

# Spotlight\* Jordan Views On Food & Health

January - 2024

GAME CHANGERS

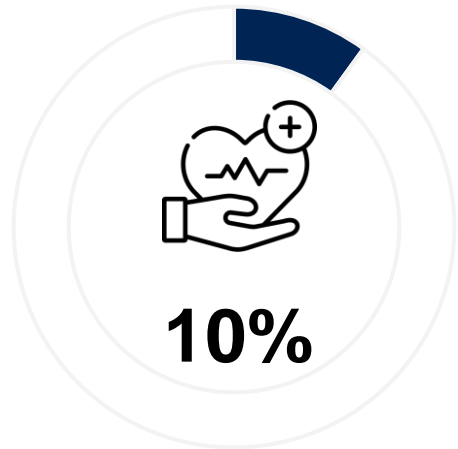




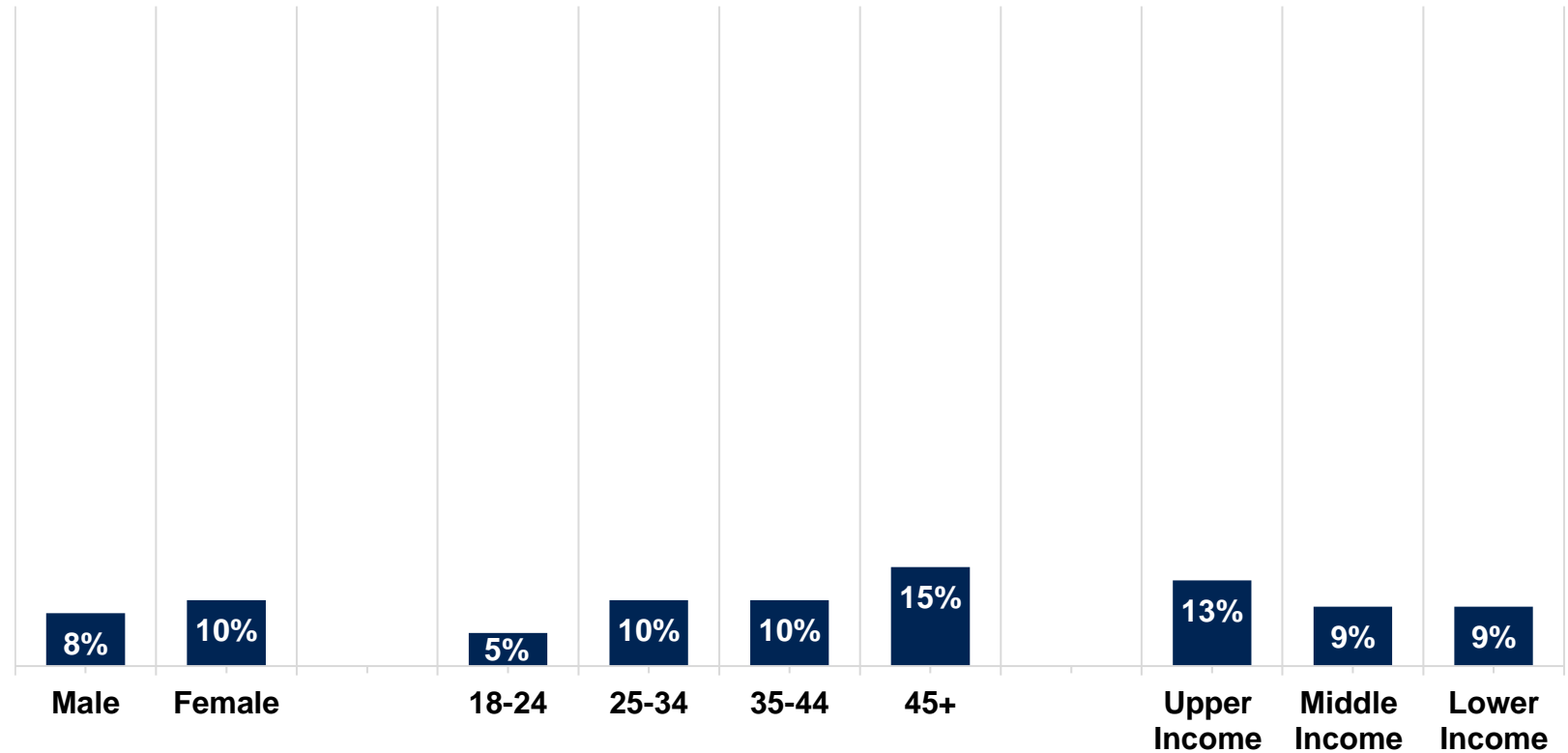
# Health Priorities And Aging Concerns

# Health As A Top Life Priority

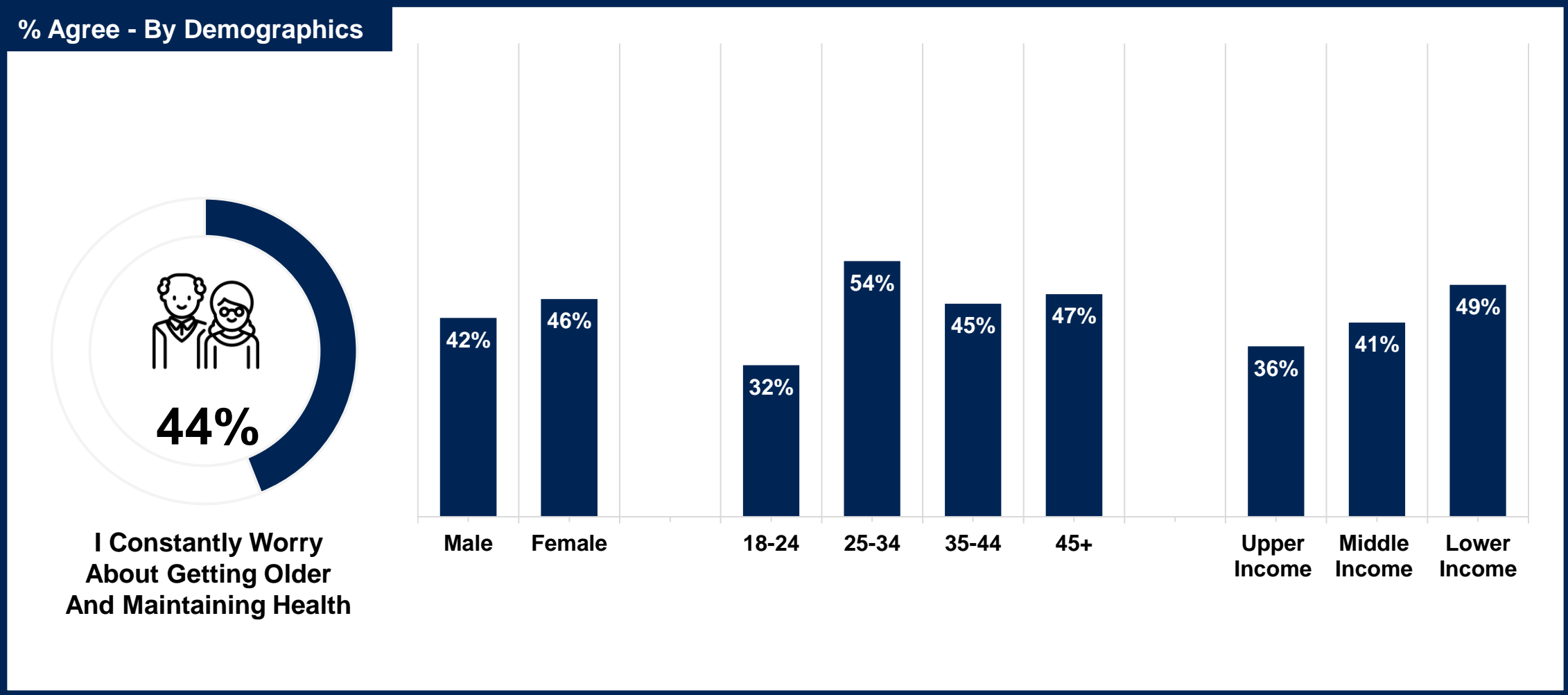
% - By Demographics



Consider Maintaining Physical Health And Mental Well-being As An Ultimate Life Priority



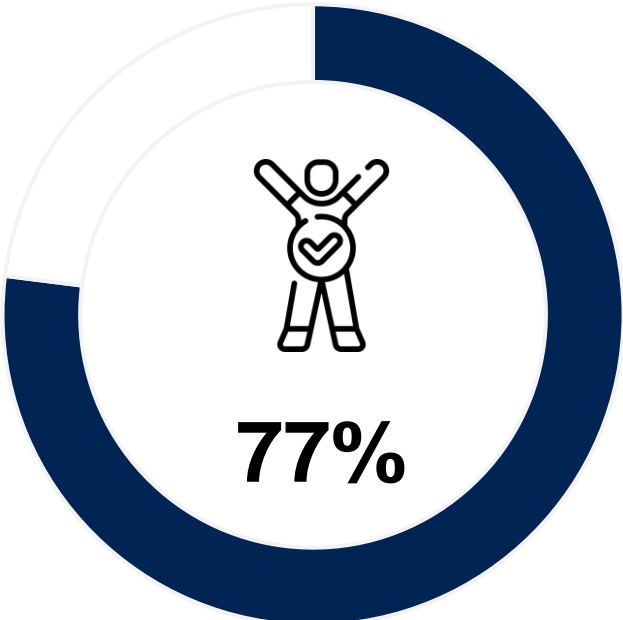
# Worries About Getting Older And Maintaining Health



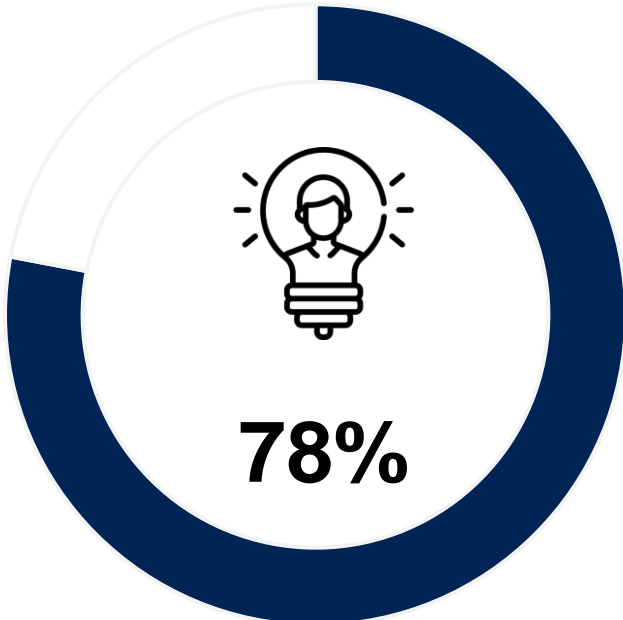


# Attitudes Towards Health

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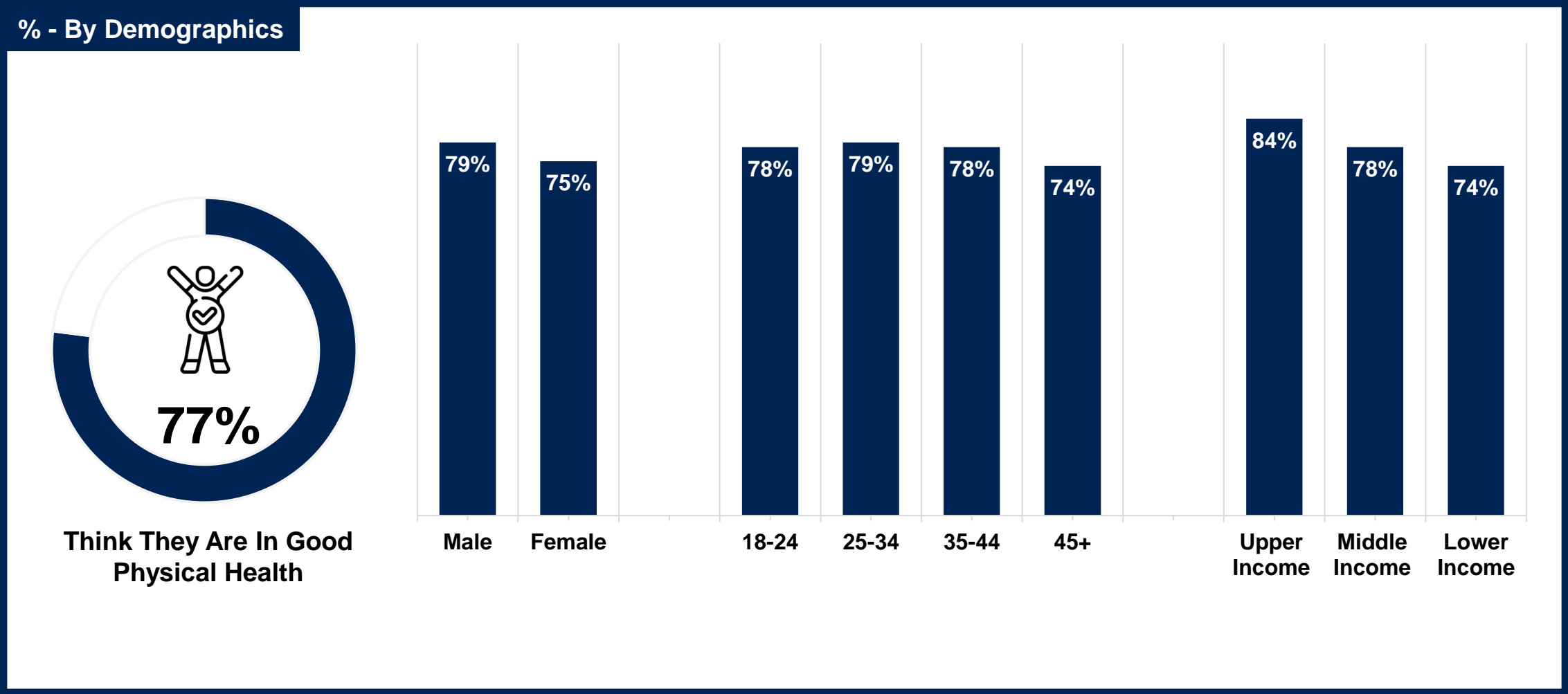


Think They Are In Good Physical Health

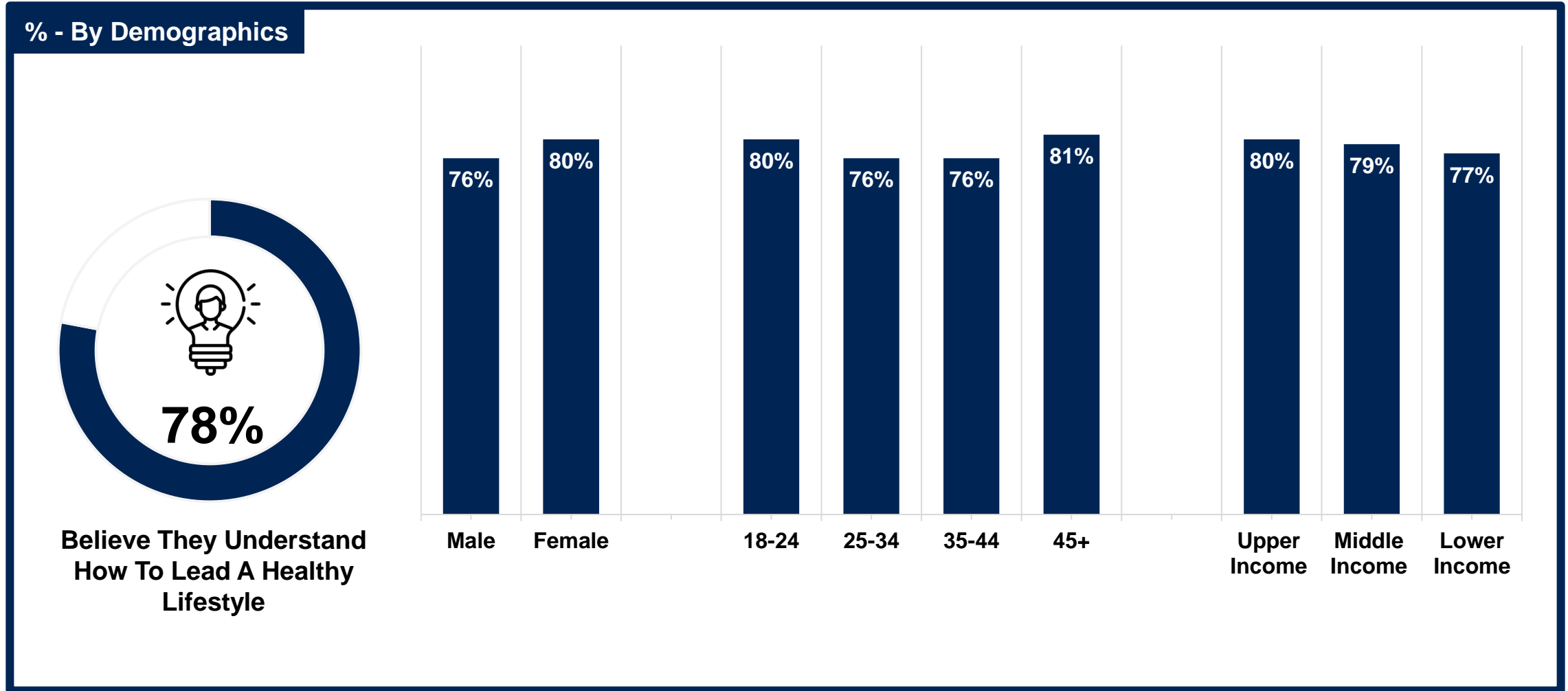


Believe They Understand How To Lead A Healthy Lifestyle

# Self Perception Of Physical Health



# Understanding How To Lead Healthy Lifestyle







# Typical Sleep Duration

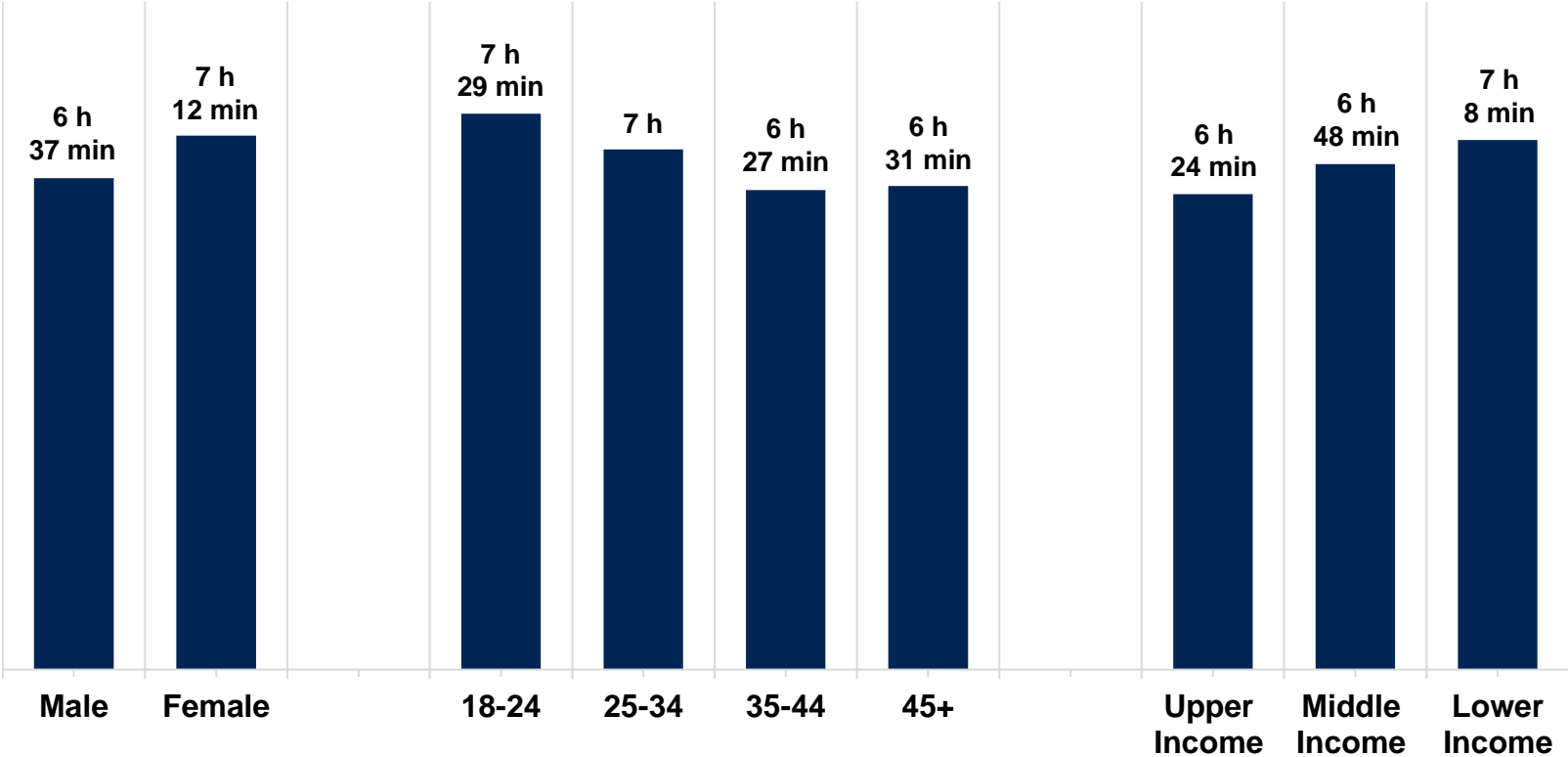
# Typical Sleep Duration

Average Hours Of Sleep Per Night- By Demographics



**6 Hours  
54 minutes**

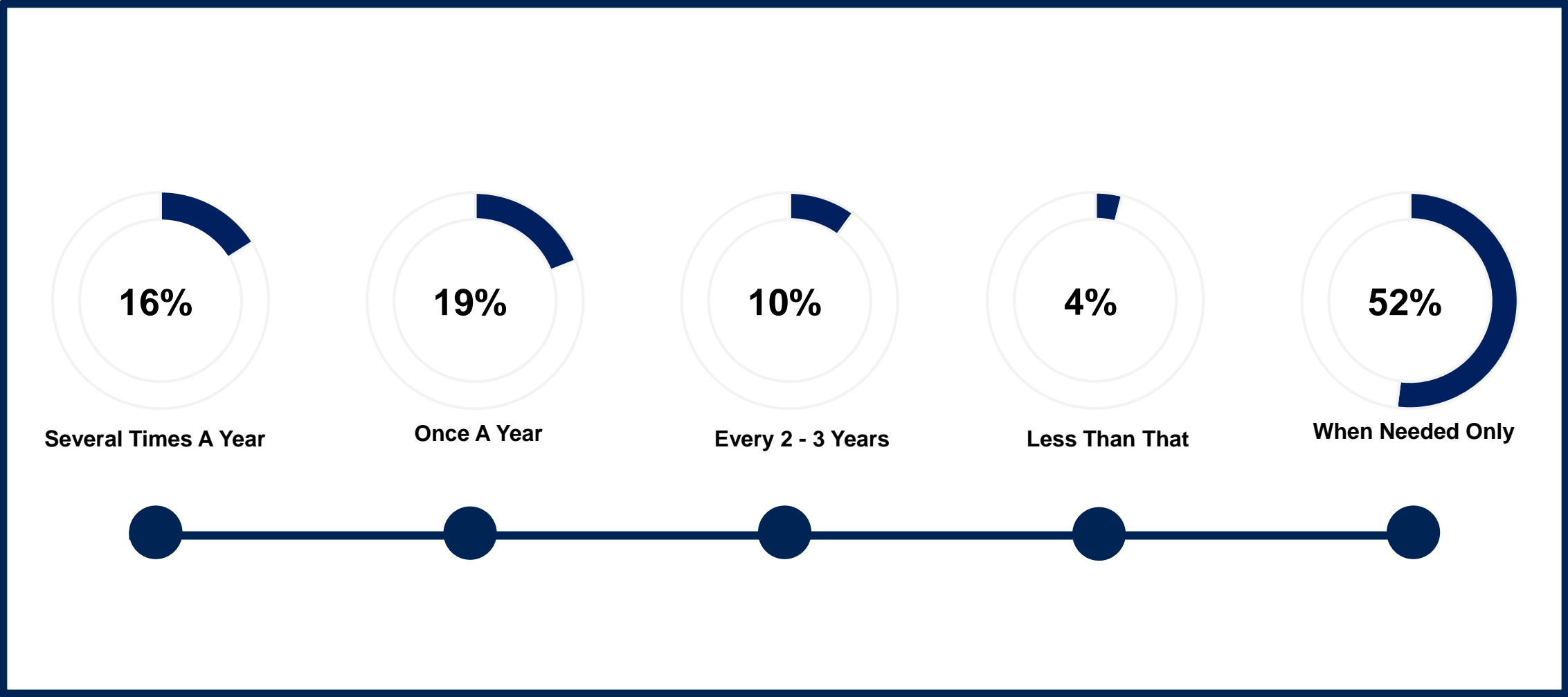
**Average Hours Of  
Sleep Per Night**





# Frequency Of Getting Health Checkups

# Frequency Of Getting Health Checkups



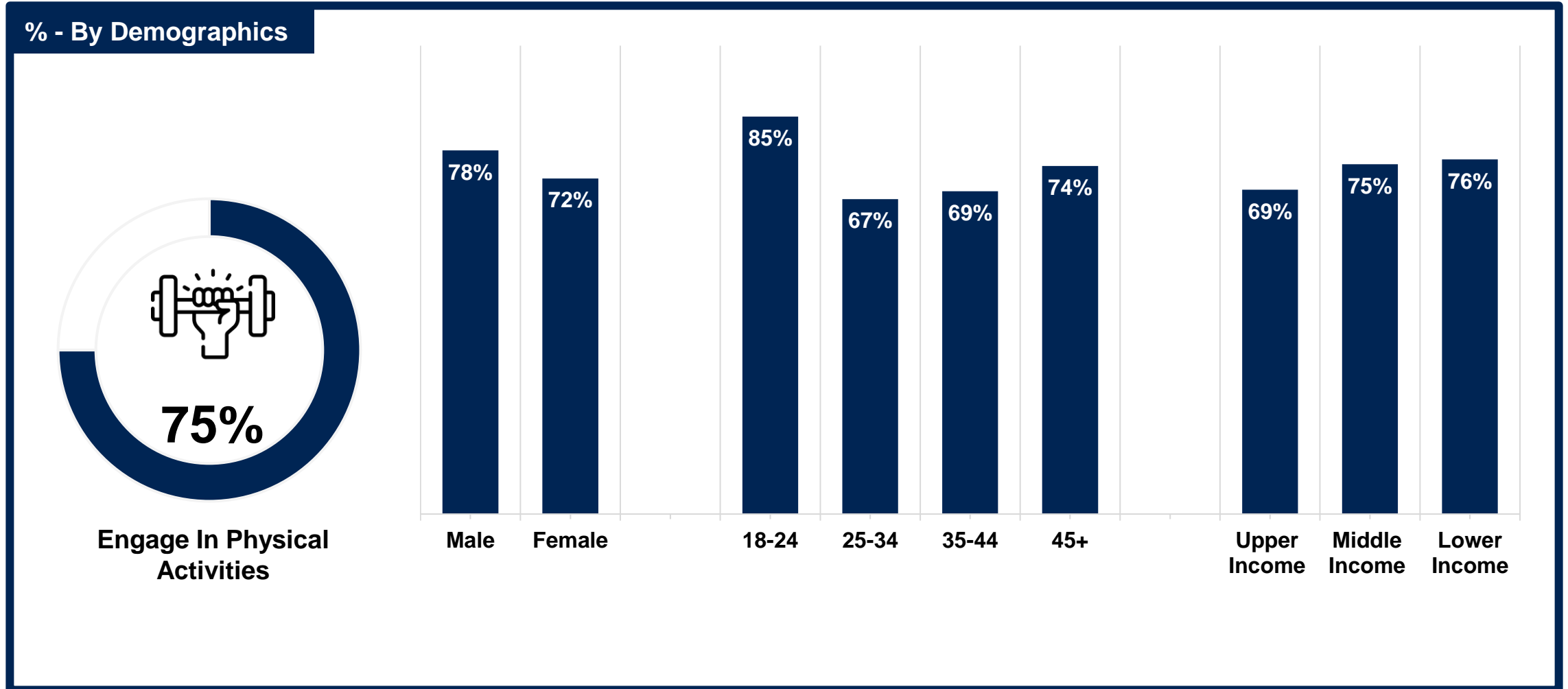
# Frequency Of Getting Health Checkups – By Demographics

	Several Times A Year	Once A Year	Every 2 – 3 Years	Less Than That	When Needed Only
<b>Total</b>	16%	19%	10%	4%	52%
<b>Male</b>	16%	21%	10%	2%	52%
<b>Female</b>	17%	17%	10%	5%	51%
<b>18-24</b>	20%	16%	10%	9%	46%
<b>25-34</b>	17%	16%	7%	3%	57%
<b>35-44</b>	10%	20%	16%	1%	54%
<b>45+</b>	17%	23%	8%	1%	51%
<b>Upper Income</b>	19%	36%	9%	-	36%
<b>Middle Income</b>	18%	16%	9%	2%	56%
<b>Lower Income</b>	14%	16%	11%	6%	52%



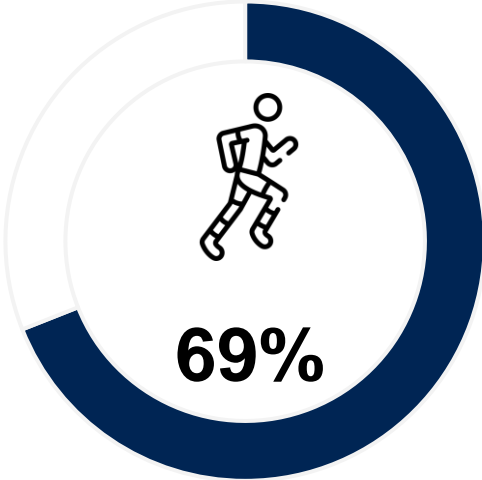
# Exercising Habits

# Engaging In Physical Activities

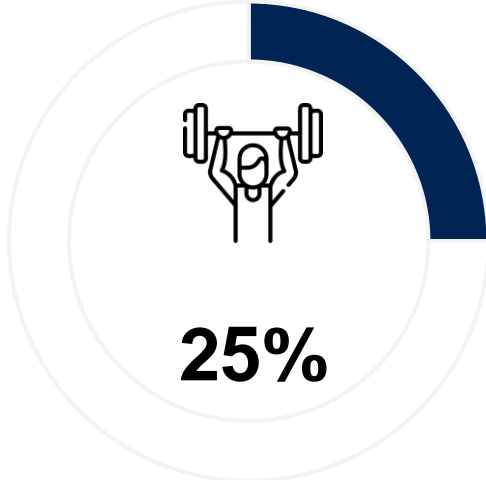


Q: Do you ?

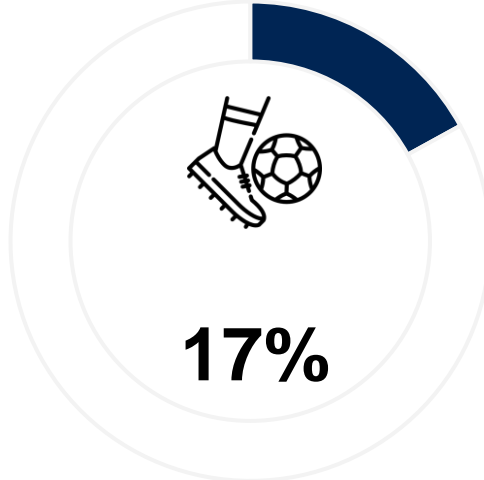
# Types Of Physical Activities



Walk/ Jog Several Times A Week






Exercise On A Weekly Basis



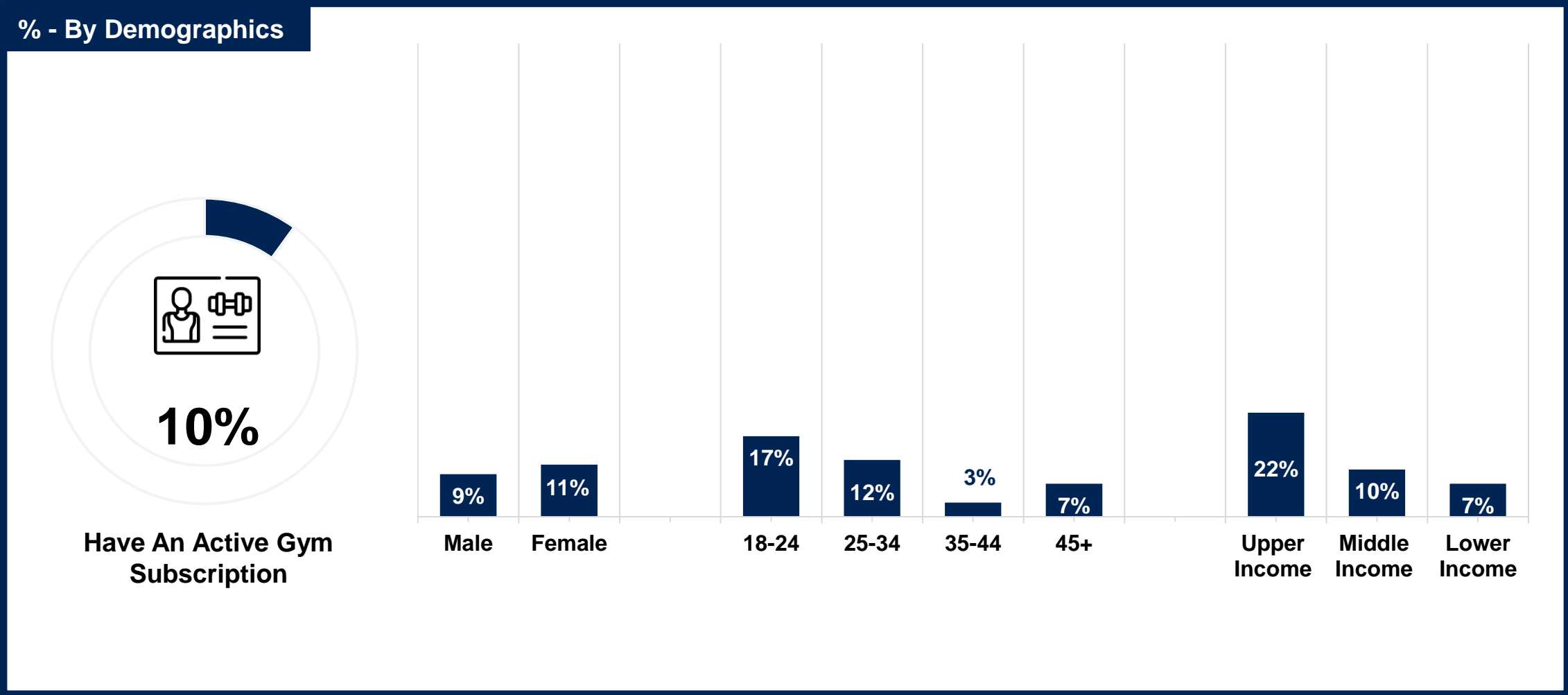
Play A Sport On A Weekly Basis



# Types Of Physical Activities – By Demographics

% - By Demographics			
			
	Walk Or Jog Several Times A Week	Exercise On A Weekly Basis	Play A Sport On A Weekly Basis
<b>Total</b>	<b>69%</b>	<b>25%</b>	<b>17%</b>
<b>Male</b>	<b>72%</b>	<b>26%</b>	<b>23%</b>
<b>Female</b>	<b>67%</b>	<b>25%</b>	<b>11%</b>
<b>18-24</b>	<b>76%</b>	<b>45%</b>	<b>27%</b>
<b>25-34</b>	<b>63%</b>	<b>19%</b>	<b>17%</b>
<b>35-44</b>	<b>65%</b>	<b>19%</b>	<b>15%</b>
<b>45+</b>	<b>71%</b>	<b>15%</b>	<b>7%</b>
<b>Upper Income</b>	<b>63%</b>	<b>32%</b>	<b>13%</b>
<b>Middle Income</b>	<b>67%</b>	<b>23%</b>	<b>15%</b>
<b>Lower Income</b>	<b>73%</b>	<b>26%</b>	<b>20%</b>

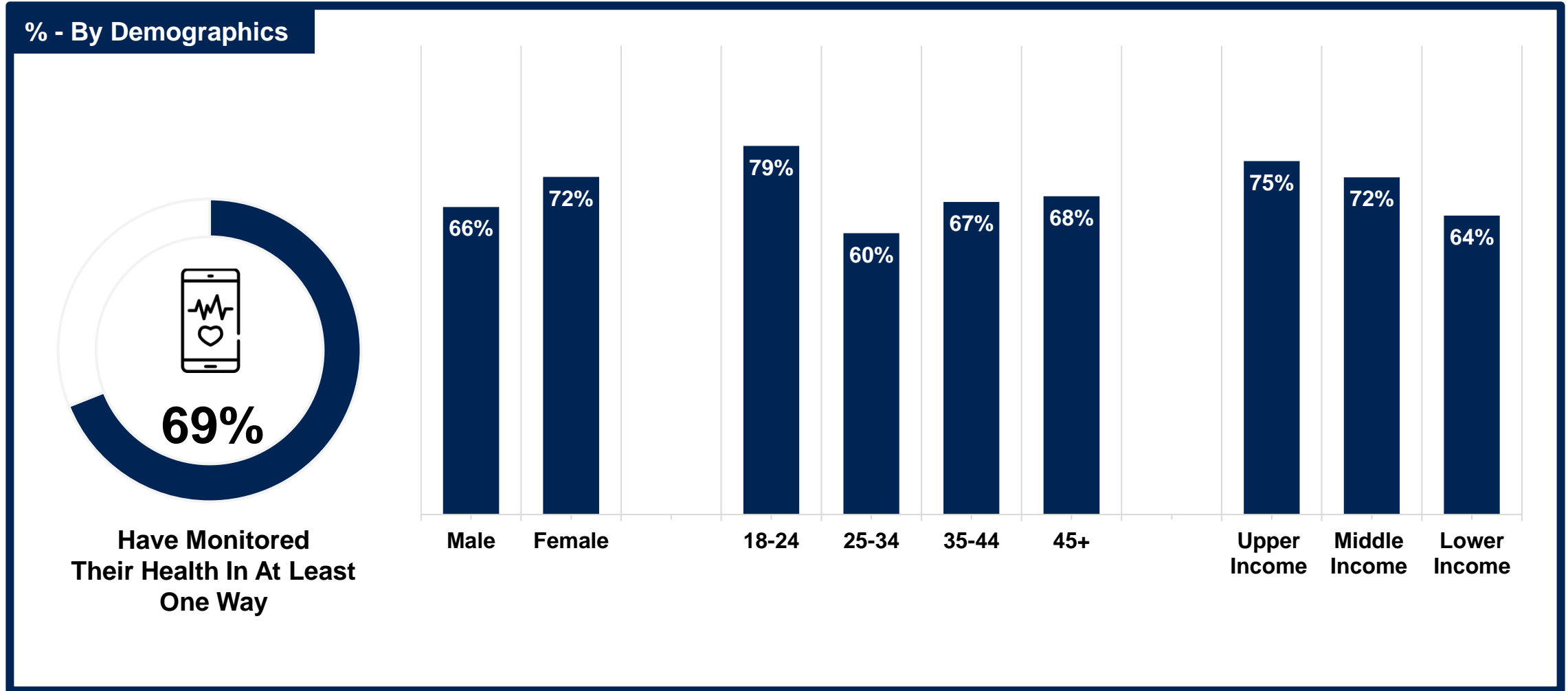
# Gym Subscriptions



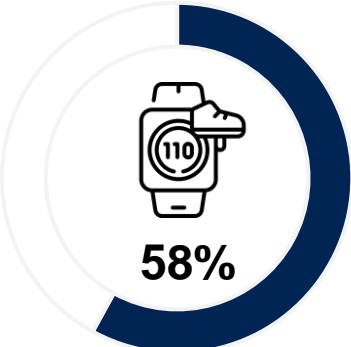


# Connected Health

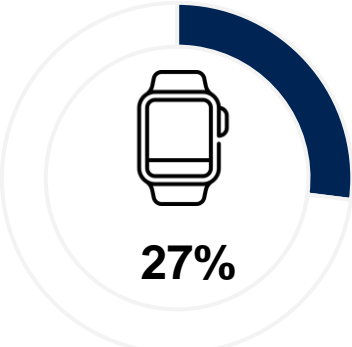
# Monitoring Health



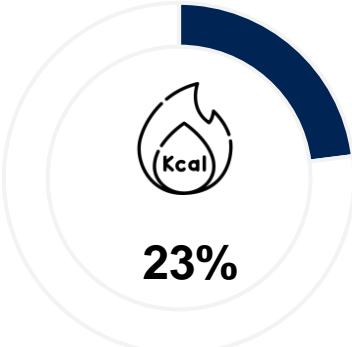
# Ways Of Monitoring Health



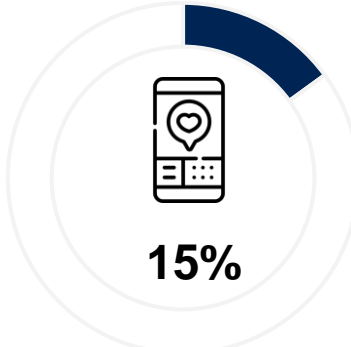
Kept Track Of How Many Steps They Walked



Monitored Their Health Using A Device Or An App







Continuously Watched Their Calorie Intake



Logged In What They Ate

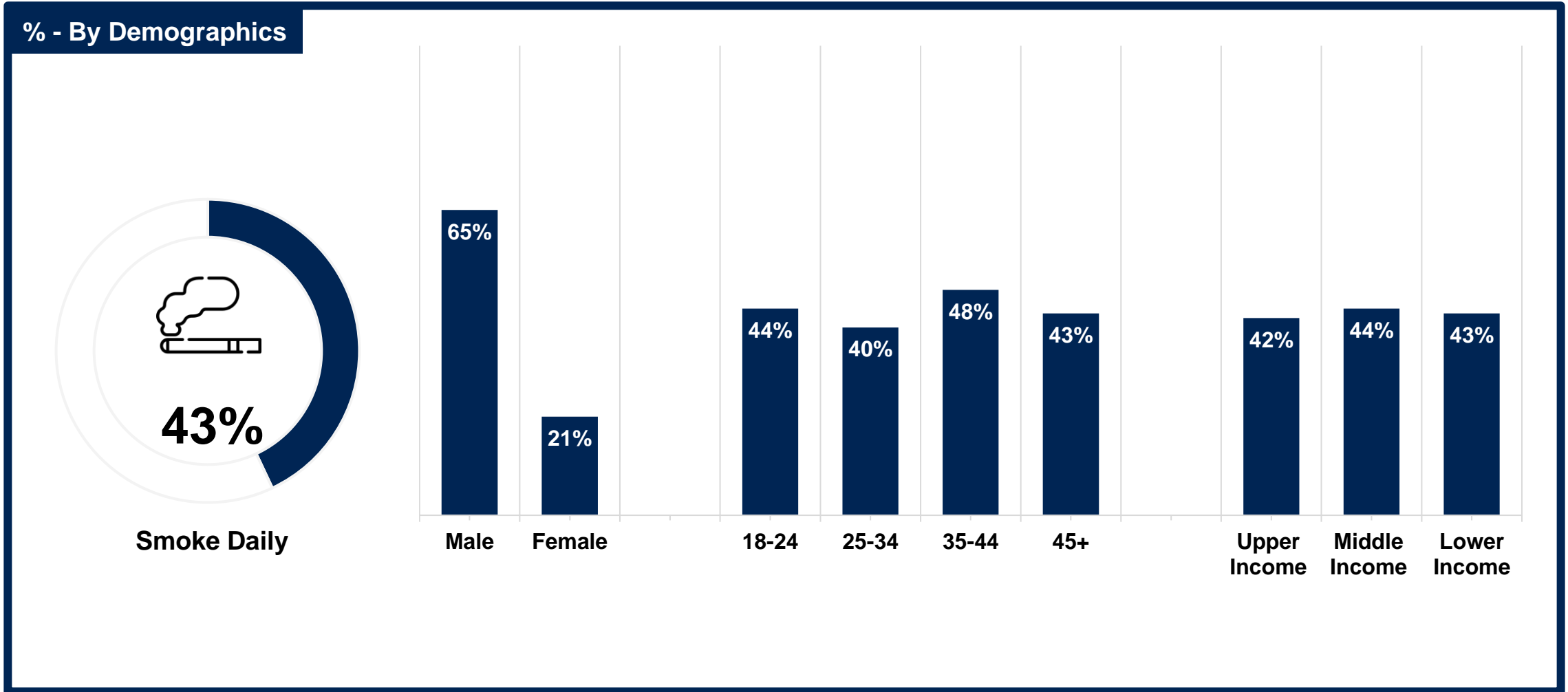
# Ways Of Monitoring Health – By Demographics

% - By Demographics				
				
	Kept Track Of How Many Steps They Walked	Monitored Their Health Using A Device Or An App	Continuously Watched Their Calorie Intake	Logged In What They Ate
<b>Total</b>	<b>58%</b>	<b>27%</b>	<b>23%</b>	<b>15%</b>
<b>Male</b>	<b>56%</b>	<b>24%</b>	<b>22%</b>	<b>9%</b>
<b>Female</b>	<b>60%</b>	<b>30%</b>	<b>24%</b>	<b>21%</b>
<b>18-24</b>	<b>60%</b>	<b>30%</b>	<b>28%</b>	<b>23%</b>
<b>25-34</b>	<b>48%</b>	<b>17%</b>	<b>21%</b>	<b>13%</b>
<b>35-44</b>	<b>60%</b>	<b>27%</b>	<b>18%</b>	<b>8%</b>
<b>45+</b>	<b>63%</b>	<b>32%</b>	<b>24%</b>	<b>12%</b>
<b>Upper Income</b>	<b>66%</b>	<b>48%</b>	<b>37%</b>	<b>25%</b>
<b>Middle Income</b>	<b>61%</b>	<b>25%</b>	<b>21%</b>	<b>13%</b>
<b>Lower Income</b>	<b>53%</b>	<b>23%</b>	<b>22%</b>	<b>13%</b>



# Smoking Prevalence

# Prevalence Of Daily Smoking

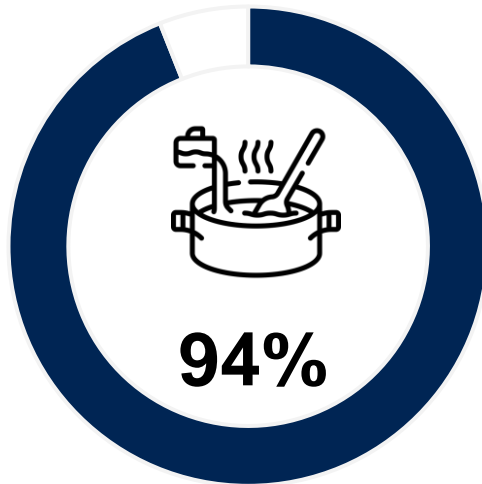




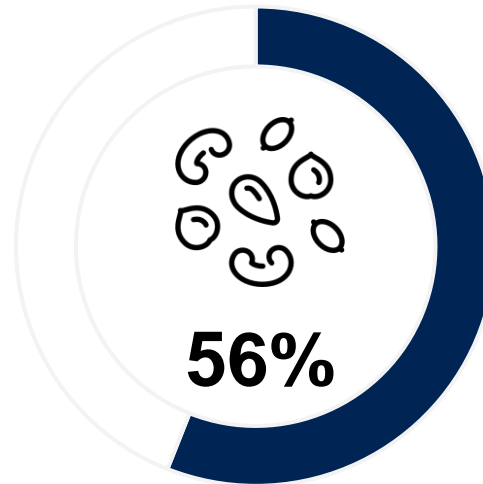


# Dietary Habits

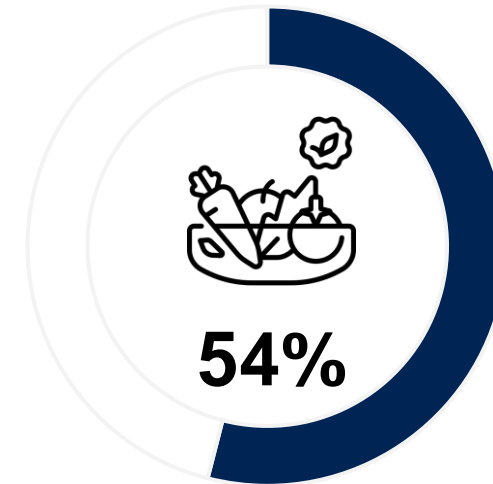
# Healthy Eating Habits



**Eat Homemade Food Most  
Of The Time During The  
Week**

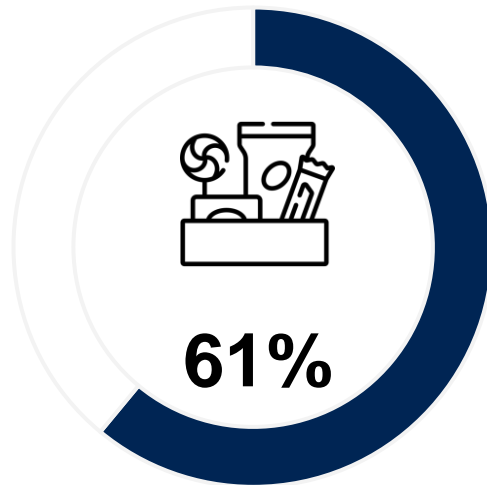


**Have A Healthy Snack  
Several Times A Week**

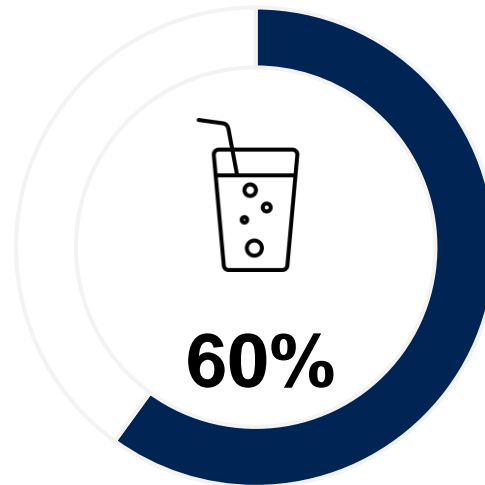


**East Fruits/ Vegetables  
Daily**

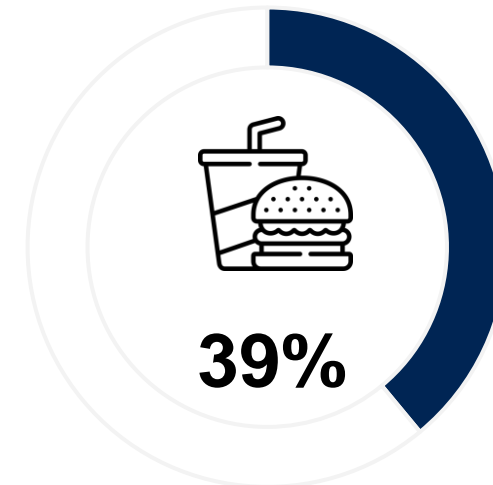
# Unhealthy Eating Habits



**Have An Unhealthy Snack  
Several Times A Week**









**Consume Fizzy/ Sugary  
Beverages At Least Once A  
Week**

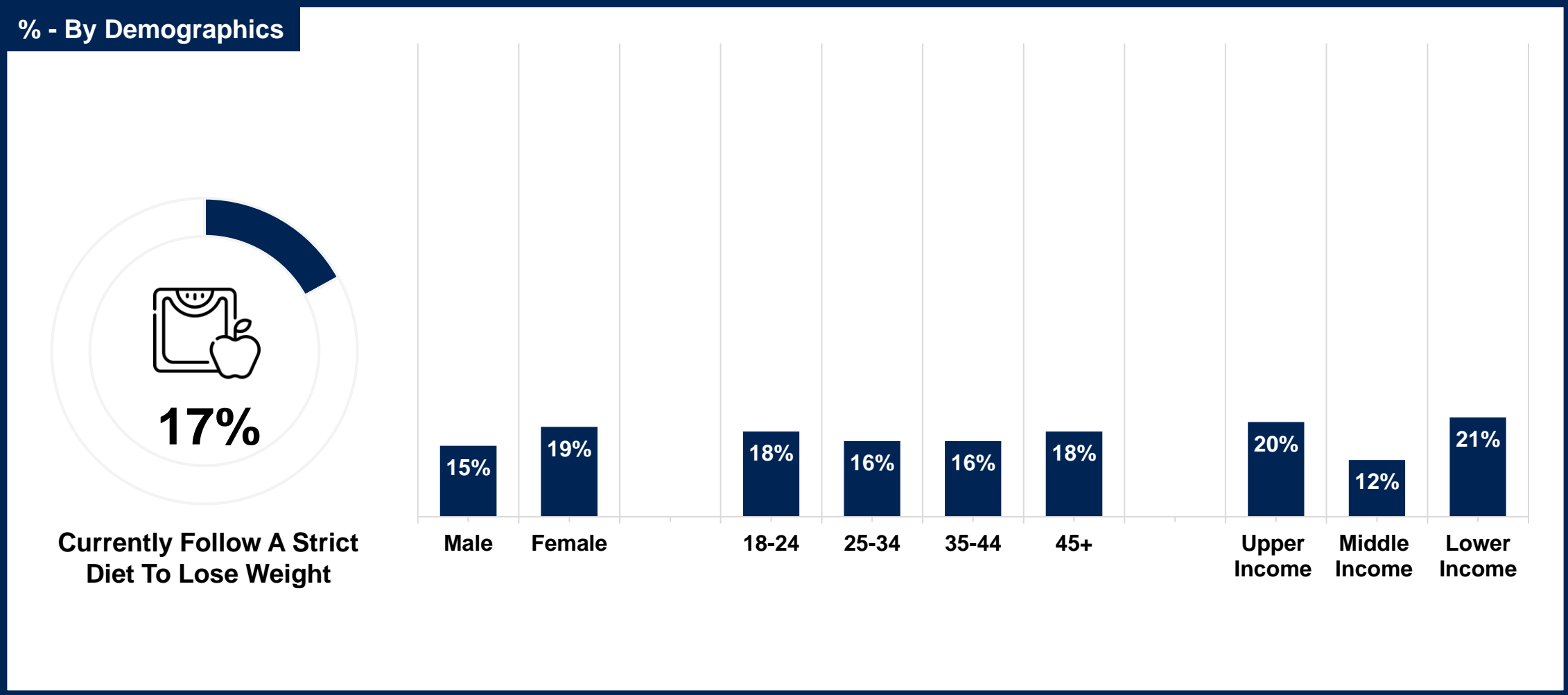


**Eat Fast Food At Least  
Once A Weekly**

# Eating Habits – By Demographics

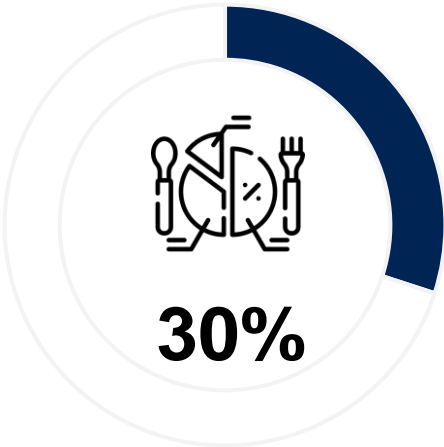
% - By Demographics							
		Eat Homemade Food Most Of The Time During The Week	Have A Healthy Snack Several Times A Week	East Fruits/ Vegetables Daily	Have An Unhealthy Snack Several Times A Week	Consume Fizzy/ Sugary Beverages At Least Once A Week	Eat Fast Food At Least Once A Weekly
<b>Total</b>		<b>94%</b>	<b>56%</b>	<b>54%</b>	<b>61%</b>	<b>60%</b>	<b>39%</b>
<b>Male</b>		<b>92%</b>	<b>53%</b>	<b>53%</b>	<b>56%</b>	<b>63%</b>	<b>42%</b>
<b>Female</b>		<b>96%</b>	<b>60%</b>	<b>55%</b>	<b>66%</b>	<b>57%</b>	<b>35%</b>
<b>18-24</b>		<b>92%</b>	<b>60%</b>	<b>59%</b>	<b>70%</b>	<b>78%</b>	<b>50%</b>
<b>25-34</b>		<b>94%</b>	<b>54%</b>	<b>45%</b>	<b>62%</b>	<b>57%</b>	<b>38%</b>
<b>35-44</b>		<b>94%</b>	<b>53%</b>	<b>49%</b>	<b>66%</b>	<b>58%</b>	<b>35%</b>
<b>45+</b>		<b>98%</b>	<b>57%</b>	<b>60%</b>	<b>48%</b>	<b>47%</b>	<b>30%</b>
<b>Upper Income</b>		<b>95%</b>	<b>79%</b>	<b>75%</b>	<b>71%</b>	<b>45%</b>	<b>56%</b>
<b>Middle Income</b>		<b>95%</b>	<b>54%</b>	<b>56%</b>	<b>64%</b>	<b>69%</b>	<b>42%</b>
<b>Lower Income</b>		<b>93%</b>	<b>52%</b>	<b>46%</b>	<b>55%</b>	<b>56%</b>	<b>30%</b>

# Following A Diet To Lose Weight

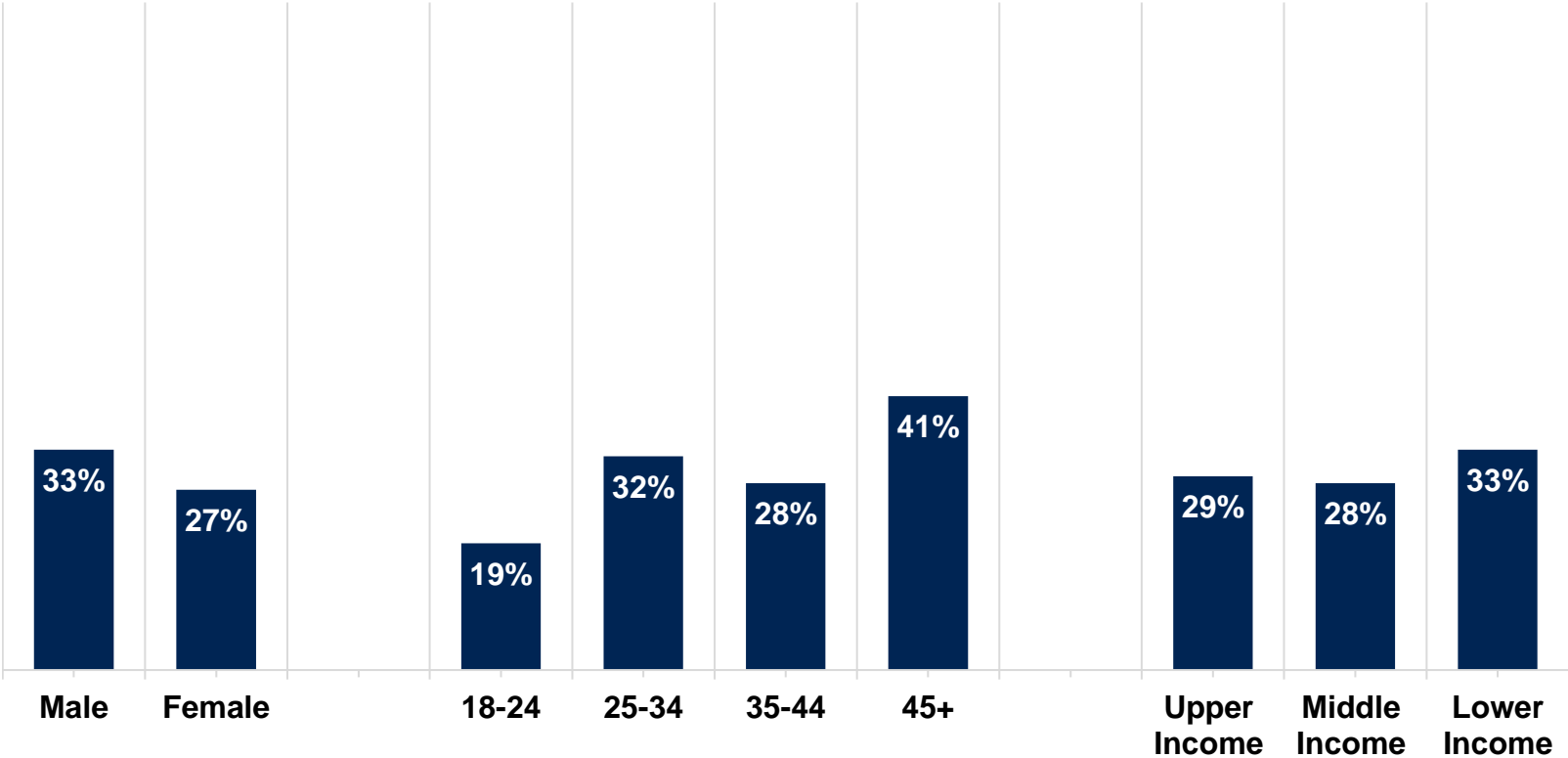


# Views On Diet Plans

% Agree - By Demographics



I Think That Most Diet Plans Ultimately Fail

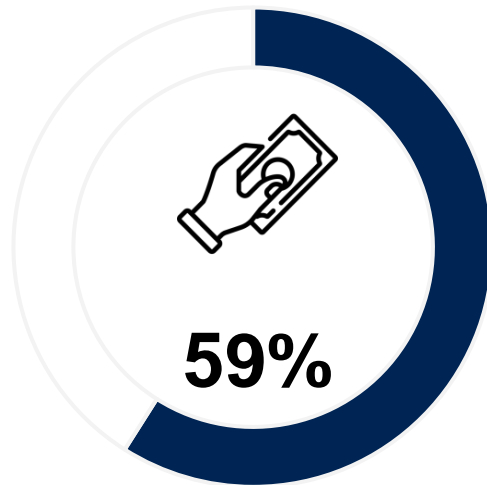




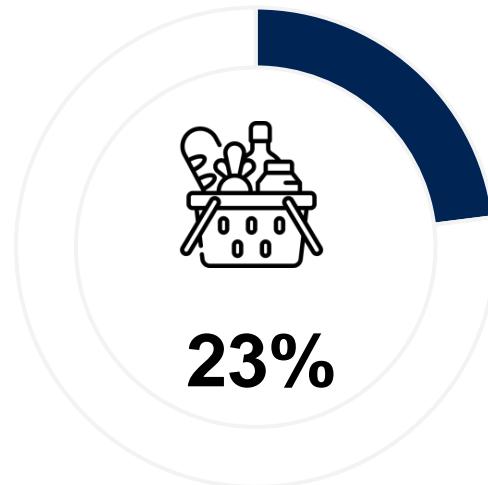
# Food Purchasing Habits

# Food Purchasing Habits

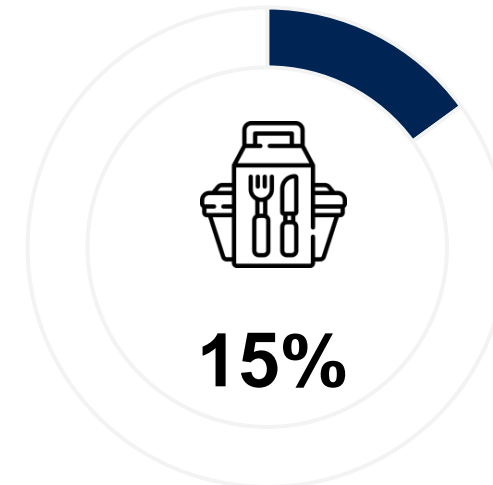
% Agree



**I'm Willing To Pay More To Eat Healthier Food Options**



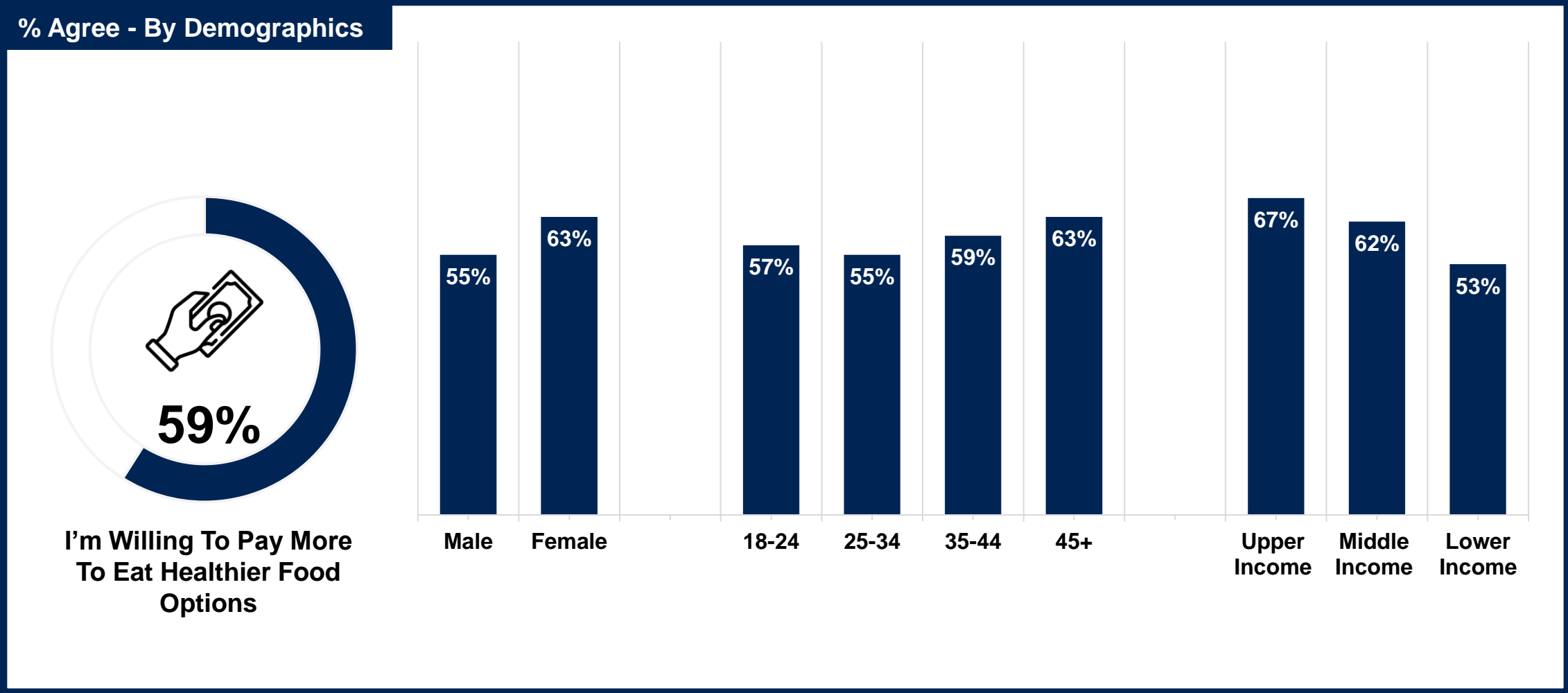
**I Would Always Choose The Light/ Diet Option When Buying Groceries**



**I Tend To Opt For Packaged Or Ready-to-eat Meals Even If They're Not Nutritious Or Healthy**

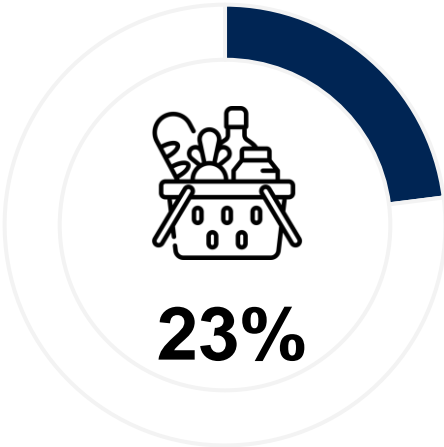


# Willingness to Pay More for Healthier Foods

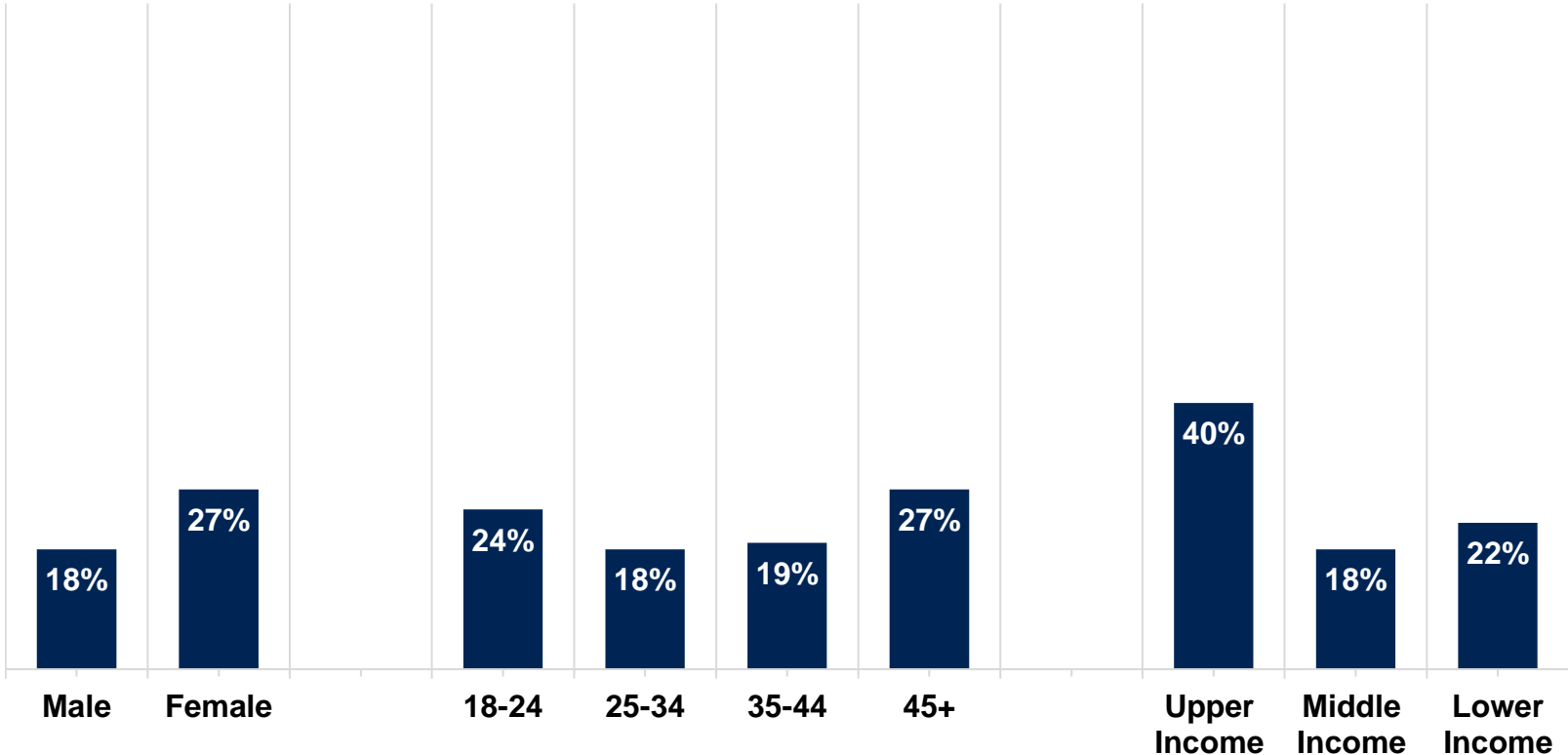


# Choosing Light Food Options

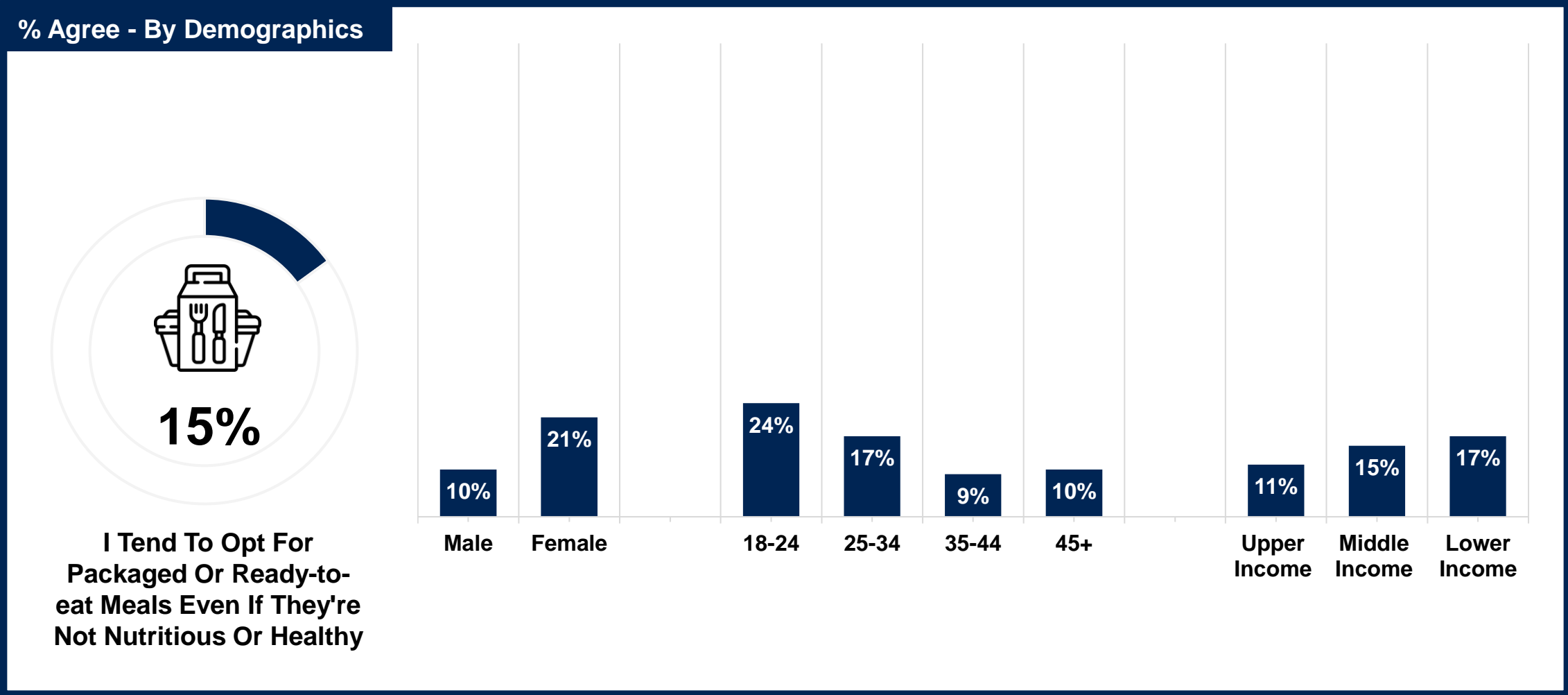
% Agree - By Demographics

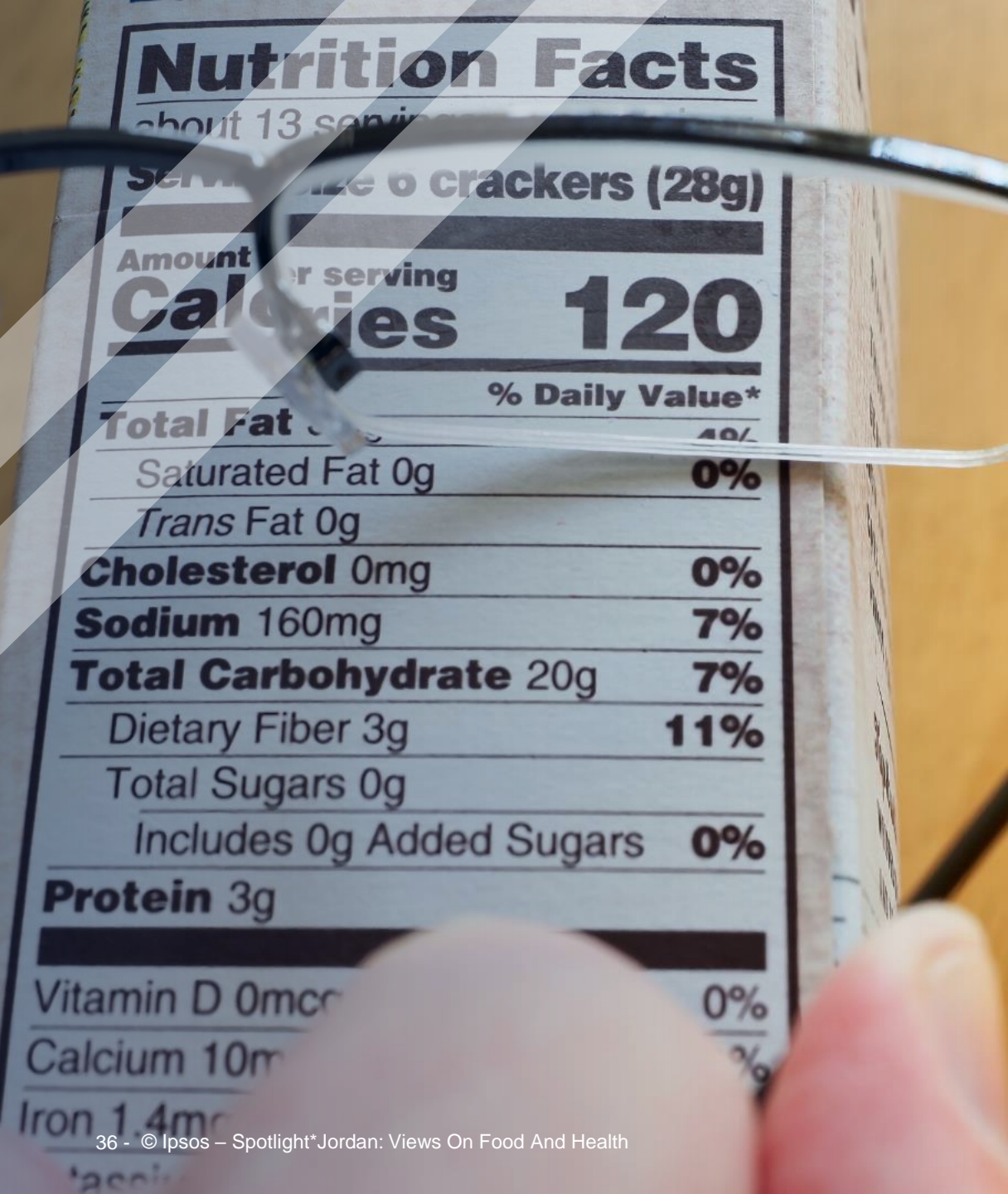


I Would Always Choose The Light/ Diet Option When Buying Groceries



# Opting For Packaged Meals

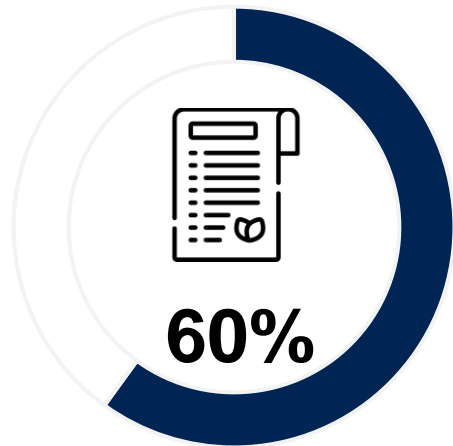




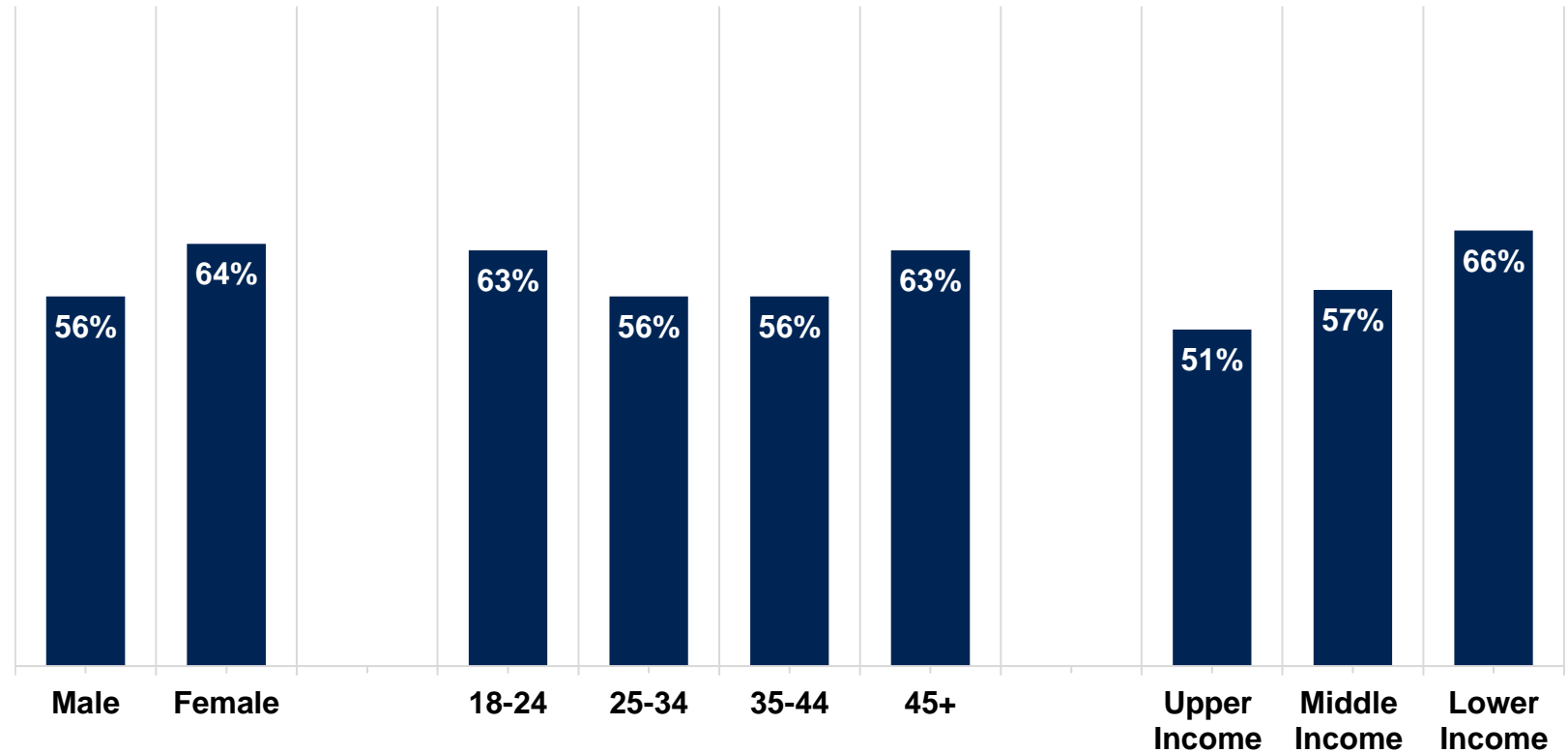
# Nutritional Labels Literacy

# Reading Nutritional Labels

% Agree - By Demographics

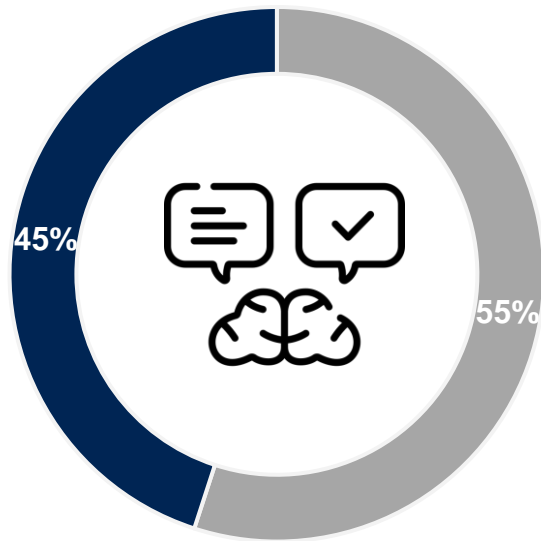


I Usually Read Nutritional Labels On Food Items Before Buying Them

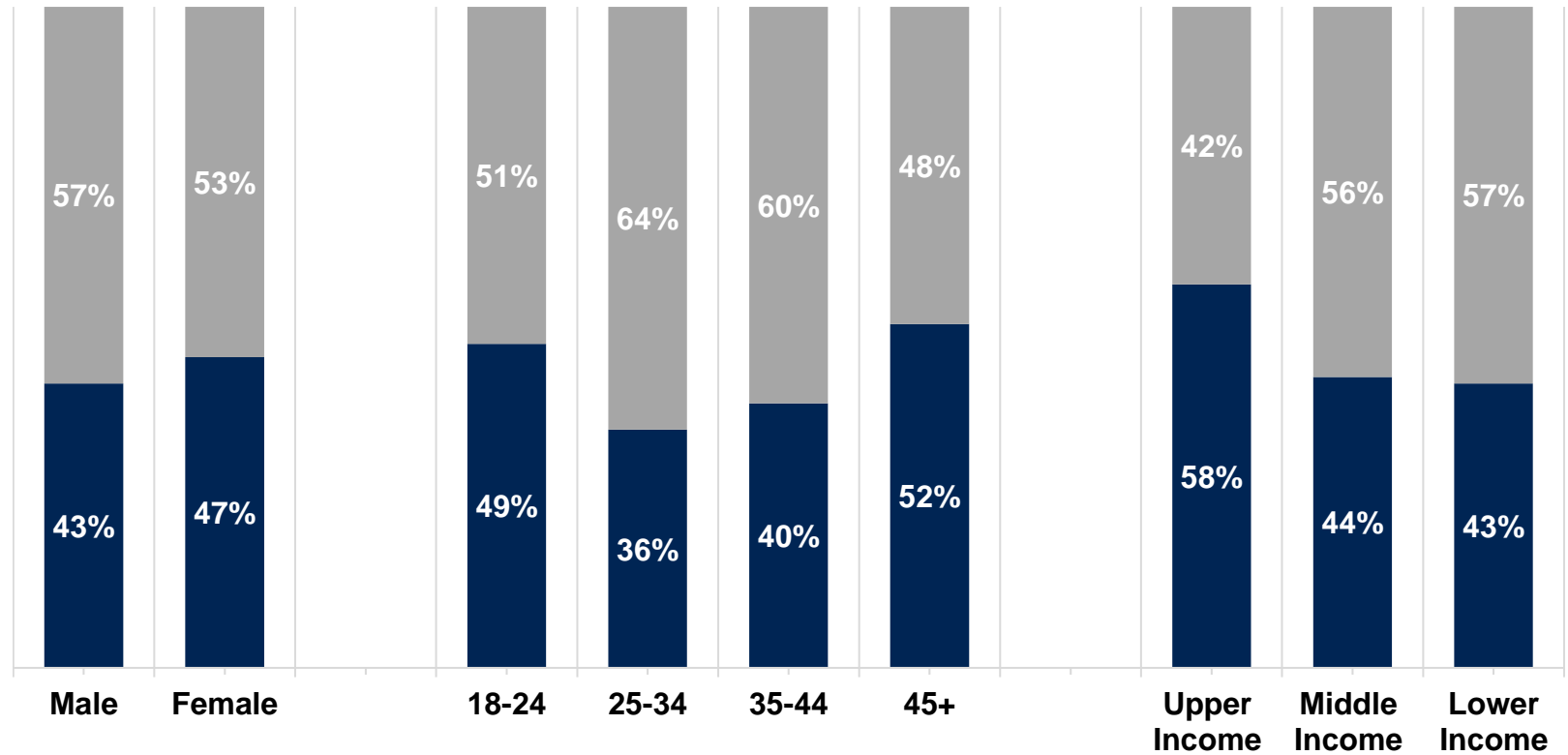


# Understanding The Nutritional Labels

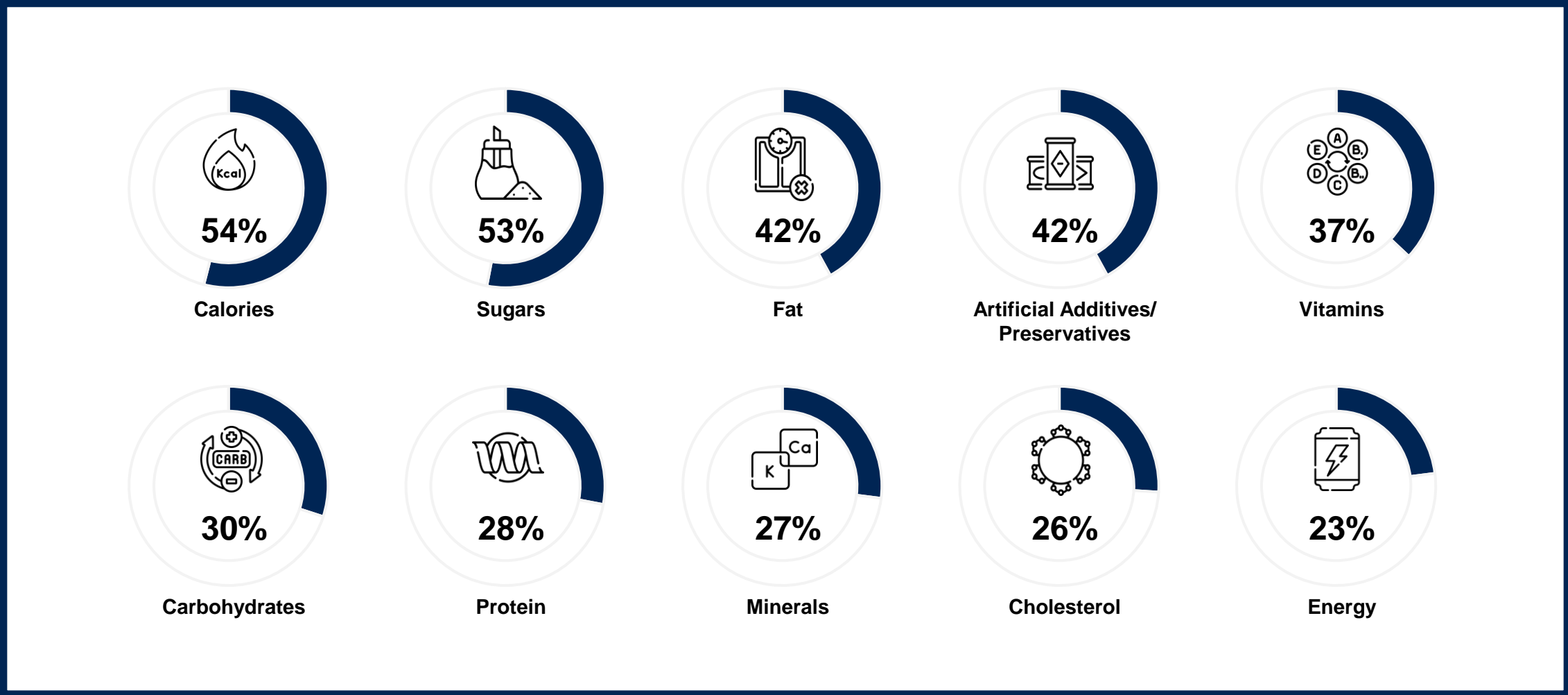
% Ease Of Understanding Nutritional Labels - By Demographics



■ Easy To Understand  
■ Difficult To Understand



# What Do People Look At On Food Labels?

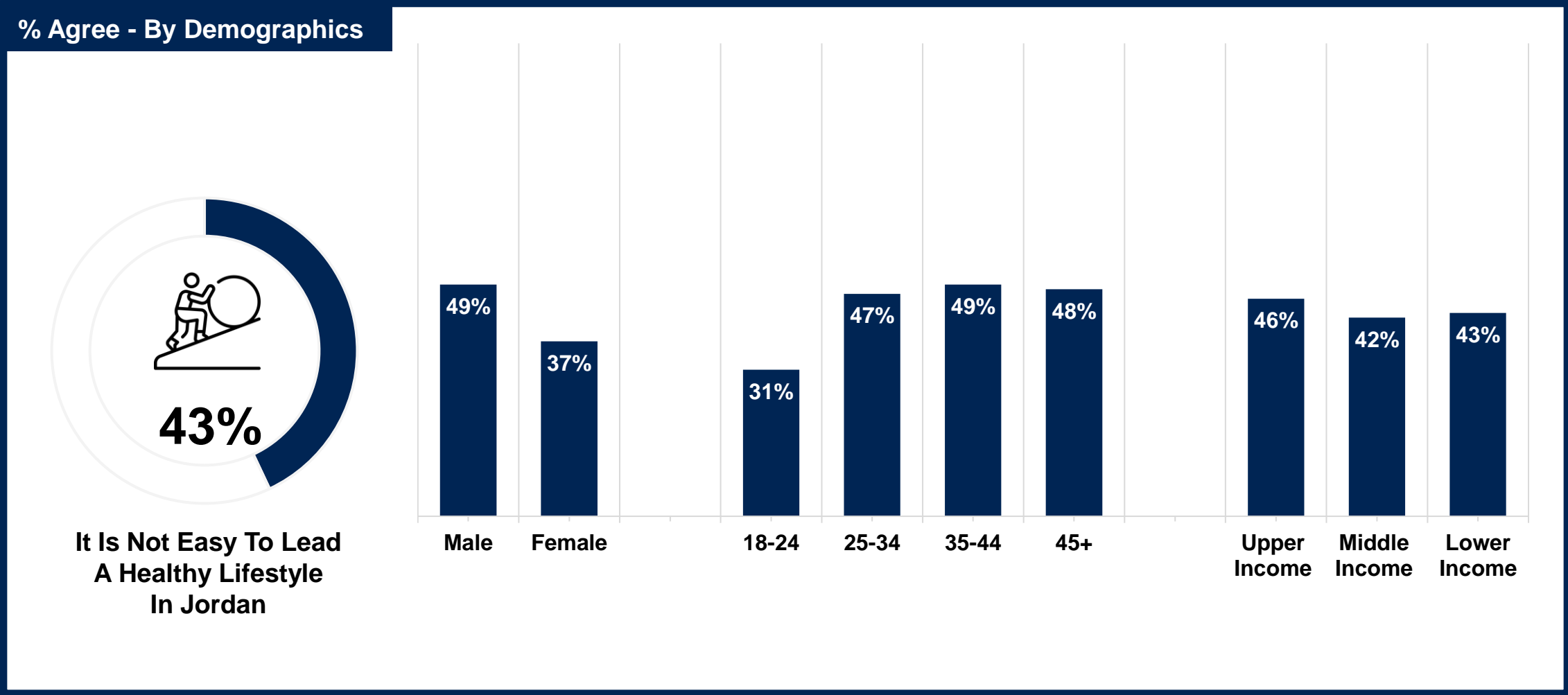




# Challenges Behind Leading A Healthy Lifestyle

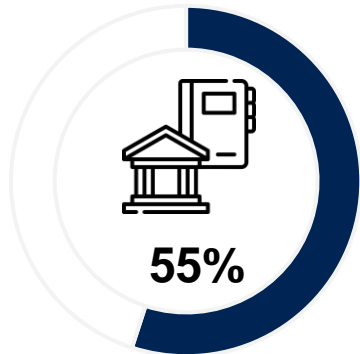


# The Difficulty Of Leading A Healthy Lifestyle In Jordan

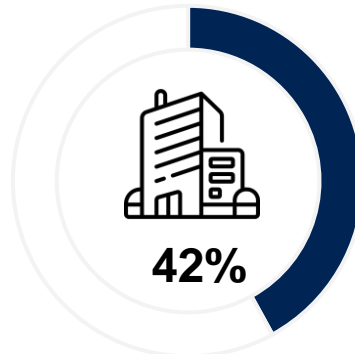


# Perceptions On Barriers To A Healthy Lifestyle

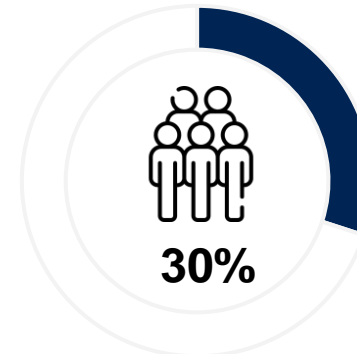
% Agree



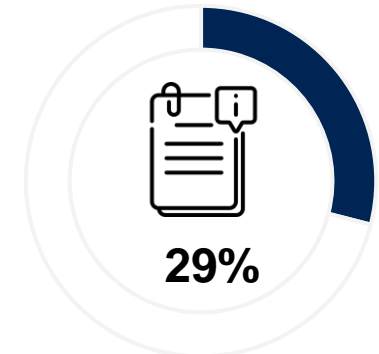
**Governments Are Not  
Implementing Strict Rules  
And Regulations That  
Promote A Healthy Lifestyle**



**Brands And Manufacturers  
Do Not Promote Health And  
Nutrition**







**People Around Me Do Not  
Encourage Me To Be/Eat  
Healthier**



**Information On Being  
Healthy Is Not Easily  
Available In Jordan**

# Perceptions On Barriers To A Healthy Lifestyle – By Demographics

% - By Demographics		 Governments Are Not Implementing Strict Rules And Regulations That Promote A Healthy Lifestyle	 Brands And Manufacturers Do Not Promote Health And Nutrition	 People Around Me Do Not Encourage Me To Be/Eat Healthier	 Information On Being Healthy Is Not Easily Available In Jordan
<b>Total</b>		<b>55%</b>	<b>42%</b>	<b>30%</b>	<b>29%</b>
<b>Male</b>		<b>56%</b>	<b>46%</b>	<b>28%</b>	<b>32%</b>
<b>Female</b>		<b>54%</b>	<b>39%</b>	<b>31%</b>	<b>26%</b>
<b>18-24</b>		<b>52%</b>	<b>43%</b>	<b>32%</b>	<b>32%</b>
<b>25-34</b>		<b>55%</b>	<b>35%</b>	<b>34%</b>	<b>30%</b>
<b>35-44</b>		<b>57%</b>	<b>47%</b>	<b>27%</b>	<b>24%</b>
<b>45+</b>		<b>56%</b>	<b>46%</b>	<b>25%</b>	<b>30%</b>
<b>Upper Income</b>		<b>65%</b>	<b>58%</b>	<b>32%</b>	<b>33%</b>
<b>Middle Income</b>		<b>56%</b>	<b>39%</b>	<b>29%</b>	<b>28%</b>
<b>Lower Income</b>		<b>51%</b>	<b>41%</b>	<b>30%</b>	<b>30%</b>

# Methodology



## Sample Size

500 Respondents



## Sample Criteria

General Public.  
Representative of the  
population across gender,  
age (18+) and SEC



## Methodology

The survey was conducted via  
the Ipsos online panel



## Geographical Coverage

Conducted in Jordan, with a  
nationwide coverage



## For More Information:

Hala Elfar  
Managing Director  
Ipsos in Jordan & Iraq  
Email: [hala.elfar@ipsos.com](mailto:hala.elfar@ipsos.com)

**GAME CHANGERS**

