CONSUMERS’ HEALTH INFORMATION SEEKING BEHAVIOURS
UNDERSTANDING CONSUMERS’ HEALTH INFORMATION BEHAVIOURS THROUGH PORTER NOVELLI’S EUROPNSTYLES SURVEY, 12 APRIL 2011

INFORMATION CONFUSION
OUR PROPRIETARY TOOL TO DEVELOP DEEPER UNDERSTANDING OF AUDIENCES

EuroPNStyles is part of PN Styles, our communication-centered database built from an extensive consumer survey that captures the demographics, psychographics, attitudes, and behaviours of a large, nationally-representative sample of the population.

METHODOLOGY

- Web-based survey of 10,000+ adults ages 18+ in seven countries
  - Consumers from Synovate’s Global Opinion Panel selected to match each country’s demographic composition
- Countries: Belgium, France, Germany, Netherlands, Portugal, Spain, UK
- Explores consumer attitudes and behaviours
  - Brand loyalty & authenticity
  - Buying products and services
  - Food, nutrition and health
  - Technology, including digital media
  - The environment
  - Media habits
  - Corporate social responsibility
HEALTH INFORMATION SEEKING SEGMENTATION

- Using a psycho-behavioural approach to segmentation, we measured the following:
  - It is important to me to be informed about health issues
  - I try to understand my personal health risks
  - I actively try to prevent disease and illness
  - I need to know about health issues so I can keep myself and my family healthy
  - When I read or hear something that’s relevant to my health care, I bring it up with my doctor
  - I have difficulty understanding a lot of the health information that I read
  - Most health issues are too complex for me to understand
  - My doctor and I work together to manage my health
  - I rely on my doctor to tell me everything I need to know to manage my health
  - I leave it to my doctor to make the right decisions about my health

HEALTH INFORMATION SEEKING SEGMENTATION

- Independent Active (16%)
- Independent Passive (21%)
- Doctor Dependent Active (29%)
- Doctor Dependent Passive (35%)
Clusters by Country

- **Independent Actives**
  - Germany and the UK have the highest percentage of Independent Actives

- **Independent Passives**
  - The UK and Netherlands have the highest percentage of Independent Passives, followed by Germany

Clusters by Country

- **Doctor Dependent Actives**
  - With 1 in 4, France has the highest percentage of Doc Dependent Actives
  - Belgium and Iberia also have high percentages of this cluster

- **Doctor Dependent Passives**
  - The Netherlands has the highest percentage of Doc Dependent Passives, with Belgium and Iberia close behind
<table>
<thead>
<tr>
<th>HEALTH INFORMATION SOURCES</th>
<th>TOTAL</th>
<th>INDEPENDENT ACTIVE</th>
<th>DOCTOR DEPENDENT ACTIVE</th>
<th>DOCTOR DEPENDENT PASSIVE</th>
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Consumers’ reliance on TV and magazines has dropped significantly since 2008.

### Social Web Use by Cluster

![Social Web Use by Cluster](image_url)
WHAT DOES THIS MEAN FOR YOUR PROGRAM?

THANK YOU!

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