DIET & HEALTH UNDER COVID-19

Pippa Bailey, Susan Purcell, Javier Calvar & Alex Baverstock January 2021





Q1PERSONAL CHANGES SINCE THE
COVID-19 PANDEMIC BEGAN

Globally, three-quarters of respondents reported changes to their weight, exercise, alcohol consumption or smoking since the pandemic began, with weight gain being more widely seen.

- With the exception of Malaysia, Hong Kong and China, all countries showed a net reported weight gain (more people reporting gaining weight than losing weight). The biggest net weight gains are in Brazil and Chile.
- There is polarisation across the countries in terms of whether they have increased or decreased exercise overall. China and Hong Kong show the biggest net reported increase in exercise (more people reporting doing more exercise than doing less exercise), while Italy and Japan show the largest net reported decrease.

Globally, similar proportions of people say that they have consumed more alcohol or less alcohol, and have taken up or given up smoking, since the COVID-19 pandemic began.

- Australia and the United States had the greatest proportion of people who said they have increased their alcohol consumption since the COVID-19 pandemic began (21% and 20% respectively)
- The largest net reported decrease in alcohol consumption (more people reporting drinking more alcohol than drinking less alcohol) is in South Africa and China.
- India shows the largest net reported decrease of people smoking (more reporting giving up smoking than starting).



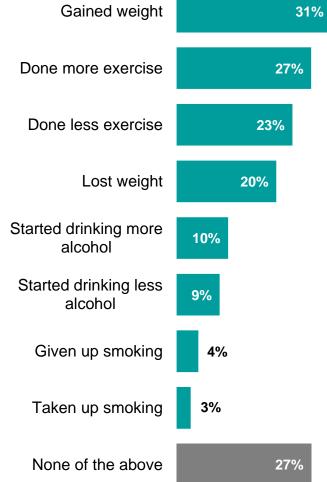
Q1.

Since the COVID-19 pandemic began, which of the following, if any, have you personally done?

Globally, three-quarters of adults reported changes to their weight, exercise, alcohol consumption and/or smoking since the pandemic began.

Around half reported a weight change since the beginning of the pandemic, more likely to be having gained weight than lost weight.







Q1. WEIGHT GAIN

Since the COVID-19 pandemic began, which of the following, if any, have you personally done?

Those in South America (e.g. Brazil Chile) are the most likely to say they have gained weight since the beginning of the COVID-19 pandemic.

Those in South East Asia (e.g. Malaysia, Hong Kong, China) are least likely to say they have gained weight since the beginning of the COVID-19 pandemic.

Global	31%	
Brazil		52%
Chile		51%
Turkey	42%	
South Africa	41%	
Argentina	40%	
Spain	38%	
United States	37%	
India	35%	
Italy	35%	
Australia	35%	
Saudi Arabia	35%	
Peru	34%	
Mexico	34%	
Canada	32%	
Israel	32%	
Great Britain	32%	
South Korea	31%	
Singapore	30%	
Belgium	29%	
Netherlands	27%	
France	27%	
Sweden	26%	
Germany	23%	
Russia	23%	
Poland	23%	
Japan	22%	
Hungary	20%	
Malaysia	19%	
Hong Kong	9%	
China React 22,008 online of	6% dults ared 16-74 across 30 countries. October 23rd- November 6th 2020	

4 - © Ipsos | Diet & Health under COVID-19 | January 2021

Base: 22,008 online adults aged 16-74 across 30 countries, October 23rd- November 6th 2020

Q1. WEIGHT LOSS

Since the COVID-19 pandemic began, which of the following, if any, have you personally done?

Those in Malaysia are the most likely to report weight loss.

Global	20%
Malaysia	36%
Peru	28%
South Africa	26%
Saudi Arabia	26%
India	25%
United States	25%
Brazil	24%
Great Britain	24%
Singapore	24%
Mexico	24%
Argentina	23%
Turkey	23%
Chile	22%
Spain	21%
Canada	21%
Israel	20%
Belgium	19%
China	19%
Australia	19%
Hong Kong	17%
France	17%_
Sweden	16%
Italy	16%
Poland	14%
Russia	13%
Netherlands	13%
South Korea	11%
Hungary	10%
Germany	9%
Japan	9%



Base: 22,008 online adults aged 16-74 across 30 countries, October 23rd- November 6th 2020



Q1. EXERCISE INCREASE

Since the COVID-19 pandemic began, which of the following, if any, have you personally done?

Those in South / South East Asia (e.g. China, Hong Kong, India and Singapore) are more likely to say they have done more exercise since the beginning of the COVID-19 pandemic.

Global	27%	
China		57%
Hong Kong	46%	
India	44%	
Singapore	40%	
South Africa	37%	
Malaysia	36%	
Peru	34%	
Saudi Arabia	31%	
Great Britain	30%	
Mexico	30%	
United States	29%	
Argentina	27%	
Israel	26%	
Chile	26%	
Spain	24%	
Canada	24%	
Australia	24%	
Brazil	23%	
Belgium	23%	
South Korea	22%	
Poland	20%	
Sweden	20%	
Turkey	20%	
France	17%	
Italy	17%	
Hungary	16%	
Netherlands	16%	
Germany	15%	
Russia		
Japan	11%	



Q1. EXERCISE DECREASE

Since the COVID-19 pandemic began, which of the following, if any, have you personally done?

Those in Chile, Belgium and Italy are more likely to say they have done less exercise since the beginning of the COVID-19 pandemic.

Global	23%	
Chile		33%
Belgium		33%
Italy		33%
Brazil	29%	
Argentina	28%	
Netherlands	27%	
Spain	27%	
Israel	26%	
South Africa	26%	
Australia	26%	
Turkey	26%	
Hungary	25%	
Japan	25%	
Singapore	24%	
Great Britain	23%	
Canada	23%	
Peru	23%	
Germany	22%	
United States	22%	
South Korea	22%	
France	21%	
Malaysia Mexico	21% 20%	
Sweden	20%	
India	18%	
Saudi Arabia	16%	
Hong Kong	14%	
Poland	13%	
China	12%	_
Russia	11%	



Base: 22,008 online adults aged 16-74 across 30 countries, October 23rd- November 6th 2020



Q1. ALCOHOL CONSUMPTION INCREASE

Since the COVID-19 pandemic began, which of the following, if any, have you personally done?

Australia and the United States have the greatest proportion of people who say they have increased their alcohol consumption since the COVID-19 pandemic began.

Global	10%
Australia	21%
United States	20%
Poland	16%
Canada	16%
Great Britain	16%
Brazil	14%
Chile	13%
Singapore	12%
South Korea	12%
Belgium	12%
Argentina	12%
Sweden	12%
Russia	12%
Netherlands	12%
South Africa	11%
Spain	10%
Hungary	10%
Turkey	9%
Japan	9%
Italy	9%
Germany	8%
India	7%
Israel	7%
Hong Kong	6%
France	6%
China	5%
Mexico	4%
Peru	3%
Malaysia	3%
Saudi Arabia	N/A





Base: 22,008 online adults aged 16-74 across 30 countries, October 23rd- November 6th 2020

Q1. ALCOHOL CONSUMPTION DECREASE

Since the COVID-19 pandemic began, which of the following, if any, have you personally done?

People in South Africa are the most likely to say they have decreases their alcohol consumption since the beginning of the COVID-19 pandemic, reflecting their lockdown restrictions on alcohol.

Global	9%	
South Africa		24%
China	16%	0
South Korea	16%	0
India	12%	
Hong Kong	12%	
Brazil	11%	
Great Britain	11%	
Peru	10%	
Poland	10%	
Turkey	9%	
Chile	9%	
Russia	9%	
Japan	9%	
Mexico	9%	
Argentina	8%	
Singapore	8%	
Sweden	8%	
Australia	8%	
Netherlands	8%	
Belgium	8%	
United States	7%	
Spain	7%	
Malaysia	6%	
Canada	5%	
Germany	5%	
Italy	4%	
France	2%	
Israel	2%	
Hungary	2%	
Saudi Arabia Base: 22,008 online a	N/A dults aged 16-74 across 30 countries, October 23rd- November 6th 2020	Ipso

Q1. TAKEN UP SMOKING

Since the COVID-19 pandemic began, which of the following, if any, have you personally done?

Those in Chile are most likely to say they have taken up smoking since the beginning of the COVID-19 pandemic.

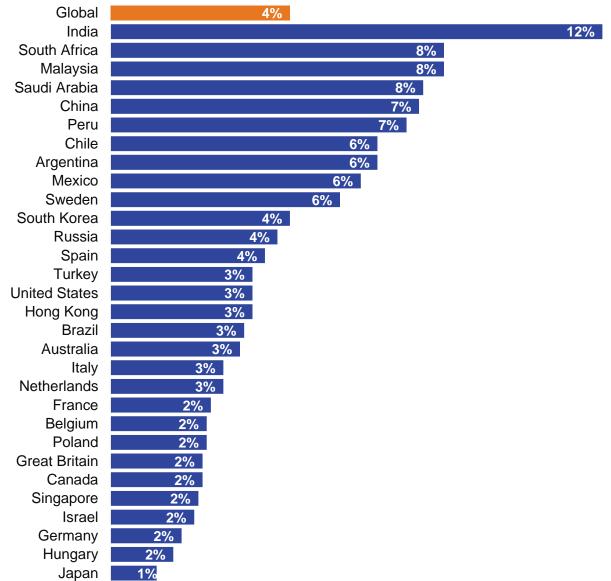
Global	3%	
Chile		9%
Turkey	7%	
Mexico	7%	
South Africa	5%	
Argentina	5%	
Spain	4%	
Saudi Arabia	4%	
India	4%	
Israel	3%	
United States	3%	
Sweden	3%	
Singapore	3%	
South Korea	3%	
Italy	2%	
Hungary	2%	
Brazil	2%	
Russia	2%	
Belgium	2%	
Poland	2%	
Germany	2%	
Great Britain	2%	
Australia	2%	
Netherlands	2%	
Malaysia	2%	
Peru	2%	
Canada	1%	
China	1%	
France	1%	
Hong Kong	1%	
Japan	0%	



Q1. GIVEN UP SMOKING

Since the COVID-19 pandemic began, which of the following, if any, have you personally done?

Those in India are most likely to say they have given up smoking since the beginning of the COVID-19 pandemic.





Base: 22,008 online adults aged 16-74 across 30 countries, October 23rd- November 6th 2020



Q1. NONE OF THE ABOVE

Since the COVID-19 pandemic began, which of the following, if any, have you personally done?

The pandemic has impacted over half of people in terms of weight, exercise, drinking or smoking in all countries.

However, it has not affected all countries equally: India, South America, Saudi Arabia, Turkey and Singapore have the highest levels of reported change(s); Japan, Russia, Hungary and Germany have the fewest reporting any change(s).

Global	27%
Japan	45%
Russia	45%
Hungary	43%
Germany	42%
Poland	39%
Sweden	39%
Netherlands	38%
France	37%
Canada	30%
South Korea	30%
Italy	28%
Hong Kong	27%
Australia	27%
Malaysia	25%
Great Britain	25%
United States	24%
Belgium	24%
Mexico	24%
Spain	23%
China	22%
Israel	21%
Argentina	19%
Turkey	18%
Singapore	17%
Peru	16%
Saudi Arabia	15%
Chile	15%
Brazil	14%
South Africa	13%
India	12%
Base 22 008 online a	dults aged 16-71 across 30 countries. October 23rd-

45% 45%



Q2. REDUCING THE RISK OF SEVERE COVID-19 SYMPTOMS

Globally, of the options presented, increasing exercise is the activity most identified with being likely to reduce the risk of severe COVID-19 symptoms, but there are huge differences among countries in terms of beliefs.

• In China, regular exercise is considered key, far more so than in any other country, while people in China are less likely to mention losing weight as likely to reduce COVID-19 severity.

Few countries consider losing weight to be the most likely to reduce the risk of severe COVID-19 symptoms.

• In Great Britain, losing weight is considered key, far more so than any other market.

Giving up smoking is seen as more effective in reducing the risk of severe COVID-19 symptoms.

- Across countries, giving up smoking is considered important, and in some is the most important factor.
- Globally, giving up alcohol is considered less likely than the other factors to reduce risk.

Vitamin D supplements divide opinion.

- Vitamin D supplements are far more likely to be viewed as one of the top ways to reduce risk of severe COVID-19 symptoms outside of Western Europe, Japan, Australia and Peru.
- It is the top answer given in Hungary and Poland.
- 13 © Ipsos | Diet & Health under COVID-19 | January 2021

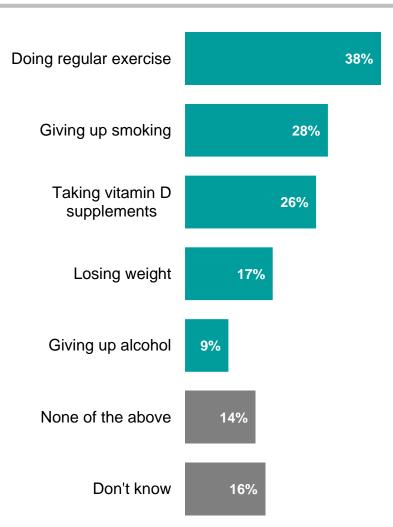


Q2.

Which one or two of these do you think are most likely to reduce the risk of severe COVID-19 symptoms in those infected with the disease?

Globally, increasing exercise is the activity most identified as being most likely to reduce the risk of severe COVID-19 symptoms.







Q2. REGULAR EXERCISE

Which one or two of these do you think are most likely to reduce the risk of severe COVID-19 symptoms in those infected with the disease?

People in South / South East Asian countries (e.g. China, Hong Kong, India, South Korea), are considerably more likely to think doing regular exercise is most likely to reduce the risk of severe COVID-19 symptoms.

Total	38%	
China		78%
Hong Kong	59%	
India	58%	
South Korea	57%	
Peru	47%	
Saudi Arabia	46%	
Singapore	46%	
Mexico	45%	
South Africa	44%	
Malaysia	42%	
Brazil	40%	
Turkey	38%	
Belgium	37%	
Japan	36%	
Great Britain	35%	
Argentina	35%	
Netherlands	34%	
United States	33%	
Sweden	33%	
Chile	32%	
France	32%	
Australia	31%	
Israel	30%	
Poland	30%	
Italy	30%	
Canada	29%	
Germany	29%	
Hungary	29%	
Spain	25%	
Russia	17%	

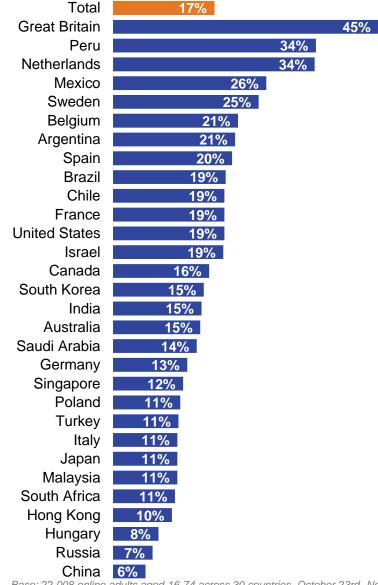


Base: 22,008 online adults aged 16-74 across 30 countries, October 23rd- November 6th 2020

Q2. LOSING WEIGHT

Which one or two of these do you think are most likely to reduce the risk of severe COVID-19 symptoms in those infected with the disease?

People in Great Britain are most likely to consider losing weight as most likely to reduce the risk of severe COVID-19 symptoms. This view is much less prevalent in most other countries.





Q2. GIVING UP SMOKING

Which one or two of these do you think are most likely to reduce the risk of severe COVID-19 symptoms in those infected with the disease?

Giving up smoking is least likely to be chosen as one of the top picks for reducing COVID-19 symptoms in South / South East Asian countries (e.g. China, India, Hong Kong, Singapore and Malaysia), and is also least likely to be chosen in France.

Total	28%
Sweden	43%
Turkey	42%
Saudi Arabia	40%
Spain	39%
Chile	38%
South Africa	35%
Argentina	35%
Italy	33%
United States	31%
Great Britain	31%
Mexico	31%
Peru	28%
Brazil	28%
Israel	28%
Japan	27%
Australia	27%
Germany	26%
Canada	26%
Russia	26%
Belgium	25%
Poland	25%
South Korea	25%
Hungary	23%
Netherlands	23%
Malaysia	21%
Singapore	19%
Hong Kong	18%
India	17%
France	16%
China Base: 22 008 online a	14% adults aged 16-74 across 30 countries. October 23rd-1



Q2. GIVING UP ALCOHOL

Which one or two of these do you think are most likely to reduce the risk of severe COVID-19 symptoms in those infected with the disease?

Relatively few consider giving up alcohol to be most likely to reduce severe symptoms of COVID-19.

Total	9%
South Korea	14%
Poland	14%
South Africa	14%
Russia	14%
Spain	12%
Turkey	12%
India	12%
Italy	10%
Malaysia	10%
Germany	10%
Brazil	10%
Peru	9%
Hong Kong	9%
Chile	8%
Australia	8%
Sweden	8%
France	8%
United States	8%
Japan	8%
China	8%
Singapore	8%
Hungary	7%
Belgium	7%
Mexico	6%
Argentina	6%
Canada	5%
Netherlands	5%
Israel	4%
Great Britain	4%
Saudi Arabia	N/A



Q2. VITAMIN D SUPPLEMENTS

Which one or two of these do you think are most likely to reduce the risk of severe COVID-19 symptoms in those infected with the disease?

Vitamin D supplements are more likely to be viewed as one of the actions most likely to reduce the severity of COVID-19 symptoms outside of Western European countries, Japan, Australia and Peru.

Total	26%
Hungary	44%
South Africa	41%
Saudi Arabia	38%
Poland	37%
Turkey	36%
China	36%
Malaysia	36%
India	36%
Brazil	34%
Netherlands	31%
Israel	30%
South Korea	30%
United States	30%
Hong Kong	27%
Mexico	26%
Chile	24%
Russia	24%
Argentina	23%
Singapore	22%
Canada	22%
Italy	19%
Great Britain	19%
Belgium	19%
Peru	18%
Spain	18%
France	13%
Sweden	11%
Germany	11%
Australia	10%
Japan Base: 22,008 online a	8% adults aged 16-74 across 30 countries, October 23rd- N



Q2. NONE OF THE ABOVE

Which one or two of these do you think are most likely to reduce the risk of severe COVID-19 symptoms in those infected with the disease?

People in Australia, Germany and Russia are most likely to say that none of the presented options (doing regular exercise, giving up smoking, taking vitamin D supplements, losing weight or giving up alcohol) are likely to reduce the risk of severe COVID-19 symptoms.

Total 14% Australia 24% Germany 24% Russia 23% 21% France 20% Singapore 20% Canada Poland 19% Sweden 18% Japan 17% Chile 16% United States 16% Italy 15% Belgium 14% **Great Britain** 14% Hungary 14% Spain 14% Malaysia 13% Netherlands 12% South Korea 12% 11% Brazil Hong Kong 10% Israel 10% Peru 10% South Africa 10% Argentina 9% Turkev 9% Mexico 8% India 5% China 4% Saudi Arabia 3%



Q3. LINK BETWEEN OBESITY AND SEVERE SYMPTOMS OF COVID-19

Globally, 45% of people think there is a link between obesity and severe symptoms of COVID-19.

- In Latin American markets (e.g. Peru, Mexico), where obesity is a national challenge, people are more likely to think there is a connection between obesity and severe symptoms of COVID-19 (82% and 61% respectively think there is a link).
- Among all countries, Great Britain is second most likely to think there is a link between obesity and severe symptoms of COVID-19 (64% think there is a link).

Globally, 1 in 3 people do not think there is a link between obesity and severe symptoms of COVID-19.

• In South East Asian markets (e.g. China, Malaysia, South Korea), people are more likely to say there is not a link between obesity and severe symptoms of COVID-19 (53%, 49% and 48% respectively think there is not a link).

Globally, 1 in 4 people do not know if there is a link between obesity and severe symptoms of COVID-19.

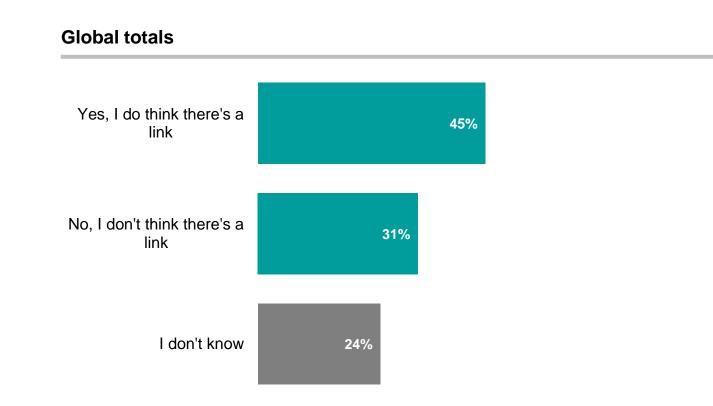
 People in Japan, Germany, Australia and Canada are most likely to say they don't know whether there is a link between obesity and severity symptoms of COVID-19.



Q3.

Do you think there is, or is not, a link between obesity and more severe symptoms of COVID-19 among those infected?

Globally, 45% of people think there is a link between obesity and severe symptoms of COVID-19.



Ipsos

Q3. YES

Do you think there is, or is not, a link between obesity and more severe symptoms of COVID-19 among those infected?

People in Peru are by far the most likely to link obesity and severity of COVID-19 symptoms.

A third or fewer in Hungary, Australia, China, Italy and Germany think there is a link.

Total	45%
Peru	82%
Great Britain	64%
Mexico	61%
Netherlands	61%
Sweden	57%
Chile	55%
Brazil	55%
Argentina	52%
Saudi Arabia	50%
Israel	47%
France	47%
India	47%
Belgium	47%
United States	46%
Turkey	44%
South Africa	42%
Spain	41%
Russia	41%
Hong Kong	39%
Poland	38%
Malaysia	36%
South Korea	34%
Japan	34%
Singapore	33%
Canada	33%
Hungary	32%
Australia	32%
China	32%
Italy	30%
Germany	27%



Base: 22,008 online adults aged 16-74 across 30 countries, October 23rd- November 6th 2020

Q3. NO

Do you think there is, or is not, a link between obesity and more severe symptoms of COVID-19 among those infected?

In South East Asian markets (e.g. China, Malaysia), people are more likely to say there is not a link between obesity and severe symptoms of COVID-19.

Total	31%
China	53%
Malaysia	49%
South Korea	48%
Hungary	46%
Italy	44%
Poland	40%
Singapore	39%
South Africa	38%
Russia	35%
India	35%
Turkey	35%
Hong Kong	34%
Saudi Arabia	32%
Germany	32%
Australia	31%
Canada	31%
Belgium	30%
Argentina	30%
Spain	29%
Chile	28%
Brazil	25%
Mexico	24%
United States	22%
Japan	22%
Israel	22%
France	21%
Sweden	21%
Netherlands	20%
Great Britain	15%
Peru Base: 22 008 online	12% adults aged 16-74 across 30 countries. October 23rd- November 6f



Q3. DO NOT KNOW

Do you think there is, or is not, a link between obesity and more severe symptoms of COVID-19 among those infected?

People in Japan, Germany, Australia and Canada are most likely to say they don't know whether there is a link between obesity and severity symptoms of COVID-19.

Total	24%
Japan	44%
Germany	41%
Australia	37%
Canada	36%
France	32%
United States	31%
Israel	31%
Spain	29%
Singapore	28%
Hong Kong	27%
Italy	26%
Belgium	24%
Russia	23%
Poland	22%
Sweden	22%
Hungary	22%
Great Britain	21%
Turkey	21%
Brazil	21%
South Africa	20%
Netherlands	19%
India	18%
Argentina	18%
South Korea	18%
Saudi Arabia	18%
Chile	17%
China	16%
Malaysia	15%
Mexico	15%
Peru	7%



Q4. PERSONAL WEIGHT LOSS LINK TO COVID-19

Globally, trying to lose weight is more prevalent than trying to gain weight, or not trying to change current weight.

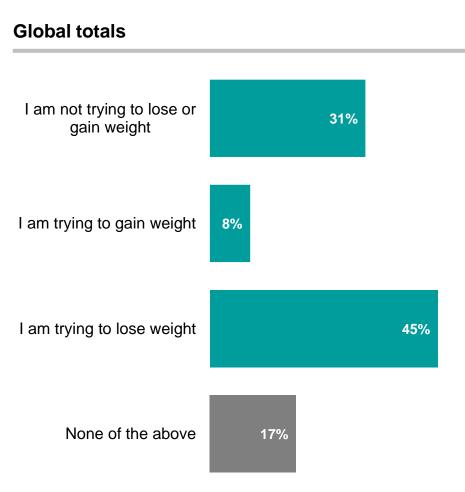
- Globally, two-fifths say they are currently trying to lose weight. This is most likely to be reported by people in Chile, Singapore, Peru and Saudi Arabia.
- Weight gain is most desired in India of all the countries surveyed, but is still less common than the desire to lose weight.





Which of the following applies to your current situation?

Globally, trying to lose weight is more prevalent than trying to gain weight, or not trying to change current weight.





Q4. I AM NOT TRYING TO GAIN OR LOSE WEIGHT

Which of the following applies to your current situation?

People in China and France are most likely to say that they are not trying to gain or lose weight.

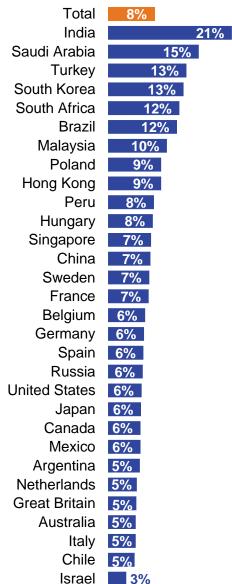
Total	31%
France	42%
China	41%
Turkey	37%
Israel	37%
Poland	36%
Great Britain	35%
Belgium	34%
Canada	33%
Russia	33%
Mexico	33%
Hong Kong	32%
Spain	32%
Japan	31%
Netherlands	31%
United States	31%
Argentina	30%
Sweden	30%
South Africa	29%
Australia	29%
Germany	29%
Hungary	28%
Peru	27%
India	27%
Brazil	27%
Malaysia	26%
Italy	26%
South Korea	24%
Singapore	24%
Chile	23%
Saudi Arabia	21% adults aged 16-74 across 30 countries. October 23rd-



Q4. I AM TRYING TO GAIN WEIGHT

Which of the following applies to your current situation?

Weight gain is most desired in India of all the countries surveyed.





Q4. I AM TRYING TO LOSE WEIGHT

Which of the following applies to your current situation?

Trying to lose weight is most likely to be reported by people in Chile, Singapore, Peru and Saudi Arabia.

Total	45%
Chile	60%
Singapore	55%
Peru	54%
Saudi Arabia	53%
United States	51%
Spain	50%
Australia	50%
Argentina	49%
Brazil	48%
Israel	48%
Malaysia	47%
Mexico	45%
South Africa	45%
Sweden	45%
Belgium	44%
Japan	44%
Great Britain	43%
South Korea	43%
Hungary	43%
Canada	43%
Netherlands	42%
Poland	42%
Italy	42%
Hong Kong	41%
Turkey	40%
India	39%
Germany	38%
Russia	37%
France	33%
China Base: 22 008 online :	30%



30 - © Ipsos | Diet & Health under COVID-19 | January 2021

Base: 22,008 online adults aged 16-74 across 30 countries, October 23rd- November 6th 2020

Q4b PERSONAL WEIGHT GOALS (OF THOSE TRYING TO LOSE WEIGHT)

COVID-19 has had an impact on people's weight gain and the desire to lose weight: one third of those trying to lose weight say they want to lose weight gained during the COVID-19 pandemic.

- The desire to lose weight gained during the pandemic is most mentioned in Turkey, Brazil and South Africa.
- People in Japan are least likely to say they want to lose weight gained during the COVID-19 pandemic.

In addition, 15% want to lose weight to reduce their risk of COVID-19 severity.

• Peru and Malaysia are the countries most likely to agree.

However, for most trying to lose weight, this is not specifically weight gained as a result of the pandemic.

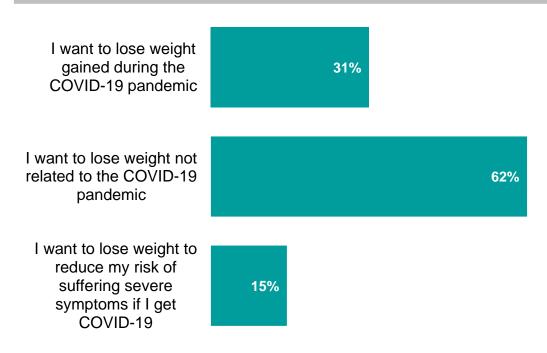


Q4B.

Which, if any of these, apply to you?

Of those saying they are trying to lose weight, a third want to lose weight gained during the COVID-19 pandemic.







Q4B. I WANT TO LOSE WEIGHT GAINED DURING THE COVID-19 PANDEMIC

Which, if any of these, apply to you?

The desire to lose weight gained during the pandemic is most mentioned in Turkey, Brazil and South Africa.

People in Japan are least likely to say they want to lose weight gained during the COVID-19 pandemic.

Total	31%
Turkey	47%
Brazil	45%
South Africa	43%
Argentina	41%
India	40%
Chile	40%
Malaysia	38%
Saudi Arabia	37%
Great Britain	36%
United States	33%
Peru	33%
Canada	32%
Australia	32%
Russia	30%
Mexico	29%
Netherlands	29%
Spain	28%
Hungary	27%
Hong Kong	27%
China	26%
Sweden	26%
South Korea	26%
Israel	25%
Singapore	25%
France	24%
Italy	24%
Poland	22%
Germany	22%
Belgium	21%
Japan	17%
Doog, those trying to	loss weight 0.047 online adults aged 16.74 apress 20.4



Q4B. I WANT TO LOSE WEIGHT NOT RELATED TO THE COVID-19 PANDEMIC Total ______

Which, if any of these, apply to you?

In most countries, for those trying to lose weight, this is not specifically weight gained as a result of the pandemic.

Total	62%
Germany	78%
Japan	76%
Belgium	75%
Italy	75%
Sweden	73%
South Korea	72%
Israel	71%
Netherlands	71%
Singapore	70%
Spain	70%
Poland	70%
United States	69%
Hong Kong	69%
China	68%
France	67%
Australia	66%
Canada	65%
Russia	64%
Great Britain	62%
Chile	55%
Brazil	54%
Mexico	52%
Turkey	52%
Saudi Arabia	52%
Argentina	51%
Hungary	50%
India	48%
South Africa	46%
Peru	43%
Malaysia	42%



Base: those trying to lose weight - 9,947 online adults aged 16-74 across 30 countries, October 23rd- November 6th 2020



Q4B. I WANT TO LOSE WEIGHT TO REDUCE MY RISK OF SUFFERING SEVERE SYMPTOMS IF I GET COVID-19

Which, if any of these, apply to you?

Reducing the severity of symptoms does not appear to be a popular motivator to lose weight. However, this varies significantly across countries. Peru and Malaysia are the countries most likely to agree.

Total	62%
Germany	78%
Japan	76%
Belgium	75%
Italy	75%
Sweden	73%
South Korea	72%
Israel	71%
Netherlands	71%
Singapore	70%
Spain	70%
Poland	70%
United States	69%
Hong Kong	69%
China	68%
France	67%
Australia	66%
Canada	65%
Russia	64%
Great Britain	62%
Chile	55%
Brazil	54%
Mexico	52%
Turkey	52%
Saudi Arabia	52%
Argentina	51%
Hungary	50%
India South Africa	48%
South Africa	46%
Peru	43%
Malaysia	42%

Base: those trying to lose weight - 9,947 online adults aged 16-74 across 30 countries, October 23rd- November 6th 2020



Q4C PERSONAL WEIGHT LOSS LINK TO COVID-19 (OF THOSE TRYING TO LOSE WEIGHT TO REDUCE RISK OF SEVERE COVID-19 SYMPTOMS)

More than 8 in 10 trying to lose weight to reduce the risk of severe COVID-19 symptoms say the risk of COVID-19 is a factor in their motivation to lose weight. A fifth identify it as their primary reason for trying to lose weight.

• The concern of COVID-19 seems to be motivating a higher proportion of those trying to lose weight in Malaysia and Saudi Arabia.

However, in most countries, the risk of COVID-19 is not the primary motivation to lose weight.



Q4C.

How important is the risk of COVID-19 in your motivation to lose weight?

More than 8 in 10 trying to lose weight trying to lose weight to reduce risk of severe COVID-19 symptoms say the risk of COVID-19 is a factor in their motivation to lose weight. A fifth identify it as their primary reason for trying to lose weight.

Global totals It's my main motivation 19% Its important but not my main motivation 64% It's not that important 17%

37 - © Ipsos | Diet & Health under COVID-19 | January 2021



Q4C. IT'S MY MAIN MOTIVATION

How important is the risk of COVID-19 in your motivation to lose weight?

The perceived risk of COVID-19 is motivating a higher proportion of those trying to lose weight to reduce the risk of severe COVID-19 symptoms in Malaysia and Saudi Arabia.

Total	19%
Malaysia	34%
Saudi Arabia	32%
Peru	28%
Sweden	28%
India	26%
Mexico	24%
Singapore	24%
Great Britain	24%
Poland	22%
Turkey	21%
Hong Kong	21%
Argentina	20%
Spain	17%
South Africa	16%
Belgium	15%
Brazil	14%
South Korea	13%
Canada	13%
France	12%
Italy	11%
Hungary	11%
Japan	11%
Netherlands	10%
United States	10%
Germany	10%
China	10%
Chile	9%
Australia	8%
Israel	7%
Russia	4%
Rasa: those trying to	loss weight to reduce risk of sovers COVID

Base: those trying to lose weight to reduce risk of severe COVID-19 symptoms - 1,334 online adults aged 16-74 across 30 countries, October 23rd-November 6th 2020



Q4C. IT'S IMPORTANT BUT NOT MY MAIN MOTIVATION

How important is the risk of COVID-19 in your motivation to lose weight?

In most countries, the desire to lose weight is not primarily motivated by the risk of COVID-19, but the risk of COVD-19 is a factor.

Total	64%
Netherlands	84%
United States	79%
Chile	78%
South Korea	78%
Israel	76%
Argentina	76%
South Africa	73%
Brazil	72%
Peru	70%
India	65%
Sweden	65%
Belgium	65%
Mexico	65%
Australia	64%
Great Britain	64%
Hong Kong	63%
Spain	63%
Canada	62%
Russia	62%
China	62%
Japan	61%
Malaysia	60%
Hungary	57%
Germany	54%
Italy	52%
Singapore	52%
Saudi Arabia	51%
France	44%
Turkey	37%
Poland	33%



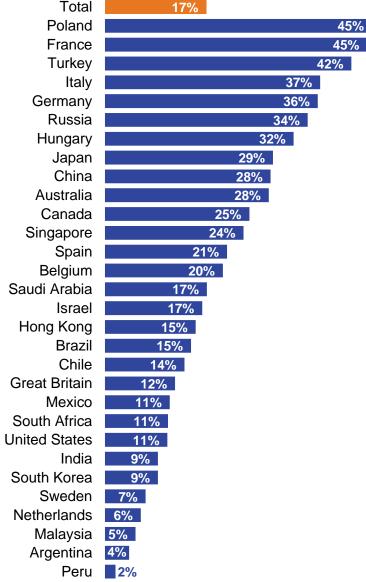
Base: those trying to lose weight to reduce risk of severe COVID-19 symptoms - 1,334 online adults aged 16-74 across 30 countries, October 23rd- November 6th 2020



Q4C. IT'S NOT THAT IMPORTANT

How important is the risk of COVID-19 in your motivation to lose weight?

People who are trying to lose to reduce risk of severe COVID-19 symptoms in Poland, France and Turkey are more likely to say that the risk of COVID-19 is not that important in their desire to lose weight, compared with those in other countries.





45%

TECHNICAL NOTE

The data for this research was collected via Ipsos Global Advisor from October 23rd to November 6th, 2020. In total 22,008 interviews were conducted between October 23rd and November 6th 2020 among adult consumers.

The survey was conducted in 30 markets around the world via the Ipsos Online Panel system: Argentina, Australia, Belgium, Brazil, Canada, Chile, China, France, Germany, Great Britain, Hong Kong, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, Singapore, South Africa, Sweden, Turkey and the United States.

The samples in some markets (e.g., Brazil, mainland China or India) are more urban, more educated, and/or more affluent than the general population. The survey results for such markets should be viewed as reflecting the views of the more "connected" segment of their population.

The data is weighted so each country's sample composition best reflects the demographic profile of its adult population according to the most recent census data, and to give each country an equal weight in the total "global" sample.

Where results do not sum to 100, this may be due to computer rounding, multiple responses or the exclusion of don't knows or not stated responses.

UK data for Q8 were subject to individual editing decisions



ABOUT IPSOS

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

"Game Changers" – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com

GAME CHANGERS

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth: **You act better when you are sure.**

