

# 건강 상태 인식과 관련 행동

## WWS(WIN World Survey) 다국가 비교 조사

전반적인 건강 상태 인식 | 관련 행동 빈도 - 흡연, 음주, 스트레스, 운동, 숙면

### 세계 조사 개요

2020년 10~12월 34개국 성인 총 29,252명 전화/온라인/면접조사(주제별 참여국 상이)

### 한국 조사 개요

- 조사기간: 2020년 11월 5~29일
- 표본추출: 2단계 층화 집락 무작위 추출-지점 내 성·연령별 할당
- 응답방식: 면접조사원 인터뷰
- 조사대상: 전국(제주 제외) 만 19세 이상 1,500명
- 표본오차:  $\pm 2.5\%$ 포인트(95% 신뢰수준)
- 응답률: 26%(총 접촉 5,856명 중 1,500명 응답 완료)
- 의뢰처: 한국갤럽-WIN 자체 조사

갤럽리포트 G20210421



## 응답자 특성표

주요 분석 단위별 표본오차(95% 신뢰수준 기준)와 성/연령/직업/지역과 연령 분포 구성입니다. 2020년 6월 행정안전부 주민등록인구 기준 7개 권역/성/연령별 셀 가중 결과

한국 응답자 특성표 2020년 11월 5~29일 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	750	50%	743	50%	0.99	±3.6%P
	여성	750	50%	757	50%	1.01	±3.6%P
연령별	19~29세	300	20%	256	17%	0.85	±5.7%P
	30대	301	20%	241	16%	0.80	±5.6%P
	40대	300	20%	287	19%	0.96	±5.7%P
	50대	300	20%	298	20%	0.99	±5.7%P
	60대 이상	299	20%	418	28%	1.40	±5.7%P
지역별	서울	290	19%	293	20%	1.01	±5.8%P
	인천/경기	470	31%	470	31%	1.00	±4.5%P
	강원	50	3%	46	3%	0.91	±13.9%P
	대전/세종/충청	150	10%	160	11%	1.07	±8.0%P
	광주/전라	160	11%	150	10%	0.93	±7.7%P
	대구/경북	150	10%	150	10%	1.00	±8.0%P
	부산/울산/경남	230	15%	232	15%	1.01	±6.5%P

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

- 가중값 적용 사례수는 2020년 6월 행안부 주민등록인구 기준 지역/성/연령 셀 가중 결과

응답자 특성표 2020년 11월 5~29일 면접조사		조사완료 사례수 (명)	주민등록인구 기준 가중값 적용 결과					
			가중적용 사례수	연령 분포				
				19~29세	30대	40대	50대	60대+
전체		1,500	1,500	17%	16%	19%	20%	28%
성별	남성	750	743	18%	17%	20%	20%	25%
	여성	750	757	16%	15%	19%	20%	30%
지역별	서울	290	293	19%	18%	18%	18%	27%
	인천/경기	470	470	18%	17%	21%	20%	24%
	강원	50	46	15%	13%	17%	21%	34%
	대전/세종/충청	150	160	16%	16%	19%	20%	29%
	광주/전라	160	150	16%	13%	18%	20%	33%
	대구/경북	150	150	16%	14%	18%	21%	32%
	부산/울산/경남	230	232	16%	15%	19%	21%	30%
직업별	농/임/어업	36	43	-	-	-	-	-
	자영업	182	198	1%	11%	16%	26%	45%
	기능노무/서비스	541	531	16%	18%	22%	25%	20%
	사무/관리	327	287	23%	30%	28%	15%	5%
	전업주부	249	282	1%	12%	17%	21%	48%
	학생	98	83	99%	1%			
	무직/은퇴/기타	67	75	23%	3%	1%	8%	64%
교육 수준별	중졸 이하	148	208			1%	6%	92%
	고졸	633	653	8%	10%	19%	33%	30%
	대재 이상	719	640	32%	27%	26%	11%	5%
생활 수준별	상/중상	81	76	26%	18%	25%	17%	13%
	중	708	686	20%	17%	20%	22%	21%
	중하	617	629	15%	16%	19%	19%	31%
	하	94	109	9%	8%	9%	13%	62%
종교별	불교	256	291	6%	5%	13%	26%	49%
	개신교	247	247	15%	15%	24%	17%	29%
	천주교	74	76	16%	13%	15%	21%	35%
	종교 없음	921	883	21%	20%	20%	18%	20%

- 50사례 미만은 수치 제시하지 않음. 한국갤럽 [www.gallup.co.kr](http://www.gallup.co.kr)

● 전반적인 건강 상태 인식

WIN World Survey	건강하다 (1)			건강하지 않다 (2)		모름/ 응답거절	Net Score (1)-(2)
	매우 건강하다	건강한 편	건강하지 않은 편	전혀건강 하지않다			
2018년 10~12월 전체	76%	16%	60%	19%	4%	1%	53
2019년 10~12월 전체	77%	19%	58%	19%	4%	1%	55
<b>2020년 10~12월 전체</b>	<b>79%</b>	<b>20%</b>	<b>59%</b>	<b>17%</b>	<b>3%</b>	<b>1%</b>	<b>59</b>
Argentina	83%	25%	58%	13%	1%	3%	69
Brazil	76%	20%	56%	21%	2%	1%	53
Canada	78%	16%	62%	19%	3%	1%	57
Chile	60%	12%	49%	30%	9%	0%	21
China	78%	16%	62%	22%	0%	0%	56
Croatia	74%	12%	62%	22%	4%	0%	48
Denmark	71%	13%	58%	26%	3%	1%	43
Ecuador	73%	17%	56%	23%	3%	0%	46
Finland	65%	12%	53%	30%	5%	0%	30
France	90%	19%	71%	9%	1%	0%	80
Germany	74%	15%	59%	17%	8%	1%	49
Hong Kong	66%	10%	56%	30%	3%	1%	32
India	86%	44%	42%	11%	3%	0%	72
Indonesia	92%	32%	60%	7%	1%	1%	84
Ireland	74%	14%	60%	21%	5%	0%	48
Italy	88%	20%	68%	8%	2%	1%	77
Japan	73%	14%	59%	20%	4%	3%	49
Lebanon	88%	39%	48%	11%	1%	0%	76
Malaysia	86%	31%	55%	10%	1%	3%	75
Mexico	87%	19%	69%	11%	1%	1%	75
Nigeria	90%	52%	38%	7%	4%	0%	80
Pakistan	91%	47%	44%	7%	2%	0%	82
Palestinian Territories	67%	20%	47%	22%	6%	5%	39
Paraguay	90%	35%	55%	9%	1%	0%	80
Peru	67%	13%	55%	28%	4%	1%	35
Philippines	86%	15%	71%	12%	1%	0%	73
Poland	75%	18%	57%	22%	2%	1%	51
Serbia	77%	17%	59%	18%	4%	2%	55
Slovenia	74%	12%	62%	22%	4%	0%	48
<b>South Korea</b>	<b>90%</b>	<b>16%</b>	<b>75%</b>	<b>9%</b>	<b>1%</b>	<b>0%</b>	<b>81</b>
Spain	77%	13%	64%	19%	3%	1%	55
United Kingdom	70%	10%	60%	21%	8%	2%	41
United States	75%	13%	61%	22%	3%	0%	50
Vietnam	89%	15%	75%	11%	0%	0%	78

- 국가명 순 제시. WIN World Survey. 2018년 40개국, 2019년 39개국, 2020년 34개국 조사

- 한국은 매년 11월 전국(제주 제외) 성인 1,500명 면접조사. 한국갤럽 [www.gallup.co.kr](http://www.gallup.co.kr)

## ● 전반적인 건강 상태 인식 - 국가별

■ '매우 건강하다+건강한 편'    ▨ 건강하지 않은 편+전혀 건강하지 않다' (%)

Indonesia	92	8
Pakistan	91	9
South Korea	90	9
Nigeria	90	10
Paraguay	90	10
France	90	10
Vietnam	89	11
Italy	88	11
Lebanon	88	12
Mexico	87	12
Philippines	86	13
Malaysia	86	11
India	86	14
Argentina	83	14
34개국 평균	79	20
Canada	78	21
China	78	22
Spain	77	22
Serbia	77	22
Brazil	76	23
Poland	75	24
United States	75	25
Ireland	74	26
Germany	74	25
Croatia	74	26
Slovenia	74	26
Ecuador	73	27
Japan	73	24
Denmark	71	28
United Kingdom	70	29
Peru	67	32
Palestinian Territories	67	28
Hong Kong	66	34
Finland	65	35
Chile	60	39

- '건강하다' 응답 내림차순. 4점 척도. 2020년 10~12월 WIN World Survey

- 한국은 2020년 11월 5~29일 조사. 한국갤럽 www.gallup.co.kr

질문) 귀하 본인의 전반적인 건강 상태는 어떻습니까?

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

한국 조사	사례수 (명)	전반적인 건강 상태 인식						Net Score (1)-(2)
		건강하다 (1)			건강하지 않다 (2)		모름 응답 거절	
			매우 건강하다	건강한 편	건강하지 않은 편	전혀 건강하지 않다		
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%		72
2019년 11월 8~28일	1,500	90%	18%	72%	9%	1%		80
2020년 11월 5~29일	1,500	90%	16%	75%	9%	1%	0%	81
성별    남성	743	92%	17%	75%	7%	1%	0%	84
여성	757	89%	15%	74%	10%	1%	0%	79
연령별 19~29세	256	97%	30%	67%	3%			94
30대	241	96%	20%	76%	4%	0%		92
40대	287	95%	18%	78%	4%	0%	0%	91
50대	298	92%	12%	81%	7%	0%	0%	85
60대 이상	418	79%	7%	72%	19%	2%	1%	58
성/연령별 남성 19~29세	134	97%	32%	65%	3%			94
남성 30대	124	95%	21%	74%	5%	1%		90
남성 40대	146	96%	16%	80%	3%	1%	1%	93
남성 50대	150	93%	11%	82%	6%	1%	1%	86
남성 60대 이상	189	82%	9%	73%	17%	1%	1%	64
여성 19~29세	121	98%	29%	69%	2%			96
여성 30대	117	97%	18%	79%	3%			94
여성 40대	141	94%	20%	75%	6%			88
여성 50대	148	92%	12%	80%	8%			84
여성 60대 이상	229	76%	5%	71%	21%	2%	1%	53
직업별 농/임/어업	43	-	-	-	-	-	-	-
자영업	198	87%	9%	78%	12%	0%	1%	75
기능노무/서비스	531	94%	16%	78%	6%		0%	88
사무/관리	287	95%	19%	76%	5%	0%		90
전업주부	282	84%	11%	74%	13%	2%	1%	69
학생	83	98%	36%	62%	2%			96
무직/은퇴/기타	75	79%	18%	61%	16%	3%	2%	60
지역별 서울	293	91%	9%	82%	8%		1%	83
인천/경기	470	94%	19%	75%	6%	0%		88
강원	46	-	-	-	-	-	-	-
대전/세종/충청	160	90%	16%	74%	9%		1%	81
광주/전라	150	86%	11%	75%	13%	1%		72
대구/경북	150	82%	14%	68%	15%	2%	1%	65
부산/울산/경남	232	92%	22%	70%	7%	1%		84

- 소수점 아래 반올림 때문에 백분율 합계는 ±1 차이 발생 가능하며, 이는 오류가 아님

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

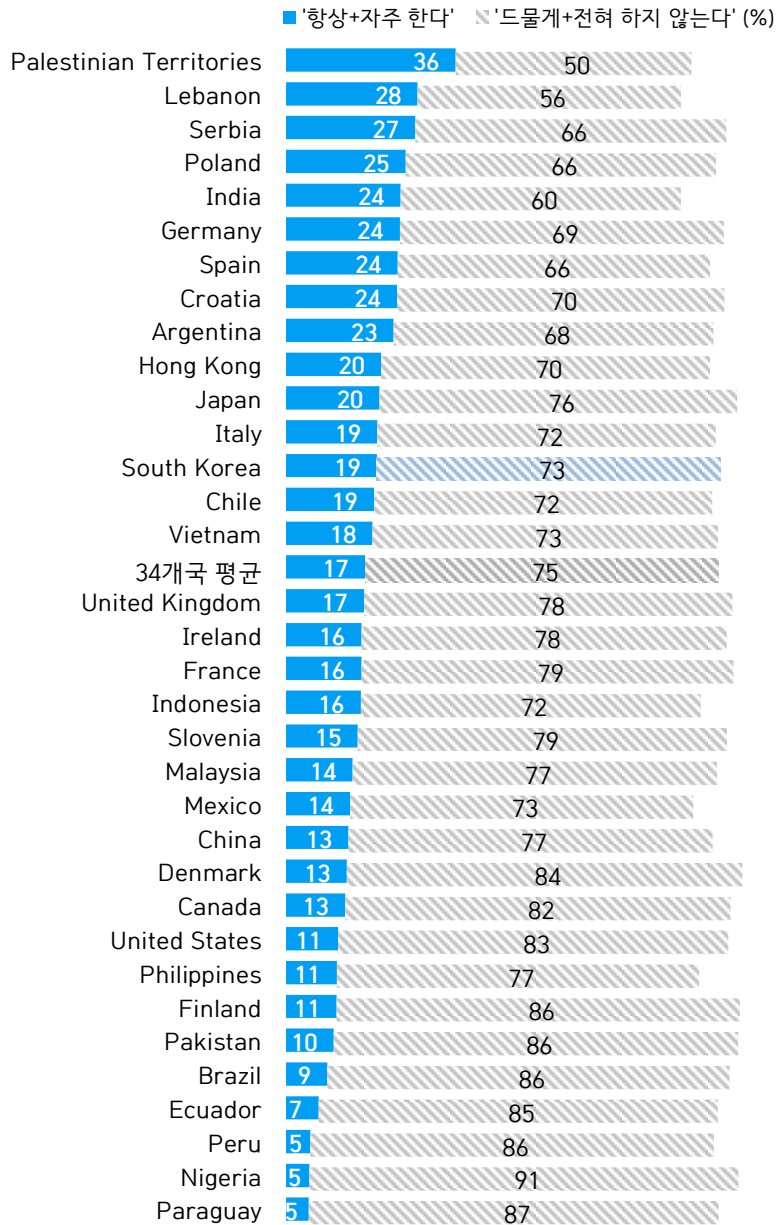
## ● 건강 관련 행동 빈도 요약 - 최근 3년 조사 참여국 평균 vs 한국

조사 참여국 평균		건강 관련 행동 빈도					맞은 사람 비율 (A+B)
		많이/ 항상 한다 (A)	적당히/ 자주 한다 (B)	조금/ 가끔 한다	아주 조금 /드물게 한다	전혀 하지 않는다	
흡연	2018년	9%	11%	7%	7%	65%	20%
	2019년	8%	9%	8%	9%	63%	17%
	2020년	8%	9%	7%	8%	67%	17%
음주	2018년	4%	15%	24%	25%	31%	19%
	2019년	4%	13%	24%	26%	31%	16%
	2020년	3%	12%	22%	27%	31%	15%
스트레스 받음	2018년	10%	20%	33%	23%	13%	30%
	2019년	10%	20%	34%	22%	13%	30%
	2020년	10%	21%	33%	23%	13%	31%
운동	2018년	12%	25%	29%	21%	13%	37%
	2019년	13%	25%	30%	21%	11%	37%
	2020년	13%	26%	29%	21%	10%	39%
숙면/ 잘 잠	2018년	22%	42%	23%	9%	3%	64%
	2019년	21%	40%	25%	10%	3%	61%
	2020년	22%	42%	24%	9%	2%	64%
한국 조사 결과		항상 (A)	자주 (B)	가끔	드물게	전혀	(A+B)
흡연	2018년	7%	16%	5%	3%	66%	23%
	2019년	5%	13%	11%	5%	66%	17%
	2020년	6%	13%	7%	5%	68%	19%
음주	2018년	3%	26%	31%	19%	21%	29%
	2019년	2%	20%	36%	17%	25%	22%
	2020년	4%	21%	30%	19%	26%	25%
스트레스 받음	2018년	4%	24%	43%	24%	5%	28%
	2019년	5%	21%	53%	18%	2%	26%
	2020년	5%	22%	48%	21%	4%	27%
운동	2018년	4%	20%	31%	26%	19%	24%
	2019년	3%	22%	40%	25%	9%	25%
	2020년	4%	23%	34%	25%	13%	28%
숙면/ 잘 잠	2018년	16%	50%	23%	8%	4%	66%
	2019년	12%	57%	21%	9%	1%	68%
	2020년	15%	45%	31%	8%	2%	59%

- WIN World Survey. 2018년 40개국, 2019년 39개국, 2020년 34개국 조사

- 한국은 매년 11월 전국(제주 제외) 성인 1,500명 면접조사. 한국갤럽 [www.gallup.co.kr](http://www.gallup.co.kr)

● 평소 건강 관련 행동 빈도: 흡연 - 국가별



- '항상+자주 한다' 응답 내림차순. 5점 척도. 2020년 10~12월 WIN World Survey

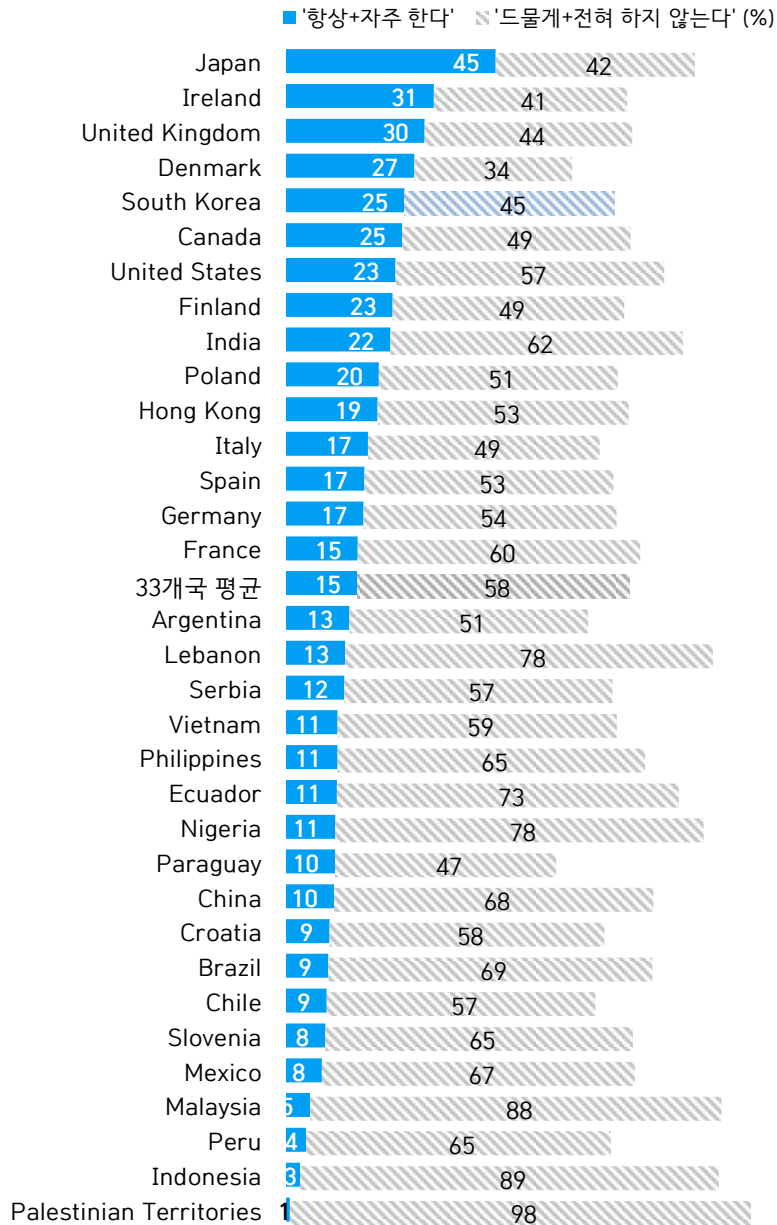
- 한국은 2020년 11월 5~29일 조사. 한국갤럽 www.gallup.co.kr

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

한국 조사	사례수 (명)	평소 건강 관련 행동 빈도 (1/5) 흡연						찾은 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	5%	13%	11%	5%	66%	1%	17%
<b>2020년 11월 5~29일</b>	<b>1,500</b>	<b>6%</b>	<b>13%</b>	<b>7%</b>	<b>5%</b>	<b>68%</b>	<b>1%</b>	<b>19%</b>
성별 남성	743	12%	24%	12%	8%	44%	0%	36%
여성	757	1%	2%	2%	3%	91%	1%	3%
연령별 19~29세	256	3%	15%	8%	4%	69%	1%	18%
30대	241	7%	17%	6%	8%	62%	1%	23%
40대	287	7%	16%	10%	6%	62%	1%	22%
50대	298	10%	12%	5%	6%	66%	1%	22%
60대 이상	418	5%	9%	6%	3%	76%	0%	14%
성/연령별 남성 19~29세	134	5%	26%	11%	6%	51%	1%	31%
남성 30대	124	12%	30%	11%	9%	37%		42%
남성 40대	146	13%	30%	17%	9%	31%		43%
남성 50대	150	19%	23%	9%	8%	41%	1%	42%
남성 60대 이상	189	11%	16%	11%	6%	57%		26%
여성 19~29세	121	1%	3%	4%	3%	89%		4%
여성 30대	117	0%	2%	1%	6%	89%	1%	3%
여성 40대	141		1%	2%	3%	93%	1%	1%
여성 50대	148	1%	1%	1%	3%	91%	2%	2%
여성 60대 이상	229	1%	3%	3%	1%	92%	1%	4%
직업별 농/임/어업	43	-	-	-	-	-	-	-
자영업	198	6%	13%	6%	6%	67%	1%	20%
기능노무/서비스	531	8%	18%	8%	6%	59%	0%	27%
사무/관리	287	7%	15%	8%	6%	64%	1%	22%
전업주부	282	1%	2%	4%	4%	89%	1%	2%
학생	83	2%	10%	6%	6%	76%		12%
무직/은퇴/기타	75	8%	15%	12%	5%	60%	1%	22%
지역별 서울	293	6%	14%	7%	4%	69%		20%
인천/경기	470	4%	16%	8%	10%	62%	0%	20%
강원	46	-	-	-	-	-	-	-
대전/세종/충청	160	5%	11%	10%	3%	70%	1%	16%
광주/전라	150	7%	7%	3%	1%	82%		14%
대구/경북	150	7%	8%	6%	6%	71%	1%	16%
부산/울산/경남	232	9%	15%	6%	3%	66%	2%	23%

- 50사례 미만은 수치 제시하지 않음. 한국갤럽 www.gallup.co.kr

● 평소 건강 관련 행동 빈도: 음주 - 국가별



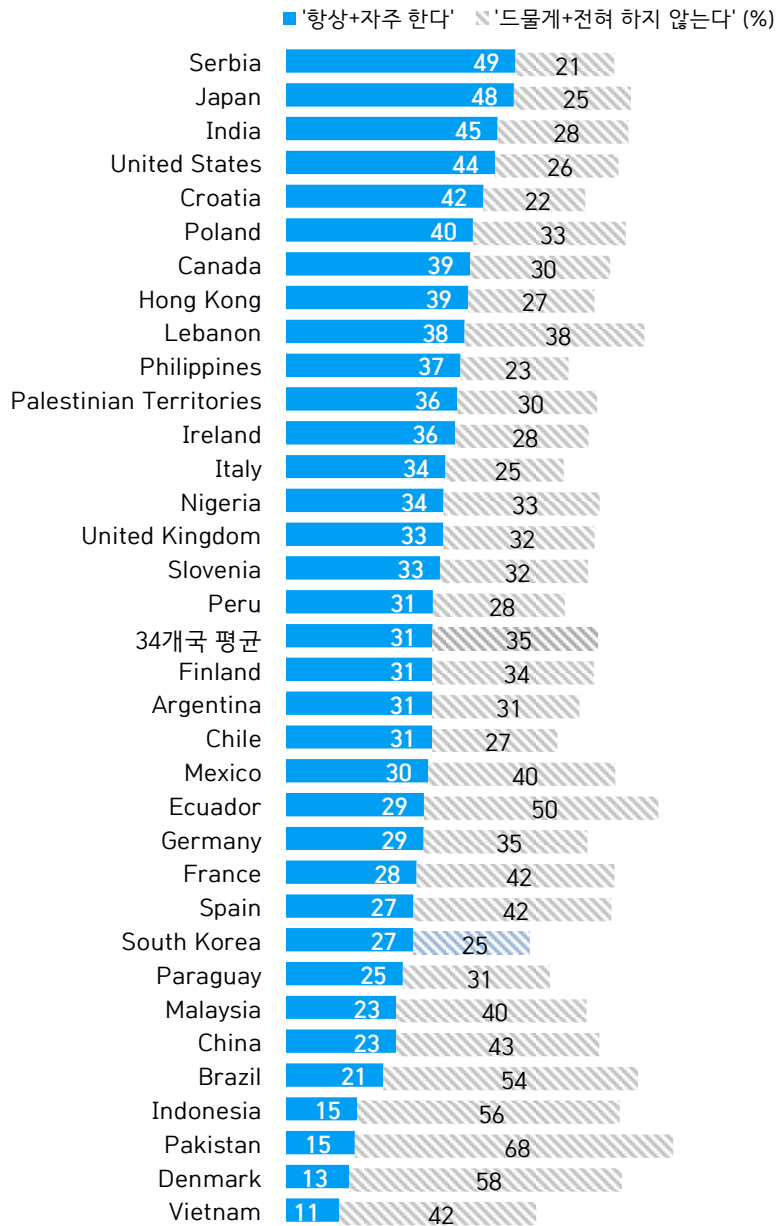
- '항상+자주 한다' 응답 내림차순. 5점 척도. 2020년 10~12월 WIN World Survey  
 - 파키스탄은 음주 질문하지 않음  
 - 한국은 2020년 11월 5~29일 조사. 한국갤럽 www.gallup.co.kr

한국 조사	사례수 (명)	평소 건강 관련 행동 빈도 (2/5) 음주						찾은 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%
<b>2020년 11월 5~29일</b>	<b>1,500</b>	<b>4%</b>	<b>21%</b>	<b>30%</b>	<b>19%</b>	<b>26%</b>	<b>0%</b>	<b>25%</b>
성별 남성	743	7%	34%	34%	12%	12%	0%	41%
여성	757	1%	8%	26%	26%	39%	0%	9%
연령별 19~29세	256	3%	25%	36%	19%	17%	1%	28%
30대	241	3%	22%	40%	18%	17%		25%
40대	287	4%	26%	27%	19%	24%		30%
50대	298	7%	22%	29%	21%	20%	1%	29%
60대 이상	418	4%	14%	23%	19%	40%		18%
성/연령별 남성 19~29세	134	4%	34%	34%	13%	15%	1%	38%
남성 30대	124	6%	32%	41%	13%	8%		38%
남성 40대	146	7%	41%	30%	10%	12%		48%
남성 50대	150	12%	38%	32%	12%	7%		50%
남성 60대 이상	189	6%	28%	34%	14%	18%		34%
여성 19~29세	121	1%	15%	38%	26%	20%		16%
여성 30대	117	1%	11%	38%	23%	27%		12%
여성 40대	141	1%	10%	25%	28%	36%		12%
여성 50대	148	2%	6%	26%	31%	34%	1%	7%
여성 60대 이상	229	1%	3%	14%	23%	59%		5%
직업별 농/임/어업	43	-	-	-	-	-	-	-
자영업	198	4%	20%	31%	18%	26%		24%
기능노무/서비스	531	5%	26%	30%	19%	21%		31%
사무/관리	287	5%	27%	38%	14%	16%	0%	32%
전업주부	282	1%	6%	20%	28%	44%	1%	7%
학생	83	2%	20%	41%	17%	19%		22%
무직/은퇴/기타	75	2%	23%	28%	13%	32%	1%	25%
지역별 서울	293	5%	19%	32%	16%	28%		23%
인천/경기	470	3%	23%	31%	22%	20%		26%
강원	46	-	-	-	-	-	-	-
대전/세종/충청	160	3%	23%	34%	20%	20%	1%	26%
광주/전라	150	4%	12%	22%	22%	39%		17%
대구/경북	150	5%	16%	22%	23%	33%	1%	21%
부산/울산/경남	232	5%	28%	34%	11%	21%	0%	33%

- 50사례 미만은 수치 제시하지 않음. 한국갤럽 www.gallup.co.kr



● 평소 건강 관련 행동 빈도: 스트레스 경험 - 국가별



- '항상+자주 한다' 응답 내림차순. 5점 척도. 2020년 10~12월 WIN World Survey

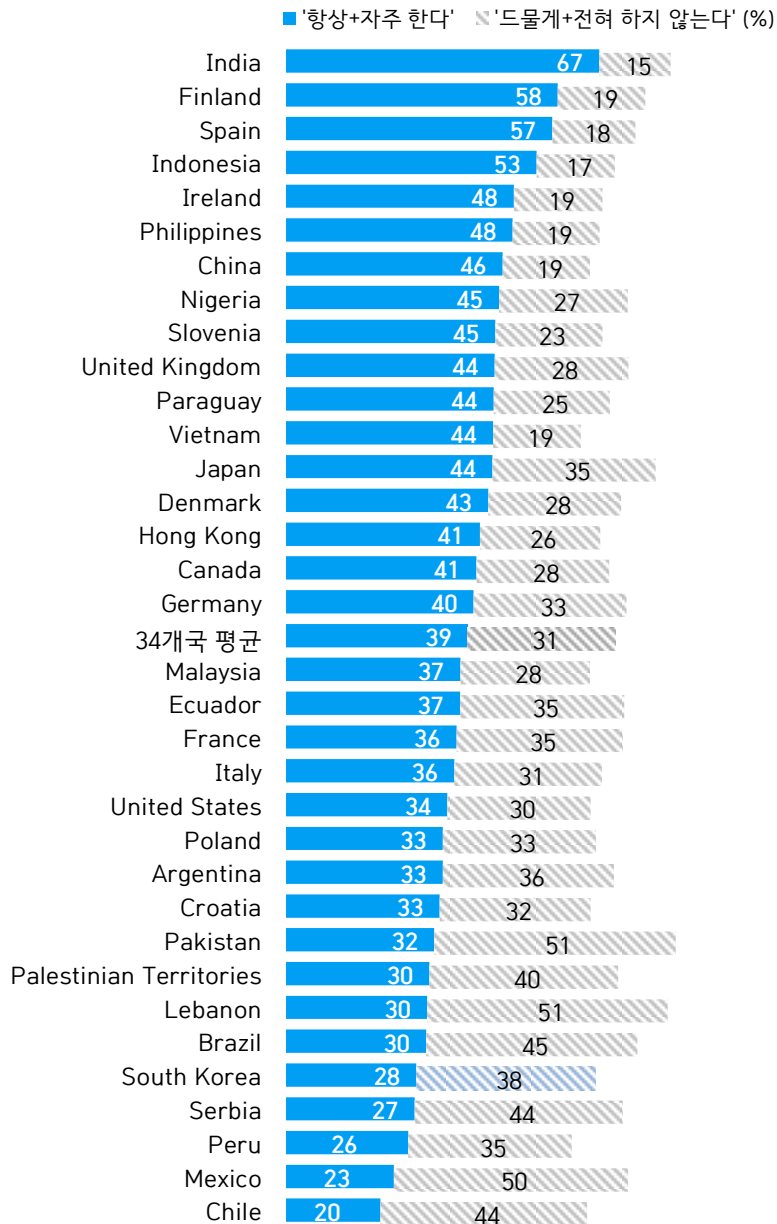
- 한국은 2020년 11월 5~29일 조사. 한국갤럽 www.gallup.co.kr

한국 조사	사례수 (명)	평소 건강 관련 행동 빈도 (3/5) 스트레스 받음						찾은 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%
2019년 11월 8~28일	1,500	5%	21%	53%	18%	2%	0%	26%
<b>2020년 11월 5~29일</b>	<b>1,500</b>	<b>5%</b>	<b>22%</b>	<b>48%</b>	<b>21%</b>	<b>4%</b>	<b>0%</b>	<b>27%</b>
성별 남성	743	5%	24%	47%	21%	3%	0%	29%
여성	757	5%	21%	49%	21%	4%	0%	25%
연령별 19~29세	256	4%	26%	49%	19%	2%	0%	30%
30대	241	6%	28%	47%	18%	1%		34%
40대	287	5%	24%	52%	16%	4%		29%
50대	298	5%	24%	46%	23%	3%		28%
60대 이상	418	4%	15%	47%	27%	7%	0%	19%
성/연령별 남성 19~29세	134	4%	32%	41%	22%	1%	1%	36%
남성 30대	124	7%	29%	46%	18%	0%		36%
남성 40대	146	5%	27%	49%	15%	4%		32%
남성 50대	150	5%	24%	47%	20%	3%		29%
남성 60대 이상	189	4%	13%	50%	28%	5%		17%
여성 19~29세	121	5%	20%	57%	15%	4%		24%
여성 30대	117	5%	27%	47%	19%	2%		32%
여성 40대	141	6%	20%	54%	17%	3%		26%
여성 50대	148	5%	23%	45%	26%	2%		28%
여성 60대 이상	229	3%	17%	45%	26%	8%	1%	21%
직업별 농/임/어업	43	-	-	-	-	-	-	-
자영업	198	6%	20%	46%	24%	4%		26%
기능노무/서비스	531	4%	26%	45%	21%	4%		30%
사무/관리	287	6%	25%	52%	15%	2%		30%
전업주부	282	4%	17%	54%	21%	4%	1%	21%
학생	83	4%	30%	39%	27%			34%
무직/은퇴/기타	75	5%	11%	45%	28%	10%	1%	16%
지역별 서울	293	0%	22%	62%	15%	1%		22%
인천/경기	470	5%	30%	44%	18%	3%		35%
강원	46	-	-	-	-	-	-	-
대전/세종/충청	160	5%	19%	54%	19%	3%	1%	24%
광주/전라	150	6%	11%	39%	32%	12%		17%
대구/경북	150	6%	18%	39%	33%	3%	1%	24%
부산/울산/경남	232	7%	22%	46%	21%	4%		29%

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● 평소 건강 관련 행동 빈도: 운동 - 국가별



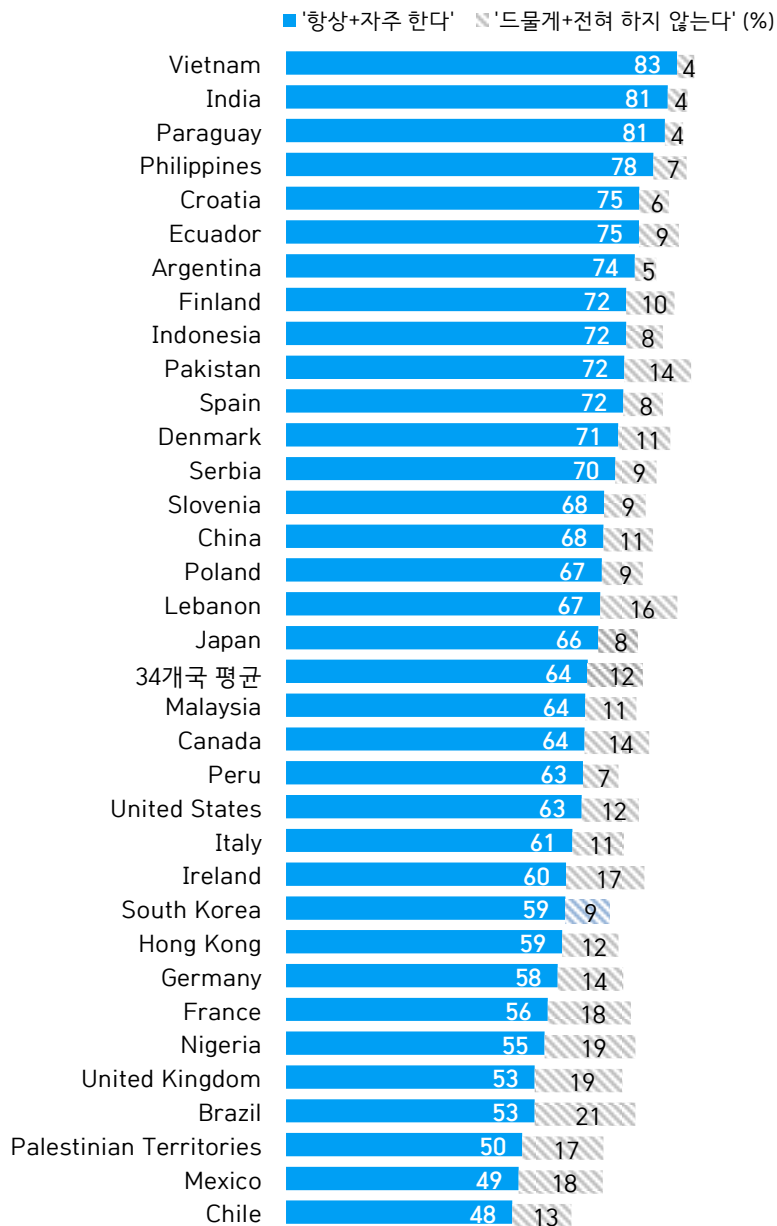
- '항상+자주 한다' 응답 내림차순. 5점 척도. 2020년 10~12월 WIN World Survey

- 한국은 2020년 11월 5~29일 조사. 한국갤럽 www.gallup.co.kr

한국 조사	사례수 (명)	평소 건강 관련 행동 빈도 (4/5) 운동						찾은 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%
2019년 11월 8~28일	1,500	3%	22%	40%	25%	9%	0%	25%
<b>2020년 11월 5~29일</b>	<b>1,500</b>	<b>4%</b>	<b>23%</b>	<b>34%</b>	<b>25%</b>	<b>13%</b>	<b>1%</b>	<b>28%</b>
성별 남성	743	5%	25%	33%	25%	12%	0%	30%
여성	757	3%	22%	35%	26%	13%	1%	25%
연령별 19~29세	256	4%	26%	36%	23%	11%	1%	30%
30대	241	3%	22%	36%	28%	11%	0%	25%
40대	287	5%	24%	35%	22%	13%	1%	29%
50대	298	5%	20%	31%	27%	16%	0%	26%
60대 이상	418	5%	24%	32%	26%	13%	0%	29%
성/연령별 남성 19~29세	134	6%	28%	37%	18%	10%	1%	34%
남성 30대	124	4%	23%	34%	28%	11%	1%	27%
남성 40대	146	4%	25%	32%	25%	12%	1%	30%
남성 50대	150	7%	20%	31%	25%	16%	1%	28%
남성 60대 이상	189	5%	27%	30%	27%	11%		32%
여성 19~29세	121	1%	24%	35%	28%	12%	1%	25%
여성 30대	117	1%	21%	39%	27%	11%		23%
여성 40대	141	5%	23%	38%	19%	14%	1%	28%
여성 50대	148	3%	20%	32%	30%	15%		23%
여성 60대 이상	229	4%	22%	34%	25%	14%	1%	26%
직업별 농/임/어업	43	-	-	-	-	-	-	-
자영업	198	5%	20%	33%	28%	13%	0%	25%
기능노무/서비스	531	4%	21%	33%	27%	15%	0%	25%
사무/관리	287	5%	27%	36%	24%	8%		32%
전업주부	282	4%	21%	33%	27%	14%	1%	25%
학생	83	5%	30%	33%	23%	7%	1%	35%
무직/은퇴/기타	75	6%	29%	35%	16%	14%	1%	35%
지역별 서울	293	1%	26%	37%	28%	8%		27%
인천/경기	470	3%	20%	43%	27%	7%	0%	23%
강원	46	-	-	-	-	-	-	-
대전/세종/충청	160	2%	36%	29%	22%	10%	1%	39%
광주/전라	150	10%	18%	18%	23%	32%		27%
대구/경북	150	4%	16%	28%	27%	23%	2%	20%
부산/울산/경남	232	9%	28%	32%	20%	11%	1%	37%

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● 평소 건강 관련 행동 빈도: 숙면/잘 잠 - 국가별



- '항상+자주 한다' 응답 내림차순. 5점 척도. 2020년 10~12월 WIN World Survey

- 한국은 2020년 11월 5~29일 조사. 한국갤럽 www.gallup.co.kr

한국 조사	사례수 (명)	평소 건강 관련 행동 빈도 (5/5) 숙면/잘 잠						찾은 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%
2019년 11월 8~28일	1,500	12%	57%	21%	9%	1%	0%	68%
<b>2020년 11월 5~29일</b>	<b>1,500</b>	<b>15%</b>	<b>45%</b>	<b>31%</b>	<b>8%</b>	<b>2%</b>	<b>0%</b>	<b>59%</b>
성별 남성	743	15%	47%	29%	7%	1%	0%	63%
여성	757	14%	42%	33%	8%	3%	0%	56%
연령별 19~29세	256	19%	44%	29%	6%	1%	0%	63%
30대	241	15%	46%	29%	8%	2%		62%
40대	287	15%	46%	29%	9%	2%		61%
50대	298	15%	44%	31%	9%	2%	0%	59%
60대 이상	418	11%	44%	35%	7%	2%	0%	55%
성/연령별 남성 19~29세	134	18%	48%	27%	6%		1%	66%
남성 30대	124	15%	49%	27%	8%	1%		64%
남성 40대	146	14%	45%	32%	9%	1%		59%
남성 50대	150	15%	48%	29%	6%	3%		63%
남성 60대 이상	189	15%	47%	31%	7%			62%
여성 19~29세	121	20%	39%	31%	7%	3%		59%
여성 30대	117	15%	44%	31%	8%	2%		59%
여성 40대	141	15%	48%	25%	9%	3%		63%
여성 50대	148	15%	40%	33%	11%	1%	1%	55%
여성 60대 이상	229	9%	41%	39%	7%	4%	1%	49%
직업별 농/임/어업	43	-	-	-	-	-	-	-
자영업	198	16%	45%	29%	7%	3%	0%	61%
기능노무/서비스	531	15%	46%	30%	8%	1%		61%
사무/관리	287	17%	49%	27%	7%	1%		65%
전업주부	282	11%	40%	38%	7%	3%	1%	51%
학생	83	18%	40%	37%	4%	1%		58%
무직/은퇴/기타	75	14%	42%	30%	12%	1%	1%	56%
지역별 서울	293	8%	42%	43%	7%	0%		50%
인천/경기	470	12%	41%	36%	10%	1%		53%
강원	46	-	-	-	-	-	-	-
대전/세종/충청	160	9%	56%	27%	7%	1%	1%	65%
광주/전라	150	33%	40%	14%	5%	8%	1%	73%
대구/경북	150	12%	49%	29%	7%	2%	1%	61%
부산/울산/경남	232	23%	53%	20%	3%	1%		76%

- 50사례 미만은 수치 제시하지 않음. 한국갤럽 www.gallup.co.kr

# Health Perception and Lifestyle in Global Pandemic Times

WIN International, the world's leading association in market research and polling, has published the Annual WIN World Survey (WWS - 2020) exploring the views and beliefs of 29,252 individuals among citizens from 34 countries across the globe about their health and lifestyle. The survey analyzes views and opinions related to the perception of health and habits of citizens.

## HEADLINES

The year 2020 was full of unexpected changes, marked mainly by COVID-19 pandemic. Global economic and health crisis, alongside the adjustment of people to new lifestyles, were central last year.

In this context, WIN analyzed individuals' health perception. While health *per se* used to be considered primarily as a biological and physical condition, nowadays other variables are considered as much important, such as the context we live in, our culture, our values, as well as the mental, cognitive and psychological conditions.

Despite all the negative consequences caused by the pandemic during the year 2020, **79% of the global population perceived themselves as healthy<sup>1</sup>**. The consistent result with previous measurements reveals that individuals worldwide might have started thinking about health as a set of different aspects besides the physical state. Of course, COVID19 is a very real and tangible threat, but for this very reason, people might consider themselves healthy even just because they could survive or avoid COVID19. In addition, precisely because of the threat caused by the pandemic, people might have started taking better care of themselves with simple, everyday actions.

However, despite the large majority considers themselves healthy, **20% of the population still consider themselves not healthy<sup>2</sup>**. Results shows that **males tend to perceive themselves healthier than females**. On the other hand, the survey reveals that **the highest the education level of individuals, the healthiest they perceive themselves**: some could argue that maintaining certain levels of activity by having an employment, studying and/or being a housewife seems to impact positively on the health perception compared to people being unemployed or retired.

While keeping in mind the broader meaning of health, citizens in Africa consider themselves among the healthiest continent (90%) <sup>1</sup>. On the global picture, Africa was far less hit by the pandemic in 2020 compared to other continents like Europe and Americas. On the other hand, MENA is the region with the lowest rate of health perception observed (72%). When looking at countries, citizens in Indonesia (92%), South Korea (91%) and Pakistan (91%) consider themselves healthier than citizens in Hong Kong (66%), Finland (65%) and Chile (61%), which are on the bottom of the ranking.

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<sup>1</sup> Healthy + Very Healthy

<sup>2</sup> Somewhat unhealthy + Unhealthy

As previously mentioned, health perception involves a complex mixture of variables, including everyday habits. In the present study, we focused on five specific habits which were both categorized as good and bad habits, and as action based and non-action based- habits.

The difference is that the latter relies on variables not always subjected by people's choice. The positive habits explored in the study were "sleep well" (a non-action based habit) and "exercise" (an action-based habit).

### Sleep well

Sleeping well is necessary for the good maintenance of both the body and the cognitive functioning, as well as emotional regulation. During 2020, **64%<sup>3</sup> of the global population admits to sleep well**, an even better rate compared to last year's (+3).

Males tend to sleep well more frequently than females, whereas people aged 35 to 45, probably because they're more involved in their work lives than other age groups, tend to sleep well less often. Additionally, the highest the social class of belonging, the better they sleep; a similar tendency was observed in the relation between academic achievement and quality of sleep.

While retired people, full time workers and self-employed seems to have the better quality of sleep, housewives are the ones who sleep the worst, especially considering this specific context brought by the pandemic. Having children at home for months and being more often in charge of their activities (eating, studying, sleeping...) might have increased the stress within this category, unleashing a worst sleep quality.

APAC and Europe are the regions with the better sleep quality among their citizens (69%<sup>3</sup> and 64%<sup>3</sup>, respectively), while the opposite occurs in MENA region (54%). Palestinian Territories (51%), Mexico (49%) and Chile (48%) are at the bottom of the ranking.

### Exercise

According to the results, **39%<sup>3</sup> of people worldwide exercised regularly during 2020**, +2% than the two previous years. Nonetheless, there is still a high rate of people doing little or no exercises at all (31%). Despite the safety measures put in place, which prevented people from going to the gym or to field courts, people who already exercised before adapted to the new conditions and kept doing exercises. Probably, many others, considering the difficulties of walking and moving around, started exercising at home precisely due to the safety measures adopted.

Females exercise less than males and, once again, housewives are the ones who exercise the less among other employment categories. A positive outcome is that it's not only the youngest (from 18 to 34) who exercise the most, but also people aged 65 or more, another possible consequence of COVID19 which is a higher threat for seniors.

In Africa, Europe and APAC 4 out of 10 people practice exercises regularly. Citizens in Finland (58%) and Spain (57%) are more likely to exercise than citizens in Peru (26%), Mexico (23%) and Chile (20%).

### Suffer from stress

Suffer from stress is the first bad and non-action-based habit considered. During 2020, **31%<sup>3</sup> of population suffered from stress regularly**, while only 35% didn't. Once again, despite the difficult context experienced, the variation between the results from 2020 and previous years is minimum.

Younger females (from 18 to 24), people with low incomes, students, unemployed, housewives and part-time workers are among the individuals who tend to suffer from stress the most. Unsurprisingly, these individuals also represent the most vulnerable population around the globe, a result that emphasizes **the relation between social vulnerability and stress**.

While MENA is the region with the highest rates of stress within the population (37%), the region with lesser stress rate is APAC (28%). In terms of countries, top countries with more stressed individuals are Japan (49%) and Serbia (49%). Bottom countries are Vietnam (11%) and Denmark (13%).

### Smoking and drinking

Nowadays, both smoking and drinking are uncommon habits, which were classified in the study as bad, action-based behaviors. Overall, **17%<sup>3</sup> of the global population smokes regularly, while 15% drinks alcohol regularly**. Even if last year's rates didn't change considerably in comparison with previous years, it is highly relevant at this moment to reduce the consumption of cigarettes and alcohol.

It is identified that males smoke and drink considerably more than females (smoking: 22% vs. 11%, and drinking: 20% vs. 11%).

Citizens in MENA region smoke more frequently (34%), while citizens in Africa smoke way less (4%). Palestinian Territories (36%), Lebanon (28%) and Serbia (28%) are the countries with the higher number of smokers. On the other hand, Nigeria (4%), Peru (5%) and Paraguay (5%) are the ones with less smokers.

In Europe (20%) and APAC (16%) we find the most recurrent alcohol drinkers, the opposite of the habits in MENA (4%) region. Japan (45%), Ireland (32%) and Great Britain (30%) have the higher percentages of drinkers, while Palestinian Territories (1%), Indonesia (3%) and Peru (4%) show the lowest rates.

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

*"Despite the difficulties faced during last year, which largely involved health and economic resources, individuals' health perception did not change significantly from previous measurements. On one hand, the COVID19 pandemic might have made us more sensible and careful towards our own health, pushing us to keep up with good and healthy habits or to start new ones. On the other hand, being faced with such an enormous threat as coronavirus, might have led us to consider the little aspects in life as more important, and more significant when evaluating our overall health. In previous years, people might have considered themselves healthy when living without severe biological and physical conditions, while this year a healthy individual might also be someone who feels lucky just to have avoided Covid19".*

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<sup>3</sup> A lot/Very often + Moderately/Fairly often

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**NOTES FOR EDITORS****Methodology:**

The survey was conducted in 34 countries. Please, find below the methodological sheet table.

**Sample Size and Mode of Field Work:**

A total of 29,252 people were interviewed. See below for sample details. The fieldwork was conducted during October 21<sup>st</sup> and December 15<sup>th</sup>, 2020. The margin of error for the survey is between 4.4 and 2.5 at 95% confidence level.

The global average has been computed according to the covered adult population of the surveyed countries.

**About WIN:**

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

Our assets are:

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

In the years, WIN has demonstrated wide competences and ability to conduct multi-country surveys following the highest standards requested by the market. The accumulated expertise of the Association is formidable: 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	2020 Field Dates
1	ARGENTINA	Voices!	CAWI	1016	Nationwide	Nov. 5-19
2	BRAZIL	Market Analysis Brasil	CAWI	1120	Nationwide	Nov. 13-20
3	CANADA	Legér 360	ONLINE	1000	Nationwide	Nov. 4-14
4	CHILE	ACTIVIA RESEARCH	CAWI PANEL	1000	Nationwide	Nov.6-11
5	CHINA	WisdomAsia Marketing & Research Counsulting	ONLINE	1000	Nationwide	Nov. 10-16
6	CROATIA	MEDIANA FIDES	CAWI	520	Nationwide	Nov. 11-12
7	DENMARK	DMA Research A/S	ONLINE	500	Nationwide	Nov. 1-15
8	ECUADOR	CEDATOS	CATI	700	Quito- Guayaquil	Nov. 1-15
9	FINLAND	TALOUSTUTKIMUS Oy	CAWI	651	Nationwide	Nov. 18-20
10	FRANCE	BVA	CAWI	1000	Nationwide	Dec. 8-12
11	GERMANY	Produkt + Markt	ONLINE	1000	Nationwide	Oct. 21-28
12	HONG KONG	CSG	CAWI ONLINE	509	Nationwide	Nov. 18-23
13	INDIA	DataPrompt International Pvt. Ltd.	CAWI	500	Nationwide	Nov. 30 - Dec. 4
14	INDONESIA	DEKA Insight Indonesia	ONLINE	1000	Nationwide	Nov. 14-25
15	Republic of IRELAND	REDC	ONLINE	1001	Nationwide	Nov. 5-10
16	ITALY	BVA Doxa	CAWI	1000	Nationwide	Oct. 26-29
17	JAPAN	NIPPON RESEARCH CENTER, LTD.	CAWI	1137	Nationwide	Nov. 6-9
18	LEBANON	REACH SAL	CATI	500	Nationwide	Nov. 5-19
19	MALAYSIA	Compass Insights Sdn. Bhd.	CAWI	500	Nationwide	Nov. 1-16
20	MEXICO	BRAIN RESEARCH	ONLINE	500	Nationwide	Nov. 13-23
21	NIGERIA	Market Trends International	F2F	1000	Nationwide	Nov. 16-30
22	PALESTINE	PCPO Palestinian Centre for Public Opinion	F2F	1489	Nationwide	Nov. 02– 23
23	PAKISTAN	Gallup Pakistan	CATI	1103	Nationwide	Nov. 5-15



24	PARAGUAY	ICA Consultoria Estratègica	CATI	500	Nationwide	Dec. 2-15
25	PERU	Datum Internacional	CAWI panel	1210	Nationwide	Nov. 2-5
26	PHILIPPINES	PSRC (Philippines Survey & Research Center Inc.)		1000	Nationwide	
27	POLAND	Mareco Polska	CAWI	587	Nationwide	Oct. 28-31
28	Republic of KOREA	Gallup Korea	F2F	1500	Nationwide	Nov. 7-29
29	SERBIA	MEDIANA ADRIA	CAWI	500	Nationwide	Nov. 12-16
30	SLOVENIA	MEDIANA	CAWI	798	Nationwide	Nov. 11-12
31	SPAIN	Istituto DYM	CAWI	1006	Nationwide	Oct. 22-23
32	UK	ORB INTERNATIONAL	ONLINE	1000	Nationwide	Dec. 11-13
33	USA	SSRS	WEB	800	Nationwide	Nov. 11-18
34	VIETNAM	Indocina Research Vietnam	TAPI	600	Ha Noi and Ho Chi Minh City	Oct. 31- Nov. 12



**WIN**

Worldwide  
Independent Network  
Of Market Research

# Health & lifestyle in today's world

WWS 2020




**WIN**

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Independent Network  
Of Market Research

# COUNTRIES CAPTION

COUNTRY	ABBREVIATION	COUNTRY	ABBREVIATION
Argentina	AR	Lebanon	LB
Brazil	BR	Malaysia	MY
Canada	CA	Mexico	MX
Chile	CL	Nigeria	NG
China	CN	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
Hong Kong	HK	Slovenia	SI
India	IN	South Korea	KR
Indonesia	ID	Spain	ES
Ireland	IE	United Kingdom	GB
Italy	IT	United States	US
Japan	JP	Vietnam	VN



# GENERAL HEALTH PERCEPTION

# Health self-perception

% within total population

## OVERALL HEALTH PERCEPTION

Very healthy

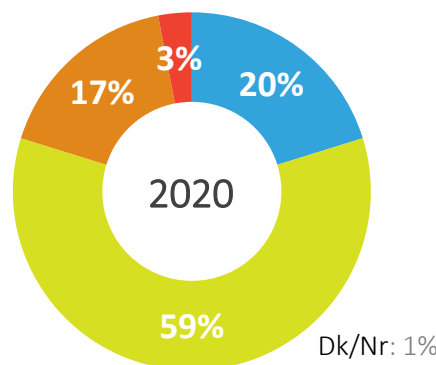
Healthy

Somewhat unhealthy

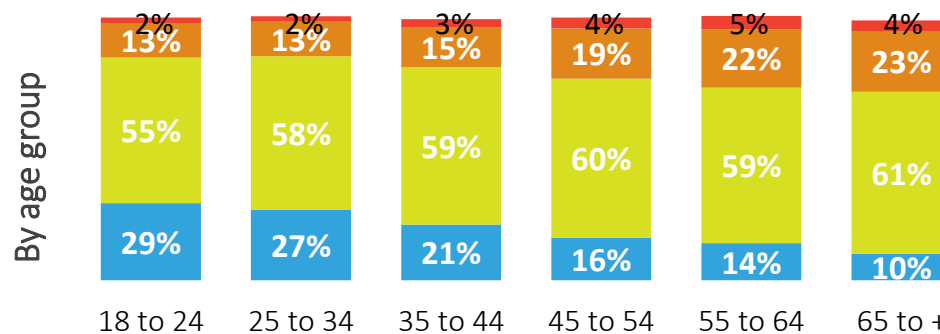
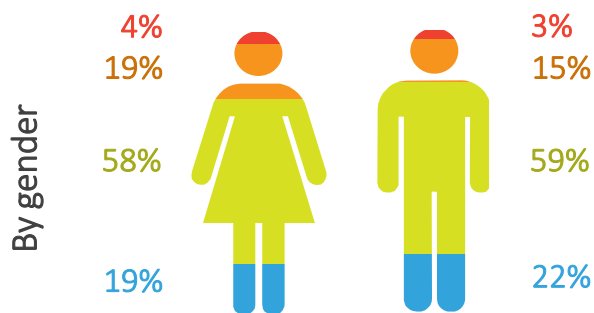
Unhealthy

### Global Average

2018	2019	2020	Variación
16%	19%	20%	+ 1
60%	58%	59%	+ 1
19%	19%	17%	- 2
4%	4%	3%	- 1



During the year 2020, 79% of global population perceived themselves as healthy and very healthy, which is very high and consistent with the results of the previous years.



Source: WIN 2020. Base: 29 252 cases. WIN 2019. Base: 29 575 cases

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

# Health self-perception

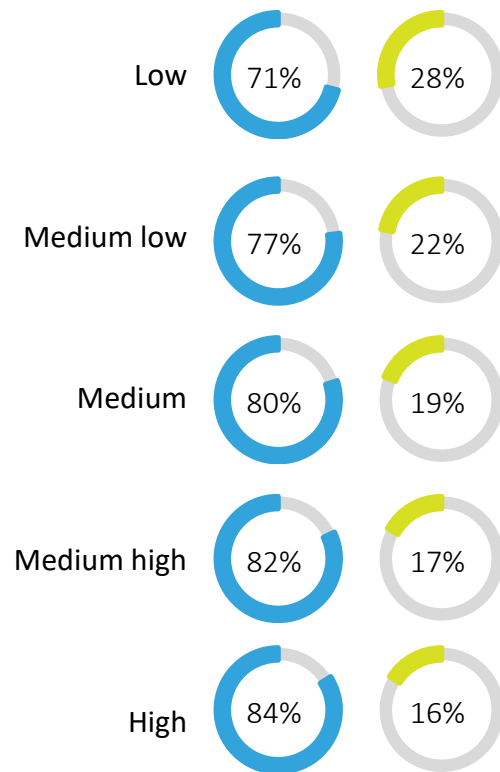
% within total population

## OVERALL HEALTH PERCEPTION

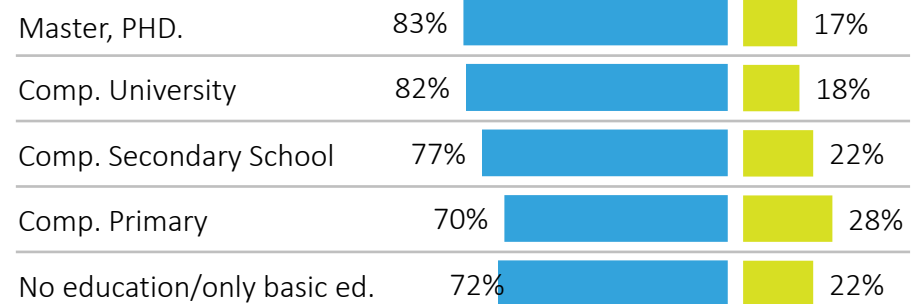
Very Healthy / Healthy

Somewhat Unhealthy / Unhealthy

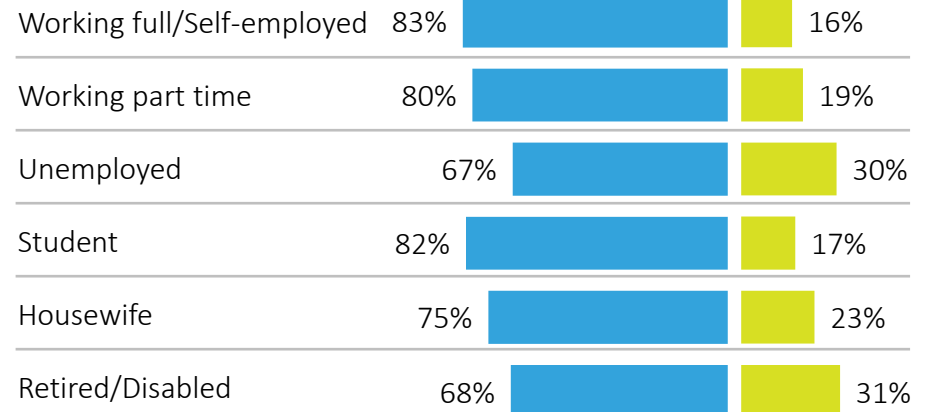
### By social classes



### By education level



### By employment



Source: WIN 2020. Base: 29 252 cases

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



# Health self-perception

% within total population

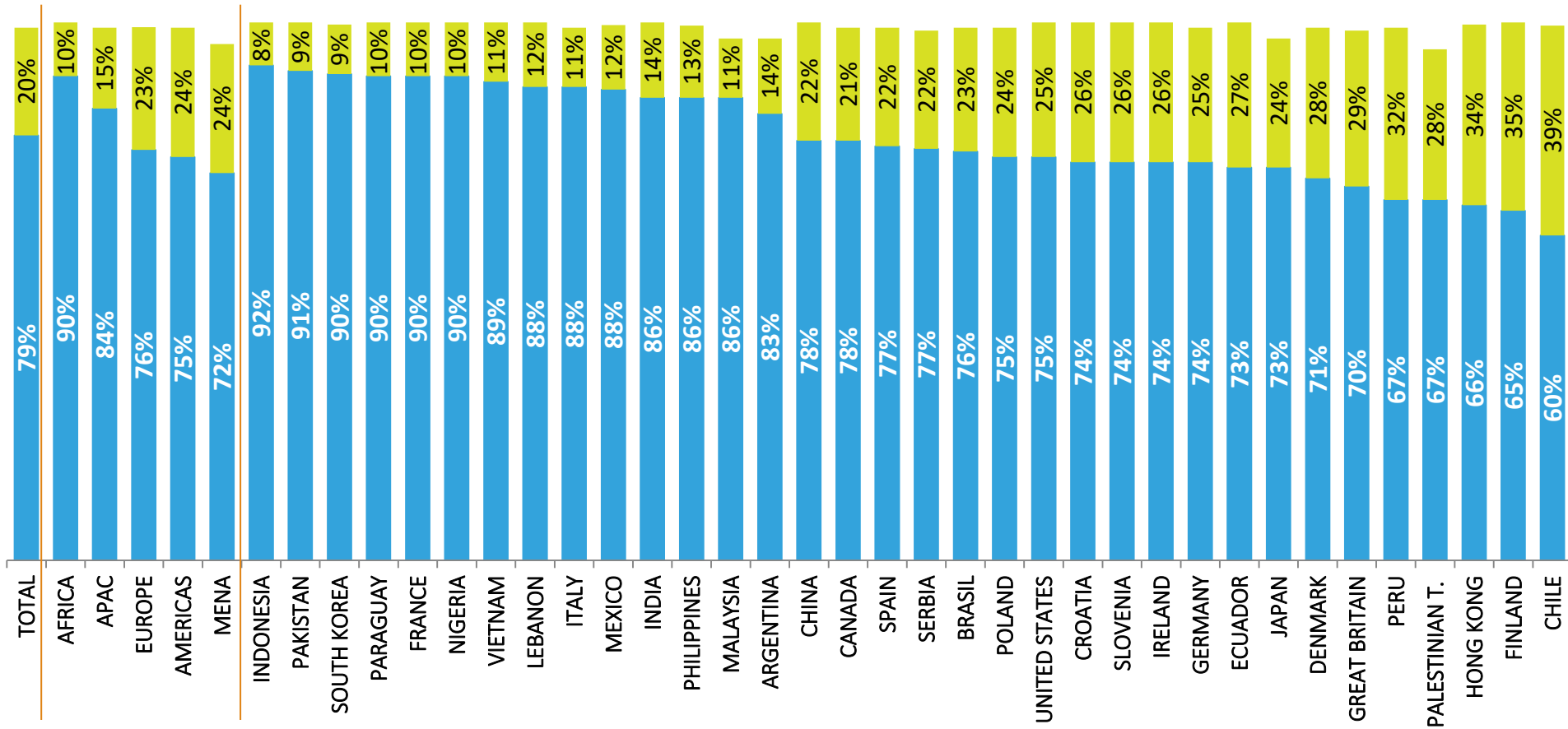
## OVERALL HEALTH PERCEPTION

TTB

Very Healthy / Healthy

BTB

Somewhat Unhealthy / Unhealthy



Source: WIN 2020. Base: 29 252 cases

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

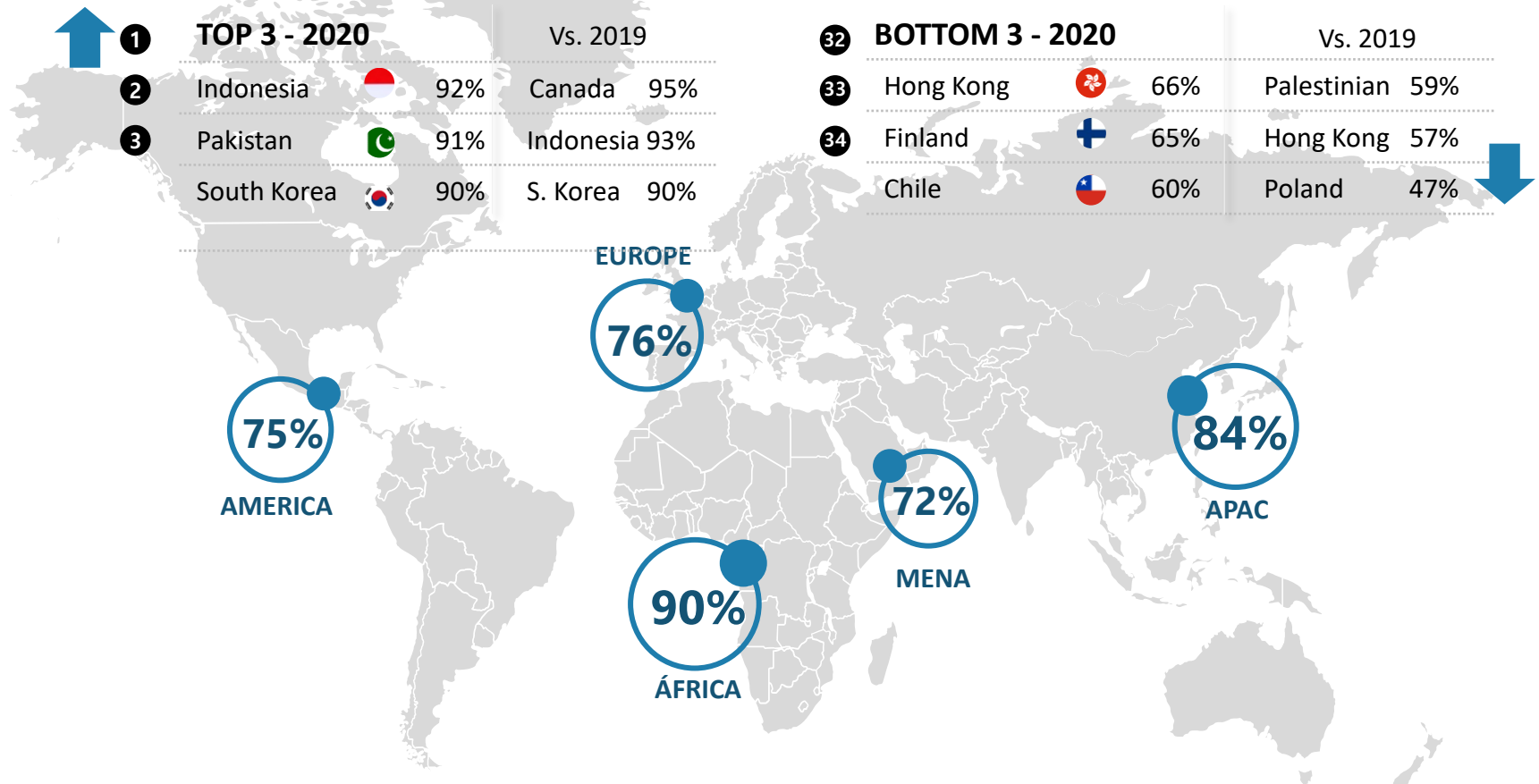


# Health self-perception

% within total population

## OVERALL HEALTH PERCEPTION

TTB Very Healthy / Healthy



Source: WIN 2020. Base: 29 252 cases

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

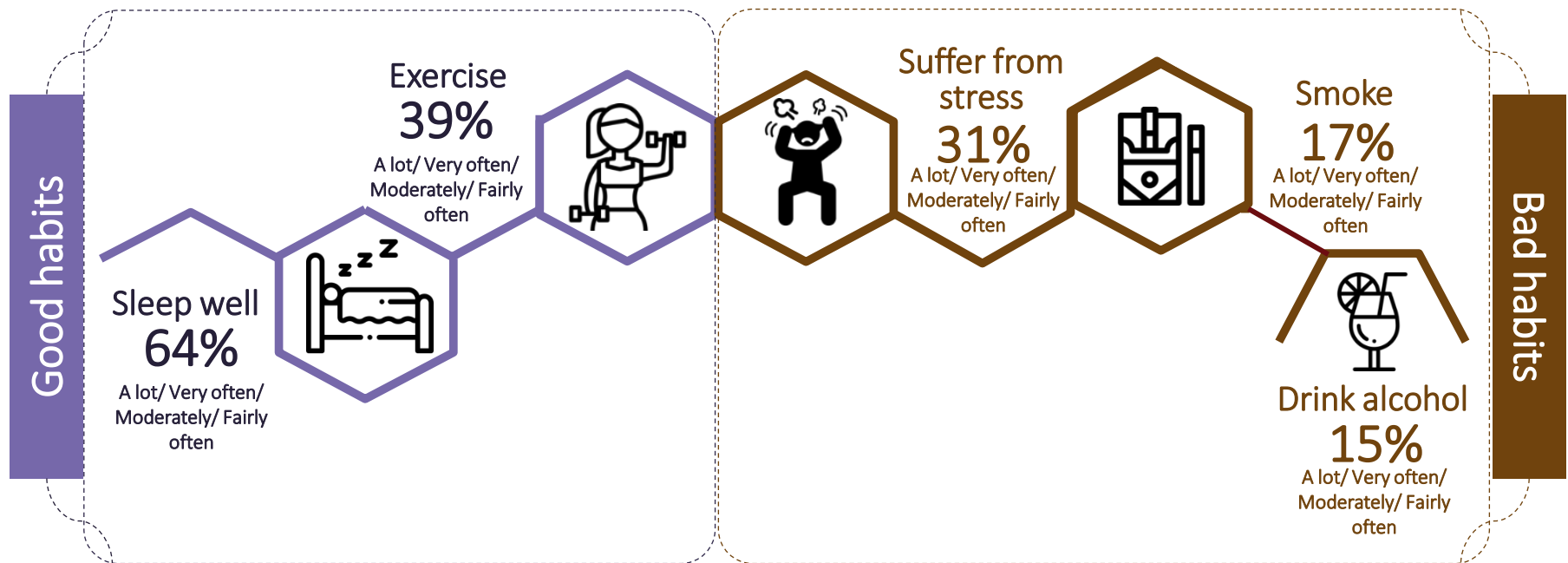


# HEALTH-RELATED HABITS

# Summary of Health-related habits

% within total population

HOW OFTEN DO PEOPLE ...?



Source: WIN 2020. Base: 29 252 cases

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

# HEALTH-RELATED HABITS

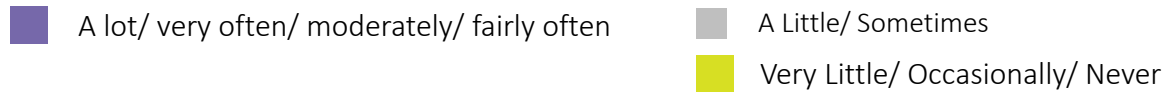
Good Habits  
*- Sleep well -*



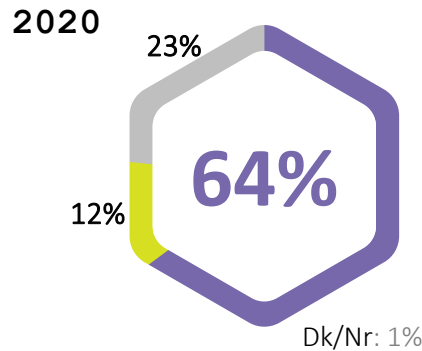
# Sleep well

% within total population

## HOW OFTEN DO PEOPLE SLEEP WELL?



Global Average



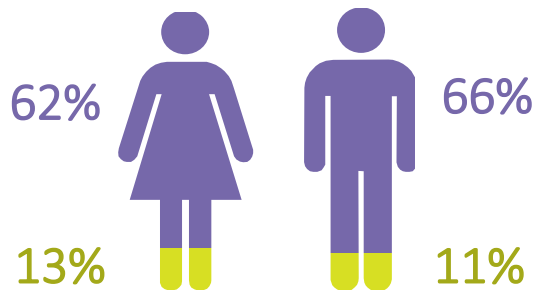
2018	2019	2020	Variación
64%	61%	64%	+ 3
12%	13%	12%	- 1
23%	25%	23%	- 2

### SLEEP WELL

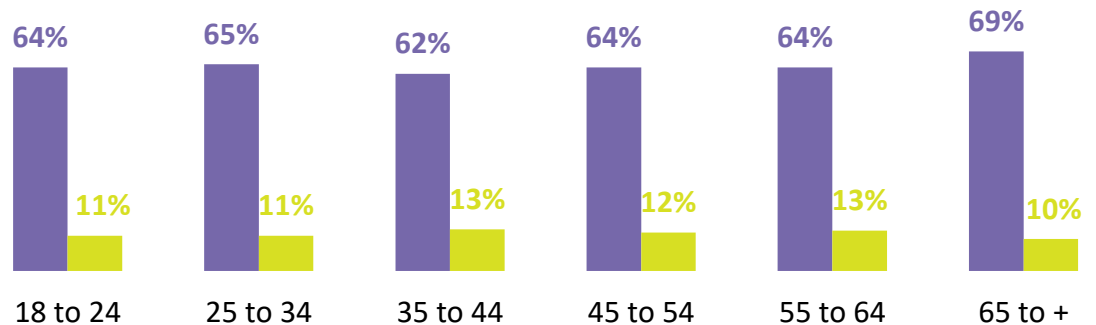
In comparison with last year ,  
in 2020 global population  
sleeps well more frequently



### By gender



### By age group



Source: WIN 2020. Base: 29 252 cases. WIN 2019. Base: 29 575 cases

Q2\_5. How often would you say that you sleep well?

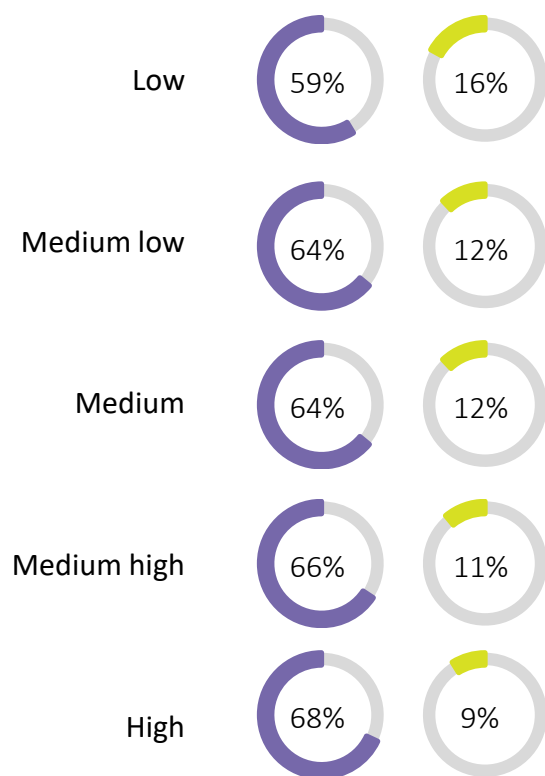
# Sleep well

% within total population

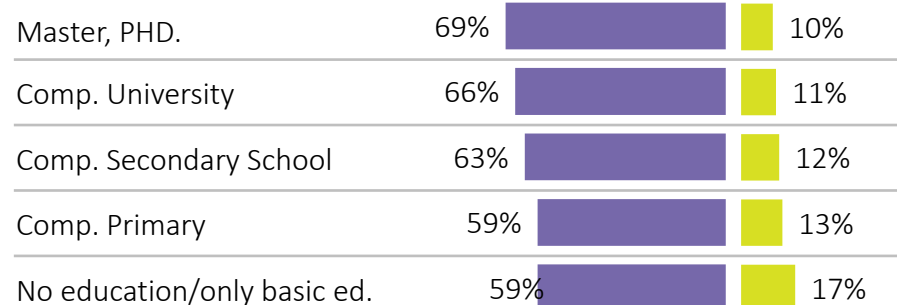
## HOW OFTEN DO PEOPLE SLEEP WELL?

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

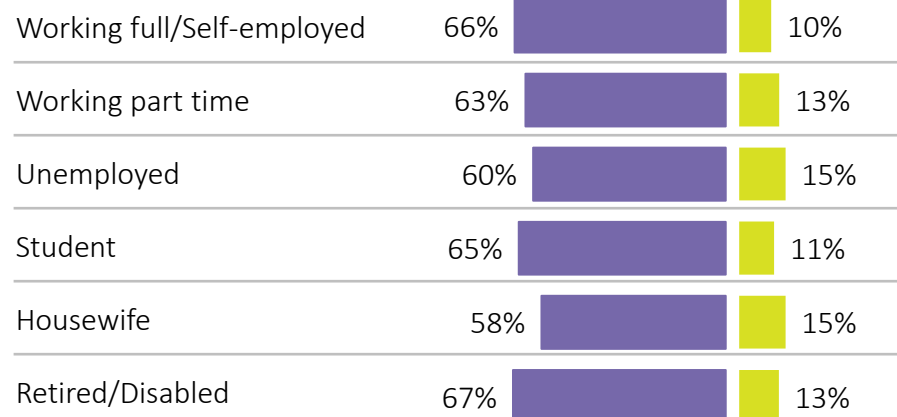
### By social classes



### By education level



### By employment



Source: WIN 2020. Base: 29 252 cases

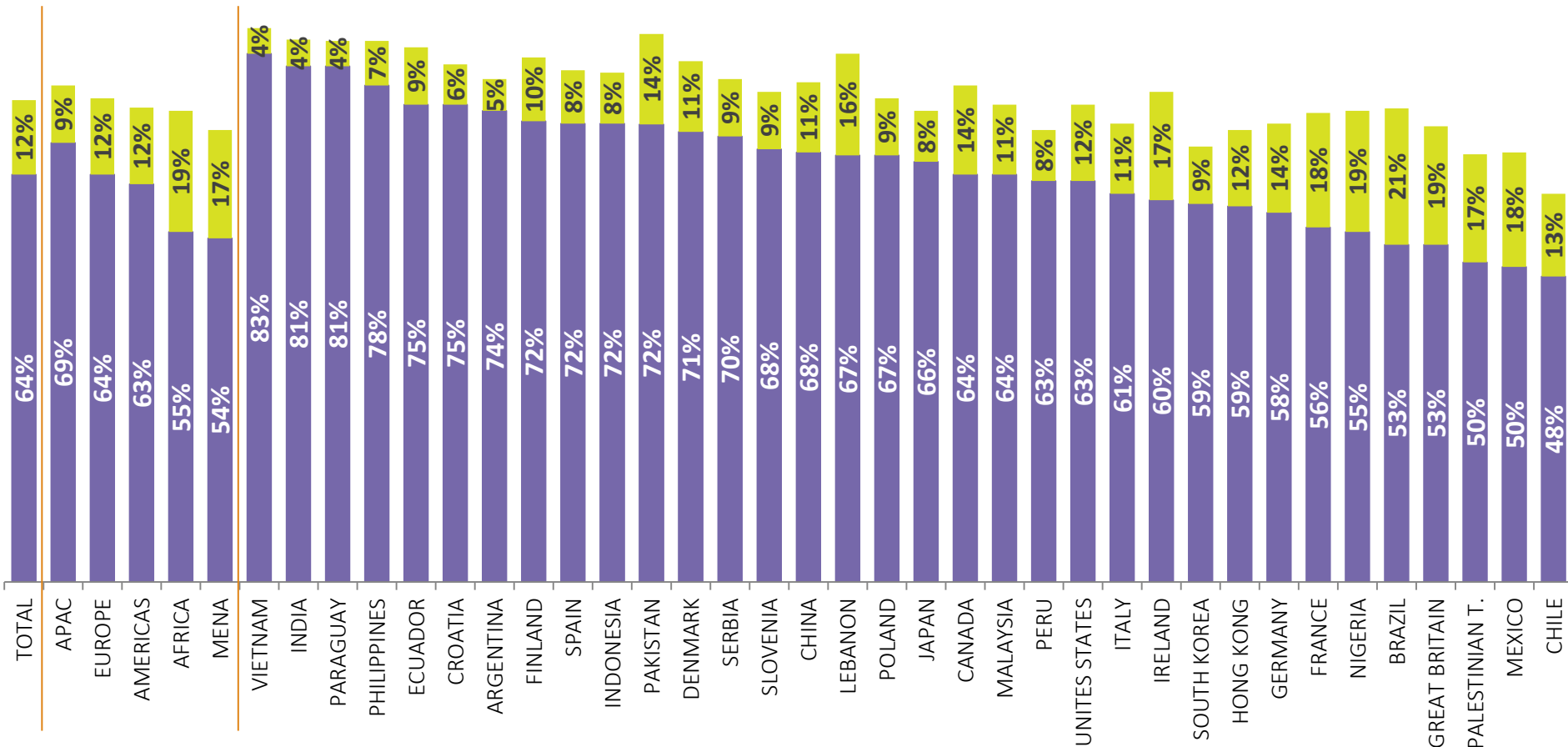
Q2\_5. How often would you say that you sleep well?

# Sleep well

% within total population

## HOW OFTEN DO PEOPLE SLEEP WELL?

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



Source: WIN 2020. Base: 29 252 cases

Q2\_5. How often would you say that you sleep well?



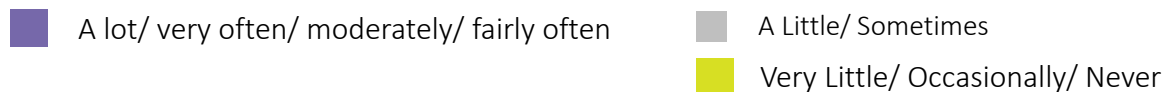
# HEALTH-RELATED HABITS

Good Habits  
*- Exercise -*

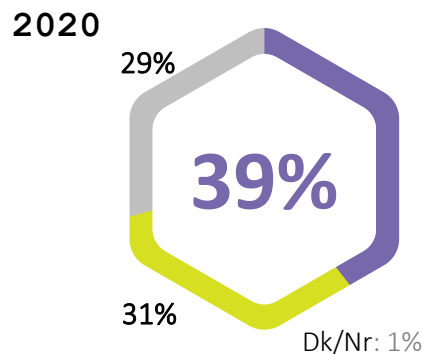
# Exercise

% within total population

## HOW OFTEN DO PEOPLE EXERCISE?



Global Average



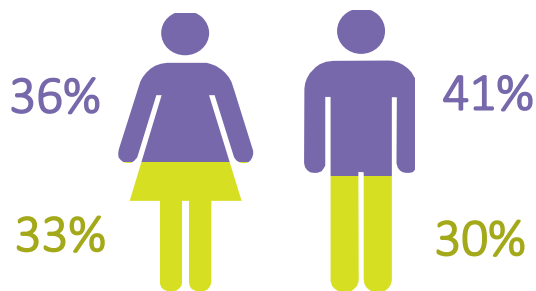
2018	2019	2020	Variación
37%	37%	39%	+ 2
34%	32%	31%	- 1
29%	30%	29%	- 1

### EXERCISE

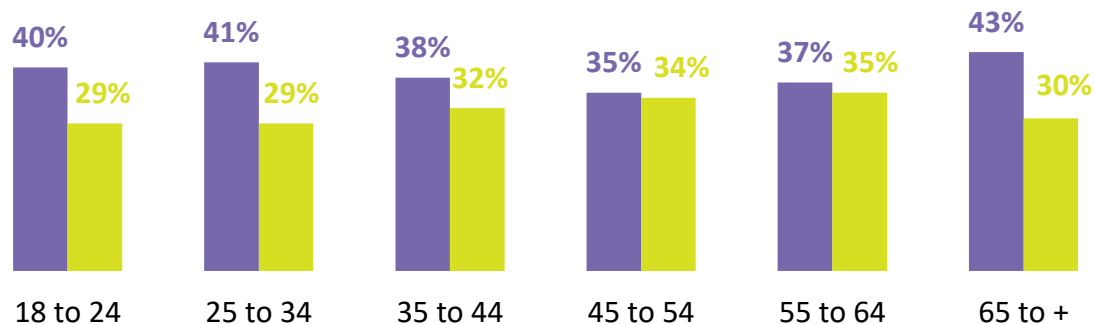
Globally, 39% of people in 2020 did exercises regularly., especially males



### By gender



### By age group



Source: WIN 2020. Base: 29 252 cases. WIN 2019. Base: 29 575 cases

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

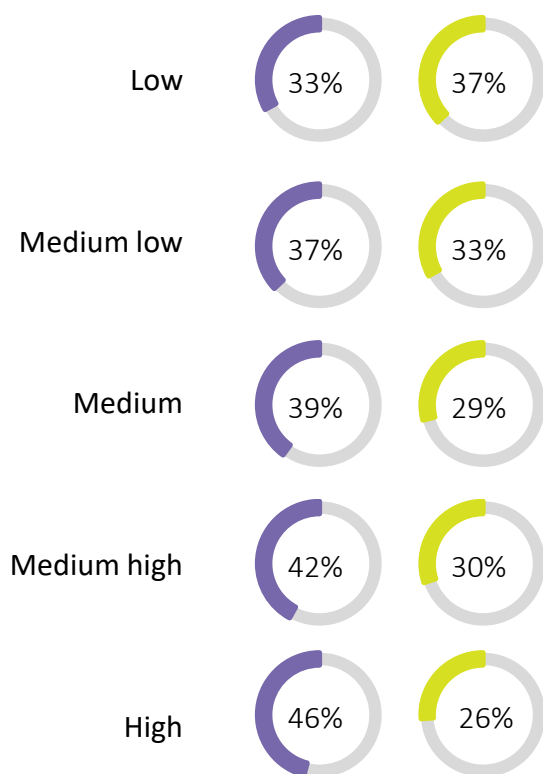
# Exercise

% within total population

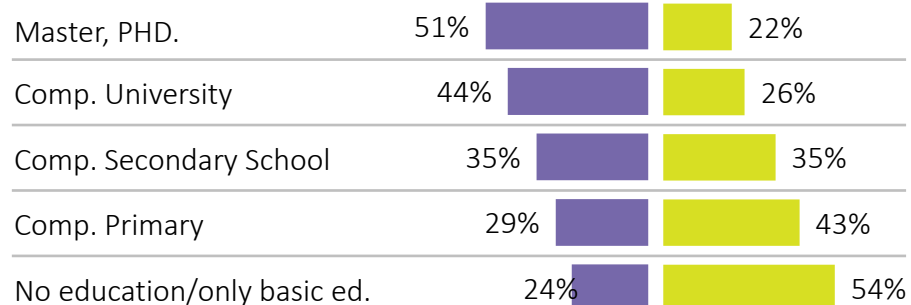
## HOW OFTEN DO PEOPLE EXERCISE?

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

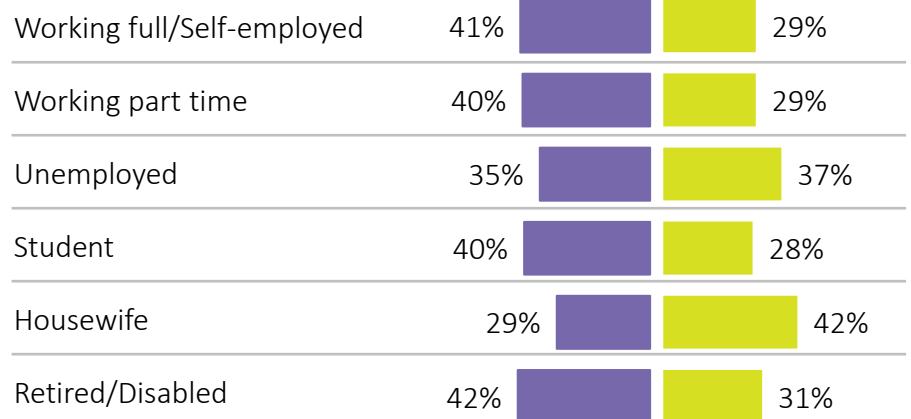
### By social classes



### By education level



### By employment



Source: WIN 2020. Base: 29 252 cases

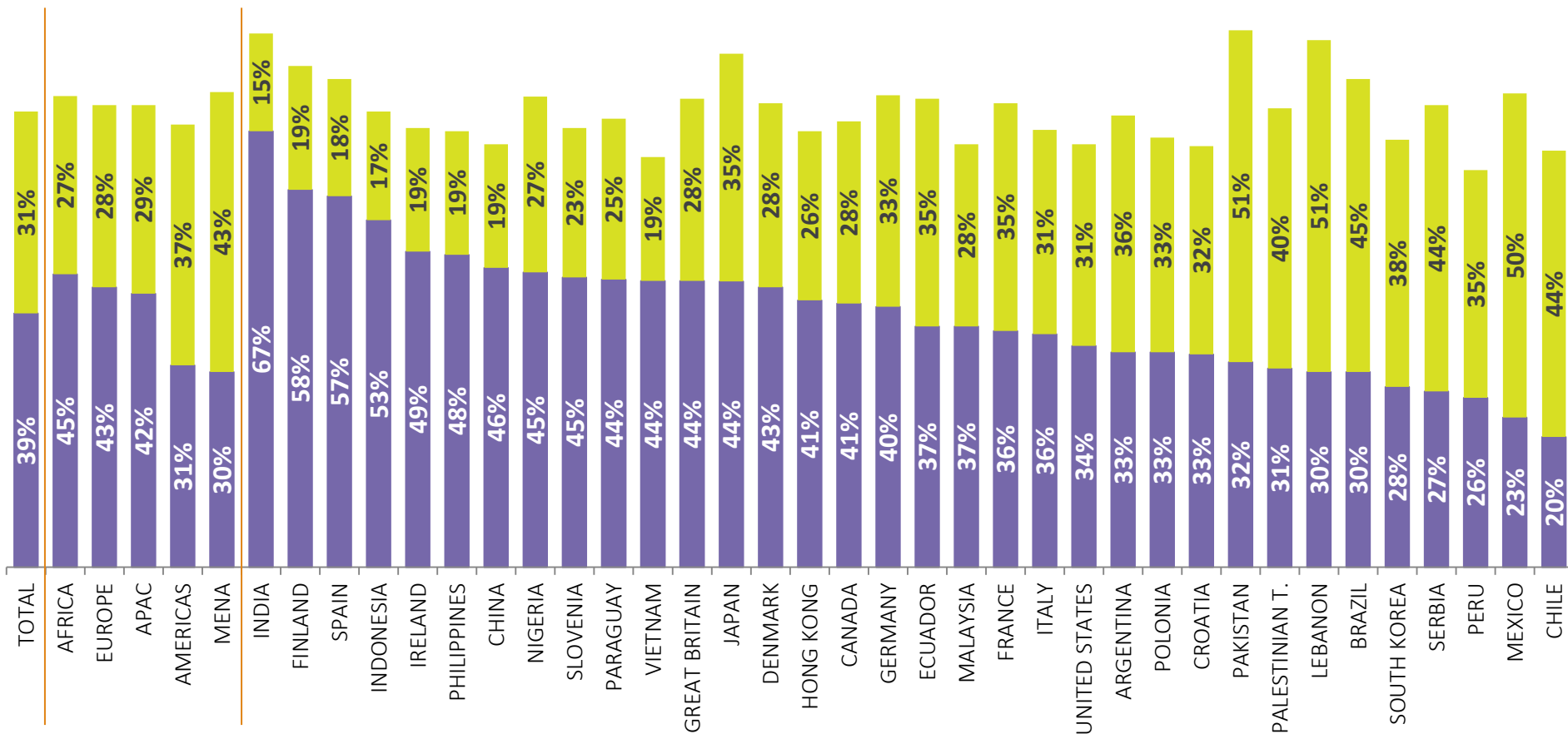
Q2\_3. How often would you say that you exercise?

## Exercise

% within total population

### HOW OFTEN DO PEOPLE EXERCISE?

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



Source: WIN 2020. Base: 29 252 cases

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

# HEALTH-RELATED HABITS

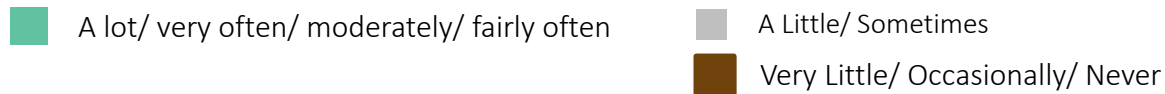
## Bad Habits

*- Suffer from stress -*

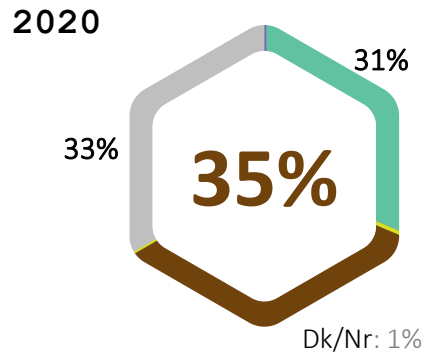
# Suffer from stress

% within total population

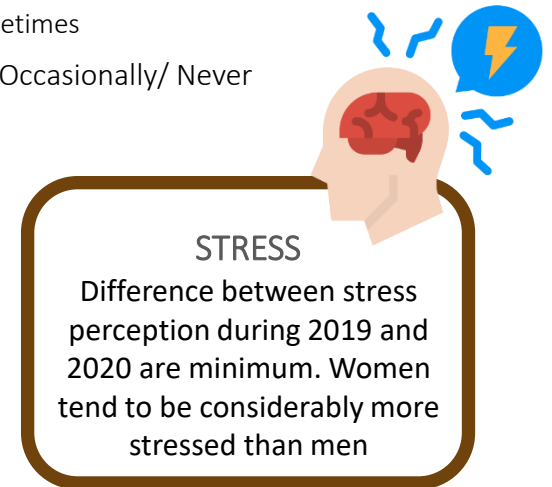
## HOW OFTEN DO PEOPLE SUFFER FROM STRESS?



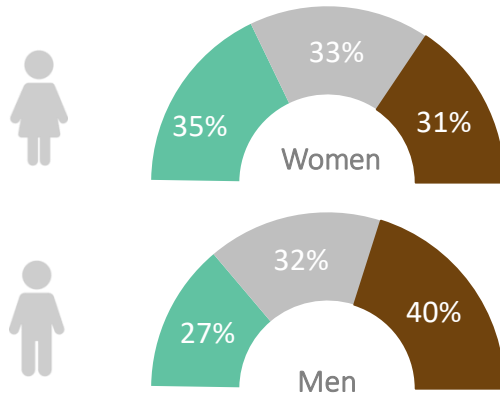
Global Average



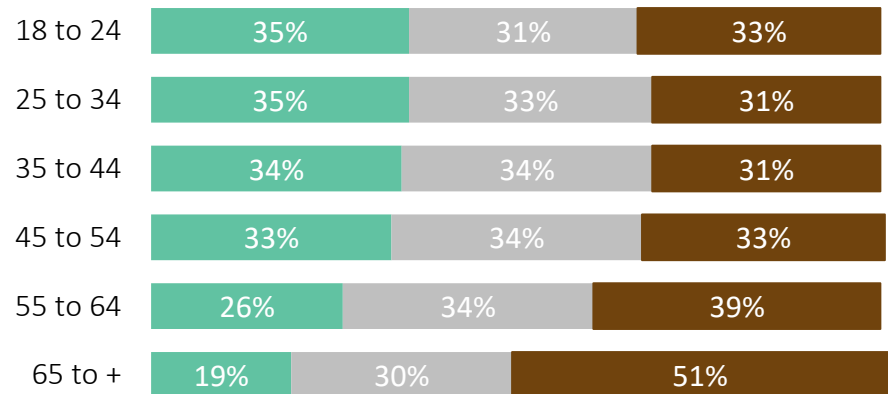
2018	2019	2020	Variación
30%	30%	31%	+ 1
35%	35%	35%	- * -
33%	34%	33%	- 1



By gender



By age group



Source: WIN 2020. Base: 29 252 cases. WIN 2019. Base: 29 575 cases

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



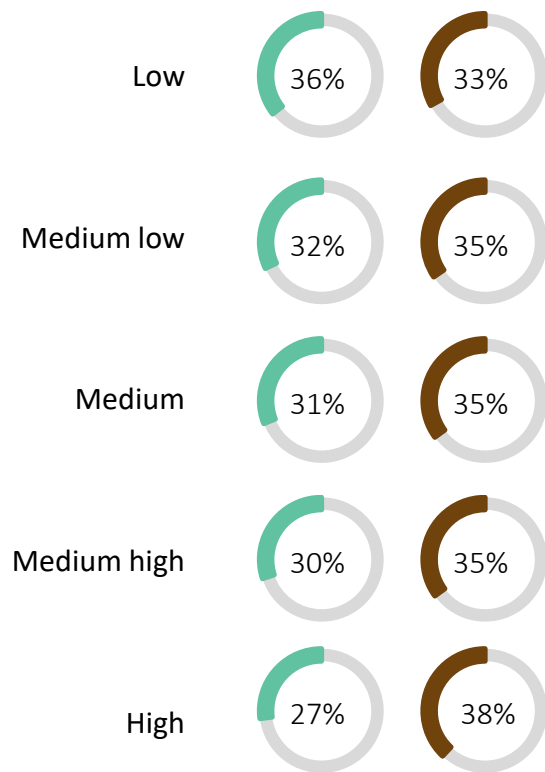
# Suffer from stress

% within total population

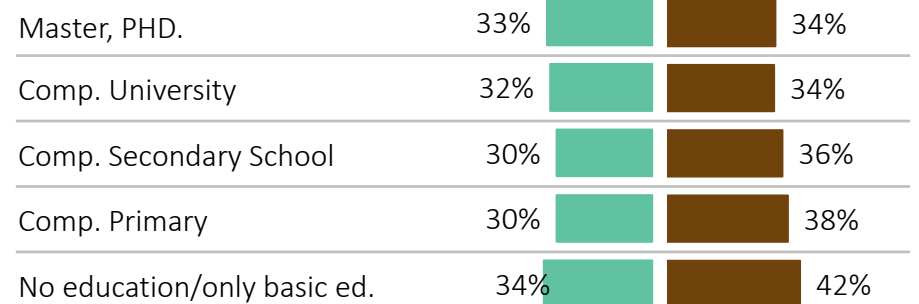
## HOW OFTEN DO PEOPLE SUFFER FROM STRESS?

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

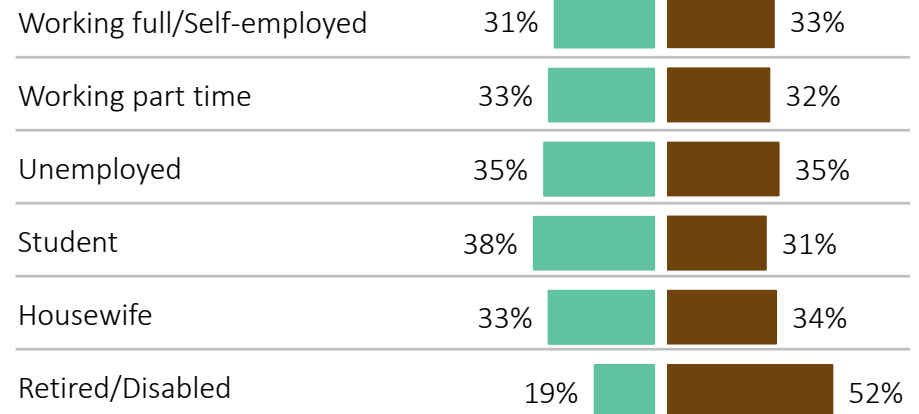
### By social classes



### By education level



### By employment



Source: WIN 2020. Base: 29 252 cases

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



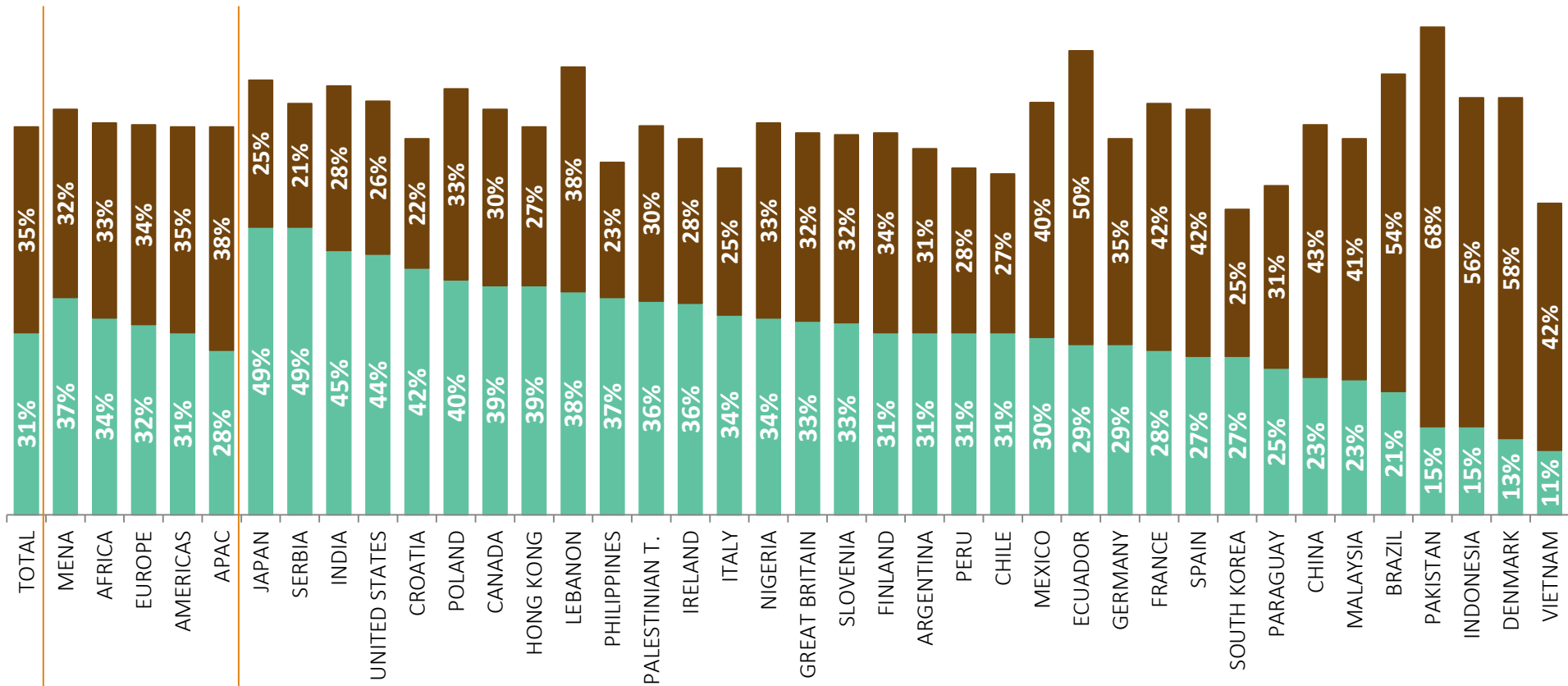
# Suffer from stress

% within total population



## HOW OFTEN DO PEOPLE SUFFER FROM STRESS?

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



Source: WIN 2020. Base: 29 252 cases

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

# HEALTH-RELATED HABITS


## Bad Habits

*- Smoke -*

# Smoke

% within total population

## HOW OFTEN DO PEOPLE SMOKE?

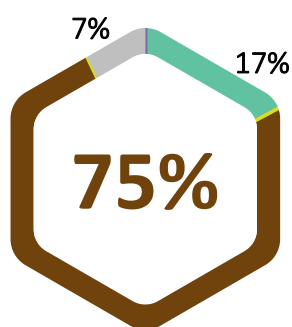
 A lot/ very often/ moderately/ fairly often

 A Little/ Sometimes

 Very Little/ Occasionally/ Never

Global Average

2020

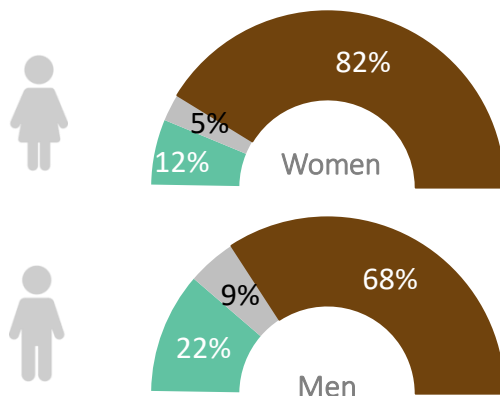


2018	2019	2020	Variación
20%	17%	17%	-*
72%	72%	75%	+ 3
7%	8%	7%	- 1

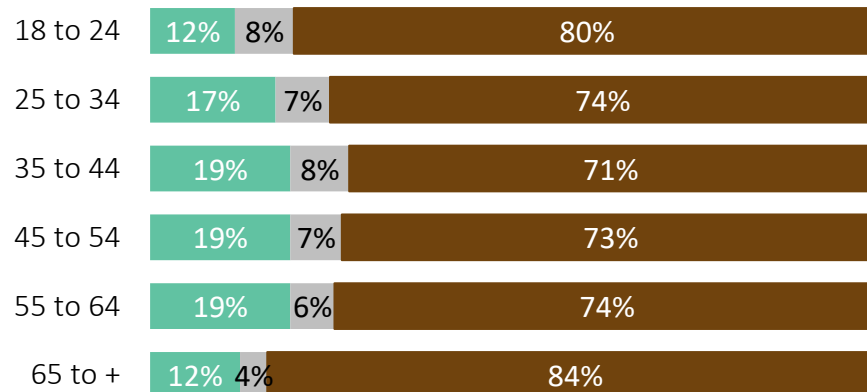
### SMOKE

More people around the world claim to smoke very little or not to smoke at all. Males tend to smoke more than females, while the oldest individuals tend to smoke more than younger people.

By gender



By age group



Source: WIN 2020. Base: 29 252 cases. WIN 2019. Base: 29 575 cases

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

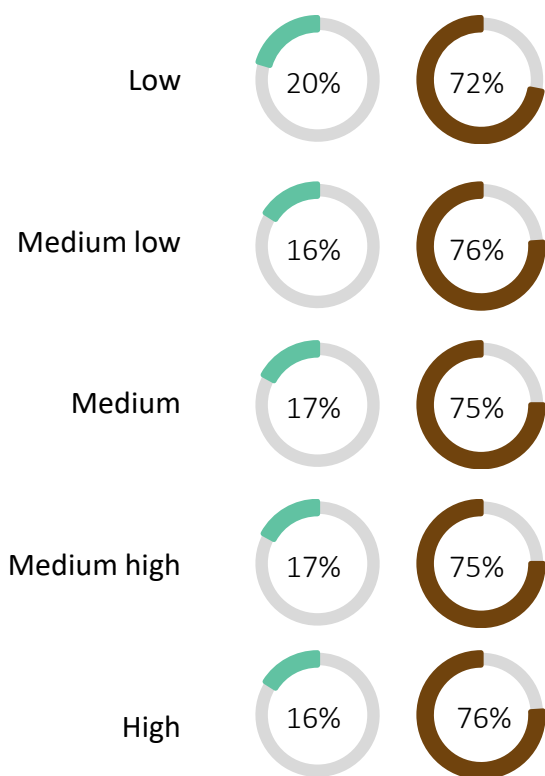
# Smoke

% within total population

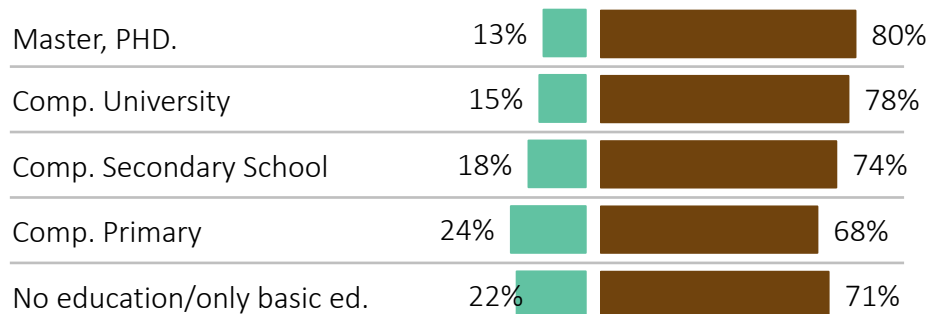
## HOW OFTEN DO PEOPLE SMOKE?

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

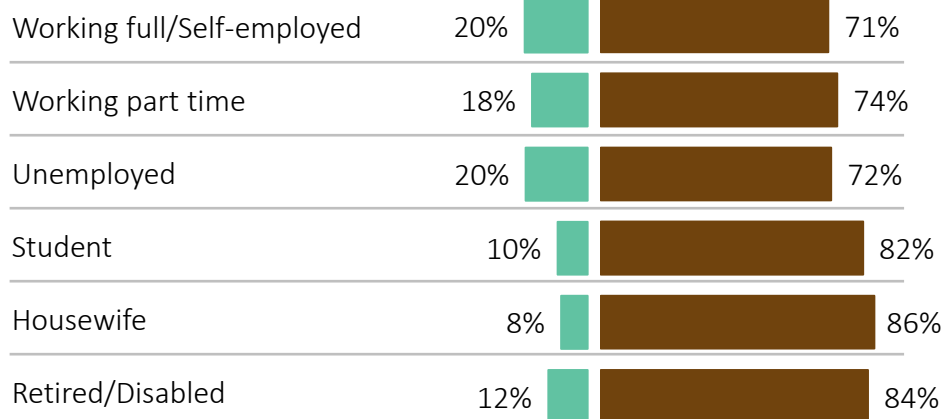
### By social classes



### By education level



### By employment



Source: WIN 2020. Base: 29 252 cases

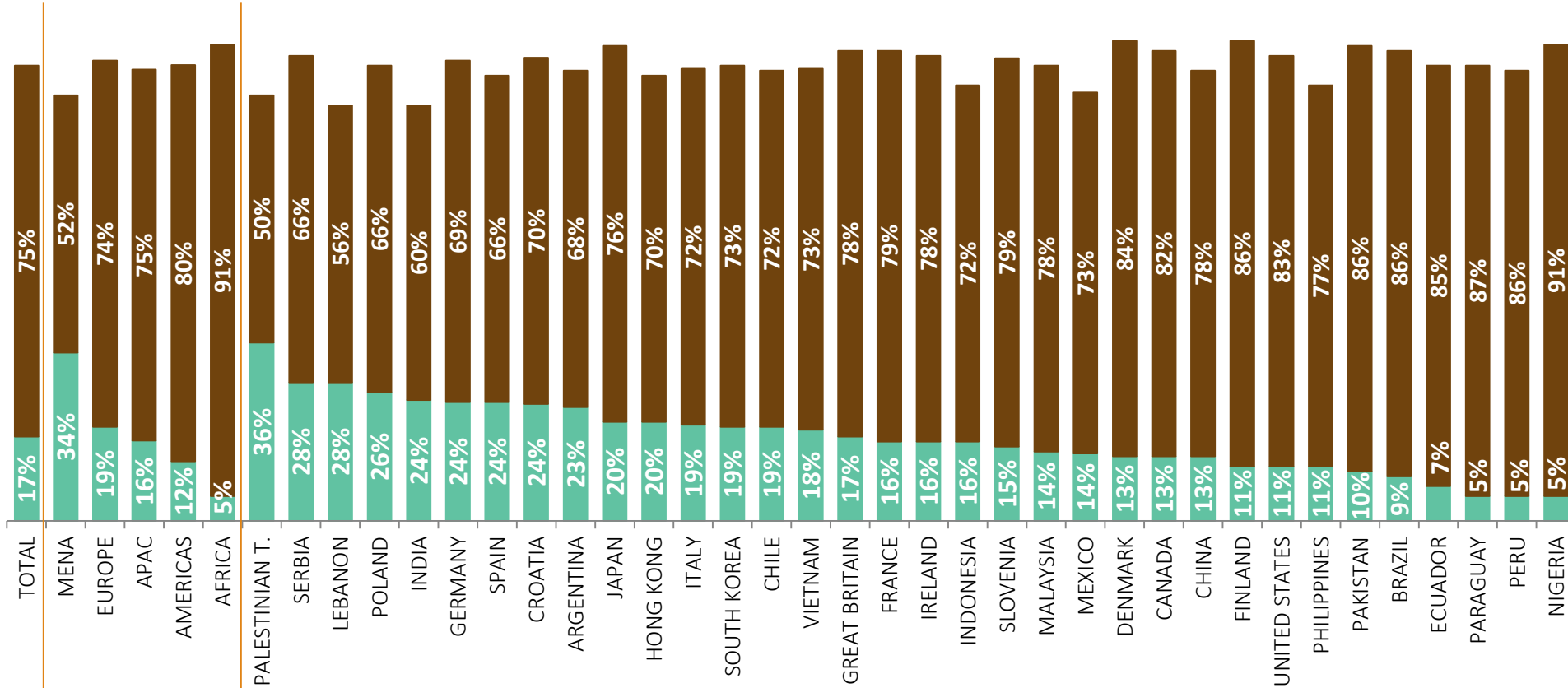
Q2\_1. How often would you say that you smoke?

# Smoke

% within total population

## HOW OFTEN DO PEOPLE SMOKE?

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



Source: WIN 2020. Base: 29 252 cases

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

# HEALTH-RELATED HABITS

Bad Habits

- *Drink alcohol* -



# Drink alcohol

% within total population

## HOW OFTEN DO PEOPLE DRINK ALCOHOL?

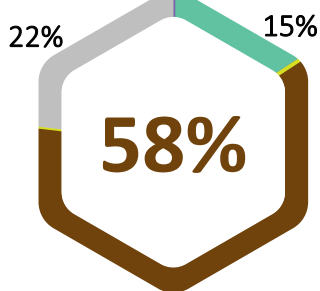
■ A lot/ very often/ moderately/ fairly often

■ A Little/ Sometimes

■ Very Little/ Occasionally/ Never

Global Average

2020



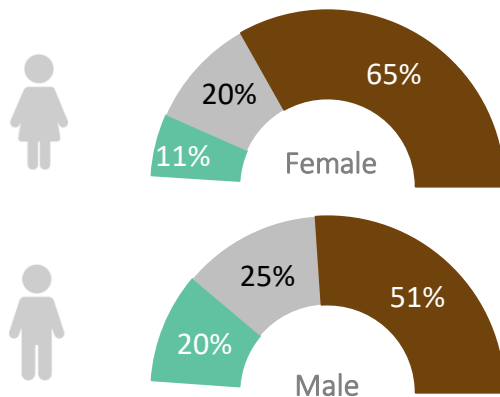
2018	2019	2020	Variación
19%	17%	15%	- 2
56%	57%	58%	+ 1
24%	24%	22%	- 2

### DRINKING ALCOHOL

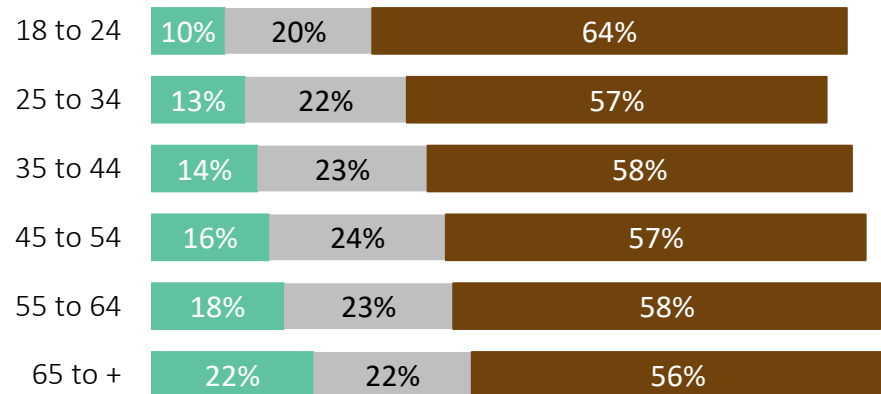
More than half of population worldwide drinks alcohol very little, occasionally or even never. There's a tendency in males to drink more than females, while the youngest the individual, the less they drink regularly.



By gender



By age group



Source: WIN 2020. Base: 29 252 cases. WIN 2019. Base: 29 575 cases

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

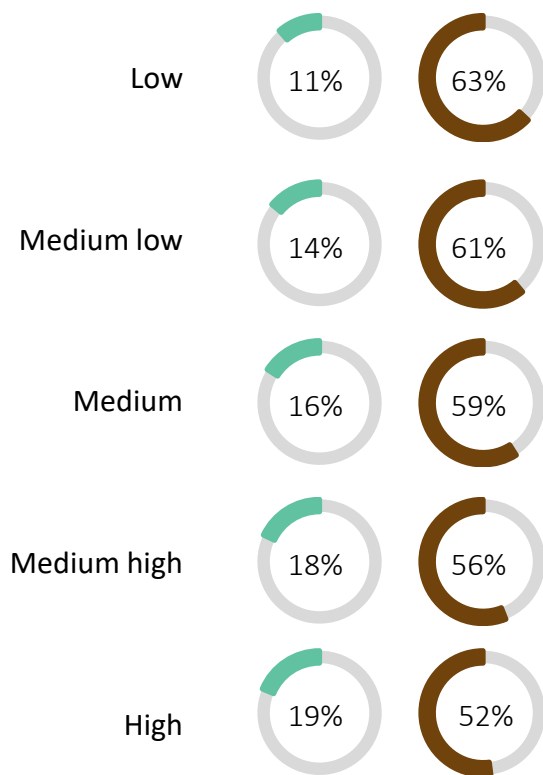
# Drink alcohol

% within total population

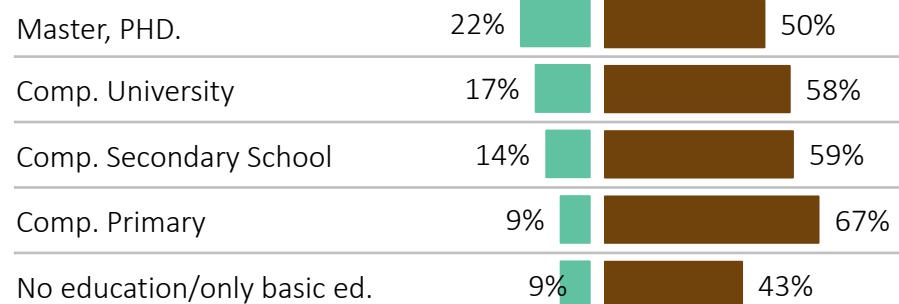
## HOW OFTEN DO PEOPLE DRINK ALCOHOL?

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

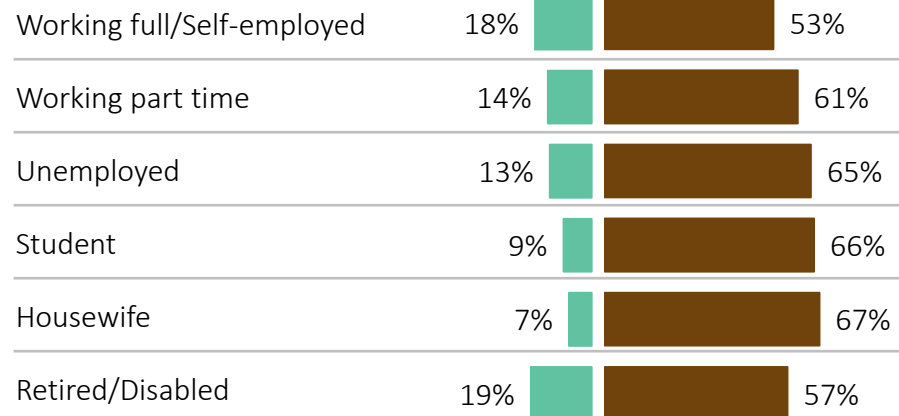
### By social classes



### By education level



### By employment



Source: WIN 2020. Base: 29 252 cases

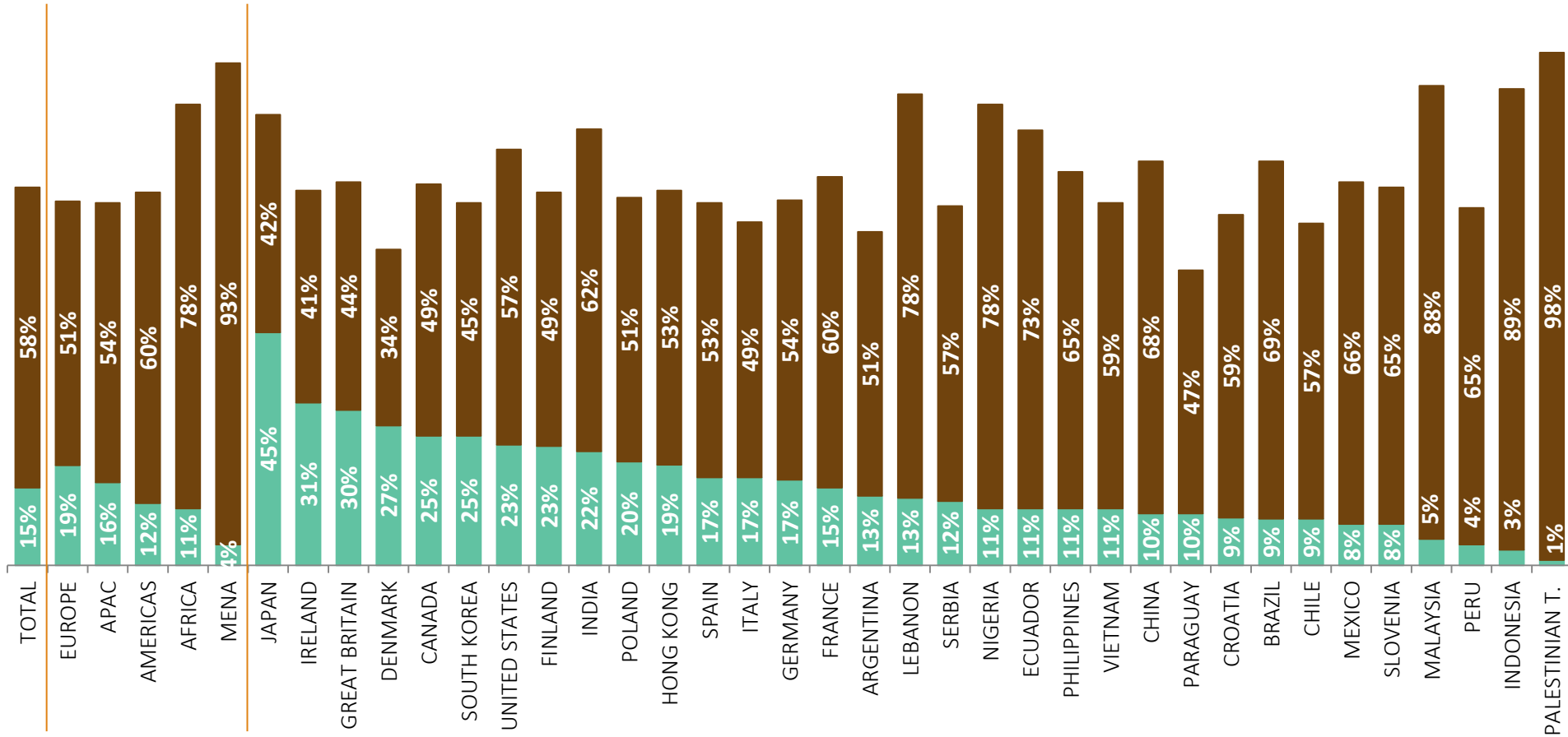
Q2\_2. How often would you say that you drink alcohol?

# Drink alcohol

% within total population

## HOW OFTEN DO PEOPLE DRINK ALCOHOL?

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



Source: WIN 2020. Base: 29 252 cases

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

# METHODOLOGY

COUNTRY	COMPANY	SAMPLE SIZE	COVERAGE
ARGENTINA	Voices! Research & Consultancy	1016	8 MAIN CITIES
BRAZIL	Market Analysis	1120	NATIONAL
CANADA	Leger 360	1000	NATIONAL
CHILE	Activa Research	1000	NATIONAL
CHINA	Wisdom Asia	1000	URBAN
CROATIA	Mediana	520	NATIONAL
DENMARK	DMA Research A/S	500	NATIONAL
ECUADOR	CETADOS	700	NATIONAL TWO CITIES
FINLAND	Taloustutkimus Oy	651	NATIONAL EXCEPT ALAND ISLANDS
FRANCE	BVA	1001	NATIONAL
GERMANY	Produkt + Markt	1000	NATIONAL
HONG KONG	CSG (Consumer Search Group)	509	NATIONAL
INDIA	DataPrompt International	500	NATIONAL
INDONESIA	Deka International	1000	5 MAIN CITIES
IRELAND	RED C Research and Marketing Ltd	1001	NATIONAL
ITALY	BVA DOXA	1000	NATIONAL
JAPAN	NRC (Nippon Research Center)	1137	NATIONAL
LEBANON	REACH SAL	500	NATIONAL
MALAYSIA	Compass Insights	500	URBAN PENINSULAR
MEXICO	Brand Investigation S.A de C.V (Brain)	500	URBAN

# METHODOLOGY

COUNTRY	COMPANY	SAMPLE SIZE	COVERAGE
NIGERIA	MARKET TRENDS GROUP	1000	NATIONAL
PALESTINE	PCPO Palestinian Centre for Public Opinion	1489	NATIONAL
PAKISTAN	Gallup Pakistan	1103	NATIONAL
PARAGUAY	ICA Consultoría Estratégica	502	NATIONAL
PERU	DATUM Internacional	1210	NATIONAL
PHILIPPINES	PSRC (Philippines Survey & Research Center Inc.)	1000	NATIONAL
POLAND	MARECO POLSKA	587	NATIONAL
SERBIA	MEDIANA ADRIA	500	Nationwide
SLOVENIA	Mediana	798	NATIONAL
SOUTH KOREA	Gallup Korea	1500	NATIONAL
SPAIN	Instituto DYM	1008	NATIONAL
UK	ORB International (Opinion Research Business)	1000	NATIONAL
USA	SSRS	800	NATIONAL
VIETNAM	Indochina Research	600	TWO PROVINCES

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Total of 29, 252 interviews worldwide

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Field dates: From October 21 to December 15

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