



World Health Index Ireland and the World WIN World Survey

Date: October 2018

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REDC

WIN WORLD SURVEY

World Health Index – Main Findings

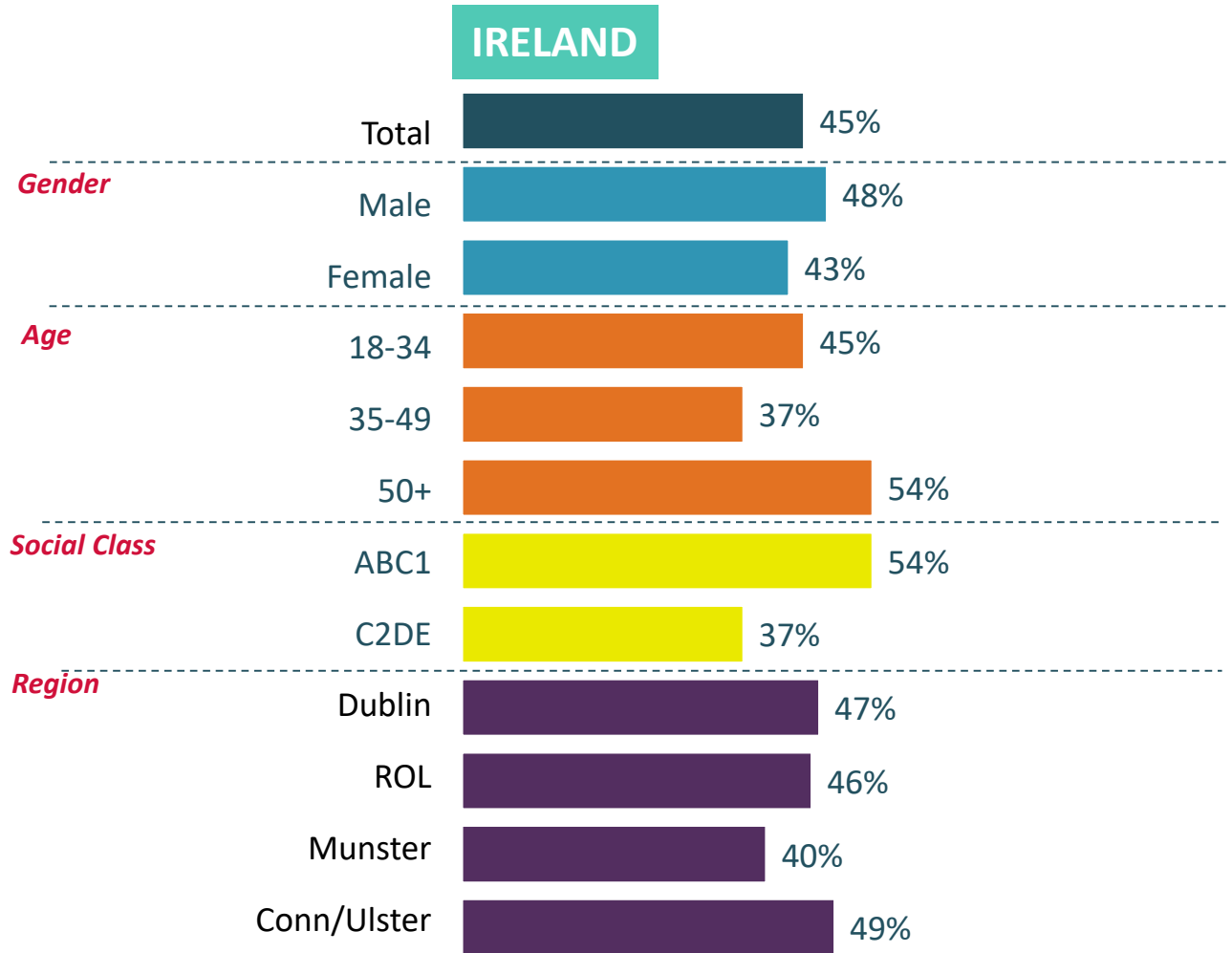
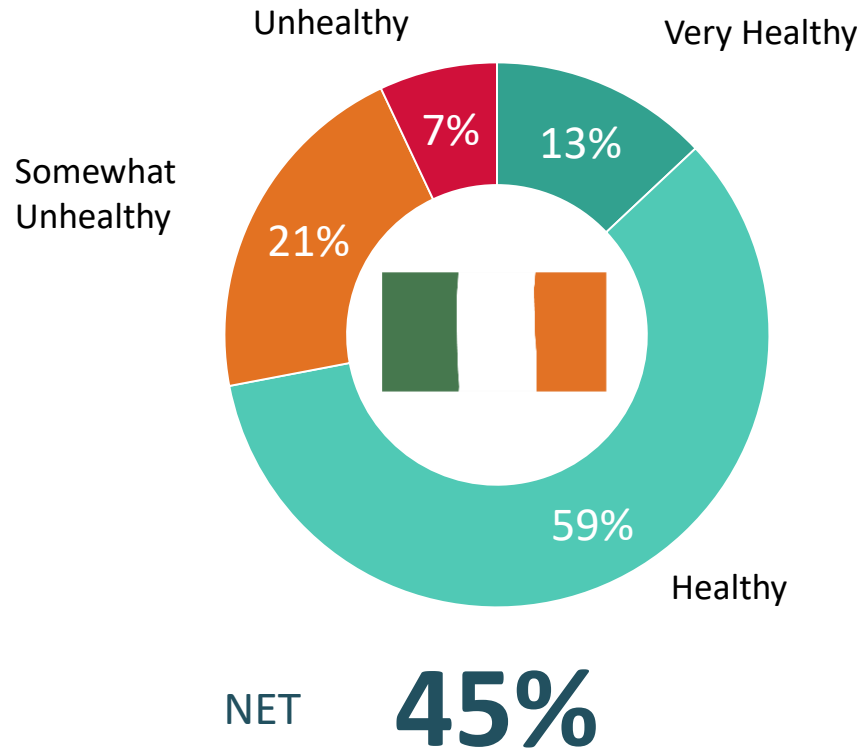
1. The Irish rate their health toward the lower end when compared to 40 countries across the globe. 72% rate their general health positively, while 27% rate their health poorly.
2. In Europe, the French population rate their health the best, while Latvian citizens have a negative health index.
3. Overall Irish citizens have relatively low net fitness rating, a better net weight rating, and a positive net mood rating. However Ireland falls back into the bottom quartile of 40 countries included with regard to fitness and in the bottom half for both weight and mood.
4. The proportion of Irish adults that drink alcohol moderately or frequently 38% is very high vs. the world average at 19%; men and older age groups have the highest consumption. However those claiming very little or no alcohol consumption stands at 35%.
5. 1 in 3 (34%) of the population of Ireland claim to suffer from stress fairly or very often, slightly ahead of the world average. Women, those in younger age groups and those living in Munster are have highest claimed levels of stress
6. Over 2 in 5 (42%) of the Irish population also claim to take prescribed medicine fairly or very often, some way ahead of the world average. Older age groups drive high levels of incidence
7. Almost 2 in 5 claim to NOT sleep well regularly in Ireland, with 13% suggesting they never or only occasionally sleep well. Those in younger age groups are more likely to claim they sleep poorly.
8. 17% of the Irish population claim to regularly be on a diet, with 37% suggesting that they never diet. Women are more likely to be on regular diets.
9. Despite high coverage, the new ultra-health trend is still in its infancy in Ireland. Just 10% purchase diet or health product regularly and only 13% practice mindfulness techniques regularly, although 46% do claim to exercise moderately or regularly.
10. Moderate to Frequent smoking in Ireland stands at 17%, with any smoking at 29%. This is relatively good vs. the world average of 20%. Men, those in younger age groups and those living in Dublin have a higher incidence



Self Reported Health Index - Ireland

IRELAND

(Base: All Adults Ireland n=1015)

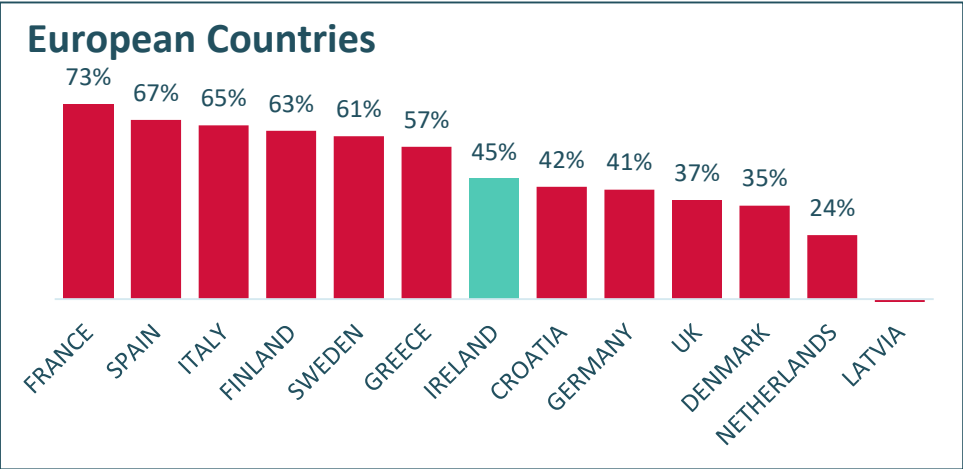
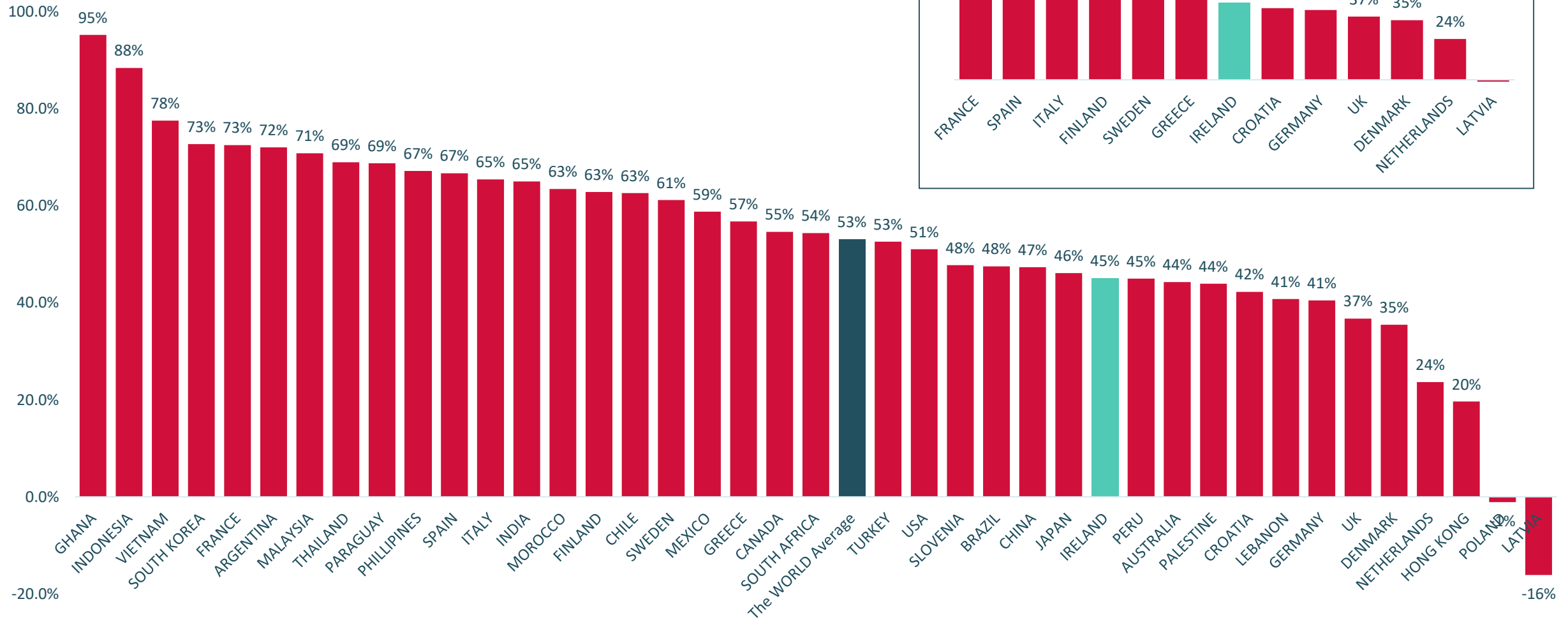


1. 72% rate their general health positively, while 27% rate their health poorly, providing a net health index of 45%. The lower net index is seen among mid age groups, and more downmarket social groups.

Self Reported Health Index

Q. How do you consider your overall health in general? Index = Top 2 box – bottom 2 box.

(Base; all adults across 41 countries worldwide – n = 30,883)



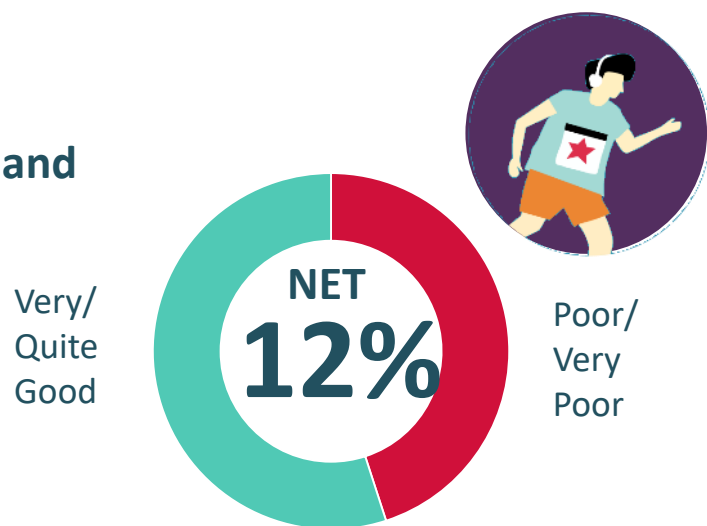
The Irish rate their health toward the lower end when compared to 40 countries across the globe. But having aid that the net health index score is not that far behind the world average. In Europe, the French population rate their health the best, while Latvian citizens have a negative health index.

Rating on Aspects of Health

Q. How would you rate each of the following aspects of your overall health?

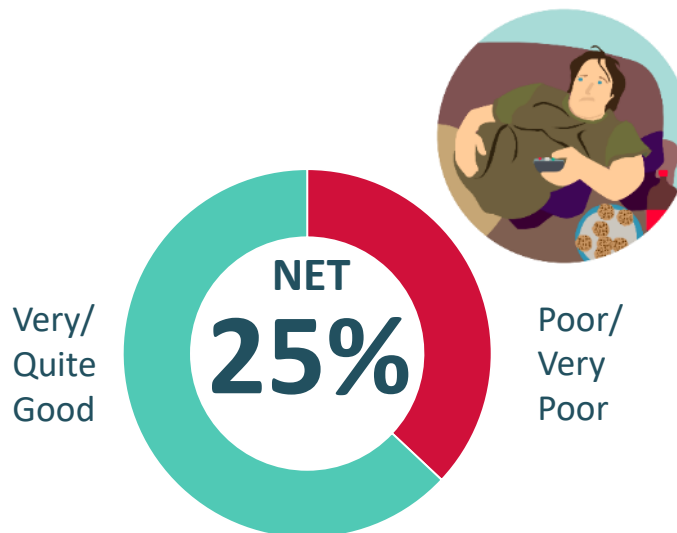
(Base; all adults across 41 countries worldwide – n = 30,883)

Ireland



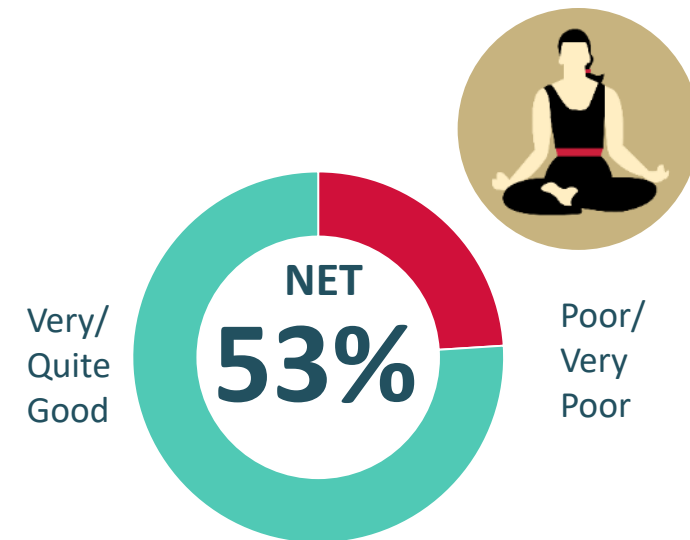
Fitness

World Ranking	36 th
World Average	38%
European Average	32%



Weight

World Ranking	29 th
World Average	34%
European Average	30%



Mood

World Average	28 th
World Average	59%
European Average	57%

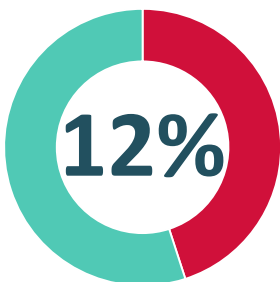
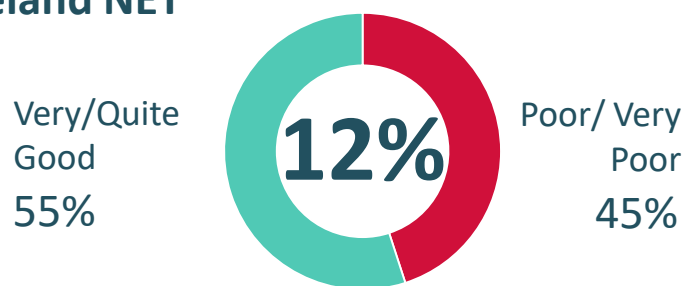
Overall Irish citizens have relatively low net fitness rating, a better net weight rating, and a positive net mood rating. However Ireland falls back into the bottom quartile of 40 countries included with regard to fitness and in the bottom half for both weight and mood.

Rating on Aspects of Health

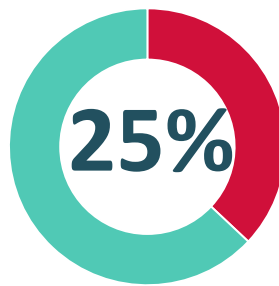
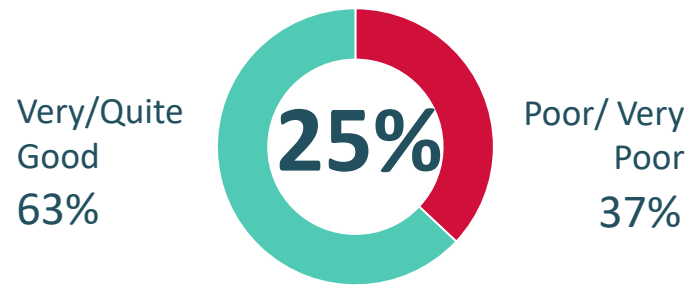
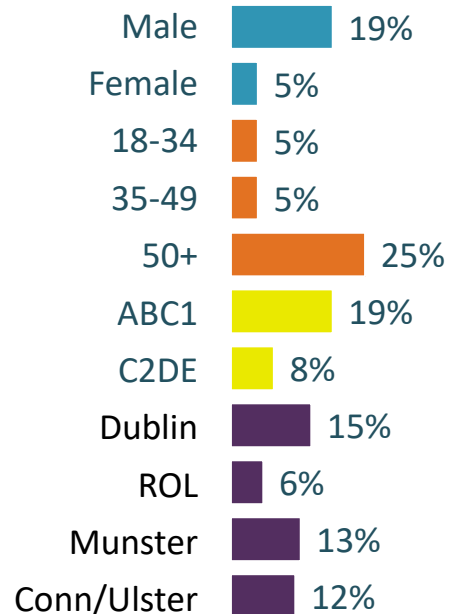
(Base: All Adults Ireland n=1015)

IRELAND

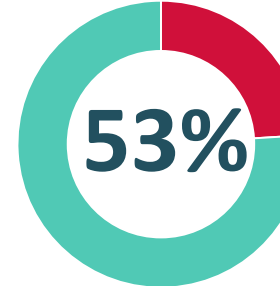
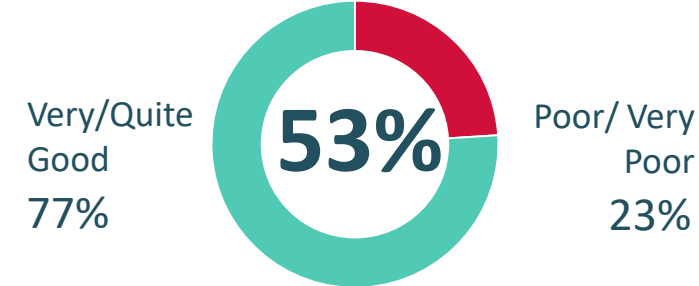
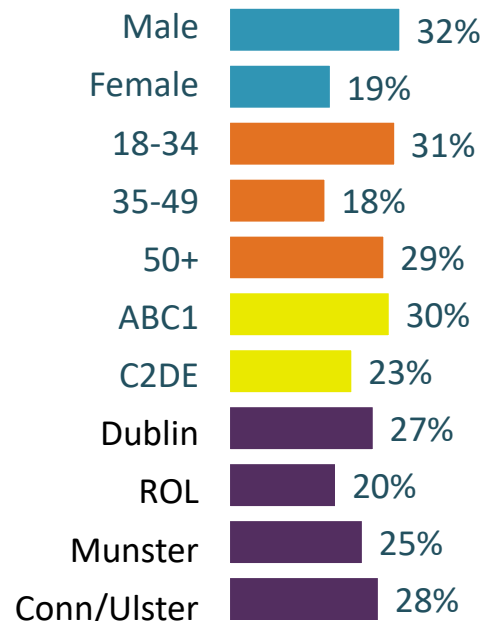
Ireland NET



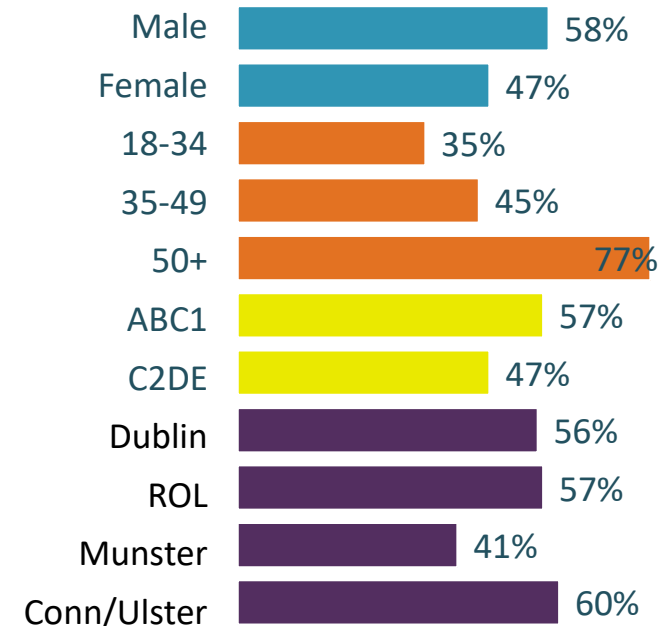
Fitness



Weight



Mood



Men in Ireland rate their fitness better than women, with older people suggesting their fitness is much better. Mood is also seen to be much more positivity rated among older citizens of Ireland.

Moderate/Frequent Usage

(Base: All Adults Ireland n=1015)

IRELAND



Smoke

17%

World Average (20%)



Drink Alcohol

38%

(19%)



Exercise

47%

(37%)



Suffer from stress

34%

(30%)



Take prescribed medicines

42%

(34%)



Sleep Poorly

36%

World Average (34%)



Go on a diet

17%

(15%)



Practice mindfulness

13%

(14%)



Buy diet or health products

10%

(16%)



Take vitamin supplements

33%

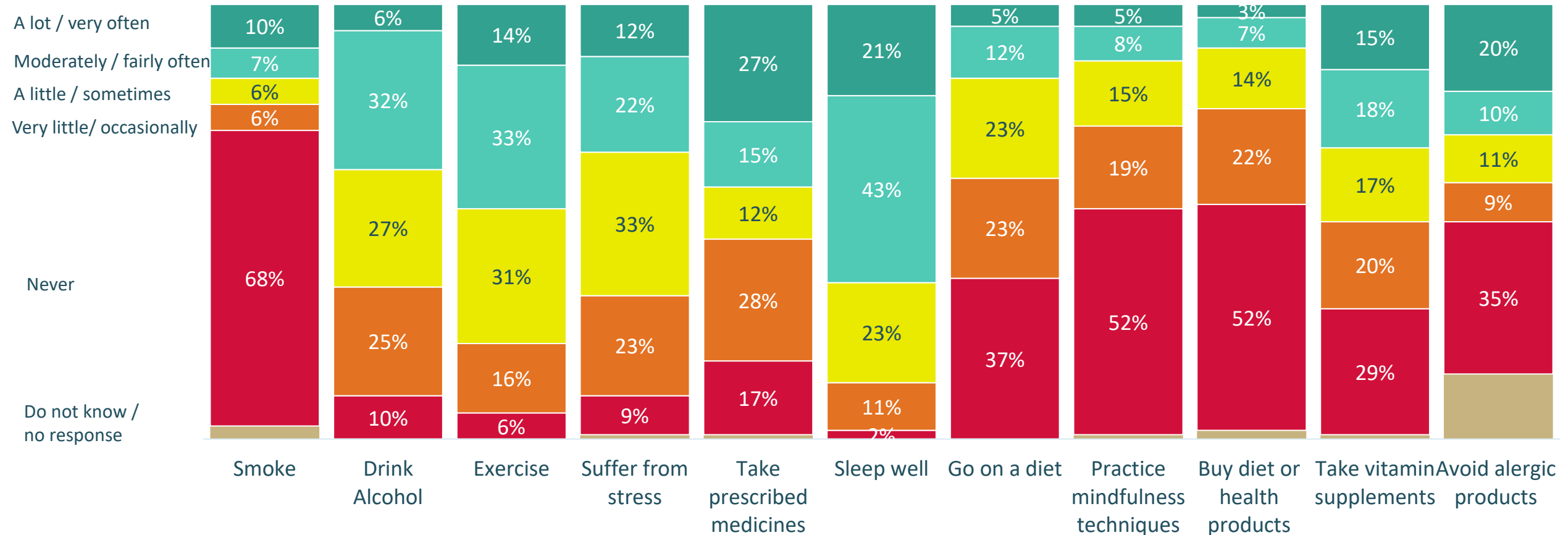
(25%)

The proportion of Irish adults that drink alcohol moderately or frequently 38% is very high vs. the world average at 19%. Moderate or Frequent exercise, taking prescribed medicines, and taking vitamins are all also high.

Frequency of Doing Each of the Following

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

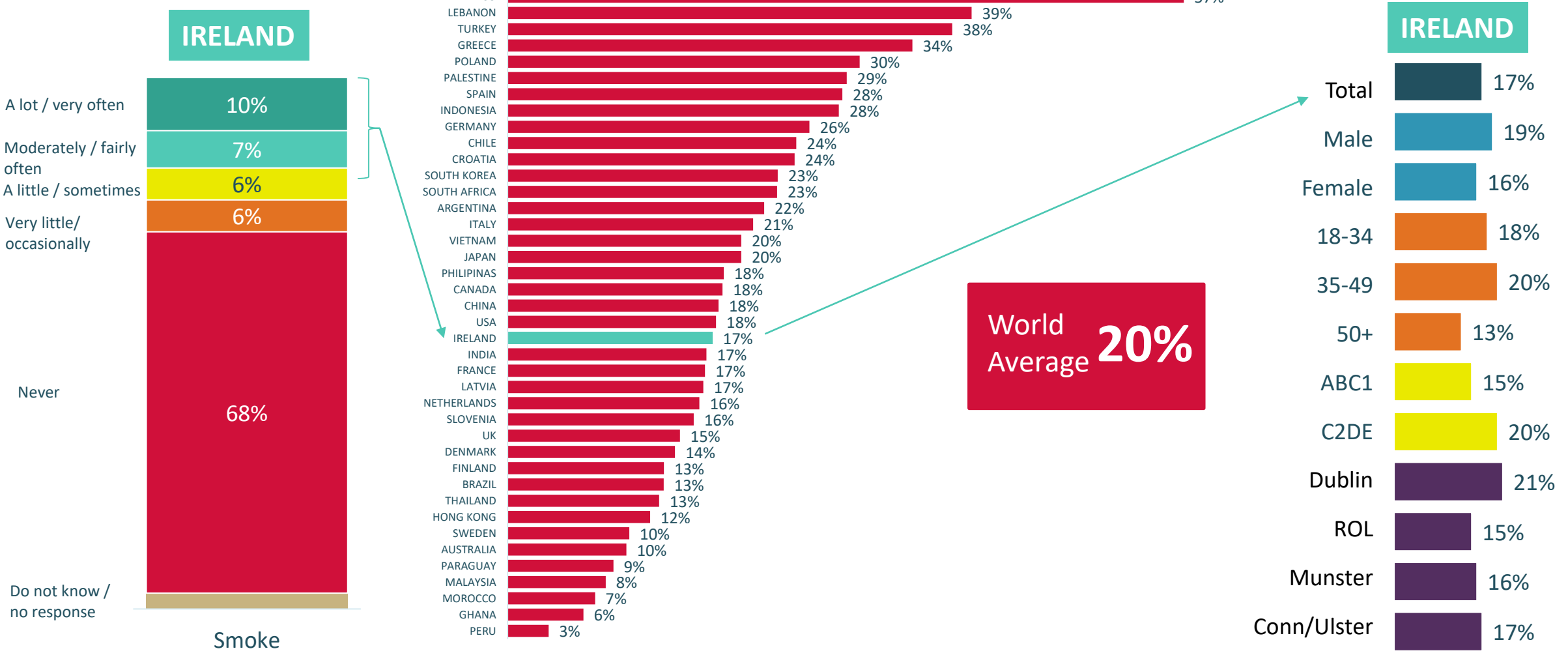
(Base: All Adults Ireland n=1015)



Despite high coverage the new health trend is still in its infancy in Ireland. Just 10% purchase diet or health product regularly and 13% practice mindfulness techniques regularly, although 46% do claim to exercise moderately or regularly. Over a third (35%) of the population of Ireland now claim to never or only occasionally drink alcohol. While the same proportion claim to suffer stress fairly or very often.

Moderate/ Frequent Usage - Smoking

(Base; all adults across 41 countries worldwide – n = 30,883)

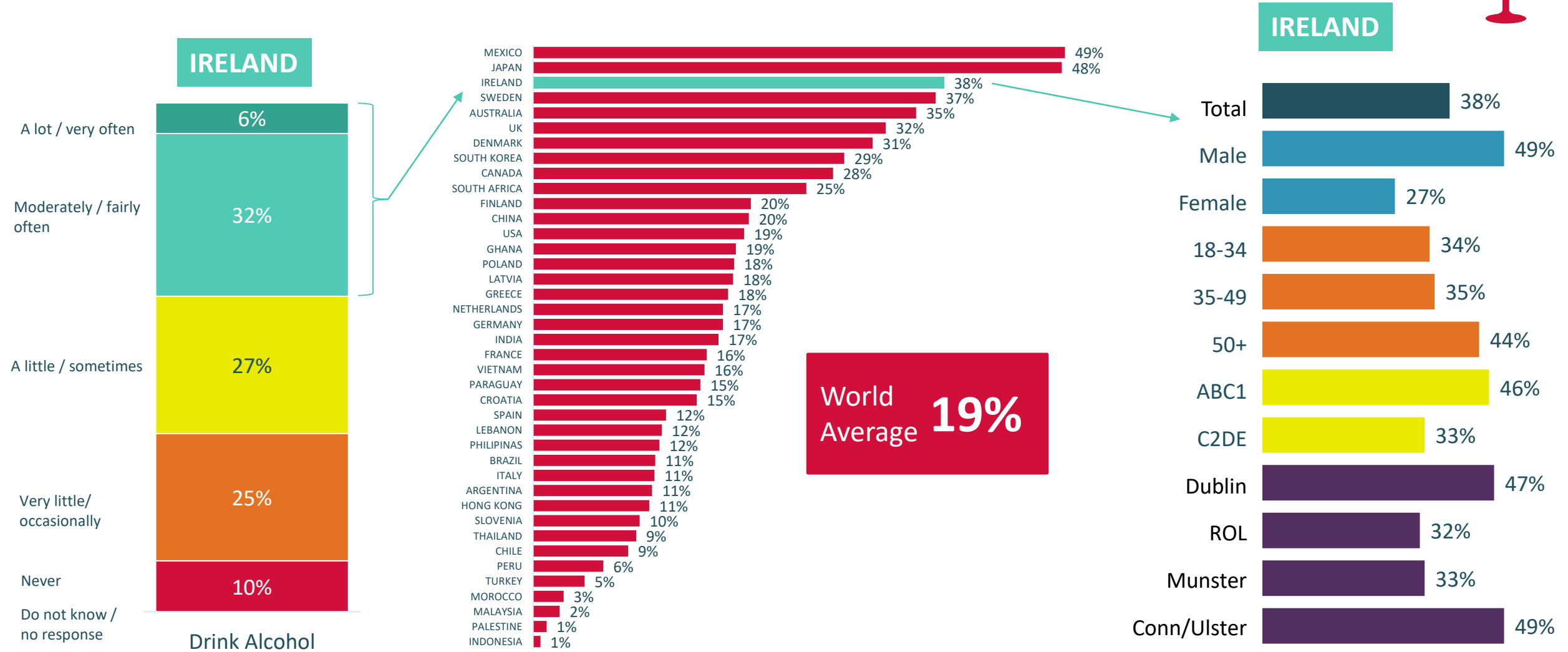


Moderate to Frequent smoking in Ireland stands at 17%, with any smoking at 29%. This is relatively good vs. the world average of 20%. Men, those in younger age groups and those living in Dublin have a higher incidence



Moderate/ Frequent Usage - Alcohol

(Base; all adults across 41 countries worldwide – n = 30,883)

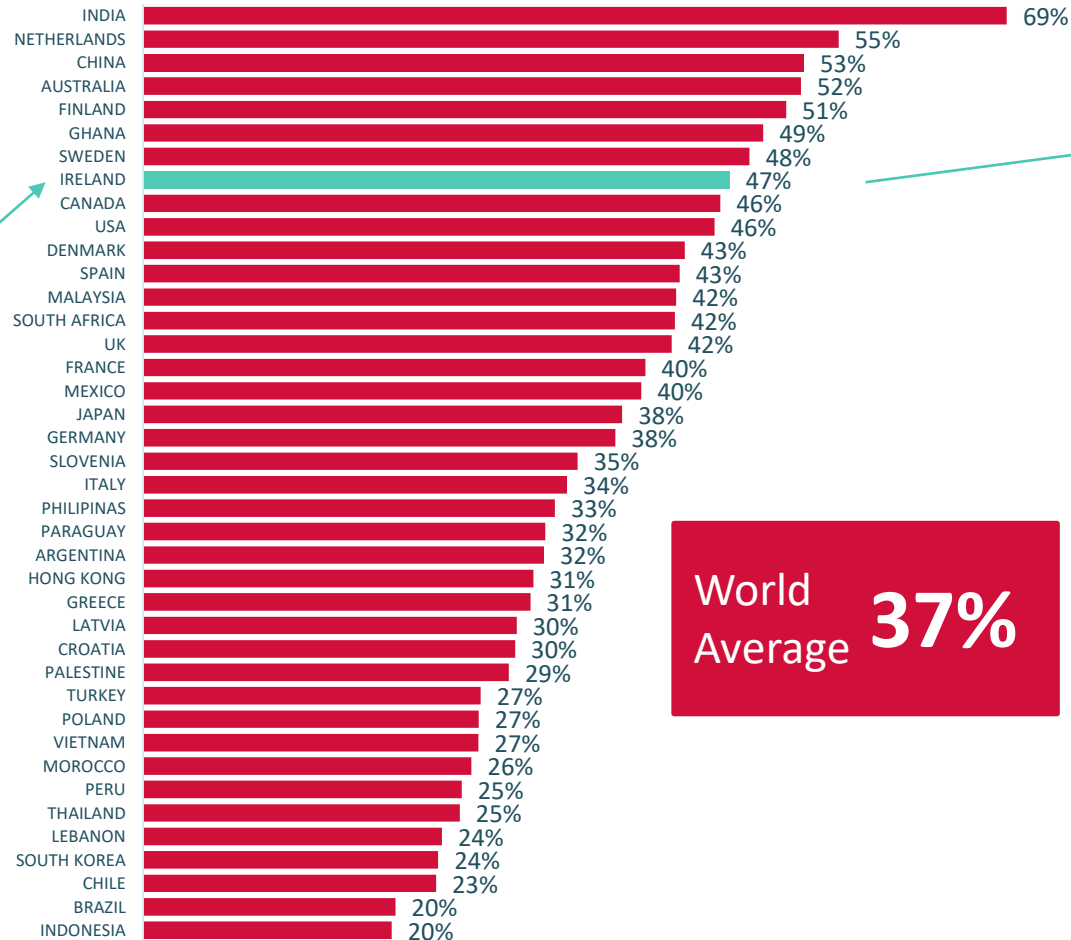
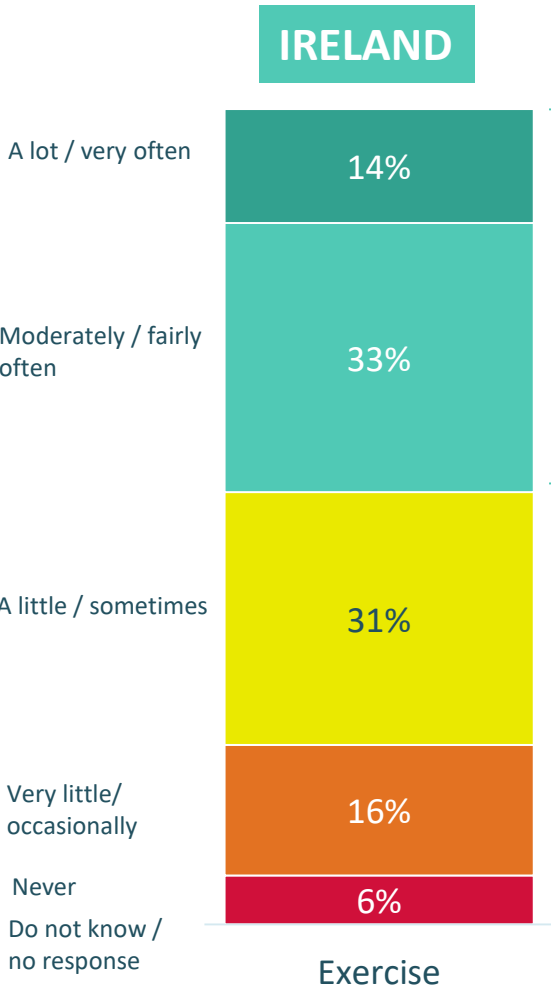


Moderate to Frequent alcohol consumption in Ireland stands at 38%. However those claiming very little or no consumption stands at 35%. Consumption is high vs. the world average, with men and older age groups with highest consumption.

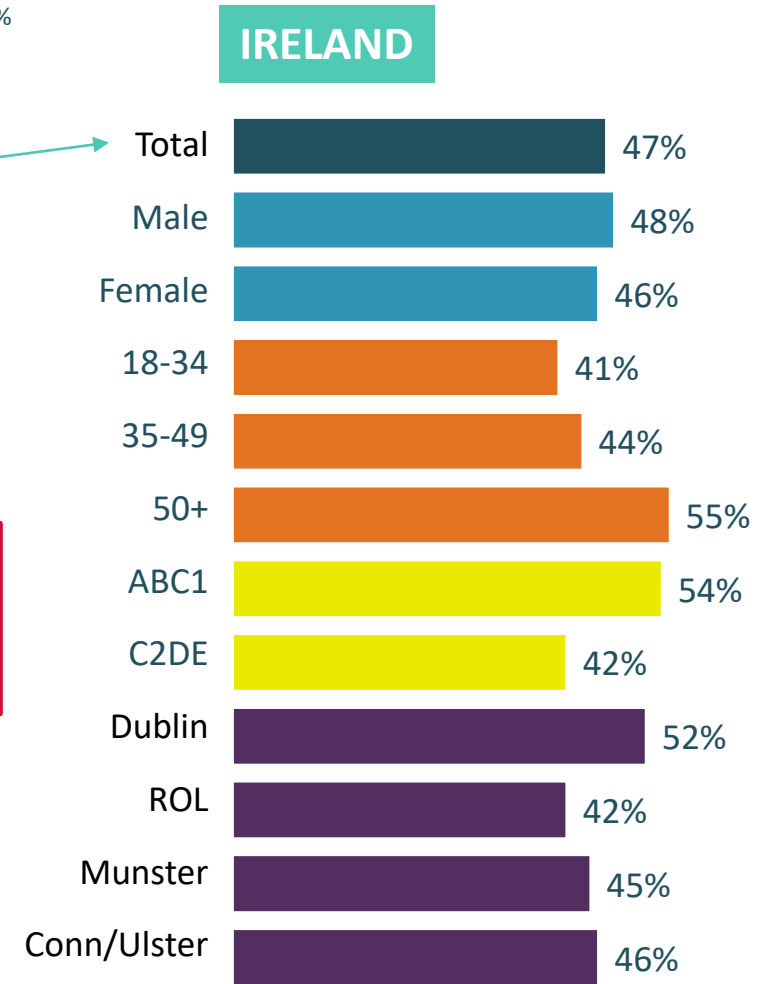


Moderate/ Frequent - Exercise

(Base; all adults across 41 countries worldwide – n = 30,883)



World Average **37%**

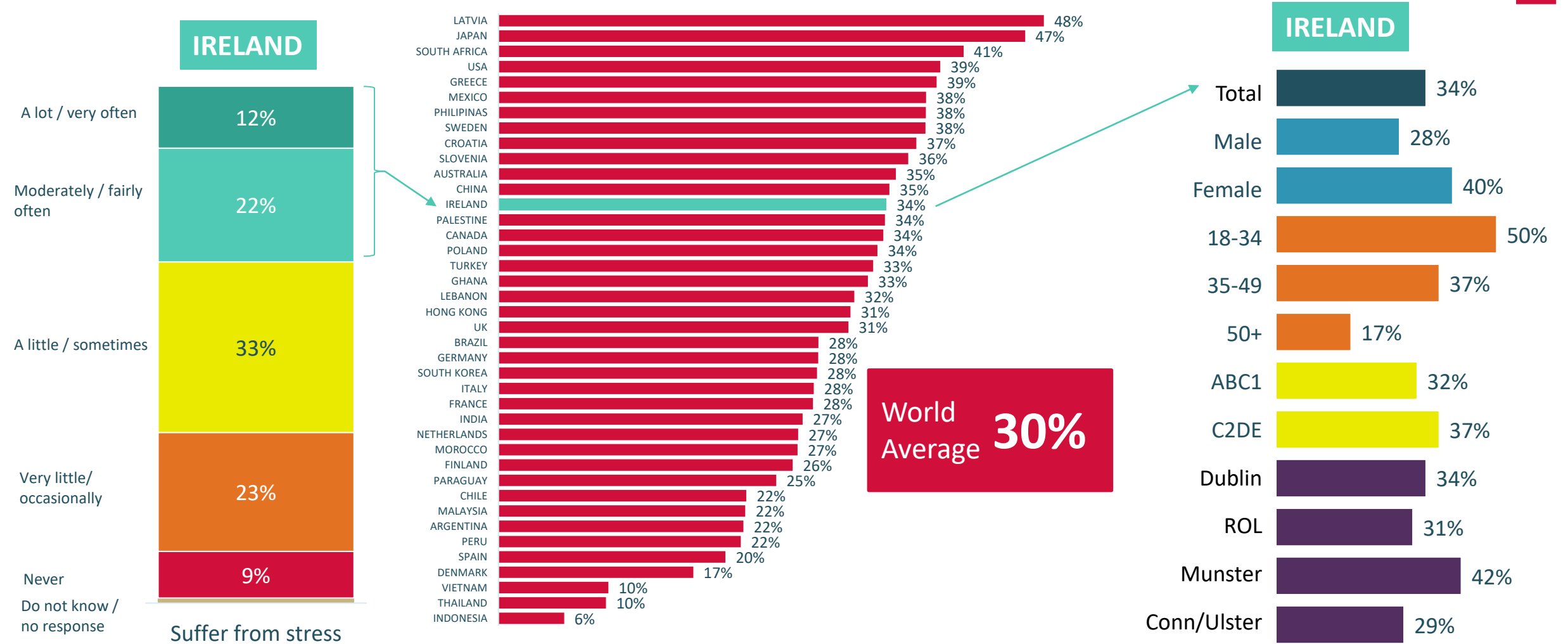


Moderate to Frequent exercise in Ireland stands at 47%. This is good vs. the world average of 37%. Those in older age groups are more likely to claim regular exercise



Moderate/ Frequent – Suffering from Stress

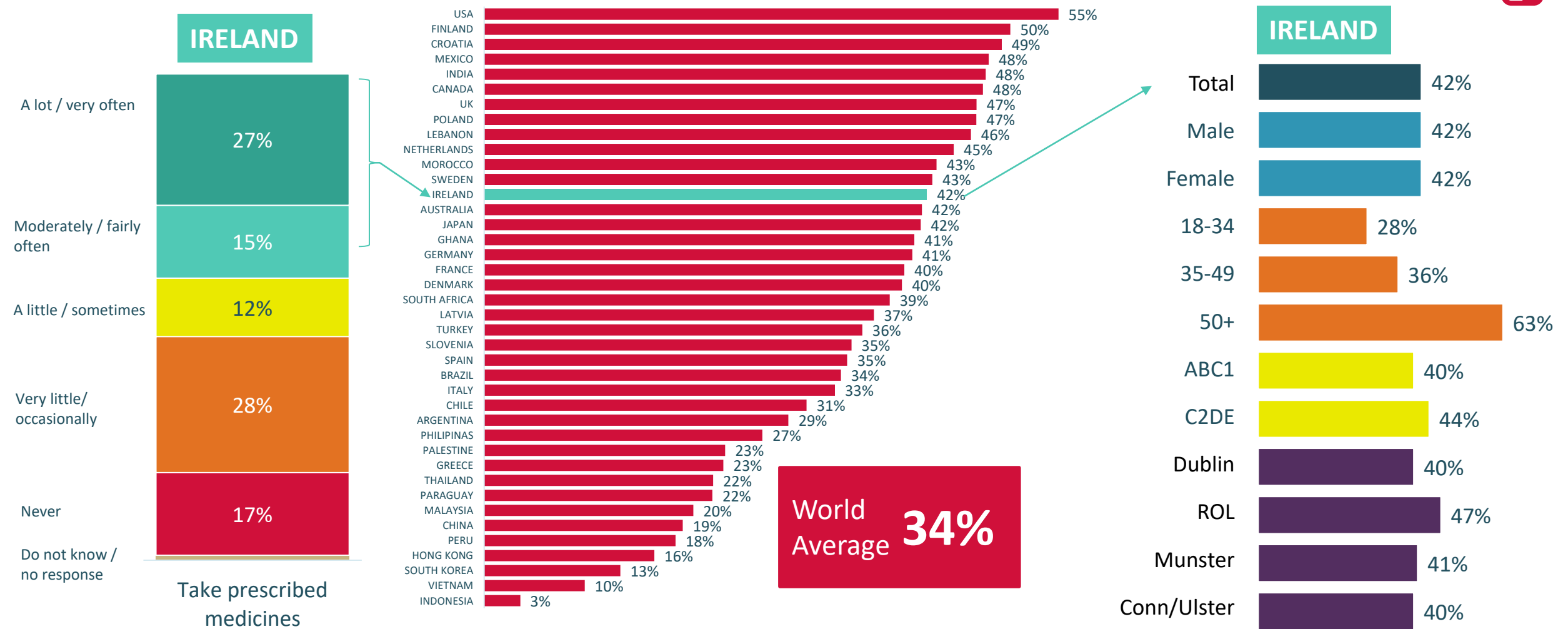
(Base; all adults across 41 countries worldwide – n = 30,883)



1 in 3 (34%) of the population of Ireland claim to suffer from stress fairly or very often, slightly ahead of the world average. Women, those in younger age groups and those living in Munster are have highest claimed levels of stress

Moderate/ Frequent – Take Prescribed Medicines

(Base; all adults across 41 countries worldwide – n = 30,883)

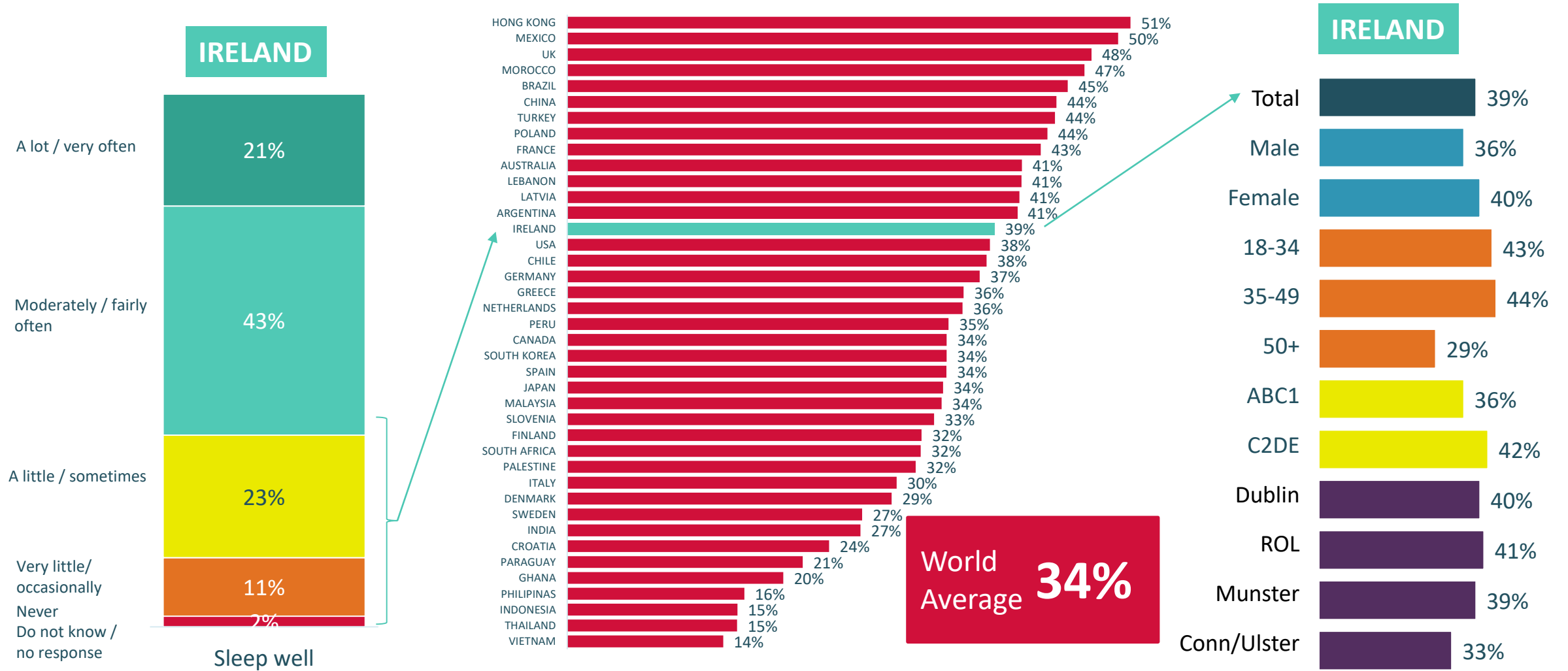


Over 2 in 5 (42%) of the Irish population claim to take prescribed medicine fairly or very often, some way ahead of the world average. Older age groups drive high levels of incidence



Only Sleep Well either Sometimes, Occasionally or Never

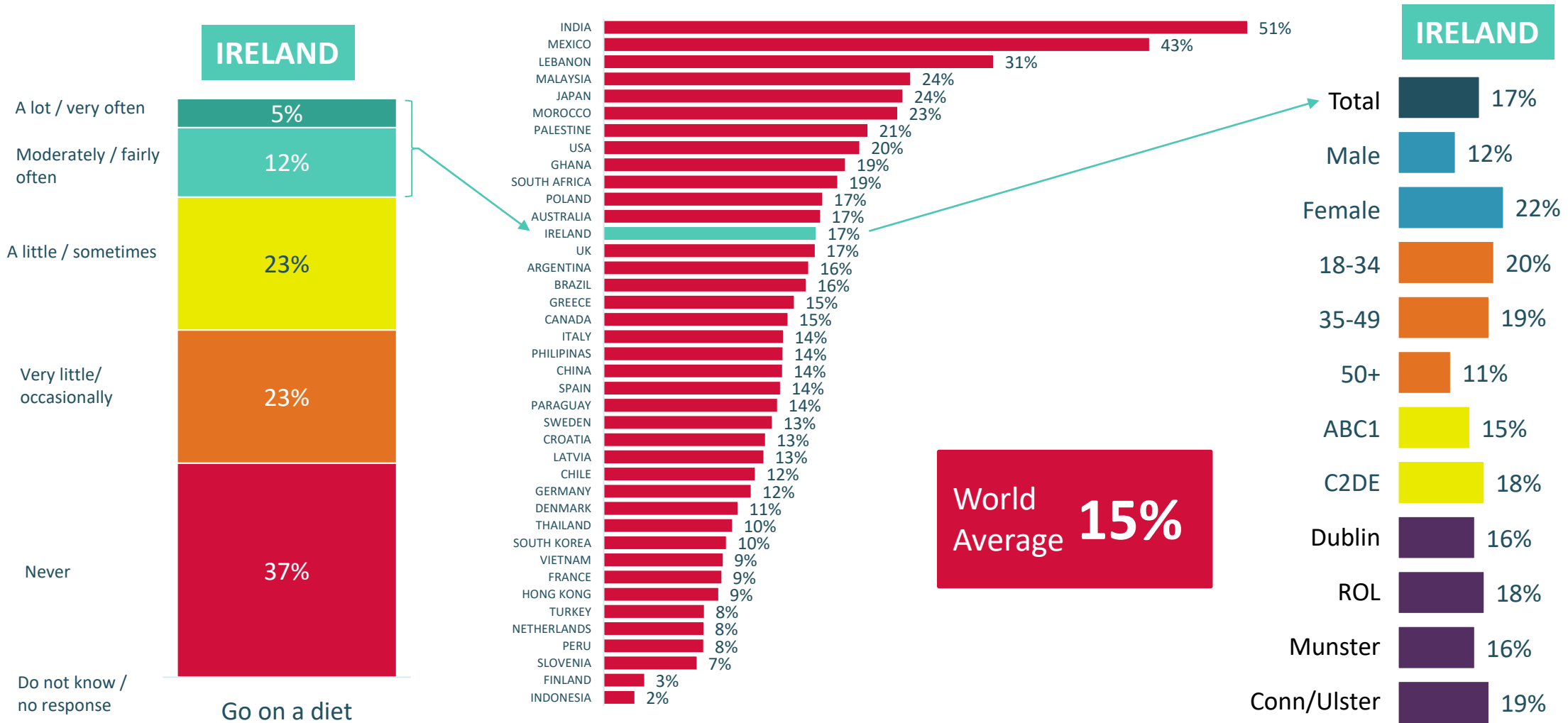
(Base; all adults across 41 countries worldwide – n = 30,883)



Almost 2 in 5 claim to NOT sleep well regularly, with 13% suggesting they only sleep well occasionally or never. Those in younger age groups are more likely to claim they sleep poorly.

Moderate/ Frequent – Go on a Diet

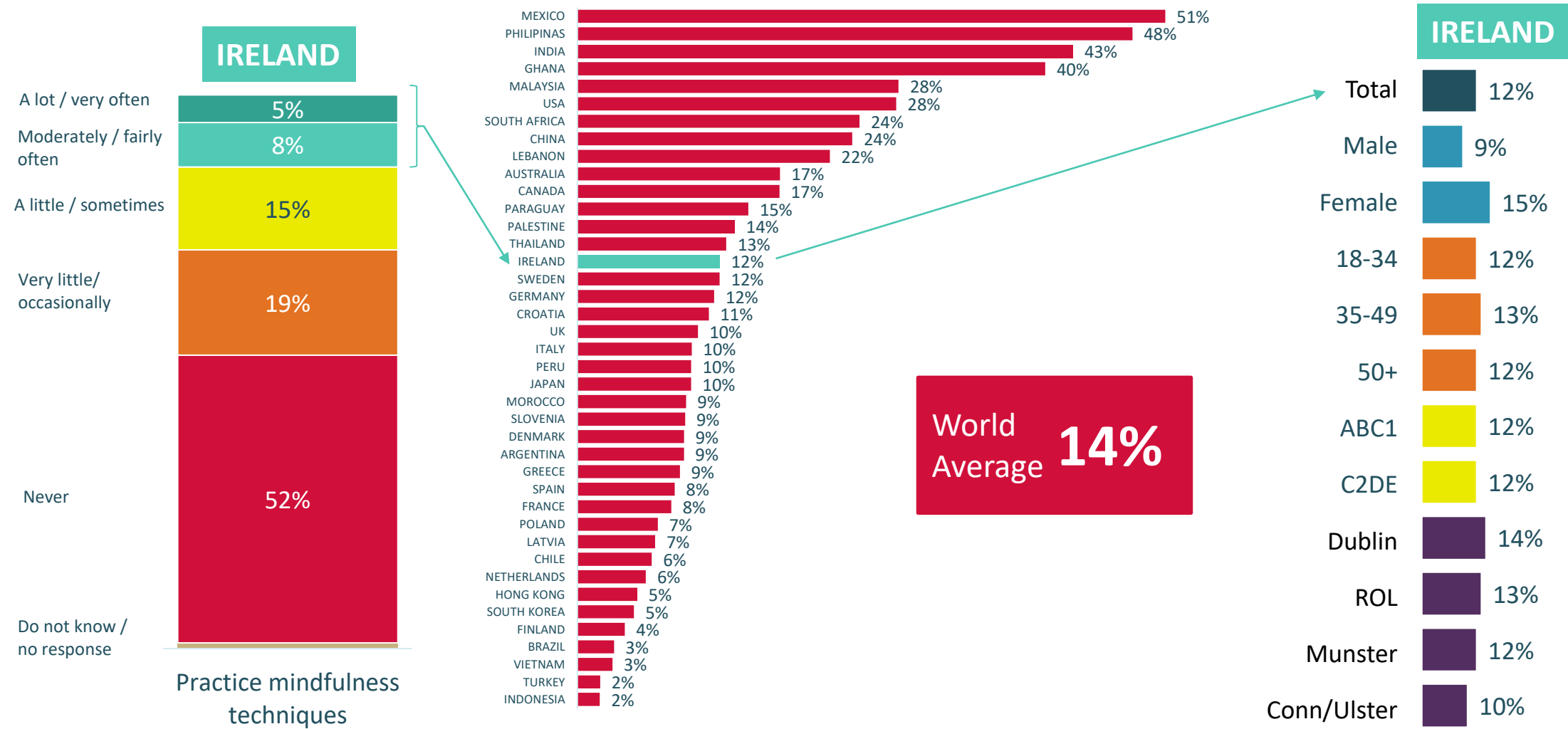
(Base; all adults across 41 countries worldwide – n = 30,883)



17% of the Irish population claim to regularly be on a diet, with 37% suggesting that they never diet. Women are more likely to be on regular diets.

Moderate/ Frequent – Practice Mindfulness Techniques

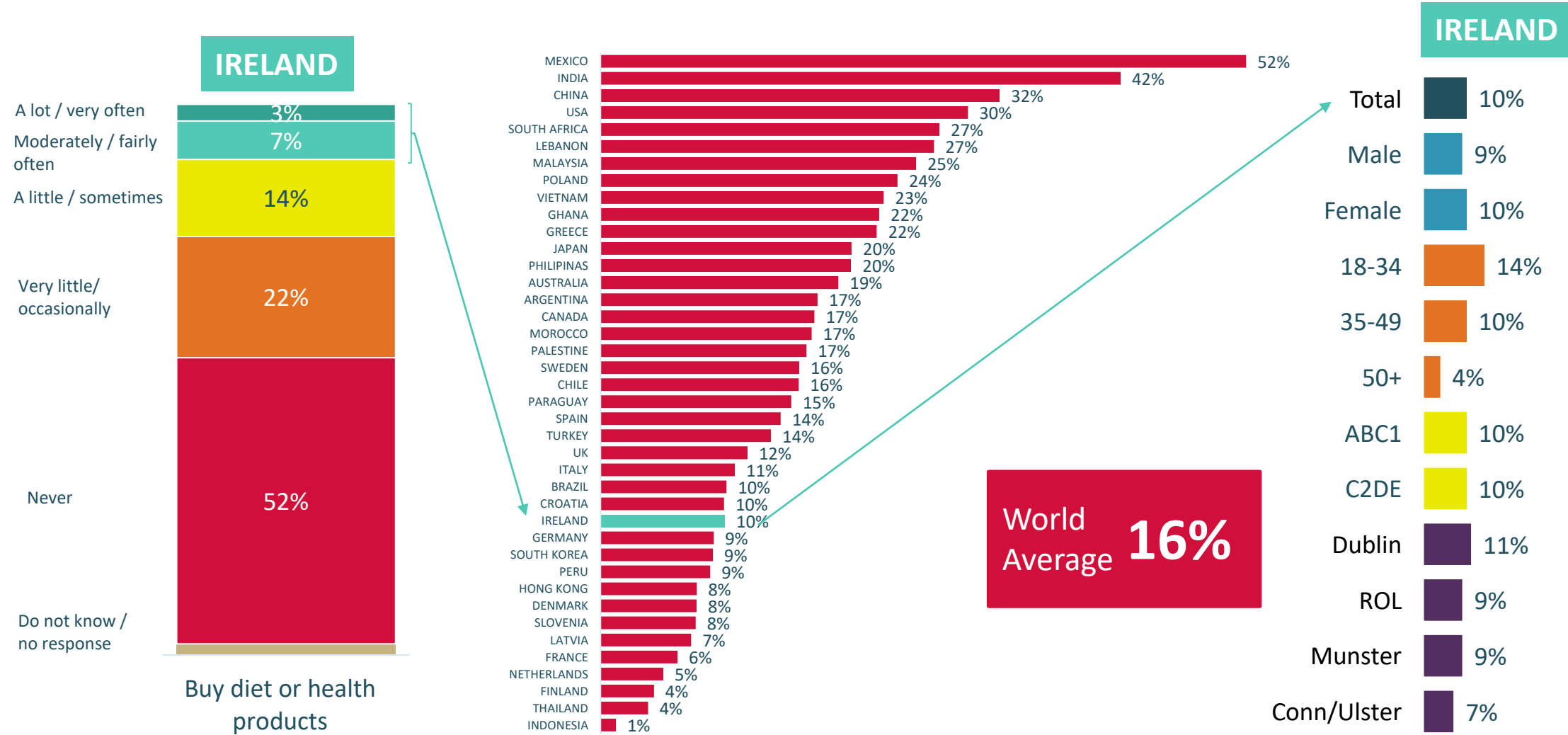
(Base; all adults across 41 countries worldwide – n = 30,883)



Just over 1 in 10 Irish adults claim to regularly partake in mindfulness techniques such as meditation, but almost half claim to try these techniques on some occasion. Women are slightly more likely to partake in mindfulness techniques regularly.

Moderate/ Frequent – Purchase Diet or Health Based products

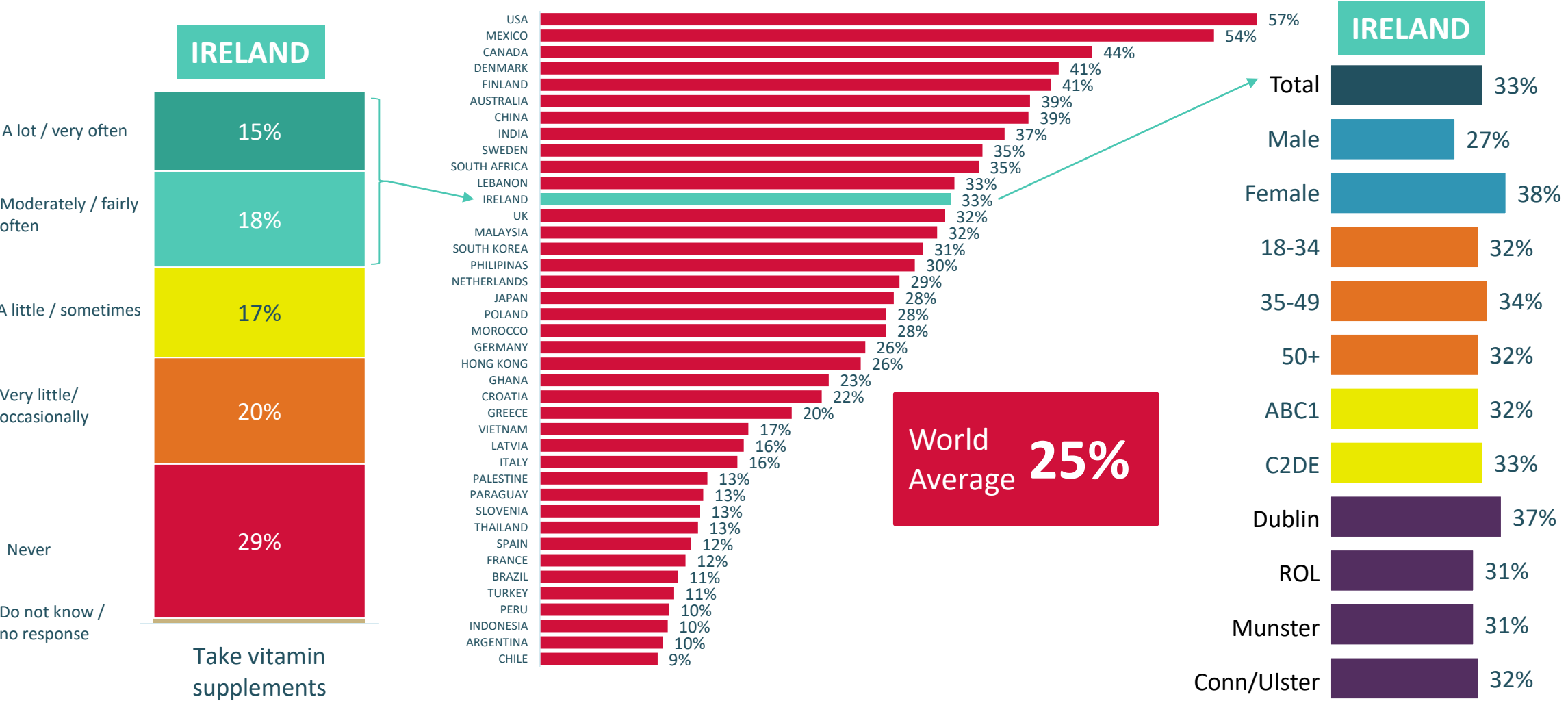
(Base; all adults across 41 countries worldwide – n = 30,883)



1 in 10 also claim to purchase diet or health products, which is relatively low vs the world average. Younger citizens are more likely to purchase these products

Moderate/ Frequent – Take Vitamin Products

(Base; all adults across 41 countries worldwide – n = 30,883)



A third of all adults in Ireland claim to take vitamins at moderately or frequently, some way ahead of the world average, which is led by the USA. Women are more likely to take vitamins.

Sample and Methodology

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

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About the WIN Survey

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

Our assets are:

- Thought leadership: access to a group of the most prominent experts and business entrepreneurs in Market Research, Polling and Consultancy
- Flexibility: tailor-made global and local solutions to meet clients' needs
- Innovation: access to the latest strategic consultancy, tool development and branded solutions
- Local experts: access to a network of experts that truly understand the local culture, market and business needs
- Trust: 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.

**THANK
YOU**

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