



Philips Health and Well-being Index
Nordic report
June 2011

PHILIPS

Word from the Nordic CEO about the Philips Nordic Health and Well-being Index



An apple a day keeps the doctor away – or?

Philips has a long history of being master of technology. Today our company is a leading player in the field of health and well-being. This means that Philips has monitored major global challenges that affect people's lives and is striving to find solutions to meet these challenges in order to improve everyday life for people all around the globe.

Philips Nordic has now, for the first time, conducted a survey within health and well-being. The results gathered show interesting and new information about the Nordic people, our habits, attitudes and about our perceived health and well-being.

The Health and Well-being Index described in this report is part of a global survey with around 30 countries participating. The analysis is developed by The Philips Center for Health and Well-being.

So – how do we feel in the Nordics, really? Do we sleep better; have less stress and go to the doctor more seldom than Asians, Latin Americans and other Europeans do, or is it the other way around?

Philips now brings you the answers with the Nordic Health and Well-being Index 2011. To know is the first step to make a difference to people's lives with meaningful, sustainable innovations. 'Cause Philips simply wants to enhance people's life.

Yours sincerely

Ronald Maagdenberg
CEO Philips Nordic

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I. Executive summary

Philips is a pioneer in developing and bringing to market innovations that shape our healthcare, our lifestyle, and who we are as a society. Doing so means we need to understand the mega-trends in society. These include:

- What is the state of our health and well-being?
- What aspects of health and well-being are most important, and how satisfied are the Nordic people with each of these aspects of their lives?
- What role does technology play in helping society maintain better health and well-being?
- How do the Nordic people vary in terms of their attitudes and behaviours toward health and well-being?
- If we were to assign a particular index as an overall measure of health and well-being, what would it be and would it vary among different sub-groups of the Nordic people?

In order to answer these questions and shed light over the Nordic peoples' health and well-being, Philips has conducted a broad survey that is presented in this report. In addition, Philips has developed the Health and Well-being Index, to be able to compare results between different countries.

The Philips Index is an analysis that weights overall satisfaction with various components of health and well-being by their relative stated importance. Rather than merely asking how one feels, the Index weights 17 components tied to health and well-being. Doing so allows the opportunity to isolate drivers and satisfaction relative to components that are considered important.

The main findings of the report are:

The Nordic people's health and well-being has a lower index than the global (52 compared to 56).

Norwegians have the highest index (56) and Finns the lowest (48).

70 % of the Nordic People rate their overall feeling of health and well-being as very good or good. The figures are alike for men and women.

Family and friends raise the feeling of health and well-being while the job situation has the most negative contribution.

How much they weigh is an important factor of health and well-being for 84 % of the Nordic people, but only 41 % are satisfied with their weight (largest gap between importance and satisfaction).

83 % of the Nordic people spend time at home, relaxing, to improve their feeling of well-being.

The second most important factor to improve the feeling of health and well-being is to spend time with family and friends (79%).

Top three threats (in the next five years) to the health of the Nordic people are:

- Being overweight/Obesity (33%)
- Declining vision (32%)
- Back problems (31%)

Only 24 % consider cancer as a threat the next five years.

30 % of the Swedes are worried about cancer (the next five years) compared to only 14 % of the Finns.

When feeling ill, 30 % of the Nordic people turn to the Internet as primary source of information, compared to 23 % who first turn to a doctor. Swedes stand out with 42 % turning primarily to the Internet compared to 9 % to the doctor.

84 % of the Nordic people expect to live longer than their parents, or at least the same length.

41 % of the people in the Nordic countries do not get enough sleep each night compared to the global result where 35 % rate that they don't get enough sleep.

48 % of the people in the Nordic countries think lack of sleep has an impact on their mental health and well-being.

Every second Nordic person (49%) needs extra sleep weekly or more often during winter darkness.

One out of eight Nordic persons (13%) feel depressed weekly or more often during winter darkness.

7 % of the Nordic people are on some kind of medication for stress, anxiety or mood stabilization. The Swedes stand out with 10 % on medication compared to Danes where only 5 % are on medication.

28 % of the Nordic people consider themselves to be somewhat or very stressed.

60 % of the Nordic people are stressed over their job and 33 % are also stressing over losing their job.

45 % of the Nordic people consider themselves to be overweight. Almost every second woman (48 %) thinks they are overweight, compared to 43 % of the men.

53 % of the Finns consider themselves overweight compared to only 40 % of the Norwegians

Top five ways of losing weight for the Nordic people are:

- Increase exercise, 75%
- Stop/cut down eating sweets, 53%
- Eat lower calories, 50%
- Stop/cut down eating salty snacks, 39%
- Eat lower fat, 33%

Top five factors that are very important for the community the Nordic people would most like to live in are:

- Safety and crime rate, 49%
- Availability of employment, 48%
- Local schools, 45%
- Access to healthcare facilities, 44%
- Garbage pick-up, 40%

Nordic people appreciate technology, 60 % gets really excited when new technology is released on the market.

82 % of the Nordic people think that lighting can have a significant effect on their health and well-being.

II. The Nordic Health and Well-being Index

The survey that this report is based on shows that 70 % of the Nordic people rate their overall feeling of health and well-being as very good or good. But this is an aggregate figure that does not tell the full story. It does not take into consideration which factors people state as more or less important.

The Philips index contains an analysis where overall satisfaction with various components of health and well-being are weighted by their relative stated importance. If a factor has a higher importance to people it is also more likely that this factor has a higher importance to the feeling of health and well-being. (How the index is calculated, see chapter IX.)

When weighing in importance to all the factors that affect the health and well-being of the Nordic people the result is a weighted overall index of 52. This can be compared to a global index of slightly higher 56. Norway has the highest index among the Nordic countries at 55.5, followed by Denmark at 54.6, Sweden at 52.2 and Finland at 48.4.

The index can also be broken down to groups of factors of health and well-being, related to for example job situation or the importance of family and friends. This gives a better overview of what factors affect the health and well-being of different groups or countries.

	Global	Nordic	DK	FI	NO	SE
Overall index	56.0	52.2	54.6	48.4	55.5	49.9
Job index	46.2	48.3	49.5	40.3	56.9	46.5
Community index	51.2	41.3	34.8	37.8	46.7	45.1
Physical index	57.9	44.3	53.9	41.4	46.9	36.5
Well-being index	56.0	48.7	53.9	46.4	48.6	44.5
Family/Friends index	69.6	72.1	75.6	70.8	72.1	69.7

Family and friends is the most important factor to affect the feeling of health and well-being positively while the job situation has the most negative effect. This is true both for the Nordic people and in the global index.

The low job index for Finland includes the fact that only 63% of the Finns are satisfied with their job, compared to 75 % of the Norwegians. Overall the Finnish job index (40) stands out as low, both compared to the Nordic countries (48) and to the global index (46).

Job index (Nordic)	Importance	Satisfaction	Index
Your job	80%	70%	56
Your relationship with your boss and co-workers	78%	72%	56
The amount of vacation time you have	70%	69%	48
How much you earn	66%	52%	34
Total Nordic job index	73.5%	65.8%	48.3
Total Global job index			46.2

The Well-being index contains a factor of low relevance for the Nordic people: the place of worship and religious practice. The importance for this question is rated as low as 16 % by the Nordic people, compared to

55 % in the global index. Despite that factor, the Nordic people are fairly satisfied with their well-being. 77 % of the Nordic people are satisfied with their mental health and 97 % rate this factor as important.

Well-being index (Nordic)	Importance	Satisfaction	Index
Your mental health	97%	77%	75
How much stress you have	84%	63%	53
The amount free time you can spend alone	82%	71%	58
The place of worship you attend, if any	16%	67%	11
Total Nordic well-being index	69.8%	69.8%	48.7
Total Global well-being index			56.0

The Physical index shows that only 41 % of the Nordic population are satisfied with their weight, but as many as 84 % state this factor as

important. Most displeased with their weight are the Swedes, only 34 % are satisfied with how much they weigh.

Physical index (Nordic)	Importance	Satisfaction	Index
Your overall physical health	97%	57%	55
How much you weigh	84%	41%	34
Total Nordic physical index	90.5%	49.0%	44.3
Total Global physical index			57.9

The cost of living is a relatively high ranked factor to affect the health and well-being of the Nordic people. 74 % state the factor as important and 55% are satisfied with the cost

of living. This means that this factor lowers the average and affects the health and well-being negatively.

Community index (Nordic)	Importance	Satisfaction	Index
The cost of living	74%	55%	41
The community you live in	71%	78%	55
How much you contribute to your community	40%	68%	27
Total Nordic community index	61.7%	67.0%	41.3
Total Global community index			51.2

Family and friends make the Nordic people feel better. All factors concerning family and friends are highly ranked and the satisfaction rate is also

generally high. In a global context, the Nordic index of 72.1 is higher than the global index, 69.6. The Danes stand out with an index of 75.6.

Family/friends index (Nordic)	Importance	Satisfaction	Index
Your relationship with your family & friends	95%	89%	85
The overall physical health of family members	92%	78%	72
Your relationship with your spouse or partner	90%	77%	69
The amount free time you have to spend on friends and family	88%	72%	63
Total Nordic family/friends index	91.3%	79.0%	72.1
Total Global family/friends index			69.6

III. How people living in the Nordic countries take care of their health

People living in the Nordic countries are overall a rather healthy group. This chapter is divided into two parts and the first part will study what the people of the Nordic countries think about their own health and how it has been changed over the past years. The feeling of health and well-being is described as well as what factors can have an impact on that feeling.

In the second part, the Nordic methods for staying healthy are explained. How often do people in the Nordic countries visit the doctor and dentist and how do they receive and gain information about their physical and mental conditions?

There seems to be some differences between people within the Nordic countries. 76 % of the

Danes feel better about their health compared to that 64 % of the Finns do. Norwegians (43 %) go to the doctor every year which is far more often than the rest of the Nordic countries. The Danes (60 %) however go to the dentist every six months compared to the other Nordic countries who visit the dentist for a cleaning or general check-up about once a year or less. There are also differences in how the people in the Nordic countries get their information first if they are concerned about being sick. In Sweden, the people turn to the Internet (42 %) while the Finns are more likely to go to a hospital or medical facility (26 %).

a) Over all health and well-being

Over all Nordic people are feeling healthy. 70 % rate their overall feeling of health and well-being as very good or good. Only 11 % doesn't feel physically good at all or not very good. Danes (76 %) rate their overall feeling of health and well-being to be much better than Finns (64 %). 18-24 year olds are more likely to rate their physical health as very good than 55-64 year olds that feel less good about their physical health. At the age of 65+, 72 % of the Nordic

people rate their health as being good or very good compared to the age of 55-64 where only 66 % feel the same way.

According to the Nordic statistical yearbook of 2010 the life expectancy for women are much higher than men in all the Nordic countries. The highest life expectancy for men is in Sweden (79.3 years).

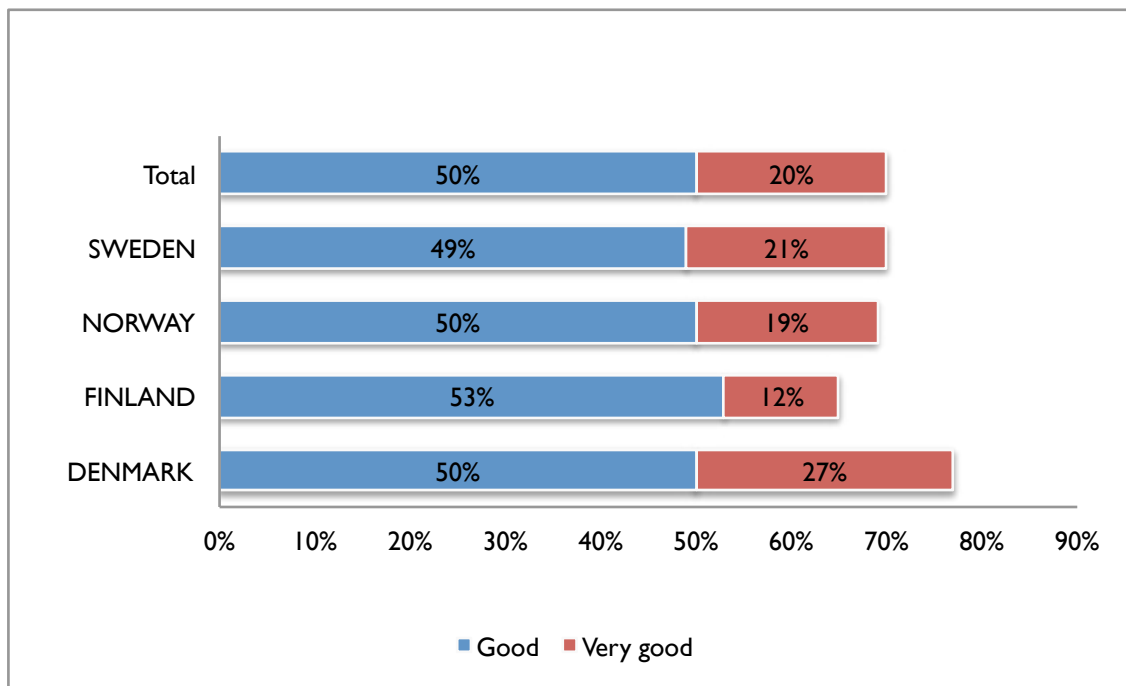


Figure: How would you rate your overall feeling of health and well-being? (Nordic comparison)

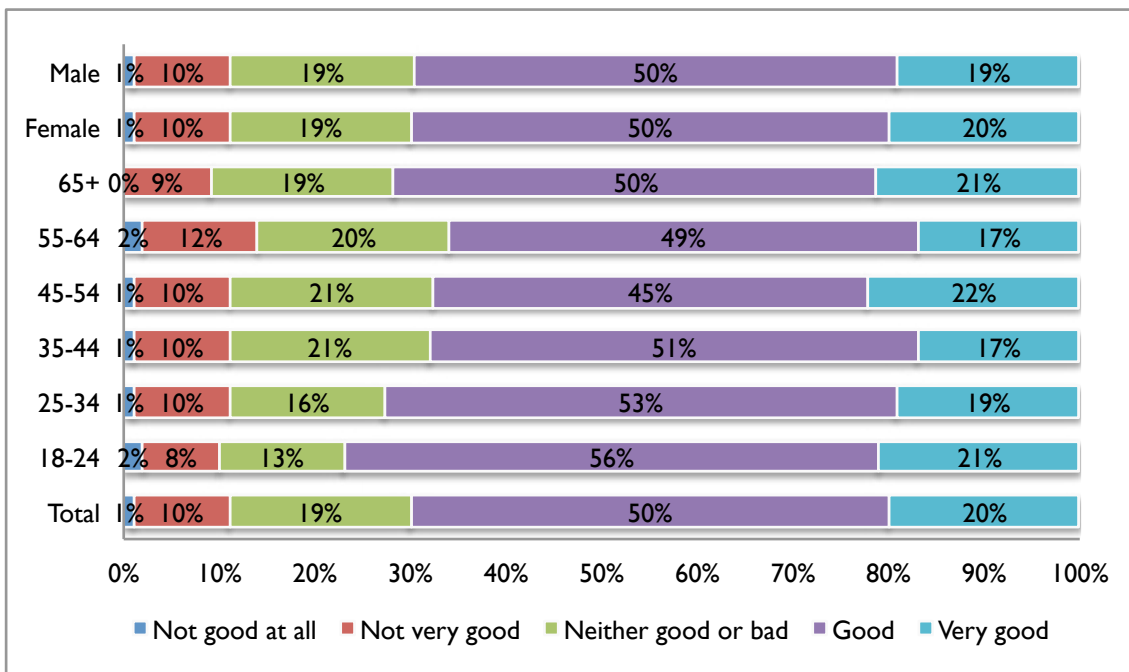


Figure: How would you rate your overall feeling of health and well-being? (Nordic total)

Life Expectancy	Denmark	Finland	Norway	Sweden
Men	76,5	76,5	78,6	79,3
Women	80,8	83,1	83,1	83,3

Source: Nordisk statistisk årsbok 2010

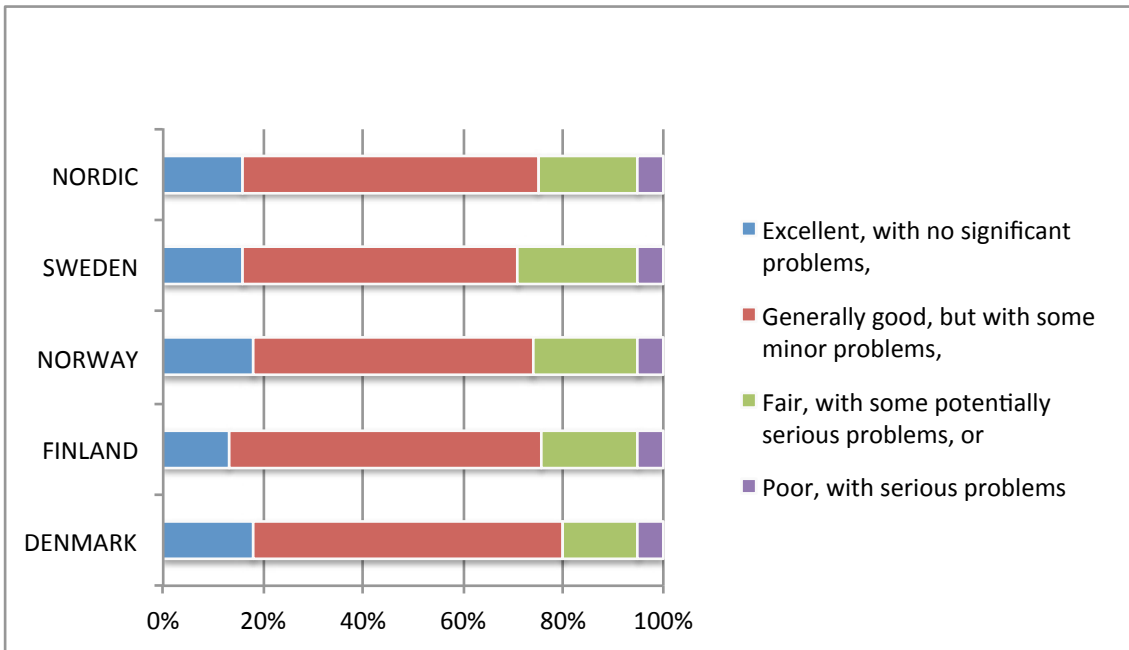


Figure: Overall, how would you rate the state of your physical health? (Nordic comparison)

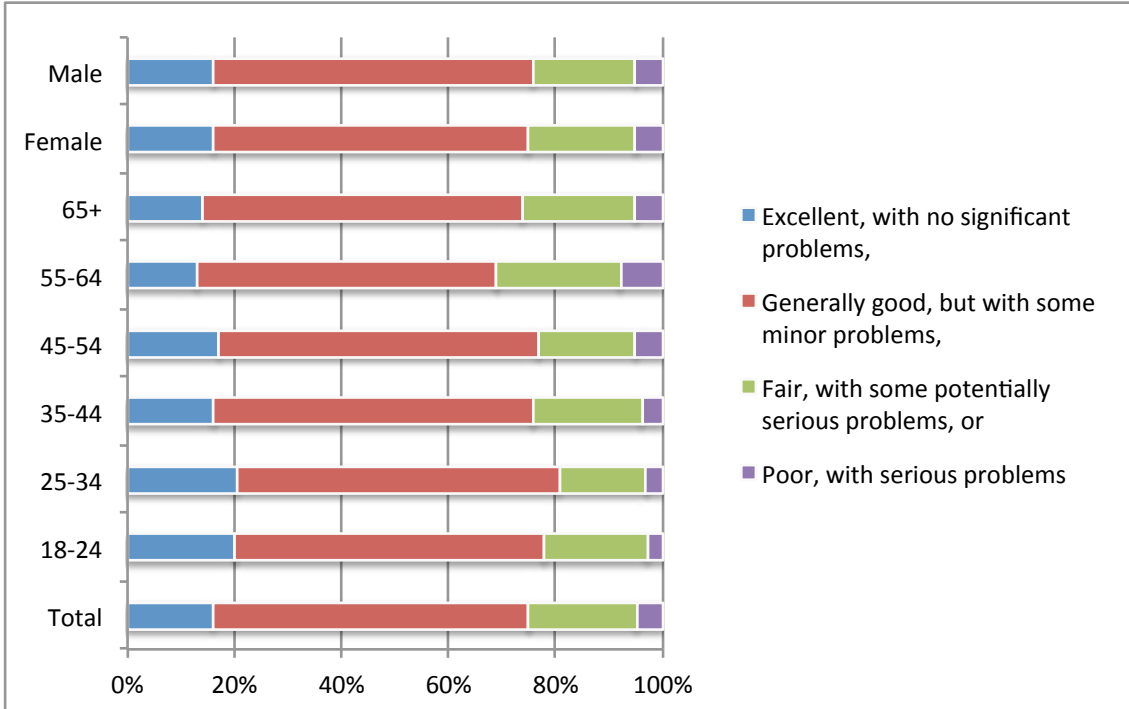


Figure: Overall, how would you rate the state of your physical health? (Nordic total)

Changes in health and well-being

Over all, Nordic people feel better or just as good as they did five years ago. Although the share who feel much worse or slightly worse is 36 % of the Nordic people. Surprisingly it is not the oldest people who rate that their feeling of health and well-being has gotten worse.

40 % of those aged 55-64 year feel much worse or slightly worse, compared to 36 % of those who are 65+.

The Norwegians seem to feel better and better over time, while the Swedes and Finns seem to feel worse. 39 % of the Swedes and Finns feel that their health and well-being has gotten much worse or slightly worse in the last five years compared to only 32 % of the Norwegians.

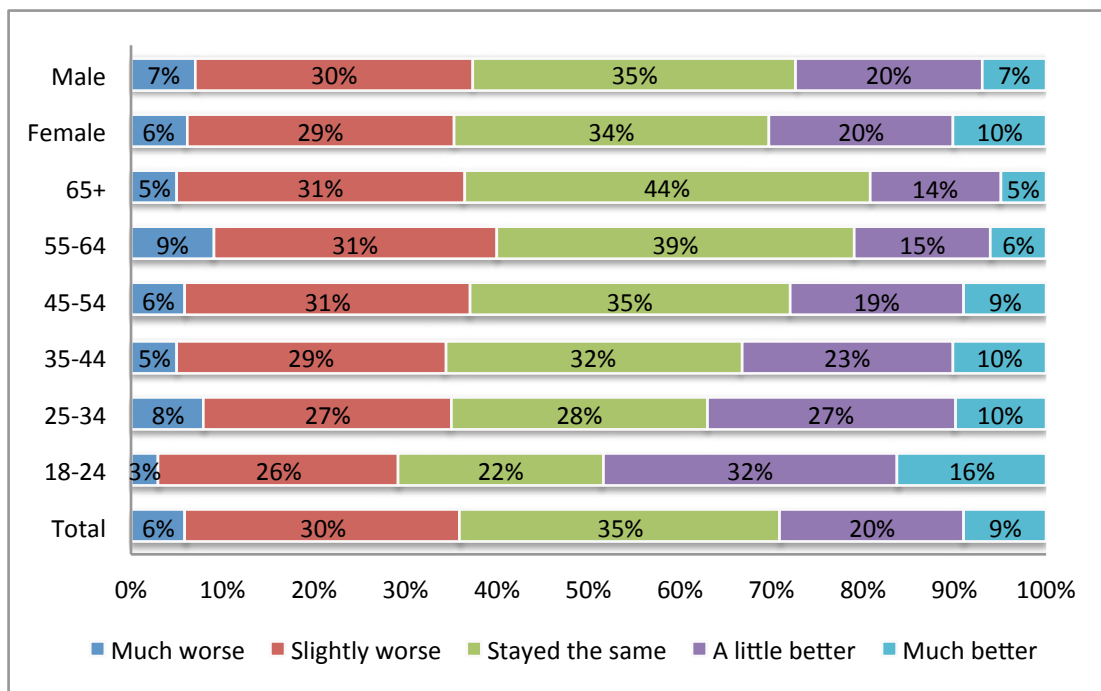


Figure: Would you say your overall feeling of health and well-being has changed in the last five years? (Nordic total)

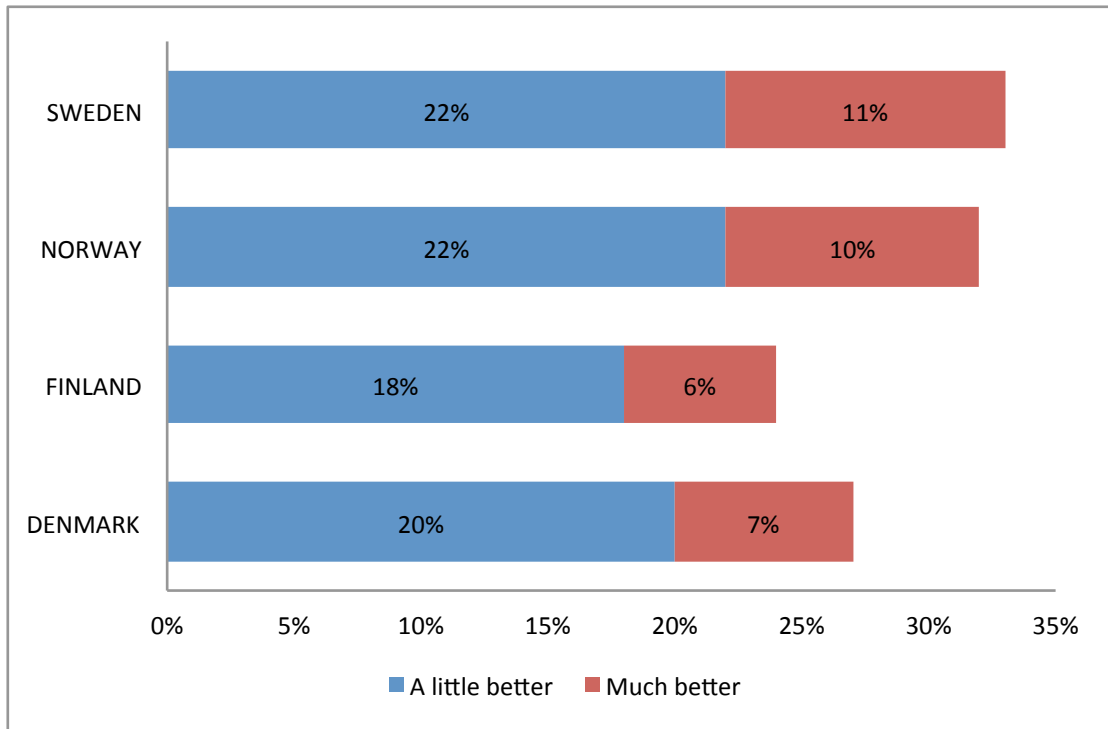


Figure: Would you say your overall feeling of health and well-being has gotten a little better or gotten much better in the last five years? (Nordic comparison)



Family and friends are key factors in life

When the Nordic people rate the most important aspects of life, family and friends are constantly in the top categories. Apart from the fact that Nordic people's mental health affects their feeling of health and well-being most (66 %), family, friends and partners are top factors to affect the feeling of health and well-being. The relationships are more important than money and jobs. The Danes and Finns rate family and spouse/partner less important to affect their feeling of health and well-being than the Norwegians and Swedes do.

The Nordic countries are much alike in putting their families and friends in top when to rate their satisfaction on different aspects in life. Only 21 % are completely satisfied with their job, compared to 39 % that are completely satisfied with their relationship to family and friends. Far more people are satisfied with job, family and mental health. Almost one out of five of the group 18-24 years are not satisfied at all with their job/job situation.

Question	Importance	Satisfaction	GAP
Your overall physical health	97%	57%	40%
Your mental health	97%	77%	20%
Your relationship with your family & friends	95%	89%	6%
The overall physical health of family members	92%	78%	14%
Your relationship with your spouse or partner	90%	77%	13%
The amount free time you have to spend on friends and family	88%	72%	16%
How much you weigh	84%	41%	43%
How much stress you have	84%	63%	21%
The amount free time you can spend alone	82%	71%	11%
Your job	80%	70%	10%
Your relationship with your boss and co-workers	78%	72%	6%
The cost of living	74%	55%	19%
The community you live in	71%	78%	-7%
The amount of vacation time you have	70%	69%	1%
How much you earn	66%	52%	14%
How much you contribute to your community	40%	68%	-28%
The place of worship you attend, if any	16%	67%	-51%

Figure: For each of the following, how important are they in affecting your feeling of health and well-being? (Nordic total) Very important + somewhat important.

The feeling of health and well-being also affect different aspects of life. Nordic people think that their relationship with their spouse or partner is the factor that is most affected by how they feel about their health and well-being. There is a

gender difference in how much women (69 %) and men (60 %) think that their feeling of health and well-being affect their weight (greatly or to some degree).

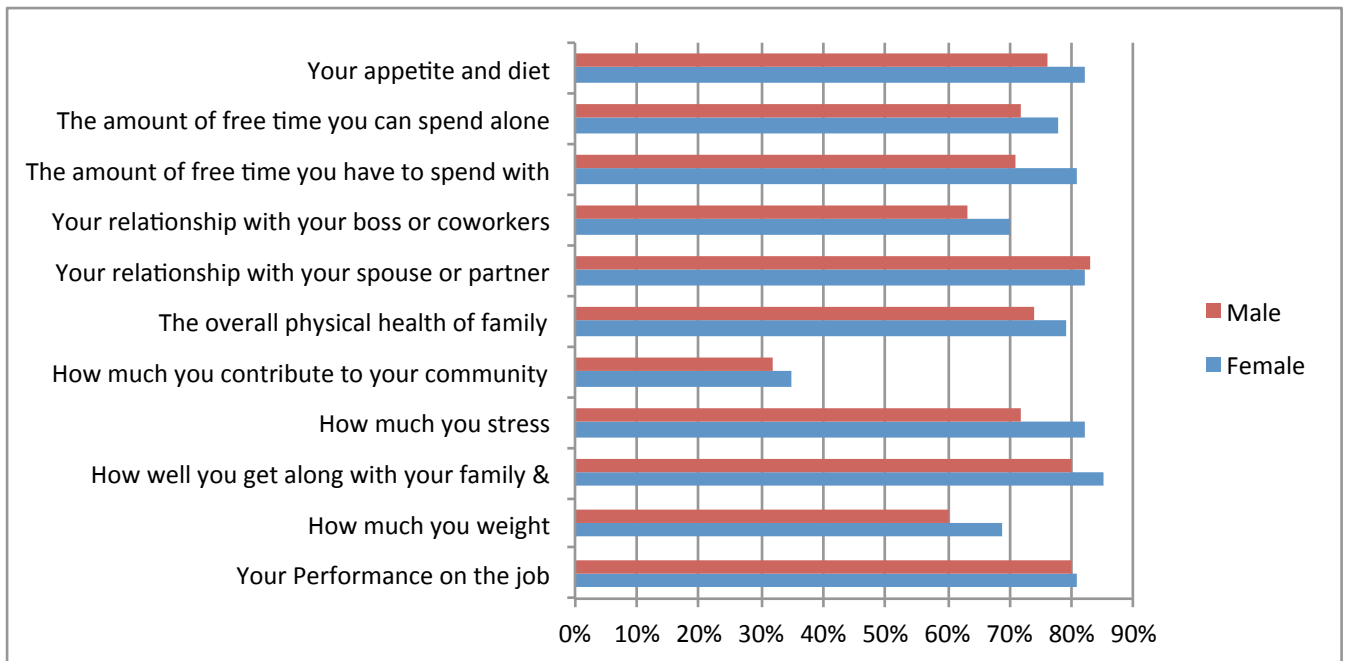


Figure: How much does your feeling of health and well-being affect the following aspects of your life? (Nordic total, affects me greatly or to some degree)

Staying home is the new going out

Having good old-fashioned free time helps most Nordic people to improve the feeling of well-being. 83 % of the Nordic people spend time at home, relaxing, to improve their feeling of well-being. The personal time matters the most with important things like hobbies, training, spending time outside and volunteer in a charity

organization. The Nordic people are more likely to practice physical training than going on a diet to improve their feeling of well-being.

Nordic people are less likely to practice activities such as yoga, acupuncture and herbal remedies to improve their feeling of well-being.

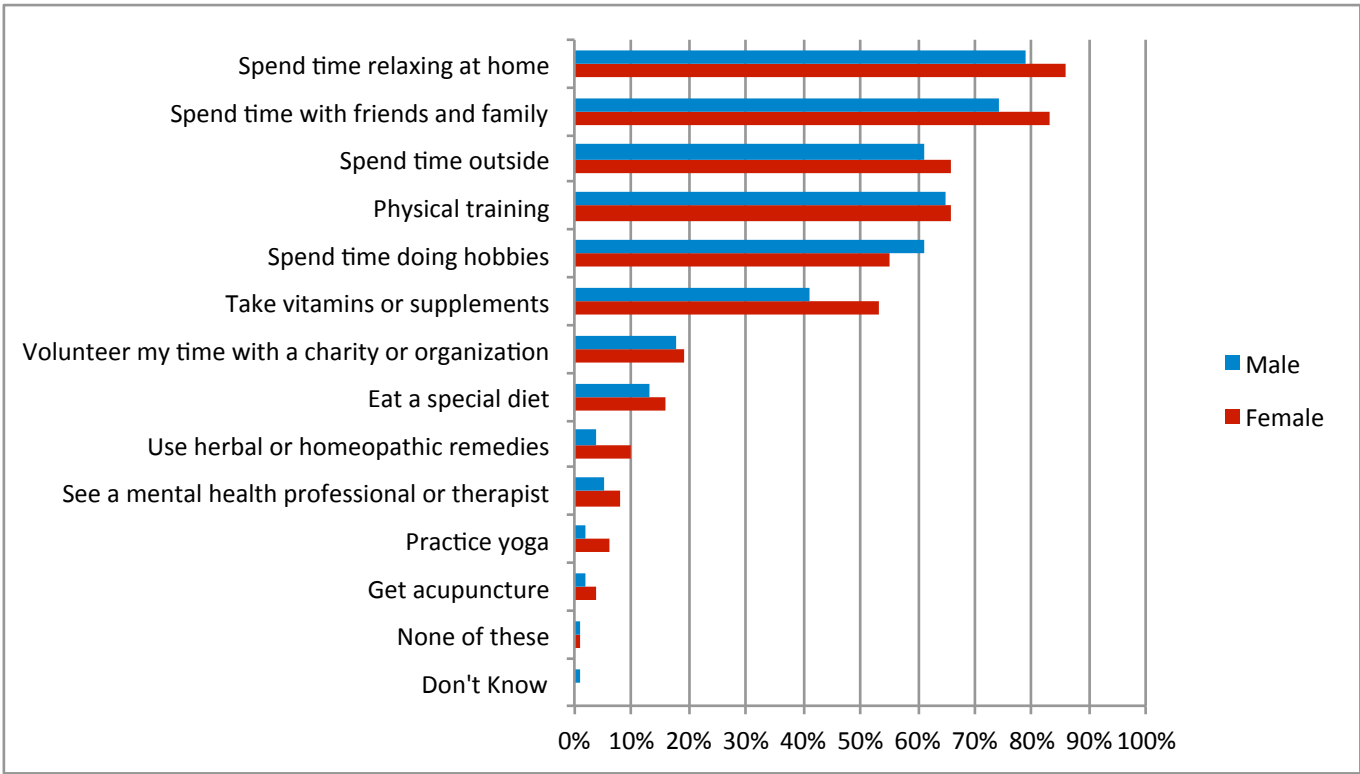


Figure: Which of the following do you do to help improve your feeling of health and well-being? (Nordic total)

Nordic people are in control – personal responsibility is on the rise

Most Nordic people feel that the state of their physical health is up to their control and believe that how they take care of themselves makes an important difference in their lives. 56 % of the women feel this way. Men (49 %) are more likely

to feel that their health is up to them most of the time, compared to how the women (38 %) feel. A majority of those aged 18-24 and 35-44 also feel that their state of health is up to them to control.

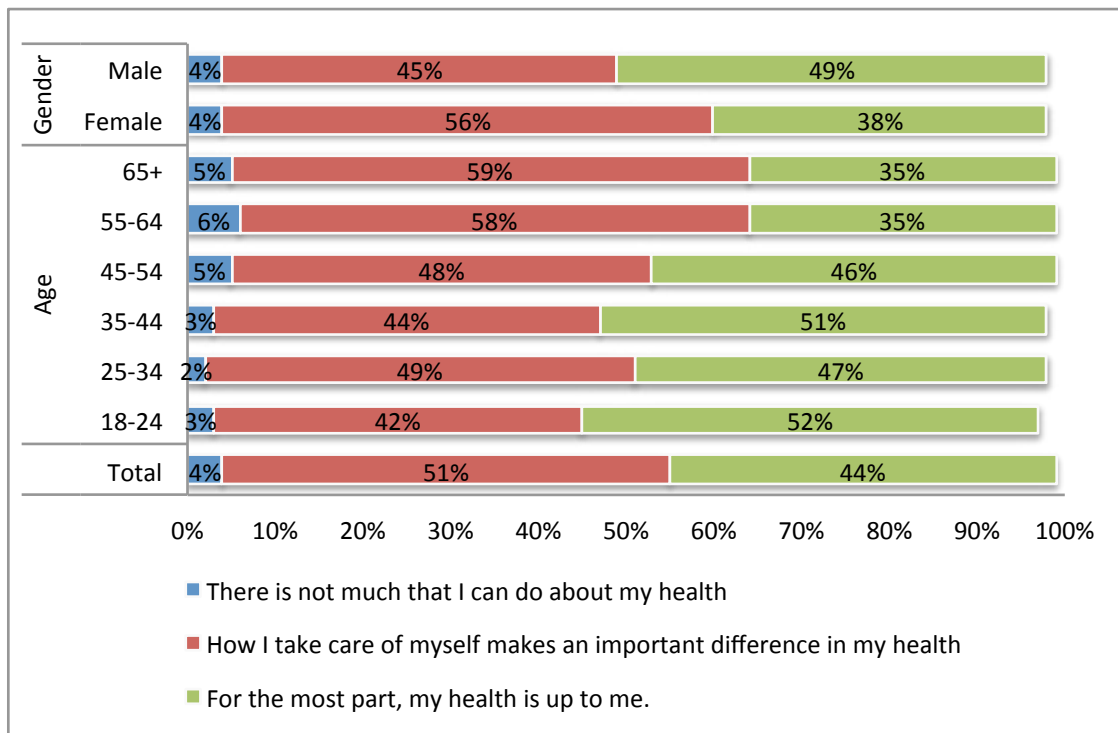


Figure: How much do you feel that the state of your health is up to your control? (Nordic total)

Obesity larger threat than cancer

When people in the Nordic countries worry about potential threats to their health, conditions such as heart attack, stroke and cancer are not top factors of worry. Still almost a quarter of the Nordic people feel that cancer might threaten their health in the next five years. The top factor of worry is obesity. As much as one third of the Nordic population sees obesity as a potential threat to their health in the next five years. Declining vision, back problems and

joint pain are other conditions which threatens the health of the Nordic people.

More Swedes worry about cancer than their neighbours, 30 % of the Swedes view cancer as a potential threat to their health in the next five years. Only 14 % of the Finns see cancer as a potential threat to their health in the next five years.

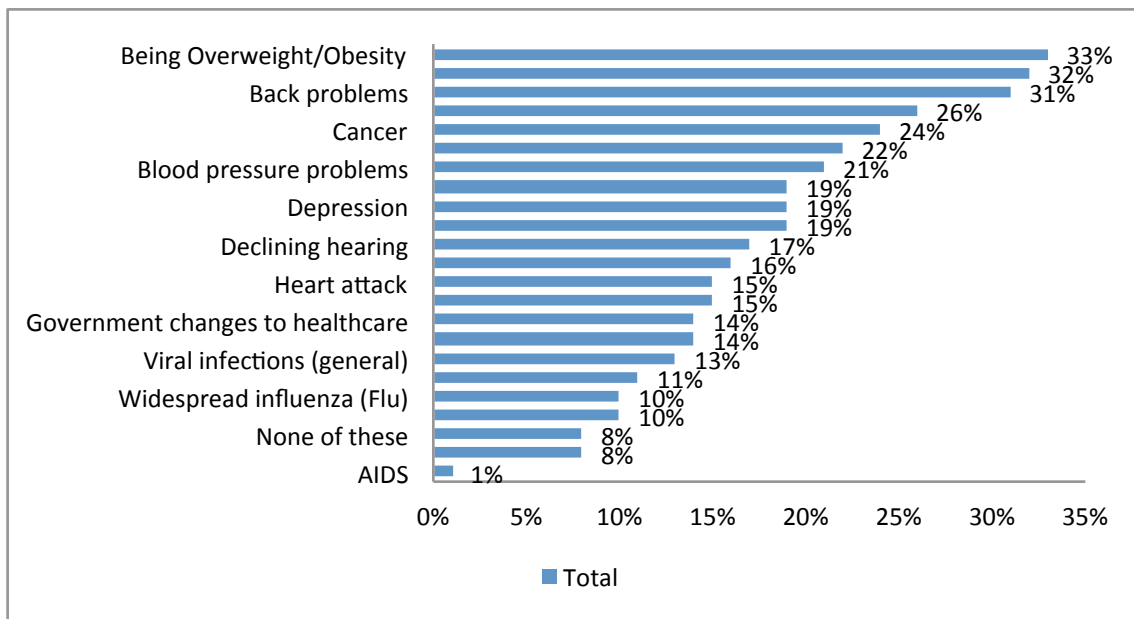


Figure: Which of the following are you concerned about as potential threats to your health in the next five years? (Nordic total)

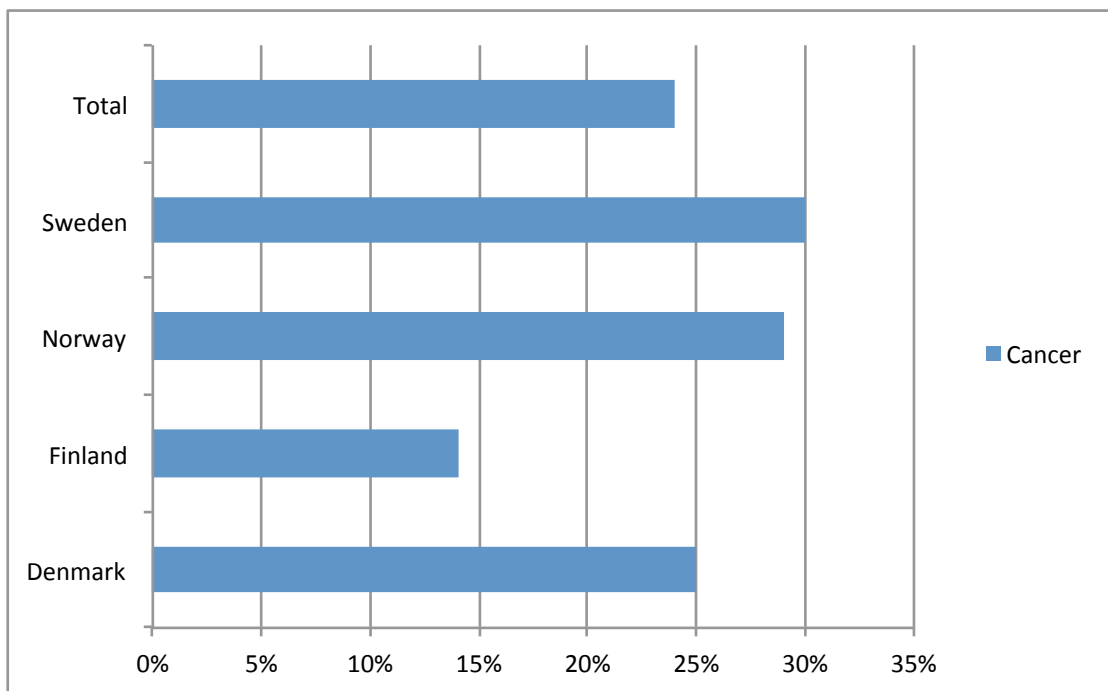


Figure: How concerned are you about cancer in the next five years? (Nordic comparison)

b) Methods for staying healthy

Nordic people are generally rather proactive about managing their own health and well-being. 33 % visit the doctor for a general check up every year. There is little difference between men and women. Men tend to visit the doctor a little bit more often than women. However there are some differences between the countries. 43 %

of the Norwegians go to a doctor for a general check-up on an annual basis while only 27 % of the Swedes pay a visit to the doctor every year.

Unsurprisingly older people go more regularly for general check-ups.

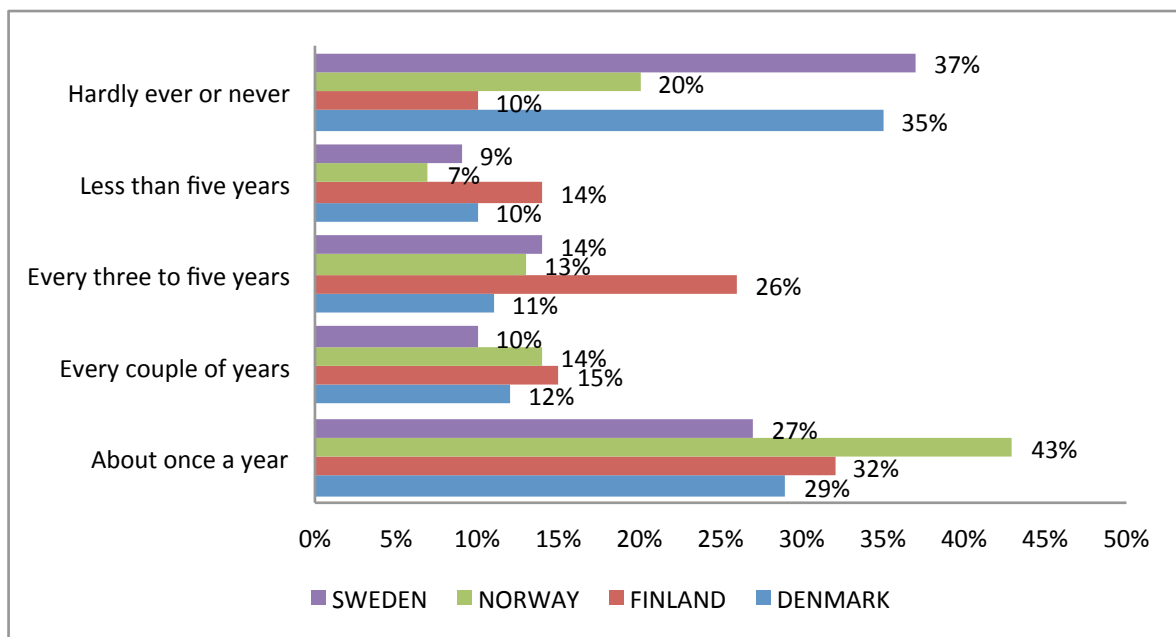


Figure: How often do you go to a doctor for a general check up? (Nordic comparison)

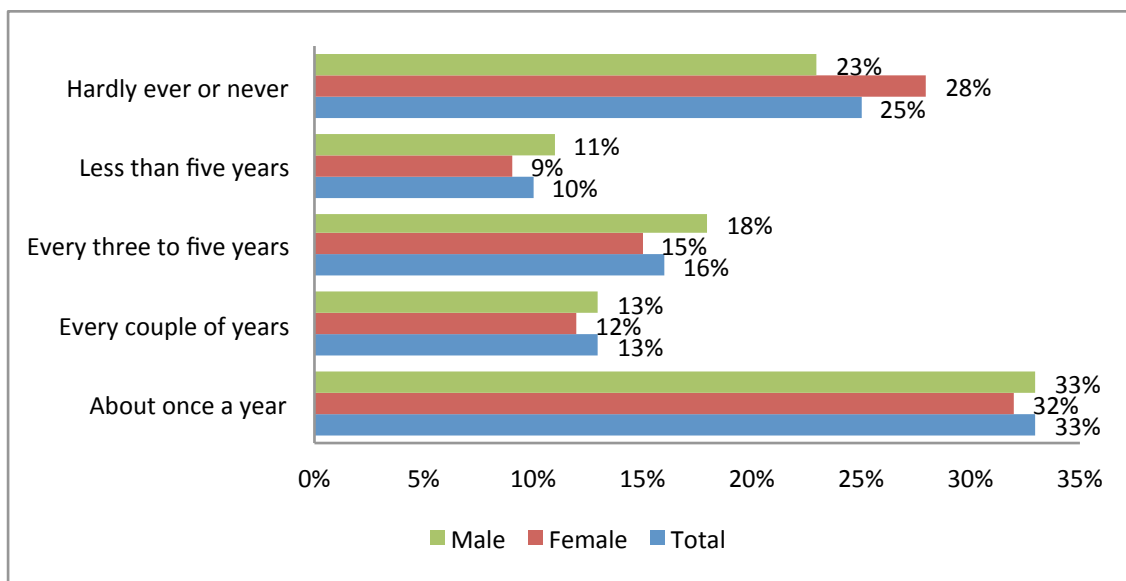


Figure: How often do you go to a doctor for a general check up? (Nordic total)

Oral health for the people – Nordic people visit the dentist far more often than the doctor

Most people (67 %) in the Nordic countries go to their dentist for a general check-up once a year or more often. This is far more often than they go to the doctor for a general check-up. 60 % of the Danes go to the dentist every six months compared to only 17 % in Norway and Sweden

and 12 % in Finland. There is also some difference between men and women where women visit the dentist a little more often than men. The visits to the dentist get more frequent the older the Nordic population get. The people aged 25-34 visit the dentist the least.

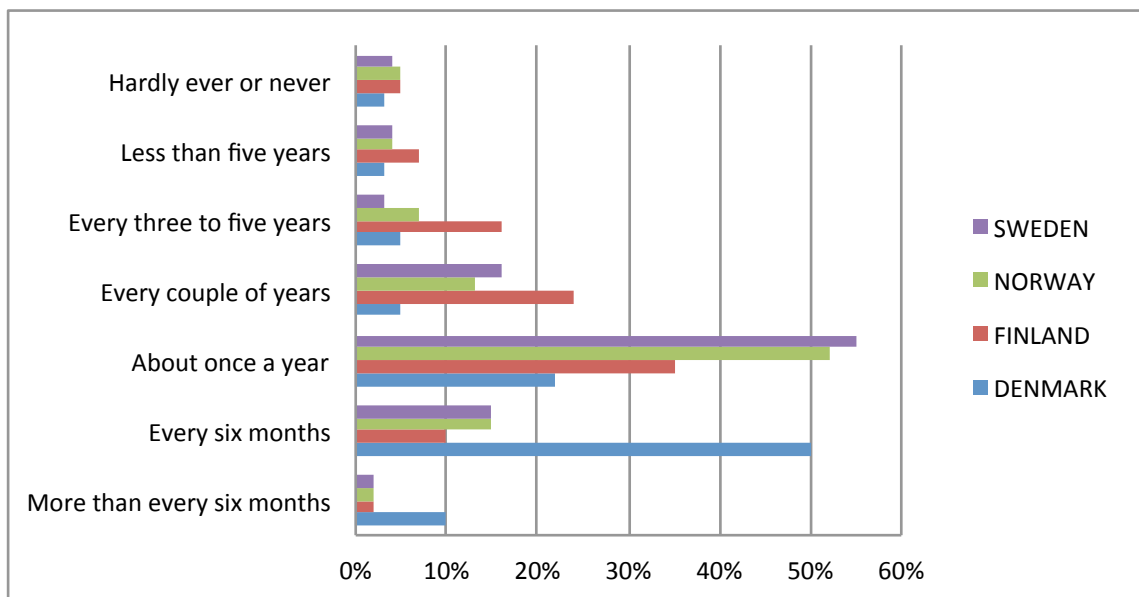


Figure: How often do you go to a dentist for a cleaning or a general check up? (Nordic comparison)

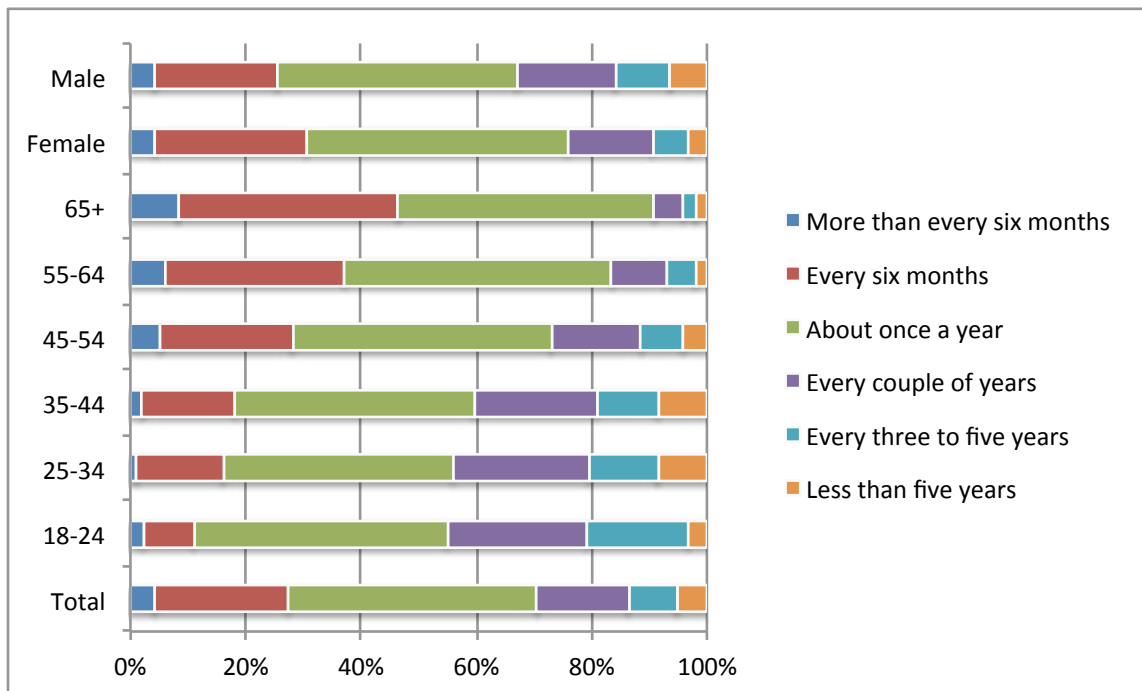


Figure: How often do you go to a dentist for a cleaning or a general check up? (Nordic total)

The power of the Internet – where the information is to be found

The Internet is the go-to source for Nordic people when they are concerned about being sick. Doctors only come in 2nd place. 30 % of the Nordic people turn to the Internet first to find out about their symptoms compared to 23 % that ask the doctor first. Women (33 %) tend to use the internet more than men (28 %). Also when the question is asked where Nordic people get their information from, as secondary source

of information, the Internet ranks top as being the source for information about their condition. Swedes seem to use the Internet even more than the rest of the Nordic people with 42 % that chooses the Internet as primary source above doctors, which only 9 % would turn to in the first place. Unsurprisingly the younger the Nordic people are – the more likely they are to search the Internet for answers.

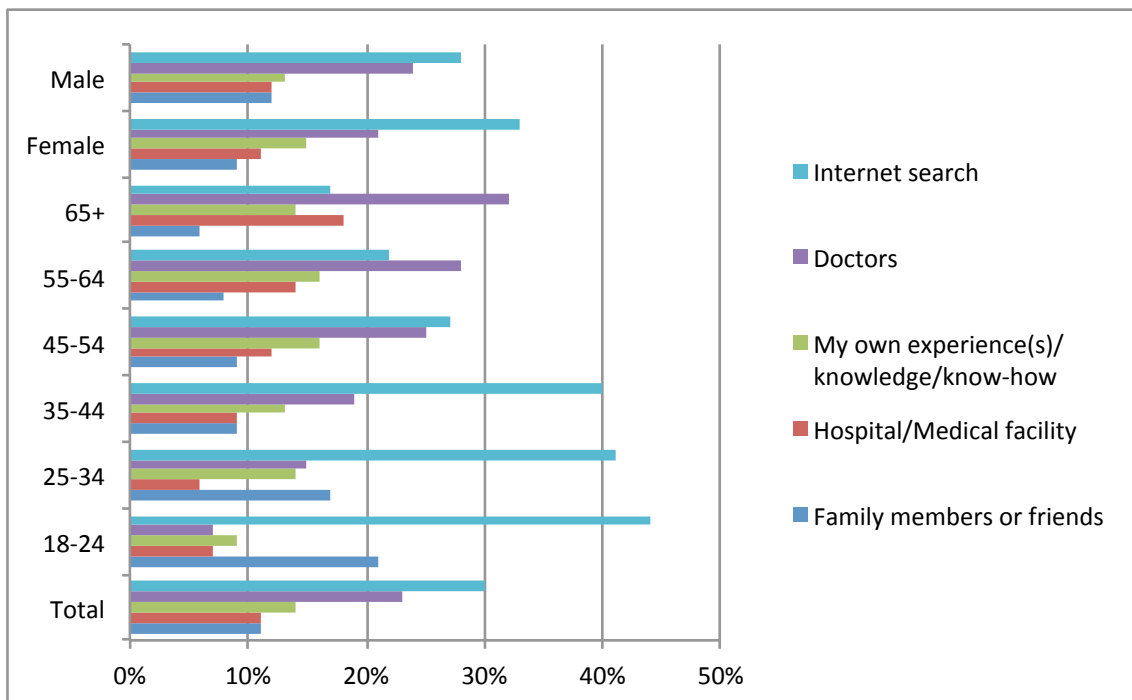


Figure: When you are concerned about being sick, where do you usually get your medical or health information first? (Nordic total, top five)

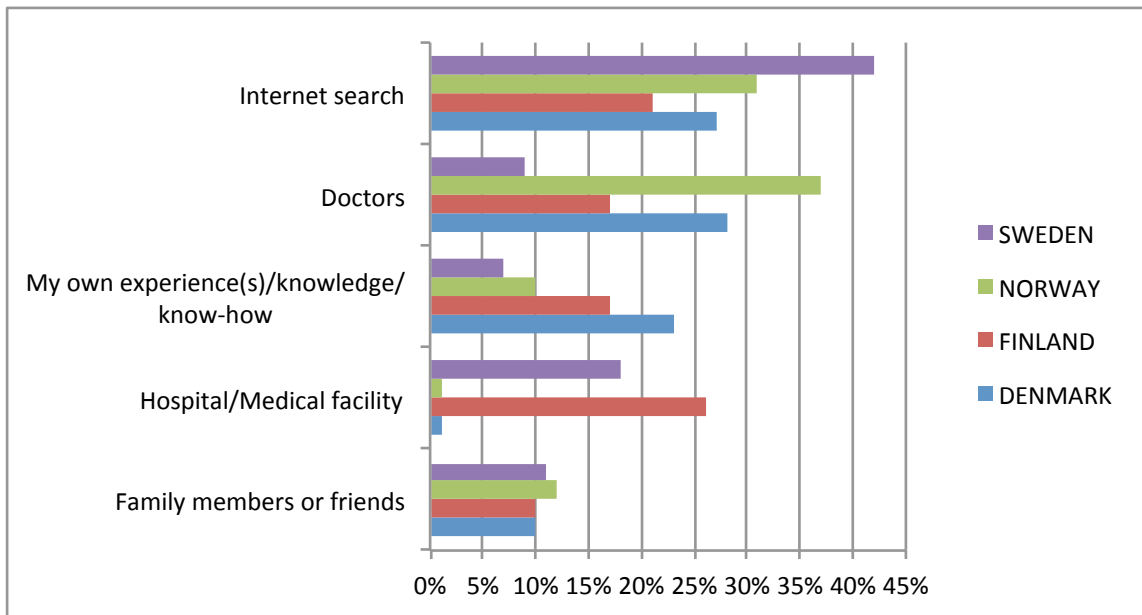


Figure: When you are concerned about being sick, where do you usually get your medical or health information first? (Nordic comparison, top five)

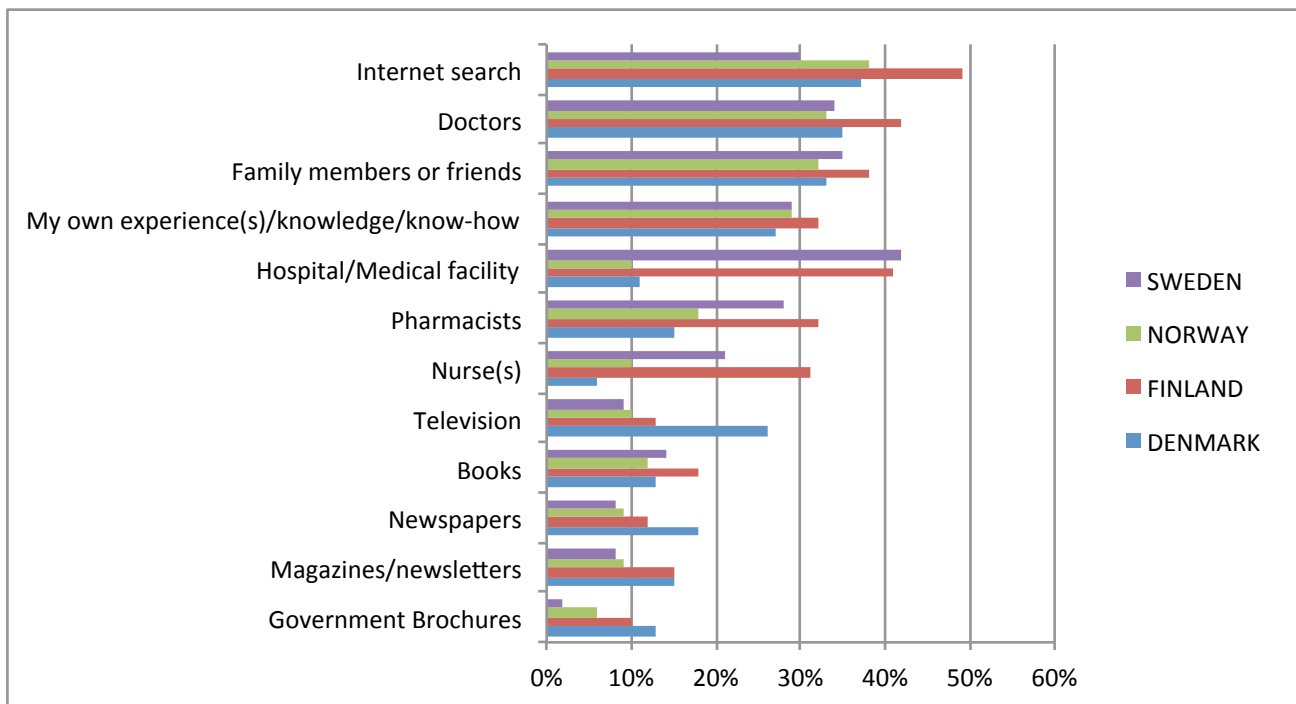


Figure: Where else do you get your medical or health information? (Nordic comparison)

The relationship to doctors is built on trust

Nordic people seem to trust their doctors. 39 % always does what the doctor tells them to do and 48 % feels comfortable talking to their doctor about medical issues. The older they get the more comfortable they feel talking to their doctor. More than half of the Nordic population thinks that they don't exercise as much as they should (56 %). Almost every fifth person at the age 18-24 wouldn't mind having cosmetic surgery to improve the appearance.

It is most common for Swedes and Norwegians to wish they could email the doctor when they have questions. Almost a fifth (19 %) of the people in the Nordic countries believes in non-traditional treatment such as acupuncture and herbal treatment.

Statement	TOTAL	DENMARK	FINLAND	NORWAY	SWEDEN
I don't exercise as much as I think I should	56%	54%	50%	59%	62%
I am comfortable talking to my doctor about medical issues	48%	65%	27%	68%	31%
I do whatever the Doctor tells me	39%	52%	44%	29%	32%
I always go for the medical tests I'm supposed to get	36%	33%	48%	31%	31%
I wish I could email my Doctor when I have questions	35%	23%	34%	44%	40%
I believe you can improve your appearance without cosmetic surgery	34%	36%	38%	32%	32%
I think that surgery should always be avoided if possible	29%	28%	28%	29%	31%
I eat healthier than most people	29%	29%	32%	28%	26%
I like to stay on top of health-related news and information	27%	15%	43%	25%	26%
I go to the Doctor regularly	26%	23%	26%	32%	23%
I avoid going to the Doctor as much as possible	24%	16%	28%	19%	32%
I would communicate with my Doctor more often if I didn't have to make a trip	22%	18%	23%	26%	19%
I am as physically fit as I can be for my age	20%	23%	21%	17%	18%

I believe in non-traditional forms of medicine such as acupuncture and herbal treatments	19%	20%	14%	22%	22%
I don't think I go to the Doctor as much as I should	18%	21%	15%	18%	18%
I believe most health problems get better if you give them time	18%	18%	20%	20%	15%
I expect medical technology to keep me healthy to a ripe old age	14%	10%	12%	15%	19%
I wouldn't mind having a little cosmetic surgery to improve my appearance	12%	10%	8%	13%	15%
I don't always take the medicine I'm prescribed	11%	9%	11%	10%	12%
If I don't like what a Doctor says, I go for a second opinion	9%	2%	13%	7%	15%
I'm nervous/sceptical about going to the hospital	9%	7%	10%	10%	9%
I'm in better shape now than ever before	8%	11%	5%	9%	7%
I am eager to try new gadgets or devices aimed at improving my health and well-being	8%	3%	5%	6%	19%
I would much prefer to do my own medical tests at home	7%	3%	12%	7%	5%
If I don't like what a Doctor says, I ignore it	5%	4%	7%	3%	6%

Figure: Which of the following statements are true about you? (Nordic comparison)

Statement	18-24	25-34	35-44	45-54	55-64	65+	Female	Male	Total
I wouldn't mind having a little cosmetic surgery to improve my appearance	19%	14%	15%	12%	7%	7%	15%	8%	12%

Figure: I wouldn't mind having a little cosmetic surgery to improve my appearance. (Nordic total)

Life expectancy – Nordic people are optimistic

A vast majority (84 %) of the Nordic people expect to live longer than their parents, or at least the same length. More people 65+ expect they are going to live longer than their parents (42 %) compared to those aged 18-24 (39 %). The majority (61 %) of the Nordic people feel that they are going to live to be at least 81 years old. 74 % of the people 65 years or older think that they are going to become at least 81 years

old and this is a significantly higher number than the rest of the age groups. More women (15 %) than men (11 %) think that they will reach an age above 91.

According to the Nordic statistical yearbook of 2010² the life expectancy for women are much higher in all the Nordic countries. The highest life expectancy for men is in Sweden (79.3 years).

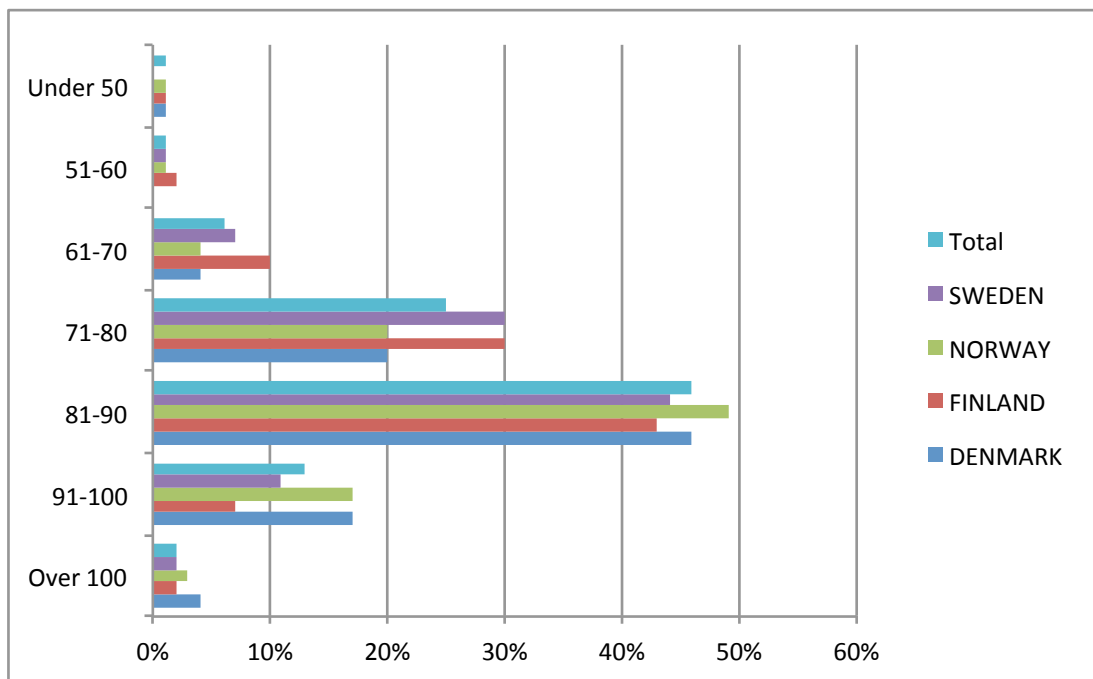


Figure: How old do you expect to live to be? (Nordic comparison)

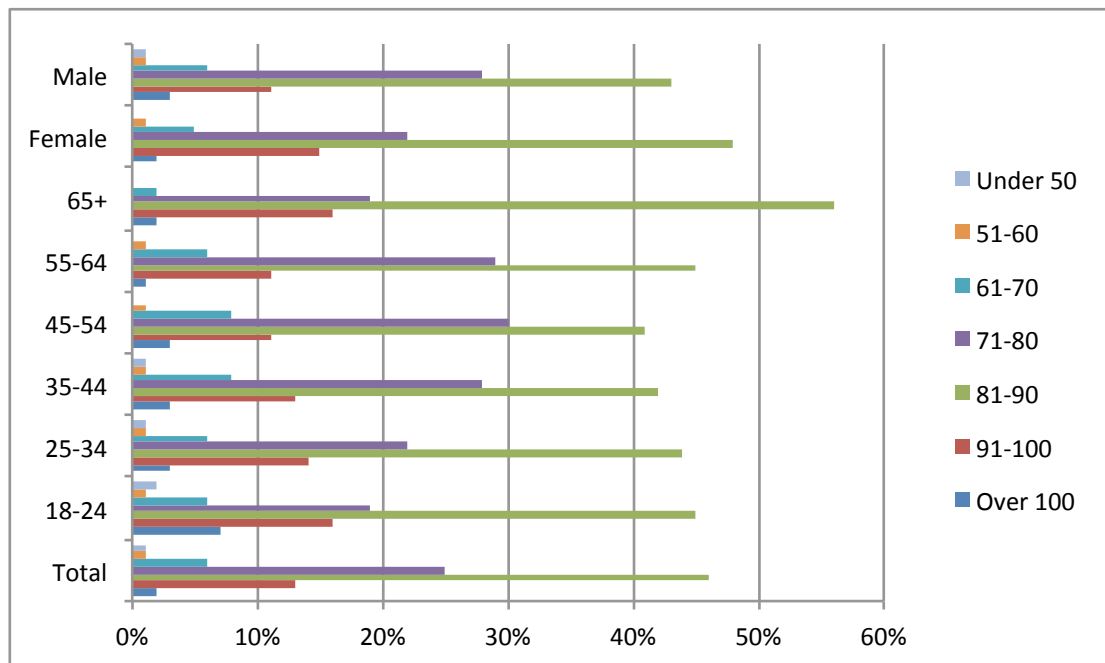


Figure: How old do you expect to live to be? (Nordic total)

Life Expectancy	Denmark	Finland	Norway	Sweden
Men	76,5	76,5	78,6	79,3
Women	80,8	83,1	83,1	83,3

Source: Nordisk statistisk årsbok 2010

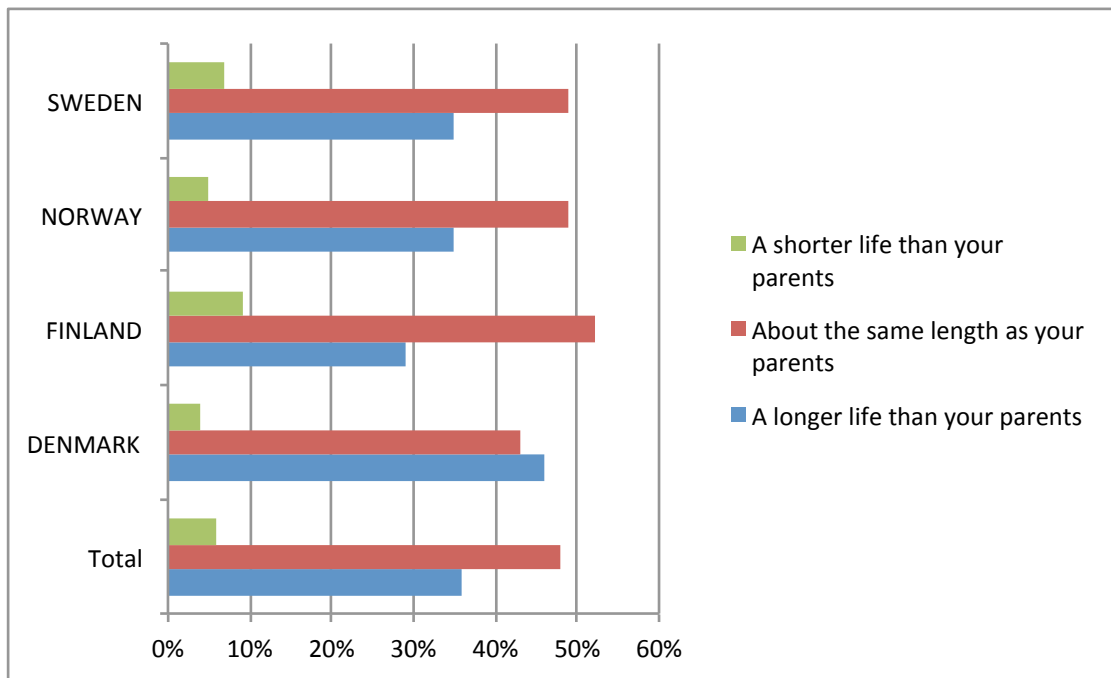


Figure: Do you expect to live... (Nordic comparison)

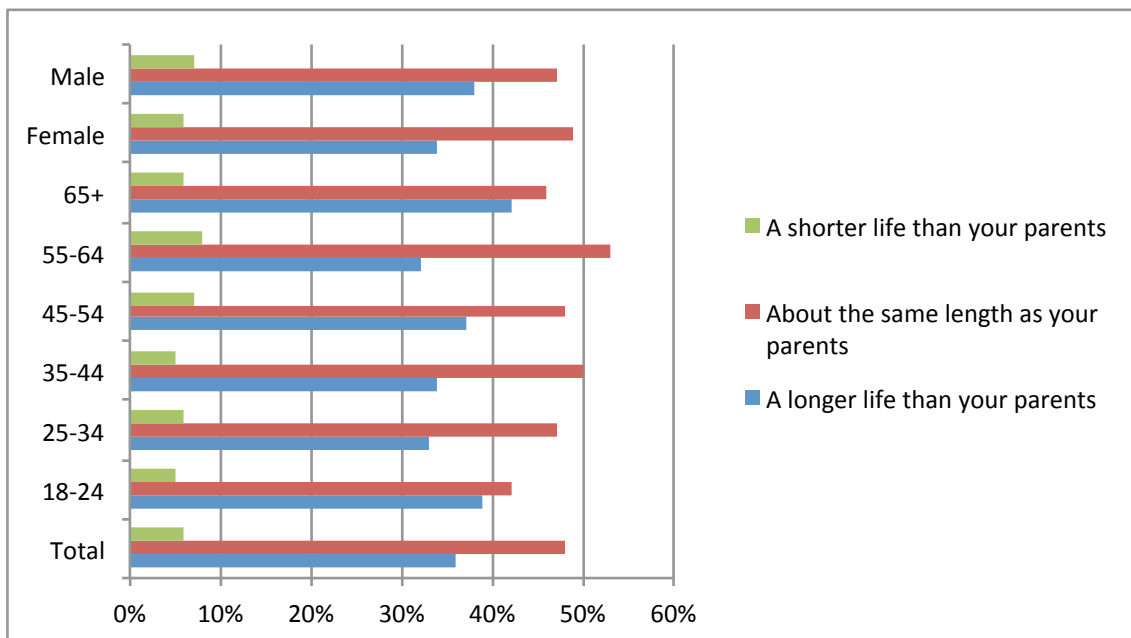


Figure: Do you expect to live... (Nordic total)



IV. Sleep

During the winter season, Nordic people want to sleep more and their lack of sleep is affecting both their physical and mental health and well-being. 41 % of the people in the Nordic countries do not get enough sleep each night compared to the global index where 35 % rate that they don't get enough sleep. True for the Nordic people (69 %) is that there seems to be too few hours to cover everything that needs to be done during the day and that they go to sleep too late, hence the poor sleep.

48 % of the people in the Nordic countries think lack of sleep has an impact on their mental health and well-being.

This chapter focuses on sleeping habits. In the Nordic countries it is relatively common with SAD (Seasonal Affective Disorder)³ due to the darkness during the winter season. Outside darkness affects the sleep as well as stress and worries of the Nordic people.

Stress is keeping Nordic people awake at night

Four out of ten of the Nordic people don't get enough sleep each night and the Swedes (45 %) and Norwegians (46 %) are feeling most of the impact. Nordic people are simply not getting enough sleep during night and there seems to be too few hours during the day, since the main reason they aren't getting enough sleep is that they stay up late at night and have to be up

early in the morning. Stress is also a factor that keeps Nordic people up at night. One third of the Nordic people are too stressed and worried about things in their life to be able to sleep well. 54 % of the young people (18-24 years) are stressed and worried and therefore sleep too little.

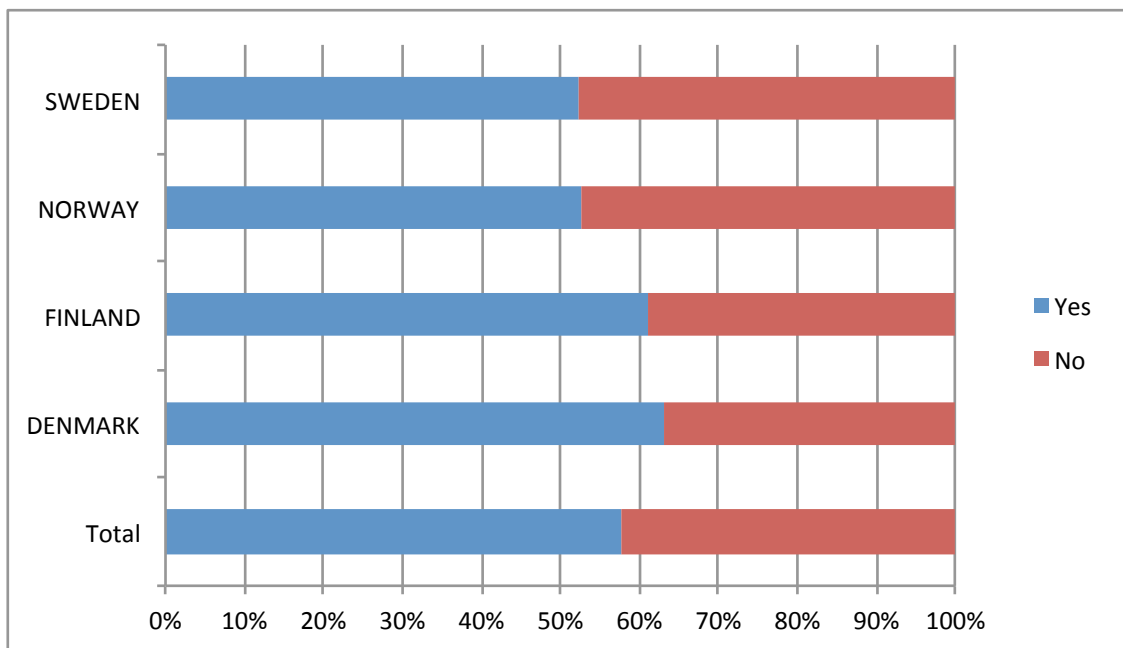


Figure: Do you get enough sleep each night? (Nordic comparison)

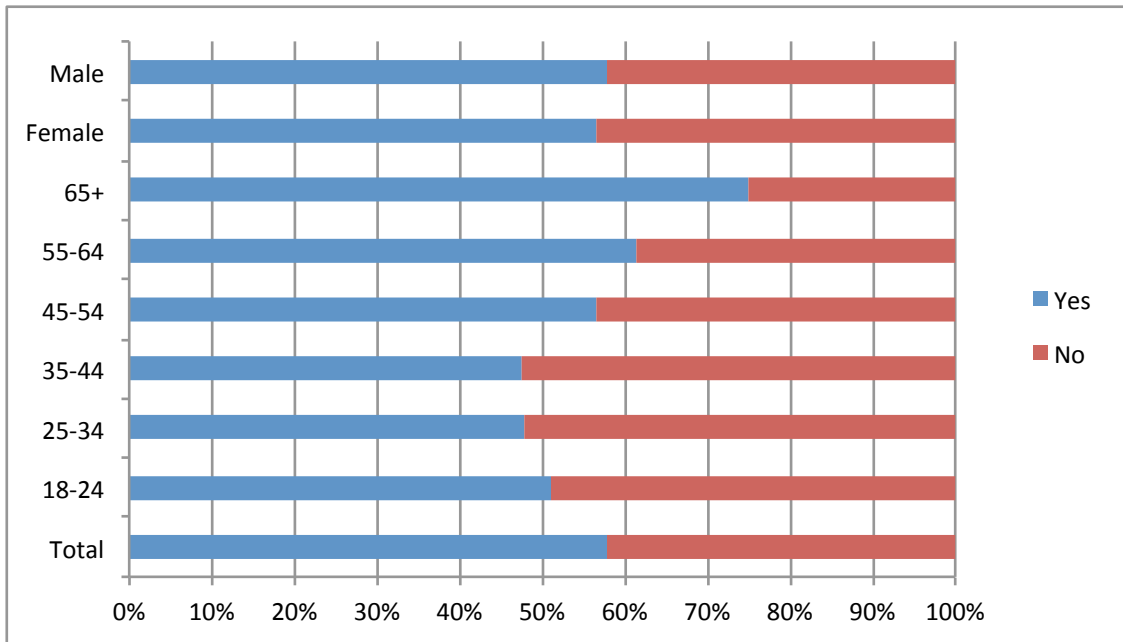


Figure: Do you get enough sleep each night? (Nordic total)

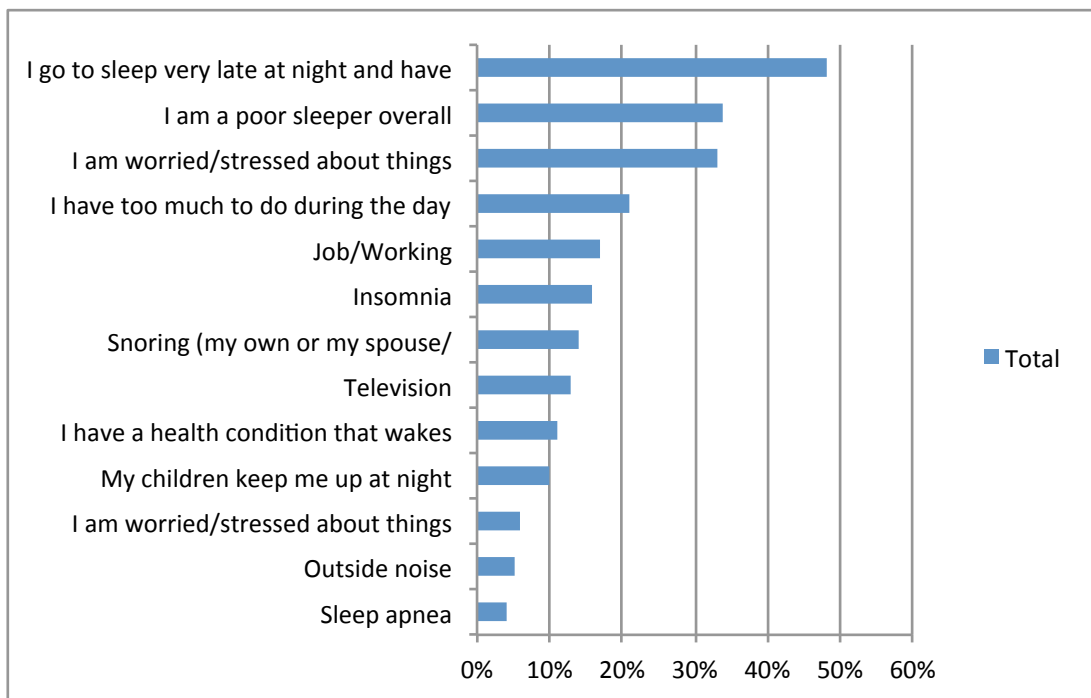


Figure: What are some reasons you don't get enough sleep at night? (Nordic total)

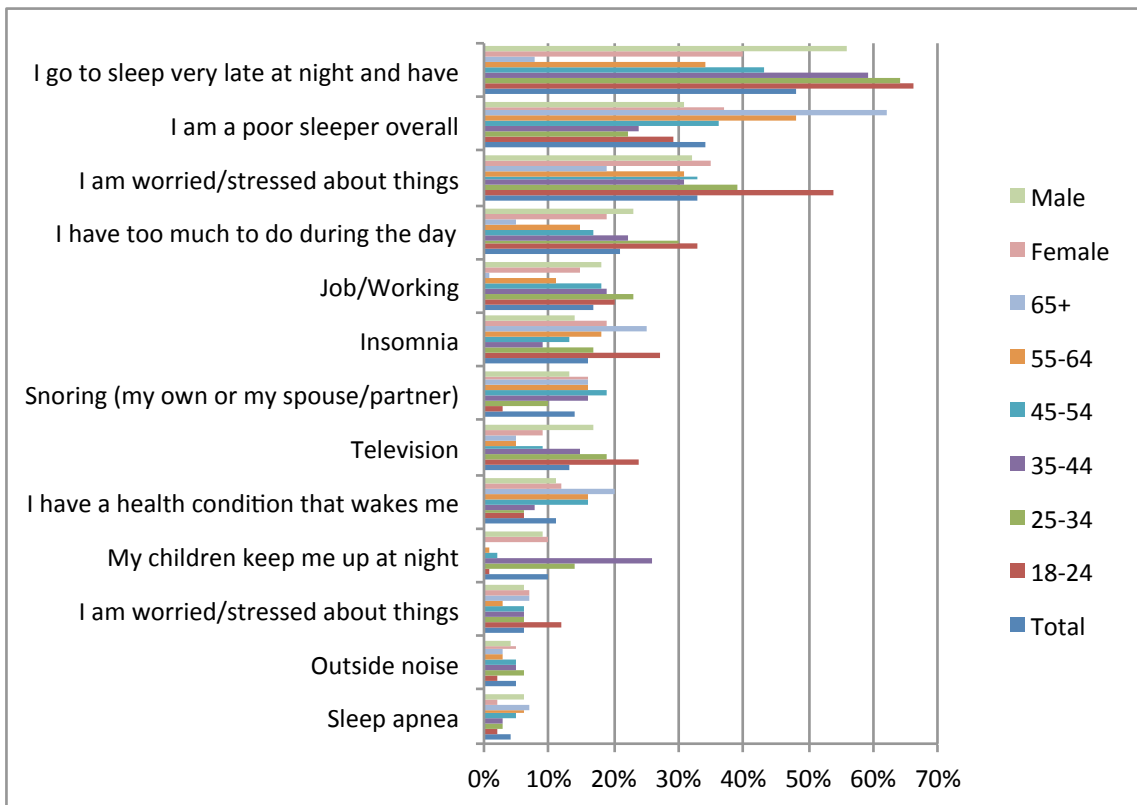


Figure: What are some reasons you don't get enough sleep at night? (Nordic total)

Lack of sleep affects both the physical and mental health of Nordic people

Sleep deprivation has an impact on health and well-being. Although lack of sleep affects people in the Nordic countries physically, even more feel mentally effected by the lack of sleep. 48 % of the Nordic people feel that their mental health is affected by their lack of sleep.

Other factors that get affected are home life, job performance and relationship with others. Unsurprisingly a larger share of people aged 18-24 feel most physically affected by lack of sleep compared to the other age groups.

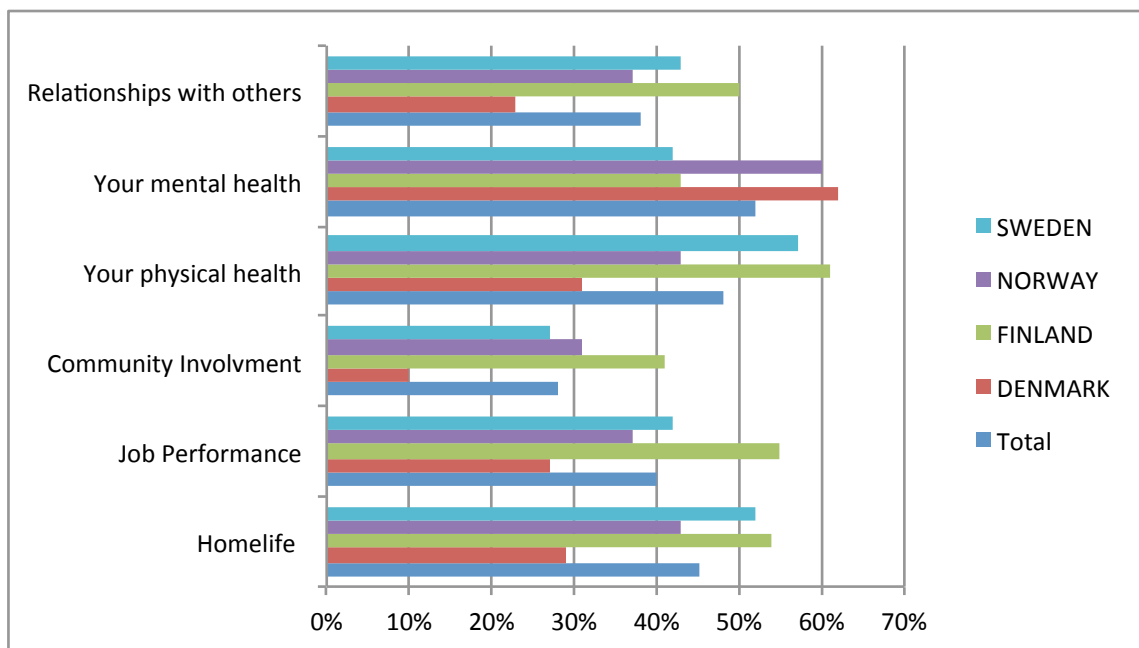


Figure: How much does lack of enough sleep affect each of the following (Nordic comparison) A lot + some

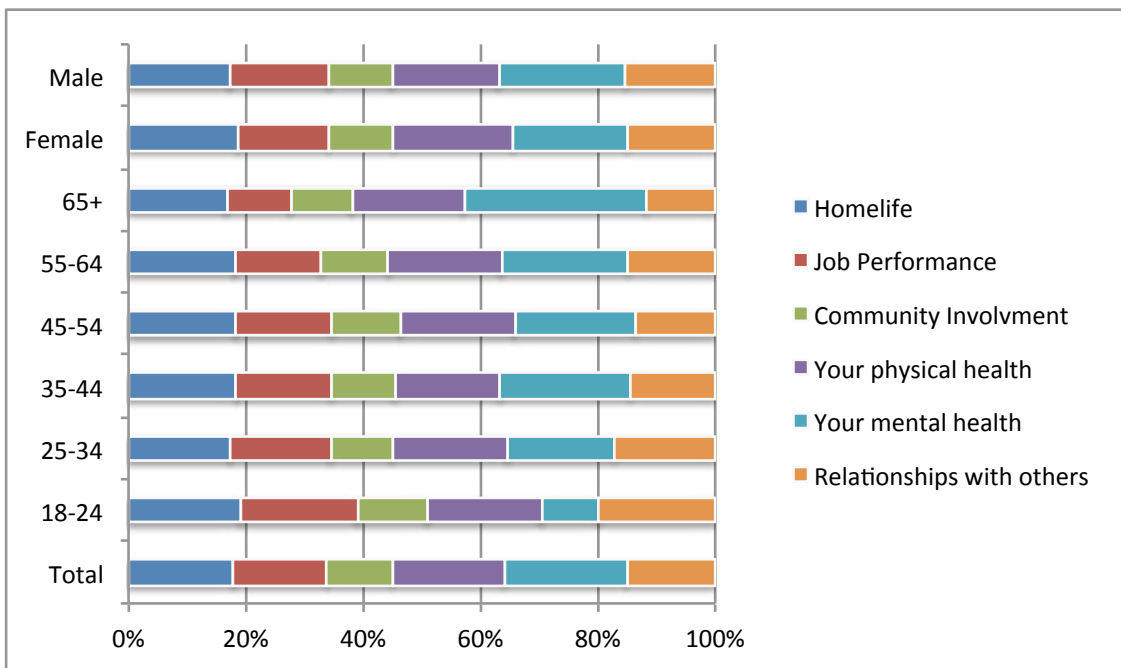


Figure: How much does lack of enough sleep affect each of the following (Nordic total) A lot + some

A majority of the Nordic people want to sleep more during winter

The Scandinavian winters are dark and long. With less sunlight more people feel that they need to sleep more, due to the outside darkness. A fifth (20 %) of the Nordic people feels that they need more sleep all the time during the winter season. This number differs a

lot between the Nordic countries where more Swedes (26 %) need extra sleep than Danes (17 %). Young people and women seem to need more extra sleep during the winter season compared to men and other age groups.

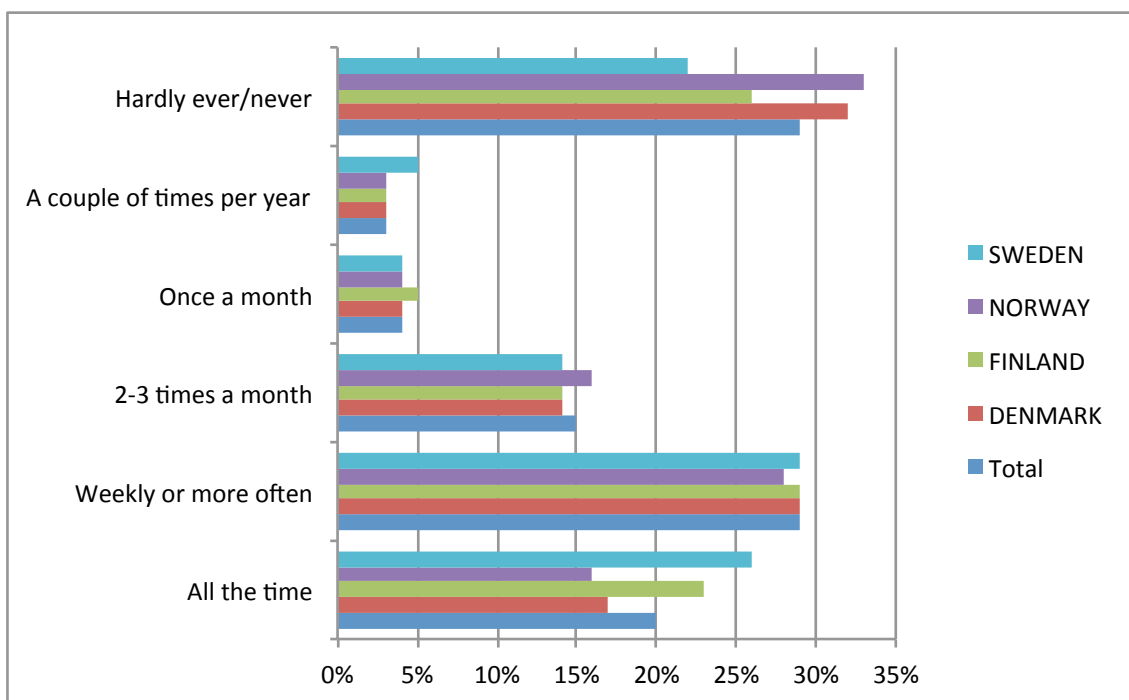


Figure: How often do you feel that you need extra sleep in the winter season due to outside darkness? (Nordic comparison)

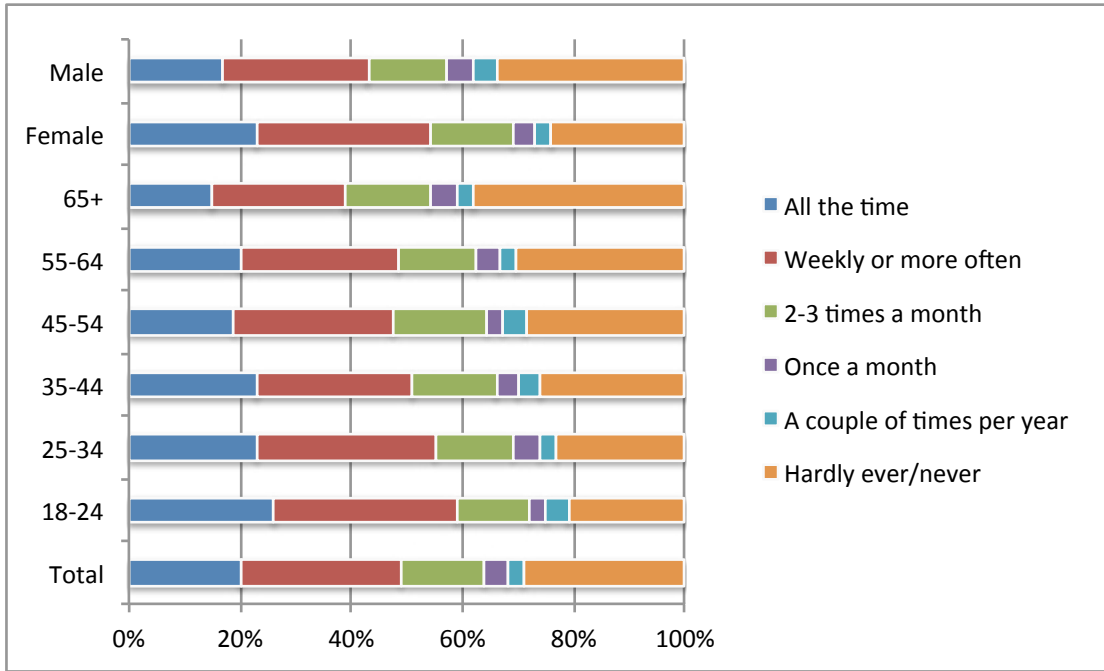


Figure: How often do you feel that you need extra sleep in the winter season due to outside darkness?
(Nordic comparison)



V. Stress and worries

This chapter focuses on the mental health of the Nordic people. Questions such as if you would like to know if you had a terminal disease are raised. Due to winter darkness and lack of sleep many people in the Nordic countries feel stressed and worried. For the Nordic people jobs are a key stressor, this is true for all age groups. When people are stressed they seem to easier get worried and therefore the number of depressed people is alarmingly high in the Nordic countries. 13 % of the people in the Nordic countries feel

depressed every week during winter season. 28 % consider themselves to be stressed in some way and the most common thing to stress about is the job (26 %).

7 % of the Nordic people are on some kind of medication for stress, anxiety or mood stabilization. The Swedes stand out with 10 % who are on medication compared to Danes where only 5 % are on medication.

Getting a first job puts high pressure on the youth

Nordic people seem to be quite relaxed compared to other countries rated in the global index⁴ where the majority of the people (81 %) feel some kind of stress in their life. In the Nordic countries three out of ten consider themselves to be stressed. The women tend to feel more stressed than men, and this is also true for those aged 18-24. Pressure of finding a first job might

contribute to the level of stress the young people experience. When the Nordic people get older, the stress level decreases. Only 12 % of the Danish people are very or somewhat stressed, while 44 % of the Finnish people experience stress.

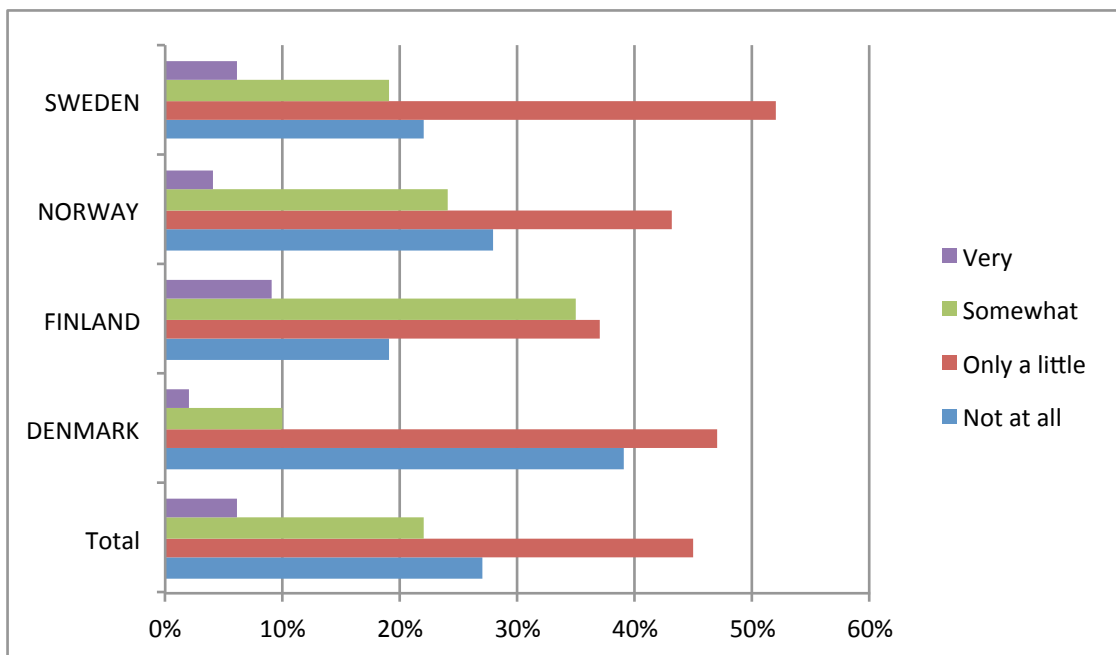


Figure: How stressed do you consider yourself to be? (Nordic comparison)

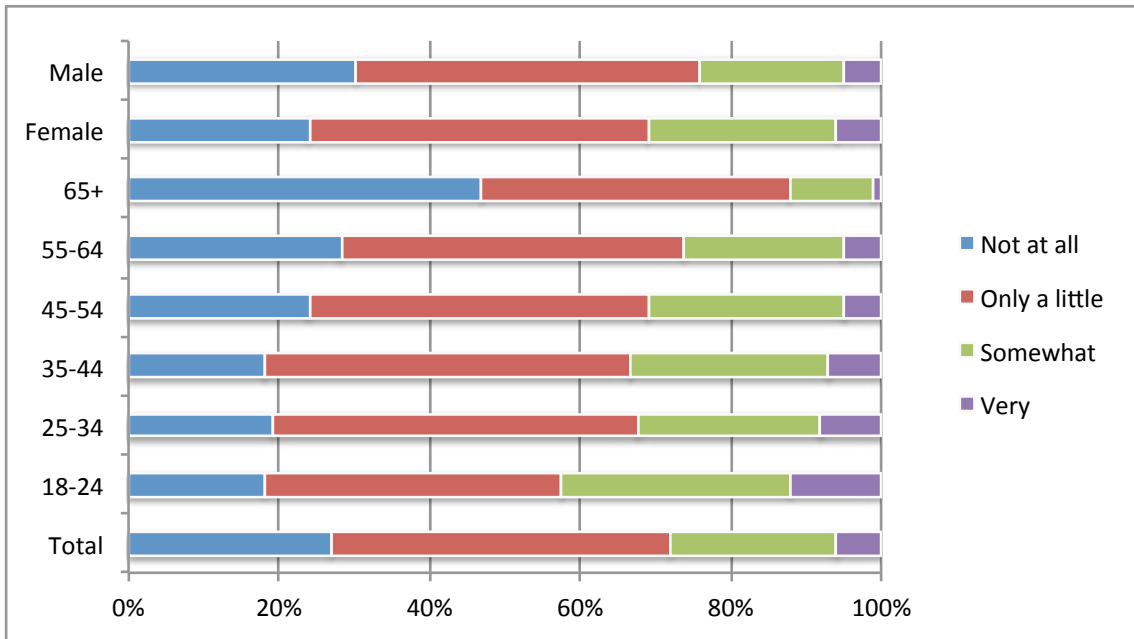


Figure: How stressed do you consider yourself to be? (Nordic total)

Medication helps women to release stress

7 % of the Nordic people are on some medication for stress, anxiety or mood stabilization. The Swedes stand out with 10 % who are on medication compared to 5 % of the Danes. The women (8 %) are more often on

medication for either stress or anxiety than men are (6 %). Alarming is that 11 % of those aged 18-24 are on medication. The other age groups have smaller shares who are taking medication.

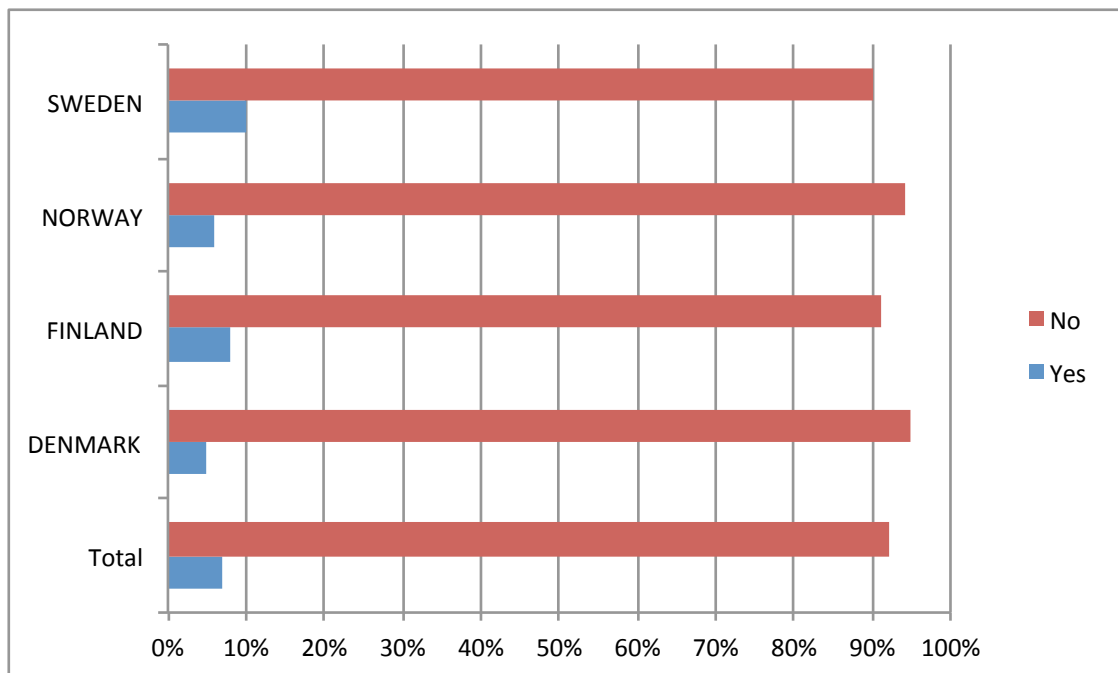


Figure: Are you on any medication for anxiety, stress or mood stabilization? (Nordic comparison)

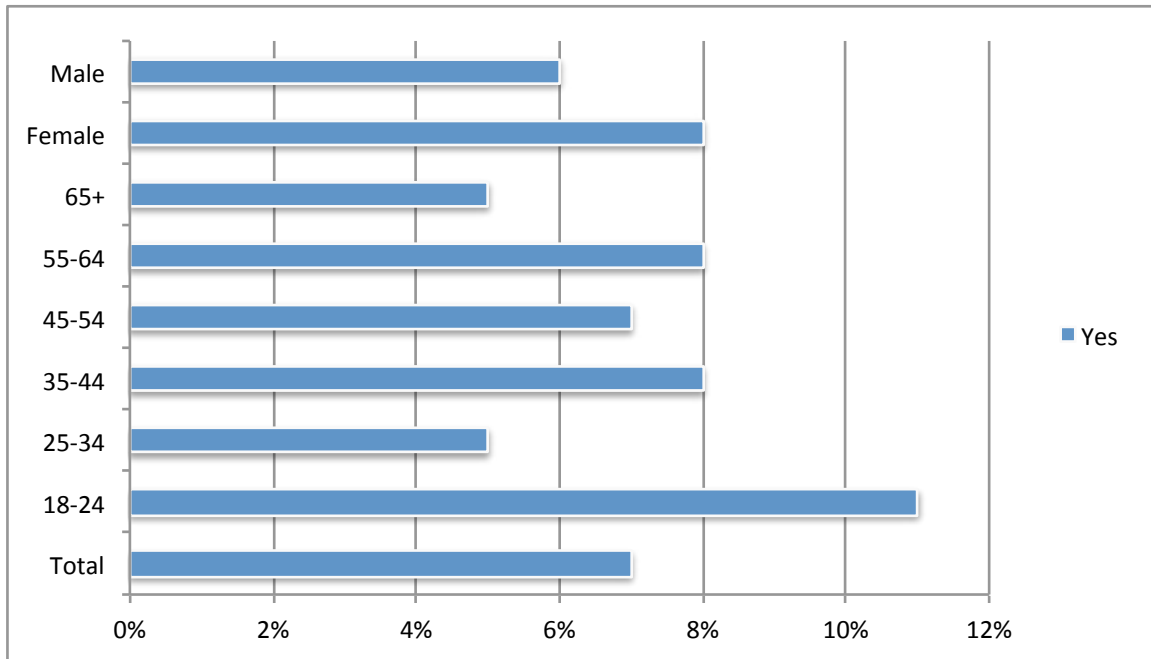


Figure: Are you on any medication for anxiety, stress or mood stabilization? (Nordic total)

Nordic people aren't afraid to hear the tough answer

If faced with a terminal disease the vast majority of the Nordic people would want to know about it (75%). A majority would also want to know in advance if they were to contract a serious medical condition, if there in the future were a medical device who could tell us if and/or when to contract it. A lot more men (57%) than women (46%)

would want to know this information in advance. There is however only 44% of those aged 18-24 years old who would want to know, a lot lower than all the other age groups.

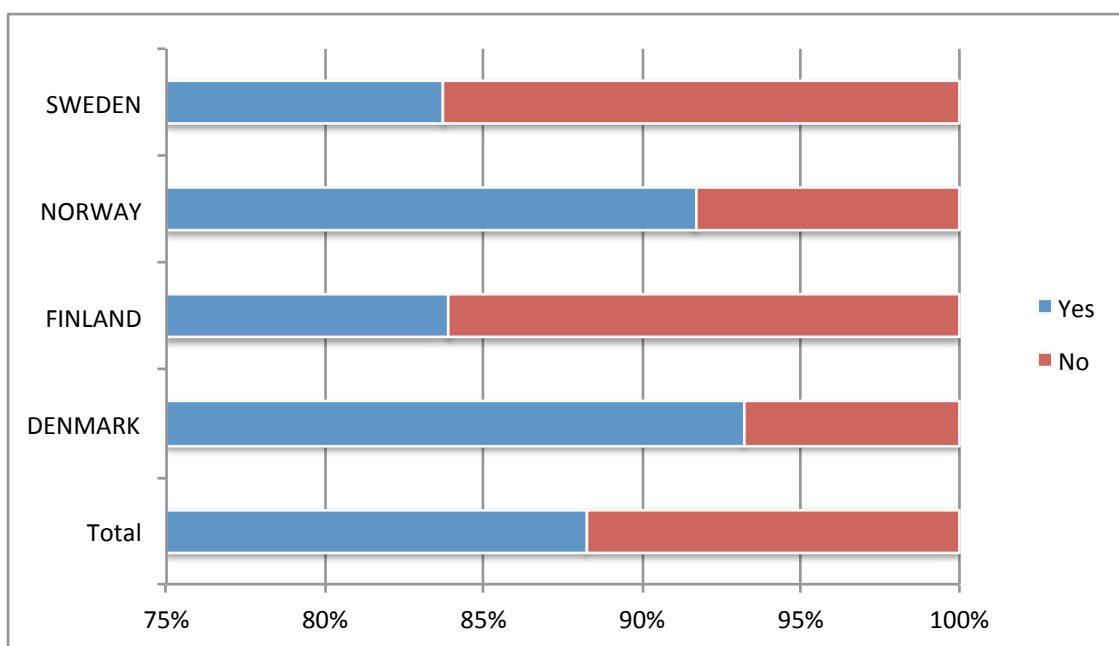


Figure: If you had a terminal disease, would you want to know? (Nordic comparison)

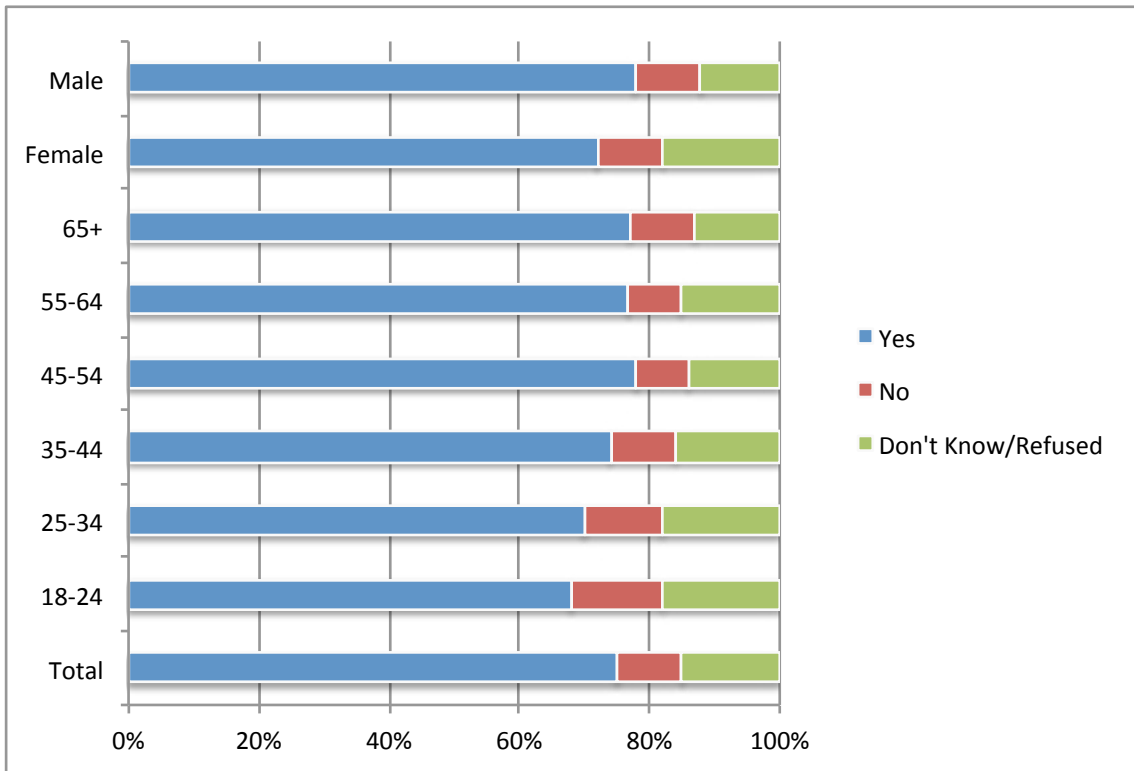


Figure: If you had a terminal disease, would you want to know? (Nordic total)

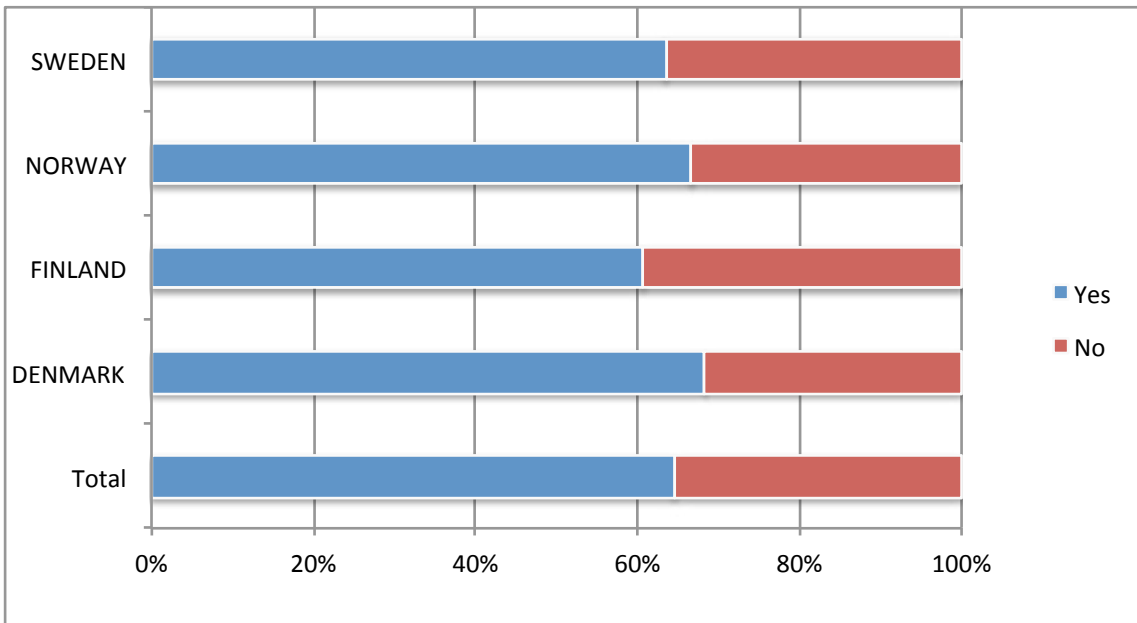


Figure: In the future, medical devices (or medical technology) may be able to tell you if and/or when you may contract a serious medical condition or disease. Would you want to know this information in advance? (Nordic comparison)

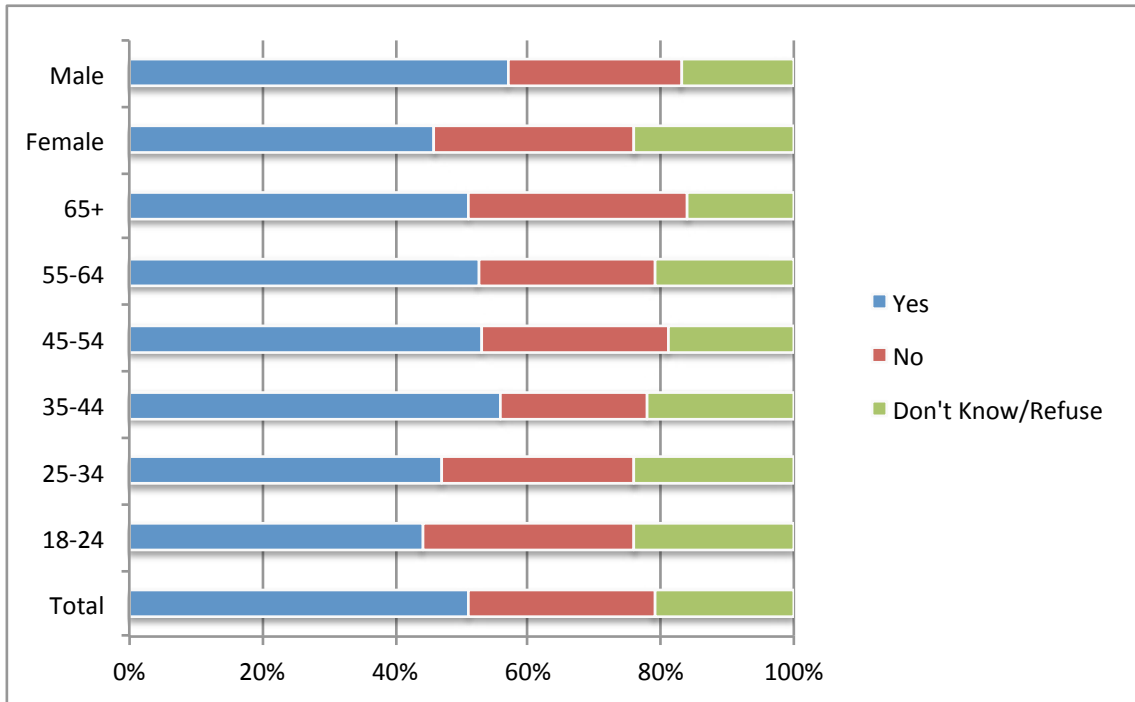


Figure: In the future, medical devices (or medical technology) may be able to tell you if and/or when you may contract a serious medical condition or disease. Would you want to know this information in advance? (Nordic total)

Alarming depression – more than one out of ten feel depressed during winter

Due to the darkness during winter season in the Nordic countries not only the sleep gets affected. More than one out of ten feel depressed during winter; either all the time or weekly or more often. 16 % of the Swedes are depressed compared to the Norwegians (9 %). Even when

it comes to winter depression, women and the youngest people (18-24 years) most often experience depression compared to men and other age groups.

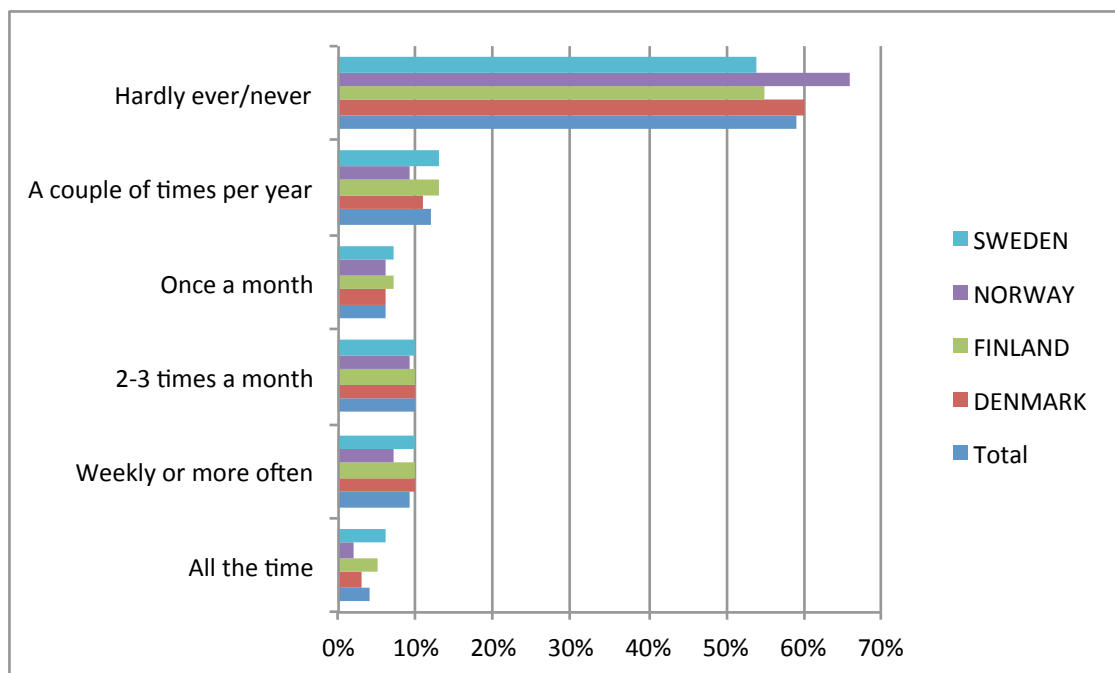


Figure: How often do you feel depressed during the winter season, due to outside darkness? (Nordic comparison)

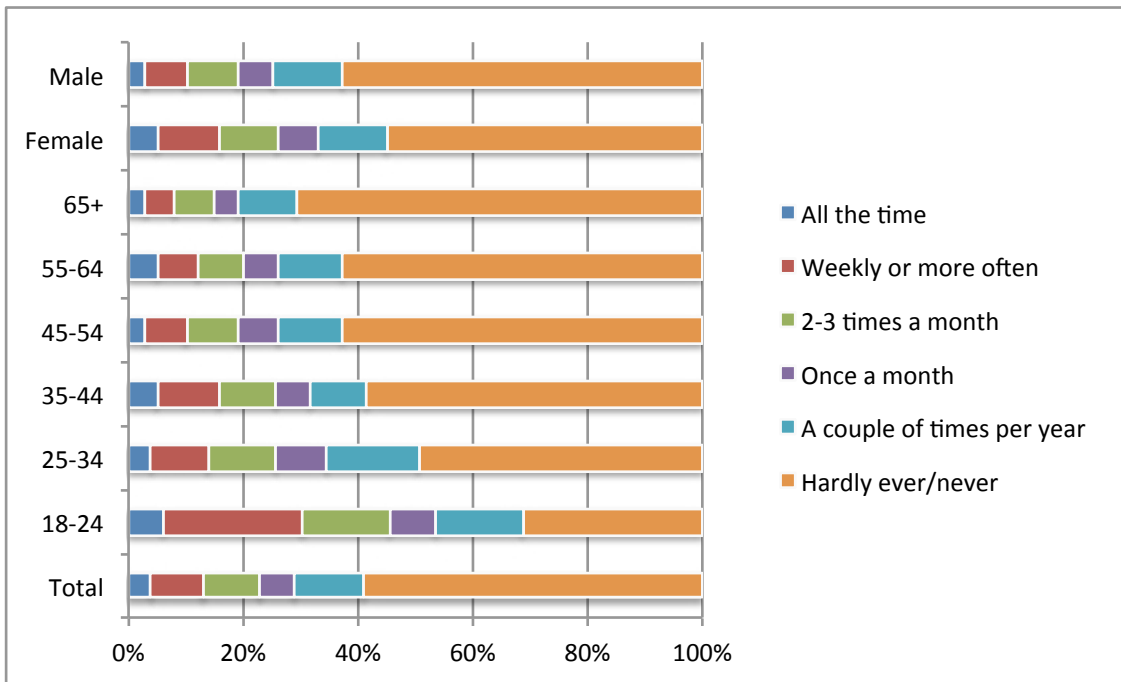


Figure: How often do you feel depressed during the winter season, due to outside darkness? (Nordic total)

The jobs are key stressors in Nordic people's lives

The job situation and the possibility of losing their job are key stressors in Nordic people's lives. 60 % are stressed over their job and 33 % are also stressing over losing their job. Naturally, the Nordic people get concerned over their financial situation when they are stressed over their job. Around 40 % of the Nordic people feel stressed over not having enough money to pay bills but also enough money to be able to save for the future. The financial issues are more likely to stress women than their male counterparts. The financial

issues are also a big stress factor for those aged 18-24 where top stressors are about money. 45 % of the young people are stressing over not having enough money to pay bills and 55 % stress over not being able to save for the future.

Nordic people are also concerned about not getting enough sleep, and this causes stress. They are, however, not as stressed about crime that might affect them or world news and events.

To what extent do each of the following contribute to stress you might feel: Somewhat/A lot						
	18-24	25-34	35-44	45-54	55-64	65+
Job	65%	68%	70%	70%	59%	22%
Having enough money to save for the future	55%	44%	40%	37%	26%	24%
Having enough money to pay your bills	45%	41%	44%	38%	28%	23%
Getting enough sleep	43%	39%	38%	38%	33%	23%
The Economy	35%	37%	38%	37%	29%	27%
Loss of job	31%	42%	36%	37%	30%	12%
Your home/apartment	26%	30%	22%	21%	11%	14%
Where you live	25%	17%	14%	12%	9%	8%
Commuting to/from work	24%	16%	14%	10%	9%	3%
Ability to retire	24%	22%	24%	26%	25%	10%
The telephone	19%	12%	10%	10%	11%	6%
Co-workers	17%	23%	26%	24%	20%	6%
Spouse	17%	23%	26%	24%	20%	6%
Healthcare costs	17%	18%	20%	20%	20%	27%
Boss	17%	27%	26%	29%	26%	8%
Other communications technology	16%	10%	10%	8%	8%	6%
Politics/government-related issues	16%	10%	9%	12%	14%	22%
World news and events	11%	7%	8%	11%	12%	26%
Crime that might affect you	10%	9%	7%	7%	8%	15%
War Iraq and Afghanistan	6%	3%	4%	6%	9%	22%
Your kids	4%	11%	22%	21%	18%	16%

Figure: To what degree does each of the following contribute to stress you might feel? (Nordic total) A lot + somewhat

To what extent do each of the following contribute to stress you might feel: Somewhat/A lot	Female	Male	Total
Job	61%	60%	60%
Having enough money to pay your bills	41%	32%	37%
Having enough money to save for the future	40%	34%	37%
Getting enough sleep	40%	31%	35%
The Economy	37%	32%	34%
Loss of job	31%	34%	33%
Boss	24%	23%	24%
Ability to retire	24%	20%	22%
Your home/apartment	23%	18%	21%
Co-workers	23%	18%	20%
Spouse	23%	18%	20%
Healthcare costs	22%	18%	20%
Your kids	20%	13%	17%
Where you live	15%	11%	13%
Politics/government-related issues	12%	15%	13%
Commuting to/from work	14%	11%	12%
World news and events	14%	10%	12%
The telephone	10%	11%	11%
Other communications technology	10%	9%	9%
Crime that might affect you	10%	8%	9%
War Iraq and Afghanistan	9%	6%	8%

Figure: To what degree does each of the following contribute to stress you might feel? (Nordic total) A lot + somewhat



VI. Weight and diet

Weight and diet has been on the agenda for quite some time and the Nordic people seem to be aware of the risks with obesity and diseases that follow overweight. This chapter shows that Nordic people would want to increase their amount of exercise in order to lose weight. The people of the Nordic countries also have a good knowledge

of their own overweight, 45 % consider themselves to be overweight and that is about the same share as shown in official studies. Women are more likely to think they are overweight than men. The people in the Nordic countries are also likely to try devices that can help to control the weight and diet.

About the Nordic image – overweight

45 % of the people in the Nordic countries consider themselves to be overweight. A lesser share of the Norwegians (40 %) consider themselves overweight compared to the Finns where as many as 53 % consider themselves to be overweight. Almost every second woman (48 %) thinks they are overweight, compared to

43 % of the men. In reality Nordic people are quite aware of their problems. Based on surveys conducted by the different Nordic countries' National Public Health Institute⁵ around 45 % of the Nordic people really are overweight.

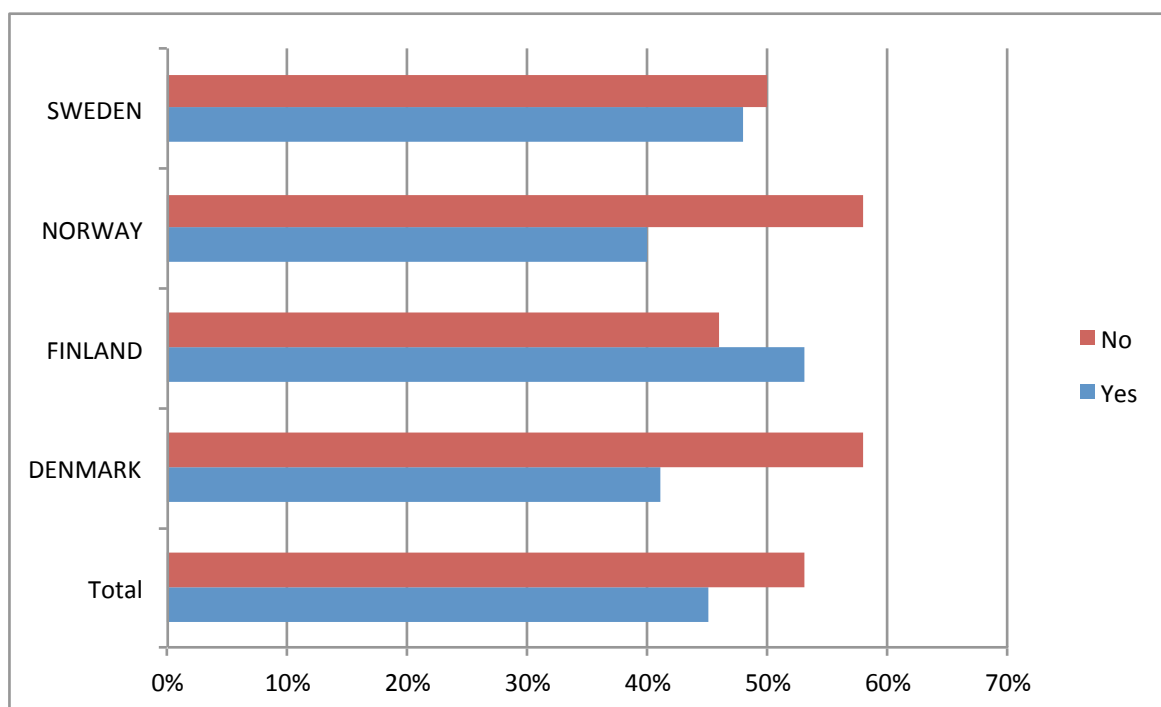


Figure: Do you consider yourself to be overweight? (Nordic comparison)

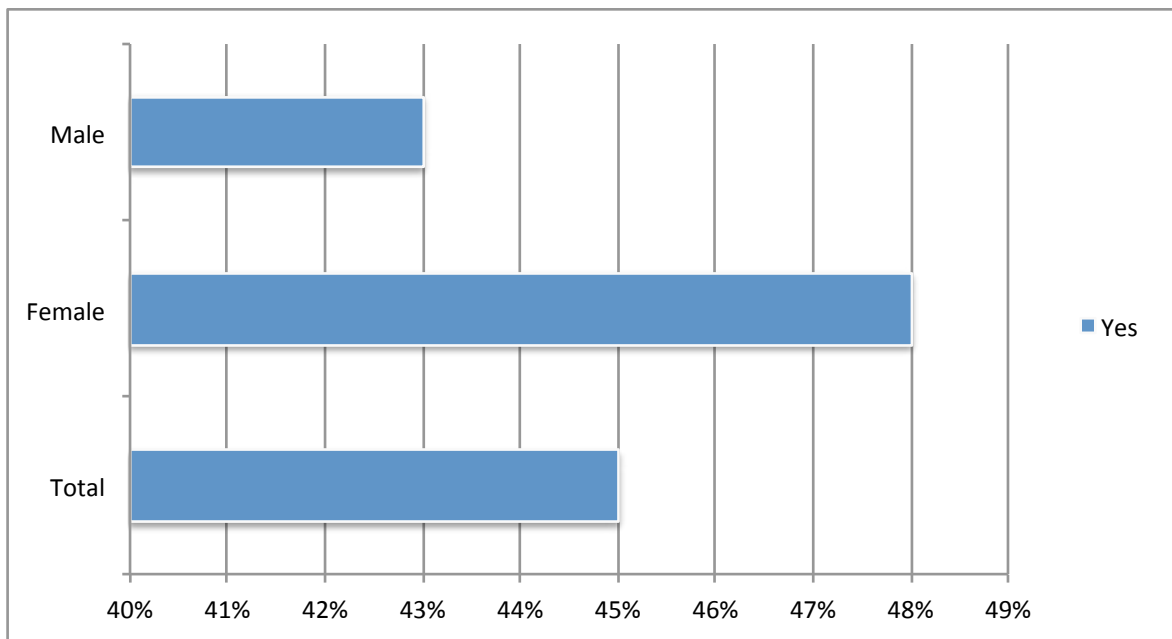


Figure: Do you consider yourself to be overweight? (Nordic total)



To lose weight – Nordic people go exercising

Over all, increased exercise is the Nordic people's number one action to lose weight. If they were to lose weight the Swedes (78 %) are more likely to increase exercising than the Danes (71 %) who are more likely than Swedes to start eat lower fat or lower calories (Danes: 50 % and 62 %, Swedes: 25 % and 43 %). Swedes (59 %) will quit eating sweets, while the rest of the Nordic countries are

more likely to eat lower calories overall. 13 % of the Nordic people would use an exercise device in their effort to lose weight. Nordic women are more likely than men to make changes in their diet in order to lose weight. Only 12 % of those aged 18-24 years are not as interested in losing weight as older people are.

If you wanted to lose weight, which of the following would you do?	Total	DENMARK	FINLAND	NORWAY	SWEDEN
Increase exercise	75%	71%	75%	75%	78%
Stop/cut down eating sweets	53%	53%	51%	50%	59%
Eat lower calories	50%	62%	49%	45%	43%
Stop/cut down eating salty snacks	39%	37%	37%	35%	48%
Eat lower fat	33%	50%	33%	25%	25%
Stop/cut down eating fast food	31%	33%	30%	25%	38%
Eat lower carbohydrates (Atkins, Zone, South Beach)	26%	15%	46%	21%	23%
Consume less alcohol	19%	21%	24%	12%	19%
An exercise device	13%	16%	13%	13%	9%
Not interested in losing weight	8%	9%	6%	10%	7%
Use diet aids or supplements	6%	3%	6%	7%	7%
Go on Weight Watchers or other diet program	4%	3%	4%	2%	7%
Other, mention	3%	4%	3%	3%	3%
Consider surgery	2%	2%	2%	2%	4%
Nothing works for me	1%	0%	1%	0%	1%

Figure: If you wanted to lose weight, which of the following would you do? (Nordic comparison)

If you wanted to lose weight, which of the following would you do?	Total	18-24	25-34	35-44	45-54	55-64	65+	Female	Male
Increase exercise	75%	78%	84%	79%	73%	72%	65%	75%	75%
Stop/cut down eating sweets	53%	69%	65%	62%	53%	45%	37%	57%	50%
Eat lower calories	50%	52%	49%	46%	49%	49%	53%	54%	45%
Stop/cut down eating salty snacks	39%	57%	53%	49%	39%	26%	20%	41%	37%
Eat lower fat	33%	32%	33%	36%	34%	31%	34%	32%	35%
Stop/cut down eating fast food	31%	60%	53%	38%	26%	17%	12%	31%	32%
Eat lower carbohydrates (Atkins, Zone, South Beach)	26%	23%	26%	27%	25%	27%	28%	26%	26%
Consume less alcohol	19%	23%	23%	18%	21%	17%	15%	17%	21%
An exercise device	13%	14%	15%	17%	11%	11%	10%	13%	13%
Not interested in losing weight	8%	12%	10%	5%	7%	6%	10%	7%	9%
Use diet aids or supplements	6%	9%	6%	9%	6%	4%	3%	7%	5%
Go on Weight Watchers or other diet program	4%	1%	5%	4%	4%	5%	3%	6%	2%
Other, mention	3%	2%	4%	3%	3%	3%	3%	3%	3%
Consider surgery	2%	2%	3%	3%	2%	2%	1%	3%	2%
Nothing works for me	1%	1%	0%	1%	1%	1%	1%	1%	0%

Figure: If you wanted to lose weight, which of the following would you do? (Nordic total)



VII. Where Nordic people want to live

This chapter shows what demands the Nordic people have on their community and the cities they want to live in. When asking about what is important a numerous things are considered when you think of the community you would most like to live in. It is clearly a mixture of factors that makes a city or community livable.

The top factors that are important to Nordic people in a community are: safety and crime rate, availability of employment, local schools and access to healthcare facilities

One country stands out in the survey: Denmark. Whether it is the importance of safety, employment, parks and recreation facilities, pollution or several other questions, the Danish

answers are overall lower, or much lower, in most of the answers. That might mean that the Danish people don't have the same demands as other Nordic people.

The biggest difference is shown on importance of access to healthcare facilities. Only 20 % of the Danish people say that access to healthcare facilities is very important, compared to 62 % of the Swedish people. Even looking at availability of employment the Danes stand out when 27 % say that they think this is very important, compared to the other countries where 51-58 % answers very important.

Safety and jobs are most important in the Nordic communities

Nordic people rank safety and low crime rate together with availability of employment at the top of the list when it comes to the importance of different aspects in their communities. Half of the Nordic people put safety and crime rate as top priority.

The people aged 18-24 rate availability of jobs to be most important in a community and women

and elderly people rate safety and low crime rate to be most important. Local government is not ranked as important. 40 % of the Nordic people rate garbage pickup to be more important than access to things like culture and shopping. Local schools and access to healthcare facilities are also important aspects of a Nordic community.

When you think of the community you would most like to live in, how important are each of the following? (Very Important)	Total	DENMARK	FINLAND	NORWAY	SWEDEN
Safety and crime rate	49%	35%	54%	52%	54%
Availability of employment	48%	27%	51%	57%	58%
Local schools	45%	35%	42%	54%	49%
Access to healthcare facilities	44%	20%	57%	38%	62%
Garbage pick-up	40%	31%	40%	47%	44%
Local hospitals	35%	22%	41%	38%	40%
Pollution and smog	34%	30%	29%	40%	38%
Quality of roads	28%	13%	32%	37%	29%
Parks and recreation facilities	28%	25%	24%	35%	28%
Availability of shopping and grocery stores	26%	23%	26%	25%	30%
Distance to your place of employment	18%	11%	19%	25%	18%
Cable service	14%	7%	22%	18%	10%
Access to arts and culture	14%	9%	15%	15%	15%
Local government	14%	8%	13%	16%	20%

Figure: When you think of the community you would most like to live in, how important are each of the following? (Nordic comparison) Very Important

When you think of the community you would most like to live in, how important are each of the following? (Very Important)	Total	18-24	25-34	35-44	45-54	55-64	65+	Female	Male
Safety and crime rate	49%	43%	48%	47%	49%	45%	55%	54%	43%
Availability of employment	48%	64%	58%	53%	50%	45%	31%	54%	43%
Local schools	45%	44%	49%	55%	46%	39%	37%	49%	41%
Access to healthcare facilities	44%	41%	36%	40%	45%	47%	55%	51%	37%
Garbage pick-up	40%	34%	32%	40%	42%	44%	46%	46%	35%
Local hospitals	35%	30%	29%	32%	37%	36%	43%	40%	31%
Pollution and smog	34%	24%	29%	34%	37%	36%	38%	39%	29%
Quality of roads	28%	24%	23%	26%	27%	31%	33%	31%	24%
Parks and recreation facilities	28%	27%	32%	24%	28%	27%	28%	34%	22%
Availability of shopping and grocery stores	26%	36%	29%	24%	22%	22%	29%	33%	19%
Distance to your place of employment	18%	18%	23%	21%	20%	16%	10%	22%	15%
Cable service	14%	14%	14%	14%	15%	12%	16%	15%	14%
Access to arts and culture	14%	15%	13%	10%	10%	15%	21%	18%	9%
Local government	14%	16%	9%	11%	12%	15%	24%	17%	12%

Figure: When you think of the community you would most like to live in, how important are each of the following? (Nordic total) Very Important



VIII. The role of technology

Philips' vision is to simply make a difference to people's lives with meaningful, sustainable innovations. Within different divisions of Philips there are numerous devices which can be used to simplify your life. Nordic people appreciate technology, 60 % gets really excited when new technology is released on the market. The people in the Nordic countries would not hesitate to use a device that makes it easier to stay healthy, 48 % would use lighting to improve their mood or

reduce stress. 82 % think that lighting can have a significant effect on their health and well-being.

82 % of those aged 65 + think that the Internet has made their life better.

40 % of the people in the Nordic countries think that social networks such as Facebook and MySpace will reduce their privacy.

Nordic people want more lighting to feel better

In general, Nordic people are very enthusiastic about new technology. 83 % think that new technology will allow them to live longer. Six out of ten gets really excited when new technology gets released on the market. 82 % think that lighting can have a significant effect of their health and well-being. More women (86 %) agree on this

than men (79 %). Also, the Nordic people thank the Internet for making their life better. The age group 65 and older is very optimistic, since 82 % of them feel that the internet has made their life better. That number is less for those aged 18-24.

Thinking of the role of technology in your life, how much do you agree or disagree with the following statements; (Somewhat agree/Completely agree)	Total	DENMARK	FINLAND	NORWAY	SWEDEN
Medical technology will allow me to live longer	83%	88%	80%	85%	79%
Lighting can have a significant effect on my sense of health and well-being	82%	85%	77%	84%	85%
The internet has made my life better	77%	74%	75%	78%	81%
Technological advancements will fundamentally change our homes in the next 10 years	75%	70%	76%	76%	78%
I am responsible for figuring out the best technologies that can improve my sense of health and well-being	65%	73%	64%	73%	48%
I get really excited when new technologies come out	60%	34%	67%	87%	52%
When I have a concern about health issue, I usually check the internet first	58%	51%	54%	57%	68%
My lifestyle improves as new technologies are created	43%	28%	58%	46%	40%
I am concerned that the proliferation of things such as Facebook and MySpace will reduce my privacy	40%	36%	43%	44%	37%
Technology has made my life more stressful	39%	30%	40%	46%	42%
By the time I reach the age where I expect to have serious health issues, medical technology will have advanced to the point where those issues won't affect me	35%	42%	26%	40%	34%
I know how to use all the features on my Smartphone	35%	25%	41%	39%	36%
I wish there was less technology in my life	28%	20%	34%	26%	32%
Social media such as Twitter, Facebook and MySpace have made my life better	23%	19%	25%	26%	22%

Figure: Thinking of the role of technology in your life, how much do you agree or disagree with the following statements (Nordic comparison) Somewhat agree + completely agree

Thinking of the role of technology in your life, how much do you agree or disagree with the following statements; (Somewhat agree/Completely agree)	Total	18-24	25-34	35-44	45-54	55-64	65+	Female	Male
Medical technology will allow me to live longer	83%	72%	85%	79%	82%	84%	87%	81%	85%
Lighting can have a significant effect on my sense of health and well-being	82%	82%	82%	81%	80%	84%	85%	86%	79%
The internet has made my life better	77%	78%	78%	74%	72%	78%	82%	79%	75%
Technological advancements will fundamentally change our homes in the next 10 years	75%	69%	68%	73%	75%	79%	82%	74%	75%
I am responsible for figuring out the best technologies that can improve my sense of health and well-being	65%	56%	69%	65%	64%	61%	66%	62%	67%
I get really excited when new technologies come out	60%	55%	63%	62%	56%	58%	63%	52%	68%
When I have a concern about health issue, I usually check the internet first	58%	72%	69%	64%	53%	50%	47%	62%	53%
My lifestyle improves as new technologies are created	43%	37%	46%	42%	38%	40%	49%	39%	48%
I am concerned that the proliferation of things such as Facebook and MySpace will reduce my privacy	40%	47%	42%	41%	37%	36%	43%	39%	41%
Technology has made my life more stressful	39%	47%	48%	47%	43%	34%	23%	40%	39%
By the time I reach the age where I expect to have serious health issues, medical technology will have advanced to the point where those issues won't affect me	35%	33%	30%	33%	33%	38%	44%	34%	37%
I know how to use all the features on my Smartphone	35%	49%	42%	43%	34%	29%	23%	27%	43%
I wish there was less technology in my life	28%	36%	24%	28%	29%	29%	28%	32%	24%
Social media such as Twitter, Facebook and MySpace have made my life better	23%	42%	32%	24%	19%	16%	14%	27%	19%

Figure: Thinking of the role of technology in your life, how much do you agree or disagree with the following statements (Nordic comparison) Somewhat agree + completely agree

Nordic people are keen on using technology to improve their health and well-being

The Nordic people are no strangers to technology that can improve their health and well-being. In fact, almost half of the Nordic population (48 %) would want to use lighting at home to reduce stress or improve the mood. Since Nordic people to great extent are mixing working life with family life, 40 % would be interested in a device that could help the family to

plan healthy meals. Three out of ten would wear a monitor to call emergency personnel if needed, and this is unsurprisingly mainly amongst the older population. 39 % of the Nordic women would use a device that could count the amount of calories and track your activities during the day.

The following of various things that you could use at home to affect your health and well-being. How likely would you use the following: (Somewhat likely/Very likely)	Total	DENMARK	FINLAND	NORWAY	SWEDEN
Lighting to improve your mood or reduce stress	48%	40%	55%	40%	57%
A device to help plan healthy meals for you and your family	40%	37%	41%	42%	38%
A device that counts calories and tracks your activities throughout the day	35%	37%	41%	27%	36%
A monitor you would wear to call emergency personnel if needed care	28%	29%	44%	23%	14%

Figure: The following of various things that you could use at home to affect your health and well-being. How likely would you use the following: (Nordic comparison) somewhat likely + Very likely

The following of various things that you could use at home to affect your health and well-being. How likely would you use the following: (Somewhat likely/Very likely)	Total	18-24	25-34	35-44	45-54	55-64	65+	Female	Male
Lighting to improve your mood or reduce stress	48%	51%	51%	51%	46%	47%	45%	52%	44%
A device to help plan healthy meals for you and your family	40%	49%	52%	47%	38%	29%	28%	41%	38%
A device that counts calories and tracks your activities throughout the day	35%	43%	45%	40%	32%	29%	27%	39%	32%
A monitor you would wear to call emergency personnel if needed care	28%	17%	18%	22%	27%	33%	42%	30%	25%

Figure: The following of various things that you could use at home to affect your health and well-being. How likely would you use the following: (Nordic comparison) somewhat likely + Very likely

Technology is changing life for the better

A majority of the Nordic people today feel that technology has made their lives better. Access to information, and ease in communication in particular; have made the greatest impact on the Nordic people's lives. Education, medical treatment and managing money are also top rated as making life better for Nordic people.

Swedes and Danes are most happy about the information they receive thanks to technology. There are very small differences or no difference at all between men and women when it comes to different areas where technology has made life better.

Changes in technology have affected almost every aspect of life. For each area listed below, do you think technology has made things better, made things worse, or made no difference at all? (Makes life better for you)

	Total	Female	Male	DENMARK	FINLAND	NORWAY	SWEDEN
Communication	79%	79%	78%	79%	79%	78%	79%
Information	76%	77%	75%	80%	65%	77%	83%
Education	66%	67%	65%	72%	69%	57%	65%
Medical treatment	62%	61%	63%	63%	74%	55%	57%
Managing money	61%	61%	61%	62%	62%	52%	69%
Health maintenance and prevention	60%	61%	58%	66%	69%	49%	55%
Entertainment	60%	59%	62%	56%	59%	59%	
Travel	60%	62%	59%	42%	67%	71%	63%
Medical diagnosis	56%	55%	57%	60%	65%	45%	53%
Saving time	55%	57%	54%	60%	53%	50%	58%
Security	54%	54%	55%	52%	59%	53%	53%
Personal relationships	53%	55%	51%	52%	62%	48%	50%
Human relations	51%	55%	46%	47%	58%	50%	
Pursuing dreams and opportunities	49%	51%	47%	48%	55%	49%	45%
Saving money	49%	50%	48%	51%	49%	45%	51%
Workplace efficiency	48%	46%	49%	51%	38%	51%	51%
Working at home	48%	48%	47%	48%	50%	46%	47%
Shopping	47%	48%	46%	42%	55%	40%	50%
Staying organized	47%	49%	45%	54%	35%	47%	51%

Figure: Changes in technology have affected almost every aspect of life. For each area listed below, do you think technology has made things better, made things worse, or made no difference at all? (Makes life better for you)

IX. About the report and survey

This report is based on the result of a survey conducted in all four Nordic countries (Sweden, Denmark, Finland and Norway). The survey was carried out by GfK HealthCare, on behalf of Philips. The target group was men/women aged 18 years and older. The interviews started on January 28th 2011 and took 6 working days to complete.

In all countries a country representative sample was drawn. Totally 4095 interviews were carried out, more than 1000 in each Nordic country. 50% of those who participated were men and 50% women. Each interview lasted around 20 minutes.

The survey has divided the answers in age groups.

The interviews in all countries were carried out as web interviews (CAWI, Computer Aided Web Interviews). In Sweden, GfK HealthCare used its own Global Online Panel for the recruitment. In Denmark, Norway and Finland, a panel from a business partner was used.

Age group (years)	Total answers	% of total
18-24	256	6%
25-34	843	21%
35-44	702	17%
45-54	800	20%
55-64	675	16%
65+	819	20%

What is the Philips Index? How are the indices calculated?

The Philips Index is an analysis that weights overall satisfaction with various components of health and well-being by their relative stated importance. Rather than merely asking how one feels, the Index weights 17 components tied to health and well-being. Doing so allows the opportunity to isolate drivers and satisfaction relative to components that are considered important. In addition to the Overall Health and Well-being Index,

Sub-indices were created to examine Physical Health, Well-being, Job, Friends and Family, and Community.

Using survey Q3 (stated importance) and Q4 (satisfaction), the average stated importance is multiplied with average satisfaction. More specifically:

• Total Index = the average of Q3 (stated importance) × Q4 (satisfaction) across all drivers to health and well-being (1-17). Those drivers are:

- o Your job
- o How much you earn
- o How much you weigh
- o Your overall physical health
- o Your mental health
- o The community you live in
- o Your relationship with your family and friends

- o How much stress you have
- o The place of worship you attend, if any
- o How much you contribute to your community
- o The overall physical health of family members
- o Your relationship with your spouse or partner
- o Your relationship with your boss and co-workers
- o The cost of living
- o The amount of vacation time you have
- o The amount free time you have to spend friends and family
- o The amount free time you can spend alone

• Job Index = the average of Q3 (stated importance) × Q4 (satisfaction) across the following items:

- o Your job, how much you earn, your relationship with your boss and co-workers and the amount of vacation you have.

- Community Index = the average of Q3 (stated importance) × Q4 (satisfaction) across the following items:

- o The community you live in, how much you contribute to your community and the cost of living.

- Physical Index = the average of Q3 (stated importance) × Q4 (satisfaction) across the following items:

- o How much you weigh and your physical health.

- Emotional Health Index = the average of Q3 (stated importance) × Q4 (satisfaction) across the following items:

- o Your mental health, how much stress you have, the place of worship you attend, if any and how much free time you can spend alone.

- Family/Friends Index = the average of Q3 (stated importance) × Q4 (satisfaction) across the following items:

- o Your relationship with family and friends, the overall physical health of family members, your relationship with your spouse or partner and the amount of free time you have to spend with family and friends.

X. Sources

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Norwegian - Folkehelseinstituttet

Danish - Statens institute for folkesundhed

Publications and reports:

Nordic Statistical Yearbook 2010

Philips Global Index Health and Well-being Report 2011

Footnotes:

1. Nordic Statistical Yearbook 2010
2. Nordic Statistical Yearbook 2010
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