WIN World Survey (WWS) uncovers what people really think about their health

WIN, the world's leading association in market research and polling, has today published Part 4 of the 2018 WIN World Survey (WWS) exploring the views and beliefs of 30,890 people from 40 countries across the globe. This survey reveals that, contrary to the constant negative news about health, most people today believe that they are healthy.

HEADLINES

Health in general

- A surprisingly low 4% believe that they are unhealthy,
- A further 19% believe that they are somewhat unhealthy
- 76% of people believe that they are very healthy (16%) or healthy (60%)
- The % of people who believe that they are very healthy drops from 33% (of people under 18 yrs) to 10% of people over 65 yrs
- The % of people who believe that they are unhealthy increases from 2% of people under 18 yrs to 7% of people over 65 yrs
- The region with the highest net positive health score[1] is Africa (64% net) and the lowest is MENA (42% net)

Aspects of Health

- Being healthy corresponds well with perceived levels of fitness, weight and mood/stress

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[1] Net Health Index {Net health = (very healthy + healthy) – (somewhat unhealthy + unhealthy)}

- 68% of people believe that they are fit including 15% who believe that they are very fit
- 66% believe that their weight is either very good (17%) or good (49%). Only 7% believe that their weight is very poor
- 79% believe their mood/stress is either very good (23%) or good (56%)

Health and Behavior

- This survey explored the relationship between perceived health levels and 11 health related behaviors, with some surprising results:
    - Smoking incidence (very often/fairly often) is 18% or above for all perceived levels of health. However, the least healthy have the highest incidence (27%)
    - Drinking alcohol has similar incidence for all health levels with the healthiest having a slightly higher incidence
    - The countries with the highest perceived incidence of drinking frequently (very often/fairly often) are Japan (49%) and Mexico (48%)
    - Of the proactive health behaviors explored, the highest incidence (very often/fairly often) is exercise (37%), avoiding products that cause allergies (30%), taking vitamin supplements (25%)
    - The lowest incidence of proactive health behaviors is practicing mindfulness techniques (14%), going on a diet (15%) and purchasing diet or health products (16%)
    - 79% of all people interviewed are taking medicines prescribed by a doctor. As would be expected, people who perceive that they are "unhealthy" or "somewhat unhealthy" are taking prescribed medicines at high frequencies
    - Suffering from some levels of stress is experienced by the vast majority of people (86%). 30% suffer from stress at high frequencies (very often/fairly often). The people who are unhealthy suffer from stress most often (54%)
    - Sleeping well is correlated with perceived health. 3% of people interviewed never sleep well and 32% of people only sleep well sometimes or occasionally.

Health in general

With News headlines such as "Today's adult generations are less healthy than their predecessors"*, "Today's adults 15 years 'older' than their parents"** it is surprising to learn in the 2018 WIN World Survey (WWS) that the vast majority of people (76%) around the world believe that they are healthy. Only 4% believe that they are unhealthy, although 19% believe that they are somewhat unhealthy.

This large perceptual gap between how healthy people feel and objective measures of health risk factors may explain the challenge health authorities have in changing behaviors.

The perceived healthiness is similar by gender. There is a slightly higher % of males who perceive that they are very healthy and a slightly higher % of females who perceive that they are somewhat unhealthy.

Perceived healthiness by gender

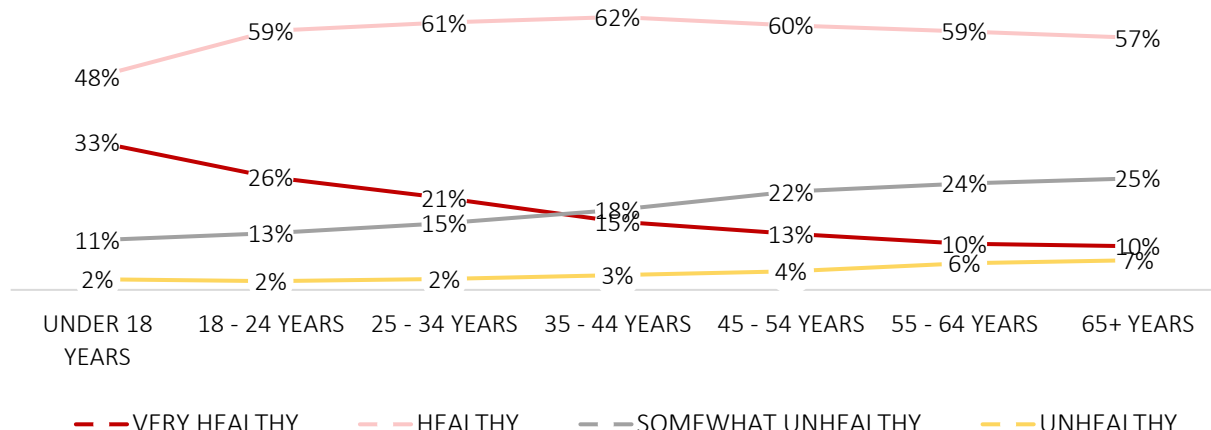|	VERY HEALTHY	HEALTHY	SOMEWHAT UNHEALTHY	UNHEALTHY
Total	16%	60%	19%	4%
MALE	18%	59%	18%	4%
FEMALE	15%	60%	20%	4%
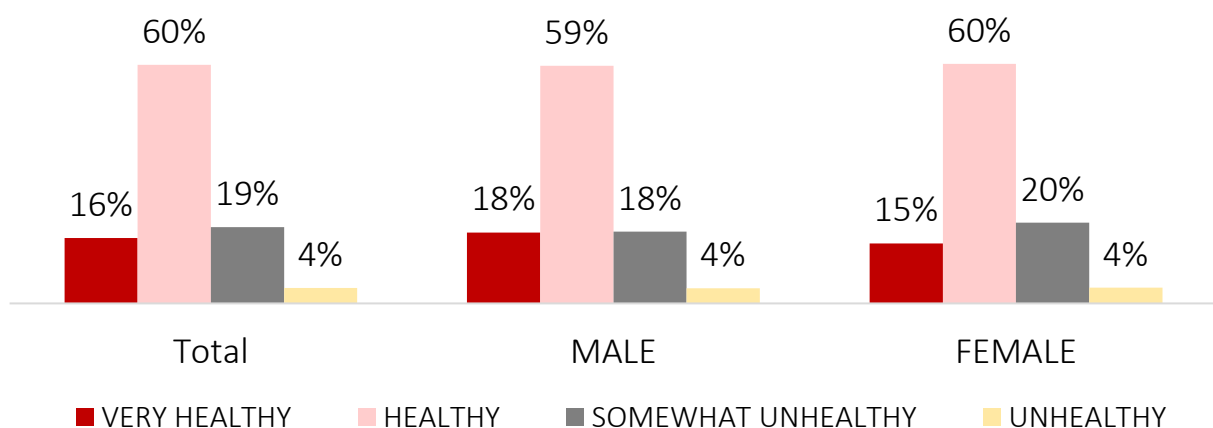
1% don't know

The perceived level of healthiness changes with age. The level that changes most noticeably is the "Very Healthy". This level reduces from 33% when under 18 years to 10% when over 65 years.

Perceived Healthiness by Age

	UNDER 18 YEARS	18 - 24 YEARS	25 - 34 YEARS	35 - 44 YEARS	45 - 54 YEARS	55 - 64 YEARS	65+ YEARS
VERY HEALTHY	33%	26%	21%	15%	13%	10%	10%
HEALTHY	48%	59%	61%	62%	60%	59%	57%
SOMEWHAT UNHEALTHY	11%	13%	15%	18%	22%	24%	25%
UNHEALTHY	2%	2%	2%	3%	4%	6%	7%

Perceived health varies by country and by region. Utilizing a Net Health Index {Net health = (very healthy + healthy) – (somewhat unhealthy + unhealthy)}, African and APAC countries believe that they have highest net health whilst MENA and European countries believe that they have lower net health.

Perceived Health Index

MENA	EUROPE	TOTAL	AMERICAS	APAC	AFRICA
42%	45%	53%	57%	62%	64%
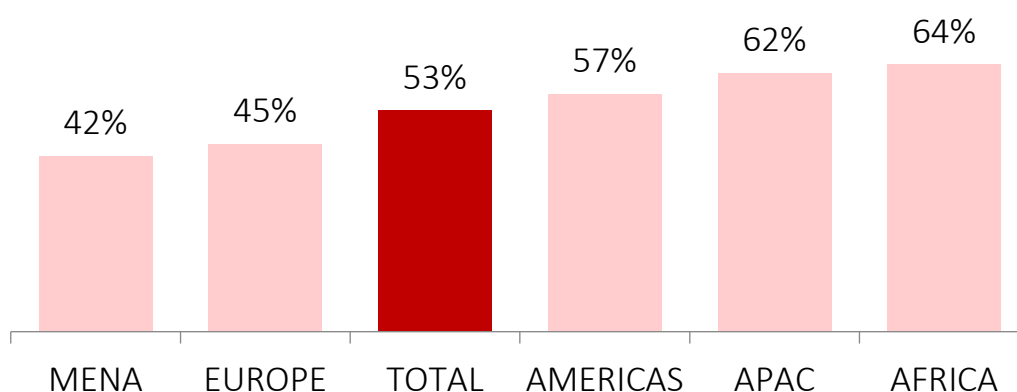
The G20 countries have a higher Net health (58%) compared with the non G20 countries (49%).

* "Today's adult generations are less healthy than their predecessors" in "Generation shifts in metabolic risk factors: the Doetinchem Cohort Study". European Journal of Preventive Cardiology   G, Susan H, Picavet J , et al Published online April 10 2013
** "Today's adults 15 years 'older' than parents", in The Daily Telegraph, April 10 2013

Aspects of Health

Multivariate analysis shows that being "very healthy" and also "healthy" has a strong correlation (above 0.4 Pearson coefficient) with perceived high levels of fitness, weight and mood/stress.

Moreover, there is low correlation between being "somewhat unhealthy" and "unhealthy" with perceived low levels of fitness, weight and mood/stress.

There are little perceived differences between the genders on the levels of perceived fitness.

Perceived Fitness by gender
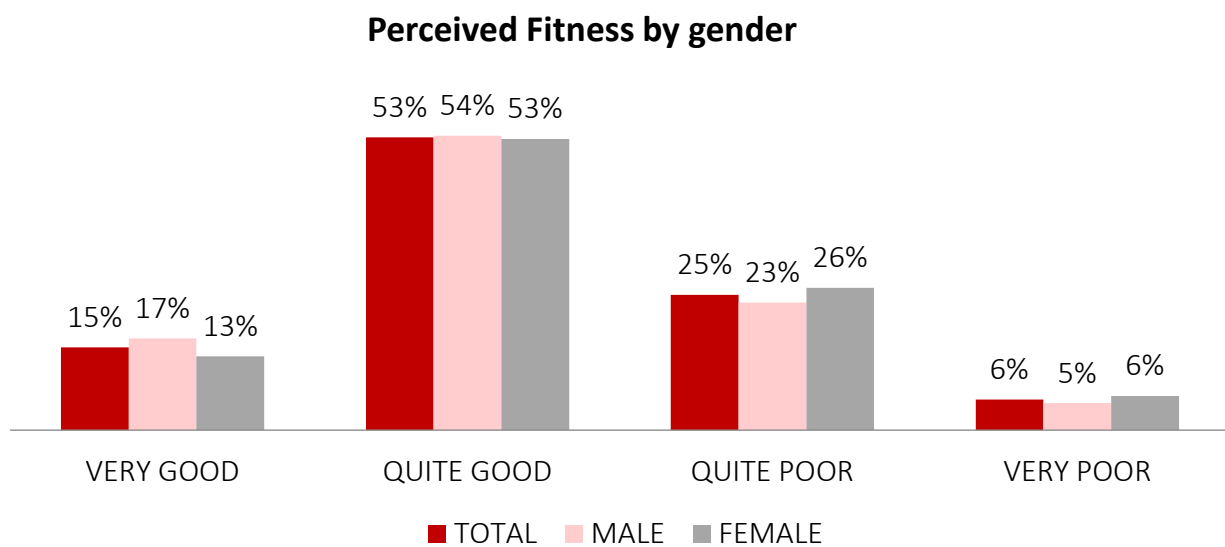
% of don't know not present in the graphic

When it comes to fitness and age, it is noticeable that the levels of "very poor" and "quite poor" remain reasonably consistent as we age. Similarly, the perceived "quite good" level of fitness remains reasonably consistent. However, there is a significant reduction in the % of people who perceive that their fitness is "very good" between 18 and 35 years. After this age, this level of fitness remains reasonably consistent.

Perceived Fitness by age

Legend: VERY GOOD, QUITE GOOD, QUITE POOR, VERY POOR

X-axis: UNDER 18 YEARS, 18 - 24 YEARS, 25 - 34 YEARS, 35 - 44 YEARS, 45 - 54 YEARS, 55 - 64 YEARS, 65+ YEARS
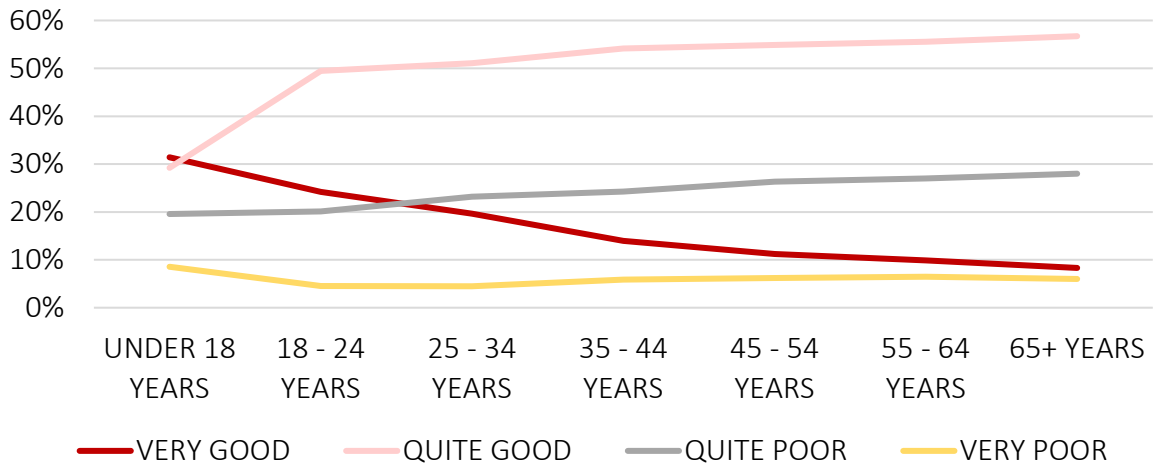
The World Health Organization refers to Obesity as a global epidemic "Obesity: preventing and managing the global epidemic" Report of a WHO Consultation (WHO Technical Report Series 894), but 66% believe that their weight is either very good (17%) or good (49%). Only 6.9% believe that their weight is very poor.

Comparing a Net Weight Index {Net weight = (very good + quite good) – (quite poor + very poor)} with WHO obesity (BMI≥30) data by country, we can see that countries with a low prevalence of obesity have high positive Net Weight Index.

Perceived weight index vs Obesity Prevalence

Legend: Obesity, Index

Data values (Obesity):
VIETNAM 2,1; INDIA 3,9; JAPAN 4,3; CHINA 6,2; PHILLIPINES 6,4; SOUTH KOREA 6,8; INDONESIA 6,9; THAILAND 10; GHANA 10,9; Total general 13; MALAYSIA 15,6; DENMARK 19,7; PERU 19,7; ITALY 19,9; SLOVENIA 20,2; PARAGUAY 20,3; NETHERLANDS 20,4; SWEDEN 20,6; HONG KONG 20,8; FRANCE 21,6; BRAZIL 22,1; FINLAND 22,2; GERMANY 22,2; POLAND 23,1; LATVIA 23,6; SPAIN 23,8; CROATIA 24,4; GREECE 24,9; IRELAND 25,3; MOROCCO 26,1; PALESTINE 26,8; UK 27,4; CHILE 28; ARGENTINA 28,3; SOUTH AFRICA 28,3; AUSTRALIA 29; CANADA 29,4; MEXICO 30,4; LEBANON 32; TURKEY 32,1; USA 36,2

However, there is not a clear correlation between increasing obesity prevalence and Net Weight Index.

Correlation between perceived health and mood
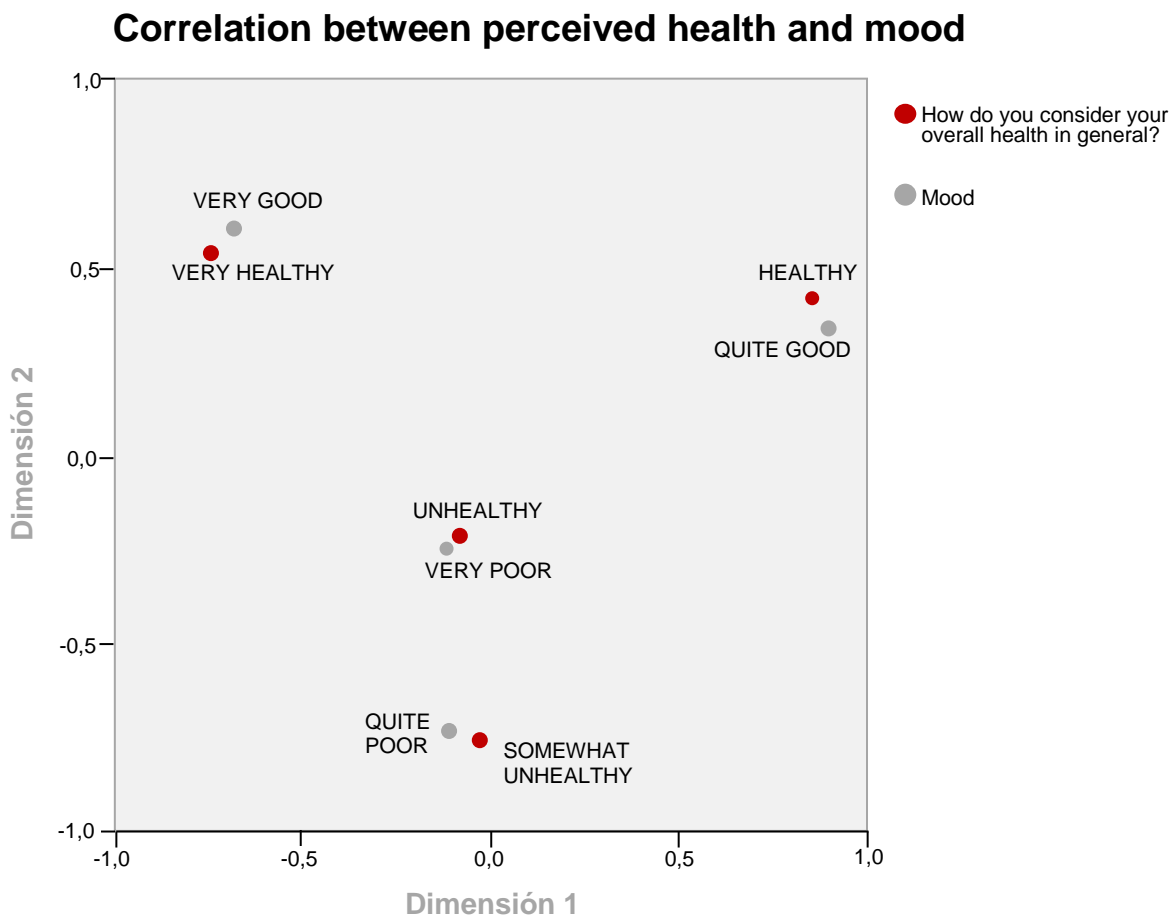
79% believe their mood/stress is either very good (23%) or good (56%). Multivariate analysis reveals that there is a correlation between all levels of healthiness and the corresponding perception of mood/stress.

Health and behavior

Smoking

74% of females and 55% of males say that they never smoke.

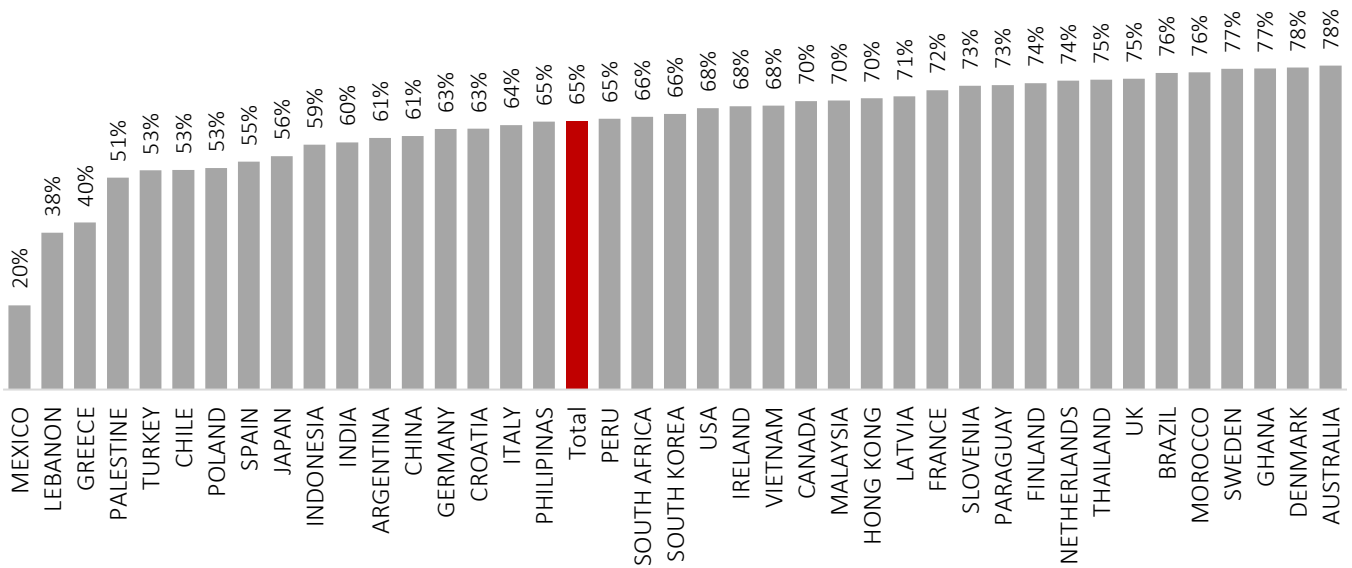Australia has the highest % of people who never smoke (78%), whilst Mexico has the lowest (20%).

% Never Smoke

Country	%
MEXICO	20%
LEBANON	38%
GREECE	40%
PALESTINE	51%
TURKEY	53%
CHILE	53%
POLAND	53%
SPAIN	55%
JAPAN	56%
INDONESIA	59%
INDIA	60%
ARGENTINA	61%
CHINA	61%
GERMANY	63%
CROATIA	63%
ITALY	64%
PHILIPINAS	65%
Total	65%
PERU	65%
SOUTH AFRICA	66%
SOUTH KOREA	66%
USA	68%
IRELAND	68%
VIETNAM	68%
CANADA	70%
MALAYSIA	70%
HONG KONG	70%
LATVIA	71%
FRANCE	72%
SLOVENIA	73%
PARAGUAY	73%
FINLAND	74%
NETHERLANDS	74%
THAILAND	75%
UK	75%
BRAZIL	76%
MOROCCO	76%
SWEDEN	77%
GHANA	77%
DENMARK	78%
AUSTRALIA	78%

It is surprising that 18.1% of people who believe that they are in very good health smoke very often/fairly often.

Perhaps more alarming is that 40.6% of people who believe that they are Unhealthy smoke to some extent. Of these 27.2% smoke often/fairly often.

Drinking alcohol

The prevalence of alcohol consumption does not vary greatly based on a perceived health.

Prevalence of drinking alcohol by health

	VERY HEALTHY	HEALTHY	SOMEWHAT UNHEALTHY	UNHEALTHY
A LOT/VERY OFTEN	4,4	3,8	5	6,4
MODERATELY/ FAIRLY OFTEN	15,4	15	14	12,8
A LITTLE/SOMETIMES	23,7	25,3	22,2	17,3
VERY LITTLE/OCCASIONALLY	24,1	25	27,6	25,6
NEVER	31,6	30,3	30,4	36,9
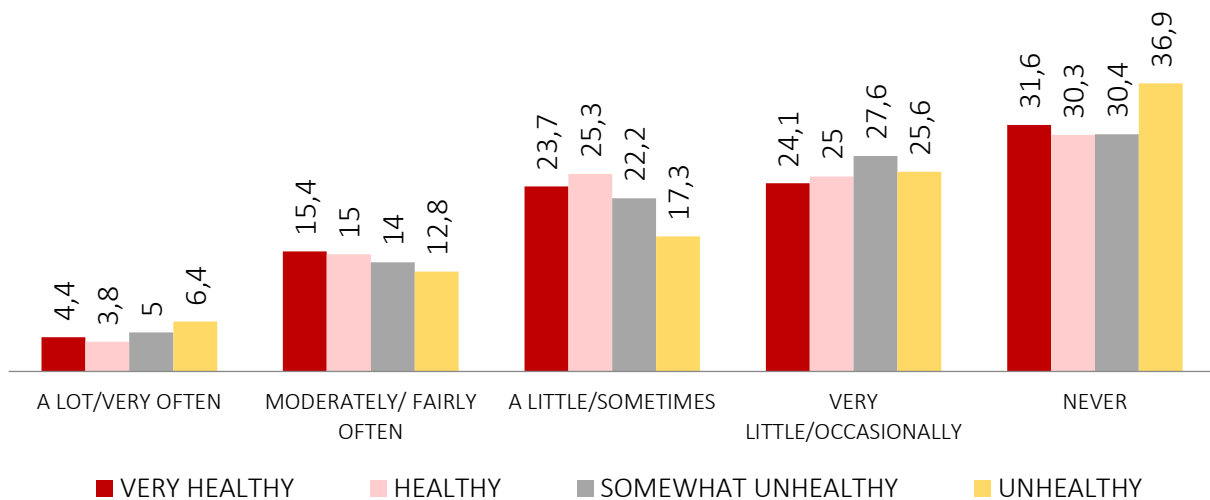
The large difference in the % of people who never drink alcohol between countries would be due to cultural and religious beliefs.

% Never Drink Alcohol
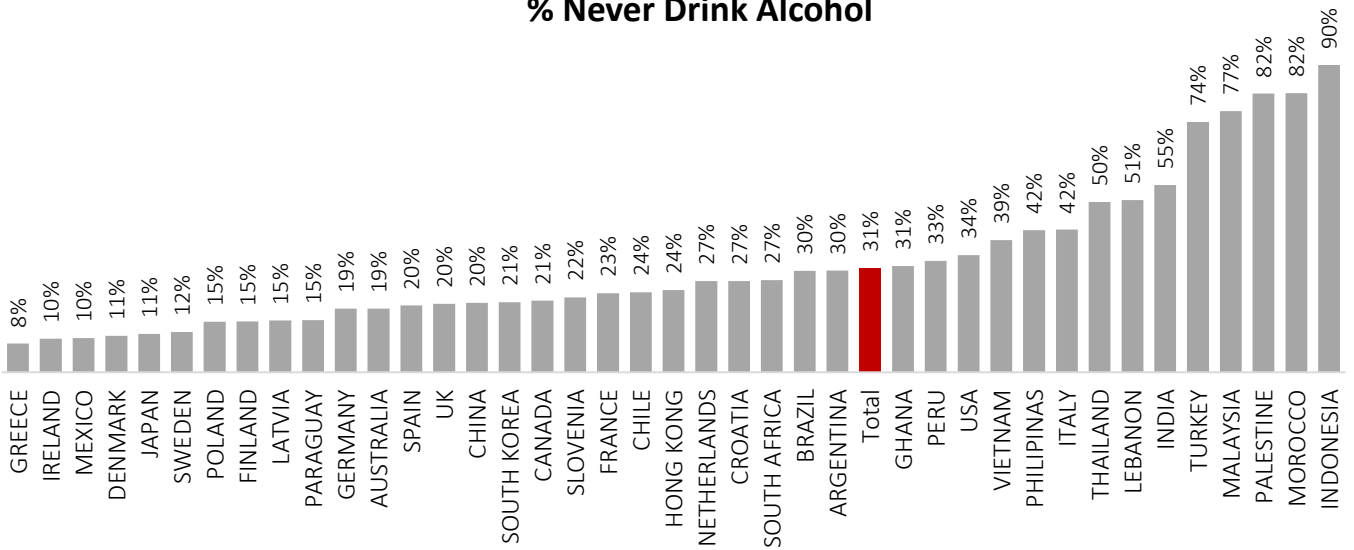
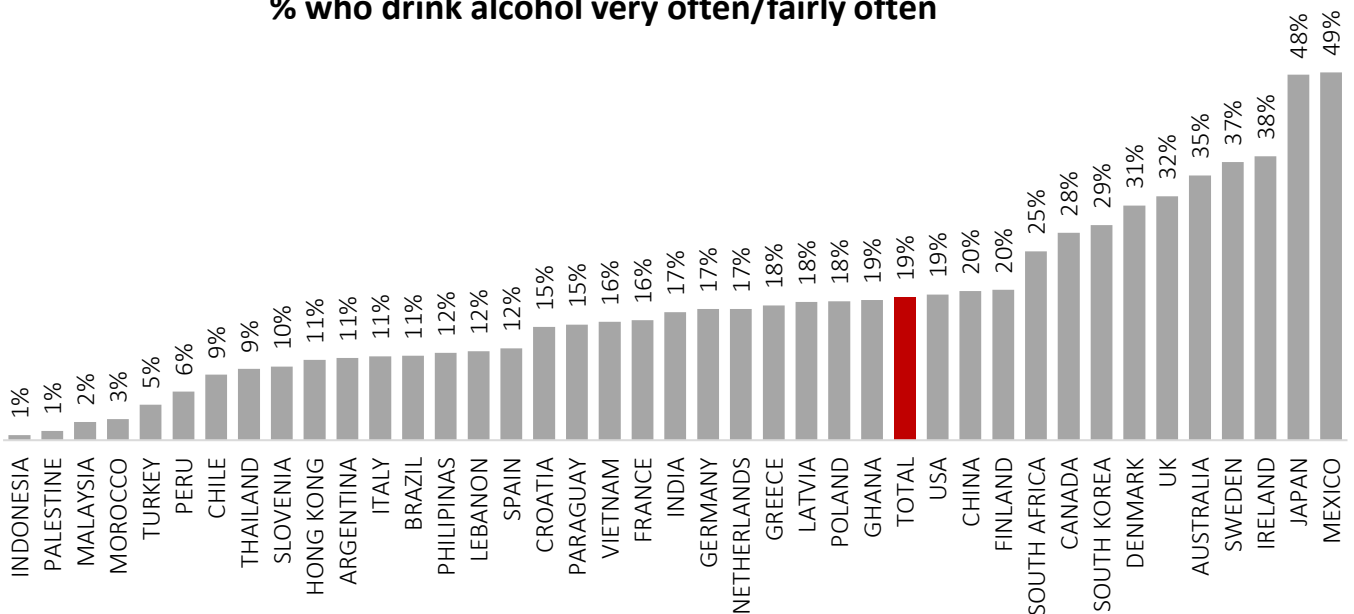| GREECE | 8% |
IRELAND	10%
MEXICO	10%
DENMARK	11%
JAPAN	11%
SWEDEN	12%
POLAND	15%
FINLAND	15%
LATVIA	15%
PARAGUAY	15%
GERMANY	19%
AUSTRALIA	19%
SPAIN	20%
UK	20%
CHINA	20%
SOUTH KOREA	21%
CANADA	21%
SLOVENIA	22%
FRANCE	23%
CHILE	24%
HONG KONG	24%
NETHERLANDS	27%
CROATIA	27%
SOUTH AFRICA	27%
BRAZIL	30%
ARGENTINA	30%
Total	31%
GHANA	31%
PERU	33%
USA	34%
VIETNAM	39%
PHILIPINAS	42%
ITALY	42%
THAILAND	50%
LEBANON	51%
INDIA	55%
TURKEY	74%
MALAYSIA	77%
PALESTINE	82%
MOROCCO	82%
INDONESIA	90%

The countries with the highest perceived incidence of drinking frequently (very often/fairly often) are Japan (49%) and Mexico (48%).

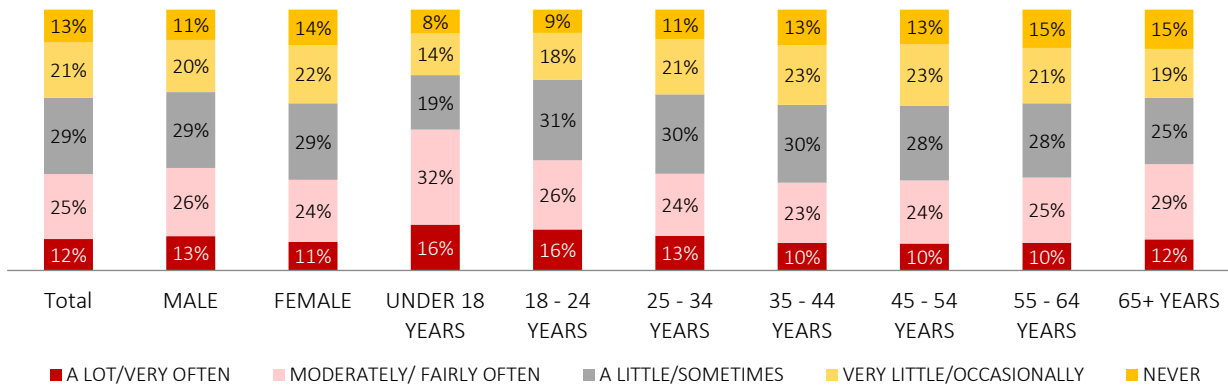## % who drink alcohol very often/fairly often

INDONESIA	1%
PALESTINE	1%
MALAYSIA	2%
MOROCCO	3%
TURKEY	5%
PERU	6%
CHILE	9%
THAILAND	9%
SLOVENIA	10%
HONG KONG	11%
ARGENTINA	11%
ITALY	11%
BRAZIL	11%
PHILIPINAS	12%
LEBANON	12%
SPAIN	12%
CROATIA	15%
PARAGUAY	15%
VIETNAM	16%
FRANCE	16%
INDIA	17%
GERMANY	17%
NETHERLANDS	17%
GREECE	18%
LATVIA	18%
POLAND	18%
GHANA	19%
TOTAL	19%
USA	19%
CHINA	20%
FINLAND	20%
SOUTH AFRICA	25%
CANADA	28%
SOUTH KOREA	29%
DENMARK	31%
UK	32%
AUSTRALIA	35%
SWEDEN	37%
IRELAND	38%
JAPAN	48%
MEXICO	49%

Exercise

Exercise at some level is undertaken by 87% of people. 37% exercise very often/fairly often.

Exercise frequency by demographic

	Total	MALE	FEMALE	UNDER 18 YEARS	18 - 24 YEARS	25 - 34 YEARS	35 - 44 YEARS	45 - 54 YEARS	55 - 64 YEARS	65+ YEARS
NEVER	13%	11%	14%	8%	9%	11%	13%	13%	15%	15%
VERY LITTLE/OCCASIONALLY	21%	20%	22%	14%	18%	21%	23%	23%	21%	19%
A LITTLE/SOMETIMES	29%	29%	29%	19%	31%	30%	30%	28%	28%	25%
MODERATELY/ FAIRLY OFTEN	25%	26%	24%	32%	26%	24%	23%	24%	25%	29%
A LOT/VERY OFTEN	12%	13%	11%	16%	16%	13%	10%	10%	10%	12%

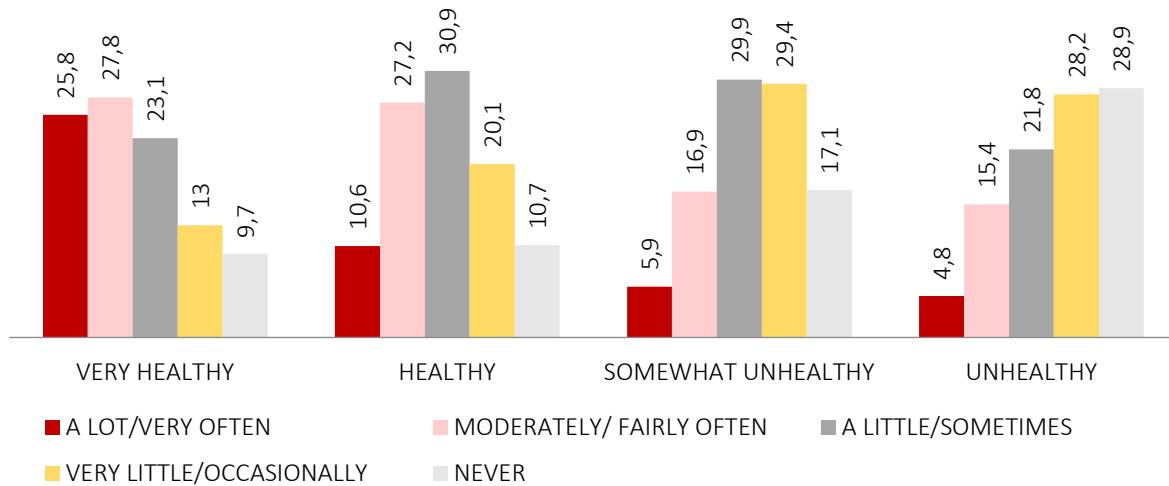■ A LOT/VERY OFTEN ■ MODERATELY/ FAIRLY OFTEN ■ A LITTLE/SOMETIMES ■ VERY LITTLE/OCCASIONALLY ■ NEVER

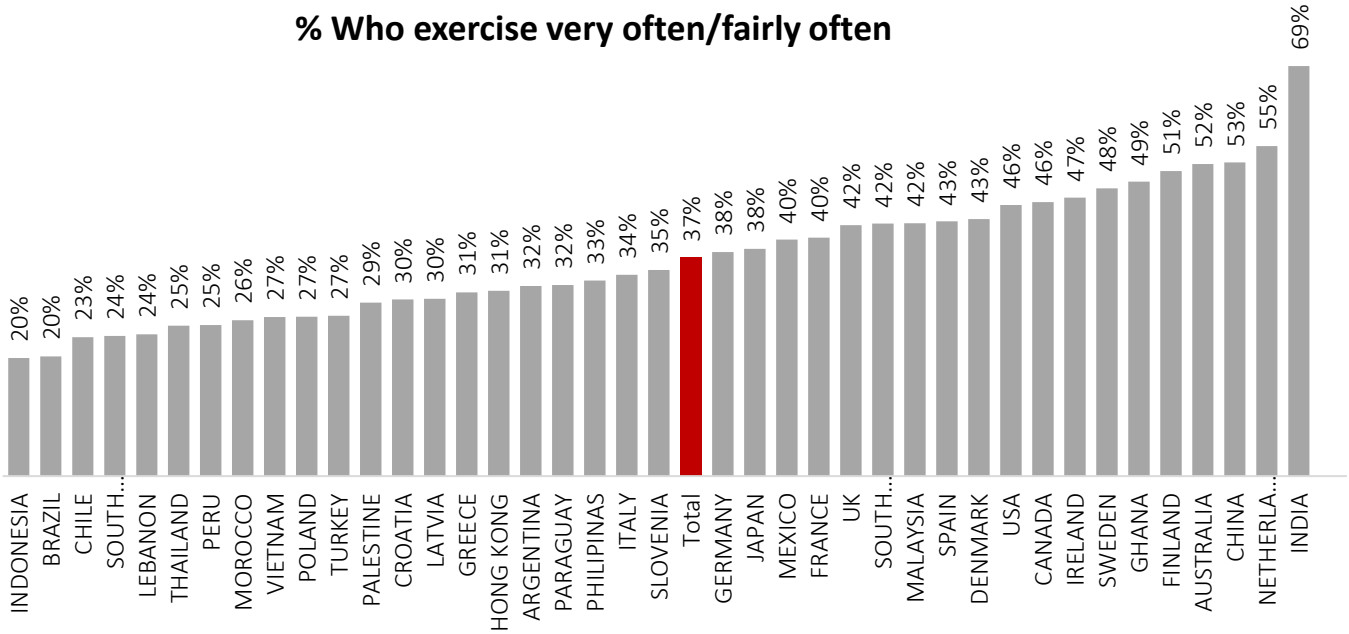The frequency of exercise is similar across all demographics.

However, there is a strong relationship between perceived health level and the frequency of exercise. 25.8% of the "very healthy" exercise a lot whilst 28.9% of the "unhealthy" never exercise.

Prevalence of exercise by health

	VERY HEALTHY	HEALTHY	SOMEWHAT UNHEALTHY	UNHEALTHY
A LOT/VERY OFTEN	25,8	10,6	5,9	4,8
MODERATELY/ FAIRLY OFTEN	27,8	27,2	16,9	15,4
A LITTLE/SOMETIMES	23,1	30,9	29,9	21,8
VERY LITTLE/OCCASIONALLY	13	20,1	29,4	28,2
NEVER	9,7	10,7	17,1	28,9

■ A LOT/VERY OFTEN ■ MODERATELY/ FAIRLY OFTEN ■ A LITTLE/SOMETIMES
■ VERY LITTLE/OCCASIONALLY ■ NEVER

Of the 40 countries who participated in the survey, India has the highest incidence of people who exercise very often / fairly often (69%) whilst Indonesia and Brazil are the lowest at 20%.

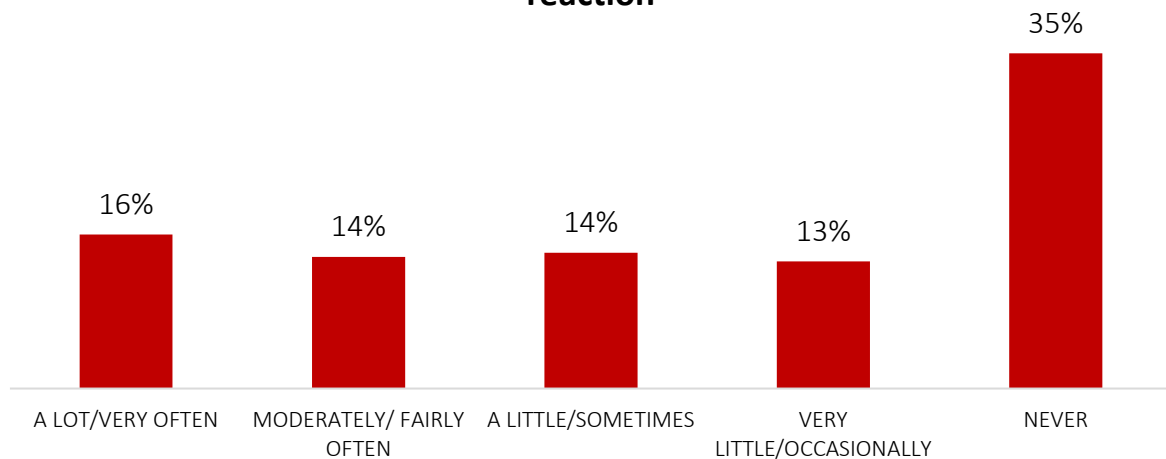## % Who exercise very often/fairly often

INDONESIA 20%, BRAZIL 20%, CHILE 23%, SOUTH... 24%, LEBANON 24%, THAILAND 25%, PERU 25%, MOROCCO 26%, VIETNAM 27%, POLAND 27%, TURKEY 27%, PALESTINE 29%, CROATIA 30%, LATVIA 30%, GREECE 31%, HONG KONG 31%, ARGENTINA 32%, PARAGUAY 32%, PHILIPINAS 33%, ITALY 34%, SLOVENIA 35%, Total 37%, GERMANY 38%, JAPAN 38%, MEXICO 40%, FRANCE 40%, UK 42%, SOUTH... 42%, MALAYSIA 42%, SPAIN 43%, DENMARK 43%, USA 46%, CANADA 46%, IRELAND 47%, SWEDEN 48%, GHANA 49%, FINLAND 51%, AUSTRALIA 52%, CHINA 53%, NETHERLA... 55%, INDIA 69%

Avoid products that cause an allergic reaction

The news*** would tell us that allergies are the "Scourge of Modern Life". The word allergy was first used in 1906 and since then the incidence seems to have been increasing rapidly.

This survey revealed that 57% of people avoid products that cause an allergic reaction. 30% practice avoidance very often/fairly often.

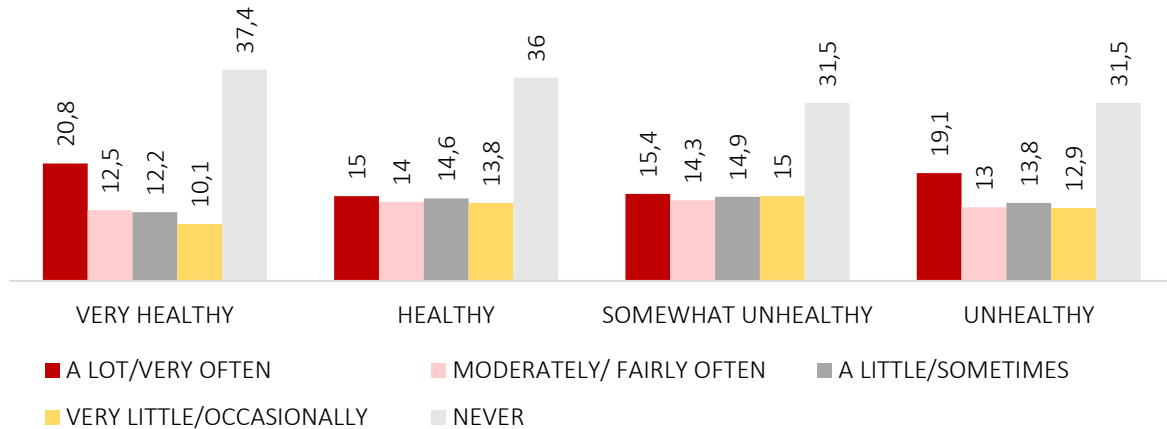This avoidance behavior is similar across the demographics.

Prevalence of avoiding products that cause an allergic reaction

A LOT/VERY OFTEN 16%, MODERATELY/ FAIRLY OFTEN 14%, A LITTLE/SOMETIMES 14%, VERY LITTLE/OCCASIONALLY 13%, NEVER 35%

8% don't know

However, this behavior is practiced very often by the "very healthy" (20.8%) and the unhealthy (19.1%)

## Prevalence of avoiding products that cause an allergic reaction

	VERY HEALTHY	HEALTHY	SOMEWHAT UNHEALTHY	UNHEALTHY
A LOT/VERY OFTEN	20,8	15	15,4	19,1
MODERATELY/ FAIRLY OFTEN	12,5	14	14,3	13
A LITTLE/SOMETIMES	12,2	14,6	14,9	13,8
VERY LITTLE/OCCASIONALLY	10,1	13,8	15	12,9
NEVER	37,4	36	31,5	31,5

***"Allergies: the scourge of modern life?" The Observer, Vybarr Cregan-Reid, Sun 21 Oct 2018

Taking vitamin supplements

The incidence of taking vitamin supplements is surprisingly high and not just the domain of high GDP countries. The highest incidence is in India (94%) and China 91%) and the lowest is in Turkey at 27%.

## Incidence of taking vitamin supplements
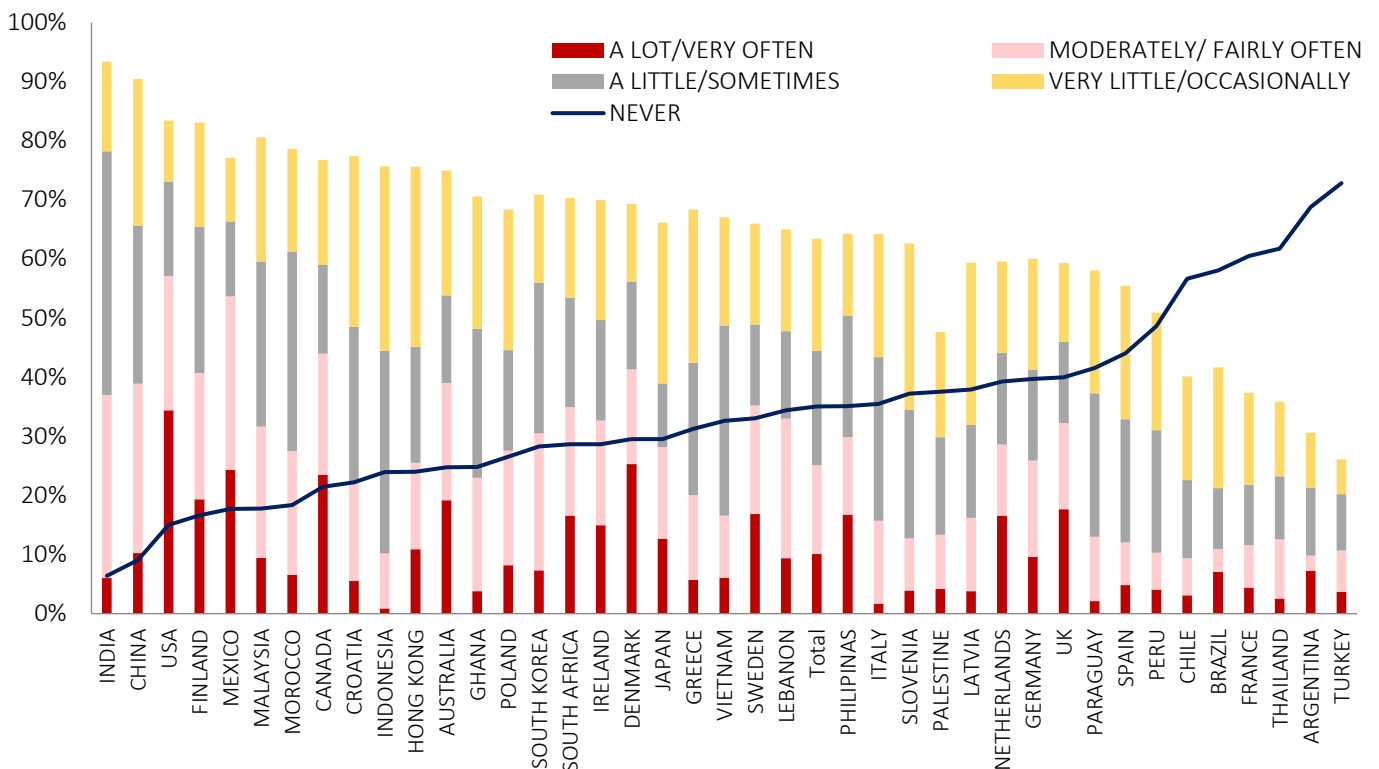
In the USA 57% of people are taking vitamin supplements very often/fairly often.

% Taking vitamin supplements very often/fairly often
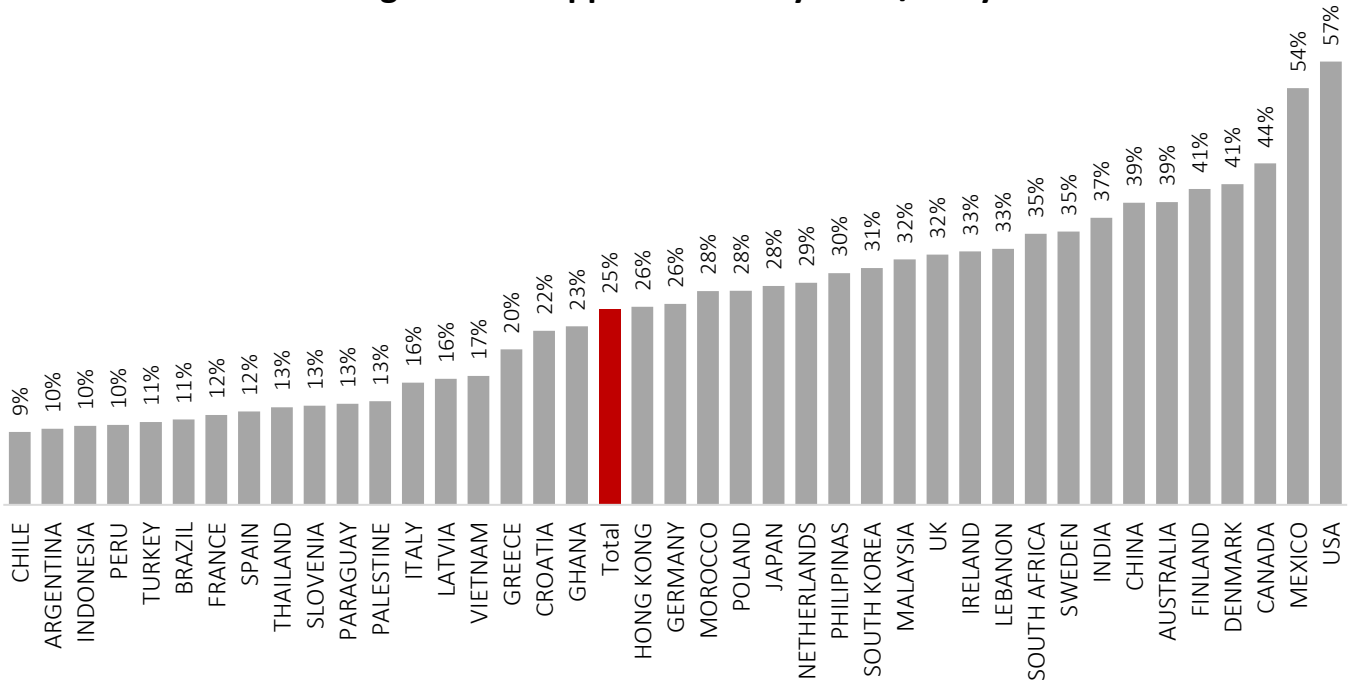
The taking of vitamin supplements is not dependent upon perceived health level. Those who perceive that they are "very healthy" are taking vitamin supplements at the higher frequencies.
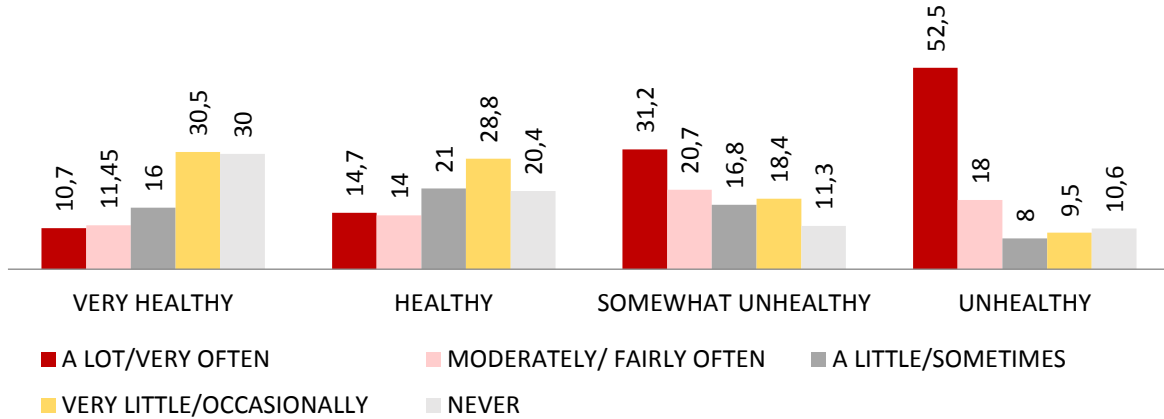
Prevalence of taking vitamin supplements
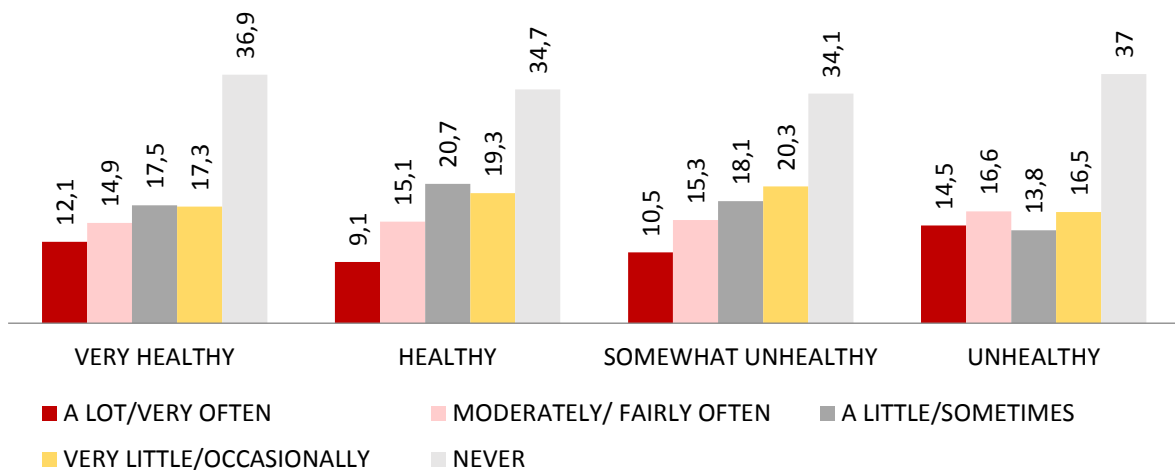
A LOT/VERY OFTEN   MODERATELY/ FAIRLY OFTEN   A LITTLE/SOMETIMES
VERY LITTLE/OCCASIONALLY   NEVER
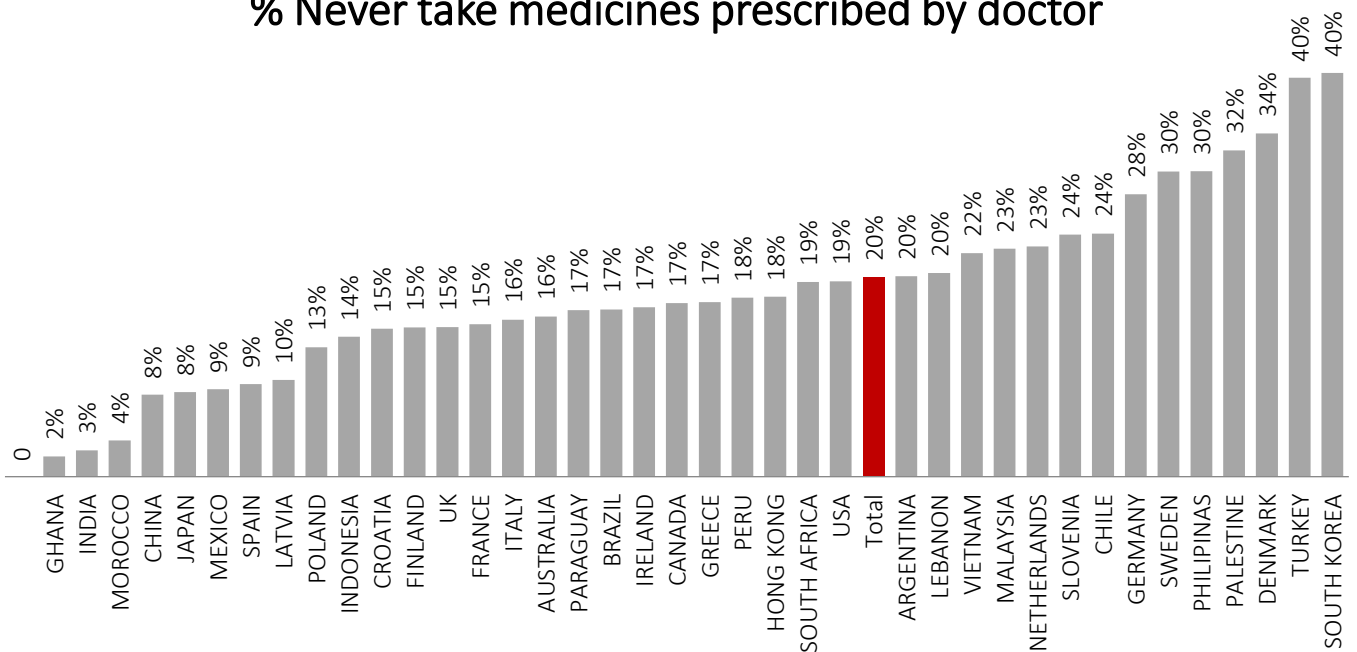
Taking medicines prescribed by a doctor

As would be expected, people who perceive that they are "unhealthy" or "somewhat unhealthy" are taking prescribed medicines at much high frequencies.

Prevalence of taking medicines prescribed by a doctor

	VERY HEALTHY	HEALTHY	SOMEWHAT UNHEALTHY	UNHEALTHY
A LOT/VERY OFTEN	10,7	14,7	31,2	52,5
MODERATELY/ FAIRLY OFTEN	11,45	14	20,7	18
A LITTLE/SOMETIMES	16	21	16,8	8
VERY LITTLE/OCCASIONALLY	30,5	28,8	18,4	9,5
NEVER	30	20,4	11,3	10,6

The high % of people who never take medicine prescribed by a doctor in some countries is surprising. In South Korea and Turkey this is 40%

% Never take medicines prescribed by doctor

| Country	%
GHANA	2%
INDIA	3%
MOROCCO	4%
CHINA	8%
JAPAN	8%
MEXICO	9%
SPAIN	9%
LATVIA	10%
POLAND	13%
INDONESIA	14%
CROATIA	15%
FINLAND	15%
UK	15%
FRANCE	15%
ITALY	16%
AUSTRALIA	16%
PARAGUAY	17%
BRAZIL	17%
IRELAND	17%
CANADA	17%
GREECE	17%
PERU	18%
HONG KONG	18%
SOUTH AFRICA	19%
USA	19%
Total	20%
ARGENTINA	20%
LEBANON	20%
VIETNAM	22%
MALAYSIA	23%
NETHERLANDS	23%
SLOVENIA	24%
CHILE	24%
GERMANY	28%
SWEDEN	30%
PHILIPINAS	30%
PALESTINE	32%
DENMARK	34%
TURKEY	40%
SOUTH KOREA	40%

Going on a diet

15% of people go on a diet very often/fairly often and 42% of people globally never go on a diet.
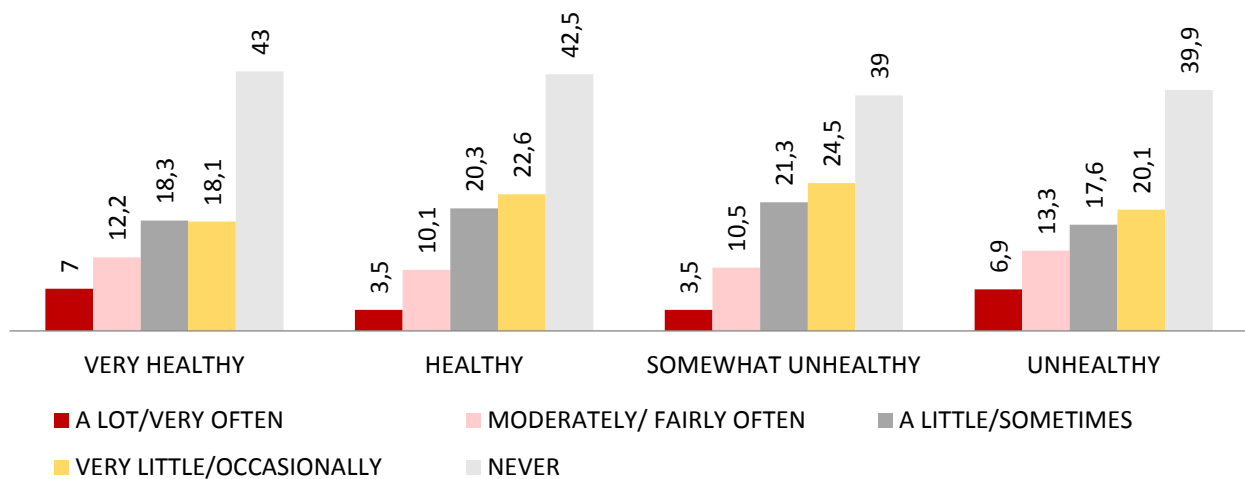
The % of people who go on a diet very often/fairly often is well below the % of people who are classified as obese in most countries.

There are some odd exceptions where countries have low incidence of obesity but high % of people on a diet very often/fairly often. In particular India, Japan, China, Philippines and Vietnam.

% On a diet very often/fairly often vs obesity prevalence
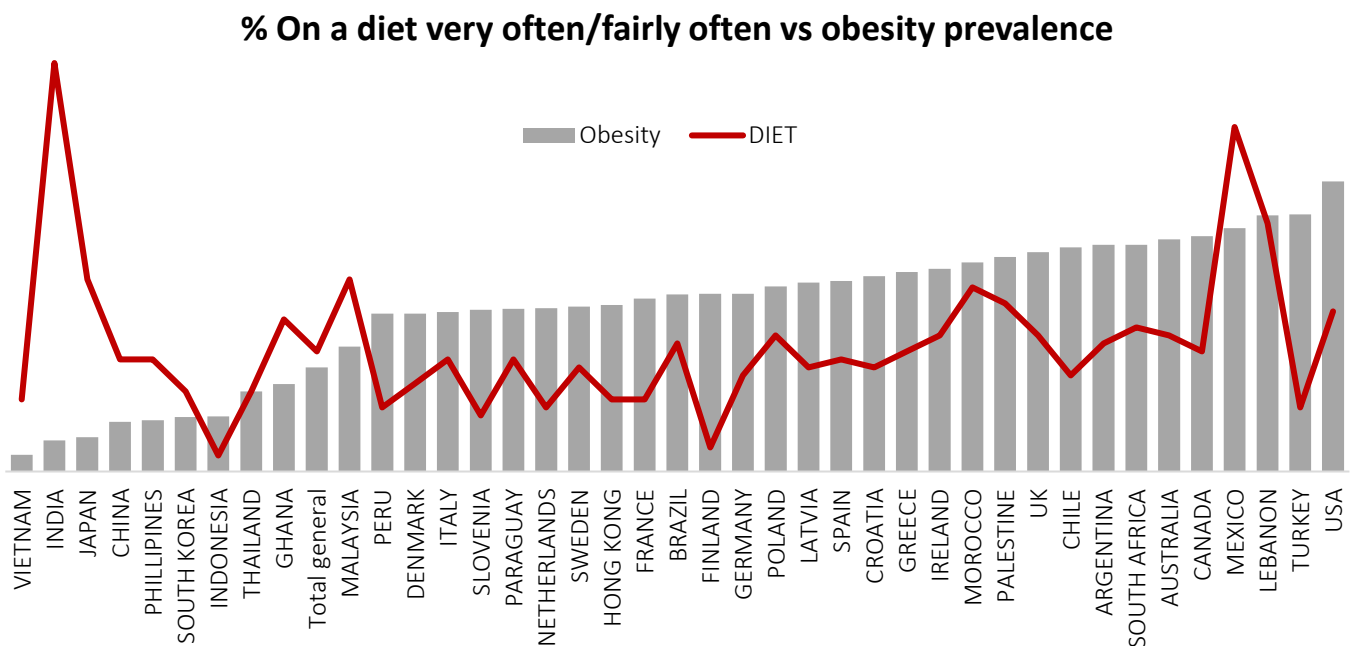
The frequency of going on a diet is similar across the perceived health levels.

Prevalence of going on a diet

	A LOT/VERY OFTEN	MODERATELY/FAIRLY OFTEN	A LITTLE/SOMETIMES	VERY LITTLE/OCCASIONALLY	NEVER
VERY HEALTHY	7	12,2	18,3	18,1	43
HEALTHY	3,5	10,1	20,3	22,6	42,5
SOMEWHAT UNHEALTHY	3,5	10,5	21,3	24,5	39
UNHEALTHY	6,9	13,3	17,6	20,1	39,9

■ A LOT/VERY OFTEN ■ MODERATELY/ FAIRLY OFTEN ■ A LITTLE/SOMETIMES
■ VERY LITTLE/OCCASIONALLY ■ NEVER

Buy diet or health benefit-based products (e.g. protein bars etc.)

15% of people are buying diet or health benefit products very often/fairly often. Slightly more females buy these products and they are skewed towards the younger age groups.

% Who buy diet or health benefit based products very often/fairly often

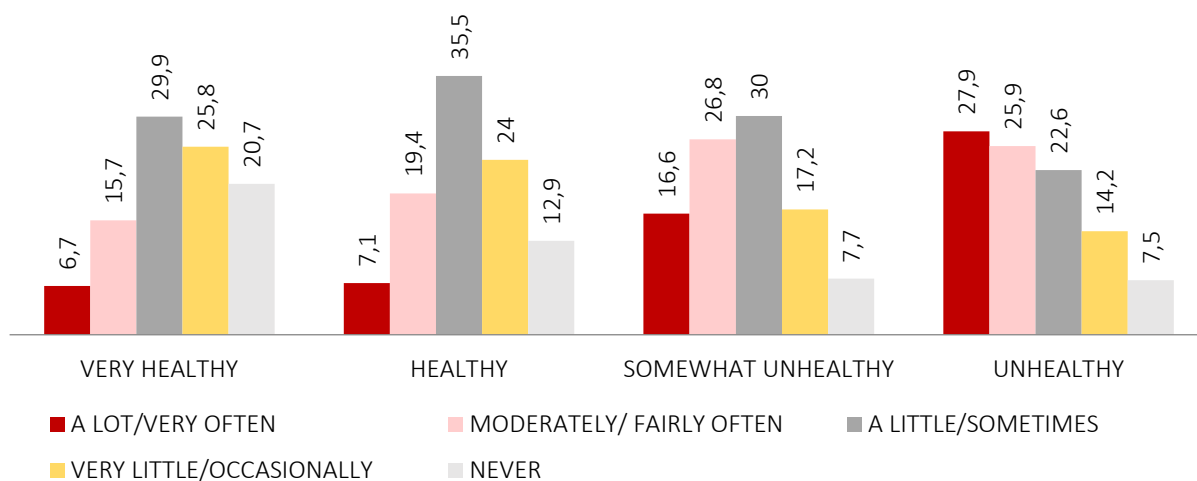| Total	MALE	FEMALE	UNDER 18 YEARS	18 - 24 YEARS	25 - 34 YEARS	35 - 44 YEARS	45 - 54 YEARS	55 - 64 YEARS	65+ YEARS
16%	14%	17%	26%	19%	19%	17%	14%	12%	9%
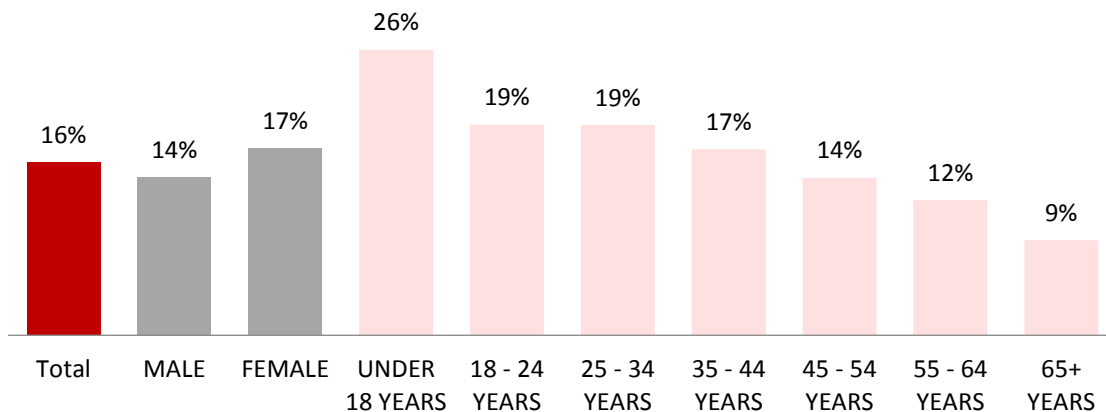
Suffer from stress

Suffering from some levels of stress is experienced by the vast majority of people (86%). 30% suffer from stress at high frequencies (very often/fairly often).

Prevalence of stress
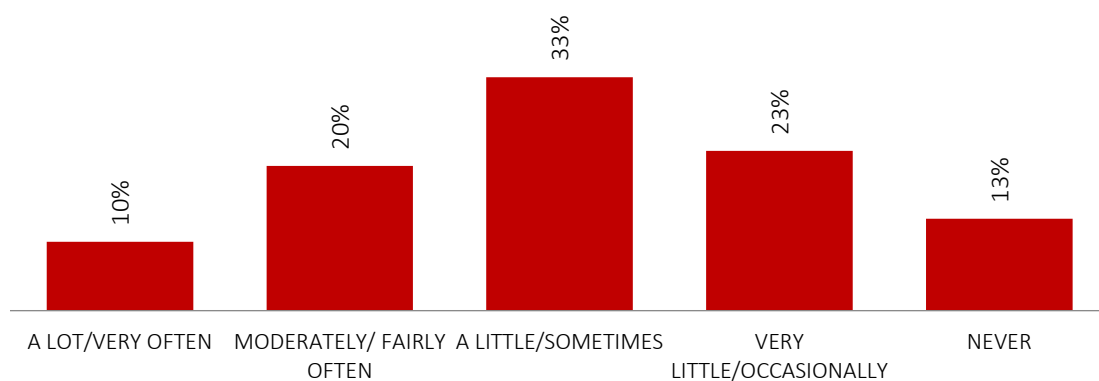
The people who are unhealthy suffer from stress most often, 53.8% suffer stress very often/fairly often.

Prevalence of stress

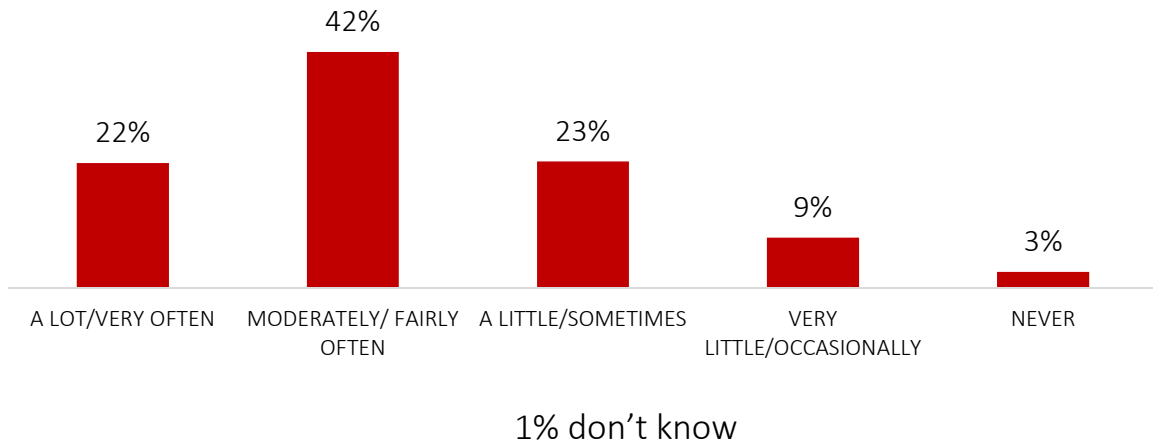|	A LOT/VERY OFTEN	MODERATELY/ FAIRLY OFTEN	A LITTLE/SOMETIMES	VERY LITTLE/OCCASIONALLY	NEVER
VERY HEALTHY	6,7	15,7	29,9	25,8	20,7
HEALTHY	7,1	19,4	35,5	24	12,9
SOMEWHAT UNHEALTHY	16,6	26,8	30	17,2	7,7
UNHEALTHY	27,9	25,9	22,6	14,2	7,5

Sleep well

64% of people sleep well very often/fairly often. 3% of people never sleep well and 32% of people only sleep well sometimes or occasionally

The proportions of people sleeping well are similar across the demographics

Prevalence of sleep

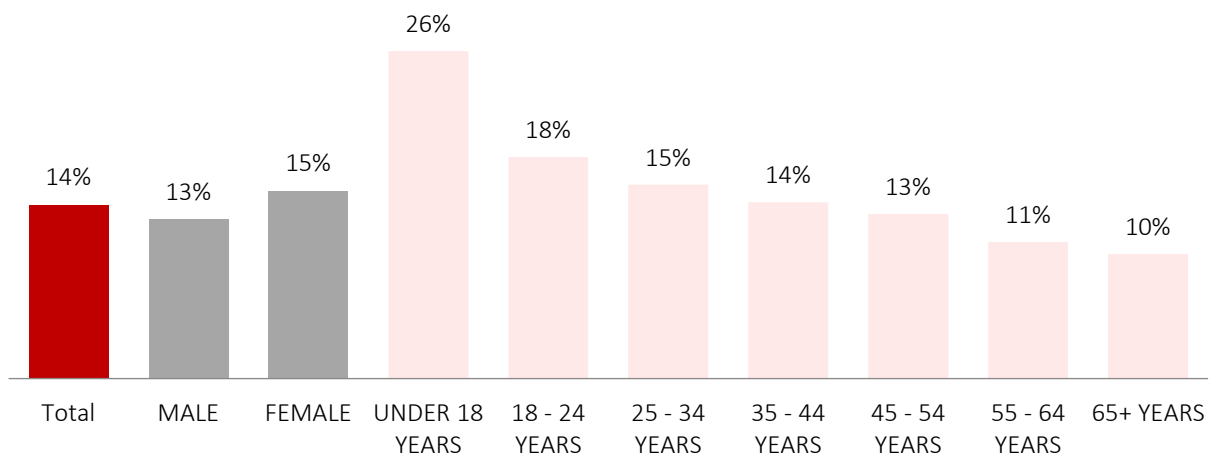| A LOT/VERY OFTEN	MODERATELY/ FAIRLY OFTEN	A LITTLE/SOMETIMES	VERY LITTLE/OCCASIONALLY	NEVER
22%	42%	23%	9%	3%

1% don't know

Sleeping well is correlated with perceived health. Of those who are "very healthy", 79.4% sleep well very often/fairly often. However, of those who are "unhealthy" only 32.8% sleep well very often/fairly often.

Practice mindfulness techniques

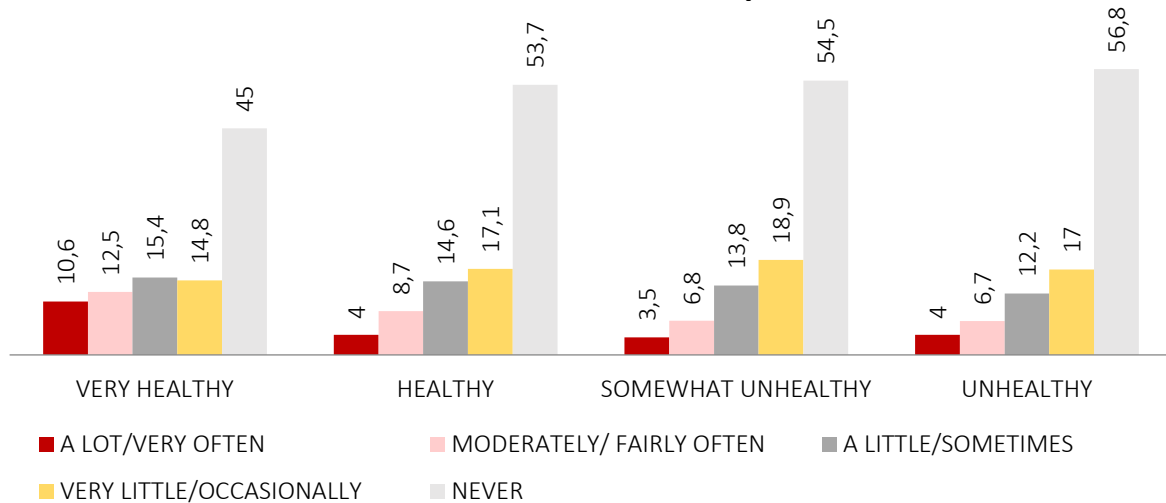14% of people practice mindfulness techniques very often/fairly often

A higher % of younger people practice these techniques compared with older people

% Practice mindfulness techniques very often/fairly often

Total	MALE	FEMALE	UNDER 18 YEARS	18 - 24 YEARS	25 - 34 YEARS	35 - 44 YEARS	45 - 54 YEARS	55 - 64 YEARS	65+ YEARS
14%	13%	15%	26%	18%	15%	14%	13%	11%	10%

The "very healthy" are practicing mindfulness techniques at a slightly higher frequency than other health levels

Prevalence of mindfulness techniques

	VERY HEALTHY	HEALTHY	SOMEWHAT UNHEALTHY	UNHEALTHY
A LOT/VERY OFTEN	10,6	4	3,5	4
MODERATELY/ FAIRLY OFTEN	12,5	8,7	6,8	6,7
A LITTLE/SOMETIMES	15,4	14,6	13,8	12,2
VERY LITTLE/OCCASIONALLY	14,8	17,1	18,9	17
NEVER	45	53,7	54,5	56,8

Vilma Scarpino, President of WIN International Association, said:

"Health is the centerpiece of so much of our daily lives. Yet we often take it for granted – until something goes wrong. We are surrounded by health and wellness messages constantly but how healthy do we really feel? Our global survey with data from 30,890 people across 40 countries has found that there is a disconnection between how healthy we believe we are, and the risk factors associated with our behaviors. The vast majority of people around the world believe that they are very healthy or healthy; perhaps it is this belief that makes it difficult for health authorities to achieve many important behavior changes. The wide-ranging data in this report is both important and fascinating. WIN is very pleased to make this contribution towards improving 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 30,890 persons were interviewed globally. See below for sample details. The fieldwork was conducted during October 2018 – January 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 share of 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: tailormade 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: 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: Third World issues, advertising and media research as well as retail, economics, and corporate research.

Table # 1: Health Index (By Country)

COUNTRIES	TOP TWO	BOTTOM TWO	INDEX
ARGENTINA	85.7%	13.7%	72.0%
AUSTRALIA	71.8%	27.6%	44.3%
BRAZIL	73.7%	26.1%	47.5%
CANADA	77.1%	22.5%	54.6%
CHILE	80.6%	18.0%	62.6%
CHINA	73.5%	26.2%	47.3%
CROATIA	70.9%	28.6%	42.3%
DENMARK	67.2%	31.7%	35.5%
FINLAND	80.9%	18.1%	62.8%
FRANCE	85.0%	12.5%	72.5%
GERMANY	69.9%	29.4%	40.5%
GHANA	97.6%	2.4%	95.2%
GREECE	78.4%	21.6%	56.8%
HONG KONG	59.6%	40.0%	19.7%
INDIA	82.4%	17.4%	65.0%
INDONESIA	94.1%	5.7%	88.4%
IRELAND	72.1%	27.0%	45.0%
ITALY	82.5%	17.1%	65.4%
JAPAN	71.1%	25.0%	46.1%
LATVIA	40.3%	56.4%	-16.1%
LEBANON	70.4%	29.6%	40.8%
MALAYSIA	85.1%	14.3%	70.8%
MEXICO	78.8%	20.0%	58.8%
MOROCCO	80.8%	17.4%	63.5%
NETHERLANDS	61.5%	37.8%	23.7%
PALESTINE	66.4%	22.5%	44.0%
PARAGUAY	83.9%	15.1%	68.7%
PERU	72.2%	27.3%	45.0%
PHILLIPINES	83.5%	16.4%	67.1%
POLAND	47.7%	48.7%	-1.1%
SLOVENIA	73.6%	25.9%	47.8%
SOUTH AFRICA	76.8%	22.4%	54.4%
SOUTH KOREA	86.3%	13.6%	72.7%
SPAIN	83.3%	16.6%	66.7%
SWEDEN	80.3%	19.2%	61.2%
THAILAND	84.3%	15.3%	69.0%
TURKEY	75.9%	23.3%	52.6%
UK	67.6%	30.9%	36.7%
USA	75.2%	24.2%	51.0%
VIETNAM	88.7%	11.1%	77.5%
GLOBAL	76.0%	23.0%	53.1%

Table # 2: HEALTH ASPECTS

COUNTRIES	FITNESS	WEIGHT	MOOD
ARGENTINA	60.9%	41.6%	74.1%
AUSTRALIA	25.4%	20.7%	53.9%
BRAZIL	12.1%	26.5%	68.4%
CANADA	30.7%	25.2%	69.0%
CHILE	-6.7%	-29.1%	38.2%
CHINA	23.2%	44.4%	55.4%
CROATIA	70.6%	34.5%	78.0%
DENMARK	12.8%	22.2%	70.0%
FINLAND	43.1%	27.8%	58.5%
FRANCE	55.6%	29.2%	55.8%
GERMANY	2.3%	16.5%	51.8%
GHANA	91.2%	89.8%	96.8%
GREECE	43.8%	39.5%	62.7%
HONG KONG	28.6%	23.0%	46.6%
INDIA	70.4%	68.8%	86.8%
INDONESIA	90.9%	83.5%	83.7%
IRELAND	11.6%	25.1%	52.6%
ITALY	55.1%	47.4%	61.0%
JAPAN	46.0%	18.7%	39.1%
LATVIA	4.0%	9.5%	50.9%
LEBANON	31.6%	35.2%	27.0%
MALAYSIA	45.8%	28.5%	65.2%
MEXICO	-6.8%	-29.1%	20.3%
MOROCCO	34.3%	40.7%	37.1%
NETHERLANDS	20.1%	27.8%	61.8%
PALESTINE	39.0%	56.0%	30.4%
PARAGUAY	21.4%	4.9%	57.9%
PERU	30.6%	8.9%	50.3%
PHILLIPINES	79.4%	81.6%	77.5%
POLAND	35.8%	19.0%	30.1%
SLOVENIA	37.7%	35.6%	71.1%
SOUTH AFRICA	21.8%	41.4%	63.5%
SOUTH KOREA	66.2%	48.1%	65.6%
SPAIN	50.4%	42.6%	71.1%
SWEDEN	23.1%	36.3%	74.0%
THAILAND	74.1%	49.5%	79.9%
TURKEY	61.4%	39.6%	48.4%
UK	10.3%	23.3%	36.9%
USA	22.9%	38.8%	69.8%
VIETNAM	81.0%	77.2%	94.5%
GLOBAL	38.2%	34.3%	59.5%

Methodology Sheet

	Country	Company Name	Methodology	Sample	Coverage	Field Dates
1	**ARGENTINA**	Voices! Research & Consultancy	CATI	520	National	December 6th - December 18th 2018
2	**AUSTRALIA**	Bastion Latitude	CAWI	715	National	November 20th - 2nd December 2018
3	**BRAZIL**	Market Analysis	CAWI	500	National	November 30th - December 06th 2018
4	**CANADA**	Leger 360	CAWI	500	National	November 10th - November 19th 2018
5	**CHILE**	Activa Research	CAWI	1032	National	November 7th – November 11th 2018
6	**CHINA**	Wisdom Asia	CAWI	1000	National/Urban	November 14th - November 21st 2018
7	**CROATIA**	Mediana	CAWI	508	National	November 6th – November 8th 2018
8	**DENMARK**	DMA Research A/S	CAWI	500	National	October 17th – October 22nd 2018
9	**FINLAND**	Taloustutkimus Oy	CAWI	500	National	October 16th – October 22nd 2018
10	**FRANCE**	BVA	CAWI	1000	National	November 23rd – November 29th 2018
11	**GERMANY**	Produkt + Markt	CAWI	1000	National	October 23rd – November 6th 2018
12	**GHANA**	Candino Global	CAPI	500	Urban	November 20th – December 3rd 2018
13	**GREECE**	Alternative Research Solutions	CAWI	500	National	October 26th - November 4th, 2018
14	**HONG KONG**	CSG (Consumer Search Group)	CAWI	505	National	October 28th - November 21st 2018
15	**INDIA**	DataPrompt International	CAWI	500	National	November 19th – November 25th 2018
16	**INDONESIA**	PT Deka Citra International	CAPI	1040	Urban	November 14th – November 25th 2018
17	**IRELAND**	RED C Research and Marketing Ltd	CAWI	1000	National	November 22nd – November 27th 2018
18	**ITALY**	DOXA	CAPI	1039	National	October 15th – October 30th 2018
19	**JAPAN**	NRC (Nippon Research Center)	CAWI	1000	National	November 15th – November 20th 2018
20	**LATVIA**	Research centre SKDS	CAWI	1005	National	October 24th – October 31st 2018
21	**LEBANON**	REACH SAL	CATI	500	National	October 12th – November 10th 2018
22	**MALAYSIA**	Compass Insights Sdn Bhd	CAWI	517	Urban	November 1st – December 6th 2018
23	**MEXICO**	Brand Investigation S.A de C.V (Brain)	CAWI	500	Urban	November 23rd - December 3rd 2018
24	**MOROCCO**	Top Level Mena		501		November - December 2018

25	NETHERLANDS	Motivaction International	CAWI	500	National	December 2018
26	PALESTINE	Palestinian Center for Public Opinion (PCPO)	TAPI	417	Urban/Rural	November 22nd - December 2nd 2018
27	PARAGUAY	ICA Consultoría Estratégica	CAWI	500	National	December 7th - December 14th 2018
28	PERU	DATUM Internacional	CAPI	1009	National	November 9th – November 14th 2018
29	PHILIPPINES	PSRC (Philippines Survey & Research Center Inc.)	PAPI	1000	National	November 6th – November 20th 2018
30	POLAND	MARECO POLSKA	CAWI	500	National	October 11th – October 20th 2018
31	SLOVENIA	Mediana	CAWI	505	National	November 6th – November 8th 2018
32	SOUTH AFRICA	Freshly Ground Insights (FGI)	CAWI	1700	Urban	October 23rd – November 29th 2018
33	SOUTH KOREA	Gallup Korea	PAPI	1500	National	November 7th – November 30th 2018
34	SPAIN	Instituto DYM	CAWI	1010	National	November 6th – November 14th 2018
35	SWEDEN	Origo Group	CAWI	1000	National	November 15th – November 25th 2018
36	THAILAND	Infosearch co.ltd	Face to Face	600	National	November 5th – November 30th 2018
37	TURKEY	Barem	CATI	1000	National	November 1st – November 28th 2018
38	UK	ORB International (Opinion Research Business)	CAWI	1001	National	December 7th - December 10th 2018
39	USA	Leger	CAWI	500	National	November 10th - November 19th 2018
40	VIETNAM	Indochina Research	Face to Face	600	Urban	November 5th – November 23rd 2018