



FOR IMMEDIATE RELEASE

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Who Would Go Out of Country for Cheaper Healthcare Services? Medical “Tourism” Appeals to Six in Ten (59%) AP Citizens

Those from India (35%), Indonesia (32%), Most Likely to Say
“Definitely Would”

Ipsos in Asia Pacific

Beijing-Too expensive to be sick? In a recent 24-country online survey of Ipsos, 59% respondents in Asia Pacific would consider traveling to another country to receive medical or dental care if the cost were significantly lower than in his/her country, following BRIC (73%), LATAM(64%), Middle East/Africa (63%) at the fourth place among other regions.

Within AP area, India and Indonesia (78% each) take the lead, followed by China (74%), South Korea(52%), Turkey (51%) with Australia (35%) and Japan (20%) as the lowest level among AP citizens surveyed, saying they would go out of country for cheaper healthcare services.



One in Five (20%) of AP citizens would Go Out of Country for Cheaper Healthcare Services



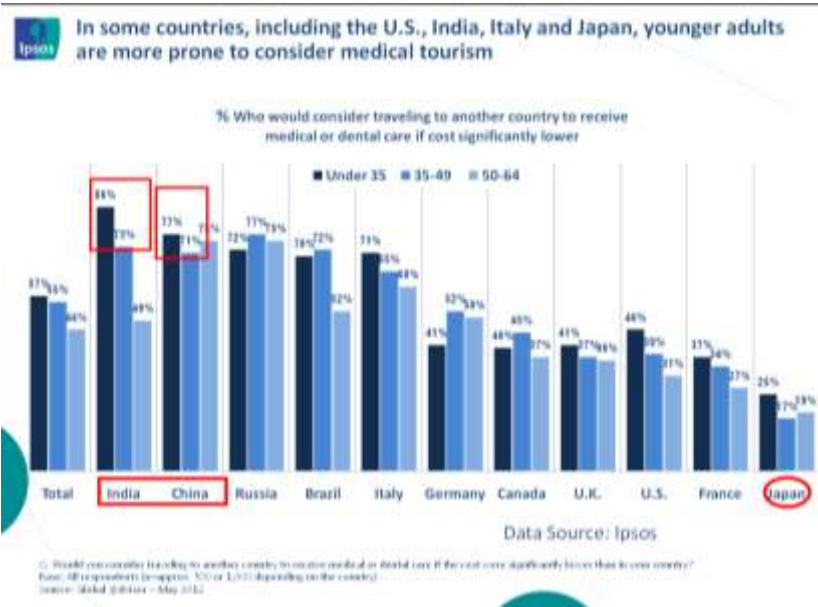
The poll, conducted by global research company Ipsos on behalf of Reuters News, also found that AP citizens appear to be medically mobile, one in five (20%) indicate they “definitely would” consider traveling to another country to receive medical or dental care if the cost were significantly lower than in their country, which is higher than the global average of (18%) while 39% AP respondents “probably would” do so, still higher than

36% of global level. The findings shed light on medical tourism, an increasingly popular worldwide phenomenon that is becoming a formalized industry in many countries.

Those from India (35%), Indonesia (32%), Russia (32%), Mexico (31%) and Poland (31%) are most likely to say they “definitely would” go abroad for cheaper medical services. On the other hand, those from Japan (3%), South Korea (5%), Spain (7%), France (8%), Belgium (9%) and Sweden (9%) are least likely. While in terms of “probably would” answers, China (53%) leads both the AP and global, a little bit higher than Indonesia and South Korea (46% each) and much higher than that of Japan (17%).



Demographically, younger adults appear more open to going abroad to seek cheaper medical or dental work done. On the global aggregate level, those under the age of 35 (19%) and those aged 35-49 (19%) and more likely than those aged 50-64 (15%) to say they “definitely would” go. Employed (20%) individuals are more likely than unemployed (15%) to say so, as are men (19%) rather than women (17%). This is very typical in India and China responses with nearly eight in ten younger generations claim to go for medical tourism, leading both AP and global level and Japan stills at the bottom team.



ABOUT THE SURVEY

The survey instrument is conducted monthly in 24 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, France, Great Britain, Germany, Hungary, India, Indonesia, Italy, Japan, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.

For the results of the survey presented herein, conducted between **May 1st and 5th, 2012**, an international sample of 18,713 adults aged 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Indonesia, Mexico, Poland, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample of approximately 500+. In China, India and South Africa, the samples are slightly more educated and educated compared to the average citizen.

ABOUT GLOBAL @DVISOR

The **Ipsos Global @dvisor Omnibus** is a monthly, online survey of consumer citizens in 24 countries and produces syndicated reports and studies specifically tailored to the needs of corporations, advertising and PR agencies, and governments. **Global @dvisor Omnibus** measures corporate reputation, Usage of brands and services, Assessments of advertising campaigns, Consumer & economic confidence levels, Trend forecast on specific issues, Profile demographics and estimated market shares, and Public opinion on a variety of topics and issues.

Global @dvisor Omnibus surveys 63% of the global population and 75% of the world's GDP. 18,500 interviews are completed each wave. Data turnaround is exceedingly fast. Global @dvisor Results will be delivered with detailed data tables and a breakdown by key country, region, and standard demographic variables. The report will release every 15th, should you want to know more about it, please feel free to contact lu.peng@ipsos.com.

About Ipsos in Asia Pacific

Founded in Paris, France, in 1975 and publicly-listed in 1999, Ipsos is the only independent research company that is controlled and managed by research professionals. Ipsos acquired Synovate in Oct. 2011 and now ranks 3rd in the global market research industry, employing 16,000 employees, servicing 5,000+ clients, conducting 70+ million interviews per year, and executing 100,000+ annual projects across 84 countries.

Ipsos in the Asia Pacific region includes Greater China, North East Asia, South East Asia, India, Australia and New Zealand. Ipsos now have more than 25 research offices with 3,000 full-time professional staff located around the Asia Pacific and we are rapidly expanding this network. Our vision remains intact: to make research one of the primary means of understanding contemporary society, and to make Ipsos the strategic partner for those who wish to better understand the world. Our ambition is to enrich and to strengthen our offer in each of our areas of specialisation, and to deliver the best possible service to our clients. www.ipsosasiapacific.com

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