Health & lifestyle in today's world
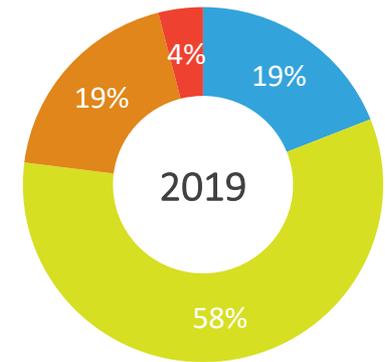
WWS 2020

HEALTH
PERCEPTION

HEALTH SELF-PERCEPTION

% within total population

OVERALL HEALTH PERCEPTION

Legend:
- Very healthy (blue)
- Healthy (green)
- Somewhat unhealthy (orange)
- Unhealthy (red)

Global Average

2018
- 17% Very healthy
- 60% Healthy
- 19% Somewhat unhealthy
- 4% Unhealthy

2019
- 19% Very healthy
- 58% Healthy
- 19% Somewhat unhealthy
- 4% Unhealthy

By age group

	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to +
Unhealthy	2%	2%	3%	5%	5%	5%
Somewhat unhealthy	14%	15%	19%	20%	22%	25%
Healthy	56%	58%	58%	60%	60%	56%
Very healthy	27%	23%	19%	14%	12%	13%

By gender

Female:
- 4%
- 21%
- 58%
- 17%

Male:
- 4%
- 16%
- 59%
- 20%

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

WiN — Worldwide Independent Network Of Market Research
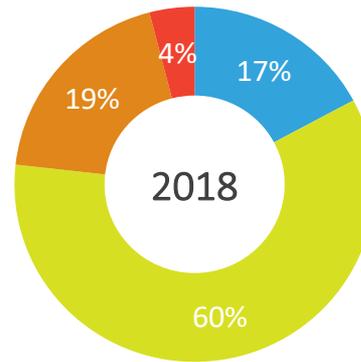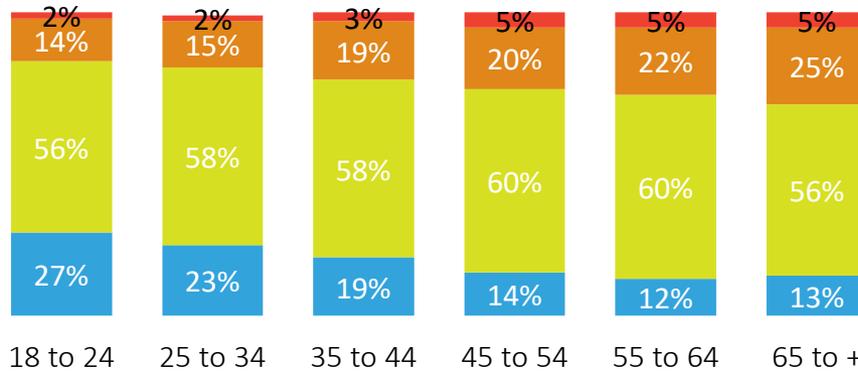
HEALTH SELF-PERCEPTION
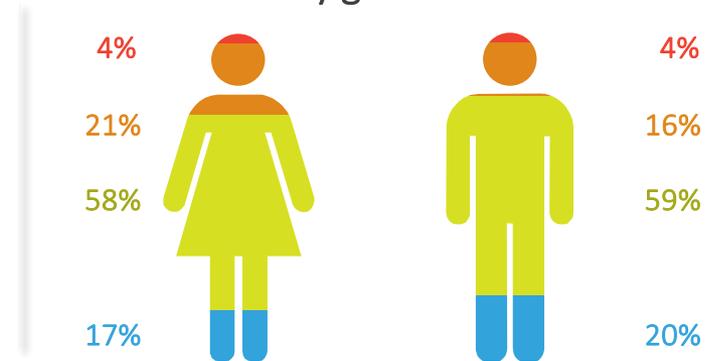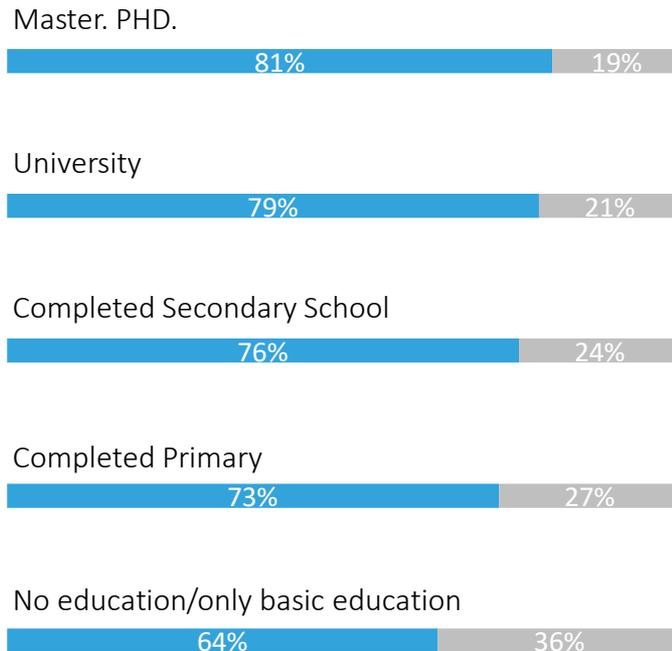
% within total population

OVERALL HEALTH PERCEPTION

By education level

- Very healthy or healthy
- Somewhat unhealthy or unhealthy

Master. PHD.
| 81% | 19% |

University
| 79% | 21% |

Completed Secondary School
| 76% | 24% |

Completed Primary
| 73% | 27% |

No education/only basic education
| 64% | 36% |

By employment

- Very healthy or healthy
- Somewhat unhealthy or unhealthy

Working full (include self-employed)
| 82% | 18% |

Working Part-time
| 78% | 22% |

Unemployed
| 67% | 33% |

Student
| 83% | 17% |

Housewife
| 74% | 26% |

Retired/Disabled
| 64% | 36% |
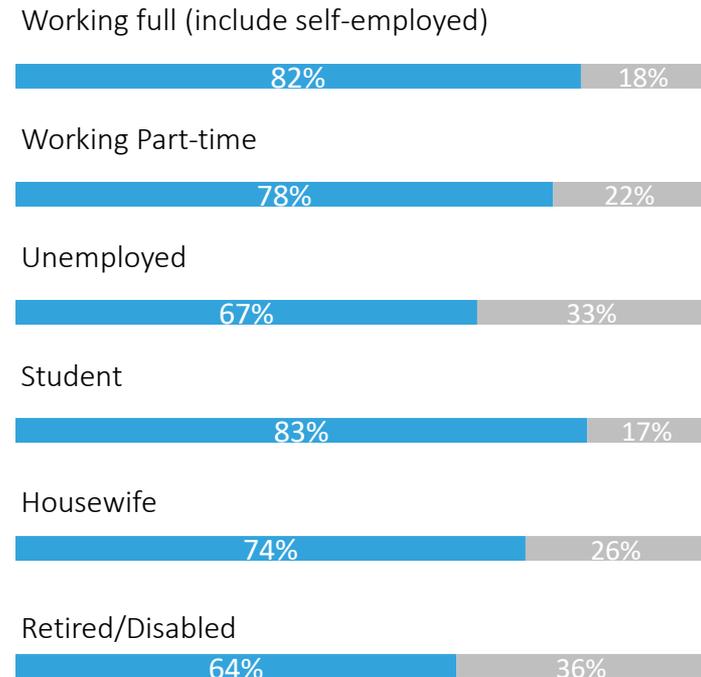
Source: WIN 2019. Base: **29 575 cases**

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

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HEALTH SELF-PERCEPTION

% within total population

OVERALL HEALTH PERCEPTION

TTB Very healthy or healthy   **BTB** Somewhat unhealthy or unhealthy

Country	TTB	BTB
CN	95%	5%
ID	93%	6%
KR	90%	10%
NG	90%	9%
MX	89%	11%
VN	88%	12%
IN	86%	14%
AFRICA	86%	13%
FR	85%	13%
PH	84%	16%
APAC	83%	16%
AR	82%	16%
IT	82%	17%
TR	82%	18%
MY	82%	14%
PK	82%	15%
EC	81%	19%
IR	81%	18%
LB	80%	20%
ES	79%	21%
TH	79%	20%
ZA	79%	19%
GR	77%	23%
CA	75%	24%
SI	74%	25%
EUROPE	73%	26%
HR	73%	26%
MENA	73%	25%
PY	72%	28%
US	72%	28%
AU	72%	28%
AMERICAS	71%	29%
DE	71%	29%
IE	71%	29%
SE	71%	28%
JP	71%	27%
DK	69%	29%
GB	69%	30%
BR	68%	31%
FI	68%	31%
PE	64%	36%
CL	59%	41%
PS	59%	37%
HK	57%	41%
PL	47%	50%

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

WIN Worldwide Independent Network Of Market Research

HEALTH-RELATED HABITS

Read labels/ nutritional information on products

Concern about the prices of healthy foods

Sleep well

Smoke

Go on a diet

Exercise

Take medicines prescribed

Concern about healthy living

Suffer from stress

Drink Alcohol

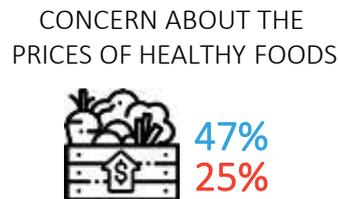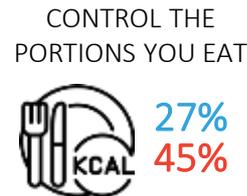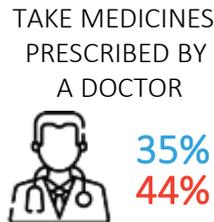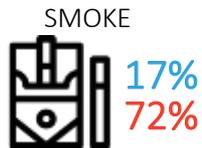Control the portions you eat (counting calories)

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
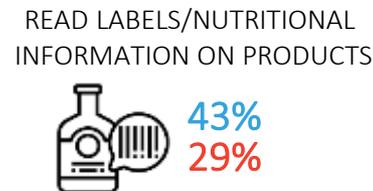
SMOKE	TAKE MEDICINES PRESCRIBED BY A DOCTOR	EXERCISE	CONTROL THE PORTIONS YOU EAT	CONCERN ABOUT HEALTHY LIVING	SLEEP WELL
17% / 72%	35% / 44%	37% / 32%	27% / 45%	54% / 17%	61% / 13%

GO ON A DIET	CONCERN ABOUT THE PRICES OF HEALTHY FOODS	READ LABELS/NUTRITIONAL INFORMATION ON PRODUCTS	DRINK ALCOHOL	SUFFER FROM STRESS
18% / 57%	47% / 25%	43% / 29%	.7% / 7%	30% / 35%

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7

Smoke
% within total population

HOW OFFICE DO PEOPLE SMOKE?

HOW OFTEN DO PEOPLE SMOKE?

Legend:
- 🟦 A lot/ very often / Moderately/ fairly often
- 🟩 Very little/ occasionally/ Never

Global Average

2018
- 20%
- 72%

2019
- 17%
- 72%

By education level

	A lot/very often	Very little/occasionally/Never
Master. PHD.	12%	80%
University	15%	74%
Secondary	19%	70%
Primary	21%	69%
No education/ only basic education	21%	71%

By employment

	A lot/very often	Very little/occasionally/Never
Working full (include self-employed)	20%	68%
Working Part-time	21%	68%
Unemployed	21%	65%
Student	10%	78%
Housewife	9%	85%
Retired/Disabled	14%	81%

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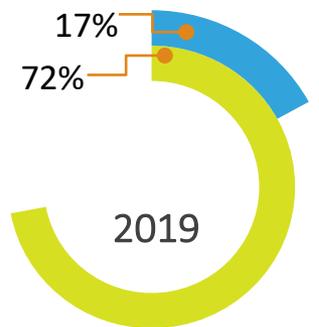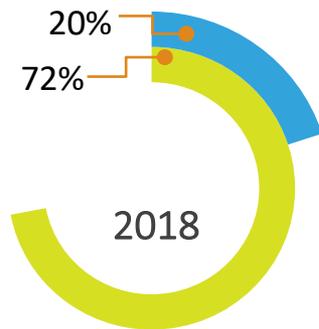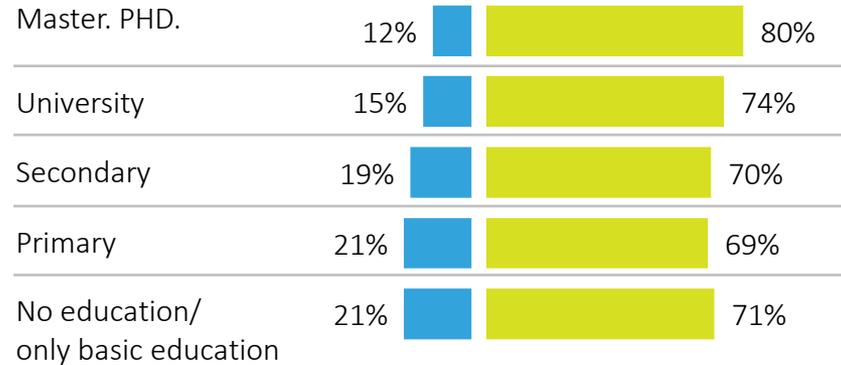
Smoke

% within total population

HOW OFTEN DO PEOPLE SMOKE?

By gender
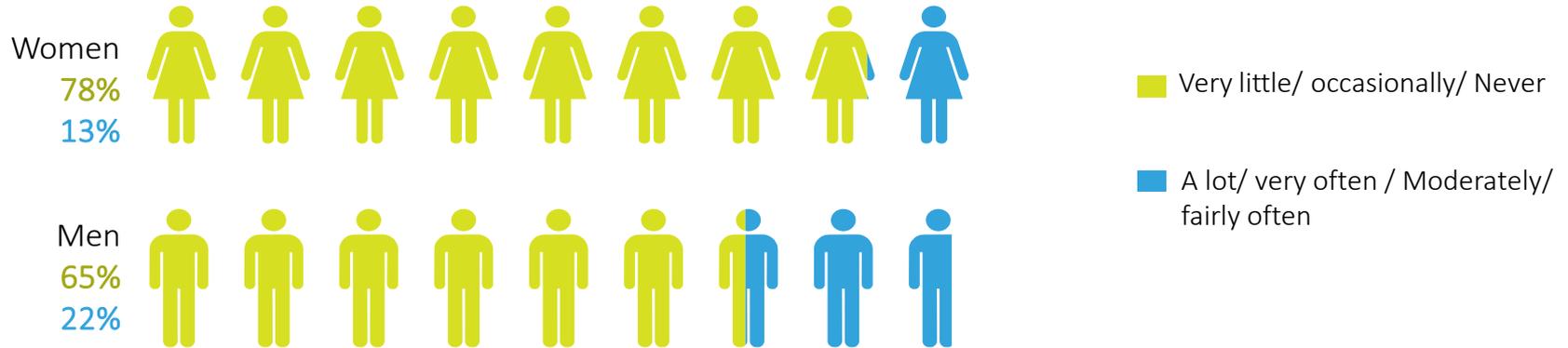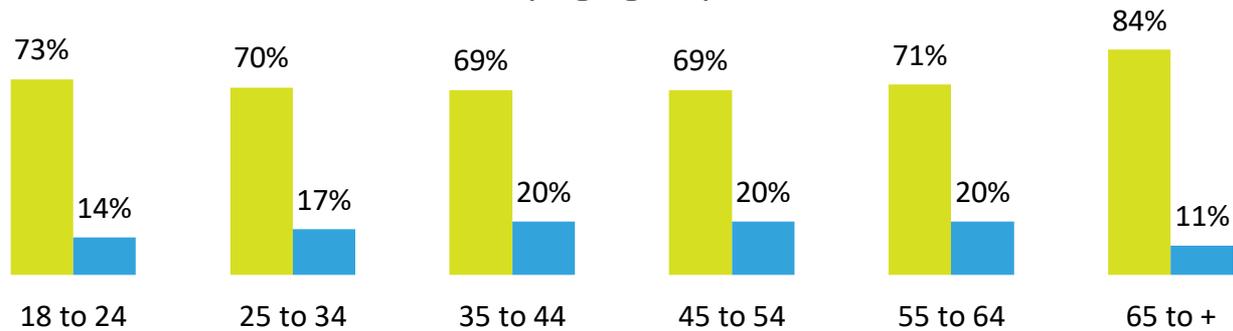
Women
78%
13%

Men
65%
22%

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

By age group

18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to +
73% 14%	70% 17%	69% 20%	69% 20%	71% 20%	84% 11%

Q2_1. How often would you say that you smoke?

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Smoke
% within total population

HOW OFTEN DO PEOPLE SMOKE?

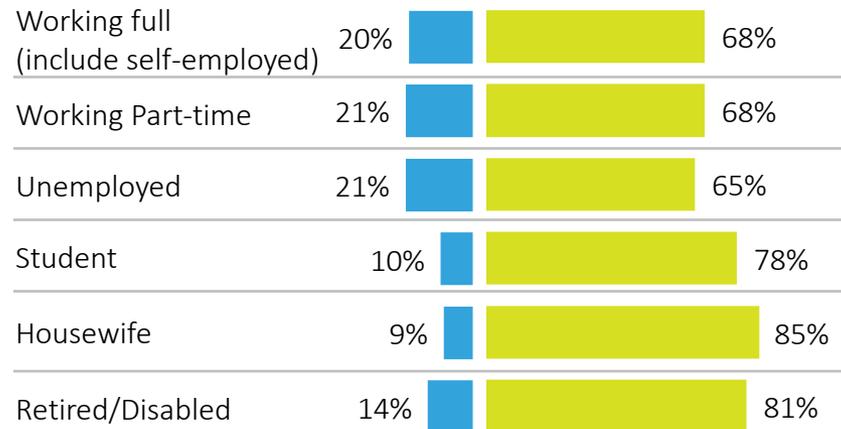**TTB** A lot/ very often / Moderately/ fairly often   **BTB** Very little/ occasionally/ Never

Country	TTB	BTB
LB	47%	46%
GR	40%	51%
TR	37%	55%
PL	30%	58%
PS	30%	50%
ES	28%	61%
MENA	28%	61%
HR	24%	70%
ID	24%	66%
JP	23%	74%
DE	23%	70%
ZA	23%	5%
EUROPE	21%	72%
VN	20%	71%
IT	19%	76%
IE	18%	75%
CL	18%	71%
SE	17%	79%
FR	17%	78%
GB	17%	76%
AR	17%	73%
PH	17%	71%
KR	17%	71%
APAC	16%	73%
SI	14%	78%
MX	14%	70%
PK	13%	83%
FI	13%	82%
CA	13%	79%
CN	13%	63%
AFRICA	13%	51%
US	12%	83%
DK	12%	82%
TH	12%	80%
MY	12%	68%
BR	11%	85%
AMÉRICA	11%	79%
IN	11%	73%
AU	10%	84%
HK	10%	80%
IR	8%	88%
NG	6%	86%
PY	5%	89%
EC	5%	85%
PE	2%	84%

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?

Global Average

2018

2019

	2018	2019
A lot/ very often	4%	4%
Moderately/ fairly often	15%	13%
A little/sometimes	24%	24%
Very little/ occasionally	25%	26%
Never	31%	31%

TTB 19%

TTB 17%

BTB 56%

BTB 57%

By gender

WOMEN
- 12%
- 22%
- 65%

MEN
- 22%
- 27%
- 49%

By age group

Age			
18 to 24	12%	22%	63%
25 to 34	15%	24%	58%
35 to 44	16%	25%	56%
45 to 54	17%	27%	55%
55 to 64	19%	24%	55%
65 to +	22%	23%	54%

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?

A lot/ very often / Moderately/ fairly often (blue)
Very little/ occasionally/ Never (red)

By education level

Education level	A lot/very often	Very little/occasionally/Never
No education/ only basic education	4%	77%
Primary	12%	64%
Secondary	15%	59%
University	19%	52%
Master. PHD.	25%	48%

By employment

Employment	A lot/very often	Very little/occasionally/Never
Retired/Disabled	21%	56%
Housewife	6%	79%
Student	12%	61%
Unemployed	14%	59%
Working Part-time	16%	58%
Working full (include self-employed)	20%	51%

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?

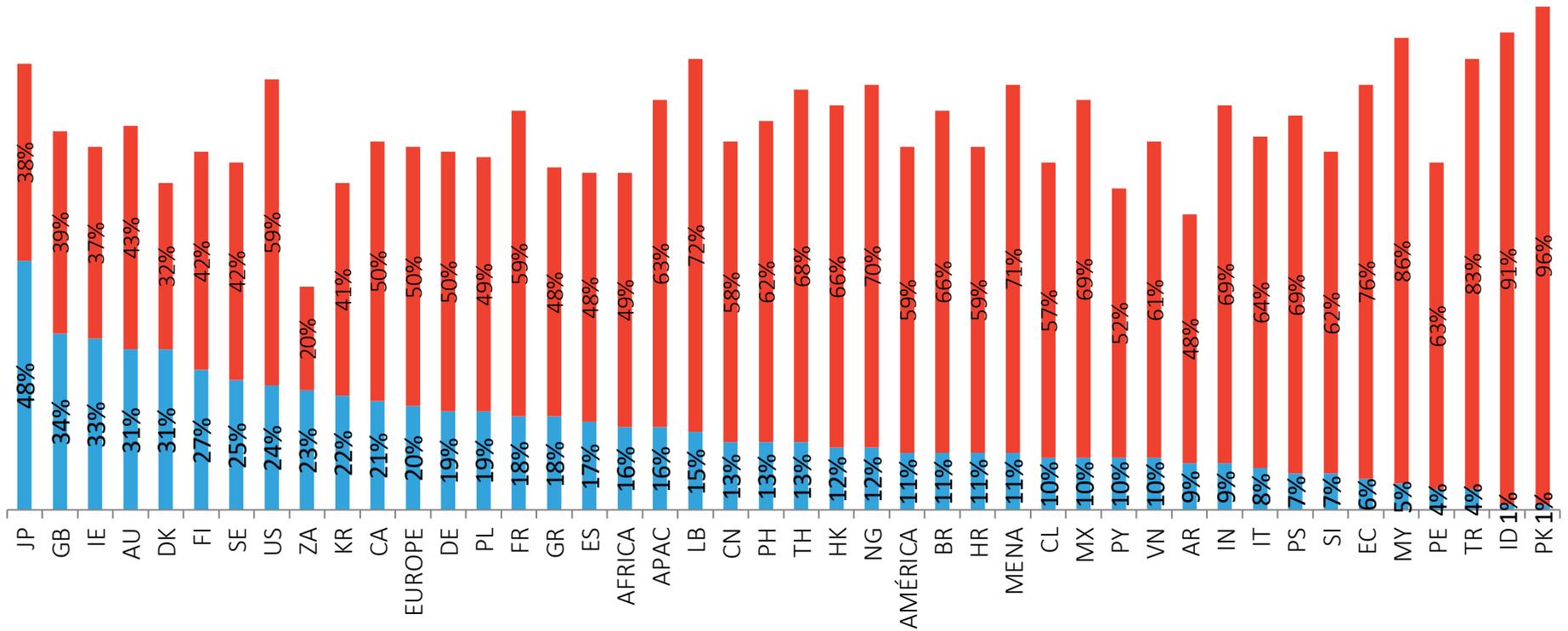**TTB** A lot/ very often / Moderately/ fairly often   **BTB** Very little/ occasionally/ Never

Country	TTB	BTB
JP	48%	38%
GB	34%	39%
IE	33%	37%
AU	31%	43%
DK	31%	32%
FI	27%	42%
SE	25%	42%
US	24%	59%
ZA	23%	20%
KR	22%	41%
CA	21%	50%
EUROPE	20%	50%
DE	19%	50%
PL	19%	49%
FR	18%	59%
GR	18%	48%
ES	17%	48%
AFRICA	16%	49%
APAC	16%	63%
LB	15%	72%
CN	13%	58%
PH	13%	62%
TH	13%	68%
HK	12%	66%
NG	12%	70%
AMÉRICA	11%	59%
BR	11%	66%
HR	11%	59%
MENA	11%	71%
CL	10%	57%
MX	10%	69%
PY	10%	52%
VN	10%	61%
AR	9%	48%
IN	9%	69%
IT	8%	64%
PS	7%	69%
SI	7%	62%
EC	6%	76%
MY	5%	86%
PE	4%	63%
TR	4%	83%
ID	1%	91%
PK	1%	96%

13

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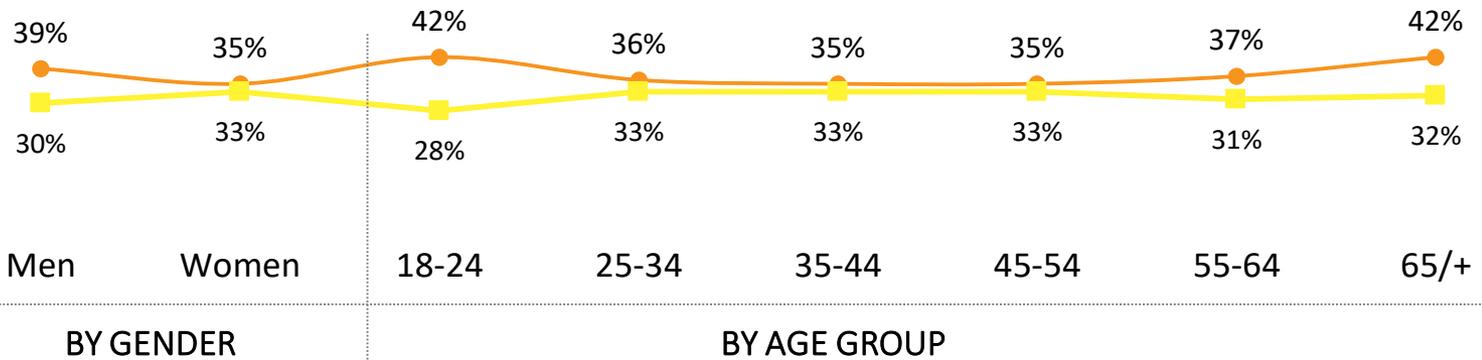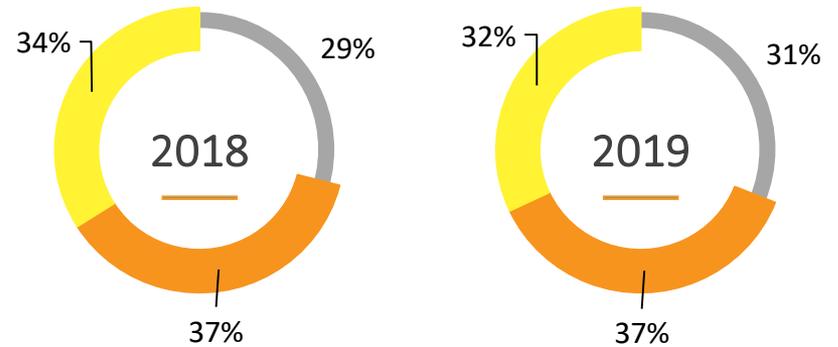# Exercise

% within total population

HOW OFTEN DO PEOPLE EXERCISE?

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

GLOBAL AVERAGE

2018
- 34%
- 29%
- 37%

2019
- 32%
- 31%
- 37%

	Men	Women	18-24	25-34	35-44	45-54	55-64	65/+
A lot/ very often	39%	35%	42%	36%	35%	35%	37%	42%
Very little/ occasionally/ Never	30%	33%	28%	33%	33%	33%	31%	32%

BY GENDER   **BY AGE GROUP**

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Exercise
% within total population

HOW OFTEN DO PEOPLE EXERCISE?

■ A lot/ very often / Moderately/ fairly often   ■ Very little/ occasionally/ Never

BY EDUCATION LEVEL

Master. PHD.
50% | 21%

University
43% | 26%

Secondary
34% | 35%

Primary
30% | 39%

No education/only basic education
20% | 58%

BY EMPLOYMENT

Working full (include self-employed)
39% | 30%

Working Part-time
35% | 32%

Unemployed
34% | 34%

Student
48% | 22%

Housewife
26% | 45%

Retired/Disabled
42% | 32%

Source: WIN 2019. Base: 29 575 cases

Q2_3. How often would you say that you exercise?

WiN Worldwide Independent Network Of Market Research
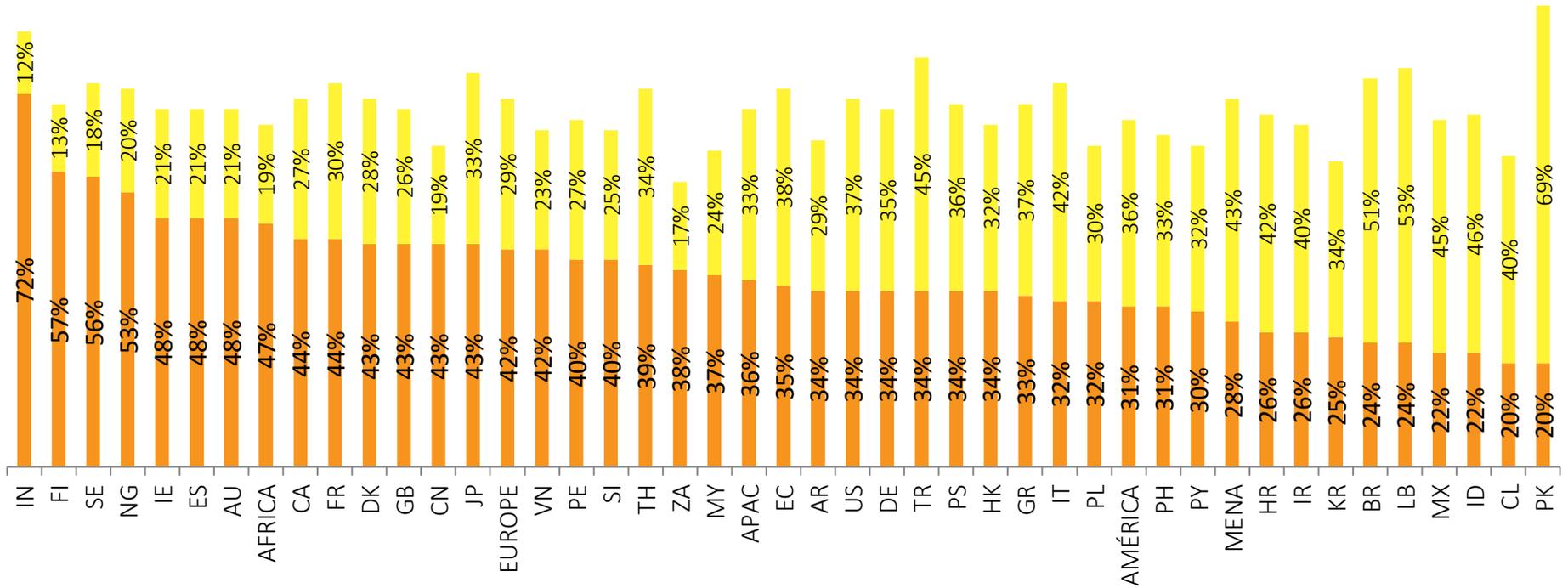
Exercise

% within total population

HOW OFTEN DO PEOPLE EXERCISE?

TTB A lot/ very often / Moderately/ fairly often   **BTB** Very little/ occasionally/ Never

	IN	FI	SE	NG	IE	ES	AU	AFRICA	CA	FR	DK	GB	CN	JP	EUROPE	VN	PE	SI	TH	ZA	MY	APAC	EC	AR	US	DE	TR	PS	HK	GR	IT	PL	AMÉRICA	PH	PY	MENA	HR	IR	KR	BR	LB	MX	ID	CL	PK
BTB	12%	13%	18%	20%	21%	21%	21%	19%	27%	30%	28%	26%	19%	33%	29%	23%	27%	25%	34%	17%	24%	33%	38%	29%	37%	35%	45%	36%	32%	37%	42%	30%	36%	33%	32%	43%	42%	40%	34%	51%	53%	45%	46%	40%	69%
TTB	72%	57%	56%	53%	48%	48%	48%	47%	44%	44%	43%	43%	43%	43%	42%	42%	40%	40%	39%	38%	37%	36%	35%	34%	34%	34%	34%	34%	34%	33%	32%	32%	31%	31%	30%	28%	26%	26%	25%	24%	24%	22%	22%	20%	20%

Q2_3. How often would you say that you exercise?

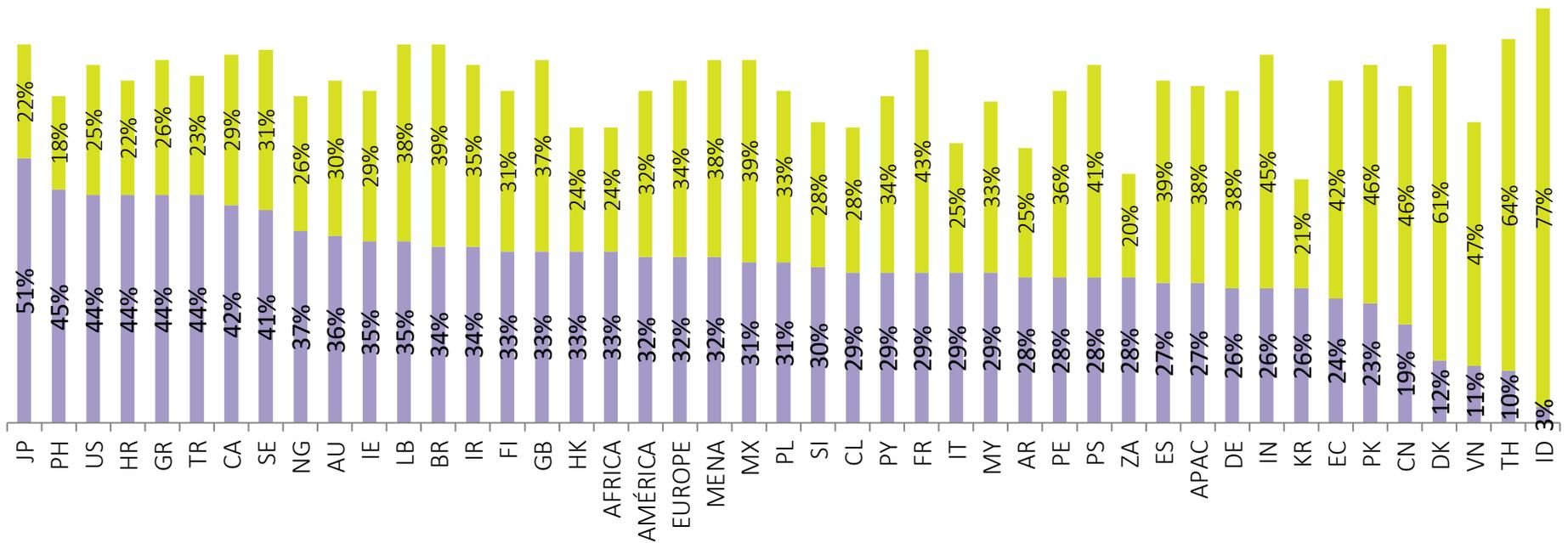WiN Worldwide Independent Network Of Market Research

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

30% 2018

30% 2019

35% 2018

35% 2019

By gender

34%

26%

30%

39%

By age group

	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to +
A lot/very often	34%	34%	34%	30%	26%	18%
Very little/occasionally	33%	31%	31%	33%	38%	49%

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

Worldwide Independent Network Of Market Research

Suffer from stress

% within total population

HOW OFTEN DO PEOPLE SUFFER FROM STRESS?

TTB — A lot/ very often / Moderately/ fairly often

BTB — Very little/ occasionally/ Never

Country	BTB	TTB
JP	22%	51%
PH	18%	45%
US	25%	44%
HR	22%	44%
GR	26%	44%
TR	23%	44%
CA	29%	42%
SE	31%	41%
NG	26%	37%
AU	30%	36%
IE	29%	35%
LB	38%	35%
BR	39%	34%
IR	35%	34%
FI	31%	33%
GB	37%	33%
HK	24%	33%
AFRICA	24%	33%
AMÉRICA	32%	32%
EUROPE	34%	32%
MENA	38%	32%
MX	39%	31%
PL	33%	31%
SI	28%	30%
CL	28%	29%
PY	34%	29%
FR	43%	29%
IT	25%	29%
MY	33%	29%
AR	25%	28%
PE	36%	28%
PS	41%	28%
ZA	20%	28%
ES	39%	27%
APAC	38%	27%
DE	38%	26%
IN	45%	26%
KR	21%	26%
EC	42%	24%
PK	46%	23%
CN	46%	19%
DK	61%	12%
VN	47%	11%
TH	64%	10%
ID	77%	3%

Source: WIN 2019. Base: 29 575 cases

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

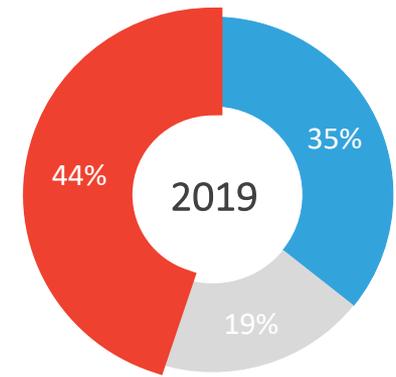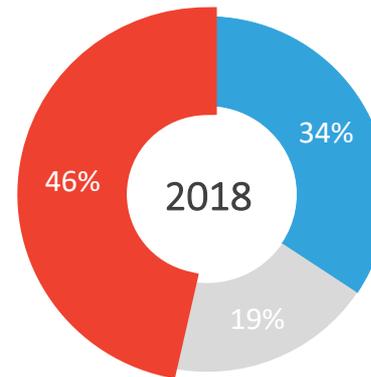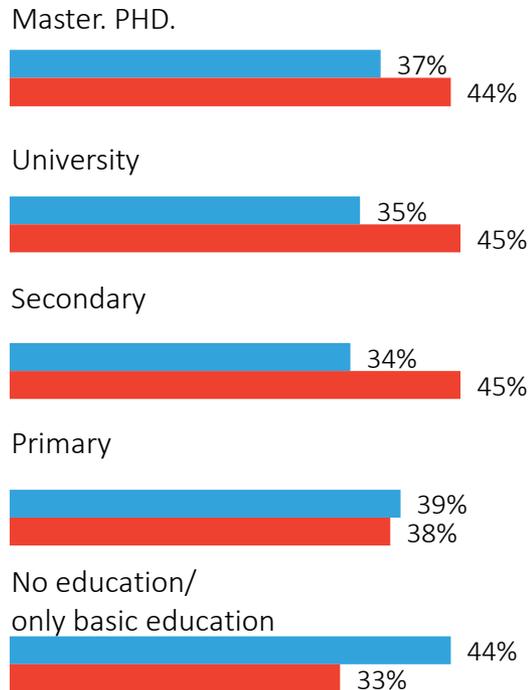WiN — Worldwide Independent Network Of Market Research

18

Take medicines prescribed by a doctor
% within total population

HOW OFTEN DO PEOPLE TAKE MEDICINES PRESCRIBED BY A DOCTOR?

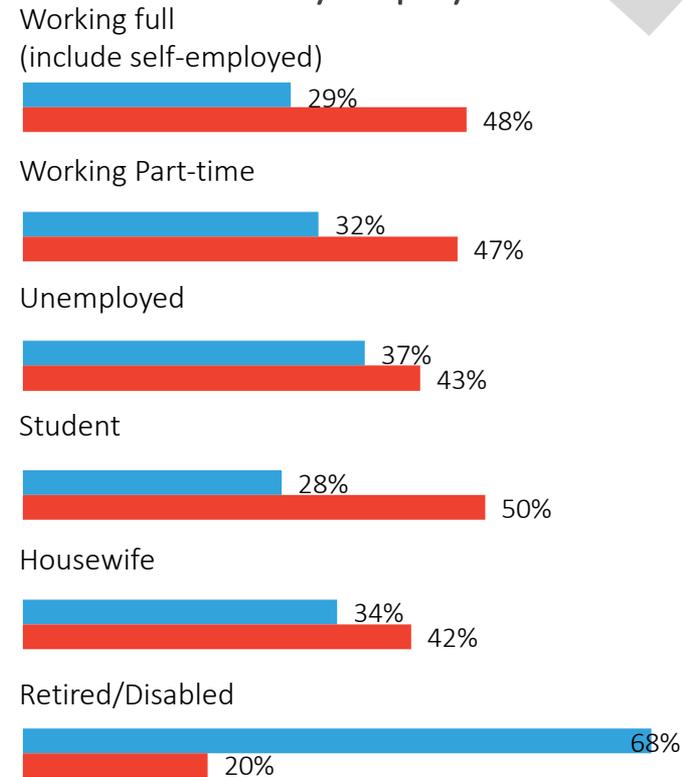### Global Average

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

2018
- 34%
- 19%
- 46%

2019
- 35%
- 19%
- 44%

	Men	Women	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to +
Red	45%	42%	49%	53%	51%	43%	34%	20%
Grey	19%	20%	20%	20%	20%	21%	19%	13%
Blue	35%	36%	29%	25%	27%	35%	46%	65%

By gender | **By age group**

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

WiN Worldwide Independent Network Of Market Research

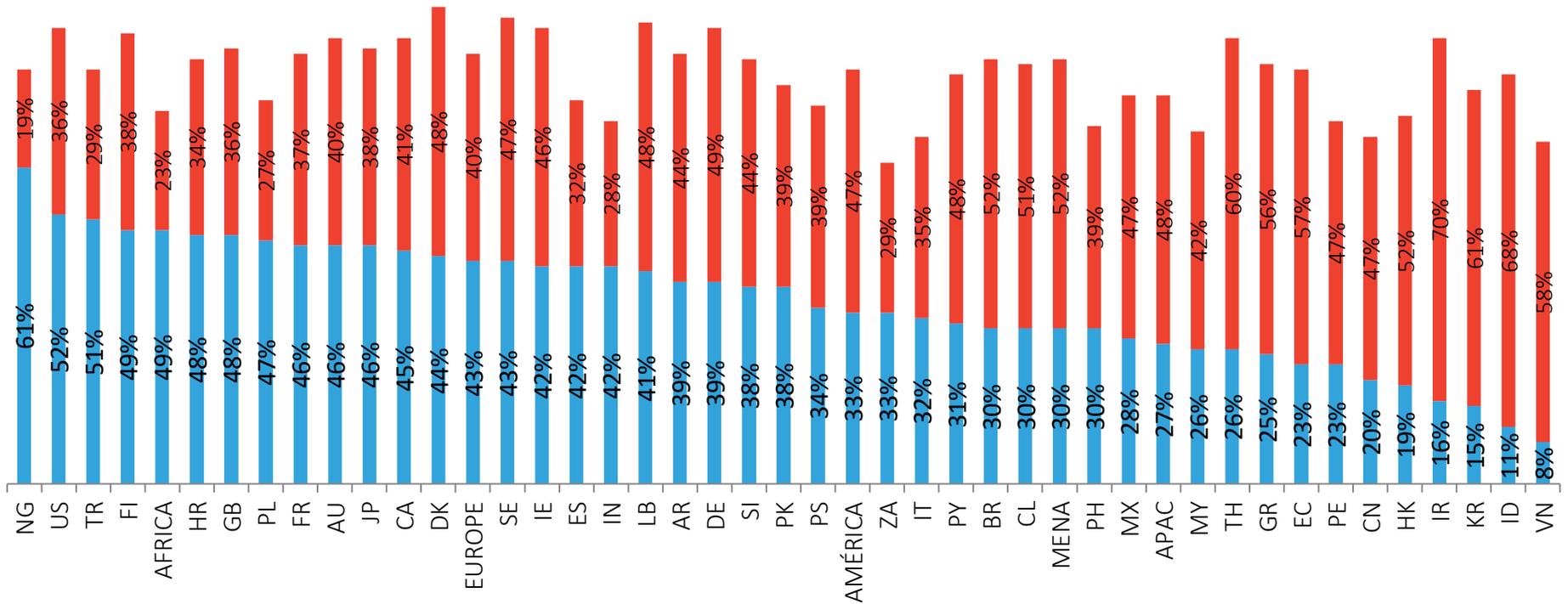# Take medicines prescribed by a doctor

% within total population

HOW OFTEN DO PEOPLE TAKE MEDICINES PRESCRIBED BY A DOCTOR?

■ A lot/ very often / Moderately/ fairly often

■ Very little/ occasionally/ Never

By education level

Master. PHD.
- 37%
- 44%

University
- 35%
- 45%

Secondary
- 34%
- 45%

Primary
- 39%
- 38%

No education/ only basic education
- 44%
- 33%

By employment

Working full (include self-employed)
- 29%
- 48%

Working Part-time
- 32%
- 47%

Unemployed
- 37%
- 43%

Student
- 28%
- 50%

Housewife
- 34%
- 42%

Retired/Disabled
- 68%
- 20%

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?

TTB A lot/ very often / Moderately/ fairly often   **BTB** Very little/ occasionally/ Never

Country	TTB	BTB
NG	61%	19%
US	52%	36%
TR	51%	29%
FI	49%	38%
AFRICA	49%	23%
HR	48%	34%
GB	48%	36%
PL	47%	27%
FR	46%	37%
AU	46%	40%
JP	46%	38%
CA	45%	41%
DK	44%	48%
EUROPE	43%	40%
SE	43%	47%
IE	42%	46%
ES	42%	32%
IN	42%	28%
LB	41%	48%
AR	39%	44%
DE	39%	49%
SI	38%	44%
PK	38%	39%
PS	34%	39%
AMÉRICA	33%	47%
ZA	33%	29%
IT	32%	35%
PY	31%	48%
BR	30%	52%
CL	30%	51%
MENA	30%	52%
PH	30%	39%
MX	28%	47%
APAC	27%	48%
MY	26%	42%
TH	26%	60%
GR	25%	56%
EC	23%	57%
PE	23%	47%
CN	20%	47%
HK	19%	52%
IR	16%	70%
KR	15%	61%
ID	11%	68%
VN	8%	58%

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
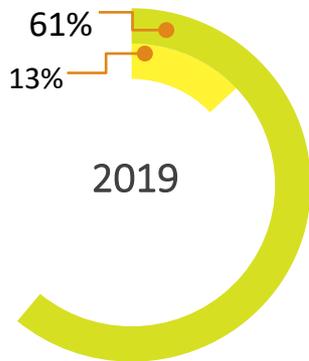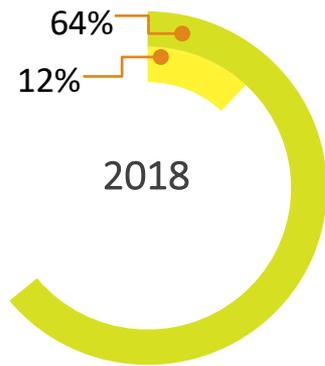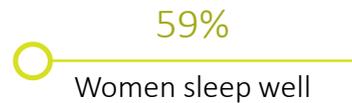
64%
12%

2018

61%
13%

2019

By gender

63%
Men sleep well

59%
Women sleep well

■ A lot/ very often / Moderately/ fairly often

■ Very little/ occasionally/ Never

By education level

Master. PHD.
68%   10%

University
63%   12%

Secondary
60%   14%

Primary
58%   15%

No education/only basic education
55%   22%
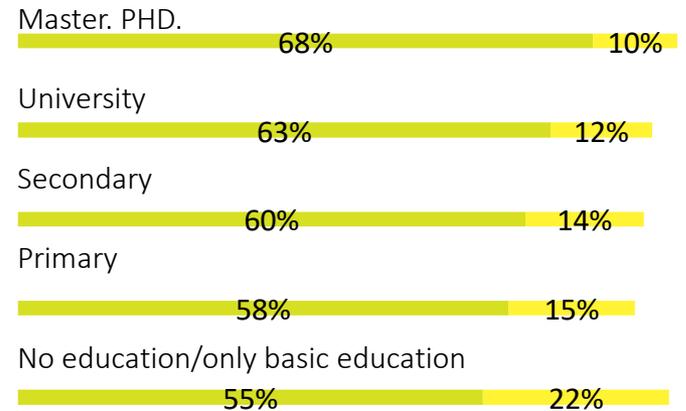
Source: WIN 2019. Base: 29 575 cases. WIN 2018. Base: 30 890 cases

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

Sleep well
% within total population

HOW OFTEN DO PEOPLE SLEEP WELL?

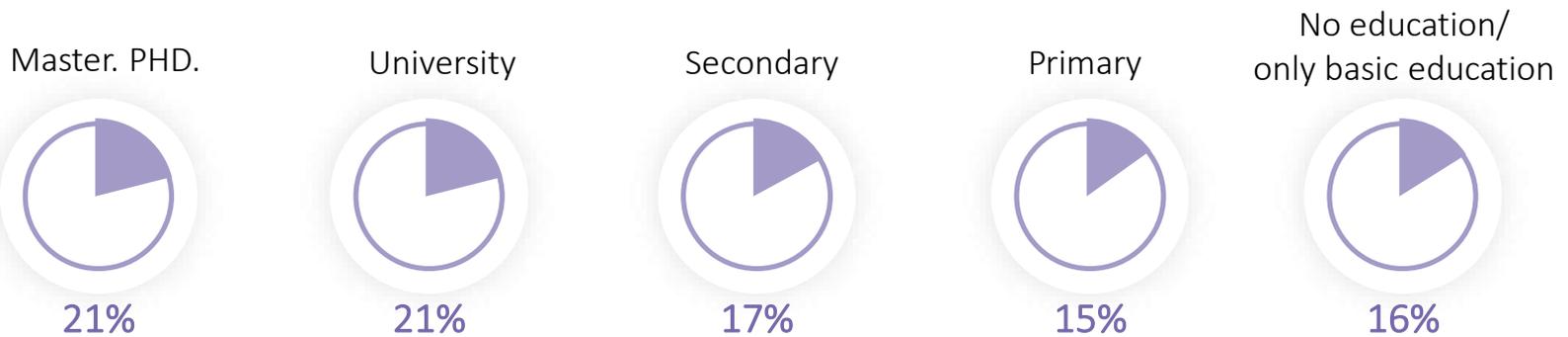| TTB | A lot/ very often / Moderately/ fairly often | BTB | Very little/ occasionally/ Never |

	VN	TH	ID	PH	NG	EC	DK	IN	PY	FI	AFRICA	KR	HR	SE	SI	AR	APAC	IE	IT	JP	LB	PK	EUROPE	DE	PE	PL	ZA	ES	AMÉRICA	US	IR	AU	CA	FR	MY	GR	MENA	GB	BR	TR	MX	HK	CL	PS	CN
BTB	4%	8%	9%	6%	7%	11%	10%	7%	7%	9%	8%	10%	12%	11%	12%	5%	12%	14%	11%	9%	22%	19%	14%	15%	8%	14%	11%	13%	13%	16%	17%	17%	18%	18%	13%	11%	21%	21%	19%	23%	19%	15%	12%	25%	20%
TTB	85%	77%	76%	76%	76%	73%	73%	72%	70%	69%	69%	68%	67%	67%	66%	65%	64%	63%	63%	63%	62%	62%	61%	60%	59%	59%	59%	58%	56%	56%	56%	56%	55%	55%	55%	54%	54%	52%	51%	49%	47%	47%	45%	45%	37%

WiN
Worldwide
Independent Network
Of Market Research

Go on a diet

% within total population

HOW OFTEN DO PEOPLE GO ON A DIET?

Global Average

2018 — 15% / 64%

2019 — 18% / 57%

Legend:
- ■ A lot/ very often / Moderately/ fairly often
- ■ Very little/ occasionally/ Never

By gender

53% (woman) — 20%

61% (man) — 16%

By employment

	A lot/very often/Moderately/fairly often	Very little/occasionally/Never
Working full (include self-employed)	18%	57%
Working Part-time	19%	57%
Unemployed	17%	57%
Student	23%	55%
Housewife	21%	54%
Retired/Disabled	14%	65%

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

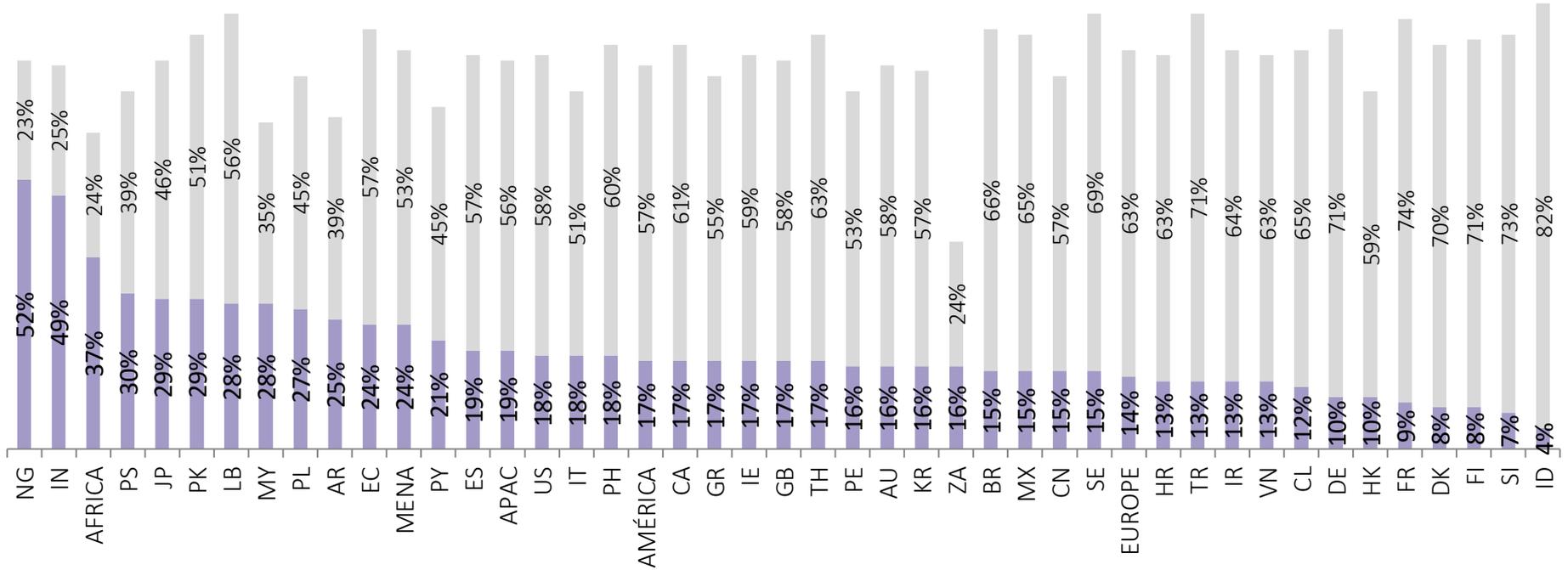Worldwide Independent Network Of Market Research

Go on a diet
% within total population

HOW OFTEN DO PEOPLE GO ON A DIET?

■ A lot/ very often / Moderately/ fairly often   ■ Very little/ occasionally/ Never

By age group

	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to +
Very little/ occasionally/ Never	55%	54%	55%	57%	60%	63%
A lot/ very often / Moderately/ fairly often	22%	20%	19%	17%	16%	15%

By education level

Master. PHD.	University	Secondary	Primary	No education/ only basic education
21%	21%	17%	15%	16%

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

HOW OFTEN DO PEOPLE GO ON A DIET?

TTB A lot/ very often / Moderately/ fairly often   **BTB** Very little/ occasionally/ Never

	NG	IN	AFRICA	PS	JP	PK	LB	MY	PL	AR	EC	MENA	PY	ES	APAC	US	IT	PH	AMÉRICA	CA	GR	IE	GB	TH	PE	AU	KR	ZA	BR	MX	CN	SE	EUROPE	HR	TR	IR	VN	CL	DE	HK	FR	DK	FI	SI	ID
BTB	23%	25%	24%	39%	46%	51%	56%	35%	45%	39%	57%	53%	45%	57%	56%	58%	51%	60%	57%	61%	55%	59%	58%	63%	53%	58%	57%	24%	66%	65%	57%	69%	63%	63%	71%	64%	63%	65%	71%	59%	74%	70%	71%	73%	82%
TTB	52%	49%	37%	30%	29%	29%	28%	28%	27%	25%	24%	24%	21%	19%	19%	18%	18%	18%	17%	17%	17%	17%	17%	17%	16%	16%	16%	16%	15%	15%	15%	15%	14%	13%	13%	13%	13%	12%	10%	10%	9%	8%	8%	7%	4%

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

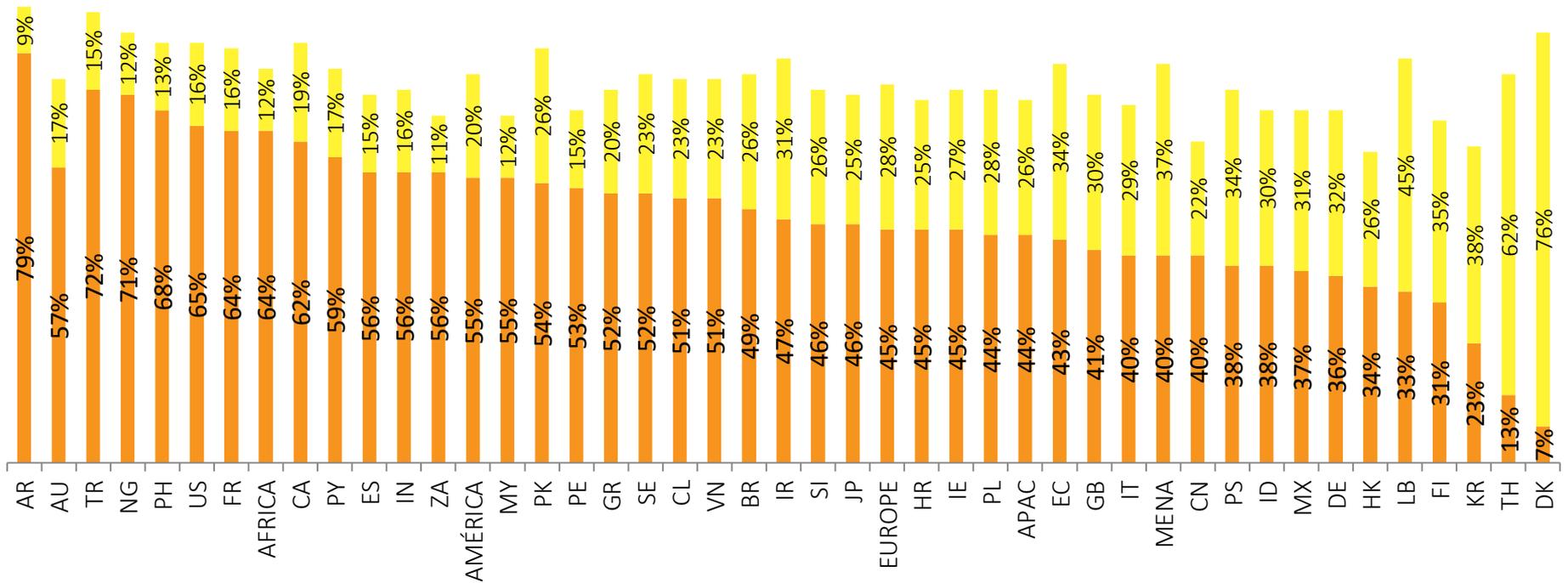# Concern about the prices of healthy foods
% within total population

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

■ A lot/ very often / Moderately/ fairly often   ■ Very little/ occasionally/ Never
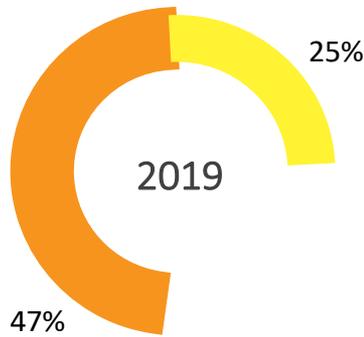
Global Average

25%

2019

47%

By gender

Women
52%
21%

Men
43%
30%

By employment

Working full (include self-employed)	Working Part-time	Unemployed	Student	Housewife	Retired/Disabled
27%	23%	25%	27%	20%	28%
45%	49%	50%	47%	53%	46%

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

WIN Worldwide Independent Network Of Market Research
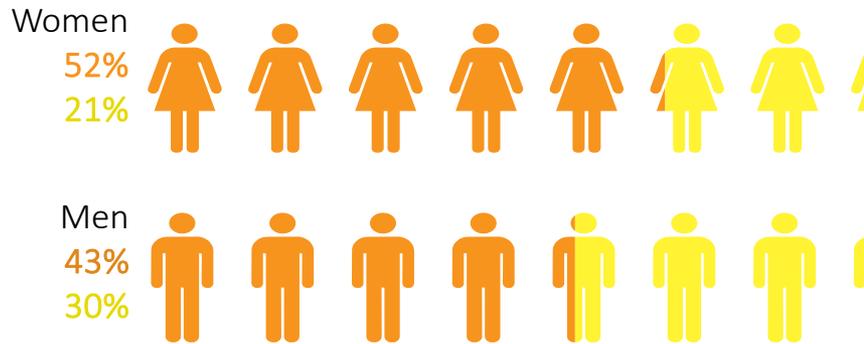
Concern about the prices of healthy foods
% within total population

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

TTB A lot/ very often / Moderately/ fairly often   **BTB** Very little/ occasionally/ Never

	AR	AU	TR	NG	PH	US	FR	AFRICA	CA	PY	ES	IN	ZA	AMÉRICA	MY	PK	PE	GR	SE	CL	VN	BR	IR	SI	JP	EUROPE	HR	IE	PL	APAC	EC	GB	IT	MENA	CN	PS	ID	MX	DE	HK	LB	FI	KR	TH	DK
BTB	9%	17%	15%	12%	13%	16%	16%	12%	19%	17%	15%	16%	11%	20%	12%	26%	15%	20%	23%	23%	23%	26%	31%	26%	25%	28%	25%	27%	28%	26%	34%	30%	29%	37%	22%	34%	30%	31%	32%	26%	45%	35%	38%	62%	76%
TTB	79%	57%	72%	71%	68%	65%	64%	64%	62%	59%	56%	56%	56%	55%	55%	54%	53%	52%	52%	51%	51%	49%	47%	46%	46%	45%	45%	45%	44%	44%	43%	41%	40%	40%	40%	38%	38%	37%	36%	34%	33%	31%	23%	13%	7%

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

28

WiN Worldwide Independent Network Of Market Research

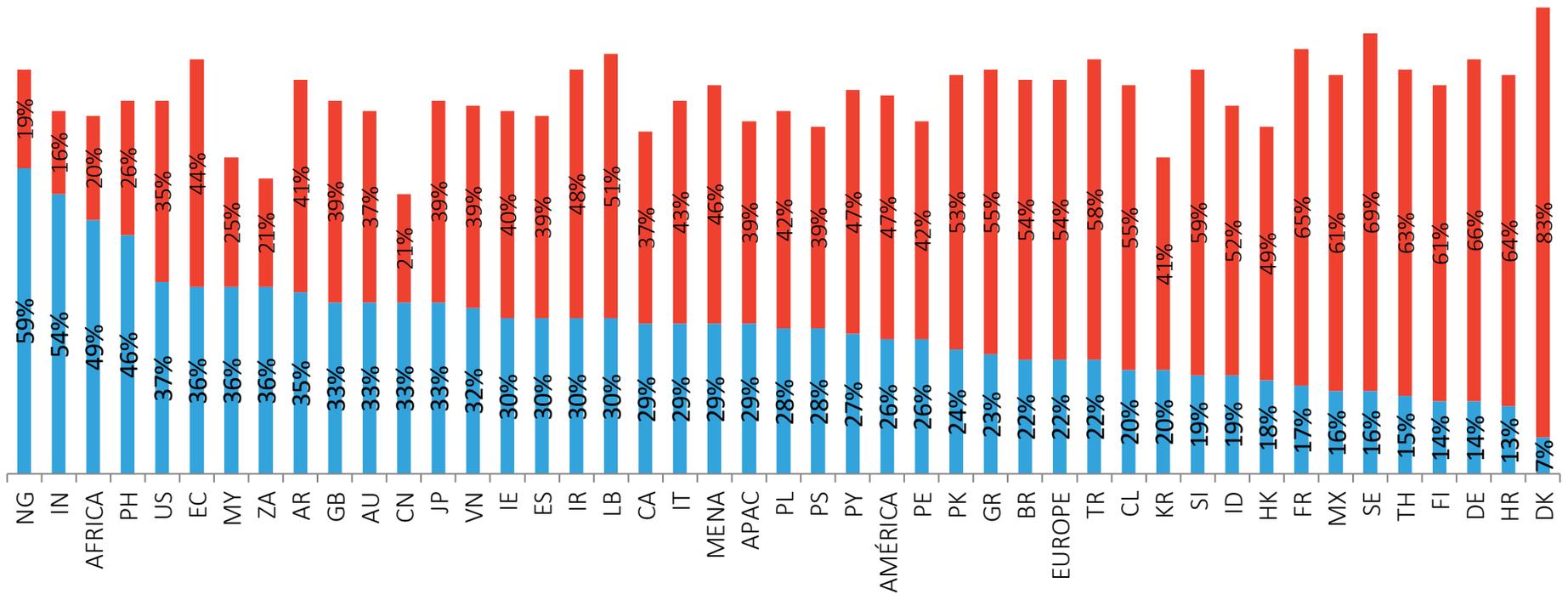# Control the portions you eat (counting calories)
% within total population

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

■ A lot/ very often / Moderately/ fairly often   ■ Very little/ occasionally/ Never
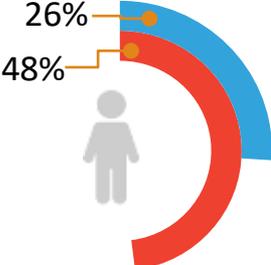
By gender

26%
48%

29%
42%

Global Average

28%

27%

45%

2019

By education level

	Master. PHD.	University	Secondary	Primary	No education/only basic education
Blue	32%	29%	25%	24%	31%
Red	42%	42%	46%	52%	44%

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

WiN Worldwide Independent Network Of Market Research
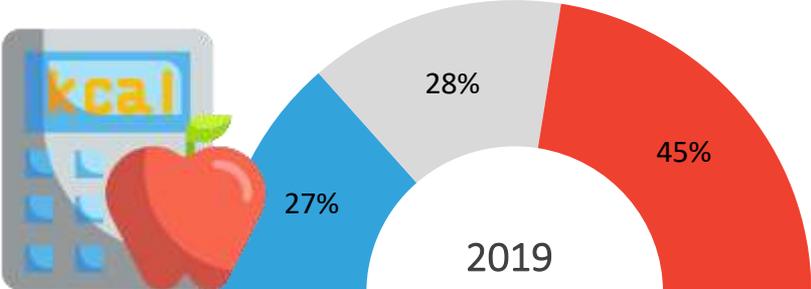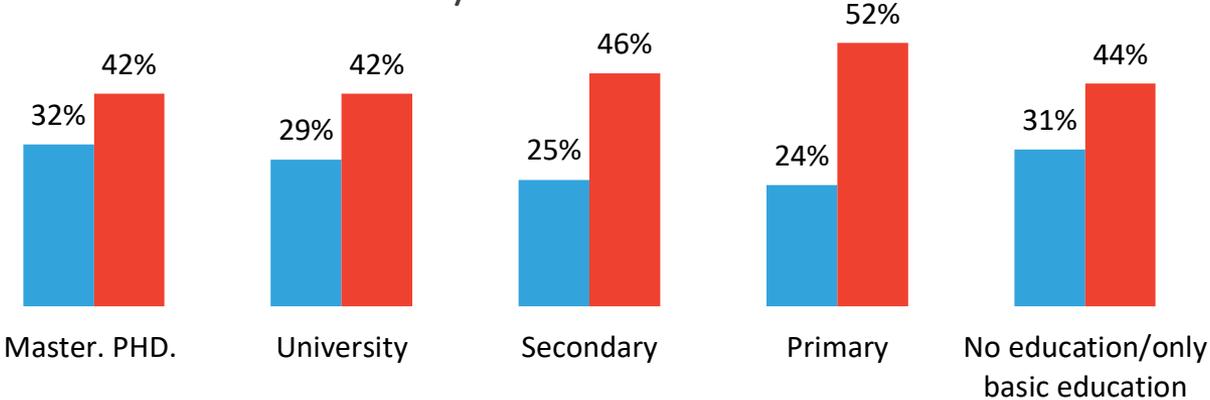
Control the portions you eat (counting calories)

% 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

	NG	IN	AFRICA	PH	US	EC	MY	ZA	AR	GB	AU	CN	JP	VN	IE	ES	IR	LB	CA	IT	MENA	APAC	PL	PS	PY	AMÉRICA	PE	PK	GR	BR	EUROPE	TR	CL	KR	SI	ID	HK	FR	MX	SE	TH	FI	DE	HR	DK
BTB	19%	16%	20%	26%	35%	44%	25%	21%	41%	39%	37%	21%	39%	39%	40%	39%	48%	51%	37%	43%	46%	39%	42%	39%	47%	47%	42%	53%	55%	54%	54%	58%	55%	41%	59%	52%	49%	65%	61%	69%	63%	61%	66%	64%	83%
TTB	59%	54%	49%	46%	37%	36%	36%	36%	35%	33%	33%	33%	33%	32%	30%	30%	30%	30%	29%	29%	29%	29%	28%	28%	27%	26%	26%	24%	23%	22%	22%	22%	20%	20%	19%	19%	18%	17%	16%	16%	15%	14%	14%	13%	7%

30

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

■ A lot/ very often / Moderately / fairly often
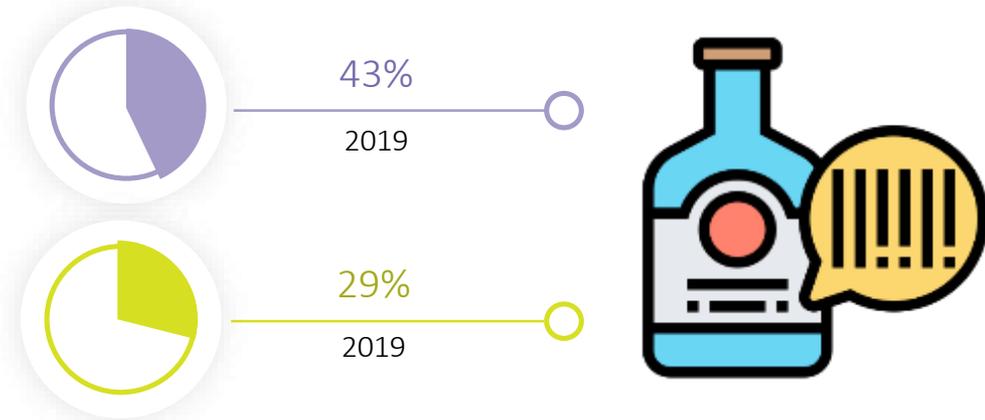
■ Very little/ occasionally / Never

43% 2019

29% 2019

By gender

47%
25%

39%
33%

By education level

Masters. PHD.	University	Completed Secondary School	Completed Primary	No education/only basic education
21%	24%	31%	38%	41%
55%	49%	39%	32%	29%

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

WiN Worldwide Independent Network Of Market Research
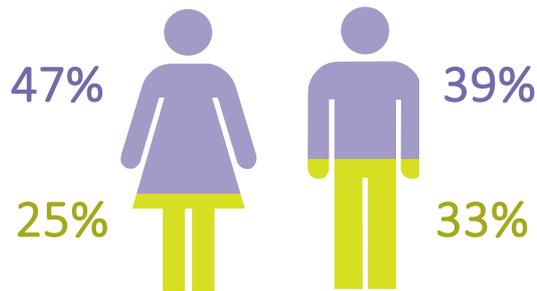
Read labels/nutritional information on products

% within total population

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

| TTB | A lot/ very often / Moderately/ fairly often | BTB | Very little/ occasionally/ Never |

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

Concern about healthy living
% within total population

■ A lot/ very often / Moderately/ fairly often   ■ Very little/ occasionally/ Never

GLOBAL AVERAGE

17%
29%
2019
54%

By education level

Masters. PHD.	63%	14%
University	57%	15%
Secondary	52%	18%
Primary	49%	22%
No education/	47%	27%

By gender

Women
58%
14%

Men
50%
19%
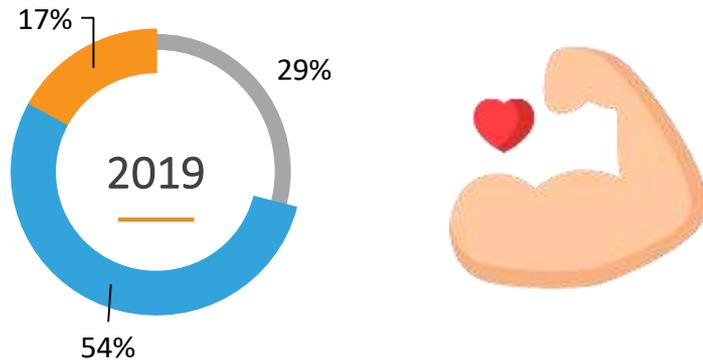
Source: WIN 2019. Base: **29 575 cases**. WIN 2018. Base: **30 890 cases**

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

HOW OFTEN DO PEOPLE CONCERN ABOUT HEALTHY LIVING?

TTB A lot/ very often / Moderately/ fairly often
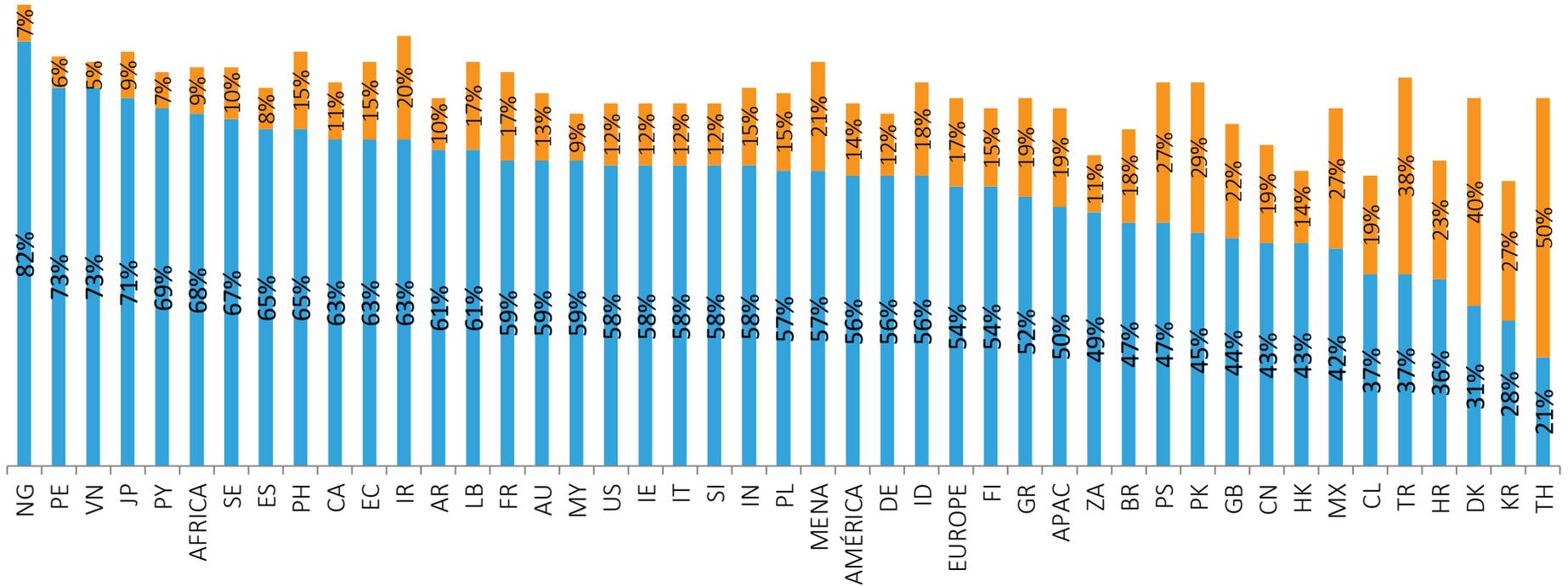
BTB Very little/ occasionally/ Never

34

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?

Legend: ■ Increase ■ Stay the same ■ Decrease

GLOBAL AVERAGE | By gender
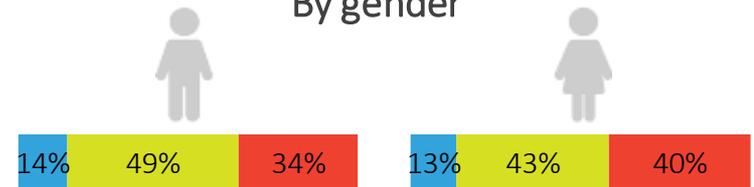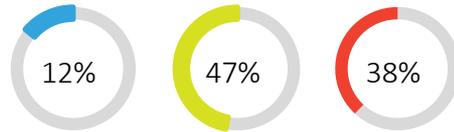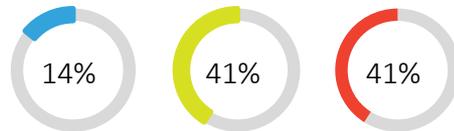
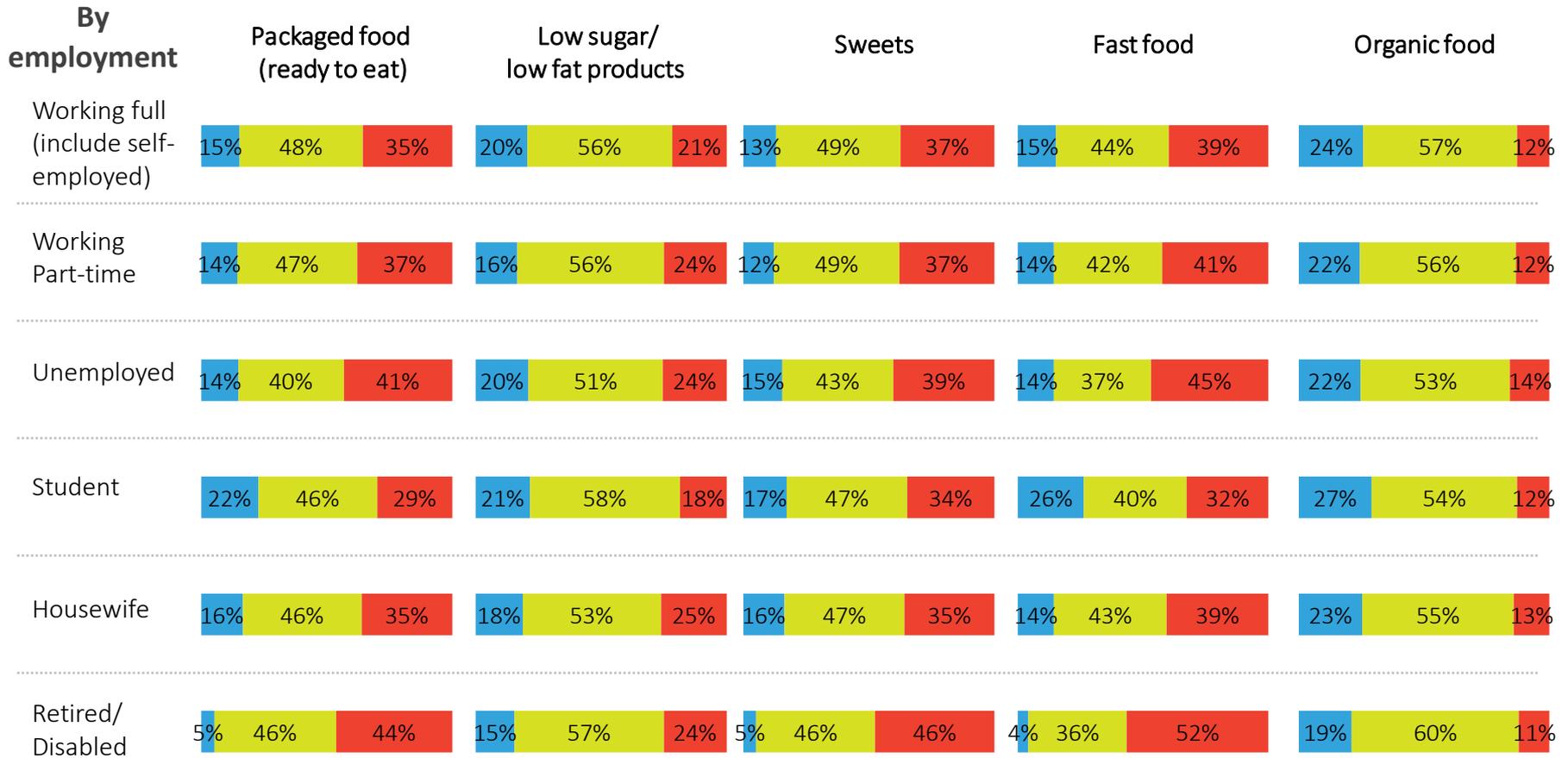|	GLOBAL AVERAGE			Male			Female		
	Increase	Stay the same	Decrease	Increase	Stay the same	Decrease	Increase	Stay the same	Decrease
Packaged food (ready to eat)	14%	46%	37%	14%	49%	34%	13%	43%	40%
Low sugar/ low fat products	19%	55%	22%	18%	56%	21%	19%	54%	24%
Sweets	12%	47%	38%	12%	48%	37%	13%	46%	40%
Fast food	14%	41%	41%	15%	43%	38%	13%	40%	44%
Organic food	23%	56%	12%	22%	57%	13%	24%	55%	12%

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

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 employment	Packaged food (ready to eat)			Low sugar/ low fat products			Sweets			Fast food			Organic food		
Working full (include self-employed)	15%	48%	35%	20%	56%	21%	13%	49%	37%	15%	44%	39%	24%	57%	12%
Working Part-time	14%	47%	37%	16%	56%	24%	12%	49%	37%	14%	42%	41%	22%	56%	12%
Unemployed	14%	40%	41%	20%	51%	24%	15%	43%	39%	14%	37%	45%	22%	53%	14%
Student	22%	46%	29%	21%	58%	18%	17%	47%	34%	26%	40%	32%	27%	54%	12%
Housewife	16%	46%	35%	18%	53%	25%	16%	47%	35%	14%	43%	39%	23%	55%	13%
Retired/ Disabled	5%	46%	44%	15%	57%	24%	5%	46%	46%	4%	36%	52%	19%	60%	11%

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

38

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%

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

PEOPLE´S BEHAVIORS COMPARISSON
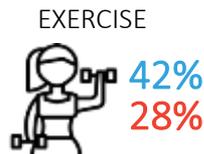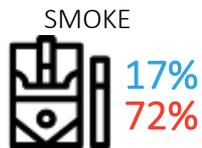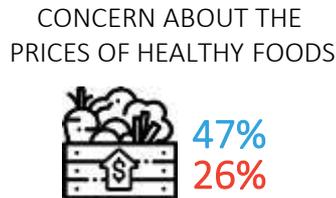## - HEALTHY VS UNHEALTHY -

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
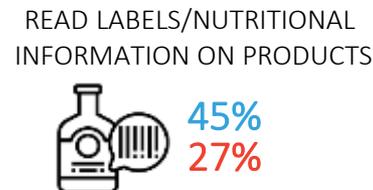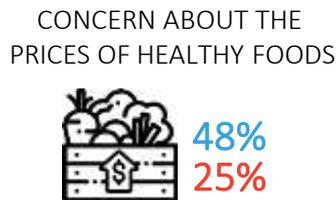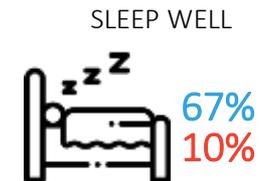
SMOKE
17%
72%

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%

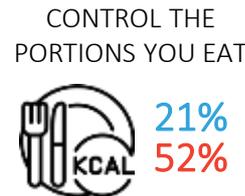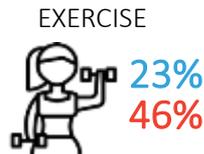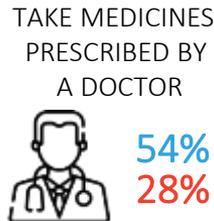WIN Worldwide Independent Network Of Market Research

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
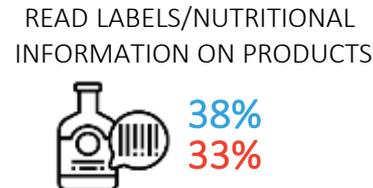
SMOKE
19%
70%

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%

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

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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

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