

BREAKING DOWN THE BARRIERS TO A HEALTHY LIFESTYLE

With 75% of people in Ireland planning to improve their diet and nutrition this year, almost half (46%) note that not having enough time is the main factor that makes it difficult to manage their weight and enjoy a balanced lifestyle, according to new research from Webdoctor.ie, Ireland's online GP service.



Webdoctor.ie is an Irish-based health technology platform founded by healthcare and IT professionals who have conducted over 250,000 consultations since the business was founded in 2014. For more information visit www.webdoctor.ie.

The survey of over 1,400 participants across Ireland was conducted to determine the barriers people experience when it comes to maintaining a balanced lifestyle and how to tackle them.

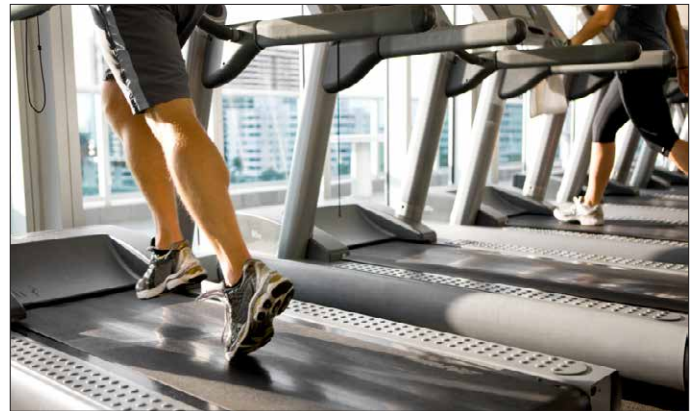
Other key factors that deter people from managing their physical wellbeing include the struggle to find motivation (57%) and maintaining eating healthily (53%), according to the research undertaken by Ireland's online GP service, Webdoctor.ie.

It also revealed that 41% of people claim that both their mental and physical health have been impacted by their weight. One-quarter of those surveyed said that their mental health is solely impacted by their weight, with just one in five saying that their weight has not impacted their mental or physical health.

POSITIVE LIFESTYLE CHANGES

While the survey reveals a variety of barriers that affect people's ability to maintain a healthy lifestyle, it also showed that people are still eager to incorporate new routines and put new practices in place to make some positive lifestyle changes this year.

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Not having enough time is the main factor that makes it difficult to manage weight and enjoy a balanced lifestyle, according to 46% of respondents.



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diet and nutrition, followed by 61% who intend to increase their physical activity and interestingly, almost half (49%) are planning to spend more time outdoors to positively improve their lifestyle.

Personal wellbeing is another key area for people this year with over one-third saying they intend to focus on this element, with 13% planning to attend therapy or counselling sessions to benefit their lifestyle.

Three-quarters of those surveyed find that a combination of eating well, staying active, a good sleep routine and managing stress to be the best approach to managing their physical wellbeing.

IRELAND'S HIGH OBESITY LEVELS

The survey also looked at the current consumer mindset regarding obesity and the preferred treatment options in Ireland. It revealed that over 60% of people believe Ireland has relatively high obesity levels in comparison to other EU countries.

With that in mind, over 70% of people were not surprised to learn that Ireland ranks 9th out of 53 European countries for obesity in adults and 11th for overweight and obesity in general, according to a recent report by the World Health Organisation (WHO).

In terms of treatment options, of those surveyed, 78% would feel more comfortable seeking treatment and support for weight management via an online doctor service rather than an in-person local GP.

Webdoctor.ie has also added a weight

management service which is only suitable for patients who are diagnosed medically obese. Through this service, patients can request a prescription for Saxenda or Xenical treatments.

Patients are provided with ongoing patient support via the online doctor messaging service. In addition, they gain access to a library of resources with videos, fact sheets, and guides on exercise and nutrition.

