Annual world survey shows that almost a quarter of people consider themselves unhealthy

WIN International, the world's leading association in market research and polling, has published the 2019 WIN World Survey (WWS) exploring the views and beliefs of 29575 people from 40 countries across the globe about health, habits and food consumption.

HEADLINES

Understanding people's perceptions on their health becomes increasingly more important during a global health crisis. Questions on healthy habits and on how individuals conduct their everyday life might help understanding societal changes and trends in terms of healthy behavior and lifestyles. Today more than ever, people's perceptions on their own health and on what to buy or how to behave to stay healthy become essential and topics of global interest. In addition, fear and concerns about the current health crisis, might also depend on how healthy (or unhealthy) people consider themselves.

This study was conducted before the global pandemic started, and it focuses more on people's perceptions on food choices and consumption, and lifestyle choices. Despite it does not include medical questions nor virus-related questions, this research sheds light on health behaviors and habits which are deeply connected to how vulnerable people might feel right now.

Compared to 2018, in 2019 people's perceptions on their health do not vary: 77% consider themselves healthy (very healthy + healthy) and 23% unhealthy (somewhat unhealthy + unhealthy). The latter might represent the ones experiencing higher infection risks during the current health emergency. Older people (65+) who consider themselves unhealthy are almost twice the amount of younger people (18-24) who consider themselves unhealthy (30% vs. 16%).

Poland (50%) and Honk Kong (41%) are the countries with the highest percentage of respondents considering themselves unhealthy, while Canada (95%) and Indonesia (93%) are the countries where percentage of citizens considering themselves healthy are the highest.

This survey explored eleven health-related habits and five food consumption behaviors, with some surprising results:

From the seven behaviors tracked, minor changes were observed compared to the previous year. There is a slight increase in the number of people taking medicines (regularly) prescribed by a doctor (often or somewhat often: from 34% in 2018 to 35% in 2019). The number of people going on a diet also increased (often or somewhat often: 15% vs 18%). While the number of people suffering from stress and people doing exercise remain the same (30% and 37% respectively), there is a decrease in the number of people who smoke and drink alcohol: -2 and -3 points respectively. This survey also shows a worrying fall in the number of people that sleep well (from 64% to 61%). New behaviors measured in this wave show that people are trying to improve their life by choosing healthy lifestyles.

More than half of the world population (54%) is (a lot or moderately) concerned about healthy living: 43% read labels/nutritional information on products, 47% are concerned about the prices of healthy food, 27% control the portions they eat.

Food consumption shows the same trend: 37% of people reduced their consumption of packaged food, 41% eats less fast food and 38% reduced the amount of sweets. Also, 23% increased their consumption of organic food and 19% is having more low-sugar/low-fat products in their daily diet.

Important differences between age groups should be noted: while older people conduct a healthier lifestyle (less packaged food, less sweets, less fast food), young people tend to behave the other way around, a result probably related to health perceptions. However, organic food consumption is increasing more among young people than among older ones.

There are some differences in terms of behavior and food consumption between people who consider themselves healthy (77%) and people that feel to conduct an unhealthy life (23%): the former exercise more often (42%), read products' labels (48%), don´t suffer from stress (38%), eat organic food (29%) and consume low-sugar/low-fat products (25%). People who consider themselves less healthy usually take more medicines prescribed by a doctor (54%), don´t exercise (46%) and suffer from stress (46%).

Vilma Scarpino, President of WIN International, said:

"Health is the centerpiece of our daily life, and we are learning during these difficult times how much individuals' health is deeply related to society's wealth and wellness as a whole. Our global survey with data from 29,575 people across 40 countries reveals a growing trend in terms of healthy lifestyles, due to people´s concern about their health. However, the survey reports minor changes compared to the previous year, which means there is a need to stress even more the importance of health and wellness messages to achieve better results. The wide-ranging data in this report is important and fascinating: WIN International wishes to contribute with these data to improve the world health."

-ENDS-

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NOTES FOR EDITORS

Methodology:

The WWS (WIN Worldwide Survey) is a study conducted every year with the purpose to measure people´s thoughts, expectations, worries, and perceptions related to relevant topics for society and business.

Sample Size and Mode of Field Work:

A total of 29,575 people were interviewed globally. See below for sample details. The fieldwork was conducted during October 2019 – December 2019. The margin of error for the survey is between 2.4 and 4.4 at 95% confidence level.

The global average has been computed according to the covered adult population of the surveyed countries.

About the WIN survey:

The Worldwide Independent Network of Market Research (WIN) is a global network conducting market research and opinion polls in every continent.

Our assets are:

- Thought leadership: access to a group of the most prominent experts and business entrepreneurs in Market Research, Polling, and Consultancy

- Flexibility: tailor-made global and local solutions to meet clients' needs

- Innovation: access to the latest strategic consultancy, tool development and branded solutions

- Local experts: access to a network of experts that truly understand the local culture, market, and business needs

- Trust: the highest quality of talented members in all countries covered

In the years, WIN has demonstrated wide competences and ability to conduct multi-country surveys following the highest standards requested by the market. The accumulated expertise of the Association is formidable: among others, researched themes are gender equality and young people, communication and media research, and brand studies.

Methodology Sheet

	Country	Company Name	Methodology	Sample	Coverage	Field Dates
1	**ARGENTINA**	Voices! Research & Consultancy	CATI	519	8 MAIN CITIES	DEC 2019
2	**AUSTRALIA**	Bastion Latitude	CAWI	1000	NATIONAL	NOV 2019
3	**BRAZIL**	Market Analysis	CAWI	560	NATIONAL	NOV 2019
4	**CANADA**	Leger 360	ON LINE	500	NATIONAL	NOV 2019
5	**CHILE**	Activa Research	CAWI	1000	NATIONAL	DEC 2019
6	**CHINA**	Wisdom Asia	CAWI	1000	URBAN	NOV 2019
7	**CROATIA**	Mediana	CAWI	501	NATIONAL	NOV 2019
8	**DENMARK**	DMA Research A/S	CAWI	500	NATIONAL	NOV 2019
9	**ECUADOR**	CEDATOS	CAPI	600	National TWO CITIES	DEC 2019
10	**FINLAND**	Taloustutkimus Oy	CAWI	1000	National Except Aland Islands	DEC 2019
11	**FRANCE**	BVA	CAWI	1000	NATIONAL	NOV 2019
12	**GERMANY**	Produkt + Markt	CAWI	1000	NATIONAL	OCT/NOV 2019
13	**GREECE**	Alternative Research Solutions	CAWI	500	NATIONAL	OCT 2019
14	**HONG KONG**	CSG (Consumer Search Group)	CAWI	537	NATIONAL	NOV 2019
15	**INDIA**	DataPrompt International	CAWI	500	NATIONAL	NOV 2019
16	**INDONESIA**	Deka International	CAPI	1032	5 MAIN CITIES	NOV/DIC 2019
17	**IRAN**	EMRC	CATI	700	URBAN	NOV/DIC 2019
18	**IRELAND**	RED C Research and Marketing Ltd	CAWI	1011	NATIONAL	OCT/NOV 2019
19	**ITALY**	BVA DOXA	CAPI	1000	NATIONAL	OCT 2019
20	**JAPAN**	NRC (Nippon Research Center)	CAWI	1000	NATIONAL	NOV 2019
21	**LEBANON**	REACH SAL	CATI	500	National	OCT/NOV 2019
22	**MALAYSIA**	Compass Insights	CAWI	502	URBAN PENINSULAR	OCT/NOV 2019
23	**MEXICO**	Brand Investigation S.A de C.V (Brain)	CAWI ON LINE	500	URBAN	NOV/DIC 2019
24	**NIGERIA**	MARKET TRENDS GROUP	CAWI	1000	NATIONAL	NOV 2019
25	**PALESTINE**	PCPO Palestinian Centre for Public	TAPI	120	NATIONAL	DEC 2019

		Opinion				
26	**PAKISTAN**	Gallup Pakistan	CAPI FACE TO FACE	1000	NATIONAL	DEC 2019
27	**PARAGUAY**	ICA Consultoría Estratégica	CATI 25% CAWI 75%	500	NATIONAL	DEC 2019
28	**PERU**	DATUM Internacional	CAWI	1000	NATIONAL	DEC 2019
29	**PHILIPPINES**	PSRC (Philippines Survey & Research Center Inc.)	PAPI	1000	NATIONAL	NOV 2019
30	**POLAND**	MARECO POLSKA	CAWI	500	NATIONAL	OCT 2019
31	**SLOVENIA**	Mediana	CAWI	511	NATIONAL	NOV 2019
32	**SOUTH AFRICA**	Freshly Ground Insights (FGI)	CAPI/CAWI	744	NATIONAL	DEC 2019
33	**SOUTH KOREA**	Gallup Korea	PAPI	1500	NATIONAL	NOV 2019
34	**SPAIN**	Instituto DYM	CAWI	1017	NATIONAL	NOV 2019
35	**SWEDEN**	Origo Group	CAWI	500	NATIONAL	DEC 2019
36	**THAILAND**	Infosearch co.ltd	F2F	600	NATIONAL	OCT/NOV 2019
37	**TURKEY**	Barem	CATI	601	NATIONAL	NOV/DEC 2019
38	**UK**	ORB International (Opinion Research Business)	CAWI	1000	NATIONAL	DEC 2019
39	**USA**	SSRS	CAWI	509	NATIONAL	NOV 2019
40	**VIETNAM**	Indochina Research	F2F	501	TWO PROVINCES	2019