Health

WWS 2021

GENERAL HEALTH PERCEPTION

Health self-perception
% within total population

OVERALL HEALTH PERCEPTION

- Very healthy
- Healthy
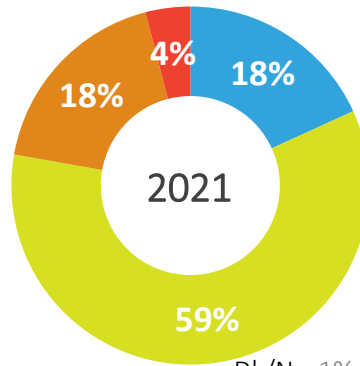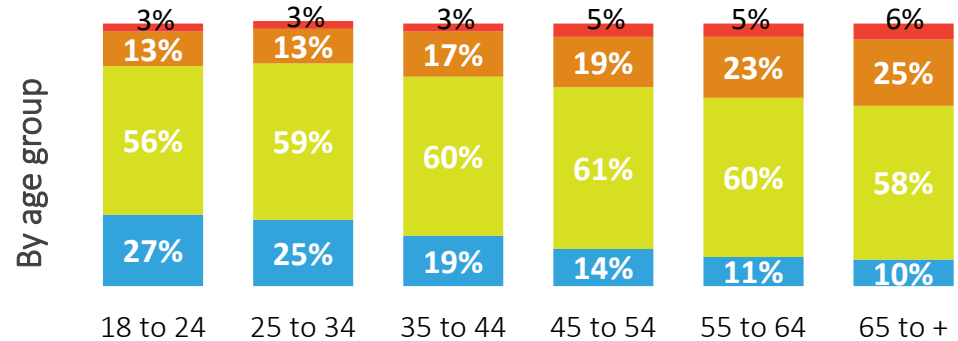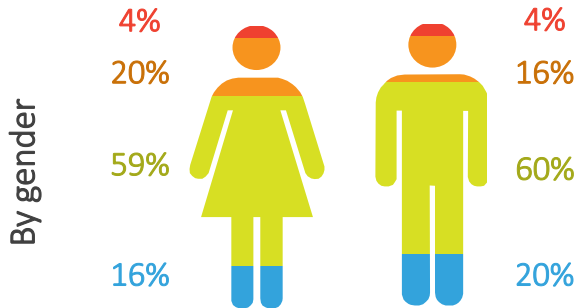- Somewhat unhealthy
- Unhealthy

Global Average

	2018	2019	2020	2021	Variation
Very healthy	16%	19%	20%	18%	-2
Healthy	60%	58%	59%	59%	0
Somewhat unhealthy	19%	19%	17%	18%	+1
Unhealthy	4%	4%	3%	4%	+1

2021

- 18%
- 59%
- 18%
- 4%

Dk/Nr: 1%

By gender

Female: 4% / 20% / 59% / 16%

Male: 4% / 16% / 60% / 20%

By age group

	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to +
Unhealthy	3%	3%	3%	5%	5%	6%
Somewhat unhealthy	13%	13%	17%	19%	23%	25%
Healthy	56%	59%	60%	61%	60%	58%
Very healthy	27%	25%	19%	14%	11%	10%

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

WIN
Worldwide
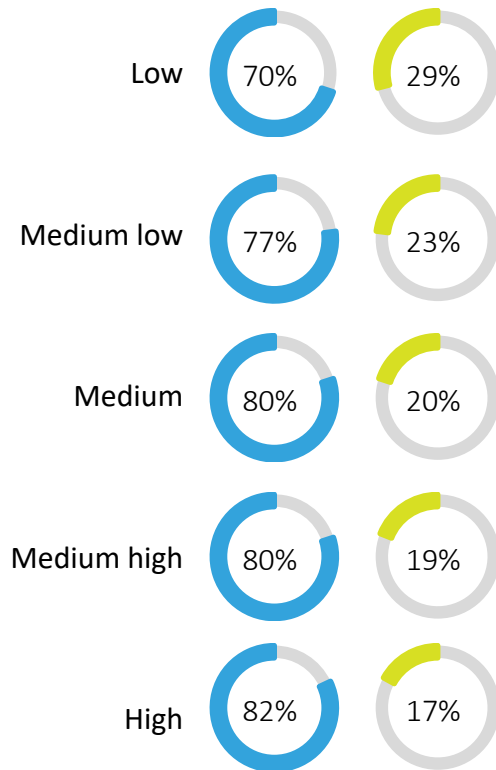Independent Network
Of Market Research

Health self-perception
% within total population

OVERALL HEALTH PERCEPTION

■ Very Healthy / Healthy   ■ Somewhat Unhealthy / Unhealthy

By income

	Very Healthy / Healthy	Somewhat Unhealthy / Unhealthy
Low	70%	29%
Medium low	77%	23%
Medium	80%	20%
Medium high	80%	19%
High	82%	17%

By education level

	Very Healthy / Healthy	Somewhat Unhealthy / Unhealthy
Master, PHD.	81%	18%
Comp. University	80%	19%
Comp. Secondary School	77%	22%
Comp. Primary	69%	29%
No education/only basic ed.	69%	30%

By employment

	Very Healthy / Healthy	Somewhat Unhealthy / Unhealthy
Working full/Self-employed	83%	16%
Working part time	81%	18%
Unemployed	68%	30%
Student	85%	14%
Housewife	74%	25%
Retired/Disabled	64%	35%

Source: WIN 2021. Base: 33 236 cases. The percentages of Dk / Nr have not been plotted.

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

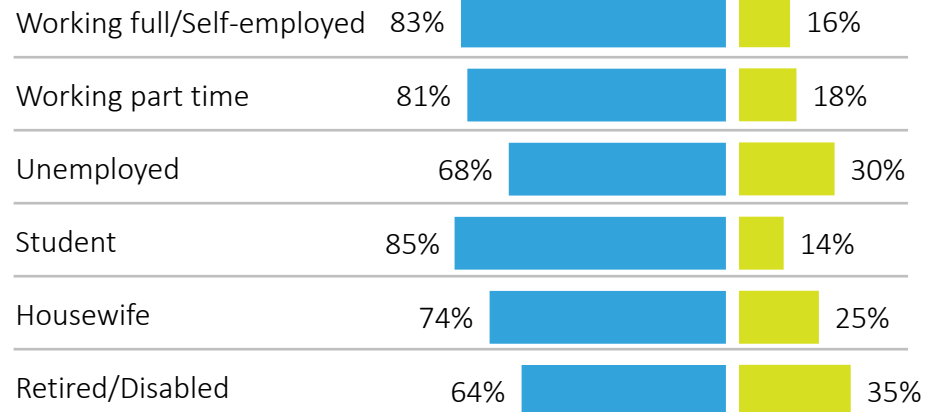**TTB** Very Healthy / Healthy   **BTB** Somewhat Unhealthy / Unhealthy

Country	TTB	BTB
TOTAL	77%	22%
AFRICA	90%	9%
APAC	84%	15%
AMERICAS	74%	25%
MENA	73%	25%
EUROPE	72%	27%
VIETNAM	93%	7%
NIGERIA	92%	8%
PAKISTAN	91%	9%
SOUTH KOREA	89%	10%
INDONESIA	89%	11%
THAILAND	89%	10%
INDIA	89%	10%
PHILIPPINES	89%	11%
KENYA	89%	10%
MALAYSIA	88%	12%
MEXICO	87%	12%
GREECE	84%	16%
PARAGUAY	84%	16%
ITALY	83%	16%
FRANCE	81%	17%
LEBANON	80%	20%
ARGENTINA	80%	18%
CANADA	78%	21%
SLOVENIA	77%	23%
SERBIA	76%	22%
TURKEY	76%	24%
BRASIL	76%	23%
CHINA	76%	24%
UNITED STATES	75%	24%
SPAIN	75%	24%
IRELAND	73%	25%
ECUADOR	72%	28%
PERU	72%	28%
COLOMBIA	72%	28%
GERMANY	71%	28%
JAPAN	70%	27%
DENMARK	68%	31%
CROATIA	68%	32%
PALESTINIAN T.	64%	31%
GREAT BRITAIN	63%	36%
FINLAND	62%	37%
HONG KONG	60%	40%
CHILE	57%	42%
POLAND	55%	44%

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

WIN Worldwide Independent Network Of Market Research

Health self-perception

% within total population

	TTB 2020	TTB 2021	
GLOBAL AVERAGE	79%	77%	
VN - Vietnam	89%	93%	⬆
NG – Nigeria	90%	92%	⬆
PK – Pakistan	91%	91%	▬
KR - South Korea	90%	89%	⬇
ID – Indonesia	92%	89%	⬇
TH – Thailand	No data	89%	⬤
IN – India	86%	89%	⬆
PH - Philippines	86%	89%	⬆
KE - Kenya	No data	89%	⬤
MY – Malaysia	86%	88%	⬆
MX - Mexico	88%	87%	⬇
GR – Greece	No data	84%	⬤
PY - Paraguay	90%	84%	⬇
IT – Italy	88%	83%	⬇
FR – France	90%	81%	⬇
LB – Lebanon	88%	80%	⬇
AR – Argentina	83%	80%	⬇
CA – Canada	78%	78%	▬
SI – Slovenia	74%	77%	⬆
RS - Serbia	77%	76%	⬇

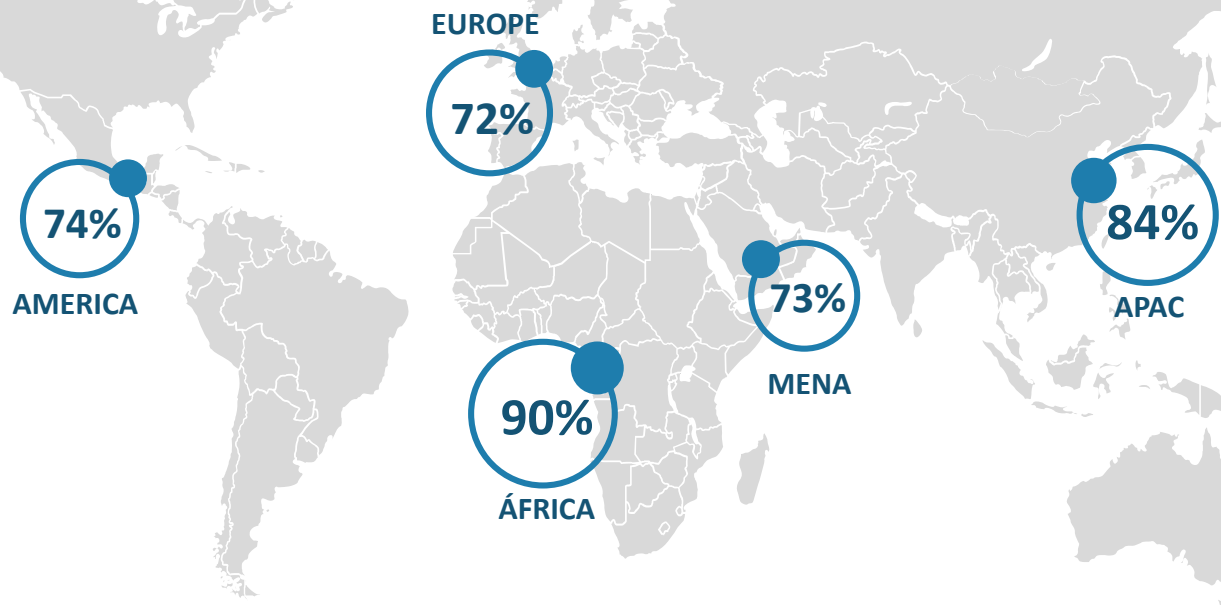|	TTB 2020	TTB 2021	
TR – Turkey	No data	76%	⬤
BR – Brazil	76%	76%	▬
CN – China	78%	76%	⬇
US - United States	75%	75%	▬
ES – Spain	77%	75%	⬇
IE – Ireland	74%	73%	⬇
EC - Ecuador	73%	72%	⬇
PE - Peru	67%	72%	⬆
CO – Colombia	No Data	72%	⬤
DE – Germany	74%	71%	⬇
JP – Japan	73%	70%	⬇
DK - Denmark	71%	68%	⬇
HR – Croatia	74%	68%	⬇
PS - Palestinian T.	67%	64%	⬇
GB - United Kingdom	70%	63%	⬇
FI – Finland	65%	62%	⬇
HK - Hong Kong	66%	60%	⬇
CL – Chile	60%	57%	⬇
PL – Poland	75%	55%	⬇

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

Health self-perception
% within total population

OVERALL HEALTH PERCEPTION

TTB Very Healthy / Healthy

TOP 3 - 2021			2020		2019		BOTTOM 3 -2021			2020		2019	
❶	Vietnam	93%	Indonesia	92%	Canada	95%	�37	Hong Kong	60%	Hong Kong	66%	Palestinian	59%
❷	Nigeria	92%	Pakistan	91%	Indonesia	93%	�38	Chile	57%	Finland	65%	Hong Kong	57%
❸	Pakistan	91%	S. Korea	90%	S. Korea	90%	�39	Poland	55%	Chile	60%	Poland	47%

EUROPE
72%

AMERICA
74%

MENA
73%

APAC
84%

ÁFRICA
90%

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

HEALTH-RELATED HABITS
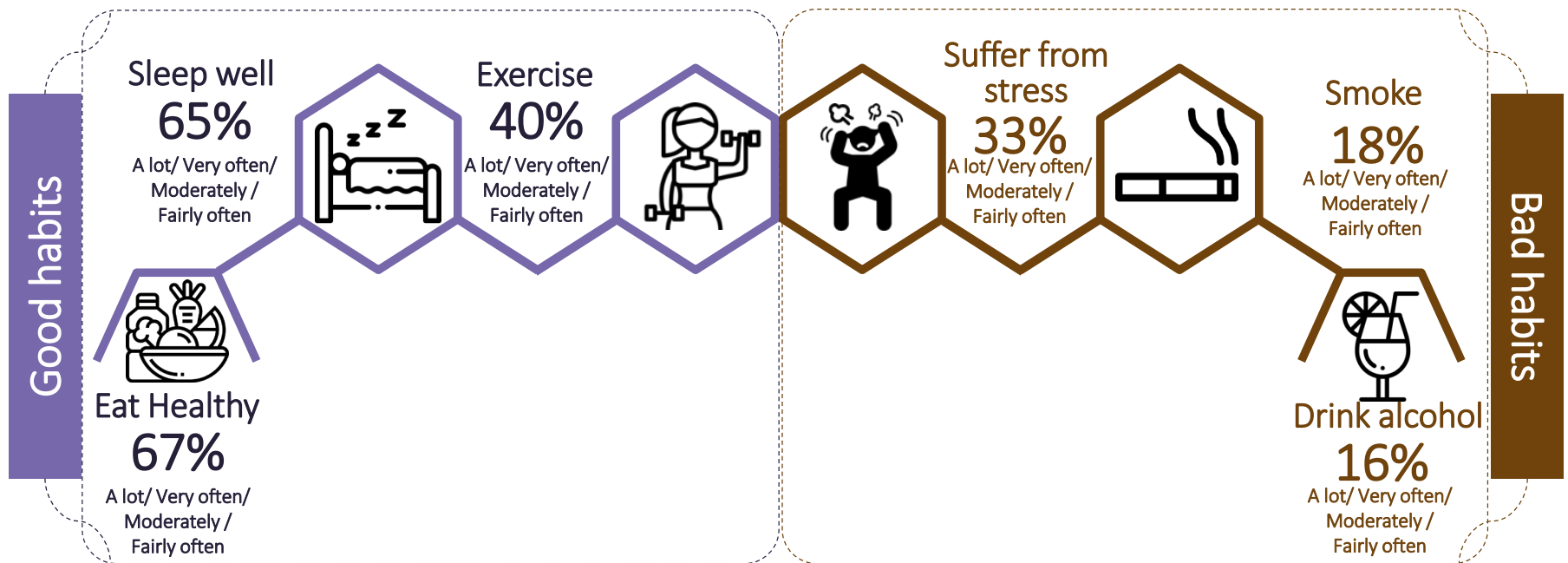
Summary of Health-related habits - A lot/very often/ moderatly/fairly often

% within total population

HOW OFTEN DO PEOPLE …?

Good habits

Sleep well
65%
A lot/ Very often/
Moderately /
Fairly often

Exercise
40%
A lot/ Very often/
Moderately /
Fairly often

Eat Healthy
67%
A lot/ Very often/
Moderately /
Fairly often

Suffer from stress
33%
A lot/ Very often/
Moderately /
Fairly often

Smoke
18%
A lot/ Very often/
Moderately /
Fairly often

Drink alcohol
16%
A lot/ Very often/
Moderately /
Fairly often

Bad habits

WIN
Worldwide
Independent Network
Of Market Research

Summary of Health-related habits - A lot/very often/ moderatly/fairly often

% within total population

	TTB	
2019	2020	2021

HOW OFTEN DO PEOPLE ...?

Eat Healthy

NEW | **67%** | 24% | 43% | 23% | 7% | 2% 1%

Sleep well

61% | 64% | **65%** | 24% | 41% | 23% | 10% | 2%

Exercise

37% | 39% | **40%** | 14% | 26% | 28% | 20% | 11% | 1%

Suffer from stress

30% | 31% | **33%** | 12% | 21% | 32% | 22% | 12% | 1%

Smoke

17% | 17% | **18%** | 8% | 10% | 7% | 8% | 66% | 1%

Drink alcohol

17% | 15% | **16%** | 4% | 12% | 22% | 26% | 32% | 4%

● **A lot/ very often**   ● **Moderately/ fairly often**   ● **A Little/ Sometimes**   ● **Very little/ ocassionally**   ● **Never**   ● **Do not know**

Q2. How often would you say that you..?

WiN
Worldwide
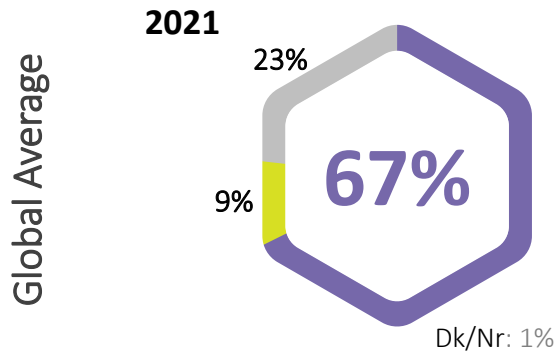Independent Network
Of Market Research
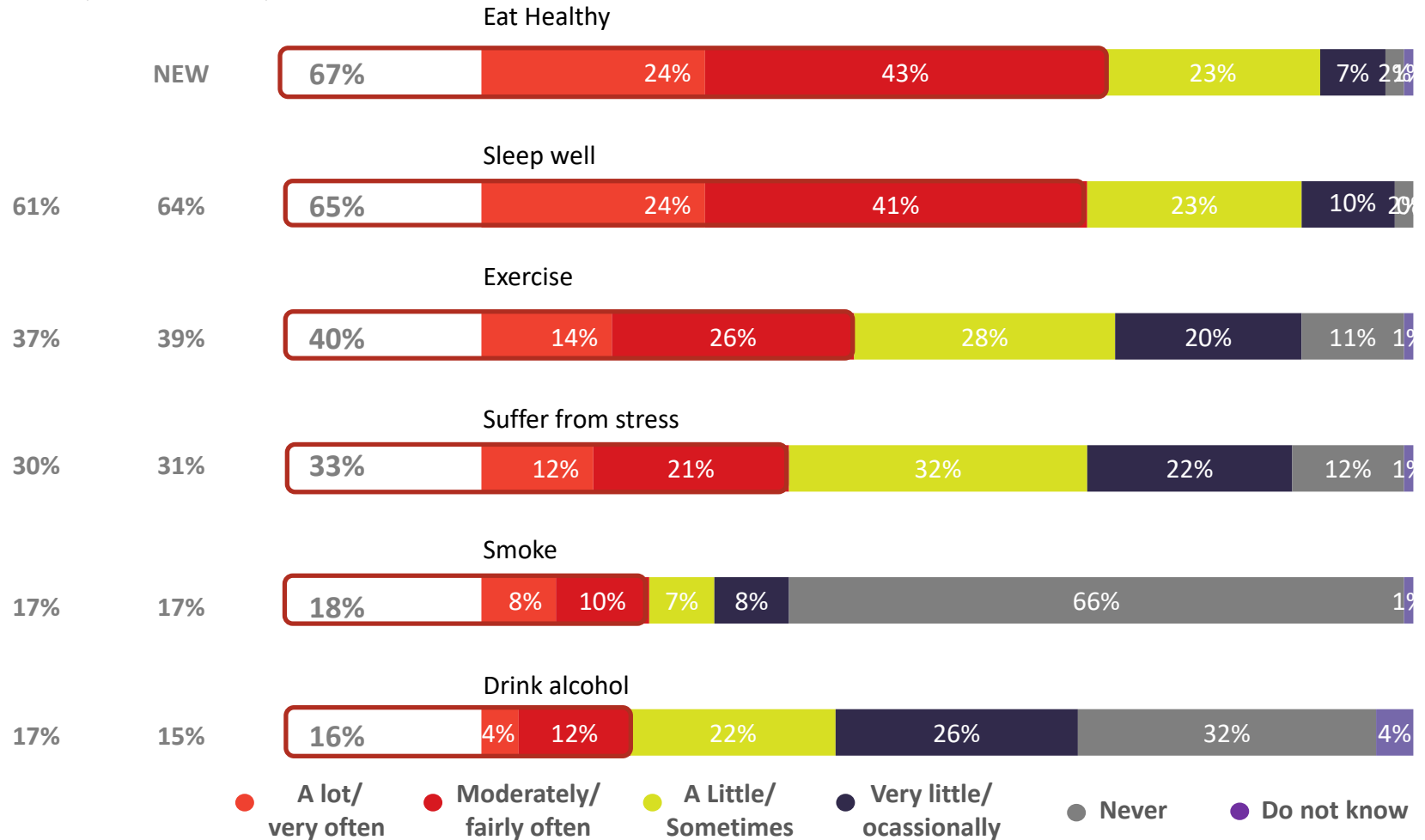
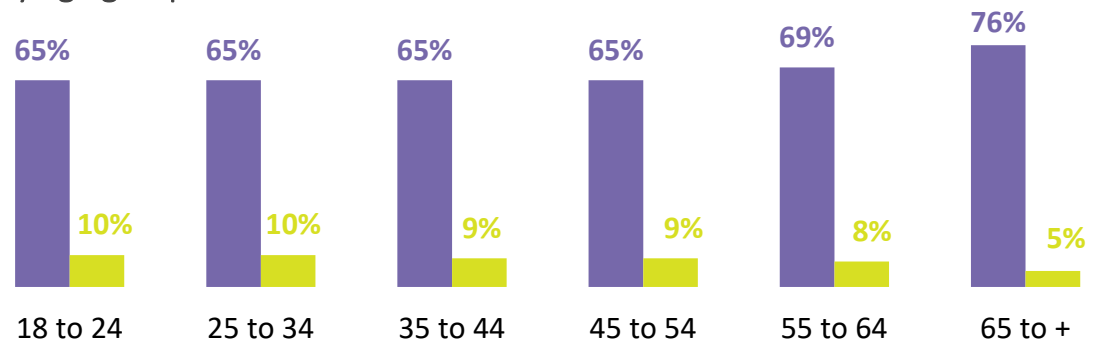# HEALTH-RELATED HABITS

- Eat healthy-

Eat Healthy
% within total population
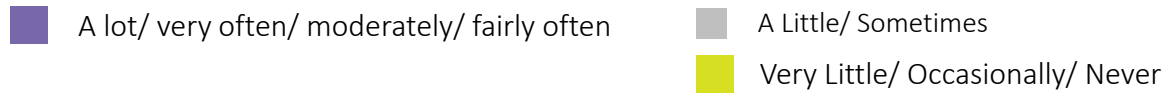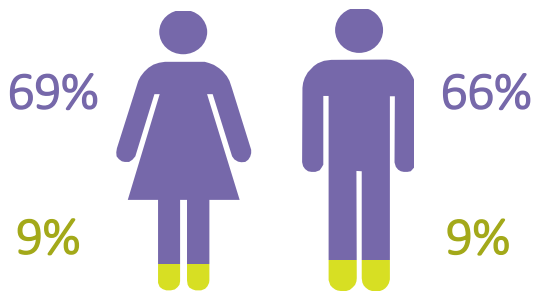
HOW OFTEN DO PEOPLE EAT HEALTHY?

■ A lot/ very often/ moderately/ fairly often   ■ A Little/ Sometimes

■ Very Little/ Occasionally/ Never

Global Average

2021

23%

9%

67%

Dk/Nr: 1%

By gender

69% 9%

66% 9%

By age group

	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to +
A lot	65%	65%	65%	65%	69%	76%
Very little	10%	10%	9%	9%	8%	5%

WIN
Worldwide
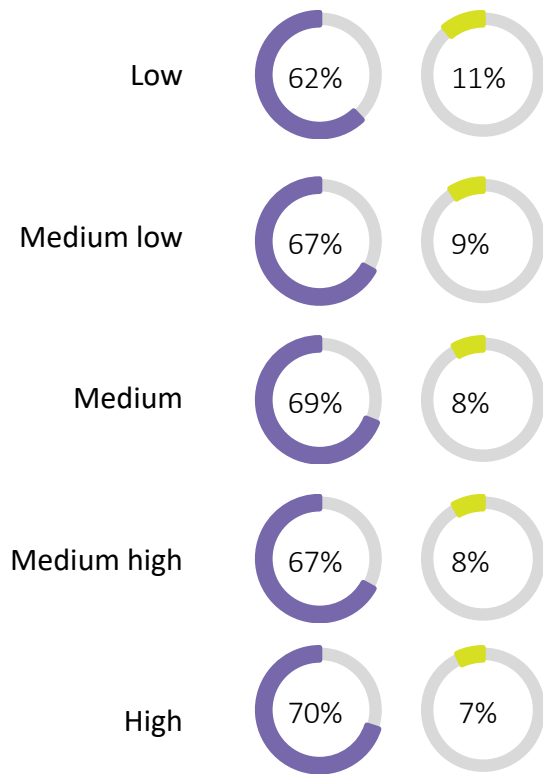Independent Network
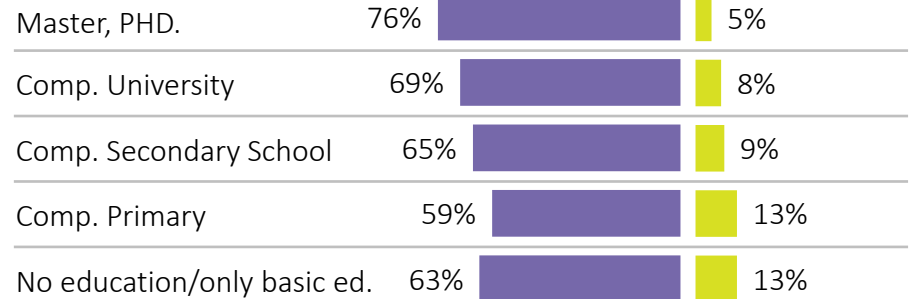Of Market Research

Eat Healthy
% within total population

HOW OFTEN DO PEOPLE EAT HEALTHY?

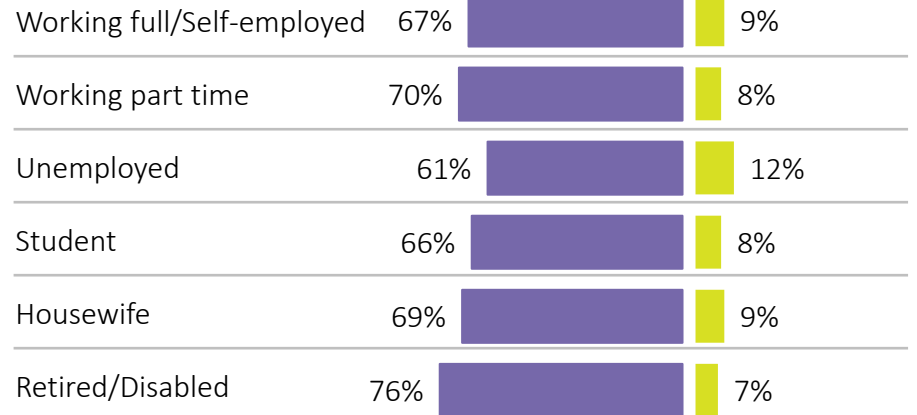■ A lot/ very often/ moderately/ fairly often ■ Very Little/ Occasionally/ Never

By income

	A lot/very often	Very Little
Low	62%	11%
Medium low	67%	9%
Medium	69%	8%
Medium high	67%	8%
High	70%	7%

By education level

	A lot/very often	Very Little
Master, PHD.	76%	5%
Comp. University	69%	8%
Comp. Secondary School	65%	9%
Comp. Primary	59%	13%
No education/only basic ed.	63%	13%

By employment

	A lot/very often	Very Little
Working full/Self-employed	67%	9%
Working part time	70%	8%
Unemployed	61%	12%
Student	66%	8%
Housewife	69%	9%
Retired/Disabled	76%	7%

Q2_6. How often would you say that you eat healthy?

WIN Worldwide Independent Network Of Market Research

Eat Healthy
% within total population

HOW OFFEN DO PEOPLE EAT HEALTHY?

Legend: A lot/ very often/ moderately/ fairly often — Very Little/ Occasionally/ Never

Country	A lot/ very often/ moderately/ fairly often	Very Little/ Occasionally/ Never
TOTAL	67%	9%
AFRICA	86%	4%
APAC	70%	9%
EUROPE	67%	8%
AMERICAS	62%	9%
MENA	60%	15%
VIETNAM	97%	1%
KENYA	88%	4%
PHILIPPINES	86%	3%
NIGERIA	85%	4%
SPAIN	84%	4%
PAKISTAN	84%	8%
INDIA	83%	5%
INDONESIA	82%	2%
PARAGUAY	80%	3%
ITALY	77%	5%
FINLAND	75%	5%
COLOMBIA	74%	10%
JAPAN	73%	7%
CANADA	72%	5%
DENMARK	72%	4%
FRANCE	71%	6%
ECUADOR	71%	10%
LEBANON	69%	17%
PERU	69%	4%
IRELAND	68%	7%
SLOVENIA	64%	6%
UNITES STATES	62%	11%
TURKEY	62%	15%
MALAYSIA	61%	11%
GREAT BRITAIN	59%	13%
SOUTH KOREA	59%	5%
MEXICO	58%	8%
CROATIA	58%	7%
ARGENTINA	56%	10%
SERBIA	56%	11%
POLAND	56%	12%
CHINA	55%	15%
GERMANY	53%	12%
GREECE	53%	13%
BRAZIL	50%	18%
PALESTINIAN T.	50%	15%
HONG KONG	46%	14%
CHILE	46%	7%
THAILAND	36%	36%

WiN
Worldwide
Independent Network
Of Market Research

14

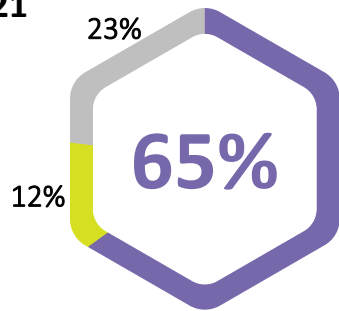# HEALTH-RELATED HABITS

- Sleep well-

Sleep well
% within total population

HOW OFTEN DO PEOPLE SLEEP WELL?
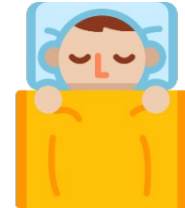
- ■ A lot/ very often/ moderately/ fairly often
- ■ A Little/ Sometimes
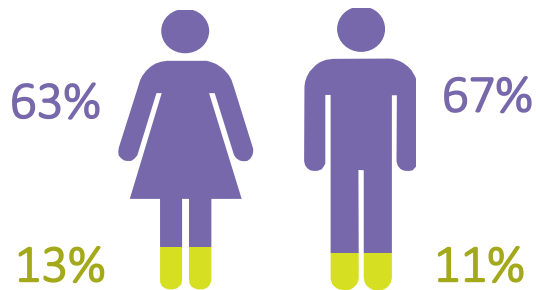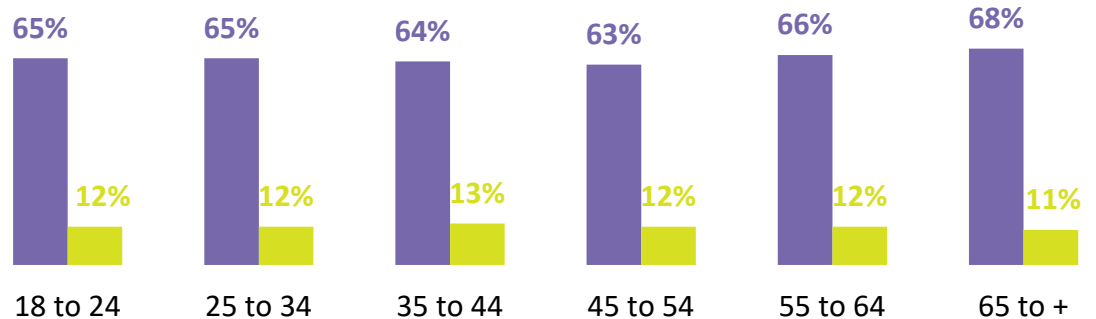- ■ Very Little/ Occasionally/ Never

Global Average

2021

23%

65%

12%

	2018	2019	2020	2021	Variation
	64%	61%	64%	65%	+1
	12%	13%	12%	12%	0
	23%	25%	23%	23%	0

By gender

63%   67%

13%   11%

By age group

18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to +
65%	65%	64%	63%	66%	68%
12%	12%	13%	12%	12%	11%

WIN
Worldwide
Independent Network
Of Market Research

Sleep well

% within total population

HOW OFFEN DO PEOPLE SLEEP WELL?

■ A lot/ very often/ moderately/ fairly often   ■ Very Little/ Occasionally/ Never

By social classes

	A lot/ very often...	Very Little/...
Low	60%	14%
Medium low	65%	12%
Medium	67%	11%
Medium high	65%	10%
High	66%	11%

By education level

Master, PHD.	70%	10%
Comp. University	66%	10%
Comp. Secondary School	64%	12%
Comp. Primary	59%	14%
No education/only basic ed.	56%	19%

By employment

Working full/Self-employed	67%	11%
Working part time	68%	11%
Unemployed	60%	14%
Student	69%	10%
Housewife	62%	13%
Retired/Disabled	65%	14%

Source: WIN 2021. Base: 33 236 cases. The percentages of Dk / Nr and A little / sometimes have not been plotted.
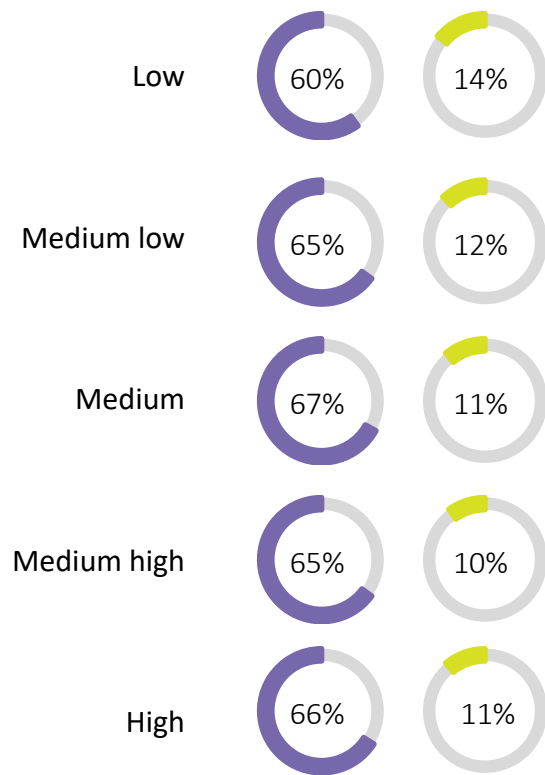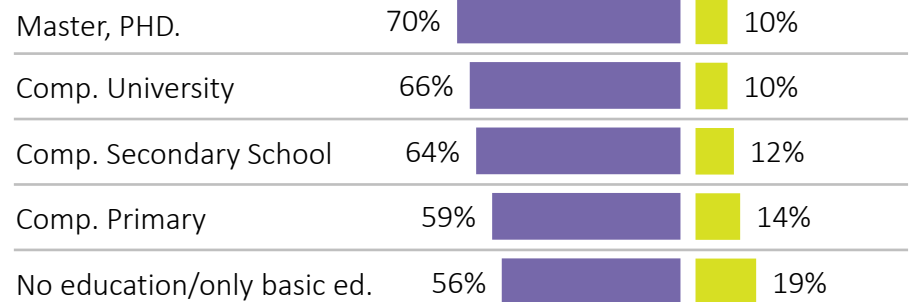
Q2_5. How often would you say that you sleep well?

WiN Worldwide Independent Network Of Market Research

Sleep well

% within total population

HOW OFTEN DO PEOPLE SLEEP WELL?

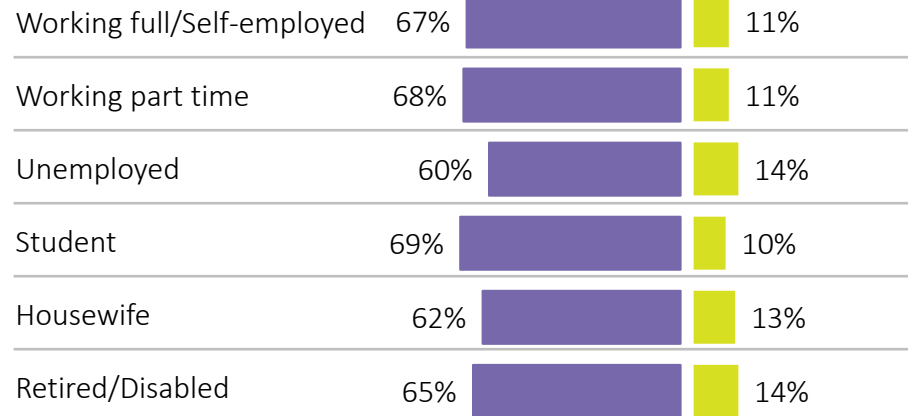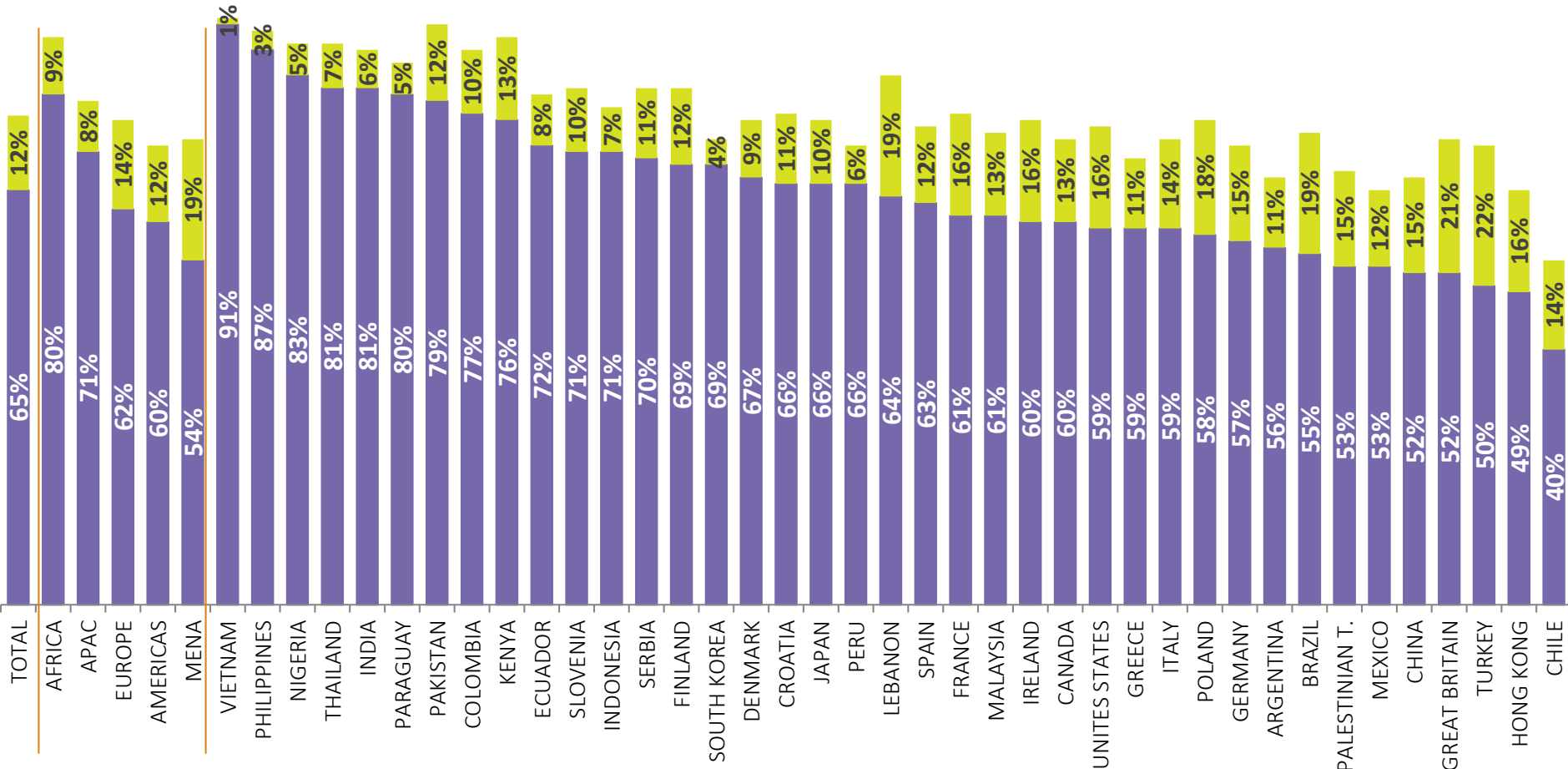■ A lot/ very often/ moderately/ fairly often   ■ Very Little/ Occasionally/ Never

Country	A lot/very often	Very Little/Occasionally/Never
TOTAL	65%	12%
AFRICA	80%	9%
APAC	71%	8%
EUROPE	62%	14%
AMERICAS	60%	12%
MENA	54%	19%
VIETNAM	91%	1%
PHILIPPINES	87%	3%
NIGERIA	83%	5%
THAILAND	81%	7%
INDIA	81%	6%
PARAGUAY	80%	5%
PAKISTAN	79%	12%
COLOMBIA	77%	10%
KENYA	76%	13%
ECUADOR	72%	8%
SLOVENIA	71%	10%
INDONESIA	71%	7%
SERBIA	70%	11%
FINLAND	69%	12%
SOUTH KOREA	69%	4%
DENMARK	67%	9%
CROATIA	66%	11%
JAPAN	66%	10%
PERU	66%	6%
LEBANON	64%	19%
SPAIN	63%	12%
FRANCE	61%	16%
MALAYSIA	61%	13%
IRELAND	60%	16%
CANADA	60%	13%
UNITES STATES	59%	16%
GREECE	59%	11%
ITALY	59%	14%
POLAND	58%	18%
GERMANY	57%	15%
ARGENTINA	56%	11%
BRAZIL	55%	19%
PALESTINIAN T.	53%	15%
MEXICO	53%	12%
CHINA	52%	15%
GREAT BRITAIN	52%	21%
TURKEY	50%	22%
HONG KONG	49%	16%
CHILE	40%	14%

Q2_5. How often would you say that you sleep well?

WIN Worldwide Independent Network Of Market Research

18

Sleep well - **A lot/very often/ moderatly/fairly often**

% within total population

	2020	2021	
GLOBAL AVERAGE	64%	65%	
VN - Vietnam	83%	91%	⬆
PH – Philippines	78%	87%	⬆
NG – Nigeria	55%	83%	⬆
TH – Thailand	No data	81%	⬤
IN – India	81%	81%	▬
PY – Paraguay	81%	80%	⬇
PK – Pakistan	72%	79%	⬆
CO – Colombia	No data	77%	⬤
KE – Kenya	No data	76%	⬤
EC – Ecuador	75%	72%	⬇
SI – Slovenia	68%	71%	⬆
ID – Indonesia	72%	71%	⬇
RS – Serbia	70%	70%	▬
FI – Finland	72%	69%	⬇
KR - South Korea	59%	69%	⬆
DK - Denmark	71%	67%	⬇
HR – Croatia	75%	66%	⬇
JP – Japan	66%	66%	▬
PE - Peru	63%	66%	⬆
LB – Lebanon	67%	64%	⬇

	2020	2021	
ES – Spain	72%	63%	⬇
FR – France	56%	61%	⬆
MY – Malaysia	64%	61%	⬇
IE – Ireland	60%	60%	▬
CA – Canada	64%	60%	⬇
US - United States	63%	59%	⬇
GR – Greece	No data	59%	⬤
IT – Italy	61%	59%	⬇
PL – Poland	67%	58%	⬇
DE – Germany	58%	57%	⬇
AR – Argentina	74%	56%	⬇
BR – Brazil	53%	55%	⬆
PS – Palestinian T.	50%	53%	⬆
MX – Mexico	50%	53%	⬆
CN – China	68%	52%	⬇
GB - United Kingdom	53%	52%	⬇
TR – Turkey	No data	50%	⬤
HK - Hong Kong	59%	49%	⬇
CL – Chile	48%	40%	⬇

WIN Worldwide Independent Network Of Market Research

Q2. How often would you say that you..?
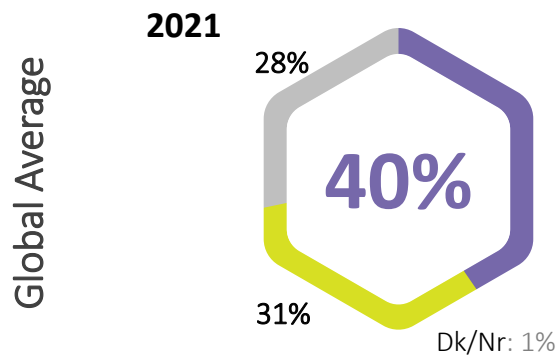
HEALTH-RELATED HABITS

- Exercise -

Exercise
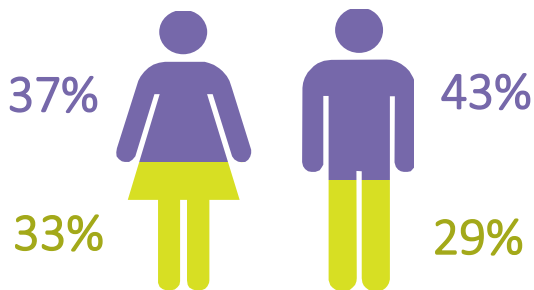% within total population

HOW OFTEN DO PEOPLE EXERCISE?

■ A lot/ very often/ moderately/ fairly often ■ A Little/ Sometimes
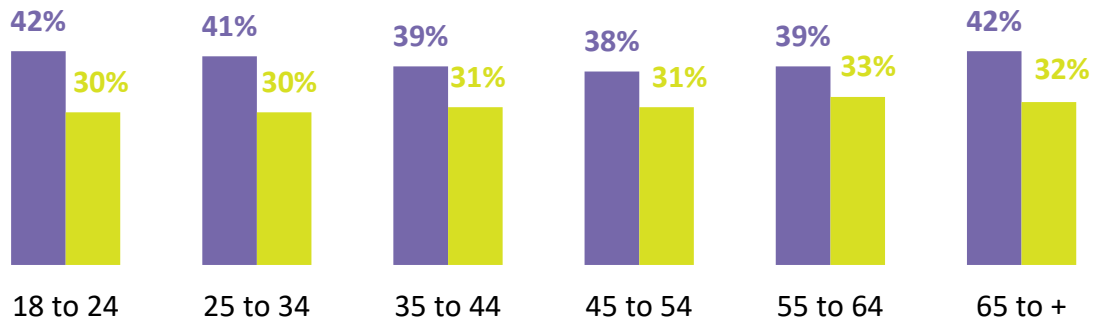■ Very Little/ Occasionally/ Never

Global Average

2021

28%

40%

31%

Dk/Nr: 1%

	2018	2019	2020	2021	Variation
	37%	37%	39%	40%	+1
	34%	32%	31%	31%	0
	29%	30%	29%	28%	-1

By gender

37%

43%

33%

29%

By age group

	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to +
Purple	42%	41%	39%	38%	39%	42%
Yellow	30%	30%	31%	31%	33%	32%

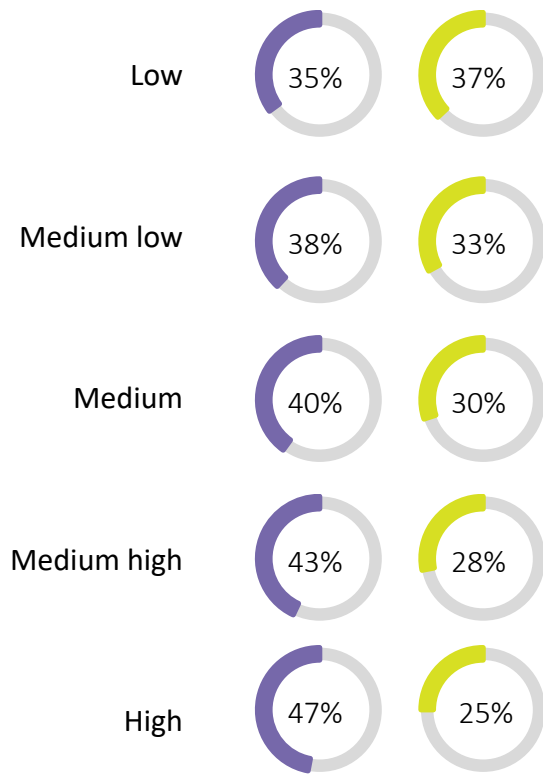WIN Worldwide Independent Network Of Market Research
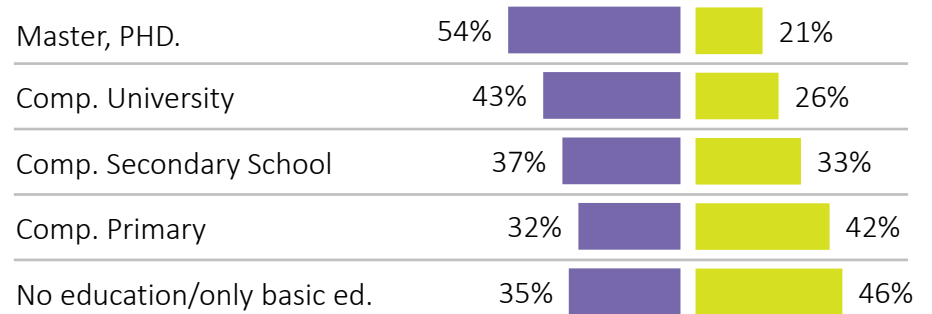
Exercise

% within total population

HOW OFTEN DO PEOPLE EXERCISE?

■ A lot/ very often/ moderately/ fairly often   ■ Very Little/ Occasionally/ Never

By social classes

	A lot	Very Little
Low	35%	37%
Medium low	38%	33%
Medium	40%	30%
Medium high	43%	28%
High	47%	25%

By education level

	A lot	Very Little
Master, PHD.	54%	21%
Comp. University	43%	26%
Comp. Secondary School	37%	33%
Comp. Primary	32%	42%
No education/only basic ed.	35%	46%

By employment

	A lot	Very Little
Working full/Self-employed	43%	28%
Working part time	43%	28%
Unemployed	33%	38%
Student	42%	28%
Housewife	30%	39%
Retired/Disabled	42%	33%

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?

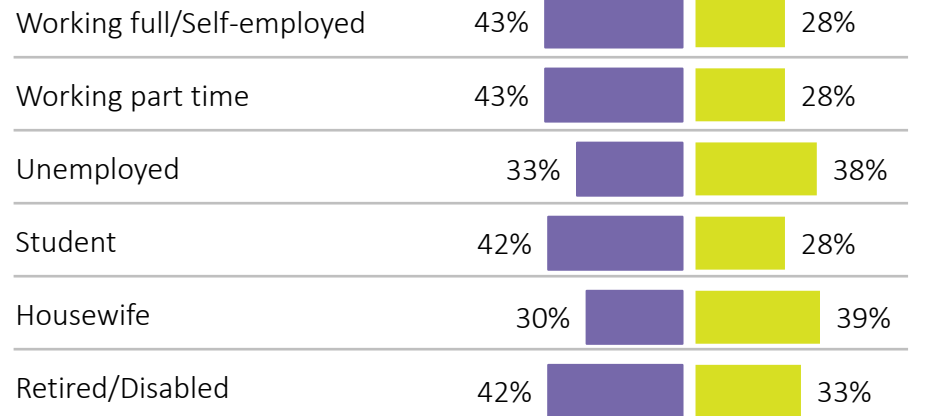■ A lot/ very often/ moderately/ fairly often   ■ Very Little/ Occasionally/ Never

	A lot/fairly often	Very Little/Never
TOTAL	40%	31%
AFRICA	48%	28%
APAC	42%	28%
EUROPE	42%	29%
AMERICAS	36%	33%
MENA	30%	46%
INDIA	64%	14%
FINLAND	59%	15%
PARAGUAY	56%	18%
SPAIN	55%	21%
KENYA	53%	31%
CHINA	51%	16%
IRELAND	50%	19%
VIETNAM	47%	20%
PHILIPPINES	46%	28%
COLOMBIA	46%	33%
UNITES STATES	45%	30%
PAKISTAN	44%	45%
FRANCE	44%	30%
NIGERIA	44%	26%
CANADA	43%	25%
JAPAN	42%	35%
DENMARK	42%	30%
SLOVENIA	41%	24%
GREAT BRITAIN	41%	32%
MALAYSIA	40%	29%
INDONESIA	40%	18%
ITALY	38%	32%
HONG KONG	38%	27%
ARGENTINA	36%	33%
BRAZIL	36%	40%
LEBANON	35%	43%
PALESTINIAN T.	34%	37%
GERMANY	33%	37%
GREECE	31%	37%
MEXICO	30%	35%
SERBIA	30%	42%
PERU	29%	27%
POLAND	29%	37%
ECUADOR	29%	47%
CROATIA	27%	36%
SOUTH KOREA	26%	32%
TURKEY	24%	54%
THAILAND	24%	45%
CHILE	21%	38%

Q2_3. How often would you say that you exercise?

WIN
Worldwide
Independent Network
Of Market Research

23

Exercise - **A lot/very often/ moderatly/fairly often**

% within total population

	2020	2021			2020	2021	
GLOBAL AVERAGE	39%	40%		ID – Indonesia	53%	40%	↓
IN – India	67%	64%	↓	IT – Italy	36%	38%	↑
FI – Finland	58%	59%	↑	HK - Hong Kong	41%	38%	↓
PY – Paraguay	44%	56%	↑	AR – Argentina	33%	36%	↑
ES – Spain	57%	55%	↓	BR – Brazil	30%	36%	↑
KE – Kenya	No data	53%	●	LB – Lebanon	30%	35%	↑
CN – China	46%	51%	↑	PS – Palestinian T.	31%	34%	↑
IE – Ireland	49%	50%	↑	DE – Germany	40%	33%	↓
VN - Vietnam	44%	47%	↑	GR – Greece	No data	31%	●
PH – Philippines	48%	46%	↓	MX – Mexico	23%	30%	↑
CO – Colombia	No data	46%	●	RS – Serbia	27%	30%	↑
US - United States	34%	45%	↑	PE - Peru	26%	29%	↑
PK – Pakistan	32%	44%	↑	PL – Poland	33%	29%	↓
FR – France	36%	44%	↑	EC – Ecuador	37%	29%	↓
NG – Nigeria	45%	44%	↓	HR – Croatia	33%	27%	↓
CA – Canada	41%	43%	↑	KR - South Korea	28%	26%	↓
JP – Japan	44%	42%	↓	TR – Turkey	No data	24%	●
DK - Denmark	43%	42%	↓	TH – Thailand	No data	24%	●
SI – Slovenia	45%	41%	↓	CL – Chile	20%	21%	↓
GB - United Kingdom	44%	41%	↓				
MY – Malaysia	37%	40%	↑				

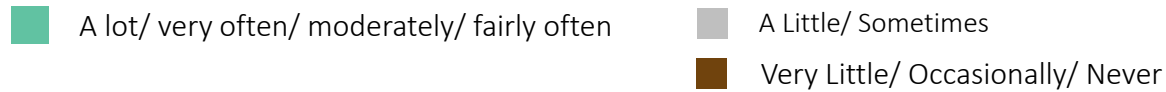Q2. How often would you say that you..?

HEALTH-RELATED HABITS

- Suffer from stress -

Suffer from stress
% within total population
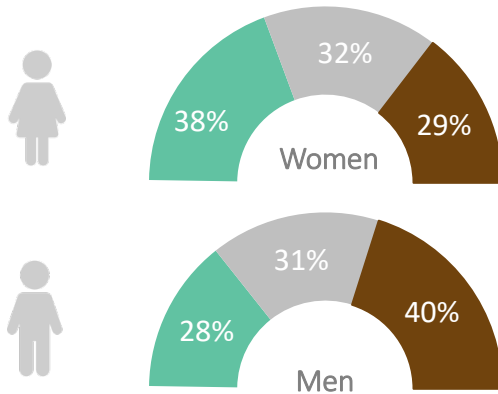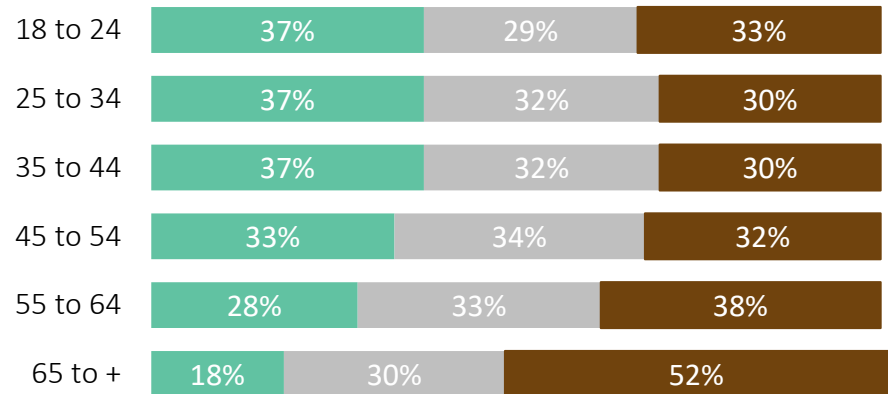
HOW OFTEN DO PEOPLE SUFFER FROM STRESS?

- **A lot/ very often/ moderately/ fairly often**
- **A Little/ Sometimes**
- **Very Little/ Occasionally/ Never**

Global Average

2021

33%

32%

35%
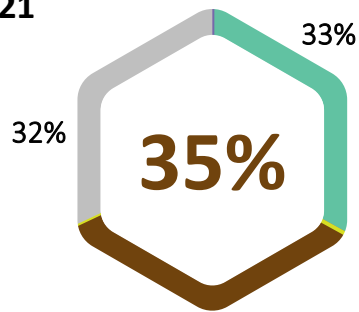
	2018	2019	2020	2021	Variation
	30%	30%	31%	33%	+2
	35%	35%	35%	35%	0
	33%	34%	33%	32%	-1

By gender

Women
38% | 32% | 29%

Men
28% | 31% | 40%

By age group

18 to 24	37%	29%	33%
25 to 34	37%	32%	30%
35 to 44	37%	32%	30%
45 to 54	33%	34%	32%
55 to 64	28%	33%	38%
65 to +	18%	30%	52%

Suffer from stress
% within total population

HOW OFTEN DO PEOPLE SUFFER FROM STRESS?

■ A lot/ very often/ moderately/ fairly often   ■ Very Little/ Occasionally/ Never

By social classes

	A lot/very often	Very Little/Never
Low	37%	32%
Medium low	34%	34%
Medium	31%	37%
Medium high	32%	34%
High	29%	35%

By education level

Master, PHD.	33%	11%
Comp. University	33%	10%
Comp. Secondary School	32%	15%
Comp. Primary	34%	19%
No education/only basic ed.	32%	23%

By employment

Working full/Self-employed	33%	33%
Working part time	35%	34%
Unemployed	34%	35%
Student	40%	30%
Housewife	35%	33%
Retired/Disabled	20%	49%

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

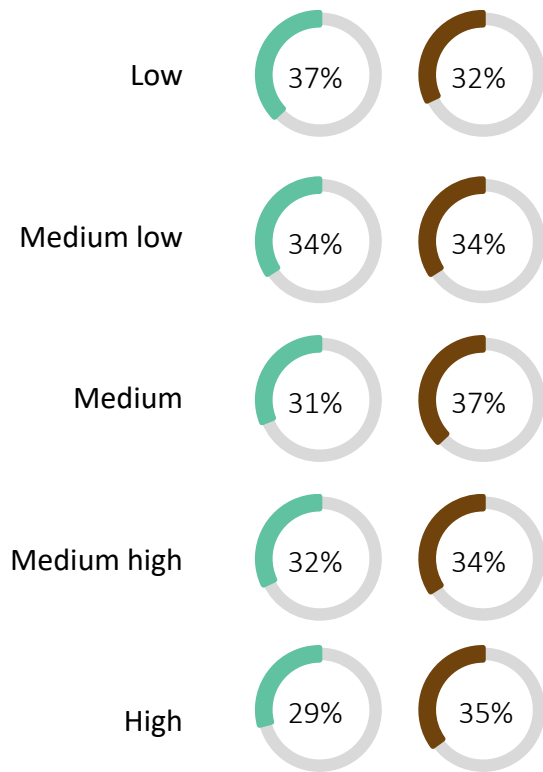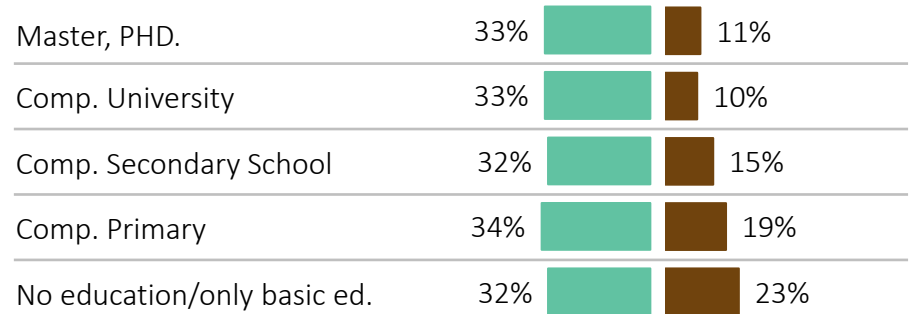WIN Worldwide Independent Network Of Market Research

Suffer from stress

% within total population

HOW OFTEN DO PEOPLE SUFFER FROM STRESS?

■ A lot/ very often/ moderately/ fairly often   ■ Very Little/ Occasionally/ Never
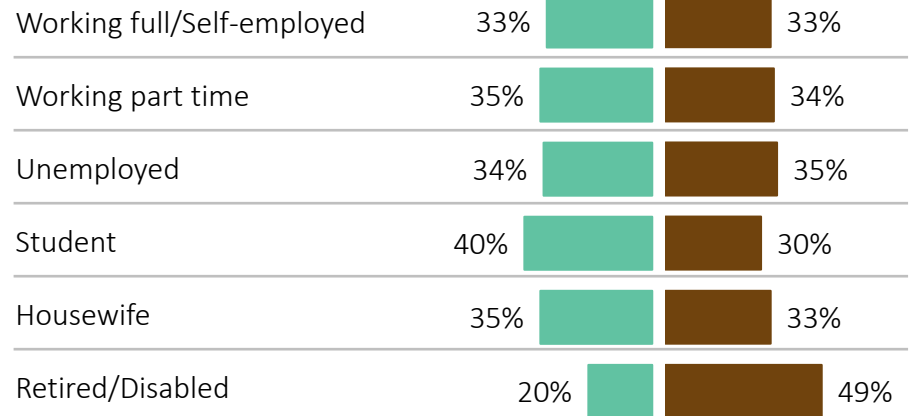

Country	A lot/very often/moderately/fairly often	Very Little/Occasionally/Never
TOTAL	33%	35%
MENA	42%	28%
EUROPE	35%	33%
AMERICAS	34%	34%
AFRICA	31%	40%
APAC	28%	37%
JAPAN	49%	25%
SERBIA	49%	18%
CROATIA	48%	20%
LEBANON	46%	35%
ARGENTINA	42%	21%
PHILIPPINES	41%	26%
GREECE	41%	34%
PALESTINIAN T.	40%	28%
TURKEY	40%	24%
ITALY	40%	20%
CANADA	39%	30%
UNITED STATES	39%	33%
CHILE	39%	21%
POLAND	38%	36%
GREAT BRITAIN	36%	37%
FINLAND	35%	30%
PARAGUAY	35%	34%
IRELAND	34%	30%
SLOVENIA	34%	28%
FRANCE	33%	40%
HONG KONG	32%	28%
SOUTH KOREA	32%	17%
GERMANY	32%	35%
KENYA	32%	46%
COLOMBIA	31%	45%
INDIA	31%	39%
NIGERIA	31%	34%
PERU	29%	24%
CHINA	27%	29%
MEXICO	27%	35%
SPAIN	27%	43%
ECUADOR	26%	48%
BRAZIL	25%	50%
MALAYSIA	25%	43%
INDONESIA	22%	45%
PAKISTAN	16%	69%
DENMARK	16%	55%
THAILAND	9%	72%
VIETNAM	5%	46%

WIN
Worldwide
Independent Network
Of Market Research

Suffer from stress - **A lot/very often/ moderatly/fairly often**

% within total population

	2020	2021	
GLOBAL AVERAGE	31%	33%	
JP – Japan	49%	49%	—
RS – Serbia	49%	49%	—
HR – Croatia	42%	48%	⬆
LB – Lebanon	38%	46%	⬆
AR – Argentina	31%	42%	⬆
PH – Philippines	37%	41%	⬆
GR – Greece	No data	41%	●
PS – Palestinian T.	36%	40%	⬆
TR – Turkey	No data	40%	●
IT – Italy	34%	40%	⬆
CA – Canada	39%	39%	—
US - United States	44%	39%	⬇
CL – Chile	31%	39%	⬆
PL – Poland	40%	38%	⬇
GB - United Kingdom	33%	36%	⬆
FI – Finland	31%	35%	⬆
PY – Paraguay	25%	35%	⬆
IE – Ireland	36%	34%	⬇
SI – Slovenia	33%	34%	⬆
FR – France	28%	33%	⬆

	2020	2021	
HK - Hong Kong	39%	32%	⬇
KR - South Korea	27%	32%	⬆
DE – Germany	29%	32%	⬇
KE – Kenya	No data	32%	●
CO – Colombia	No data	31%	●
IN – India	45%	31%	⬇
NG – Nigeria	34%	31%	⬇
PE - Peru	31%	29%	⬇
CN – China	23%	27%	⬆
MX – Mexico	30%	27%	⬇
ES – Spain	27%	27%	—
EC – Ecuador	29%	26%	⬇
BR – Brazil	21%	25%	⬆
MY – Malaysia	23%	25%	⬆
ID – Indonesia	15%	22%	⬆
PK – Pakistan	15%	16%	⬆
DK - Denmark	13%	16%	⬆
TH – Thailand	No data	9%	●
VN - Vietnam	11%	5%	⬇

Q2. How often would you say that you..?

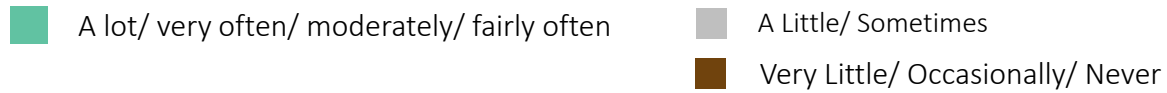WiN Worldwide Independent Network Of Market Research

HEALTH-RELATED HABITS
- Smoke -

Smoke

% within total population

HOW OFFEN DO PEOPLE SMOKE?

■ A lot/ very often/ moderately/ fairly often

■ A Little/ Sometimes

■ Very Little/ Occasionally/ Never

Global Average

2021

7%

18%

74%

Dk/Nr: 1%
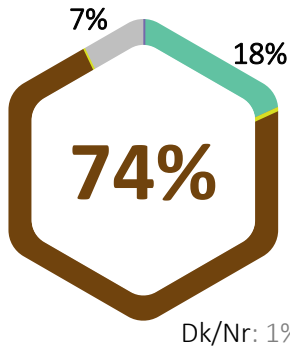
	2018	2019	2020	2021	Variation
	20%	17%	17%	18%	+1
	72%	72%	75%	74%	-1
	7%	8%	7%	7%	0

By gender

Women
80%
5%
13%

Men
67%
9%
22%

By age group

18 to 24	14%	7%	76%
25 to 34	18%	8%	72%
35 to 44	20%	8%	71%
45 to 54	21%	8%	70%
55 to 64	19%	6%	75%
65 to +	12%	3%	84%

Q2_1. How often would you say that you smoke?

WiN Worldwide Independent Network Of Market Research

Smoke

% within total population

HOW OFFEN DO PEOPLE SMOKE?

■ A lot/ very often/ moderately/ fairly often   ■ Very Little/ Occasionally/ Never

By social classes

Low 18% 73%

Medium low 19% 72%

Medium 17% 75%

Medium high 17% 74%

High 17% 75%

By education level

Master, PHD.	13%	79%
Comp. University	16%	75%
Comp. Secondary School	18%	73%
Comp. Primary	22%	68%
No education/only basic ed.	21%	71%

By employment

Working full/Self-employed	20%	70%
Working part time	17%	73%
Unemployed	20%	72%
Student	10%	81%
Housewife	10%	85%
Retired/Disabled	14%	81%

Source: WIN 2021. Base: 33 236 cases. The percentages of Dk / Nr and A little / sometimes have not been plotted.

Q2_1. How often would you say that you smoke?
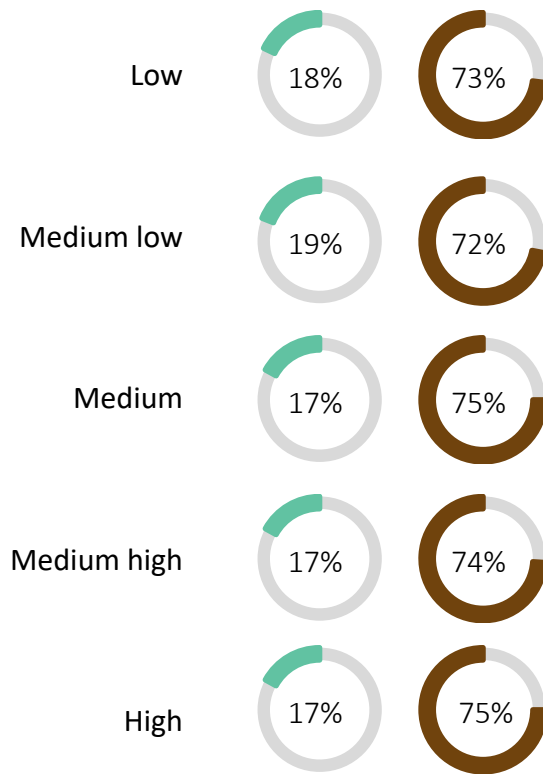
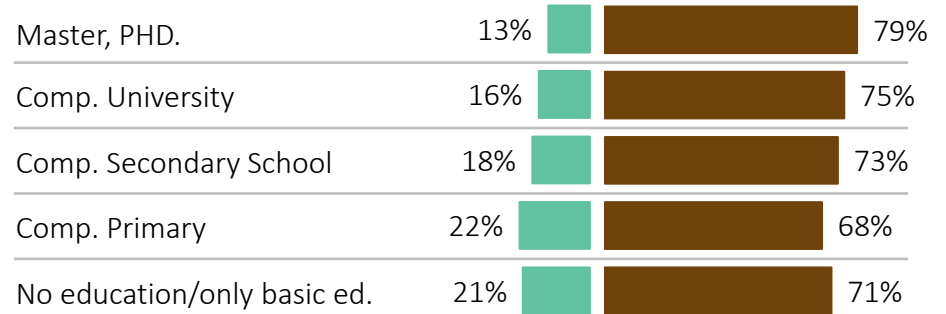WIN Worldwide Independent Network Of Market Research

Smoke

% within total population

HOW OFTEN DO PEOPLE SMOKE?

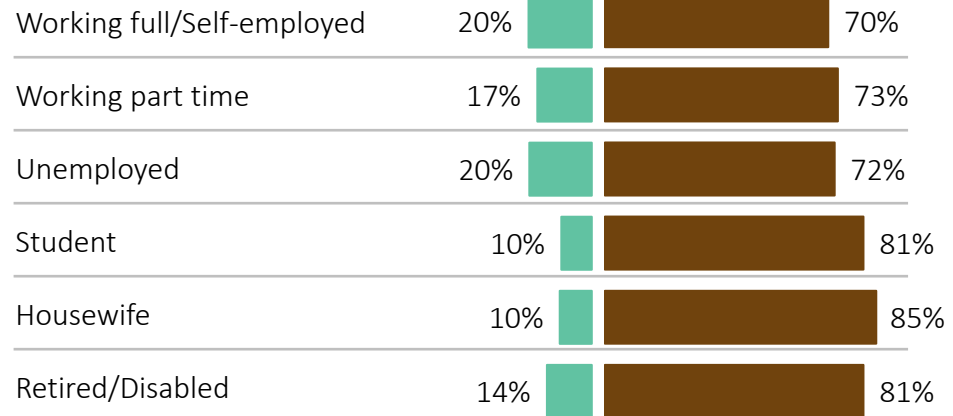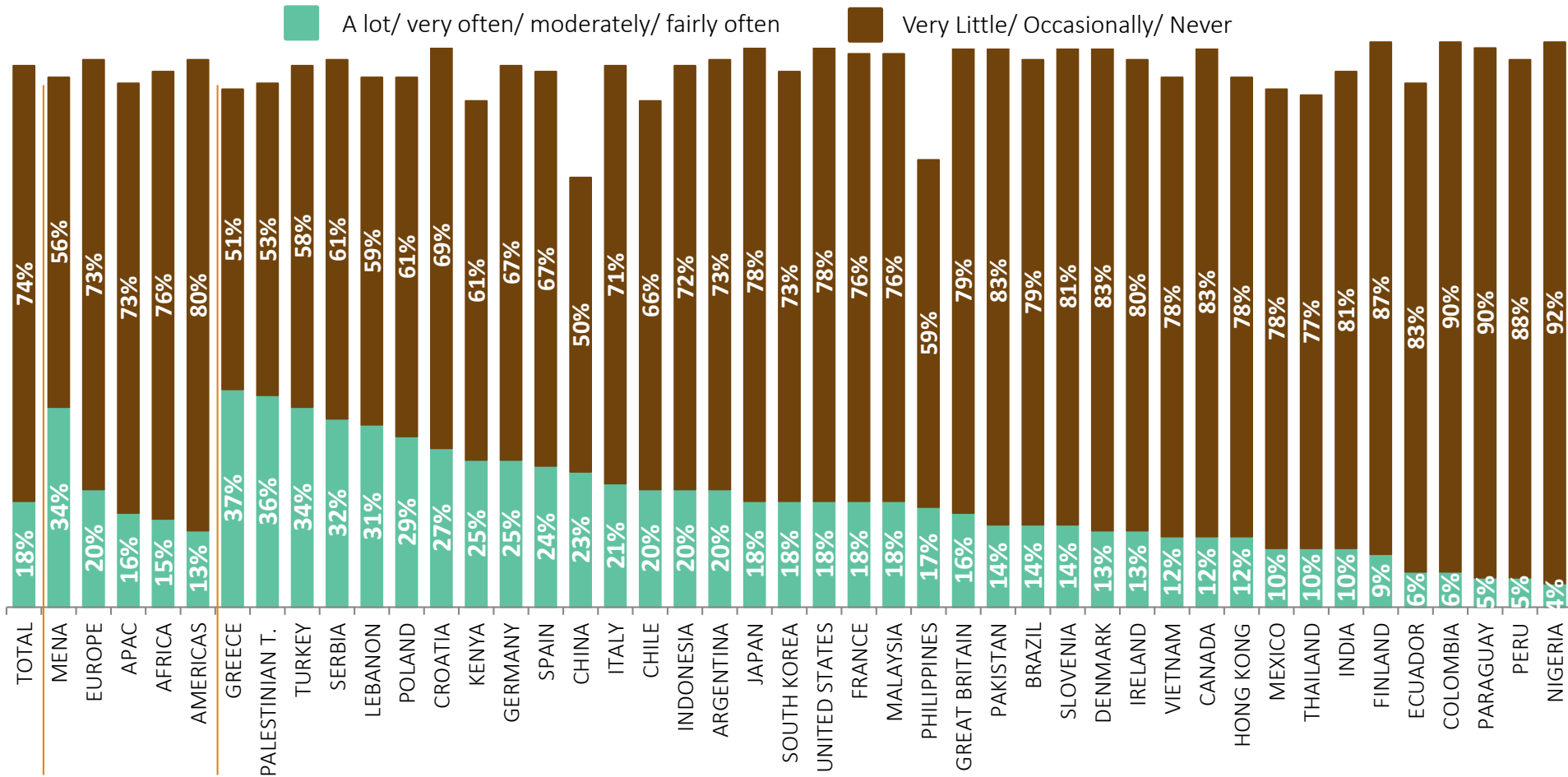■ A lot/ very often/ moderately/ fairly often   ■ Very Little/ Occasionally/ Never

Country	A lot/very often/moderately/fairly often	Very Little/Occasionally/Never
TOTAL	18%	74%
MENA	34%	56%
EUROPE	20%	73%
APAC	16%	73%
AFRICA	15%	76%
AMERICAS	13%	80%
GREECE	37%	51%
PALESTINIAN T.	36%	53%
TURKEY	34%	58%
SERBIA	32%	61%
LEBANON	31%	59%
POLAND	29%	61%
CROATIA	27%	69%
KENYA	25%	61%
GERMANY	25%	67%
SPAIN	24%	67%
CHINA	23%	50%
ITALY	21%	71%
CHILE	20%	66%
INDONESIA	20%	72%
ARGENTINA	20%	73%
JAPAN	18%	78%
SOUTH KOREA	18%	73%
UNITED STATES	18%	78%
FRANCE	18%	76%
MALAYSIA	18%	76%
PHILIPPINES	17%	59%
GREAT BRITAIN	16%	79%
PAKISTAN	14%	83%
BRAZIL	14%	79%
SLOVENIA	14%	81%
DENMARK	13%	83%
IRELAND	13%	80%
VIETNAM	12%	78%
CANADA	12%	83%
HONG KONG	12%	78%
MEXICO	10%	78%
THAILAND	10%	77%
INDIA	10%	81%
FINLAND	9%	87%
ECUADOR	6%	83%
COLOMBIA	6%	90%
PARAGUAY	5%	90%
PERU	5%	88%
NIGERIA	4%	92%

WiN
Worldwide
Independent Network
Of Market Research

Smoke - **A lot/very often/ moderatly/fairly often**
% within total population

	2020	2021	
GLOBAL AVERAGE	17%	18%	
GR – Greece	No data	37%	●
PS – Palestinian T.	36%	36%	⬆
TR – Turkey	No data	34%	●
RS – Serbia	28%	32%	⬆
LB – Lebanon	28%	31%	⬆
PL – Poland	26%	29%	⬆
HR – Croatia	24%	27%	⬆
KE – Kenya	No data	25%	●
DE – Germany	24%	25%	⬆
ES – Spain	24%	24%	▬
CN – China	13%	23%	⬆
IT – Italy	19%	21%	⬆
CL – Chile	19%	20%	⬆
ID – Indonesia	16%	20%	⬆
AR – Argentina	23%	20%	⬇
JP – Japan	20%	18%	⬇
KR - South Korea	19%	18%	⬇
US - United States	11%	18%	⬆
FR – France	16%	18%	⬆
MY – Malaysia	14%	18%	⬆

	2020	2021	
PH – Philippines	11%	17%	⬆
GB - United Kingdom	17%	16%	⬇
PK – Pakistan	10%	14%	⬆
BR – Brazil	9%	14%	⬆
SI – Slovenia	15%	14%	⬇
DK - Denmark	13%	13%	▬
IE – Ireland	16%	13%	⬇
VN - Vietnam	18%	12%	⬇
CA – Canada	13%	12%	⬇
HK - Hong Kong	20%	12%	⬇
MX – Mexico	14%	10%	⬇
TH – Thailand	No data	10%	●
IN – India	24%	10%	⬇
FI – Finland	11%	9%	⬇
EC – Ecuador	7%	6%	⬇
CO – Colombia	No data	6%	●
PY – Paraguay	5%	5%	▬
PE - Peru	5%	5%	▬
NG – Nigeria	5%	4%	⬇

Q2. How often would you say that you..?

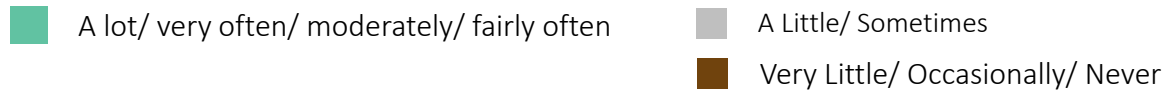WIN Worldwide Independent Network Of Market Research

HEALTH-RELATED HABITS
- Drink alcohol -

Drink alcohol
% within total population

HOW OFFEN DO PEOPLE DRINK ALCOHOL?

■ A lot/ very often/ moderately/ fairly often
■ A Little/ Sometimes
■ Very Little/ Occasionally/ Never

Global Average

2020

22% 16%

58%

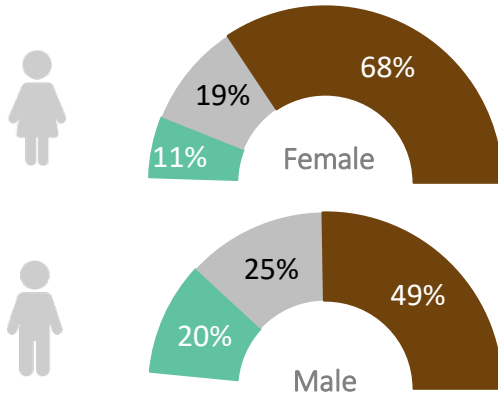Dk/Nr: 4%
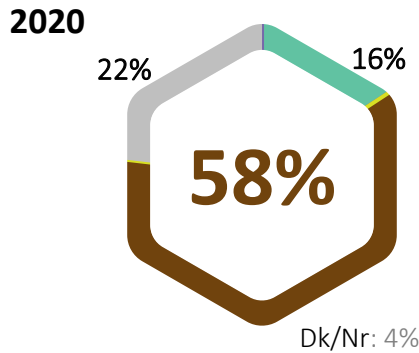
	2018	2019	2020	2021	Variation
	19%	17%	15%	16%	+1
	56%	57%	58%	58%	0
	24%	24%	22%	22%	0

By gender

Female
68%
19%
11%

Male
25%
49%
20%

By age group

18 to 24	12%	19%	62%
25 to 34	14%	24%	56%
35 to 44	15%	22%	58%
45 to 54	17%	23%	57%
55 to 64	18%	22%	59%
65 to +	20%	19%	59%
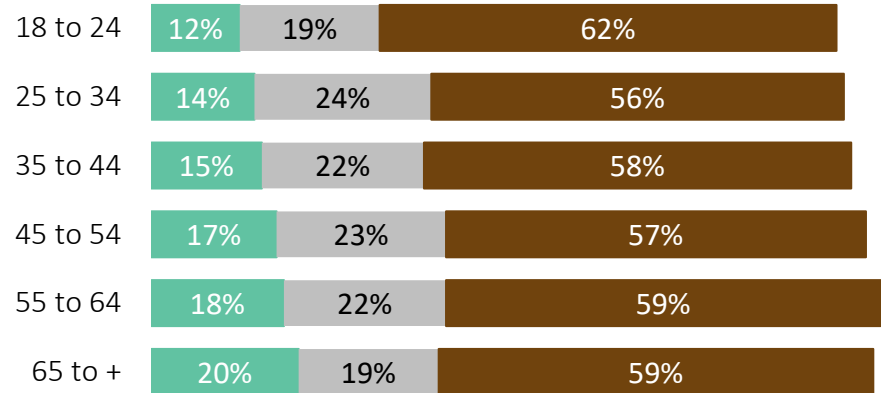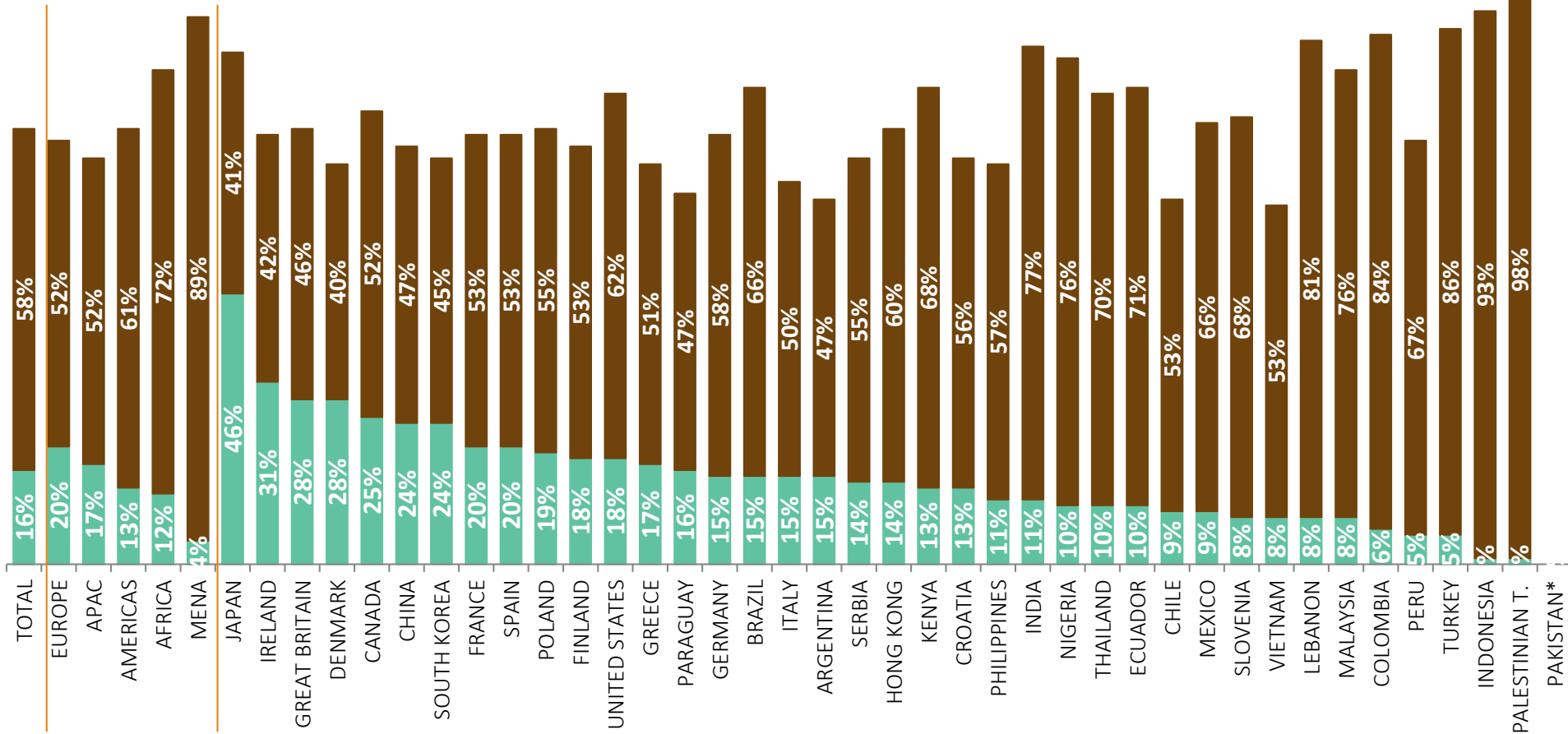
Source: WIN 2021. Base: 33 236 cases. The percentages of Dk / Nr have not been plotted.

Q2_2. How often would you say that you drink alcohol?

WIN
Worldwide
Independent Network
Of Market Research

Drink alcohol
% within total population

HOW OFFEN DO PEOPLE DRINK ALCOHOL?

■ A lot/ very often/ moderately/ fairly often   ■ Very Little/ Occasionally/ Never

By social classes

	A lot/ very often	Very Little/ Occasionally/ Never
Low	14%	63%
Medium low	14%	60%
Medium	15%	60%
Medium high	17%	57%
High	21%	50%

By education level

Master, PHD.	20%	54%
Comp. University	18%	56%
Comp. Secondary School	14%	59%
Comp. Primary	11%	64%
No education/only basic ed.	6%	63%

By employment

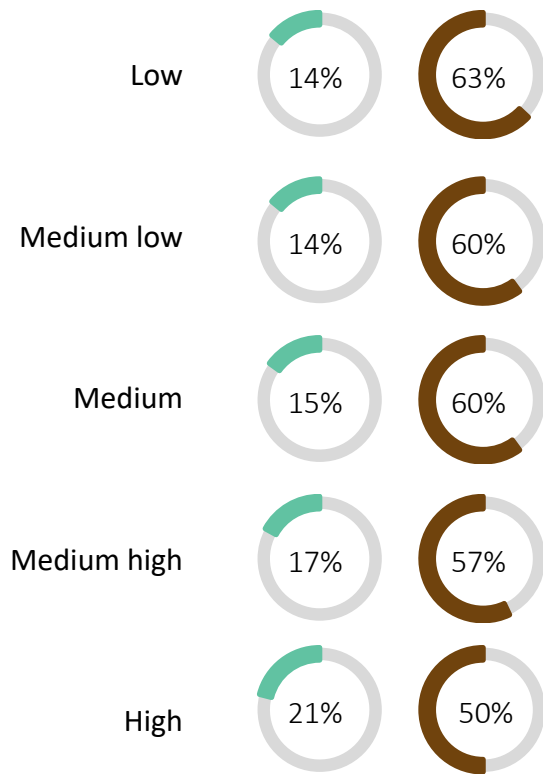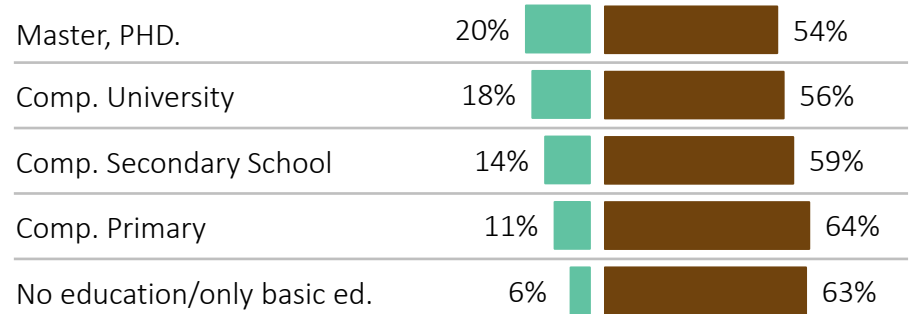|		
Working full/Self-employed	18%	52%
Working part time	15%	61%
Unemployed	12%	65%
Student	12%	63%
Housewife	7%	76%
Retired/Disabled	19%	60%

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
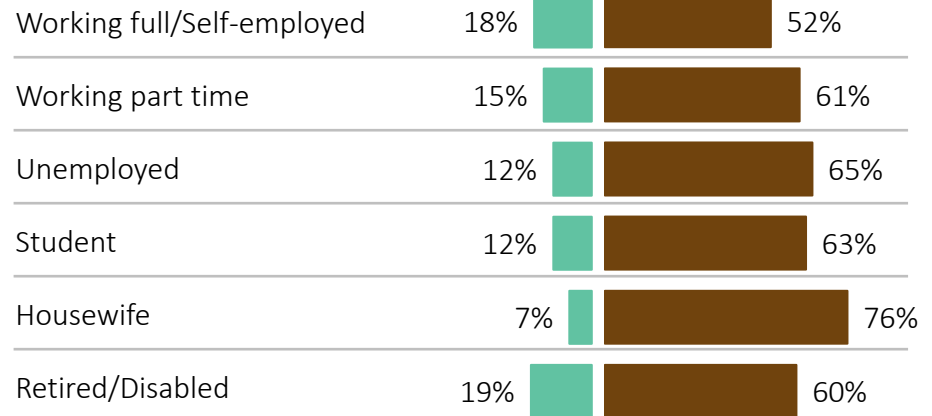- ■ Very Little/ Occasionally/ Never

Country	Very Little/ Occasionally/ Never	A lot/ very often/ moderately/ fairly often
TOTAL	58%	16%
EUROPE	52%	20%
APAC	52%	17%
AMERICAS	61%	13%
AFRICA	72%	12%
MENA	89%	4%
JAPAN	41%	46%
IRELAND	42%	31%
GREAT BRITAIN	46%	28%
DENMARK	40%	28%
CANADA	52%	25%
CHINA	47%	24%
SOUTH KOREA	45%	24%
FRANCE	53%	20%
SPAIN	53%	20%
POLAND	55%	19%
FINLAND	53%	18%
UNITED STATES	62%	18%
GREECE	51%	17%
PARAGUAY	47%	16%
GERMANY	58%	15%
BRAZIL	66%	15%
ITALY	50%	15%
ARGENTINA	47%	15%
SERBIA	55%	14%
HONG KONG	60%	14%
KENYA	68%	13%
CROATIA	56%	13%
PHILIPPINES	57%	11%
INDIA	77%	11%
NIGERIA	76%	10%
THAILAND	70%	10%
ECUADOR	71%	10%
CHILE	53%	9%
MEXICO	66%	9%
SLOVENIA	68%	8%
VIETNAM	53%	8%
LEBANON	81%	8%
MALAYSIA	76%	8%
COLOMBIA	84%	6%
PERU	67%	5%
TURKEY	86%	5%
INDONESIA	93%	
PALESTINIAN T.	98%	
PAKISTAN*		

Drink alcohol - **A lot/very often/ moderatly/fairly often**

% within total population

	2020	2021	
GLOBAL AVERAGE	15%	16%	
JP – Japan	45%	46%	⬆
IE – Ireland	31%	31%	▬
GB - United Kingdom	30%	28%	⬇
DK - Denmark	27%	28%	⬆
CA – Canada	25%	25%	▬
CN – China	10%	24%	⬆
KR - South Korea	25%	24%	⬇
FR – France	15%	20%	⬆
ES – Spain	17%	20%	⬆
PL – Poland	20%	19%	⬇
FI – Finland	23%	18%	⬇
US - United States	23%	18%	⬇
GR – Greece	No data	17%	●
PY – Paraguay	10%	16%	⬆
DE – Germany	17%	15%	⬇
BR – Brazil	9%	15%	⬆
IT – Italy	17%	15%	⬇
AR – Argentina	13%	15%	⬆
RS – Serbia	12%	14%	⬆
HK - Hong Kong	19%	14%	⬇

	2020	2021	
KE – Kenya	No data	13%	●
HR – Croatia	9%	13%	⬆
PH – Philippines	11%	11%	▬
IN – India	22%	11%	⬇
NG – Nigeria	11%	10%	⬇
TH – Thailand	No data	10%	●
EC – Ecuador	11%	10%	⬆
CL – Chile	9%	9%	▬
MX – Mexico	8%	9%	⬆
SI – Slovenia	8%	8%	▬
VN - Vietnam	11%	8%	⬇
LB – Lebanon	13%	8%	⬇
MY – Malaysia	5%	8%	⬆
CO – Colombia	No data	6%	●
PE - Peru	4%	5%	⬆
TR – Turkey	No data	5%	●
ID – Indonesia	3%	1%	⬇
PS – Palestinian T.	1%	1%	▬
PK – Pakistan*	No data	No data	●

Source: WIN 2021. Base: 33 236 cases.

Q2. How often would you say that you..?

* Pakistan didn´t respond due to cultural inappropriateness.

Health BY REGION - **A lot/very often/ moderatly/fairly often**

% within total population

AMERICA	EUROPE	APAC	AFRICA	MENA
TTB 2021	TTB 2021	TTB 2021	TTB 2021	TTB 2021

	AMERICA	EUROPE	APAC	AFRICA	MENA
Eat healthy	62%	67%	70%	86%	60%
Sleep well	60%	62%	71%	80%	54%
Exercise	36%	42%	42%	48%	30%
Suffer from stress	34%	35%	28%	31%	42%
Smoke	13%	20%	16%	15%	34%
Drink alcohol	13%	20%	17%	12%	4%

Q2. How often would you say that you..?

WiN
Worldwide
Independent Network
Of Market Research

COUNTRIES' LABELS

COUNTRY	ABBREVIATION	COUNTRY	ABBREVIATION
Argentina	AR	Kenya	KE
Brazil	BR	Lebanon	LB
Canada	CA	Malaysia	MY
Chile	CL	Mexico	MX
China	CN	Nigeria	NG
Colombia	CO	Pakistan	PK
Croatia	HR	Palestinian Territories	PS
Denmark	DK	Paraguay	PY
Ecuador	EC	Peru	PE
Finland	FI	Philippines	PH
France	FR	Poland	PL
Germany	DE	Serbia	RS
Greece	GR	Slovenia	SI
Hong Kong	HK	Thailand	TH
India	IN	Turkey	TR
Indonesia	ID	South Korea	KR
Ireland	IE	Spain	ES
Italy	IT	United Kingdom	GB
Japan	JP	United States	US
		Vietnam	VN

METHODOLOGY

COUNTRY	COMPANY	METHODOLOGY	SAMPLE SIZE	COVERAGE
ARGENTINA	Voices Research & Consultancy	CAWI	821	Nationwide
BRAZIL	Market Analysis Brasil	CAWI	1153	Nationwide
CANADA	LEGER	CAWI	1001	Nationwide
CHILE	ACTIVA RESEARCH	CAWI	1216	Nationwide - Urban
CHINA	WisdomAsia	ONLINE	1000	Nationwide Tier – 1 & Tier – 2 cities
CROATIA	MEDIANA Fides	CAWI	516	Nationwide
COLOMBIA	Centro Nacional de Consultoría	CATI	775	Nationwide
DENMARK	Norstat Denmark	CAWI	510	Nationwide
ECUADOR	CEDATOS	FACE-TO-FACE	730	Nationwide
FINLAND	TALOUSTUTKIMUS Oy	CAWI	1042	Nationwide excluding Aland
FRANCE	BVA	CAWI	1001	Nationwide
GERMANY	Produkt + Markt	CAWI	1000	Nationwide
GREECE	Alternative Research Solutions	CAWI	505	Nationwide
HONG KONG	Consumer Search Group (CSG)	CAWI	524	Nationwide
INDIA	DataPrompt International Pvt. Ltd.	CAWI	1000	Nationwide
INDONESIA	DEKA Marketing Research	CAWI	689	Nationwide
IRELAND	RED C Research & Marketing Ltd	CAWI	1020	Nationwide
ITALY	BVA Doxa	CAWI	1000	Nationwide
JAPAN	NIPPON RESEARCH CENTER, LTD.	CAWI	1182	Nationwide
KENYA	MIND PULSE Ltd	F2F	1000	Nationwide -Urban
LEBANON	REACH SAL	CATI	500	Nationwide

METHODOLOGY

COUNTRY	COMPANY	METHODOLOGY	SAMPLE SIZE	COVERAGE
MALAYSIA	Central Force International Sdn.Bhd	CATI	1007	Nationwide
MEXICO	Brand International S.A de C.V	ONLINE	501	Mexico City/ Guadalajara/Monterrey
NIGERIA	Market Trends International	CAPI offline F2F	1000	Nationwide
PAKISTAN	Gallup Pakistan	CATI	1000	Nationwide
PALESTINE	Palestinian Center of Public Opinion	TAPI	731	Nationwide
PARAGUAY	ICA Consultoría Estratégica	CATI	500	Nationwide
PERU	Datum Internacional	CAWI	1000	Nationwide
PHILIPPINES	Philipinne Survey and Research Center Inc (PSRC)	CAPI	1000	Nationwide
POLAND	Mareco Polska	CAWI	504	Nationwide
SOUTH KOREA	Gallup Korea	CAPI	1500	Nationwide
SERBIA	Mediana Fides	CAWI	529	Nationwide
SLOVENIA	Mediana	CAWI	515	Nationwide
SPAIN	Instituto DYM	CAWI	1000	Nationwide
THAILAND	Infosearch Limited	F2F	600	Nationwide
TURKEY	Barem	CATI	1003	Nationwide
UK	ORB International	CAWI	1051	Nationwide
USA	LEGER	CAWI	1000	Nationwide
VIETNAM	Indochina Research	Tablet Assisted F2F	601	Ha Noi, Ho Chi Minh, Da Nang, Can Tho

WIN Worldwide Independent Network Of Market Research