Worldwide
Independent Network
Of Market Research

Health & lifestyle in today's world

WWS 2020

HEALTH PERCEPTION

HEALTH SELF-PERCEPTION

% within total population

OVERALL HEALTH PERCEPTION

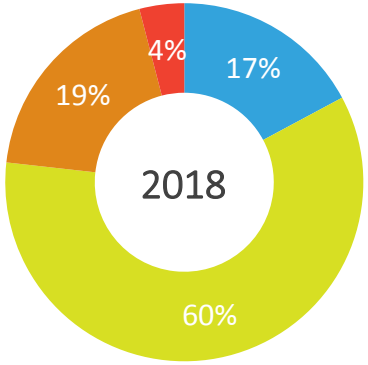
Very healthy

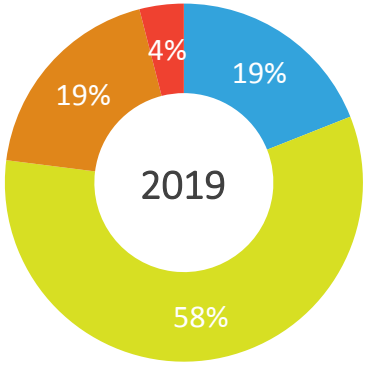
Healthy

Somewhat unhealthy

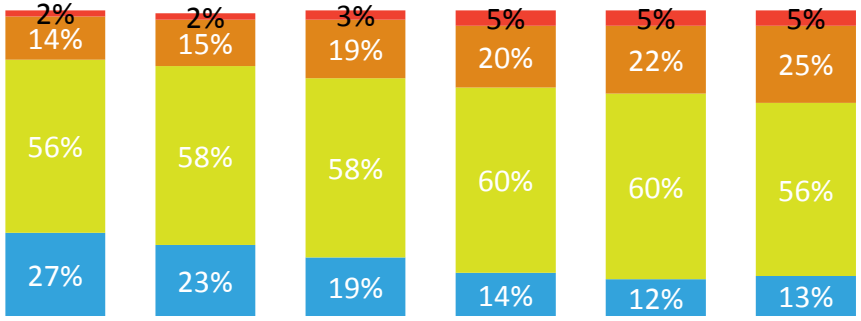
Unhealthy

Global Average

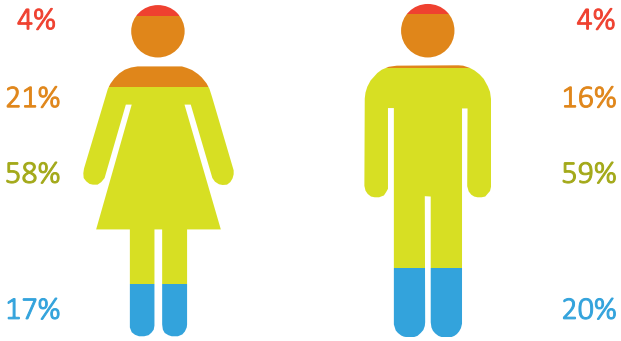




By age group



By gender



Source: WIN 2019. Base: 29 575 cases. WIN 2018. Base: 30 890 cases

Q1. How do you consider your overall health in general?

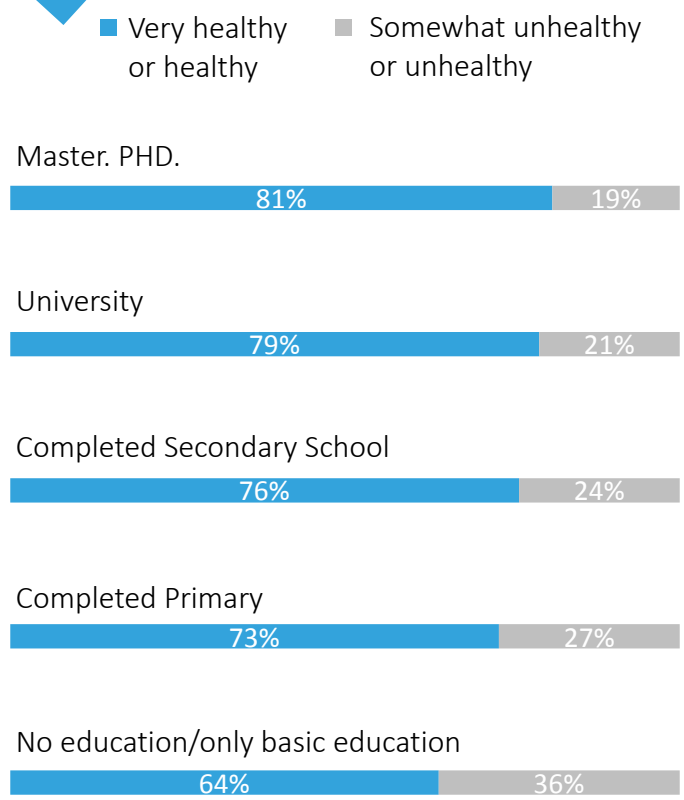
WiN Worldwide Independent Network Of Market Research

HEALTH SELF-PERCEPTION

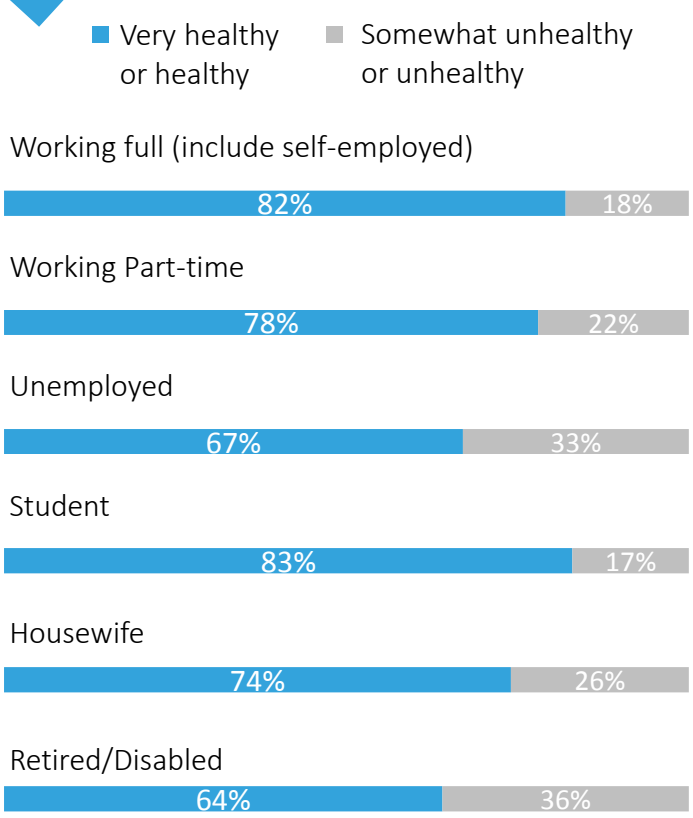
% within total population

OVERALL HEALTH PERCEPTION

By education level



By employment



Source: WIN 2019. Base: 29 575 cases

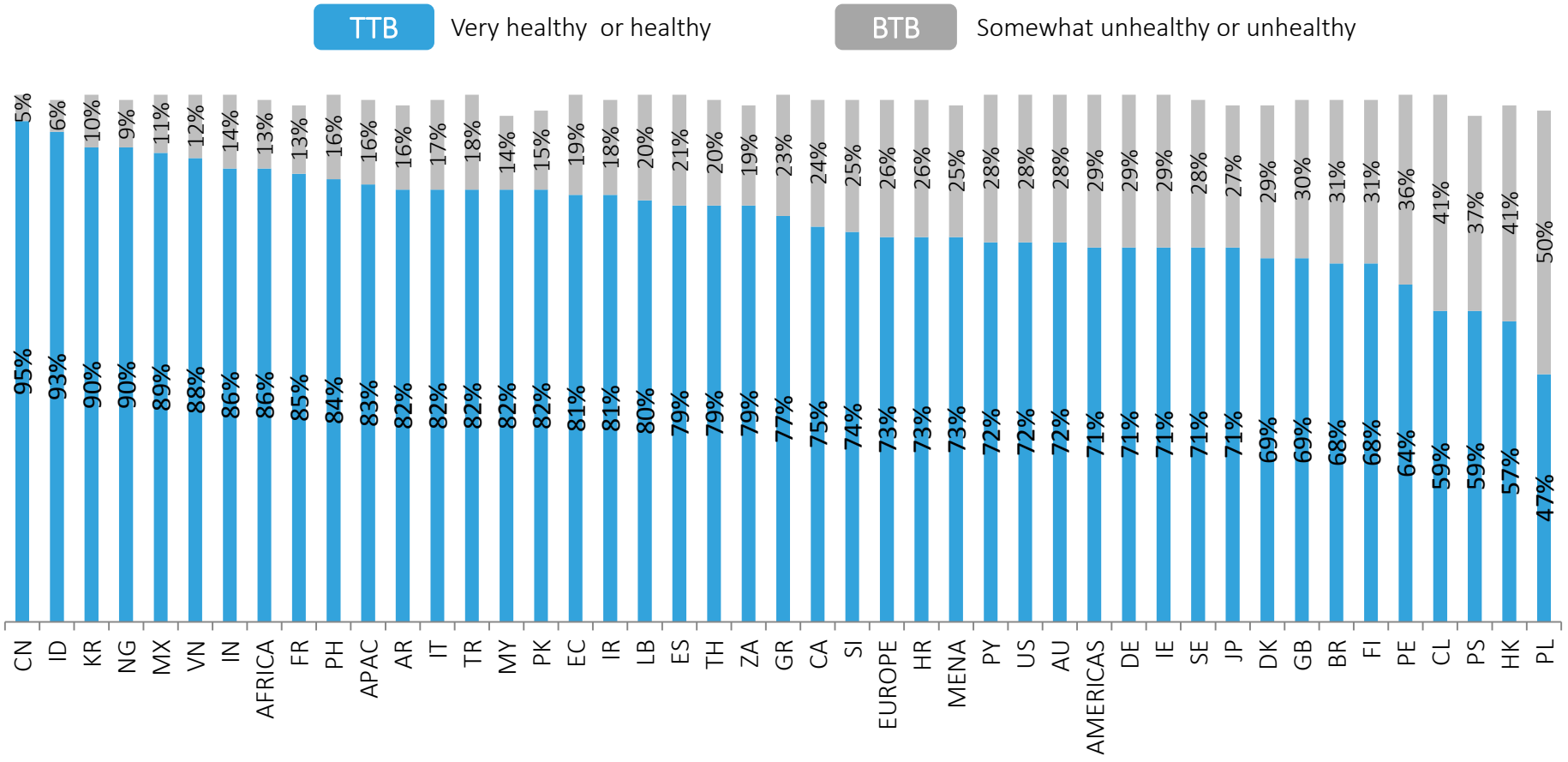
Q1. How do you consider your overall health in general?

WiN Worldwide Independent Network Of Market Research

HEALTH SELF-PERCEPTION

% within total population

OVERALL HEALTH PERCEPTION

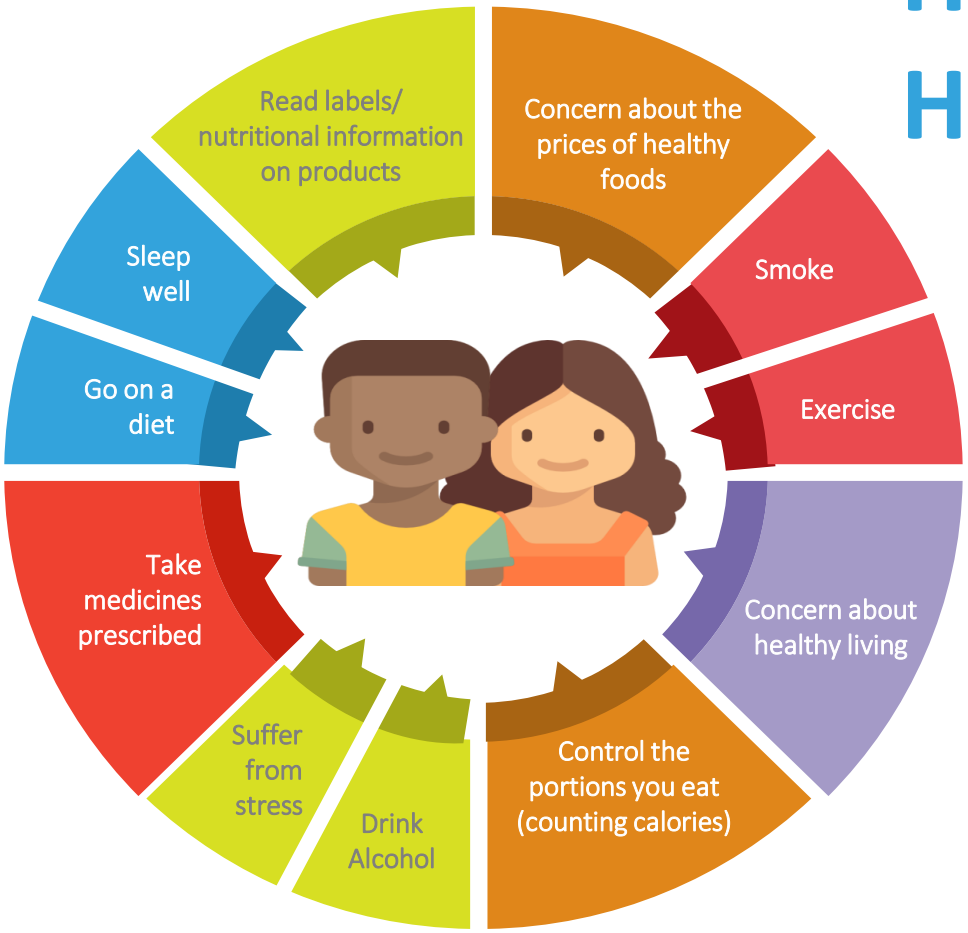


Source: WIN 2019. Base: 29 575 cases

Q1. How do you consider your overall health in general?

WiN Worldwide Independent Network Of Market Research

HEALTH-RELATED HABITS



Summary of health-related habits – TTB vs BTB

% within total population

HOW OFTEN DO PEOPLE …?

A lot/ very often / Moderately/ fairly often

Very little/ occasionally/ Never

SMOKE

17%
72%

TAKE MEDICINES PRESCRIBED BY A DOCTOR

35%
44%

EXERCISE

37%
32%

CONTROL THE PORTIONS YOU EAT

27%
45%

CONCERN ABOUT HEALTHY LIVING

54%
17%

SLEEP WELL

61%
13%

GO ON A DIET

18%
57%

CONCERN ABOUT THE PRICES OF HEALTHY FOODS

47%
25%

READ LABELS/NUTRITIONAL INFORMATION ON PRODUCTS

43%
29%

DRINK ALCOHOL

17%
57%

SUFFER FROM STRESS

30%
35%

Source: WIN 2019. Base: 29 575 cases

Q2. How often would you say that you..?

TTB – Top two boxes

BTB – Bottom two boxes

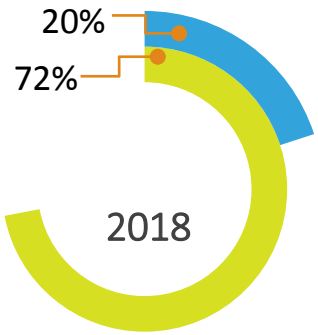
Worldwide Independent Network Of Market Research

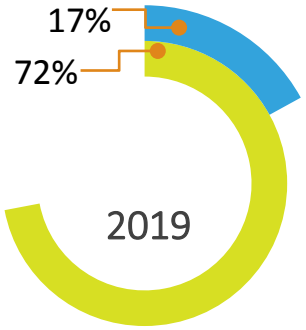
Smoke

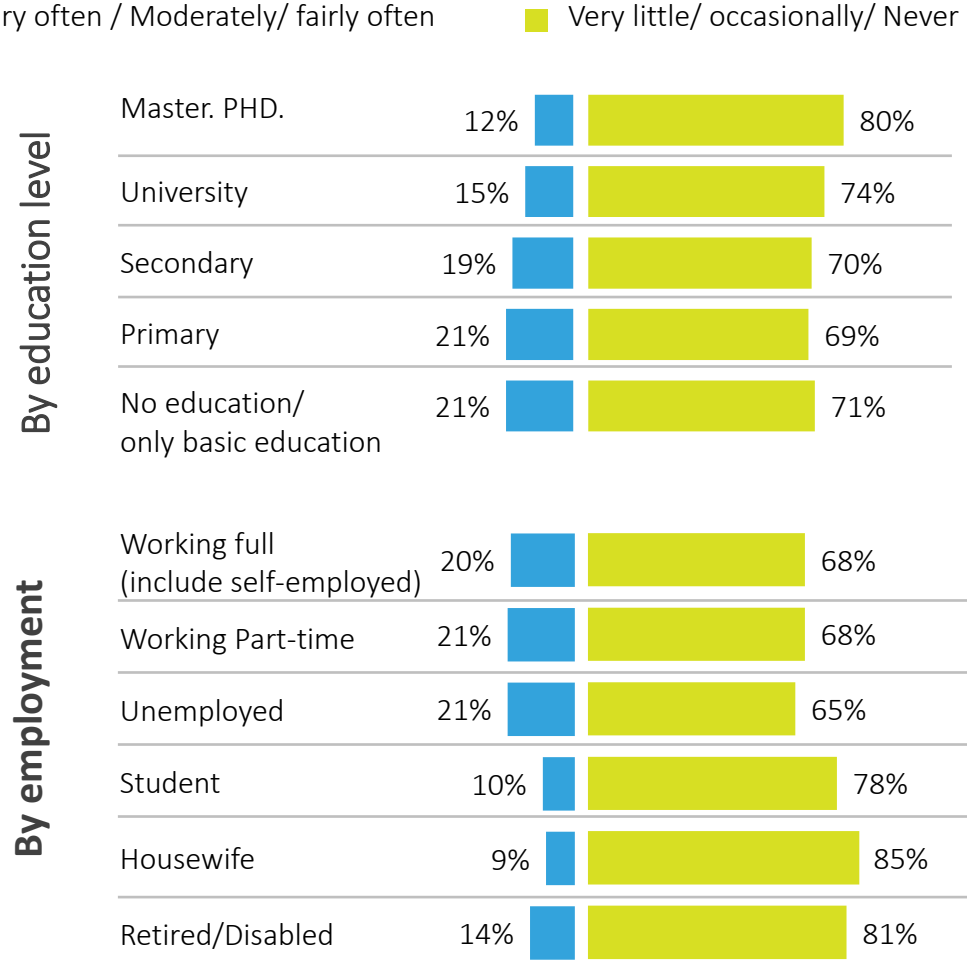
% within total population

HOW OFTEN DO PEOPLE SMOKE?

Global Average







Source: WIN 2019. Base: 29 575 cases. WIN 2018. Base: 30 890 cases

Q2_1. How often would you say that you smoke?

WiN Worldwide Independent Network Of Market Research

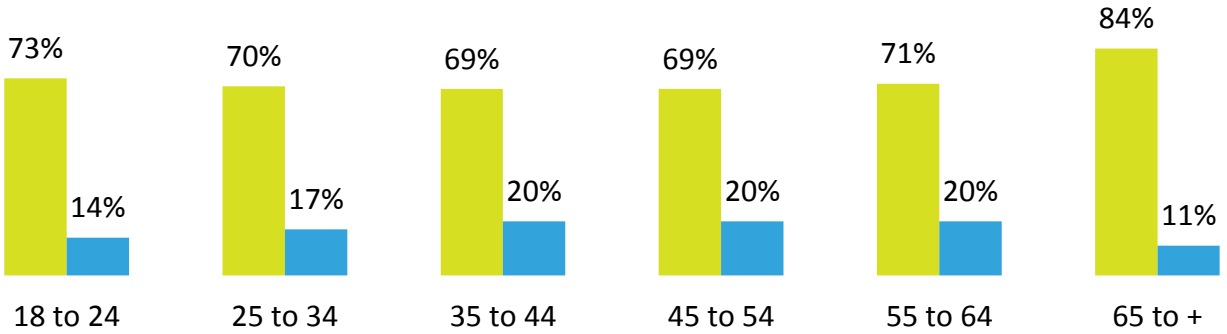
Smoke

% within total population

HOW OFTEN DO PEOPLE SMOKE?

By gender

By age group



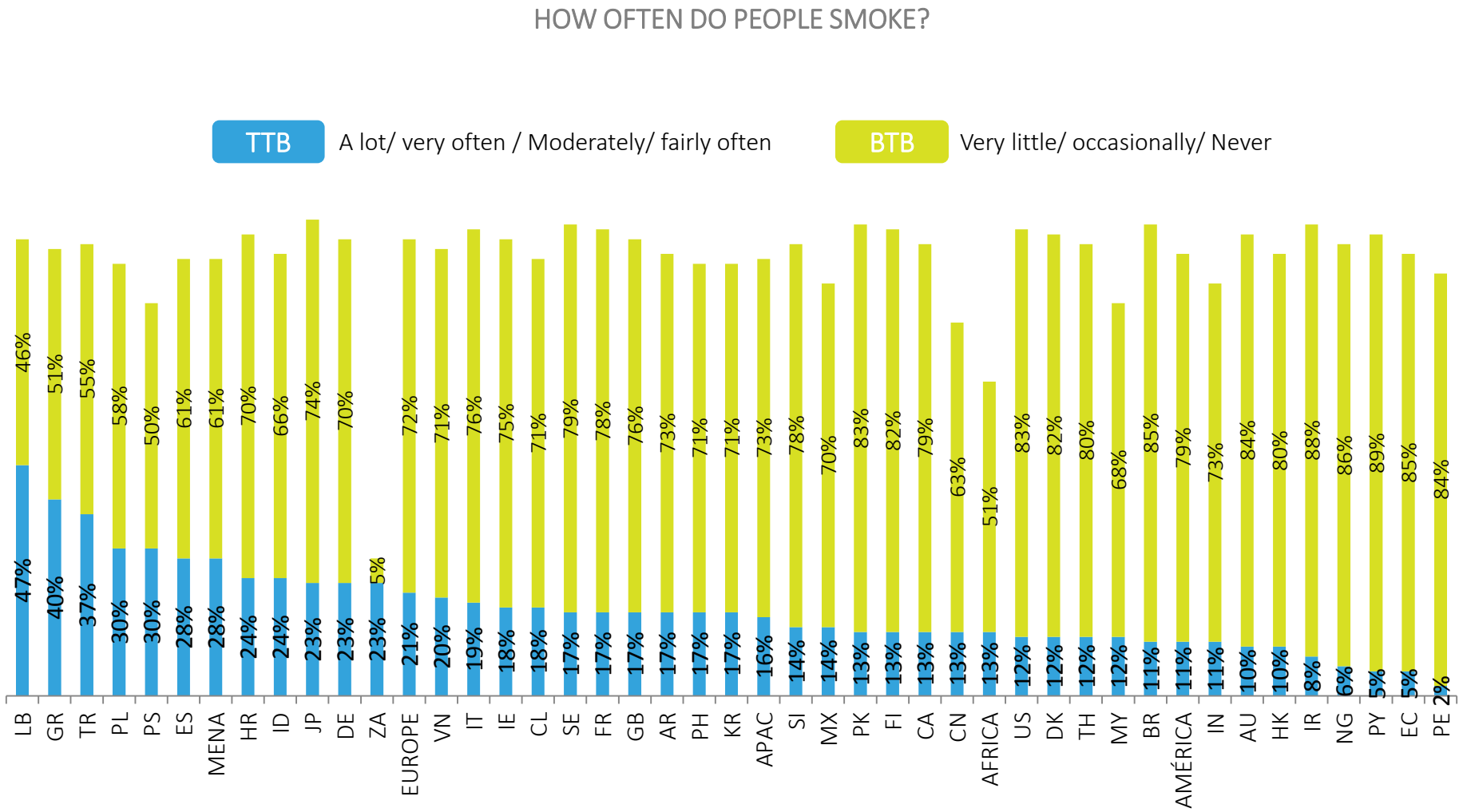
Source: WIN 2019. Base: 29 575 cases

Q2_1. How often would you say that you smoke?

WiN Worldwide Independent Network Of Market Research

Smoke

% within total population



Source: WIN 2019. Base: 29 575 cases

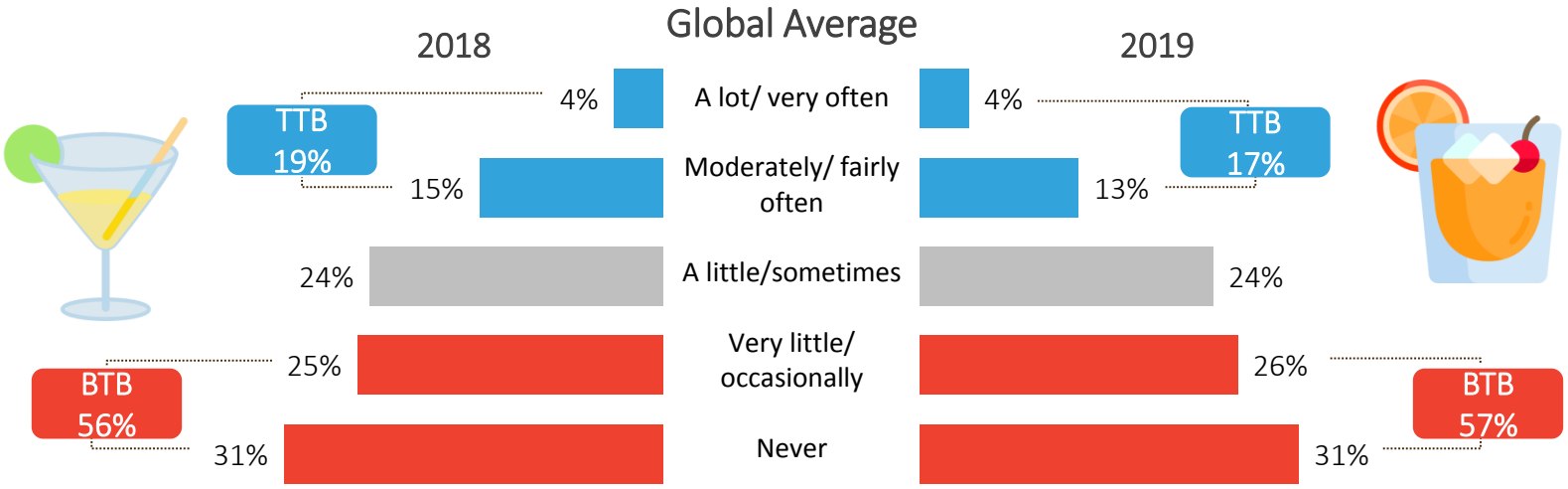
Q2_1. How often would you say that you smoke?

WiN Worldwide Independent Network Of Market Research

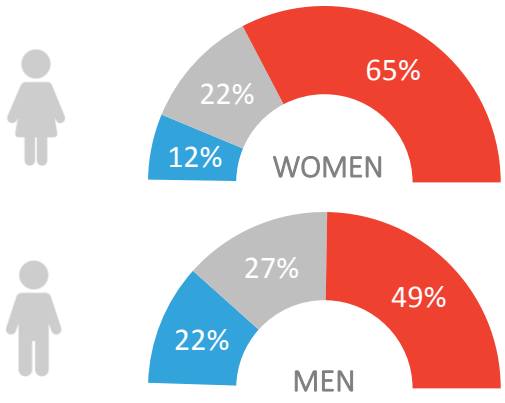
Drink alcohol

% within total population

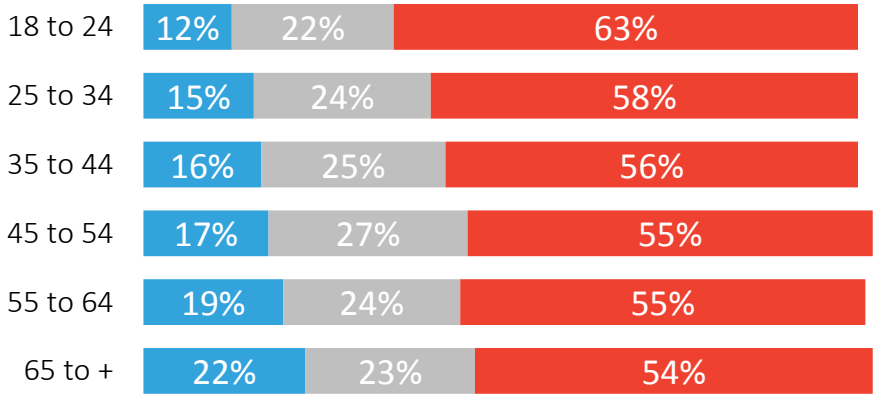
HOW OFTEN DO PEOPLE DRINK ALCOHOL?



By gender



By age group



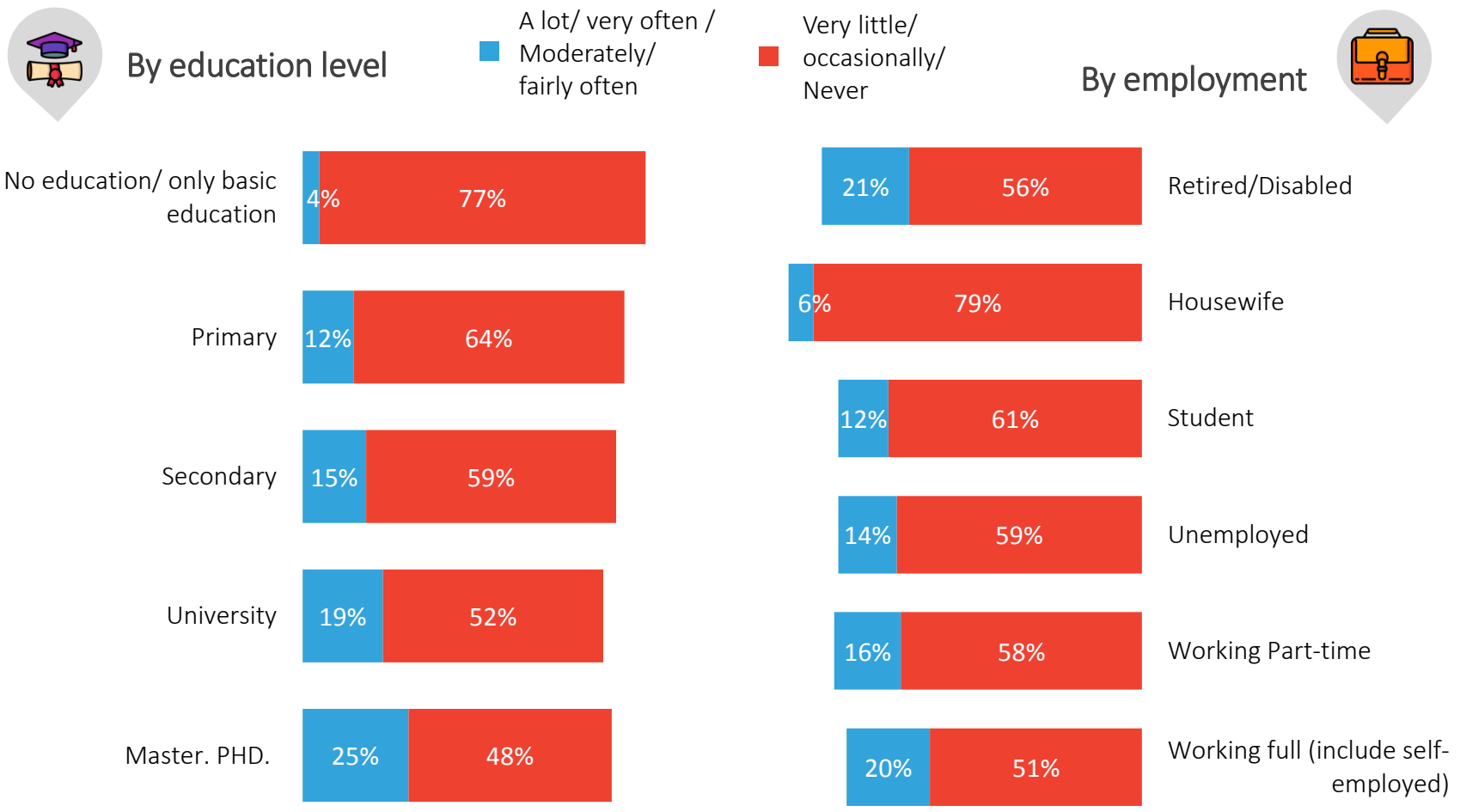
Source: WIN 2019. Base: 29 575 cases. WIN 2018. Base: 30 890 cases

Q2_2. How often would you say that you drink alcohol?

WiN Worldwide Independent Network Of Market Research

Drink alcohol

% within total population



Source: WIN 2019. Base: 29 575 cases

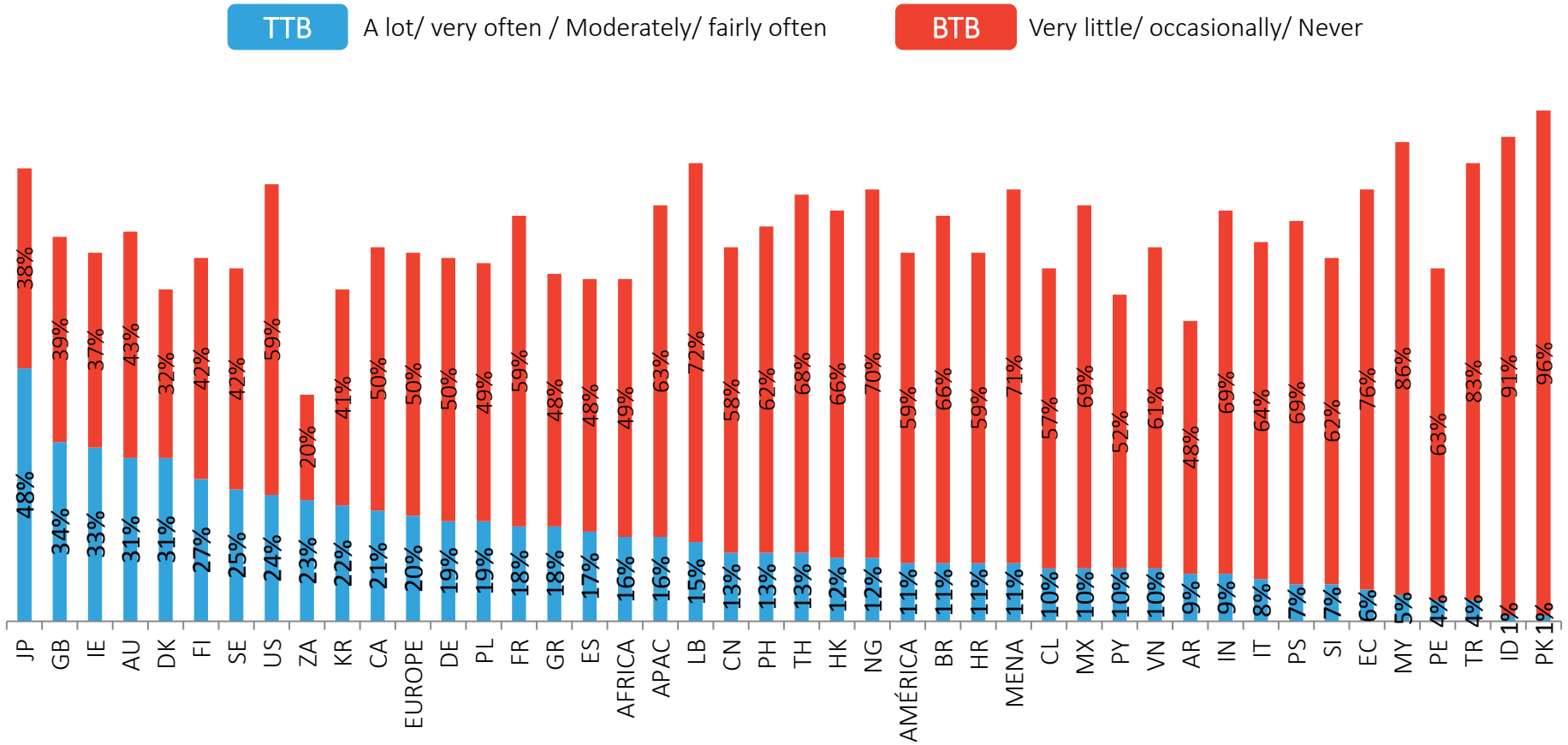
Q2_2. How often would you say that you drink alcohol?

WiN Worldwide Independent Network Of Market Research

Drink alcohol

% within total population

HOW OFTEN DO PEOPLE DRINK ALCOHOL?



Source: WIN 2019. Base: 29 575 cases

Q2_2. How often would you say that you drink alcohol?

WiN Worldwide Independent Network Of Market Research

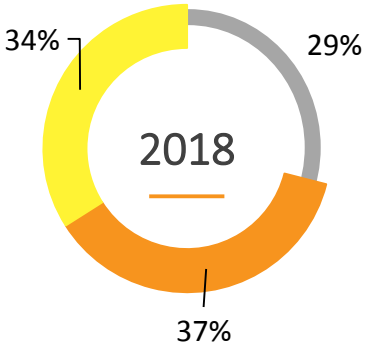
Exercise

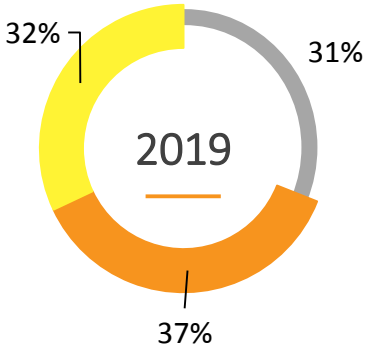
% within total population

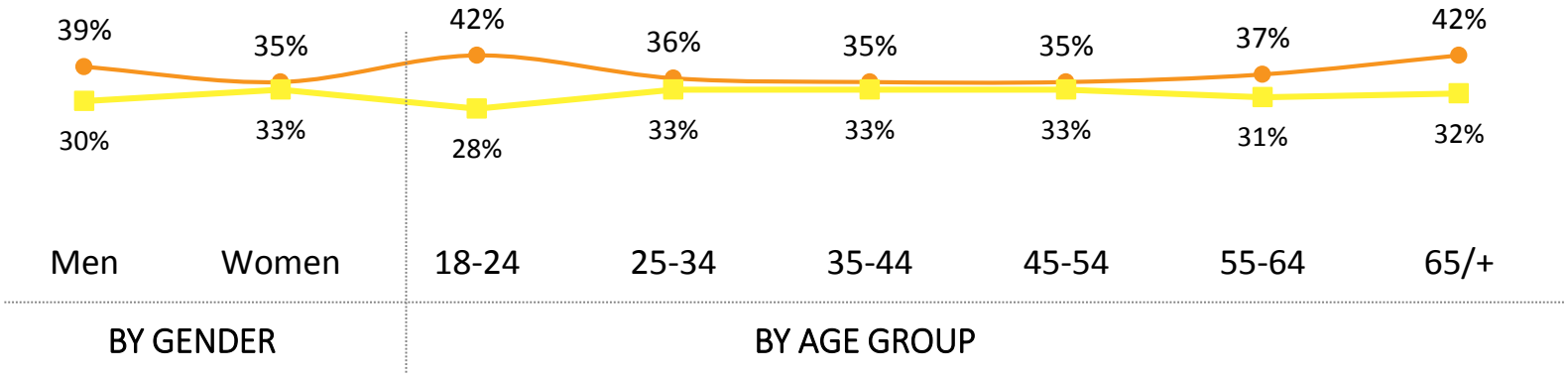
HOW OFTEN DO PEOPLE EXERCISE?

- A lot/ very often / Moderately/ fairly often
- A little/ Sometimes
- Very little/ occasionally/ Never

GLOBAL AVERAGE







Source: WIN 2019. Base: 29 575 cases. WIN 2018. Base: 30 890 cases

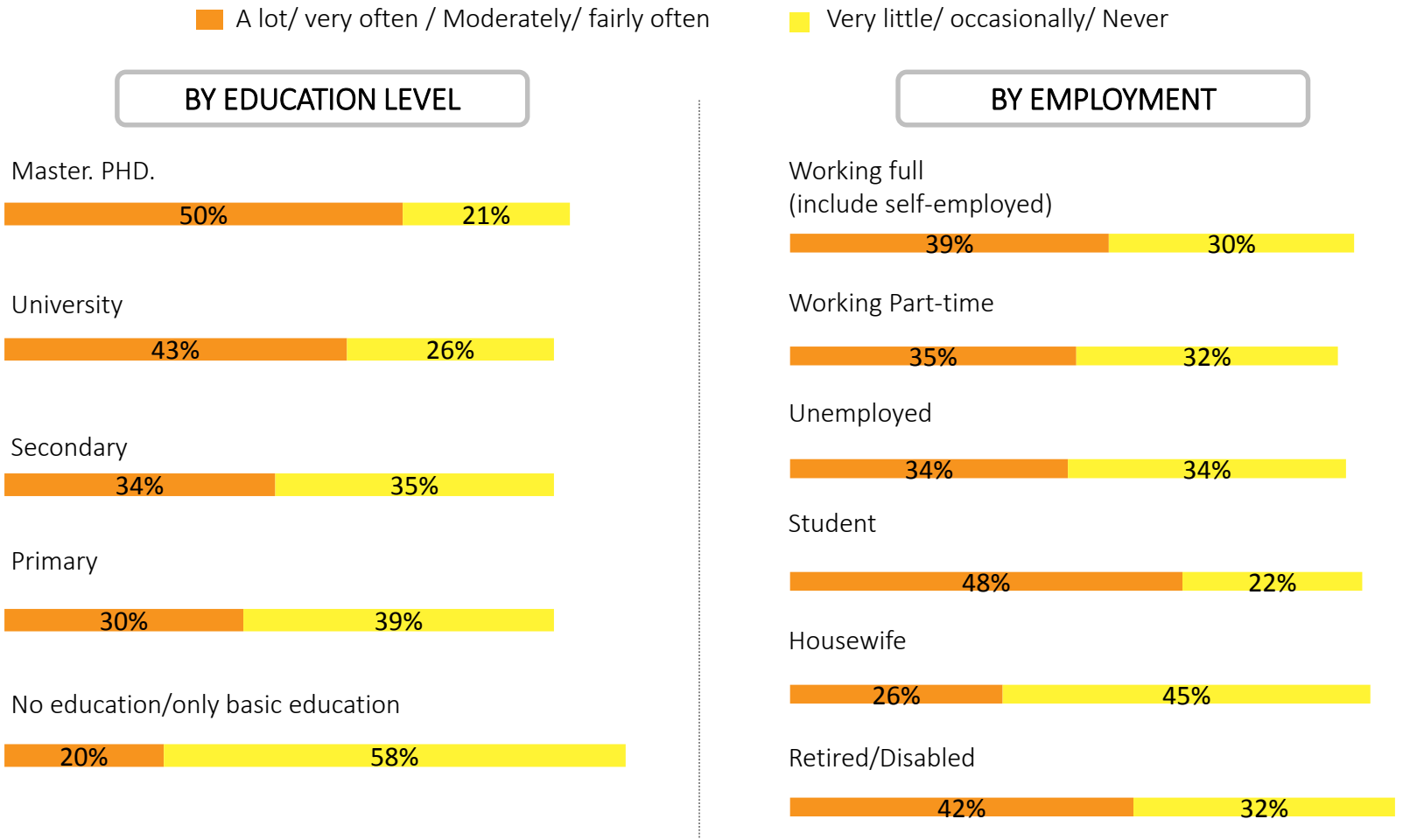
Q2_3. How often would you say that you exercise?

WiN Worldwide Independent Network Of Market Research

Exercise

% within total population

HOW OFTEN DO PEOPLE EXERCISE?



Source: WIN 2019. Base: 29 575 cases

Q2_3. How often would you say that you exercise?

WiN Worldwide Independent Network Of Market Research

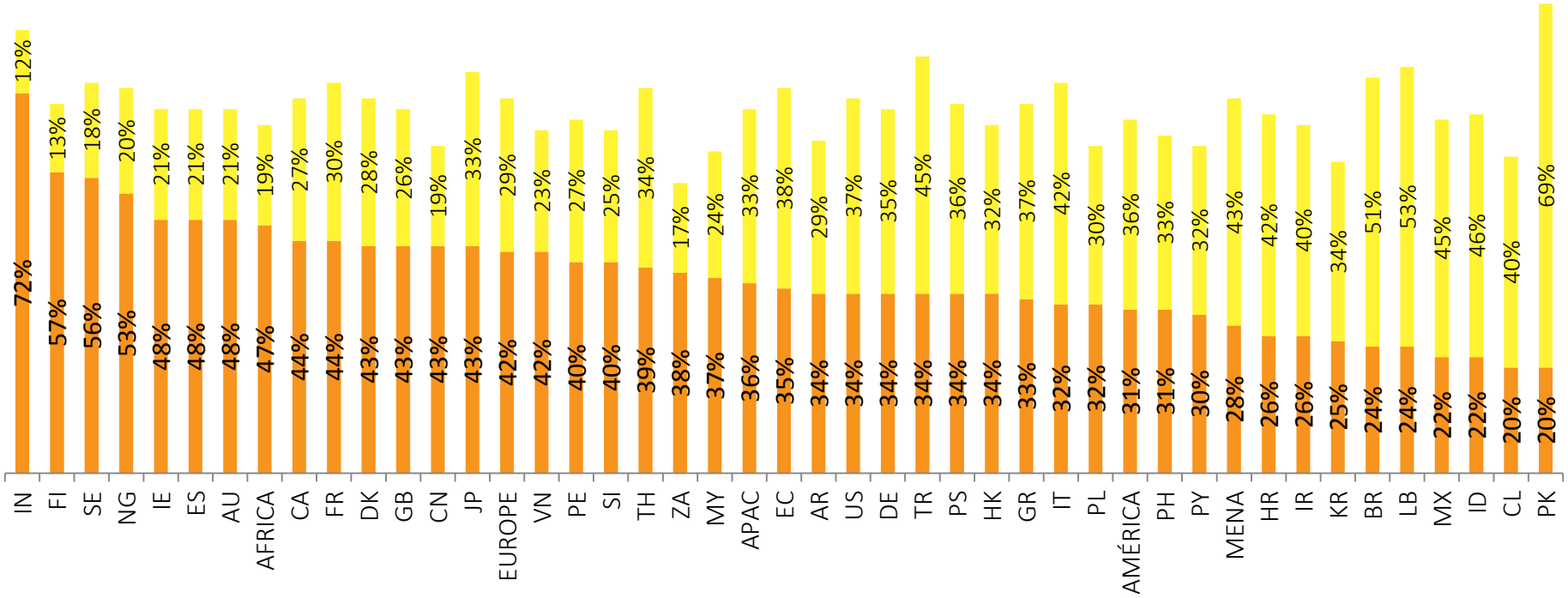
Exercise

% within total population

HOW OFTEN DO PEOPLE EXERCISE?

TTB A lot/ very often / Moderately/ fairly often

BTB Very little/ occasionally/ Never



Source: WIN 2019. Base: 29 575 cases

Q2_3. How often would you say that you exercise?

WiN Worldwide Independent Network Of Market Research

Suffer from stress

% within total population

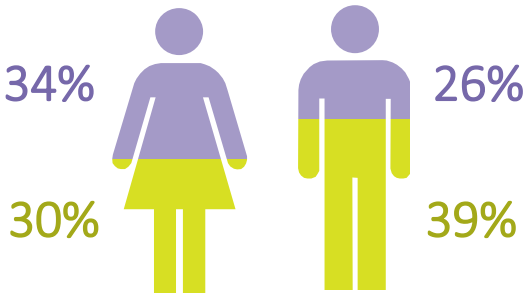
HOW OFTEN DO PEOPLE SUFFER FROM STRESS?

A lot/ very often / Moderately/ fairly often

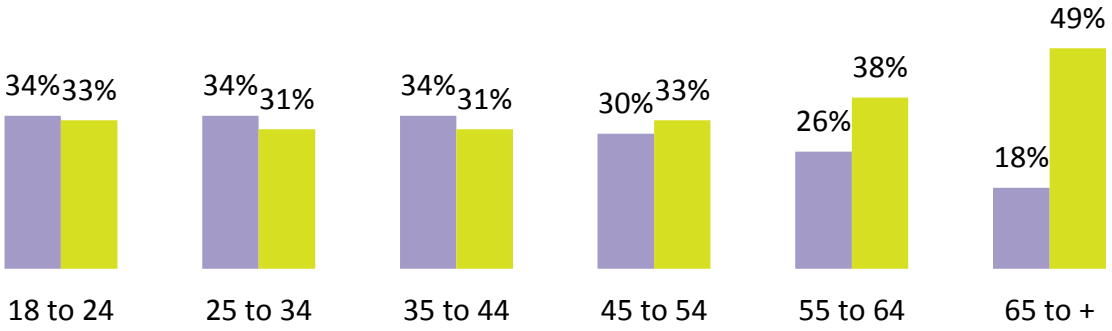
Very little/ occasionally/ Never

GLOBAL AVERAGE

By gender



By age group



Source: WIN 2019. Base: 29 575 cases. WIN 2018. Base: 30 890 cases

Q2_4. How often would you say that you suffer from stress?

WiN Worldwide Independent Network Of Market Research

Suffer from stress

% within total population

Source: WIN 2019. Base: 29 575 cases

Q2_4. How often would you say that you suffer from stress?

WiN Worldwide Independent Network Of Market Research

Take medicines prescribed by a doctor

% within total population

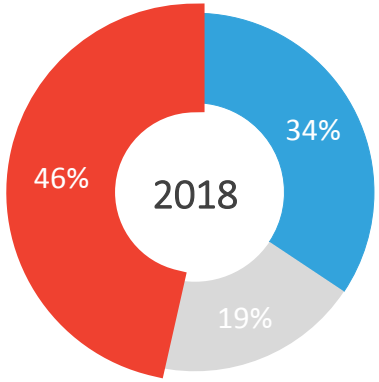
HOW OFTEN DO PEOPLE TAKE MEDICINES PRESCRIBED BY A DOCTOR?

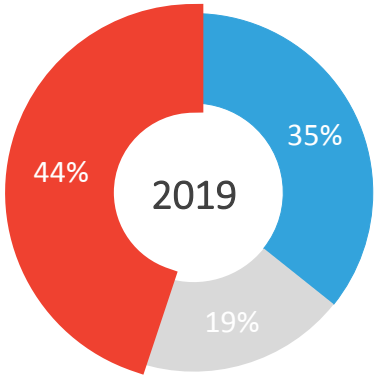
Global Average

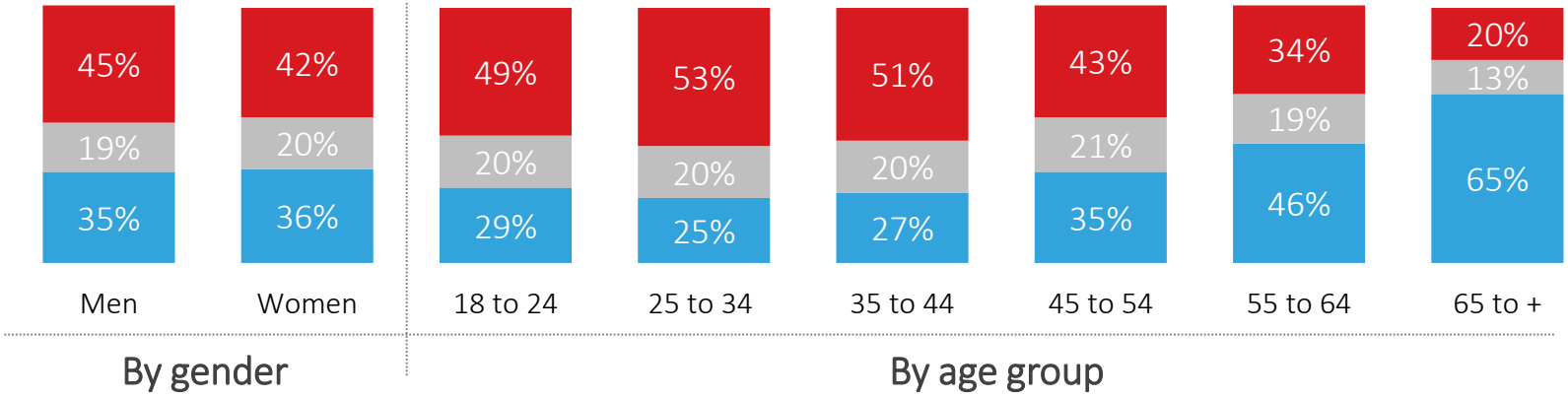
A lot/ very often / Moderately/ fairly often

A little/ Sometimes

Very little/ occasionally/ Never







Source: WIN 2019. Base: 29 575 cases. WIN 2018. Base: 30 890 cases

Q2_5. How often would you say that you take medicines prescribed by a doctor?

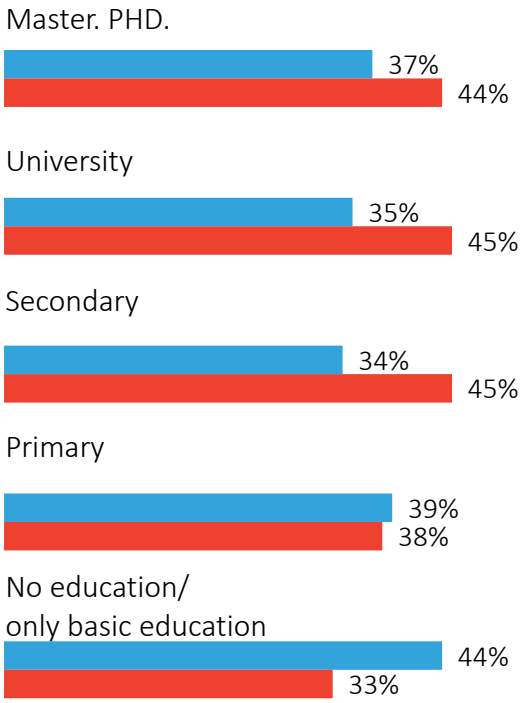
WiN Worldwide Independent Network Of Market Research

Take medicines prescribed by a doctor

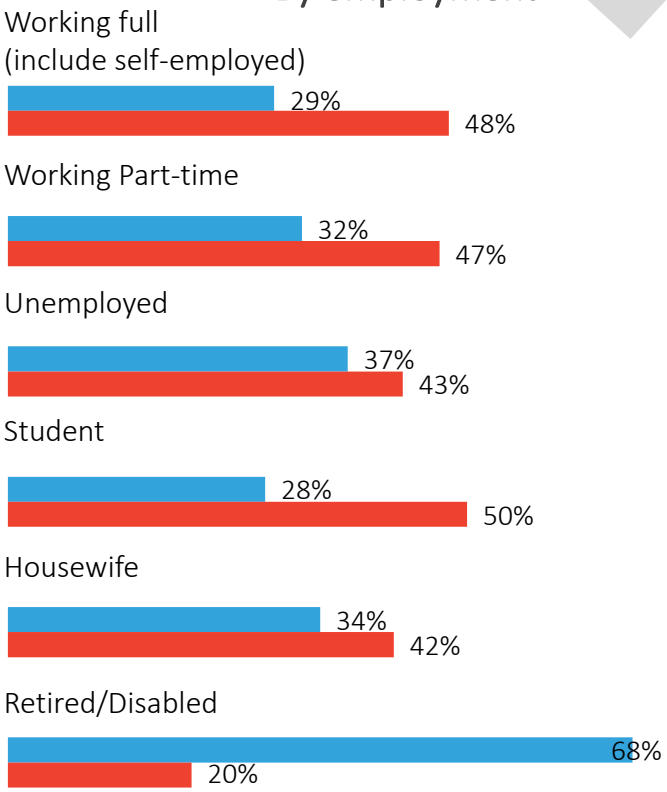
% within total population

HOW OFTEN DO PEOPLE TAKE MEDICINES PRESCRIBED BY A DOCTOR?

By education level



By employment



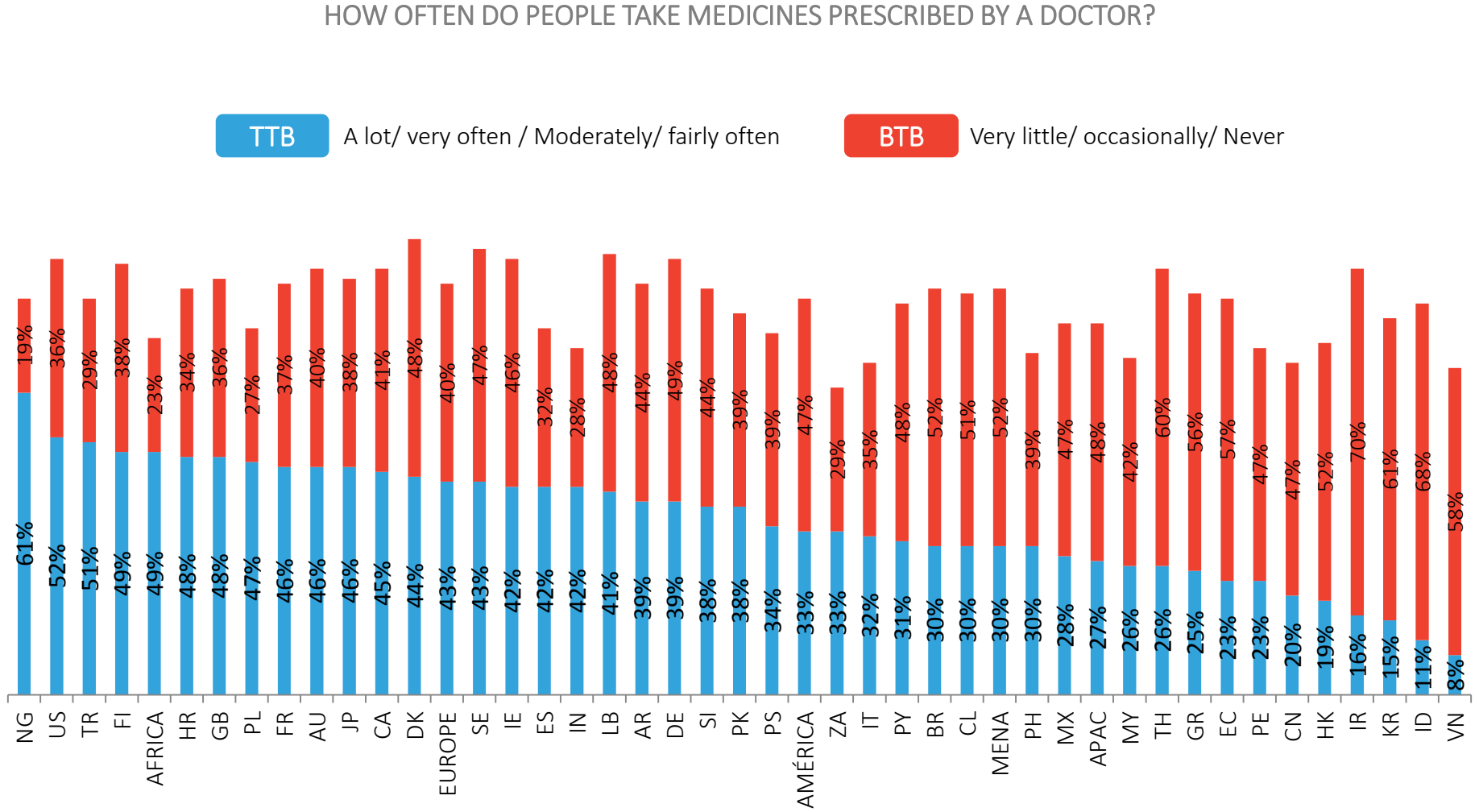
Source: WIN 2019. Base: 29 575 cases

Q2_5. How often would you say that you take medicines prescribed by a doctor?

WiN Worldwide Independent Network Of Market Research

Take medicines prescribed by a doctor

% within total population



Source: WIN 2019. Base: 29 575 cases

Q2_5. How often would you say that you take medicines prescribed by a doctor?

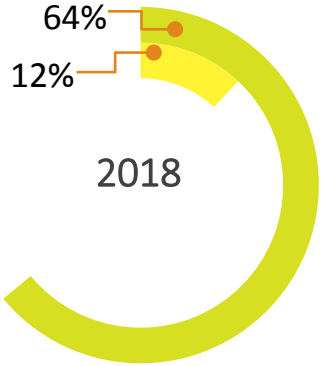
WiN Worldwide Independent Network Of Market Research

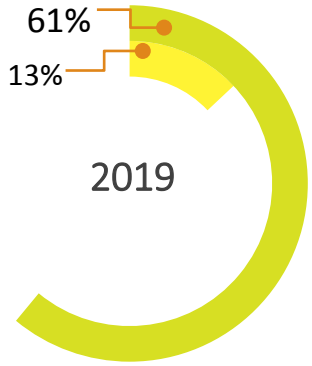
Sleep well

% within total population

HOW OFTEN DO PEOPLE SLEEP WELL?

Global Average

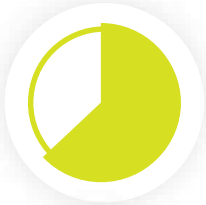




By gender

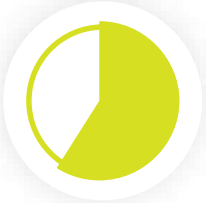
63%

Men sleep well



59%

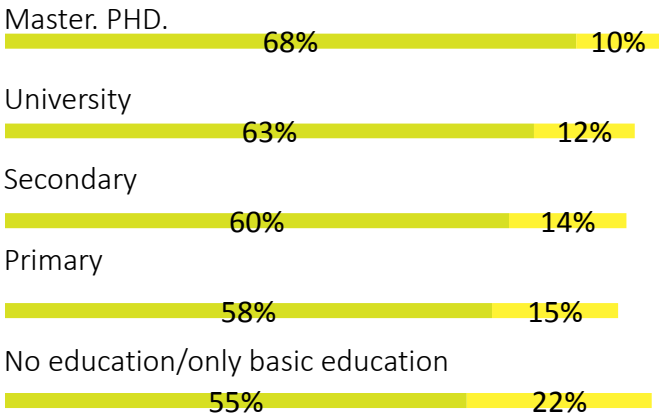
Women sleep well



A lot/ very often / Moderately/ fairly often

Very little/ occasionally/ Never

By education level



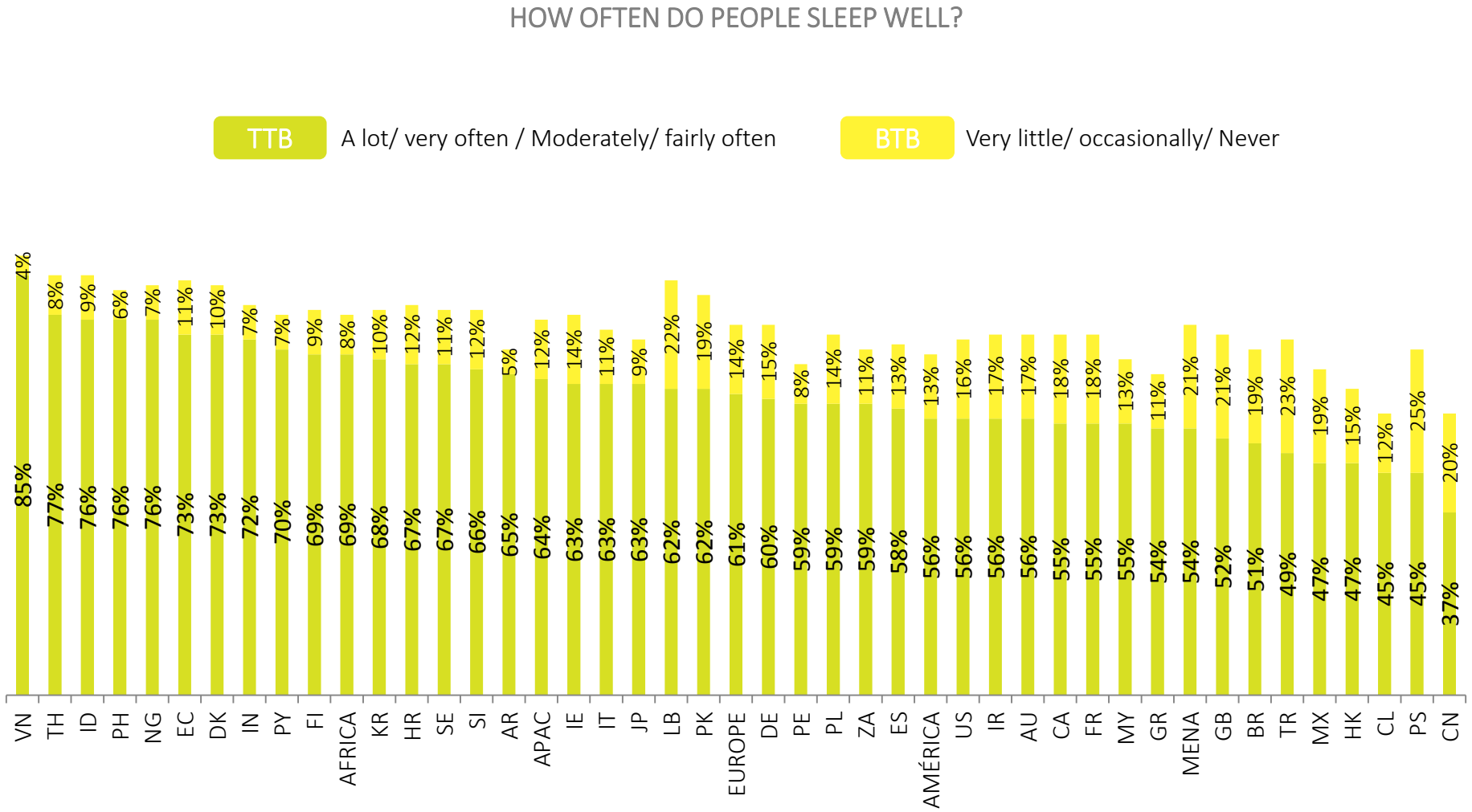
Source: WIN 2019. Base: 29 575 cases. WIN 2018. Base: 30 890 cases

Q2_6. How often would you say that you sleep well?

WiN Worldwide Independent Network Of Market Research

Sleep well

% within total population



Source: WIN 2019. Base: 29 575 cases

Q2_6. How often would you say that you sleep well?

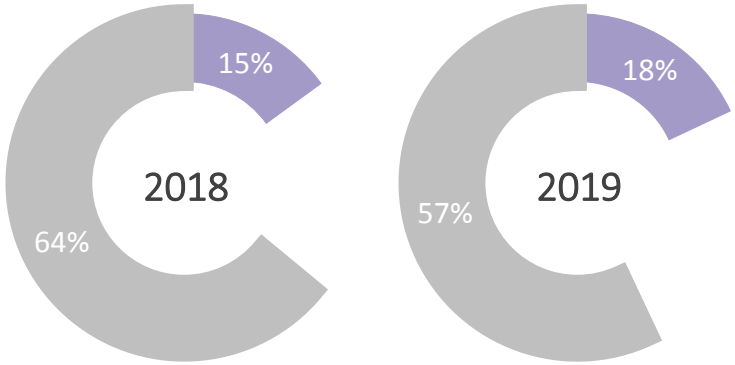
WiN Worldwide Independent Network Of Market Research

Go on a diet

% within total population

HOW OFTEN DO PEOPLE GO ON A DIET?

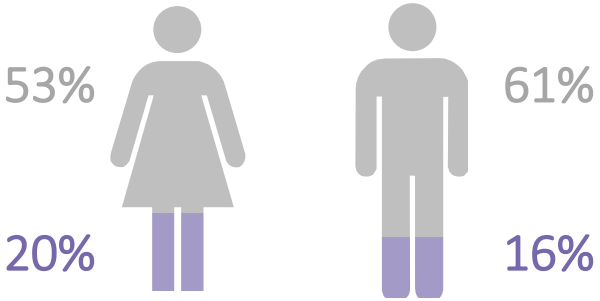
Global Average



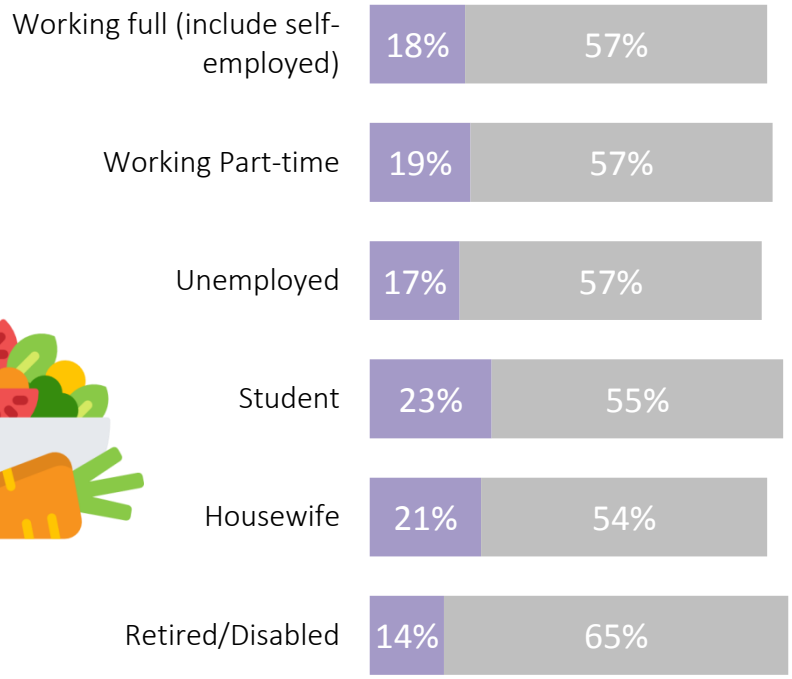
A lot/ very often / Moderately/ fairly often

Very little/ occasionally/ Never

By gender



By employment



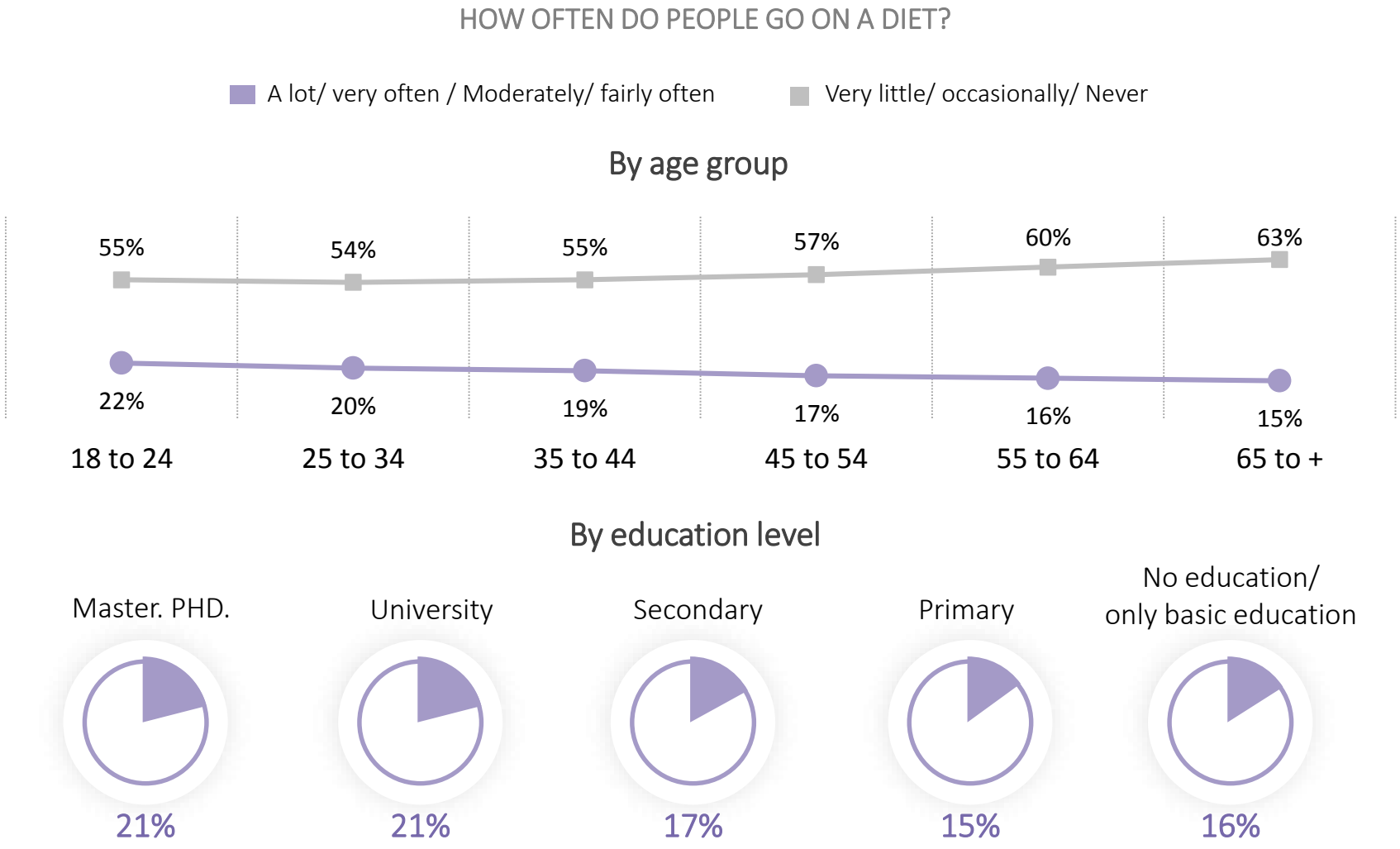
Source: WIN 2019. Base: 29 575 cases. WIN 2018. Base: 30 890 cases

Q2_7. How often would you say that you go on a diet?

WiN Worldwide Independent Network Of Market Research

Go on a diet

% within total population



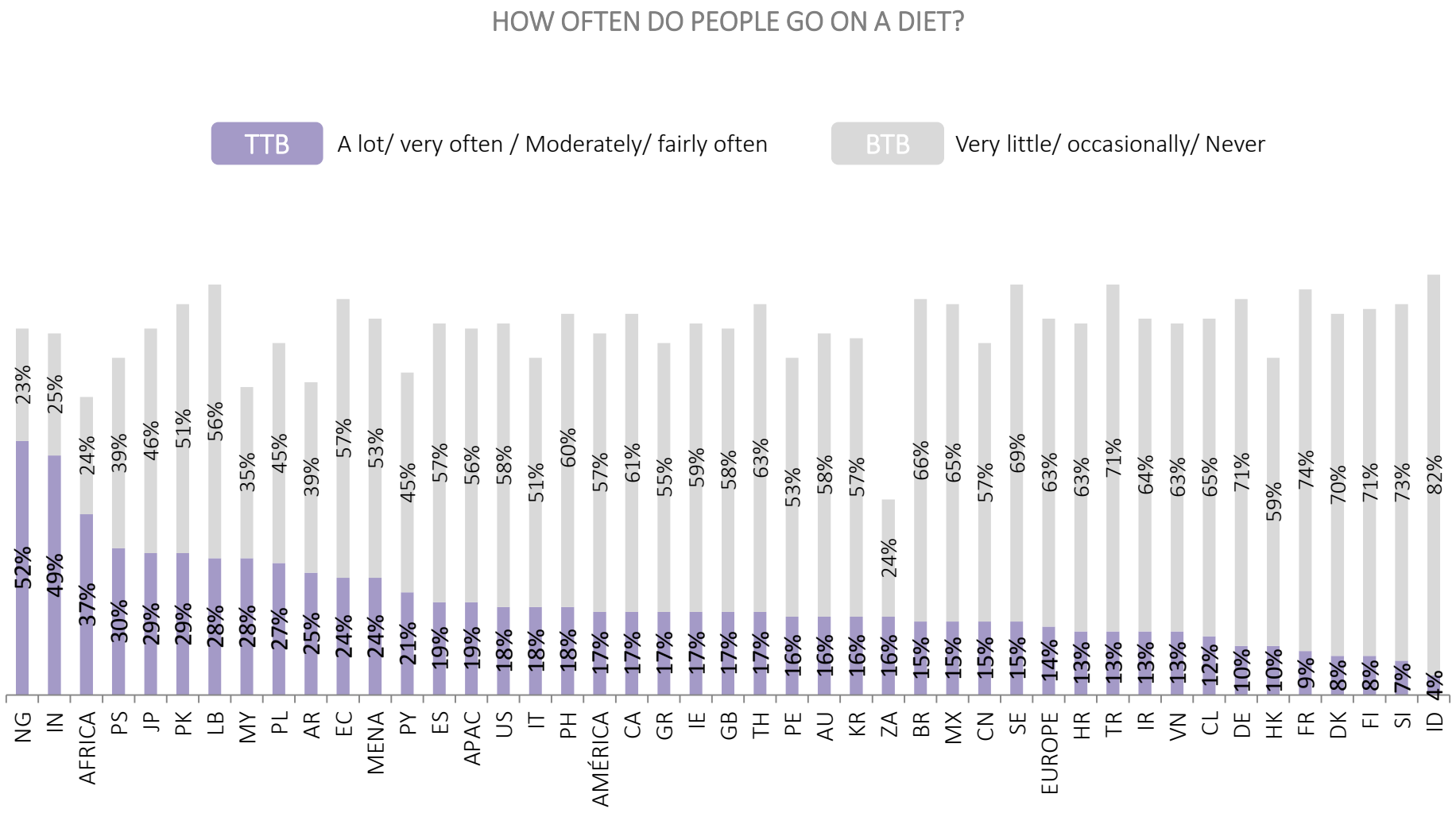
Source: WIN 2019. Base: 29 575 cases

Q2_7. How often would you say that you go on a diet?

WiN Worldwide Independent Network Of Market Research

Go on a diet

% within total population



Source: WIN 2019. Base: 29 575 cases

Q2_7. How often would you say that you go on a diet?

WiN Worldwide Independent Network Of Market Research

Concern about the prices of healthy foods

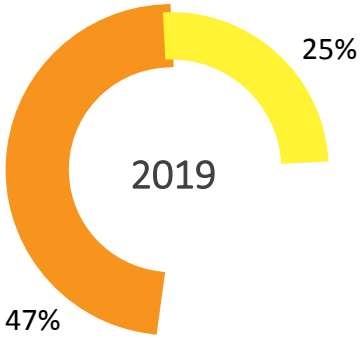
% within total population

HOW OFTEN DO PEOPLE CONCERN ABOUT THE PRICES OF HEALTHY FOODS?

A lot/ very often / Moderately/ fairly often

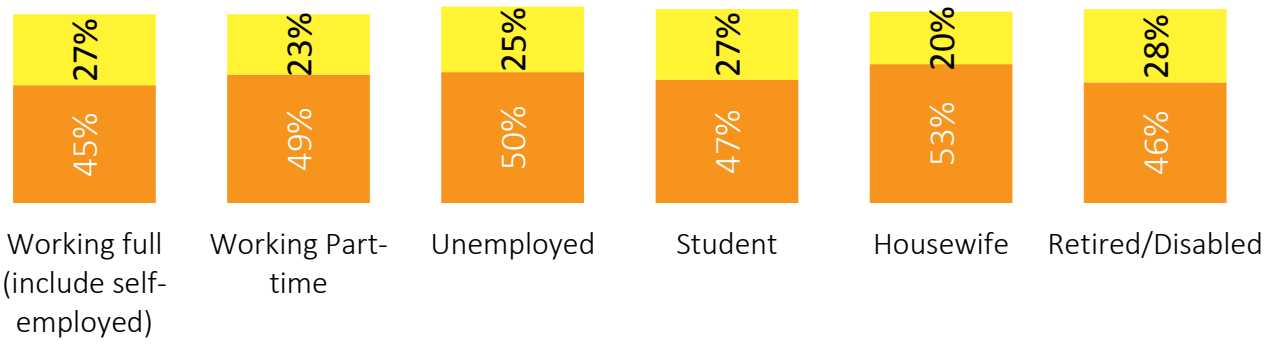
Very little/ occasionally/ Never

Global Average



By gender

By employment



Source: WIN 2019. Base: 29 575 cases. WIN 2018. Base: 30 890 cases

Q2_8. How often would you say that you concern about the prices of healthy foods?

WiN Worldwide Independent Network Of Market Research

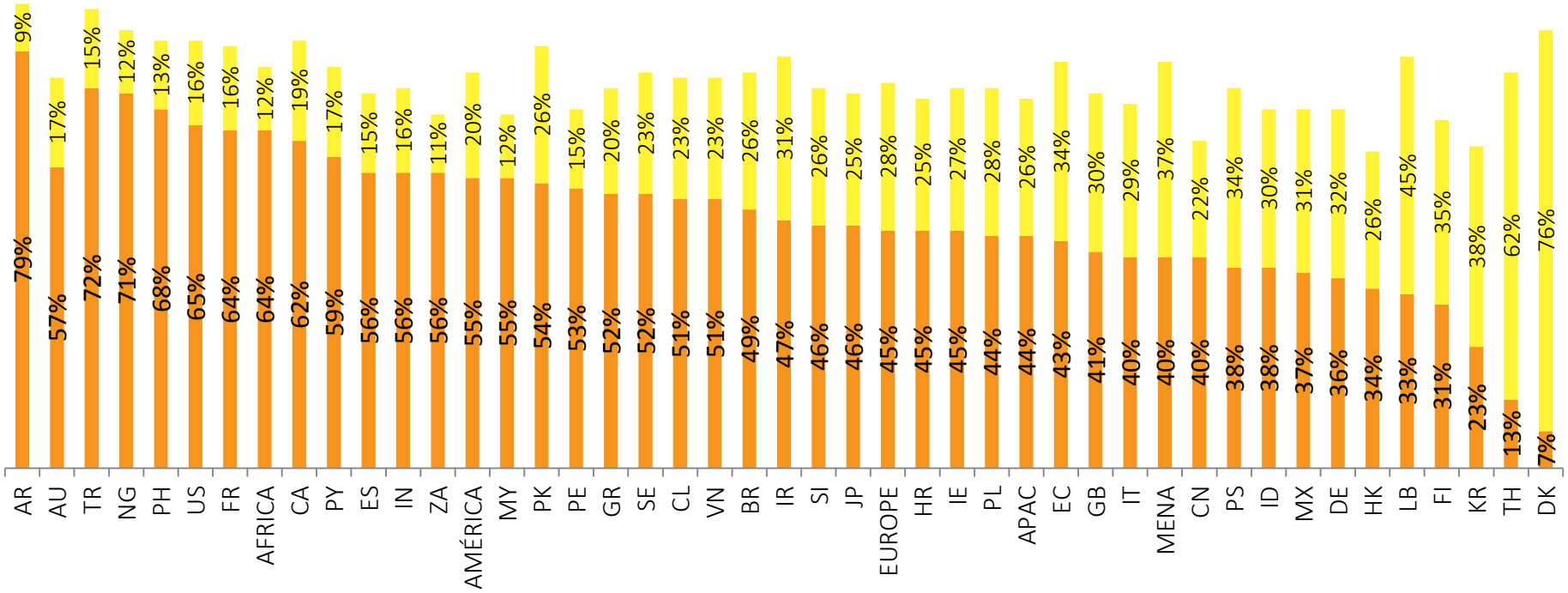
Concern about the prices of healthy foods

% within total population

HOW OFTEN DO PEOPLE CONCERN ABOUT THE PRICES OF HEALTHY FOODS?

TTB A lot/ very often / Moderately/ fairly often

BTB Very little/ occasionally/ Never



Source: WIN 2019. Base: 29 575 cases

Q2_8. How often would you say that you concern about the prices of healthy foods?

WiN Worldwide Independent Network Of Market Research

Control the portions you eat (counting calories)

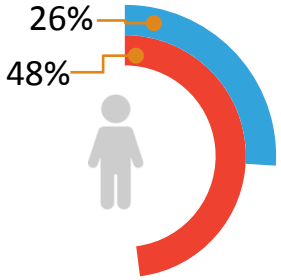
% within total population

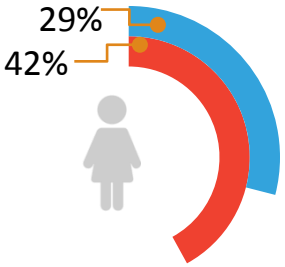
HOW OFTEN DO PEOPLE CONTROL THE PORTIONS THEY EAT (COUNTING CALORIES)?

A lot/ very often / Moderately/ fairly often

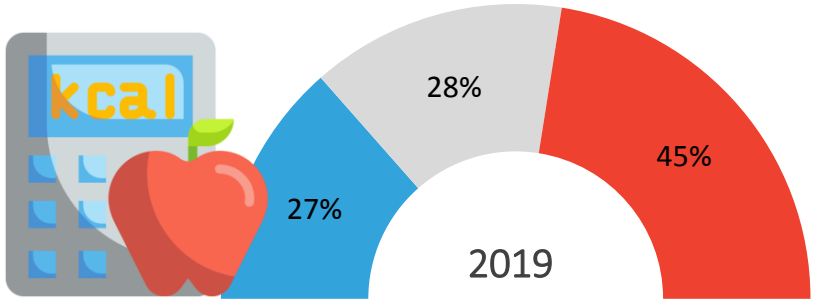
Very little/ occasionally/ Never

By gender

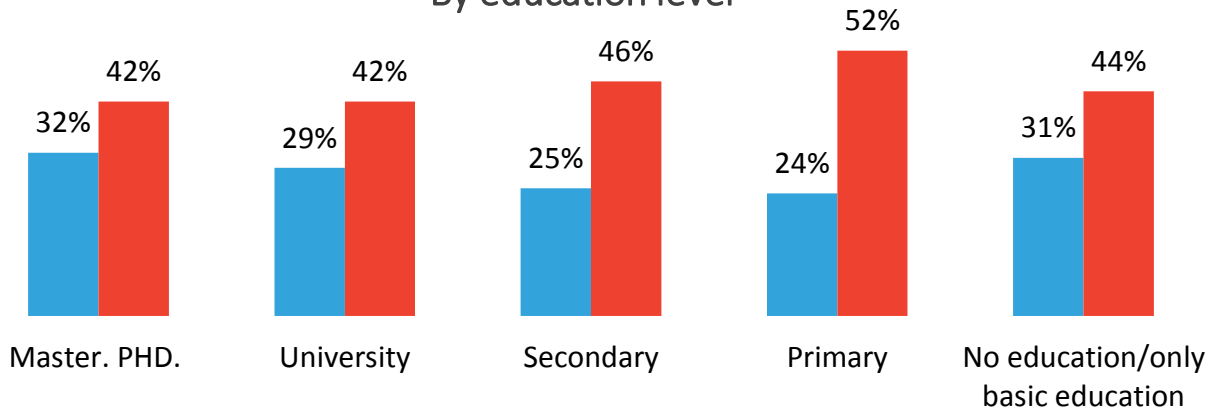




Global Average



By education level



Source: WIN 2019. Base: 29 575 cases

Q2_9. How often would you say that you control the portions you eat (counting calories)?

WiN Worldwide Independent Network Of Market Research

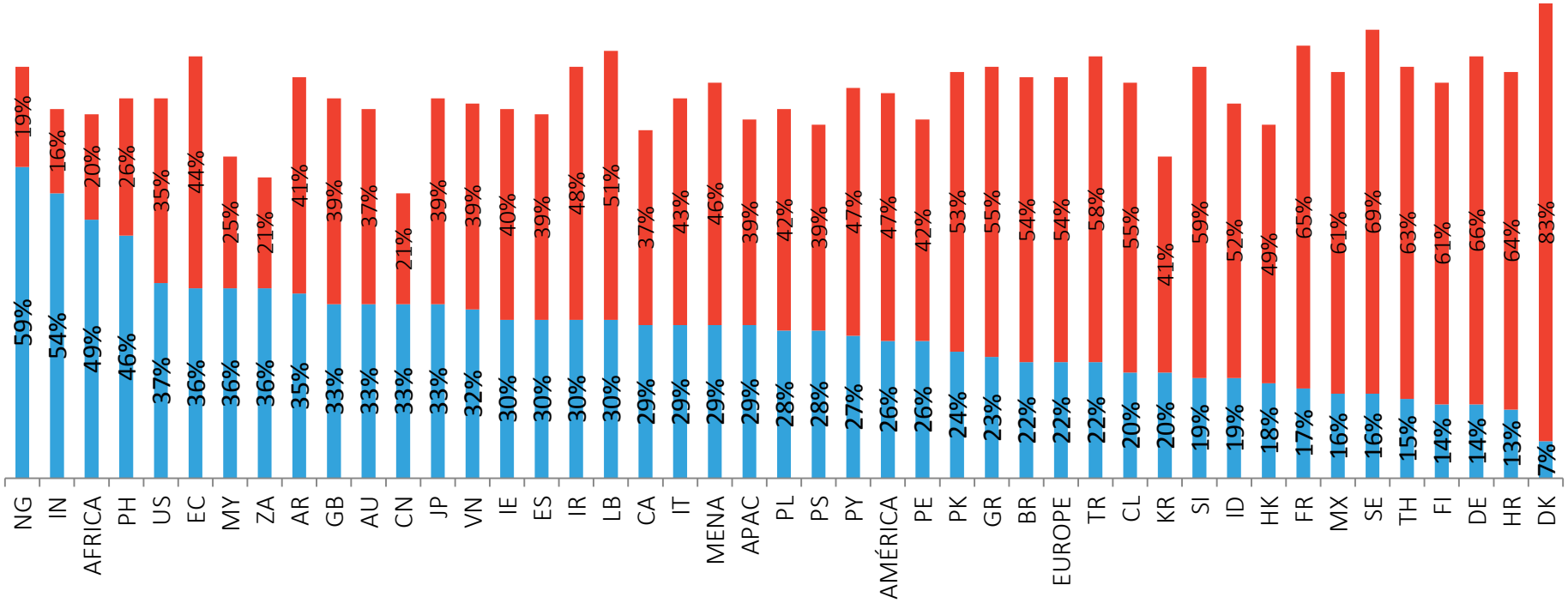
Control the portions you eat (counting calories)

% within total population

HOW OFTEN DO PEOPLE CONTROL THE PORTIONS THEY EAT (COUNTING CALORIES)?

TTB A lot/ very often / Moderately/ fairly often

BTB Very little/ occasionally/ Never



Source: WIN 2019. Base: 29 575 cases

Q2_9. How often would you say that you control the portions you eat (counting calories)?

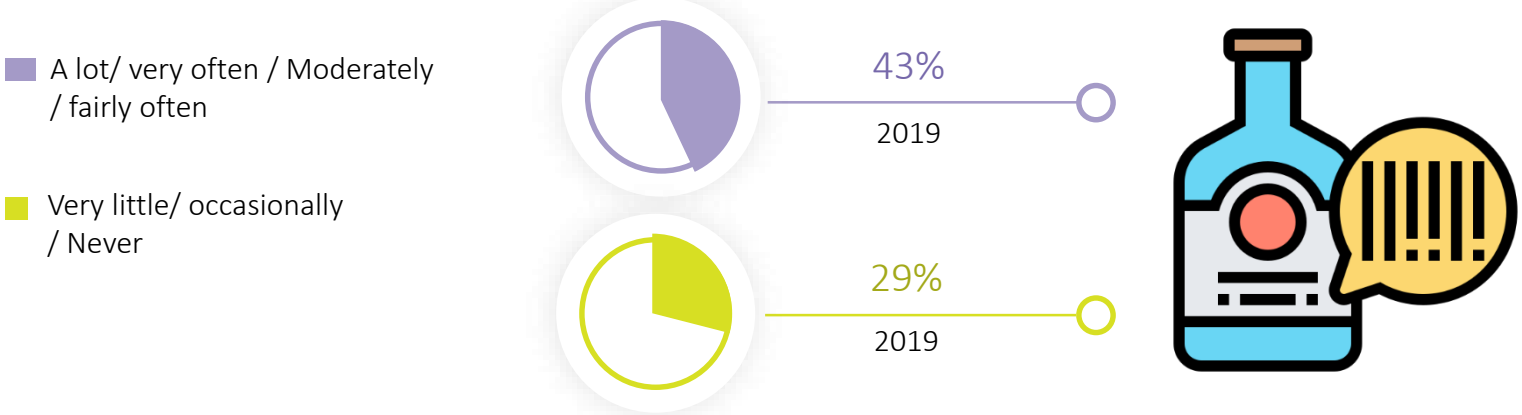
WiN Worldwide Independent Network Of Market Research

Read labels/nutritional information on products

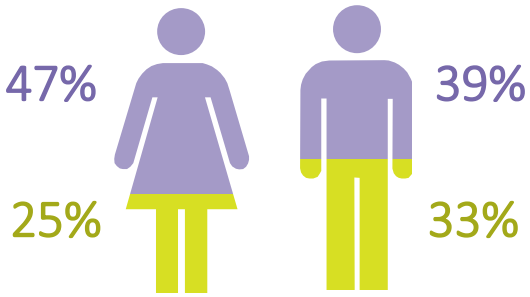
% within total population

HOW OFTEN DO PEOPLE READ LABELS/NUTRITIONAL INFORMATION ON PRODUCTS?

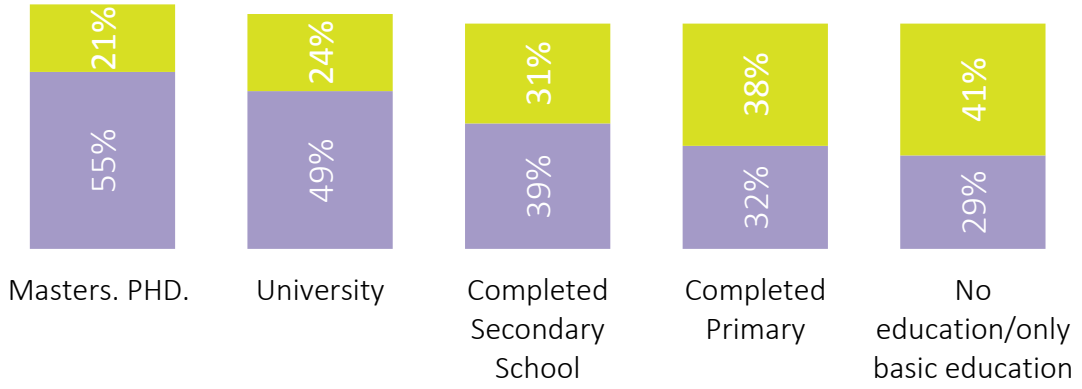
GLOBAL AVERAGE



By gender



By education level



Source: WIN 2019. Base: 29 575 cases. WIN 2018. Base: 30 890 cases

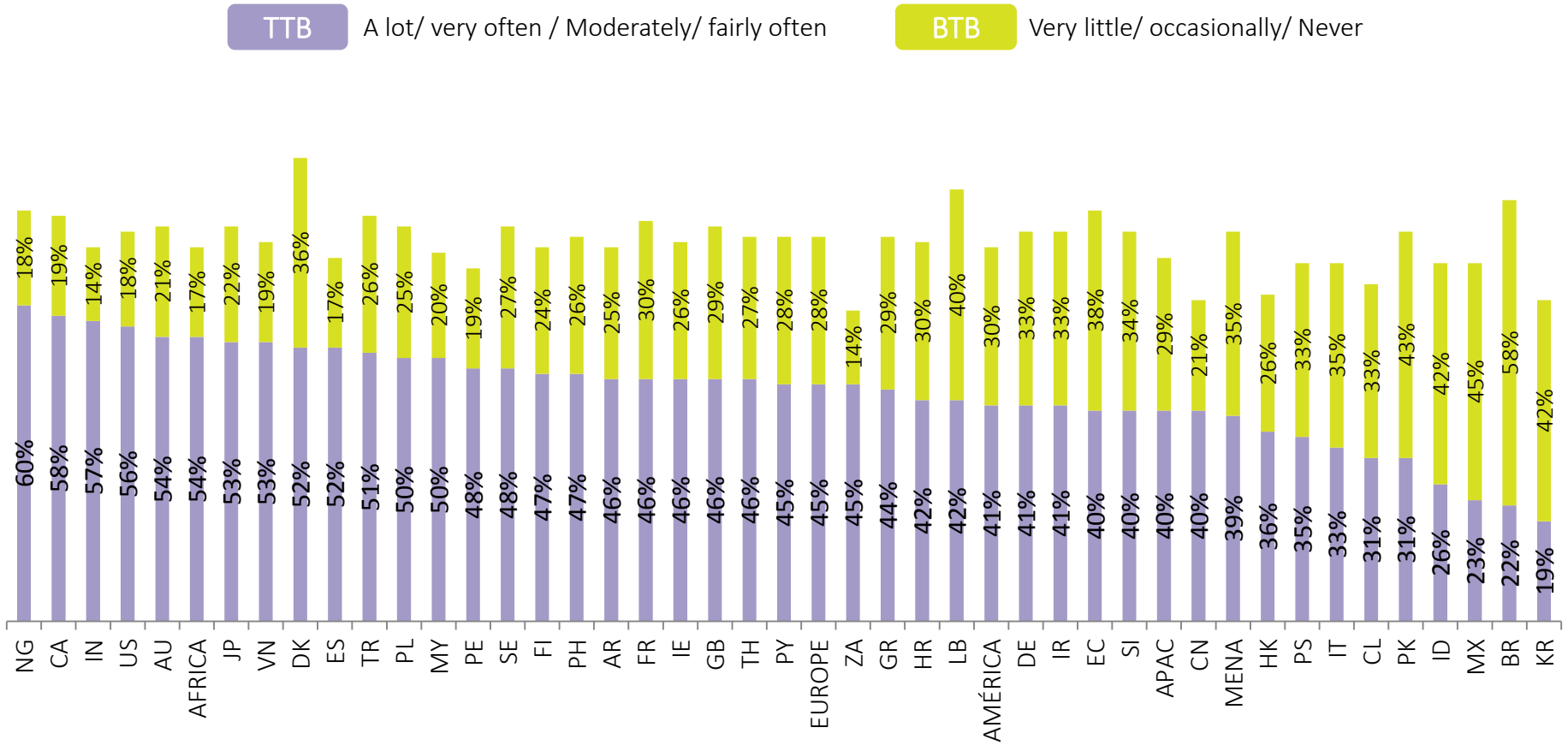
Q2_10. How often would you say that you read labels/nutritional information on products?

WiN Worldwide Independent Network Of Market Research

Read labels/nutritional information on products

% within total population

HOW OFTEN DO PEOPLE READ LABELS/NUTRITIONAL INFORMATION ON PRODUCTS?



Source: WIN 2019. Base: 29 575 cases

Q2_10. How often would you say that you read labels/nutritional information on products?

WiN Worldwide Independent Network Of Market Research

Concern about healthy living

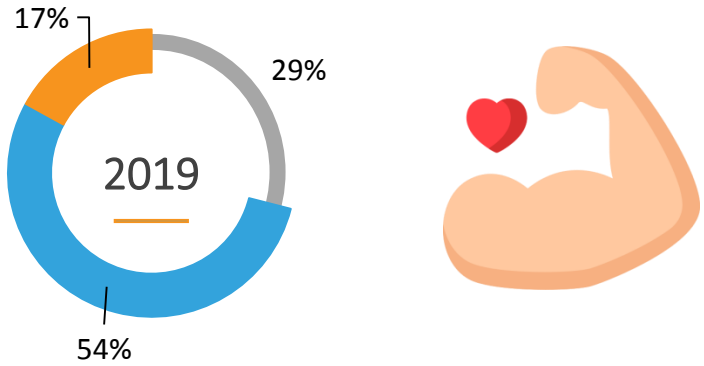
% within total population

HOW OFTEN DO PEOPLE CONCERN ABOUT HEALTHY LIVING?

A lot/ very often / Moderately/ fairly often

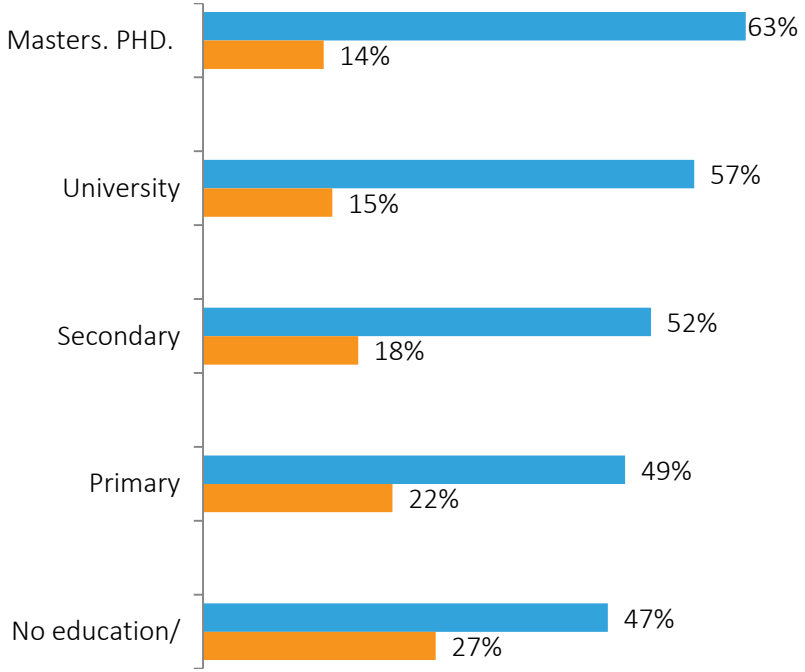
Very little/ occasionally/ Never

GLOBAL AVERAGE



By gender

By education level



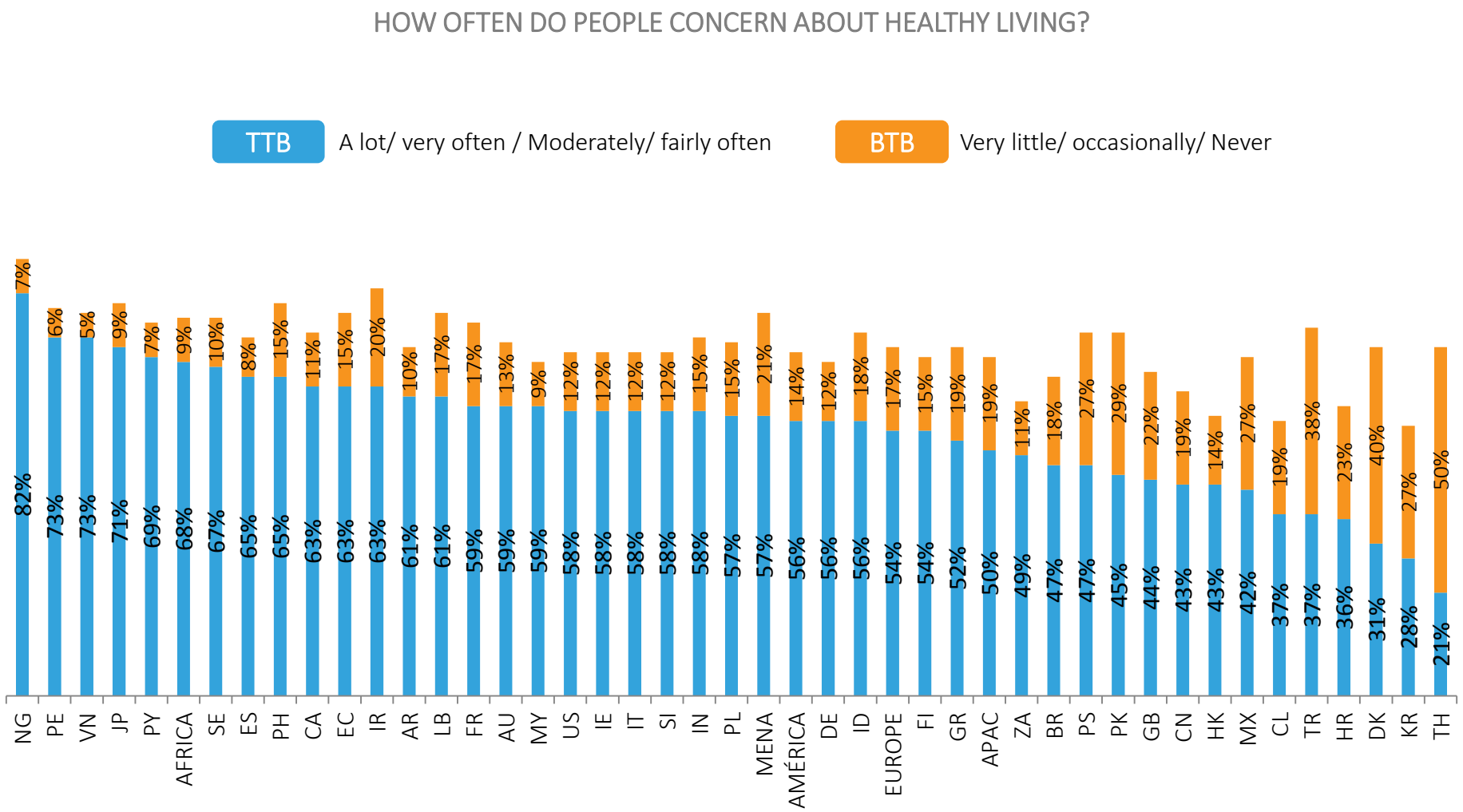
Source: WIN 2019. Base: 29 575 cases. WIN 2018. Base: 30 890 cases

Q2_11. How often would you say that you concern about healthy living?

WiN Worldwide Independent Network Of Market Research

Concern about healthy living

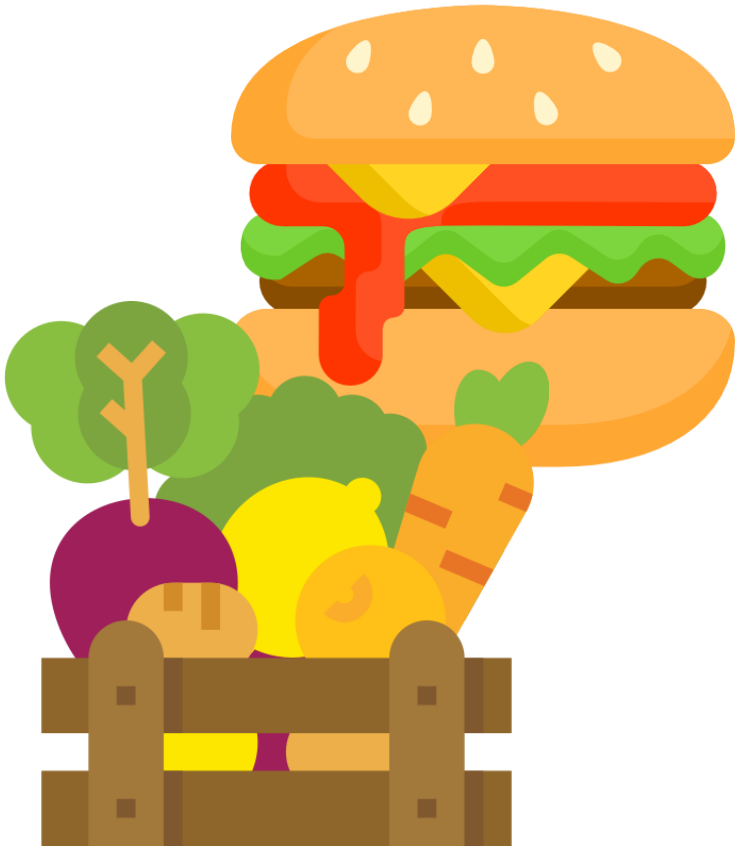
% within total population



Source: WIN 2019. Base: 29 575 cases

Q2_11. How often would you say that you concern about healthy living?

WiN Worldwide Independent Network Of Market Research

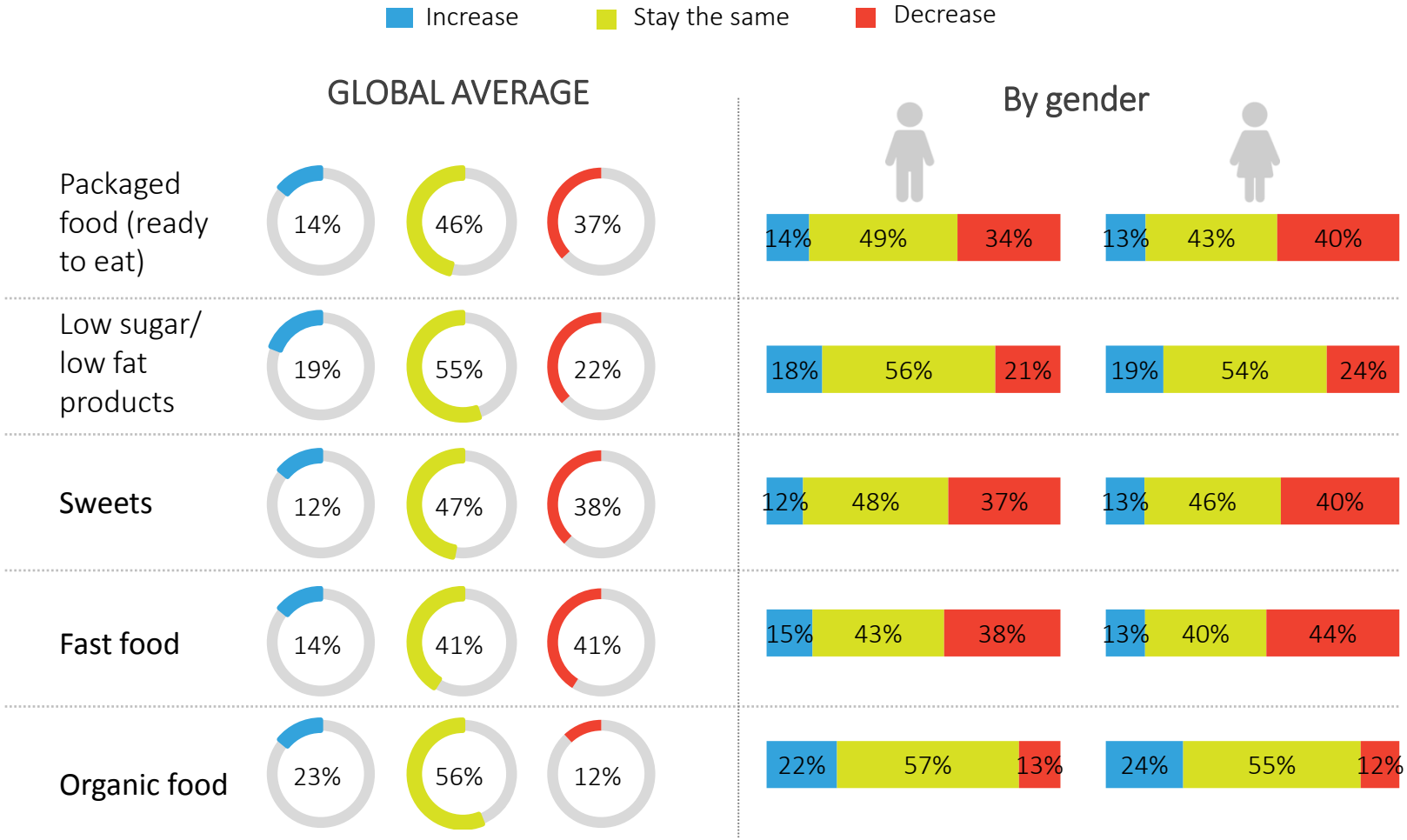


FOOD CONSUMPTION

Food consumption

% within total population

IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?



Source: WIN 2019. Base: 29 575 cases

Q3. In the past year, had your consumption of the following foods increased, remained the same or decreased …?

WiN Worldwide Independent Network Of Market Research

Food consumption

% within total population

IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?

▲ Increase ■ Stay the same ▼ Decrease

By age group	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to +
Packaged food (ready to eat)	▲ 22%	▲ 20%	▲ 14%	▲ 11%	▲ 8%	▲ 5%
	■ 44%	■ 44%	■ 47%	■ 48%	■ 47%	■ 45%
	▼ 30%	▼ 33%	▼ 37%	▼ 38%	▼ 42%	▼ 44%
Low sugar/ low fat products	▲ 22%	▲ 21%	▲ 18%	▲ 18%	▲ 17%	▲ 14%
	■ 53%	■ 54%	■ 55%	■ 56%	■ 56%	■ 56%
	▼ 20%	▼ 21%	▼ 23%	▼ 23%	▼ 24%	▼ 25%
Sweets	▲ 20%	▲ 18%	▲ 12%	▲ 10%	▲ 7%	▲ 4%
	■ 45%	■ 47%	■ 49%	■ 47%	■ 48%	■ 46%
	▼ 33%	▼ 33%	▼ 37%	▼ 41%	▼ 44%	▼ 47%
Fast food	▲ 26%	▲ 21%	▲ 14%	▲ 9%	▲ 6%	▲ 4%
	■ 40%	■ 42%	■ 43%	■ 44%	■ 42%	■ 36%
	▼ 32%	▼ 34%	▼ 41%	▼ 45%	▼ 48%	▼ 53%
Organic food	▲ 27%	▲ 26%	▲ 24%	▲ 20%	▲ 22%	▲ 17%
	■ 50%	■ 53%	■ 56%	■ 59%	■ 59%	■ 61%
	▼ 15%	▼ 13%	▼ 12%	▼ 12%	▼ 11%	▼ 11%

Source: WIN 2019. Base: 29 575 cases

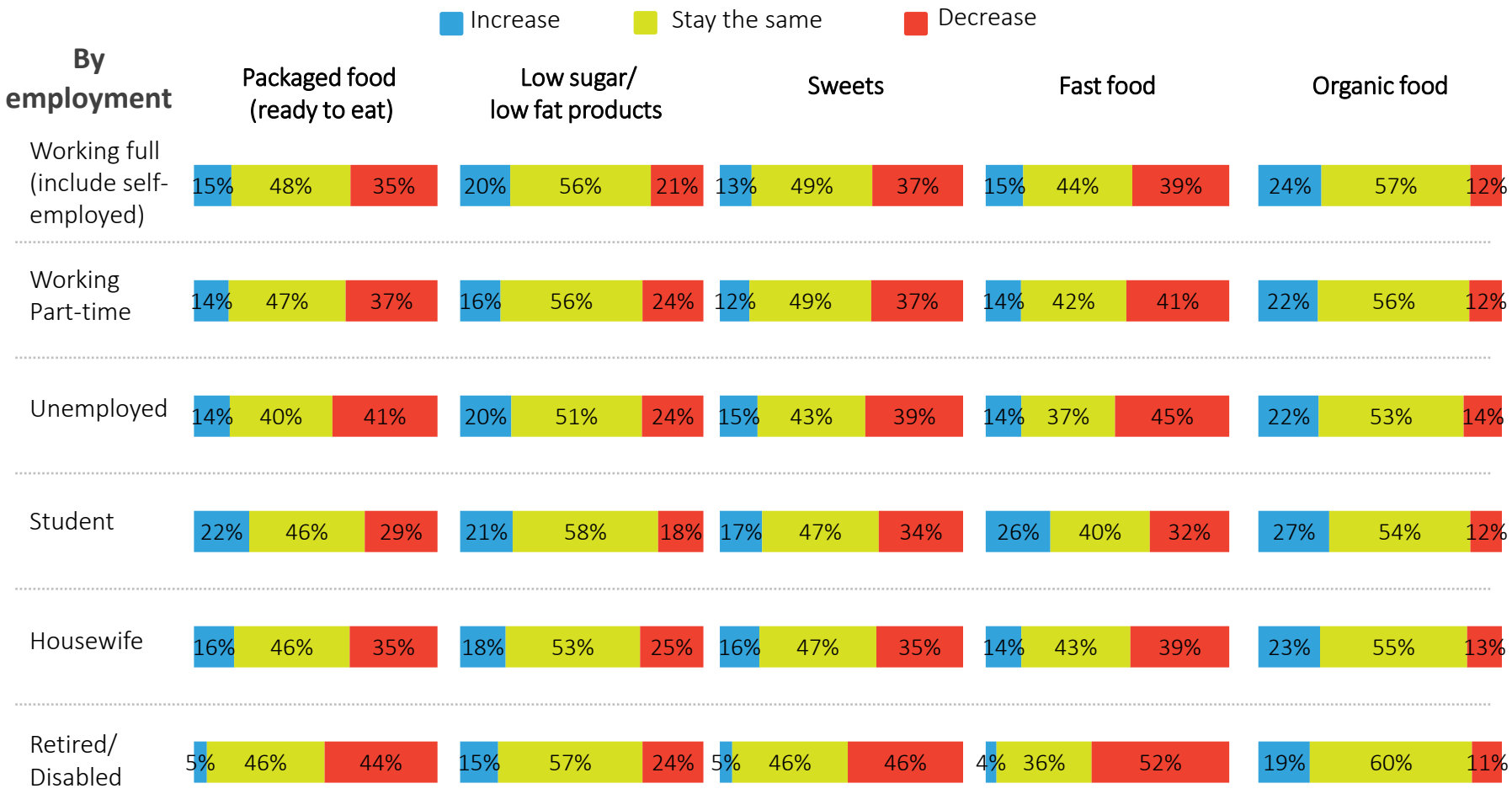
Q3. In the past year, had your consumption of the following foods increased, remained the same or decreased …?

WiN Worldwide Independent Network Of Market Research

Food consumption

% within total population

IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?



Source: WIN 2019. Base: 29 575 cases

Q3. In the past year, had your consumption of the following foods increased, remained the same or decreased …?

WiN Worldwide Independent Network Of Market Research

Food consumption

% within total population

IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?

▲ Increase ▼ Decrease

By regions	Packaged food (ready to eat)	Low sugar/ low fat products	Sweets	Fast food	Organic food
AMERICAS	▲ 8% ▼ 51%	▲ 18% ▼ 30%	▲ 11% ▼ 47%	▲ 12% ▼ 52%	▲ 21% ▼ 17%
EUROPE	▲ 8% ▼ 40%	▲ 17% ▼ 19%	▲ 8% ▼ 38%	▲ 7% ▼ 45%	▲ 22% ▼ 10%
AFRICA	▲ 22% ▼ 39%	▲ 22% ▼ 32%	▲ 16% ▼ 53%	▲ 25% ▼ 41%	▲ 34% ▼ 15%
MENA	▲ 15% ▼ 36%	▲ 18% ▼ 31%	▲ 18% ▼ 35%	▲ 17% ▼ 38%	▲ 26% ▼ 23%
APAC	▲ 22% ▼ 25%	▲ 20% ▼ 19%	▲ 16% ▼ 33%	▲ 20% ▼ 32%	▲ 23% ▼ 10%

Source: WIN 2019. Base: 29 575 cases

Q3. In the past year, had your consumption of the following foods increased, remained the same or decreased …?

PEOPLE´S BEHAVIORS COMPARISSON

- HEALTHY VS UNHEALTHY -

Behaviors & consumption

% within healthy people

BEHAVIORS AND FOOD CONSUMPTION AMONG PEOPLE SELF-PERCEIVED AS HEALTHY

A lot/ very often / Moderately/ fairly often

Very little/ occasionally/ Never

SMOKE
17%
72%

TAKE MEDICINES PRESCRIBED BY A DOCTOR
30%
49%

EXERCISE
42%
28%

CONTROL THE PORTIONS YOU EAT
29%
43%

CONCERN ABOUT HEALTHY LIVING
56%
16%

SLEEP WELL
67%
10%

GO ON A DIET
19%
57%

CONCERN ABOUT THE PRICES OF HEALTHY FOODS
48%
25%

READ LABELS/NUTRITIONAL INFORMATION ON PRODUCTS
45%
27%

DRINK ALCOHOL
17%
56%

SUFFER FROM STRESS
26%
38%

Increase

Decrease

SWEETS
12%
38%

PACKAGED FOOD (READY TO EAT)
14%
37%

LOW SUGAR/ LOW FAT PRODUCTS
19%
23%

ORGANIC FOOD
25%
11%

FAST FOOD
14%
41%

Source: WIN 2019. Base: 29 575 cases

Q2. How often would you say that you..?

Q3. In the past year, had your consumption of the following foods increased, remained the same or decreased …?

WiN Worldwide Independent Network Of Market Research

Behaviors & consumption

% within unhealthy people

BEHAVIORS AND FOOD CONSUMPTION AMONG PEOPLE SELF-PERCEIVED AS UNHEALTHY

A lot/ very often / Moderately/ fairly often

Very little/ occasionally/ Never

SMOKE
19%
70%

TAKE MEDICINES PRESCRIBED BY A DOCTOR
54%
28%

EXERCISE
23%
46%

CONTROL THE PORTIONS YOU EAT
21%
52%

CONCERN ABOUT HEALTHY LIVING
47%
20%

SLEEP WELL
67%
28%

GO ON A DIET
17%
59%

CONCERN ABOUT THE PRICES OF HEALTHY FOODS
47%
26%

READ LABELS/NUTRITIONAL INFORMATION ON PRODUCTS
38%
33%

DRINK ALCOHOL
17%
59%

SUFFER FROM STRESS
46%
23%

Increase

Decrease

SWEETS
14%
39%

PACKAGED FOOD (READY TO EAT)
13%
37%

LOW SUGAR/ LOW FAT PRODUCTS
18%
23%

ORGANIC FOOD
17%
16%

FAST FOOD
14%
43%

Source: WIN 2019. Base: 29 575 cases

Q2. How often would you say that you..?

Q3. In the past year, had your consumption of the following foods increased, remained the same or decreased …?

WiN Worldwide Independent Network Of Market Research

METHODOLOGY

COUNTRY	COMPANY	SAMPLE SIZE	COVERAGE
ARGENTINA	Voices! Research & Consultancy	519	8 MAIN CITIES
AUSTRALIA	Bastion Latitude	1000	NATIONAL
BRAZIL	Market Analysis	560	NATIONAL
CANADA	Leger 360	500	NATIONAL
CHILE	Activa Research	1000	NATIONAL
CHINA	Wisdom Asia	1000	URBAN
CROATIA	Mediana	501	NATIONAL
DENMARK	DMA Research A/S	500	NATIONAL
ECUADOR	CEDATOS	600	NATIONAL TWO CITIES
FINLAND	Taloustutkimus Oy	1000	NATIONAL EXCEPT ALAND ISLANDS
FRANCE	BVA	1000	NATIONAL
GERMANY	Produkt + Markt	1000	NATIONAL
GREECE	Alternative Research Solutions	500	NATIONAL
HONG KONG	CSG (Consumer Search Group)	537	NATIONAL
INDIA	DataPrompt International	500	NATIONAL
INDONESIA	Deka International	1032	5 MAIN CITIES
IRAN	EMRC	700	URBAN
IRELAND	RED C Research and Marketing Ltd	1011	NATIONAL
ITALY	BVA DOXA	1000	NATIONAL
JAPAN	NRC (Nippon Research Center)	1000	NATIONAL
LEBANON	REACH SAL	500	NATIONAL
MALAYSIA	Compass Insights	502	URBAN PENINSULAR

METHODOLOGY

COUNTRY	COMPANY	SAMPLE SIZE	COVERAGE
MEXICO	Brand Investigation S.A de C.V (Brain)	500	URBAN
NIGERIA	MARKET TRENDS GROUP	1000	NATIONAL
PALESTINE	PCPO Palestinian Centre for Public Opinion	120	NATIONAL
PAKISTAN	Gallup Pakistan	1000	NATIONAL
PARAGUAY	ICA Consultoría Estratégica	500	NATIONAL
PERU	DATUM Internacional	1000	NATIONAL
PHILIPPINES	PSRC (Philippines Survey & Research Center Inc.)	1000	NATIONAL
POLAND	MARECO POLSKA	500	NATIONAL
SLOVENIA	Mediana	511	NATIONAL
SOUTH AFRICA	Freshly Ground Insights (FGI)	744	NATIONAL
SOUTH KOREA	Gallup Korea	1500	NATIONAL
SPAIN	Instituto DYM	1017	NATIONAL
SWEDEN	Origo Group	500	NATIONAL
THAILAND	Infosearch co.ltd	600	NATIONAL
TURKEY	Barem	601	NATIONAL
UK	ORB International (Opinion Research Business)	1000	NATIONAL
USA	SSRS	509	NATIONAL
VIETNAM	Indochina Research	501	TWO PROVINCES

Total of 29, 575 interviews worldwide

Field dates: October 2019 to December 2019