

Austria

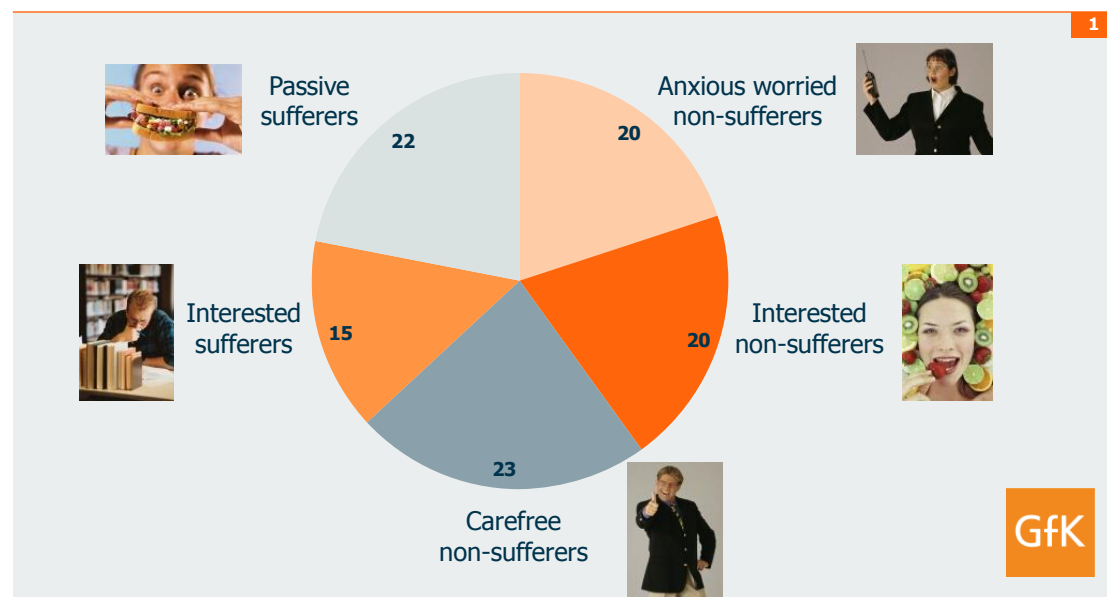
Health typology Austria – The majority of Austrians who are ill are not interested in health related information

A GfK Austria survey on the segmentation of the Austrian population with regard to health related behaviour and attitudes

A survey among 4,000 Austrians of the age of 15 years and above shows that only 55% are interested in health related topics. The smallest segment comprises those ill persons who are very interested in health issues whilst the majority of the interested group is healthy and not suffering from any major chronic diseases. One in five is sane but anxious about the fact they may suffer from a serious disease in the near future. The main influencing socio-demographic factors are age, income and level of education.

Austrian health typology

Austrian population 2007



Although the incidence of various chronic diseases is quite high in Austria, two thirds of the population can be segmented as belonging to "healthy" groups. The largest sub-segment of these is formed by the Austrians who are not particularly interested in health related information, the "carefree non-sufferers". This typology is, naturally enough, most common amongst the younger respondents (i.e. one third of respondents aged under 30 years of age). This segment is also the largest amongst the male Austrian population.

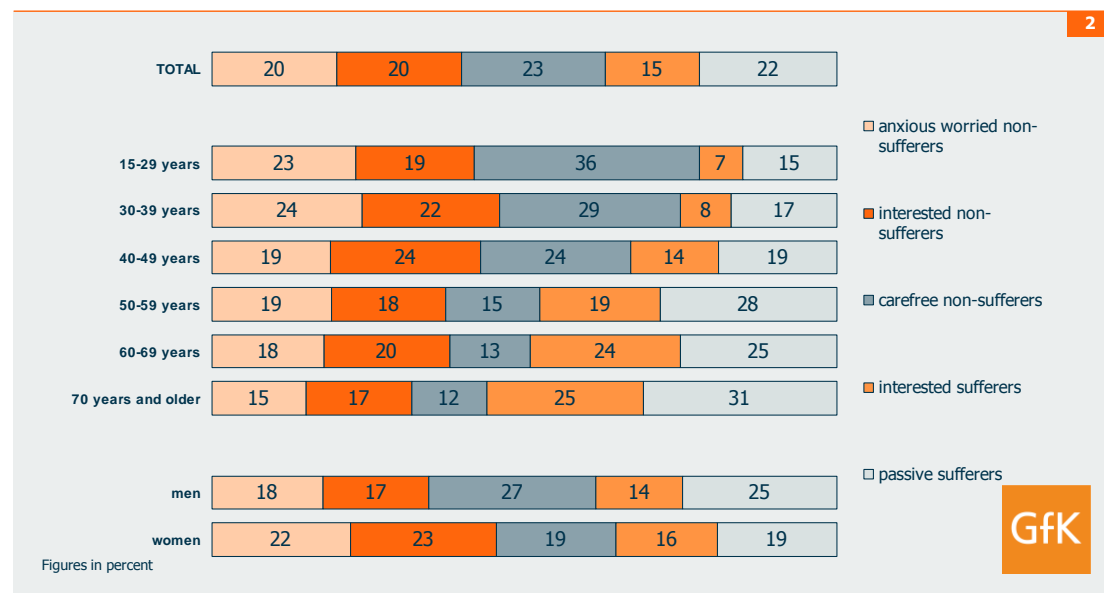
In contrast, the other two "healthy" segments are very interested in health issues whilst 20% are even fearful, permanently on the watch for the next illness which may seriously influence their health status. These anxious "worried non-sufferers" make use of all types of sources of information such as TV, magazines and the Internet to gain a deeper knowledge of health and ailments. They are convinced that it is their own behaviour which is the main influencing

factor and solicitously monitor their own health condition. As a consequence, the rate of use of the various preventative actions such as vaccination, taking vitamin supplements etc., is highest amongst this group. This typology can be identified within all age groups but with a slightly higher incidence being found amongst younger groups and women.

Those who are interested in their health but not anxious are to be found amongst the highest social classes and, again, tend to younger rather than older. These "interested non-sufferers" are convinced that their attitudes influence their health in a positive manner.

Austrian health typology by age and gender

Austrian population 2007



The two "sick" population segments tend to be passively (22%) rather than actively interested in health issues.

Passive sufferers tend to leave all essential decisions with regard to their health to their doctor. On average, they have a similar number of consultations with doctors to the interested sufferers but do not use the media as their main source of information. They are not interested in healthy lifestyle issues as most of them are convinced that lifestyle does not have any influence at all on health status. They are quite well aware that their attitude is wrong but are not too bothered about it.

The members of the fifth segment, the "informed sufferers", are trying their best to improve their own health status. They want to be fully involved with any treatment they may need and are active in asking their doctor about new trends in treatment. Although they do not have a particularly high level of education, they try to find out as much information as possible about disease and healthy lifestyles. They visit their doctors most often and take every opportunity to avoid additional chronic diseases.



The survey

With the GfK health typology, GfK Austria has measured the segmentation of the Austrian population in terms of health related issues. A total of 32 dimensions have been measured and aggregated with multivariate analysis. The results of this year's typology will be available in December 2008.

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