

Brits trust their gut over their head

New research highlights that ‘gut instinct’ is a real factor in decision-making – with 8 in 10 Brits relying on their ‘gut feeling’ when making big life decisions

- 46 per cent of Brits value their ‘gut instinct’ most when making major life choices, over logic and advice from family and friends
- Getting married, changing career and buying a house are identified as the most important decisions to listen to your gut intuition for
- Leading psychologist highlights how your digestive system is considered our ‘second brain’, which can directly influence our thoughts and emotions
- The study was commissioned by Kellogg’s All-Bran Prebiotic Oaty Clusters, which are designed to help fuel a healthy gut

New research released today reveals that ‘gut instinct’ is the top factor in how we make decisions, with nearly eight in 10 Brits (78 per cent) saying they rely on their ‘gut’ when it comes to making major life choices, more than logic (65 per cent), advice from family (56 per cent) or research and statistics (49 per cent).

The study of 2,000 UK adults, commissioned by Kellogg’s All-Bran Prebiotic Oaty Clusters - which is made with a natural prebiotic chicory root fibre, to help support digestive health and fuel a healthy gut – questioned respondents on the link between good gut health and our overall wellbeing, and how we rely on that ‘gut feeling’ when making decisions.

On average, 46 per cent of British adults say they rely most on their gut instinct to make ‘big decisions’ - with getting married, changing career, buying a house and breaking up with a partner identified as the top moments when listening to your gut instinct is most crucial.

The Top 10 life decisions that Brits believe you should most ‘trust your gut’ when making:

- 1) Getting married (48 per cent)
- 2) Changing career (30 per cent)
- 3) Buying a house (28 per cent)
- 4) Breaking up with a partner (27 per cent)
- 5) Having children (23 per cent)
- 6) Proposing or ‘saying yes’ (22 per cent)
- 7) Accepting a new job (21 per cent)
- 8) Choosing a pet (20 per cent)
- 9) Deciding where to live (18 per cent)
- 10) Picking where to holiday (17 per cent)

Women are more likely to rely on their gut than men, as 51 per cent of women say they trust their gut instinct most over advice from others or logic when it comes to big life decisions, compared to 41 per cent of men.

Regionally, those in Wales (57 per cent) say they rely on their gut instinct the most, followed by the North West (53 per cent) and East England (50 per cent). Those in the South West (50 per cent) think it’s most important to trust your gut when deciding to get married, while those in Yorkshire rely on their gut instinct most when it comes to proposing (26 per cent) and breaking up with someone (33 per cent). Londoners are most likely to trust their gut when it comes to changing career (35 per cent), and people in Scotland are top for using their gut instinct when accepting a new job (25 per cent).

The study, led by leading psychologist Dr Becky Spelman, highlights that the human gut, which is lined with 100 million nerve cells, is often considered our 'second brain', influencing our overall wellbeing and even emotions.

Dr Becky Spelman says *"Having a healthy gut is so important to our overall wellbeing. If our gut health isn't at its best, it can mean that our emotions and wellbeing are affected, which in turn affects our decision-making ability – people aren't able to truly 'trust their gut'."*

Interestingly, 46 per cent of Brits said that they are unaware or didn't think that their gut and mind are linked. Only a third (33 per cent) of those polled said they thought that their 'gut instinct' may be affected by poor gut health.

Psychologist Dr Becky Spelman continues: *"The gut is crucial to our digestive system, but also our mood. From research we know that 95 per cent* of serotonin resides in the gut as well as millions of nerve cells, therefore the gut is constantly communicating with your brain about how you feel - a healthy gut is vital for brain function, mood and behavior."*

"It is evident from studies that eating poorly can interrupt the gut's protective and cautionary signals – leading to altered mood, behaviour and anxiety. It is therefore paramount we look after our gut by eating foods that are good for it – like high fibre foods or those including prebiotics such as Kellogg's All-Bran Prebiotic Oaty Clusters - in order to look after our overall wellbeing, and ensure we put ourselves in the best position possible when considering those big life choices."

Over three in five British adults (61 per cent) said that when they ate food rich in fibre they noticed they had more energy and an improved mood. However, only a fifth (20 per cent) are confident about what types of food are good for their gut.

Catriona Campbell-Voegt, nutritionist and Kellogg's wellbeing lead in the UK, said: *"Research is highlighting the importance of the interaction between our gut and our brain and is increasingly demonstrating that good gut health is linked to overall wellbeing."*

"Foods that are high in fibre or include prebiotics are good for your gut health but so many of us aren't getting enough in our diets. All-Bran Prebiotic Oaty Clusters are great because they're high in fibre and also contain natural prebiotic chicory root fibre, which increases levels of important bacteria in our gut."

The All-Bran Prebiotic range is part of Kellogg's commitment to helping families make better choices in the morning and include more fibre in their diet - as nine out of 10 people in the UK don't get enough fibre and are short of the recommended 30g per day**.

This year, Kellogg's is planning to double its investment in its high fibre brands and focus on raising awareness and educating the nation on the benefits of high fibre foods and good gut health. The launch of All-Bran Prebiotic Oaty Clusters follows Kellogg's 'Happy Guts' campaign from February 2019, which saw All-Bran, Fruit 'n Fibre and Bran Flakes reposition to help encourage awareness of the importance of a healthy gut.

The brand-new cereal helps support digestive health by increasing levels of important bacteria living in your gut, nourishing your gut microbiota. The cereal comes in two delicious flavours - Original and Almond & Pumpkin Seeds - and is available to purchase from all major supermarkets (RRP £2.99).

-ENDS-

For more information please contact:

Taylor Herring

Leah Moir - LM@taylorherring.com

Notes to Editors

Survey of 2,000 British adults carried out by 3Gem in May 2020, as commissioned by Kellogg's All-Bran Prebiotic Oaty Clusters.

* Gershon MD & Tack J (2007) The Serotonin Signalling System: From Basic Understanding to Drug Development for Functional GI Disorders

** According to a 2018 government report on the nation's diet and nutrition, the National Diet and Nutrition Survey by Public Health England: <https://www.gov.uk/government/news/phe-publishes-latest-data-on-nations-diet>

About All-Bran Prebiotic Oaty Clusters

Kellogg's All-Bran Prebiotic Oaty Clusters are available in two flavours, Original and Almond & Pumpkin Seeds, and are part of Kellogg's initiative to help families make better choices in the morning and guide the nation on the benefits of high fibre foods.

Kellogg's All-Bran Prebiotic Oaty Clusters are high in fibre, low in sugar and made with natural prebiotic chicory root fibre.

Available in 380g packs, RRP £2.99