

Media Backgrounder

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Philips Index for Health and Well-being: A global perspective

The 'Philips Index for Health and Well-being: A global perspective' report, is an analysis of responses from over 31,000 people across 23 countries, that provides new insight into people's health and well-being across the globe.

It reveals that people living in different types of economies, such as India, the United Arab Emirates (UAE), the Kingdom of Saudi Arabia (KSA) and Singapore, feel significantly more positive about their overall state of health and well-being, compared to those in some of the most developed economies of the world, such as Japan, much of Europe and the Americas. The Japanese and British are amongst the nations who rate their physical health the lowest, with the UAE and India rating it the highest. Dissatisfaction with weight is a common theme across all the countries surveyed, and there is a strong correlation between this and dissatisfaction with overall physical health, especially among women.

The situation observed with emotional health is very similar, suggesting a link between the two. Feelings of stress are also seen to have a significant impact on emotional health. While this is a global issue, the highest levels are reported in India, Taiwan and Korea.

Surprisingly, although the report reveals that nine out of ten respondents believe that responsibility for looking after our health lies firmly in our own hands, this doesn't always translate into action. Although almost two thirds of us will go and see a doctor if we have a specific health issue, more than half (51%) of us are unlikely to follow-up on our doctor's advice. Although people across the globe practice a variety of methods to improve their health, spending time with family and friends or relaxing at home are the main ways we enhance our sense of well-being. This influence is most notable in the Middle East and Asia.

The 'Philips Index for Health and Well-being: A global perspective' report marks the first worldwide research report to be released by The Philips Center for Health & Well-being (www.philips-thecenter.org), a knowledge-sharing forum that provides a focal point to raise the level of discussion on what matters most to people, communities and thought leaders.

Background

The report, entitled 'The Philips Index for Health and Well-being: A global perspective', was commissioned to develop a greater understanding of how people, wherever they are in the world, feel about their health and well-being. By developing this understanding, Philips hope to pioneer products, services and game-changing innovations that will help people, communities, health care systems, governments, and future generations address the critical issues surrounding how we live, how content we are, and how we face the challenges of sustainability, increasing urbanization and an aging population.

Index report methodology

- The report marks the culmination of a massive global consumer research initiative in which The Philips Center for Health & Well-being surveyed over 31,000 people across 23 countries, and is the first in a series of global reports that will examine key factors that impact on health and well-being
- Sample sizes, methodology, and weighting were determined on a country-by-country basis to best reflect the demographic make-up in each country. These differences should be taken into consideration when making cross country comparisons
- What people say is important to them isn't always what affects them most. To understand this better, the report examines the gap between what respondents say is important to them and how satisfied they are with it, thereby providing a more accurate portrayal of their key issues and drivers
- The Philips Index for Health and Well-being is made up of several indices to more accurately identify the drivers of our health and well-being. Each individual index combines answers to a number of questions relating to the key components, and is calculated by weighting the stated importance of each component against one's satisfaction with that same component. The main index measure is the **Health and Well-Being Index**, which cross-examines 17 questions. Further sub-indices were created to examine **Physical Health, Emotional Health, Jobs, Friends and Family, Community, and Aging**.

Mega-trends and key facts

The Philips Index research has explored the following societal mega-trends:

- The state of our health and well-being
- The aspects of health and well-being that are most important, and how satisfied are people with each of these aspects of their lives
- How regions vary in terms of their attitudes and behaviors toward health and well-being
- The roles people's lifestyles, age and communities play in their health and well-being

What are the drivers to health and well-being?

Health:

- The report identifies health, jobs and personal relationships as the fundamental drivers to health and well-being
- Three quarters of us think that our health and well-being has stayed the same or improved over the past five years

Highest scores - stating that health and well-being <u>has improved</u>	
India (58%)	UK (41%)
Kingdom of Saudi Arabia (KSA) (47%)	Germany (41%)
United Arab Emirates (UAE) (45%)	Singapore (41%)

Highest scores - stating that health and well-being <u>is worse</u>	
Japan (44%)	Belgium (41%)
Taiwan (44%)	France (41%)
Italy (42%)	

- 62% of respondents globally state that they feel good or very good about their health and well-being

Highest stating health and well-being as good/very good	Lowest stating health and well-being as good/very good
UAE (84%)	UK (38%)
KSA (84%)	Japan (38%)
India (75%)	China (34%)
US (74%)	Taiwan (24%)

- The **Health and Well-being Index** is a comprehensive measure of overall health and well-being that has been calculated by weighting the stated importance of 17 components of health and well-being against one's satisfaction with each of those components

Highest Health and Well-being Index scores	Lowest Health and Well-being Index scores
UAE (88%)	Japan (27%)
KSA (78%)	Turkey (34%)
India (72%)	Italy (34%)
Singapore (68%)	Philippines (45%)

- Although the US, Brazil and much of Europe stated that their health and well-being was good, their Index scores suggest they are doing less well than they perceive, in contrast with much of Asia and Asia Pacific where the opposite was true. The only European country doing better than perceived was the UK

Health and well-being stated as good/very good	Health and Well-being Index scores
Highest:	
UAE (84%)	(88%)
KSA (84%)	(78%)
India (75%)	(72%)
US (74%)	(55%)
Singapore (72%)	(68%)
Brazil (71%)	(54%)
Belgium (70%)	(55%)
France (68%)	(55%)
Italy (67%)	(34%)
Lowest:	
UK (38%)	(45%)
Japan (38%)	(27%)
China (34%)	(60%)
Taiwan (24%)	(54%)

- We rate physical and mental health as the two most important drivers for our overall health and well-being
- The **Physical Health Index** is a weighted score of stated importance and satisfaction on questions relating to physical health and weight

Highest Physical Health Index scores	Lowest Physical Health Index scores
UAE (93%)	Japan (24%)
India (84%)	Turkey (33%)
KSA (84%)	UK (40%)
Malaysia (70%)	Italy (43%)

Singapore (70%)	Taiwan (43%)
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- Dissatisfaction with weight is a common theme across all countries, and there is a strong correlation between weight and satisfaction with overall physical health, especially amongst women

Most dissatisfied with weight*	Least dissatisfied with weight*
Japan (-53%)	Turkey (41%)
UK (-43%)	China (15%)
The Netherlands (-38%)	Philippines (15%)

- The **Emotional Health Index** is a weighted score of stated importance and satisfaction on questions relating to mental health, stress, community, free time alone and worship

Highest Emotional Health Index scores	Lowest Emotional Health Index scores
UAE (94%)	Japan (26%)
KSA (82%)	Italy (35%)
Poland (76%)	Turkey (36%)
India (74%)	Germany (43%)
Singapore (68%)	Spain (44%)

- Over 70% of respondents report being stressed

Highest stress levels reported	Lowest stress levels reported
India (95%)	KSA (38%)
Taiwan (94%)	UAE (40%)
Korea (94%)	Indonesia (44%)
UK (88%)	Australia (47%)
France (87%)	

- Stress is also seen to be a significant driver of our health and well-being, with one of the key factors contributing to our overall stress being the cost of healthcare

Highest stress levels relating to healthcare costs	
UAE (70%)	US (67%)
Singapore (68%)	Turkey (66%)

Personal responsibility:

- 91% of respondents believe that responsibility for looking after our health lies firmly in our own hands
- There are regional differences when it comes to perceived personal responsibility for health with developed nations most likely to see their doctor for an annual check-up

Most likely to have annual check-up	Least likely to have annual check-up
Spain (68%)	Turkey (9%)
US (68%)	India (17%)
Japan (67%)	Indonesia (17%)
Australia (62%)	Korea (27%)

- Two thirds (66%) of us will go and see a doctor if we have a specific health issue

- Just over half (51%) of us are unlikely to follow-up on our doctor's advice, and only 39% of us go for the medical tests we are supposed to
- Only 42% of us believe we are as physically fit as we can be for our age and just around half that number (22%) think they are in better shape than ever before

Most likely to think they are fit for their age	Least likely to think they are fit for their age
Turkey (86%)	Taiwan (16%)
Germany (84%)	China (21%)
Philippines (72%)	Korea (21%)
Spain (69%)	France (21%)

- Almost half of respondents stated that they don't exercise as much as they should and only 36% of us think we eat more healthily than the rest of the population
- Although doctors (47%) are the number one source of medical information for people across most countries, family, friends and the internet are also seen as reliable alternatives
- When it comes to getting a first medical opinion, Asian populations are more likely to ask family and friends, whereas the internet is favored in more developed countries

Most likely to refer to friends and family	Most likely to refer to the Internet
Indonesia (42%)	Japan (48%) (in preference to doctors)
India (35%)	The Netherlands (38%)
Philippines (35%)	Brazil (32%)
Korea (28%)	Italy (29%)

Job and career:

- Jobs are a significant driver for our health and well-being, and issues relating to our jobs, including paying bills, saving for the future and the threat of potential job losses, are the source of many of our stresses
- In particular, how much we earn and the cost of living have a major impact on our perceptions of health and well-being

Most concerned with the cost of living*
Japan (-65%)
UK (-57%)
US (-54%)
France (48%)

Highest satisfaction with earnings*	Lowest satisfaction with earnings*
Turkey (46%)	Japan (-67%)
KSA (1%)	Taiwan (-45%)
Malaysia (1%)	Brazil (-45%)
UAE (-5%)	Korea (-39%)

- The **Job Index** is a weighted score of stated importance and satisfaction on questions relating to earnings, co-worker relationships and vacation time. Based on these scores, it seems people who work in the Middle East are the most satisfied in their jobs, however

these countries also have the biggest disparity in satisfaction between men and women, with women being less satisfied

Highest Job Index scores	Lowest Job Index scores
UAE (75%)	Japan (21%)
KSA (63%)	UK (27%)
Australia (59%)	Italy (27%)
Malaysia (59%)	Turkey (29%)

- The Job Index scores for women show that globally, women (43%) are less satisfied than men (50%). The only countries in which women have higher scores than men were Belgium, Japan and Turkey
- When it comes to time-off work, Europe has the highest satisfaction, whereas for many countries in Asia, lack of holiday is a matter of concern

Highest satisfaction time off work*	Lowest satisfaction time off work*
Turkey (34%)	Taiwan (-25%)
France (16%)	Japan (-22%)
Netherlands (7%)	Indonesia (-21%)
Malaysia (6%)	Korea (-19%)

- Emerging markets tend to have a higher satisfaction with their bosses and co-workers than do developed nations

Highest satisfaction with bosses	Lowest satisfaction with bosses
UAE (86%)	Japan (32%)
Turkey (86%)	UK (43%)
Malaysia (83%)	Philippines (51%)
China (83%)	US (53%)

- We are more satisfied with our partners than we are with our bosses and co-workers, although there is only a slight difference between them amongst half the countries, particularly the Philippines, China, Brazil and India
- Among those who experience mild to severe stress, the top drivers are all financial, from paying bills and healthcare costs, to concerns about the economy, saving for the future and potential job loss

Most worried about the economy	Least worried about the economy
Turkey (76%)	Dutch (19%)
US (74%)	Belgians (25%)
Spain (74%)	Japanese (35%)
UAE (70%)	Brazilians (36%)

Most worried about paying bills	Least worried about paying bills
Spain (77%)	Netherlands (18%)
UK (67%)	Belgium (23%)
US (66%)	Japan (25%)
UAE (66%)	Italy (32%)

Personal relationships:

- In addition to spending time relaxing at home, time spent with friends and family is the main activity seen to help improve our sense of well-being. This influence is most notable in the Middle East and Asia, with the exception of Japan where it has the lowest influence
- The Germans, Americans and Spanish are the most likely to spend time with family and friends, relaxing at home or doing something outdoors. The Dutch and the Chinese place more emphasis on relaxing at home than spending time with friends and family, and the Koreans favour spending time on their hobbies
- Although we are generally satisfied with our relationships with friends and family, the majority of us are dissatisfied with the amount of time we have available to spend with them

Highest satisfaction with time spent with friends and family*	Lowest satisfaction with time spent with friends and family*
Turkey (49%)	Japan (-34%)
Italy (8%)	US (-26%)
KSA (4%)	Indonesia (-25%)
Malaysia (4%)	Korea (-24%)

- People across every country – without exception – indicated that they are more satisfied with their relationships with friends and family than they are with their spouses, with the biggest differences seen in Germany, the UK and the US

Highest satisfaction with spouse/partners	Lowest satisfaction with spouse/partners
UAE (91%)	Japan (50%)
Turkey (90%)	Philippines (52%)
Malaysia (90%)	Indonesia (66%)
Korea (88%)	UK (66%)

Aging:

- Over half (55%) the over 65s believe they are as fit as they can be for their age. The most notable differences are seen in Brazil (75%) and the US (75%), where the over 65s are much more likely to say they were as fit as they could be compared to the overall population (Brazil 24%, US 51%)
- The **Aging Index** uses the Health and Well-being Index scores to look at how the over 65s are doing relative to the rest of their population. In general the over 65s are doing slightly less well than the total population

Top 4 countries - where the over 65s are doing <u>better</u> than the overall population	Bottom 4 countries - where the over 65s are doing <u>less well</u> than the overall population
Philippines (119)	Turkey (77)
Japan (106)	Korea (79)
Belgium (104)	Poland (81)
China (102)	Singapore (82)

- Respondents are optimistic about their life-expectancy, with 45% of people believing they will live to more than 80 years of age, and nearly two thirds expecting to live as long as, or longer than their parents

Highest expectation about living to 90 or above	Lowest expectation about living to 90 or above
Australia (50%)	Japan (3%)
China (35%)	Turkey (5%)
Brazil (34%)	Germany (7%)
Singapore (27%)	Philippines (8%)

- We are more concerned about degenerative conditions that might have a direct impact on our ability to live independently, such as declining vision (30%) and arthritis (28%), than we are about the ‘big killers’ – cancer (16%) and heart attack (15%)
- Almost half (47%) of over 65s believe that medical technology will help them live to a ripe old age

Highest expectations that medical technology will help us to live to a ripe old age	Lowest expectations that medical technology will help us to live to a ripe old age
Spain (84%)	Indonesia (12%)
Brazil (81%)	Netherlands (24%)
US (77%)	Japan (24%)
Germany (69%)	Malaysia (24%)

* To give a more accurate reflection of the factors being examined, influence scores are based on the analysis of the gap between stated importance and satisfaction levels, and are marked with an asterisk where referenced.

For further information, please contact:

Santa van der Laarse
 Philips Corporate Communications
 Tel.: +31 20 59 77209
 Email: santa.van.der.laarse@philips.com

To download the **Executive Summary**, and **full report** please go to: www.philips-thecenter.org

About the Philips Center for Health & Well-being

The Philips Center for Health & Well-being, a knowledge-sharing forum that provides a focal point to raise the level of discussion on what matters most to people, communities and thought leaders. The Center will bring together experts for dialogue and debate aimed at overcoming barriers and identifying possible solutions for meaningful change that can improve people’s overall health and well-being. Information can be found at <http://www.philips-thecenter.org>.

About Royal Philips Electronics

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