

Healthy Lifestyles - Canada - July 2016

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"The emotional benefits of feeling good and being happier are keeping consumers motivated and engaged. Living well is not without its challenges; doing so requires sacrifices and is considered expensive for many."

- Carol Wong-Li, Senior Analyst, Lifestyles and Leisure

This report looks at the following areas:

- Canadians are aware that more can be done to live a healthier lifestyle
- Men are inclined to choose convenience over health
- Young women internalize what 'healthy' should look like

The majority of Canadians rate their lifestyle as 'somewhat healthy' (69%) suggesting that there is an awareness that more can be done in this realm. The emotional benefits of feeling good and being happier are keeping consumers motivated and engaged. Living well is not without its challenges; doing so requires sacrifices and is considered expensive for many. As such, consumers seek guidance on accessible healthy options (both in terms of food as well as physical activity). Notably, Canadians remain steadfast in cooking and less willing to compromise health for convenience.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Abbreviations

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