Personal health set to take precedence over the health of the planet in 2008

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New Year's Resolutions:Personal health set to take precedence over the health of the planet in 2008

It's all about me - latest research from MINTEL Custom Solutions shows that in 2008 Brits will be putting their own health and financial wellbeing way ahead of reducing their carbon footprint.

According to exclusive consumer research, only one in three (33%) adults will try to increase their recycling levels, just 28% plan to reduce their energy use and a mere one in ten (10%) have vowed to reduce how often they use their car.

Meanwhile, the top New Year's resolutions focus heavily on looking after number one in 2008. Almost three in five adults (58%) plan to exercise more next year, while a similar number (56%) aim to eat healthier food - with men just as keen as women on doing so. In close second is living a more frugal existence, with just under half (47%) of adults resolved to cut back on unnecessary spending and some 44% planning to save more money.

"In light of rising obesity levels and the recent credit crunch, it is encouraging to see so many people planning to take positive steps to improve their health and financial situation," comments Helen Osman, Head of Mintel Custom Solutions.

"But when it comes to dealing with the problem of the environment many are simply overwhelmed. Although information on climate change is very important, this year we seem to be experiencing information overload and this appears to be leading to apathy amongst British adults," she adds.

To encourage people to become more environmentally friendly, MINTEL believes that the government, local authorities and companies supplying consumers have got to make it easier for people to each make a personal contribution. They then need to clearly show consumers how taking action will benefit them as an individual. Interestingly, the solution may partly lie in highlighting the connection between health, finance and the environment. For example, if we walk more we should get healthier, save money and help save the planet. The real travel bug

And finally, only 2% of British adults resolved to cut back on flying due to the impact aviation has on the environment.

"Whilst this represents good news for the holiday industry, it is clearly bad news for the environmental lobby and confirms that going abroad on holiday is an integral part of the British way of life," concludes Helen Osman.