

HEALTH & WELLNESS IN CANADA

We surveyed 1000 Canadians across the country to understand their opinions and beliefs on health & wellness. The following is a sampling of insights from our Canada-wide study.



TOP GOALS & PRIORITIES

A majority of respondents rated the following as extremely or very important goals/priorities to them:



Age Well
80%



Eat Healthier
78%



Avoid Injury or Illness
77%



Exercise More
76%



Avoid or Reduce Stress
75%



SATISFACTION

Over three-quarters of respondents said they were neither satisfied or unsatisfied with their personal health and wellness.



Very/Completely Satisfied

18%



Somewhat Satisfied/Unsatisfied

77%



Very/Completely Unsatisfied

5%



OUTLOOK ON HEALTH

Over three-quarters of respondents selected the following as most representative of their personal outlook towards health: "Being healthy..."

78%

"Makes life more cheerful"



75%

"Provides me with balance"



75%

"Provides me with vitality"



Source: Pearl Health & Wellness Quantitative Online Survey, November 2017

This is Part 1 of a 3 Part infographic insight series from our Health & Wellness in Canada study. A new set of infographic insights will available each week.

If interested in a complimentary Lunch n' Learn session to discuss the full report, sign up here: www.pearl-strategy.ca/lunch-n-learn

For more details on our Health & Wellness in Canada study, or to discuss how we can help you grow your brands in the Health & Wellness market, contact us at:

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