

# 건강과 음식 소비 관련 행동

WWS(WIN World Survey) 다국가 비교 조사

## 세계 조사 개요

2019년 10~12월 40개국 성인 총 29,575명 면접/전화/온라인조사(주제별 참여국 상이)

## 한국 조사 개요

- 조사기간: 2019년 11월 8~28일
- 표본추출: 2단계 층화 집락 무작위 추출-지점 내 성·연령별 할당
- 응답방식: 개별 면접조사
- 조사대상: 전국(제주 제외) 만 19세 이상 1,500명
- 응답률: 32%(총 접촉 4,661명 중 1,500명 응답 완료)
- 표본오차:  $\pm 2.5\%$ 포인트(95% 신뢰수준)
- 의뢰처: 한국갤럽 자체 조사

갤럽리포트 G20200713



◎ 전반적인 건강 상태 인식

2019년 10~12월	건강하다 (1)			건강하지 않다 (2)		모름/ 응답거절	Net Score (1)-(2)
	매우 건강하다	건강한 편	건강하지 않은 편	전혀건강 하지않다			
40개국 전체 평균	77%	18%	58%	19%	4%	1%	55
<b>China</b>	<b>95%</b>	<b>16%</b>	<b>79%</b>	<b>4%</b>	<b>0%</b>	<b>0%</b>	<b>91</b>
Indonesia	93%	16%	76%	5%	0%	2%	87
Nigeria	90%	47%	44%	7%	2%	1%	81
<b>South Korea</b>	<b>90%</b>	<b>18%</b>	<b>72%</b>	<b>9%</b>	<b>1%</b>	<b>0%</b>	<b>80</b>
Mexico	89%	18%	71%	10%	1%	0%	78
Vietnam	88%	17%	71%	12%	0%	0%	76
France	85%	15%	70%	11%	2%	2%	73
India	86%	27%	58%	12%	2%	0%	71
Malaysia	82%	16%	66%	14%	0%	4%	68
Philippines	84%	21%	62%	14%	2%	0%	68
Pakistan	82%	23%	59%	14%	1%	2%	67
Argentina	82%	16%	66%	14%	2%	1%	66
Italy	82%	16%	67%	12%	5%	1%	66
Turkey	82%	12%	70%	15%	3%	0%	64
Iran	81%	47%	34%	10%	8%	0%	63
Lebanon	80%	40%	40%	10%	10%	0%	60
South Africa	79%	24%	55%	17%	3%	1%	60
Thailand	79%	10%	69%	18%	2%	0%	59
Spain	79%	17%	62%	17%	4%	0%	59
Ecuador	77%	11%	66%	20%	2%	1%	54
Greece	77%	17%	60%	21%	2%	0%	54
Canada	75%	9%	66%	22%	2%	1%	51
Slovenia	74%	11%	63%	22%	3%	1%	49
Croatia	73%	7%	65%	22%	4%	1%	46
<b>United States</b>	<b>72%</b>	<b>11%</b>	<b>62%</b>	<b>25%</b>	<b>3%</b>	<b>0%</b>	<b>44</b>
Australia	72%	11%	60%	23%	4%	0%	44
Paraguay	72%	11%	61%	25%	2%	1%	44
<b>Japan</b>	<b>71%</b>	<b>14%</b>	<b>57%</b>	<b>23%</b>	<b>4%</b>	<b>2%</b>	<b>43</b>
Germany	71%	12%	59%	21%	8%	0%	43
Sweden	71%	19%	52%	24%	5%	1%	42
Ireland	71%	11%	60%	24%	5%	0%	42
Denmark	69%	10%	59%	26%	4%	2%	40
United Kingdom	69%	69%	0%	23%	7%	2%	39
Finland	68%	10%	58%	27%	4%	2%	37
Brazil	68%	13%	55%	28%	3%	1%	37
Peru	64%	12%	52%	35%	1%	1%	28
Palestinian Territories	59%	22%	36%	24%	12%	5%	22
Chile	59%	9%	50%	33%	8%	0%	18
Hong Kong	57%	7%	50%	35%	6%	1%	16
Poland	47%	10%	37%	37%	13%	3%	-3

\*4점 척도. Net Score('건강하다'-'건강하지 않다' 응답 차이) 내림차순. WIN World Survey

질문) 귀하 본인의 전반적인 건강 상태는 어떻습니까?

'매우 건강하다', '건강한 편', '건강하지 않은 편', '전혀 건강하지 않다' 중에서 말씀해 주십시오.

한국 면접조사		사례수 (명)	전반적인 건강 상태 인식					Net Score (1)-(2)
			건강하다 (1)	매우 건강하다	건강한 편	건강하지 않은 편	전혀건강 하지않다	
1994년 3/24~4/2		1,500	75%	36%	39%	23%	3%	49
2002년 2월 15~25일		1,503	82%	43%	39%	16%	2%	64
2018년 11월 7~30일		1,500	86%	18%	69%	13%	1%	73
<b>2019년 11월 8~28일</b>		<b>1,500</b>	<b>90%</b>	<b>18%</b>	<b>72%</b>	<b>9%</b>	<b>1%</b>	<b>80</b>
성별	남성	743	92%	21%	70%	7%	1%	83
	여성	757	89%	14%	74%	10%	1%	77
연령별	19~29세	259	97%	39%	58%	2%	0%	95
	30대	248	96%	27%	69%	3%	0%	93
	40대	292	96%	12%	84%	4%	0%	92
	50대	301	89%	13%	76%	10%	1%	78
	60대 이상	400	78%	6%	72%	19%	2%	57
성/연령별	남성 19~29세	136	97%	40%	58%	2%	1%	95
	남성 30대	128	96%	31%	65%	3%	0%	93
	남성 40대	148	97%	15%	82%	3%	1%	93
	남성 50대	152	88%	17%	71%	11%	1%	76
	남성 60대 이상	180	83%	9%	74%	15%	1%	67
	여성 19~29세	123	97%	38%	59%	2%		95
	여성 30대	121	96%	22%	74%	3%	0%	92
	여성 40대	143	95%	9%	86%	5%		90
	여성 50대	150	90%	10%	80%	9%	1%	80
	여성 60대 이상	220	74%	4%	71%	22%	3%	49
직업별	농/임/어업	25	-	-	-	-	-	-
	자영업	214	88%	11%	77%	10%	1%	77
	기능노무/서비스	531	95%	19%	76%	5%	0%	90
	사무/관리	295	96%	25%	71%	3%	1%	91
	전업주부	280	82%	8%	74%	17%	1%	64
	학생	72	99%	50%	49%	1%		98
	무직/은퇴/기타	83	64%	11%	53%	29%	5%	30
지역별	서울	294	91%	16%	75%	9%		83
	인천/경기	465	93%	23%	70%	6%	0%	87
	강원	46	-	-	-	-	-	-
	대전/세종/충청	160	91%	14%	78%	9%		83
	광주/전라	150	77%	13%	64%	19%	4%	55
	대구/경북	151	88%	16%	73%	10%	1%	77
	부산/울산/경남	234	92%	16%	76%	7%	1%	85

\*Net Score: '건강하다'-'건강하지 않다' 응답 차이. 50사례 미만은 수치 제시하지 않음. 한국갤럽

◎ 평소 건강 관련 11가지 행동 빈도 요약 - 40개국 평균 vs 한국

40개국 전체 평균	많이/ 항상 한다 (A)	적당히/ 자주 한다 (B)	조금/ 가끔 한다	아주 조금 /드물게 한다	전혀 하지 않는다	맞은 사람 비율 (A+B)
흡연	8%	9%	8%	9%	63%	17%
음주	4%	13%	24%	26%	31%	16%
운동	13%	25%	30%	21%	11%	37%
스트레스 받음	10%	20%	34%	22%	13%	30%
의사가 처방한 약 복용	19%	16%	19%	26%	17%	35%
숙면/잘 잠	21%	40%	25%	10%	3%	61%
다이어트 시도	6%	12%	23%	24%	33%	18%
건강에 좋은 식품 가격 걱정	20%	27%	26%	14%	11%	47%
칼로리 등 먹는 양 조절	9%	19%	26%	20%	25%	28%
식품 라벨·영양정보 확인	18%	25%	27%	17%	12%	43%
건강한 생활을 위한 노력	21%	33%	28%	11%	5%	54%

한국 조사 결과	항상(A)	자주(B)	가끔	드물게	전혀	(A+B)
흡연	5%	13%	11%	5%	66%	17%
음주	2%	20%	36%	17%	25%	22%
운동	3%	22%	40%	25%	9%	25%
스트레스 받음	5%	21%	53%	18%	2%	26%
의사가 처방한 약 복용	3%	13%	22%	36%	26%	15%
숙면/잘 잠	12%	57%	21%	9%	1%	68%
다이어트 시도	2%	14%	26%	28%	29%	16%
건강에 좋은 식품 가격 걱정	2%	20%	39%	26%	12%	23%
칼로리 등 먹는 양 조절	1%	18%	39%	25%	16%	20%
식품 라벨·영양정보 확인	1%	17%	39%	28%	14%	19%
건강한 생활을 위한 노력	3%	25%	45%	22%	5%	28%

\*WIN World Survey. 2019년 10~12월 40개국 29,575명 조사

\*한국은 2019년 11월 8~28일 전국(제주 제외) 성인 1,500명 면접조사

질문) 귀하는 평소 생활에서 다음 각 항목의 일들을 얼마나 자주 하십니까?

한국 면접조사		사례수 (명)	평소 건강 관련 행동 - (1/11) 흡연						맞은 사람 비율 (A+B)
			많이/ 항상 한다 (A)	적당히/ 자주 한다 (B)	조금/ 가끔 한다	아주 조금 /드물게 한다	전혀 하지 않는다	모름 응답 거절	
2018년 11월 7~30일		1,500	7%	16%	5%	3%	66%	2%	23%
2019년 11월 8~28일		1,500	4.6%	12.5%	11%	5%	66%	1%	17%
성별	남성	743	9%	23%	17%	8%	42%	1%	32%
	여성	757	1%	2%	4%	1%	90%	2%	2%
연령별	19~29세	259	4%	14%	12%	5%	64%	1%	18%
	30대	248	6%	13%	13%	5%	61%	2%	20%
	40대	292	5%	16%	8%	8%	61%	1%	21%
	50대	301	4%	14%	11%	4%	66%	1%	18%
	60대 이상	400	4%	7%	10%	3%	75%	1%	11%
	성/ 연령별	남성 19~29세	136	7%	24%	20%	7%	41%	1%
	남성 30대	128	10%	24%	20%	8%	36%	2%	34%
	남성 40대	148	10%	28%	13%	13%	35%	1%	38%
	남성 50대	152	8%	28%	19%	6%	39%	1%	35%
	남성 60대 이상	180	8%	15%	14%	7%	55%		23%
	여성 19~29세	123	1%	3%	4%	2%	88%	2%	4%
	여성 30대	121	2%	2%	5%	3%	86%	1%	4%
	여성 40대	143		3%	3%	3%	89%	2%	3%
	여성 50대	150			4%	1%	94%	1%	0%
	여성 60대 이상	220		1%	5%		91%	2%	1%
직업별	농/임/어업	25	-	-	-	-	-	-	-
	자영업	214	7%	16%	8%	4%	63%	2%	23%
	기능노무/서비스	531	5%	16%	14%	6%	56%	2%	21%
	사무/관리	295	5%	14%	11%	7%	62%	0%	20%
	전업주부	280	0%	2%	3%	2%	93%	1%	2%
	학생	72	1%	11%	6%	6%	74%	1%	13%
	무직/은퇴/기타	83	5%	16%	17%	3%	60%		21%
	지역별	서울	294	4%	10%	8%	8%	68%	1%
	인천/경기	465	3%	14%	16%	5%	61%	2%	17%
	강원	46	-	-	-	-	-	-	-
	대전/세종/충청	160	4%	11%	13%	4%	66%	3%	15%
	광주/전라	150	4%	9%	7%	7%	72%	1%	13%
	대구/경북	151	7%	11%	6%	4%	73%	0%	17%
	부산/울산/경남	234	7%	17%	6%	2%	67%	0%	25%

\*50사례 미만은 수치를 제시하지 않음. 한국갤럽 www.gallup.co.kr

한국 면접조사		사례수 (명)	평소 건강 관련 행동 - (2/11) 음주					맞은 사람 비율 (A+B)	
			많이/ 항상 한다 (A)	적당히/ 자주 한다 (B)	조금/ 가끔 한다	아주 조금 /드물게 한다	전혀 하지 않는다		모름 응답 거절
2018년 11월 7~30일		1,500	3%	26%	31%	19%	21%	0%	29%
2019년 11월 8~28일		1,500	2%	20%	36%	17%	25%	1%	22%
성별	남성	743	4%	32%	43%	9%	11%	0%	37%
	여성	757	0%	7%	29%	24%	38%	1%	7%
연령별	19~29세	259	1%	23%	44%	18%	14%	1%	24%
	30대	248	2%	23%	39%	18%	17%	1%	25%
	40대	292	3%	22%	38%	16%	21%	1%	25%
	50대	301	3%	22%	32%	17%	26%	1%	24%
	60대 이상	400	2%	12%	31%	16%	38%	1%	14%
성/ 연령별	남성 19~29세	136	1%	33%	47%	12%	6%		34%
	남성 30대	128	4%	38%	42%	9%	6%	1%	42%
	남성 40대	148	6%	37%	41%	7%	8%	1%	43%
	남성 50대	152	5%	36%	40%	8%	11%		42%
	남성 60대 이상	180	4%	21%	46%	9%	20%		25%
	여성 19~29세	123		12%	42%	23%	22%	1%	12%
	여성 30대	121	1%	7%	36%	27%	29%	1%	8%
	여성 40대	143	1%	6%	34%	24%	34%	1%	6%
	여성 50대	150		7%	24%	26%	42%	1%	7%
	여성 60대 이상	220		5%	19%	21%	53%	2%	5%
	직업별	농/임/어업	25	-	-	-	-	-	-
자영업		214	4%	25%	36%	14%	19%	1%	29%
기능노무/서비스		531	2%	23%	42%	16%	15%	1%	25%
사무/관리		295	3%	28%	34%	16%	19%		31%
전업주부		280		3%	22%	21%	53%	1%	3%
학생		72		13%	51%	15%	19%	1%	13%
무직/은퇴/기타		83	1%	18%	36%	16%	29%		19%
지역별	서울	294	0%	13%	37%	21%	28%	0%	14%
	인천/경기	465	2%	21%	36%	15%	24%	1%	24%
	강원	46	-	-	-	-	-	-	-
	대전/세종/충청	160	2%	23%	37%	15%	22%	2%	25%
	광주/전라	150	2%	19%	31%	21%	25%	1%	21%
	대구/경북	151	2%	16%	43%	15%	24%		17%
	부산/울산/경남	234	4%	27%	36%	15%	18%	0%	31%

\*50사례 미만은 수치를 제시하지 않음. 한국갤럽 www.gallup.co.kr

한국 면접조사	사례수 (명)	평소 건강 관련 행동 - (3/11) 운동						맞은 사람 비율 (A+B)
		많이/ 항상 한다 (A)	적당히/ 자주 한다 (B)	조금/ 가끔 한다	아주 조금 /드물게 한다	전혀 하지 않는다	모름 응답 거절	
2018년 11월 7~30일	1,500	4%	20%	31%	26%	19%	1%	24%
<b>2019년 11월 8~28일</b>	<b>1,500</b>	<b>3%</b>	<b>22%</b>	<b>40%</b>	<b>25%</b>	<b>9%</b>	<b>0%</b>	<b>25%</b>
성별 남성	743	3%	20%	40%	26%	10%	0%	24%
여성	757	2%	24%	40%	24%	9%	0%	27%
연령별 19~29세	259	3%	21%	38%	28%	10%	0%	24%
30대	248	1%	22%	39%	27%	9%	1%	23%
40대	292	3%	18%	44%	26%	10%	0%	20%
50대	301	3%	25%	41%	24%	7%		28%
60대 이상	400	4%	26%	39%	21%	11%		29%
성/연령별 남성 19~29세	136	4%	20%	38%	26%	11%		24%
남성 30대	128	2%	21%	39%	29%	9%	1%	22%
남성 40대	148	4%	17%	42%	25%	11%	1%	21%
남성 50대	152	2%	23%	44%	26%	6%		25%
남성 60대 이상	180	5%	21%	38%	23%	12%		27%
여성 19~29세	123	2%	22%	38%	29%	8%	1%	24%
여성 30대	121	1%	23%	40%	26%	10%	1%	24%
여성 40대	143	2%	18%	45%	27%	8%		20%
여성 50대	150	5%	26%	38%	23%	8%		31%
여성 60대 이상	220	2%	29%	40%	18%	10%		31%
직업별 농/임/어업	25	-	-	-	-	-	-	-
자영업	214	2%	22%	41%	24%	12%		24%
기능노무/서비스	531	2%	15%	42%	29%	11%	0%	17%
사무/관리	295	3%	24%	42%	23%	8%	0%	27%
전업주부	280	3%	34%	38%	19%	6%		37%
학생	72	6%	17%	46%	24%	7%	1%	22%
무직/은퇴/기타	83	3%	37%	29%	24%	8%		40%
지역별 서울	294	1%	20%	43%	30%	5%	0%	22%
인천/경기	465	2%	19%	43%	26%	9%	1%	22%
강원	46	-	-	-	-	-	-	-
대전/세종/충청	160	3%	23%	41%	23%	9%		26%
광주/전라	150	4%	22%	32%	28%	14%		26%
대구/경북	151	3%	21%	41%	23%	12%		24%
부산/울산/경남	234	4%	35%	37%	14%	10%		38%

\*50사례 미만은 수치를 제시하지 않음. 한국갤럽 www.gallup.co.kr

한국 면접조사	사례수 (명)	평소 건강 관련 행동 - (4/11) 스트레스 받음						맞은 사람 비율 (A+B)
		많이/ 항상 한다 (A)	적당히/ 자주 한다 (B)	조금/ 가끔 한다	아주 조금 /드물게 한다	전혀 하지 않는다	모름 응답 거절	
2018년 11월 7~30일	1,500	4%	24%	43%	24%	5%	0%	28%
<b>2019년 11월 8~28일</b>	<b>1,500</b>	<b>5%</b>	<b>21%</b>	<b>53%</b>	<b>18%</b>	<b>2%</b>	<b>0%</b>	<b>26%</b>
성별 남성	743	7%	25%	49%	17%	2%	0%	32%
여성	757	3%	17%	58%	20%	2%	0%	20%
연령별 19~29세	259	5%	23%	53%	16%	2%	1%	28%
30대	248	7%	27%	48%	15%	3%		34%
40대	292	6%	24%	52%	16%	1%	0%	30%
50대	301	4%	21%	55%	20%	1%		25%
60대 이상	400	2%	14%	57%	23%	4%		17%
성/연령별 남성 19~29세	136	6%	27%	49%	16%	1%	1%	33%
남성 30대	128	10%	28%	42%	17%	3%		38%
남성 40대	148	7%	33%	45%	12%	2%	1%	40%
남성 50대	152	7%	25%	51%	17%	1%		32%
남성 60대 이상	180	4%	16%	56%	21%	3%		20%
여성 19~29세	123	4%	19%	58%	16%	3%	1%	23%
여성 30대	121	5%	26%	54%	13%	3%		31%
여성 40대	143	4%	16%	60%	20%	1%		20%
여성 50대	150	1%	17%	59%	23%	1%		17%
여성 60대 이상	220	1%	13%	58%	24%	4%		13%
직업별 농/임/어업	25	-	-	-	-	-	-	-
자영업	214	5%	23%	53%	18%	1%		28%
기능노무/서비스	531	6%	25%	52%	15%	2%		31%
사무/관리	295	8%	25%	50%	15%	2%	0%	33%
전업주부	280	1%	9%	61%	27%	3%		10%
학생	72	1%	15%	63%	18%	1%	3%	16%
무직/은퇴/기타	83		24%	48%	22%	7%		24%
지역별 서울	294	1%	15%	65%	17%	2%	0%	15%
인천/경기	465	5%	20%	60%	13%	2%	0%	25%
강원	46	-	-	-	-	-	-	-
대전/세종/충청	160	6%	25%	42%	26%	1%		31%
광주/전라	150	4%	20%	44%	26%	5%		24%
대구/경북	151	6%	14%	51%	26%	3%		20%
부산/울산/경남	234	5%	35%	45%	14%	2%		40%

\*50사례 미만은 수치를 제시하지 않음. 한국갤럽 www.gallup.co.kr

한국 면접조사	사례수 (명)	평소 건강 관련 행동 - (5/11) 의사가 처방한 약 복용						맞은 사람 비율 (A+B)
		많이/ 항상 한다 (A)	적당히/ 자주 한다 (B)	조금/ 가끔 한다	아주 조금 /드물게 한다	전혀 하지 않는다	모름 응답 거절	
2018년 11월 7~30일	1,500	3%	10%	17%	29%	40%	1%	13%
<b>2019년 11월 8~28일</b>	<b>1,500</b>	<b>2.5%</b>	<b>12.6%</b>	<b>22%</b>	<b>36%</b>	<b>26%</b>	<b>2%</b>	<b>15%</b>
성별 남성	743	2%	12%	21%	37%	26%	2%	15%
여성	757	3%	13%	22%	34%	26%	2%	16%
연령별 19~29세	259	1%	5%	15%	32%	45%	2%	5%
30대	248	1%	7%	16%	36%	38%	2%	7%
40대	292	1%	10%	20%	40%	26%	2%	12%
50대	301	2%	11%	27%	39%	20%	2%	13%
60대 이상	400	6%	24%	27%	31%	10%	1%	31%
성/연령별 남성 19~29세	136	1%	5%	13%	33%	46%	2%	6%
남성 30대	128		7%	13%	38%	40%	2%	7%
남성 40대	148	1%	13%	19%	39%	26%	2%	14%
남성 50대	152	3%	12%	24%	42%	18%	1%	15%
남성 60대 이상	180	6%	20%	32%	35%	6%	1%	26%
여성 19~29세	123	1%	4%	18%	31%	44%	3%	4%
여성 30대	121	1%	6%	19%	35%	36%	2%	7%
여성 40대	143	1%	8%	21%	42%	26%	2%	9%
여성 50대	150	1%	9%	30%	36%	22%	2%	11%
여성 60대 이상	220	6%	28%	23%	29%	13%	1%	34%
직업별 농/임/어업	25	-	-	-	-	-	-	-
자영업	214	5%	14%	29%	35%	17%	1%	19%
기능노무/서비스	531	2%	10%	19%	40%	29%	2%	11%
사무/관리	295	1%	11%	18%	38%	30%	2%	12%
전업주부	280	3%	15%	26%	34%	20%	2%	18%
학생	72		4%	13%	31%	50%	1%	4%
무직/은퇴/기타	83	5%	31%	31%	14%	15%	4%	36%
지역별 서울	294	2%	6%	19%	42%	29%	2%	8%
인천/경기	465	2%	11%	24%	39%	22%	2%	13%
강원	46	-	-	-	-	-	-	-
대전/세종/충청	160		18%	24%	37%	20%		18%
광주/전라	150	7%	11%	18%	27%	37%		18%
대구/경북	151	3%	9%	24%	36%	27%		13%
부산/울산/경남	234	2%	21%	18%	30%	25%	4%	24%

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한국 면접조사	사례수 (명)	평소 건강 관련 행동 - (6/11) 숙면/잘 잠						맞은 사람 비율 (A+B)
		많이/ 항상 한다 (A)	적당히/ 자주 한다 (B)	조금/ 가끔 한다	아주 조금 /드물게 한다	전혀 하지 않는다	모름 응답 거절	
2018년 11월 7~30일	1,500	16%	50%	23%	8%	4%	0%	66%
<b>2019년 11월 8~28일</b>	<b>1,500</b>	<b>11.5%</b>	<b>56.6%</b>	<b>21%</b>	<b>9%</b>	<b>1%</b>	<b>0%</b>	<b>68%</b>
성별 남성	743	12%	58%	20%	8%	1%	0%	70%
여성	757	11%	56%	22%	9%	1%	1%	67%
연령별 19~29세	259	18%	55%	19%	7%	0%	0%	73%
30대	248	10%	57%	24%	6%	3%	0%	67%
40대	292	11%	60%	19%	7%	2%	1%	72%
50대	301	10%	58%	20%	11%	2%		68%
60대 이상	400	11%	53%	25%	10%	1%	0%	64%
성/연령별 남성 19~29세	136	17%	56%	19%	8%			73%
남성 30대	128	12%	54%	24%	7%	2%		66%
남성 40대	148	9%	65%	17%	6%	3%	1%	74%
남성 50대	152	8%	63%	16%	11%	2%		71%
남성 60대 이상	180	15%	51%	25%	9%			66%
여성 19~29세	123	18%	54%	19%	7%	0%	1%	73%
여성 30대	121	7%	60%	24%	6%	3%	1%	67%
여성 40대	143	14%	56%	21%	8%	1%	1%	70%
여성 50대	150	11%	54%	23%	11%	1%		65%
여성 60대 이상	220	7%	55%	25%	11%	1%	1%	62%
직업별 농/임/어업	25	-	-	-	-	-	-	-
자영업	214	12%	55%	23%	8%	3%		66%
기능노무/서비스	531	12%	59%	20%	7%	1%	0%	72%
사무/관리	295	11%	56%	24%	7%	1%	1%	67%
전업주부	280	9%	55%	22%	11%	2%	1%	64%
학생	72	17%	57%	14%	11%		1%	74%
무직/은퇴/기타	83	12%	52%	24%	11%	1%		64%
지역별 서울	294	9%	53%	23%	12%	3%	1%	62%
인천/경기	465	7%	67%	19%	5%	1%	1%	75%
강원	46	-	-	-	-	-	-	-
대전/세종/충청	160	9%	57%	23%	10%	1%		67%
광주/전라	150	19%	42%	24%	14%	2%		60%
대구/경북	151	14%	39%	34%	12%	1%		53%
부산/울산/경남	234	19%	62%	15%	5%	0%		80%

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한국 면접조사	사례수 (명)	평소 건강 관련 행동 - (7/11) 다이어트 시도						잘은 사람 비율 (A+B)
		많이/ 항상 한다 (A)	적당히/ 자주 한다 (B)	조금/ 가끔 한다	아주 조금 /드물게 한다	전혀 하지 않는다	모름 응답 거절	
2018년 11월 7~30일	1,500	1.3%	8.4%	18%	19%	51%	1%	10%
<b>2019년 11월 8~28일</b>	<b>1,500</b>	<b>2%</b>	<b>14%</b>	<b>26%</b>	<b>28%</b>	<b>29%</b>	<b>2%</b>	<b>16%</b>
성별								
남성	743	1%	7%	20%	32%	38%	2%	8%
여성	757	3%	20%	32%	23%	21%	1%	23%
연령별								
19~29세	259	3%	20%	31%	24%	21%	1%	23%
30대	248	3%	16%	30%	27%	23%	1%	19%
40대	292	3%	15%	30%	26%	25%	1%	18%
50대	301	2%	13%	27%	32%	26%	2%	14%
60대 이상	400	0%	8%	17%	29%	44%	2%	8%
성/ 연령별								
남성 19~29세	136	1%	10%	27%	28%	31%	2%	11%
남성 30대	128	0%	5%	23%	36%	34%	1%	6%
남성 40대	148	1%	10%	22%	27%	37%	2%	11%
남성 50대	152	1%	6%	17%	43%	30%	2%	7%
남성 60대 이상	180		5%	13%	28%	51%	3%	5%
여성 19~29세	123	5%	31%	34%	19%	9%	1%	37%
여성 30대	121	5%	28%	37%	17%	11%	1%	33%
여성 40대	143	5%	20%	38%	24%	13%	1%	25%
여성 50대	150	2%	19%	38%	20%	21%	1%	21%
여성 60대 이상	220	1%	10%	20%	29%	38%	1%	11%
직업별								
농/임/어업	25	-	-	-	-	-	-	-
자영업	214	0%	6%	20%	33%	40%	1%	6%
기능노무/서비스	531	1%	11%	27%	29%	30%	1%	12%
사무/관리	295	4%	17%	26%	28%	22%	3%	21%
전업주부	280	2%	21%	29%	25%	22%	0%	24%
학생	72	2%	16%	39%	21%	20%	3%	18%
무직/은퇴/기타	83	2%	9%	18%	19%	46%	6%	11%
지역별								
서울	294	1%	12%	35%	31%	21%	1%	13%
인천/경기	465	2%	18%	26%	31%	21%	1%	20%
강원	46	-	-	-	-	-	-	-
대전/세종/충청	160	3%	8%	26%	30%	31%	2%	11%
광주/전라	150	1%	10%	16%	23%	49%		12%
대구/경북	151	5%	5%	32%	21%	33%	4%	10%
부산/울산/경남	234	1%	16%	18%	25%	37%	2%	17%

\*50사례 미만은 수치를 제시하지 않음. 한국갤럽 [www.gallup.co.kr](http://www.gallup.co.kr)

2019년 11월 8~28일 한국 면접조사		사례수 (명)	평소 건강 관련 행동 - (8/11) 건강에 좋은 식품 가격 걱정						잘은 사람 비율 (A+B)
			많이/ 항상 한다 (A)	적당히/ 자주 한다 (B)	조금/ 가끔 한다	아주 조금 /드물게 한다	전혀 하지 않는다	모름 응답 거절	
전체		1,500	2.1%	20.5%	39%	26%	12%	1%	23%
성별	남성	743	1%	16%	35%	31%	16%	0%	17%
	여성	757	3%	25%	42%	21%	8%	1%	28%
연령별	19~29세	259	2%	16%	36%	29%	16%	1%	18%
	30대	248	2%	20%	38%	24%	14%	1%	22%
	40대	292	3%	19%	39%	29%	9%	1%	22%
	50대	301	2%	22%	41%	26%	9%	1%	24%
	60대 이상	400	1%	24%	39%	23%	13%	0%	25%
성/ 연령별	남성 19~29세	136	1%	16%	30%	32%	21%	1%	17%
	남성 30대	128	1%	15%	34%	25%	24%	1%	16%
	남성 40대	148	1%	14%	35%	38%	11%	1%	15%
	남성 50대	152	1%	14%	39%	35%	10%		15%
	남성 60대 이상	180	1%	20%	37%	25%	17%		21%
	여성 19~29세	123	4%	16%	44%	25%	10%	1%	20%
	여성 30대	121	3%	25%	43%	23%	5%	1%	28%
	여성 40대	143	4%	24%	43%	20%	8%	1%	28%
	여성 50대	150	3%	30%	42%	17%	7%	1%	33%
	여성 60대 이상	220	2%	27%	41%	20%	9%	1%	29%
	직업별	농/임/어업	25	-	-	-	-	-	-
자영업		214	1%	22%	38%	26%	13%		23%
기능노무/서비스		531	2%	16%	42%	28%	12%	1%	18%
사무/관리		295	3%	22%	35%	29%	11%	1%	25%
전업주부		280	4%	30%	41%	18%	5%	1%	34%
학생		72	2%	7%	34%	32%	22%	3%	9%
무직/은퇴/기타		83	1%	18%	37%	21%	22%		19%
지역별	서울	294	3%	11%	46%	29%	11%	1%	13%
	인천/경기	465	1%	25%	36%	26%	10%	1%	26%
	강원	46	-	-	-	-	-	-	-
	대전/세종/충청	160	2%	16%	31%	38%	13%		18%
	광주/전라	150	1%	25%	33%	19%	21%		26%
	대구/경북	151	5%	14%	49%	20%	11%	1%	19%
	부산/울산/경남	234	2%	28%	37%	25%	8%	0%	30%

\*50사례 미만은 수치를 제시하지 않음. 한국갤럽 www.gallup.co.kr

2019년 11월 8~28일 한국 면접조사		사례수 (명)	평소 건강 관련 행동 - (9/11) 칼로리 등 먹는 양 조절						잘은 사람 비율 (A+B)
			많이/ 항상 한다 (A)	적당히/ 자주 한다 (B)	조금/ 가끔 한다	아주 조금 /드물게 한다	전혀 하지 않는다	모름 응답 거절	
전체		1,500	1.5%	18.3%	39%	25%	16%	1%	20%
성별	남성	743	1%	14%	37%	29%	19%	0%	15%
	여성	757	2%	23%	41%	21%	12%	1%	25%
연령별	19~29세	259	2%	18%	38%	26%	15%	1%	21%
	30대	248	2%	19%	40%	25%	15%	0%	20%
	40대	292	2%	18%	40%	24%	15%	1%	20%
	50대	301	1%	21%	40%	26%	12%	0%	22%
	60대 이상	400	1%	16%	38%	25%	19%	0%	17%
성/ 연령별	남성 19~29세	136	1%	13%	38%	27%	19%	1%	14%
	남성 30대	128	1%	14%	33%	31%	21%		15%
	남성 40대	148	1%	16%	38%	26%	18%	1%	17%
	남성 50대	152	1%	13%	39%	32%	14%		14%
	남성 60대 이상	180	1%	13%	37%	27%	22%		13%
	여성 19~29세	123	4%	24%	37%	24%	10%	1%	27%
	여성 30대	121	2%	24%	47%	19%	8%	1%	26%
	여성 40대	143	3%	21%	43%	21%	12%	1%	23%
	여성 50대	150	1%	28%	41%	19%	10%	1%	30%
	여성 60대 이상	220	1%	19%	39%	23%	16%	1%	21%
직업별	농/임/어업	25	-	-	-	-	-	-	-
	자영업	214	1%	10%	43%	30%	15%		12%
	기능노무/서비스	531	0%	16%	40%	27%	16%	1%	16%
	사무/관리	295	3%	23%	40%	23%	11%	1%	26%
	전업주부	280	2%	26%	40%	18%	13%	1%	28%
	학생	72	1%	18%	32%	30%	17%	3%	19%
	무직/은퇴/기타	83	2%	16%	33%	24%	24%		19%
지역별	서울	294	1%	13%	45%	28%	13%	1%	14%
	인천/경기	465	1%	24%	35%	28%	11%	1%	25%
	강원	46	-	-	-	-	-	-	-
	대전/세종/충청	160	1%	23%	35%	22%	19%		24%
	광주/전라	150	3%	13%	34%	19%	32%		16%
	대구/경북	151	3%	6%	44%	33%	13%	1%	10%
	부산/울산/경남	234	1%	23%	43%	19%	14%		24%

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2019년 11월 8~28일 한국 면접조사		사례수 (명)	평소 건강 관련 행동 - (10/11) 식품 라벨/영양정보 확인						잘은 사람 비율 (A+B)
			많이/ 항상 한다 (A)	적당히/ 자주 한다 (B)	조금/ 가끔 한다	아주 조금 /드물게 한다	전혀 하지 않는다	모름 응답 거절	
전체		1,500	1.3%	17.4%	39%	28%	14%	1%	19%
성별	남성	743	0%	15%	35%	31%	18%	0%	15%
	여성	757	2%	20%	42%	25%	10%	1%	22%
연령별	19~29세	259	2%	19%	36%	28%	14%	1%	21%
	30대	248	2%	17%	44%	22%	15%	1%	18%
	40대	292	2%	21%	38%	26%	13%	0%	23%
	50대	301	1%	20%	38%	31%	11%	0%	20%
	60대 이상	400	1%	13%	38%	30%	18%	0%	14%
성/ 연령별	남성 19~29세	136	1%	16%	33%	29%	18%	1%	18%
	남성 30대	128	1%	11%	37%	32%	19%	1%	12%
	남성 40대	148	1%	17%	39%	26%	17%		18%
	남성 50대	152		19%	32%	34%	15%		19%
	남성 60대 이상	180		11%	34%	33%	22%		11%
	여성 19~29세	123	2%	22%	39%	26%	10%	1%	24%
	여성 30대	121	3%	22%	51%	13%	11%	1%	25%
	여성 40대	143	3%	25%	37%	26%	8%	1%	28%
	여성 50대	150	1%	21%	43%	27%	7%	1%	22%
	여성 60대 이상	220	2%	14%	41%	28%	15%	1%	16%
직업별	농/임/어업	25	-	-	-	-	-	-	-
	자영업	214	1%	13%	37%	36%	13%		14%
	기능노무/서비스	531	0%	14%	41%	30%	14%	1%	14%
	사무/관리	295	2%	23%	39%	23%	13%	0%	25%
	전업주부	280	3%	24%	38%	24%	10%	1%	27%
	학생	72	1%	19%	32%	31%	13%	4%	20%
	무직/은퇴/기타	83	2%	10%	37%	24%	26%		12%
지역별	서울	294	1%	11%	41%	34%	11%	1%	12%
	인천/경기	465	1%	20%	35%	31%	13%	1%	20%
	강원	46	-	-	-	-	-	-	-
	대전/세종/충청	160	1%	16%	31%	36%	17%		17%
	광주/전라	150	2%	16%	41%	16%	25%		17%
	대구/경북	151	5%	19%	48%	14%	14%		24%
	부산/울산/경남	234	0%	23%	39%	28%	9%		24%

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2019년 11월 8~28일 한국 면접조사		사례수 (명)	평소 건강 관련 행동 - (11/11) 건강한 생활을 위한 노력						잘은 사람 비율 (A+B)
			많이/ 항상 한다 (A)	적당히/ 자주 한다 (B)	조금/ 가끔 한다	아주 조금 /드물게 한다	전혀 하지 않는다	모름 응답 거절	
전체		1,500	3%	25%	45%	22%	5%	0%	28%
성별	남성	743	2%	21%	46%	24%	6%	0%	23%
	여성	757	4%	29%	44%	19%	3%	1%	33%
연령별	19~29세	259	2%	20%	44%	27%	6%	1%	22%
	30대	248	2%	22%	48%	23%	4%	0%	24%
	40대	292	4%	24%	43%	24%	5%	0%	28%
	50대	301	3%	28%	44%	20%	4%	0%	31%
	60대 이상	400	4%	28%	46%	17%	5%	0%	32%
성/ 연령별	남성 19~29세	136	2%	14%	44%	31%	8%	1%	16%
	남성 30대	128	2%	16%	47%	30%	6%		18%
	남성 40대	148	3%	22%	40%	28%	7%		25%
	남성 50대	152	2%	25%	45%	24%	5%		26%
	남성 60대 이상	180	2%	28%	51%	13%	6%		30%
	여성 19~29세	123	3%	26%	43%	23%	4%	1%	29%
	여성 30대	121	3%	29%	49%	17%	1%	1%	32%
	여성 40대	143	5%	27%	46%	19%	2%	1%	32%
	여성 50대	150	4%	32%	43%	17%	3%	1%	36%
	여성 60대 이상	220	5%	28%	42%	21%	3%	1%	33%
직업별	농/임/어업	25	-	-	-	-	-	-	-
	자영업	214	2%	28%	43%	23%	4%		30%
	기능노무/서비스	531	1%	20%	48%	26%	4%	1%	21%
	사무/관리	295	3%	27%	47%	20%	3%	0%	30%
	전업주부	280	6%	34%	40%	16%	3%	1%	40%
	학생	72	3%	14%	44%	29%	7%	3%	17%
	무직/은퇴/기타	83	4%	24%	48%	17%	7%		28%
지역별	서울	294	5%	15%	45%	31%	3%	1%	20%
	인천/경기	465	0%	25%	44%	26%	4%	1%	25%
	강원	46	-	-	-	-	-	-	-
	대전/세종/충청	160	2%	33%	42%	18%	5%		35%
	광주/전라	150	2%	23%	50%	18%	7%		25%
	대구/경북	151	7%	22%	49%	14%	7%		30%
	부산/울산/경남	234	1%	38%	43%	15%	4%		39%

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◎ 지난 1년간 음식 관련 소비 변화 요약 - 40개국 평균 vs 한국

40개국 전체 평균 지난 1년간 소비가...	늘었다 (1)	변함 없다	줄었다 (2)	모름/ 응답거절	Net Score (1)-(2)
즉석간편식	14%	46%	37%	4%	-23
저설탕/저지방 제품	18%	55%	23%	4%	-4
단 것	12%	47%	39%	2%	-26
패스트푸드	14%	41%	41%	3%	-27
유기농 식품	23%	56%	13%	8%	10

한국 조사 결과	늘었다	변함없다	줄었다	응답거절	(1)-(2)
즉석간편식	29%	56%	14%	1%	15
저설탕/저지방 제품	15%	64%	21%	1%	-6
단 것	11%	58%	30%	1%	-18
패스트푸드	23%	52%	24%	1%	-1
유기농 식품	21%	71%	7%	1%	14

\*WIN World Survey. 2019년 10~12월 40개국 29,575명 조사

\*한국은 2019년 11월 8~28일 전국(제주 제외) 성인 1,500명 면접조사

질문) 지난1년간 귀하의 다음 음식 관련 소비는 늘었습니까, 변함없습니까, 줄었습니까?

2019년 11월 8~28일 한국 면접조사		사례수 (명)	지난 1년간 소비 변화 - (1/5) 즉석간편식				Net	
			늘었다 (1)	변함없다	줄었다 (2)	모름/ 응답거절	Score (1)-(2)	
전체		1,500	29%	56%	14%	1%	15	
성별	남성	743	32%	56%	12%	0%	20	
	여성	757	26%	56%	17%	1%	10	
연령별	19~29세	259	49%	43%	7%	1%	42	
	30대	248	42%	50%	8%		35	
	40대	292	33%	54%	13%	0%	20	
	50대	301	21%	62%	18%		3	
	60대 이상	400	11%	65%	22%	2%	-10	
성/ 연령별	남성 19~29세	136	52%	41%	7%	1%	45	
	남성 30대	128	44%	50%	6%		38	
	남성 40대	148	32%	58%	9%		23	
	남성 50대	152	22%	64%	14%		9	
	남성 60대 이상	180	15%	65%	20%	1%	-5	
	여성 19~29세	123	46%	45%	7%	2%	38	
	여성 30대	121	41%	50%	10%		31	
	여성 40대	143	34%	49%	17%	1%	17	
	여성 50대	150	19%	60%	22%		-3	
	여성 60대 이상	220	9%	66%	23%	2%	-15	
	직업별	농/임/어업	25	-	-	-	-	-
		자영업	214	24%	62%	13%	1%	11
기능노무/서비스		531	29%	56%	14%	1%	14	
사무/관리		295	36%	50%	13%		23	
전업주부		280	22%	61%	17%	1%	5	
학생		72	55%	39%	5%	1%	50	
무직/은퇴/기타		83	24%	51%	21%	3%	3	
지역별	서울	294	30%	61%	8%	1%	21	
	인천/경기	465	36%	48%	15%	1%	21	
	강원	46	-	-	-	-	-	
	대전/세종/충청	160	26%	60%	14%		12	
	광주/전라	150	25%	56%	18%	1%	7	
	대구/경북	151	25%	53%	22%	0%	3	
	부산/울산/경남	234	24%	64%	12%	0%	12	

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2019년 11월 8~28일 한국 면접조사		사례수 (명)	지난 1년간 소비 - (2/5) 저설탕/저지방 제품				Net Score (1)-(2)	
			늘었다 (1)	변함없다	줄었다 (2)	모름/ 응답거절		
전체		1,500	15%	64%	21%	1%	-6	
성별	남성	743	14%	68%	19%	0%	-5	
	여성	757	16%	60%	23%	1%	-8	
연령별	19~29세	259	14%	67%	17%	1%	-3	
	30대	248	15%	66%	18%		-3	
	40대	292	16%	64%	20%	0%	-4	
	50대	301	15%	63%	22%	0%	-7	
	60대 이상	400	13%	60%	25%	1%	-12	
성/ 연령별	남성 19~29세	136	12%	72%	15%	1%	-4	
	남성 30대	128	14%	72%	15%		-1	
	남성 40대	148	14%	70%	16%	1%	-1	
	남성 50대	152	15%	65%	20%		-5	
	남성 60대 이상	180	14%	61%	25%		-11	
	여성 19~29세	123	18%	62%	19%	2%	-1	
	여성 30대	121	17%	61%	22%		-5	
	여성 40대	143	17%	58%	25%		-7	
	여성 50대	150	15%	60%	24%	1%	-8	
	여성 60대 이상	220	13%	59%	26%	2%	-13	
	직업별	농/임/어업	25	-	-	-	-	-
		자영업	214	13%	63%	23%	0%	-10
기능노무/서비스		531	14%	65%	20%	0%	-6	
사무/관리		295	17%	64%	19%	0%	-3	
전업주부		280	14%	60%	25%	1%	-11	
학생		72	17%	69%	13%	1%	4	
무직/은퇴/기타		83	15%	60%	23%	2%	-8	
지역별		서울	294	14%	69%	16%	1%	-2
	인천/경기	465	17%	60%	22%	1%	-5	
	강원	46	-	-	-	-	-	
	대전/세종/충청	160	18%	64%	17%		1	
	광주/전라	150	19%	54%	27%		-9	
	대구/경북	151	13%	63%	22%	2%	-10	
	부산/울산/경남	234	7%	69%	24%	0%	-16	

\*50사례 미만은 수치를 제시하지 않음. 한국갤럽 www.gallup.co.kr

2019년 11월 8~28일 한국 면접조사		사례수 (명)	지난 1년간 소비 변화 - (3/5) 단 것				Net
			늘었다 (1)	변함없다	줄었다 (2)	모름/ 응답거절	Score (1)-(2)
전체		1,500	11.4%	58%	29.9%	1%	-18
성별	남성	743	13%	62%	24%	1%	-12
	여성	757	10%	54%	35%	1%	-25
연령별	19~29세	259	19%	61%	19%	1%	0
	30대	248	13%	61%	26%	0%	-12
	40대	292	12%	60%	28%	0%	-16
	50대	301	9%	54%	37%		-28
	60대 이상	400	7%	56%	36%	1%	-28
성/ 연령별	남성 19~29세	136	19%	68%	12%	1%	7
	남성 30대	128	16%	63%	20%	1%	-3
	남성 40대	148	11%	68%	20%	1%	-10
	남성 50대	152	11%	57%	32%		-21
	남성 60대 이상	180	9%	56%	35%		-26
	여성 19~29세	123	19%	53%	27%	1%	-8
	여성 30대	121	10%	59%	32%		-22
	여성 40대	143	13%	51%	36%		-23
	여성 50대	150	6%	52%	42%		-36
	여성 60대 이상	220	6%	56%	36%	2%	-30
직업별	농/임/어업	25	-	-	-	-	-
	자영업	214	11%	59%	29%	0%	-17
	기능노무/서비스	531	11%	58%	30%	1%	-19
	사무/관리	295	14%	58%	29%		-15
	전업주부	280	7%	53%	39%	1%	-31
	학생	72	24%	59%	16%	1%	8
	무직/은퇴/기타	83	10%	61%	27%	2%	-17
지역별	서울	294	9%	65%	24%	2%	-15
	인천/경기	465	13%	53%	33%	1%	-20
	강원	46	-	-	-	-	-
	대전/세종/충청	160	10%	54%	35%		-25
	광주/전라	150	11%	60%	29%		-17
	대구/경북	151	13%	51%	36%		-24
	부산/울산/경남	234	11%	63%	26%	0%	-15

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2019년 11월 8~28일 한국 면접조사		사례수 (명)	지난 1년간 소비 변화 - (4/5) 패스트푸드				Net Score (1)-(2)
			늘었다 (1)	변함없다	줄었다 (2)	모름/ 응답거절	
전체		1,500	23%	52%	24%	1%	-1
성별	남성	743	28%	51%	21%	1%	7
	여성	757	18%	53%	28%	1%	-10
연령별	19~29세	259	48%	39%	12%	1%	36
	30대	248	38%	43%	19%		19
	40대	292	21%	56%	22%	0%	-1
	50대	301	16%	53%	32%		-16
	60대 이상	400	4%	62%	31%	2%	-27
성/ 연령별	남성 19~29세	136	56%	34%	9%	1%	47
	남성 30대	128	41%	41%	17%		24
	남성 40대	148	22%	61%	17%		5
	남성 50대	152	20%	52%	27%		-7
	남성 60대 이상	180	8%	61%	29%	2%	-22
	여성 19~29세	123	39%	45%	16%	1%	24
	여성 30대	121	34%	45%	21%		14
	여성 40대	143	20%	51%	28%	1%	-8
	여성 50대	150	11%	53%	36%		-25
	여성 60대 이상	220	1%	63%	33%	2%	-32
직업별	농/임/어업	25	-	-	-	-	-
	자영업	214	13%	57%	29%	1%	-15
	기능노무/서비스	531	25%	50%	25%	1%	0
	사무/관리	295	32%	47%	20%		12
	전업주부	280	11%	59%	29%	1%	-18
	학생	72	55%	33%	12%		43
	무직/은퇴/기타	83	16%	55%	25%	4%	-8
지역별	서울	294	29%	50%	19%	2%	10
	인천/경기	465	24%	48%	28%	1%	-4
	강원	46	-	-	-	-	-
	대전/세종/충청	160	21%	50%	29%		-7
	광주/전라	150	16%	61%	22%	1%	-6
	대구/경북	151	25%	52%	23%		1
	부산/울산/경남	234	20%	56%	24%	0%	-4

\*50사례 미만은 수치를 제시하지 않음. 한국갤럽 www.gallup.co.kr

2019년 11월 8~28일 한국 면접조사		사례수 (명)	지난 1년간 소비 변화 - (5/5) 유기농 식품				Net
			늘었다 (1)	변함없다	줄었다 (2)	모름/ 응답거절	Score (1)-(2)
전체		1,500	21%	71%	7%	1%	14
성별	남성	743	16%	75%	8%	1%	9
	여성	757	25%	68%	6%	1%	19
연령별	19~29세	259	13%	77%	8%	2%	5
	30대	248	23%	70%	5%	2%	18
	40대	292	22%	69%	7%	2%	16
	50대	301	27%	65%	7%	1%	21
	60대 이상	400	19%	74%	7%	1%	11
성/ 연령별	남성 19~29세	136	10%	79%	9%	2%	1
	남성 30대	128	14%	77%	5%	3%	9
	남성 40대	148	15%	76%	8%	1%	7
	남성 50대	152	22%	73%	5%	1%	17
	남성 60대 이상	180	19%	70%	10%	1%	8
	여성 19~29세	123	16%	75%	7%	2%	9
	여성 30대	121	31%	63%	4%	1%	27
	여성 40대	143	30%	62%	5%	3%	25
	여성 50대	150	33%	57%	9%	1%	24
	여성 60대 이상	220	19%	76%	4%	1%	14
직업별	농/임/어업	25	-	-	-	-	-
	자영업	214	19%	72%	8%	1%	11
	기능노무/서비스	531	16%	75%	7%	2%	9
	사무/관리	295	23%	70%	6%	1%	17
	전업주부	280	32%	63%	5%		28
	학생	72	6%	85%	6%	3%	0
	무직/은퇴/기타	83	25%	57%	15%	3%	11
지역별	서울	294	18%	75%	6%	0%	11
	인천/경기	465	22%	70%	7%	1%	15
	강원	46	-	-	-	-	-
	대전/세종/충청	160	18%	77%	3%	2%	15
	광주/전라	150	12%	71%	11%	6%	1
	대구/경북	151	31%	61%	8%		23
	부산/울산/경남	234	25%	69%	5%	1%	20

\*50사례 미만은 수치를 제시하지 않음. 한국갤럽 [www.gallup.co.kr](http://www.gallup.co.kr)

## 응답자 특성표

주요 분석 단위별 표본오차(95% 신뢰수준 기준)와 지역/성/지지정당/직업/생활수준과 연령 분포 구성입니다. 2019년 7월 행정안전부 주민등록인구 기준 7개 권역/성/연령별 셀 가중 결과

응답자 특성표 2019년 11월 8~28일 면접조사		조사완료		가중값 적용		가중값 배율 (B/A)	표본오차 95% 신뢰수준
		사례수 (명)(A)	비율	사례수 (명)(B)	비율		
전체		1,500	100%	1,500	100%	1.00	±2.5%P
성별	남성	748	50%	743	50%	0.99	±3.6%P
	여성	752	50%	757	50%	1.01	±3.6%P
연령별	19-29세	301	20%	259	17%	0.86	±5.6%P
	30대	300	20%	248	17%	0.83	±5.7%P
	40대	300	20%	292	19%	0.97	±5.7%P
	50대	301	20%	301	20%	1.00	±5.6%P
	60대 이상	298	20%	400	27%	1.34	±5.7%P
지역별	서울	300	20%	294	20%	0.98	±5.7%P
	인천/경기	450	30%	465	31%	1.03	±4.6%P
	강원	49	3%	46	3%	0.93	±14.0%P
	대전/세종/충청	150	10%	160	11%	1.07	±8.0%P
	광주/전라	160	11%	150	10%	0.94	±7.7%P
	대구/경북	150	10%	151	10%	1.01	±8.0%P
	부산/울산/경남	241	16%	234	16%	0.97	±6.3%P

\*표본오차는 조사완료 사례수 기준. 한국갤럽 [www.gallup.co.kr](http://www.gallup.co.kr)

\*가중값 적용 사례수는 2019년 7월 행안부 주민등록인구 기준 지역/성/연령 셀 가중 결과

# **Annual world survey shows that almost a quarter of people consider themselves unhealthy**

WIN International, the world's leading association in market research and polling, has published the 2019 WIN World Survey (WWS) exploring the views and beliefs of 29,575 people from 40 countries across the globe about health, habits and food consumption.

## **HEADLINES**

Understanding people's perceptions on their health becomes increasingly more important during a global health crisis. Questions on healthy habits and on how individuals conduct their everyday life might help understanding societal changes and trends in terms of healthy behavior and lifestyles. Today more than ever, people's perceptions on their own health and on what to buy or how to behave to stay healthy become essential and topics of global interest. In addition, fear and concerns about the current health crisis, might also depend on how healthy (or unhealthy) people consider themselves.

This study was conducted before the global pandemic started, and it focuses more on people's perceptions on food choices and consumption, and lifestyle choices. Despite it does not include medical questions nor virus-related questions, this research sheds light on health behaviors and habits which are deeply connected to how vulnerable people might feel right now.

Compared to 2018, in 2019 people's perceptions on their health do not vary: 77% consider themselves healthy (very healthy + healthy) and 23% unhealthy (somewhat unhealthy + unhealthy). The latter might represent the ones experiencing higher infection risks during the current health emergency. Older people (65+) who consider themselves unhealthy are almost twice the amount of younger people (18-24) who consider themselves unhealthy (30% vs. 16%).

Poland (50%) and Honk Kong (41%) are the countries with the highest percentage of respondents considering themselves unhealthy, while Canada (95%) and Indonesia (93%) are the countries where percentage of citizens considering themselves healthy are the highest.

**This survey explored eleven health-related habits and five food consumption behaviors, with some surprising results:**

From the seven behaviors tracked, minor changes were observed compared to the previous year. There is a slight increase in the number of people taking medicines (regularly) prescribed by a doctor (often or somewhat often: from 34% in 2018 to 35% in 2019). The number of people going on a diet also increased (often or somewhat often: 15% vs 18%). While the number of people suffering from stress and people doing exercise remain the same (30% and 37% respectively), there is a decrease in the number of people who smoke and drink alcohol: -2 and -3 points respectively. This survey also shows a worrying fall in the number of people that sleep well (from 64% to 61%). New behaviors measured in this wave show that people are trying to improve their life by choosing healthy lifestyles.

More than half of the world population (54%) is (a lot or moderately) concerned about healthy living: 43% read labels/nutritional information on products, 47% are concerned about the prices of healthy food, 27% control the portions they eat.

Food consumption shows the same trend: 37% of people reduced their consumption of packaged food, 41% eats less fast food and 38% reduced the amount of sweets. Also, 23% increased their consumption of organic food and 19% is having more low-sugar/low-fat products in their daily diet.

Important differences between age groups should be noted: while older people conduct a healthier lifestyle (less packaged food, less sweets, less fast food), young people tend to behave the other way around, a result probably related to health perceptions. However, organic food consumption is increasing more among young people than among older ones.

There are some differences in terms of behavior and food consumption between people who consider themselves healthy (77%) and people that feel to conduct an unhealthy life (23%): the former exercise more often (42%), read products' labels (48%), don't suffer from stress (38%), eat organic food (29%) and consume low-sugar/low-fat products (25%). People who consider themselves less healthy usually take more medicines prescribed by a doctor (54%), don't exercise (46%) and suffer from stress (46%).



**Vilma Scarpino, President of WIN International, said:**

“Health is the centerpiece of our daily life, and we are learning during these difficult times how much individuals’ health is deeply related to society’s wealth and wellness as a whole. Our global survey with data from 29,575 people across 40 countries reveals a growing trend in terms of healthy lifestyles, due to people’s concern about their health. However, the survey reports minor changes compared to the previous year, which means there is a need to stress even more the importance of health and wellness messages to achieve better results. The wide-ranging data in this report is important and fascinating: WIN International wishes to contribute with these data to improve the 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 29,575 people were interviewed globally. See below for sample details. The fieldwork was conducted during October 2019 – December 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 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: 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: the 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: among others, researched themes are gender equality and young people, communication and media research, and brand studies.

## Methodology Sheet

	Country	Company Name	Methodology	Sample	Coverage	Field Dates
1	ARGENTINA	Voices! Research & Consultancy	CATI	519	8 MAIN CITIES	DEC 2019
2	AUSTRALIA	Bastion Latitude	CAWI	1000	NATIONAL	NOV 2019
3	BRAZIL	Market Analysis	CAWI	560	NATIONAL	NOV 2019
4	CANADA	Leger 360	ON LINE	500	NATIONAL	NOV 2019
5	CHILE	Activa Research	CAWI	1000	NATIONAL	DEC 2019
6	CHINA	Wisdom Asia	CAWI	1000	URBAN	NOV 2019
7	CROATIA	Mediana	CAWI	501	NATIONAL	NOV 2019
8	DENMARK	DMA Research A/S	CAWI	500	NATIONAL	NOV 2019
9	ECUADOR	CEDATOS	CAPI	600	National TWO CITIES	DEC 2019
10	FINLAND	Taloustutkimus Oy	CAWI	1000	National Except Aland Islands	DEC 2019
11	FRANCE	BVA	CAWI	1000	NATIONAL	NOV 2019
12	GERMANY	Produkt + Markt	CAWI	1000	NATIONAL	OCT/NOV 2019
13	GREECE	Alternative Research Solutions	CAWI	500	NATIONAL	OCT 2019
14	HONG KONG	CSG (Consumer Search Group)	CAWI	537	NATIONAL	NOV 2019
15	INDIA	DataPrompt International	CAWI	500	NATIONAL	NOV 2019
16	INDONESIA	Deka International	CAPI	1032	5 MAIN CITIES	NOV/DIC 2019
17	IRAN	EMRC	CATI	700	URBAN	NOV/DIC 2019
18	IRELAND	RED C Research and Marketing Ltd	CAWI	1011	NATIONAL	OCT/NOV 2019
19	ITALY	BVA DOXA	CAPI	1000	NATIONAL	OCT 2019
20	JAPAN	NRC (Nippon Research Center)	CAWI	1000	NATIONAL	NOV 2019
21	LEBANON	REACH SAL	CATI	500	National	OCT/NOV 2019
22	MALAYSIA	Compass Insights	CAWI	502	URBAN PENINSULAR	OCT/NOV 2019
23	MEXICO	Brand Investigation S.A de C.V (Brain)	CAWI ON LINE	500	URBAN	NOV/DIC 2019
24	NIGERIA	MARKET TRENDS GROUP	CAWI	1000	NATIONAL	NOV 2019
25	PALESTINE	PCPO Palestinian Centre for Public	TAPI	120	NATIONAL	DEC 2019

		Opinion				
26	PAKISTAN	Gallup Pakistan	CAPI FACE TO FACE	1000	NATIONAL	DEC 2019
27	PARAGUAY	ICA Consultoría Estratégica	CATI 25% CAWI 75%	500	NATIONAL	DEC 2019
28	PERU	DATUM Internacional	CAWI	1000	NATIONAL	DEC 2019
29	PHILIPPINES	PSRC (Philippines Survey & Research Center Inc.)	PAPI	1000	NATIONAL	NOV 2019
30	POLAND	MARECO POLSKA	CAWI	500	NATIONAL	OCT 2019
31	SLOVENIA	Mediana	CAWI	511	NATIONAL	NOV 2019
32	SOUTH AFRICA	Freshly Ground Insights (FGI)	CAPI/CAWI	744	NATIONAL	DEC 2019
33	SOUTH KOREA	Gallup Korea	PAPI	1500	NATIONAL	NOV 2019
34	SPAIN	Instituto DYM	CAWI	1017	NATIONAL	NOV 2019
35	SWEDEN	Origo Group	CAWI	500	NATIONAL	DEC 2019
36	THAILAND	Infosearch co.ltd	F2F	600	NATIONAL	OCT/NOV 2019
37	TURKEY	Barem	CATI	601	NATIONAL	NOV/DEC 2019
38	UK	ORB International (Opinion Research Business)	CAWI	1000	NATIONAL	DEC 2019
39	USA	SSRS	CAWI	509	NATIONAL	NOV 2019
40	VIETNAM	Indochina Research	F2F	501	TWO PROVINCES	2019

# Health & lifestyle in today's world

WWS 2020

# HEALTH PERCEPTION

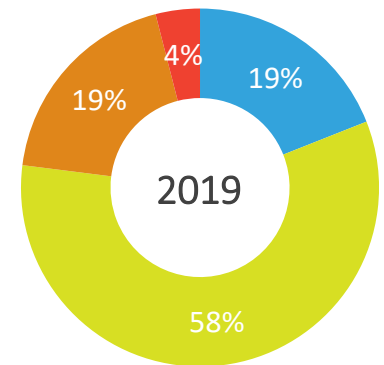
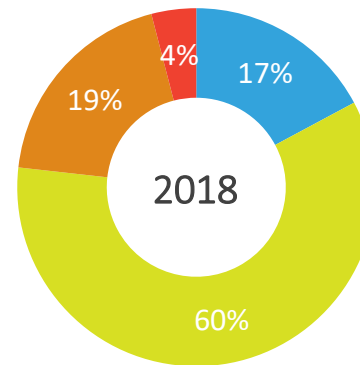
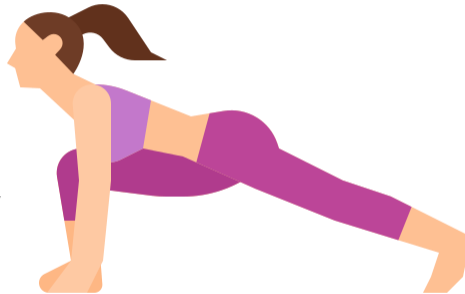


# HEALTH SELF-PERCEPTION

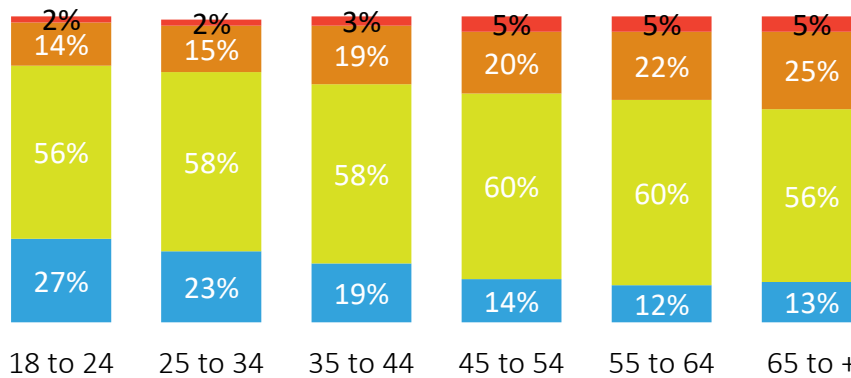
% within total population

## OVERALL HEALTH PERCEPTION

### Global Average



### By age group



### By gender



Source: WIN 2019. Base: 29 575 cases. WIN 2018. Base: 30 890 cases

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

## HEALTH SELF-PERCEPTION

% within total population

### OVERALL HEALTH PERCEPTION



#### By education level

■ Very healthy or healthy    ■ Somewhat unhealthy or unhealthy

Master. PHD.



University



Completed Secondary School



Completed Primary



No education/only basic education



#### By employment

■ Very healthy or healthy    ■ Somewhat unhealthy or unhealthy

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



Source: WIN 2019. Base: 29 575 cases

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



# HEALTH SELF-PERCEPTION

% within total population

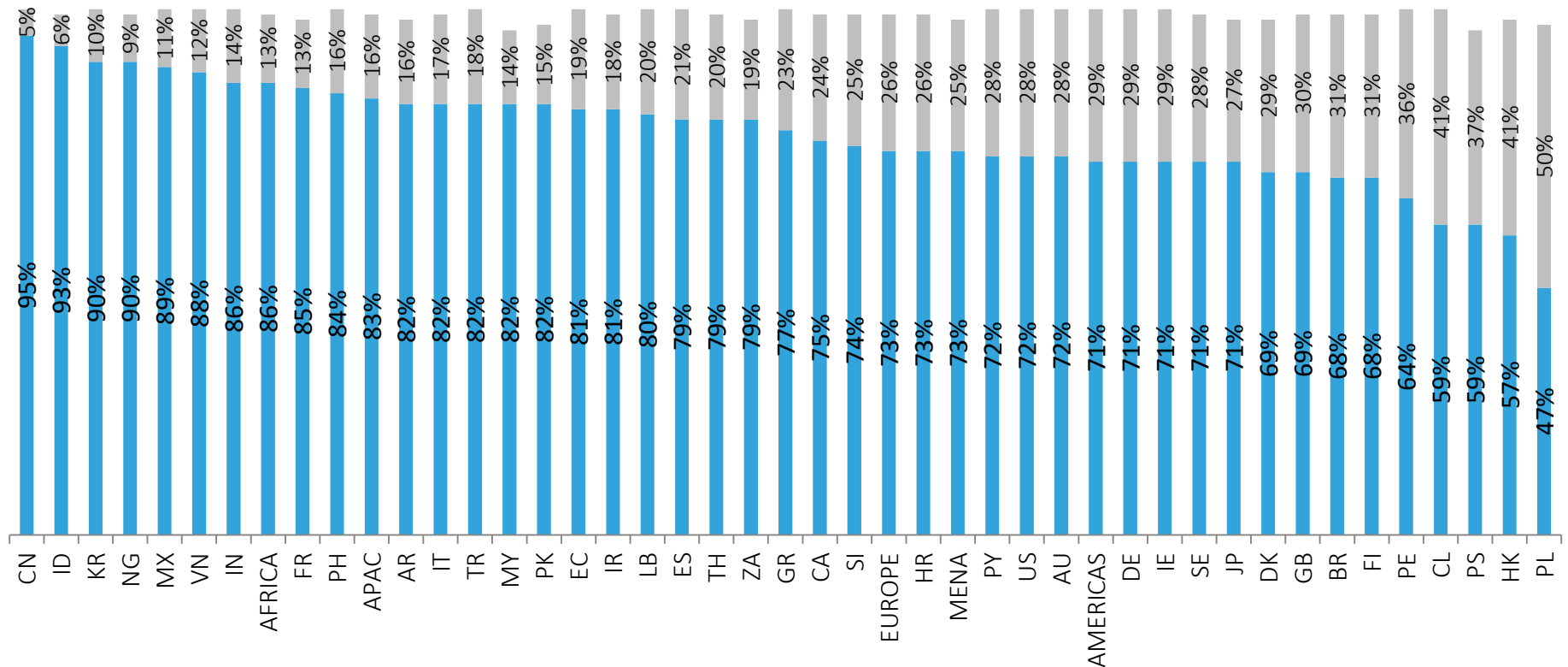
## OVERALL HEALTH PERCEPTION

TTB

Very healthy or healthy

BTB

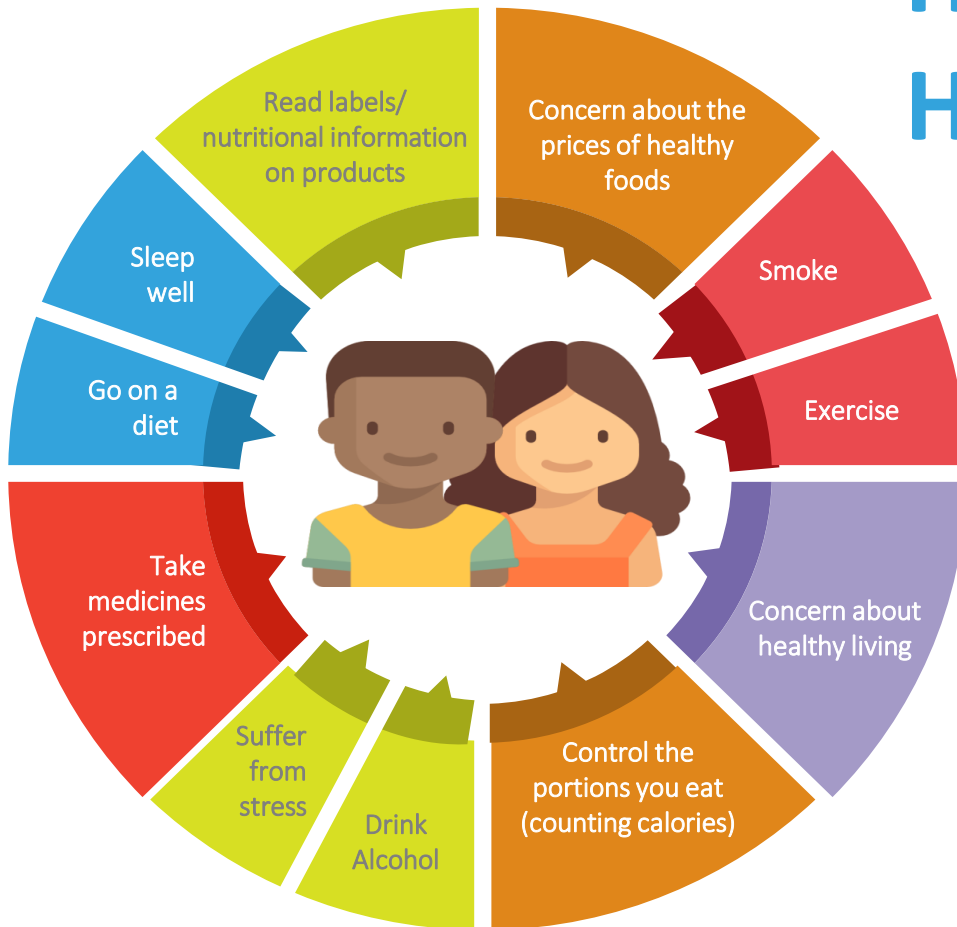
Somewhat unhealthy or unhealthy



Source: WIN 2019. Base: 29 575 cases

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

# HEALTH-RELATED HABITS



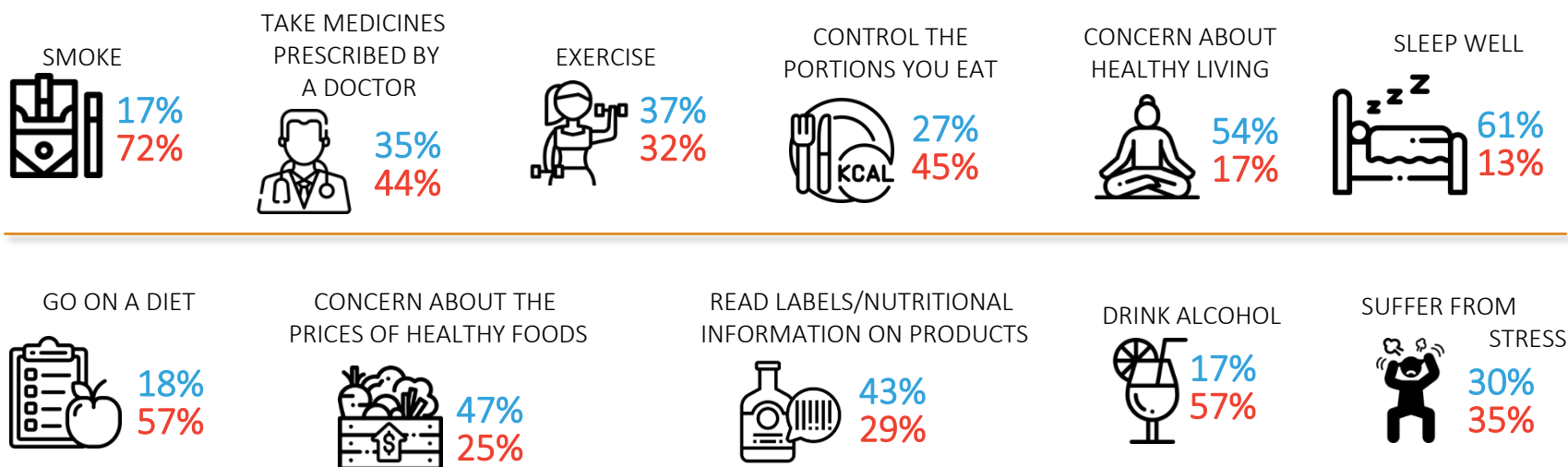
# Summary of health-related habits – TTB vs BTB

% within total population

## HOW OFTEN DO PEOPLE ...?

■ A lot/ very often / Moderately/ fairly often

■ Very little/ occasionally/ Never



Source: WIN 2019. Base: 29 575 cases

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

TTB – Top two boxes

BTB – Bottom two boxes

# Smoke

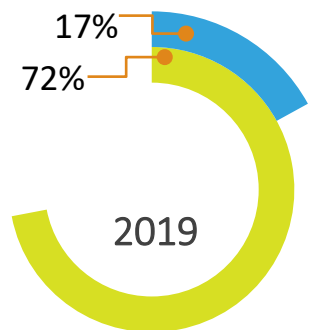
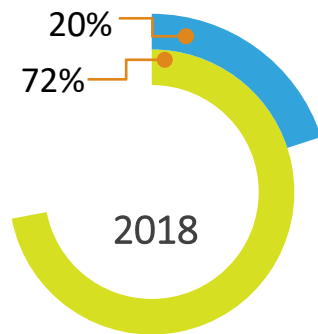
% within total population

## HOW OFTEN DO PEOPLE SMOKE?

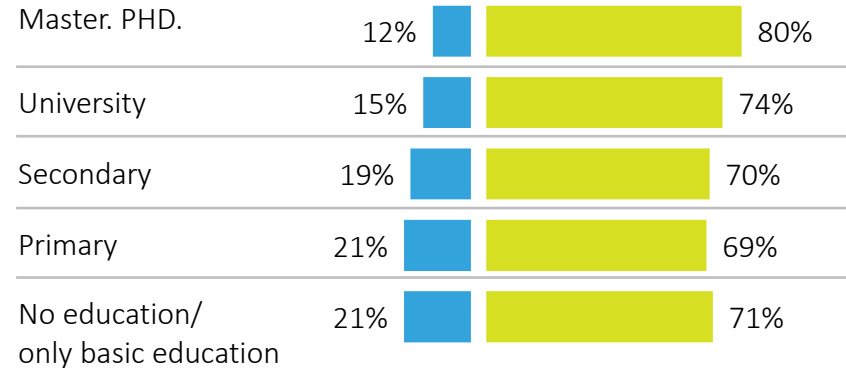
■ A lot/ very often / Moderately/ fairly often

■ Very little/ occasionally/ Never

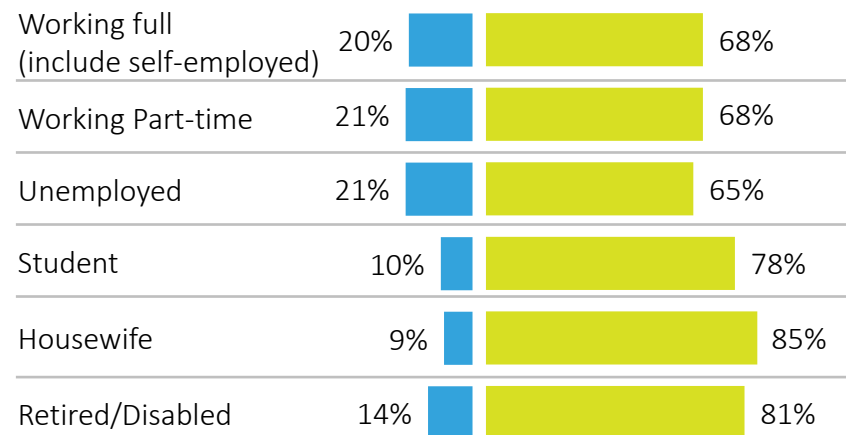
### Global Average



### By education level



### By employment



Source: WIN 2019. Base: 29 575 cases. WIN 2018. Base: 30 890 cases

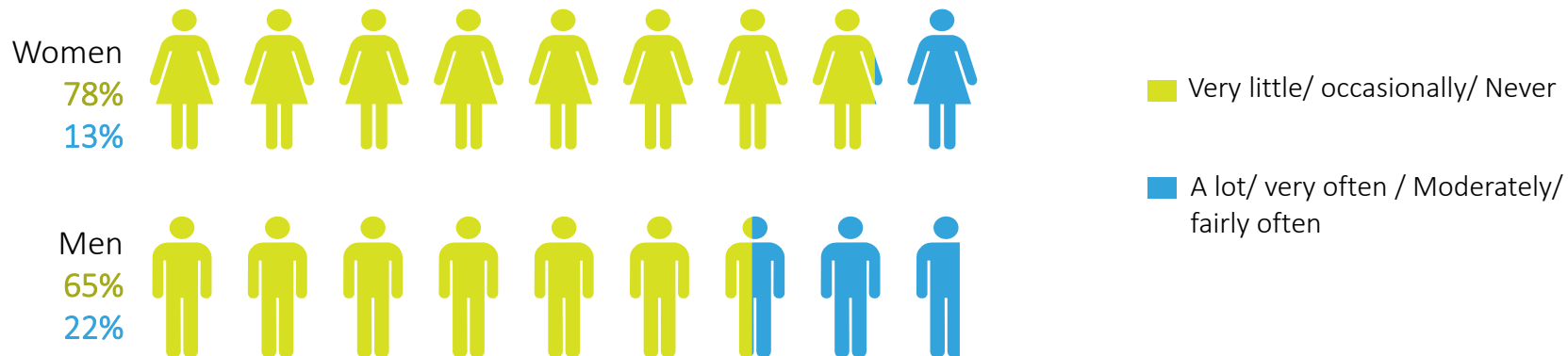
Q2\_1. How often would you say that you smoke?

# Smoke

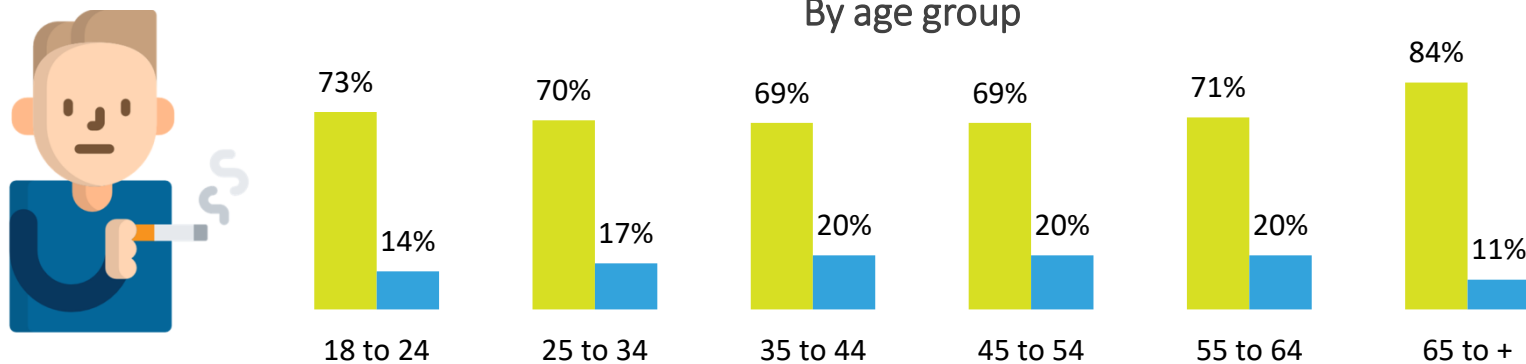
% within total population

## HOW OFTEN DO PEOPLE SMOKE?

### By gender



### By age group



Source: WIN 2019. Base: 29 575 cases

Q2\_1. How often would you say that you smoke?

# Smoke

% within total population

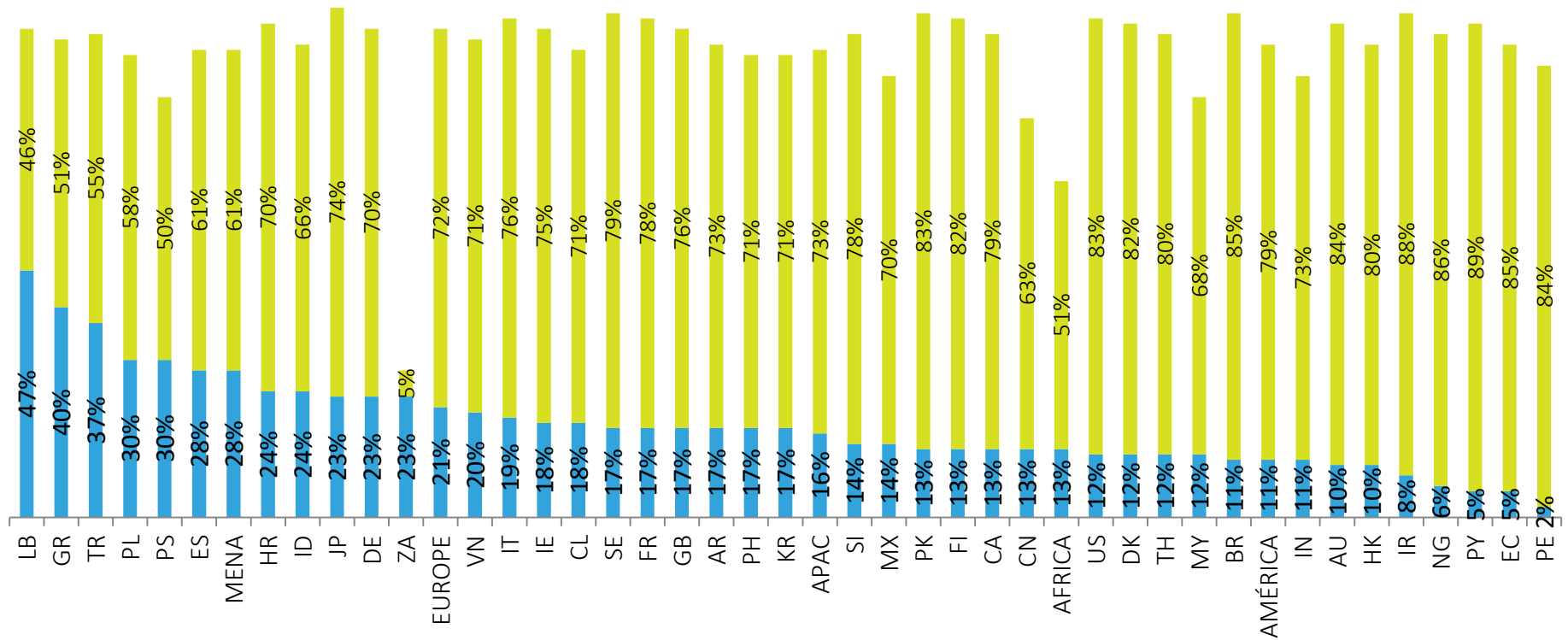
## HOW OFTEN DO PEOPLE SMOKE?

TTB

A lot/ very often / Moderately/ fairly often

BTB

Very little/ occasionally/ Never



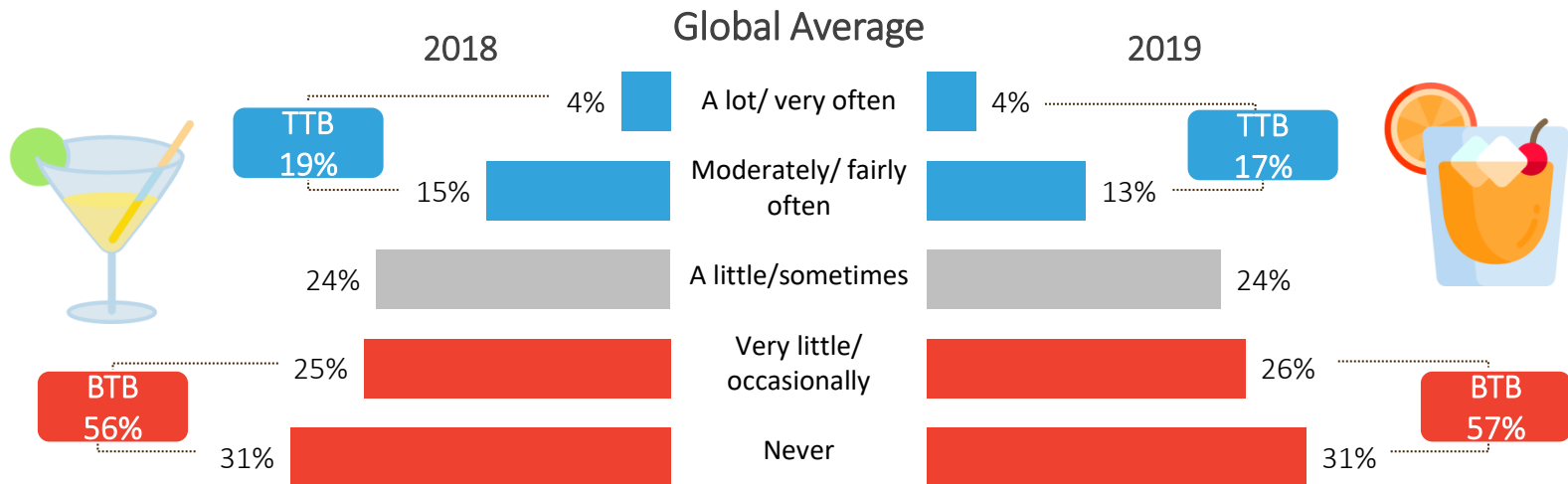
Source: WIN 2019. Base: 29 575 cases

Q2\_1. How often would you say that you smoke?

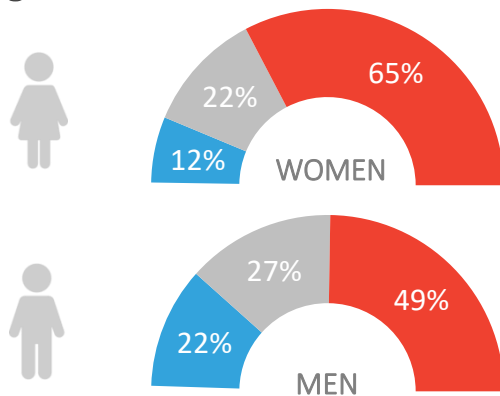
# Drink alcohol

% within total population

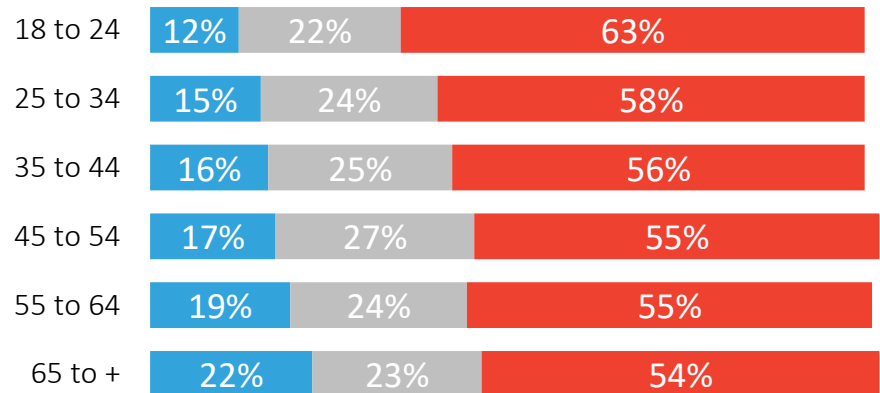
## HOW OFTEN DO PEOPLE DRINK ALCOHOL?



### By gender



### By age group



Source: WIN 2019. Base: 29 575 cases. WIN 2018. Base: 30 890 cases

Q2\_2. How often would you say that you drink alcohol?

# Drink alcohol

% within total population

## HOW OFTEN DO PEOPLE DRINK ALCOHOL?

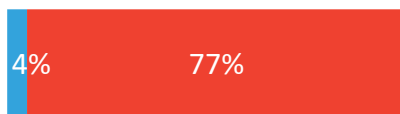


### By education level

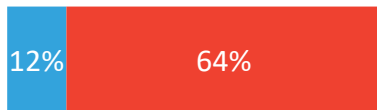
■ A lot/ very often /  
Moderately/  
fairly often

■ Very little/  
occasionally/  
Never

No education/ only basic  
education



Primary



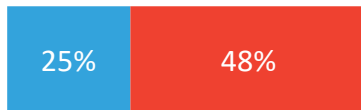
Secondary



University



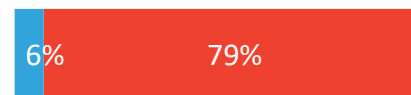
Master. PHD.



### By employment



Retired/Disabled



Housewife



Student



Unemployed



Working Part-time



Working full (include self-employed)

Source: WIN 2019. Base: 29 575 cases

Q2\_2. How often would you say that you drink alcohol?



# Drink alcohol

% within total population

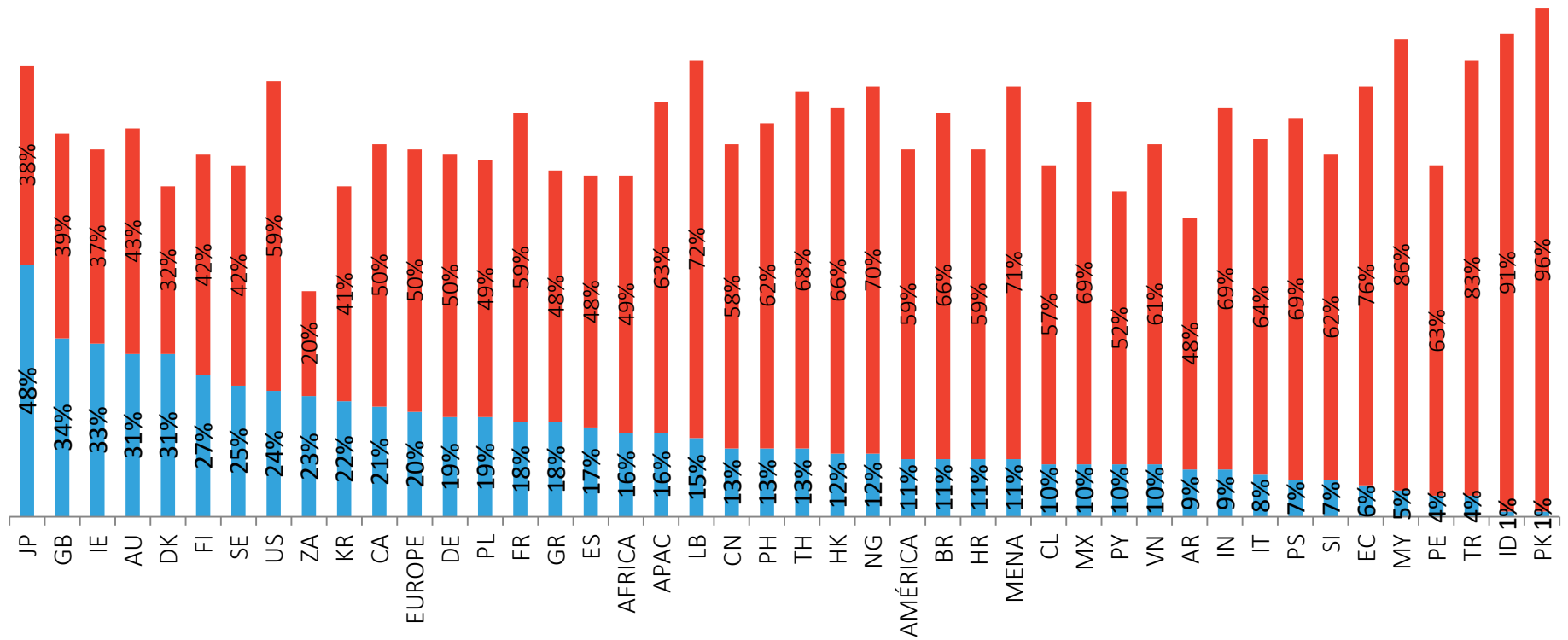
## HOW OFTEN DO PEOPLE DRINK ALCOHOL?

TTB

A lot/ very often / Moderately/ fairly often

BTB

Very little/ occasionally/ Never



Source: WIN 2019. Base: 29 575 cases

Q2\_2. How often would you say that you drink alcohol?

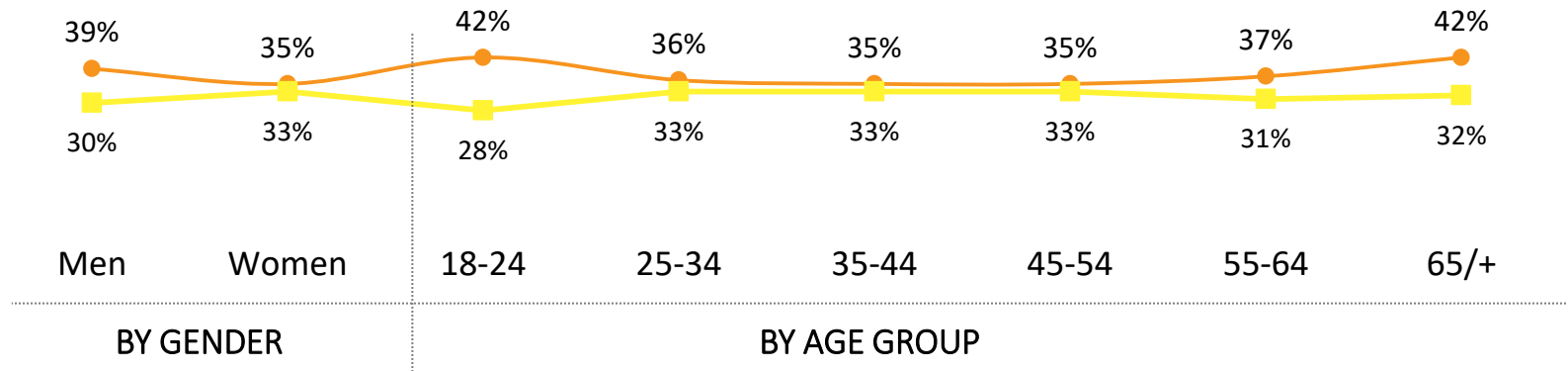
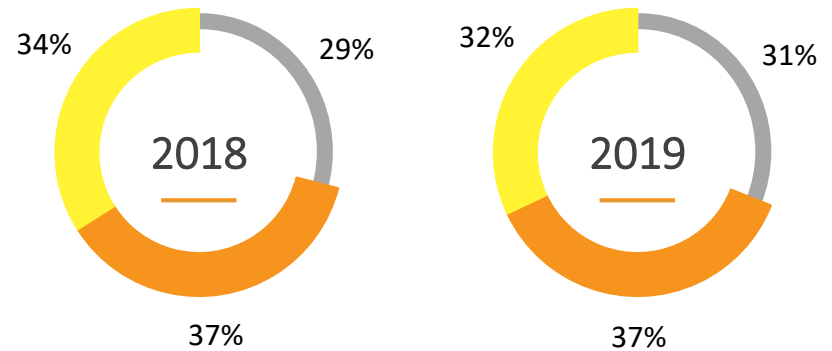
## Exercise

% within total population

### HOW OFTEN DO PEOPLE EXERCISE?

#### GLOBAL AVERAGE

- A lot/ very often / Moderately/ fairly often
- A little/ Sometimes
- Very little/ occasionally/ Never



Source: WIN 2019. Base: 29 575 cases. WIN 2018. Base: 30 890 cases

Q2\_3. How often would you say that you exercise?

## Exercise

% within total population

### HOW OFTEN DO PEOPLE EXERCISE?

■ A lot/ very often / Moderately/ fairly often

■ Very little/ occasionally/ Never

#### BY EDUCATION LEVEL

Master. PHD.



University



Secondary



Primary



No education/only basic education



#### BY EMPLOYMENT

Working full  
(include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



Source: WIN 2019. Base: 29 575 cases

Q2\_3. How often would you say that you exercise?

## Exercise

% within total population

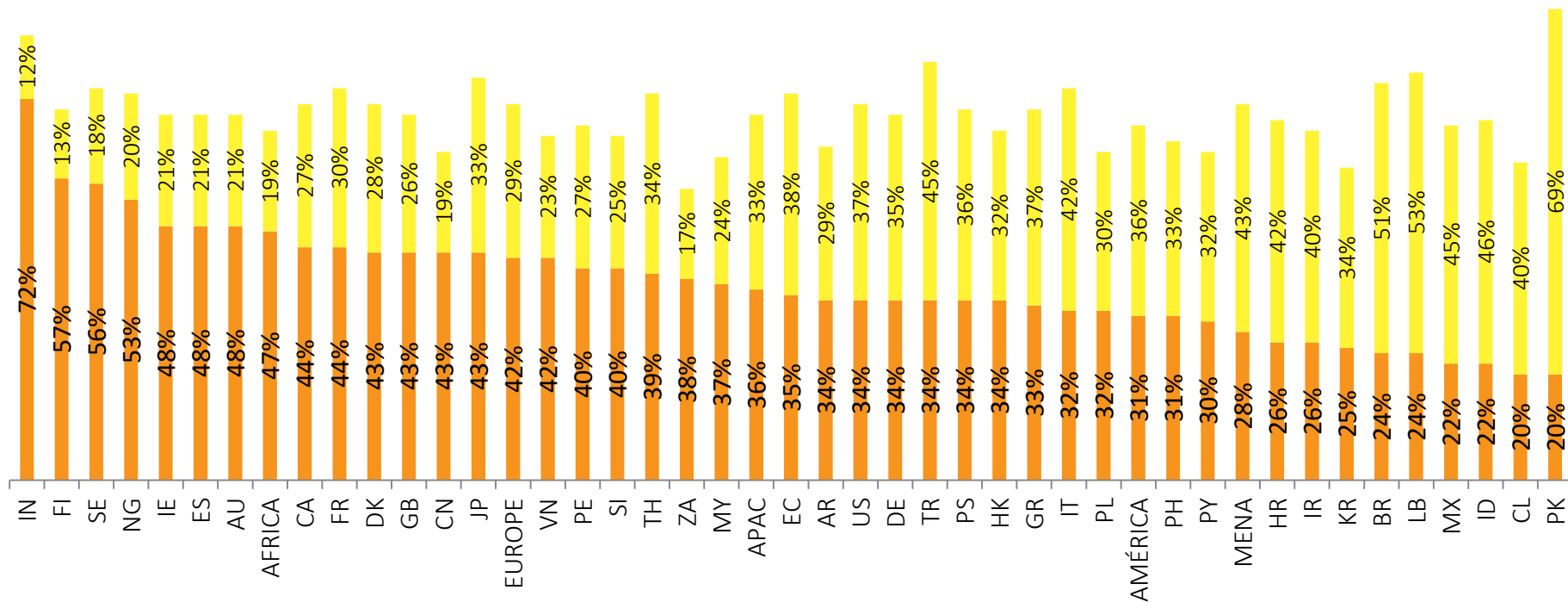
### HOW OFTEN DO PEOPLE EXERCISE?

TTB

A lot/ very often / Moderately/ fairly often

BTB

Very little/ occasionally/ Never



Source: WIN 2019. Base: 29 575 cases

Q2\_3. How often would you say that you exercise?

## Suffer from stress

% within total population



■ A lot/ very often / Moderately/ fairly often

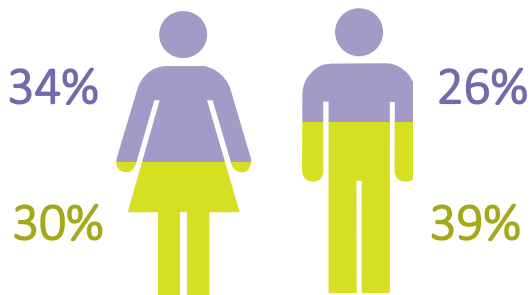
■ Very little/ occasionally/ Never

### HOW OFTEN DO PEOPLE SUFFER FROM STRESS?

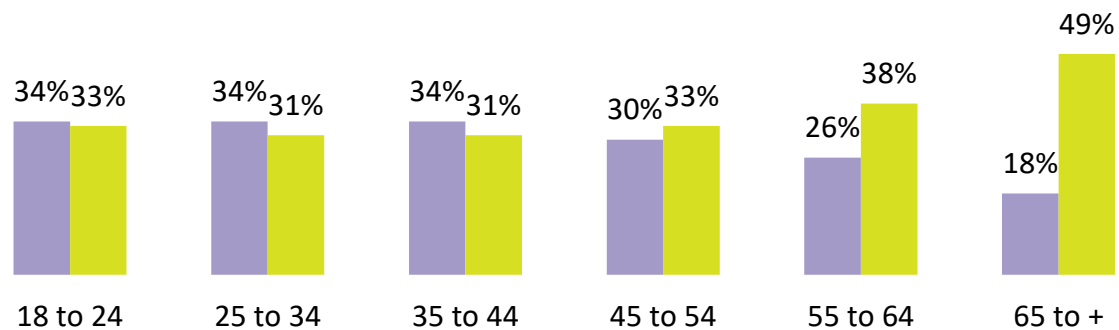
#### GLOBAL AVERAGE



#### By gender



#### By age group



Source: WIN 2019. Base: 29 575 cases. WIN 2018. Base: 30 890 cases

Q2\_4. How often would you say that you suffer from stress?

# Suffer from stress

% within total population

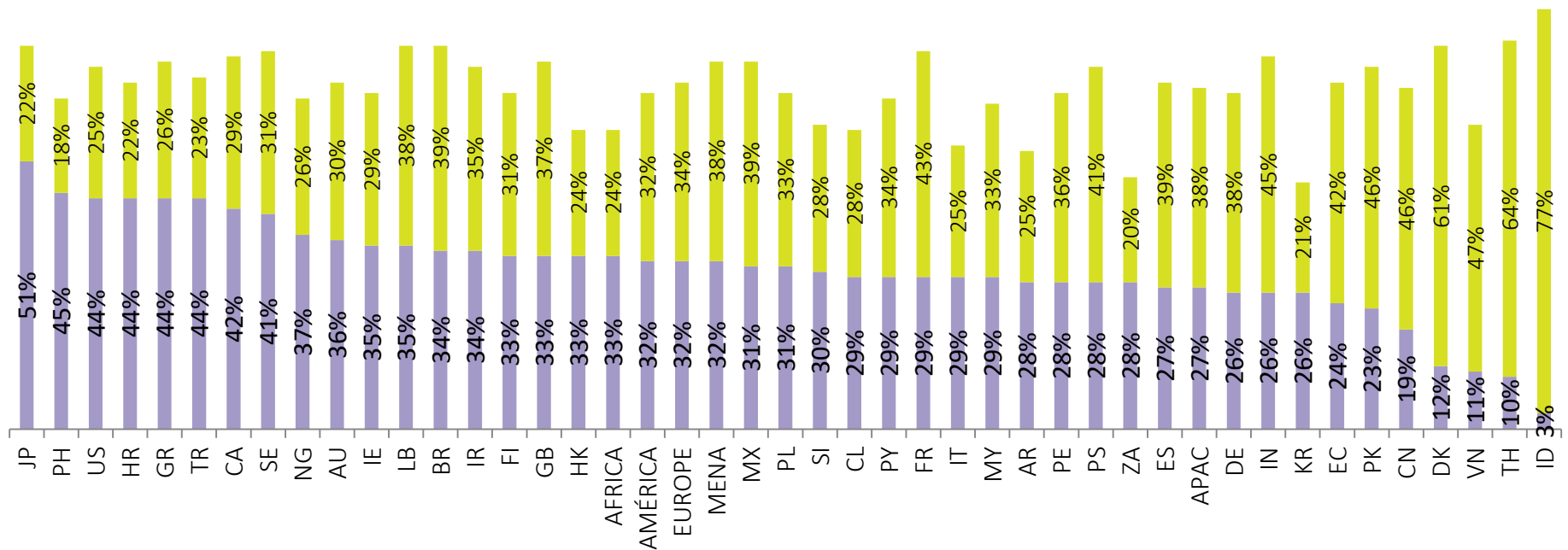
## HOW OFTEN DO PEOPLE SUFFER FROM STRESS?

TTB

A lot/ very often / Moderately/ fairly often

BTB

Very little/ occasionally/ Never



Source: WIN 2019. Base: 29 575 cases

Q2\_4. How often would you say that you suffer from stress?

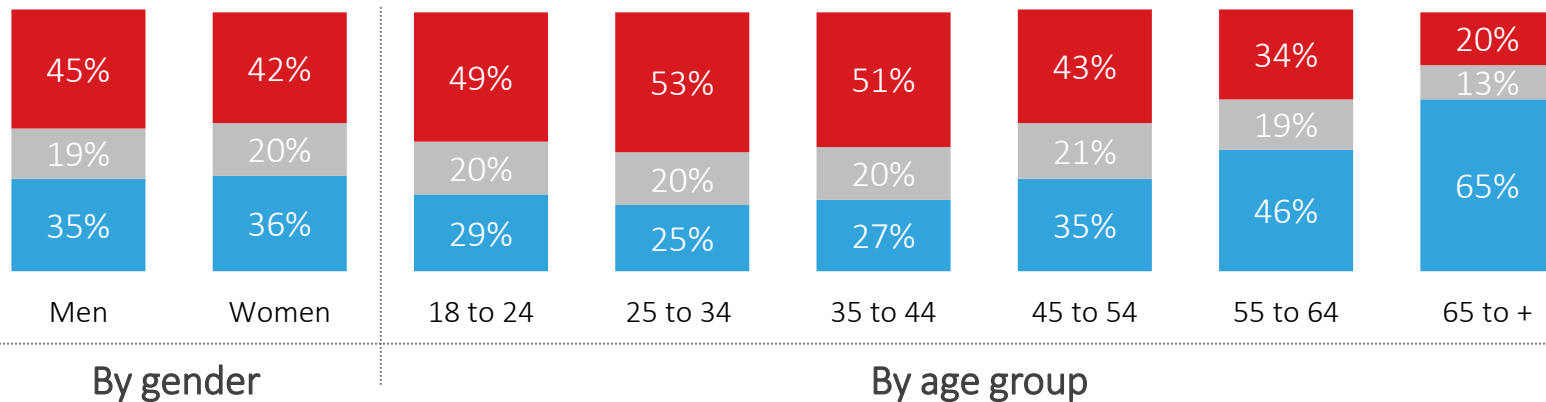
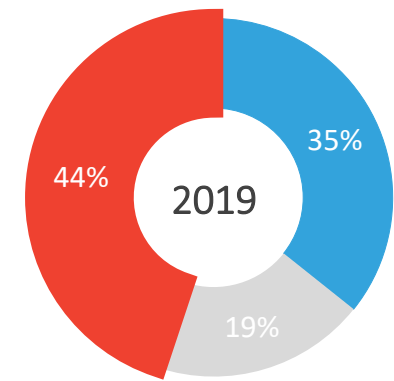
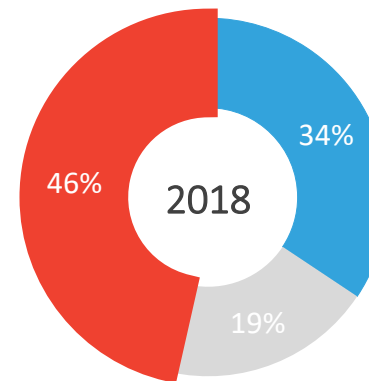
# Take medicines prescribed by a doctor

% within total population

## HOW OFTEN DO PEOPLE TAKE MEDICINES PRESCRIBED BY A DOCTOR?

### Global Average

- A lot/ very often / Moderately/ fairly often
- A little/ Sometimes
- Very little/ occasionally/ Never



Source: WIN 2019. Base: 29 575 cases. WIN 2018. Base: 30 890 cases

Q2\_5. How often would you say that you take medicines prescribed by a doctor?

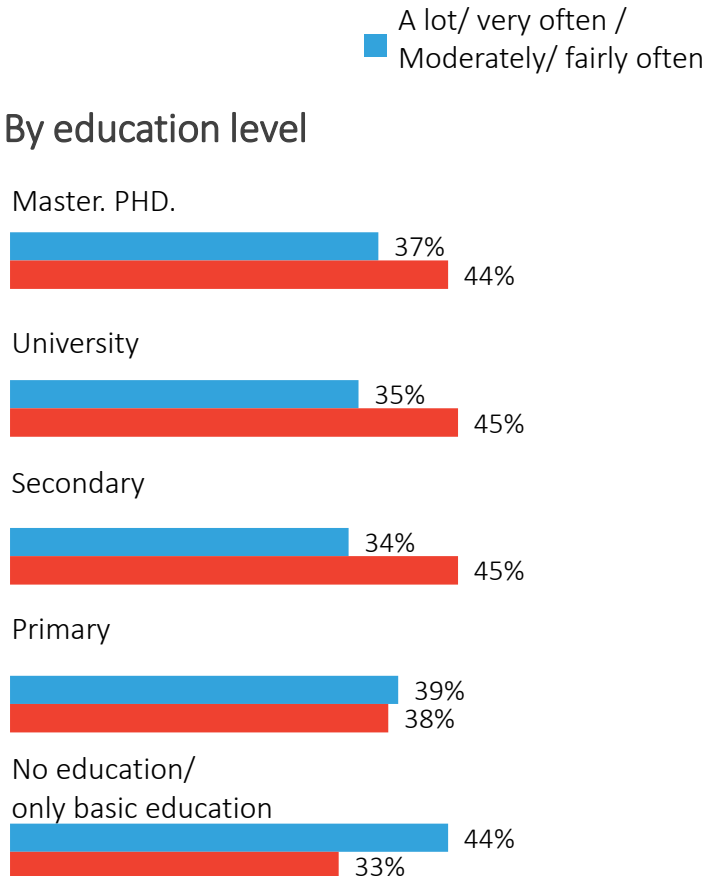
# Take medicines prescribed by a doctor

% within total population

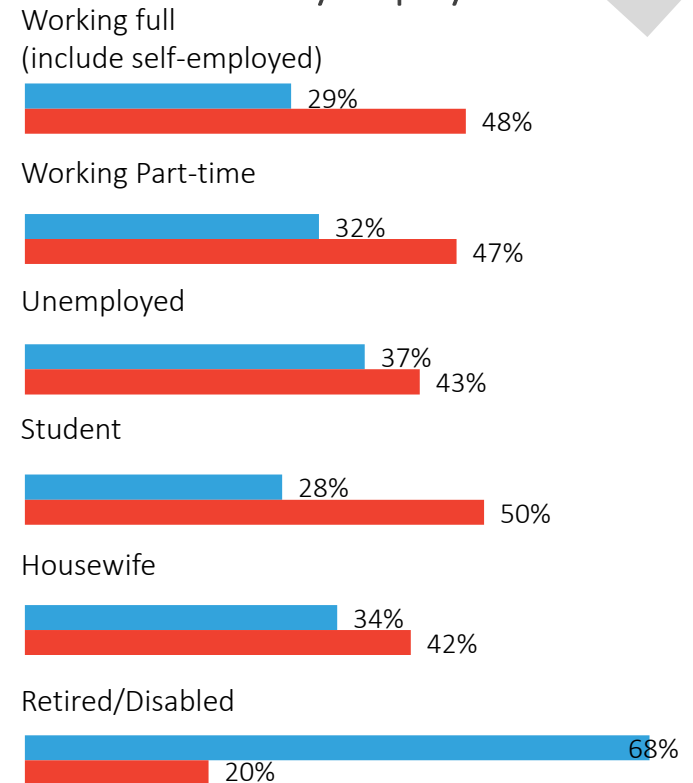
## HOW OFTEN DO PEOPLE TAKE MEDICINES PRESCRIBED BY A DOCTOR?



### By education level



### By employment



Source: WIN 2019. Base: 29 575 cases

Q2\_5. How often would you say that you take medicines prescribed by a doctor?



# Take medicines prescribed by a doctor

% within total population

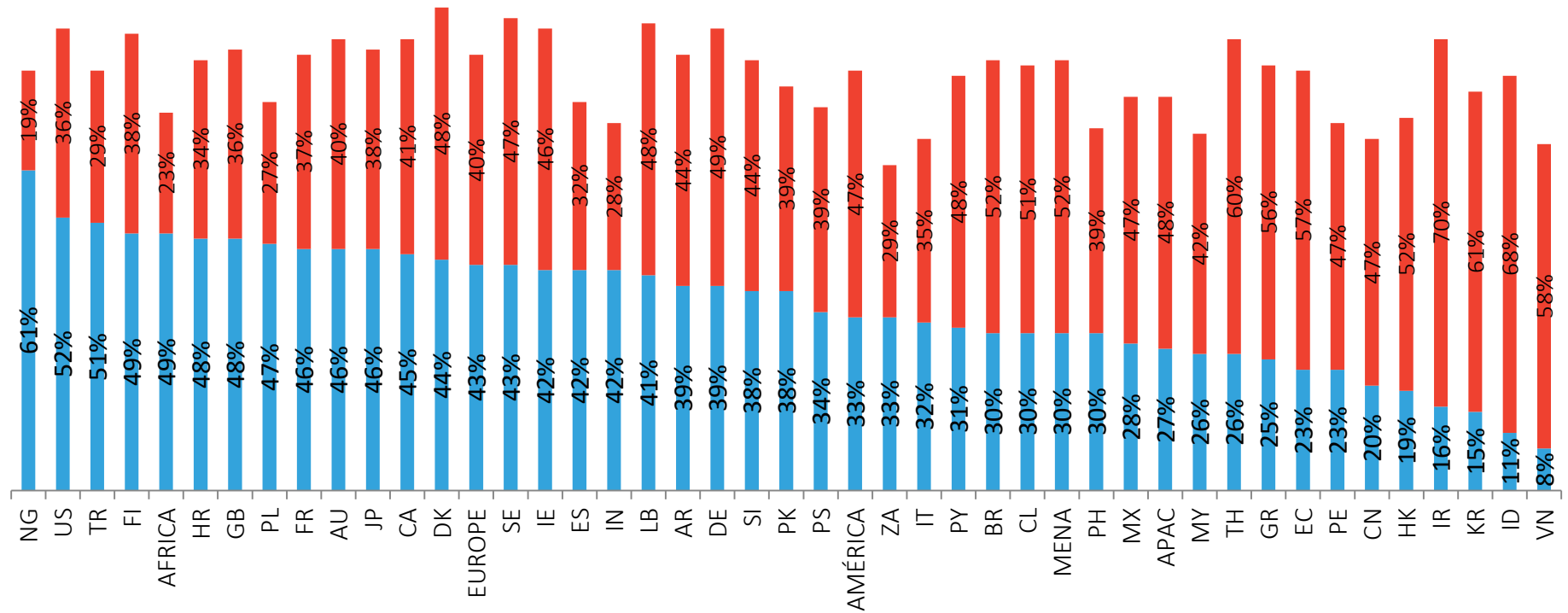
## HOW OFTEN DO PEOPLE TAKE MEDICINES PRESCRIBED BY A DOCTOR?

TTB

A lot/ very often / Moderately/ fairly often

BTB

Very little/ occasionally/ Never



Source: WIN 2019. Base: 29 575 cases

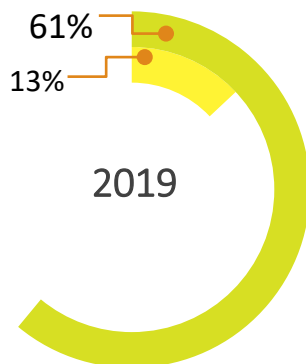
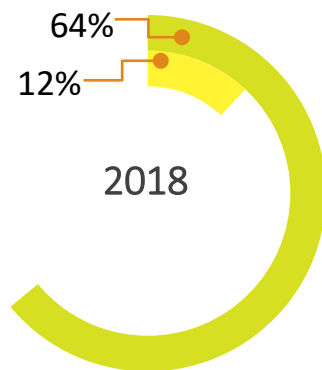
Q2\_5. How often would you say that you take medicines prescribed by a doctor?

# Sleep well

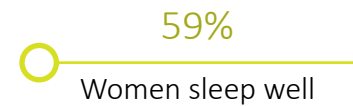
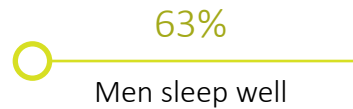
% within total population

## HOW OFTEN DO PEOPLE SLEEP WELL?

### Global Average

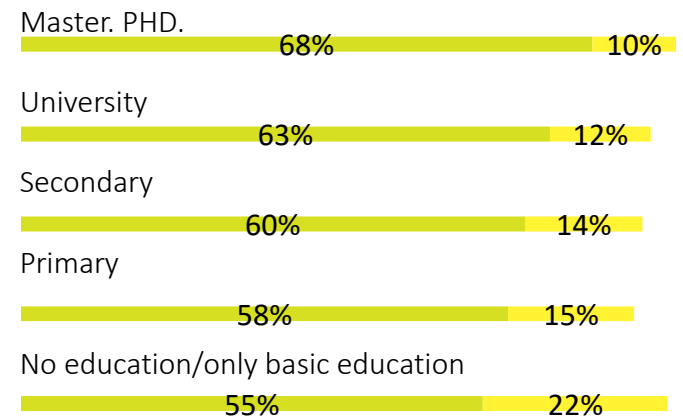


### By gender



- A lot/ very often / Moderately/ fairly often
- Very little/ occasionally/ Never

### By education level



Source: WIN 2019. Base: 29 575 cases. WIN 2018. Base: 30 890 cases

Q2\_6. How often would you say that you sleep well?

# Sleep well

% within total population

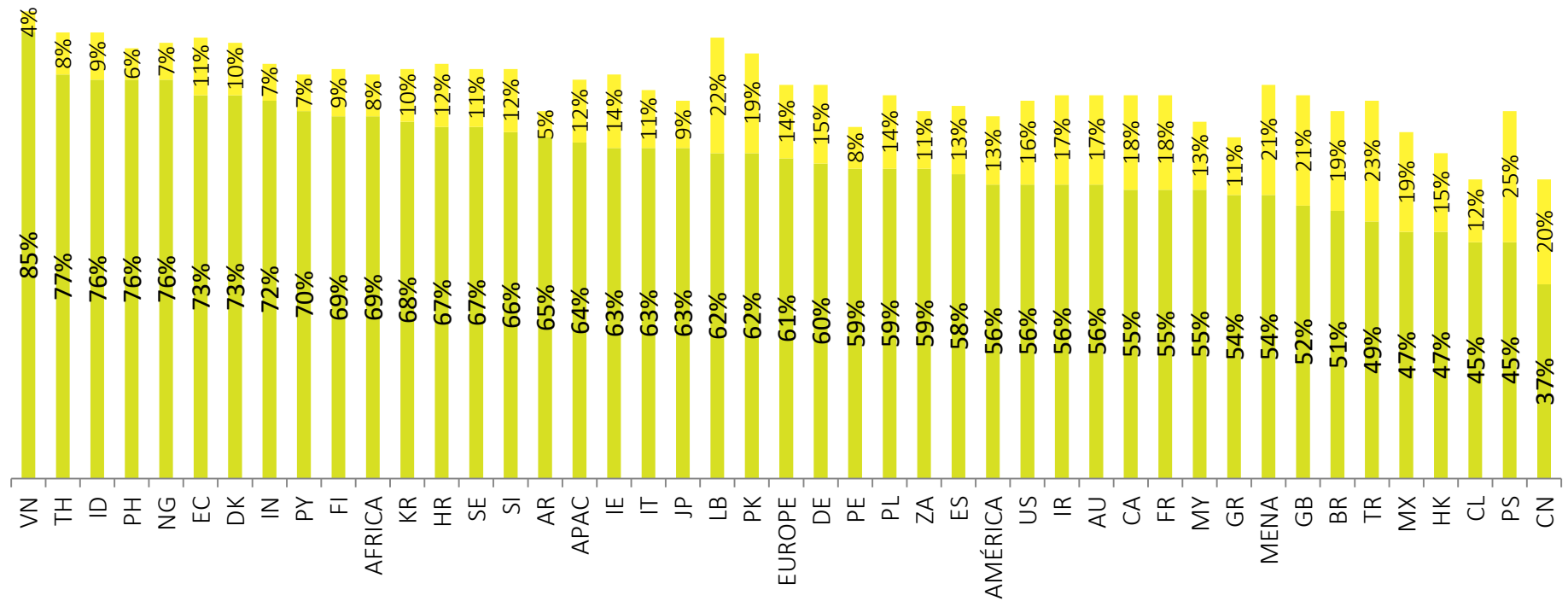
## HOW OFTEN DO PEOPLE SLEEP WELL?

TTB

A lot/ very often / Moderately/ fairly often

BTB

Very little/ occasionally/ Never



Source: WIN 2019. Base: 29 575 cases

Q2\_6. How often would you say that you sleep well?

## Go on a diet

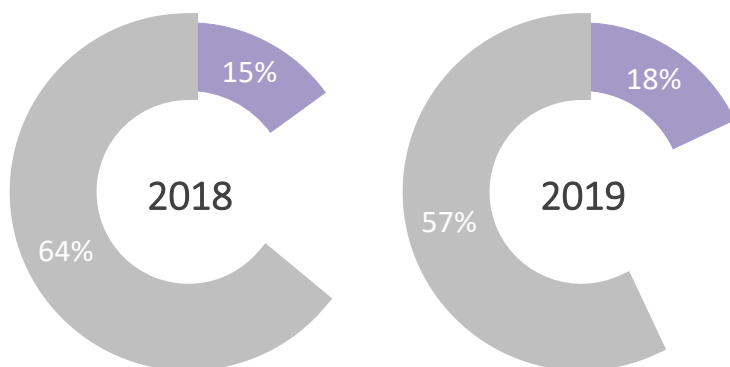
% within total population

### HOW OFTEN DO PEOPLE GO ON A DIET?

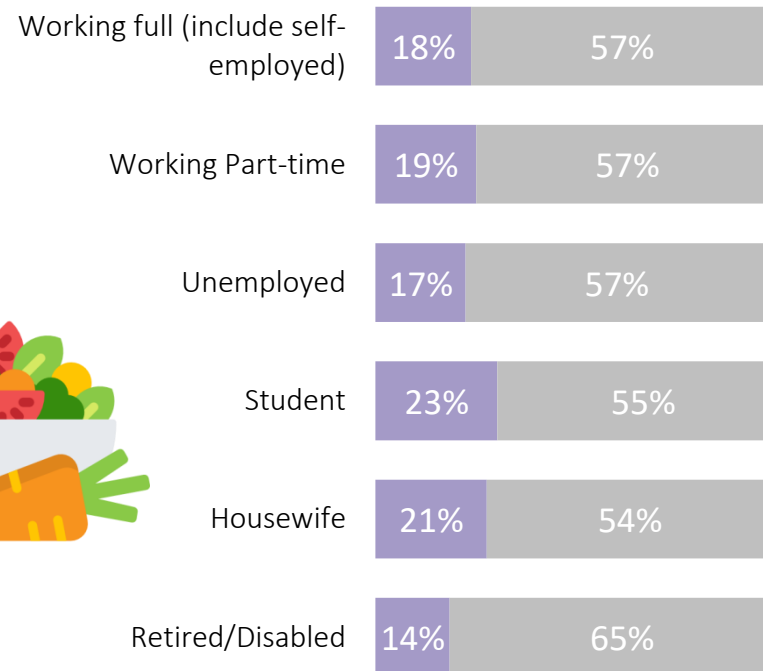
■ A lot/ very often /  
Moderately/ fairly often

■ Very little/ occasionally/  
Never

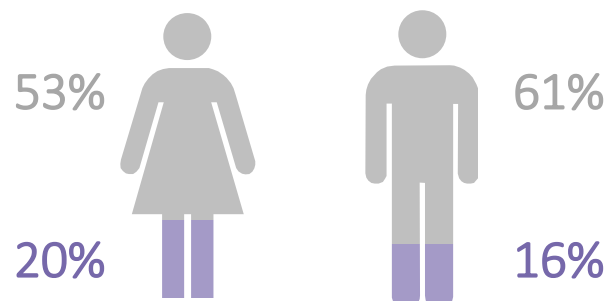
#### Global Average



#### By employment



#### By gender



Source: WIN 2019. Base: 29 575 cases. WIN 2018. Base: 30 890 cases

Q2\_7. How often would you say that you go on a diet?

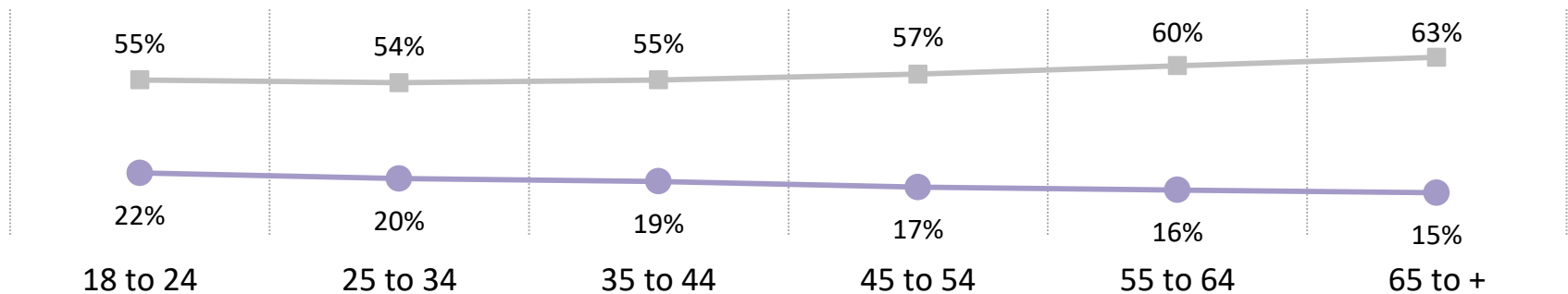
## Go on a diet

% within total population

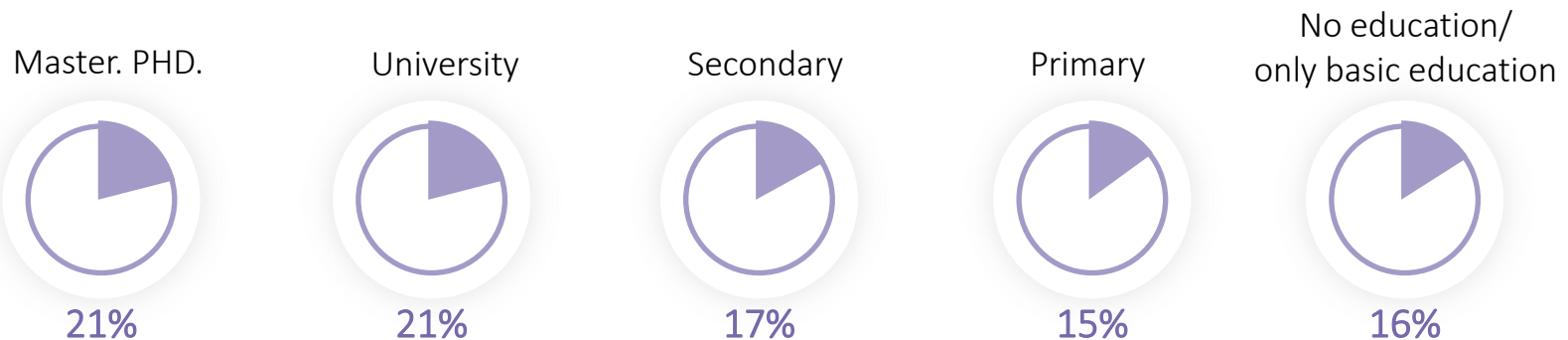
### HOW OFTEN DO PEOPLE GO ON A DIET?

■ A lot/ very often / Moderately/ fairly often    ■ Very little/ occasionally/ Never

#### By age group



#### By education level



Source: WIN 2019. Base: 29 575 cases

Q2\_7. How often would you say that you go on a diet?

## Go on a diet

% within total population

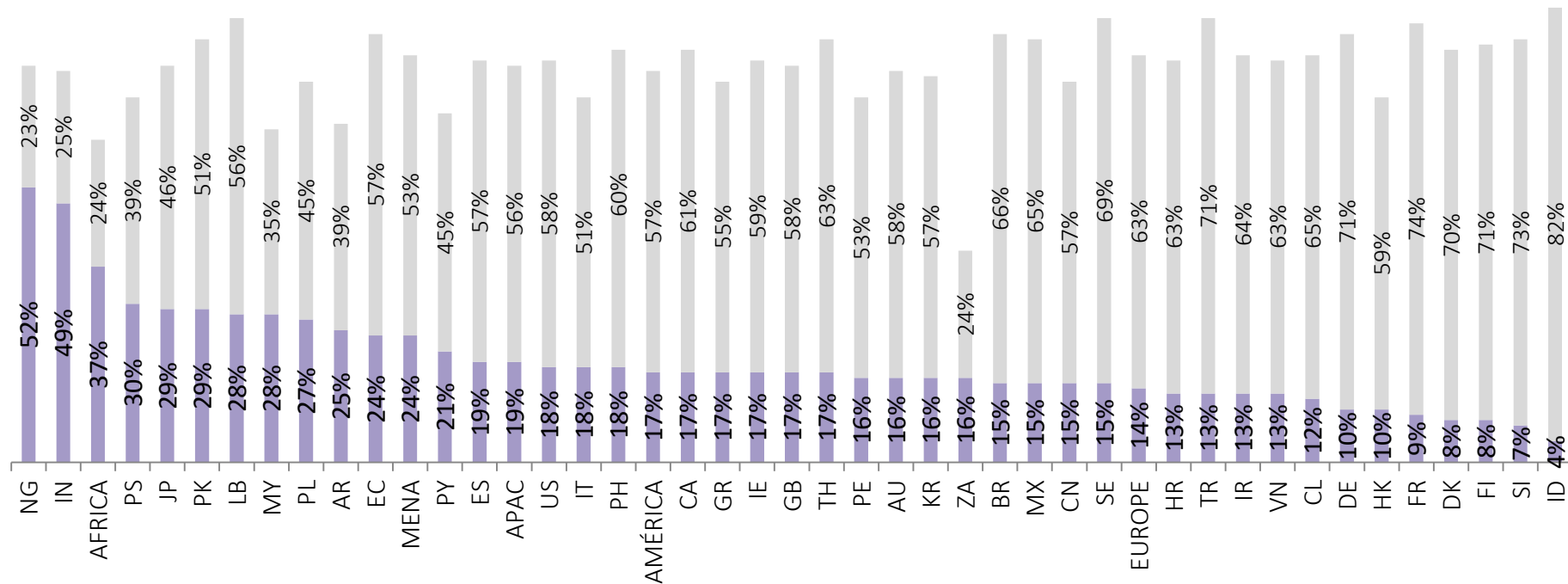
### HOW OFTEN DO PEOPLE GO ON A DIET?

TTB

A lot/ very often / Moderately/ fairly often

BTB

Very little/ occasionally/ Never



Source: WIN 2019. Base: 29 575 cases

Q2\_7. How often would you say that you go on a diet?

# Concern about the prices of healthy foods

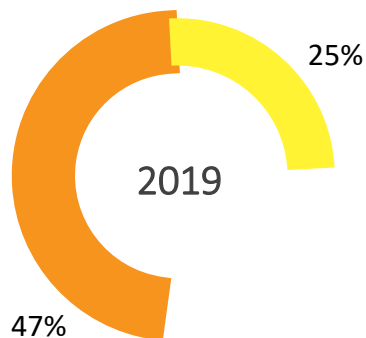
% within total population

## HOW OFTEN DO PEOPLE CONCERN ABOUT THE PRICES OF HEALTHY FOODS?

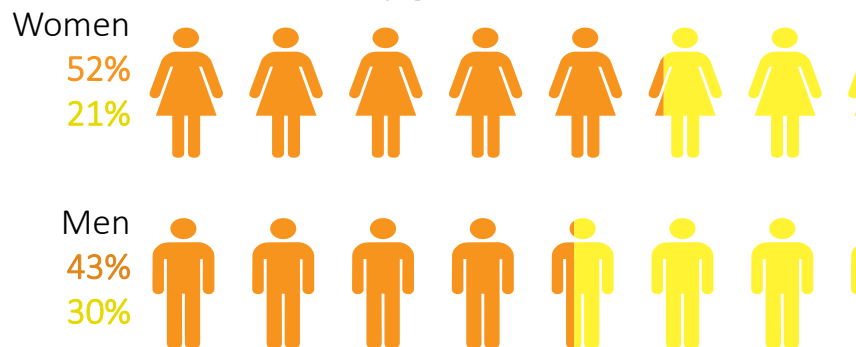
■ A lot/ very often / Moderately/ fairly often

■ Very little/ occasionally/ Never

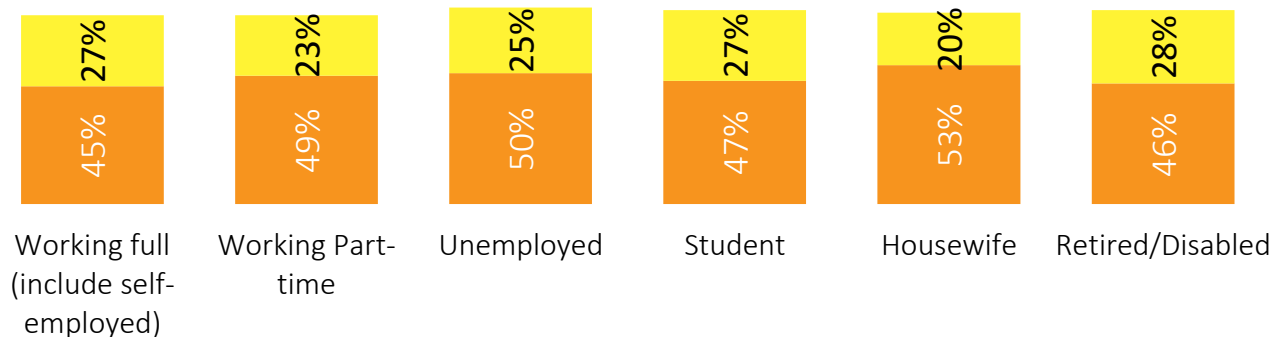
### Global Average



### By gender



### By employment



Source: WIN 2019. Base: 29 575 cases. WIN 2018. Base: 30 890 cases

Q2\_8. How often would you say that you concern about the prices of healthy foods?

# Concern about the prices of healthy foods

% within total population

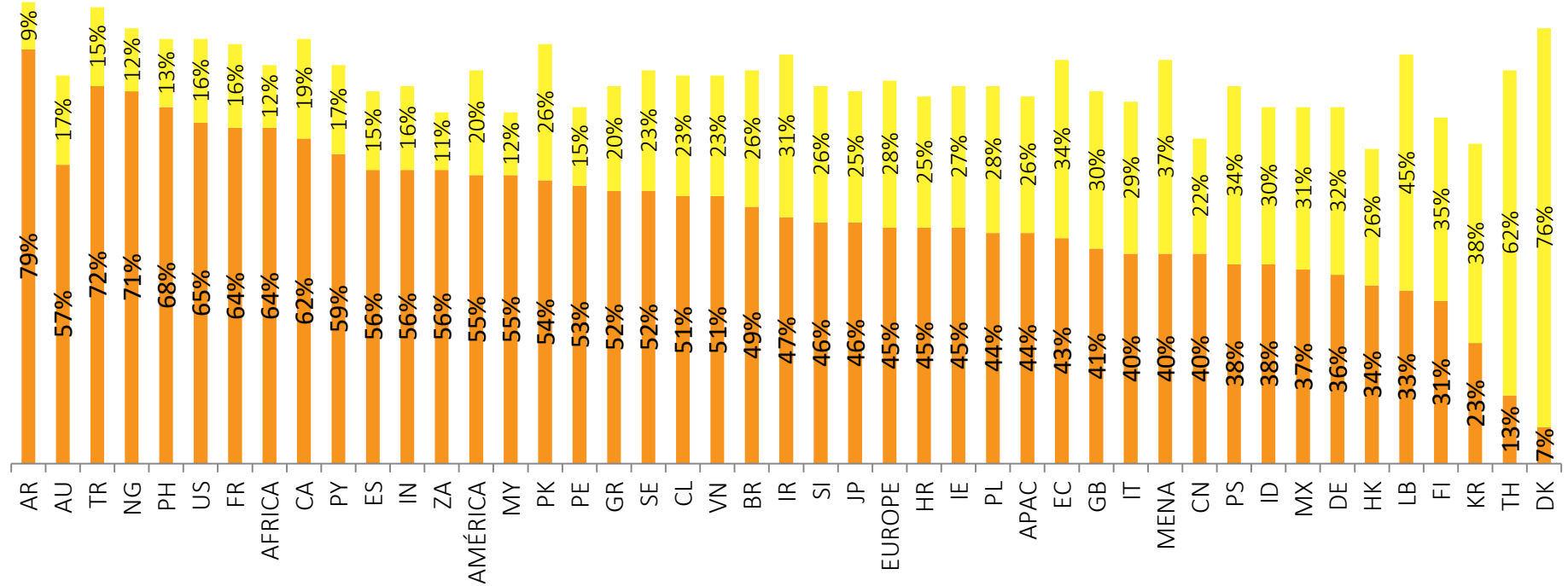
## HOW OFTEN DO PEOPLE CONCERN ABOUT THE PRICES OF HEALTHY FOODS?

TTB

A lot/ very often / Moderately/ fairly often

BTB

Very little/ occasionally/ Never



Source: WIN 2019. Base: 29 575 cases

Q2\_8. How often would you say that you concern about the prices of healthy foods?



# Control the portions you eat (counting calories)

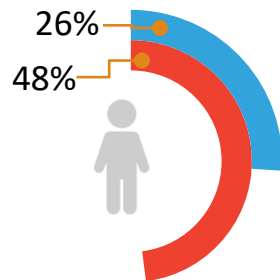
% within total population

## HOW OFTEN DO PEOPLE CONTROL THE PORTIONS THEY EAT (COUNTING CALORIES)?

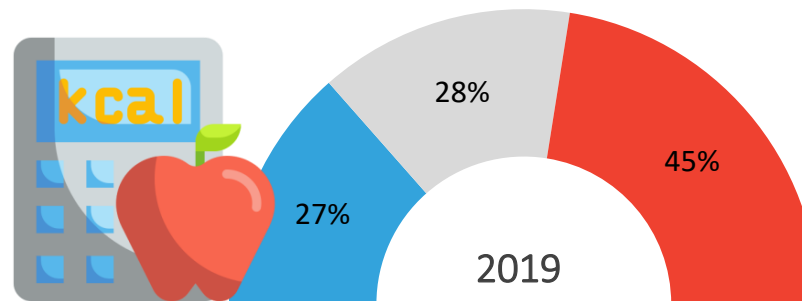
■ A lot/ very often / Moderately/ fairly often

■ Very little/ occasionally/ Never

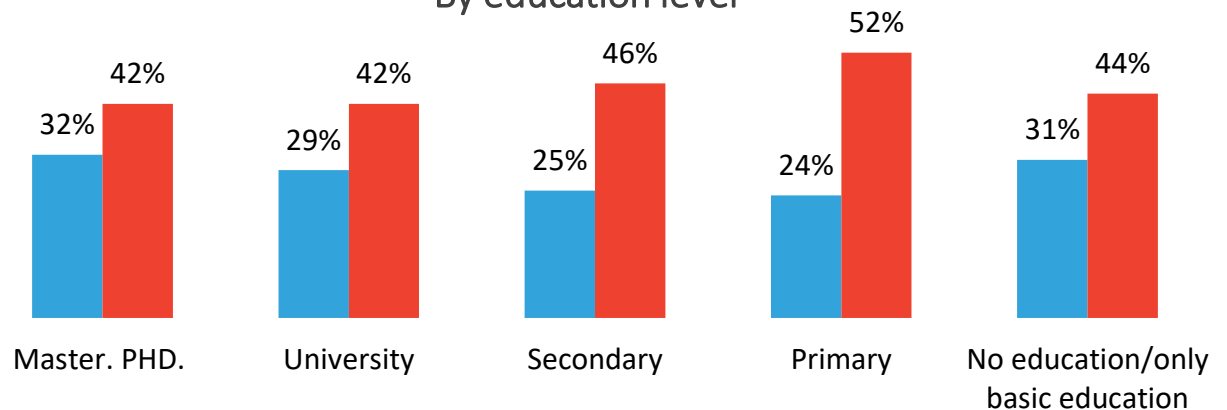
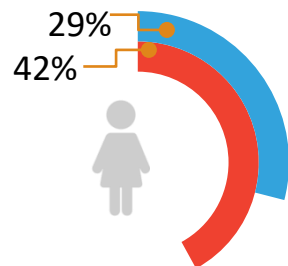
### By gender



### Global Average



### By education level



Source: WIN 2019. Base: 29 575 cases

Q2\_9. How often would you say that you control the portions you eat (counting calories)?

# Control the portions you eat (counting calories)

% within total population

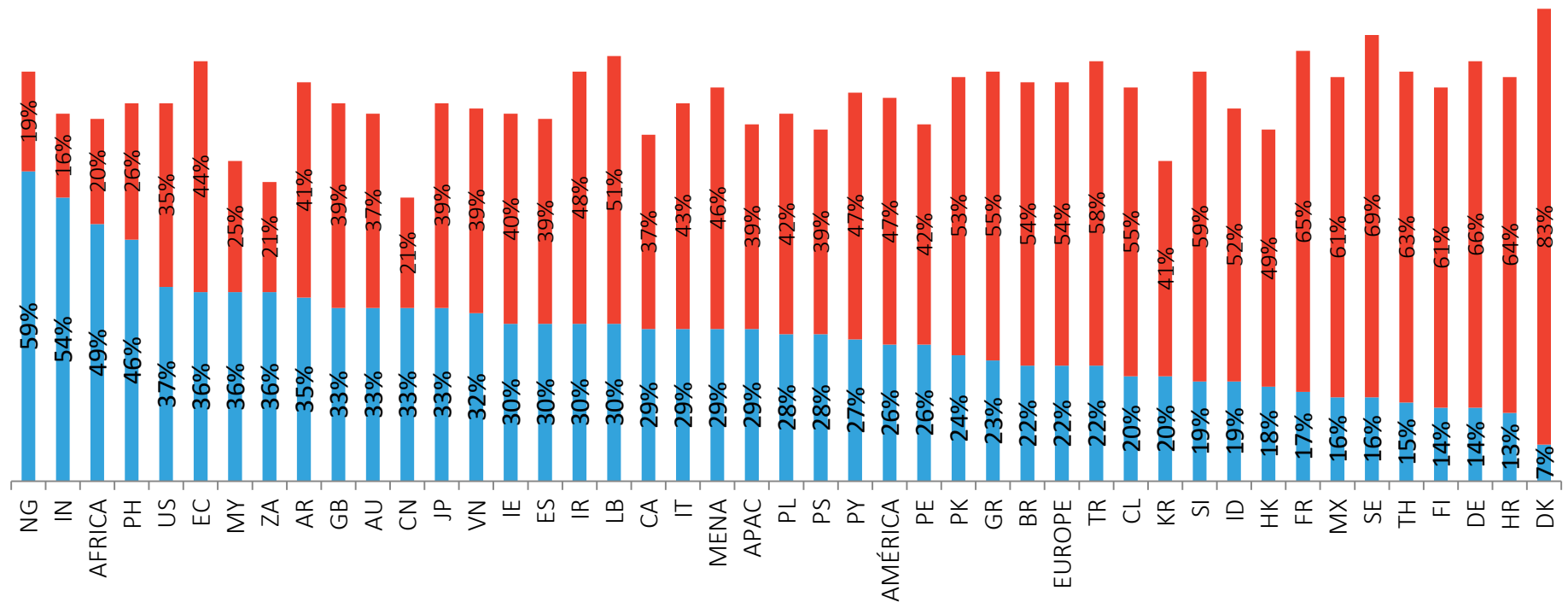
HOW OFTEN DO PEOPLE CONTROL THE PORTIONS THEY EAT (COUNTING CALORIES)?

TTB

A lot/ very often / Moderately/ fairly often

BTB

Very little/ occasionally/ Never



Source: WIN 2019. Base: 29 575 cases

Q2\_9. How often would you say that you control the portions you eat (counting calories)?

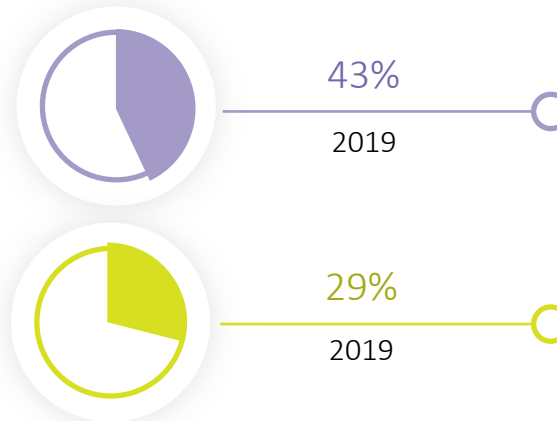
# Read labels/nutritional information on products

% within total population

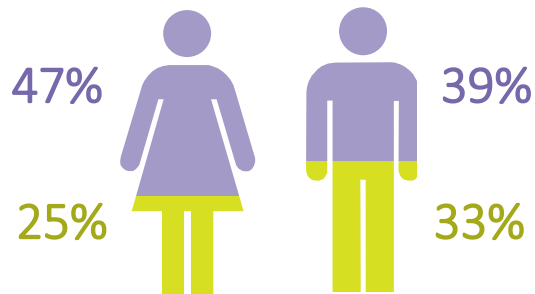
## HOW OFTEN DO PEOPLE READ LABELS/NUTRITIONAL INFORMATION ON PRODUCTS?

### GLOBAL AVERAGE

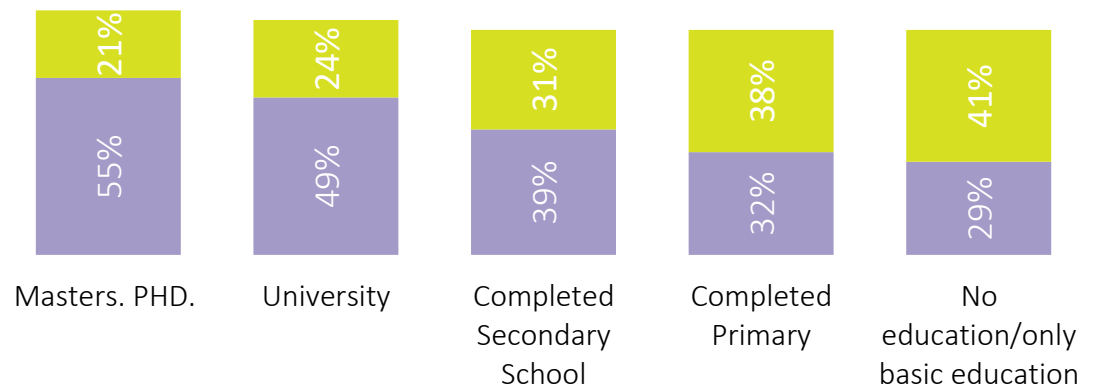
- A lot/ very often / Moderately / fairly often
- Very little/ occasionally / Never



### By gender



### By education level



Source: WIN 2019. Base: 29 575 cases. WIN 2018. Base: 30 890 cases

Q2\_10. How often would you say that you read labels/nutritional information on products?

# Read labels/nutritional information on products

% within total population

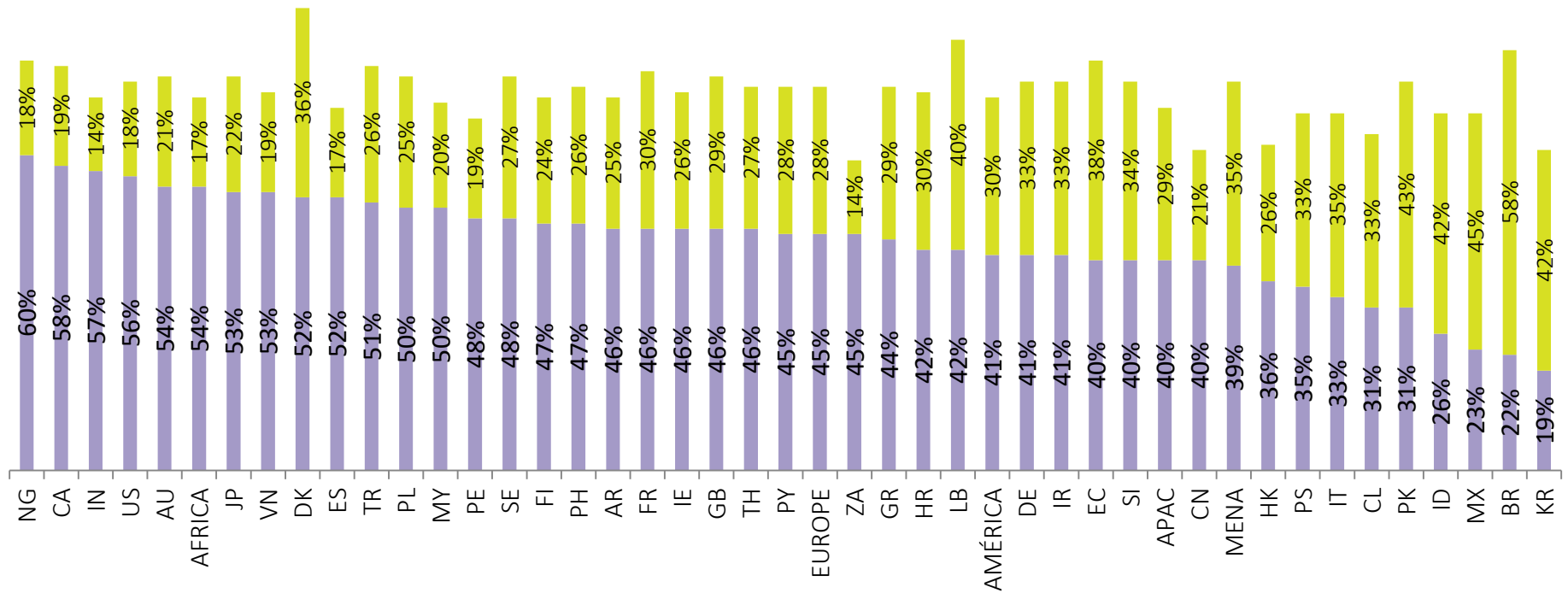
## HOW OFTEN DO PEOPLE READ LABELS/NUTRITIONAL INFORMATION ON PRODUCTS?

TTB

A lot/ very often / Moderately/ fairly often

BTB

Very little/ occasionally/ Never



Source: WIN 2019. Base: 29 575 cases

Q2\_10. How often would you say that you read labels/nutritional information on products?

# Concern about healthy living

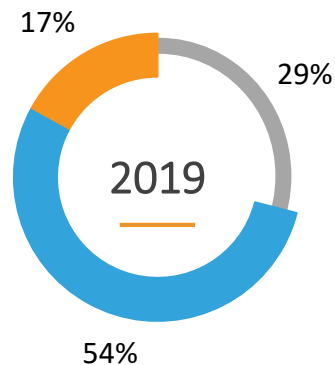
% within total population

## HOW OFTEN DO PEOPLE CONCERN ABOUT HEALTHY LIVING?

■ A lot/ very often / Moderately/ fairly often

■ Very little/ occasionally/ Never

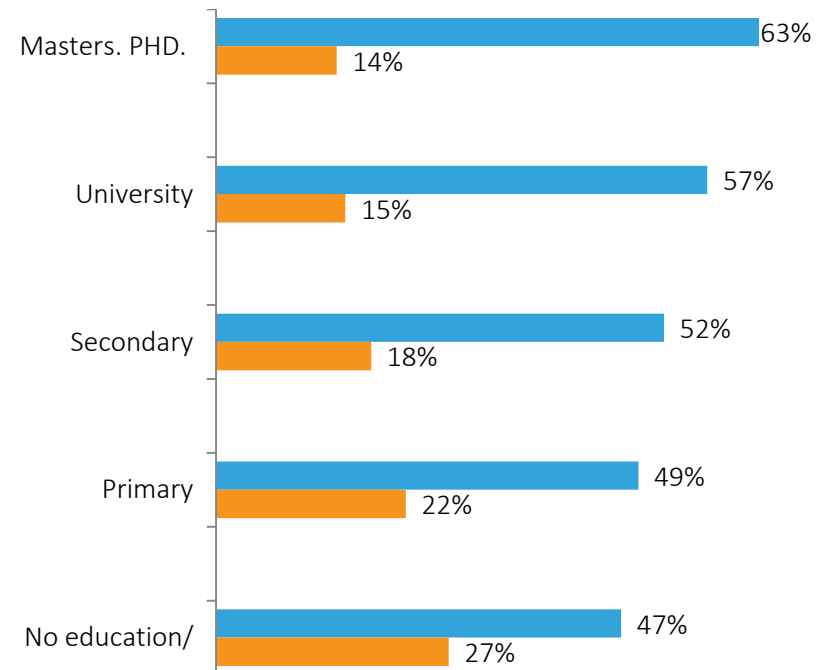
### GLOBAL AVERAGE



### By gender



### By education level



Source: WIN 2019. Base: 29 575 cases. WIN 2018. Base: 30 890 cases

Q2\_11. How often would you say that you concern about healthy living?

# Concern about healthy living

% within total population

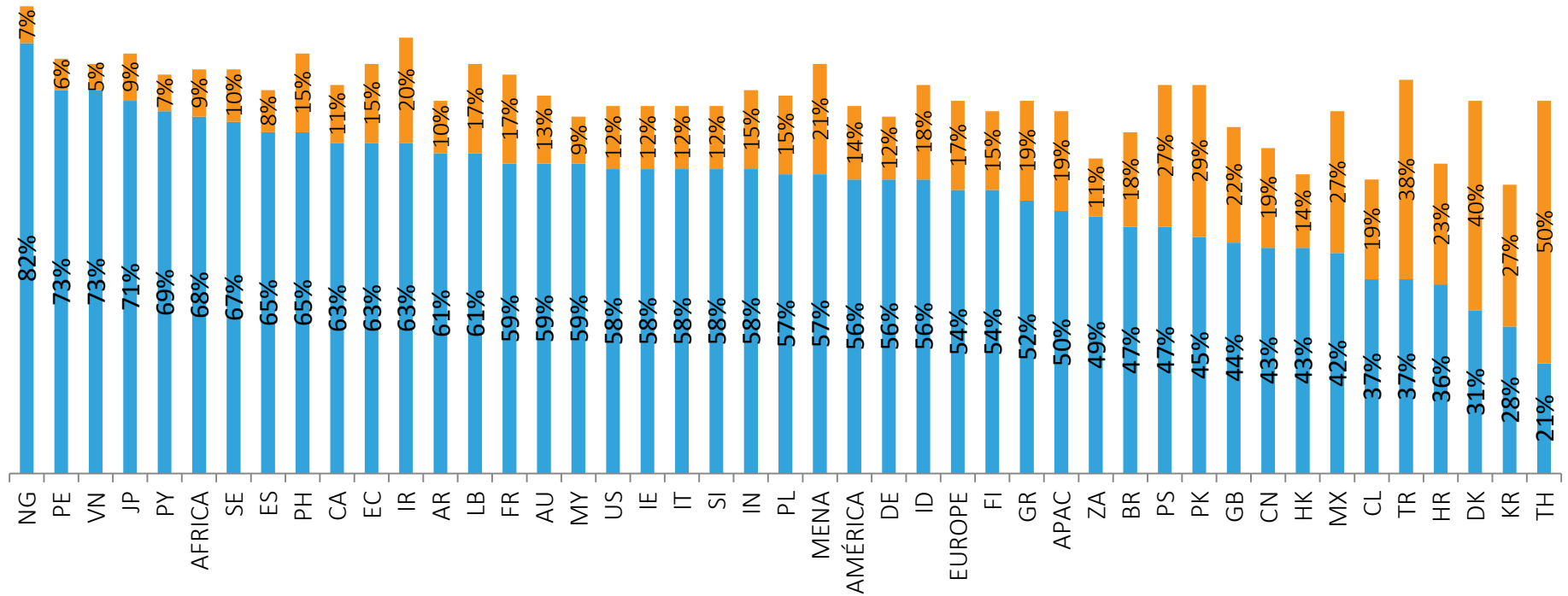
## HOW OFTEN DO PEOPLE CONCERN ABOUT HEALTHY LIVING?

TTB

A lot/ very often / Moderately/ fairly often

BTB

Very little/ occasionally/ Never



Source: WIN 2019. Base: 29 575 cases

Q2\_11. How often would you say that you concern about healthy living?



# FOOD CONSUMPTION

# Food consumption

% within total population

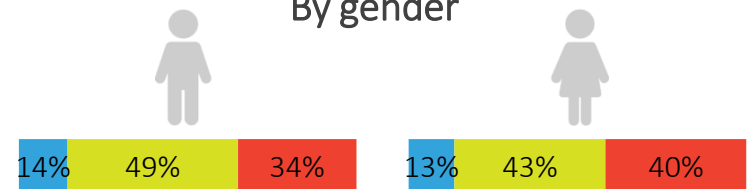
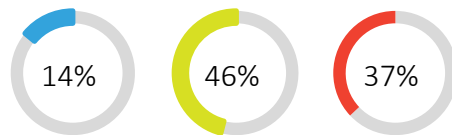
IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?

■ Increase ■ Stay the same ■ Decrease

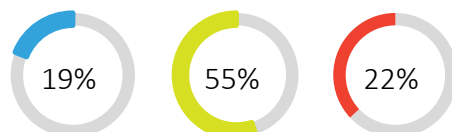
## GLOBAL AVERAGE

## By gender

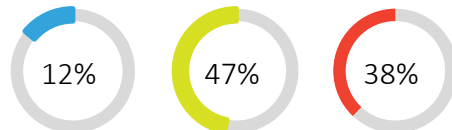
Packaged food (ready to eat)



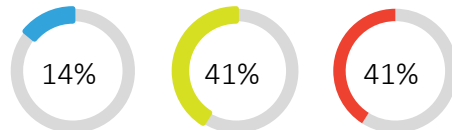
Low sugar/ low fat products



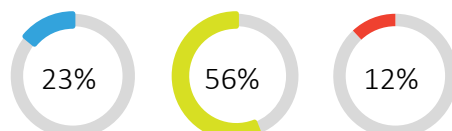
Sweets



Fast food



Organic food



Source: WIN 2019. Base: 29 575 cases

Q3. In the past year, had your consumption of the following foods increased, remained the same or decreased ...?



## Food consumption

% within total population

IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?

▲ Increase

■ Stay the same

▼ Decrease

By age group	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to +
Packaged food (ready to eat)	▲ 22%	▲ 20%	▲ 14%	▲ 11%	▲ 8%	▲ 5%
	■ 44%	■ 44%	■ 47%	■ 48%	■ 47%	■ 45%
	▼ 30%	▼ 33%	▼ 37%	▼ 38%	▼ 42%	▼ 44%
Low sugar/low fat products	▲ 22%	▲ 21%	▲ 18%	▲ 18%	▲ 17%	▲ 14%
	■ 53%	■ 54%	■ 55%	■ 56%	■ 56%	■ 56%
	▼ 20%	▼ 21%	▼ 23%	▼ 23%	▼ 24%	▼ 25%
Sweets	▲ 20%	▲ 18%	▲ 12%	▲ 10%	▲ 7%	▲ 4%
	■ 45%	■ 47%	■ 49%	■ 47%	■ 48%	■ 46%
	▼ 33%	▼ 33%	▼ 37%	▼ 41%	▼ 44%	▼ 47%
Fast food	▲ 26%	▲ 21%	▲ 14%	▲ 9%	▲ 6%	▲ 4%
	■ 40%	■ 42%	■ 43%	■ 44%	■ 42%	■ 36%
	▼ 32%	▼ 34%	▼ 41%	▼ 45%	▼ 48%	▼ 53%
Organic food	▲ 27%	▲ 26%	▲ 24%	▲ 20%	▲ 22%	▲ 17%
	■ 50%	■ 53%	■ 56%	■ 59%	■ 59%	■ 61%
	▼ 15%	▼ 13%	▼ 12%	▼ 12%	▼ 11%	▼ 11%

Source: WIN 2019. Base: 29 575 cases

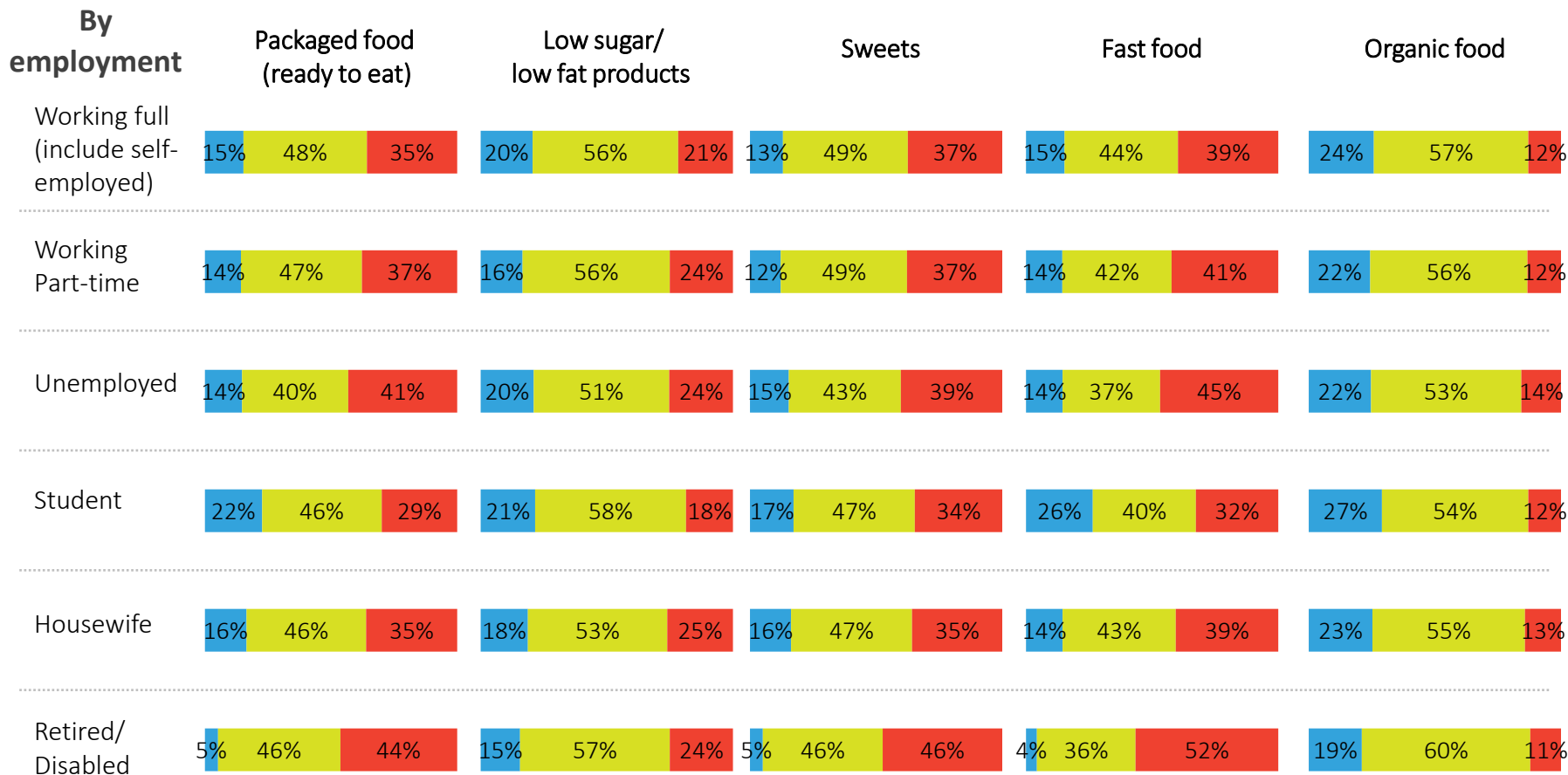
Q3. In the past year, had your consumption of the following foods increased, remained the same or decreased ...?

# Food consumption

% within total population

IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?

■ Increase ■ Stay the same ■ Decrease



Source: WIN 2019. Base: 29 575 cases

Q3. In the past year, had your consumption of the following foods increased, remained the same or decreased ...?

## Food consumption

% within total population

IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?

▲ Increase

▼ Decrease

By regions	Packaged food (ready to eat)	Low sugar/ low fat products	Sweets	Fast food	Organic food
AMERICAS	▲ 8% ▼ 51%	▲ 18% ▼ 30%	▲ 11% ▼ 47%	▲ 12% ▼ 52%	▲ 21% ▼ 17%
EUROPE	▲ 8% ▼ 40%	▲ 17% ▼ 19%	▲ 8% ▼ 38%	▲ 7% ▼ 45%	▲ 22% ▼ 10%
AFRICA	▲ 22% ▼ 39%	▲ 22% ▼ 32%	▲ 16% ▼ 53%	▲ 25% ▼ 41%	▲ 34% ▼ 15%
MENA	▲ 15% ▼ 36%	▲ 18% ▼ 31%	▲ 18% ▼ 35%	▲ 17% ▼ 38%	▲ 26% ▼ 23%
APAC	▲ 22% ▼ 25%	▲ 20% ▼ 19%	▲ 16% ▼ 33%	▲ 20% ▼ 32%	▲ 23% ▼ 10%

Source: WIN 2019. Base: 29 575 cases

Q3. In the past year, had your consumption of the following foods increased, remained the same or decreased ...?

# PEOPLE'S BEHAVIORS COMPARISSON

- HEALTHY VS UNHEALTHY -



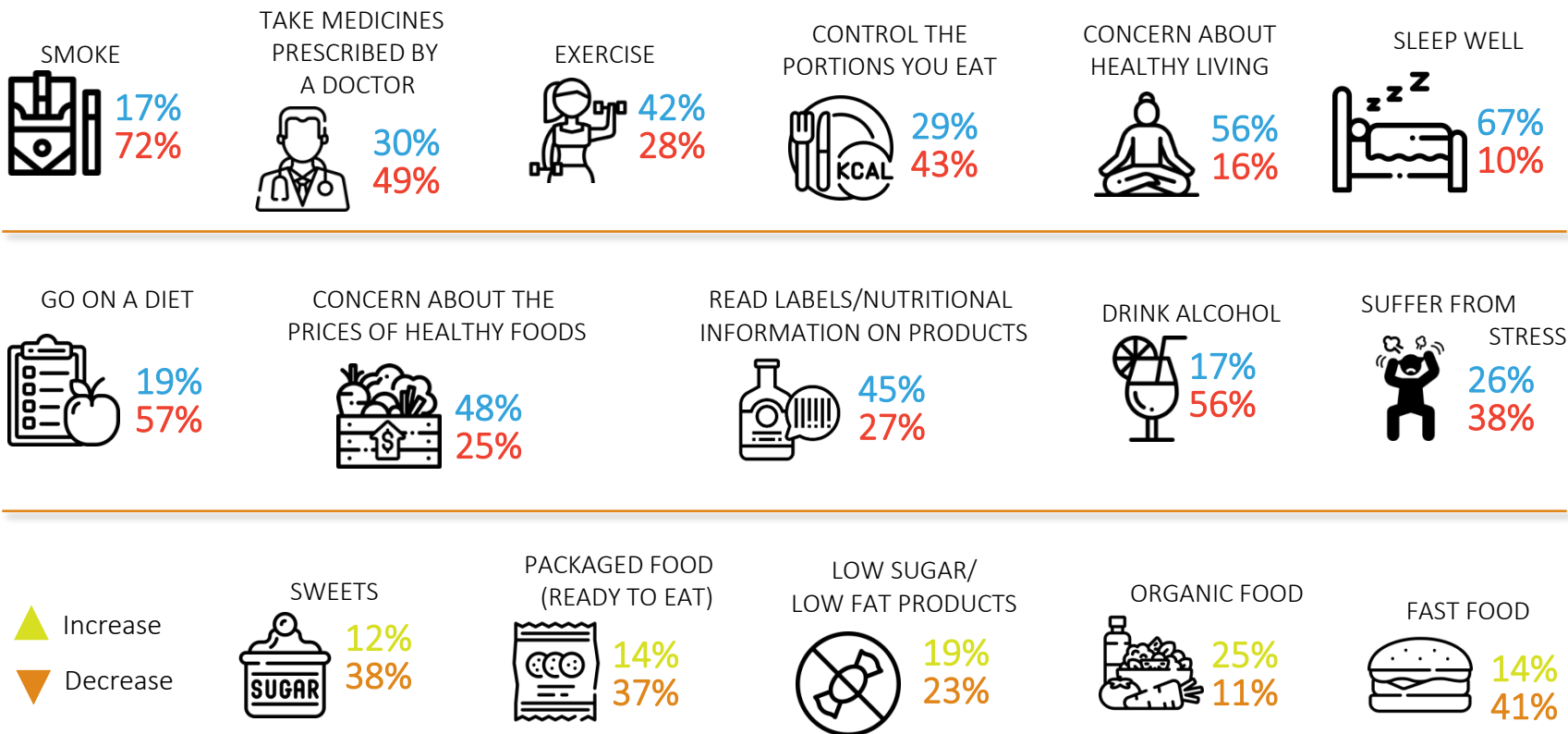
## Behaviors & consumption

% within healthy people

### BEHAVIORS AND FOOD CONSUMPTION AMONG PEOPLE SELF-PERCEIVED AS HEALTHY

■ A lot/ very often / Moderately/ fairly often

■ Very little/ occasionally/ Never



▲ Increase  
▼ Decrease

Source: WIN 2019. Base: 29 575 cases

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

Q3. In the past year, had your consumption of the following foods increased, remained the same or decreased ...?

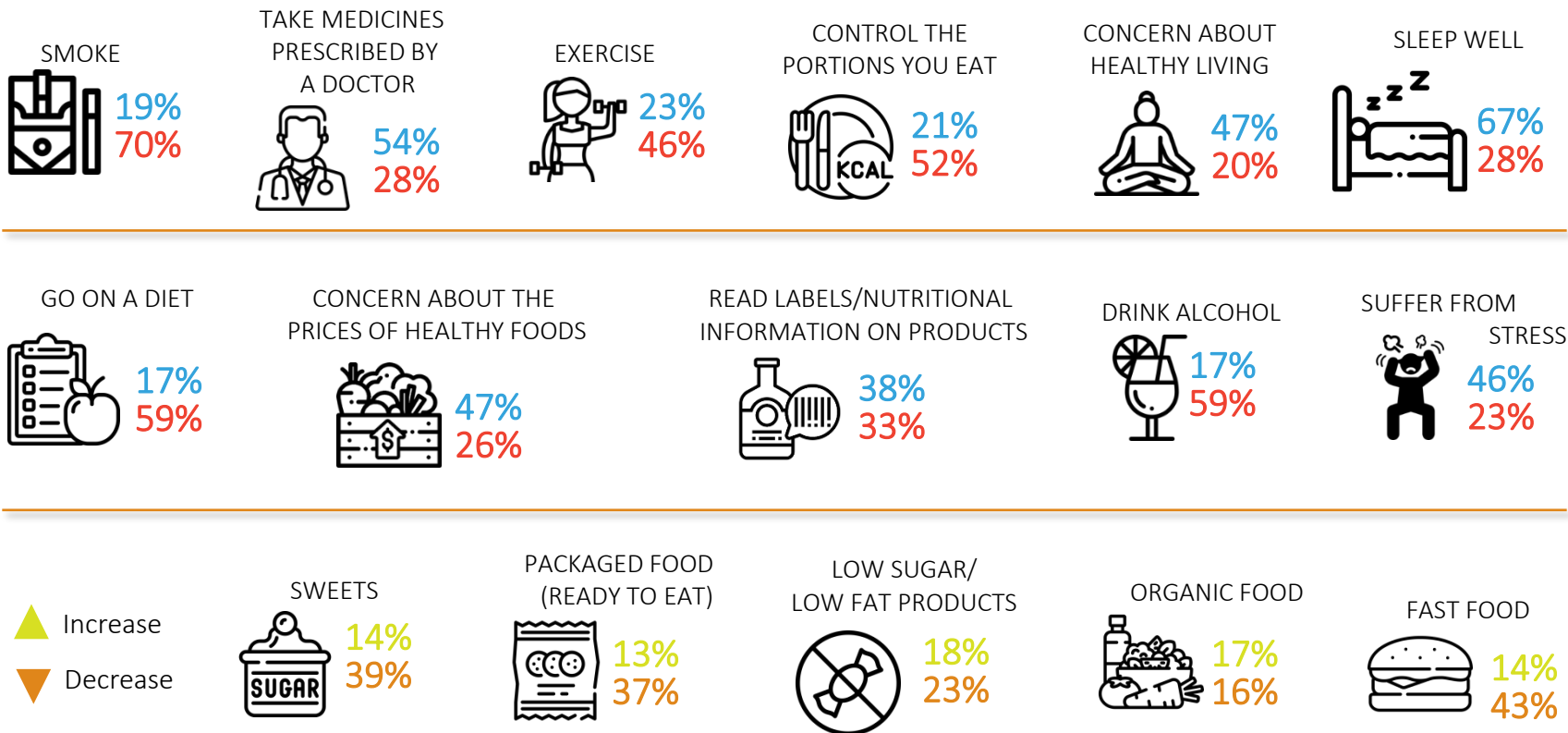
## Behaviors & consumption

% within unhealthy people

### BEHAVIORS AND FOOD CONSUMPTION AMONG PEOPLE SELF-PERCEIVED AS UNHEALTHY

■ A lot/ very often / Moderately/ fairly often

■ Very little/ occasionally/ Never



▲ Increase  
▼ Decrease

Source: WIN 2019. Base: 29 575 cases

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

Q3. In the past year, had your consumption of the following foods increased, remained the same or decreased ...?

# METHODOLOGY

COUNTRY	COMPANY	SAMPLE SIZE	COVERAGE
ARGENTINA	Voices! Research & Consultancy	519	8 MAIN CITIES
AUSTRALIA	Bastion Latitude	1000	NATIONAL
BRAZIL	Market Analysis	560	NATIONAL
CANADA	Leger 360	500	NATIONAL
CHILE	Activa Research	1000	NATIONAL
CHINA	Wisdom Asia	1000	URBAN
CROATIA	Mediana	501	NATIONAL
DENMARK	DMA Research A/S	500	NATIONAL
ECUADOR	CEDATOS	600	NATIONAL TWO CITIES
FINLAND	Taloustutkimus Oy	1000	NATIONAL EXCEPT ALAND ISLANDS
FRANCE	BVA	1000	NATIONAL
GERMANY	Produkt + Markt	1000	NATIONAL
GREECE	Alternative Research Solutions	500	NATIONAL
HONG KONG	CSG (Consumer Search Group)	537	NATIONAL
INDIA	DataPrompt International	500	NATIONAL
INDONESIA	Deka International	1032	5 MAIN CITIES
IRAN	EMRC	700	URBAN
IRELAND	RED C Research and Marketing Ltd	1011	NATIONAL
ITALY	BVA DOXA	1000	NATIONAL
JAPAN	NRC (Nippon Research Center)	1000	NATIONAL
LEBANON	REACH SAL	500	NATIONAL
MALAYSIA	Compass Insights	502	URBAN PENINSULAR

# METHODOLOGY

COUNTRY	COMPANY	SAMPLE SIZE	COVERAGE
MEXICO	Brand Investigation S.A de C.V (Brain)	500	URBAN
NIGERIA	MARKET TRENDS GROUP	1000	NATIONAL
PALESTINE	PCPO Palestinian Centre for Public Opinion	120	NATIONAL
PAKISTAN	Gallup Pakistan	1000	NATIONAL
PARAGUAY	ICA Consultoría Estratégica	500	NATIONAL
PERU	DATUM Internacional	1000	NATIONAL
PHILIPPINES	PSRC (Philippines Survey & Research Center Inc.)	1000	NATIONAL
POLAND	MARECO POLSKA	500	NATIONAL
SLOVENIA	Mediana	511	NATIONAL
SOUTH AFRICA	Freshly Ground Insights (FGI)	744	NATIONAL
SOUTH KOREA	Gallup Korea	1500	NATIONAL
SPAIN	Instituto DYM	1017	NATIONAL
SWEDEN	Origo Group	500	NATIONAL
THAILAND	Infosearch co.ltd	600	NATIONAL
TURKEY	Barem	601	NATIONAL
UK	ORB International (Opinion Research Business)	1000	NATIONAL
USA	SSRS	509	NATIONAL
VIETNAM	Indochina Research	501	TWO PROVINCES

Total of 29, 575 interviews worldwide

Field dates: October 2019 to December 2019