



THE INAUGURAL PFIZER HEALTH INDEX 2006

Introduction

Health has become one of the main political issues in Ireland and most Western Countries. It is an unfortunate reality that no economy can support the healthcare needs and wants of every citizen without any prioritisation or limitation.

This inaugural Pfizer Health Index is a nationally representative study benchmarking perceived health status, health concerns and priorities among the general public. Unsurprisingly, it shows that illness has a major impact on people. It also demonstrates that the public's key concern in relation to health priorities is the improvement of secondary and specialist care. Interestingly, the study shows lower public interest in initiatives which support health prevention and promotion. Perhaps this is because there are evident systemic flaws, which need to take precedence over preventative and health awareness campaigns.

Despite much public agitation on a wide range of health issues, the Index finds that Irish people believe themselves to be healthy. This self-belief in individual health status is perhaps at odds with Ireland's rate of many diseases, and rate of death from these diseases.

The Pfizer Health Index is just one of many initiatives that Pfizer supports annually to help improve health in Ireland. We invest significantly in devising initiatives to tackle major public health issues such as cardiovascular disease, diabetes, obesity and HIV/AIDS.

We believe that the private sector can play a more significant role in facilitating an improvement in national health and we all continue to strive to reduce the incidence and impact of disease.

Yours sincerely

Dave Shanahan
Managing Director
Pfizer Healthcare Ireland



Executive Summary

The inaugural Pfizer Health Index was undertaken using a nationally representative sample of 1,200 adults aged over 15 years, to benchmark Irish perceptions of health and wellbeing, personally and nationally. The Index uncovered an overwhelming sentiment within the Irish population that we are a very healthy nation. Irish people appear to place great importance on health, albeit this feeling is not so strong among the young.

Public health focus in Ireland (rather than personal health) is largely concentrated on infrastructure, such as the provision of extra hospitals/beds, rather than health promotion.

Despite perceived healthiness among Irish people, 36% have experienced a serious illness - a quarter of who are significantly affected by it. The major health lifestyle differences that were revealed exist among the different age groups. Furthermore, although the belief in personal health is strong, most Irish people are prepared to make changes to their lives to be healthier. The young focussed on lifestyle changes such as increasing sleep and reducing smoking and drinking. Those in middle age would be prepared to exercise more and manage their stress, while those in the older age groups would visit their GP more and become better informed to lead a healthier life.



HEALTH IN CONTEXT



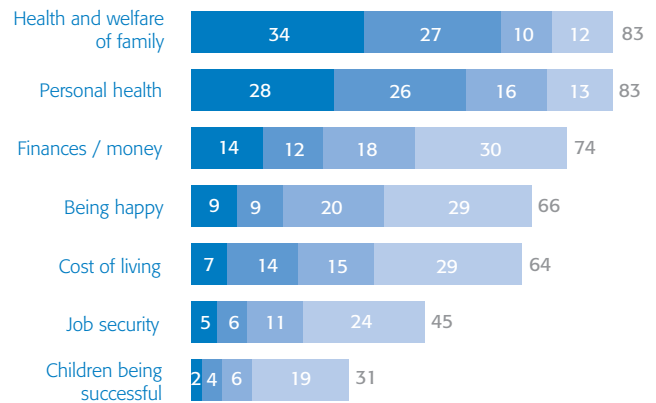
Ranking of Personal Concerns

The Health and welfare of family takes priority with 34% claiming it was their greatest concern and 27% their second. Interestingly, 87% of females versus 79% of males and 90% of parents versus 79% of non-parents rated it as their greatest priority.

Personal health follows the health and welfare of family with 28% and 26% considering it first and second priority respectively, with greatest importance for non-parents.

Finance and money rates third among the personal concerns of the Irish population, at 14%. Being happy isn't a top priority either with Irish people prioritising it at only 9%, with the cost of living (7%) and job security (5%) scoring low also. Finally, of least concern for the Irish is the success of their children.

In general, younger adults are much less focussed on health, placing more focus on finances/money, being happy and job security.



	All Adults	Men	Women	U25	25-35	35-49	50-64	65+	ABC1	C2DE	F	Urban	Rural
Health and welfare of family	34	30	38	19	35	44	37	29	38	32	27	32	36
Personal health	28	28	29	18	23	23	34	55	26	27	46	27	30
Finances / Money	14	16	12	23	23	13	7	3	12	16	11	15	12
Being happy	9	9	8	17	8	6	5	6	10	8	7	9	9
cost of living	7	8	5	5	5	8	10	5	4	9	6	7	7
Job security	5	6	3	10	10	2	2	-	5	5	1	6	3
Children being successful	2	1	4	3	1	3	3	-	2	2	2	2	2
???????????	2	3	1	3	*	1	2	2	3	1	-	2	1

(Chart6)

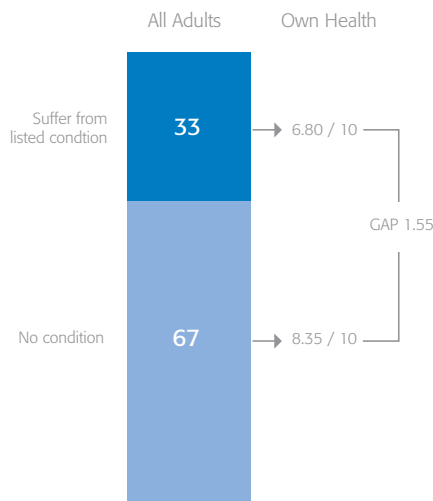
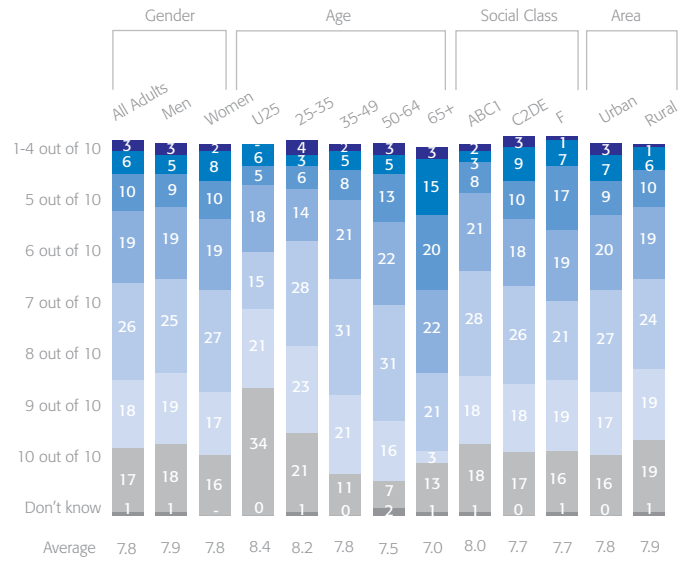
The over 35 age group on the other hand place great priority on health, both personal and family, with all other concerns dropping greatly in priority. It seems health concerns only receive prioritisation with age and / or marriage.

Personal Health Assessment

Irish adults are very positive about their own health with 61% rating their own health as 8 (or more) out of 10, and 80% as 7 (or more) out of ten. Average assessments remain high, even among the elderly with an average adult score of 7.8 out of ten. This strong perception of personal health is a concern considering the fact that Ireland has some of the highest rates for conditions such as heart disease and cancer in the world.

Unsurprisingly, the group who rate their personal health the highest are the under 25 year old age group. Among the 50-64 age group 7% would rate their health as ten out of ten, although low, they would still rate their health highly with 16% giving nine out of ten, 31% eight out of ten, and 22% seven out of ten.

However, despite these upbeat views, the vast majority of Irish people (85%), would like to make changes to their lives to be healthier, and 41% claim to be committed to doing so.



Health Perception

Amongst the ill, personal health perceptions are not significantly lower when compared to people who are not sick. There was only a 1.55% margin of difference between personal health perceptions between those well and not well.

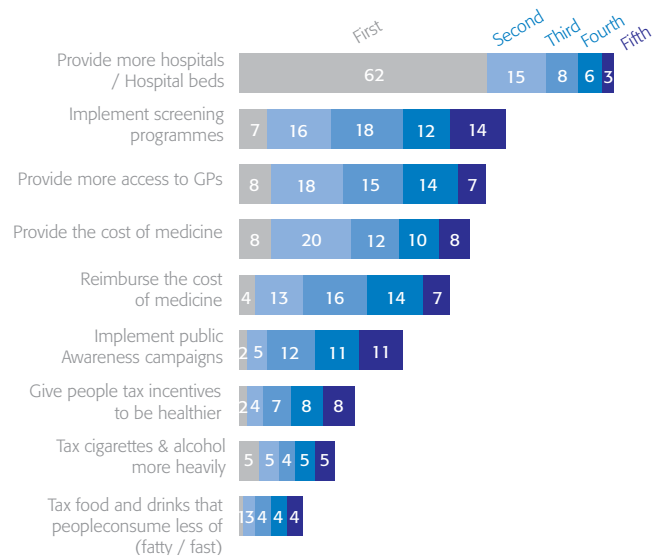
Women, those over 65 and working class or farming adults who are ill, tend to feel somewhat less healthy than do men, younger and middle class adults.

Prioritisation of Health Issues

Given the chance, Irish people are in no doubt what they would do if they were Minister for Health. An overwhelming 62% of those surveyed would provide more hospitals or hospital beds. 23% rate implementing screening programmes as their first and second priority (7% & 16%) with 26% suggesting they would provide more access to GPs as their first and second priority (8% and 18%). A further 17% would provide provisions to reimburse the cost of medicine for Irish people as their first and second priority.

Of less importance for Irish people, would be the implementation of public awareness campaigns, with only 2% and 5% rating it among their first and second priority as Minister for Health, suggesting people feel enough is being done in this area, or that the addressing of systemic issues should take precedence.

Interestingly, 2% claim they would provide tax incentives to be healthier, 5% would tax cigarettes and alcohol more heavily and 1% would tax the food and drinks that people should consume less of such as fast or fatty foods.



Health Priorities (Age & Illness)

An outcome of the survey was the revelation that a person's health priorities are somewhat reflective of the condition/illness they have. For example, those with chronic pain wish for more hospitals/hospital beds and the reimbursement of the cost of medicine.

People with osteoporosis would implement more public awareness campaigns and tax cigarettes and alcohol. Osteoporosis is a condition that could be reduced by the instigation of more education campaigns.

People with diabetes would provide tax incentives to be healthier as would those with high cholesterol. This group would also implement screening programmes. The latter would also provide more access to GPs in common with those suffering with depression or asthma. Cancer patients prioritise screening programmes higher than average.

	All Adults	U25	25-35	35-49	50-64	65+	Severe Impact	Moderate Impact	Particularly those with
Provide more hospitals / Hospital beds	85	84	88	84	82	86	92	84	Chronic Pain
Implement screening programmes	41	34	44	45	38	41	37	46	Cancer, Heart Disease, Cholesterol
Reimburse the cost of medicine	33	35	33	38	30	23	29	31	Chronic Pain
Provide more access to GPs	41	36	38	40	43	50	47	39	Arthritis, Heart Disease, Infections
Provide more medical cards	40	43	34	38	42	45	42	39	Depression, Asthma
Implement public awareness campaigns	19	23	19	16	19	16	17	21	Osteoporosis Infections,
Tax food & drinks that people should consume less of (fatty / fast)	8	9	9	8	5	6	6	5	Diabetes,
Give people tax incentives to be healthier	13	12	15	11	15	11	7	14	Blood Pressure, Cholesterol
Tax cigarettes & alcohol more heavily	15	11	16	15	16	15	14	15	Osteoporosis

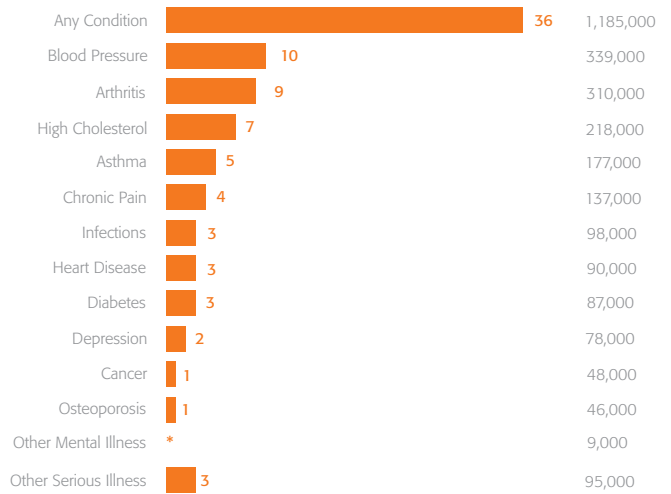
EXPERIENCE OF ILLNESS



Personal Experience of Medical Conditions

Irish people were asked about their experience of any of the following conditions/illnesses; Blood pressure; arthritis; high cholesterol; asthma; chronic pain; infections; heart disease; diabetes; depression; cancer; osteoporosis as well as any other mental or serious illnesses.

36% of those surveyed claimed to have one of the aforementioned conditions, with a higher percentage of women to men. Furthermore, 51% of the farming community versus 36% of middle class and 38% of working class claim to have at least one of the conditions, indicating that farmers are unhealthier than other population groups. Indeed, farmers and their dependent proved more likely to suffer with high blood pressure (21%), arthritis (19%) and high cholesterol (11%).



Those under 25, the 25-34 and 35-49 age groups seem to be less affected by any of the conditions. The more affected among this young to middle aged groups are the 35-49 age group, with irregular blood pressure and high cholesterol being the most experienced conditions, at 9% and 6%. This figure is worrying considering heart disease is the biggest killer in Ireland and both high cholesterol and blood pressure are contributing factors to this disease.

Over 60% of those in the 50-64 year old age category have had one of the conditions referred to. Nearly 20% have high blood pressure or arthritis, and 15% claim they have had high cholesterol. A further 6% have heart disease.

Over 70% of people over 65 has one of the conditions with 31% having high blood pressure, 33% arthritis, 14% high cholesterol, 11% diabetes and 9% with heart disease.

Of concern across all age groups is that conditions which rank highly in terms of incidence in Ireland as captured through CSO figures, did not appear to affect those surveyed in the same volumes. This suggests that Irish people feel there may be some stigma attached to admitting to having a condition (e.g. depression / osteoporosis), or that levels of diagnosis are low.

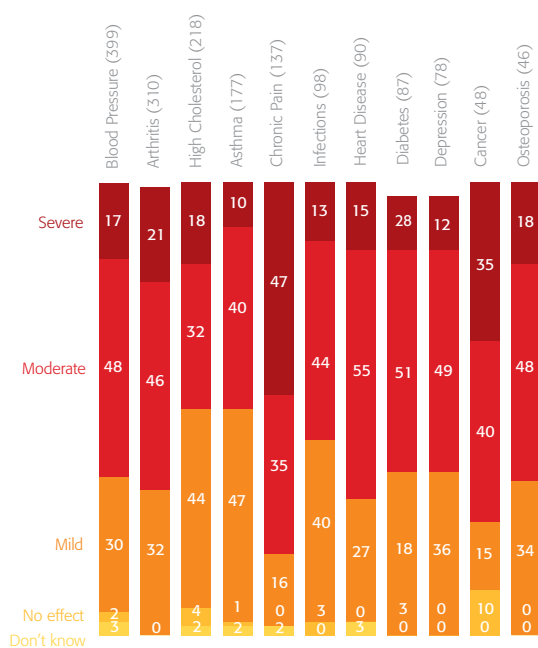
	All Adults %	Men %	Women %	U25 %	25-34 %	35-49 %	50-64 %	65+ %	Middle Class %	Working Class %	Farmers %
Any Condition	36	33	39	13	19	29	61	73	36	38	51
Blood Pressure	10	9	12	-	1	9	18	31	9	10	21
Arthritis	9	7	12	1	1	4	18	33	5	11	19
High Cholesterol	7	6	7	-	2	6	15	14	6	6	11
Asthma	5	4	6	6	4	6	6	6	4	6	7
Chronic Pain	4	4	4	1	3	5	8	5	4	4	6
Infections	3	2	4	3	4	3	1	5	4	2	3
Heart Disease	3	3	2	*	-	1	6	9	2	3	2
Diabetes	3	3	3	*	*	2	2	11	3	3	2
Depression	2	2	3	1	2	4	4	1	2	3	1
Cancer	1	1	2	-	-	1	2	5	*	2	4
Osteoporosis	1	1	2	-	-	-	3	5	1	2	2
Other Mental Illness	*	1	-	*	-	-	-	1	1	-	-
Other Serious Illness	3	3	2	1	2	3	5	6	3	3	2

Duplication of Conditions

People surveyed with high blood pressure also experienced high cholesterol (54%), heart disease (43%), chronic pain (27%) and arthritis (21%).

Those with arthritis may also have heart disease (29%) and chronic pain (25%). People who had high cholesterol experienced high blood pressure (35%) and chronic pain (21%), while those with asthma suffered from other infections (16%).

	All Adults	Blood pressure	Arthritis	High Cholesterol	Asthma	Chronic pain	Infections	Heart disease	Diabetes	Depression
Blood pressure	10	100	21	54	9	27	14	43	17	3
Arthritis	9	19	100	20	15	25	9	29	32	22
High Cholesterol	7	35	14	100	6	21	10	13	14	6
Asthma	5	5	9	5	100	5	16	5	-	11
Chronic Pain	4	11	11	13	4	100	2	15	7	19
Infections	3	4	3	4	9	2	100	2	4	4
Heart Disease	3	11	8	5	3	10	2	100	15	10
Diabetes	3	4	9	5	-	4	3	15	100	-
Depression	2	1	6	2	5	11	3	9	-	100
Cancer	1	1	5	3	-	2	2	5	6	-
Osteoporosis	1	3	8	4	4	7	-	-	-	3
Other Mental Illness	*	-	-	-	3	-	-	-	-	-
Other Serious Illness	3	5	2	5	-	8	-	5	3	3
Average Number		1.95	1.96	2.20	1.60	2.22	1.61	2.41	1.94	1.81



Perceived Severity of Conditions

People with chronic pain (47%), cancer (35%) and diabetes (28%) state that their condition is very severe with a further 35%, 40% and 51% respectively claiming the impact is moderate.

Survey respondents who say their illness has a severe/moderate impact on their life are people with heart disease at 70%, arthritis (67%), osteoporosis (66%), high blood pressure (65%), depression (61%), asthma (60%), infections (57%) and high cholesterol (50%).

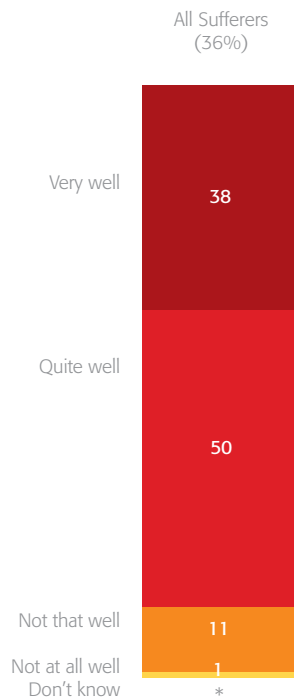
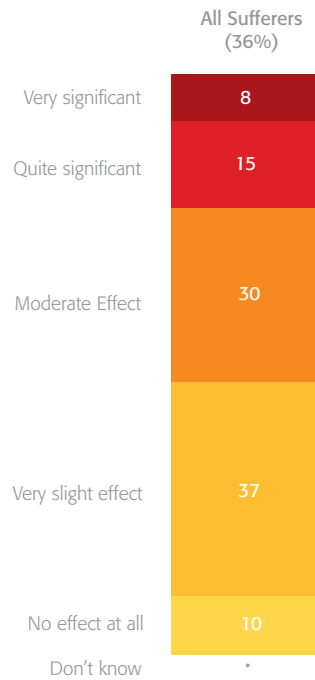
Effect on Quality of Life

The 36% of people who experienced a listed condition claimed the effect the condition/illness had on their quality of life was as follows; very significant (8%), quite significant (15%), moderate effect (30%), very slight effect (37%) and no effect at all (10%).

Similar to the high incidence of conditions/illnesses among farmers, the impact these conditions have on this group is again high when compared against middle class. 28% of farmers claim the effect of a listed condition has a significant effect on their life versus 18% of middle class. Interestingly 25% of the working class claim that their condition has a significant effect placing them second after farmers.

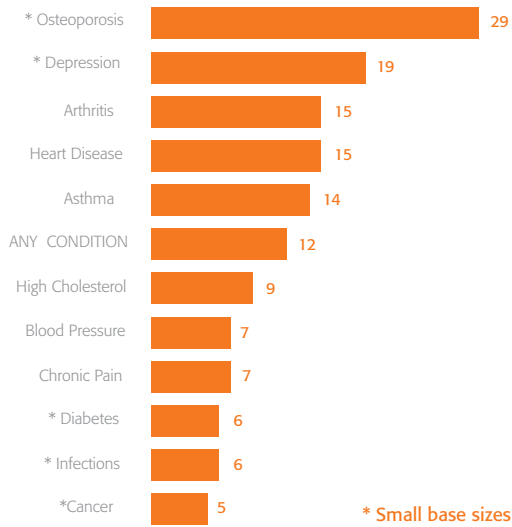
Although there is little gender difference when comparing the significant effect of a condition on a person's life, the 50-64 year olds (27%) and those over 65 (28%) experience a higher impact versus those aged 35-49 (19%) and those under 35 (15%).

The conditions that had a significant effect on a person's quality of life include cancer (65%), chronic pain (53%), depression (44%), heart disease (39%), diabetes (36%) osteoporosis (35%) and arthritis (32%).



How well informed about their illness are Irish people?

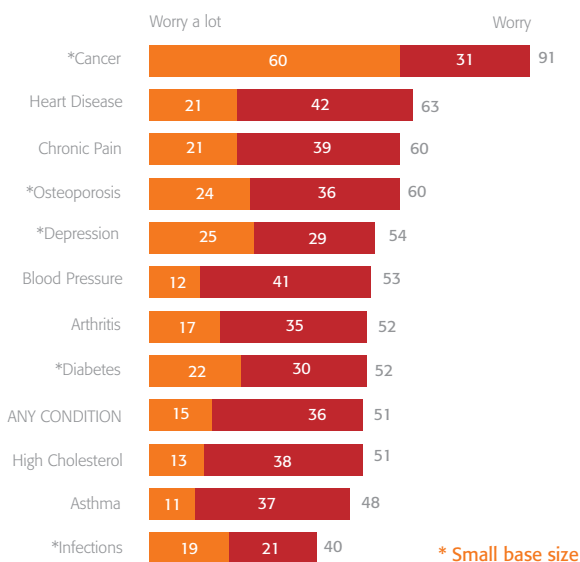
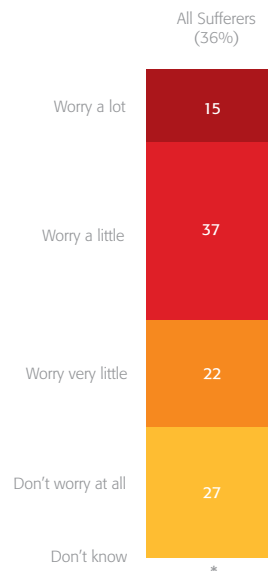
38% of people feel they are very well informed about their condition, followed by 50% feeling they are quite well informed.



Those with osteoporosis claim they are less well informed about their condition (at 29%) followed by depression (19%), arthritis & heart disease (15%), and asthma at 14%.

Concern about Worsening of Condition

74% of people worry to some degree about the worsening of the condition with 26% not worrying at all. Farmers worry the most about their health at 57%, followed by the working class at 56%. The middle class are lower with only 42% worrying. Unsurprisingly, 56% of those over 65 worry most about the worsening of their condition.



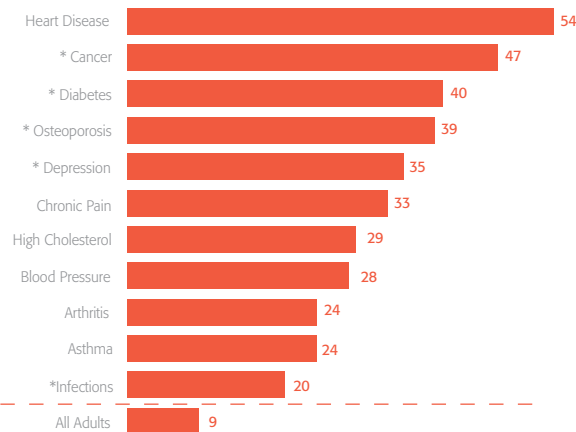
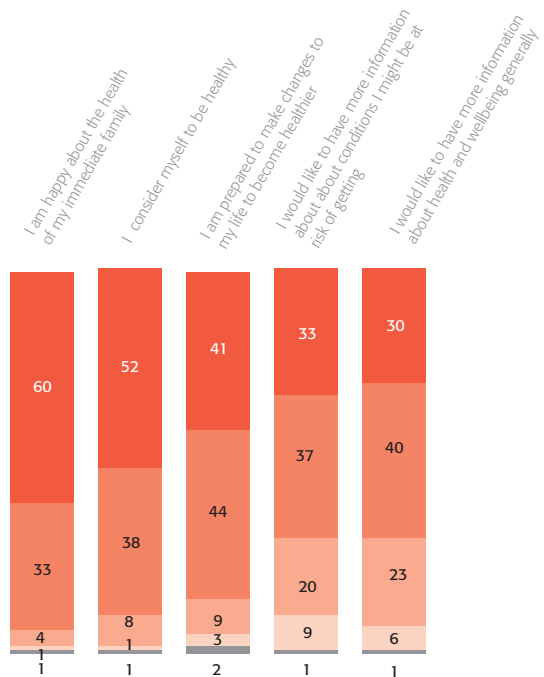
Patients with cancer worry most about their condition worsening at 60% followed by depression (25%), osteoporosis (24%), diabetes (22%) & heart disease & chronic pain (21%).

HEALTH ATTITUDES

Attitudes to Health

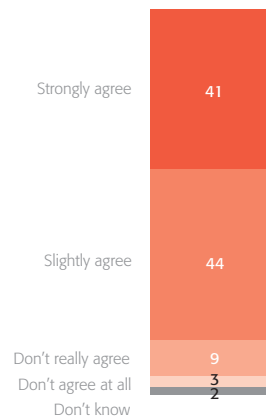
60% of people are happy with the health of their immediate family. Although 52% strongly agree that they are healthy, 41% would still be prepared to make changes to their life to become healthier.

Of worry is that 29%, almost a third of the Irish population, would not want information about conditions that they might be at-risk of getting and a further 29% would not want information on health and wellbeing generally. Although these statistics leave two-thirds of the population wanting information on both areas it still leaves a potential gap of health knowledge.



People with heart disease consider themselves to be the least healthy (54%), followed by those with cancer (47%), diabetes (40%), osteoporosis (39%), depression (35%), chronic pain (33%) high cholesterol (29%), blood pressure (28%), arthritis (24%) and asthma (24%).

In terms of those who would be prepared to make changes in their life to become healthier, 86% of all adults would agree to some extent, 92% of those between 25-34 would be most prepared compared to 81% for those under 25, 88% of 35-49 year olds, 86% of those between 50-64 and 78% over 65. The middle class would be most willing to make changes scoring at 89% compared to 84% of the working class and 82% of farmers.



HEALTH INTENTIONS

Short Term Health Intentions (Likely to do in the next 3 months)

Those under 25 claimed that they would get more exercise (30%) and get more sleep (28%), with 18% saying they would do nothing, second only to people over 65 of whom 24% would do nothing.

Respondents between 25-49 claim they would be more active or take more exercise at 43% and 40% respectively. The latter age group also score the highest for claiming they would adopt a less stressful life (32%) and a more balanced diet (30%) to become healthier.

	All Adults	Men	Women	U25	25-34	35-49	50-64	65+	ABC1	C2DE	F	Urban	Rural
Being active / taking more exercise	35	32	38	30	43	40	33	24	41	32	29	34	36
Be less stressed	25	22	28	14	27	32	29	20	26	26	15	27	22
Adopt more balance diet	22	21	23	18	20	30	22	14	26	18	20	24	18
Get more sleep	18	15	21	28	17	16	12	18	20	17	13	20	16
Give up smoking	8	10	7	10	12	9	6	4	7	9	9	7	10
Become better informed about health	8	8	8	6	7	9	11	9	7	9	12	8	10
Visit doctor more often	6	6	6	1	2	6	9	16	5	6	10	5	8
Reduce alcohol intake	5	6	4	5	8	7	3	1	6	4	6	5	5
Work less	5	6	4	1	7	5	8	5	7	3	8	5	5
Nothing / Don't know	14	17	11	18	9	9	14	24	12	16	7	16	10

55% of those with infections, 52% with high cholesterol and 40% with asthma would be more active and exercise more. 39% of people with infections, 36% with diabetes and 35% with cancer would try to reduce their stress levels.

In terms of cardiovascular conditions, 38% of people with high cholesterol, 32% with high blood pressure and 30% with heart disease would adopt a more balanced diet.

In general, very few of those surveyed from any age category would give up smoking or become better informed about their health (8%), visit their doctor more often (6%), reduce their

alcohol intake (5%) or work less (5%). There is a similar pattern for those with a listed illness with only 8% claiming they would give up smoking or become better informed about their health, visit their doctor more often (6%), reduce their alcohol intake (5%) or work less (5%) to become healthier.

Those with high blood pressure, abnormal cholesterol and diabetes claim a greater likelihood than most to make deliberate lifestyle changes.

	All Adults %	Blood pressure %	Arthritis %	High Cholesterol %	Asthma %	Chronic pain %	Infections %	Heart disease %	Diabetes %	Depression %	Cancer %	Osteoporosis %
Being more active / taking exercise	35	37	19	52	40	37	55	26	34	25	36	28
Be less stressed	25	28	22	25	31	30	39	29	36	24	35	30
More balanced diet	22	32	21	38	21	27	28	30	15	33	20	22
Get more sleep	18	18	16	20	14	18	20	16	33	12	28	-
Give up smoking	8	5	5	12	7	8	3	5	6	6	-	-
Become informed about health	8	11	8	14	16	4	3	15	16	8	-	4
Visit doctor more often	6	13	12	11	8	11	11	16	16	11	15	5
Reduce alcohol intake	5	9	5	10	9	6	13	2	3	11	-	7
Work less	5	6	3	6	4	10	5	-	-	3	-	-
Nothing / Don't know	14	11	19	5	6	5	5	10	13	9	7	38

Summary

The health and welfare of family and personal health are claimed as the leading concerns of Irish adults, although young adults are much more focussed upon money, happiness and job security. Health becomes more of a concern with age or for those married.

Irish adults are somewhat upbeat about their own health, regardless of age or class of illness.

The prioritisation of 'public' health issues is very consistent with more than 60% feeling we need more hospitals/hospital beds. 'Mid-tier' priorities include medicine reimbursement, broader public awareness campaigns and tax incentivising healthiness. There is least approval for boosting taxes on drink/cigarettes or implementing fatty/junk food taxes.

Despite upbeat views of personal health, the vast majority (85%) would like to make changes in their lives to be healthier; 41% claiming to be committed to doing so.

Likely personal initiatives centre upon being more active / taking more exercise, being less stressed, adopting a more balanced diet and sleeping more. Only 5% intend to drink less and 8% hope to give up smoking.

Half of those with a listed condition profess worries about its progression and those with cancer, heart disease, chronic pain and osteoporosis are the most notable in this respect.

Reference

The Inaugural Pfizer Health Index

Technical Note

The survey data was collected by Behaviour & Attitudes Marketing Research, for Pfizer and WHPR, between 11th and 22nd November 2005.

A nationally representative sample of 1,200 adults aged 15 and over was interviewed, with fieldwork undertaken face-to-face and in-home, at 60 randomly selected sampling locations.

Survey quotas were set in respect of sex, age, social class, region and area of residence (urban versus rural).

All fieldwork was conducted in line with ESOMAR guidelines. Technical queries on the research should be addressed to Larry Ryan of Behaviour & Attitudes (larry@banda.ie / 01 6682299).