

건강 상태에 대한 인식과 관련 행동 (2)

- WWS(WIN World Survey) 다국가 비교 조사 -

세계 조사 개요

2018년 10월~2019년 1월 세계 40개국 성인 총 30,890명 조사

10개국 면접조사 / 3개국 전화조사 / 27개국 온라인조사

한국 조사 개요

2018년 11월 7~30일 전국(제주 제외) 만 19세 이상 남녀 1,500명 면접조사, 표본오차 $\pm 2.5\%$ 포인트(95% 신뢰수준)
2단계 층화 집락 지역 무작위 추출 후 표본 지점 내 성·연령별 할당, 응답률: 26%(총 접촉 5,661명 중 1,500명 응답 완료)

조사 내용

- 건강 상태 인식(4점 척도): 전반적인 건강, 체력/체중/기분
- 일상 생활 속 건강 관련 11가지 행동 빈도:
흡연, 음주, 운동, 스트레스 받음, 의사가 처방한 약 복용, 숙면/잘 잠, 다이어트 시도,
명상 등 마음 수련, 다이어트·건강기능식품 구입, 비타민 보충제 복용,
알레르기 반응을 일으키는 제품 피함

WIN(Worldwide Independent Network of Market Research)은
전 대륙에서 시장조사와 여론조사를 하는 글로벌 네트워크입니다.
WWS(WIN World Survey)는 회원사들이 공동 실시하는 조사로,
한국갤럽도 이에 참여하고 있습니다.



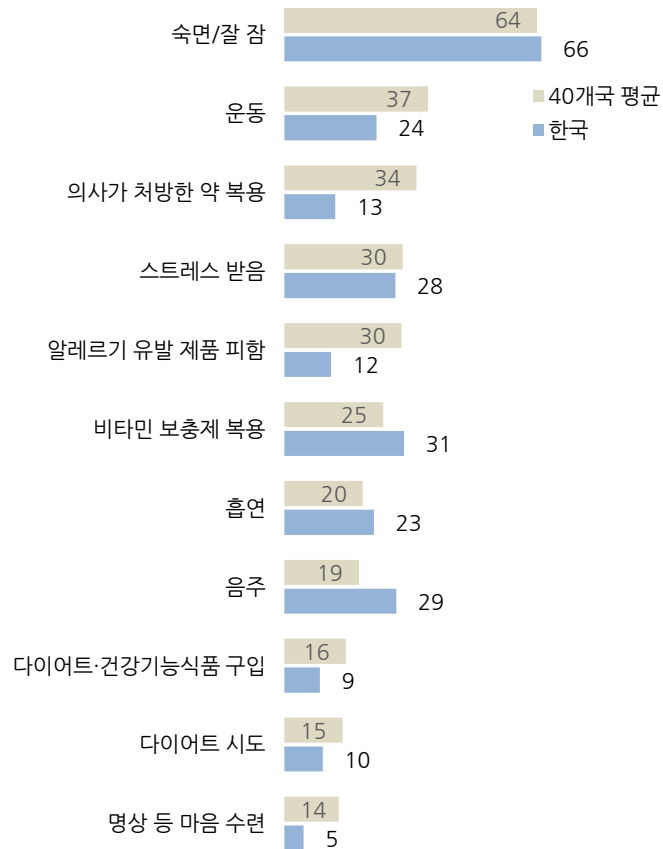
◎ 평소 건강 관련 11가지 행동 빈도 요약 - 40개국 평균 vs 한국

40개국 전체 평균	많아· 항상 한다 (A)	적당하· 자주 한다 (B)	조금 가끔 한다	아주 조금 ·드물게 한다	전혀 하지 않는다	맞은 사람 비율 (A+B)
흡연	9%	11%	7%	7%	65%	20%
음주	4%	15%	24%	25%	31%	19%
운동	12%	25%	29%	21%	13%	37%
스트레스 받음	10%	20%	33%	23%	13%	30%
의사가 처방한 약 복용	19%	15%	19%	26%	20%	34%
숙면/잘 잠	22%	42%	23%	9%	3%	64%
다이어트 시도	4%	11%	20%	22%	42%	15%
명상 등 마음 수련	5%	9%	14%	17%	52%	14%
다이어트·건강기능식품 구입	5%	11%	18%	20%	45%	16%
비타민 보충제 복용	10%	15%	19%	19%	35%	25%
알레르기 유발 제품 피함	16%	14%	14%	13%	35%	30%
한국 조사 결과						
흡연	7%	16%	5%	3%	66%	23%
음주	3%	26%	31%	19%	21%	29%
운동	4%	20%	31%	26%	19%	24%
스트레스 받음	4%	24%	43%	24%	5%	28%
의사가 처방한 약 복용	3%	10%	17%	29%	40%	13%
숙면/잘 잠	16%	50%	23%	8%	4%	66%
다이어트 시도	1%	8%	18%	19%	51%	10%
명상 등 마음 수련	1%	4%	13%	22%	58%	5%
다이어트·건강기능식품 구입	1%	8%	17%	18%	54%	9%
비타민 보충제 복용	7%	23%	26%	15%	28%	31%
알레르기 유발 제품 피함	6%	6%	10%	13%	63%	12%

*WIN World Survey. 2018년 10월~2019년 1월 40개국 30,890명 조사

*한국은 2018년 11월 7~30일 전국 성인 1,500명 면접조사

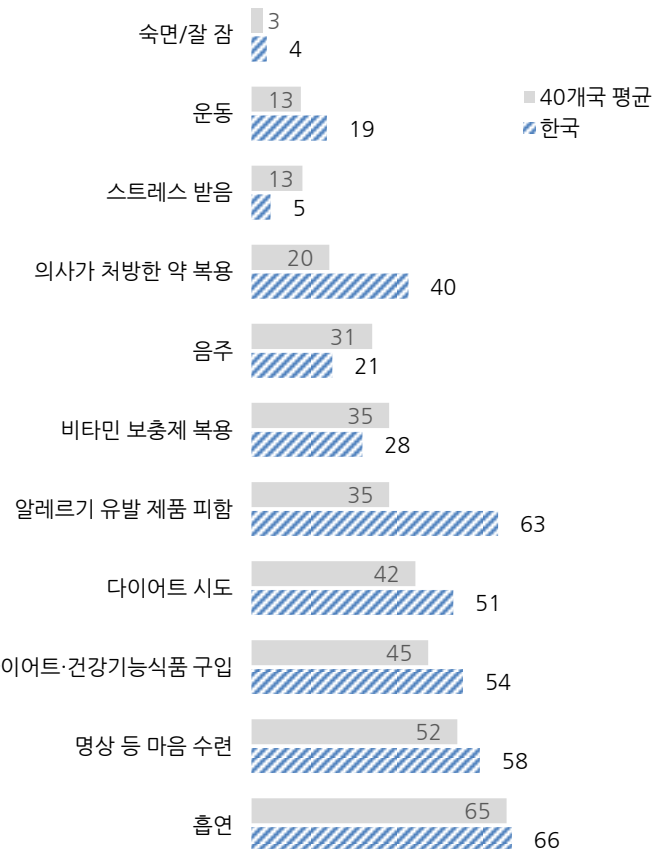
◎ 평소 건강 관련 11가지 행동별 '항상+자주 한다' 응답 비율 (%)



* WIN World Survey. 2018년 10월~2019년 1월 40개국 30,890명 조사

*40개국 평균 '항상+자주 한다' 응답 비율 내림차순

◎ 평소 건강 관련 11가지 행동별 '전혀 하지 않는다' 응답 비율 (%)



* WIN World Survey. 2018년 10월~2019년 1월 40개국 30,890명 조사

*40개국 평균 '전혀 하지 않는다' 응답 비율 오름차순

◎ 평소 건강 관련 행동 - (1/11) 흡연

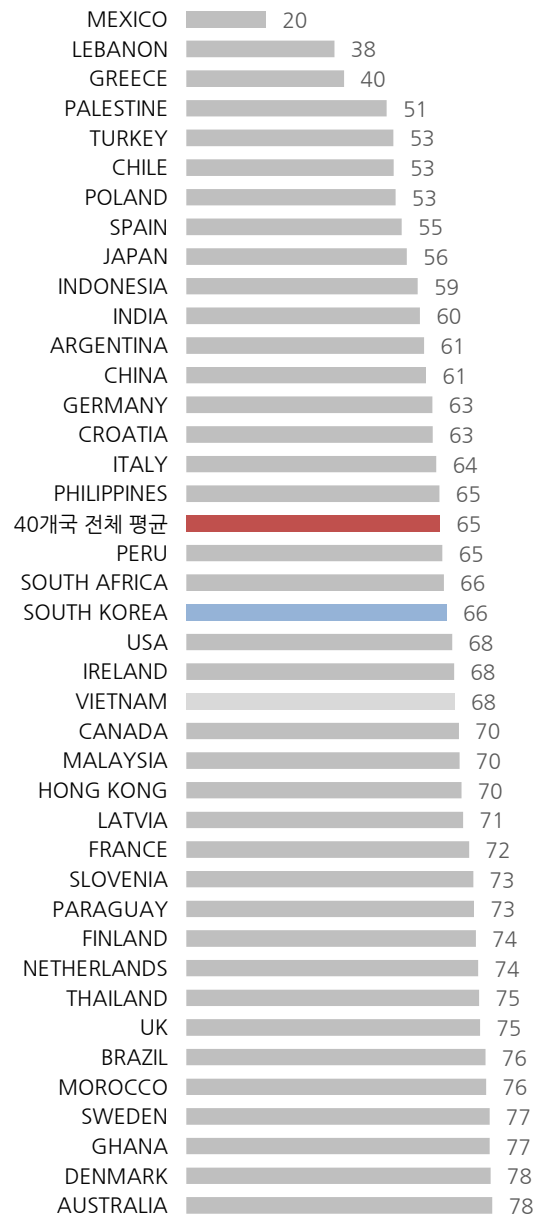
2018년 10월~ 2019년 1월 세계 조사	많아- 항상 한다 (A)	적당하- 자주 한다 (B)	조금- 가끔 한다	아주 조금- 드물게 한다	전혀 하지 않는다	모름 응답 거절	жат은 사람 비율 (A+B)
40개국 전체 평균	9%	11%	7%	7%	65%	2%	20%
ARGENTINA	11%	11%	7%	11%	61%	1%	22%
AUSTRALIA	3%	7%	3%	8%	78%	1%	10%
BRAZIL	9%	4%	2%	6%	76%	3%	13%
CANADA	9%	9%	3%	7%	70%	1%	18%
CHILE	8%	17%	12%	9%	53%	1%	24%
CHINA	6%	12%	8%	12%	61%	1%	18%
CROATIA	11%	13%	6%	6%	63%	1%	24%
DENMARK	7%	7%	3%	5%	78%	1%	14%
FINLAND	6%	7%	5%	7%	74%	0%	13%
FRANCE	9%	8%	4%	5%	72%	2%	17%
GERMANY	14%	12%	6%	5%	63%	0%	26%
GHANA	0%	6%	6%	9%	77%	1%	6%
GREECE	17%	17%	11%	14%	40%	1%	34%
HONG KONG	7%	5%	6%	11%	70%	1%	12%
INDIA	4%	13%	15%	8%	60%	1%	17%
INDONESIA	11%	17%	7%	5%	59%	1%	28%
IRELAND	11%	7%	6%	6%	68%	2%	17%
ITALY	11%	10%	8%	7%	64%	0%	21%
JAPAN	15%	4%	3%	16%	56%	4%	20%
LATVIA	7%	10%	4%	7%	71%	1%	17%
LEBANON	26%	13%	6%	17%	38%	0%	39%
MALAYSIA	2%	7%	5%	4%	70%	13%	8%
MEXICO	31%	26%	9%	8%	20%	5%	57%
MOROCCO	2%	6%	4%	10%	76%	2%	7%
NETHERLANDS	9%	7%	6%	3%	74%	1%	16%
PALESTINE	16%	12%	4%	4%	51%	12%	29%
PARAGUAY	3%	6%	8%	9%	73%	1%	9%
PERU	1%	3%	12%	19%	65%	0%	3%
PHILIPPINES	8%	10%	10%	6%	65%	1%	18%
POLAND	13%	17%	8%	7%	53%	3%	30%
SLOVENIA	4%	12%	5%	5%	73%	1%	16%
SOUTH AFRICA	11%	12%	5%	6%	66%	1%	23%
SOUTH KOREA	7%	16%	5%	3%	66%	2%	23%
SPAIN	14%	15%	10%	7%	55%	0%	28%
SWEDEN	5%	6%	4%	8%	77%	1%	10%
THAILAND	4%	8%	7%	5%	75%	1%	13%
TURKEY	16%	22%	6%	4%	53%	0%	38%
UK	8%	7%	5%	5%	75%	0%	15%
USA	9%	8%	5%	7%	68%	2%	18%
VIETNAM	12%	8%	7%	3%	68%	2%	20%

*국가명 알파벳순. WIN World Survey

2018년 11월 7~30일 한국 조사	사례수 (명)	평소 건강 관련 행동 - (1/11) 흡연						жат은 사람 비율 (A+B)
		많아- 항상 한다 (A)	적당하- 자주 한다 (B)	조금- 가끔 한다	아주 조금- 드물게 한다	전혀 하지 않는다	모름 응답 거절	
전체	1,500	7%	16%	5%	3%	66%	2%	23%
성별								
남성	743	13%	30%	10%	5%	41%	1%	43%
여성	757	1%	2%	1%	1%	91%	3%	3%
연령별								
19-29세	261	5%	18%	8%	3%	64%	2%	23%
30대	256	6%	22%	5%	3%	61%	1%	29%
40대	300	10%	19%	4%	2%	62%	2%	29%
50대	300	7%	14%	5%	4%	66%	3%	22%
60대 이상	383	6%	9%	5%	2%	76%	2%	15%
성/ 연령별								
남성 19-29세	137	9%	31%	14%	3%	41%	1%	40%
남성 30대	131	12%	40%	8%	6%	32%	1%	52%
남성 40대	152	19%	37%	7%	3%	32%	1%	56%
남성 50대	151	15%	28%	10%	6%	40%	1%	43%
남성 60대 이상	172	11%	17%	10%	5%	57%	1%	28%
여성 19-29세	124	1%	3%	1%	2%	90%	3%	4%
여성 30대	125		4%	2%	1%	92%	1%	4%
여성 40대	148	1%	1%	1%	1%	93%	3%	1%
여성 50대	149		1%		3%	92%	5%	1%
여성 60대 이상	212	1%	2%	1%	1%	91%	3%	4%
직업별								
농/임/어업	31	-	-	-	-	-	-	-
자영업	192	13%	21%	5%	2%	58%	1%	34%
블루칼라	514	8%	19%	7%	4%	60%	2%	27%
화이트칼라	297	8%	24%	3%	3%	60%	2%	32%
가정주부	304		1%	1%	2%	92%	4%	1%
학생	88	7%	8%	12%	2%	65%	6%	16%
무직/은퇴/기타	74	10%	12%	9%	4%	61%	3%	22%
지역별								
서울	295	7%	17%	4%	3%	65%	5%	24%
인천/경기	460	4%	20%	7%	3%	63%	1%	25%
강원	46	-	-	-	-	-	-	-
대전/세종/충청	160	6%	16%	9%	2%	66%		22%
광주/전라	151	5%	10%	5%	4%	73%	3%	15%
대구/경북	152	10%	8%	3%	2%	76%	1%	18%
부산/울산/경남	235	12%	15%	3%	2%	63%	4%	27%

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

◎ 국가별 '흡연, 전혀 하지 않는다' 응답 비율 (% , 오름차순)



* WIN World Survey. 2018년 10월~2019년 1월 40개국 30,890명 조사

◎ 흡연 빈도 - 응답자 특성별 40개국 평균

		많이· 항상 한다 (A)	적당히· 자주 한다 (B)	조금· 가끔 한다	아주 조금· 드물게 한다	전혀 하지 않는다	잘은 사람 비율 (A+B)
40개국 전체 평균		9%	11%	7%	7%	65%	20%
성별	남성	12%	14%	8%	9%	55%	26%
	여성	7%	7%	5%	6%	74%	14%
연령별	18~24세	7%	9%	7%	10%	66%	16%
	25~34세	9%	12%	8%	9%	61%	21%
	35~44세	11%	12%	8%	7%	60%	24%
	45~54세	11%	12%	7%	6%	62%	23%
	55~64세	10%	10%	5%	7%	67%	20%
	65세 이상	5%	5%	3%	4%	81%	11%

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◎ 평소 건강 관련 행동 - (2/11) 음주

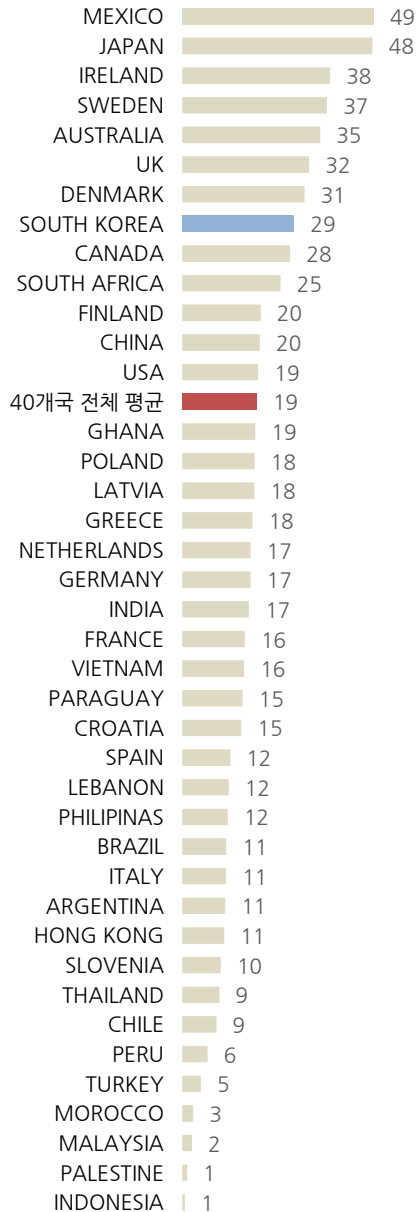
2018년 10월~ 2019년 1월 세계 조사	많아- 항상 한다 (A)	적당하- 자주 한다 (B)	조금- 가끔 한다	아주 조금- 드물게 한다	전혀 하지 않는다	모름 응답 거절	жат은 사람 비율 (A+B)
40개국 전체 평균	4%	15%	24%	25%	31%	1%	19%
ARGENTINA	1%	10%	25%	34%	30%	0%	11%
AUSTRALIA	7%	28%	21%	25%	19%	0%	35%
BRAZIL	3%	8%	19%	39%	30%	1%	11%
CANADA	8%	20%	25%	26%	21%	1%	28%
CHILE	1%	8%	38%	29%	24%	0%	9%
CHINA	4%	15%	23%	36%	20%	1%	20%
CROATIA	1%	14%	27%	31%	27%	0%	15%
DENMARK	6%	25%	30%	27%	11%	0%	31%
FINLAND	3%	17%	41%	24%	15%	0%	20%
FRANCE	3%	13%	27%	32%	23%	1%	16%
GERMANY	3%	15%	35%	29%	19%	0%	17%
GHANA	2%	17%	22%	27%	31%	0%	19%
GREECE	4%	14%	32%	41%	8%	0%	18%
HONG KONG	3%	8%	26%	39%	24%	1%	11%
INDIA	5%	12%	16%	12%	55%	0%	17%
INDONESIA	0%	0%	3%	5%	90%	1%	1%
IRELAND	6%	32%	27%	25%	10%	0%	38%
ITALY	2%	9%	23%	24%	42%	0%	11%
JAPAN	22%	27%	13%	25%	11%	3%	48%
LATVIA	3%	15%	29%	36%	15%	1%	18%
LEBANON	3%	9%	13%	23%	51%	1%	12%
MALAYSIA	0%	2%	5%	13%	77%	3%	2%
MEXICO	21%	27%	19%	19%	10%	3%	49%
MOROCCO	1%	2%	5%	9%	82%	2%	3%
NETHERLANDS	4%	14%	34%	21%	27%	1%	17%
PALESTINE	0%	1%	2%	2%	82%	13%	1%
PARAGUAY	2%	13%	39%	30%	15%	0%	15%
PERU	1%	6%	27%	34%	33%	0%	6%
PHILIPINAS	2%	9%	24%	21%	42%	1%	12%
POLAND	5%	14%	25%	39%	15%	3%	18%
SLOVENIA	1%	9%	33%	35%	22%	0%	10%
SOUTH AFRICA	6%	19%	17%	30%	27%	1%	25%
SOUTH KOREA	3%	26%	31%	19%	21%	0%	29%
SPAIN	3%	9%	36%	32%	20%	0%	12%
SWEDEN	4%	33%	28%	23%	12%	1%	37%
THAILAND	3%	6%	20%	20%	50%	1%	9%
TURKEY	1%	4%	9%	13%	74%	0%	5%
UK	8%	24%	24%	23%	20%	1%	32%
USA	6%	14%	18%	27%	34%	2%	19%
VIETNAM	5%	11%	29%	15%	39%	1%	16%

*국가명 알파벳순. WIN World Survey

2018년 11월 7~30일 한국 조사		사례수 (명)	평소 건강 관련 행동 - (2/11) 음주					맞은 사람 비율 (A+B)	
			많아· 항상 한다 (A)	적당하· 자주 한다 (B)	조금· 가끔 한다	아주 조금· 드물게 한다	전혀 하지 않는다		모름 응답 거절
전체		1,500	3%	26%	31%	19%	21%	0%	29%
성별	남성	743	5%	41%	33%	9%	11%		47%
	여성	757	0%	10%	29%	29%	30%	1%	11%
연령별	19-29세	261	3%	27%	35%	19%	16%	0%	29%
	30대	256	3%	31%	35%	14%	17%		34%
	40대	300	5%	31%	35%	18%	11%	0%	36%
	50대	300	2%	26%	31%	20%	21%	1%	28%
	60대 이상	383	2%	17%	24%	23%	34%	1%	19%
성/ 연령별	남성 19-29세	137	5%	36%	37%	14%	9%		41%
	남성 30대	131	5%	50%	29%	9%	7%		55%
	남성 40대	152	9%	48%	35%	5%	4%		57%
	남성 50대	151	5%	43%	32%	7%	14%		48%
	남성 60대 이상	172	4%	31%	35%	12%	18%		35%
	여성 19-29세	124	1%	16%	32%	25%	25%	1%	17%
	여성 30대	125	1%	10%	42%	20%	27%		11%
	여성 40대	148		15%	35%	32%	17%	1%	15%
	여성 50대	149		8%	30%	33%	28%	1%	8%
	여성 60대 이상	212		6%	15%	32%	47%	1%	6%
직업별	농/임/어업	31	-	-	-	-	-	-	-
	자영업	192	6%	33%	29%	15%	17%		38%
	블루칼라	514	3%	30%	38%	13%	15%	0%	33%
	화이트칼라	297	5%	32%	32%	17%	15%	0%	36%
	가정주부	304	0%	9%	22%	33%	36%	1%	9%
	학생	88	4%	25%	28%	22%	20%		29%
	무직/은퇴/기타	74		19%	38%	15%	26%	2%	19%
지역별	서울	295	3%	30%	24%	19%	24%		33%
	인천/경기	460	2%	26%	36%	17%	19%	0%	28%
	강원	46	-	-	-	-	-	-	-
	대전/세종/충청	160	4%	23%	35%	18%	20%		27%
	광주/전라	151	2%	19%	33%	25%	20%		21%
	대구/경북	152	3%	19%	28%	26%	24%		22%
	부산/울산/경남	235	4%	32%	31%	14%	16%	2%	37%

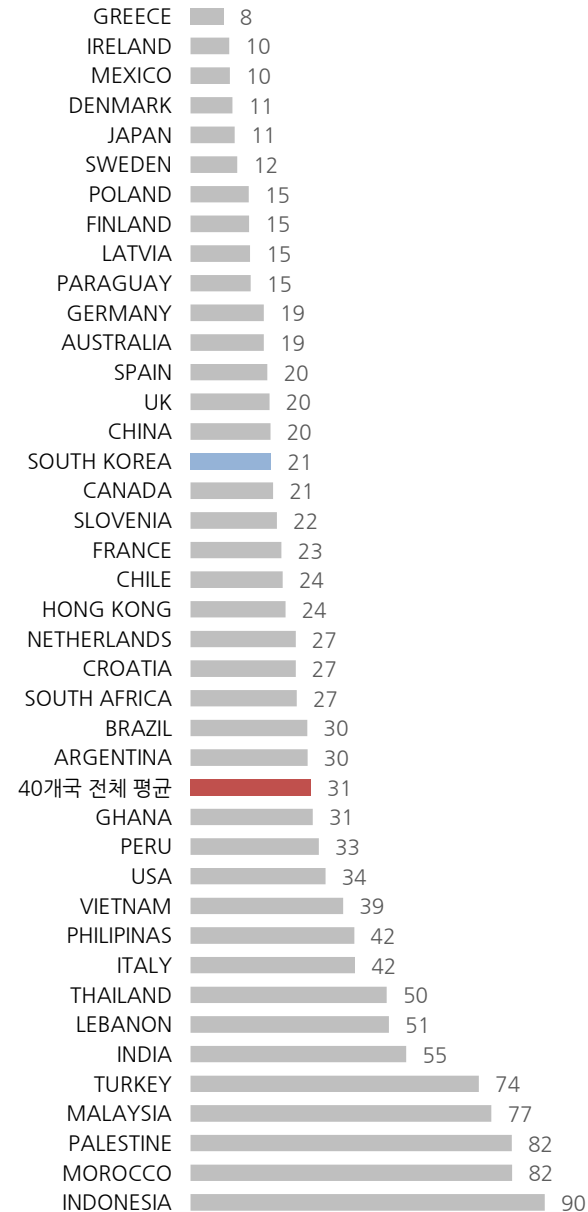
*50사례 미만은 수치를 제시하지 않음. 한국갤럽 www.gallup.co.kr

◎ 국가별 음주 '항상+자주 한다' 응답 비율 (% , 내림차순)



* WIN World Survey. 2018년 10월~2019년 1월 40개국 30,890명 조사

◎ 국가별 '음주, 전혀 하지 않는다' 응답 비율 (% , 오름차순)



* WIN World Survey. 2018년 10월~2019년 1월 40개국 30,890명 조사

◎ 평소 건강 관련 행동 - (3/11) 운동

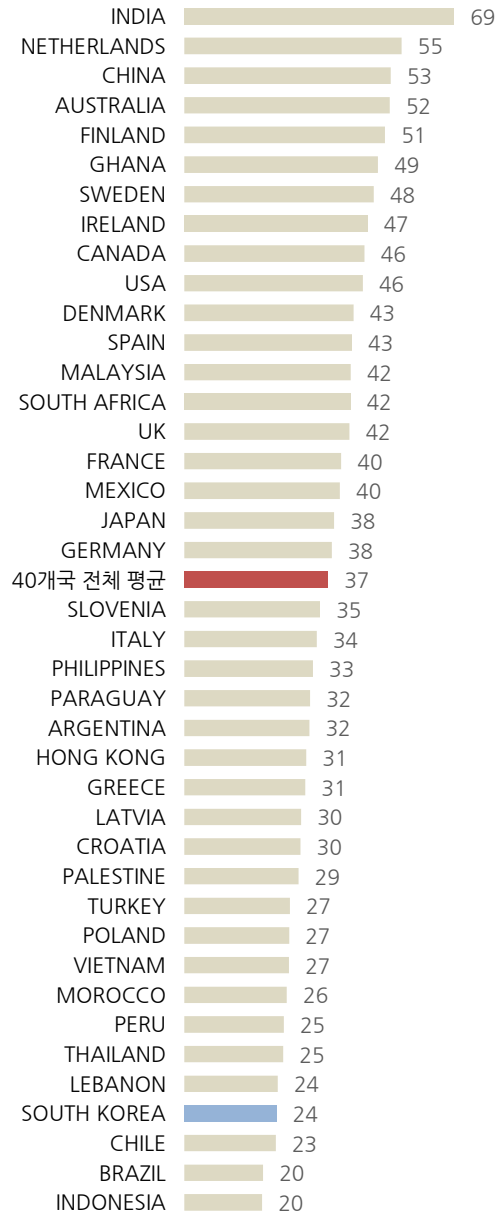
2018년 10월~ 2019년 1월 세계 조사	많아· 항상 한다 (A)	적당하· 자주 한다 (B)	조금· 가끔 한다	아주 조금· 드물게 한다	전혀 하지 않는다	모름 응답 거절	갇은 사람 비율 (A+B)
40개국 전체 평균	12%	25%	29%	21%	13%	1%	37%
ARGENTINA	15%	17%	31%	16%	21%	0%	32%
AUSTRALIA	15%	38%	28%	16%	3%	0%	52%
BRAZIL	12%	8%	18%	41%	20%	1%	20%
CANADA	14%	32%	30%	18%	5%	1%	46%
CHILE	5%	18%	31%	29%	16%	1%	23%
CHINA	17%	35%	27%	17%	3%	0%	53%
CROATIA	6%	23%	34%	27%	9%	0%	30%
DENMARK	8%	35%	25%	17%	14%	0%	43%
FINLAND	17%	35%	34%	14%	1%	0%	51%
FRANCE	15%	25%	23%	22%	13%	1%	40%
GERMANY	13%	25%	27%	23%	13%	0%	38%
GHANA	16%	33%	26%	21%	3%	0%	49%
GREECE	8%	23%	27%	33%	9%	0%	31%
HONG KONG	13%	18%	35%	30%	3%	1%	31%
INDIA	33%	35%	21%	9%	1%	0%	69%
INDONESIA	4%	16%	37%	32%	11%	0%	20%
IRELAND	13%	33%	31%	16%	6%	0%	47%
ITALY	9%	24%	23%	18%	26%	0%	34%
JAPAN	13%	25%	21%	33%	6%	2%	38%
LATVIA	6%	24%	30%	30%	9%	1%	30%
LEBANON	12%	12%	24%	24%	28%	0%	24%
MALAYSIA	10%	33%	35%	19%	4%	1%	42%
MEXICO	11%	28%	25%	17%	11%	7%	40%
MOROCCO	6%	20%	41%	23%	10%	0%	26%
NETHERLANDS	20%	35%	32%	9%	3%	1%	55%
PALESTINE	15%	15%	18%	12%	27%	14%	29%
PARAGUAY	9%	23%	42%	21%	5%	0%	32%
PERU	9%	16%	33%	23%	19%	0%	25%
PHILIPPINES	17%	16%	27%	17%	23%	1%	33%
POLAND	6%	20%	35%	23%	13%	3%	27%
SLOVENIA	9%	26%	38%	19%	8%	0%	35%
SOUTH AFRICA	15%	28%	28%	21%	9%	0%	42%
SOUTH KOREA	4%	20%	31%	26%	19%	1%	24%
SPAIN	16%	27%	35%	16%	6%	0%	43%
SWEDEN	15%	33%	25%	17%	8%	1%	48%
THAILAND	11%	14%	33%	21%	20%	0%	25%
TURKEY	7%	20%	20%	12%	41%	0%	27%
UK	13%	29%	25%	22%	10%	0%	42%
USA	16%	30%	29%	17%	7%	1%	46%
VIETNAM	12%	14%	35%	14%	24%	1%	27%

*국가명 알파벳순. WIN World Survey

2018년 11월 7~30일 한국 조사		사례수 (명)	평소 건강 관련 행동 - (3/11) 운동						갇은 사람 비율 (A+B)
			많아· 항상 한다 (A)	적당하· 자주 한다 (B)	조금· 가끔 한다	아주 조금· 드물게 한다	전혀 하지 않는다	모름 응답 거절	
전체		1,500	4%	20%	31%	26%	19%	1%	24%
성별	남성	743	4%	21%	30%	27%	17%	1%	25%
	여성	757	3%	19%	32%	25%	21%	0%	22%
연령별	19-29세	261	3%	17%	30%	30%	20%	0%	20%
	30대	256	2%	18%	33%	25%	21%	1%	20%
	40대	300	4%	19%	31%	25%	21%		23%
	50대	300	4%	23%	32%	27%	12%	1%	27%
	60대 이상	383	5%	21%	29%	23%	21%	1%	26%
	성/연령별								
성/연령별	남성 19-29세	137	4%	21%	29%	30%	15%		26%
	남성 30대	131	1%	21%	32%	24%	21%	1%	22%
	남성 40대	152	4%	19%	29%	26%	21%		24%
	남성 50대	151	4%	23%	32%	32%	7%	1%	27%
	남성 60대 이상	172	6%	21%	28%	22%	22%	1%	27%
	여성 19-29세	124	2%	12%	30%	30%	26%	1%	14%
	여성 30대	125	2%	16%	35%	25%	21%		18%
	여성 40대	148	4%	18%	33%	24%	21%		22%
	여성 50대	149	4%	23%	32%	23%	18%		27%
	여성 60대 이상	212	3%	21%	30%	24%	21%	1%	25%
직업별	농/임/어업	31	-	-	-	-	-	-	-
	자영업	192	4%	25%	24%	23%	23%	1%	29%
	블루칼라	514	3%	18%	30%	29%	20%	1%	20%
	화이트칼라	297	4%	21%	33%	23%	17%	0%	26%
	가정주부	304	4%	22%	32%	25%	16%	0%	26%
	학생	88	4%	10%	35%	28%	22%	1%	13%
	무직/은퇴/기타	74	4%	24%	37%	19%	16%		28%
지역별	서울	295	3%	17%	37%	23%	20%	1%	20%
	인천/경기	460	2%	18%	30%	31%	19%		20%
	강원	46	-	-	-	-	-	-	-
	대전/세종/충청	160	4%	20%	27%	28%	21%		24%
	광주/전라	151	4%	13%	26%	31%	25%	1%	17%
	대구/경북	152	8%	30%	23%	18%	19%	1%	39%
	부산/울산/경남	235	3%	23%	35%	22%	15%	2%	26%

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

◎ 국가별 운동 '항상+자주 한다' 응답 비율 (% , 내림차순)



* WIN World Survey. 2018년 10월~2019년 1월 40개국 30,890명 조사

◎ 운동 빈도 - 응답자 특성별 40개국 평균

		많이· 항상 한다 (A)	적당히· 자주 한다 (B)	조금· 가끔 한다	아주 조금· 드물게 한다	전혀 하지 않는다	짚은 사람 비율 (A+B)
40개국 전체 평균		12%	25%	29%	21%	13%	37%
성별	남성	13%	26%	29%	20%	11%	39%
	여성	11%	24%	29%	22%	14%	35%
연령별	18~24세	16%	26%	31%	18%	9%	42%
	25~34세	13%	24%	30%	21%	11%	37%
	35~44세	10%	23%	30%	23%	13%	33%
	45~54세	10%	24%	28%	23%	13%	34%
	55~64세	10%	25%	28%	21%	15%	35%
	65세 이상	12%	29%	25%	19%	15%	41%
본인의 전반적 건강상태 인식별	매우 건강하다	26%	28%	23%	13%	10%	54%
	건강한 편	11%	27%	31%	20%	11%	38%
	건강하지 않은 편	6%	17%	30%	29%	17%	23%
	전혀 건강하지 않다	5%	15%	22%	28%	29%	20%

*WIN World Survey. 2018년 10월~2019년 1월 40개국 30,890명 조사

◎ 평소 건강 관련 행동 - (4/11) 스트레스 받음

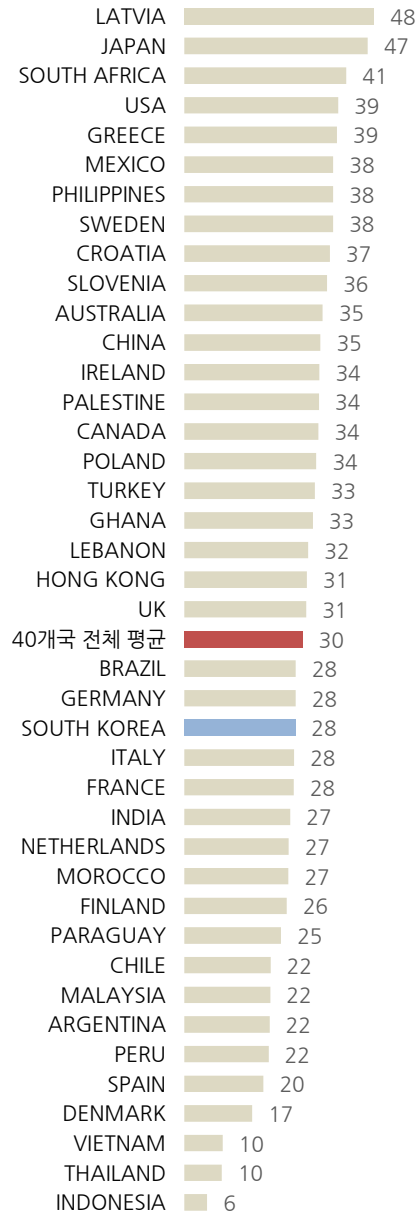
2018년 10월~ 2019년 1월 세계 조사	많아-항상 그렇다 (A)	자주 그렇다 (B)	조금-가끔 그렇다	아주 조금 ·드물게 그렇다	전혀 그렇지 않다	모름 응답 거절	갇은 사람 비율 (A+B)
40개국 전체 평균	10%	20%	33%	23%	13%	1%	30%
ARGENTINA	6%	16%	37%	25%	14%	2%	22%
AUSTRALIA	10%	25%	34%	23%	7%	0%	35%
BRAZIL	14%	14%	29%	24%	19%	1%	28%
CANADA	12%	22%	33%	24%	8%	1%	34%
CHILE	8%	14%	34%	24%	15%	5%	22%
CHINA	9%	26%	32%	26%	7%	0%	35%
CROATIA	13%	24%	38%	19%	6%	1%	37%
DENMARK	5%	12%	23%	31%	27%	2%	17%
FINLAND	7%	19%	40%	28%	5%	1%	26%
FRANCE	11%	17%	24%	29%	17%	2%	28%
GERMANY	8%	20%	35%	27%	10%	0%	28%
GHANA	4%	29%	31%	22%	13%	1%	33%
GREECE	16%	23%	26%	26%	9%	0%	39%
HONG KONG	10%	22%	41%	23%	4%	1%	31%
INDIA	4%	23%	35%	31%	6%	0%	27%
INDONESIA	1%	4%	30%	24%	39%	1%	6%
IRELAND	13%	22%	33%	23%	9%	1%	34%
ITALY	6%	22%	42%	18%	12%	0%	28%
JAPAN	14%	33%	23%	18%	8%	4%	47%
LATVIA	15%	33%	29%	17%	3%	2%	48%
LEBANON	15%	16%	28%	21%	20%	0%	32%
MALAYSIA	5%	17%	35%	26%	15%	3%	22%
MEXICO	13%	25%	23%	17%	12%	11%	38%
MOROCCO	4%	22%	45%	20%	8%	1%	27%
NETHERLANDS	8%	19%	42%	21%	9%	1%	27%
PALESTINE	16%	19%	24%	9%	19%	14%	34%
PARAGUAY	7%	17%	44%	21%	10%	1%	25%
PERU	8%	14%	36%	24%	18%	0%	22%
PHILIPPINES	14%	24%	40%	14%	8%	0%	38%
POLAND	14%	20%	26%	19%	17%	4%	34%
SLOVENIA	10%	26%	37%	19%	8%	0%	36%
SOUTH AFRICA	19%	22%	26%	21%	11%	1%	41%
SOUTH KOREA	4%	24%	43%	24%	5%	0%	28%
SPAIN	6%	15%	37%	28%	14%	1%	20%
SWEDEN	9%	28%	27%	25%	9%	1%	38%
THAILAND	1%	8%	17%	32%	41%	0%	10%
TURKEY	15%	18%	33%	12%	20%	1%	33%
UK	12%	19%	27%	28%	13%	0%	31%
USA	16%	23%	30%	20%	10%	1%	39%
VIETNAM	2%	8%	44%	19%	27%	0%	10%

*국가명 알파벳순. WIN World Survey

2018년 11월 7~30일 한국 조사		사례수 (명)	평소 건강 관련 행동 - (4/11) 스트레스 받음						갇은 사람 비율 (A+B)
			많아-항상 그렇다 (A)	자주 그렇다 (B)	조금-가끔 그렇다	아주 조금 ·드물게 그렇다	전혀 그렇지 않다	모름 응답 거절	
전체		1,500	4%	24%	43%	24%	5%	0%	28%
성별	남성	743	5%	27%	40%	24%	4%	0%	31%
	여성	757	3%	22%	45%	23%	6%	0%	25%
연령별	19-29세	261	4%	24%	44%	23%	4%	0%	29%
	30대	256	7%	25%	45%	18%	5%		32%
	40대	300	4%	26%	47%	18%	5%	0%	31%
	50대	300	3%	24%	40%	26%	6%	0%	27%
	60대 이상	383	1%	24%	40%	31%	5%		25%
성/ 연령별	남성 19-29세	137	3%	26%	36%	29%	5%	1%	30%
	남성 30대	131	8%	28%	43%	19%	2%		36%
	남성 40대	152	7%	30%	43%	16%	4%		37%
	남성 50대	151	5%	26%	36%	28%	5%	1%	31%
	남성 60대 이상	172	1%	23%	43%	29%	4%		24%
	여성 19-29세	124	5%	22%	52%	18%	3%		27%
	여성 30대	125	6%	22%	47%	17%	7%		28%
	여성 40대	148	2%	22%	51%	19%	5%	1%	24%
	여성 50대	149	2%	21%	45%	24%	8%		23%
	여성 60대 이상	212	1%	24%	37%	33%	5%		25%
직업별	농/임/어업	31	-	-	-	-	-	-	-
	자영업	192	5%	24%	48%	19%	3%	0%	28%
	블루칼라	514	4%	25%	43%	23%	5%	0%	29%
	화이트칼라	297	7%	30%	40%	18%	4%		37%
	가정주부	304	1%	20%	40%	32%	6%		21%
	학생	88		20%	52%	21%	7%		20%
	무직/은퇴/기타	74	3%	32%	26%	37%	3%		35%
지역별	서울	295	2%	20%	51%	20%	6%	1%	22%
	인천/경기	460	6%	27%	34%	29%	5%		33%
	강원	46	-	-	-	-	-	-	-
	대전/세종/충청	160	3%	15%	58%	23%	2%		18%
	광주/전라	151	4%	22%	39%	30%	5%		26%
	대구/경북	152	6%	35%	45%	13%	1%		41%
	부산/울산/경남	235	1%	25%	43%	23%	8%	0%	26%

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

◎ 국가별 스트레스 '항상+자주 받는다' 응답 비율 (% , 내림차순)



* WIN World Survey. 2018년 10월~2019년 1월 40개국 30,890명 조사

◎ 스트레스 빈도 - 응답자 특성별 40개국 평균

		많아·항상 그렇다 (A)	자주 그렇다 (B)	조금·가끔 그렇다	아주 조금 ·드물게 그렇다	전혀 그렇지 않다	찾은 사람 비율 (A+B)
40개국 전체 평균		10%	20%	33%	23%	13%	30%
성별	남성	8%	19%	32%	24%	15%	27%
	여성	12%	22%	34%	21%	11%	33%
연령별	18~24세	12%	21%	32%	19%	15%	33%
	25~34세	11%	22%	34%	20%	11%	33%
	35~44세	11%	23%	33%	21%	10%	34%
	45~54세	10%	22%	34%	21%	12%	32%
	55~64세	7%	19%	34%	25%	14%	26%
	65세 이상	4%	12%	30%	33%	19%	16%
본인의 전반적 건강상태 인식별	매우 건강하다	7%	16%	30%	26%	21%	22%
	건강한 편	7%	19%	36%	24%	13%	27%
	건강하지 않은 편	17%	27%	30%	17%	8%	43%
	전혀 건강하지 않다	28%	26%	23%	14%	8%	54%

*WIN World Survey. 2018년 10월~2019년 1월 40개국 30,890명 조사

◎ 평소 건강 관련 행동 - (5/11) 평소 의사가 처방한 약 복용

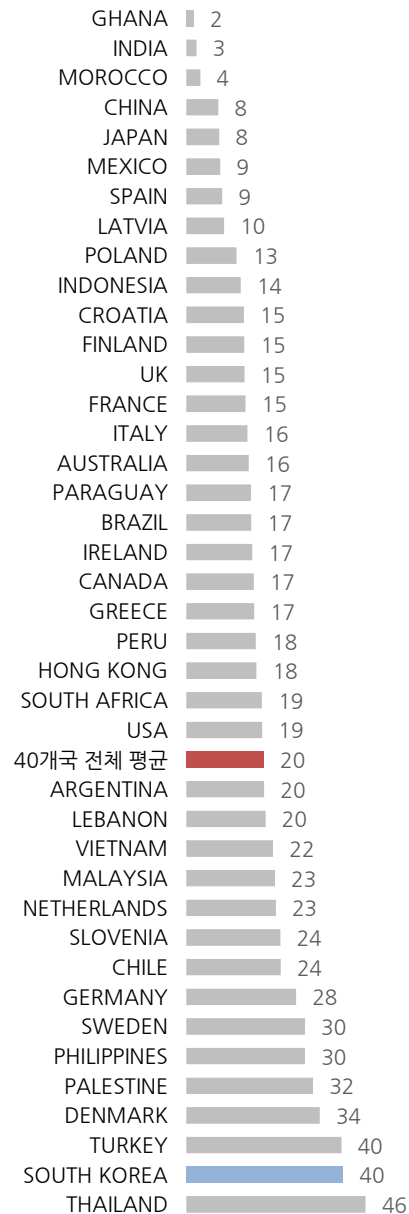
2018년 10월~ 2019년 1월 세계 조사	많이· 항상 한다 (A)	적당하· 자주 한다 (B)	조금· 가끔 한다	아주 조금· 드물게 한다	전혀 하지 않는다	모름 응답 거절	갇은 사람 비율 (A+B)
40개국 전체 평균	19%	15%	19%	26%	20%	2%	34%
ARGENTINA	16%	13%	22%	28%	20%	1%	29%
AUSTRALIA	27%	15%	13%	29%	16%	1%	42%
BRAZIL	25%	9%	14%	34%	17%	1%	34%
CANADA	34%	14%	9%	24%	17%	2%	48%
CHILE	15%	15%	19%	22%	24%	3%	31%
CHINA	5%	14%	29%	44%	8%	0%	19%
CROATIA	26%	24%	12%	22%	15%	3%	49%
DENMARK	29%	11%	6%	19%	34%	2%	40%
FINLAND	40%	10%	10%	24%	15%	1%	50%
FRANCE	27%	13%	16%	27%	15%	2%	40%
GERMANY	25%	15%	9%	22%	28%	1%	41%
GHANA	18%	23%	26%	30%	2%	1%	41%
GREECE	13%	9%	19%	41%	17%	0%	23%
HONG KONG	9%	7%	22%	43%	18%	1%	16%
INDIA	10%	38%	35%	14%	3%	0%	48%
INDONESIA	1%	3%	33%	49%	14%	1%	3%
IRELAND	28%	15%	12%	28%	17%	1%	42%
ITALY	10%	23%	29%	21%	16%	0%	33%
JAPAN	25%	16%	16%	31%	8%	4%	42%
LATVIA	16%	21%	17%	33%	10%	3%	37%
LEBANON	20%	26%	13%	20%	20%	0%	46%
MALAYSIA	6%	14%	19%	37%	23%	2%	20%
MEXICO	19%	29%	18%	17%	9%	9%	48%
MOROCCO	12%	31%	41%	12%	4%	0%	43%
NETHERLANDS	34%	10%	12%	19%	23%	2%	45%
PALESTINE	11%	12%	20%	12%	32%	13%	23%
PARAGUAY	6%	16%	30%	31%	17%	0%	22%
PERU	7%	11%	33%	31%	18%	0%	18%
PHILIPPINES	14%	12%	24%	19%	30%	1%	27%
POLAND	22%	25%	16%	20%	13%	4%	47%
SLOVENIA	17%	18%	14%	26%	24%	1%	35%
SOUTH AFRICA	23%	16%	15%	27%	19%	1%	39%
SOUTH KOREA	3%	10%	17%	29%	40%	1%	13%
SPAIN	19%	15%	28%	28%	9%	0%	35%
SWEDEN	35%	7%	7%	20%	30%	1%	43%
THAILAND	11%	11%	10%	21%	46%	1%	22%
TURKEY	15%	21%	15%	10%	40%	0%	36%
UK	35%	12%	11%	26%	15%	1%	47%
USA	41%	14%	8%	15%	19%	3%	55%
VIETNAM	4%	5%	37%	30%	22%	1%	10%

*국가명 알파벳순. WIN World Survey

2018년 11월 7~30일 한국 조사		사례수 (명)	평소 건강 관련 행동 - (5/11) 의사가 처방한 약 복용						갇은 사람 비율 (A+B)
			많이· 항상 한다 (A)	적당하· 자주 한다 (B)	조금· 가끔 한다	아주 조금· 드물게 한다	전혀 하지 않는다	모름 응답 거절	
전체		1,500	3%	10%	17%	29%	40%	1%	13%
성별	남성	743	4%	10%	15%	27%	43%	2%	13%
	여성	757	3%	10%	18%	31%	37%	1%	13%
연령별	19-29세	261		2%	11%	27%	58%	2%	2%
	30대	256	0%	3%	11%	33%	51%	2%	4%
	40대	300	1%	6%	15%	29%	47%	2%	7%
	50대	300	3%	11%	22%	30%	32%	2%	14%
	60대 이상	383	10%	20%	21%	26%	22%	0%	30%
성/ 연령별	남성 19-29세	137		1%	12%	23%	62%	2%	1%
	남성 30대	131		2%	10%	35%	50%	3%	2%
	남성 40대	152	1%	8%	14%	28%	48%	2%	8%
	남성 50대	151	5%	12%	19%	27%	35%	3%	17%
	남성 60대 이상	172	10%	22%	17%	25%	25%	1%	32%
	여성 19-29세	124		4%	10%	32%	53%	1%	4%
	여성 30대	125	0%	5%	12%	31%	51%	1%	5%
	여성 40대	148	1%	4%	16%	31%	46%	2%	5%
직업별	여성 50대	149	1%	11%	25%	34%	29%	1%	11%
	여성 60대 이상	212	9%	19%	25%	27%	19%		29%
	농/임/어업	31	-	-	-	-	-	-	-
	자영업	192	6%	12%	17%	25%	39%	2%	17%
	블루칼라	514	1%	7%	16%	32%	42%	2%	8%
	화이트칼라	297	2%	7%	13%	29%	47%	1%	9%
	가정주부	304	5%	13%	21%	29%	31%	1%	18%
	학생	88		1%	10%	28%	58%	3%	1%
지역별	무직/은퇴/기타	74	15%	26%	13%	23%	21%	1%	42%
	서울	295	0%	7%	15%	37%	40%	2%	7%
	인천/경기	460	1%	10%	21%	36%	32%		11%
	강원	46	-	-	-	-	-	-	-
	대전/세종/충청	160	11%	13%	15%	17%	45%		24%
	광주/전라	151	4%	8%	16%	33%	38%	1%	12%
	대구/경북	152	5%	9%	17%	20%	48%	1%	14%
	부산/울산/경남	235	5%	8%	12%	21%	48%	6%	13%

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

◎ 국가별 '평소 의사 처방약 복용하지 않는다' 응답 비율 (% , 오름차순)



* WIN World Survey. 2018년 10월~2019년 1월 40개국 30,890명 조사

◎ 평소 의사 처방약 복용 빈도 - 응답자 특성별 40개국 평균

		많이· 항상 한다 (A)	적당히· 자주 한다 (B)	조금· 가끔 한다	아주 조금· 드물게 한다	전혀 하지 않는다	잡은 사람 비율 (A+B)
40개국 전체 평균		19%	15%	19%	26%	20%	34%
성별	남성	17%	15%	18%	27%	22%	32%
	여성	20%	15%	20%	26%	18%	35%
연령별	18~24세	11%	12%	22%	28%	25%	23%
	25~34세	10%	11%	21%	31%	25%	22%
	35~44세	13%	13%	20%	30%	22%	26%
	45~54세	20%	15%	19%	27%	18%	35%
	55~64세	29%	18%	17%	20%	15%	47%
	65세 이상	41%	24%	12%	14%	9%	65%
본인의 전반적 건강상태 인식별	매우 건강하다	11%	11%	16%	31%	30%	22%
	건강한 편	15%	14%	21%	29%	20%	29%
	건강하지 않은 편	31%	21%	17%	18%	11%	52%
	전혀 건강하지 않다	53%	18%	8%	10%	11%	71%

*WIN World Survey. 2018년 10월~2019년 1월 40개국 30,890명 조사

◎ 평소 건강 관련 행동 - (6/11) 숙면/ 잘 잠

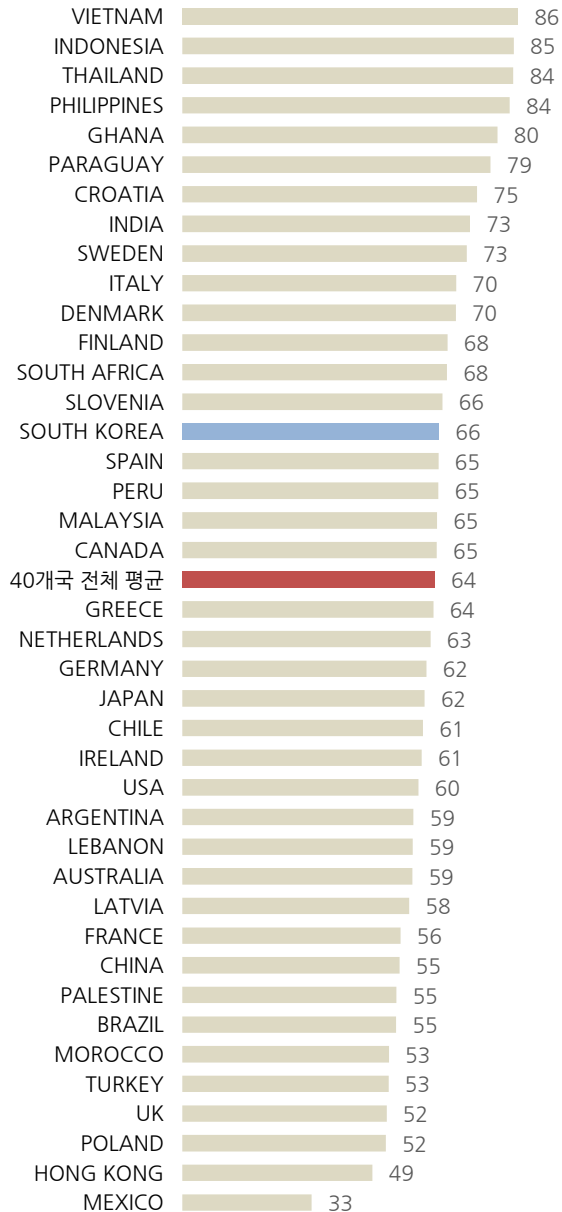
2018년 10월~ 2019년 1월 세계 조사	많아·항상 그렇다 (A)	자주 그렇다 (B)	조금·가끔 그렇다	아주 조금 ·드물게 그렇다	전혀 그렇지 않다	모름 응답 거절	жат은 사람 비율 (A+B)
40개국 전체 평균	22%	42%	23%	9%	3%	1%	64%
ARGENTINA	25%	34%	28%	12%	1%	0%	59%
AUSTRALIA	14%	45%	24%	14%	3%	0%	59%
BRAZIL	23%	32%	30%	14%	2%	0%	55%
CANADA	18%	47%	22%	10%	3%	1%	65%
CHILE	19%	43%	27%	7%	5%	1%	61%
CHINA	19%	36%	29%	12%	3%	0%	55%
CROATIA	21%	54%	17%	6%	1%	1%	75%
DENMARK	25%	45%	20%	8%	1%	1%	70%
FINLAND	18%	49%	23%	8%	1%	0%	68%
FRANCE	20%	36%	27%	12%	4%	1%	56%
GERMANY	20%	43%	24%	12%	2%	0%	62%
GHANA	31%	49%	14%	4%	1%	0%	80%
GREECE	17%	47%	28%	7%	1%	0%	64%
HONG KONG	14%	34%	35%	14%	2%	0%	49%
INDIA	24%	50%	21%	6%	0%	0%	73%
INDONESIA	23%	62%	11%	3%	1%	0%	85%
IRELAND	20%	41%	24%	12%	3%	0%	61%
ITALY	19%	50%	20%	8%	2%	0%	70%
JAPAN	23%	38%	23%	7%	4%	4%	62%
LATVIA	9%	49%	27%	11%	2%	1%	58%
LEBANON	27%	32%	25%	11%	5%	0%	59%
MALAYSIA	19%	46%	27%	5%	2%	1%	65%
MEXICO	9%	24%	23%	13%	14%	17%	33%
MOROCCO	18%	35%	36%	9%	2%	0%	53%
NETHERLANDS	22%	42%	25%	8%	2%	1%	63%
PALESTINE	20%	34%	21%	7%	3%	14%	55%
PARAGUAY	22%	57%	18%	3%	0%	0%	79%
PERU	29%	36%	22%	10%	4%	0%	65%
PHILIPPINES	51%	32%	12%	3%	1%	0%	84%
POLAND	18%	34%	25%	11%	7%	5%	52%
SLOVENIA	19%	48%	23%	9%	1%	0%	66%
SOUTH AFRICA	27%	41%	19%	10%	3%	0%	68%
SOUTH KOREA	16%	50%	23%	8%	4%	0%	66%
SPAIN	21%	44%	26%	7%	1%	0%	65%
SWEDEN	29%	44%	19%	7%	2%	1%	73%
THAILAND	41%	43%	11%	2%	3%	0%	84%
TURKEY	17%	36%	23%	11%	9%	3%	53%
UK	17%	35%	27%	17%	4%	0%	52%
USA	21%	40%	23%	13%	2%	1%	60%
VIETNAM	43%	42%	10%	3%	1%	0%	86%

*국가명 알파벳순. WIN World Survey

2018년 11월 7~30일 한국 조사		사례수 (명)	평소 건강 관련 행동 - (6/11) 숙면/잘 잠						맞은 사람 비율 (A+B)
			많아·항상 그렇다 (A)	자주 그렇다 (B)	조금·가끔 그렇다	아주 조금 ·드물게 그렇다	전혀 그렇지 않다	모름 응답 거절	
전체		1,500	16%	50%	23%	8%	4%	0%	66%
성별	남성	743	18%	50%	19%	8%	4%	0%	68%
	여성	757	14%	49%	26%	8%	4%		63%
연령별	19-29세	261	24%	43%	20%	7%	6%		67%
	30대	256	19%	50%	21%	7%	3%		69%
	40대	300	17%	54%	17%	7%	4%		71%
	50대	300	13%	52%	21%	10%	3%	0%	65%
	60대 이상	383	10%	48%	31%	7%	4%		58%
성/ 연령별	남성 19-29세	137	25%	46%	16%	7%	6%		71%
	남성 30대	131	21%	50%	19%	8%	3%		71%
	남성 40대	152	20%	54%	15%	6%	5%		75%
	남성 50대	151	14%	52%	18%	12%	4%	1%	66%
	남성 60대 이상	172	12%	49%	28%	7%	4%		61%
	여성 19-29세	124	22%	40%	24%	7%	6%		63%
	여성 30대	125	17%	50%	24%	6%	3%		67%
	여성 40대	148	14%	54%	21%	8%	4%		68%
	여성 50대	149	11%	52%	25%	9%	2%		64%
여성 60대 이상	212	9%	48%	33%	7%	3%		56%	
직업별	농/임/어업	31	-	-	-	-	-	-	-
	자영업	192	16%	40%	28%	11%	5%	0%	56%
	블루칼라	514	14%	53%	20%	7%	6%		68%
	화이트칼라	297	20%	50%	21%	8%	1%		70%
	가정주부	304	12%	51%	26%	8%	2%		64%
	학생	88	30%	39%	15%	9%	7%		69%
	무직/은퇴/기타	74	17%	46%	29%	6%	2%		63%
지역별	서울	295	10%	50%	26%	8%	5%	0%	60%
	인천/경기	460	16%	48%	21%	10%	5%		64%
	강원	46	-	-	-	-	-	-	-
	대전/세종/충청	160	16%	52%	24%	5%	3%		68%
	광주/전라	151	12%	53%	24%	10%	1%		65%
	대구/경북	152	23%	47%	21%	7%	3%		70%
	부산/울산/경남	235	25%	50%	20%	2%	4%		75%

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

◎ 국가별 숙면/잘 잠 '항상+자주 그렇다' 응답 비율 (% , 내림차순)



* WIN World Survey. 2018년 10월~2019년 1월 40개국 30,890명 조사

◎ 숙면/잘 잠 빈도 - 응답자 특성별 40개국 평균

		많아·항상 그렇다 (A)	자주 그렇다 (B)	조금·가끔 그렇다	아주 조금 ·드물게 그렇다	전혀 그렇지 않다	맞은 사람 비율 (A+B)
40개국 전체 평균		22%	42%	23%	9%	3%	64%
성별	남성	23%	42%	22%	8%	3%	66%
	여성	21%	42%	24%	9%	3%	63%
연령별	18~24세	27%	40%	21%	8%	3%	67%
	25~34세	22%	42%	23%	9%	3%	64%
	35~44세	20%	42%	24%	9%	3%	63%
	45~54세	20%	42%	23%	10%	3%	63%
	55~64세	22%	43%	23%	9%	3%	65%
	65세 이상	24%	45%	20%	8%	3%	69%

*WIN World Survey. 2018년 10월~2019년 1월 40개국 30,890명 조사

◎ 평소 건강 관련 행동 - (7/11) 다이어트 시도

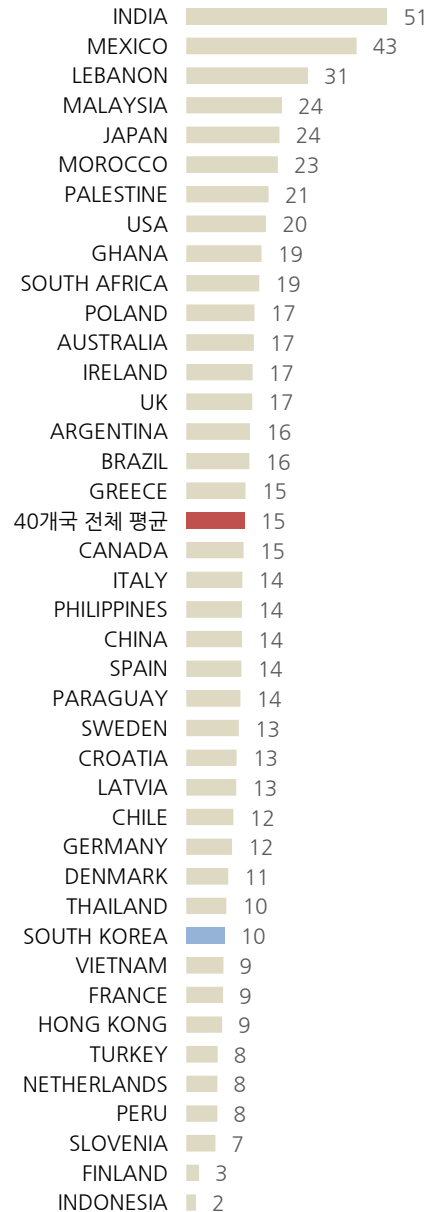
2018년 10월~ 2019년 1월 세계 조사	많아· 항상 한다 (A)	적당하· 자주 한다 (B)	조금· 가끔 한다	아주 조금· 드물게 한다	전혀 하지 않는다	모름 응답 거절	잡은 사람 비율 (A+B)	WHO 비만율 (2016)
40개국 전체 평균	4%	11%	20%	22%	42%	1%	15%	
ARGENTINA	6%	11%	26%	20%	37%	1%	16%	28.5
AUSTRALIA	4%	13%	26%	25%	32%	0%	17%	30.4
BRAZIL	7%	9%	14%	33%	37%	1%	16%	22.3
CANADA	5%	10%	19%	27%	38%	1%	15%	31.3
CHILE	3%	9%	24%	27%	37%	0%	12%	28.8
CHINA	2%	12%	25%	30%	30%	0%	14%	6.6
CROATIA	3%	10%	24%	25%	38%	1%	13%	27.1
DENMARK	3%	8%	18%	22%	47%	3%	11%	21.3
FINLAND	1%	2%	16%	38%	40%	3%	3%	24.9
FRANCE	3%	7%	13%	19%	56%	2%	9%	23.2
GERMANY	3%	9%	19%	24%	46%	0%	12%	25.7
GHANA	3%	17%	24%	22%	30%	4%	19%	9.7
GREECE	3%	12%	22%	34%	29%	1%	15%	27.4
HONG KONG	2%	7%	19%	38%	33%	1%	9%	20.8
INDIA	16%	35%	26%	16%	7%	0%	51%	3.8
INDONESIA	0%	2%	6%	10%	81%	1%	2%	6.9
IRELAND	5%	12%	23%	23%	37%	1%	17%	26.9
ITALY	2%	12%	26%	26%	34%	0%	14%	22.9
JAPAN	6%	18%	19%	26%	28%	3%	24%	4.4
LATVIA	2%	10%	21%	29%	35%	2%	13%	25.7
LEBANON	11%	20%	20%	16%	33%	0%	31%	31.3
MALAYSIA	5%	19%	29%	20%	24%	3%	24%	15.3
MEXICO	21%	23%	19%	15%	18%	5%	43%	28.4
MOROCCO	6%	18%	24%	25%	27%	1%	23%	25.6
NETHERLANDS	3%	5%	16%	22%	52%	2%	8%	23.1
PALESTINE	9%	12%	18%	15%	32%	14%	21%	26.8
PARAGUAY	3%	11%	40%	21%	25%	0%	14%	19.0
PERU	3%	5%	24%	23%	44%	0%	8%	19.1
PHILIPPINES	4%	10%	15%	12%	59%	0%	14%	6.0
POLAND	5%	12%	19%	19%	39%	6%	17%	25.6
SLOVENIA	2%	6%	17%	30%	45%	0%	7%	22.5
SOUTH AFRICA	7%	11%	21%	20%	39%	1%	19%	27.0
SOUTH KOREA	1%	8%	18%	19%	51%	1%	10%	4.9
SPAIN	5%	9%	23%	27%	35%	0%	14%	27.1
SWEDEN	4%	10%	15%	22%	48%	1%	13%	22.1
THAILAND	3%	8%	14%	14%	61%	1%	10%	10.8
TURKEY	1%	7%	12%	7%	73%	0%	8%	32.2
UK	5%	12%	20%	21%	41%	1%	17%	29.5
USA	8%	12%	26%	20%	33%	2%	20%	37.3
VIETNAM	2%	7%	17%	13%	59%	1%	9%	2.1

*국가명 알파벳순. WIN World Survey. WHO 비만율 기준: BMI ≥ 30kg/m².

2018년 11월 7~30일 한국 조사	사례수 (명)	평소 건강 관련 행동 - (7/11) 다이어트 시도						잡은 사람 비율 (A+B)
		많아· 항상 한다 (A)	적당하· 자주 한다 (B)	조금· 가끔 한다	아주 조금· 드물게 한다	전혀 하지 않는다	모름 응답 거절	
전체	1,500	1%	8%	18%	19%	51%	1%	10%
성별								
남성	743	1%	4%	12%	16%	66%	2%	4%
여성	757	2%	13%	25%	22%	38%	1%	15%
연령별								
19-29세	261	3%	11%	24%	21%	42%	0%	14%
30대	256	3%	12%	18%	19%	46%	1%	15%
40대	300	1%	9%	24%	21%	45%	1%	10%
50대	300	1%	9%	20%	20%	50%	2%	9%
60대 이상	383	0%	4%	10%	16%	68%	2%	4%
성/ 연령별								
남성 19-29세	137	1%	5%	15%	21%	58%	1%	5%
남성 30대	131	1%	4%	14%	18%	61%	2%	4%
남성 40대	152	1%	4%	17%	17%	60%	1%	5%
남성 50대	151	1%	4%	10%	18%	66%	2%	5%
남성 60대 이상	172	1%	2%	5%	10%	79%	3%	3%
여성 19-29세	124	5%	18%	34%	21%	23%		23%
여성 30대	125	4%	22%	22%	21%	31%		26%
여성 40대	148	1%	13%	31%	25%	30%		14%
여성 50대	149	1%	13%	30%	21%	33%	1%	14%
여성 60대 이상	212		5%	13%	21%	59%	2%	5%
직업별								
농/임/어업	31	-	-	-	-	-	-	-
자영업	192	1%	6%	13%	17%	64%	0%	6%
블루칼라	514	1%	7%	17%	19%	53%	2%	9%
화이트칼라	297	2%	10%	22%	20%	45%	0%	12%
가정주부	304	1%	14%	21%	20%	43%	2%	15%
학생	88		6%	27%	24%	42%	1%	6%
무직/은퇴/기타	74	4%	1%	11%	15%	65%	4%	5%
지역별								
서울	295	1%	7%	22%	21%	47%	2%	7%
인천/경기	460	1%	10%	21%	27%	41%	1%	10%
강원	46	-	-	-	-	-	-	-
대전/세종/충청	160	3%	7%	13%	13%	64%		10%
광주/전라	151	2%	8%	13%	17%	61%		10%
대구/경북	152	2%	12%	19%	15%	52%	1%	14%
부산/울산/경남	235	2%	6%	16%	10%	63%	3%	8%

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

◎ 국가별 다이어트 시도 '항상+자주 한다' 응답 비율 (% , 내림차순)



* WIN World Survey. 2018년 10월~2019년 1월 40개국 30,890명 조사

◎ 다이어트 시도 빈도 - 응답자 특성별 40개국 평균

		많이· 항상 한다 (A)	적당히· 자주 한다 (B)	조금· 가끔 한다	아주 조금· 드물게 한다	전혀 하지 않는다	짚은 사람 비율 (A+B)
40개국 전체 평균		4%	11%	20%	22%	42%	15%
성별	남성	3%	9%	17%	21%	47%	13%
	여성	5%	12%	23%	23%	36%	17%
연령별	18~24세	6%	11%	20%	19%	42%	17%
	25~34세	5%	12%	20%	21%	40%	17%
	35~44세	4%	11%	20%	22%	41%	15%
	45~54세	3%	10%	20%	24%	41%	14%
	55~64세	3%	9%	19%	23%	44%	12%
	65세 이상	3%	9%	19%	23%	45%	12%
본인의 전반적 건강상태 인식별	매우 건강하다	7%	12%	18%	18%	43%	19%
	건강한 편	4%	10%	20%	23%	43%	14%
	건강하지 않은 편	4%	11%	21%	25%	39%	14%
	전혀 건강하지 않다	7%	13%	18%	20%	40%	20%

*WIN World Survey. 2018년 10월~2019년 1월 40개국 30,890명 조사

◎ 평소 건강 관련 행동 - (8/11) 명상 등 마음 수련

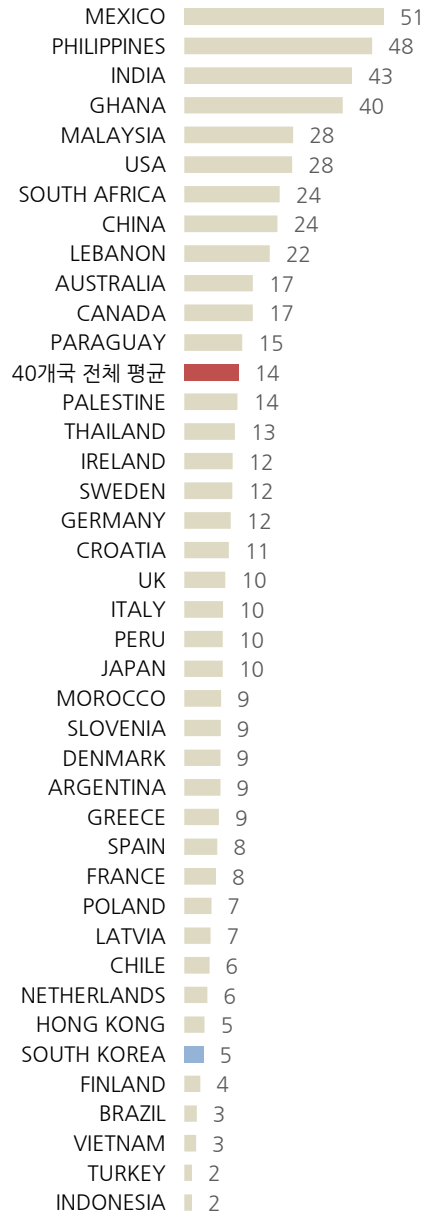
2018년 10월~ 2019년 1월 세계 조사	많이· 항상 한다 (A)	적당하· 자주 한다 (B)	조금· 가끔 한다	아주 조금· 드물게 한다	전혀 하지 않는다	모름 응답 거절	жат 사람 비율 (A+B)
40개국 전체 평균	5%	9%	14%	17%	52%	2%	14%
ARGENTINA	4%	5%	17%	12%	61%	1%	9%
AUSTRALIA	5%	12%	22%	25%	34%	1%	17%
BRAZIL	1%	2%	6%	16%	74%	1%	3%
CANADA	5%	12%	19%	20%	42%	1%	17%
CHILE	2%	4%	10%	14%	69%	1%	6%
CHINA	5%	19%	26%	27%	23%	1%	24%
CROATIA	4%	8%	12%	22%	53%	1%	11%
DENMARK	3%	6%	10%	15%	64%	1%	9%
FINLAND	1%	3%	10%	17%	67%	2%	4%
FRANCE	3%	5%	9%	11%	69%	2%	8%
GERMANY	3%	9%	17%	24%	47%	0%	12%
GHANA	13%	27%	29%	20%	10%	1%	40%
GREECE	3%	6%	13%	20%	56%	1%	9%
HONG KONG	2%	4%	17%	27%	49%	1%	5%
INDIA	11%	32%	35%	16%	6%	0%	43%
INDONESIA	1%	1%	3%	8%	83%	3%	2%
IRELAND	5%	8%	15%	19%	52%	2%	12%
ITALY	1%	9%	16%	17%	56%	0%	10%
JAPAN	2%	7%	12%	19%	51%	8%	10%
LATVIA	2%	4%	9%	17%	64%	4%	7%
LEBANON	13%	9%	14%	14%	50%	1%	22%
MALAYSIA	8%	20%	25%	22%	23%	3%	28%
MEXICO	25%	26%	11%	10%	22%	5%	51%
MOROCCO	3%	7%	20%	19%	34%	18%	9%
NETHERLANDS	2%	4%	13%	15%	64%	2%	6%
PALESTINE	7%	7%	14%	13%	45%	15%	14%
PARAGUAY	5%	9%	16%	17%	52%	0%	15%
PERU	5%	4%	13%	16%	61%	1%	10%
PHILIPPINES	24%	24%	14%	8%	29%	1%	48%
POLAND	3%	4%	8%	8%	69%	8%	7%
SLOVENIA	2%	7%	18%	23%	50%	0%	9%
SOUTH AFRICA	11%	13%	18%	18%	37%	2%	24%
SOUTH KOREA	1%	4%	13%	22%	58%	1%	5%
SPAIN	2%	6%	17%	20%	54%	1%	8%
SWEDEN	2%	10%	10%	18%	58%	2%	12%
THAILAND	3%	9%	14%	17%	56%	1%	13%
TURKEY	0%	2%	5%	4%	85%	4%	2%
UK	4%	7%	16%	18%	54%	2%	10%
USA	13%	15%	19%	19%	33%	2%	28%
VIETNAM	1%	2%	8%	10%	77%	2%	3%

*국가명 알파벳순. WIN World Survey

2018년 11월 7~30일 한국 조사		사례수 (명)	평소 건강 관련 행동 - (8/11) 명상 등 마음 수련						жат 사람 비율 (A+B)
			많이· 항상 한다 (A)	적당하· 자주 한다 (B)	조금· 가끔 한다	아주 조금· 드물게 한다	전혀 하지 않는다	모름 응답 거절	
전체		1,500	1%	4%	13%	22%	58%	1%	5%
성별	남성	743	0%	4%	11%	19%	64%	2%	4%
	여성	757	1%	5%	15%	26%	52%	1%	6%
연령별	19-29세	261	0%	4%	12%	24%	59%	1%	5%
	30대	256	0%	4%	12%	23%	59%	1%	4%
	40대	300	1%	4%	16%	21%	57%	1%	5%
	50대	300	1%	5%	11%	25%	56%	2%	6%
	60대 이상	383	1%	4%	14%	21%	59%	1%	5%
	성/연령별								
성/연령별	남성 19-29세	137		3%	9%	25%	63%	1%	3%
	남성 30대	131		3%	10%	19%	66%	2%	3%
	남성 40대	152	1%	5%	11%	16%	65%	1%	6%
	남성 50대	151	1%	5%	9%	20%	64%	2%	5%
	남성 60대 이상	172		4%	14%	18%	63%	2%	4%
	여성 19-29세	124	1%	6%	16%	23%	55%	1%	7%
	여성 30대	125	1%	5%	14%	28%	52%	1%	6%
	여성 40대	148		3%	22%	25%	49%	1%	3%
	여성 50대	149	1%	5%	13%	30%	48%	2%	7%
	여성 60대 이상	212	1%	5%	14%	24%	56%	1%	6%
직업별	농/임/어업	31	-	-	-	-	-	-	-
	자영업	192	0%	5%	11%	22%	61%	0%	5%
	블루칼라	514	0%	4%	11%	20%	63%	1%	4%
	화이트칼라	297		4%	15%	20%	59%	1%	4%
	가정주부	304	2%	5%	16%	30%	47%	1%	6%
	학생	88		2%	14%	22%	60%	2%	2%
	무직/은퇴/기타	74	3%	5%	14%	22%	54%	3%	7%
지역별	서울	295	1%	2%	14%	23%	59%	2%	3%
	인천/경기	460	0%	4%	19%	28%	48%	0%	5%
	강원	46	-	-	-	-	-	-	-
	대전/세종/충청	160	1%	1%	5%	21%	72%		2%
	광주/전라	151		4%	6%	25%	62%	2%	4%
	대구/경북	152	0%	6%	14%	18%	60%	1%	7%
	부산/울산/경남	235	1%	4%	10%	15%	66%	3%	5%

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

◎ 국가별 명상 등 마음 수련 '항상+자주 한다' 응답 비율 (% , 내림차순)



* WIN World Survey. 2018년 10월~2019년 1월 40개국 30,890명 조사

◎ 명상 등 마음 수련 빈도 - 응답자 특성별 40개국 평균

		많이· 항상 한다 (A)	적당히· 자주 한다 (B)	조금· 가끔 한다	아주 조금· 드물게 한다	전혀 하지 않는다	잘은 사람 비율 (A+B)
40개국 전체 평균		5%	9%	14%	17%	52%	14%
성별	남성	5%	8%	13%	16%	56%	13%
	여성	5%	10%	16%	18%	49%	15%
연령별	18~24세	7%	11%	15%	17%	47%	18%
	25~34세	6%	9%	16%	18%	48%	15%
	35~44세	5%	9%	15%	17%	52%	14%
	45~54세	4%	9%	14%	18%	53%	13%
	55~64세	4%	7%	13%	16%	57%	11%
	65세 이상	4%	6%	12%	16%	61%	10%
본인의 전반적 건강상태 인식별	매우 건강하다	11%	13%	15%	15%	45%	23%
	건강한 편	4%	9%	15%	17%	54%	13%
	건강하지 않은 편	4%	7%	14%	19%	55%	10%
	전혀 건강하지 않다	4%	7%	12%	17%	57%	11%

*WIN World Survey. 2018년 10월~2019년 1월 40개국 30,890명 조사

◎ 평소 건강 관련 행동 - (9/11) 다이어트·건강기능식품 구입

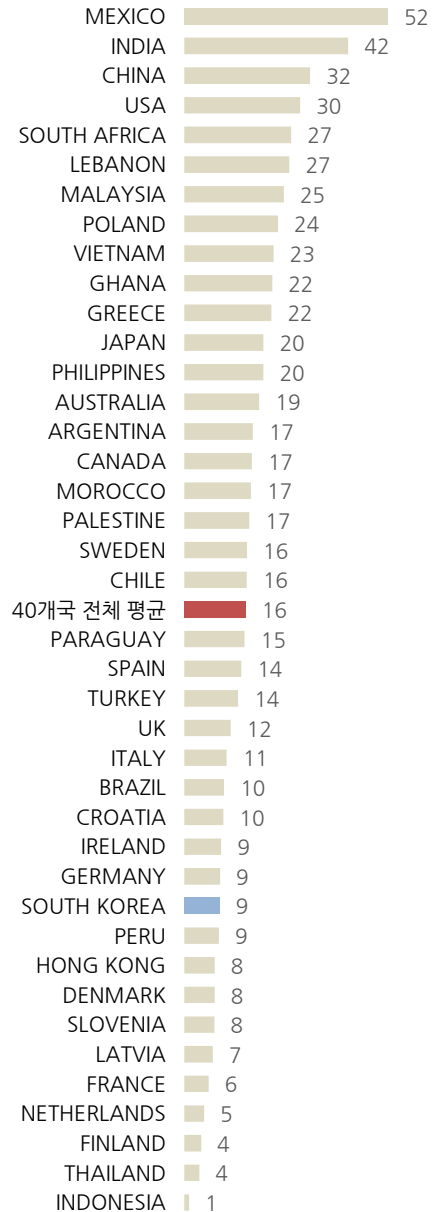
2018년 10월~ 2019년 1월 세계 조사	많아· 항상 한다 (A)	적당하· 자주 한다 (B)	조금· 가끔 한다	아주 조금· 드물게 한다	전혀 하지 않는다	모름 응답 거절	갇은 사람 비율 (A+B)
40개국 전체 평균	5%	11%	18%	20%	45%	2%	16%
ARGENTINA	5%	12%	22%	18%	43%	1%	17%
AUSTRALIA	6%	13%	21%	25%	35%	0%	19%
BRAZIL	5%	5%	15%	38%	36%	1%	10%
CANADA	5%	12%	19%	27%	36%	1%	17%
CHILE	4%	12%	22%	24%	35%	3%	16%
CHINA	8%	24%	26%	23%	19%	1%	32%
CROATIA	3%	7%	18%	29%	42%	1%	10%
DENMARK	2%	6%	11%	19%	62%	1%	8%
FINLAND	1%	4%	12%	26%	56%	1%	4%
FRANCE	2%	4%	12%	17%	63%	3%	6%
GERMANY	2%	7%	14%	20%	56%	0%	9%
GHANA	5%	17%	24%	23%	26%	5%	22%
GREECE	6%	16%	28%	26%	23%	1%	22%
HONG KONG	2%	6%	15%	25%	51%	1%	8%
INDIA	6%	36%	41%	11%	6%	0%	42%
INDONESIA	0%	1%	2%	7%	87%	2%	1%
IRELAND	3%	7%	14%	22%	52%	2%	9%
ITALY	1%	10%	19%	17%	53%	0%	11%
JAPAN	4%	16%	16%	25%	33%	5%	20%
LATVIA	1%	6%	16%	28%	45%	3%	7%
LEBANON	11%	16%	25%	16%	32%	1%	27%
MALAYSIA	8%	18%	25%	25%	23%	2%	25%
MEXICO	26%	26%	13%	11%	20%	4%	52%
MOROCCO	4%	13%	27%	21%	26%	10%	17%
NETHERLANDS	2%	3%	7%	17%	70%	1%	5%
PALESTINE	5%	11%	16%	13%	39%	15%	17%
PARAGUAY	3%	12%	31%	20%	34%	1%	15%
PERU	2%	6%	22%	20%	49%	1%	9%
PHILIPPINES	7%	13%	14%	11%	54%	1%	20%
POLAND	6%	18%	18%	24%	28%	6%	24%
SLOVENIA	2%	6%	15%	28%	48%	1%	8%
SOUTH AFRICA	11%	17%	22%	20%	29%	1%	27%
SOUTH KOREA	1%	8%	17%	18%	54%	1%	9%
SPAIN	5%	9%	26%	23%	37%	0%	14%
SWEDEN	4%	12%	14%	21%	48%	1%	16%
THAILAND	1%	3%	6%	6%	81%	4%	4%
TURKEY	2%	12%	8%	5%	71%	2%	14%
UK	3%	8%	15%	20%	52%	1%	12%
USA	10%	19%	19%	20%	30%	2%	30%
VIETNAM	8%	14%	31%	15%	31%	1%	23%

*국가명 알파벳순. WIN World Survey

2018년 11월 7~30일 한국 조사		사례수 (명)	평소 건강 관련 행동 - (9/11) 다이어트·건강기능식품 구입						갇은 사람 비율 (A+B)
			많아· 항상 한다 (A)	적당하· 자주 한다 (B)	조금· 가끔 한다	아주 조금· 드물게 한다	전혀 하지 않는다	모름 응답 거절	
전체		1,500	1%	8%	17%	18%	54%	1%	9%
성별	남성	743	1%	4%	13%	17%	63%	2%	5%
	여성	757	2%	11%	21%	20%	45%	1%	13%
연령별	19-29세	261	1%	6%	17%	21%	53%	1%	7%
	30대	256	1%	6%	17%	21%	52%	2%	7%
	40대	300	2%	10%	18%	18%	51%	1%	12%
	50대	300	1%	10%	23%	16%	49%	2%	11%
	60대 이상	383	2%	6%	12%	16%	62%	1%	8%
	성/연령별								
성/연령별	남성 19-29세	137	1%	1%	15%	19%	64%	1%	2%
	남성 30대	131		2%	13%	19%	64%	3%	2%
	남성 40대	152	1%	6%	12%	18%	61%	2%	7%
	남성 50대	151		5%	17%	14%	63%	2%	5%
	남성 60대 이상	172	2%	7%	11%	15%	64%	1%	9%
	여성 19-29세	124	1%	12%	20%	24%	42%	1%	13%
	여성 30대	125	3%	10%	22%	24%	40%	1%	13%
	여성 40대	148	2%	14%	24%	19%	40%		16%
	여성 50대	149	3%	15%	29%	18%	34%	1%	17%
	여성 60대 이상	212	1%	6%	14%	18%	60%	1%	7%
직업별	농/임/어업	31	-	-	-	-	-	-	-
	자영업	192	1%	7%	17%	17%	58%		9%
	블루칼라	514	1%	7%	15%	20%	55%	2%	8%
	화이트칼라	297	2%	7%	18%	18%	54%	1%	9%
	가정주부	304	2%	10%	23%	19%	44%	2%	12%
	학생	88		5%	13%	24%	56%	2%	5%
	무직/은퇴/기타	74		9%	11%	13%	66%	1%	9%
지역별	서울	295	1%	5%	20%	18%	54%	1%	6%
	인천/경기	460	1%	8%	22%	26%	43%	1%	9%
	강원	46	-	-	-	-	-	-	-
	대전/세종/충청	160	1%	5%	18%	20%	56%	1%	6%
	광주/전라	151	2%	5%	9%	17%	66%	1%	7%
	대구/경북	152	1%	15%	21%	14%	48%	1%	16%
	부산/울산/경남	235	3%	9%	10%	9%	66%	4%	11%

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

◎ 국가별 다이어트·건강기능식품 구입 '항상+자주 한다' 응답 비율 (% , 내림차순)



* WIN World Survey. 2018년 10월~2019년 1월 40개국 30,890명 조사

◎ 다이어트·건강기능식품 구입 빈도 - 응답자 특성별 40개국 평균

		많이· 항상 한다 (A)	적당히· 자주 한다 (B)	조금· 가끔 한다	아주 조금· 드물게 한다	전혀 하지 않는다	맞은 사람 비율 (A+B)
	40개국 전체 평균	5%	11%	18%	20%	45%	16%
성별	남성	4%	10%	16%	19%	48%	14%
	여성	5%	12%	20%	20%	42%	17%
연령별	18~24세	7%	12%	20%	20%	38%	19%
	25~34세	6%	13%	20%	20%	40%	19%
	35~44세	5%	12%	18%	21%	43%	17%
	45~54세	4%	10%	18%	20%	46%	14%
	55~64세	3%	9%	16%	19%	51%	12%
	65세 이상	2%	7%	13%	19%	58%	9%

*WIN World Survey. 2018년 10월~2019년 1월 40개국 30,890명 조사

◎ 평소 건강 관련 행동 - (10/11) 비타민 보충제 복용

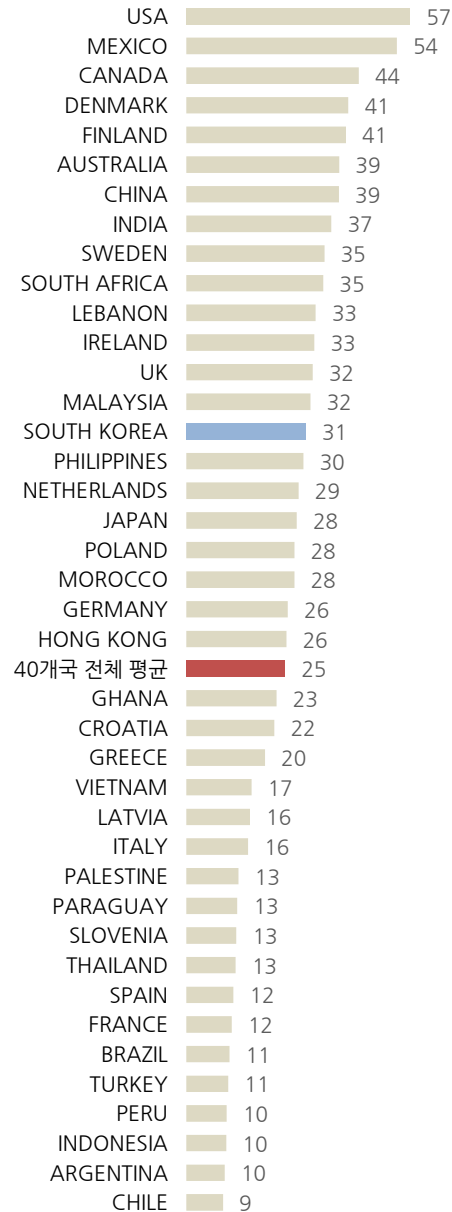
2018년 10월~ 2019년 1월 세계 조사	많아· 항상 한다 (A)	적당하· 자주 한다 (B)	조금· 가끔 한다	아주 조금· 드물게 한다	전혀 하지 않는다	모름 응답 거절	갇은 사람 비율 (A+B)
40개국 전체 평균	10%	15%	19%	19%	35%	1%	25%
ARGENTINA	7%	3%	12%	9%	69%	1%	10%
AUSTRALIA	19%	20%	15%	21%	25%	0%	39%
BRAZIL	7%	4%	10%	20%	58%	0%	11%
CANADA	24%	20%	15%	18%	21%	2%	44%
CHILE	3%	6%	13%	18%	57%	3%	9%
CHINA	10%	29%	27%	25%	9%	0%	39%
CROATIA	6%	17%	26%	29%	22%	0%	22%
DENMARK	25%	16%	15%	13%	30%	1%	41%
FINLAND	19%	21%	25%	18%	17%	0%	41%
FRANCE	4%	7%	10%	16%	61%	2%	12%
GERMANY	10%	16%	15%	19%	40%	0%	26%
GHANA	4%	19%	25%	22%	25%	5%	23%
GREECE	6%	14%	22%	26%	31%	0%	20%
HONG KONG	11%	15%	20%	30%	24%	0%	26%
INDIA	6%	31%	41%	15%	6%	0%	37%
INDONESIA	1%	9%	34%	31%	24%	0%	10%
IRELAND	15%	18%	17%	20%	29%	1%	33%
ITALY	2%	14%	28%	21%	36%	0%	16%
JAPAN	13%	15%	11%	27%	30%	4%	28%
LATVIA	4%	12%	16%	27%	38%	3%	16%
LEBANON	9%	24%	15%	17%	34%	1%	33%
MALAYSIA	9%	22%	28%	21%	18%	2%	32%
MEXICO	24%	29%	13%	11%	18%	5%	54%
MOROCCO	7%	21%	34%	17%	18%	3%	28%
NETHERLANDS	17%	12%	16%	15%	39%	1%	29%
PALESTINE	4%	9%	17%	18%	38%	15%	13%
PARAGUAY	2%	11%	24%	21%	42%	0%	13%
PERU	4%	6%	21%	20%	49%	0%	10%
PHILIPPINES	17%	13%	21%	14%	35%	1%	30%
POLAND	8%	19%	17%	24%	27%	5%	28%
SLOVENIA	4%	9%	22%	28%	37%	0%	13%
SOUTH AFRICA	17%	18%	19%	17%	29%	1%	35%
SOUTH KOREA	7%	23%	26%	15%	28%	1%	31%
SPAIN	5%	7%	21%	23%	44%	1%	12%
SWEDEN	17%	18%	14%	17%	33%	1%	35%
THAILAND	3%	10%	11%	13%	62%	2%	13%
TURKEY	4%	7%	10%	6%	73%	1%	11%
UK	18%	15%	14%	13%	40%	1%	32%
USA	34%	23%	16%	10%	15%	2%	57%
VIETNAM	6%	11%	32%	18%	33%	0%	17%

*국가명 알파벳순. WIN World Survey

2018년 11월 7~30일 한국 조사		사례수 (명)	평소 건강 관련 행동 - (10/11) 비타민 보충제 복용						갇은 사람 비율 (A+B)
			많아· 항상 한다 (A)	적당하· 자주 한다 (B)	조금· 가끔 한다	아주 조금· 드물게 한다	전혀 하지 않는다	모름 응답 거절	
전체		1,500	7%	23%	26%	15%	28%	1%	31%
성별	남성	743	6%	18%	25%	16%	34%	1%	24%
	여성	757	9%	28%	26%	14%	22%	0%	37%
연령별	19-29세	261	3%	17%	23%	15%	41%	1%	21%
	30대	256	5%	23%	31%	14%	27%	0%	28%
	40대	300	8%	26%	27%	15%	24%	0%	34%
	50대	300	9%	23%	25%	19%	22%	1%	33%
	60대 이상	383	10%	25%	23%	12%	29%	1%	35%
성/ 연령별	남성 19-29세	137	3%	15%	18%	16%	48%	1%	18%
	남성 30대	131	2%	16%	35%	14%	33%	1%	18%
	남성 40대	152	6%	22%	25%	17%	29%	1%	29%
	남성 50대	151	6%	18%	24%	21%	28%	2%	24%
	남성 60대 이상	172	9%	19%	22%	12%	36%	2%	29%
	여성 19-29세	124	5%	19%	27%	14%	33%	1%	24%
	여성 30대	125	8%	31%	27%	14%	21%		38%
	여성 40대	148	9%	30%	29%	14%	19%		39%
직업별	여성 50대	149	13%	29%	25%	17%	17%		41%
	여성 60대 이상	212	10%	30%	24%	12%	23%	1%	40%
	농/임/어업	31	-	-	-	-	-	-	-
	자영업	192	9%	25%	26%	16%	24%	0%	34%
	블루칼라	514	5%	23%	28%	18%	26%	1%	28%
	화이트칼라	297	7%	25%	25%	12%	31%	0%	32%
	가정주부	304	13%	28%	26%	14%	19%	0%	41%
	학생	88	4%	9%	18%	15%	52%	2%	13%
지역별	무직/은퇴/기타	74	1%	16%	18%	13%	47%	4%	17%
	서울	295	6%	23%	27%	14%	28%	2%	29%
	인천/경기	460	5%	19%	33%	19%	23%	0%	25%
	강원	46	-	-	-	-	-	-	-
	대전/세종/충청	160	4%	24%	21%	16%	34%		28%
	광주/전라	151	9%	17%	18%	21%	35%		26%
	대구/경북	152	8%	25%	27%	10%	28%	1%	34%
	부산/울산/경남	235	14%	32%	17%	7%	28%	1%	46%

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

◎ 국가별 비타민 보충제 복용 '항상+자주 한다' 응답 비율 (% , 내림차순)



* WIN World Survey. 2018년 10월~2019년 1월 40개국 30,890명 조사

◎ 비타민 보충제 복용 빈도 - 응답자 특성별 40개국 평균

		많이· 항상 한다 (A)	적당히· 자주 한다 (B)	조금· 가끔 한다	아주 조금· 드물게 한다	전혀 하지 않는다	잘은 사람 비율 (A+B)
40개국 전체 평균		10%	15%	19%	19%	35%	25%
성별	남성	8%	13%	18%	20%	39%	22%
	여성	12%	17%	20%	18%	31%	29%
연령별	18~24세	8%	13%	21%	19%	37%	21%
	25~34세	8%	15%	21%	20%	34%	23%
	35~44세	10%	16%	20%	20%	33%	25%
	45~54세	11%	15%	20%	20%	33%	26%
	55~64세	13%	15%	18%	17%	36%	28%
	65세 이상	13%	15%	15%	17%	38%	28%
본인의 전반적 건강상태 인식별	매우 건강하다	12%	15%	18%	17%	37%	27%
	건강한 편	9%	15%	21%	19%	35%	24%
	건강하지 않은 편	11%	15%	18%	20%	34%	26%
	전혀 건강하지 않다	15%	17%	14%	17%	37%	31%

*WIN World Survey. 2018년 10월~2019년 1월 40개국 30,890명 조사

◎ 평소 건강 관련 행동 - (11/11) 알레르기 반응 유발 제품 피함

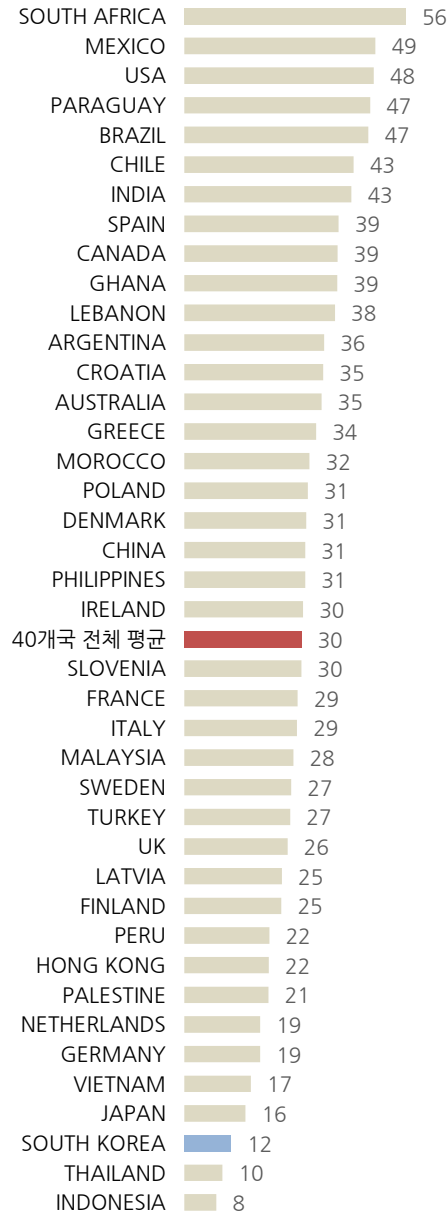
2018년 10월~ 2019년 1월 세계 조사	많아·항상 그렇다 (A)	자주 그렇다 (B)	조금·가끔 그렇다	아주 조금 ·드물게 그렇다	전혀 그렇지 않다	모름 응답 거절	갇은 사람 비율 (A+B)
40개국 전체 평균	16%	14%	14%	13%	35%	8%	30%
ARGENTINA	23%	12%	14%	9%	33%	8%	36%
AUSTRALIA	20%	15%	10%	11%	32%	11%	35%
BRAZIL	35%	12%	11%	11%	25%	6%	47%
CANADA	22%	17%	10%	11%	29%	11%	39%
CHILE	23%	20%	15%	14%	23%	5%	43%
CHINA	10%	21%	23%	23%	20%	3%	31%
CROATIA	18%	18%	15%	16%	29%	4%	35%
DENMARK	16%	15%	14%	11%	30%	13%	31%
FINLAND	13%	12%	11%	15%	38%	12%	25%
FRANCE	14%	15%	14%	10%	37%	10%	29%
GERMANY	9%	10%	16%	16%	40%	9%	19%
GHANA	19%	20%	13%	10%	22%	16%	39%
GREECE	21%	13%	11%	14%	34%	7%	34%
HONG KONG	6%	15%	23%	25%	27%	4%	22%
INDIA	13%	30%	36%	13%	6%	2%	43%
INDONESIA	3%	5%	11%	18%	59%	4%	8%
IRELAND	20%	10%	11%	9%	35%	15%	30%
ITALY	12%	17%	19%	15%	34%	4%	29%
JAPAN	6%	10%	13%	19%	44%	8%	16%
LATVIA	12%	13%	14%	16%	27%	18%	25%
LEBANON	25%	14%	14%	19%	25%	4%	38%
MALAYSIA	12%	16%	21%	18%	28%	5%	28%
MEXICO	24%	25%	11%	10%	17%	14%	49%
MOROCCO	14%	18%	29%	15%	11%	14%	32%
NETHERLANDS	11%	9%	11%	13%	48%	9%	19%
PALESTINE	9%	12%	18%	12%	34%	16%	21%
PARAGUAY	25%	22%	15%	12%	21%	4%	47%
PERU	12%	10%	17%	17%	41%	3%	22%
PHILIPPINES	20%	11%	13%	10%	45%	1%	31%
POLAND	16%	15%	13%	13%	31%	11%	31%
SLOVENIA	14%	16%	16%	18%	32%	5%	30%
SOUTH AFRICA	40%	16%	11%	8%	18%	6%	56%
SOUTH KOREA	6%	6%	10%	13%	63%	2%	12%
SPAIN	24%	16%	13%	12%	31%	5%	39%
SWEDEN	14%	13%	9%	14%	36%	14%	27%
THAILAND	3%	6%	17%	13%	57%	3%	10%
TURKEY	11%	16%	9%	4%	58%	2%	27%
UK	15%	11%	14%	10%	37%	13%	26%
USA	34%	14%	9%	10%	22%	11%	48%
VIETNAM	10%	7%	17%	13%	52%	1%	17%

*국가명 알파벳순. WIN World Survey

2018년 11월 7~30일 한국 조사		사례수 (명)	평소 건강 관련 행동-(11/11) 알레르기 반응 유발 제품 피함						갇은 사람 비율 (A+B)
			많아·항상 그렇다 (A)	자주 그렇다 (B)	조금·가끔 그렇다	아주 조금 ·드물게 그렇다	전혀 그렇지 않다	모름 응답 거절	
전체		1,500	6%	6%	10%	13%	63%	2%	12%
성별	남성	743	5%	5%	10%	12%	66%	2%	10%
	여성	757	6%	8%	11%	14%	59%	1%	14%
연령별	19-29세	261	5%	7%	9%	12%	67%	1%	12%
	30대	256	5%	6%	13%	16%	59%	2%	12%
	40대	300	6%	8%	11%	15%	60%	1%	13%
	50대	300	6%	5%	14%	13%	61%	2%	11%
	60대 이상	383	6%	6%	7%	12%	67%	3%	12%
	성/연령별								
성/연령별	남성 19-29세	137	3%	5%	6%	13%	72%	1%	9%
	남성 30대	131	3%	5%	12%	16%	62%	2%	8%
	남성 40대	152	6%	7%	10%	12%	66%	1%	12%
	남성 50대	151	5%	3%	14%	10%	65%	3%	9%
	남성 60대 이상	172	7%	3%	7%	11%	67%	4%	10%
	여성 19-29세	124	7%	8%	11%	10%	61%	2%	15%
	여성 30대	125	7%	8%	13%	16%	55%	1%	15%
	여성 40대	148	5%	9%	13%	18%	54%	1%	14%
	여성 50대	149	6%	7%	13%	16%	57%	1%	13%
	여성 60대 이상	212	5%	8%	7%	12%	67%	1%	13%
직업별	농/임/어업	31	-	-	-	-	-	-	-
	자영업	192	6%	5%	11%	13%	64%	1%	11%
	블루칼라	514	5%	6%	11%	13%	64%	2%	11%
	화이트칼라	297	8%	9%	12%	12%	57%	1%	17%
	가정주부	304	5%	7%	11%	16%	60%	2%	12%
	학생	88	4%	4%	6%	15%	69%	2%	8%
	무직/은퇴/기타	74	3%	2%	4%	11%	75%	5%	5%
지역별	서울	295	11%	9%	9%	12%	58%	2%	20%
	인천/경기	460	2%	7%	17%	22%	52%	0%	9%
	강원	46	-	-	-	-	-	-	-
	대전/세종/충청	160	5%	3%	6%	8%	77%	1%	8%
	광주/전라	151	1%	2%	6%	9%	79%	2%	4%
	대구/경북	152	8%	5%	8%	9%	69%	1%	13%
	부산/울산/경남	235	5%	7%	7%	6%	70%	4%	13%

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

◎ 국가별 알레르기 유발 제품 기피 '항상+자주 그렇다' 응답 비율 (% , 내림차순)



* WIN World Survey. 2018년 10월~2019년 1월 40개국 30,890명 조사

◎ 알레르기 유발 제품 기피 빈도 - 응답자 특성별 40개국 평균

	많이·항상 그렇다 (A)	자주 그렇다 (B)	조금·가끔 그렇다	아주 조금 ·드물게 그렇다	전혀 그렇지 않다	찾은 사람 비율 (A+B)
40개국 전체 평균	16%	14%	14%	13%	35%	30%
성별						
남성	14%	13%	14%	13%	39%	26%
여성	18%	15%	15%	13%	31%	33%
연령별						
18~24세	18%	15%	14%	13%	32%	34%
25~34세	16%	15%	15%	13%	34%	30%
35~44세	15%	14%	16%	14%	35%	29%
45~54세	15%	13%	14%	15%	37%	28%
55~64세	15%	13%	13%	13%	38%	28%
65세 이상	19%	12%	13%	13%	35%	31%
본인의 전반적 건강상태 인식별						
매우 건강하다	21%	13%	12%	10%	37%	33%
건강한 편	15%	14%	15%	14%	36%	29%
건강하지 않은 편	15%	14%	15%	15%	32%	30%
전혀 건강하지 않다	19%	13%	14%	13%	32%	32%

*WIN World Survey. 2018년 10월~2019년 1월 40개국 30,890명 조사

응답자 특성표

주요 분석 단위별 표본오차(95% 신뢰수준 기준)와 지역/성/연령/직업/생활수준 분포입니다. 2018년 7월 행정안전부 주민등록인구 기준 7개 권역/성/연령별 셀 가중 처리 결과

응답자 특성표 2018년 11월 7~30일 면접조사		조사완료		목표할당(가중 후)		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	749	50%	743	50%	0.99	±3.6%P
	여성	751	50%	757	50%	1.01	±3.6%P
연령별	19-29세	300	20%	261	17%	0.87	±5.7%P
	30대	300	20%	256	17%	0.85	±5.7%P
	40대	299	20%	300	20%	1.00	±5.7%P
	50대	301	20%	300	20%	1.00	±5.6%P
	60대 이상	300	20%	383	26%	1.28	±5.7%P
지역별	서울	300	20%	295	20%	0.98	±5.7%P
	인천/경기	450	30%	460	31%	1.02	±4.6%P
	강원	50	3%	46	3%	0.92	±13.9%P
	대전/세종/충청	140	9%	160	11%	1.14	±8.3%P
	광주/전라	170	11%	151	10%	0.89	±7.5%P
	대구/경북	150	10%	152	10%	1.02	±8.0%P
	부산/울산/경남	240	16%	235	16%	0.98	±6.3%P
지역	대도시	668	45%	661	44%	X	±3.8%P
크기별	중소도시	694	46%	702	47%		±3.7%P
	읍/면	138	9%	137	9%		±8.3%P
직업별	농/임/어업	27	2%	31	2%		±18.9%P
	자영업	182	12%	192	13%		±7.3%P
	블루칼라	525	35%	514	34%		±4.3%P
	화이트칼라	318	21%	297	20%		±5.5%P
	가정주부	278	19%	304	20%		±5.9%P
	학생	100	7%	88	6%		±9.8%P
	무직/은퇴/기타	70	5%	74	5%		±11.7%P
생활	상/중상	70	5%	68	5%	±11.7%P	
수준별	중	820	55%	803	54%	±3.4%P	
	중하	535	36%	544	36%	±4.2%P	
	하	74	5%	84	6%	±11.4%P	

*표본오차는 조사완료 사례수 기준. 한국갤럽 www.gallup.co.kr

*목표할당 사례수는 2018년 7월 행안부 주민등록인구 기준 지역/성/연령 셀 가중 결과

WIN World Survey (WWS) uncovers what people really think about their health

WIN, the world's leading association in market research and polling, has today published Part 4 of the 2018 WIN World Survey (WWS) exploring the views and beliefs of 30,890 people from 40 countries across the globe. This survey reveals that, contrary to the constant negative news about health, most people today believe that they are healthy.

HEADLINES

Health in general

- A surprisingly low 4% believe that they are unhealthy,
- A further 19% believe that they are somewhat unhealthy
- 76% of people believe that they are very healthy (16%) or healthy (60%)
- The % of people who believe that they are very healthy drops from 33% (of people under 18 yrs) to 10% of people over 65 yrs
- The % of people who believe that they are unhealthy increases from 2% of people under 18 yrs to 7% of people over 65 yrs
- The region with the highest net positive health score¹ is Africa (64% net) and the lowest is MENA (42% net)

Aspects of Health

- Being healthy corresponds well with perceived levels of fitness, weight and mood/stress

¹ Net Health Index {Net health = (very healthy + healthy) – (somewhat unhealthy + unhealthy)}

- 68% of people believe that they are fit including 15% who believe that they are very fit
- 66% believe that their weight is either very good (17%) or good (49%). Only 7% believe that their weight is very poor
- 79% believe their mood/stress is either very good (23%) or good (56%)

Health and Behavior

- This survey explored the relationship between perceived health levels and 11 health related behaviors, with some surprising results:
 - o Smoking incidence (very often/fairly often) is 18% or above for all perceived levels of health. However, the least healthy have the highest incidence (27%)
 - o Drinking alcohol has similar incidence for all health levels with the healthiest having a slightly higher incidence
 - o The countries with the highest perceived incidence of drinking frequently (very often/fairly often) are Japan (49%) and Mexico (48%)
 - o Of the proactive health behaviors explored, the highest incidence (very often/fairly often) is exercise (37%), avoiding products that cause allergies (30%), taking vitamin supplements (25%)
 - o The lowest incidence of proactive health behaviors is practicing mindfulness techniques (14%), going on a diet (15%) and purchasing diet or health products (16%)
 - o 79% of all people interviewed are taking medicines prescribed by a doctor. As would be expected, people who perceive that they are “unhealthy” or “somewhat unhealthy” are taking prescribed medicines at high frequencies
 - o Suffering from some levels of stress is experienced by the vast majority of people (86%). 30% suffer from stress at high frequencies (very often/fairly often). The people who are unhealthy suffer from stress most often (54%)
 - o Sleeping well is correlated with perceived health. 3% of people interviewed never sleep well and 32% of people only sleep well sometimes or occasionally.

COMMENTARY

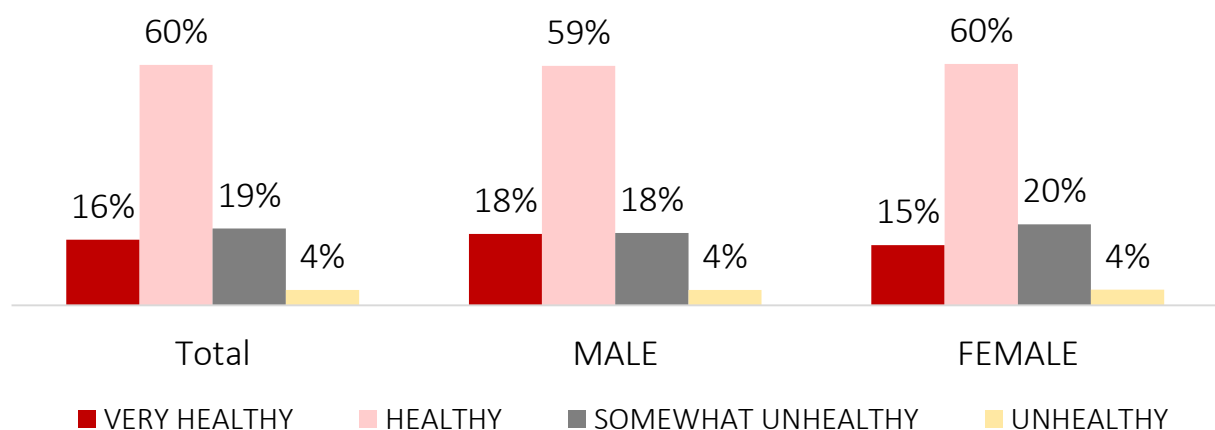
Health in general

With News headlines such as “Today’s adult generations are less healthy than their predecessors”*, “Today’s adults 15 years ‘older’ than their parents”** it is surprising to learn in the 2018 WIN World Survey (WWS) that the vast majority of people (76%) around the world believe that they are healthy. Only 4% believe that they are unhealthy, although 19% believe that they are somewhat unhealthy.

This large perceptual gap between how healthy people feel and objective measures of health risk factors may explain the challenge health authorities have in changing behaviors.

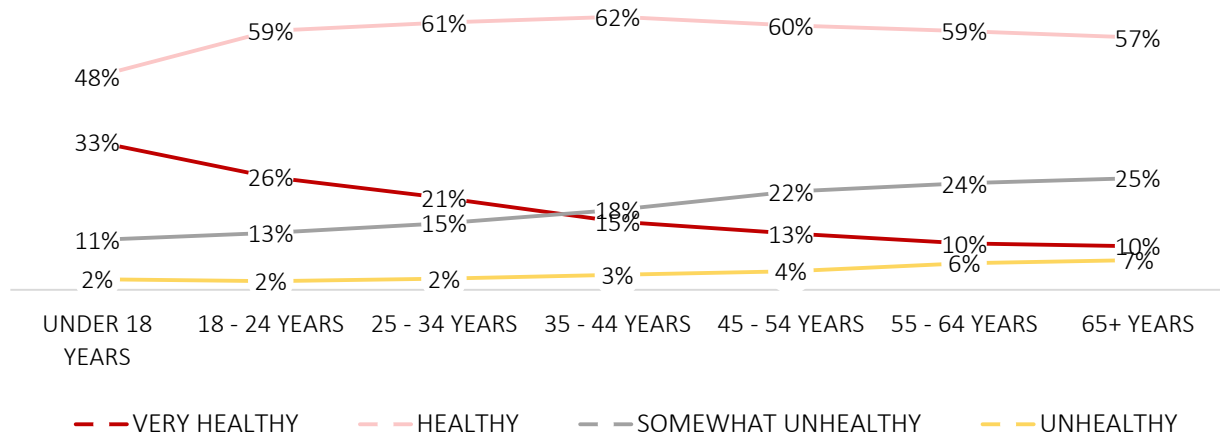
The perceived healthiness is similar by gender. There is a slightly higher % of males who perceive that they are very healthy and a slightly higher % of females who perceive that they are somewhat unhealthy.

Perceived healthiness by gender



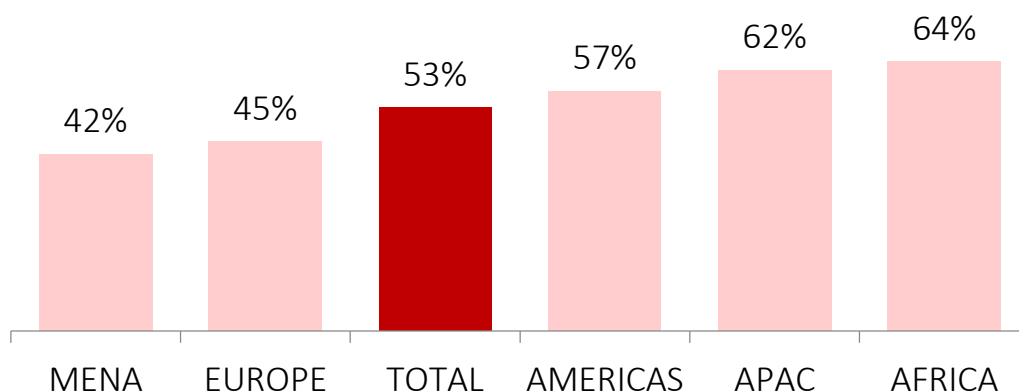
The perceived level of healthiness changes with age. The level that changes most noticeably is the “Very Healthy”. This level reduces from 33% when under 18 years to 10% when over 65 years.

Perceived Healthiness by Age



Perceived health varies by country and by region. Utilizing a Net Health Index {Net health = (very healthy + healthy) – (somewhat unhealthy + unhealthy)}, African and APAC countries believe that they have highest net health whilst MENA and European countries believe that they have lower net health.

Perceived Health Index



The G20 countries have a higher Net health (58%) compared with the non G20 countries (49%).

* “Today's adult generations are less healthy than their predecessors” in “Generation shifts in metabolic risk factors: the Doetinchem Cohort Study”. European Journal of Preventive Cardiology G, Susan H, Picavet J , et al Published online April 10 2013

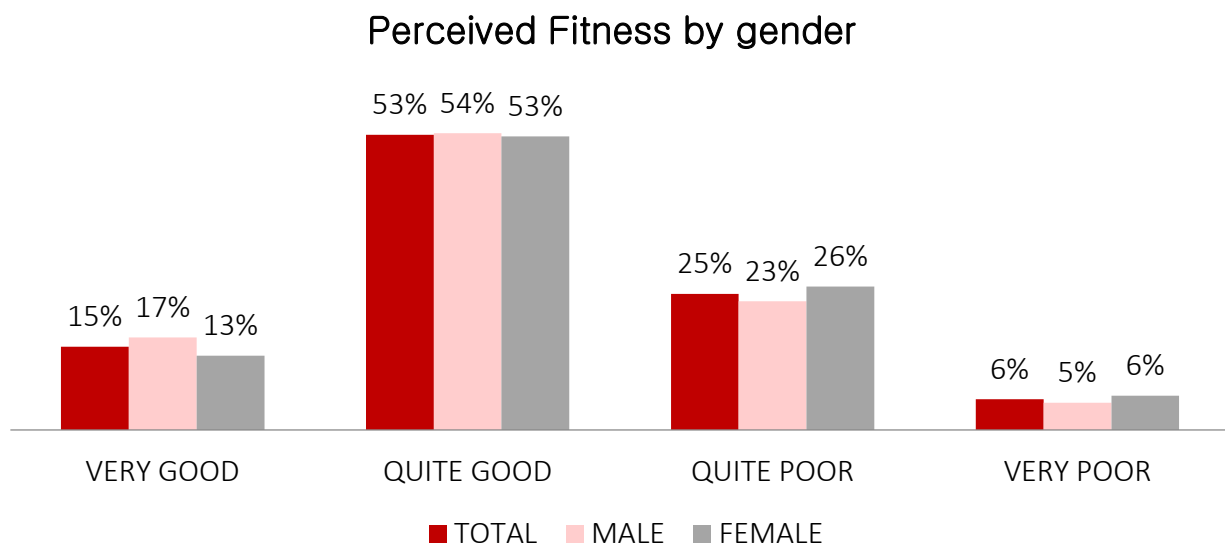
** “Today's adults 15 years 'older' than parents”, in The Daily Telegraph, April 10 2013

Aspects of Health

Multivariate analysis shows that being “very healthy” and also “healthy” has a strong correlation (above 0.4 Pearson coefficient) with perceived high levels of fitness, weight and mood/stress.

Moreover, there is low correlation between being “somewhat unhealthy” and “unhealthy” with perceived low levels of fitness, weight and mood/stress.

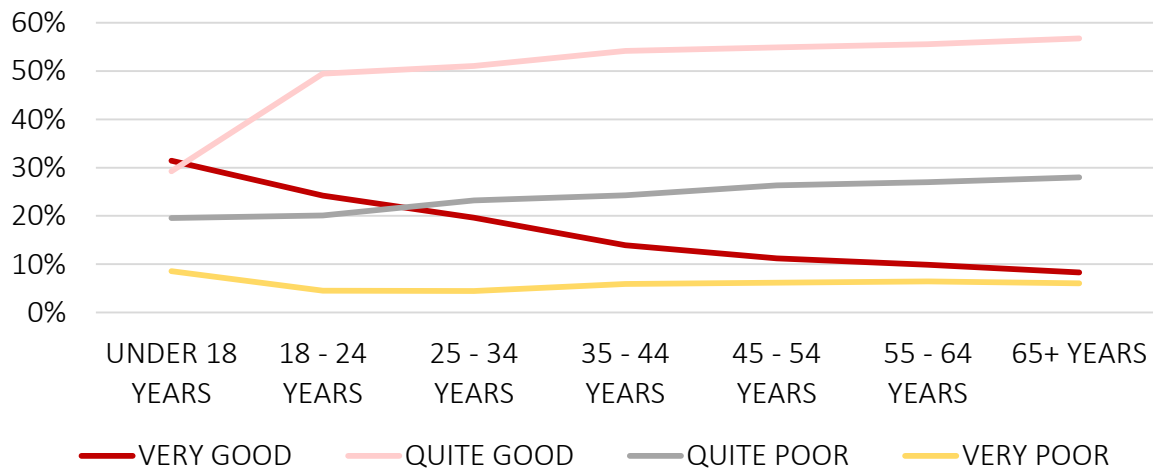
There are little perceived differences between the genders on the levels of perceived fitness.



% of don't know not present in the graphic

When it comes to fitness and age, it is noticeable that the levels of “very poor” and “quite poor” remain reasonably consistent as we age. Similarly, the perceived “quite good” level of fitness remains reasonably consistent. However, there is a significant reduction in the % of people who perceive that their fitness is “very good” between 18 and 35 years. After this age, this level of fitness remains reasonably consistent.

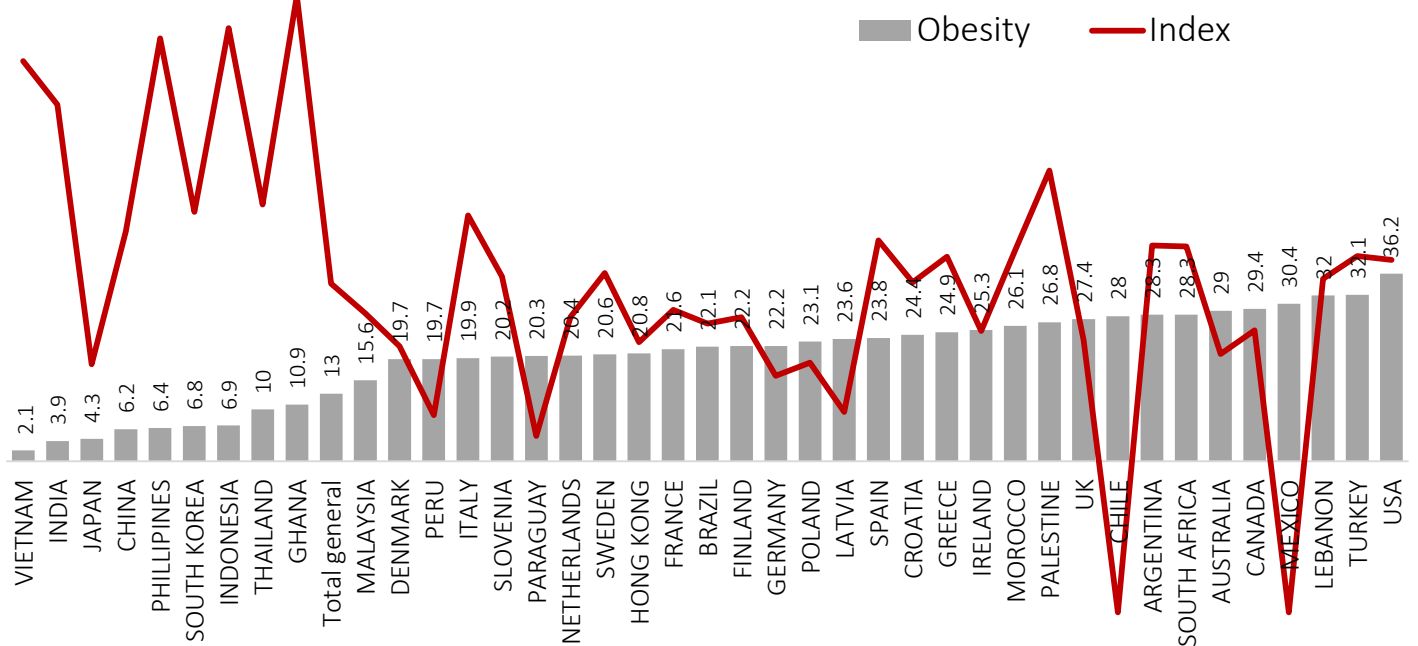
Perceived Fitness by age



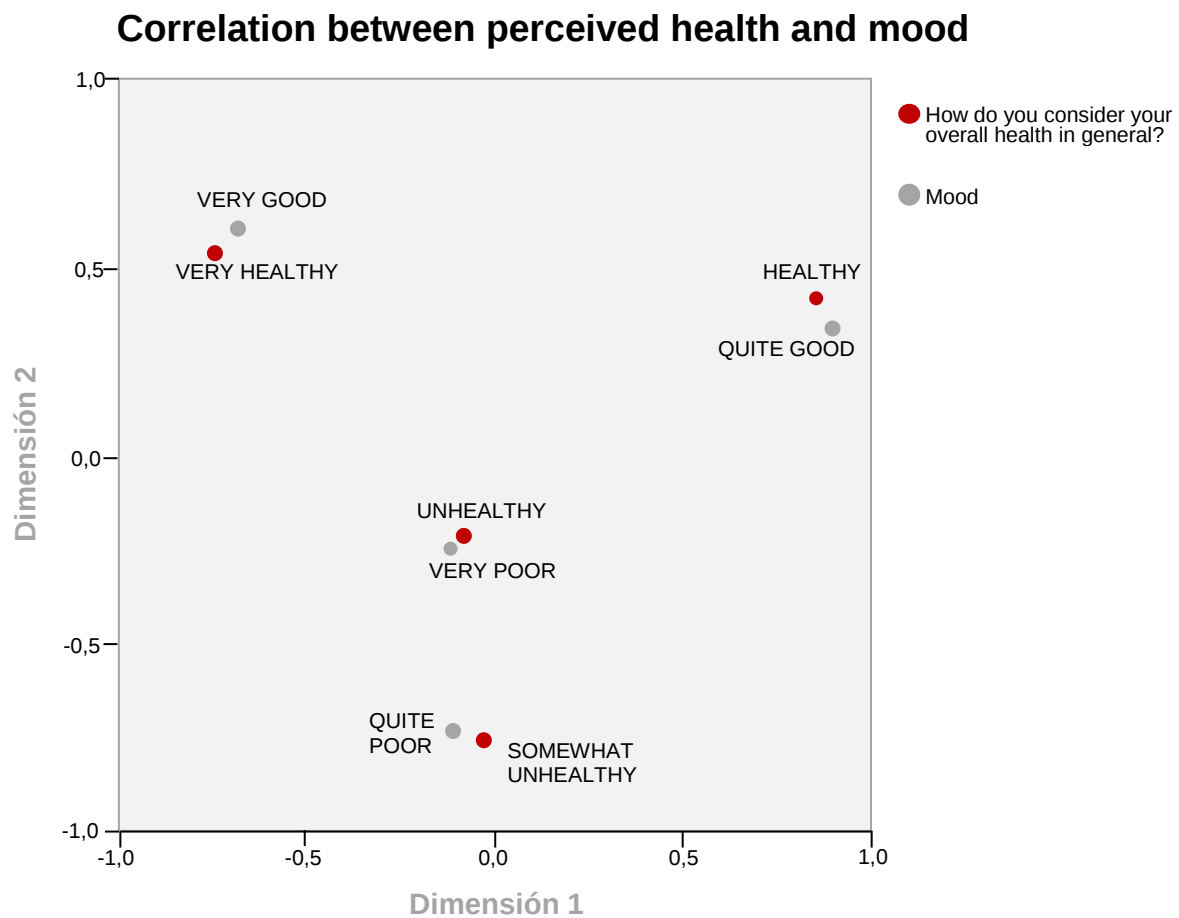
The World Health Organization refers to Obesity as a global epidemic “Obesity: preventing and managing the global epidemic” Report of a WHO Consultation (WHO Technical Report Series 894), but 66% believe that their weight is either very good (17%) or good (49%). Only 6.9% believe that their weight is very poor.

Comparing a Net Weight Index {Net weight = (very good + quite good) – (quite poor + very poor)} with WHO obesity (BMI≥30) data by country, we can see that countries with a low prevalence of obesity have high positive Net Weight Index.

Perceived weight index vs Obesity Prevalence



However, there is not a clear correlation between increasing obesity prevalence and Net Weight Index.



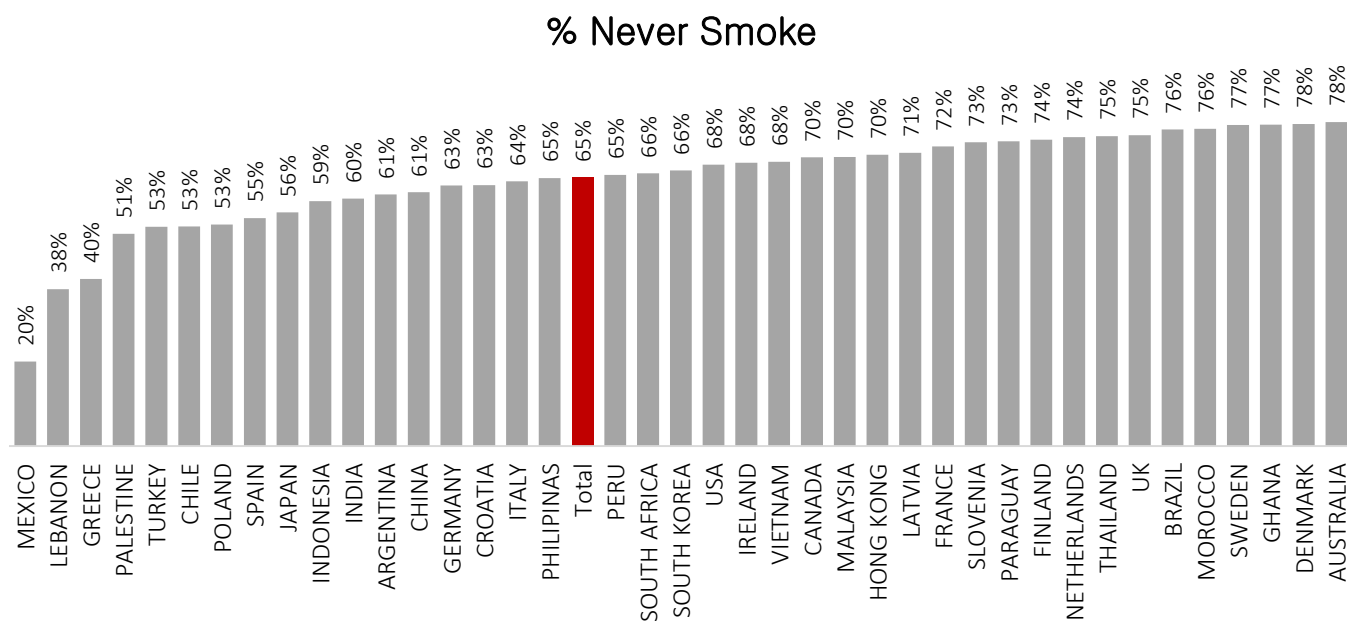
79% believe their mood/stress is either very good (23%) or good (56%). Multivariate analysis reveals that there is a correlation between all levels of healthiness and the corresponding perception of mood/stress.

Health and behavior

Smoking

74% of females and 55% of males say that they never smoke.

Australia has the highest % of people who never smoke (78%), whilst Mexico has the lowest (20%).

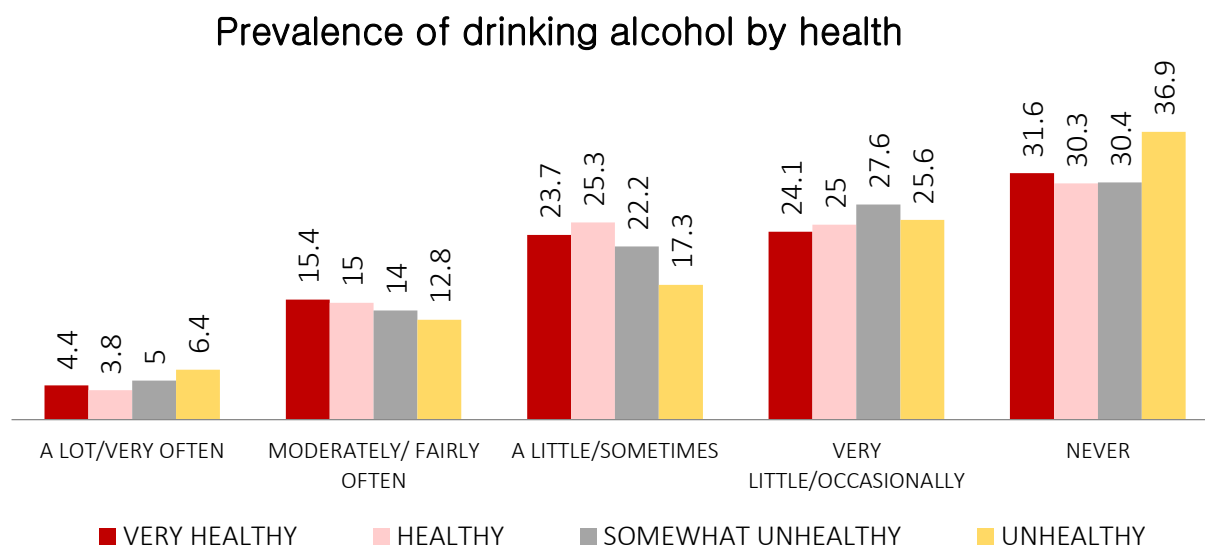


It is surprising that 18.1% of people who believe that they are in very good health smoke very often/fairly often.

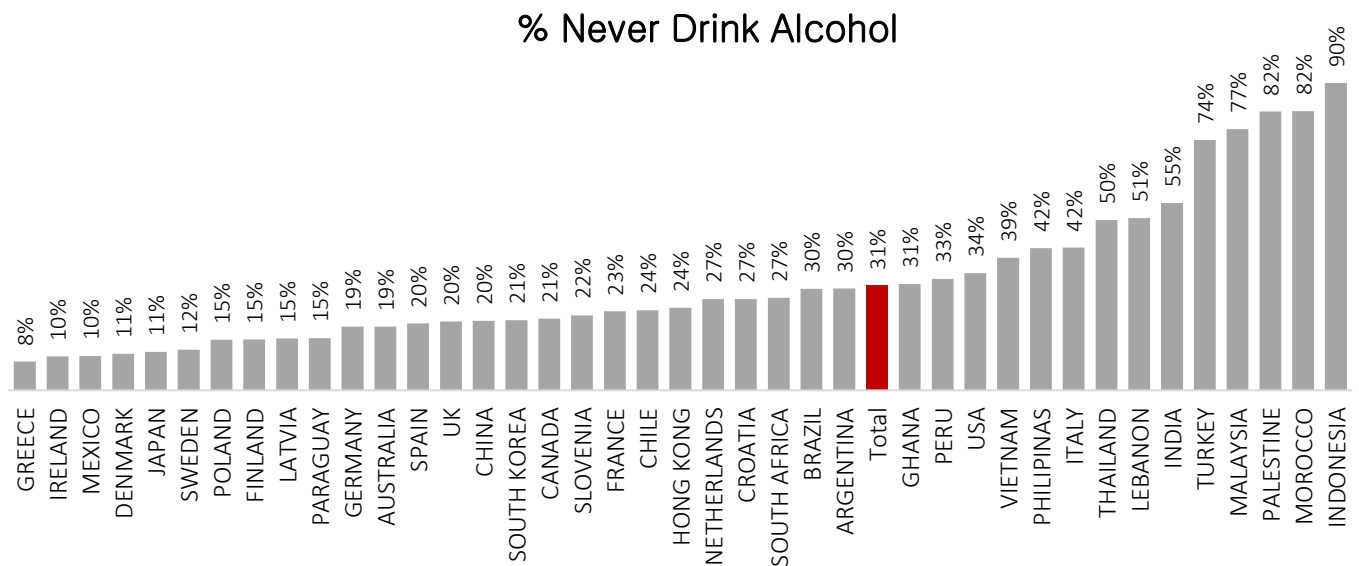
Perhaps more alarming is that 40.6% of people who believe that they are Unhealthy smoke to some extent. Of these 27.2% smoke often/fairly often.

Drinking alcohol

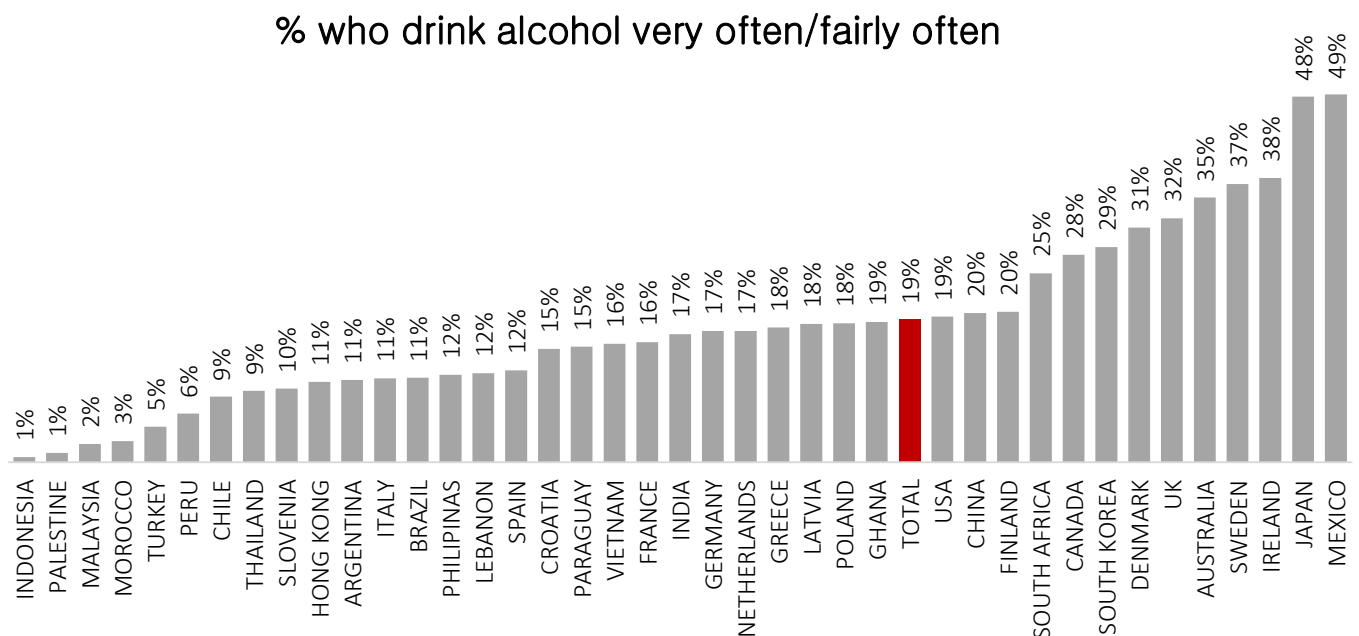
The prevalence of alcohol consumption does not vary greatly based on a perceived health.



The large difference in the % of people who never drink alcohol between countries would be due to cultural and religious beliefs.



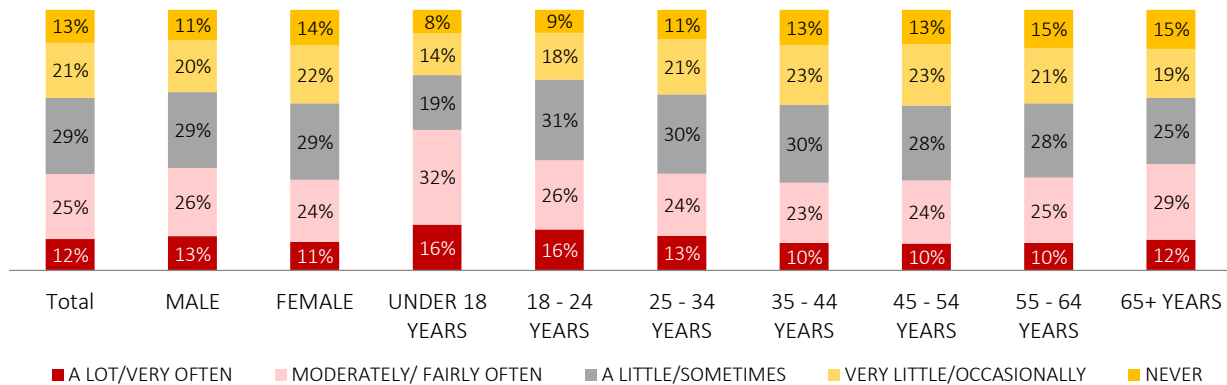
The countries with the highest perceived incidence of drinking frequently (very often/fairly often) are Japan (49%) and Mexico (48%).



Exercise

Exercise at some level is undertaken by 87% of people. 37% exercise very often/fairly often.

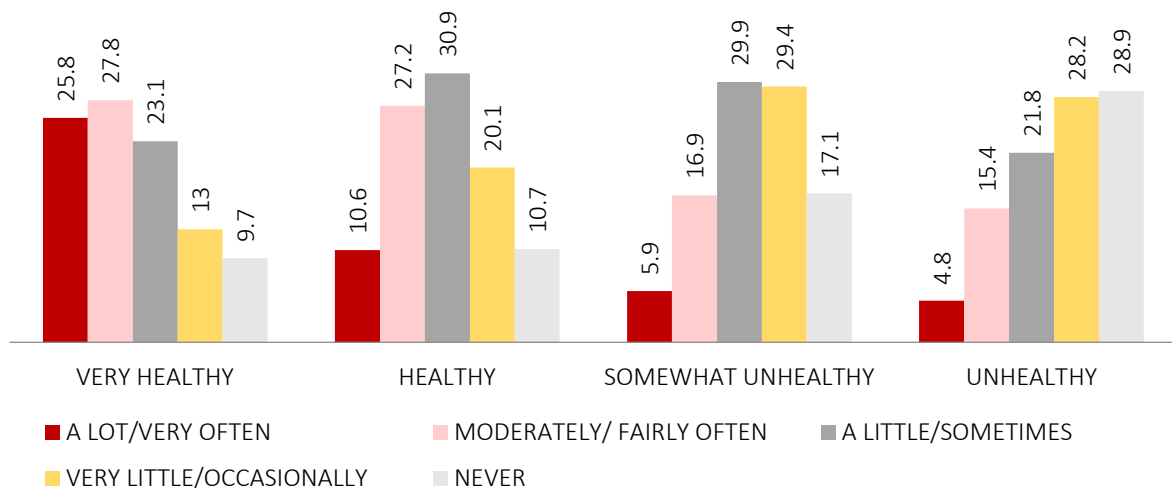
Exercise frequency by demographic



The frequency of exercise is similar across all demographics.

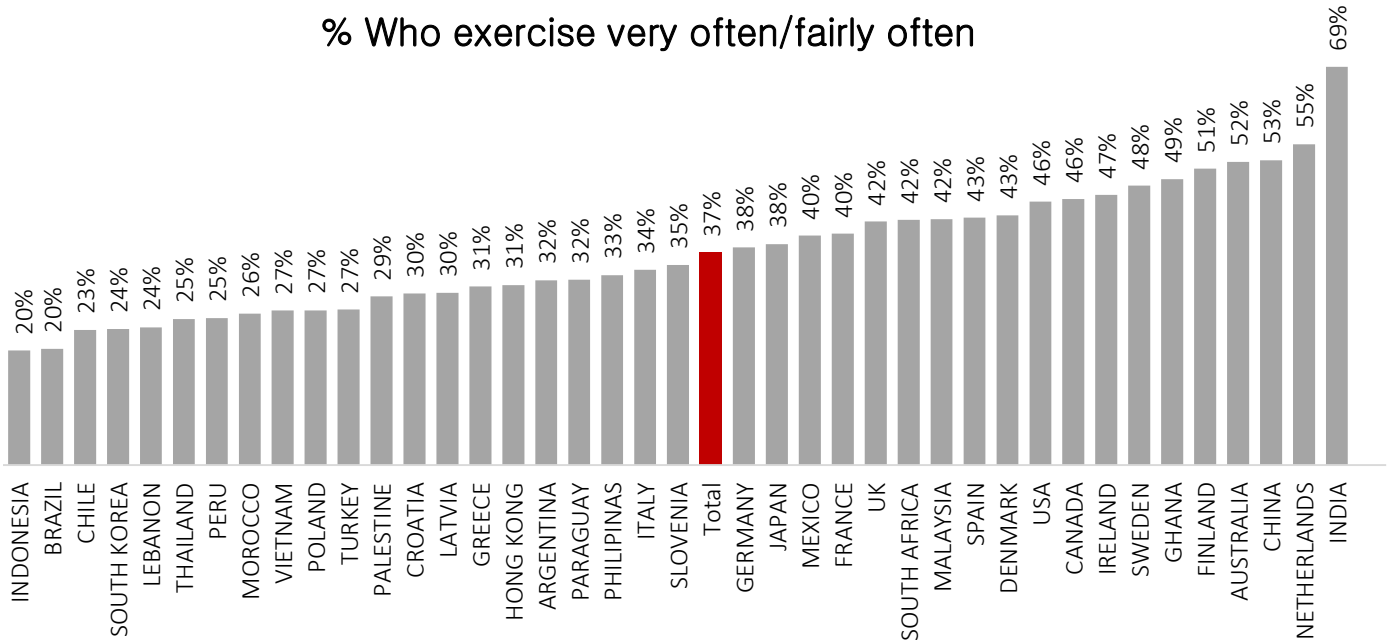
However, there is a strong relationship between perceived health level and the frequency of exercise. 25.8% of the “very healthy” exercise a lot whilst 28.9% of the “unhealthy” never exercise.

Prevalence of exercise by health



Of the 40 countries who participated in the survey, India has the highest incidence of people who exercise very often / fairly often (69%) whilst Indonesia and Brazil are the lowest at 20%.

% Who exercise very often/fairly often



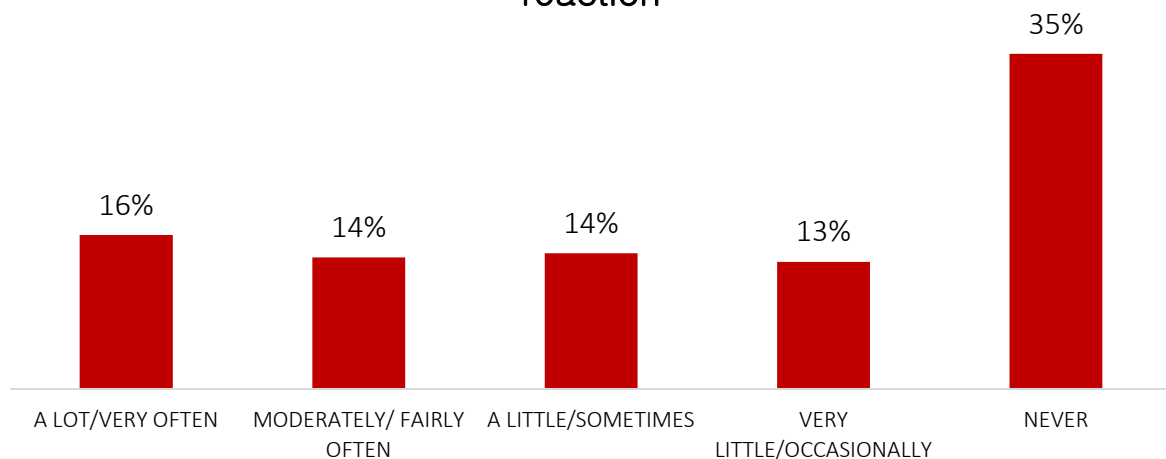
Avoid products that cause an allergic reaction

The news*** would tell us that allergies are the “Scourge of Modern Life”. The word allergy was first used in 1906 and since then the incidence seems to have been increasing rapidly.

This survey revealed that 57% of people avoid products that cause an allergic reaction. 30% practice avoidance very often/fairly often.

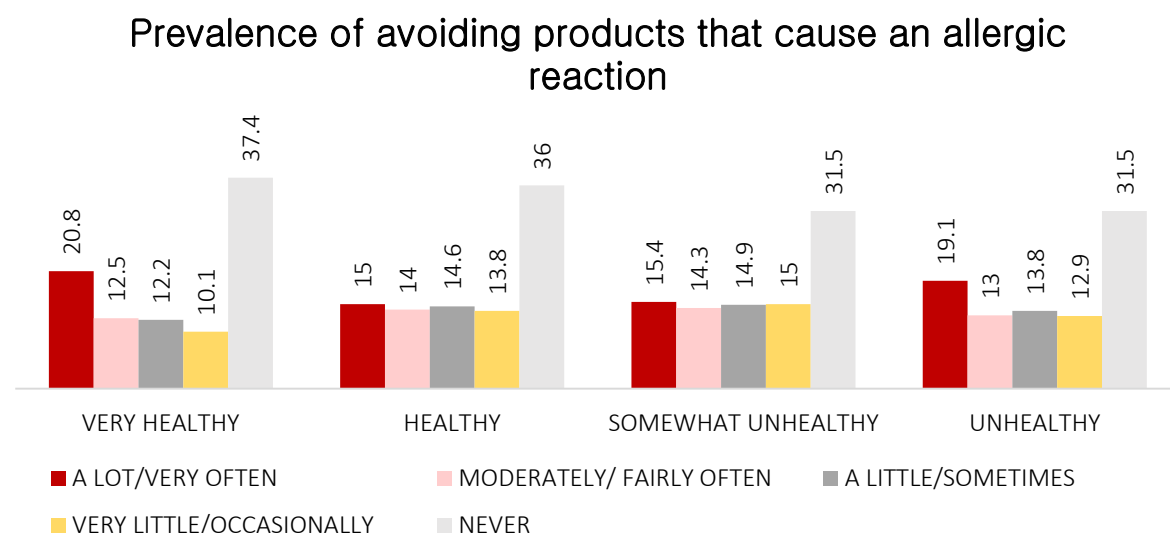
This avoidance behavior is similar across the demographics.

Prevalence of avoiding products that cause an allergic reaction



8% don't know

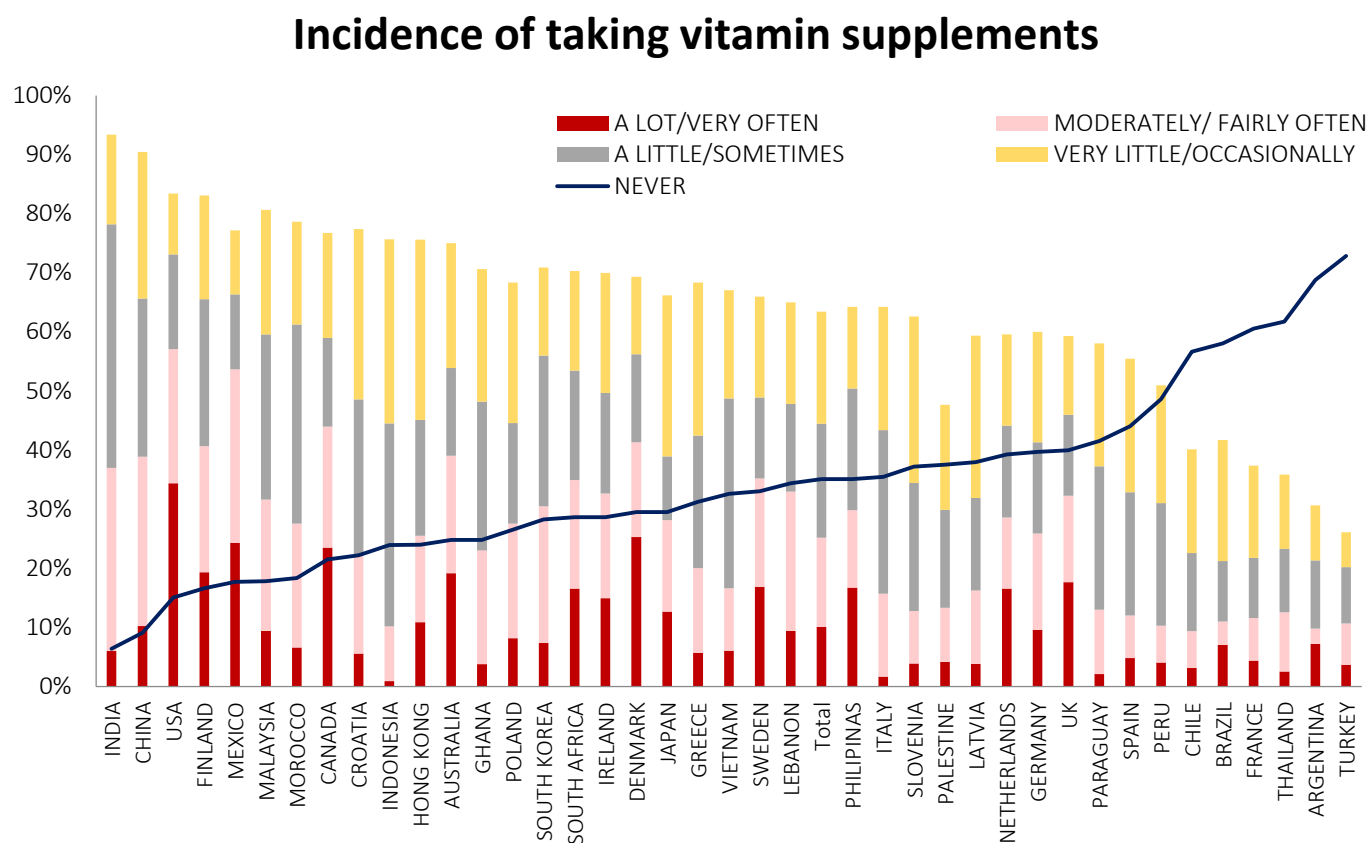
However, this behavior is practiced very often by the “very healthy” (20.8%) and the unhealthy (19.1%)



****"Allergies: the scourge of modern life?" The Observer, Vybarr Cregan-Reid, Sun 21 Oct 2018

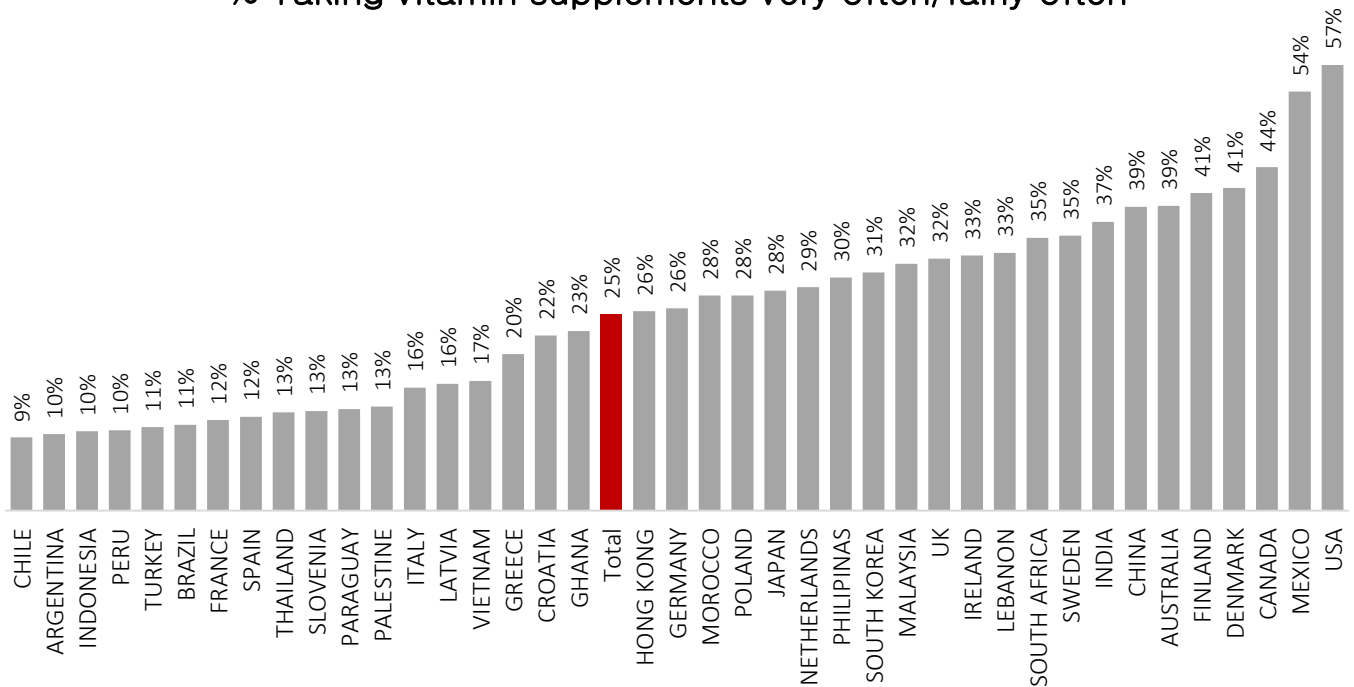
Taking vitamin supplements

The incidence of taking vitamin supplements is surprisingly high and not just the domain of high GDP countries. The highest incidence is in India (94%) and China 91% and the lowest is in Turkey at 27%.



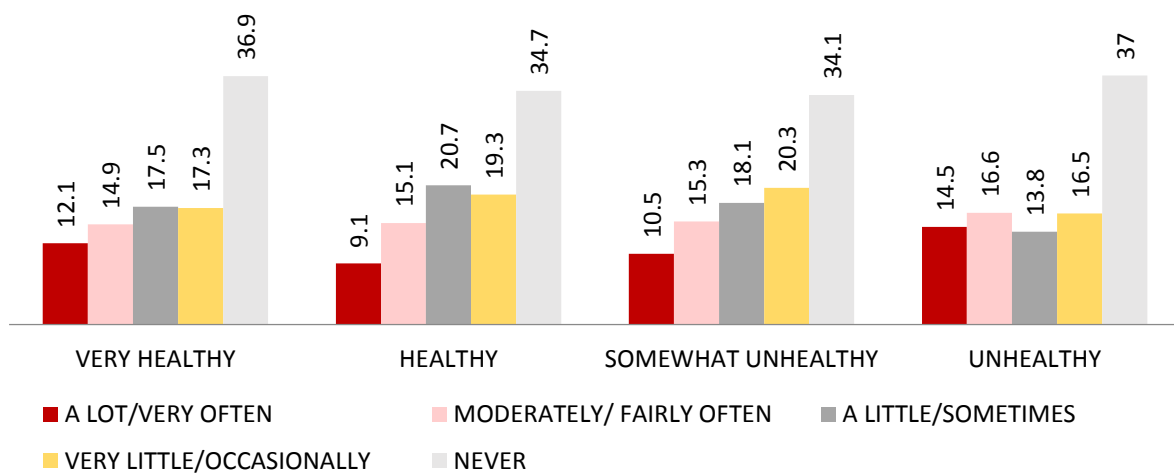
In the USA 57% of people are taking vitamin supplements very often/fairly often.

% Taking vitamin supplements very often/fairly often



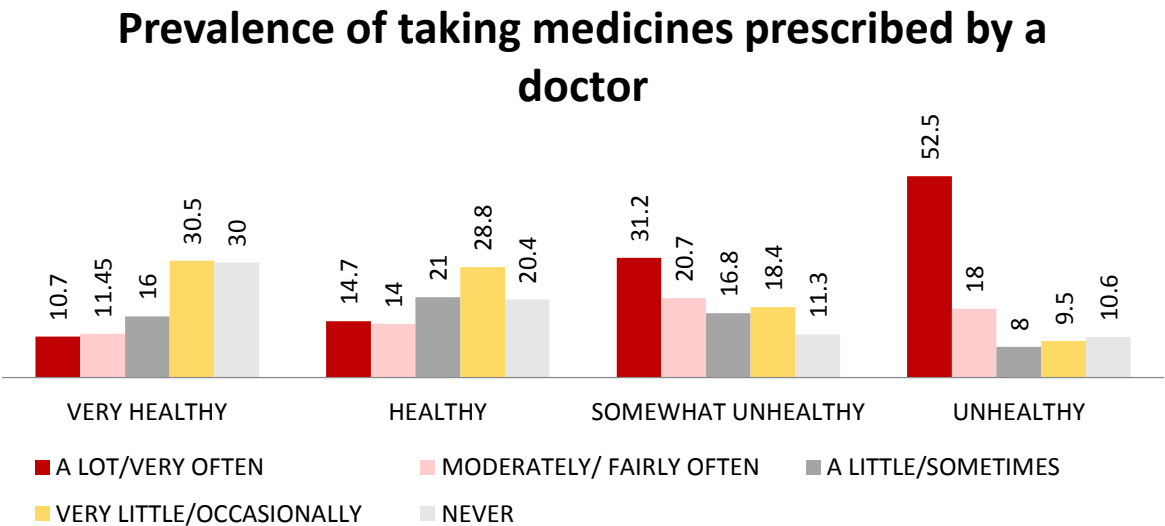
The taking of vitamin supplements is not dependent upon perceived health level. Those who perceive that they are “very healthy” are taking vitamin supplements at the higher frequencies.

Prevalence of taking vitamin supplements

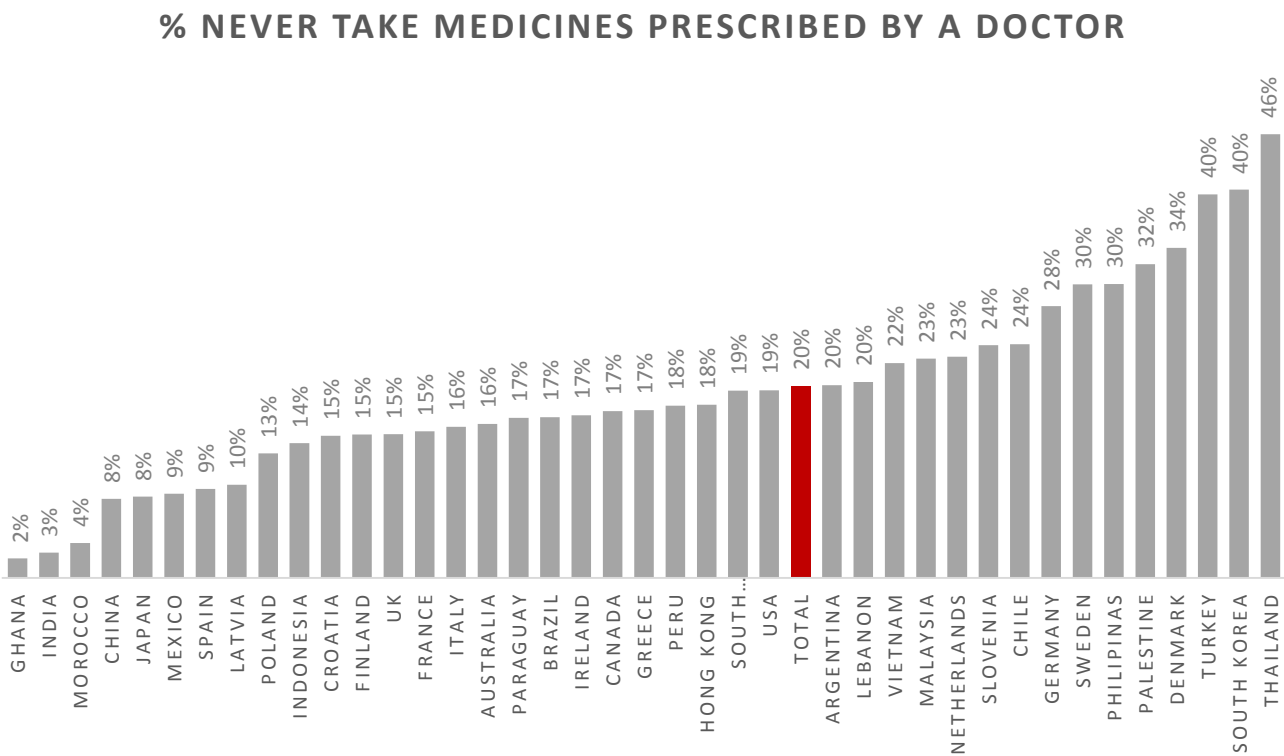


Taking medicines prescribed by a doctor

As would be expected, people who perceive that they are “unhealthy” or “somewhat unhealthy” are taking prescribed medicines at much high frequencies.



The high % of people who never take medicine prescribed by a doctor in some countries is surprising. In Thailand this is 46%.

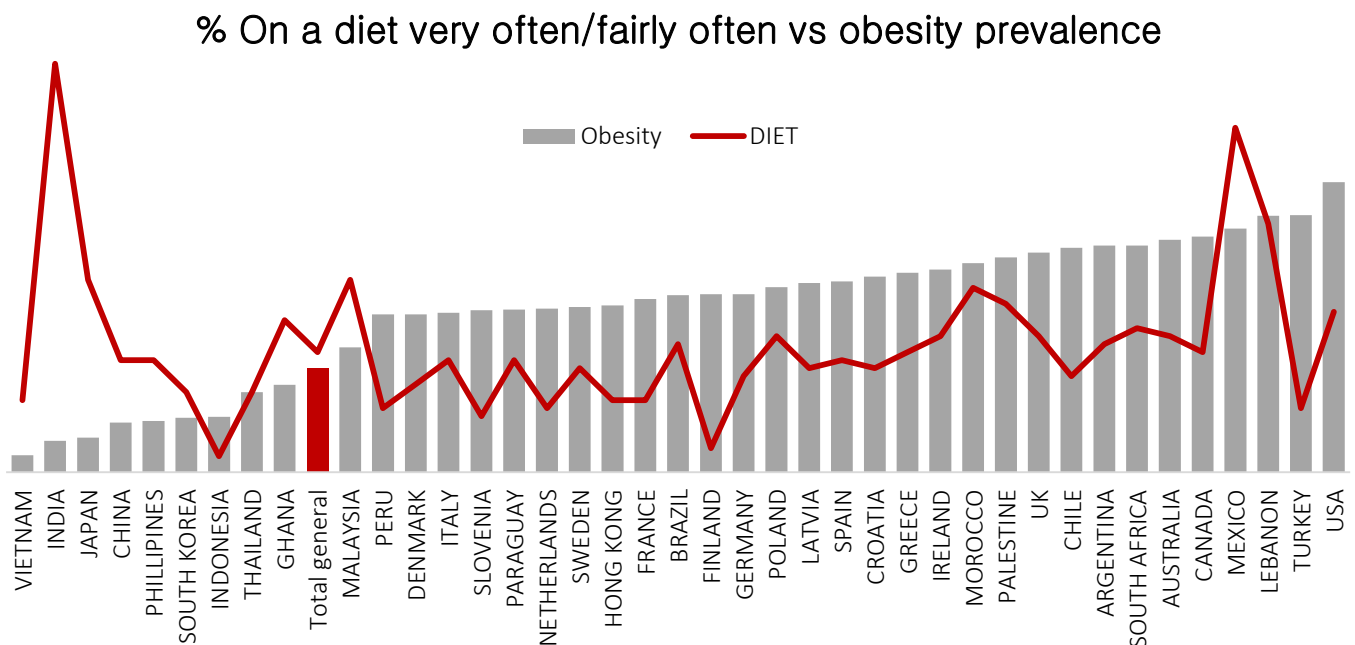


Going on a diet

15% of people go on a diet very often/fairly often and 42% of people globally never go on a diet.

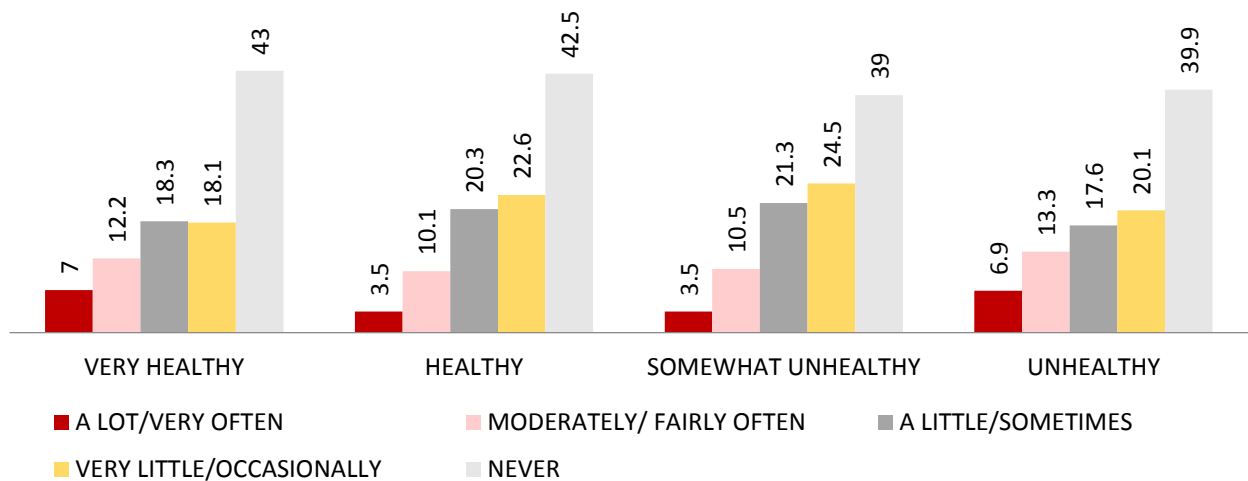
The % of people who go on a diet very often/fairly often is well below the % of people who are classified as obese in most countries.

There are some odd exceptions where countries have low incidence of obesity but high % of people on a diet very often/fairly often. In particular India, Japan, China, Philippines and Vietnam.



The frequency of going on a diet is similar across the perceived health levels.

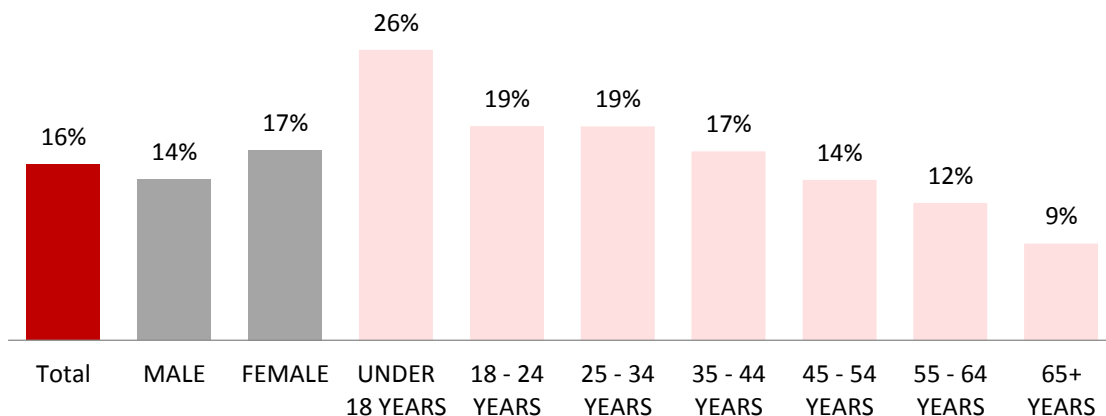
Prevalence of going on a diet



Buy diet or health benefit-based products (e.g. protein bars etc.)

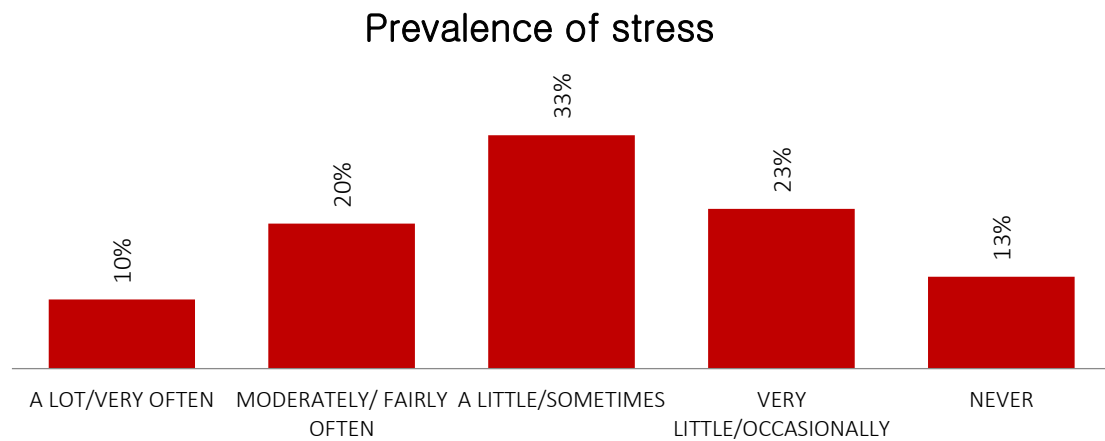
15% of people are buying diet or health benefit products very often/fairly often. Slightly more females buy these products and they are skewed towards the younger age groups.

% Who buy diet or health benefit based products very often/fairly often

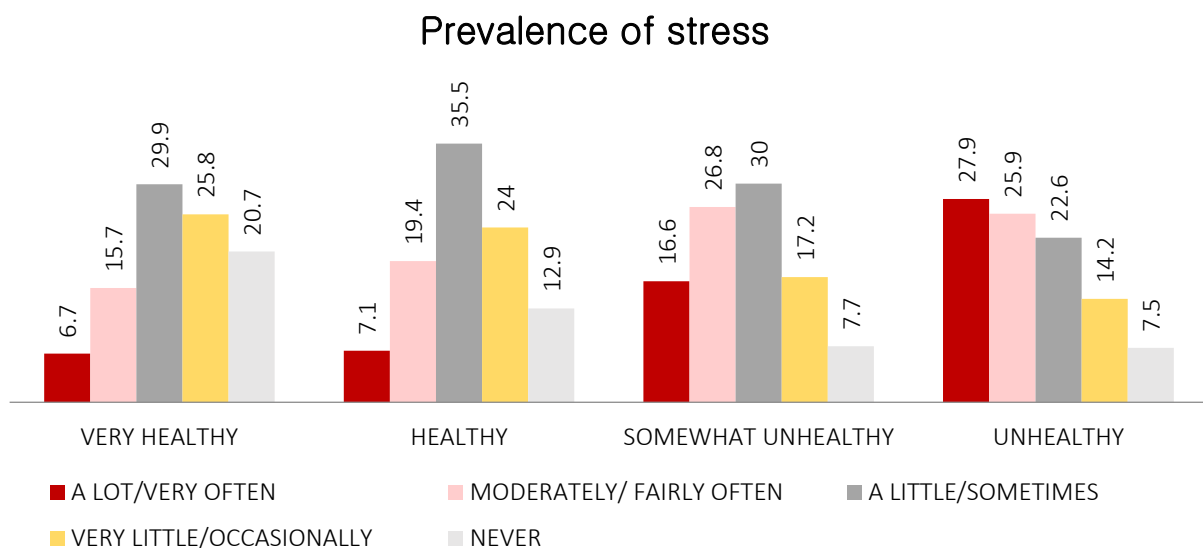


Suffer from stress

Suffering from some levels of stress is experienced by the vast majority of people (86%). 30% suffer from stress at high frequencies (very often/fairly often).



The people who are unhealthy suffer from stress most often, 53.8% suffer stress very often/fairly often.

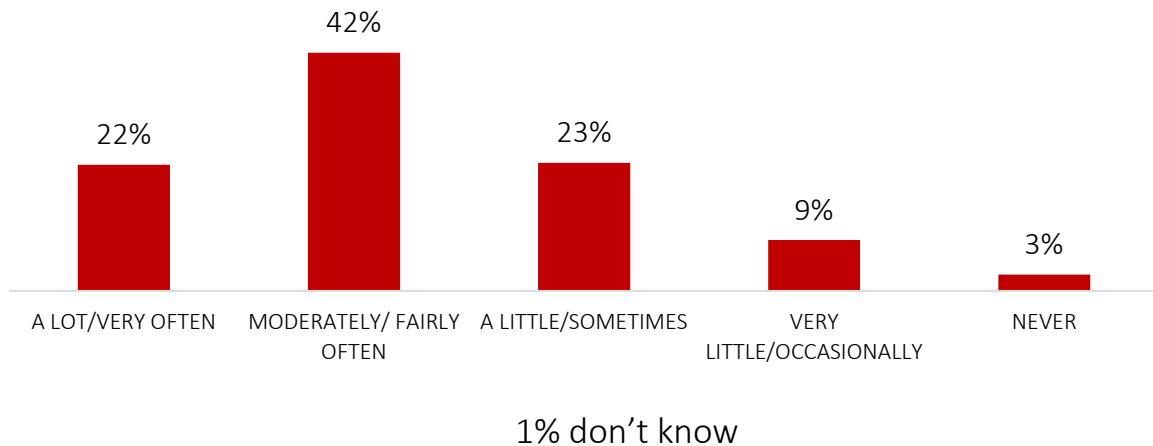


Sleep well

64% of people sleep well very often/fairly often. 3% of people never sleep well and 32% of people only sleep well sometimes or occasionally

The proportions of people sleeping well are similar across the demographics

Prevalence of sleep



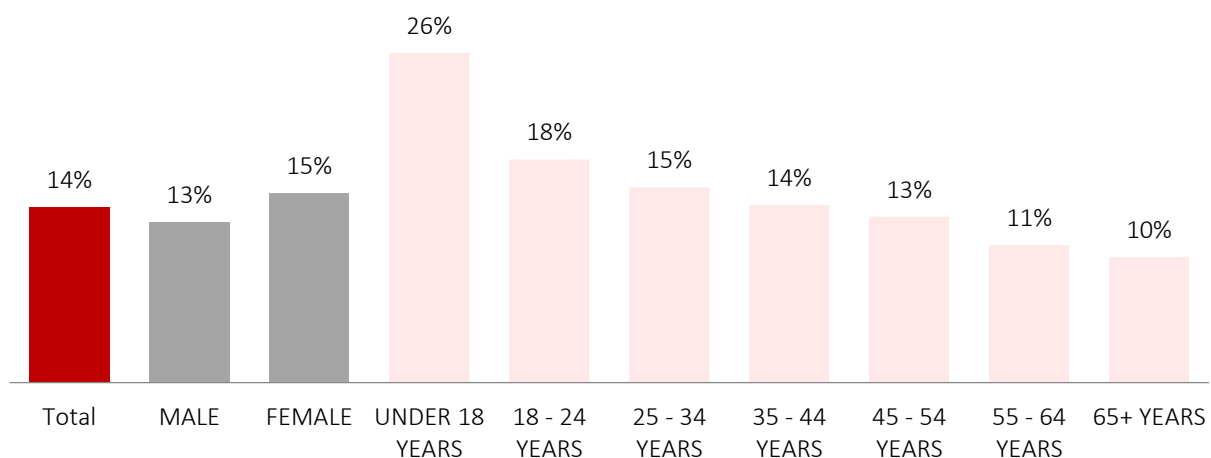
Sleeping well is correlated with perceived health. Of those who are “very healthy”, 79.4% sleep well very often/fairly often. However, of those who are “unhealthy” only 32.8% sleep well very often/fairly often.

Practice mindfulness techniques

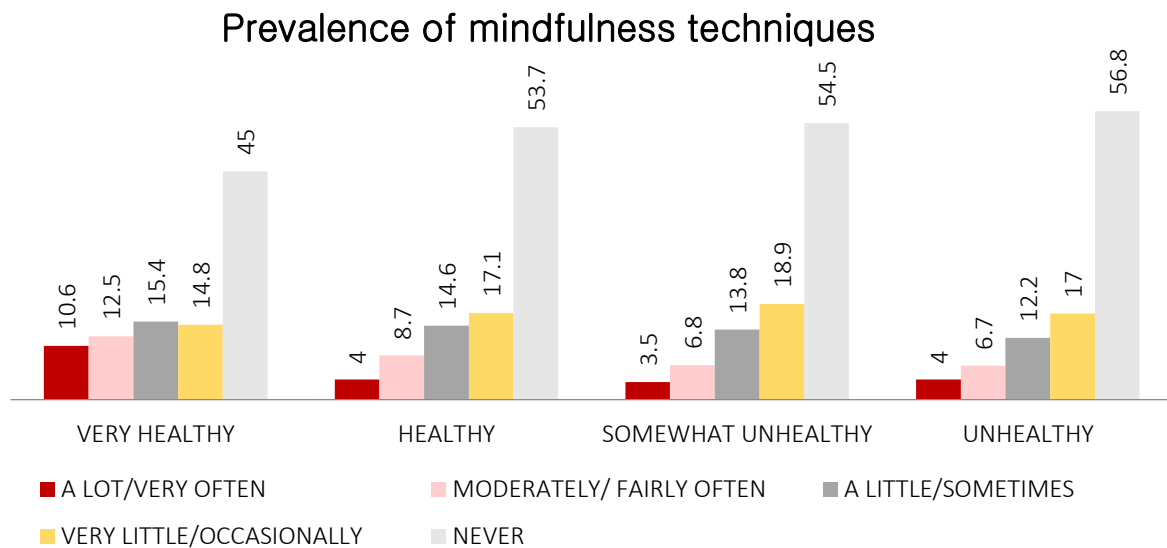
14% of people practice mindfulness techniques very often/fairly often

A higher % of younger people practice these techniques compared with older people

% Practice mindfulness techniques very often/fairly often



The “very healthy” are practicing mindfulness techniques at a slightly higher frequency than other health levels



Vilma Scarpino, President of WIN International Association, said:

“Health is the centerpiece of so much of our daily lives. Yet we often take it for granted – until something goes wrong. We are surrounded by health and wellness messages constantly but how healthy do we really feel? Our global survey with data from 30,890 people across 40 countries has found that there is a disconnection between how healthy we believe we are, and the risk factors associated with our behaviors. The vast majority of people around the world believe that they are very healthy or healthy; perhaps it is this belief that makes it difficult for health authorities to achieve many important behavior changes. The wide-ranging data in this report is both important and fascinating. WIN is very pleased to make this contribution towards improving 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 30,890 persons were interviewed globally. See below for sample details. The fieldwork was conducted during October 2018 – January 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 share of 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: highest quality of talented members in all countries covered

In the years, WIN has demonstrated wide competences and ability to conduct multi-country surveys following the highest standards requested by the market. The accumulated expertise of the Association is formidable: Third World issues, advertising and media research as well as retail, economics, and corporate research.

Table # 1: Health Index (By Country)

COUNTRIES	TOP TWO	BOTTOM TWO	INDEX
ARGENTINA	85.7%	13.7%	72.0%
AUSTRALIA	71.8%	27.6%	44.3%
BRAZIL	73.7%	26.1%	47.5%
CANADA	77.1%	22.5%	54.6%
CHILE	80.6%	18.0%	62.6%
CHINA	73.5%	26.2%	47.3%
CROATIA	70.9%	28.6%	42.3%
DENMARK	67.2%	31.7%	35.5%
FINLAND	80.9%	18.1%	62.8%
FRANCE	85.0%	12.5%	72.5%
GERMANY	69.9%	29.4%	40.5%
GHANA	97.6%	2.4%	95.2%
GREECE	78.4%	21.6%	56.8%
HONG KONG	59.6%	40.0%	19.7%
INDIA	82.4%	17.4%	65.0%
INDONESIA	94.1%	5.7%	88.4%
IRELAND	72.1%	27.0%	45.0%
ITALY	82.5%	17.1%	65.4%
JAPAN	71.1%	25.0%	46.1%
LATVIA	40.3%	56.4%	-16.1%
LEBANON	70.4%	29.6%	40.8%
MALAYSIA	85.1%	14.3%	70.8%
MEXICO	78.8%	20.0%	58.8%
MOROCCO	80.8%	17.4%	63.5%
NETHERLANDS	61.5%	37.8%	23.7%
PALESTINE	66.4%	22.5%	44.0%
PARAGUAY	83.9%	15.1%	68.7%
PERU	72.2%	27.3%	45.0%
PHILLIPINES	83.5%	16.4%	67.1%
POLAND	47.7%	48.7%	-1.1%
SLOVENIA	73.6%	25.9%	47.8%
SOUTH AFRICA	76.8%	22.4%	54.4%
SOUTH KOREA	86.3%	13.6%	72.7%
SPAIN	83.3%	16.6%	66.7%
SWEDEN	80.3%	19.2%	61.2%
THAILAND	84.3%	15.3%	69.0%
TURKEY	75.9%	23.3%	52.6%
UK	67.6%	30.9%	36.7%
USA	75.2%	24.2%	51.0%
VIETNAM	88.7%	11.1%	77.5%
GLOBAL	76.0%	23.0%	53.1%

Table # 2: HEALTH ASPECTS

COUNTRIES	FITNESS	WEIGHT	MOOD
ARGENTINA	60.9%	41.6%	74.1%
AUSTRALIA	25.4%	20.7%	53.9%
BRAZIL	12.1%	26.5%	68.4%
CANADA	30.7%	25.2%	69.0%
CHILE	-6.7%	-29.1%	38.2%
CHINA	23.2%	44.4%	55.4%
CROATIA	70.6%	34.5%	78.0%
DENMARK	12.8%	22.2%	70.0%
FINLAND	43.1%	27.8%	58.5%
FRANCE	55.6%	29.2%	55.8%
GERMANY	2.3%	16.5%	51.8%
GHANA	91.2%	89.8%	96.8%
GREECE	43.8%	39.5%	62.7%
HONG KONG	28.6%	23.0%	46.6%
INDIA	70.4%	68.8%	86.8%
INDONESIA	90.9%	83.5%	83.7%
IRELAND	11.6%	25.1%	52.6%
ITALY	55.1%	47.4%	61.0%
JAPAN	46.0%	18.7%	39.1%
LATVIA	4.0%	9.5%	50.9%
LEBANON	31.6%	35.2%	27.0%
MALAYSIA	45.8%	28.5%	65.2%
MEXICO	-6.8%	-29.1%	20.3%
MOROCCO	34.3%	40.7%	37.1%
NETHERLANDS	20.1%	27.8%	61.8%
PALESTINE	39.0%	56.0%	30.4%
PARAGUAY	21.4%	4.9%	57.9%
PERU	30.6%	8.9%	50.3%
PHILLIPINES	79.4%	81.6%	77.5%
POLAND	35.8%	19.0%	30.1%
SLOVENIA	37.7%	35.6%	71.1%
SOUTH AFRICA	21.8%	41.4%	63.5%
SOUTH KOREA	66.2%	48.1%	65.6%
SPAIN	50.4%	42.6%	71.1%
SWEDEN	23.1%	36.3%	74.0%
THAILAND	74.1%	49.5%	79.9%
TURKEY	61.4%	39.6%	48.4%
UK	10.3%	23.3%	36.9%
USA	22.9%	38.8%	69.8%
VIETNAM	81.0%	77.2%	94.5%
GLOBAL	38.2%	34.3%	59.5%

Methodology Sheet

	Country	Company Name	Methodology	Sample	Coverage	Field Dates
1	ARGENTINA	Voices! Research & Consultancy	CATI	520	National	December 6 th - December 18 th 2018
2	AUSTRALIA	Bastion Latitude	CAWI	715	National	November 20 th - 2 nd December 2018
3	BRAZIL	Market Analysis	CAWI	500	National	November 30 th - December 06 th 2018
4	CANADA	Leger 360	CAWI	500	National	November 10 th - November 19 th 2018
5	CHILE	Activa Research	CAWI	1032	National	November 7 th - November 11 th 2018
6	CHINA	Wisdom Asia	CAWI	1000	National/Urban	November 14 th - November 21 st 2018
7	CROATIA	Mediana	CAWI	508	National	November 6 th - November 8 th 2018
8	DENMARK	DMA Research A/S	CAWI	500	National	October 17th - October 22nd 2018
9	FINLAND	Taloustutkimus Oy	CAWI	500	National	October 16th - October 22nd 2018
10	FRANCE	BVA	CAWI	1000	National	November 23 rd - November 29 th 2018
11	GERMANY	Produkt + Markt	CAWI	1000	National	October 23rd - November 6th 2018
12	GHANA	Candino Global	CAPI	500	Urban	November 20 th - December 3 rd 2018
13	GREECE	Alternative Research Solutions	CAWI	500	National	October 26th - November 4th, 2018
14	HONG KONG	CSG (Consumer Search Group)	CAWI	505	National	October 28 th - November 21 st 2018
15	INDIA	DataPrompt International	CAWI	500	National	November 19 th - November 25 th 2018
16	INDONESIA	PT Deka Citra International	CAPI	1040	Urban	November 14 th - November 25 th 2018
17	IRELAND	RED C Research and Marketing Ltd	CAWI	1000	National	November 22 nd - November 27 th 2018
18	ITALY	DOXA	CAPI	1039	National	October 15 th - October 30 th 2018
19	JAPAN	NRC (Nippon Research Center)	CAWI	1000	National	November 15 th - November 20 th 2018
20	LATVIA	Research centre SKDS	CAWI	1005	National	October 24 th - October 31 st 2018
21	LEBANON	REACH SAL	CATI	500	National	October 12 th - November 10 th 2018
22	MALAYSIA	Compass Insights Sdn Bhd	CAWI	517	Urban	November 1 st - December 6 th 2018
23	MEXICO	Brand Investigation S.A de C.V (Brain)	CAWI	500	Urban	November 23 rd - December 3 rd 2018
24	MOROCCO	Top Level Mena		501		November - December 2018

25	NETHERLANDS	Motivaction International	CAWI	500	National	December 2018
26	PALESTINE	Palestinian Center for Public Opinion (PCPO)	TAPI	417	Urban/Rural	November 22 nd - December 2 nd 2018
27	PARAGUAY	ICA Consultoría Estratégica	CAWI	500	National	December 7 th - December 14 th 2018
28	PERU	DATUM Internacional	CAPI	1009	National	November 9 th – November 14 th 2018
29	PHILIPPINES	PSRC (Philippines Survey & Research Center Inc.)	PAPI	1000	National	November 6 th – November 20 th 2018
30	POLAND	MARECO POLSKA	CAWI	500	National	October 11 th – October 20 th 2018
31	SLOVENIA	Mediana	CAWI	505	National	November 6 th – November 8 th 2018
32	SOUTH AFRICA	Freshly Ground Insights (FGI)	CAWI	1700	Urban	October 23 rd – November 29 th 2018
33	SOUTH KOREA	Gallup Korea	PAPI	1500	National	November 7 th – November 30 th 2018
34	SPAIN	Instituto DYM	CAWI	1010	National	November 6 th – November 14 th 2018
35	SWEDEN	Origo Group	CAWI	1000	National	November 15 th – November 25 th 2018
36	THAILAND	Infosearch co.ltd	Face to Face	600	National	November 5 th – November 30 th 2018
37	TURKEY	Barem	CATI	1000	National	November 1 st – November 28 th 2018
38	UK	ORB International (Opinion Research Business)	CAWI	1001	National	December 7 th - December 10 th 2018
39	USA	Leger	CAWI	500	National	November 10 th - November 19 th 2018
40	VIETNAM	Indochina Research	Face to Face	600	Urban	November 5 th – November 23 rd 2018