



## **Global TGI Barometer**

### **Issue 32: Prevention and Cure; Global Attitudes towards Health Care**

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It can sometimes seem as if we're bombarded with information about how to look after our health – including the lifestyle we should adopt and the products we should buy. Using the latest global research from TGI, we investigate the concerns consumers have about their wellbeing, the measures they are taking to stay in good health and their attitudes towards treatment.

#### **Consumer Concern**

Some of the most concerned consumers are in Africa and Asia; over 80% of Kenyans\* and Indians\*\* and 75% of people in Tanzania\* say they really look after their health. But it seems that many consumers worry they are not doing enough; for example, 73% of people in Singapore and 69% in Iran\* think they should do a lot more about their health. In Latin America considerable concern is also evident – 8 out of 10 people in Peru\*, Brazil\* and Mexico\* say they would pay anything where their health is concerned.

European consumers seem less preoccupied by their health; only 36% of Croatians, 47% of Greeks and 52% of Brits think they really look after it. However, they do still like to keep aware of the issues involved: over half of people in Germany and Spain say they are very, or fairly interested in newspaper and magazine articles on medicine, health and fitness.

#### **Preventative Measures**

So what measures are consumers taking to stay in good health? In some countries vitamins are a popular choice; for example, 57% of Venezuelans\* and 42% of Brits take them. Similarly, in the US, two thirds of people believe that vitamins make a difference and 58% take them for the long term benefits. In some countries it is common practice to visit health professionals even when one has no serious ailments - around 45% of people in the US, Germany and Singapore have periodical check ups even when they're feeling fine.

However, despite this proactive behaviour, there is evidence that many consumers do not feel totally in control of their wellbeing. For example, half of consumers in Germany, India\*\* and Uganda\* believe that health is generally a question of luck.

#### **Struggling On**

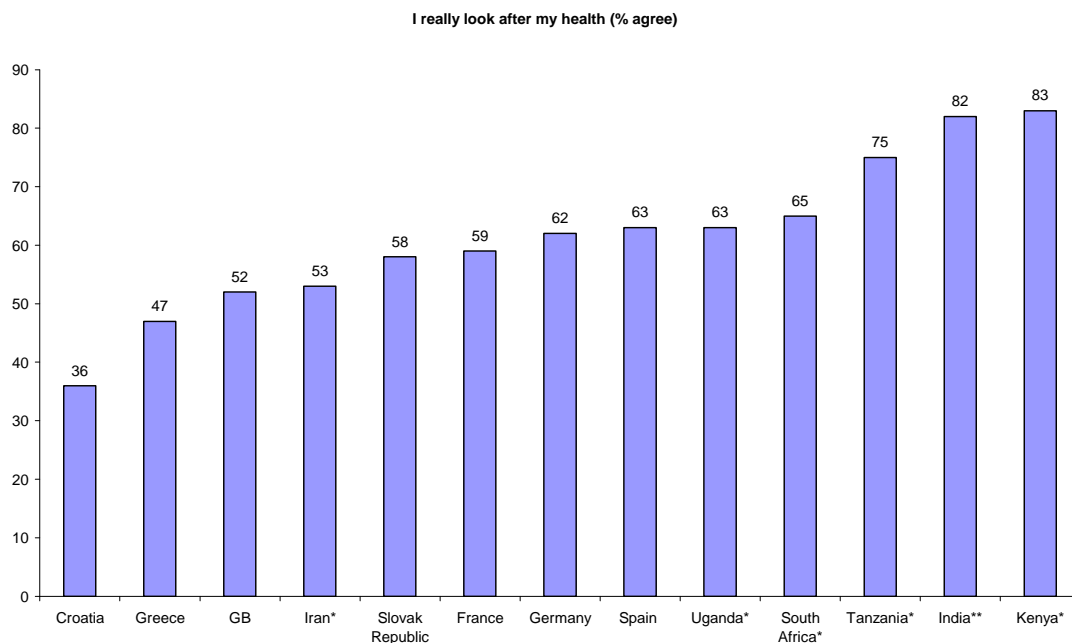


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So how do consumers respond to illness? Despite actively taking preventative measures, TGI research shows that consumers are often reluctant to seek help when they actually unwell. 8 out of 10 people in Britain and France say they have to be really ill to go to the doctor, 56% of Americans still drag themselves into work when they are ill and 60% of Spaniards say they wait for ailments to go on their own, rather than taking anything.

### Alternative Options

TGI research also explores consumers' attitudes towards alternative medicines. In some parts of the world these have gained considerable popularity; over half of people in Brazil\* and Saudi Arabia\* say they trust homeopathic medicine and 57% of Indians\*\* say they prefer to use herbal treatments. However, in other countries consumers seem less convinced. Only 1 in 10 Brits say they prefer alternative medicine and 17% of Israelis have faith in homeopathy. In China\*, less than a third of consumers say they prefer traditional Chinese remedies to Western medicine.



Base: Individuals aged 18+

\* Respondents from urban areas only

\*\* Respondents from ABC socio-economic groups in urban areas

Source: Global TGI



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**Editors' Notes**

The Global TGI network operates single-source consumer and media studies in over 50 countries worldwide. Used by brand owners, media owners and agencies, it measures consumers' product and brand usage, media consumption and attitudes, based on large samples - over 700,000 respondents annually worldwide. A typical survey will cover around 4,000 brands and 500 product categories.

TGI was originally developed in the UK by BMRB, one of the UK's leading marketing research companies. The first survey was conducted in 1969 and for the past 37 years BMRB has continued to market the service in Great Britain. BMRB is part of the KMR Group, which markets TGI globally.

KMR Group is a division of the Millward Brown Group, part of Kantar, WPP's insight, information and consultancy division. For more information, visit [www.kmr-group.com](http://www.kmr-group.com)