

Global Attitudes Toward Medical Tourism



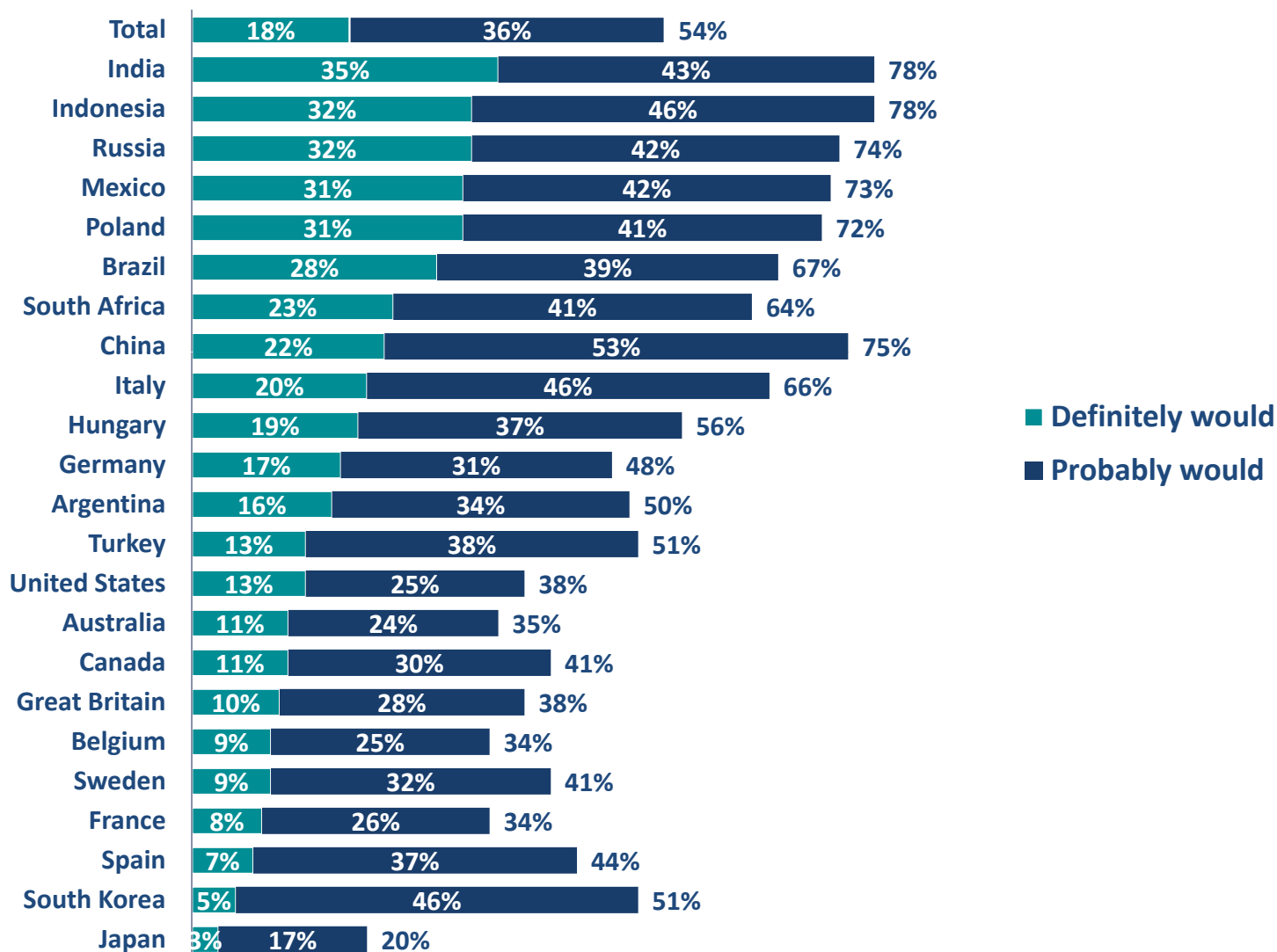
These are the findings of the *Global @dvisor* Wave 33 (G@33), an Ipsos survey conducted between May 1st and May 15th, 2012.

SURVEY METHOD	COUNTRIES	SAMPLE	WEIGHTING
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, Germany, Great Britain, 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, an international sample of 18,713 adults age 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Indonesia, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+. In this wave (G@33), 500+ individuals in Denmark also participated in the survey and 1000+ individuals in Kenya participated in a similar survey.	Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data, and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points 19 times out of 20 per country of what the results would have been had the entire population of adults in that country had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.



One in Five (18%) Would Go Out of Country for Cheaper Healthcare Services [Total]

% Who would consider traveling to another country to receive medical or dental care if cost significantly lower



Q. Would you consider traveling to another country to receive medical or dental care if the cost were significantly lower than in your country?

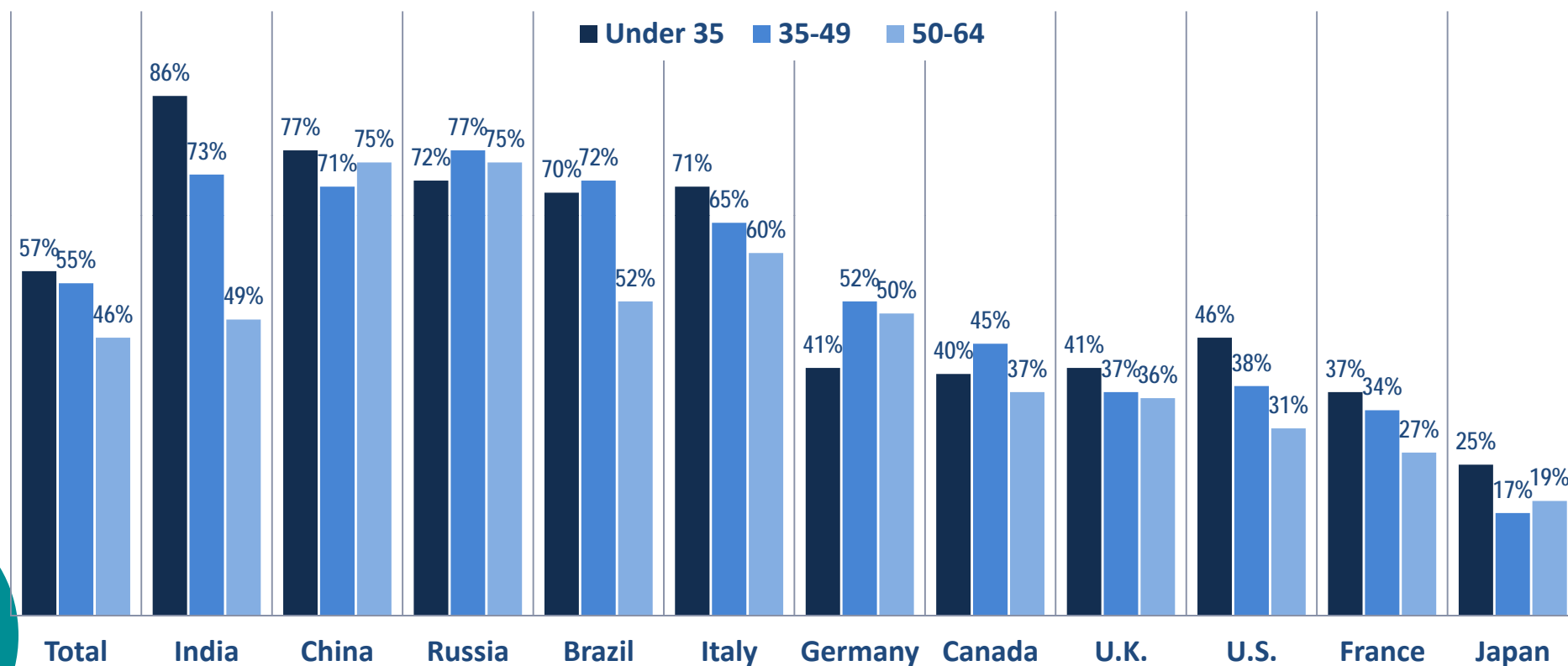
Base: All respondents (n=approx. 500 or 1,000 depending on the country)

Source: Global @dvisor – May 2012 – Average of 24 countries n=18713



In some countries, including the U.S., India, Italy and Japan, younger adults are more prone to consider medical tourism

% Who would consider traveling to another country to receive medical or dental care if cost significantly lower



Q. Would you consider traveling to another country to receive medical or dental care if the cost were significantly lower than in your country?

Base: All respondents (n=approx. 500 or 1,000 depending on the country)

Source: Global @dvisor – May 2012



About Ipsos

- Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company.
- With offices in 84 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management.
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- Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,363 billion (1.897 billion USD) in 2011.
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- The Ipsos *Global @dvisor* Syndicate Study 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. For information contact:

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