

**REDC**



# WIN World Survey *World Health Index*

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# WIN World Health Survey – Headlines Ireland



1

The perception in Ireland of being healthy remains fairly stable in 2021, following another year of the global pandemic. Young people in particular are feeling more and more healthy over time.

2

The economic divide on health remains. Those in less well off groups remain significantly less likely to take part in exercise, eat healthy, and sleep well. Incidence of smoking is also higher among the group.

3

Longer term positive trends in the decline in alcohol consumption are noted, but men and those in Dublin in still display much higher frequency of consumption.

4

Despite the significant drop in stress level among younger age groups, the ratio is still very high (+10%) when compared to world average for the group.

5

Younger adults are however sleeping better, have reduced consumption of alcohol, and are smoking less frequently, but still claim to eat less healthily vs. older age groups.

6

Compared to other countries, Ireland is well-positioned with regard to exercise, healthy eating and smoking, but attention is still required to improve stress, sleep, and especially alcohol consumption.

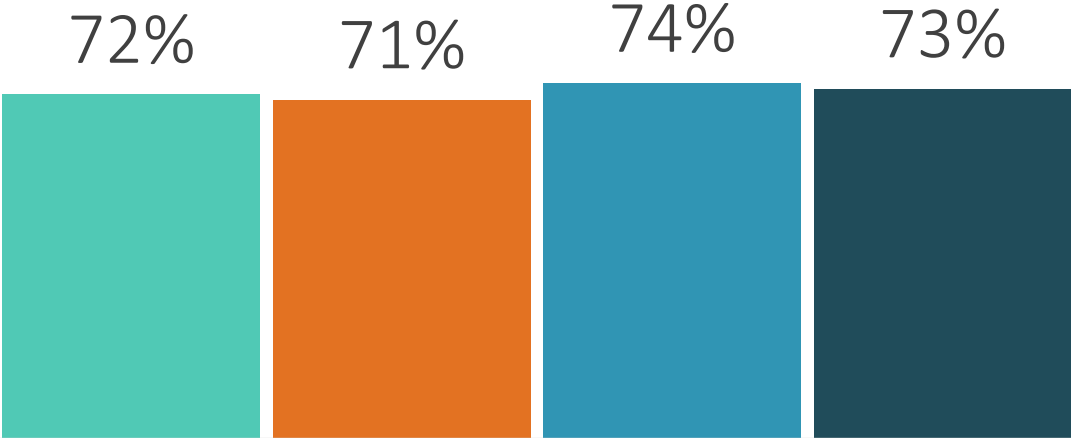
01

What are Irish perceptions on their health?



# Perception of being healthy remains stable in 2021

% consider their overall health generally to be...  
'Very Healthy/Healthy'



All adults aged 18+

■ 2018 ■ 2019 ■ 2020 ■ 2021



(Base: All Adults Ireland n=1,020)

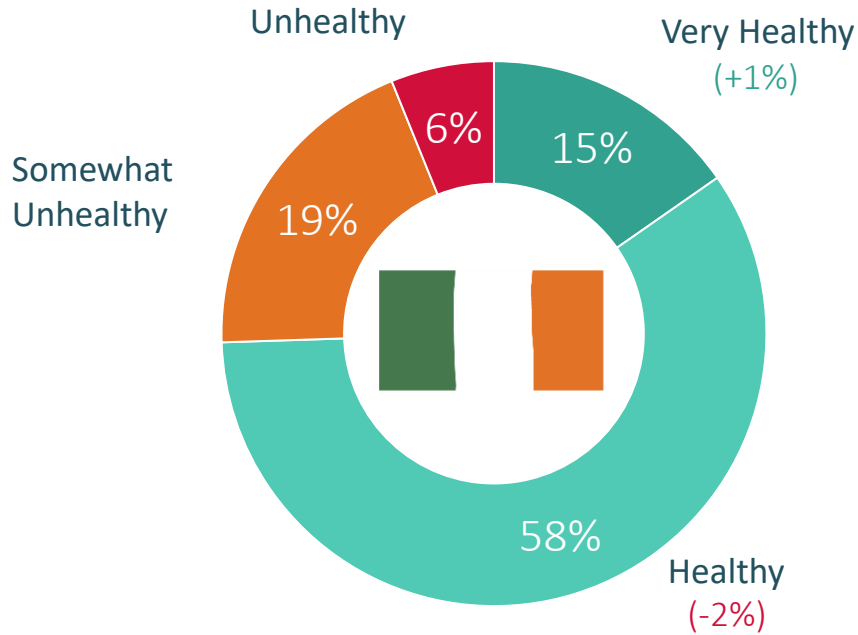


# Significant economic divide on health remains



Those is less well off groups see a further decline in how healthy they feel they are, while those in more upmarket groups see the greatest improvement in the perception of their health.

## Self Reported Health - Ireland



**73% (-1%)**  
NET Very Healthy/Healthy

			vs 2020
	Total	73%	-1%
<b>Gender</b>	Male	72%	-2%
	Female	74%	=
<b>Age</b>	18-34	81%	+2%
	35-54	69%	=
	55+	71%	-5%
<b>Social Class</b>	ABC1	80%	=
	C2DE	66%	-1%
<b>Region</b>	Dublin	72%	-5%
	ROL	74%	+5%
	Munster	73%	-3%
	Conn/Ulster	72%	-2%

( ) vs 2020

○ Indicates significant difference vs. Total

▲ ▼ Indicates significant difference vs. 2020

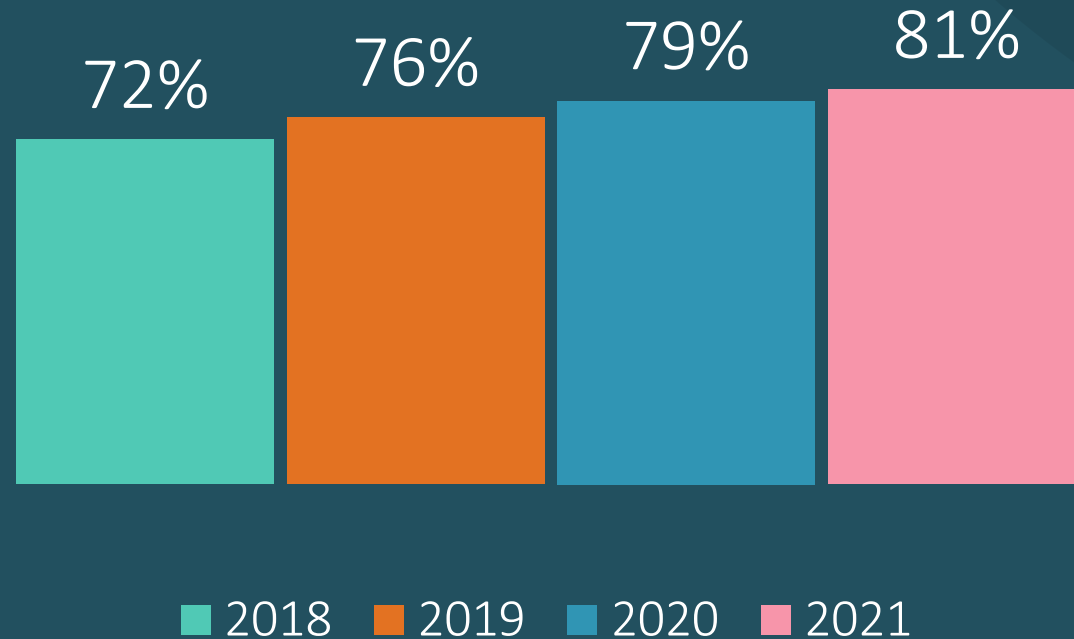
(Base: All Adults Ireland n=1,020)

# Younger people especially are feeling more and more healthy over the last 4 years

Over 4 in 5 of 18-34-year-olds now claim to be feeling healthy.

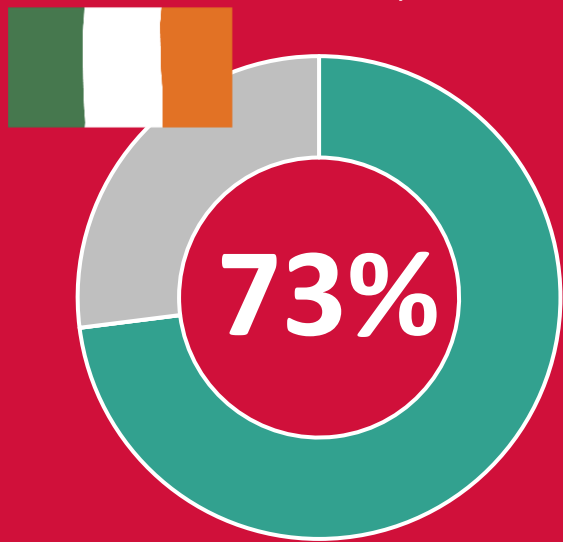


% of 18-34 year olds who consider their overall health generally to be...  
'Very Healthy/Healthy'

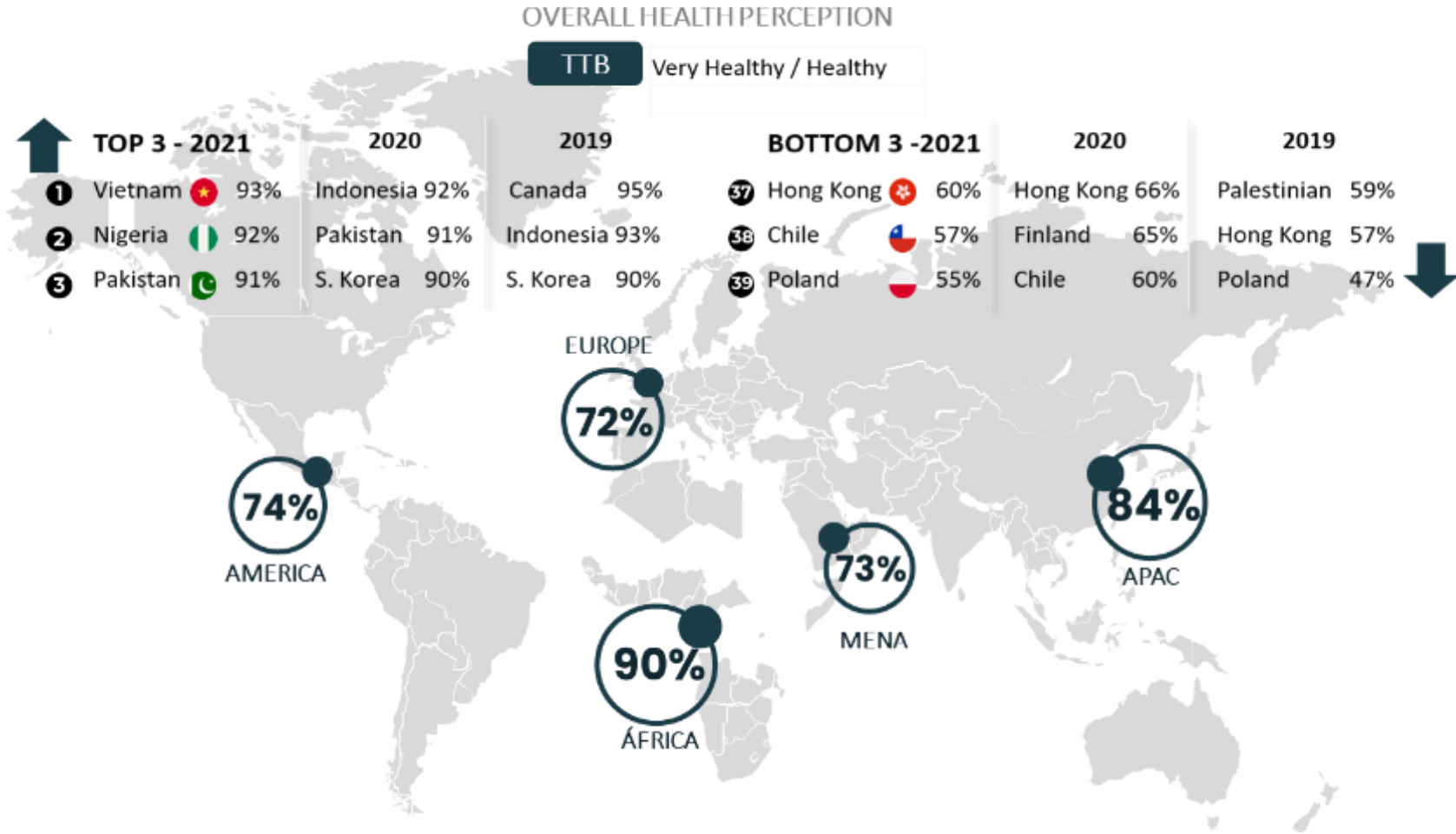


# Ireland's perception on health is in line with Europe, but behind Africa and APAC regions

Proportion of Irish population that generally believe they are healthy



(Base: All Adults Ireland n=1,020)



Source: WIN 2021. Base: 33 236 cases

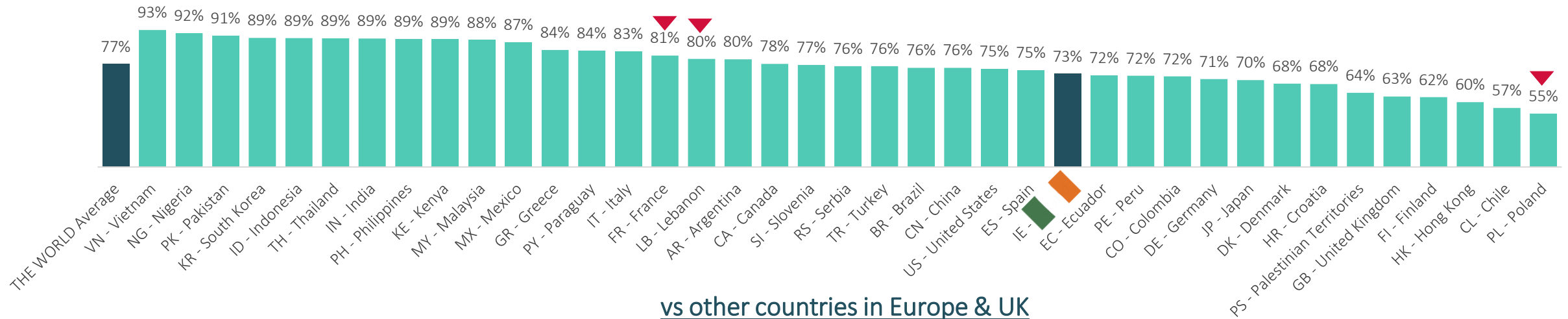
# Irish perceived health is below World average



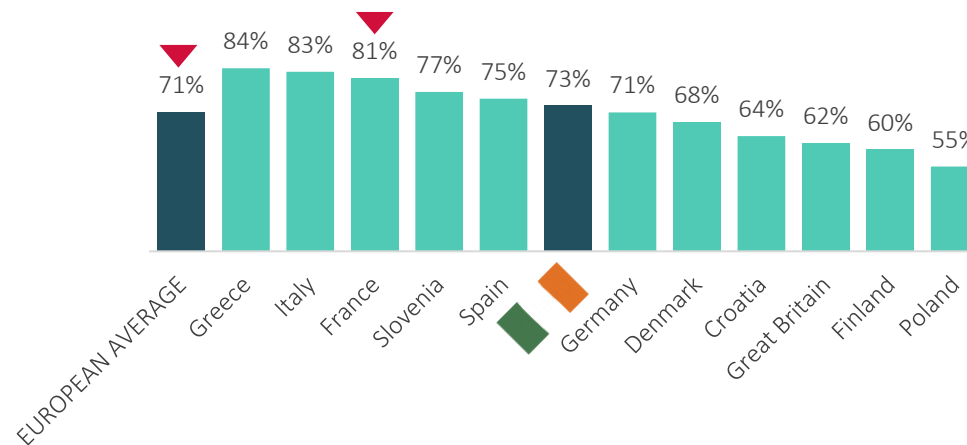
However, we see Ireland ahead of Germany, Denmark, and near neighbour Great Britain.

% of people Globally who regard themselves as Very Healthy or Healthy

Vs other countries Globally



vs other countries in Europe & UK



(Base: all adults across 39 countries worldwide – n=33,236)

▲ ▼ Indicates significant difference vs. 2020



02

# Health Related Habits



# Irish have maintained good habits since 2018

## GOOD Habits

% who do each 'A lot/very often/moderately/fairly often



Eat Healthy

68%



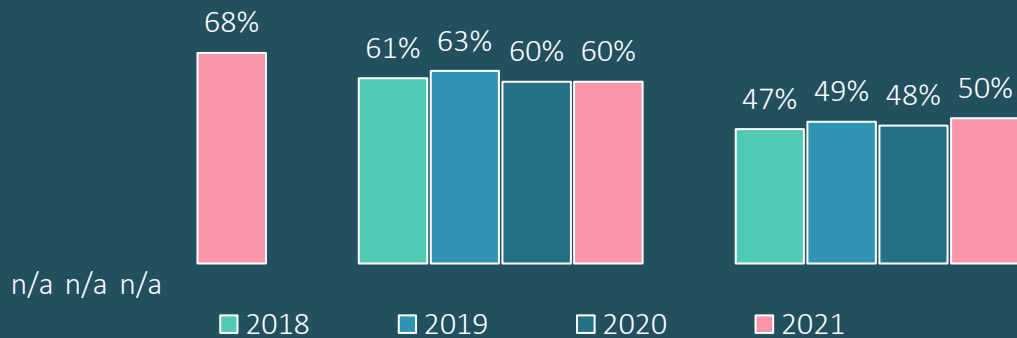
Sleep Well

60%



Exercise

50%



# While drinking and smoking have tapered off



## BAD Habits

% who do each 'A lot/very often/moderately/fairly often



Suffer from stress

35%



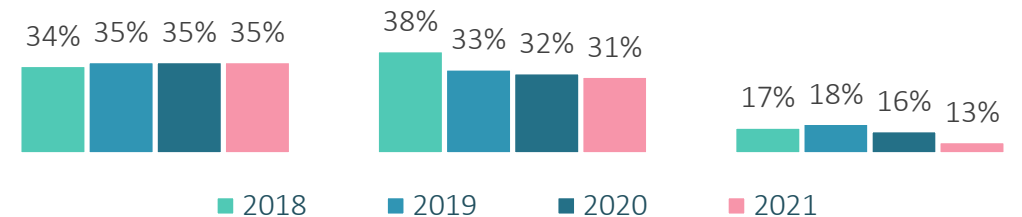
Drink Alcohol

31%



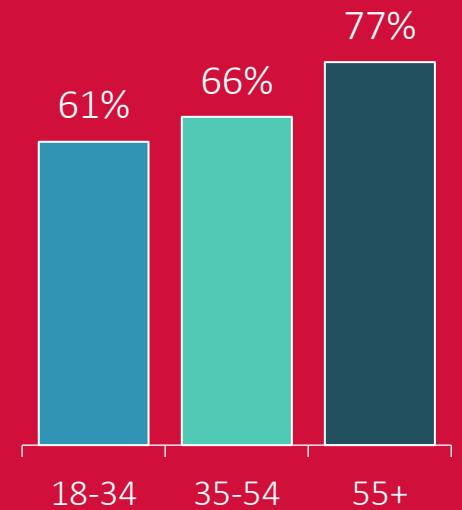
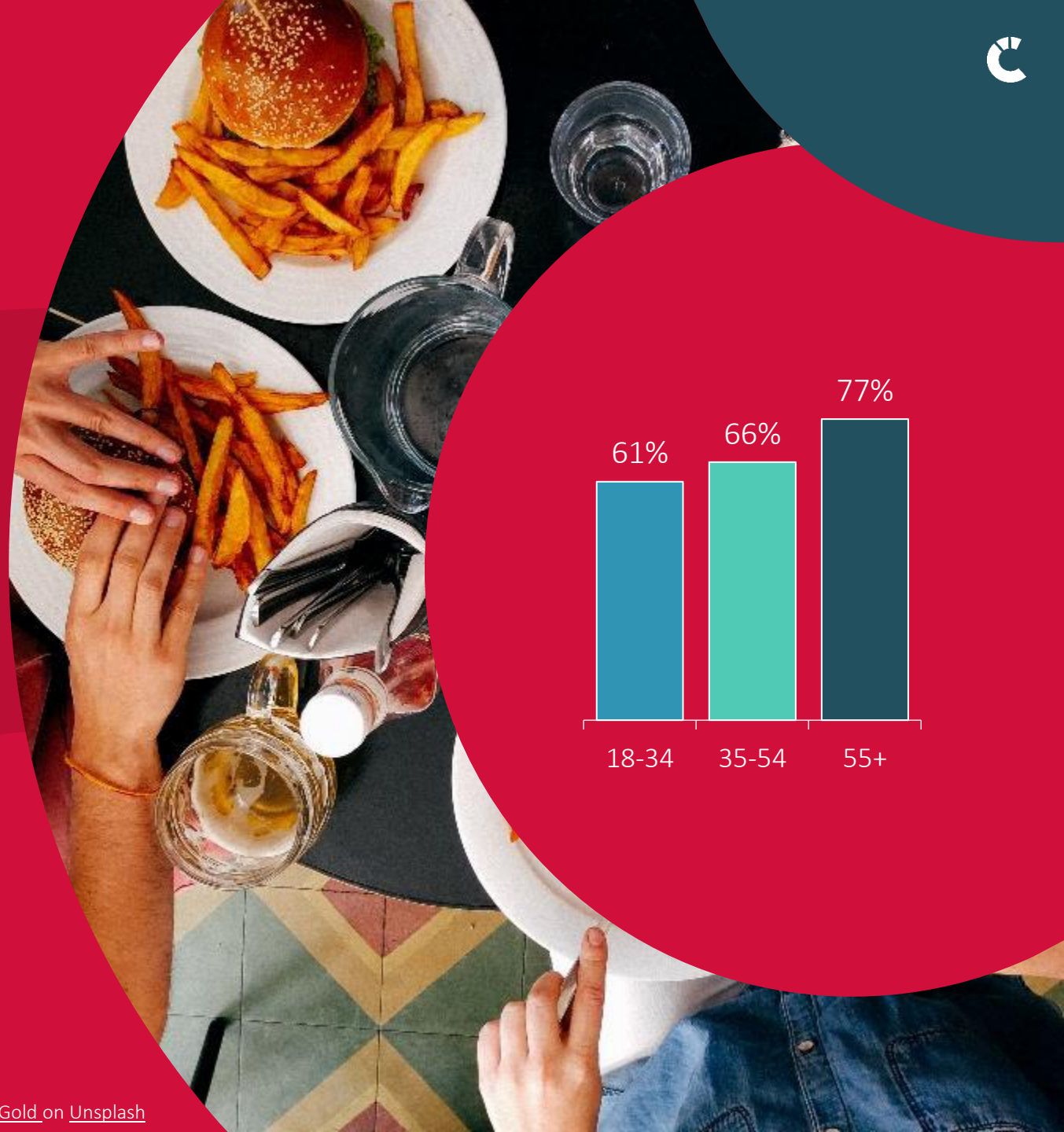
Smoke

13%



# 61%

of 18-34-year-olds eat healthy vs 77% in of those aged 55+



# Health habits poorer among lower social class groups



Eating healthy, sleeping well, exercising, stress & smoking are greater problems amongst lower social grades.

Ireland's Health Habits – those who do each 'A lot/very often/moderately/fairly often'



Eat Healthy

68%



Sleep Well

60%



Exercise

50%



Suffer from stress

35%



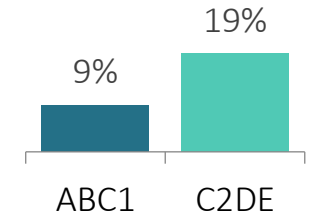
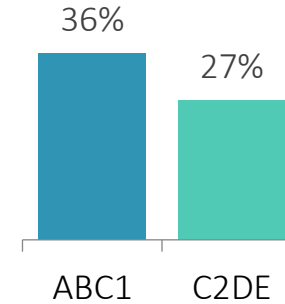
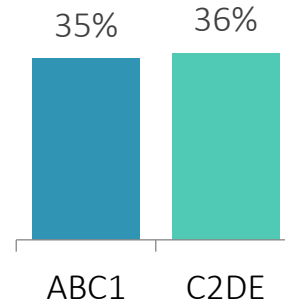
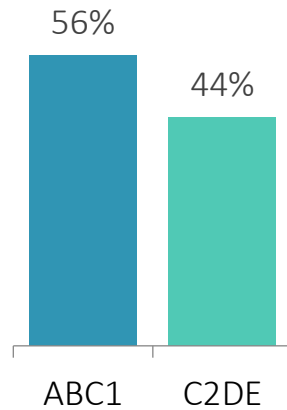
Drink Alcohol

31%



Smoke

13%



# We see evidence of eating habits improving with age



Those aged 55+ age significantly more likely to claim to eat healthy, while 18-34-year-olds are much less likely to claim to this despite majority doing this.



Ireland's Health Habits – those who do each 'A lot/very often/moderately/fairly often'



Eat Healthy

68%



Global Ave.

67%





# Sleep is positively impacted among those in Rest of Leinster



There are indications that those in ROL were more at ease in 2021 and sleeping better as compared to 2020.

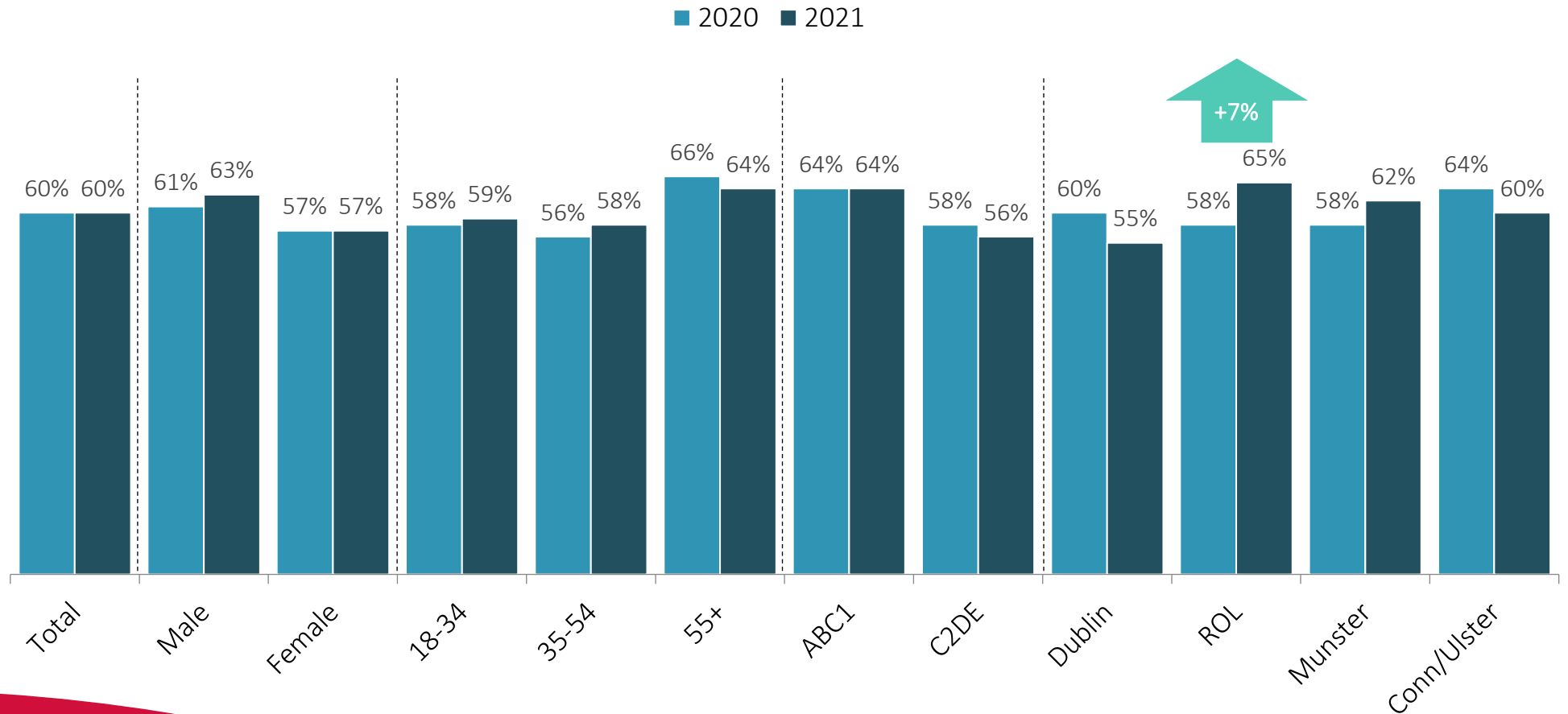
Ireland's Health Habits – those who do each 'A lot/very often/moderately/fairly often'



Sleep Well  
**60%**  
(=)



Global Ave.  
**65%**



Significant change vs 2021

(Base: All Adults Ireland n=1,020) ○ Indicates significant difference vs. Total

# Exercise habits have especially improved amongst 35-54's



However, 55+ ages have struggled to keep this level of activity up in the last year, and despite having higher levels of exercise they have reported a decline in the past year.

Ireland's Health Habits – those who do each 'A lot/very often/moderately/fairly often'



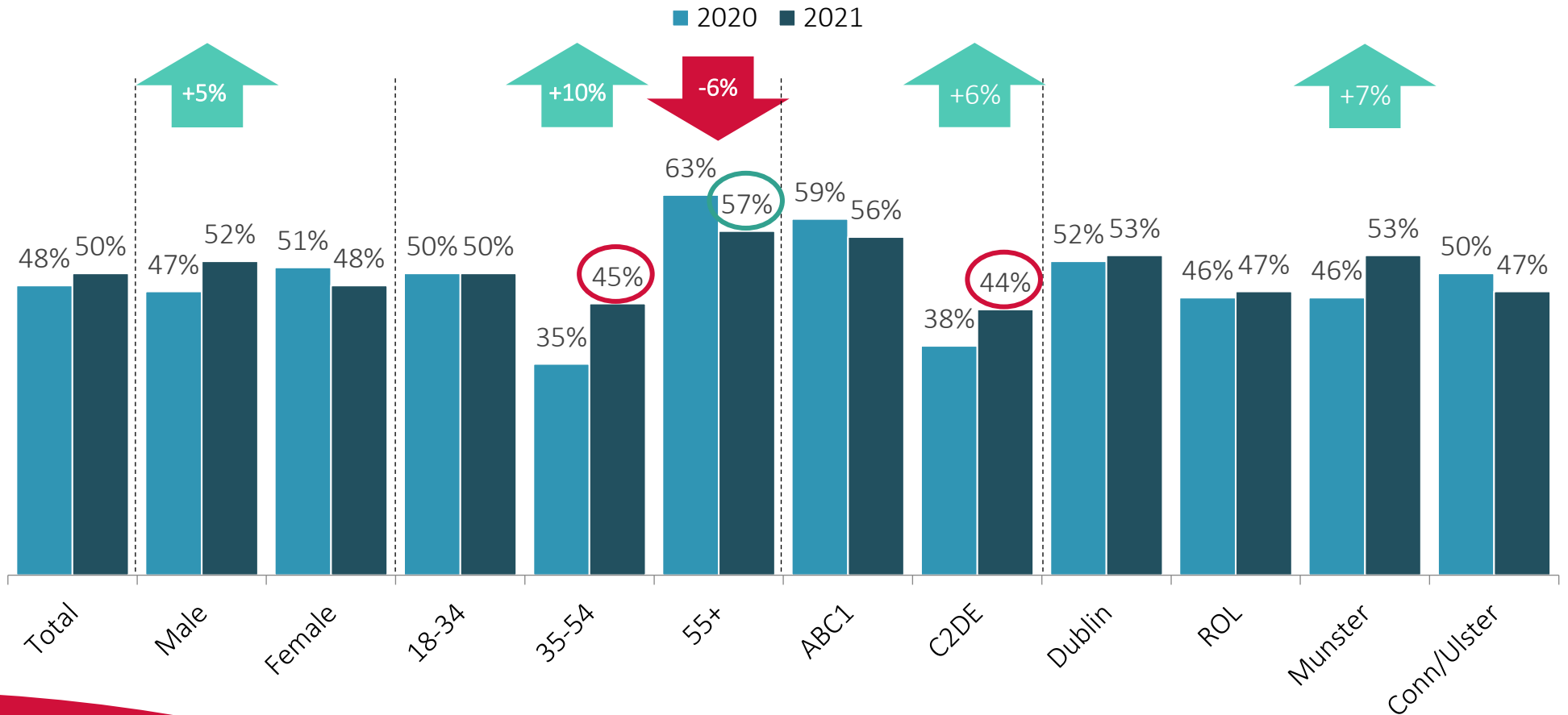
Exercise

50%  
(+2%)



Global Ave.

40%



Significant change vs 2021

(Base: All Adults Ireland n=1,020) ○ Indicates significant difference vs. Total

47%

of all those aged  
18-34 in Ireland  
now claim to  
regularly feel  
stressed



# Despite decline in 2021, stress levels still highest among 18-34's



Those aged 55+ state higher stress in 2021, while it drops for C2DE & those in Rest of Leinster. Those in Dublin region are more likely to feel stressed than those who live outside the capital.

Ireland's Health Habits – those who do each 'A lot/very often/moderately/fairly often'



Suffer from stress

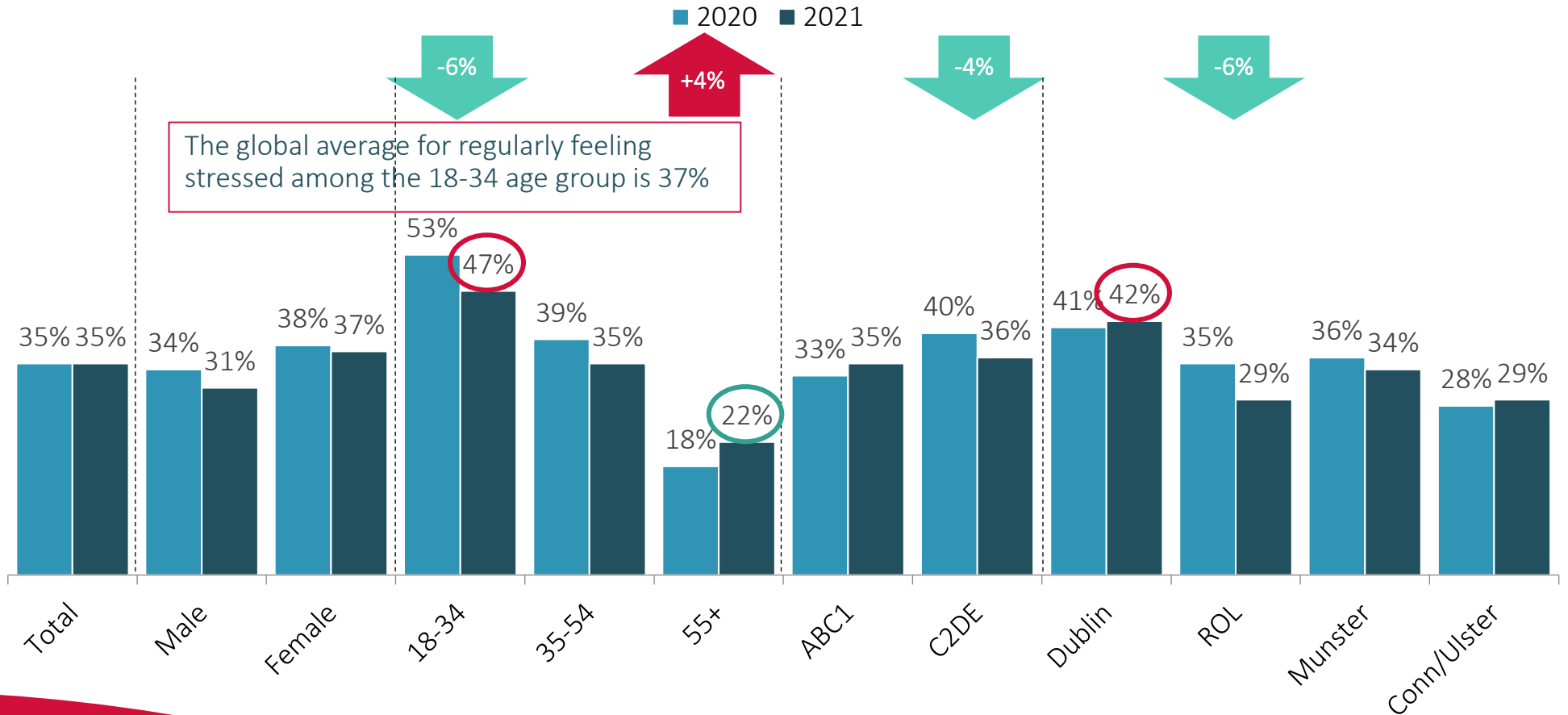
**35%**

(=)



Global Ave.

**33%**



Significant change vs 2021

(Base: All Adults Ireland n=1,020) ○ Indicates significant difference vs. Total

# 31%

regularly consume  
alcohol in Ireland,  
ahead of most other  
countries globally






# Alcohol consumption remains steady




Men and those in Dublin region drink more, and we see consumption rise with age. This is even more prevalent following recent decline in drinking frequency amongst 18-34's.



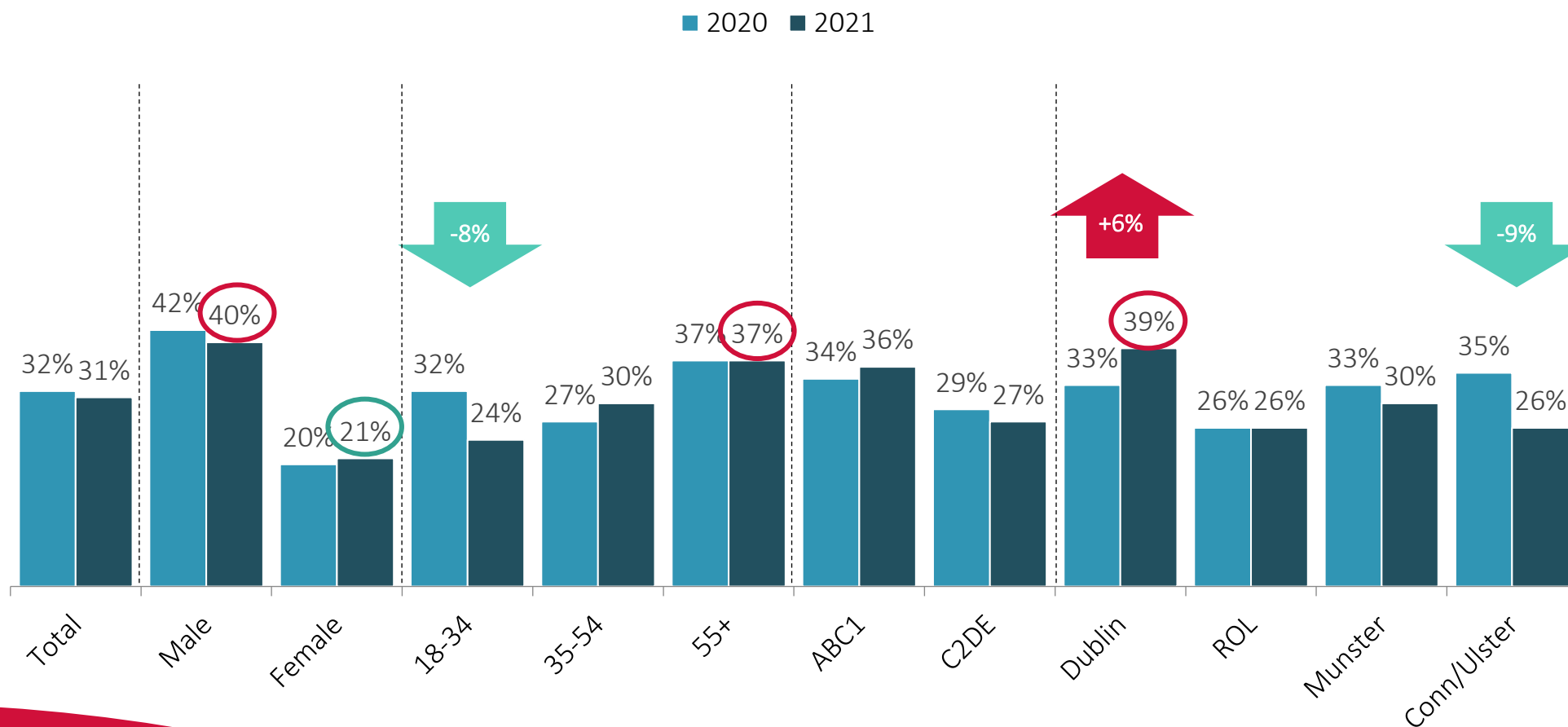
Ireland's Health Habits – those who do each 'A lot/very often/moderately/fairly often'



Drink Alcohol  
**31%**  
(-1)



Global Ave.  
**16%**



↑ ↓ Significant change vs 2021

(Base: All Adults Ireland n=1,020) ○ Indicates significant difference vs. Total

# Smoking consumption falls back slightly in 2021



This decline is especially driven by 35-54's and those in Munster and Conn/Ulster regions.

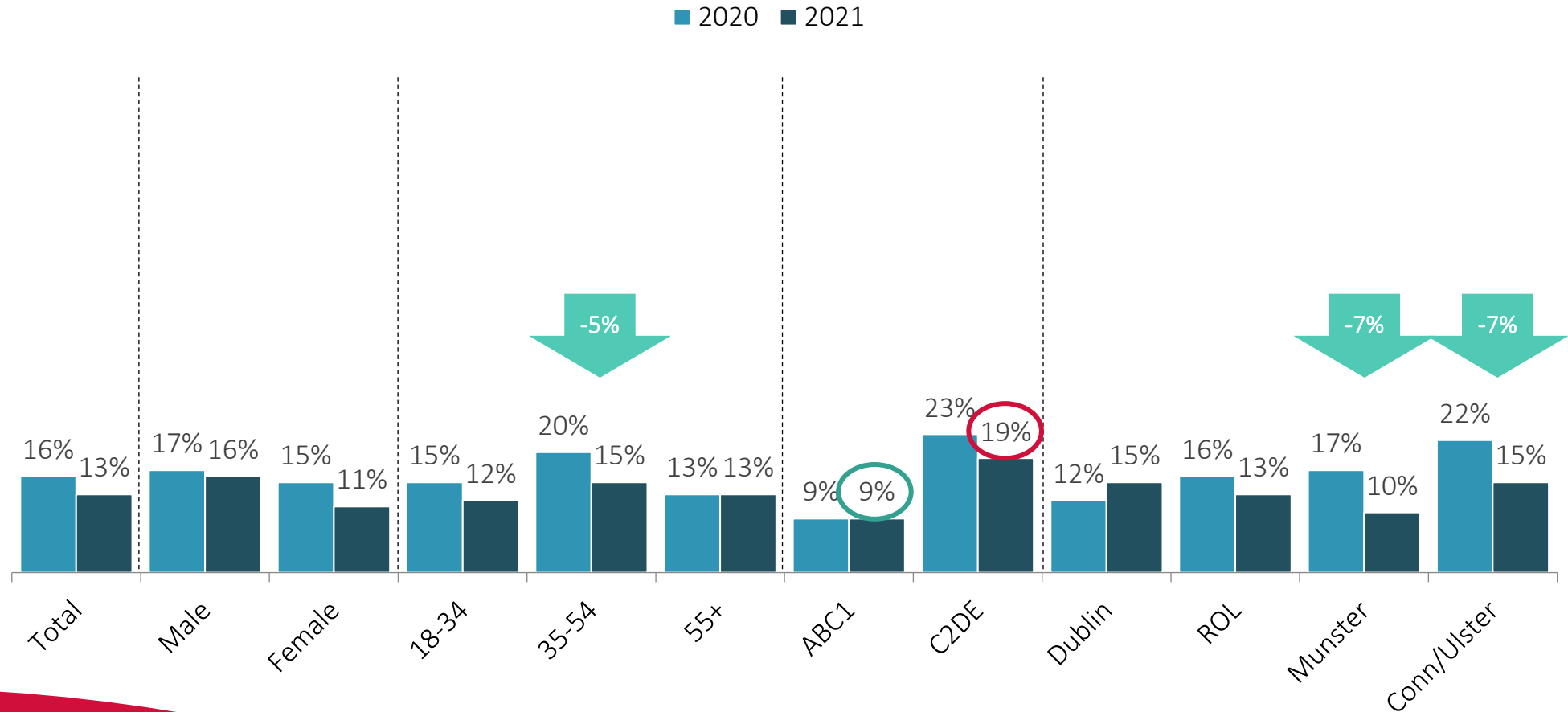
Ireland's Health Habits – those who do each 'A lot/very often/moderately/fairly often'



Smoke  
**13%**  
(-3)



Global Ave.  
**18%**



Significant change vs 2021

(Base: All Adults Ireland n=1,020) ○ Indicates significant difference vs. Total

# 03

## Health Related Habits – where do we stand globally?

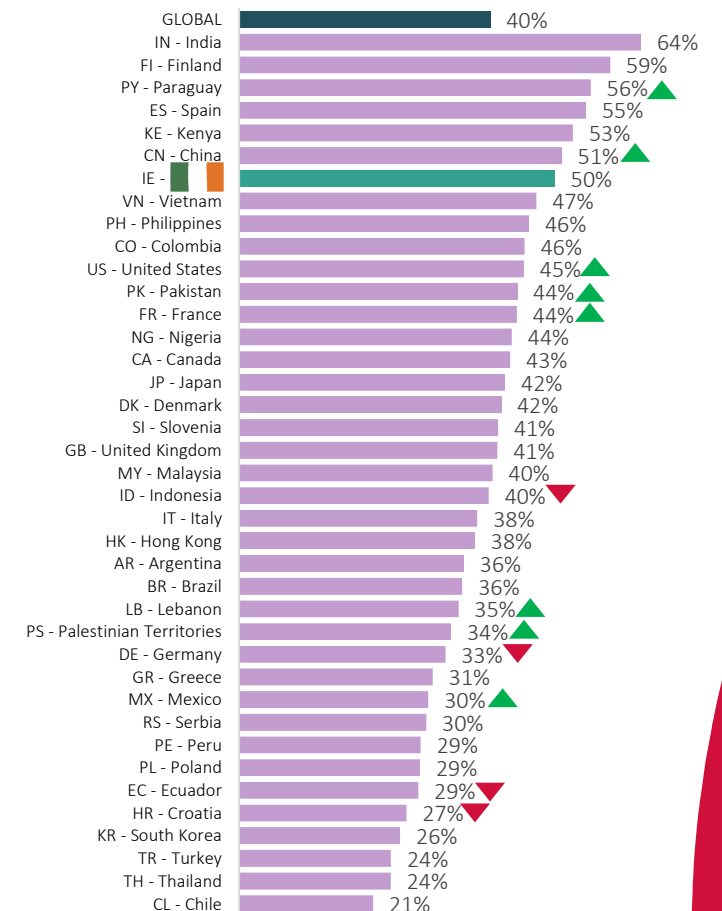
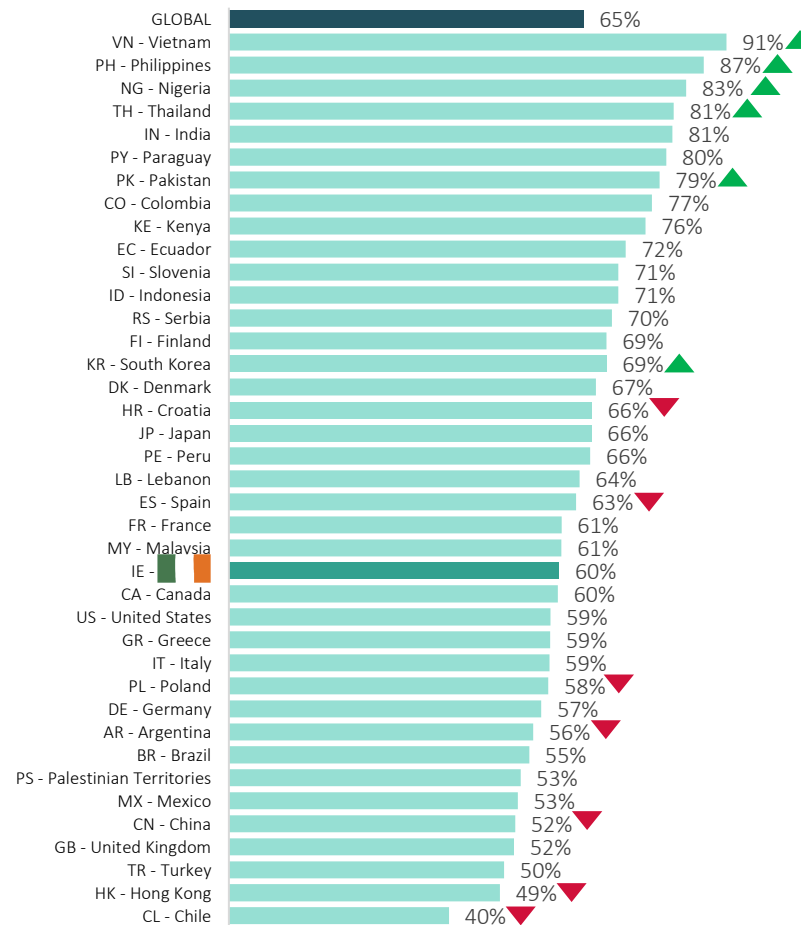
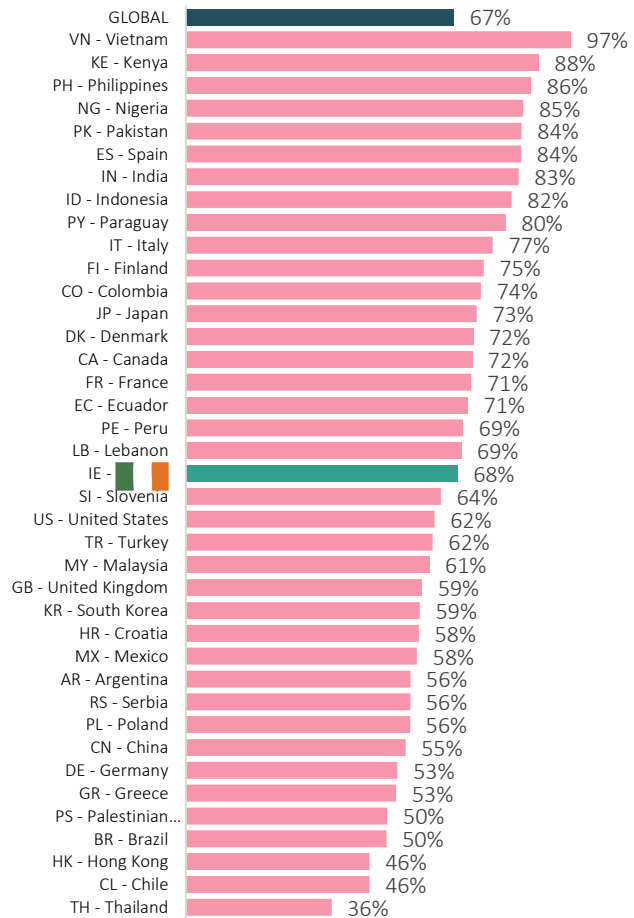


# Health Related Positive Habits

% who do these:  
A lot/very often/moderately/fairly often'



Ireland above global average for eating healthy & exercising, but sleeping well remains weaker



(Base: All adults across 39 countries worldwide – n = 33,236)

▲ ▼ Indicates significant difference vs. 2020

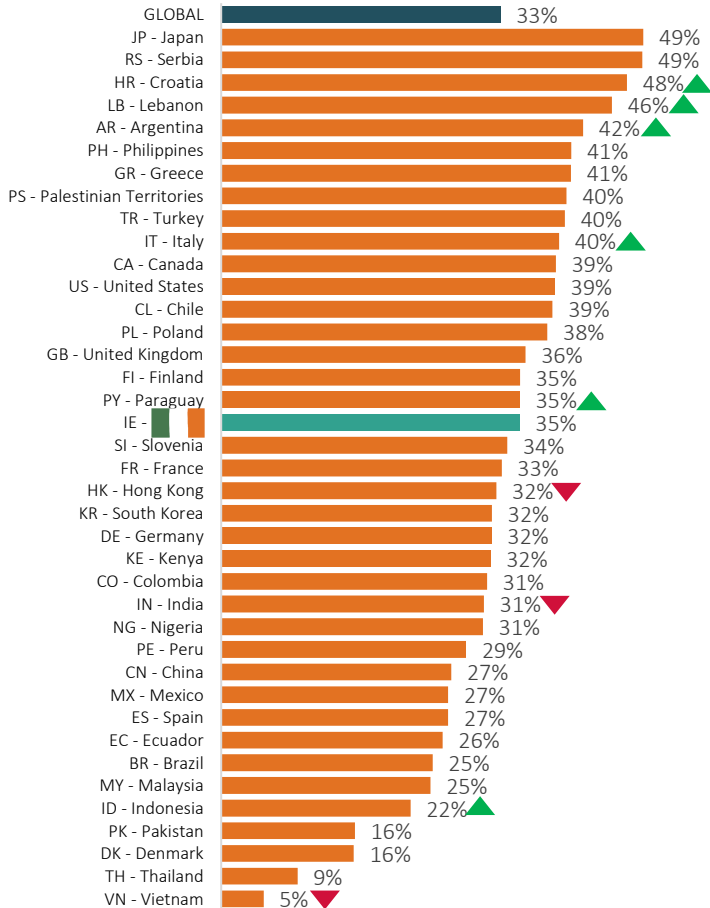
# Health Related Negative Habits

% who do these:  
A lot/very often/moderately/fairly often'

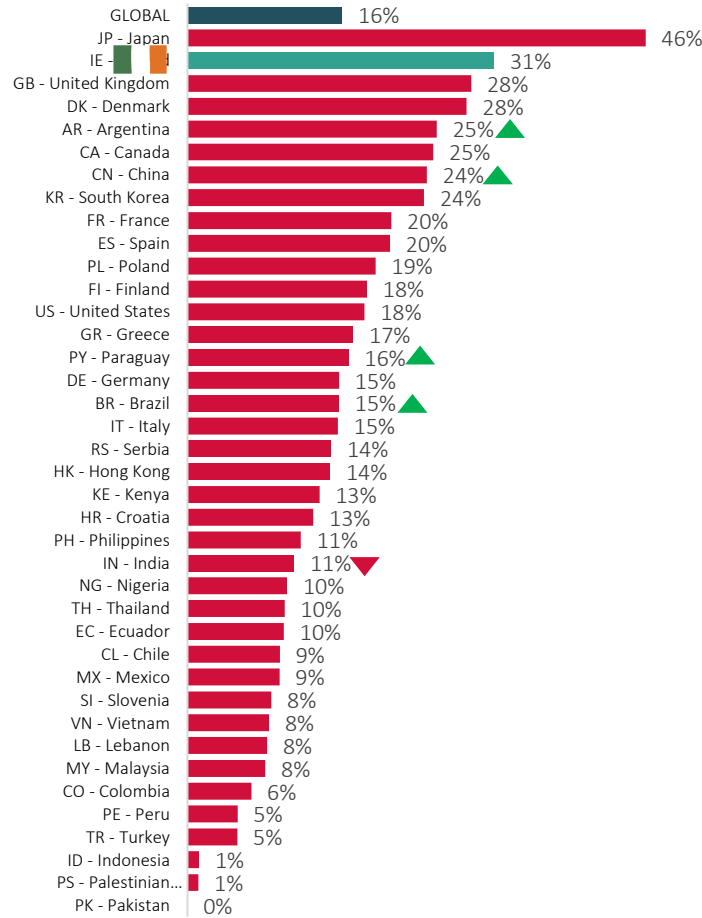


Alcohol consumption remains very high in Ireland, while smoking is lower than global average. Irish have slightly higher stress level than global average.

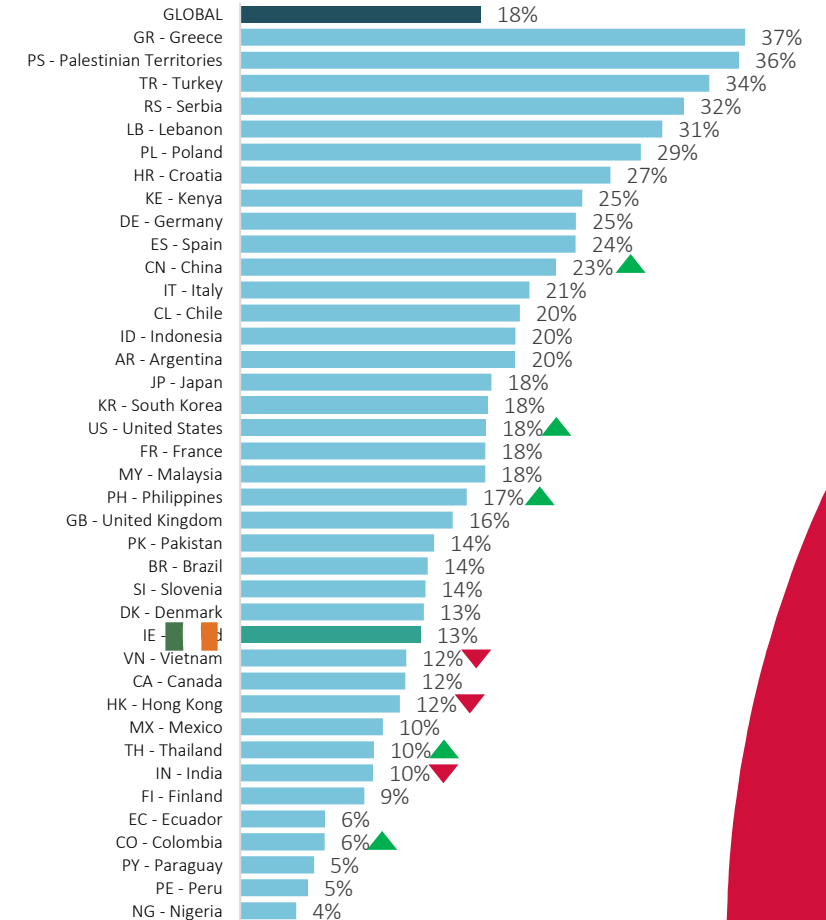
## Suffer from stress



## Drink Alcohol



## Smoke



(Base: All adults across 39 countries worldwide – n = 33,236)

▲ ▼ Indicates significant difference vs. 2020



# Sample and Methodology



## 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 33,236 people were interviewed globally. See below for sample details. The fieldwork was conducted during October 2021 – December 2021. 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.

# Questionnaire – World Health Index



1. How do you consider your overall health in general? (SHOW CARD) (2018/2019/2020) (SPSS-Q1)

1. Very healthy
2. Healthy
3. Somewhat unhealthy
4. Unhealthy
9. Do not know / no response (CATI&PAPI: DO NOT READ. Online: Show)

2. How often would you say that you..? (ROTATE LIST, SHOW CARD WITH SCALE) (2018/2019/2020)

	A lot/ very often	Moderately/ fairly often	A little/ sometimes	Very little/ occasionally	Never	Do not know / no response	
Smoke	1	2	3	4	5	9	(SPSS-Q2_1)
Drink Alcohol	1	2	3	4	5	9	(SPSS-Q2_2)
Exercise	1	2	3	4	5	9	(SPSS-Q2_3)
Suffer from stress	1	2	3	4	5	9	(SPSS-Q2_4)
Sleep well	1	2	3	4	5	9	(SPSS-Q2_5)
Eat Healthy (new)	1	2	3	4	5	9	(SPSS-Q2_6)

# About the WIN Survey



## Media enquiries (worldwide data)

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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.

RED C Research are the Irish members of the WIN network

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.



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