Quick news wins

Spain

HERBALIFE

DEMOGRAPHICS

Q.1 Where do you live?
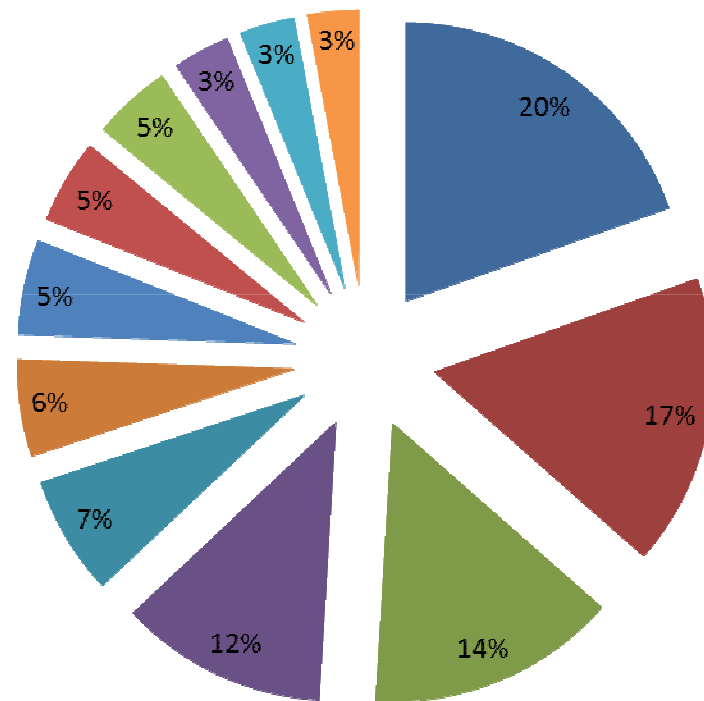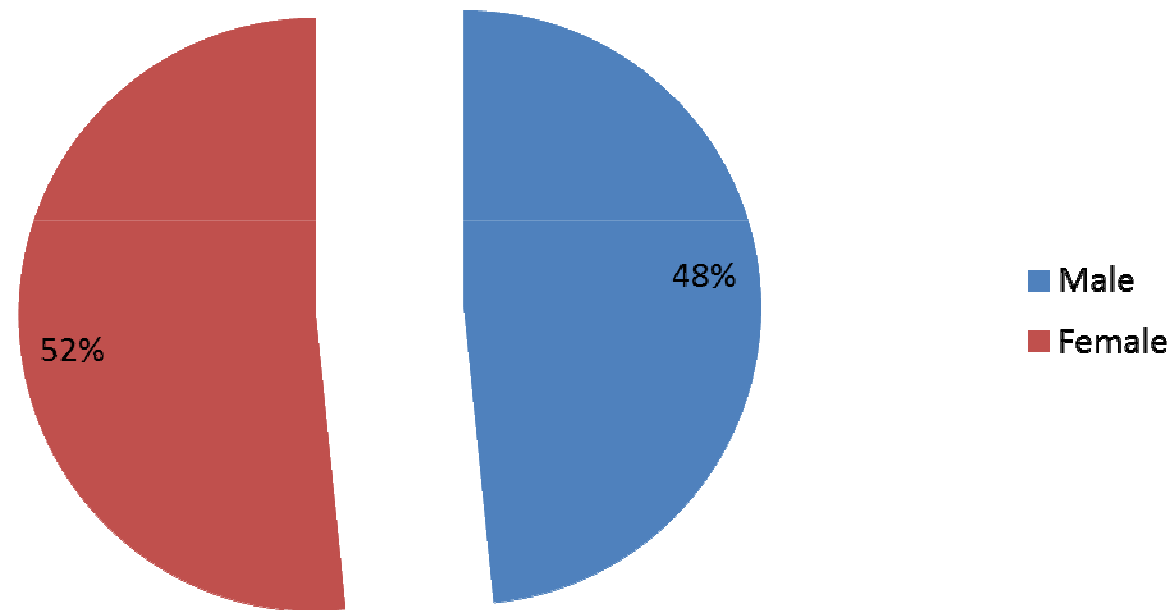

Pie chart segments:
- Andalucía — 20%
- Cataluña — 17%
- Madrid — 14%
- Comunidad Valenciana — 12%
- Galicia — 7%
- Castilla y Leon — 6%
- País Vasco — 5%
- Canarias — 5%
- Castilla-La Mancha — 5%
- Aragón — 3%
- Murcia — 3%
- Asturias — 3%

N=1004

Q.2 What is your gender?

N=1004

48% Male
52% Female

Q.3 How old are you?

N=1004

Legend:
- 16 - 24
- 25 – 34
- 35 – 44
- 45 – 54
- 55 - 64
- 65 and older

Q.4 Are you currently?

N=1004

- Employed — 45%
- Unemployed — 26%
- A student — 10%
- Retired — 19%

Q.4 Are you currently?

N=1004

	Employed	Unemployed	A student	Retired
65 and older	9	3	1	152
55 - 64	69	40	0	27
45 – 54	98	56	1	7
35 – 44	137	61	0	3
25 – 34	115	68	17	0
16 - 24	23	30	87	0
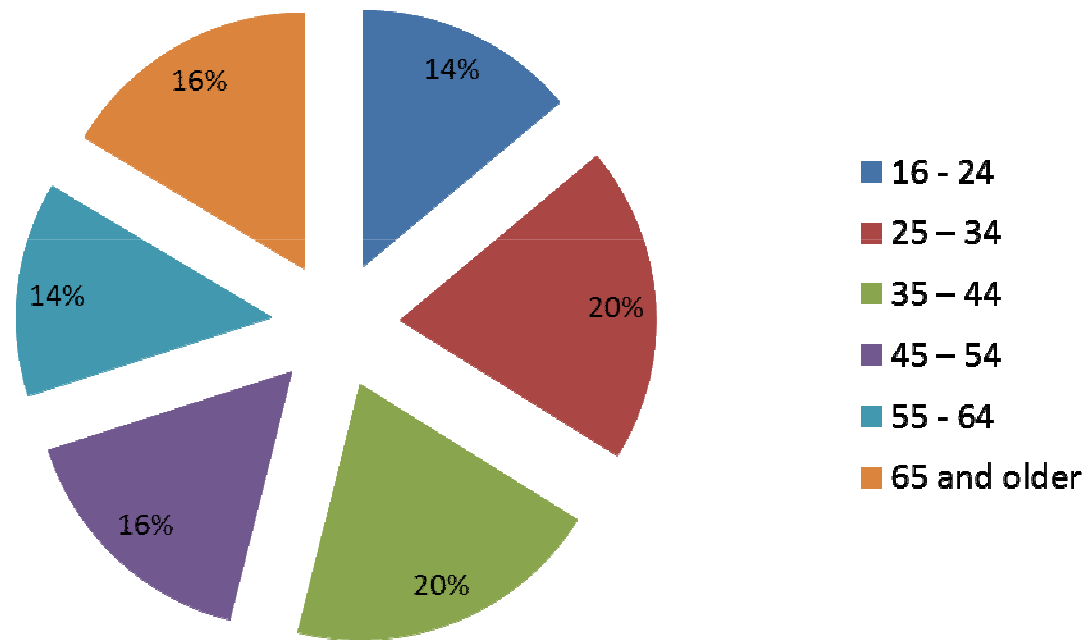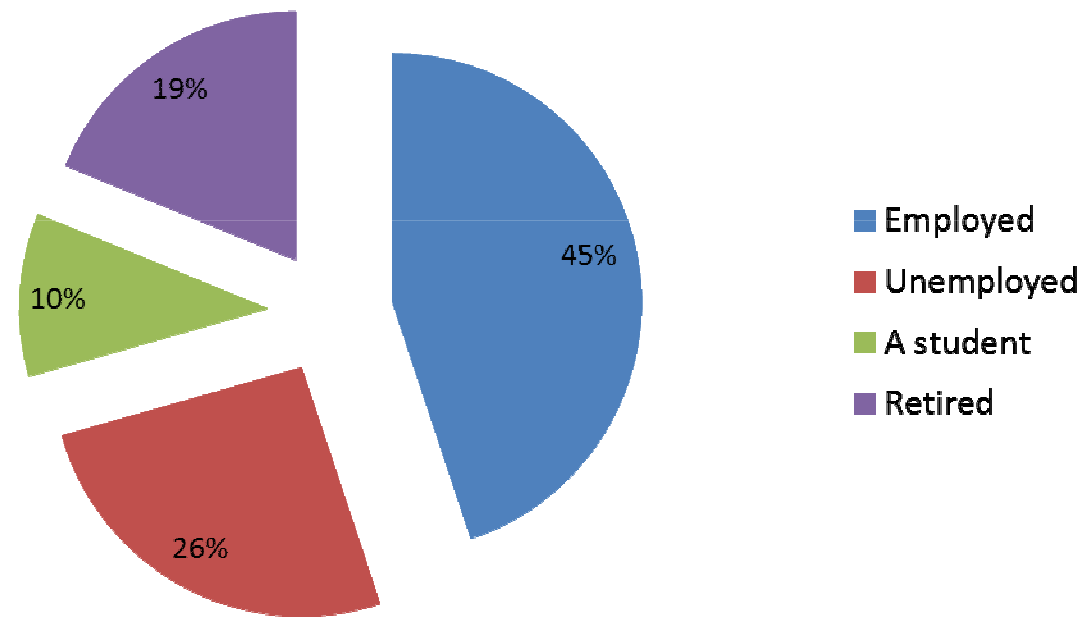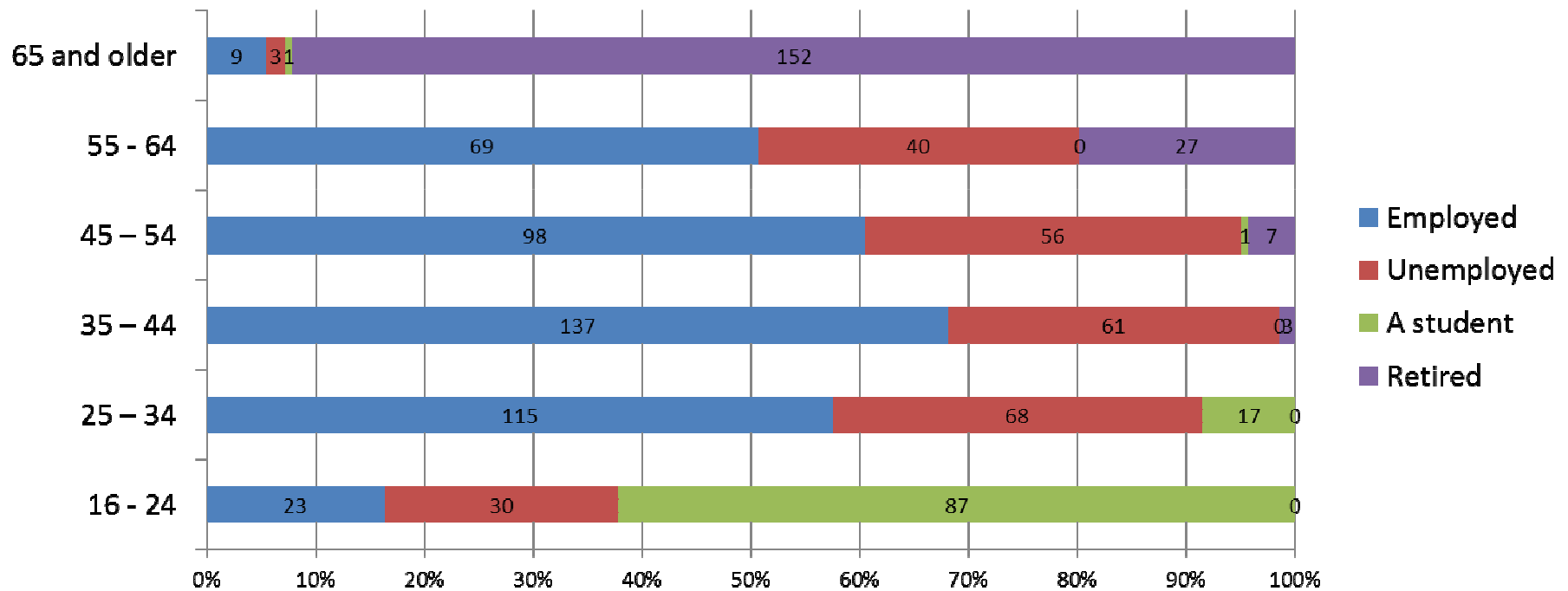
Q.5 How do you see yourself?

N=1004

LIFESTYLE QUESTIONS

Q.6 How healthy do you think you are?

N=1004

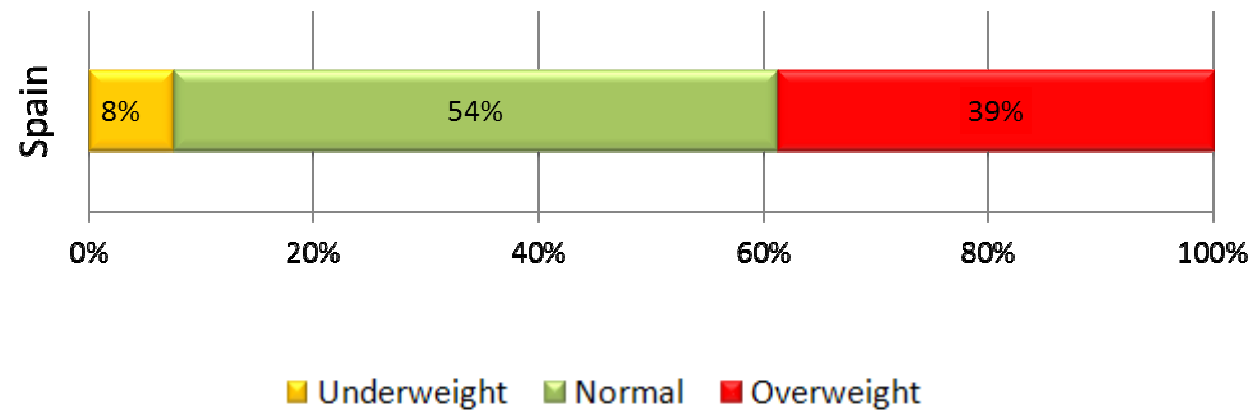Spain: Very healthy 1% | Somewhat healthy 10% | Somewhat unhealthy 52% | Very unhealthy 37%

Legend: ■ Very healthy ■ Somewhat healthy ■ Somewhat unhealthy ■ Very unhealthy
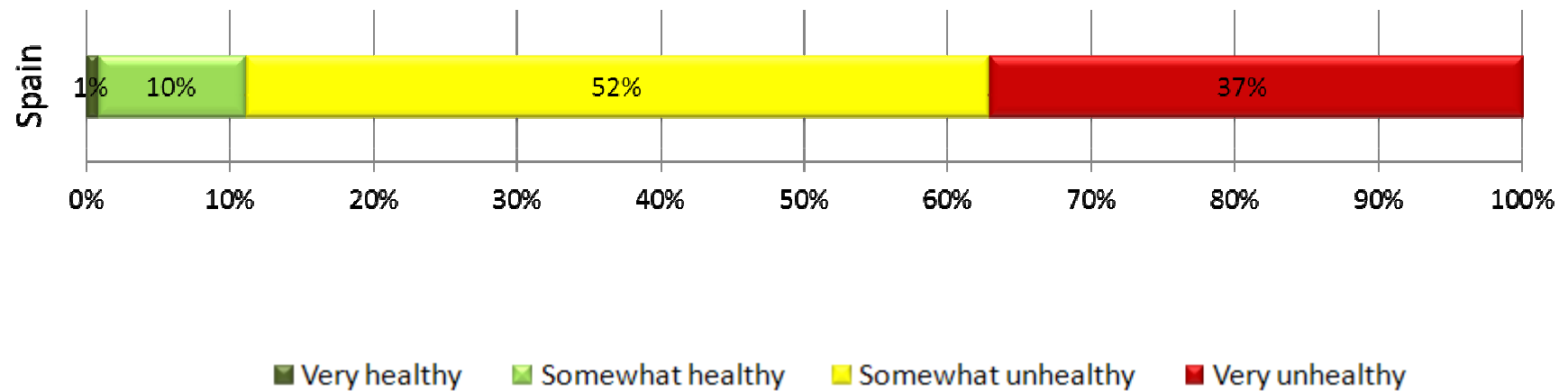
Q.7 Do you think you eat your 'five a day'?

N=1004
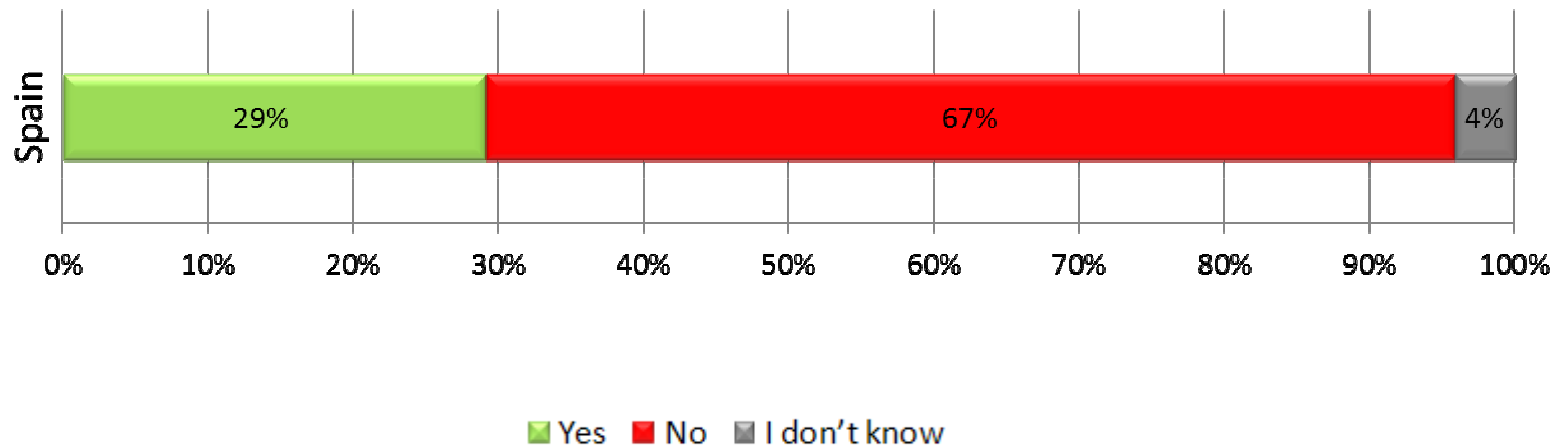
Q.8 Why don't you eat your 'five a day'?

N=712

| | 0% | 20% | 40% | 60% | 80% | 100% |

- It is difficult to know exactly what "five a day" includes — **43%**
- I don't have time to follow what I eat — **40%**
- I don't have enough money — **11%**
- I am following a specific diet — **7%**

■ Spain
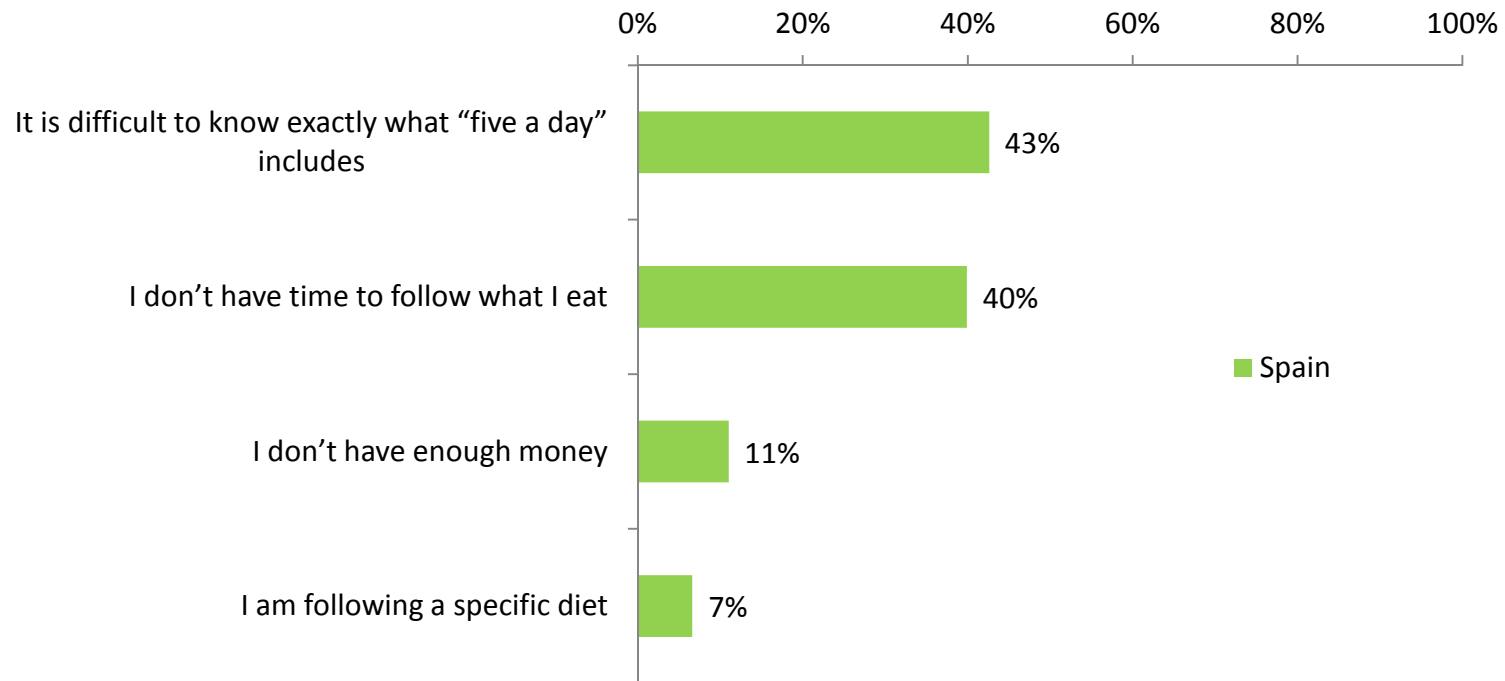
Q.9 Which do you think contains the most calories?
Q.10 Which do you think is the most nutritionally beneficial?

N=1004

Spain

	100g of steak fillet	100g of pasta with tomato sauce	100ml of full fat milk	100g of dark chocolate
Which do you think contains the most calories?	16%	34%	14%	36%
Which do you think is the most nutritionally beneficial?	46%	25%	23%	6%

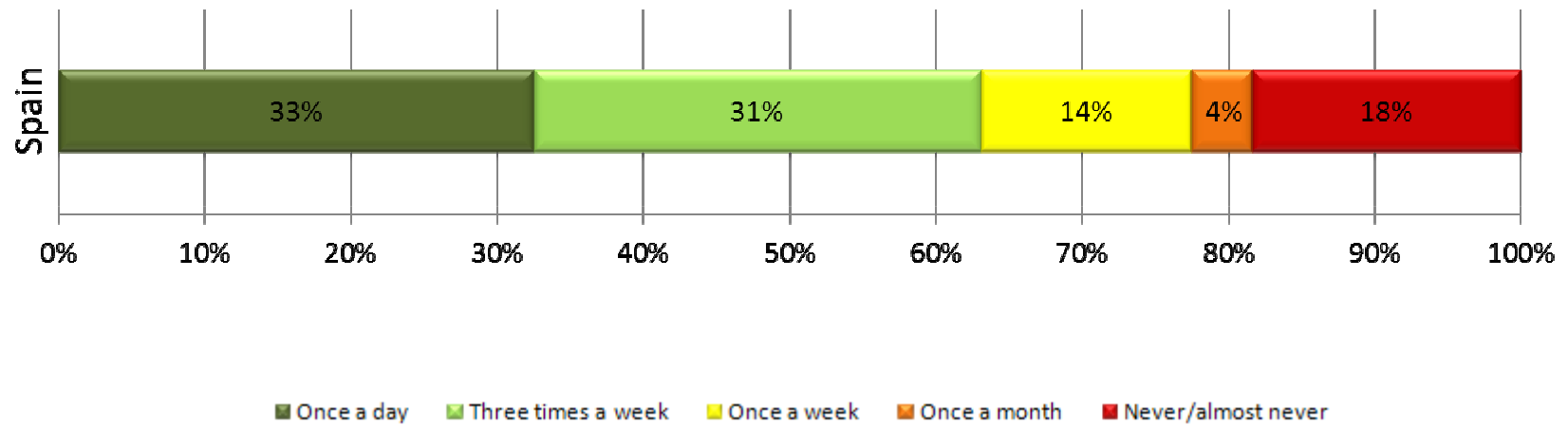■ Which do you think contains the most calories?
■ Which do you think is the most nutritionally beneficial?
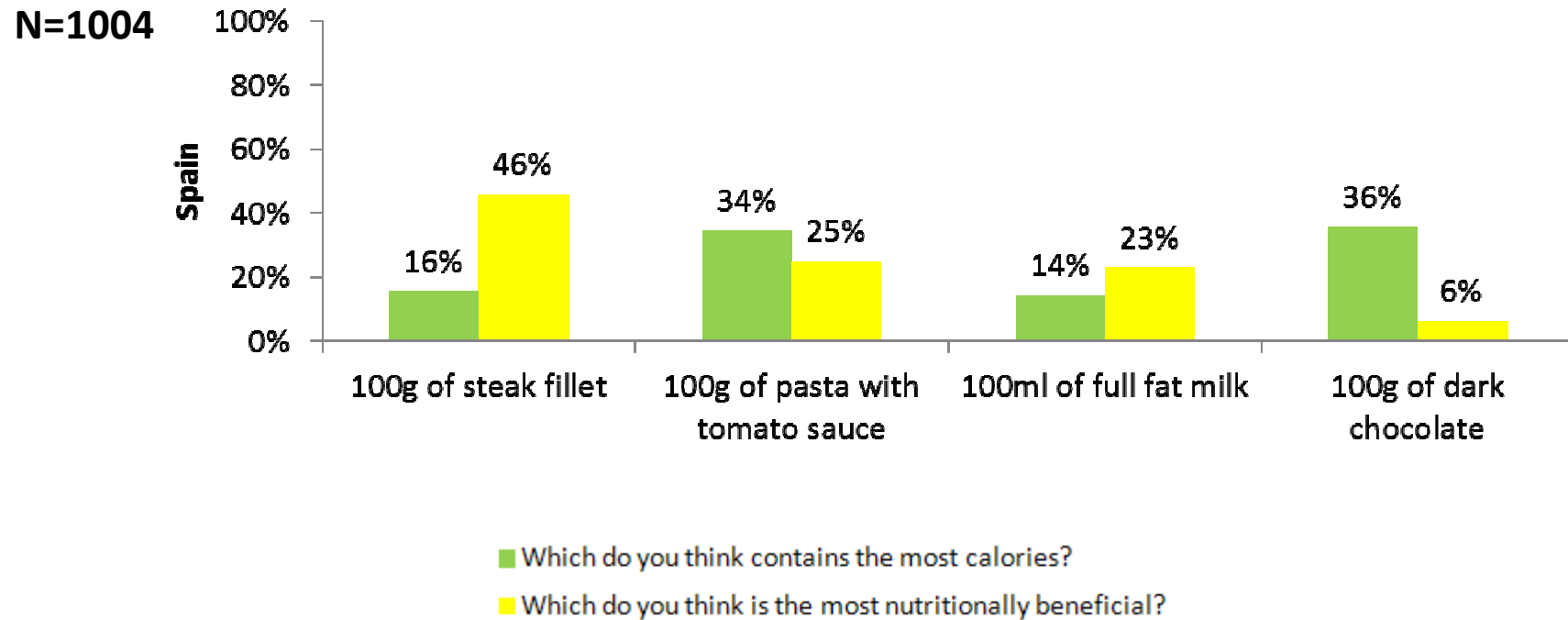
Q.12 How often do you get 20 minutes exercise?

N=1004

Spain	33%	31%	14%	4%	18%

Legend: ■ Once a day   ■ Three times a week   ■ Once a week   ■ Once a month   ■ Never/almost never
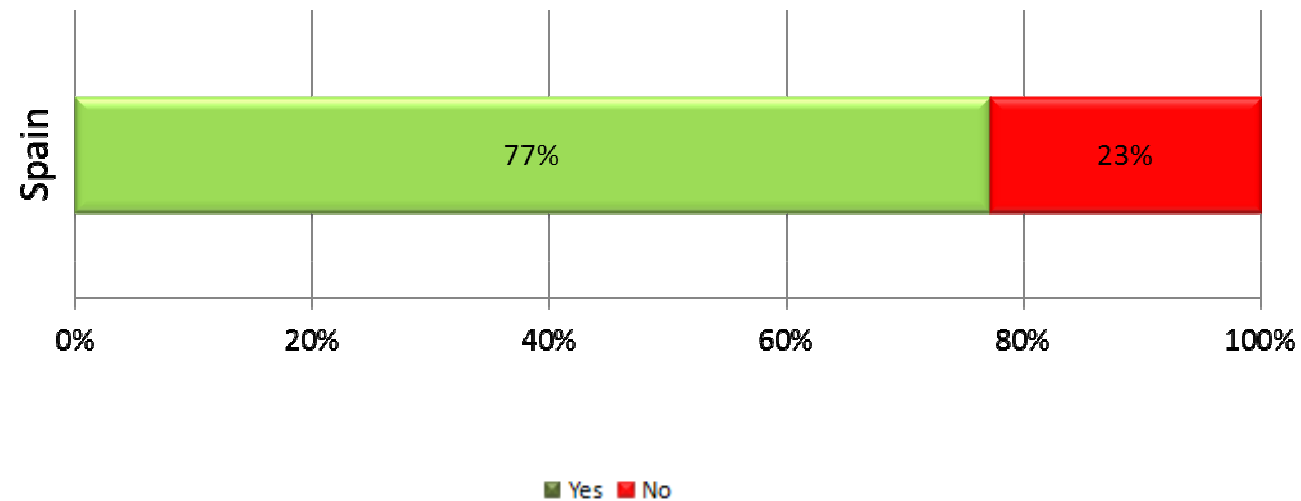
Q.22 Would you like to have a healthier lifestyle?

N=1004
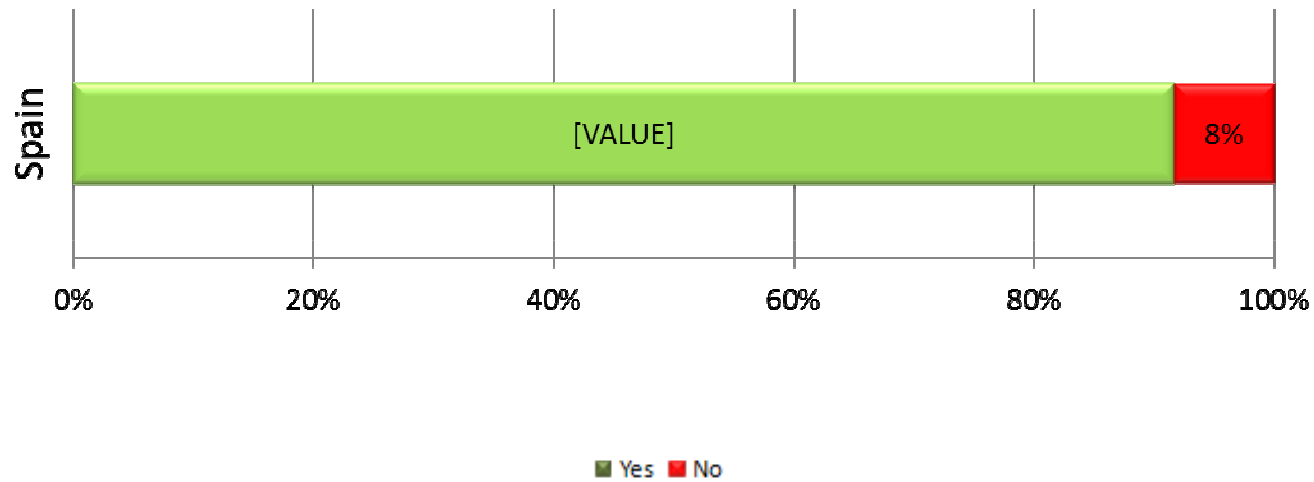
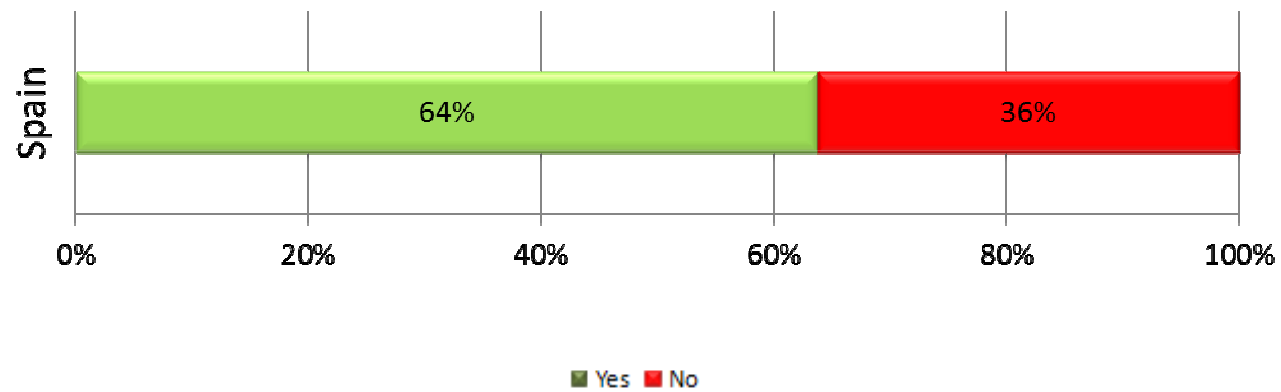# Q.23 Have you ever tried to improve your lifestyle so it is healthier?

N=1004

Q.24 Did you achieve your goals?

N=832

Horizontal stacked bar chart for Spain showing Yes 64% (green) and No 36% (red), with x-axis from 0% to 100%.

Q.25 To what extent do you agree with the following?

N=1004

Spain

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I don't have the willpower to make such habits stick	8%	27%	30%	20%	14%
I don't have enough money to change my current habits	6%	17%	31%	28%	18%
I don't have enough time to change my current habits to be healthier	3%	15%	26%	34%	22%
I'm too old to change my lifestyle habits	2%	9%	18%	33%	38%
I'd be able to live a healthier lifestyle if I had more support from others	7%	31%	34%	20%	9%
I already am living a healthy lifestyle and don't need to change	5%	18%	37%	32%	8%

■ Strongly Agree ■ Agree ■ Neutral ■ Disagree ■ Strongly Disagree

Q.25 To what extent do you agree with the following?
Taking care of my children helps me to live more healthily

N=698

Spain — Taking care of my children helps me to live more healthily

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
9%	30%	35%	16%	10%

■ Strongly Agree ■ Agree ■ Neutral ■ Disagree ■ Strongly Disagree
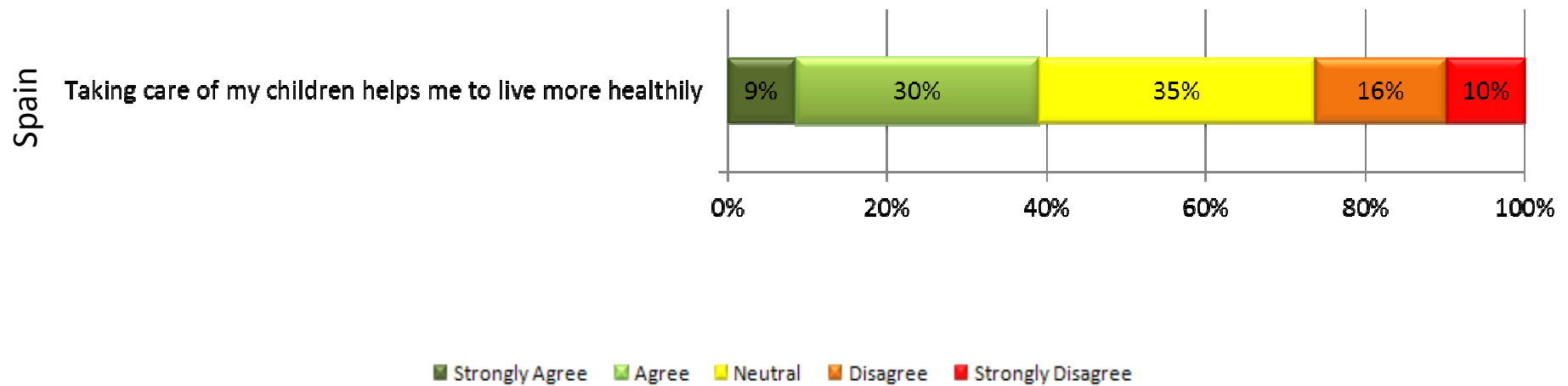
Q.26 In which environment do you eat most healthily?

N=1004
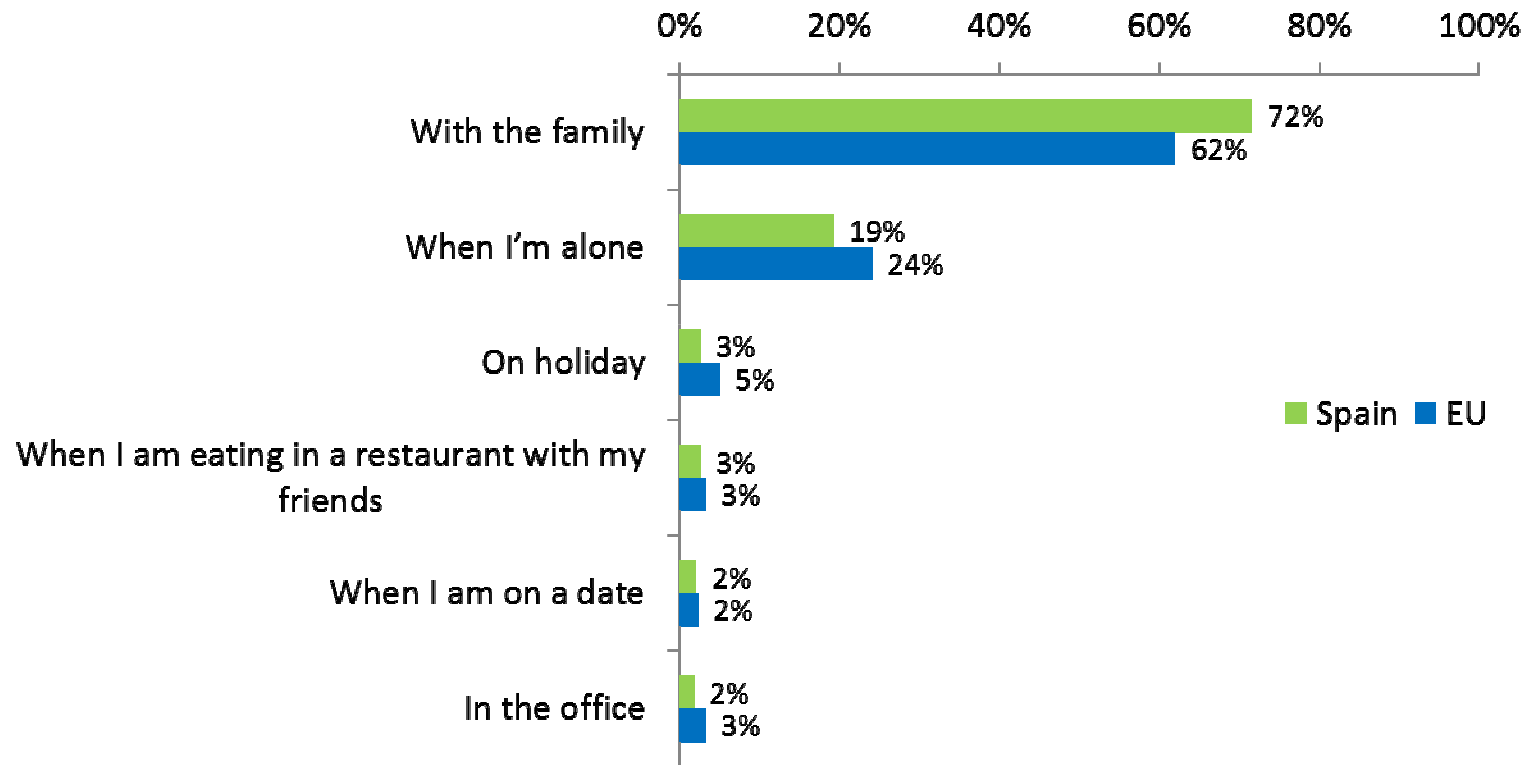
N=11124

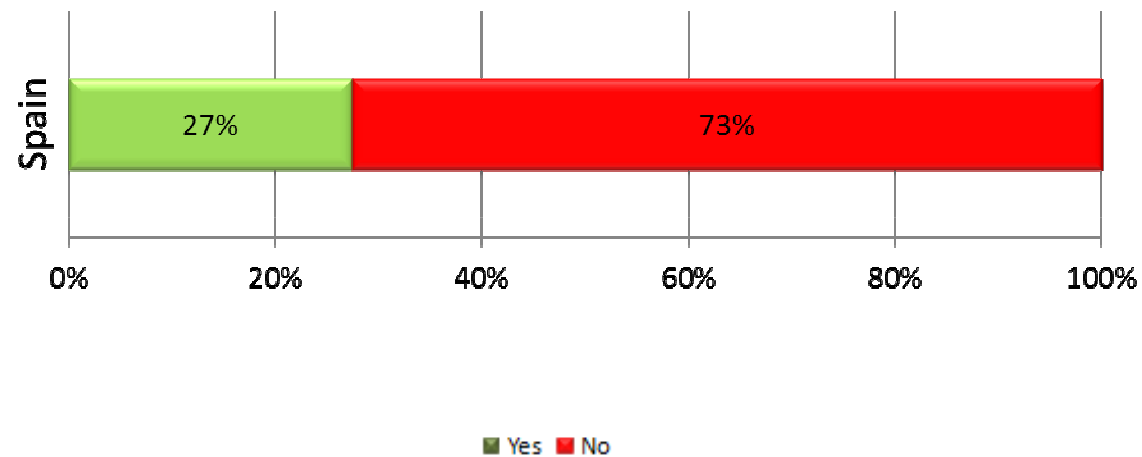# Q.27 Have you ever followed / undertaken a diet without properly understanding how it works?

N=1004

Q.28 Please rate your agreement with the following statements

N=1004

Spain

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I worry about the healthiness of my food when I am on a date	5%	23%	34%	22%	17%
I care what my friends think about my food choices when we meet for dinner	3%	10%	21%	31%	35%
I care what my colleagues think about what I eat for lunch	2%	9%	25%	30%	35%
I don't worry about the healthiness of my food when I'm at home	3%	10%	19%	40%	29%

Legend: ■ Strongly Agree ■ Agree ■ Neutral ■ Disagree ■ Strongly Disagree