

Millennials pick and choose when it comes to health, claims new report

UK Millennials more likely to play a game of cat and mouse with their health, claims new report which highlights broader concerns for millennial engagement

LONDON, UNITED KINGDOM, February 16, 2018 /EINPresswire.com/ -- The online report, compiled from the opinions of 967 people matching primary shopper profiles, surfaces a number of insights into the behaviours and attitudes across a number of generations of shoppers. It's sourced from a representative sample of over 700,000 UK residents. The report allows users to interact and [explore the source data directly](#).

“Millennials hold a strong perception that eating healthy is more expensive”, says Jonathan Wheeler, Glow’s UK MD. “They’ll also cut corners to make time, and are happier to eat on the go, according to the data” he says. “Generally millennials appear more sceptical about brands that market aggressively at them rather than using a values-based approach - they're more empowered than other generations and like to form their own opinions.”

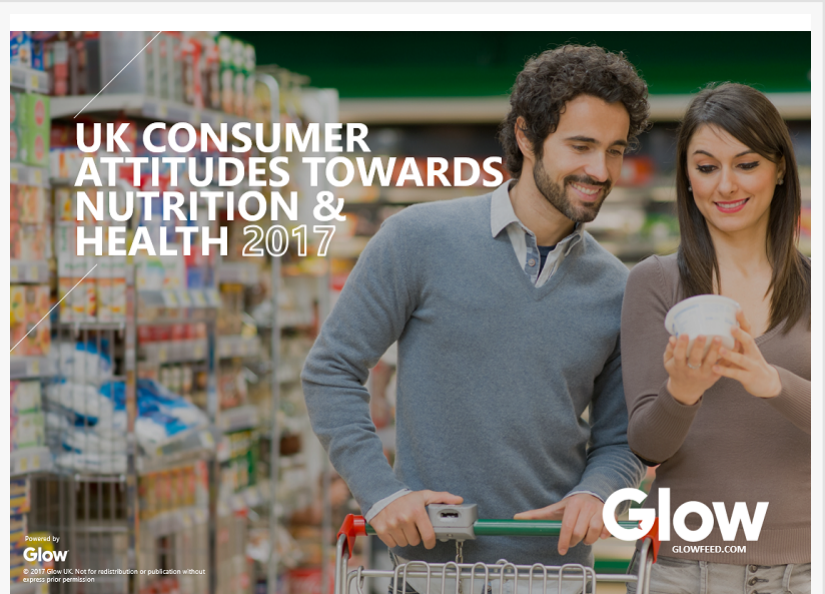
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Millennials are more sceptical about brands that market to them aggressively rather than using values-based approaches. They're more empowered with information and like to form their own opinions.”

Jonathan Wheeler, Glow UK MD

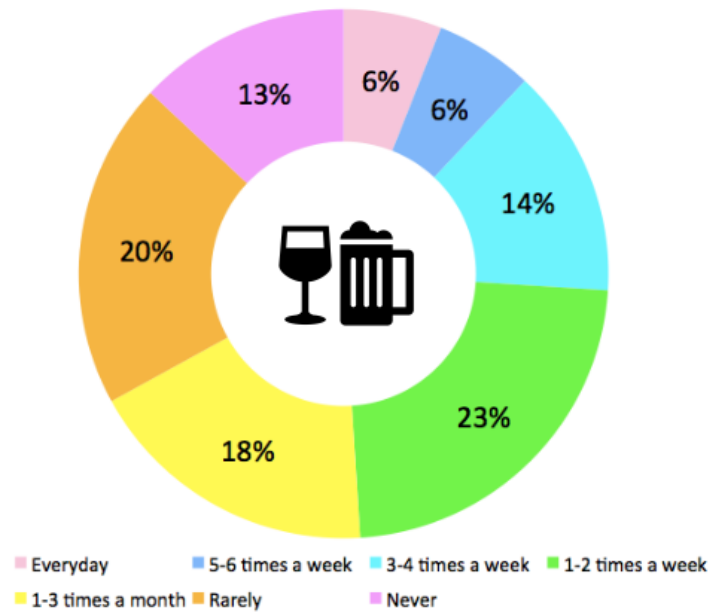
Glow was launched in the UK in 2017 and provides a combination of ready-made data sets and reports as well as the ability to create private projects to capture new primary research and category data. The reports they publish come with both an insight summary PDF as well as the ability to explore the data first hand using a simple online click and play analytics interface.

The report and data is [available free online](#).



The front page of the report

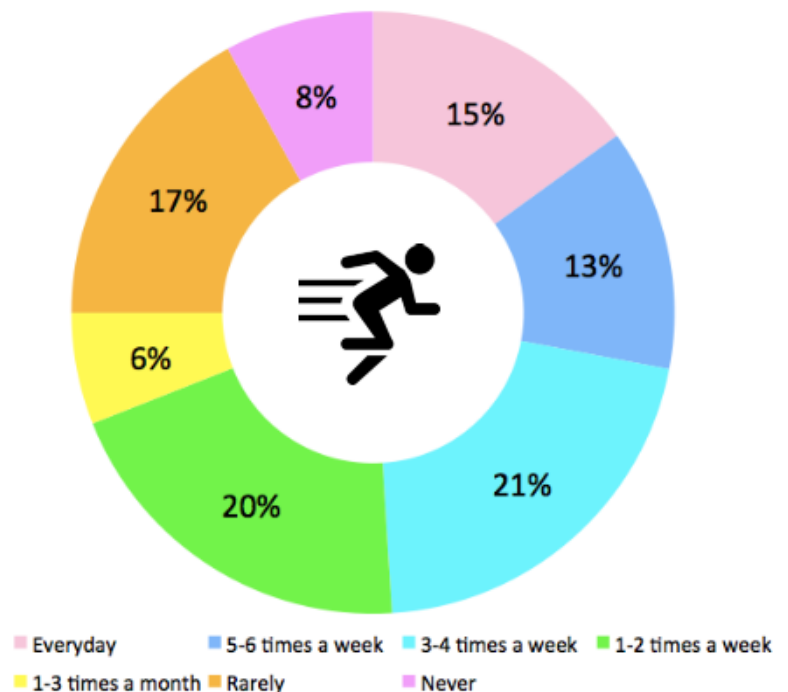
ALCOHOL FREQUENCY



Q18. How often do you drink alcohol? Number of respondents = 967

Mixed vices for millennials

EXERCISE FREQUENCY



Exercise varies across generations

This press release can be viewed online at: <http://www.einpresswire.com>

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