



EUROPEAN HEALTH SURVEY 2006

2 OUT OF 3 PEOPLE REFER TO MAGAZINES FOR INFORMATION ABOUT HEALTH

London 24th October 2006

Unsurprisingly, as a source of information about health, the doctor is used by most people across Europe (86%). However, with a score of 67%, magazine articles ranked No2 in a list of 22 sources including friends and family, TV, the internet and product packaging.

There are significant differences by country regarding the uses people make of the many sources of information available to them. For example, although doctors come top in every country, in Russia magazines come a very close second 62% v 68%.

Over 70% of people in Czech Republic, Germany, Hungary, Poland, Portugal, Romania, and Switzerland search for information about health in magazines.

Conducted in 15 countries Reader's Digest Europe Health Survey 2006 focuses on people's illnesses and the actions they take to maintain or improve their health. It identifies the sources of information they use most (including advertising), and monitors their opinions of pharmaceutical and healthcare companies.

Gavin Murray, Strategic Director Reader's Digest Europe sums up the value of the survey by saying, " It is the only multi-country survey which focuses on consumers' opinions, behaviour and attitudes towards their health."

ENDS

Notes to editors:

- Europe Health 2006 was conducted across 15 countries in Central, Eastern and Western Europe
- The survey focuses on people's personal opinions about their general health and wellbeing
- It identifies the illnesses and ailments people suffer in each country and the different ways in which they treat their ailments
- Results enable comparison by county (and within country) of adults' perceived value of the many different sources of healthcare information
- It also highlights their attitudes towards pharmaceutical and healthcare companies
- Respondents were drawn from the Reader's Digest subscriber database of more than 4 million households across Europe. Sample selection and results were weighted to reflect the broad population profiles of each of the participating countries
- A total of 25,376 questionnaires in 14 languages were analysed
- Fieldwork was carried out during June/July 2006

TOP 10 SOURCES OF INFORMATION ABOUT HEALTH

Top 10 sources of information	Average across 15 countries
Doctor	86%
Magazine articles	67%
Dentist	65%
Pharmacist	60%
TV programmes	58%
Family & friends	56%
Newspaper articles	55%
Reference books	52%
Product packaging	50%
Pharmacy brochures	49%

BY COUNTRY - I GET INFORMATION ABOUT HEALTH FROM:

Country	Doctor	Magazine articles
Belgium	89%	61%
Czech Republic	87%	74%
Finland	86%	68%
France	91%	66%
Germany	92%	70%
Hungary	89%	70%
Netherlands	82%	57%
Poland	87%	75%
Portugal	91%	72%
Romania	87%	71%
Russia	68%	62%
Spain	92%	65%
Sweden	79%	65%
Switzerland	88%	70%
UK	78%	61%
Average all countries	86%	67%

Multi country media enquiries please contact:

Gavin Murray, Strategy Director at Reader's Digest. Tel: +44 (0)20 7715 8927 or e-mail gavin_murray@rd.com or visit our website: www.rdeuropehealth.com for more results and further information about the survey.