

# 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.



## TECHNOLOGY USE

The top 3 ways Canadians use technology to support their health & wellness needs are: **Finding recipes (59%)**, **Internet info search (57%)** and **Fitness Tracker (31%)**. Canadians like to use trackers to help them be more successful in their health & wellness journey, which goes beyond fitness including:



**Sleep Trackers**  
17%



**Food Trackers**  
16%



**Health Trackers**  
16%



## SOURCES OF INFORMATION

The top 3 sources of information Canadians use when searching for health & wellness information are: **Online Search Engines (48%)**, **Books (18%)** and **In-person or telephone (16%)**. When it comes to social media Canadians prefer to search on:



**Facebook**  
15%



**YouTube**  
15%



**Instagram**  
6%



**Pinterest**  
6%



**Twitter**  
5%



## SHARING

The top 3 ways Canadians share and discuss healthy food products, personal care products and healthy restaurant meals are all the same:



**#1. In-Person/  
Over the Phone**



**#2. Email**



**#3. Facebook**

When it comes to healthy food products, social media favourites for sharing include:

**YouTube**  
33%



**Instagram**  
26%



**Twitter**  
24%



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

This is Part 3 of a 3 Part infographic insight series from our Health & Wellness in Canada study.

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: [susanweaver@pearl-strategy.ca](mailto:susanweaver@pearl-strategy.ca)

If interested in a complimentary Lunch n' Learn session to discuss the full report, sign up here:

[www.pearl-strategy.ca/lunch-n-learn](http://www.pearl-strategy.ca/lunch-n-learn)