



Sun Life Financial Canadian Health Index (10-040823-01)

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Would you participate in a free, voluntary health program provided by employer

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If this program had an annual fee, how much would you be willing to pay

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How do you feel overall

q1_1. We'd like to ask how you feel, in general, today. In general terms, please indicate how you feel presently for each of the following - Your overall health (100 - Excellent/0 - Very Poor)

	Total	Segments				
		The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
Dk/Ns	15	7	0	0	2	6
	0	1%	-	-	0	1%
Base: Total Answering	3981	701	935	553	914	878
Weighted	3974	694	867	634	874	905
0-24	51	16	0	35	0	0
	1%	2%	0	5%	-	-
		BDE		BDE		
25-49	172	62	3	75	26	6
	4%	9%	0	12%	3%	1%
		BDE		BDE	BE	
50-74	767	173	53	250	204	88
	19%	25%	6%	39%	23%	10%
		BE		ABDE	BE	
75-100	2983	443	811	275	644	811
	75%	64%	94%	43%	74%	90%
		C	ACD		AC	ACD
<50	224	78	3	110	26	6
	6%	11%	0	17%	3%	1%
		BDE		BDE	BE	
50+	3751	616	864	524	848	899
	94%	89%	100%	83%	97%	99%
			ACD		AC	ACD
Summary						
Mean (Incl 0)	79.5	73.3	88.1	65.2	78.5	86.8
		C	ACD		AC	ACD
Mean (Excl 0)	79.6	73.8	88.1	65.6	78.5	86.8
		C	ACD		AC	ACD
Std Dev	17	19	10.6	20.4	13.6	11.5
Std Err	0.3	0.7	0.3	0.9	0.4	0.4
Median	79.9	74.4	87.3	67.2	77.6	85.7

How do you feel overall

q1_1. We'd like to ask how you feel, in general, today. In general terms, please indicate how you feel presently for each of the following - Your overall health (100 - Excellent/0 - Very Poor)

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E

How do you feel physically

q1_2. We'd like to ask how you feel, in general, today. In general terms, please indicate how you feel presently for each of the following - Your physical health (100 - Excellent/0 - Very Poor)

	Total	Segments				
		The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
Dk/Ns	17	6	0	0	2	9
	0	1%	-	-	0	1%
Base: Total Answering	3981	702	935	553	914	877
Weighted	3972	694	867	634	874	902
0-24	65	27	0	35	2	1
	2%	4%	0	5%	0	0
		BDE		BDE		
25-49	311	120	11	120	46	14
	8%	17%	1%	19%	5%	2%
		BDE		BDE	BE	
50-74	961	208	82	262	292	117
	24%	30%	9%	41%	33%	13%
		BE		ABE	BE	
75-100	2636	339	774	217	535	771
	66%	49%	89%	34%	61%	85%
		C	ACD		AC	ACD
<50	375	148	11	155	47	15
	9%	21%	1%	24%	5%	2%
		BDE		BDE	BE	
50+	3596	547	856	479	827	887
	91%	79%	99%	76%	95%	98%
			ACD		AC	ACD
Summary						
Mean (Incl 0)	75.6	66.3	86.6	60.7	74.1	84.3
		C	ACDE		AC	ACD
Mean (Excl 0)	75.8	67	86.6	60.8	74.3	84.3
		C	ACDE		AC	ACD
Std Dev	19	21.6	12.4	20.8	15.1	12.8
Std Err	0.3	0.8	0.4	0.9	0.5	0.4
Median	76.5	69.2	86.1	63	73.2	82.9

How do you feel physically

q1_2. We'd like to ask how you feel, in general, today. In general terms, please indicate how you feel presently for each of the following - Your physical health (100 - Excellent/0 - Very Poor)

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E

How do you feel emotionally/mentally

q1_3. We'd like to ask how you feel, in general, today. In general terms, please indicate how you feel presently for each of the following - Your emotional/mental health (100 - Excellent/0 - Very Poor)

	Segments					
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
Dk/Ns	14	7	0	0	1	6
	0	1%	-	-	0	1%
Base: Total Answering	3981	701	935	553	914	878
Weighted	3975	694	867	634	875	905
0-24	82	7	2	46	23	4
	2%	1%	0	7%	3%	0
				ABDE	BE	
25-49	205	35	7	95	51	17
	5%	5%	1%	15%	6%	2%
		BE		ABDE	BE	
50-74	759	110	77	234	194	144
	19%	16%	9%	37%	22%	16%
		B		ABDE	BE	B
75-100	2929	542	782	258	607	740
	74%	78%	90%	41%	69%	82%
		CD	ACDE		C	CD
<50	288	42	9	141	74	21
	7%	6%	1%	22%	8%	2%
		BE		ABDE	BE	
50+	3687	652	858	493	801	884
	93%	94%	99%	78%	92%	98%
		C	ACD		C	ACD
Summary						
Mean (Incl 0)	80.4	82	89.5	64.3	77.1	85.1
		CD	ACDE		C	ACD
Mean (Excl 0)	80.6	82.1	89.5	64.5	77.5	85.1
		CD	ACDE		C	ACD
Std Dev	19.4	18.1	12.4	23.7	19.1	14.7
Std Err	0.3	0.7	0.4	1	0.6	0.5
Median	82.9	83.9	90.3	65.2	78.6	86.1

How do you feel emotionally/mentally

q1_3. We'd like to ask how you feel, in general, today. In general terms, please indicate how you feel presently for each of the following - Your emotional/mental health (100 - Excellent/0 - Very Poor)

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E

q6. Relative to other things that are important to you in your life right now, how important is living a healthy and active lifestyle every day? (100 - Extremely important/0 - Not at all important)

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
Dk/Ns	25	12	0	0	7	6
	1%	2%	-	-	1%	1%
		B				
Base: Total Answering	3976	700	935	553	911	877
Weighted	3964	689	867	634	869	905
0-24	57	5	0	1	49	1
	1%	1%	0	0	6%	0
					ABCE	
25-49	161	17	0	1	123	20
	4%	2%	0	0	14%	2%
		BC			ABCE	BC
50-74	817	124	39	96	382	175
	21%	18%	5%	15%	44%	19%
		B		B	ABCE	B
75-100	2930	543	827	536	315	709
	74%	79%	95%	85%	36%	78%
		D	ACDE	D		D
<50	218	22	1	2	172	21
	5%	3%	0	0	20%	2%
		BC			ABCE	B
50+	3747	667	866	632	697	884
	95%	97%	100%	100%	80%	98%
		D	ADE	AD		D
Summary						
Mean (Incl 0)	81	82.6	92.2	85.5	63.5	82.7
		D	ACDE	ADE		D
Mean (Excl 0)	81.4	83	92.2	85.5	64.8	82.7
		D	ACDE	DE		D
Std Dev	18.2	16.1	9.7	14.1	20.5	15.2
Std Err	0.3	0.6	0.3	0.6	0.7	0.5
Median	82.4	82.7	93.2	84	62.7	82.5

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E

Motivated to maintain healthy lifestyle

q7. How motivated are you to attain and maintain a healthy lifestyle? (100 - Highly motivated/0 - Not at all motivated)

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
Dk/Ns	27	11	0	4	6	6
	1%	2%	0	1%	1%	1%
		B				
Base: Total Answering	3975	701	934	549	914	877
Weighted	3962	689	867	630	870	905
0-24	103	14	1	7	77	4
	3%	2%	0	1%	9%	0
		B			ABCE	
25-49	330	33	2	36	221	37
	8%	5%	0	6%	25%	4%
		B		B	ABCE	B
50-74	1056	196	64	163	432	201
	27%	28%	7%	26%	50%	22%
		B		B	ABCE	B
75-100	2473	447	800	423	140	663
	62%	65%	92%	67%	16%	73%
		D	ACDE	D		AD
<50	433	46	3	44	298	42
	11%	7%	0	7%	34%	5%
		B		B	ABCE	B
50+	3529	643	864	587	572	864
	89%	93%	100%	93%	66%	95%
		D	ACDE	D		D
Summary						
Mean (Incl 0)	74.4	75.4	89.4	76.9	52	79.2
		D	ACDE	D		AD
Mean (Excl 0)	75.5	75.7	89.4	77.7	54.9	79.2
		D	ACDE	D		AD
Std Dev	20.3	19.2	10.8	17.6	18.5	16.3
Std Err	0.3	0.7	0.4	0.8	0.6	0.6
Median	76	76	89.1	76.8	51.3	78

Motivated to maintain healthy lifestyle

q7. How motivated are you to attain and maintain a healthy lifestyle? (100 - Highly motivated/0 - Not at all motivated)

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E

q20z. Behavioural Summary: Number of Unhealthy Behaviours

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
0	176	5	140	6	4	20
	4%	1%	16%	1%	1%	2%
			ACDE			
1	425	26	258	43	29	69
	11%	4%	30%	7%	3%	8%
			ACDE			AD
2	870	162	278	113	86	231
	22%	23%	32%	18%	10%	25%
		D	ACDE	D		CD
3	939	209	141	169	169	250
	24%	30%	16%	27%	19%	27%
		BD		BD		BD
4	888	173	40	163	291	222
	22%	25%	5%	26%	33%	24%
		B		B	ABE	B
5	562	97	3	118	247	97
	14%	14%	0	19%	28%	11%
		B		BE	ABCE	B
6	130	29	6	22	50	23
	3%	4%	1%	3%	6%	3%
		B		B	BE	
3 or more	2519	509	190	472	757	592
	63%	73%	22%	74%	86%	65%
		BE		BE	ABCE	B
Average number (including zero) reported	3	3.3	1.7	3.4	3.9	3.1
		BE		BE	ABCE	B

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E

q20_1. In the past month, how frequently have you Participated in at least 30 minutes of physical activity each day

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
Always	517	29	279	69	25	115
	13%	4%	32%	11%	3%	13%
			ACDE	AD		AD
Usually	1095	114	373	198	126	285
	27%	16%	43%	31%	14%	31%
			ACDE	AD		AD
Occasionally	1256	271	178	210	264	333
	31%	39%	20%	33%	30%	37%
		BD		B	B	B
Rarely	859	212	33	145	330	140
	22%	30%	4%	23%	38%	15%
		BE		BE	BCE	B
Never	262	75	4	13	132	38
	7%	11%	0	2%	15%	4%
		BCE			BCE	B
(Dk/Ns)	1	0	0	0	0	1
	0	-	-	-	-	0
Summary						
Always/Usually	1612	143	652	267	150	400
	40%	20%	75%	42%	17%	44%
			ACDE	AD		AD
Occasionally/Rarely	2115	483	211	355	594	473
	53%	69%	24%	56%	68%	52%
		BCE		B	BCE	B
Never	262	75	4	13	132	38
	7%	11%	0	2%	15%	4%
		BCE			BCE	B

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E

q20_2. In the past month, how frequently have you Had at least 7 hours of sleep a night

	Segments					
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
Always	643	109	271	74	98	91
	16%	15%	31%	12%	11%	10%
		E	ACDE			
Usually	1871	317	444	270	392	449
	47%	45%	51%	43%	45%	49%
			C			
Occasionally	917	158	117	156	236	250
	23%	23%	13%	25%	27%	27%
		B		B	B	B
Rarely	455	91	26	100	137	101
	11%	13%	3%	16%	16%	11%
		B		B	B	B
Never	104	27	9	34	13	21
	3%	4%	1%	5%	2%	2%
		B		BD		
(Dk/Ns)	1	0	0	0	0	1
	0	-	-	-	-	0
Summary						
Always/Usually	2514	425	715	344	490	539
	63%	61%	83%	54%	56%	59%
			ACDE			
Occasionally/Rarely	1371	249	143	256	373	351
	34%	35%	16%	40%	43%	38%
		B		B	B	B
Never	104	27	9	34	13	21
	3%	4%	1%	5%	2%	2%
		B		BD		

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E

q20_3. In the past month, how frequently have you Felt overwhelmed by stress

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
Always	252	42	7	103	74	28
	6%	6%	1%	16%	8%	3%
		B		ABDE	BE	B
Usually	607	99	24	193	186	105
	15%	14%	3%	30%	21%	12%
		B		ABDE	ABE	B
Occasionally	1522	262	326	253	352	328
	38%	37%	38%	40%	40%	36%
Rarely	1194	222	361	74	205	332
	30%	32%	42%	12%	23%	36%
		CD	ACD		C	CD
Never	414	76	149	11	59	118
	10%	11%	17%	2%	7%	13%
		C	ACD		C	CD
(Dk/Ns)	1	0	0	0	0	1
	0	-	-	-	-	0
Summary						
Always/Usually	859	140	31	295	260	133
	22%	20%	4%	47%	30%	15%
		B		ABDE	ABE	B
Occasionally/Rarely	2716	484	688	327	557	660
	68%	69%	79%	52%	64%	72%
		C	ACDE		C	CD
Never	414	76	149	11	59	118
	10%	11%	17%	2%	7%	13%
		C	ACD		C	CD

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E

q20_4. In the past month, how frequently have you Eaten at least 7 servings of fruits/vegetables a day

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
Always	202	21	110	29	13	29
	5%	3%	13%	5%	1%	3%
			ACDE	D		
Usually	1092	163	457	180	113	180
	27%	23%	53%	28%	13%	20%
		D	ACDE	DE		D
Occasionally	1372	226	234	239	292	380
	34%	32%	27%	38%	33%	42%
				B		ABD
Rarely	1034	234	58	160	330	253
	26%	33%	7%	25%	38%	28%
		B		B	BCE	B
Never	289	55	8	26	129	70
	7%	8%	1%	4%	15%	8%
		B		B	ABCE	B
(Dk/Ns)	1	0	0	0	0	1
	0	-	-	-	-	0
Summary						
Always/Usually	1294	185	567	208	126	209
	32%	26%	65%	33%	14%	23%
		D	ACDE	DE		D
Occasionally/Rarely	2406	461	292	399	621	633
	60%	66%	34%	63%	71%	69%
		B		B	BC	B
Never	289	55	8	26	129	70
	7%	8%	1%	4%	15%	8%
		B		B	ABCE	B

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E

q20_5. In the past month, how frequently have you Drank at least 6-8 glasses of water each day

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
Always	522	72	173	107	56	114
	13%	10%	20%	17%	6%	13%
			ADE	AD		D
Usually	1203	212	353	199	178	260
	30%	30%	41%	31%	20%	29%
		D	ACDE	D		D
Occasionally	1151	208	206	177	258	302
	29%	30%	24%	28%	29%	33%
						B
Rarely	826	157	105	112	268	184
	21%	22%	12%	18%	31%	20%
		B			ABCE	B
Never	286	52	29	38	117	51
	7%	7%	3%	6%	13%	6%
		B			ABCE	
(Dk/Ns)	1	0	0	0	0	1
	0	-	-	-	-	0
Summary						
Always/Usually	1725	284	527	307	234	375
	43%	41%	61%	48%	27%	41%
		D	ACDE	D		D
Occasionally/Rarely	1977	365	311	289	525	486
	50%	52%	36%	46%	60%	53%
		B		B	BC	B
Never	286	52	29	38	117	51
	7%	7%	3%	6%	13%	6%
		B			ABCE	

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E

q20_6. In the past month, how frequently have you Smoked

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
Always	495	92	27	101	183	93
	12%	13%	3%	16%	21%	10%
		B		BE	ABE	B
Usually	263	60	20	55	70	58
	7%	9%	2%	9%	8%	6%
		B		B	B	B
Occasionally	175	10	36	34	37	57
	4%	1%	4%	5%	4%	6%
				A		A
Rarely	164	17	28	32	28	59
	4%	2%	3%	5%	3%	6%
						ABD
Never	2892	522	755	412	558	645
	72%	75%	87%	65%	64%	71%
		CD	ACDE			
(Dk/Ns)	1	0	0	0	0	1
	0	-	-	-	-	0
Summary						
Always/Usually	758	151	47	156	252	151
	19%	22%	5%	25%	29%	17%
		B		BE	ABE	B
Occasionally/Rarely	339	27	65	66	66	116
	8%	4%	7%	10%	7%	13%
				A		ABD
Never	2892	522	755	412	558	645
	72%	75%	87%	65%	64%	71%
		CD	ACDE			

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E

q20_7. In the past month, how frequently have you Consumed more than one alcoholic beverage a day

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
Always	132	10	13	21	63	25
	3%	1%	2%	3%	7%	3%
					ABE	
Usually	370	48	86	66	105	65
	9%	7%	10%	10%	12%	7%
					AE	
Occasionally	886	106	223	113	221	222
	22%	15%	26%	18%	25%	24%
			AC		AC	A
Rarely	1174	202	251	197	230	295
	29%	29%	29%	31%	26%	32%
Never	1427	334	295	237	256	304
	36%	48%	34%	37%	29%	33%
		BCDE		D		
(Dk/Ns)	1	0	0	0	0	1
	0	-	-	-	-	0
Summary						
Always/Usually	502	58	99	87	168	90
	13%	8%	11%	14%	19%	10%
					ABE	
Occasionally/Rarely	2060	308	473	310	451	517
	52%	44%	55%	49%	52%	57%
			A			A
Never	1427	334	295	237	256	304
	36%	48%	34%	37%	29%	33%
		BCDE		D		

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E

q20low. In the past month, how frequently have you done each of the following (Rarely/Never Net Summary)

	Segments					
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
Participated in at least 30 minutes of physical activity each day	1121	287	37	157	461	178
	28%	41%	4%	25%	53%	20%
		BCE		B	ABCE	B
Had at least 7 hours of sleep a night	559	117	35	134	151	122
	14%	17%	4%	21%	17%	13%
		B		BE	B	B
Felt overwhelmed by stress	1608	298	510	85	265	450
	40%	43%	59%	13%	30%	49%
		CD	ACDE		C	CD
Eaten at least 7 servings of fruits/vegetables a day	1323	290	66	186	458	323
	33%	41%	8%	29%	52%	35%
		BC		B	ABCE	B
Drank at least 6-8 glasses of water each day	1112	209	134	150	384	235
	28%	30%	15%	24%	44%	26%
		B		B	ABCE	B
Smoked	3056	539	784	444	586	704
	77%	77%	90%	70%	67%	77%
		D	ACDE			D
Consumed more than one alcoholic beverage a day	2601	536	545	434	486	599
	65%	77%	63%	68%	56%	66%
		BCDE	D	D		D

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E

q20top. In the past month, how frequently have you done each of the following (Always/Usually/Occasionally Net Summary)

	Segments					
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
Participated in at least 30 minutes of physical activity each day	2868	414	830	477	415	733
	72%	59%	96%	75%	47%	80%
		D	ACDE	AD		AD
Had at least 7 hours of sleep a night	3430	583	832	500	725	789
	86%	83%	96%	79%	83%	86%
			ACDE			C
Felt overwhelmed by stress	2381	403	357	549	611	461
	60%	57%	41%	87%	70%	51%
		B		ABDE	ABE	B
Eaten at least 7 servings of fruits/vegetables a day	2666	411	801	448	418	589
	67%	59%	92%	71%	48%	65%
		D	ACDE	AD		D
Drank at least 6-8 glasses of water each day	2877	492	733	484	492	677
	72%	70%	85%	76%	56%	74%
		D	ACDE	D		D
Smoked	933	162	83	190	290	208
	23%	23%	10%	30%	33%	23%
		B		B	ABE	B
Consumed more than one alcoholic beverage a day	1388	164	322	200	390	313
	35%	23%	37%	32%	44%	34%
			A	A	ABCE	A

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E

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q24. Do you currently have a health condition for which you are receiving medical treatment? (e.g. high blood pressure, cholesterol issues, diabetes, thyroid condition, arthritis, mental health issue)

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
Yes	1911	543	462	429	329	148
	48%	78%	53%	68%	38%	16%
		BCDE	DE	BDE	E	
No	2078	157	406	205	547	764
	52%	22%	47%	32%	62%	84%
			AC	A	ABC	ABCD
(Dk/Ns)	1	0	0	0	0	1
	0	-	-	-	-	0

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E

Concerned about future health

q3. Given how you feel today, how concerned are you about your future health? (100 - Very concerned/0 - Not at all concerned)

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
Dk/Ns	54	17	14	2	7	14
	1%	2%	2%	0	1%	2%
Base: Total Answering	3958	696	929	551	909	873
Weighted	3935	684	854	632	869	898
0-24	640	61	202	32	139	206
	16%	9%	24%	5%	16%	23%
			ACD		AC	ACD
25-49	559	66	151	74	143	124
	14%	10%	18%	12%	17%	14%
			A		A	
50-74	963	158	172	149	290	194
	24%	23%	20%	24%	33%	22%
					ABCE	
75-100	1774	399	329	377	296	373
	45%	58%	39%	60%	34%	42%
		BDE		BDE		D
<50	1198	128	353	106	282	330
	30%	19%	41%	17%	33%	37%
			ACD		AC	AC
50+	2737	557	501	526	586	568
	70%	81%	59%	83%	67%	63%
		BDE		BDE	B	
Summary						
Mean (Incl 0)	60.2	68.1	53.4	72.8	56.6	55.4
		BDE		BDE		
Mean (Excl 0)	64	71.1	58.2	73.6	59.6	61.1
		BDE		BDE		
Std Dev	27.3	24.3	29.8	23.3	25.5	28.6
Std Err	0.4	0.9	1	1	0.9	1
Median	65.7	73.6	55.2	75.2	59.6	59.3

Concerned about future health

q3. Given how you feel today, how concerned are you about your future health? (100 - Very concerned/0 - Not at all concerned)

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E

Do everything to maximize health

q8_1. Please indicate your level of agreement with each of the following statements (100 - Completely agree/0 - Disagree completely) - I do everything I can to maximize my health

	Total	Segments				
		The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
Dk/Ns	19	12	0	0	0	7
	0	2%	-	0	-	1%
		BD				
Base: Total Answering	3977	699	935	552	915	876
Weighted	3970	689	867	633	876	905
0-24	222	26	0	15	178	3
	6%	4%	0	2%	20%	0
		BE		BE	ABCE	
25-49	562	87	8	52	345	69
	14%	13%	1%	8%	39%	8%
		BE		B	ABCE	B
50-74	1292	218	131	254	316	373
	33%	32%	15%	40%	36%	41%
		B		B	B	AB
75-100	1894	357	728	313	37	459
	48%	52%	84%	49%	4%	51%
		D	ACDE	D		D
<50	784	113	8	67	523	72
	20%	16%	1%	11%	60%	8%
		BE		B	ABCE	B
50+	3186	576	859	566	353	832
	80%	84%	99%	89%	40%	92%
		D	ACDE	D		AD
Summary						
Mean (Incl 0)	66.7	68.2	85.2	69.6	39.9	71.9
		D	ACDE	D		AD
Mean (Excl 0)	68	68.6	85.2	69.8	43.1	71.9
		D	ACDE	D		AD
Std Dev	22.7	21.7	13.3	19.3	17.3	17.5
Std Err	0.4	0.8	0.4	0.8	0.6	0.6
Median	68.5	70.8	85.1	69.7	38.3	70.3

Do everything to maximize health

q8_1. Please indicate your level of agreement with each of the following statements (100 - Completely agree/0 - Disagree completely) - I do everything I can to maximize my health

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E

Normally stay healthy

q8_2. Please indicate your level of agreement with each of the following statements (100 - Completely agree/0 - Disagree completely) - I normally stay healthy without much effort

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
Dk/Ns	19	11	0	1	0	7
	0	2%	-	0	-	1%
		BD				
Base: Total Answering	3977	700	935	551	915	876
Weighted	3970	689	867	633	876	905
0-24	329	69	71	71	98	21
	8%	10%	8%	11%	11%	2%
		E	E	E	E	
25-49	560	117	64	138	186	56
	14%	17%	7%	22%	21%	6%
		BE		BE	BE	
50-74	1240	197	227	216	356	244
	31%	29%	26%	34%	41%	27%
				B	ABE	
75-100	1841	307	505	208	237	584
	46%	44%	58%	33%	27%	65%
		CD	ACD			ACD
<50	889	186	134	209	283	77
	22%	27%	16%	33%	32%	9%
		BE	E	BE	BE	
50+	3081	504	733	425	593	828
	78%	73%	84%	67%	68%	91%
			ACD			ABCD
Summary						
Mean (Incl 0)	65.1	63.3	70.6	56.9	55.8	75.7
		CD	ACD			ABCD
Mean (Excl 0)	67.7	66	74.4	60.4	58.6	76.2
		CD	ACD			ACD
Std Dev	22.9	25	21.5	22.8	21.5	18.7
Std Err	0.4	1	0.7	1	0.7	0.6
Median	67.9	66.3	74.8	59.6	55.7	75.1

Normally stay healthy

q8_2. Please indicate your level of agreement with each of the following statements (100 - Completely agree/0 - Disagree completely) - I normally stay healthy without much effort

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E

Should be doing more

q8_3. Please indicate your level of agreement with each of the following statements (100 - Completely agree/0 - Disagree completely) - I know I should be doing more to stay healthy

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
Dk/Ns	22	10	5	0	0	7
	1%	1%	1%	-	-	1%
		D				
Base: Total Answering	3978	700	934	553	915	876
Weighted	3967	691	862	634	876	905
0-24	209	17	157	7	15	13
	5%	2%	18%	1%	2%	1%
			ACDE			
25-49	203	18	103	14	12	56
	5%	3%	12%	2%	1%	6%
			ACDE			ACD
50-74	739	132	207	71	102	227
	19%	19%	24%	11%	12%	25%
		CD	CD			CD
75-100	2816	524	395	542	747	609
	71%	76%	46%	85%	85%	67%
		BE		ABE	ABE	B
<50	412	35	260	22	27	69
	10%	5%	30%	3%	3%	8%
			ACDE			CD
50+	3555	656	602	612	849	836
	90%	95%	70%	97%	97%	92%
		B		BE	BE	B
Summary						
Mean (Incl 0)	78	82.3	60.2	87	86.2	77.4
		BE		ABE	ABE	B
Mean (Excl 0)	79.8	83.4	65.6	87	86.7	77.9
		BE		ABE	ABE	B
Std Dev	21.5	17.1	27.4	17	16.1	19.7
Std Err	0.3	0.7	0.9	0.7	0.5	0.7
Median	82.7	84.8	65.5	89.2	87.8	79.9

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Should be doing more

q8_3. Please indicate your level of agreement with each of the following statements (100 - Completely agree/0 - Disagree completely) - I know I should be doing more to stay healthy

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E

Stick with plan

q8_4. Please indicate your level of agreement with each of the following statements (100 - Completely agree/0 - Disagree completely) - When I make a plan to get healthy, I stick with it

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
Dk/Ns	60	15	5	4	14	21
	1%	2%	1%	1%	2%	2%
Base: Total Answering	3949	694	930	551	905	869
Weighted	3929	686	862	630	862	890
0-24	297	47	13	22	199	16
	8%	7%	2%	3%	23%	2%
		BE			ABCE	
25-49	641	108	40	76	316	102
	16%	16%	5%	12%	37%	11%
		B		B	ABCE	B
50-74	1397	261	209	258	297	373
	36%	38%	24%	41%	34%	42%
		B		B	B	BD
75-100	1595	271	600	274	50	399
	41%	39%	70%	44%	6%	45%
		D	ACDE	D		D
<50	938	154	53	98	515	118
	24%	23%	6%	16%	60%	13%
		BE		B	ABCE	B
50+	2992	531	809	532	347	772
	76%	77%	94%	84%	40%	87%
		D	ACDE	D		AD
Summary						
Mean (Incl 0)	63	62.6	78.9	66.6	38.9	68.6
		D	ACDE	D		AD
Mean (Excl 0)	64.5	64.1	79.2	66.8	42.3	68.7
		D	ACDE	D		AD
Std Dev	23.7	22.5	18.1	22	19.5	19.5
Std Err	0.4	0.9	0.6	0.9	0.7	0.7
Median	63.4	60.9	80.1	64.6	37.1	68

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Stick with plan

q8_4. Please indicate your level of agreement with each of the following statements (100 - Completely agree/0 - Disagree completely) - When I make a plan to get healthy, I stick with it

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E

Work hard and pays off

q8_5. Please indicate your level of agreement with each of the following statements (100 - Completely agree/0 - Disagree completely) - I work hard to stay healthy and it pays off

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
Dk/Ns	31	12	0	0	0	19
	1%	2%	0	0	0	2%
		BD				BCD
Base: Total Answering	3971	698	934	552	914	873
Weighted	3958	689	867	634	876	893
0-24	441	77	6	47	294	16
	11%	11%	1%	7%	34%	2%
		BE		BE	ABCE	
25-49	659	115	47	91	310	97
	17%	17%	5%	14%	35%	11%
		BE		B	ABCE	B
50-74	1392	266	178	298	250	401
	35%	39%	21%	47%	29%	45%
		BD		BD	B	BD
75-100	1466	231	635	198	22	379
	37%	34%	73%	31%	3%	42%
		D	ACDE	D		ACD
<50	1100	192	53	139	604	113
	28%	28%	6%	22%	69%	13%
		BE		BE	ABCE	B
50+	2858	497	814	495	272	780
	72%	72%	94%	78%	31%	87%
		D	ACDE	D		ACD
Summary						
Mean (Incl 0)	60.1	57.9	80.5	60.2	33.6	68
		D	ACDE	D		ACD
Mean (Excl 0)	62.7	60.1	80.8	61.5	39	68.2
		D	ACDE	D		ACD
Std Dev	24.3	23.3	17.4	21.8	18.5	19.3
Std Err	0.4	0.9	0.6	0.9	0.6	0.7
Median	59.4	55.9	81.7	58.1	31.6	66.5

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Work hard and pays off

q8_5. Please indicate your level of agreement with each of the following statements (100 - Completely agree/0 - Disagree completely) - I work hard to stay healthy and it pays off

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E

q16x. How responsible do you feel you are for ensuring your good health?

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
I am not responsible	729	147	130	146	141	165
	18%	21%	15%	23%	16%	18%
				BD		
I am responsible	3261	554	737	488	735	748
	82%	79%	85%	77%	84%	82%
			C		C	

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E

q16y. Primary responsibility for own health

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
Myself	3254	554	734	488	734	744
	82%	79%	85%	77%	84%	82%
			C		C	
Myself (tied)	2856	428	670	422	667	669
	72%	61%	77%	67%	76%	73%
			AC		AC	A

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E

q16m. How responsible do you feel each of the following is for ensuring your good health - (Mean Summary Table - Inc. 0)

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
Your own individual efforts	54.2	45.6	59.6	48.4	57.6	56.5
			AC		AC	AC
Federal government	11.7	14.9	9.8	13.7	9.7	11.5
		BDE		BD		
Provincial government	12.2	16	11.7	14.2	10.1	10.3
		BDE		BDE		
Employer or associations	8.3	7.3	7	8.8	9.8	8.4
					AB	
Hospitals and doctors	13	15.8	11.3	14.7	12.1	12.4
		BDE		BDE		
Family/friends	0.1	0.1	0	0	0	0.1
Naturopath	0	0	0	0	0	0
Food suppliers	0	0	0	0	0	0.1
Fitness/general health	0	0	0	0	0	0
Environment	0	0	0	0	0	0
Insurance (unspecified)	0	0	0	0	0	0
Alternative medicine	0.1	0	0.2	0	0	0
Education	0	0	0	0	0	0
None/nothing	0	0	0	0	0	0
Other	0.2	0.2	0.1	0.1	0.2	0.2
Dk/Ns	0	0	0	0	0	0

q16m. How responsible do you feel each of the following is for ensuring your good health - (Mean Summary Table - Inc. 0)

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E

q17_1. Whether you currently need them or not, do you feel you have adequate access to... - A family doctor

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
Yes	2967	548	710	456	606	647
	74%	78%	82%	72%	69%	71%
		DE	CDE			
No	898	138	135	145	249	231
	23%	20%	16%	23%	28%	25%
				B	AB	B
Not sure	124	14	21	34	21	34
	3%	2%	2%	5%	2%	4%
(Dk/Ns)	1	0	0	0	0	1
	0	-	-	-	-	0

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E

q26. When you get too busy and have to make compromises, you

	Segments					
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
Prioritize, to get the important things done	2041	346	473	299	452	470
	51%	49%	55%	47%	52%	52%
Skip exercising	1827	269	231	352	573	403
	46%	38%	27%	56%	65%	44%
		B		ABE	ABCE	B
Eat fast food/get take-out	1748	315	163	312	589	369
	44%	45%	19%	49%	67%	40%
		B		BE	ABCE	B
Skip a meal	1452	208	129	308	471	337
	36%	30%	15%	49%	54%	37%
		B		ABE	ABE	B
Cut back on your sleep time	1386	147	148	290	448	354
	35%	21%	17%	46%	51%	39%
				AB	ABE	AB
Cancel a social engagement	1160	168	221	213	334	223
	29%	24%	26%	34%	38%	24%
				ABE	ABE	
Doesn't apply to me	560	151	184	62	51	111
	14%	22%	21%	10%	6%	12%
		CDE	CDE			D
(Dk/Ns)	1	0	0	0	0	1
	0	-	-	-	-	0

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E

q27. If you had a serious personal problem, would you:

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
Talk with someone you trust (e.g. a friend, family member, colleague)	2700	408	644	391	647	610
	68%	58%	74%	62%	74%	67%
			ACE		ACE	A
Deal with it by yourself	1397	229	184	234	369	381
	35%	33%	21%	37%	42%	42%
		B		B	AB	AB
Turn to a professional such as a counsellor, psychologist or psychiatrist	1313	274	305	241	269	223
	33%	39%	35%	38%	31%	24%
		DE	E	E		
Want to talk about it, but wouldn't have anybody to speak to	386	74	31	114	74	93
	10%	11%	4%	18%	8%	10%
		B		ABDE	B	B
(Dk/Ns)	1	0	0	0	0	1
	0	-	-	-	-	0

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E

q28_1. Imagine that each of the people listed below gave you some well-meaning advice that's intended to help you improve your health. Please rank whose advice would be most likely to get you to actually take action and make a lifestyle change - Family doctor

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
1	2356	490	593	343	486	444
	59%	70%	68%	54%	55%	49%
		CDE	CDE			
2	638	103	103	103	159	171
	16%	15%	12%	16%	18%	19%
					B	B
3	342	41	44	63	96	97
	9%	6%	5%	10%	11%	11%
				B	AB	AB
4	238	19	65	42	41	72
	6%	3%	7%	7%	5%	8%
			A	A		A
5	83	5	8	22	26	22
	2%	1%	1%	3%	3%	2%
				AB		
6	70	7	19	9	19	16
	2%	1%	2%	1%	2%	2%
7	81	6	19	8	18	30
	2%	1%	2%	1%	2%	3%
						A
8	63	14	2	15	17	14
	2%	2%	0	2%	2%	2%
		B		B	B	
9	117	15	14	30	14	45
	3%	2%	2%	5%	2%	5%
				BD		BD
Summary						
Top3Box	3336	634	741	509	740	712
	84%	91%	85%	80%	84%	78%
		CDE	E		E	
	261	36	34	53	49	89

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q28_1. Imagine that each of the people listed below gave you some well-meaning advice that's intended to help you improve your health. Please rank whose advice would be most likely to get you to actually take action and make a lifestyle change - Family doctor

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
Low3Box	7%	5%	4%	8%	6%	10%
				B		ABD
Mean	2.1	1.8	1.9	2.4	2.2	2.5
				AB	AB	ABD

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E

Would you participate in a free, voluntary health program provided by employer

q31. If your employer introduced a free, voluntary program that was intended to support your personal efforts to maintain good health, would you: (100 - Definitely use or participate/0 - Definitely not use or participate)

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: Employer doesn't offer program(s) that promote(s) healthy living	2955	574	668	418	655	640
Weighted	3045	584	634	492	667	669
Dk/Ns	423	150	108	66	50	49
	14%	26%	17%	13%	8%	7%
		BCDE	DE	DE		
Base: Total Answering	2605	450	568	379	603	605
Weighted	2621	434	526	426	616	619
0-24	125	36	38	17	19	15
	5%	8%	7%	4%	3%	2%
		DE	DE			
25-49	83	14	9	8	34	18
	3%	3%	2%	2%	6%	3%
					B	
50-74	410	62	37	36	158	118
	16%	14%	7%	9%	26%	19%
		B			ABC	BC
75-100	2002	323	442	364	406	468
	76%	74%	84%	86%	66%	76%
			ADE	ADE		D
<50	209	50	47	25	53	34
	8%	11%	9%	6%	9%	5%
		E				
50+	2412	384	478	401	563	585
	92%	89%	91%	94%	91%	95%
						A
Summary						
Mean (Incl 0)	82	77.1	84.6	87.3	78.9	82.6
			AD	ADE		A
Mean (Excl 0)	84.6	82.9	89.9	89.4	79.7	83
			ADE	ADE		
Std Dev	20.2	20.1	17.3	17.7	21.8	20.7

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Would you participate in a free, voluntary health program provided by employer

q31. If your employer introduced a free, voluntary program that was intended to support your personal efforts to maintain good health, would you: (100 - Definitely use or participate/0 - Definitely not use or participate)

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
Std Err	0.4	1	0.7	0.9	0.9	0.8
Median	89.5	85.3	95.2	95.3	81.5	87.5

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E

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If this program had an annual fee, how much would you be willing to pay

q32. If your employer offered such a voluntary program to maintain your good health but it had an annual fee, how much would you be willing to pay, in order to participate?

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: Work full/part time	2376	248	468	330	693	637
Weighted	2320	234*	444	372	642	628
Up to \$50 a year	726	67	104	129	215	211
	31%	29%	23%	35%	34%	34%
				B	B	B
Zero - Wouldn't pay any fee	666	65	125	70	216	190
	29%	28%	28%	19%	34%	30%
					C	C
\$51 - \$100 a year	542	58	133	122	121	108
	23%	25%	30%	33%	19%	17%
			DE	DE		
(Dk/Ns)	386	44	82	51	90	119
	17%	19%	19%	14%	14%	19%
Would pay (Net)	1268	125	237	251	336	319
	55%	54%	53%	68%	52%	51%
				ABDE		

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E * small base

q33. What would it take to get you to participate in a voluntary program that promotes good health?

	Segments					
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: Less than 50 at q31	305	71	61	30	83	60
Weighted	323	81**	67**	35**	79*	61**
Nothing could persuade me to do more than I do today	130	34	34	15	23	25
	40%	42%	50%	42%	29%	41%
A government incentive (e.g. tax credit for health behaviour such as attending a gym)	117	31	19	18	32	18
	36%	38%	28%	52%	40%	29%
An incentive from my employer	42	6	6	1	17	12
	13%	8%	8%	2%	22%	20%
Doctor recommendation/ health scare	7	2	0	0	4	1
	2%	2%	0	-	5%	2%
Depends on income	3	1	0	0	2	0
	1%	1%	-	1%	2%	1%
Depends on time/ access (ie. convenient location/ if it fit into my schedule)	6	0	0	0	3	2
	2%	0	-	1%	4%	4%
Unemployed/ retired	4	4	0	0	0	0
	1%	5%	0	-	-	-
Self motivation	7	2	3	1	1	0
	2%	3%	5%	2%	1%	-
Other	5	1	1	0	1	3
	1%	1%	1%	-	1%	4%
Dk/ ns	6	0	5	0	0	1
	2%	0	8%	-	-	1%

q33. What would it take to get you to participate in a voluntary program that promotes good health?

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E * small base; ** very small base (under 30) ineligible for sig testing

q34_1. To what extent would you agree with each of the following? People who have unhealthy lifestyles should be penalized - By government (e.g. higher taxes on junk food or cigarettes)

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
Dk/Ns	165	31	38	23	24	49
	4%	4%	4%	4%	3%	5%
Base: Total answering	3860	679	913	535	886	847
Weighted	3825	669	829	610	852	863
10 - Completely agree	967	150	284	146	152	235
	25%	22%	34%	24%	18%	27%
			ACDE			D
9	298	45	61	48	78	66
	8%	7%	7%	8%	9%	8%
8	376	40	83	86	90	76
	10%	6%	10%	14%	11%	9%
				A		
7	399	71	99	66	59	102
	10%	11%	12%	11%	7%	12%
			D			D
6	212	53	33	14	47	64
	6%	8%	4%	2%	6%	7%
		BC				C
5	392	62	81	70	106	74
	10%	9%	10%	11%	12%	9%
4	98	15	17	24	13	29
	3%	2%	2%	4%	2%	3%
3	147	40	23	17	32	35
	4%	6%	3%	3%	4%	4%
2	98	10	23	5	41	19
	3%	1%	3%	1%	5%	2%
					AC	

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q34_1. To what extent would you agree with each of the following? People who have unhealthy lifestyles should be penalized - By government
(e.g. higher taxes on junk food or cigarettes)

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
1	50	12	15	7	10	5
	1%	2%	2%	1%	1%	1%
0 - Completely disagree	788	170	111	126	224	158
	21%	25%	13%	21%	26%	18%
		BE		B	BE	
Summary						
Top3Box	1641	235	427	281	320	377
	43%	35%	52%	46%	38%	44%
			ADE	A		A
Mid5Box	1248	242	253	191	257	304
	33%	36%	31%	31%	30%	35%
Low3Box	936	192	149	138	275	182
	24%	29%	18%	23%	32%	21%
		BE			BCE	
Mean	5.9	5.3	6.7	6	5.2	6.1
			ACDE	D		AD

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E

S1. Age

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
18-24	515	22	47	104	128	215
	13%	3%	5%	16%	15%	24%
				AB	AB	ABCD
25-34	598	28	53	104	193	219
	15%	4%	6%	16%	22%	24%
				AB	AB	ABC
35-44	740	78	92	153	220	197
	19%	11%	11%	24%	25%	22%
				AB	AB	AB
45-54	845	104	182	157	215	187
	21%	15%	21%	25%	25%	21%
				A	A	
55-64	726	231	249	78	90	79
	18%	33%	29%	12%	10%	9%
		CDE	CDE			
65+	566	238	245	39	29	15
	14%	34%	28%	6%	3%	2%
		CDE	CDE	E		
Mean	46.4	58.6	55.8	41.9	40.3	37.1
		BCDE	CDE	E	E	
Std Dev	16.9	15	15.9	14.8	13.4	13.3
Std Err	0.3	0.6	0.5	0.6	0.4	0.4

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E

s2. Employment status

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
Employed (Net)	2320	234	444	372	642	628
	58%	33%	51%	59%	73%	69%
			A	A	ABC	ABC
Work full-time (including contract work)	1807	154	333	274	535	512
	45%	22%	38%	43%	61%	56%
			A	A	ABC	ABC
Work part-time (including contract work)	512	80	112	98	107	116
	13%	11%	13%	15%	12%	13%
On parental leave, but plan to return to work	36	3	1	9	14	9
	1%	0	0	1%	2%	1%
					B	
Between jobs	58	7	5	13	21	13
	1%	1%	1%	2%	2%	1%
					B	
Full-time stay-at-home parent	143	31	24	33	28	27
	4%	4%	3%	5%	3%	3%
Fully retired - not working for money	759	302	320	62	44	31
	19%	43%	37%	10%	5%	3%
		CDE	CDE	DE		
Unemployed	223	50	15	56	50	53
	6%	7%	2%	9%	6%	6%
		B		B	B	B
Student	287	12	23	61	56	134
	7%	2%	3%	10%	6%	15%
				AB	AB	ABD
Other	165	62	35	29	21	18
	4%	9%	4%	5%	2%	2%
		BDE				

s2. Employment status

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E

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Marital status

q40. What is your marital status?

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
Single	1052	90	117	211	279	354
	26%	13%	13%	33%	32%	39%
				AB	AB	AB
Married / have a partner	2448	456	629	348	522	493
	61%	65%	73%	55%	60%	54%
		CE	CDE			
Divorced / separated	363	90	86	58	71	58
	9%	13%	10%	9%	8%	6%
		E				
Widowed	127	64	35	17	4	6
	3%	9%	4%	3%	0	1%
		BCDE	DE	D		
(Dk/Ns)	1	0	0	0	0	1
	0	-	-	-	-	0

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E

q45. Who is covered by your group benefits?

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: Participate in group benefits plan or not sure	1569	141	293	209	503	423
Weighted	1442	131*	262	220*	455	375
Just me	493	50	86	92	146	119
	34%	38%	33%	42%	32%	32%
Me plus one other person	328	40	83	42	96	67
	23%	30%	32%	19%	21%	18%
		E	CDE			
My family	604	41	93	82	206	183
	42%	31%	35%	37%	45%	49%
						AB
(Dk/Ns)	17	0	0	4	7	6
	1%	0	0	2%	2%	2%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E * small base

s6. Regions/Provinces

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
Atlantic (Net)	296	63	74	37	64	57
	7%	9%	9%	6%	7%	6%
Praries (Net)	666	120	129	93	174	150
	17%	17%	15%	15%	20%	16%
Alberta	407	66	79	60	114	88
	10%	9%	9%	9%	13%	10%
British Columbia	527	66	131	90	118	122
	13%	9%	15%	14%	13%	13%
			A			
Manitoba	127	24	29	19	28	27
	3%	3%	3%	3%	3%	3%
New Brunswick	82	16	18	11	20	17
	2%	2%	2%	2%	2%	2%
Newfoundland	76	18	18	10	15	14
	2%	3%	2%	2%	2%	2%
Nova Scotia	78	16	20	12	16	14
	2%	2%	2%	2%	2%	2%
Ontario	1528	237	306	256	373	356
	38%	34%	35%	40%	43%	39%
					A	
Quebec	973	215	226	157	147	228
	24%	31%	26%	25%	17%	25%
		D	D	D		D
Prince Edward Island	60	13	18	5	13	12
	2%	2%	2%	1%	1%	1%

s6. Regions/Provinces

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
Saskatchewan	132	29	21	15	32	35
	3%	4%	2%	2%	4%	4%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E

q39. Birthplace

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
Alberta						
Yes	205	27	35	31	62	50
	5%	4%	4%	5%	7%	6%
No (Net)	202	40	44	28	52	38
	5%	6%	5%	4%	6%	4%
Outside Canada	49	12	13	2	10	13
	1%	2%	2%	0	1%	1%
in British Columbia	21	4	5	1	7	3
	1%	1%	1%	0	1%	0
in Manitoba	19	1	2	6	6	5
	0	0	0	1%	1%	1%
in New Brunswick	5	1	0	2	0	2
	0	0	-	0	-	0
in Newfoundland	6	0	0	2	3	1
	0	-	-	0	0	0
in Northwest Territories	1	0	0	0	1	0
	0	-	-	-	0	-
in Nova Scotia	6	1	1	1	1	1
	0	0	0	0	0	0
in Ontario	43	11	10	4	12	5
	1%	2%	1%	1%	1%	1%
in Quebec	12	1	2	6	1	3
	0	0	0	1%	0	0

q39. Birthplace

	Segments					
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
in Prince Edward Island	1	0	1	0	0	0
	0	-	0	-	-	-
in Saskatchewan	38	9	10	5	11	3
	1%	1%	1%	1%	1%	0
British Columbia						
Yes	291	32	54	54	72	80
	7%	5%	6%	8%	8%	9%
						A
No (Net)	235	34	77	36	46	42
	6%	5%	9%	6%	5%	5%
			E			
Outside Canada	96	10	32	16	18	19
	2%	1%	4%	3%	2%	2%
in Alberta	25	2	13	2	2	6
	1%	0	2%	0	0	1%
in Manitoba	22	4	6	6	3	3
	1%	1%	1%	1%	0	0
in New Brunswick	2	1	1	0	0	0
	0	0	0	-	-	-
in Newfoundland	2	0	0	0	1	1
	0	-	-	-	0	0
in Nova Scotia	5	0	1	0	2	2
	0	-	0	-	0	0
in Ontario	52	9	12	10	15	7
	1%	1%	1%	2%	2%	1%
	12	4	2	1	4	2

q39. Birthplace

	Segments					
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
in Quebec	0	1%	0	0	0	0
in Saskatchewan	18	4	10	1	1	2
	0	1%	1%	0	0	0
in Yukon	1	0	1	0	0	0
	0	-	0	-	-	-
Manitoba						
Yes	94	16	21	15	22	20
	2%	2%	2%	2%	2%	2%
No (Net)	33	8	8	4	7	6
	1%	1%	1%	1%	1%	1%
Outside Canada	12	3	2	2	2	3
	0	0	0	0	0	0
in Alberta	3	0	1	0	0	0
	0	0	0	0	0	0
in British Columbia	3	0	1	0	2	1
	0	-	0	-	0	0
in New Brunswick	0	0	0	0	0	0
	0	-	0	-	-	-
in Newfoundland	0	0	0	0	0	0
	0	-	-	0	-	0
in Nova Scotia	0	0	0	0	0	0
	0	0	-	-	-	-
in Ontario	7	1	3	0	1	1
	0	0	0	0	0	0

q39. Birthplace

	Segments					
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
in Quebec	1	0	0	0	0	0
	0	0	0	0	0	-
in Saskatchewan	6	2	2	1	1	1
	0	0	0	0	0	0
New Brunswick						
Yes	52	10	11	8	13	10
	1%	1%	1%	1%	1%	1%
No (Net)	29	6	7	3	7	6
	1%	1%	1%	0	1%	1%
Outside Canada	6	0	2	1	2	2
	0	0	0	0	0	0
in Alberta	1	0	0	0	0	0
	0	0	0	0	0	-
in British Columbia	0	0	0	0	0	0
	0	-	0	-	-	0
in Manitoba	1	0	0	0	0	0
	0	0	0	-	-	0
in Newfoundland	1	0	0	0	0	0
	0	0	0	0	0	0
in Nova Scotia	7	2	2	0	2	1
	0	0	0	0	0	0
in Ontario	6	1	1	1	2	2
	0	0	0	0	0	0
in Quebec	5	2	1	0	1	1
	0	0	0	0	0	0

q39. Birthplace

	Segments					
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
	1	0	0	0	0	0
in Prince Edward Island	0	-	0	-	0	-
	1	0	1	0	0	0
in Saskatchewan	0	-	0	-	0	-
Newfoundland						
	64	15	14	9	14	12
Yes	2%	2%	2%	1%	2%	1%
	12	3	4	1	2	2
No (Net)	0	0	1%	0	0	0
	4	1	2	0	0	0
Outside Canada	0	0	0	0	0	0
	0	0	0	0	0	0
in Alberta	0	-	-	0	0	-
	0	0	0	0	0	0
in British Columbia	0	-	-	-	0	0
	1	1	0	0	0	0
in Manitoba	0	0	-	-	-	-
	0	0	0	0	0	0
in New Brunswick	0	-	0	-	0	-
	1	0	0	0	0	0
in Nova Scotia	0	0	0	0	-	0
	5	2	1	0	1	1
in Ontario	0	0	0	0	0	0
	0	0	0	0	0	0

q39. Birthplace

	Segments					
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
in Quebec	0	-	-	0	0	0
in Saskatchewan	1	0	0	0	0	0
	0	0	0	-	-	-
Nova Scotia						
Yes	55	11	13	9	11	11
	1%	2%	2%	1%	1%	1%
No (Net)	23	5	7	3	5	3
	1%	1%	1%	0	1%	0
Outside Canada	4	1	2	0	1	1
	0	0	0	0	0	0
in Alberta	1	0	0	0	0	0
	0	0	0	0	0	-
in British Columbia	1	0	0	0	0	0
	0	0	0	-	-	0
in Manitoba	1	0	0	0	0	0
	0	-	0	-	0	0
in New Brunswick	4	1	0	1	1	1
	0	0	0	0	0	0
in Newfoundland	3	0	1	1	1	0
	0	-	0	0	0	0
in Ontario	7	1	2	1	1	1
	0	0	0	0	0	0
in Quebec	1	1	0	0	0	0
	0	0	0	-	0	0

q39. Birthplace

	Segments					
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
in Prince Edward Island	1	0	0	0	0	0
	0	0	0	-	0	-
in Saskatchewan	1	0	0	0	0	0
	0	0	0	0	-	-
Ontario						
Yes	1044	168	178	170	279	249
	26%	24%	21%	27%	32%	27%
					AB	B
No (Net)	484	69	128	87	94	107
	12%	10%	15%	14%	11%	12%
Outside Canada	277	35	83	41	51	67
	7%	5%	10%	6%	6%	7%
			A			
in Alberta	23	0	4	0	6	14
	1%	-	0	-	1%	1%
in British Columbia	20	9	0	11	0	0
	1%	1%	-	2%	-	-
		BDE		BDE		
in Manitoba	35	0	2	12	14	6
	1%	-	0	2%	2%	1%
				A	A	
in Newfoundland	7	0	3	2	0	2
	0	-	0	0	-	0
in Nova Scotia	17	6	9	0	2	0
	0	1%	1%	-	0	-
in Quebec	83	9	22	20	18	14
	2%	1%	3%	3%	2%	2%
in Prince Edward Island	10	6	0	0	0	3
	0	1%	-	-	-	0

q39. Birthplace

	Segments					
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
in Saskatchewan	6	4	0	0	2	0
	0	1%	-	-	0	-
in Yukon	6	0	6	0	0	0
	0	-	1%	-	-	-
Quebec						
Yes	859	193	202	132	130	201
	22%	28%	23%	21%	15%	22%
		D	D			D
No (Net)	115	22	25	25	16	27
	3%	3%	3%	4%	2%	3%
Outside Canada	70	18	12	15	7	18
	2%	3%	1%	2%	1%	2%
in British Columbia	2	0	0	2	0	0
	0	-	-	0	-	-
in Manitoba	4	0	0	0	4	0
	0	-	-	-	0	-
in New Brunswick	10	4	5	0	1	0
	0	1%	1%	-	0	-
in Newfoundland	1	0	0	0	0	1
	0	-	-	-	-	0
in Ontario	22	0	5	4	5	8
	1%	-	1%	1%	1%	1%
in Prince Edward Island	4	0	0	4	0	0
	0	-	-	1%	-	-
	2	0	2	0	0	0

q39. Birthplace

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
in Saskatchewan	0	-	0	-	-	-
P.E.I.						
Yes	34	5	10	3	7	8
	1%	1%	1%	1%	1%	1%
No (Net)	26	8	8	1	5	4
	1%	1%	1%	0	1%	0
Outside Canada	4	2	1	0	0	0
	0	0	0	-	0	0
in Alberta	0	0	0	0	0	0
	0	0	-	0	-	-
in British Columbia	1	0	0	0	0	0
	0	-	0	-	0	0
in New Brunswick	3	1	1	0	0	1
	0	0	0	0	0	0
in Newfoundland	1	0	0	0	0	0
	0	0	0	0	0	0
in Nova Scotia	7	1	2	0	2	1
	0	0	0	0	0	0
in Ontario	6	1	3	0	1	1
	0	0	0	0	0	0
in Quebec	1	0	0	0	0	0
	0	0	0	0	0	0
in Saskatchewan	2	1	1	0	0	0
	0	0	0	-	0	0

q39. Birthplace

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
Saskatchewan						
Yes	102	20	19	9	25	29
	3%	3%	2%	1%	3%	3%
No (Net)	30	10	3	5	7	6
	1%	1%	0	1%	1%	1%
Outside Canada	8	2	2	2	2	1
	0	0	0	0	0	0
in Alberta	5	2	1	1	1	1
	0	0	0	0	0	0
in British Columbia	4	1	0	1	1	1
	0	0	-	0	0	0
in Manitoba	5	2	0	0	1	1
	0	0	-	0	0	0
in New Brunswick	0	0	0	0	0	0
	0	-	0	-	-	-
in Nova Scotia	0	0	0	0	0	0
	0	-	-	-	0	-
in Ontario	6	2	0	1	2	2
	0	0	0	0	0	0
in Quebec	2	1	0	0	0	1
	0	0	-	0	-	0

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E

Canadian Health Index

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
0-24	2	0	0	0	0	1
	0	0	0	-	-	0
25-49	310	113	0	86	100	10
	8%	16%	0	14%	11%	1%
		BE		BE	BE	
50-74	2382	470	281	463	685	483
	60%	67%	32%	73%	78%	53%
		BE		BE	ABE	B
75-100	1296	117	586	85	91	418
	32%	17%	68%	13%	10%	46%
		D	ACDE			ACD
Mean	68.5	62.4	78.5	62.5	62.5	73.6
			ACDE			ACD
Median	70.1	63	79.2	63.3	63.4	73.8

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E

Perceived Health Index

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
0-24	88	35	0	44	7	1
	2%	5%	0	7%	1%	0
		BDE		BDE		
25-49	474	133	1	193	133	15
	12%	19%	0	30%	15%	2%
		BE		ABDE	BE	B
50-74	1452	262	151	319	499	221
	36%	37%	17%	50%	57%	24%
		BE		ABE	ABE	B
75-100	1976	272	714	78	237	675
	50%	39%	82%	12%	27%	74%
		CD	ACDE		C	ACD
Mean	70.9	64.5	84.5	53.9	64.6	80.8
		C	ACDE		C	ACD
Median	74.2	69	85.9	55.2	65.5	81.1

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E

Behavioural Index

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
0-24	1	0	0	0	0	0
	0	0	-	-	0	-
25-49	345	200	1	53	73	17
	9%	29%	0	8%	8%	2%
		BCDE		BE	BE	B
50-74	2401	472	353	437	599	540
	60%	67%	41%	69%	68%	59%
		BE		BE	BE	B
75-100	1244	28	512	144	204	356
	31%	4%	59%	23%	23%	39%
			ACDE	A	A	ACD
Mean	67.7	55.3	77.3	65.8	65.5	71.4
			ACDE	A	A	ACD
Median	68.6	55	76.8	67	66.4	72.4

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E

Attitudinal Index

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
0-24	25	5	0	0	12	7
	1%	1%	0	0	1%	1%
					B	
25-49	356	55	10	45	191	56
	9%	8%	1%	7%	22%	6%
		B		B	ABCE	B
50-74	2417	437	437	392	607	544
	61%	62%	50%	62%	69%	60%
		B		B	BE	B
75-100	1192	202	420	197	67	305
	30%	29%	48%	31%	8%	33%
		D	ACDE	D		D
Mean	67	67.5	73.7	67.9	57.5	68.6
		D	ACDE	D		D
Median	66.9	67.4	73.1	68.1	57.7	68.1

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E

Banner 10

		Segments				
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
		A	B	C	D	E
Base: All respondents	3989	705	935	553	915	881
Weighted	3990	701	867	634	876	912
Risk Factors 1 risk factor	1231	195	341	220	158	316
	31%	28%	39%	35%	18%	35%
		D	AD	D		D
Risk Factors 2 risk factors	1656	357	114	273	492	421
	42%	51%	13%	43%	56%	46%
		B		B	BCE	B
Risk Factors 3 risk factors	487	109	10	73	208	88
	12%	16%	1%	11%	24%	10%
		BE		B	ABCE	B
Risk Factors 2 or 3 risk factors	2143	466	124	345	700	509
	54%	66%	14%	54%	80%	56%
		BCE		B	ABCE	B
Bad Habits 1 bad habit	1462	276	424	186	210	366
	37%	39%	49%	29%	24%	40%
		CD	ACDE			CD
Bad Habits 2 bad habits	1356	240	173	270	388	284
	34%	34%	20%	43%	44%	31%
		B		BE	ABE	B
Bad Habits 3 bad habits	649	112	26	147	218	145
	16%	16%	3%	23%	25%	16%
		B		BE	ABE	B
Bad Habits 2 or 3 bad habits	2005	353	200	417	606	430
	50%	50%	23%	66%	69%	47%
		B		ABE	ABE	B
Unhealthy Behaviours 0	176	5	140	6	4	20
	4%	1%	16%	1%	1%	2%
			ACDE			
Unhealthy Behaviours 1	425	26	258	43	29	69
	11%	4%	30%	7%	3%	8%
			ACDE			AD
Unhealthy Behaviours 2	870	162	278	113	86	231
	22%	23%	32%	18%	10%	25%
		D	ACDE	D		CD

Banner 10

	Segments					
	Total	The Resilient	The Health Achievers	The Inhibited	The Over-extended	The Over-confident
Unhealthy Behaviours 3	939	209	141	169	169	250
	24%	30%	16%	27%	19%	27%
		BD		BD		BD
Unhealthy Behaviours 4	888	173	40	163	291	222
	22%	25%	5%	26%	33%	24%
		B		B	ABE	B
Unhealthy Behaviours 5	562	97	3	118	247	97
	14%	14%	0	19%	28%	11%
		B		BE	ABCE	B
Unhealthy Behaviours 6	130	29	6	22	50	23
	3%	4%	1%	3%	6%	3%
		B		B	BE	
Unhealthy Behaviours 2+	3389	670	468	585	842	823
	85%	96%	54%	92%	96%	90%
		BE		B	BCE	B
Unhealthy Behaviours 3+	2519	509	190	472	757	592
	63%	73%	22%	74%	86%	65%
		BE		BE	ABCE	B
Unhealthy Behaviours 4+	1580	300	49	303	588	342
	40%	43%	6%	48%	67%	37%
		B		BE	ABCE	B
Unhealthy Behaviours 5+	692	127	8	140	297	120
	17%	18%	1%	22%	34%	13%
		B		BE	ABCE	B

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E