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## Counting pennies ranked more important than counting calories for a healthy lifestyle

- Saving regularly was ranked the 6<sup>th</sup> most important habit for a healthy lifestyle over counting calories and limiting screen time

UK consumers have ranked saving money as one of the most important habits for a healthy lifestyle, according to a survey by Coventry Building Society.

When asked to prioritise habits for a healthy lifestyle, people put saving money regularly in sixth place, ahead of habits such as measuring calories, limiting screen time, setting goals for the future and learning a new skill. Exercising regularly, getting eight hours sleep each night and eating five portions of fruit and veg a day came out on top.

### Top ten most important habits for a healthy lifestyle

1. Exercising regularly
2. Getting eight hours sleep each night
3. Eating five fruit and veg a day
4. Drinking two litres of water a day
5. Making time for yourself
6. Saving money regularly
7. Limiting screen time
8. Setting goals for the future
9. Measuring calories
10. Learning a new skill

**Daniel McDonald, Savings Product Manager at Coventry Building Society, said:** “While exercising regularly, eating our fruit and veg and getting lots of sleep is important, getting into a savings habit is also important for a well-rounded healthy lifestyle.

“If you’re new to saving it’s a good idea to start by getting used to the habit of saving something each month, work out what you can afford to put away and try and stick to it.

“Having a separate savings account, particularly a Regular Savings account will reduce the temptation to dip into it and help you build a healthy savings pot throughout the year.”

**--Ends--**

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## **Notes for Editors**

Research carried out on behalf of Coventry Building Society via Omnibus poll of 2,005 people.

Coventry Building Society's Regular Saver pays 1.05% AER/Gross p.a. variable. Savers can pay in up to £500 per month and can make multiple deposits. Withdrawals are subject to a charge equal to 30 days' interest. After 12 months the account matures into Easy Access Saver (7). The account can be opened and managed online, over the phone or by post.

[https://www.coventrybuildingsociety.co.uk/consumer/product/savings/regular\\_saver/regular-saver-5.html](https://www.coventrybuildingsociety.co.uk/consumer/product/savings/regular_saver/regular-saver-5.html)

## **Coventry Building Society**

Coventry Building Society is the UK's second largest building society and a top ten UK savings and mortgage provider, with total assets of £49.5 billion and over two million members.

Its savings rates are amongst the highest in the market – the average savings rate paid to its members in 2019 was 1.49% compared to a market average of 0.84%. The Society is proud to have been independently rated number one for savings by Fairer Finance since Autumn 2016.

Coventry Building Society is committed to making financial services simple and open for its members. Its website allows savers to compare the Coventry's savings accounts with similar products across the whole of the market.