

# Global News Health Series

## SUMMARY REPORT

August 30, 2018

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# INTRODUCTION

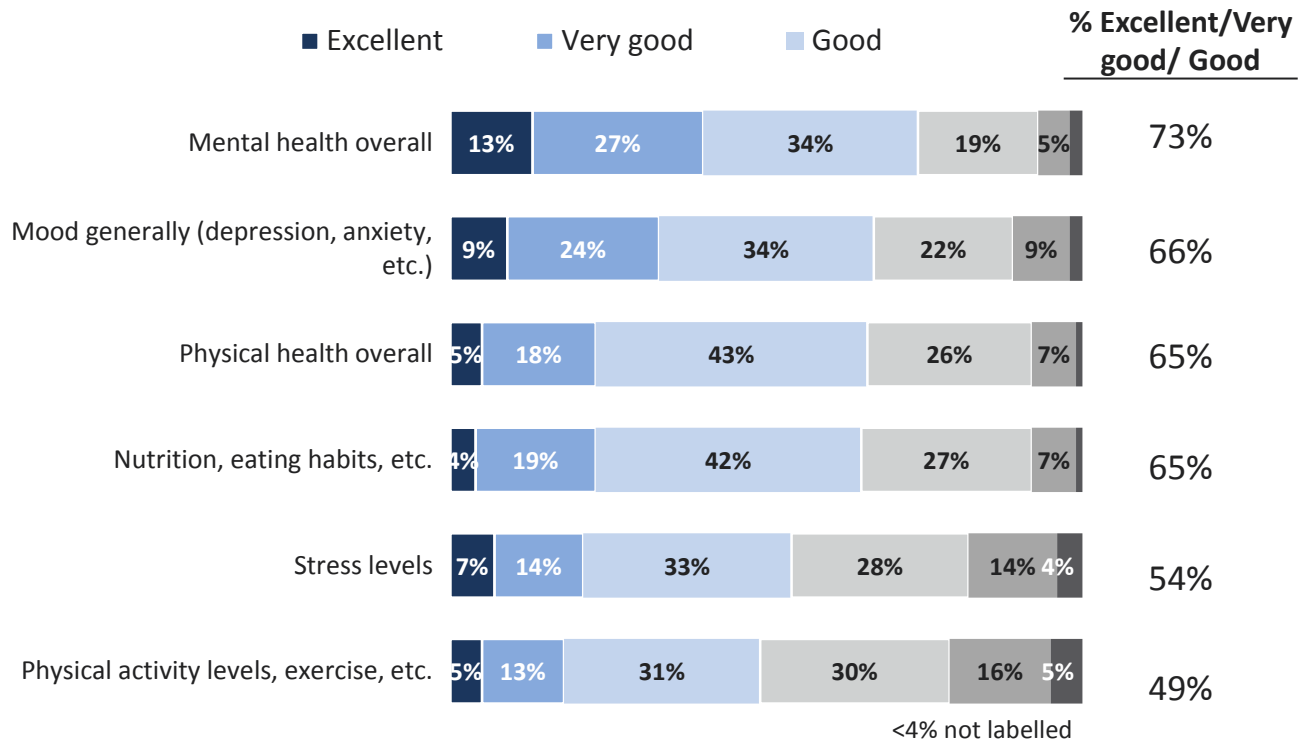
# Objectives and Methodology

- These are findings of an Ipsos poll conducted on behalf of Global News.
- For this survey, a sample of 1,001 Canadians from the Ipsos I-Say panel was interviewed from August 20<sup>th</sup> to 23<sup>rd</sup> 2018.
- Quotas and weighting were employed to ensure that the sample's composition reflects the overall population according to census information.
- The precision of online polls is measured using a credibility interval. In this case, the results are accurate to within +/- 3.5 percentage points, 19 times out of 20, of what the results would have been had all Canadian adults been polled.
- Credibility intervals are wider among subsets of the population.

# DETAILED FINDINGS

# Assessment of Personal Health

- When asked to assess various aspects of their personal health, Canadians rank their mental health above all other metrics, including their nutrition, and physical health – three in four say their mental health is excellent, very good, or good. Conversely, Canadians provided the lowest rating for their level of physical activity, with just half providing a positive assessment for this metric.



55+

**Baby Boomers** are more likely to provide a positive assessment of their *stress levels* (64% vs. 42% 18-34, 52% 35-54), *mood generally* (76% vs. 62% 18-34, 59% 35-54), as well as their *mental health overall* (82% vs. 68% 18-34, 69% 35-54), when compared to younger Canadians.

# Assessment of Personal Health Demographics

- Those who provide a positive rating of their health in one area are likely to do so across various metrics, demonstrating the connection between different factors of health. For example, those who provide a positive assessment of their mental health overall, are also likely to provide a highly positive assessment of other aspects of their mental wellness, including their stress levels, but also their physical wellbeing, including physical health overall, physical activity levels, and nutrition.

		Mental health overall		Mood generally (depression, anxiety, etc.)		Physical health overall		Nutrition, eating habits, etc.		Stress levels		Physical activity levels, exercise, etc.	
%Excellent/Very good/Good	Total	Excellent/Very good	Poor/Very poor	Excellent/Very good	Poor/Very poor	Excellent/Very good	Poor/Very poor	Excellent/Very good	Poor/Very poor	Excellent/Very good	Poor/Very poor	Excellent/Very good	Poor/Very poor
Base:	1001	415	68	335	106	253	76	257	68	220	179	217	199
		A	B	C	D	E	F	G	H	I	J	K	L
Mental health overall	73%	-	-	98% D	8%	92% F	30%	87% H	30%	98% J	29%	83% L	49%
Mood generally (depression, anxiety, etc.)	66%	95% B	6%	-	-	89% F	23%	83% H	21%	95% J	19%	77% L	40%
Physical health overall	65%	84% B	21%	86% D	19%	-	-	90% H	12%	84% J	31%	91% L	25%
Nutrition, eating habits, etc.	65%	80% B	21%	79% D	28%	88% F	31%	-	-	77% J	39%	87% L	35%
Stress levels	54%	80% B	4%	84% D	6%	73% F	25%	67% H	18%	-	-	67% L	32%
Physical activity levels, exercise, etc.	49%	60% B	27%	64% D	24%	82% F	6%	75% H	10%	62% J	30%	-	-

# Impact on *Mental Health*

Over half of Canadians (who work) say that work is impactful on their **mental health**, with two in ten saying that it significantly impacts their mental wellbeing. Among Canadians overall, similar proportions indicate that family, and their finances have an impact on their mental health. Fewer say that current events is impactful on their mental wellbeing.

■ 5 - Significant impact   ■ 4   ■ 3   ■ 2   ■ 1 - No impact   % Impact (4/5)

Work



55%

Family



52%

Finances



52%

Current Events



20%

# Impact on *Physical Health*

Canadians (who work) also say that work has the largest impact on their **physical health** – half indicate that work is impactful on their physical wellbeing. More than three in ten Canadians overall say that family and finances have an impact on their physical health. Fewer indicate that current events are impactful on their physical health.

■ 5- Significant impact   ■ 4   ■ 3   ■ 2   ■ 1 - No impact   % Impact (4/5)





# Impact on *Mental & Physical Health* Demographics

## Mental Health



18-34

**Millennials** who work are more likely than working Baby Boomers to indicate that *work* (63% vs. 47%) has a impact on their mental health.



<55

Canadians **under the age of 55** are more likely to say that *family* (64% 18-34, 55% 35-54, vs. 42% 55+), *finances* (60% 18-34, 59% 35-54 vs. 40% 55+) and *current events* (24% 18-34, 24% 35-54 vs. 13% 55+) have an impact on their mental health.

## Physical Health



18-34

**Millennials** who work are more likely than working Baby Boomers to indicate that *work* (60% vs. 41%) has a impact on their physical health.

<55



Canadians **under the age of 55** are more likely to say that *family* (49% 18-34, 41% 35-54 vs. 29% 55+) has an impact on their physical health.

**Women** are more likely to say that *family* (43% vs. 34%) has an impact on their physical health.



35-54

**Gen X'ers** are more likely than Baby Boomers to indicate that their *finances* (42% vs. 28%) have a impact on their physical health.

# Impact on *Mental & Physical Health* Demographics

## Mental Health



Work is more likely to be impactful on Canadians who provide a **poor assessment of stress levels** (69% vs. 51% of those who provide a highly positive assessment of stress levels); those who provide a **poor assessment of mood** (69% vs. 49% of those who provide a highly positive assessment of mood); and those who provide a **poor assessment of mental health overall** (72% vs. 53% of those who provide a highly positive assessment of mental health).



Family is more likely to be impactful on Canadians who provide a **poor assessment of stress levels** (62% vs. 47% of those who provide a highly positive assessment of stress levels).



Finances are more likely to be impactful on Canadians who provide a **poor assessment of stress** (71% vs. 45% of those who provide a highly positive assessment of stress levels); those who provide a **poor assessment of mood** (67% vs. 46% of those who provide a highly positive assessment of mood); and those who provide a **poor assessment of mental health** (65% vs. 48% of those who provide a highly positive assessment of mental health).

## Physical Health

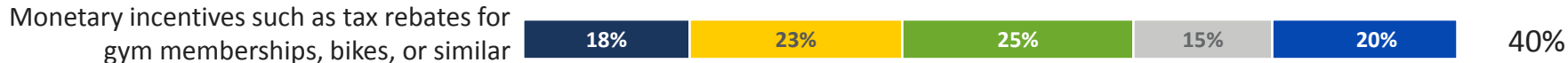


Finances are more likely to be impactful on Canadians who provide a **poor assessment of stress levels** (55% vs. 26% of those who provide a highly positive assessment of stress levels); those who provide a **poor assessment of mood** (50% vs. 29% of those who provide a highly positive assessment of mood); and those who provide a **poor assessment of mental health** (50% vs. 30% of those who provide a highly positive assessment of mental health).

# Impact on *Physical Activity Levels*

Canadians believe that having paid time for physical activities/exercise at work would be the most incentivizing for them to get active – half indicate that this would impact their activity levels. Four in ten say that other measures, such as gyms at work, more indoor walking or running trails, or monetary incentives, would have an impact on their physical activity levels. Just two in ten say that more bike lanes would impact the amount of activity they do.

■ 5 - Significant impact    ■ 4    ■ 3    ■ 2    ■ 1 - No impact    % Impact (4/5)



# Impact on *Physical Activity Levels* Demographics

## Paid time for physical activities/exercise at work

<55

Canadians **under the age of 55** are more likely to say that *paid time for physical activities/exercise at work* would impact their level of physical activity (56% 18-34, 56% 35-54 vs. 42% 55+).



Canadians who provide a **highly positive assessment of their physical activity levels** are more likely to say that *paid time for physical activities/exercise at work* would impact their level of physical activity (69% vs. 53% of those who provide a poor assessment of their physical activity levels).

## Gyms or organized physical activities at work

<55

Canadians **under the age of 55** are more likely to say that *gyms or organized physical activities at work* would impact their level of physical activity (46% 18-34, 44% 35-54 vs. 29% 55+).



Canadians who provide a **highly positive assessment of their physical activity levels** are more likely to say that *gyms or organized physical activities at work* would impact their level of physical activity (58% vs. 29% of those who provide a poor assessment of their physical activity levels).

## More indoor walking or running trails/paths for the colder months/inclement weather

18-34

**Millennials** are more likely than Baby Boomers to say that *more indoor walking or running trails* would impact their level of physical activity (45% vs. 34%).



Canadians who provide a **highly positive assessment of their physical activity levels** are more likely to say that *more indoor walking or running trails* would impact their level of physical activity (54% vs. 32% of those who provide a poor assessment of their physical activity levels).

# Impact on *Physical Activity Levels* Demographics

## Monetary incentives such as tax rebates for gym memberships, bikes, or similar

**<55** Canadians **under the age of 55** are more likely to say that *monetary incentives such as tax rebates* would impact their level of physical activity (47% 18-34, 45% 35-54 vs. 31% 55+).



Canadians who provide a **highly positive assessment of their physical activity levels** are more likely to say that *monetary incentives such as tax rebates* would impact their level of physical activity (54% vs. 36% of those who provide a poor assessment of their physical activity levels).

## More walking or running trails/paths

**<55** Canadians **under the age of 55** are more likely to say that *more walking or running trails/paths* would impact their level of physical activity (48% 18-34, 40% 35-54 vs. 30% 55+).



Canadians who provide a **highly positive assessment of their physical activity levels** are more likely to say that *more walking or running trails/paths* would impact their level of physical activity (52% vs. 28% of those who provide a poor assessment of their physical activity levels).

## More bike lanes

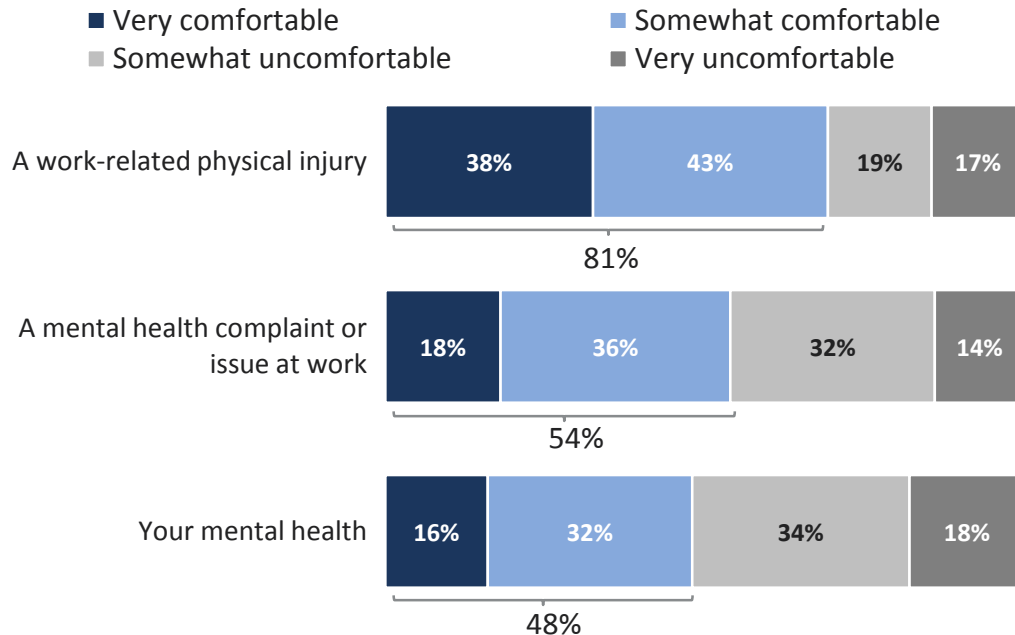
**18-34** **Millennials** are more likely to say that *more bike lanes* would impact their level of physical activity (31% 18-34 vs. 21% 35-54, 11% 55+).



Canadians who provide a **highly positive assessment of their physical activity levels** are more likely to say that *more bike lanes* would impact their level of physical activity (39% vs. 10% of those who provide a poor assessment of their physical activity levels).

# Discussing Health With Employer

- Working Canadians feel most comfortable discussing a work-related physical injury with their employer, while fewer indicate that they would be comfortable talking about either a work-related mental health issue, or their mental health more generally. In fact, half are uncomfortable talking to their employer about mental health.



Canadians who provide a **highly positive assessment of mood** are more likely to be comfortable talking to their employer a *work-related physical injury* (84% vs. 70% of those who provide a poor assessment of their mood), a *mental health complaint or issue at work* (64% vs. 35% of those who provide a poor assessment of their mood), and their *mental health* (53% vs. 32% of those who provide a poor assessment of their mood).

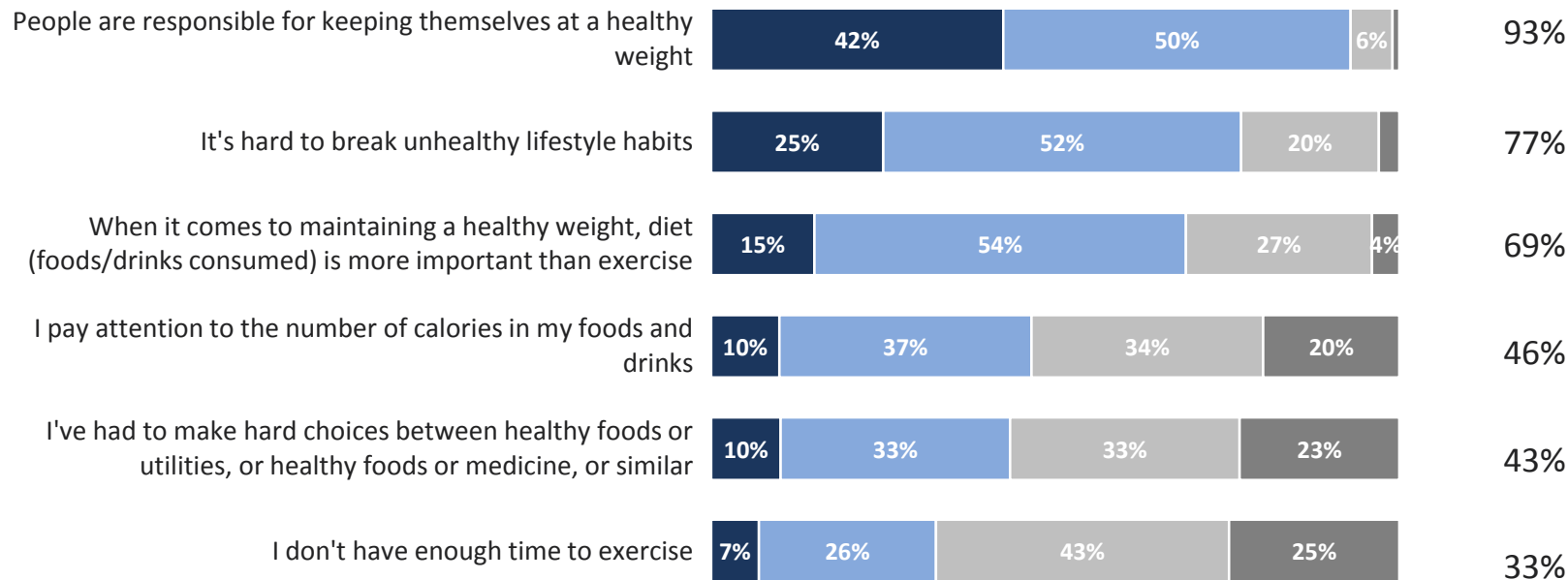


Canadians who provide a **highly positive assessment of their mental health** are also more likely to be comfortable talking to their employer a *work-related physical injury* (87% vs. 69% of those who provide a poor assessment of their mental health), a *mental health complaint or issue at work* (61% vs. 24% of those who provide a poor assessment of their mental health), and their *mental health* (55% vs. 23% of those who provide a poor assessment of their mental health).

# Perceptions of Lifestyle

- Canadians hold themselves accountable for their lifestyle choices – nine in ten agree that people are responsible for keeping themselves at a healthy weight. However, Canadians also acknowledge that this can be a challenge; three in four agree it is hard to break unhealthy lifestyle habits, while four in ten say they've had to choose between healthy food and essentials, like utilities or medicine, in the past. One-third also agree that they are too busy to exercise – although most acknowledge that they do have enough time.

■ Strongly agree 
 ■ Somewhat agree 
 ■ Somewhat disagree 
 ■ Strongly Disagree 
 % Agree (Strongly/Somewhat)



<4% not labelled

# Perceptions of Lifestyle Demographics

I've had to make hard choices between healthy foods or utilities, or healthy foods or medicine, or similar

<55

Canadians **under the age of 55** are more likely to have *made hard choices between healthy food and essentials* (48% 18-34, 47% 35-54 vs. 37% 55+).

I don't have enough time to exercise

18-34

**Millennials** are more likely to agree they *don't have enough time to exercise* (46% 18-34 vs. 37% 35-54, 19% 55+).



Canadians who provide a **poor assessment of stress levels** are more likely to agree they *don't have enough time to exercise* (42% vs. 24% of those who provide a highly positive assessment of stress levels).

When it comes to maintaining a healthy weight, diet (foods/drinks consumed) is more important than exercise

<55

Canadians **under the age of 55** are more likely to *agree that diet is more important than exercise* (79% 18-34, 71% 35-54 vs. 61% 55+).

People are responsible for keeping themselves at a healthy weight



**Albertans** are more likely to agree people are *responsible for maintaining their own weight* (100%).



# Perceptions of Lifestyle Demographics

## I pay attention to the number of calories in my foods and drinks



Canadians who provide a **highly positive assessment of their nutrition** (66% vs. 26% of those who provide a poor assessment), a **highly positive assessment of their physical activity levels** (62% vs. 28% of those who provide a poor assessment), and a **highly positive assessment of their physical health** (56% vs. 33% of those who provide a poor assessment) are more likely to agree that *they pay attention to the number of calories in their foods and drinks.*

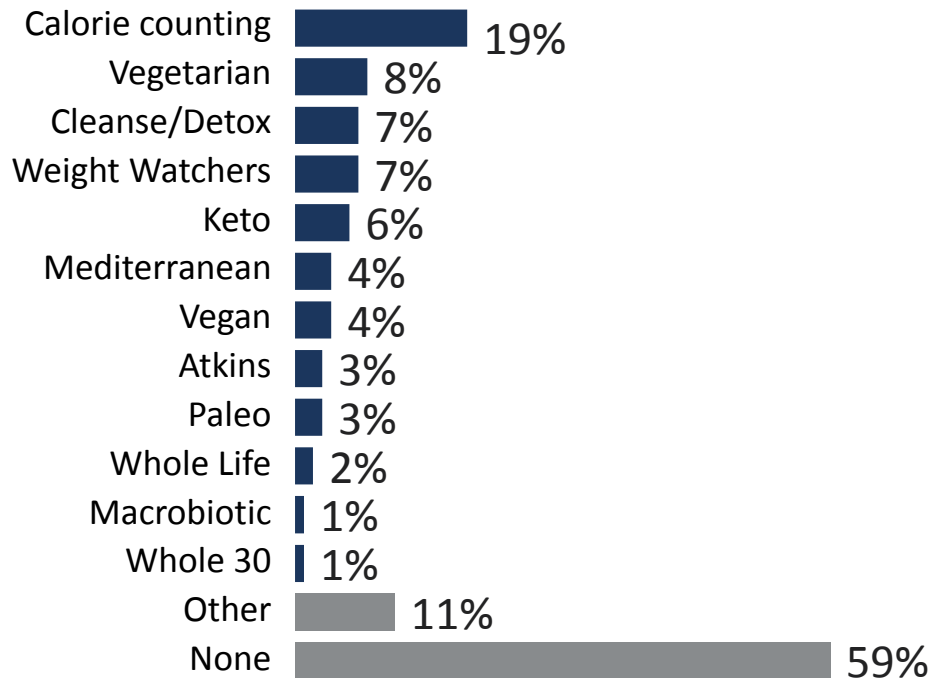
## It's hard to break unhealthy lifestyle habits



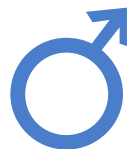
Canadians who provide a **poor assessment of their nutrition** (89% vs. 63% of those who provide a highly positive assessment), a **poor assessment of their physical activity levels** (87% vs. 68% of those who provide a highly positive assessment), and a **poor assessment of their physical health** (90% vs. 69% of those who provide a highly positive assessment) are more likely to agree that *it's hard to break unhealthy lifestyle habits.*

# Diets and Lifestyle Choices

Six in ten Canadians indicate that they *do not* follow any particular diet or lifestyle choices. However, among those who do, calorie counting is by far the most popular, with two in ten Canadians indicating this is something they practice, or have done in the past. Fewer indicate that they currently do, or in the past have made lifestyle choices like Vegetarianism, cleanses/detoxes, weight watchers, or a keto diet.



**Women** are more likely than men to say they have tried a number of diets or lifestyles, including: *Weight Watchers* (9% vs. 4%), a *cleanse or detox* (9% vs. 5%), and a *Mediterranean diet* (6% vs. 2%).



**Men** are more likely to say they have *not* tried any of the mentioned diets or lifestyle choices (64% vs. 54%).

**18-34**

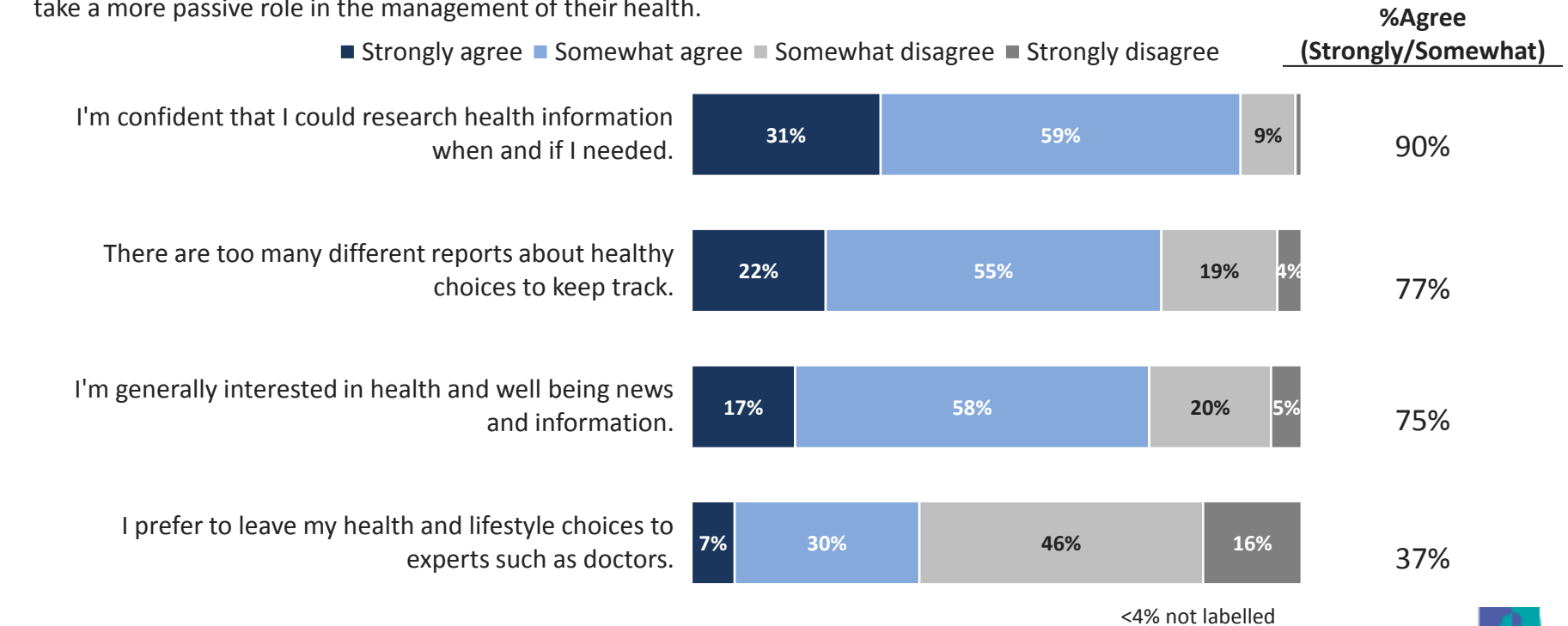
**Millennials** are more likely to say they have tried a number of diets or lifestyles, including: a *cleanse or detox* (13% 18-34 vs. 7% 35-54, 3% 55+), a *Keto diet* (8% 18-34 vs. 4% 55+), a *Paleo diet* (5% 18-34 vs. 1% 55+), being *Vegan* (10% 18-34 vs. 4% 35-54, 1% 55+) or *Vegetarian* (12% 18-34 vs. 4% 55+), or *Whole Life* (5% 18-34 vs. 1% 55+).

**35+**

Canadians **over the age of 35** are also more likely to say they have *not* tried any of the mentioned diets or lifestyle choices (60% 35-54, 65% 55+ vs. 48% 18-34.).

# Information About Health

- Nine in ten Canadians agree that they are confident they could research information about health, in the event they needed to do so (but only 31% strongly agree). Three in four also indicate that they have an interest in news pertaining to health and wellness. However, about three in four also indicate that they are overwhelmed by the copious amount of health research available, and there is too much to keep track of, while four in ten agree that their health and lifestyle should be left to the experts, preferring to take a more passive role in the management of their health.

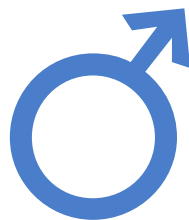


# Information About Health Demographics

I'm confident that I could research health information when and if I needed.

**35+** Canadians **over the age of 35** are more likely to agree that they are confident that they could research health information (92% 35-54, 93% 55+ vs. 85% 18-34).

I prefer to leave my health and lifestyle choices to experts such as doctors.



**Men** are more likely to agree that they prefer to leave their health and lifestyle choices to experts (41% vs. 33%).

I'm generally interested in health and well-being news and information.

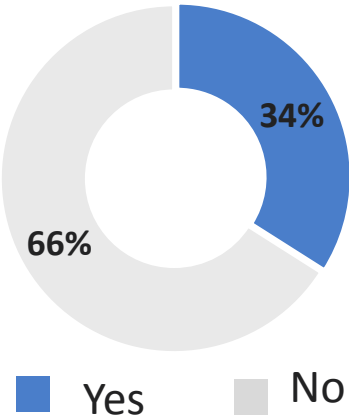


Canadians who provide a **highly positive assessment of their nutrition** (87% vs. 55% of those who provide a poor assessment), those who **highly positive assessment of their physical activity levels** (90% vs. 60% of those who provide a poor assessment), and those who **highly positive assessment of their physical health** (82% vs. 65% of those who provide a poor assessment) are more likely to agree that they are interested in health and well-being news.

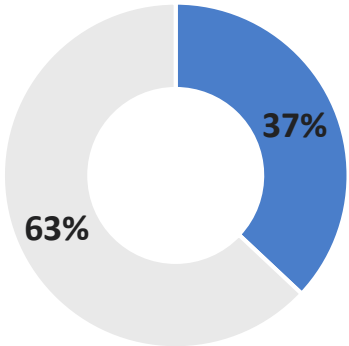
# Incidence of Chronic Illness

- About four in ten Canadians indicate that they are living with some sort of chronic disease, illness or condition. Further, a similar proportion say that someone in their household suffers from a chronic disease, illness or condition.

Someone in your household



You personally



35+

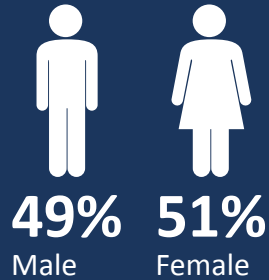
Incidence rates of *chronic disease, illness or other medical condition* (43% 35-54, 43% 55+ vs. 23% 18-34) are higher among Canadians **35+**.



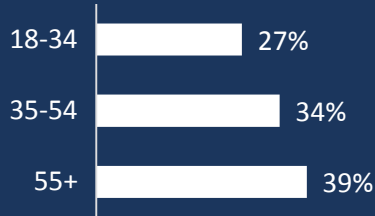
Incidence rates of *chronic disease, illness or other medical conditions* are higher among those who provide a **poor assessment of their physical activity levels** (47% vs 28% of those who provide a highly positive assessment), those who provide a **poor assessment of their physical health** (75% vs. 19% of those who provide a highly positive assessment), those who provide a **poor assessment of their stress levels** (49% vs. 33% of those who provide a highly positive assessment), those who provide a **poor assessment of their mood** (55% vs. 31% of those who provide a highly positive assessment), and ), those who provide a **poor assessment of their mental health** (61% vs. 31% of those who provide a highly positive assessment),

# Demographics

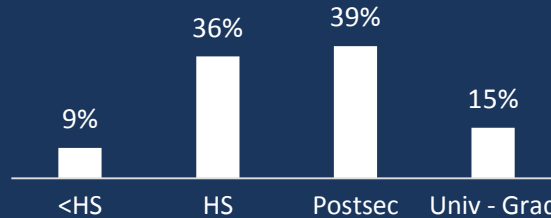
## GENDER



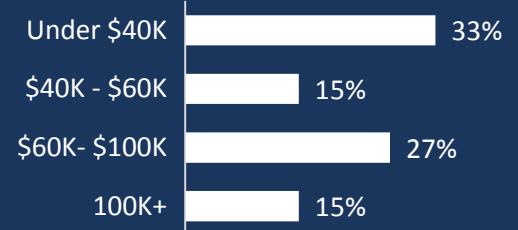
## AGE



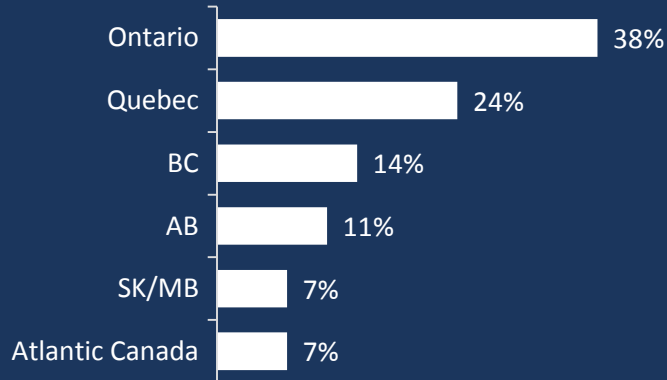
## EDUCATION



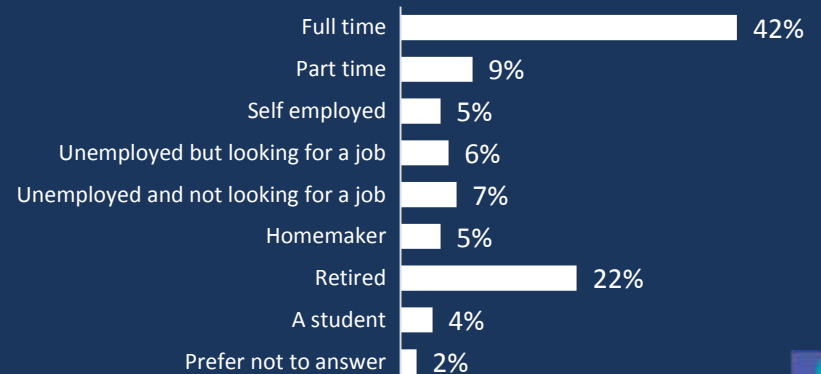
## INCOME



## REGION



## EMPLOYMENT



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