

**Healthcare a Global Concern:
One Quarter (23%) Around Globe Rate Healthcare as One of
the Top Three Most Worrying Topic in Their Country**

***Unemployment (45%), Corruption (35%), Poverty (34%) and Crime (31%)
Also Top the List***

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Global – A new poll by global research company Ipsos finds that one in four (23%) global respondents in 24 countries identify healthcare when asked to rank the three most worrying topics in their country. It ranks as a middle-of-the-pack priority for global respondents and is topped by unemployment and jobs (45%), corruption – financial/political (35%), poverty and social inequality (34%) and crime and violence (31%). Healthcare has ranked fourth-most worrying topic consistently since December 2010 (23%) and has, in fact, remained a stable concern since December 2011 (23%), December 2012 (22%) and December 2013 (22%).

The results are released by the Ipsos Public Affairs Health Policy Institute in their report: Tracking Healthcare as a Priority Issue. This poll includes data from 19,045 respondents from 24 countries who were polled online from April 1-15, 2014.

Ipsos Public Affairs has been tracking the top issue concerns of residents across 24 countries since 2010. This report is the first of a bi-annual series that will be provided by the Ipsos Health Policy Institute focusing on “healthcare” as an issue priority. Priority attributed to healthcare as an issue varies by country. It ranks with a higher focus among residents in Poland, the US, Canada and Australia than it does among residents in Germany, France, Italy, Argentina and Japan.



Specifically, those most likely to indicate healthcare is a top worry in their country are from: Brazil (64%), Poland (58%), Canada (40%), the United States (37%), Australia (35%), Hungary (30%), Russia (27%), Saudi Arabia (27%) and Great Britain (27%). Those in the middle of the pack are from: China (25%), Spain (24%), Sweden (22%), Germany (18%), Japan (17%), Belgium (14%) and France (14%). Those least likely to select healthcare as a top worry are from: South Africa (13%), Italy (11%), Indonesia (10%), India (9%), Argentina (8%), South Korea (7%), Mexico (6%) and Turkey (5%).

Demographically, on a global aggregate level, those most likely to rank healthcare as one of the most worrying issues in their country: have a medium level of education (26%), are aged 50-64 (25%), women (24%) and those with a medium level of household income (23%). In contrast, those with a high level of education (17%), high household income (18%), men (19%), those under the age of 35 (20%), lower education (21%), those aged 35-49 (22%) and those with a low household income (22%) are less likely to worry about healthcare.

Demographics come into play in the priority assigned to healthcare in some countries but not in others. Women rate healthcare as a higher priority than men in each of the United States and Australia, but the gap is less pronounced in Canada, France and the Great Britain. Similarly, rating of healthcare as a priority issue increases with age in Canada, Great Britain and Australia but less so in the United States and France. When comparing across countries on ratings based on income and education there are no obvious trends or similarities.



The survey instrument Global Advisor is conducted monthly in 24 countries via the Ipsos Online Panel system. For the results of the survey herein, an total sample of 19,045 adults age 18-64 in the US and Canada, and age 16-64 in all other countries, was interviewed between April 1st to April 15th 2014. Approximately 1000+ individuals were surveyed in Australia, Brazil, Canada, China, France, Germany, Great Britain, India, Italy, Japan, Spain, and the United States of America. Approximately 500+ individuals were surveyed in Argentina, Belgium, Hungary, Indonesia, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey. In countries where internet penetration is approximately 60% or higher the data output is comparable the general population. Of the 24 countries surveyed online, 15 yield results that are balanced to reflect the general population: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, United Kingdom and United States. The nine remaining countries surveyed –Brazil (45.6% Internet penetration among the citizenry), China (41%), India (11.4%), Indonesia (22.1%), Mexico (36.5%), Russia (47.7%), Saudi Arabia (49%), South Africa (17.4%) and Turkey (45.7%)—have lower levels of connectivity therefore are not reflective of the general population; however, the online sample in these countries are particularly valuable in their own right as they are more urban/educated/income than their fellow citizens and are often referred to as “Upper Deck Consumer Citizens”. The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.



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For more information on this news release, please contact:

Chris Martyn
Chief Research Officer
Public Affairs North America
Ipsos Reid
416.324.2010
chris.martyn@ipsos.com

Heather Dawson
Vice President
Ipsos Reid
416.324.2101
heather.dawson@ipsos.com

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