

What's new? Students' take on health and wellness

native.

The UK student market in numbers

There are

2.66
million

UK students.

Graduates earn

£10,000

more per year than
non-graduates.

During university,

81%

of students are open
to new brands.

Meet Aaron.

University is when students take health and wellness into their own hands for the first time. Over to Aaron, our Gen Z expert, to tell you more.

OUR THOUGHTS:

- 94% of us believe we can improve our health using health and fitness apps. 📱
- 42% of us wear a fitness tracker, and it's on the shopping list for 24% of us. 📱
- Not to brag, but 60% of us think we're more attractive than others of our age and gender. 📱

OUR FEELINGS:

- Most of us feel healthy - 29% of us would say "very", and 36% say "pretty". 📱
- 46% of us prioritise health and fitness activities - and 38% enjoy them. Just 15% aren't interested. 📱
- When picking a fitness instructor, "intelligence" is our most desirable trait. 📱

OUR BEHAVIOURS:

- 87% of us exercise three or more times a week - that's more than any other generation. 📱
- Along with our older millennial cousins, we make up 80% of all health club members. 📱
- 85% of us work out at home on top of our gym memberships, and we account for 80% of all online and app-based workout users. 📱
- 60% of us run regularly for fitness, compared to 26% of the general population. 📱
- Nearly 2 in 3 of us take vitamins regularly, with more than half of those taking them daily.

We're at the very start of our health and fitness journeys - so if you're looking for a time to make a first impression, it's right about now.

STAY HYDRATED QUEENS,

AARON X

Introducing native.

native unifies media channels across campus communities, granting health and wellness brands frictionless access to hard-to-reach students.

Allow us to introduce you to generation active.

Get in touch today

