

Healthy living is increasingly being embraced on a global level. Brands are doing their best to keep up, but are they being effective? In September 2010, IMI International completed its latest ConsumerTrack™ study on Health Marketing across Canada, USA, UK and Australia. This study of 2,400+ consumers helps shed some light on consumers' healthy living behaviour, healthy product purchasing, desires when purchasing food, attitudes toward health products and brands partnering with health-related causes. Below you will find excerpts from both the global and Canadian reports as well as an overview of the key issues examined in the full report.



## Canadian Health Marketing Insights



Additional hours/week men claim to be physically active vs. women

**1.5 hrs**

% of Canadians who state they exercise to reduce stress

**44%**

% of Canadians 45 – 54 who frequently pay attention to nutritional labels

**70%**

Action Canadians are more likely to do for healthy food options: pay more or compromise on taste

**Pay More**

Category Canadians feel fit better with sponsoring a 'health' focused event/charity: Cereal or Soup

**Cereal**

## Global Health Marketing Insights



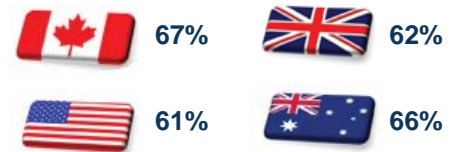
### Marketing Tactic Effectiveness

% consumers who have purchased a product due to...

Special Price	<b>75%</b>
Healthy	<b>64%</b>
Loyalty Program	<b>62%</b>
Sampling	<b>49%</b>

### Health Consciousness

How health conscious do you consider yourself to be? *Summary of Extremely - Very*



Our global study shows that, consistently across countries, consumers are conscious about their health and are taking action to match their attitudes. There are, however, limitations that suggest consumers will only go so far when it comes to products that are good for their health.

## Key Study Perspectives

- Identify attitudes toward overall health consciousness and healthy living among consumers
- Understand consumers' motivations around the purchase of foods in general and healthy foods – characteristics they look for and categories in which they want more healthy options
- Understand consumers' attitudes towards healthy foods, including what they currently do and are willing to do for healthy options
- Examine how parents perceive their children's health and how they respond to children's health-related initiatives
- Compare how consumers respond to partnerships with health-related initiatives across product category types



### About IMI International

- Full-service marketing ROI consultancy leveraging consumer research
- Proprietary database of 10,000+ case studies
- 23 proprietary products to measure and evaluate brand activations
- Offices in Canada, USA, Australia and the UK

### About ConsumerTrack™

- Syndicated quantitative studies (10+ annually)
- Conducted consistently in Canada, USA, Australia and UK since 2004
- 40+ topics, 80+ categories and 20+ countries studied to-date
- Key insights across consumer demographics and purchase segments

### Contact Us

Talk to IMI International for further details on this study:

Josh Lyon  
1-800-784-5757 x249  
[jlyon@consultIMI.com](mailto:jlyon@consultIMI.com)