

Multinational Preventive Health & Wellness Report

the
futures
company

the coming together of
Henley Centre HeadlightVision
and Yankelovich



Study Overview

Nations on every continent are being affected by obesity and chronic disease, the threat of pandemics, aging populations, the rising cost of healthcare, advancements in medical and information technologies and the development of e-health technology and services. To offer relevant, effective products and services to consumers, companies from all industries must understand what is driving consumers' decisions about their health.

The *Multinational Preventive Health & Wellness Report* originated as a U.S.-only segmentation study of the attitudes and behaviors of specific segments of the population and evolved into a multinational study of consumers from 17 countries. This report provides the most comprehensive examination of global health and wellness available today, identifying the drivers and barriers to better health and wellness.

This segmentation study explores, by country and across countries, adult attitudes and behaviors relating to physical, mental, emotional and spiritual dimensions of health and wellness. Specific topics include the following:

- Weight management
- Diet and nutrition
- Exercise
- Tobacco use
- Chronic disease
- Treatment options
- Relationships with healthcare professionals
- Health-information channels
- Future health orientation
- Locus of control
- Health-screening behaviors

Multinational Preventive Health & Wellness Report

Fielding Details

Sample: 22,000 adults, ages 18+

Methodology: Data collected via 40-minute online questionnaires in the following countries:

Australia	India	Russia
Brazil	Italy	Spain
Canada	Japan	Sweden
China	Korea	United Kingdom
France	Mexico	United States
Germany	Poland	

The Complete Package

- The global report comparing drivers and barriers to health and wellness across countries
- Specific country reports, including segmentation results
- An overview of healthcare infrastructure by country
- Access to E-Tabs via the Client Resource Gateway
- Consumer segment profiles
- Presentation and additional consulting on a per-hour basis

Business Applications

Strategies:

- Determine strategies for driving preventive healthcare initiatives across targeted populations
- Develop global brand strategies that target key consumer segments
- Develop strategies to address chronic disease more effectively

Product Development:

- Discover unmet consumer needs
- Develop specific products and services that enhance the prevention and management of specific chronic conditions
- Develop new products and pipelines
- Leverage segmentation through additional proprietary research to evaluate consumer receptivity to new product concepts

Messaging:

- Refine product positioning and branding
- Tailor your message to local markets
- Use segmentation in the U.S. to score internal and external databases and tailor messaging to high-value targets

Segmentation:

- Use segment profiles to develop a comprehensive understanding of your target consumers
- Identify high-prospect audiences to target
- Help policymakers develop initiatives to reach target constituencies