

**REDC**



# WIN World Survey *World Health Index*

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## WIN World Health Survey – Headlines Ireland



Most adults in Ireland have a positive mood and consider themselves healthy, despite recent major event such as the pandemic, war in Ukraine and the cost of living crisis. However many consider their fitness to be poor and their weight above average, while young adults also appear to suffer heavily from stress.

1

The majority of adults (71%) in Ireland continue to consider themselves as healthy, despite a small decline again this year to bring attitudes back to pre-Covid levels.

2

Three quarters (76%) also consider that they have a positive mood, a proportion that is strikingly similar to that seen in 2018 before the Covid 19 pandemic, War in Ukraine or the Cost of Living crisis.

3

Despite this we have a very poor perception of our fitness in Ireland vs. global norms, with 2 in 4 (40%) suggesting they have poor fitness, leaving us in the bottom 4 countries included globally

4

Similar proportions (37%) in Ireland also have concerns about their weight, with only half of those aged 35-54 happy with their weight, significantly below the global average.

5

The survey also uncovers that more than half (52%) of young adults aged 18-35 in Ireland consider their stress levels to be poor or very poor, a level that is above the global average in this age group.

6

Finally, the majority here (75%) suggest they do pay attention to the nutritional information on the product packaging, but only 1 in 7 do this all the time, well below global norms.

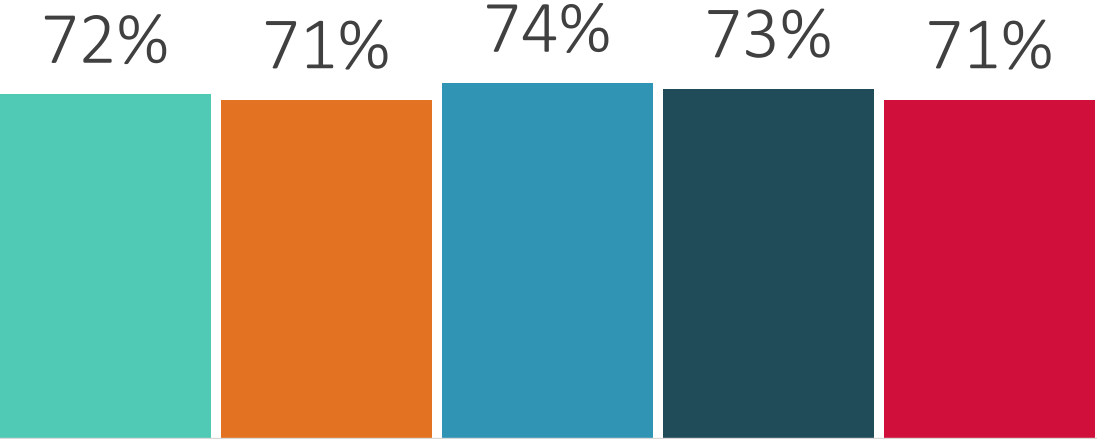
71%

Of Irish consider  
themselves  
healthy



# Perception of being healthy deteriorates third year in a row

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



All adults aged 18+

2018 2019 2020 2021 2022



(Base: All Adults Ireland n=1,015)

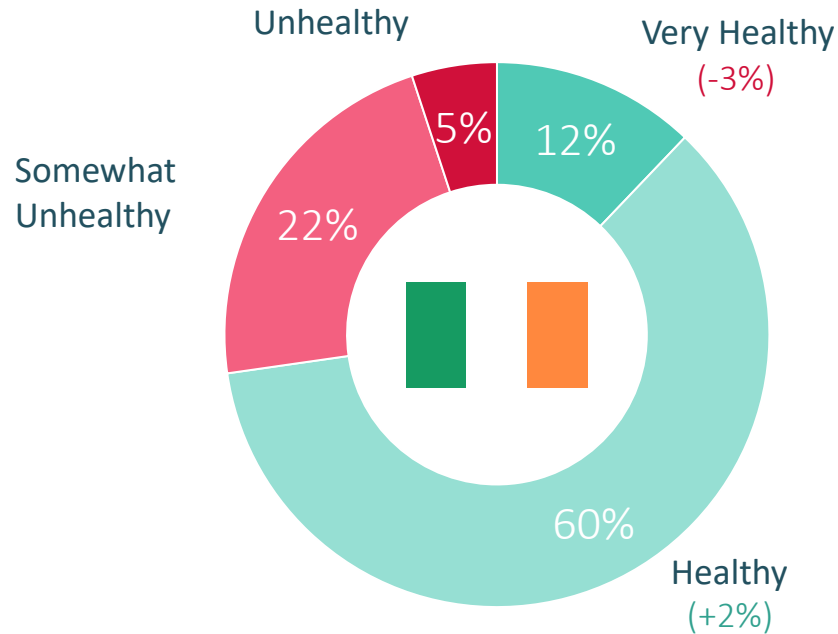


# Evident economic divide on health remains



Most in younger cohort consider themselves healthy. While those in rest of Leinster, drops significantly on health perception

Self Reported Health - Ireland



**71% (-2%)**  
NET Very Healthy/Healthy

		Percentage	vs 2020
	Total	71%	-2%
<b>Gender</b>	Male	72%	=
	Female	71%	-3%
<b>Age</b>	18-34	80%	-1%
	35-54	68%	-1%
	55+	69%	-2%
<b>Social Class</b>	ABC1	78%	-2%
	C2DE	65%	-1%
<b>Region</b>	Dublin	73%	+1%
	ROL	68%	-6% ▼
	Munster	74%	+1%
	Conn/Ulster	70%	-2%

( ) vs 2021

○ Indicates significant difference vs. Total

▲ ▼ Indicates significant difference vs. 2021

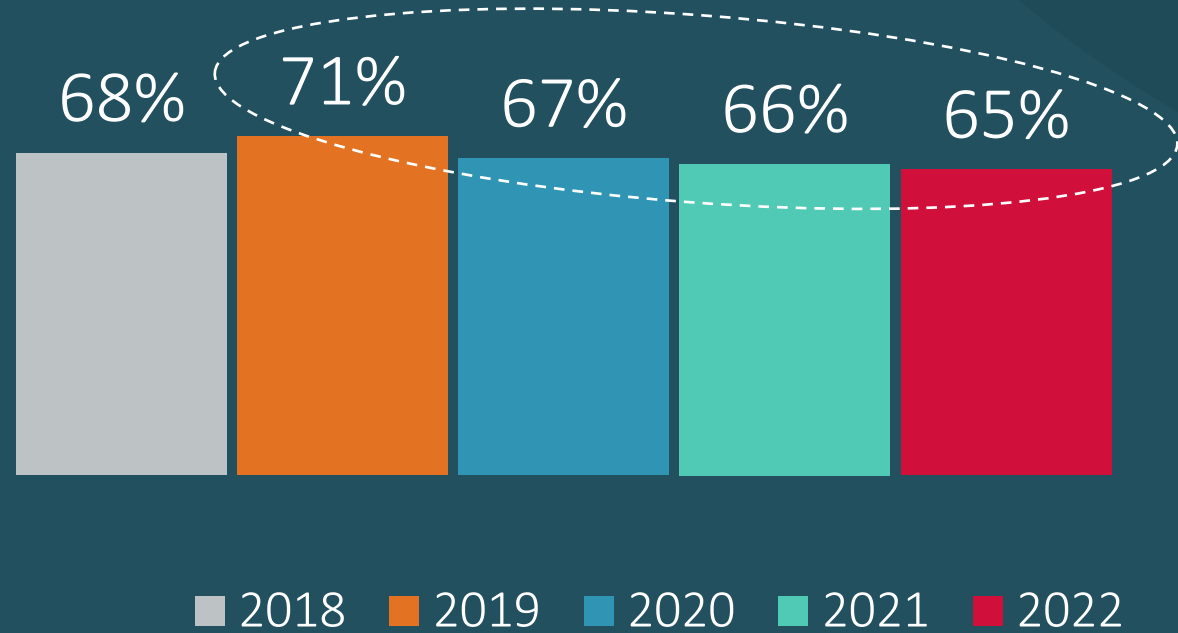
(Base: All Adults Ireland n=1,015)

# Overall health of lower social grades appears to be worsening

The drop in perception among the lower grades is significant v/s 2019



% of C2DE who consider their overall health generally to be...  
'Very Healthy/Healthy'

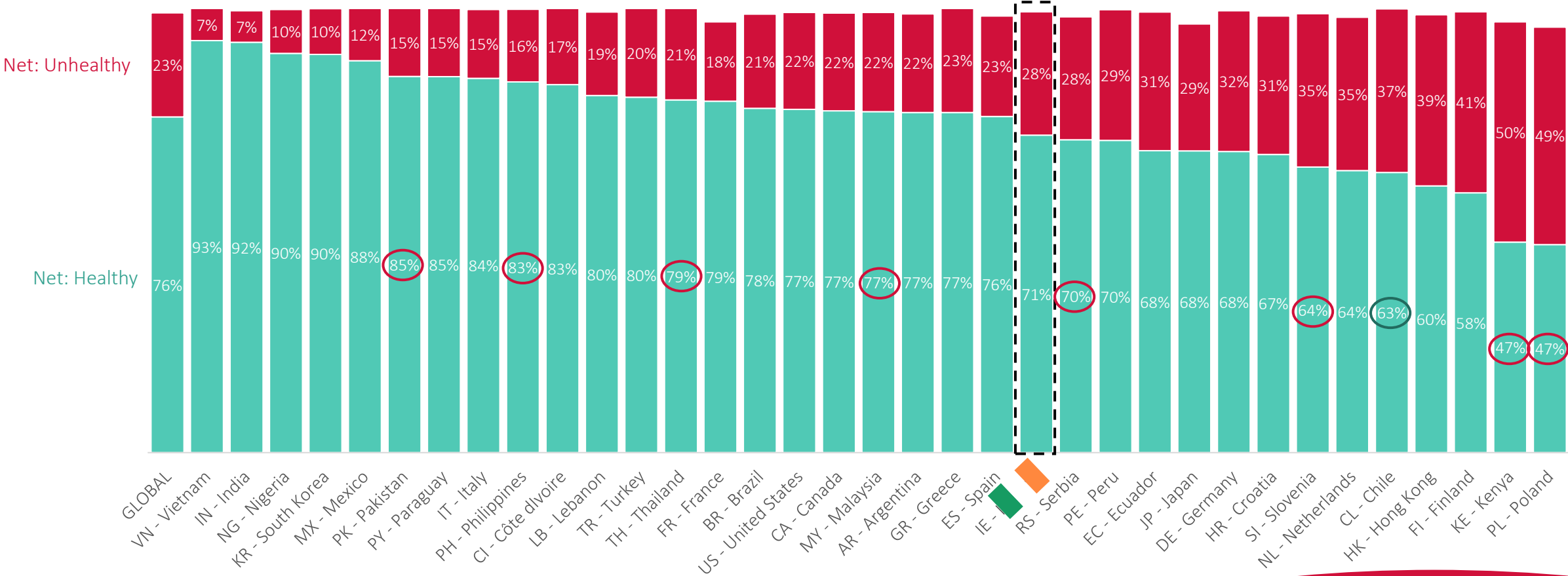


# Irish perception on being healthy is weaker than global average



Vast majority from Vietnam, India, Nigeria and South Korea consider themselves healthy, while the view is weakest among those living in Poland and Kenya with significant drop v/s 2021.

## Health self-perception



Indicates significant difference vs. 2021

Base: All across 35 countries worldwide – n=28,201

Irish rate our  
fitness levels  
behind the global  
average, but  
stress levels better  
than average





# Over 2 in 3 feel that have good mood & are able to do daily task



Ratings on stress, fitness and weight are all however lower, with weight and fitness below world averages, and while ratings of stress above World/European averages they fall down among younger age groups

Ireland's Health aspects – those who rate 'Very Good/Quite good'



Fitness

58%

(+3%)



Stress

60%



Weight

62%

(=)



Mood

76%

(=)



Ability to do your daily activity by yourself

89%

World Average	71%	57%	68%	78%	87%
European Average	63%	56%	63%	75%	87%

# Our rating of our health is poorer among lower social groups



There is a gap of around 7% between upper and lower social class rating of health aspects

Ireland's Health aspects – those who rate 'Very Good/Quite good'



Fitness

58%



Stress

60%



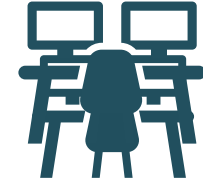
Weight

62%



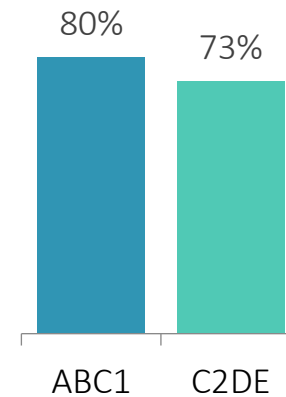
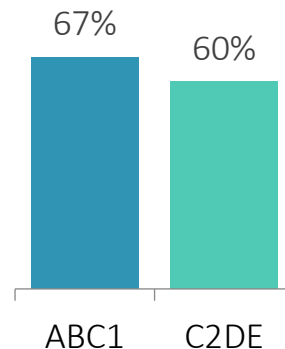
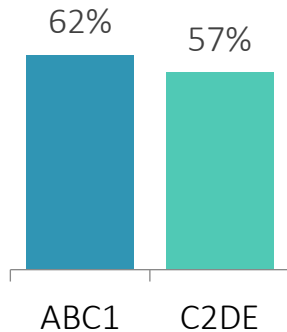
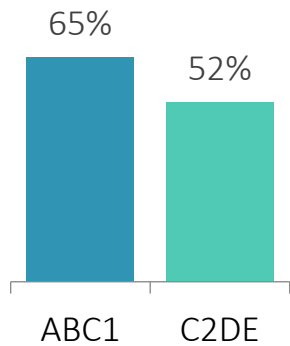
Mood

76%



Ability to do your daily activity by yourself

89%



▲ ▼ Indicates significant difference vs. 2018

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

76%

Three quarters of  
Irish adults state  
they have a  
positive **Mood**



# Vast majority of Irish feel positive about their mood



Our rating of mood is strikingly similar to that seen in 2018 before the Covid 19 pandemic, War in Ukraine or the Cost of Living crisis.

Ireland's Health aspects – those who rate 'Very Good/Quite good'

2018 2022



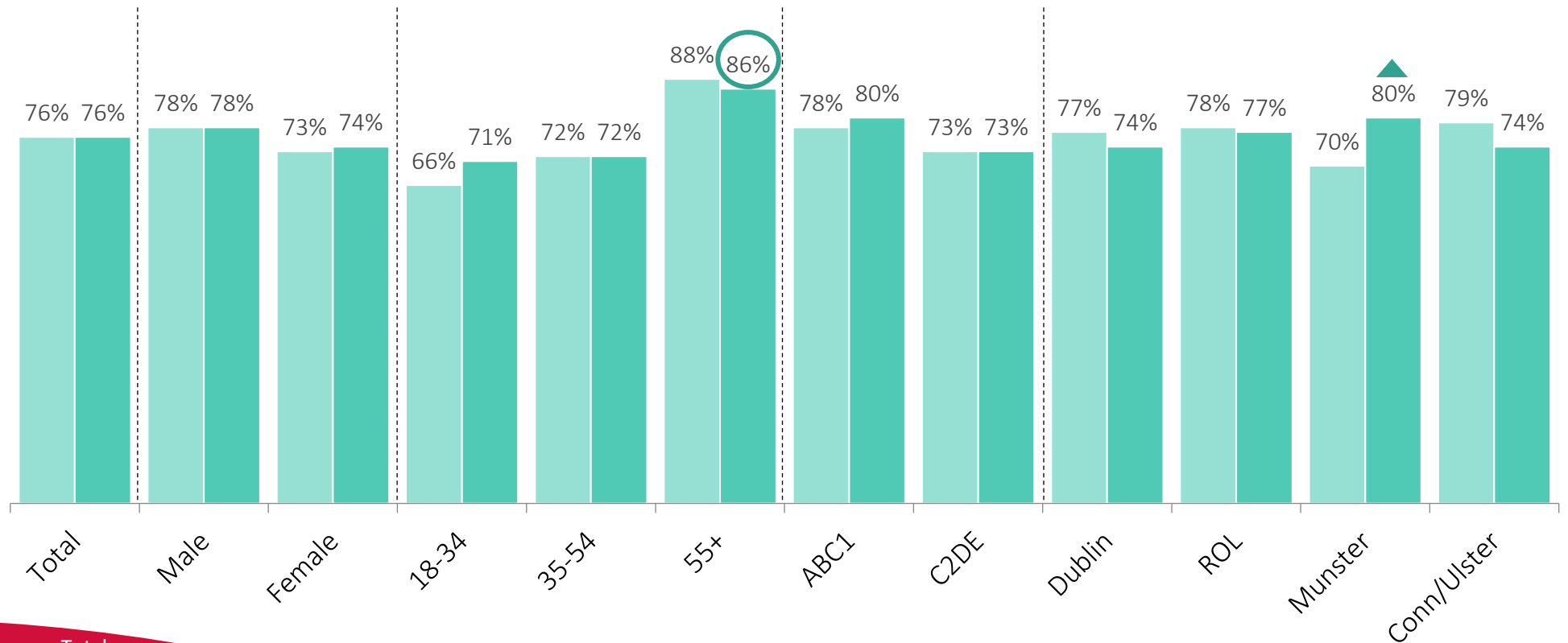
Mood

76%



Global Ave.

78%



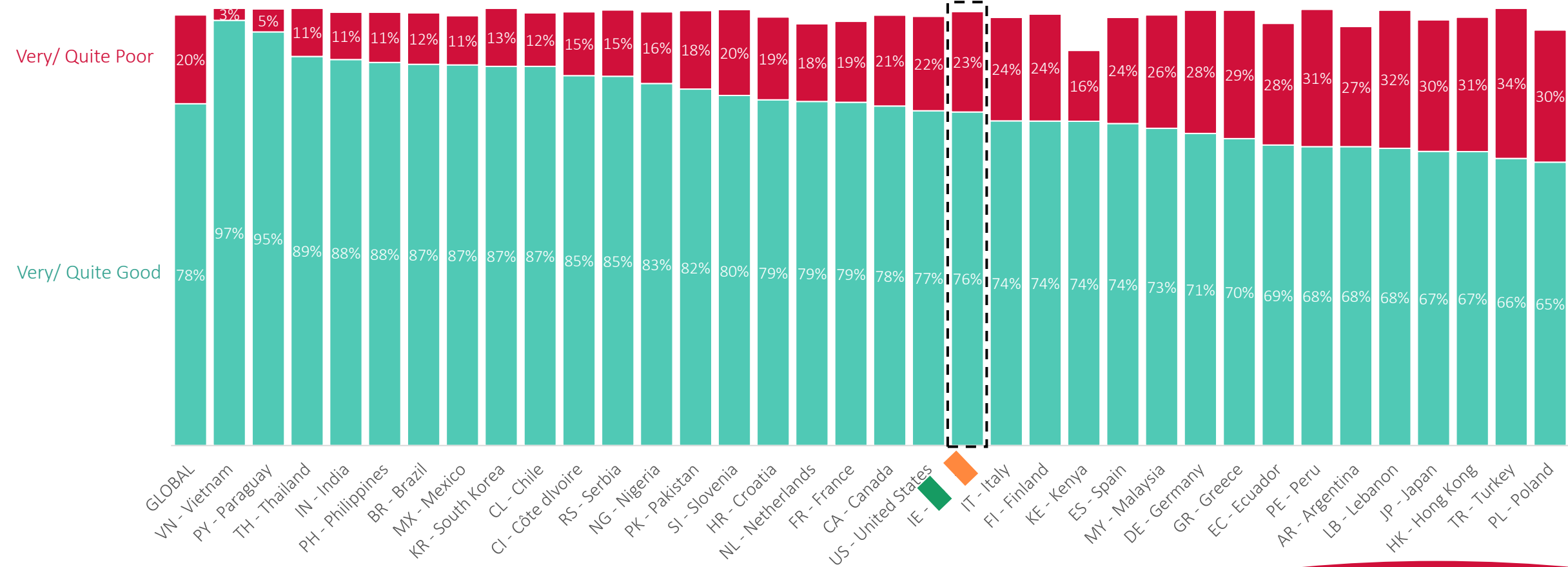
○ Indicates significant difference vs. Total  
▲ ▼ Indicates significant difference vs. 2018  
(Base: All Adults Ireland n=1,015)

# Our mood rating is slightly weaker than the global perception



Similar mood levels are seen for the USA, Canada, France and Italy, with lowest mood levels seen in Poland.

## Overall health rating - Mood



Base: All across 35 countries worldwide – n=28,201

# 48%

Less than half of  
all young adults  
aged 18-34 rate  
their stress levels  
as good in Ireland



# Less than half of all aged 18-34 rate their stress levels as good



Overall stress levels in Ireland are rated above the global norm, but levels differ greatly by age – with young adults giving quite poor ratings of stress below average, while those over 55+ are much more positive and above the global average

Ireland's Health aspects – those who rate 'Very Good/Quite good'



Stress  
**60%**

Global Ave.  
**57%**



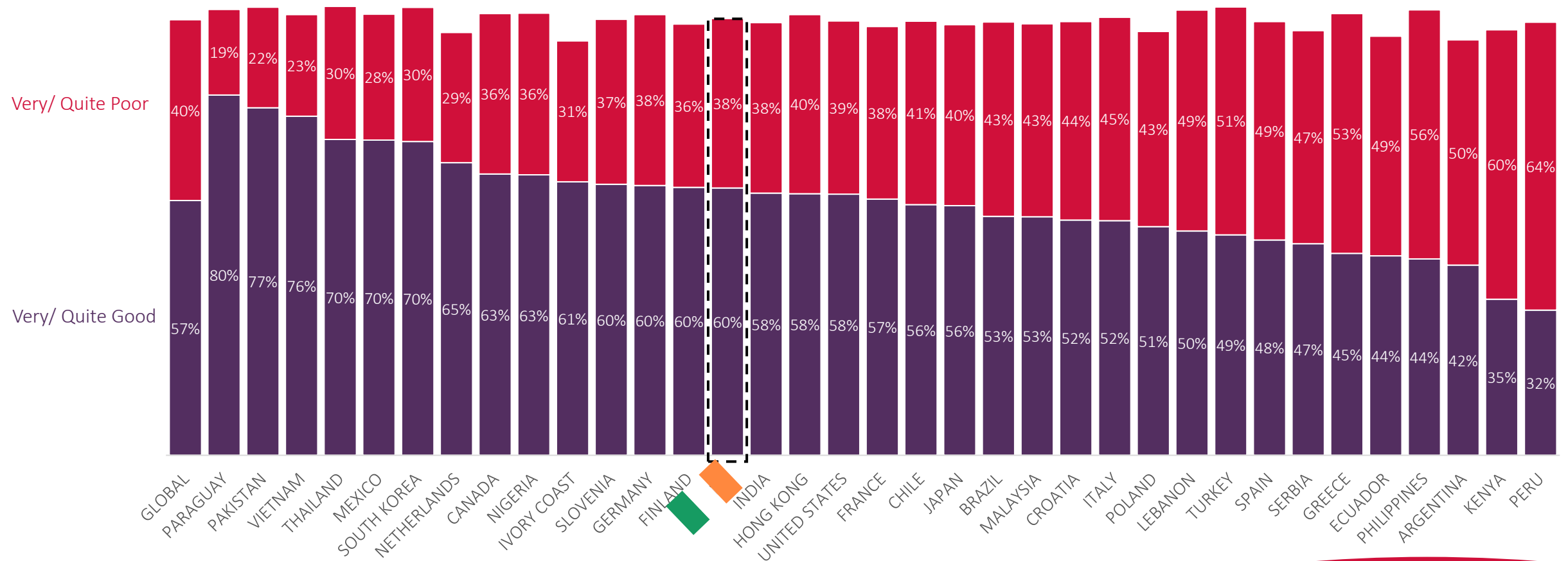
(Base: All Adults Ireland n=1,015)

# Stress levels are better among the Irish than globally



Paraguay and Pakistan claim to have very positive levels of stress, while Kenya and Peru see very poor levels of stress.

## Overall health rating - Stress





# 40%

Claim fitness levels are poor, one of the highest seen globally

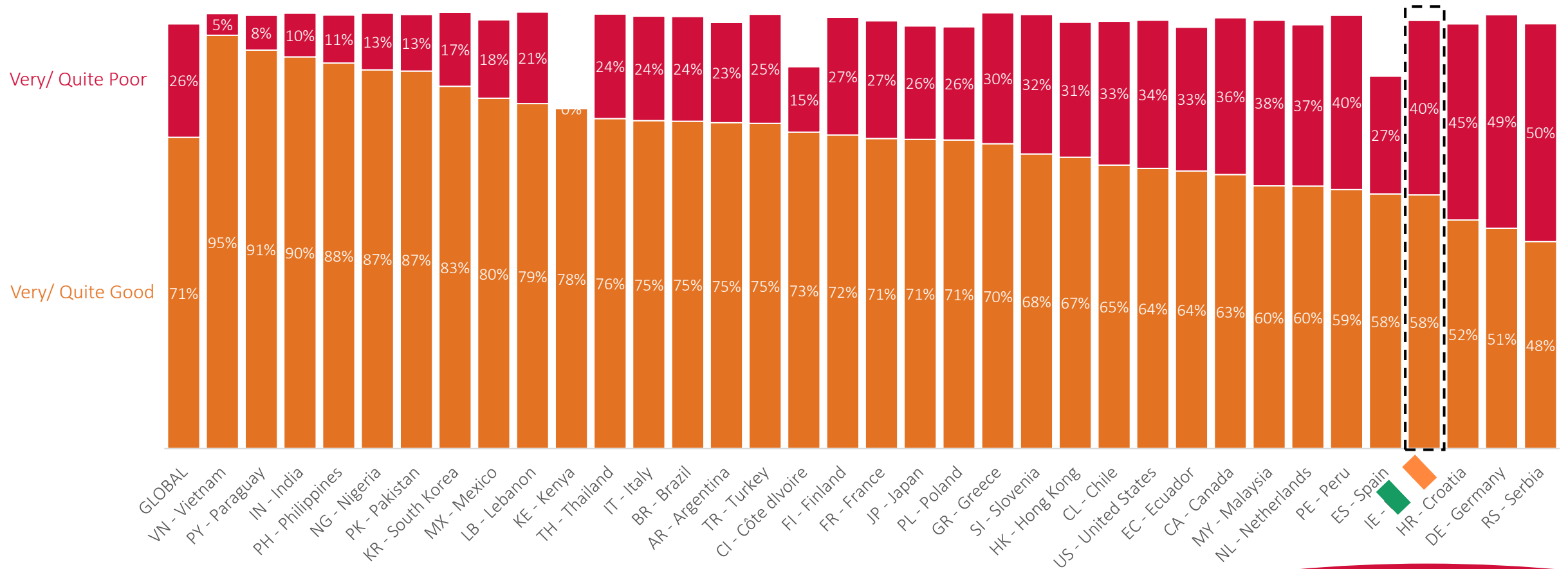


# Very poor fitness perception is seen in Ireland vs. global norms



Ireland is only ahead of Serbia, Germany, and Croatia on fitness level, with nearest neighbours in the EU France significantly better and the US even some way ahead.

## Overall health rating - Fitness



# Views on fitness in Ireland however have improved since 2018



Biggest gains are seen among those in younger and more upmarket age groups, however even with these gains young peoples fitness perceptions in Ireland are well behind the global norm

Ireland's Health aspects – those who rate 'Very Good/Quite good'

2018 2022



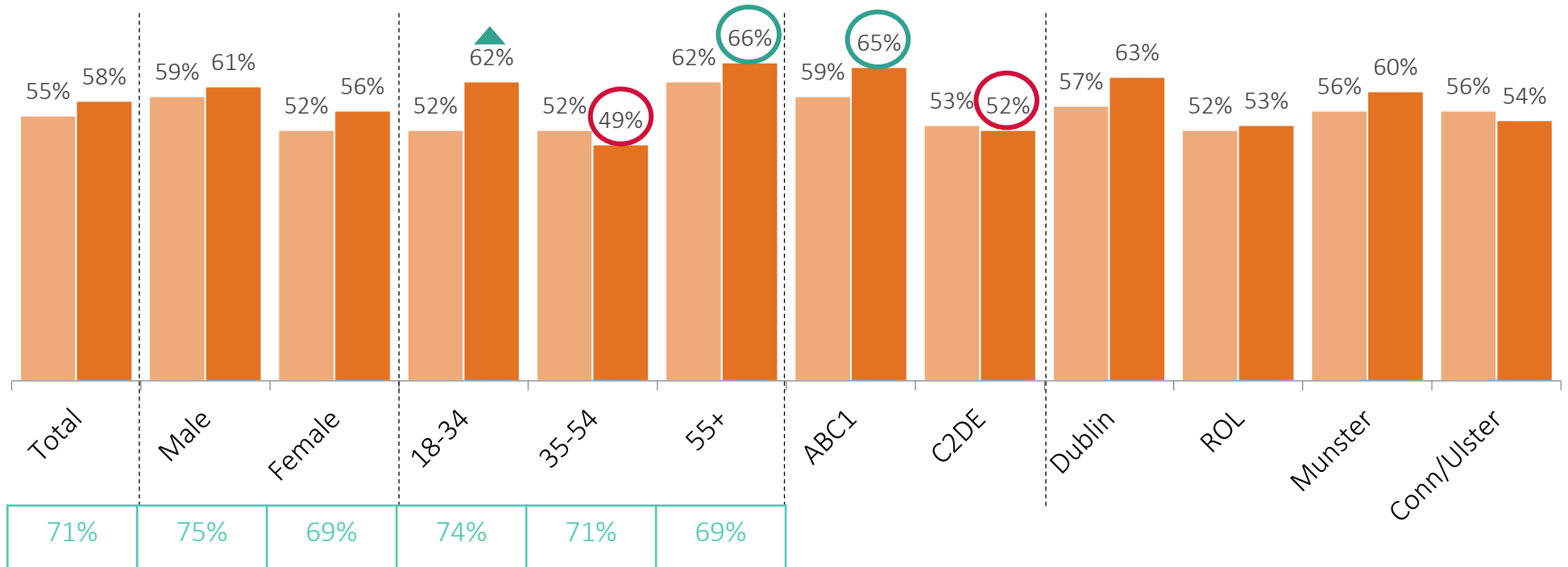
Fitness

58%



Global Ave.

71%



○ Indicates significant difference vs. Total  
 ▲ ▼ Indicates significant difference vs. 2018  
 (Base: All Adults Ireland n=1,015)

**Weight** is more of a concern among those aged 35-54 year olds, where it falls well behind global averages



# Our perception of our weight is lower than the global average



Younger adults feel they have a better control on their weight even since 2018, while the mid age groups are struggling more with weight and are well behind the global average.

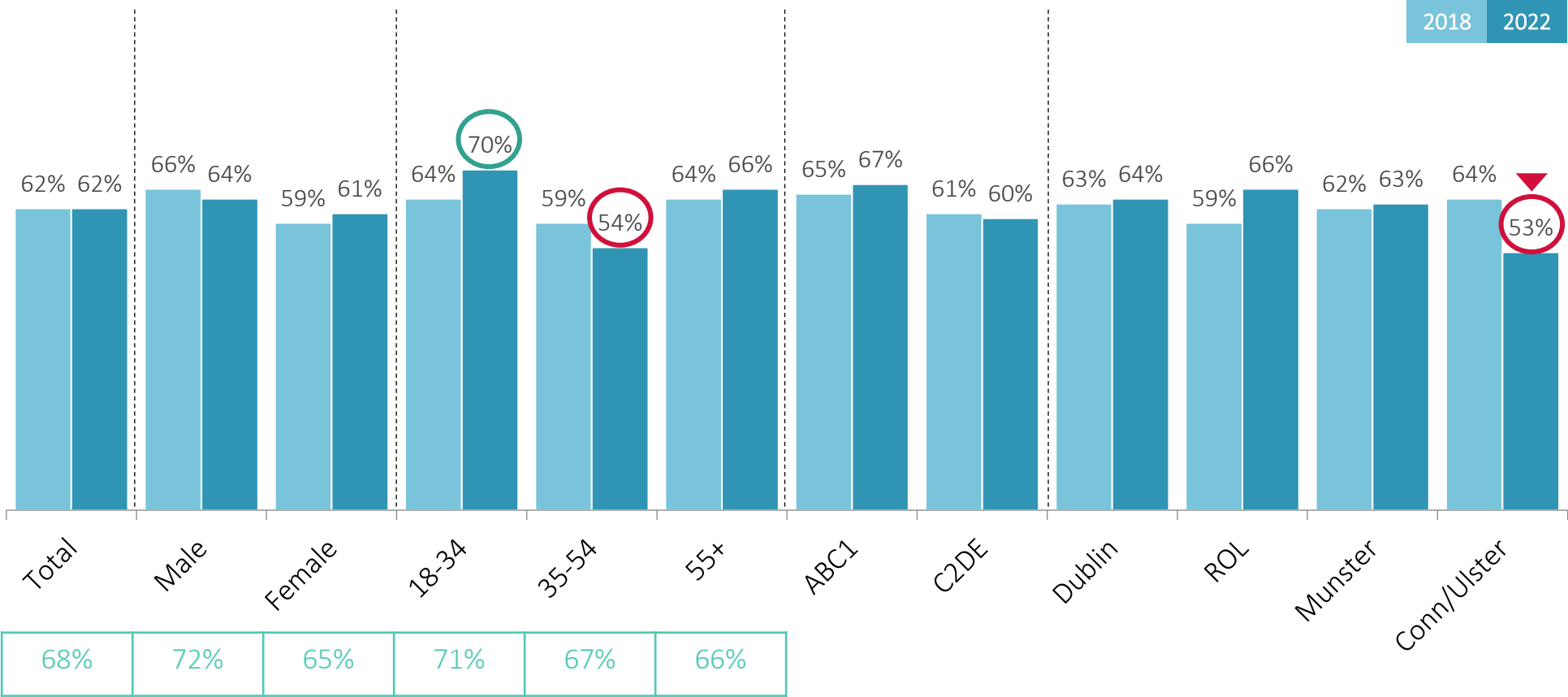
Ireland's Health aspects – those who rate 'Very Good/Quite good'



Weight  
**62%**



Global Ave.  
**68%**

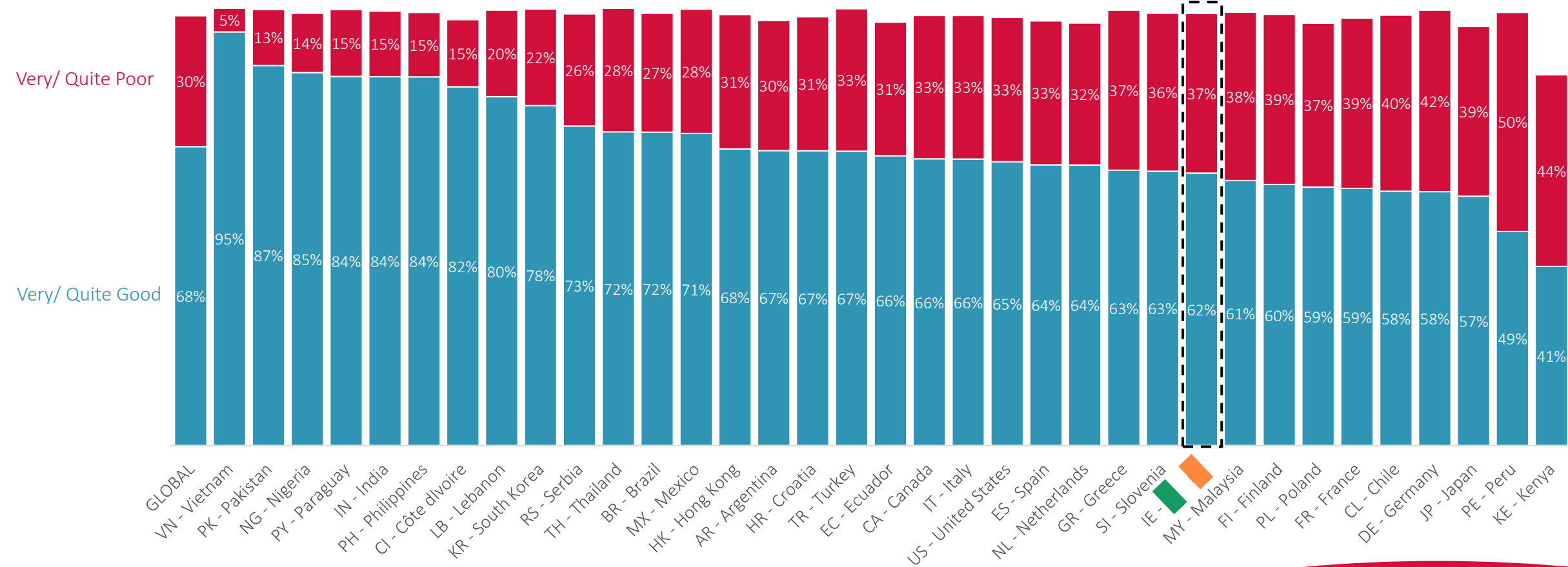


○ Indicates significant difference vs. Total  
 ▲ ▼ Indicates significant difference vs. 2018  
 (Base: All Adults Ireland n=1,015)

# Weight perception is weaker in Ireland than many other countries



## Overall health rating - Weight



Base: All across 35 countries worldwide – n=28,201

Majority in  
Ireland (89%)  
have good **ability**  
**to do their daily**  
**activity by**  
**themselves**



# Those most likely to have a good ability ABC1 but weaker among lower social grades



Ireland's Health aspects – those who rate 'Very Good/Quite good'



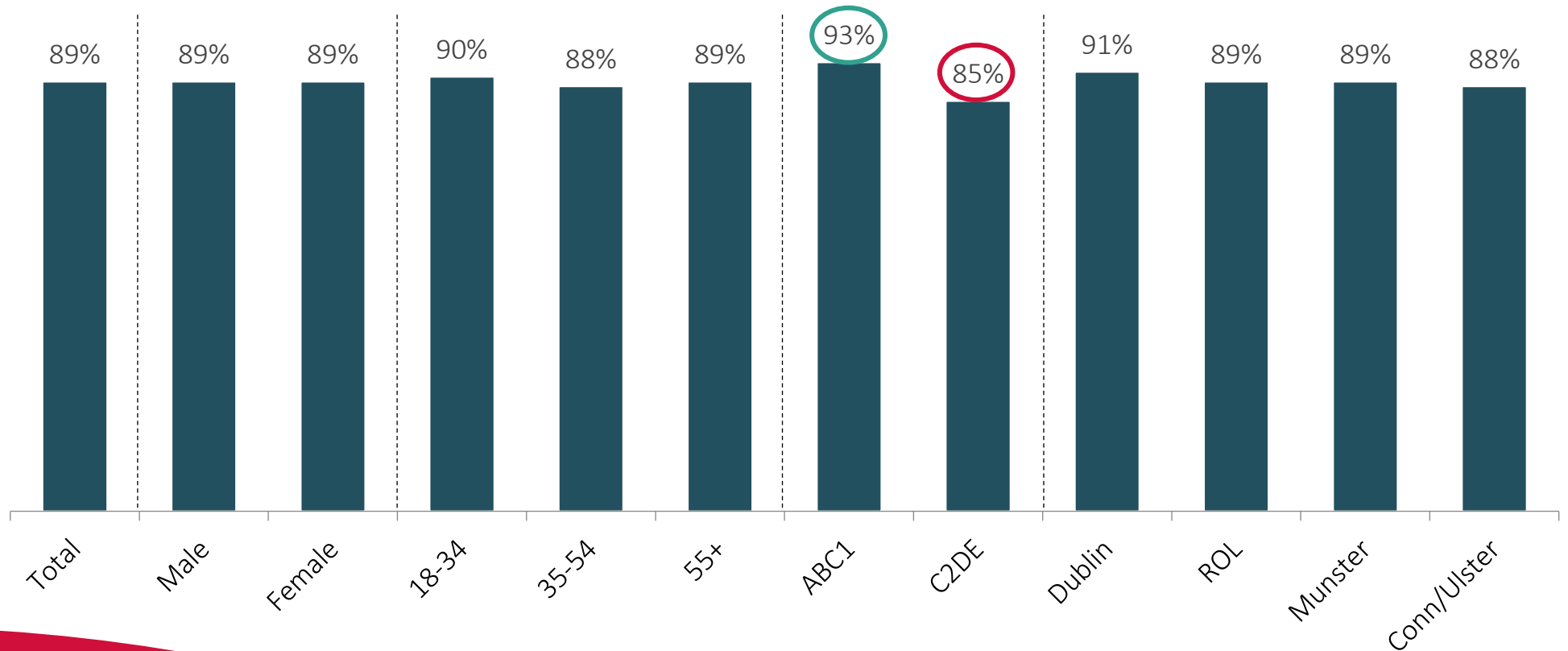
Ability to do your daily activity by yourself

89%



Global Ave.

87%



○ Indicates significant difference vs. Total

(Base: All Adults Ireland n=1,015)

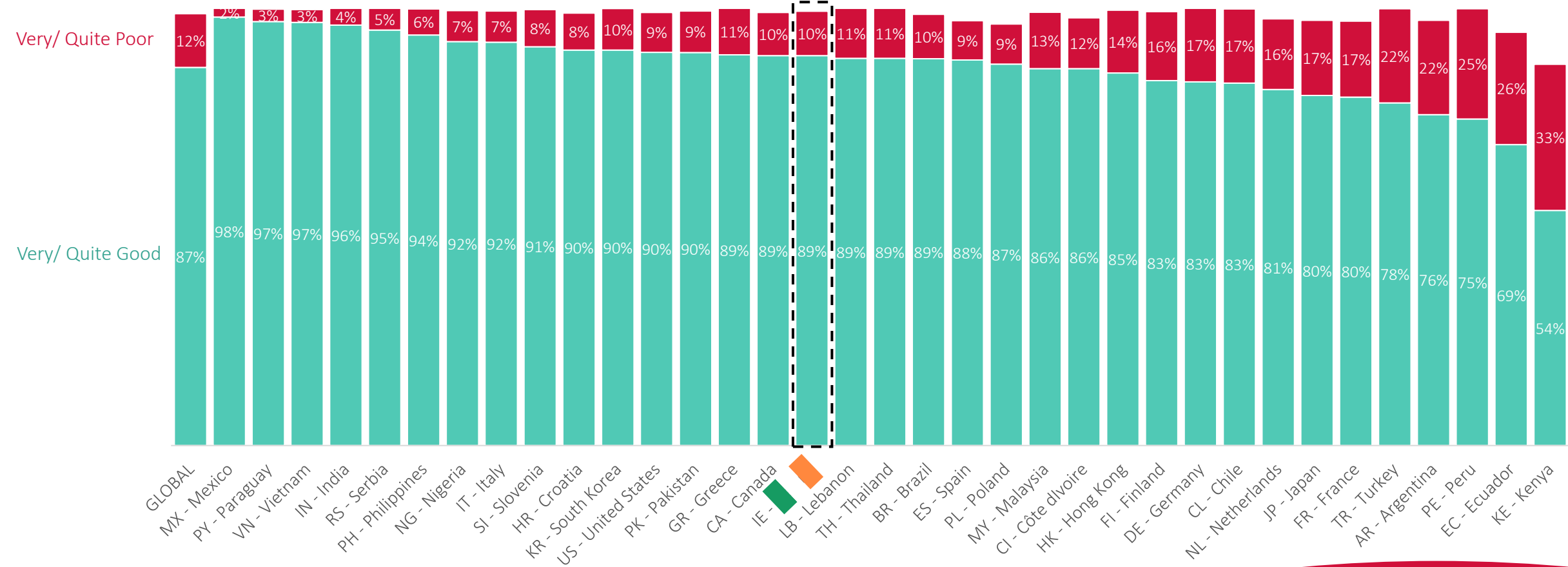


# Our ability of doing daily activity on our own is on world average



The ability is vastly positive across most country and only gets a little concerning for Kenya and Ecuador.

## Overall health rating - Ability to do your daily activity by yourself



Base: All across 35 countries worldwide – n=28,201

# 75%

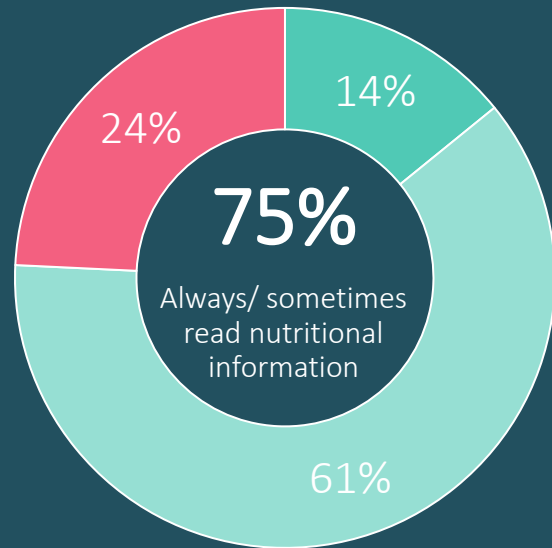
Of Irish consumers  
pay attention to  
the nutritional  
information on  
product packaging



# 2 in 3 in Ireland look at nutritional information on products

Practice is higher among younger adults and from higher social class

Attention paid to nutritional information of the product



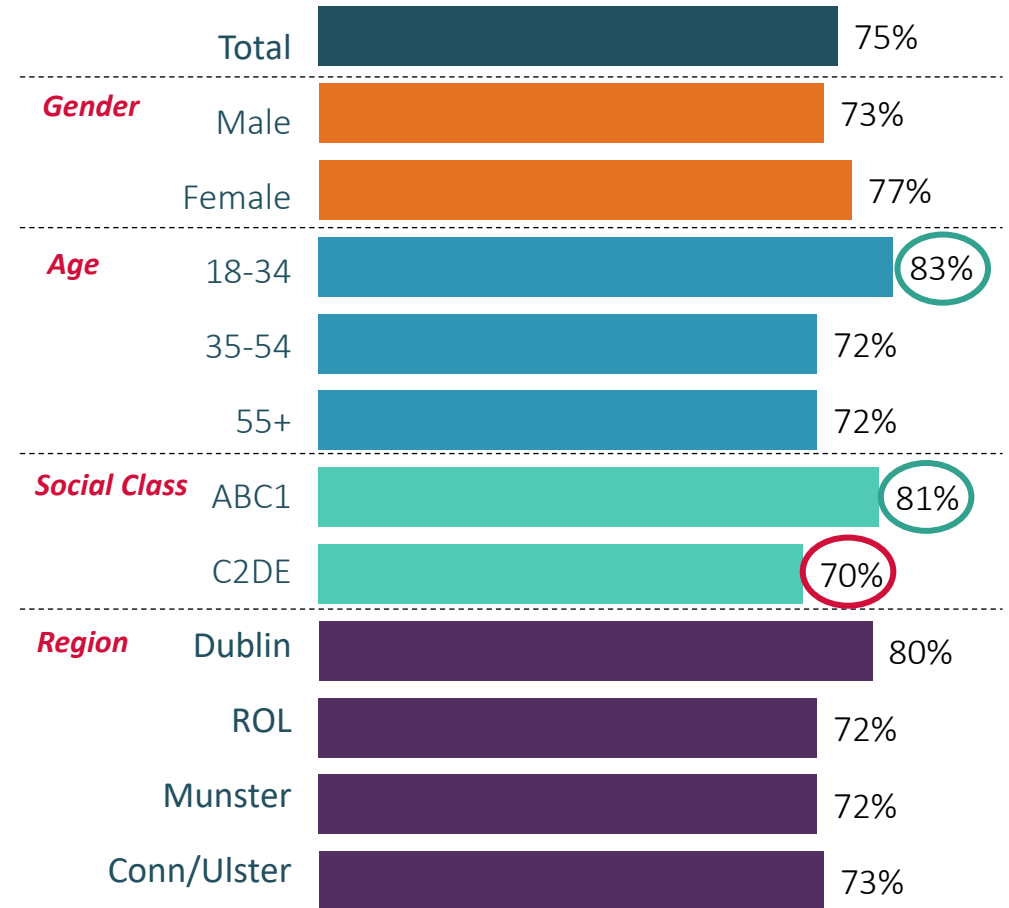
- I always read carefully all the nutritional information of the product before buying / consuming it
- I sometimes read most nutritional information of the product before buying / consuming it
- I never read nutritional information of the product before buying / consuming it

○ Indicates significant difference vs. Total

(Base: All Adults Ireland n=1,015)



% Always/ sometime read nutritional information

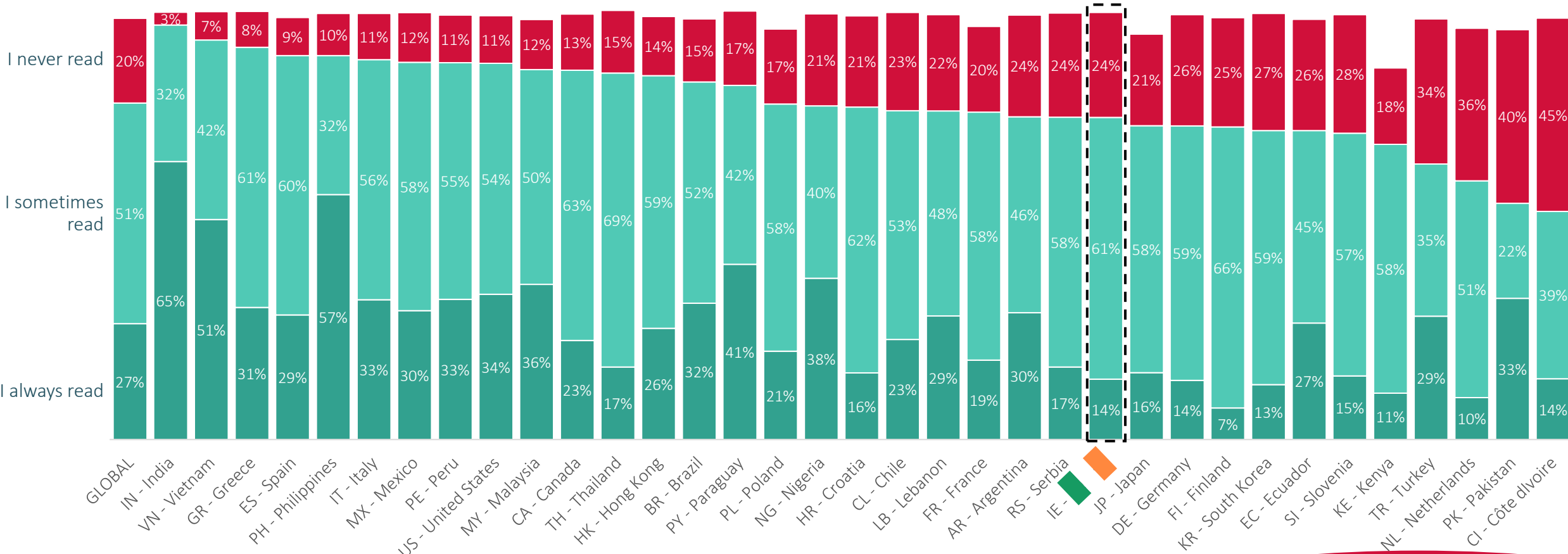


# Incidence of looking at nutrient information is weaker in Ireland



With higher focus on health, Vietnam and India are among the top countries to pay higher attention to nutritional information.

## Information of nutrients and properties in packages



Base: All across 35 countries worldwide – n=28,201

# 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



## Health

1. How do you consider your overall health in general? (SHOW CARD) (2018/2019/2020/2021) (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 would you rate each of the following aspects, when thinking of your overall health? (ROTATE LIST, SHOW CARD WITH SCALE) (2018) (SPSS-Q2\_1) (SPSS-Q2\_2) (SPSS-Q2\_3) (SPSS-Q2\_4) (SPSS-Q2\_5)

	Very Good	Quite Good	Quite poor	Very poor	Do not know / no response	
Fitness	1	2	3	4	9	(SPSS-Q2_1)
Weight	1	2	3	4	9	(SPSS-Q2_2)
Mood	1	2	3	4	9	(SPSS-Q2_3)
Stress	1	2	3	4	9	(SPSS-Q2_4)
Ability to do your daily activity by yourself	1	2	3	4	9	(SPSS-Q2_5)

3. Most food packages contain nutritional information about their nutrients and properties of the product. To what extent do you pay attention to this information when buying? SHOW CARD (New) (SPSS-Q3)

1. I always read carefully all the nutritional information of the product before buying/consuming it.
2. I sometimes read most nutritional information of the product before buying/consuming it.
3. I never read nutritional information of the product before buying/consuming it.
9. Do not know / no response (CATI&PAPI: DO NOT READ. Online: Show)

# 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.

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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