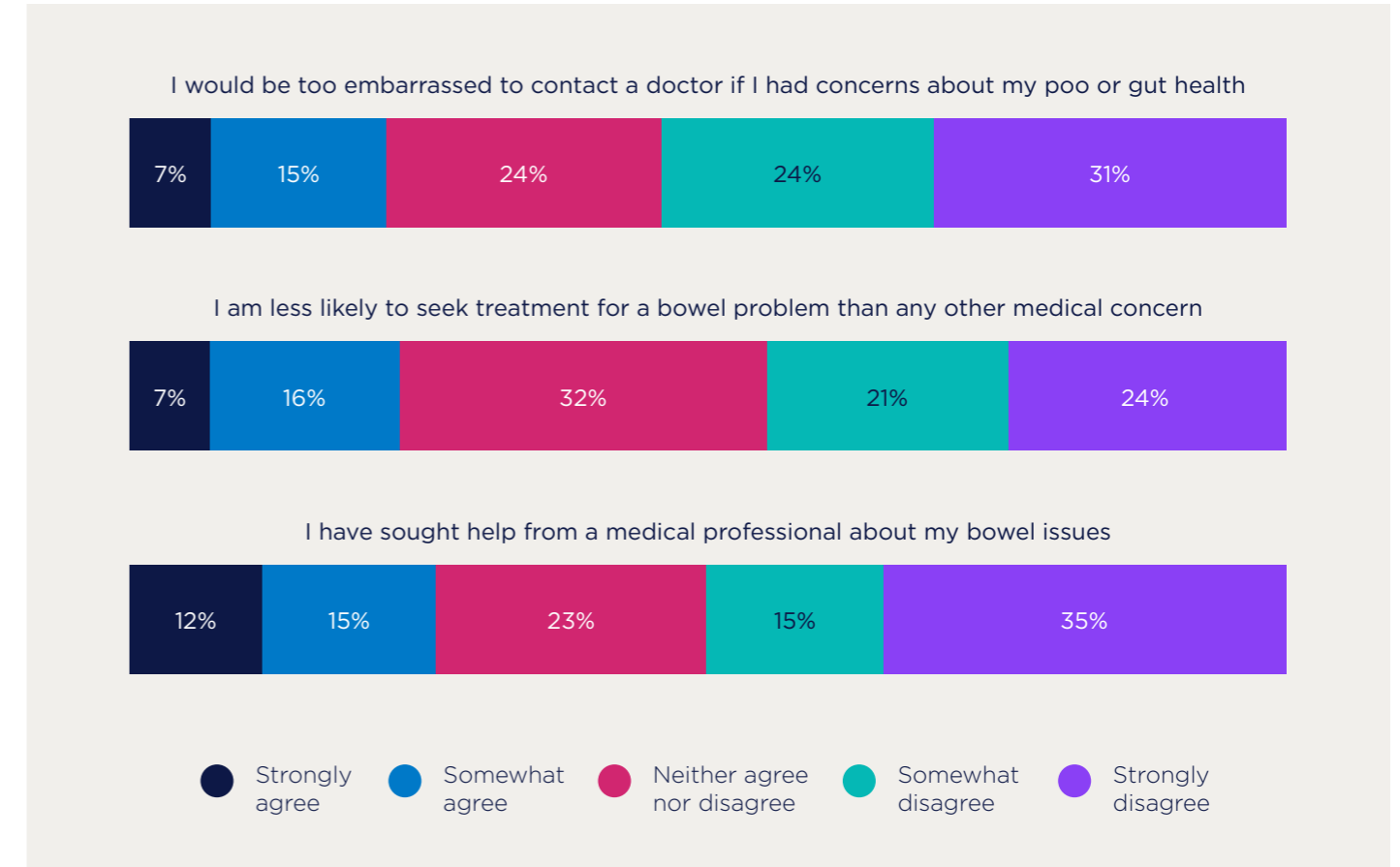
"The evidence is beyond doubt. People who are active and healthy are less likely to develop a huge number of health issues including coronary heart disease, high blood pressure, diabetes and many cancers. Older adults who are active experience fewer musculoskeletal aches and pains and are less likely to suffer falls – and the pain and problems which can flow from them."²²

"The corrosive effect of sedentary lifestyles is now so well documented inactivity is now considered to be as damaging to long term health as smoking."²³

"Identifying the barriers to good health and wellbeing will be essential if we are going to find ways to overcome them and develop health systems which focus on prevention and reducing the burden of avoidable issues, rather than dealing with the damage they cause."

"The Bupa Wellbeing Index will provide the data and insight needed to help achieve this."

Spotlight on: Bowel cancer



Every year, around 43,000 people in the UK receive the devastating news that they have bowel cancer, and 16,500 die from the disease – but more than half (54%) of all bowel cancers are preventable.²⁴

If it is caught early, treatment can cure bowel cancer and stop it coming back. However, survival rates decrease dramatically if it's diagnosed at a later stage.

Half of those surveyed have never taken up an invitation for cancer screening, which at first glance could be

Mr. Shahnawaz Rasheed
Consultant General Surgeon at
Bupa's Cromwell Hospital

"Earlier diagnosis and improved screening of bowel cancer is helping more people to survive the disease, but the Bupa Wellbeing Index shows we still have a long way to go."

understandable as this is aimed at specific groups, such as women (cervical screening and mammograms) and older adults (bowel cancer).

Yet data from the Bupa Wellbeing Index shows that 43%

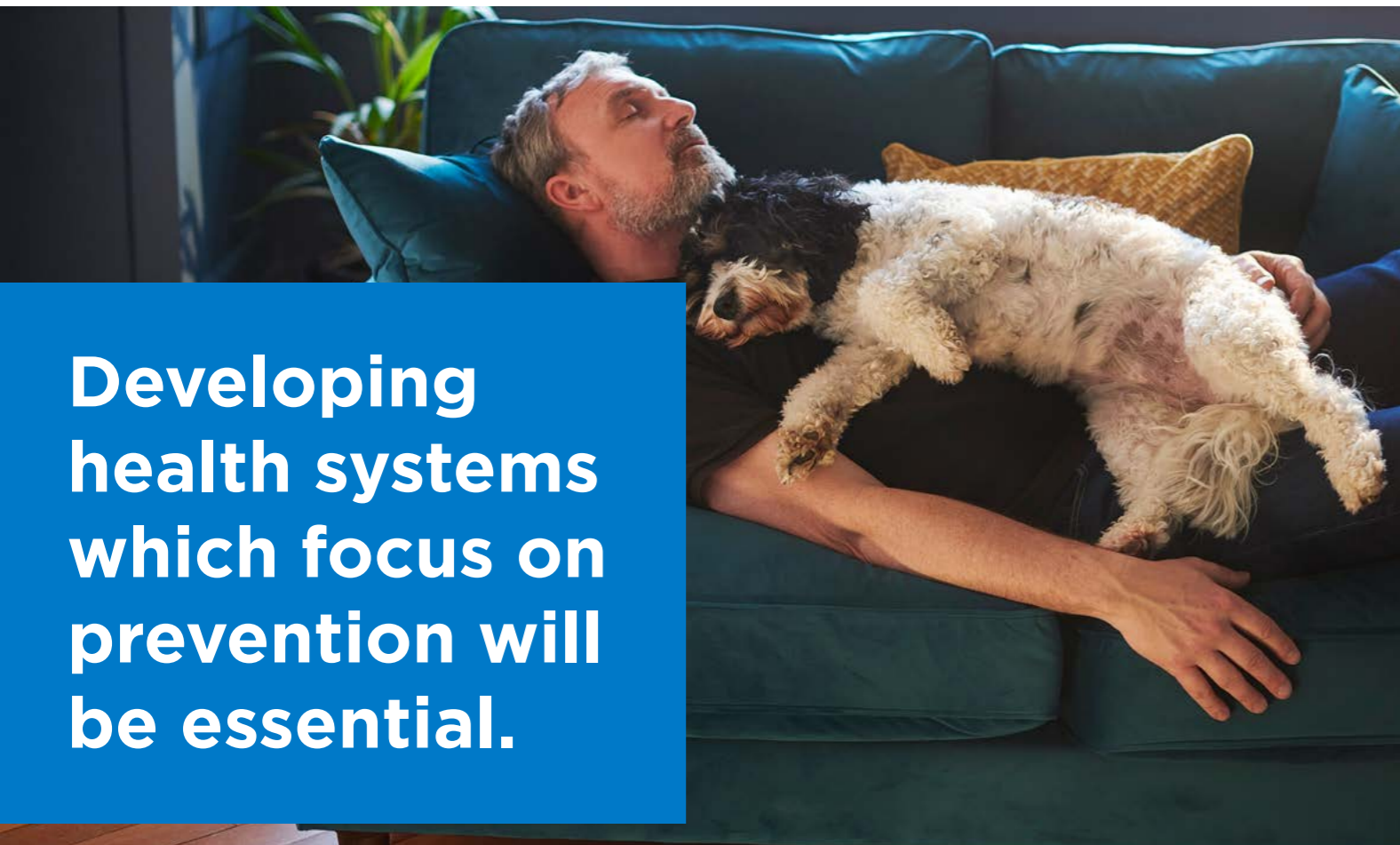
of women and 48% of over-65s have never accepted an invitation for one of these potentially life-saving checks.

Symptoms of bowel cancer include blood in the stool, or a change in bowel habits,²⁵ and almost half the survey sample knew this (49%). Yet overall, almost a quarter (23%) of those surveyed never look at their stools to check for these red flag warnings.

And although the risk of developing bowel cancer rises with age, 25% of 55- to 64-year-olds and 24% of over-65s never check the appearance of their stools.

Mr Rasheed says, "There is so much we could do to improve this picture. Increasing intakes of fruit and vegetables, and other high-fibre food, minimising alcohol consumption and maintaining a healthy weight will all reduce the risk of developing problems."

"While being alert to symptoms, taking up invitations for screening and raising any concerns with your GP will all dramatically increase the chances of surviving a diagnosis. For many people this can be an embarrassing topic, but no one should ever die from embarrassment."



Developing health systems which focus on prevention will be essential.



Taking up invitations for screening and raising any concerns with your GP will all dramatically increase the chances of surviving a diagnosis.

Footnotes

BAROMETER BASELINES

1. <https://news.sky.com/story/cancer-survival-rates-in-england-may-go-into-reverse-amid-staff-shortages-mps-warn-12582522>
2. <https://www.rcpsych.ac.uk/news-and-features/latest-news/detail/2022/03/15/record-4.3-million-referrals-to-specialist-mental-health-services-in-2021>
3. <https://www.dailymail.co.uk/news/article-9824127/Victims-Covid-dementia-disaster-50-000-cases-missed-lockdown.html>
4. <https://bda.org/news-centre/press-releases/Pages/Urgent-action-needed-as-millions-miss-out-on-NHS-dentistry.aspx>
5. <https://www.birmingham.ac.uk/news/2021/gum-disease-increases-risk-of-other-illness-such-as-mental-health-and-heart-conditions-study-finds>
6. <https://pubmed.ncbi.nlm.nih.gov/26881700/>
7. <https://www.gov.uk/government/publications/dhsc-direct-and-indirect-health-impacts-of-covid-19-in-england-short-paper-9-september-2021>
8. <https://www.independent.co.uk/news/health/long-covid-symptoms-latest-rise-ons-b2052780.html>
9. https://www.who.int/health-topics/physical-activity#tab=tab_1
10. <https://onlinelibrary.wiley.com/doi/full/10.1111/1475-5890.12239>
11. <https://www.gov.uk/government/publications/covid-19-mental-health-and-wellbeing-surveillance-spotlights/gender-covid-19-mental-health-and-wellbeing-surveillance-report>
12. <https://www.thebodycoach.com/blog/pe-with-joe>
13. <https://commonslibrary.parliament.uk/research-briefings/sn03336/>
14. <https://www.cancerresearchuk.org/health-professional/cancer-statistics/risk/overweight-and-obesity>
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About the research: Bupa commissioned Censuswide to poll a nationally representative sample of 8,185 UK adults. The data was collected between 18.03.2022 - 24.03.2022. Censuswide abides by and employs members of the Market Research Society and follows the MRS code of conduct which is based on the ESOMAR principles.

