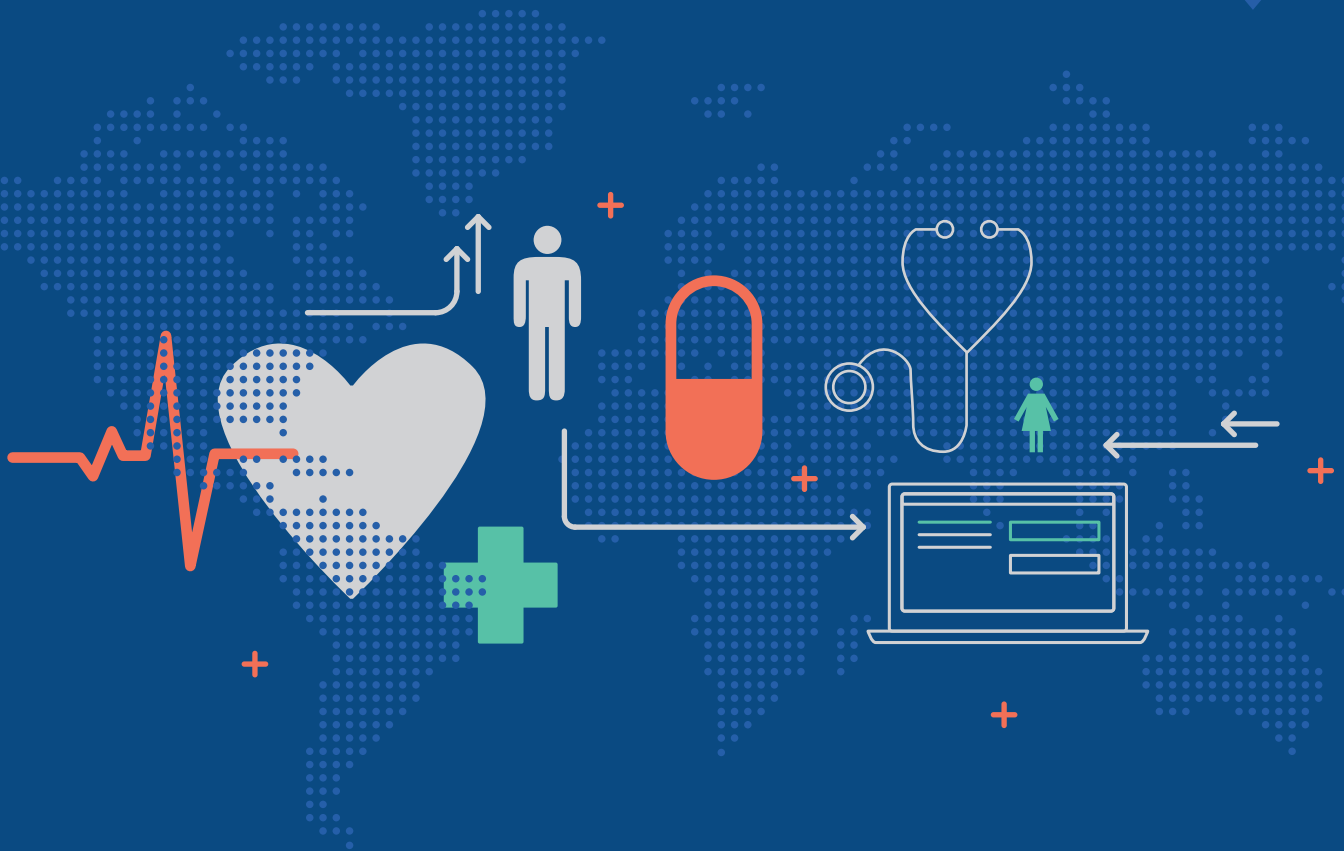


Key findings from

MEN'S HEALTH PERCEPTIONS FROM AROUND THE GLOBE



A SURVEY OF **16,000** ADULTS

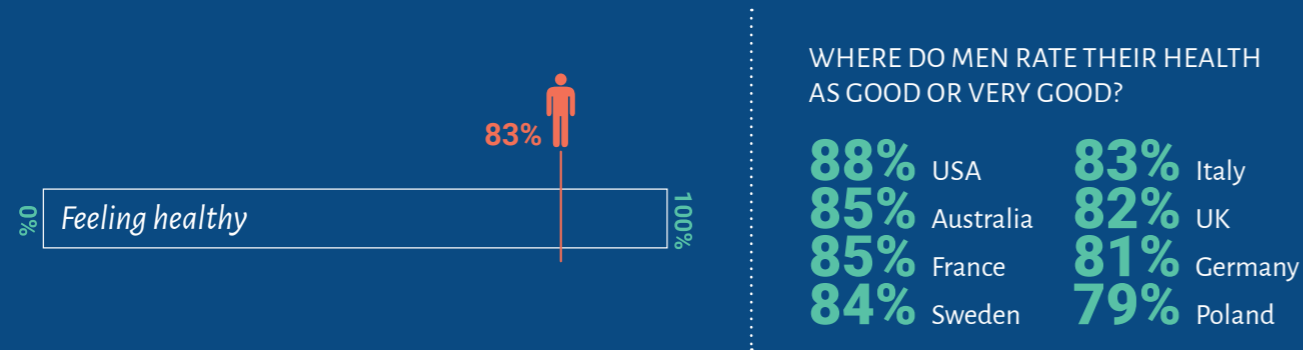
This report is based on a survey of men and women across the world - 2,000 adults each in 8 countries (Australia, France, Germany, Italy, Poland, Sweden, the United Kingdom and the United States) - examining attitudes towards men's health. The findings presented are all-country averages for men unless otherwise stated.

The report was commissioned by Sanofi - Consumer Health Care (CHC) in cooperation with Global Action on Men's Health (GAMH) and its members the Men's Health Network (MHN, US), Men's Health Forum (UK), Australian Men's Health Forum (AMHF) and Men's Health Education Council (MHEC).

KEY FINDINGS

MEN WANT TO TAKE GREATER CONTROL OF THEIR OWN HEALTH AND WELL-BEING. THIS COULD ENABLE THEM TO NARROW THE LIFE EXPECTANCY GENDER GAP. WHILE MOST MEN FEEL HEALTHY, PRIOR RESEARCH SHOWS THAT MEN IN DEVELOPED COUNTRIES LIVE ON AVERAGE 6 YEARS LESS THAN WOMEN.¹

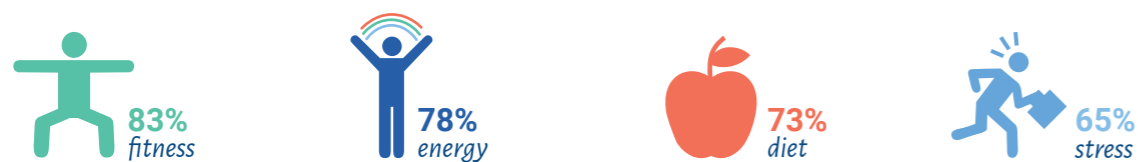
MEN BELIEVE THAT THEY ARE IN GOOD HEALTH



A DESIRE TO TAKE CONTROL

87% of men want to take charge of their health **AND** **6/7** men are confident in managing their own health.

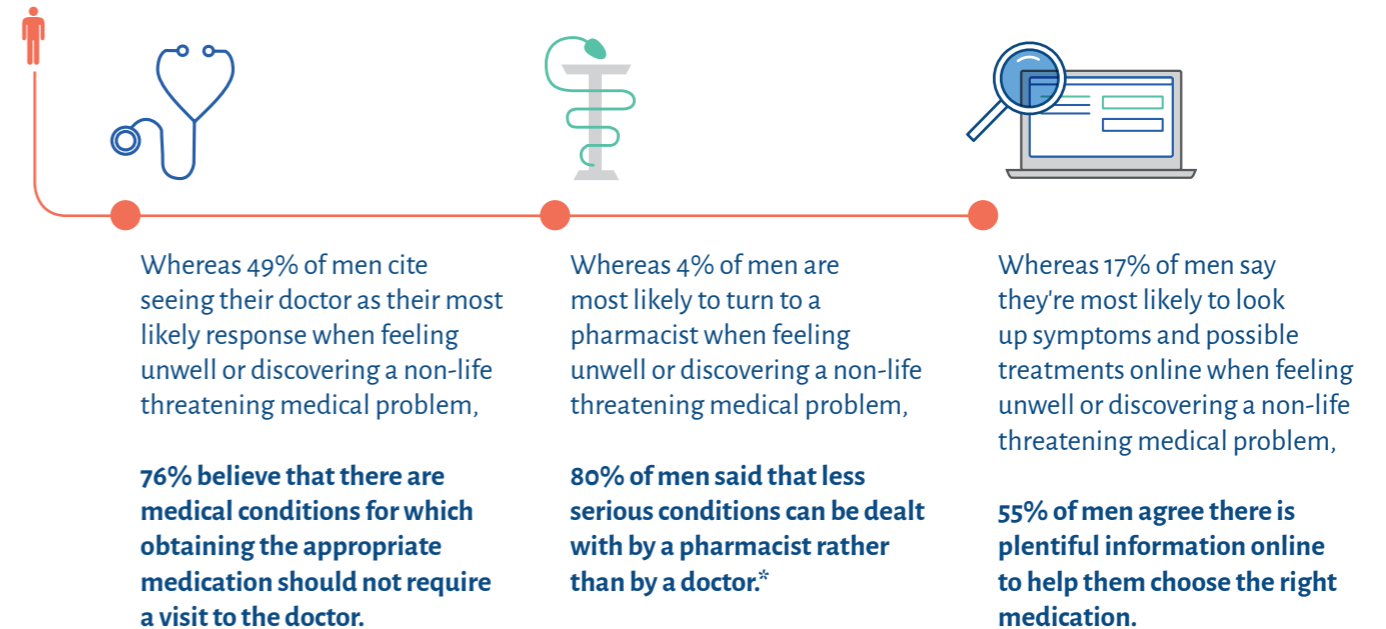
Men understand what constitutes good health and wellbeing. Key areas men want to improve include:



THE ENTHUSIASM MEN SHOW FOR TAKING A MORE ACTIVE ROLE IN THEIR HEALTH AND WELLBEING COULD BE A SIGNIFICANT OPPORTUNITY, PARTICULARLY IF MEN ARE SUPPORTED AND EMPOWERED.

THE DISPARITY BETWEEN BELIEFS AND ACTIONS

WHILE THE SURVEY SHOWS THAT MEN ARE CONFIDENT AND TRUST HEALTHCARE PROVIDERS, THEY ARE NOT TAKING ADVANTAGE OF SOME SOURCES OF INFORMATION AND ADVICE THAT THEY TRUST.



IT'S CLEAR FROM THE DATA THAT WHILE MEN ARE INTERESTED IN OVER-THE-COUNTER (OTC) MEDICATION, TRUST THEIR PHARMACISTS, AND AGREE THAT THERE IS PLENTY OF HEALTH INFORMATION ONLINE, THERE IS ROOM FOR EVEN GREATER USE OF THESE RESOURCES.

THE OPPORTUNITY FOR SELF-CARE

SELF-CARE CAN INCLUDE:



SELF-CARE IS WHAT PEOPLE DO FOR THEMSELVES to establish and maintain health, prevent and deal with illness. This is a broad concept and encompasses hygiene, nutrition, lifestyle, environmental factors, and socio-economic factors. It is the ability of individuals, families and communities to cope with health conditions with or without the support of a healthcare provider.



¹The Lancet. Global, regional, and national life expectancy, all-cause mortality, and cause-specific mortality for 249 causes of death, 1980–2015: a systematic analysis for the Global Burden of Disease Study 2015. Available at: [http://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(16\)31012-1/abstract](http://www.thelancet.com/journals/lancet/article/PIIS0140-6736(16)31012-1/abstract)

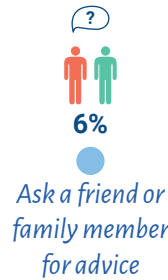
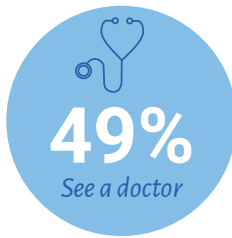
*59% of men feel comfortable using OTC for headaches or migraines, 43% for allergies, and 37% for nausea.

When men feel unwell or discover a non-life threatening medical problem, they are likely to turn to a variety of places for support:



17%

Look up online



TRUSTING HEALTHCARE providers and healthcare products are important elements of self-care.

IN THIS SURVEY, 58% OF MEN TRUST OVER-THE-COUNTER MEDICATIONS AS MUCH AS MEDICINES PRESCRIBED BY A DOCTOR and many of them are turning more and more to OTC medicines, citing of a range of reasons including:

- Having more ailments to treat
- Seeing a pharmacist is more convenient than seeing a doctor
- Trusting their pharmacist to make over-the-counter recommendations to treat their ailment/s

BAD HABITS AND SEXUAL WELL-BEING ARE IMPORTANT AREAS FOR IMPROVEMENT



Men, more than women, want to cut bad habits and improve sexual performance.*

BUT



Women, more than men, want to improve their fitness, diet and stress.*

32%

OF MEN CONSIDER SEXUAL HEALTH TO BE ONE OF THE MOST IMPORTANT PARTS OF THEIR OVERALL HEALTH AND WELL-BEING.

32%

OF MEN ARE DISSATISFIED WITH THE SERVICES AND ACCESS AVAILABLE FOR SENSITIVE TOPICS LIKE SEXUAL HEALTH IN THEIR CURRENT HEALTH SYSTEMS.

While a huge majority of men take action when facing problems like sexually transmitted diseases (98%) or irritation and infections (93%), far fewer men take action when it comes to conditions like loss of libido (54%), erectile dysfunction (62%), or pain during sex (68%).



Both men (77%) and women (66%) believe that having a healthy sexual relationship is critical to their happiness.

THE SURVEY SHOWS THERE IS A SIGNIFICANT OPPORTUNITY TO CAPITALIZE ON MEN'S ENTHUSIASM TO TAKE GREATER CONTROL OF THEIR HEALTH AND WELL-BEING. MEN WANT TO DO MORE AND SHOULD BE EMPOWERED TO DO SO.

Survey fieldwork was conducted by Opinium Research (Australia and EU countries) and Harris Poll (US) from 31 August to 10 September 2016. Document updated on 25 November, 2016. For the full report, please visit www.gamh.org

* Men versus women, respectively: bad habits (49%, 43%), sexual performance (60%, 41%), fitness (83%, 87%), diet (73%, 77%), stress (65%, 71%).