

REDC



WIN World Survey *World Health Index*

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WIN World Health Survey – Headlines Ireland



1

By the end of 2020, almost a year into the pandemic, the Irish Public feel they are healthier than ever. However, we remain behind global and EU self reported rates.

2

The economic divide on health continues to grow. Those in less well off groups remain significantly less likely to take part in exercise, and are more likely to smoke and suffer from stress.

3

The pandemic only has a limited impact on our health habits at an overall level, with claimed exercise, stress and sleep levels all similar to those seen before Covid 19.

4

Younger age groups do see the greatest changes in behaviour in the past year, with improvement in participation in exercise and general health overall.

5

At the same time over half of those under 35 in Ireland now claim to regularly feel stressed (compared to 35% across the world), and they also see a reduction in sleeping well since before the pandemic.

6

The shutdown of pubs has little impact on alcohol consumption in Ireland, which remains significantly above the world average, with increases seen for younger age groups and those living outside of Dublin

WIN World Survey – World Health Index – Key Findings



Despite unprecedented year of pandemic, self-reported health increases slightly

3 in 4 in Ireland claim to be healthy (60%) or very healthy (14%), representing a slight increase from 2019 to 2020, with this rise due to a higher level claiming to be very healthy.

Younger people are at the heart of this increase, with a steady rise since 2018 amongst this group, who have also been reporting higher levels of exercise over time since 2018.

Globally, Ireland ranks behind the global average (-5%) and just shy of the European average (-2%), with France and Italy leading the European pack.



Higher social grades have fared better during pandemic than lower social grades

While 80% of higher social grades report being very healthy or healthy, only 67% amongst lower social grades make this claim, with a notable shift since 2019 amongst both groups, which suggests the pandemic impacted the health of lower social grades more so than it did higher social grades.

This is also reflective of health related habits such as exercise and smoking, for which higher social grades record higher levels of exercise and lower levels of smoking.

Stress levels amongst lower social grades have increased slightly as well, while higher social grades' stress decreases slightly, highlighting the different experiences between these groups over the last year.



Shutdown of pubs has little effect on consumption of alcohol in Ireland

With pubs largely shut down, alcohol consumption has still managed to only slightly decline, which suggests that people have been drinking at home during periods of lockdown.

Men are still much more likely than women to drink, with somewhat of a decline amongst women since last year.

Ireland still features more prominently with frequency of drinking alcohol relative to the global average, and second only to Japan.

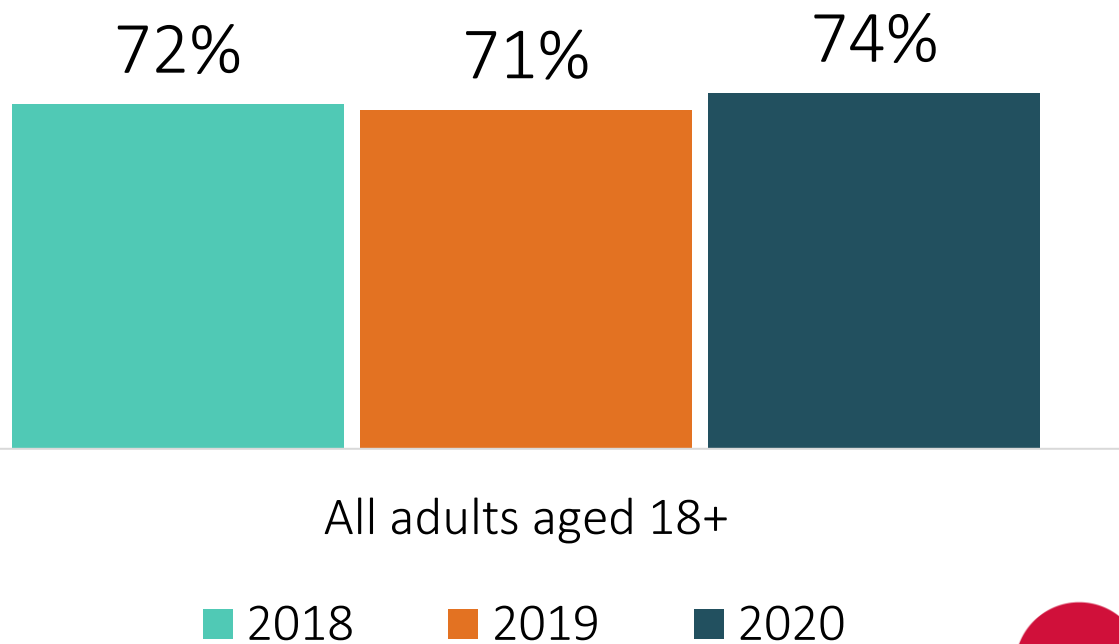
01

What are Irish perceptions on their health?



By the end of 2020, the Irish Public feel they are healthier than ever

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

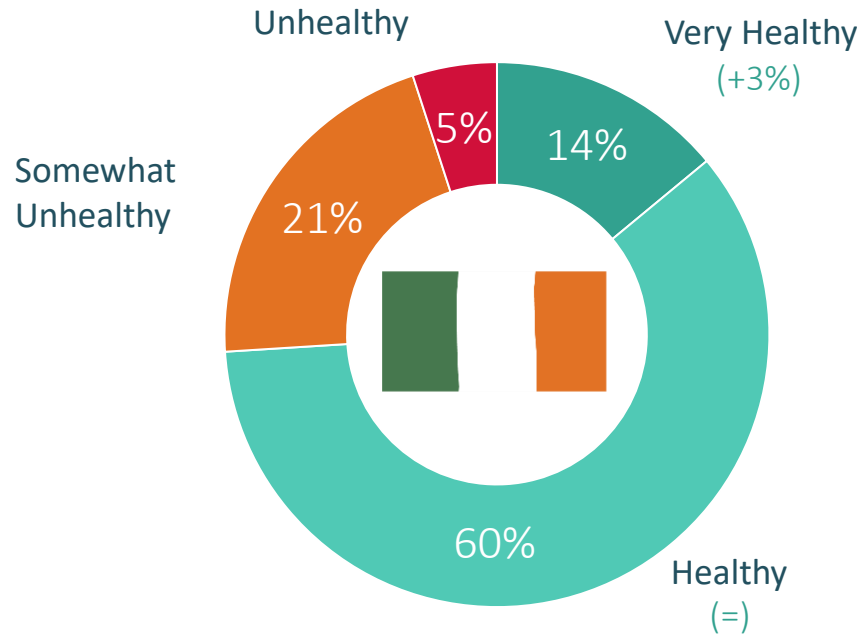


The economic divide on health however continues to grow

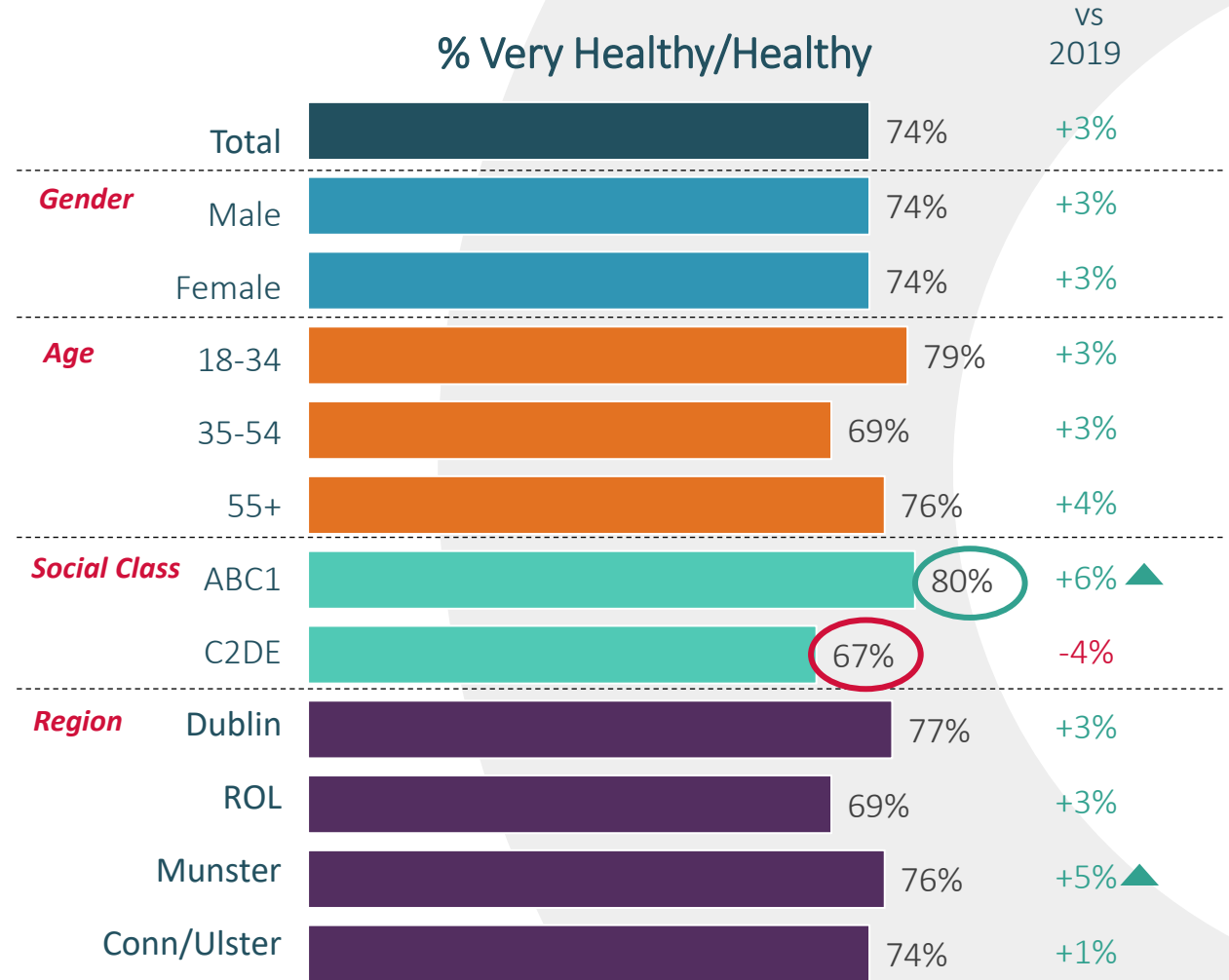
Those is less well off groups see a further decline in how healthy they feel they are, while those in more upmarket groups see the greatest improvement in the perception of their health.



Self Reported Health - Ireland



74% (+3%)
NET Very Healthy/Healthy



() vs 2019

○ Indicates significant difference vs. Total

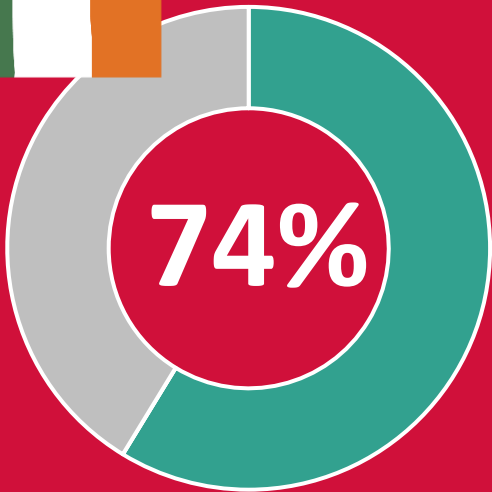
▲ ▼ Indicates significant difference vs. 2019

(Base: All Adults Ireland n=1,001)



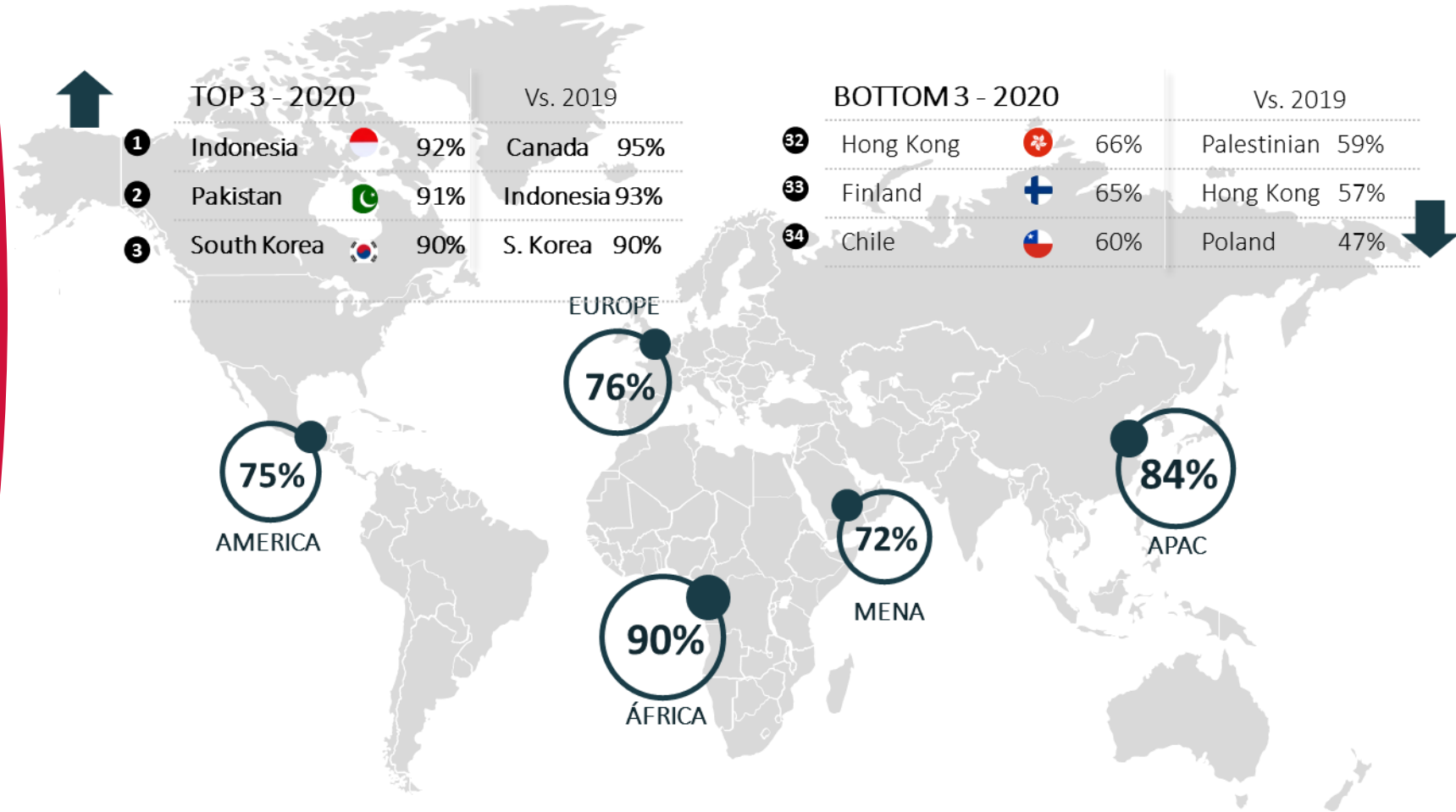
Ireland's perception of health is behind most regions ave.

Proportion of Irish population that generally believe they are healthy



OVERALL HEALTH PERCEPTION

TTB Very Healthy / Healthy

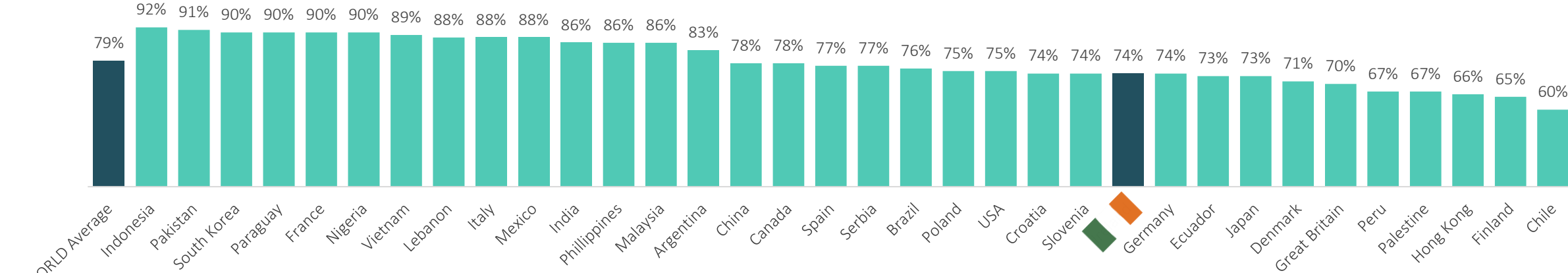


Despite growth Irish perceived health is below World & EU average

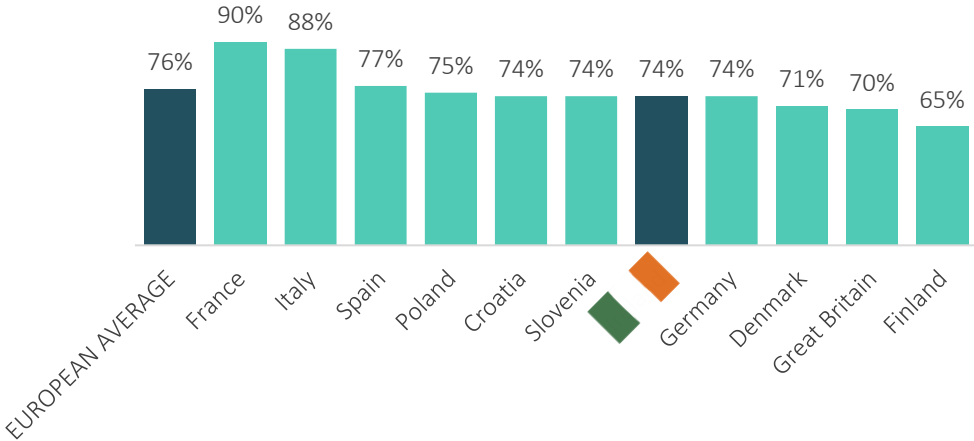
It is however on par with the majority of other European countries such as Croatia, Slovenia, and Germany, and ahead of our near neighbours in Great Britain

% of people Globally who regard themselves as Very Healthy or Healthy

Vs other countries Globally



vs other countries in Europe



(Base: all adults across 40 countries worldwide – n = 29,875)

02

Health Related Habits



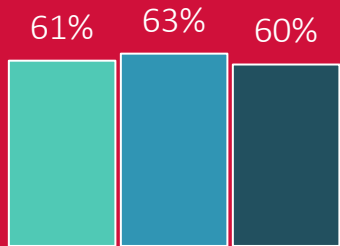
Good Habits

% who do each 'A lot/very often/moderately/fairly often



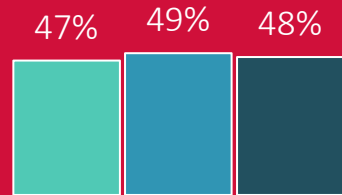
Sleep Well

60%



Exercise

48%



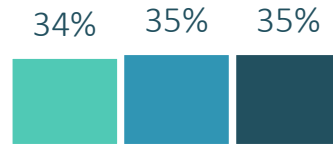
■ 2018

Bad Habits



Suffer from stress

35%

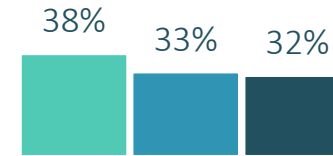


■ 2019



Drink Alcohol

32%

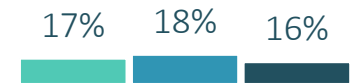


■ 2020



Smoke

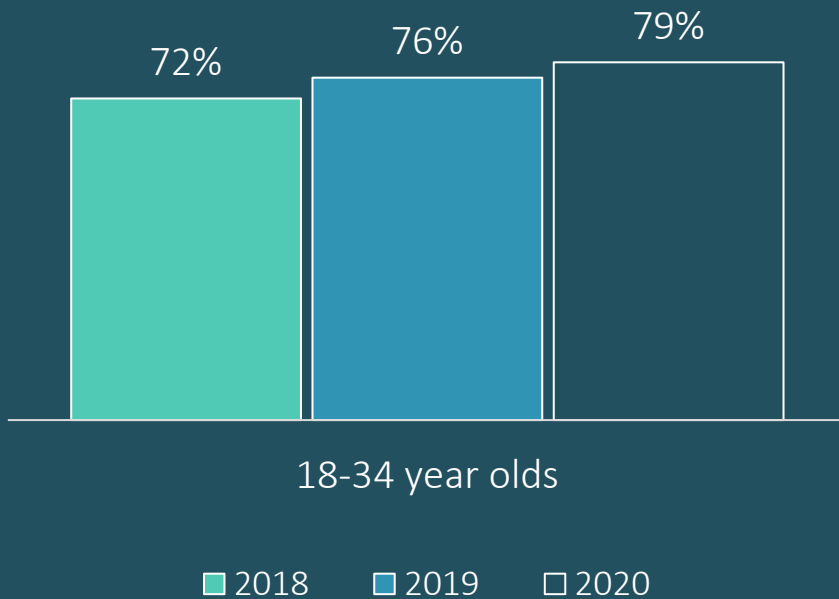
16%



Younger 18-34 year old age groups increasingly consider themselves to be healthy

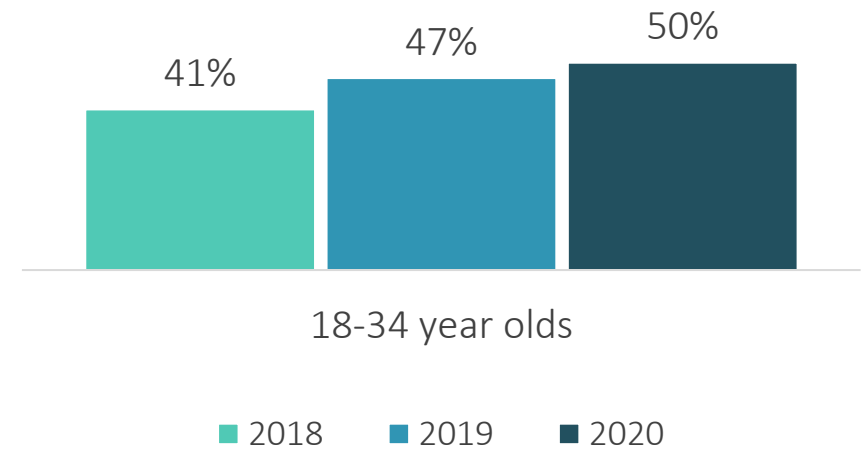


% consider their overall health generally to be...
'Very Healthy/Healthy'



They have also seen steady improvement with Exercise since 2018

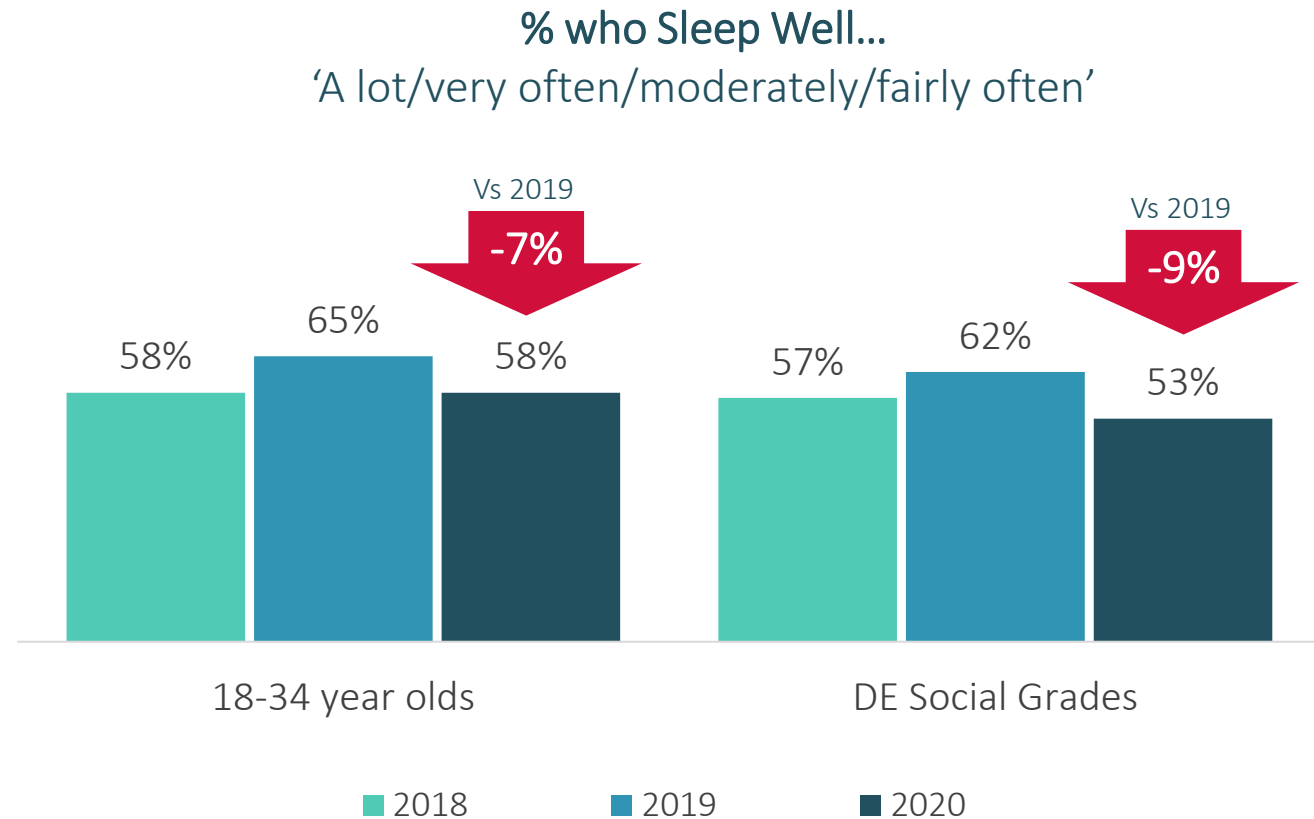
% who Exercise
'A lot/very often/moderately/
fairly often'





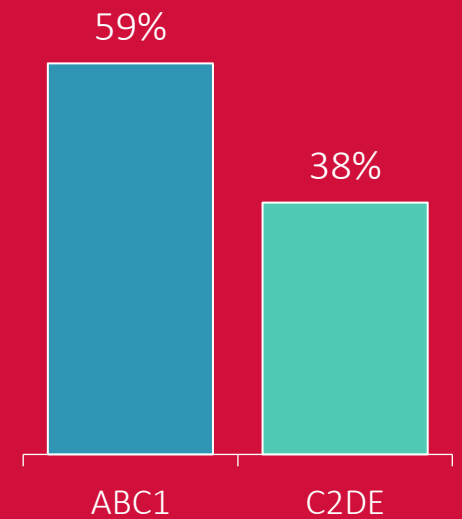
Drop in sleeping well among the same groups

The sleep of those in younger age groups has been more affected than others, as has that of those in lower Social Grades – both groups disproportionately affected by the pandemic



38%

in more socially disadvantaged groups exercise regularly vs. 59% in upmarket groups



Stark differences in social grades for health habits



Lower social grades remain significantly behind with exercise and are more likely to smoke and suffer from stress.

Ireland's Health Habits – those who do each 'A lot/very often/moderately/fairly often'



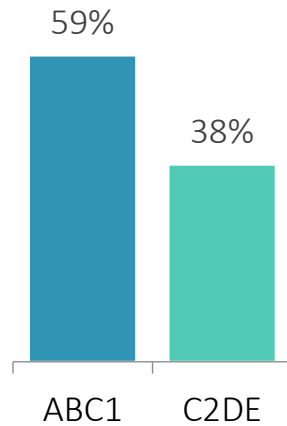
Sleep Well

60%



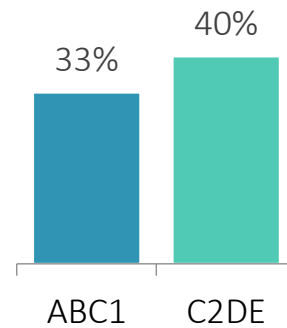
Exercise

48%



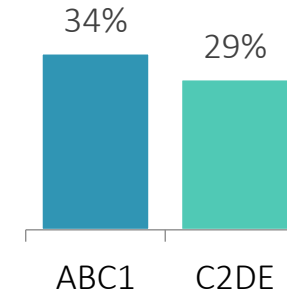
Suffer from stress

35%



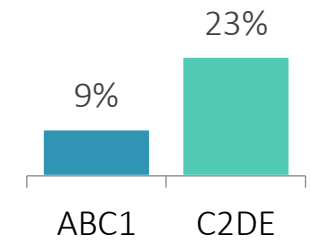
Drink Alcohol

32%



Smoke

16%



Sleep is most impacted among women and younger age groups



Lower social grades remain significantly behind with exercise and are more likely to smoke and suffer from stress, while men are still much more likely to drink alcohol than women.

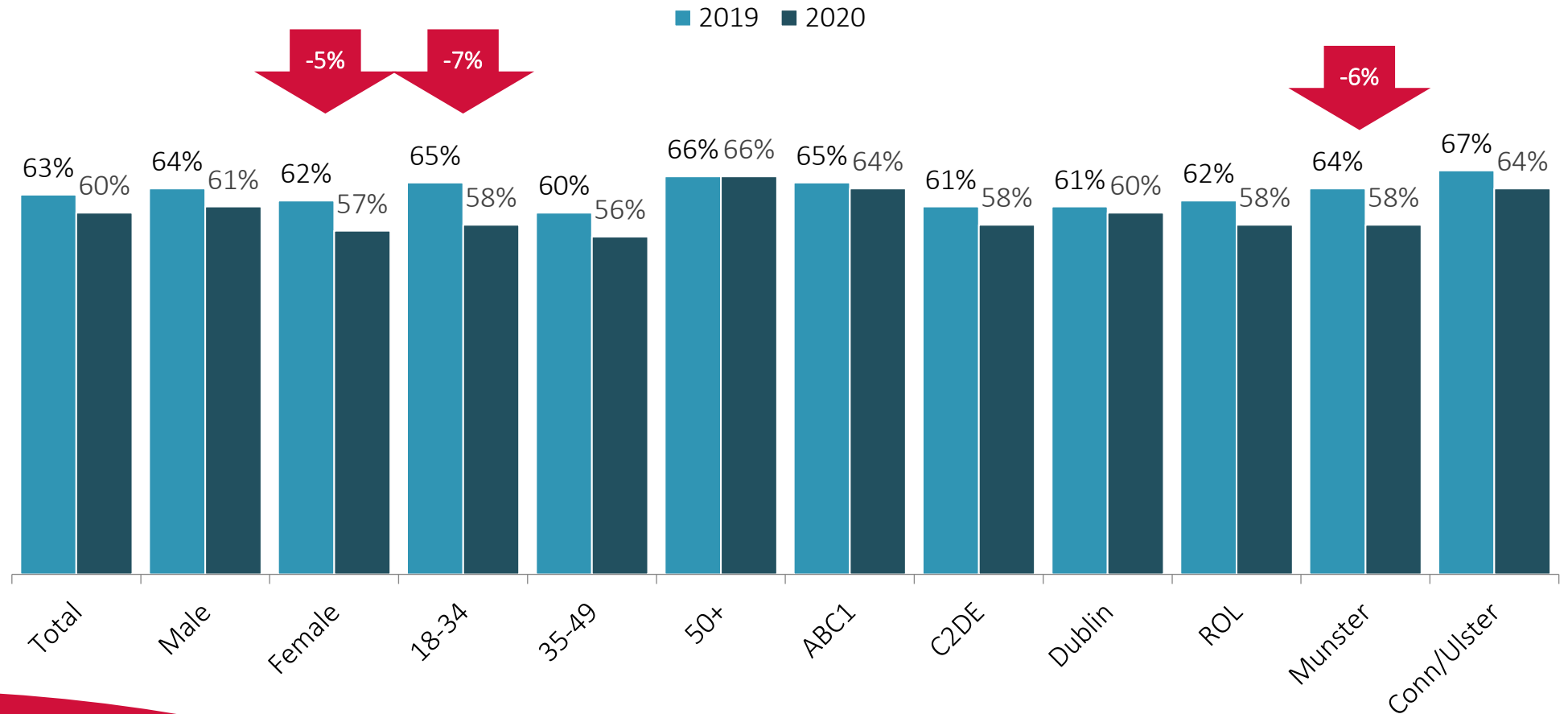
Ireland's Health Habits – those who do each 'A lot/very often/moderately/fairly often'



Sleep Well
60%
(-3%)



Global Ave.
64%



Exercise improves among some but falls among others



Women and those in more upmarket professions see increases in exercise, while more downmarket groups fall back as a result of the pandemic.

Ireland's Health Habits – those who do each 'A lot/very often/moderately/fairly often'



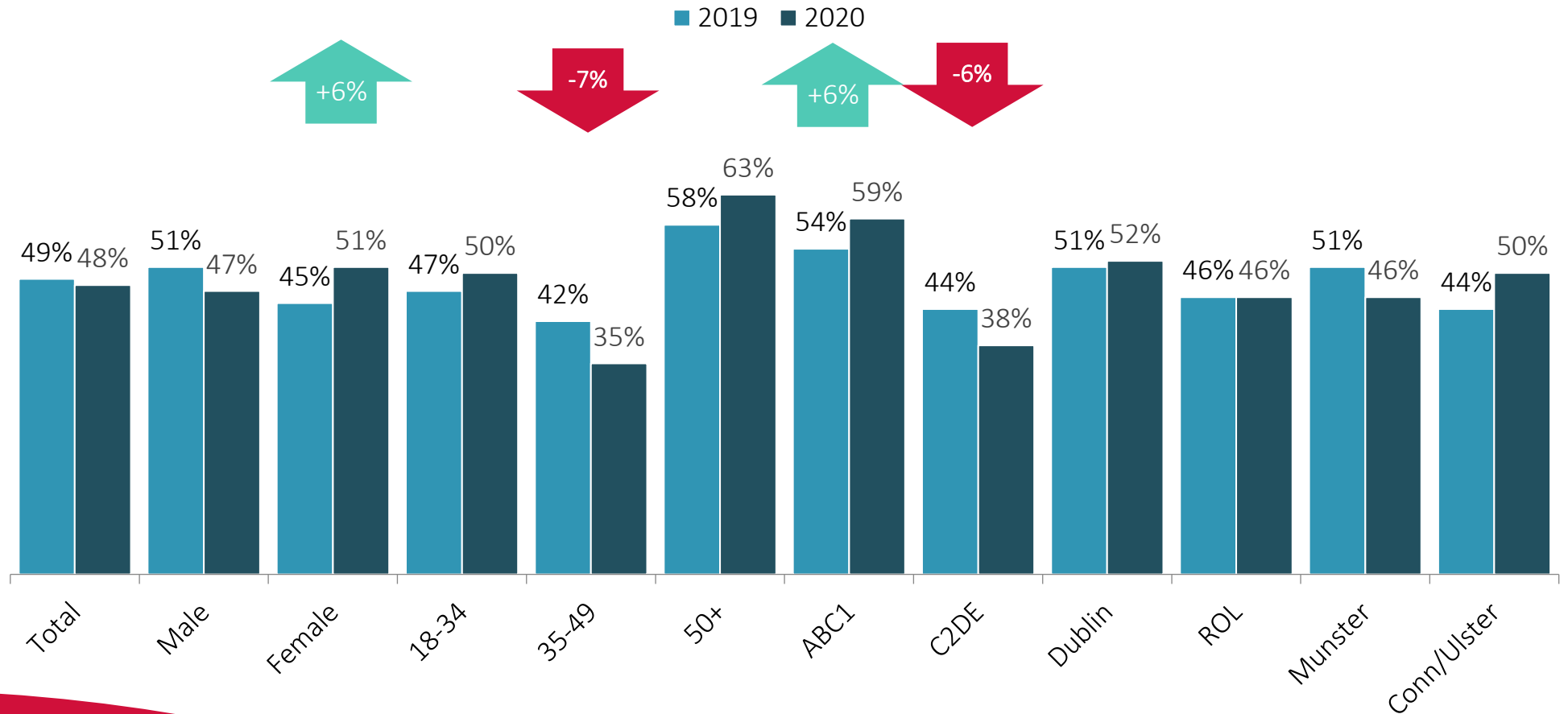
Exercise

48%
(-1%)



Global Ave.

39%



53%

of all those aged
18-34 in Ireland
now claim to
regularly feel
stressed



Stress hasn't increased as much as might be expected



However, Ireland remains ahead of the global average, with men and those in the younger age groups seeing an increase, while over half of all 18-34 year olds suggesting they often suffer from stress.


Ireland's Health Habits – those who do each 'A lot/very often/moderately/fairly often'




Suffer from stress

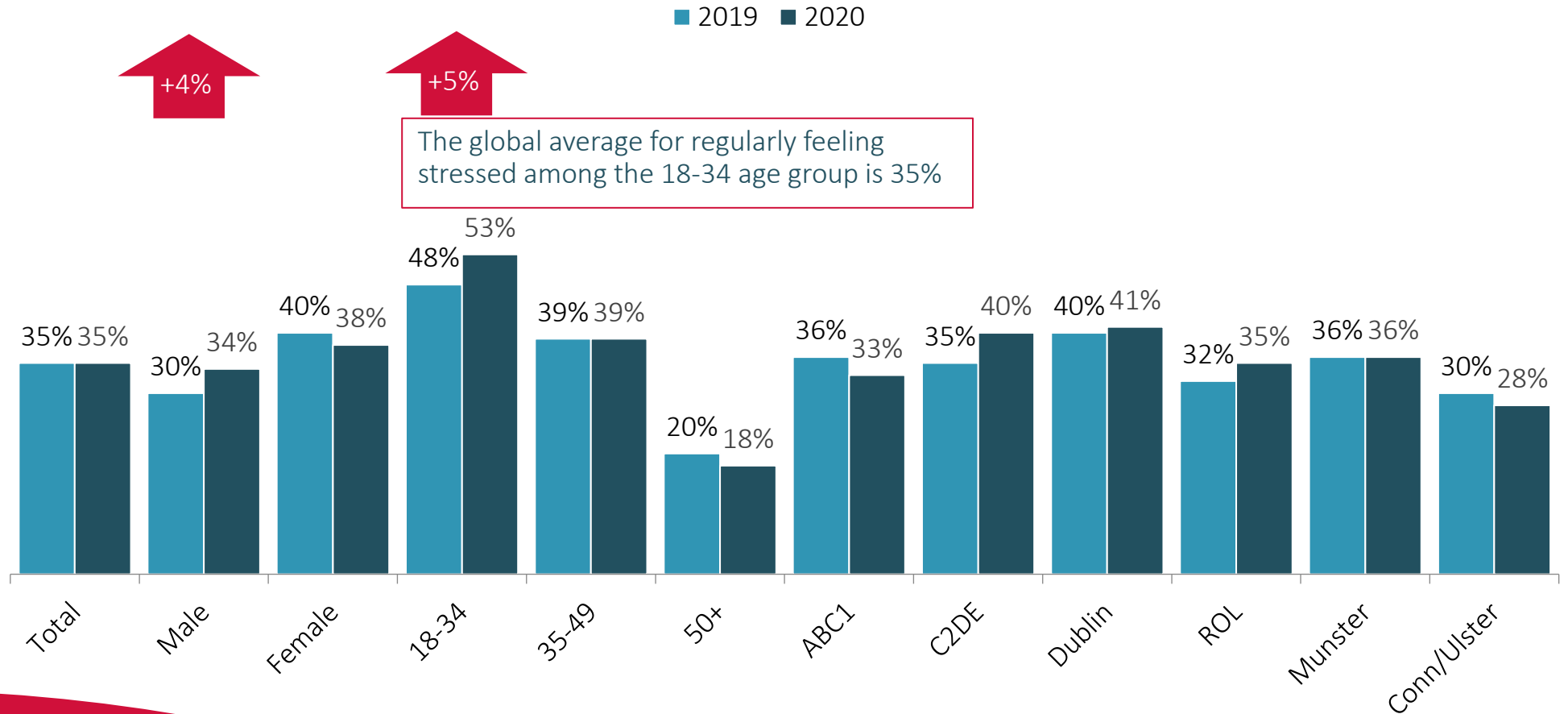
35%

(=)



Global Ave.

31%



32%

regularly consume
alcohol in Ireland,
ahead of most other
countries globally



Alcohol consumption remains steady despite pubs being closed



Women do claim to be drinking less, as do those living in Dublin, but increases are seen for those living outside of Dublin.

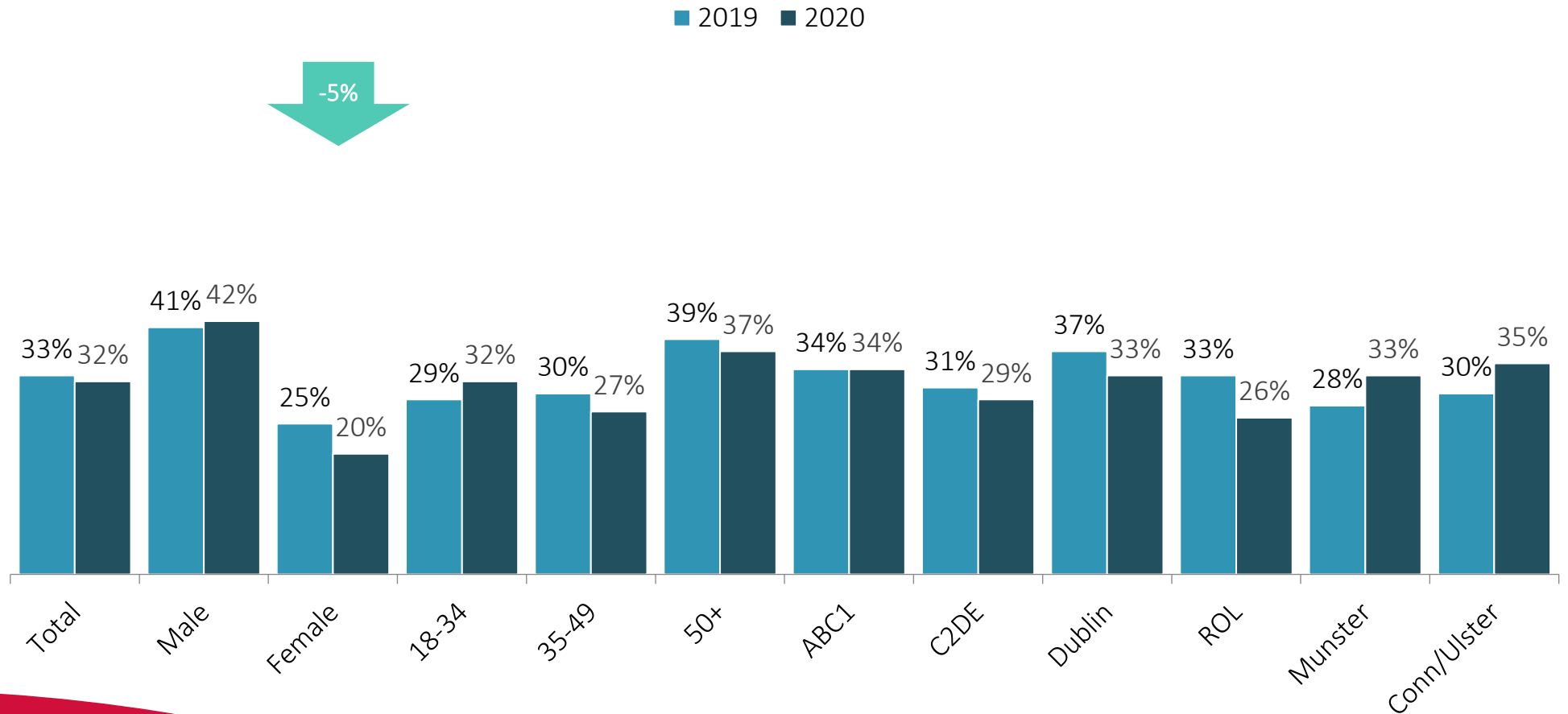
Ireland's Health Habits – those who do each 'A lot/very often/moderately/fairly often'



Drink Alcohol
32%
(-1)



Global Ave.
15%



Smoking consumption falls again across most groups



The biggest fall in smoking consumption is seen in Dublin.

Ireland's Health Habits – those who do each 'A lot/very often/moderately/fairly often'

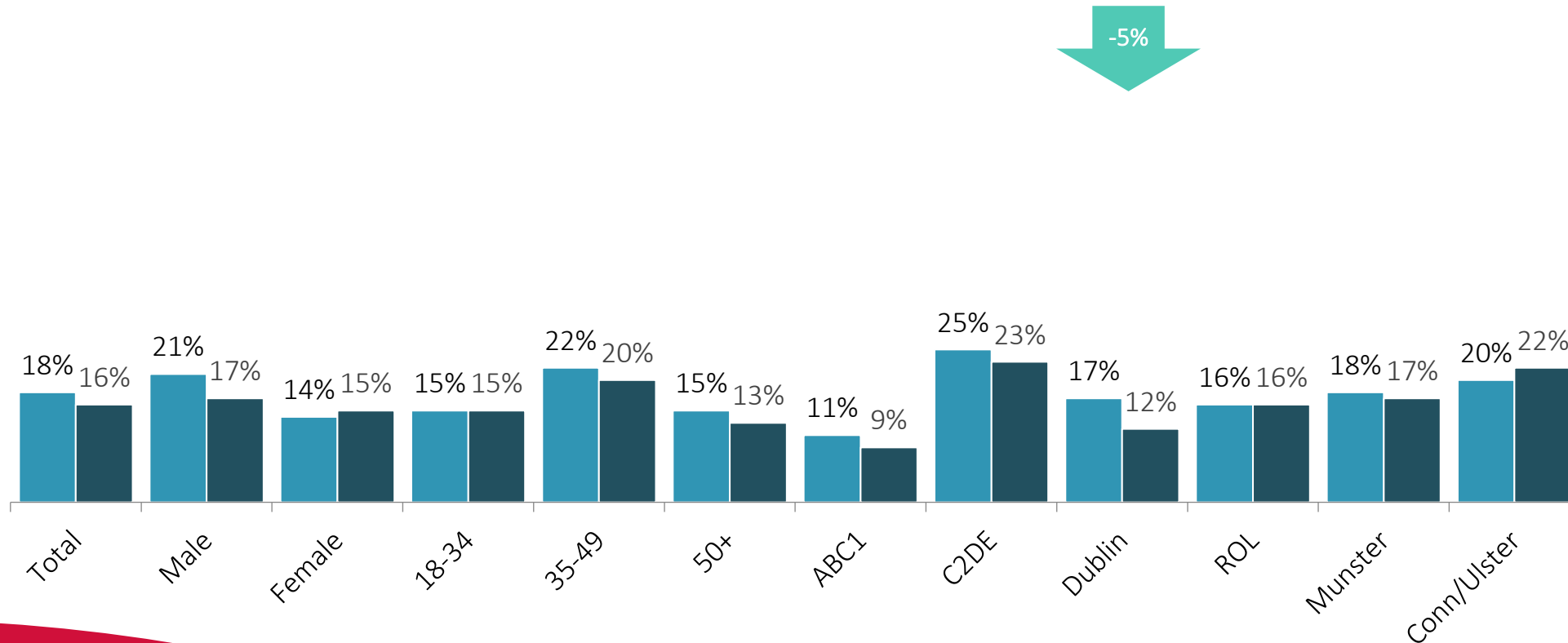


■ 2019 ■ 2020

Smoke
16%
(-2)



Global Ave.
17%



03

Health Related Habits – where do we stand globally?



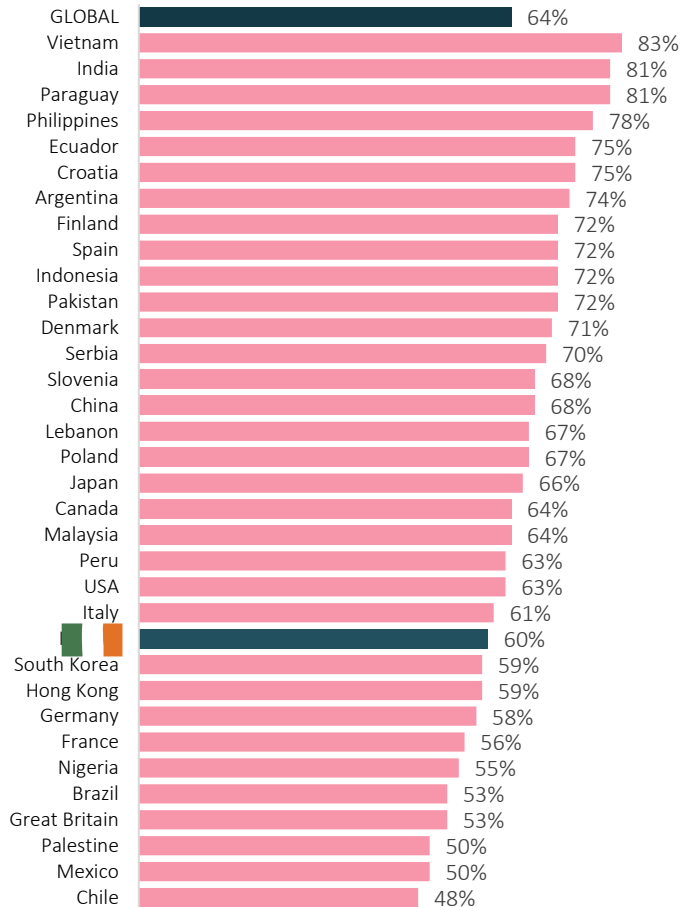
Health Related Habits

Ireland just shy of global average for sleep and is far ahead for exercise.

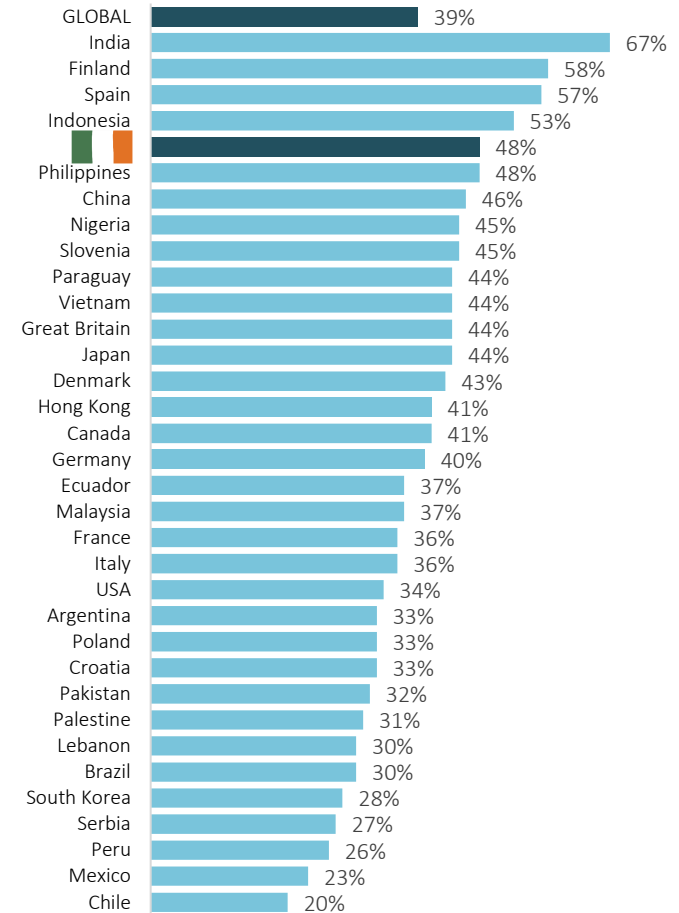
% who do these:
A lot/very often/moderately/fairly often'



Sleep well



Exercise



(Base: All adults across 34 countries worldwide – n = 29,252)

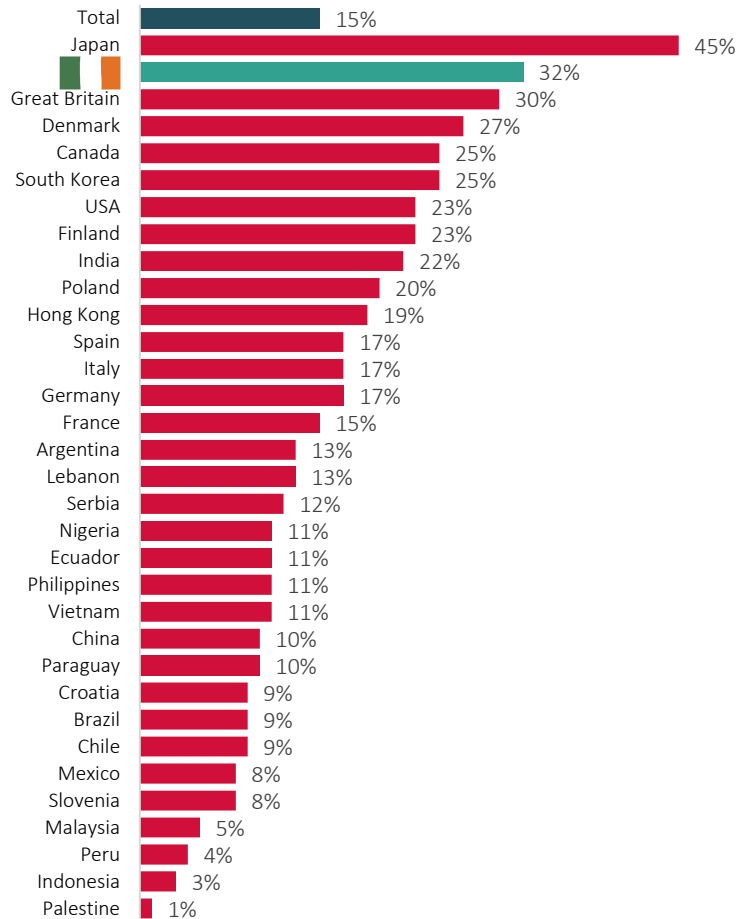
Health Related Habits

% who do these:
A lot/very often/moderately/fairly often'

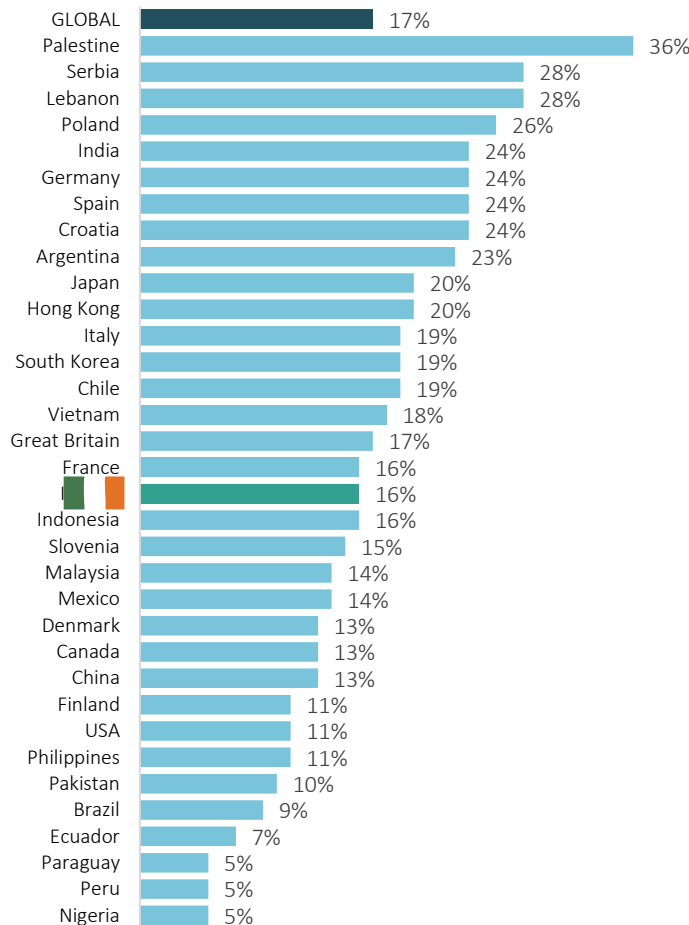


Ireland on par for global average with smoking, but far above for alcohol consumption and ahead of global average for stress.

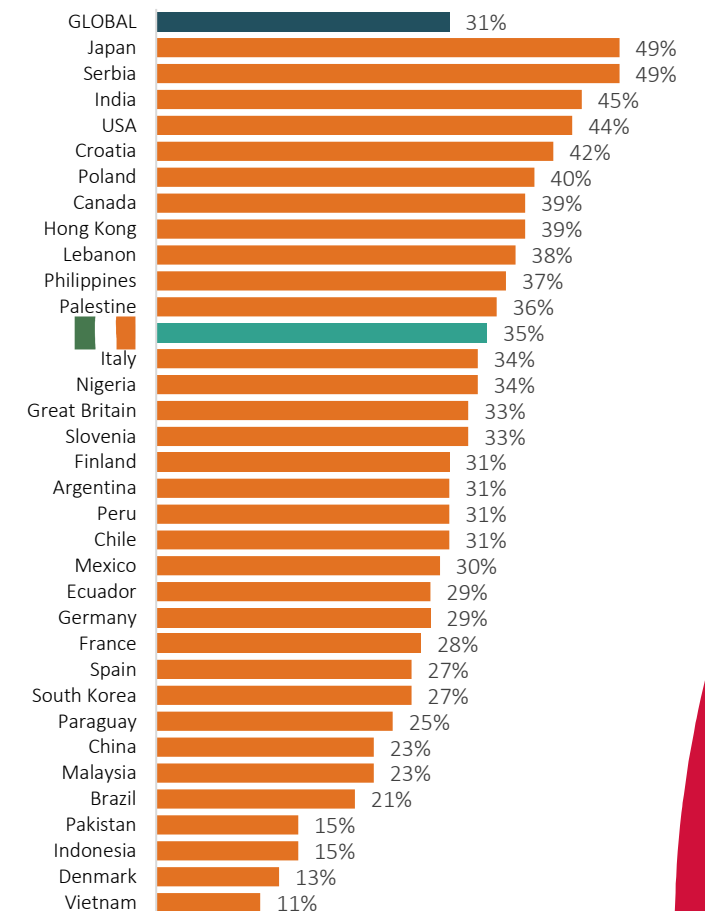
Drink Alcohol



Smoke



Suffer from stress



(Base: All adults across 34 countries worldwide – n = 29,252)

Sample and Methodology



Methodology:

The WWS (WIN Worldwide Survey) is a study conducted every year with the purpose to measure people's thoughts, expectations, worries and perceptions related to relevant topics for society and business.

Sample Size and Mode of Field Work:

A total of 29,252 people were interviewed globally. See below for sample details. The fieldwork was conducted during October 2020 – December 2020. The margin of error for the survey is between 2.4 and 4.4 at 95% confidence level.

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

Questionnaire – World Health Index



1. How do you consider your overall health in general? (SHOW CARD) (2018/2019) (SPSS-Q1)
 1. Very healthy
 2. Healthy
 3. Somewhat unhealthy
 4. Unhealthy
 9. Do not know / no response (CATI&PAPI: DO NOT READ. Online: Show)
2. How often would you say that you..? (ROTATE LIST, SHOW CARD WITH SCALE) (2018/2019)

	A lot/ very often	Moderately/ fairly often	A little/ sometimes	Very little/ occasionally	Never	Do not know / no response prefer not to say	
Smoke	1	2	3	4	5	9	SPSS-Q2_1
Drink Alcohol	1	2	3	4	5	9	SPSS-Q2_2
Exercise	1	2	3	4	5	9	SPSS-Q2_3
Suffer from stress	1	2	3	4	5	9	SPSS-Q2_4
Sleep well	1	2	3	4	5	9	SPSS-Q2_5

About the WIN Survey



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About the WIN Survey

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

RED C Research are the Irish members of the WIN network

Our assets are:

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

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



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