

MEN'S HEALTH PERCEPTIONS FROM AROUND THE GLOBE



A SURVEY OF **16,000** ADULTS

MEN'S HEALTH PERCEPTIONS FROM AROUND THE GLOBE

CONTENTS

Foreword from Global Action on Men's Health	4
Introduction	6
GLOBAL FINDINGS	
Key Findings	8
Opportunity for self-care	10
COUNTRY FINDINGS	
Australia	14
France	18
Germany	22
Italy	26
Poland	30
Sweden	34
United Kingdom	38
United States	42
References	46

SURVEY METHOD

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).

Survey fieldwork was conducted by Opinium Research (Australia and EU countries) and Harris Poll (US) from 31 August to 10 September 2016.

For a digital copy of the report, please visit: www.gamh.org

FOREWORD

MEN'S HEALTH: AN OVERLOOKED INEQUALITY

Men's health is far worse than it need be. From a global perspective, the gap between male and female life expectancy is actually getting wider: in 1980, men's lives were, on average, four years shorter than women's; by 2015, the difference was six years; and, by 2030, the male:female health "gap" is predicted to be seven years. This large difference is not just a problem in low-income countries: in 2015, men died five years sooner than women in the wealthier countries too.

Men also live fewer years in good health. Globally, men can expect a "healthy life expectancy" which is three years below women's. In the wealthier countries, the healthy life expectancy gap is four years.

The excess health burden facing men has many causes. The risks men take with their health, for example, by smoking, drinking too much alcohol, eating a poor diet and driving dangerously, are compounded in many countries by men's sub-optimal use of primary care services. The nature of many men's occupations, which exposes them to a wide range of hazards, is also a significant factor.

Poor health is not inevitable for men, however. It is not genetic in origin, except perhaps to a small degree. We now know enough about how to support men to take better care of themselves and improve the accessibility of health services.

A SYSTEMATIC APPROACH LED BY HEALTH POLICYMAKERS AND PROVIDERS IS NOW REQUIRED AND THE DEVELOPMENT OF NATIONAL MEN'S HEALTH POLICIES WOULD BE A VERY GOOD PLACE TO START.

The Global Men's Health Survey - one of the most comprehensive international surveys of men's health published to date - will contribute to the momentum for change.

The findings that stand out include:

- The overwhelming majority of men in the countries surveyed want to take charge of their health and four men in every five feel as confident as women when it comes to managing their own health. The idea that men are simply hell-bent on self-destruction, reluctant to think about their health or helpless fools is exposed as a myth.
- Men are generally very positive about the value of over-the-counter medicines (OTC). This bodes well for efforts to improve men's self-care.
- While the survey finds that men are confident in managing their own health, their actual use of pharmacy services is still at a low level. Pharmacies have huge potential as a resource for men's health and men's health and pharmacy organisations can work together to make them a service many more men will want to use.

- There is significant under-use of digital health services by men. When faced with a health problem, surprisingly few men's first response would be to go online to look up their symptoms and possible treatments. There is huge potential for improvement through reputable websites, social media and apps, especially delivered via mobile platforms.

- Men remain reluctant to seek help for a range of sexual health problems and are still deterred by embarrassment and a belief that the problem will go away on its own. Improving men's knowledge, confidence and ability to access services for sexual health issues is of critical importance.

Global Action on Men's Health welcomes this new report. It offers important new insights, based on a very large representative sample of men and women across eight countries. It will contribute to the growing awareness and debate about the overlooked inequality that is men's health and, most importantly, to new initiatives to improve the length and quality of their lives.

PETER BAKER
Director, Global Action on Men's Health
www.gamh.org

INTRODUCTION

The survey - Men's Health: Perceptions from Around the Globe - is one of the largest global surveys ever undertaken to explore men's perceptions of their state of health. The findings indicate significant opportunities for policymakers and providers around the world who are looking for ways to improve men's health and well-being and address related health inequalities and burdens.

One of the key ways in which men can take charge of their own health is through self-care. 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, and lifestyle. It is the ability of individuals, families and communities to cope with health conditions with or without the support of a healthcare provider. This report provides important insights in men's perception of their own state of health and how they intend to better manage their health, including many of these elements of self-care.

This report is being published to coincide with International Men's Day on 19 November 2016. The survey was designed to find out more about men's perception of healthcare.

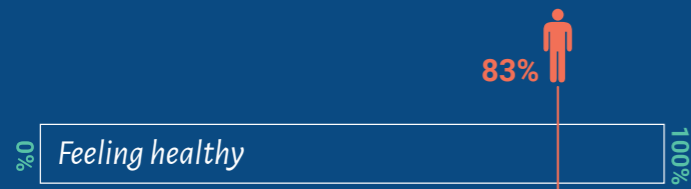
GLOBAL FINDINGS

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

THESE SURVEY RESULTS FIND THAT WHILE MEN FEEL CONFIDENT IN MANAGING THEIR HEALTH, THERE IS A DISPARITY BETWEEN THIS BELIEF AND THE WAY THEY TEND TO DO IT.

MEN BELIEVE THAT THEY ARE IN GOOD HEALTH







WHERE DO MEN RATE THEIR HEALTH AS GOOD OR VERY GOOD?

88%	USA	83%	Italy
85%	Australia	82%	UK
85%	France	81%	Germany
84%	Sweden	79%	Poland

A DESIRE TO TAKE CONTROL

The good news emerging from the survey findings is that a large majority of men want to take charge of their own health, and feel confident in being able to do so. Men have a well-rounded view of what constitutes good health, looking to address issues such as fitness, energy levels, diet, stress, and sexual health.

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

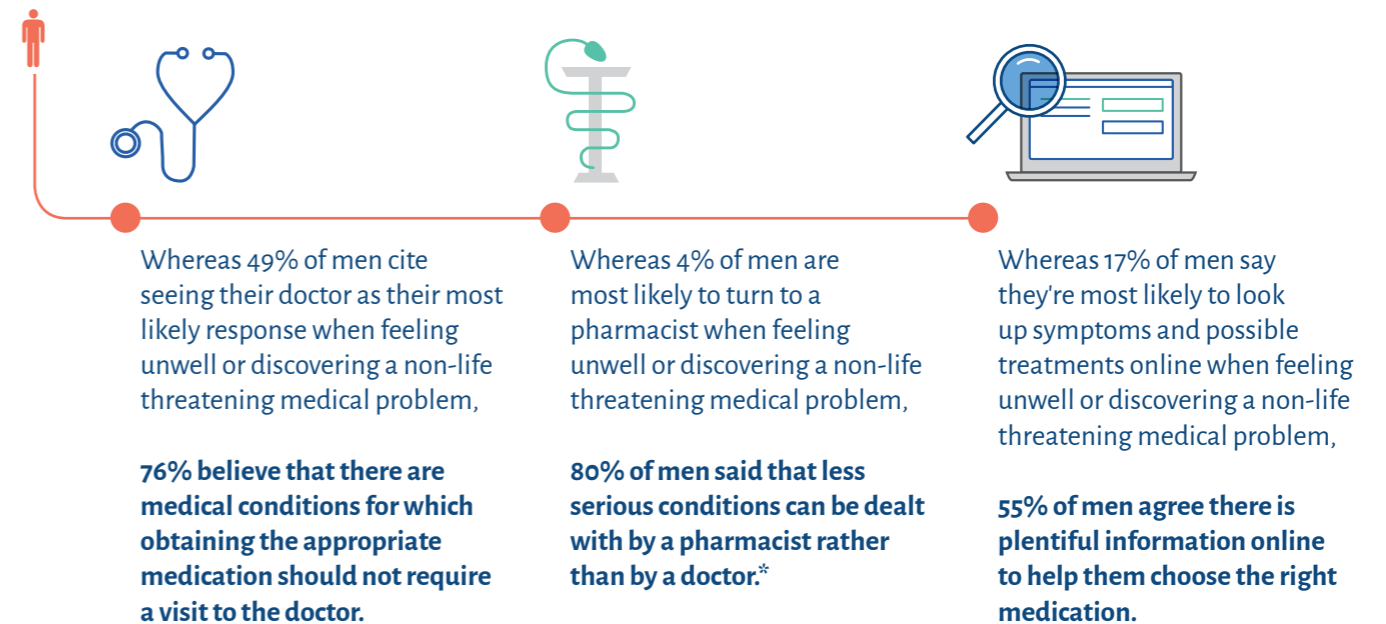
	 fitness	 energy	 diet	 stress
Australia	88%	82%	81%	71%
France	75%	71%	59%	58%
Germany	75%	67%	64%	54%
Italy	89%	84%	77%	76%
Poland	85%	82%	74%	72%
Sweden	83%	73%	69%	52%
UK	86%	84%	73%	63%
USA	85%	83%	84%	76%
Average	83%	78%	73%	65%

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

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

THE DISPARITY BETWEEN BELIEFS AND ACTIONS

THE SURVEY FINDINGS CONFIRM THAT THERE IS A CONTRADICTION BETWEEN MEN'S PERCEPTIONS OF HOW THEY MANAGE THEIR HEALTH AND THEIR ACTUAL BEHAVIOUR. WHILE THE SURVEY SHOWS THAT MEN ARE CONFIDENT MANAGING THEIR OWN HEALTH, THEY ARE NOT TAKING ADVANTAGE OF SOURCES OF INFORMATION AND ADVICE THAT THEY TRUST. THIS CONTRADICTION COULD WELL BE AT THE ROOT OF THE GENDER HEALTH GAP AND NEEDS TO BE ADDRESSED.



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 MUCH GREATER USE OF THESE RESOURCES.

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

THE OPPORTUNITY FOR SELF-CARE

HOW CONFIDENT DO MEN FEEL IN MANAGING PARTS OF THEIR LIFE?

Managing health	89%	87%	82%	82%	78%	86%	86%	89%	85%
Managing household finances	90%	87%	91%	79%	87%	89%	90%	87%	88%
Managing level of work-related stress	68%	59%	66%	67%	60%	70%	61%	70%	65%
Managing level of non-work-related stress	83%	70%	78%	74%	63%	76%	79%	85%	76%
Making career decisions	69%	63%	67%	75%	61%	66%	61%	73%	67%
	Australia	France	Germany	Italy	Poland	Sweden	UK	US	Average

Men's desire to take control suggests that self-care can play a more significant role in men's health. In fact, the survey shows that men are more confident managing their health (85%) than they are managing their level of work stress (65%) or career decisions (67%).



SELF-CARE IS WHAT PEOPLE DO FOR THEMSELVES

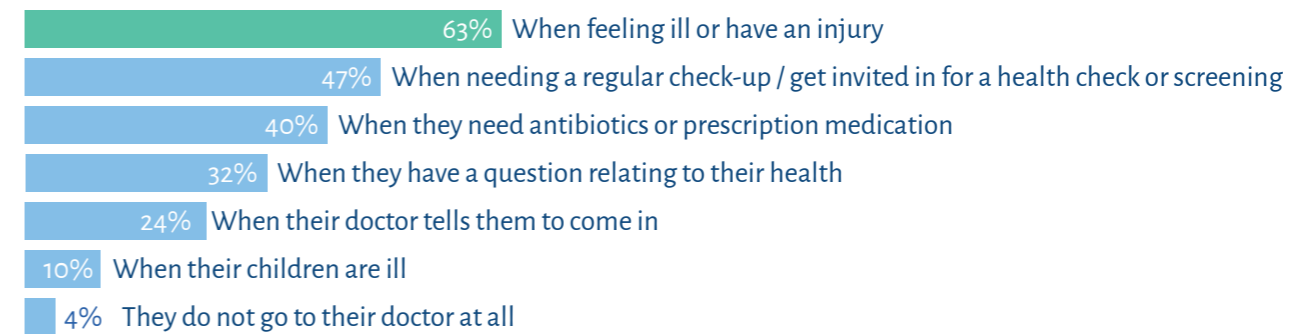
to establish and maintain health, prevent and deal with illness. This is a broad concept and encompasses hygiene, nutrition, lifestyle, environmental factors, and socio-economic factors. It is the ability of individuals, families and communities to cope with health conditions with or without the support of a healthcare provider.²

WHEN MEN FEEL UNWELL OR DISCOVER A NON-LIFE THREATENING MEDICAL PROBLEM, WHERE DO THEY TURN?

Look up my symptoms and treatments online	14%	14%	15%	14%	14%	18%	26%	19%	17%
See my doctor	62%	53%	63%	52%	63%	32%	39%	27%	49%
See a pharmacist	3%	6%	2%	3%	2%	2%	6%	5%	4%
Buy a form of over-the-counter medication	3%	3%	4%	2%	6%	3%	4%	9%	4%
Ask a friend or family member for advice	5%	5%	5%	4%	5%	7%	6%	10%	6%
	Australia	France	Germany	Italy	Poland	Sweden	UK	US	Average



AS DEMONSTRATED ABOVE, DOCTORS ARE CURRENTLY THE FIRST PORT OF CALL FOR MEN WHEN THEY FEEL UNWELL. BUT, WHEN EXACTLY DO MEN GO TO SEE THEIR DOCTOR?



ONLINE INFORMATION

IS CURRENTLY THE SECOND MOST LIKELY RESPONSE FOR MEN WHEN THEY FEEL UNWELL.

The table here shows the breakdown by age for men believing there is plentiful information online to help them choose the right medication:

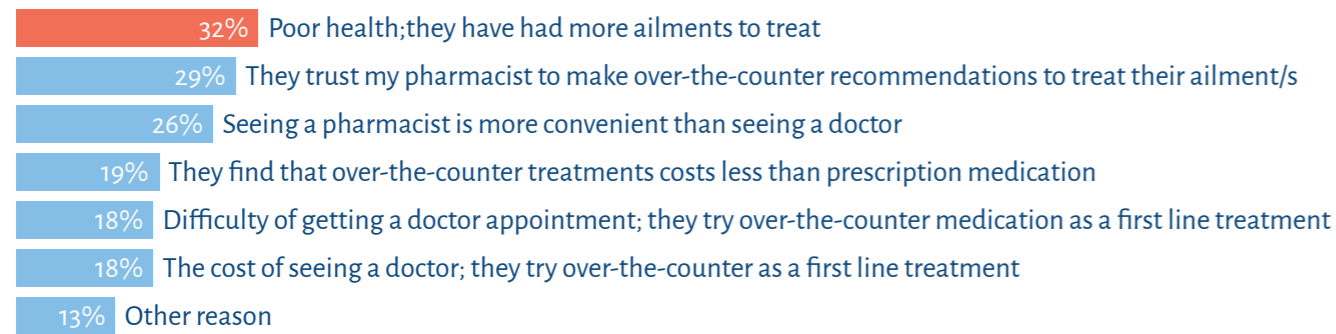
	18-34	35-54	55-64	+65	Average
Australia	66%	67%	51%	41%	56%
France	53%	46%	26%	26%	38%
Germany	48%	46%	43%	33%	43%
Italy	53%	52%	39%	36%	45%
Poland	53%	62%	60%	52%	57%
Sweden	63%	68%	54%	51%	59%
UK	79%	70%	57%	50%	64%
USA	72%	73%	72%	62%	70%
Average	61%	60%	50%	44%	



THE LEVEL OF TRUST IN OVER-THE-COUNTER MEDICATIONS, compared to medicines prescribed by a doctor, varies by age and country:

	18-34	35-54	55-64	+65	Average
Australia	66%	54%	57%	62%	56%
France	65%	50%	61%	64%	61%
Germany	53%	36%	55%	51%	57%
Italy	62%	61%	57%	46%	57%
Poland	56%	58%	68%	67%	62%
Sweden	53%	61%	58%	59%	52%
UK	70%	68%	57%	59%	52%
US	64%	67%	59%	46%	40%
Average	55%	42%	54%	57%	55%

FOR MEN THAT CITED AN INCREASED USE OF OVER THE COUNTER MEDICATION, WHAT WERE THE CAUSES?



EDUCATING AND EMPOWERING MEN TO TAKE CONTROL OF THEIR HEALTH HAS ENORMOUS POTENTIAL TO PREVENT ILLNESS AND IMPROVE HEALTH AND WELLBEING. HEALTH PROBLEMS LINKED TO MEN'S LACK OF HEALTH LITERACY AND LOWER ACCESS TO PRIMARY CARE SERVICES COULD BE PREVENTED BY INCREASING MEN'S UNDERSTANDING³ OF THE RANGE OF FACTORS THAT IMPACT THEIR HEALTH AND THEIR ABILITY TO COPE WITH HEALTH CONDITIONS WITH OR WITHOUT THE SUPPORT OF A HEALTHCARE PROVIDER.³

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



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.

WHERE DO MEN FEEL THAT HEALTH SERVICES ARE NOT CURRENTLY MEETING THEIR NEEDS FOR SENSITIVE HEALTH ISSUES LIKE SEXUAL HEALTH?



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

THE TABLE BELOW PROVIDES AN OVERVIEW OF DIFFERENT SEXUAL HEALTH CONDITIONS FOR WHICH MEN CITED "DO NOTHING" AS THEIR RESPONSE WHEN THE CONDITION ARISES:

Sexually transmitted diseases	2%	7%	5%	0%	1%	1%	1%	1%	2%
Irritation or infection	4%	15%	6%	5%	4%	9%	4%	7%	7%
Erectile dysfunction	33%	43%	41%	30%	33%	43%	30%	47%	38%
Loss of libido	38%	60%	44%	41%	34%	53%	54%	41%	46%
Pain during sex/painful sex	19%	44%	30%	38%	30%	42%	35%	14%	32%

Australia France Germany Italy Poland Sweden UK US Average

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

THIS IS THE CASE EVEN THOUGH BOTH MEN (77%) AND WOMEN (66%) BELIEVE THAT HAVING A HEALTHY SEXUAL RELATIONSHIP IS CRITICAL TO THEIR HAPPINESS.

Women	60%	70%	61%	77%	74%	74%	53%	56%	66%
Men	72%	82%	74%	88%	79%	83%	67%	74%	77%

Australia France Germany Italy Poland Sweden UK US Average

This survey shows there is a significant opportunity to capitalise on men's enthusiasm to take greater control of their health and well-being.

Men want to do more and so should be empowered to do so. The role that self-care can play in enabling men to take greater control and improving their health should be further explored. Self-care could allow men to treat diseases, injuries and health conditions, while also giving them the opportunity to prevent future health problems, reduce ailments and increase quality of life. Through greater health literacy and better understanding of the benefit of lifestyle modification men can be empowered to take better control of their health.



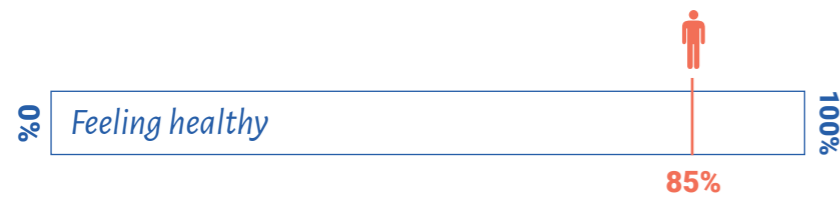
Public Perception in

AUSTRALIA

KEY FINDINGS

More than 2,000 adults took part in the survey. Results are weighted to be nationally representative of age and gender.

AUSTRALIAN MEN BELIEVE THAT THEY ARE IN GOOD HEALTH



MEN AGED 18-34 (81%) ARE THE MOST LIKELY TO BE SATISFIED WITH THEIR STATE OF HEALTH, WHILE MEN AGED 55-64 ARE THE LEAST SATISFIED (75%).

A DESIRE TO TAKE CONTROL

AUSTRALIAN MEN ARE EXTREMELY CONFIDENT ABOUT MANAGING THEIR OWN HEALTH.

86% of Australian men want to take charge of their health

89% of Australian men are confident managing their own health

WHEN IT COMES TO MONITORING THEIR HEALTH:

88% of Australian men are confident in identifying problems when they arise

AND

92% believe they know which healthcare professional they should turn to when something is wrong.

AUSTRALIAN MEN 65 YEARS + = MOST CONFIDENT

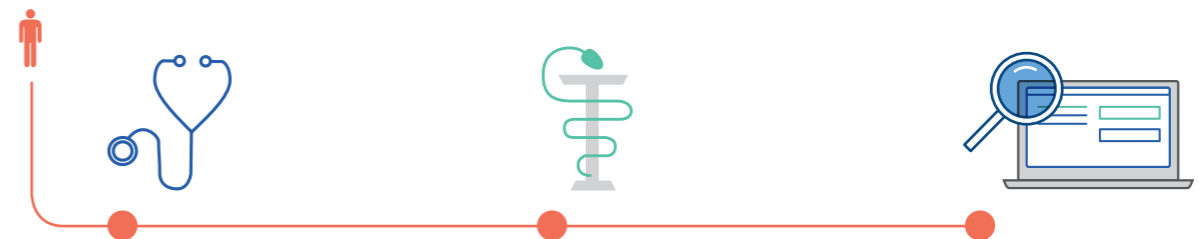
in managing their health and in identifying health problems.



AUSTRALIAN MEN ARE WELL ABOVE THE AVERAGE IN WANTING TO IMPROVE KEY AREAS OF THEIR HEALTH:

Australia	88%	82%	81%	71%
Average	83%	78%	73%	65%

THE DISPARITY BETWEEN BELIEFS AND ACTIONS



Whereas 62% of men cite seeing their doctor as their most likely response when feeling unwell or discovering a non-life threatening medical problem,

76% believe that there are medical conditions for which obtaining the appropriate medication should not require a visit to the doctor.

Whereas 3% of men are most likely to turn to a pharmacist when feeling unwell or discovering a non-life threatening medical problem,

82% of men said that less serious conditions can be dealt with by a pharmacist rather than by a doctor.*

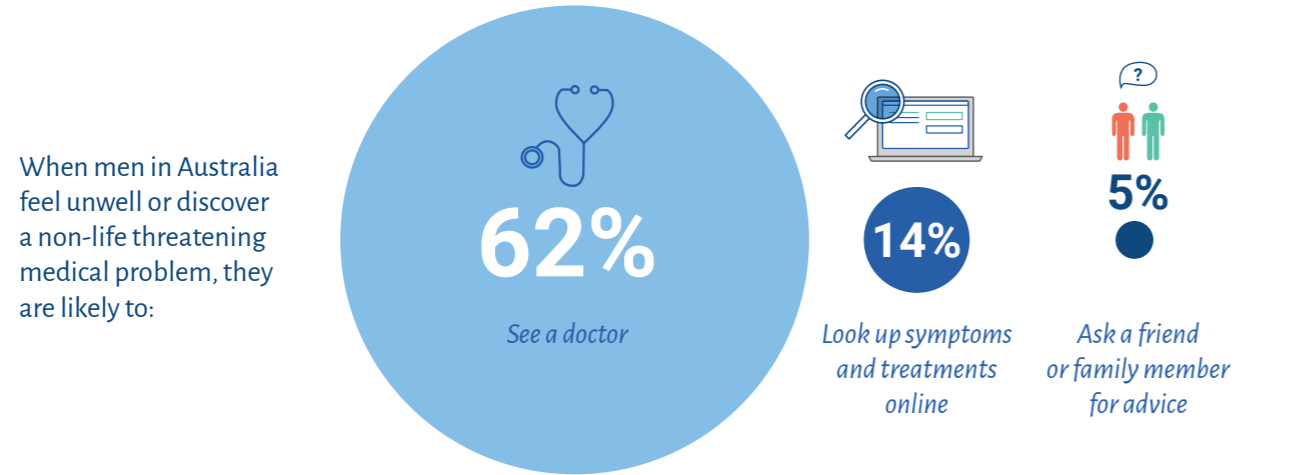
Whereas 14% of men say they're most likely to look up symptoms and possible treatments online when feeling unwell or discovering a non-life threatening medical problem,

56% of men agree there is plentiful information online to help them choose the right medication.

*67% of Australian men feel comfortable using OTC for headaches or migraines, 59% for allergies, and 42% for nausea.

THE OPPORTUNITY FOR SELF-CARE

AUSTRALIAN MEN ARE MORE CONFIDENT MANAGING THEIR HEALTH (89%) THAN THEY ARE MANAGING THEIR LEVEL OF WORK STRESS (68%) OR CAREER DECISIONS (69%).



Australian men's likely response when they feel unwell or discover a non-life threatening medical problem varies by age:

	18-34	35-54	55-64	+65
See a doctor	42%	54%	72%	83%
Look up symptoms online	21%	18%	9%	6%

77% of Australian men believe that over-the-counter medication works well

AND 84%

of Australian men feel that the products currently available address their overall health needs.

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

30% OF AUSTRALIAN MEN CONSIDER SEXUAL HEALTH TO BE ONE OF THE MOST IMPORTANT PARTS OF THEIR OVERALL HEALTH AND WELL-BEING.

WHILE A HUGE MAJORITY OF AUSTRALIAN MEN TAKE ACTION WHEN FACING PROBLEMS like sexually transmitted diseases (98%) or irritation and infections (96%), far fewer men take action when it comes to conditions like loss of libido (62%), erectile dysfunction (67%), or pain during sex (81%).

BUT

Both men (72%) and women (60%) believe that having a healthy sexual relationship is critical to their happiness.



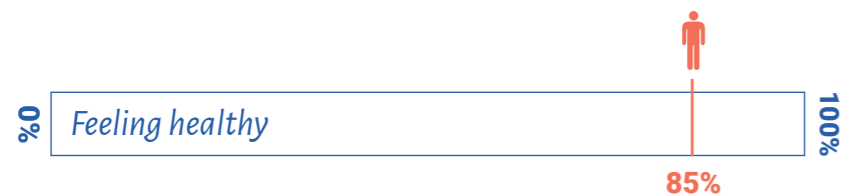
Public Perception in

FRANCE

More than 2,000 adults took part in the survey.
Results are weighted to be nationally representative of age and gender.

KEY FINDINGS

MEN BELIEVE THAT THEY ARE IN GOOD HEALTH



A DESIRE TO TAKE CONTROL

AS IN THE OTHER COUNTRIES SURVEYED, FRENCH MEN OVERWHELMINGLY WANT TO TAKE CHARGE OF THEIR OWN HEALTH.



6 in 7 French men both want to take charge of their health

WHEN IT COMES TO MONITORING THEIR HEALTH:

81% of French men are confident in identifying problems when they arise **AND** **88%** believe they know which healthcare professional they should turn to when something is wrong.

FRENCH MEN 65 YEARS + = MOST CONFIDENT

in managing their health and in identifying health problems.

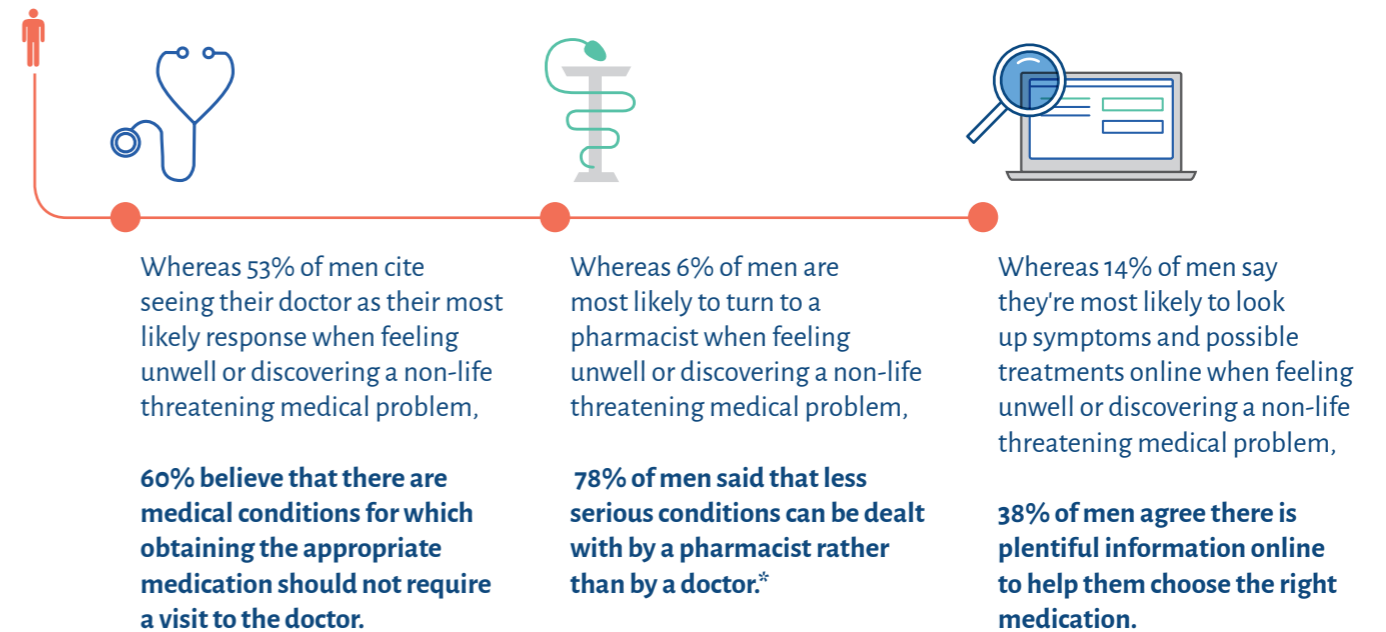


FRENCH MEN ARE WELL BELOW THE SURVEY AVERAGE IN WANTING TO IMPROVE KEY AREAS OF THEIR HEALTH:

	fitness	energy	diet	stress
France	75%	71%	59%	58%
Average	83%	78%	73%	65%

THE DISPARITY BETWEEN BELIEFS AND ACTIONS

AS FOR OTHER COUNTRIES SURVEYED, THE SURVEY SHOWS THAT WHILE FRENCH MEN ARE CONFIDENT AND TRUST HEALTHCARE PROVIDERS, THEY ARE NOT TAKING ADVANTAGE OF SOURCES OF INFORMATION AND ADVICE THAT THEY TRUST.



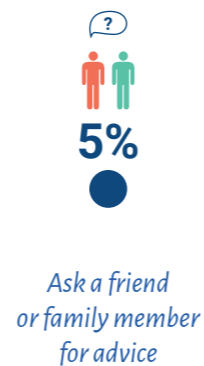
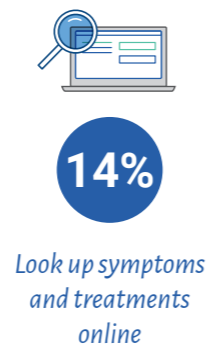
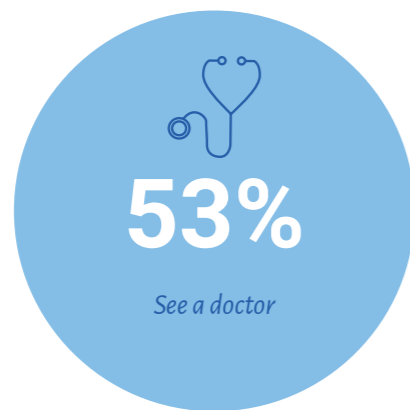
At only 38%, French men are well below the average of 54% in agreeing that there is plentiful information online to help them choose the right treatments. This disparity could in part be due to the attitudes of young men in France towards online medical information, where only 53% of French men in the 18-34 year old category agree with the statement, as compared with the 79% of 18-34 year old men in the UK who believe that there is plentiful information online.

*57% of French men feel comfortable using OTC for headaches or migraines, 32% for allergies, and 32% for nausea.

THE OPPORTUNITY FOR SELF-CARE

FRENCH MEN ARE MORE CONFIDENT MANAGING THEIR HEALTH (87%) THAN THEY ARE MANAGING THEIR LEVEL OF WORK STRESS (59%) OR CAREER DECISIONS (63%).

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

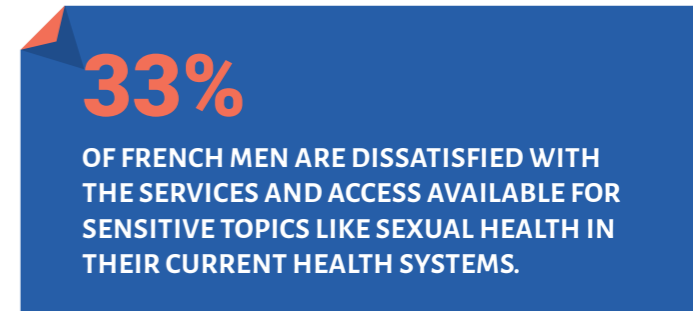
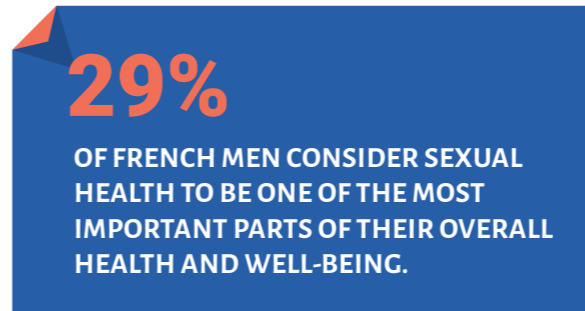


MEN IN FRANCE TRUST IMPORTANT ELEMENTS OF SELF-CARE, HAVING HIGH LEVELS OF TRUST IN PHARMACIES AND PHARMACISTS COMPARED TO OTHER COUNTRIES IN THE EU.

81% of French men feel satisfied that currently available health products address their health needs.

62% of French men feel that buying OTC medication means they can treat themselves for conditions they've had previously or for a long period of time.

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



WHILE A HUGE MAJORITY OF FRENCH MEN TAKE ACTION WHEN FACING PROBLEMS like sexually transmitted diseases (93%) or irritation and infections (85%), far fewer men take action when it comes to conditions like loss of libido (40%), erectile dysfunction (57%), or pain during sex (56%).

BUT Both men (82%) and women (70%) believe that having a healthy sexual relationship is critical to their happiness.



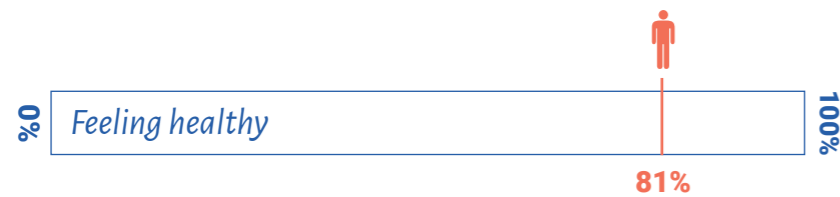
Public Perception in

GERMANY

KEY FINDINGS

More than 2,000 adults took part in the survey. Results are weighted to be nationally representative of age and gender.

GERMAN MEN BELIEVE THAT THEY ARE IN GOOD HEALTH



94% OF YOUNGER GERMAN MEN (AGED 18 TO 34) BELIEVE THAT THEY ARE IN GOOD HEALTH

A DESIRE TO TAKE CONTROL

84% of German men want to take charge of their health **AND** **82%** are confident in managing their own health.

YOUNG MEN AGED 18 TO 34 IN GERMANY ARE THE MOST CONFIDENT IN MANAGING THEIR HEALTH (87%), MEN OVER AGE 55 ARE THE LEAST CONFIDENT (76%).

79% of German men are confident about identifying health problems when they arise **AND** **88%** of German men believe they know which healthcare professional they should turn to when something is wrong.



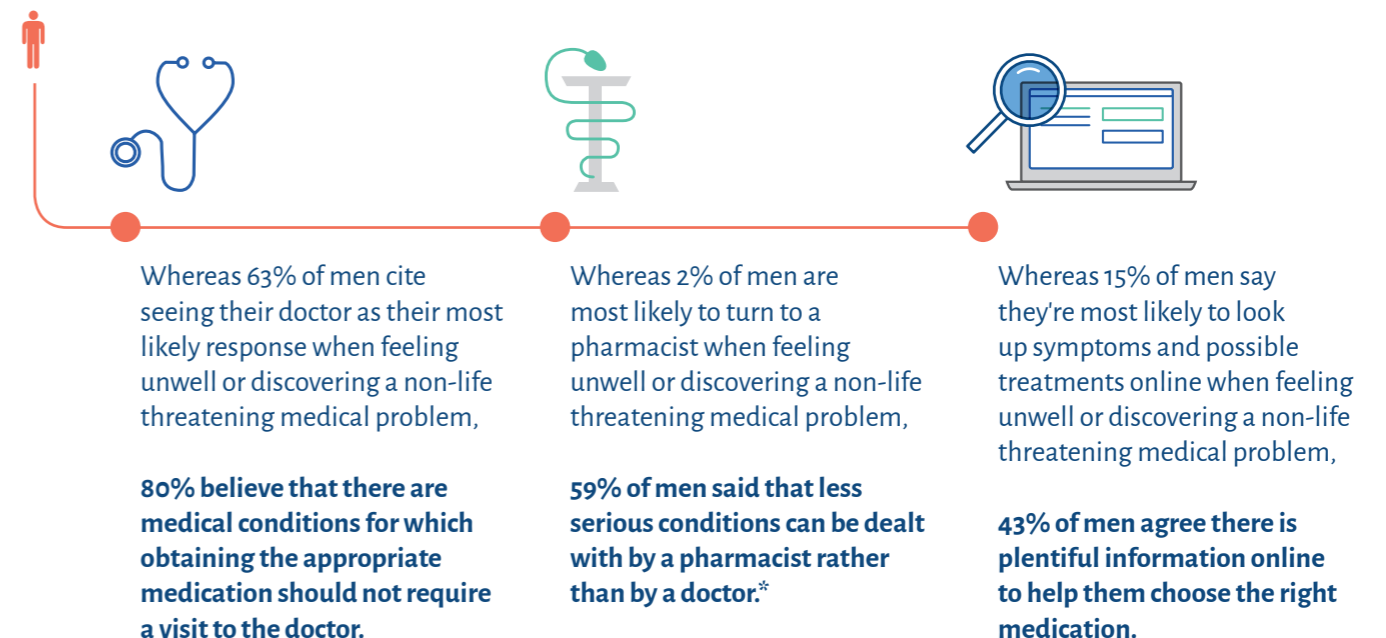
GERMAN MEN ARE WELL BELOW THE SURVEY AVERAGE IN WANTING TO IMPROVE KEY AREAS OF THEIR HEALTH:

	fitness	energy	diet	stress
Germany	75%	67%	64%	54%
Average	83%	78%	73%	65%

MEN IN GERMANY (54%) ARE LESS INTERESTED IN REDUCING STRESS THAN IN OTHER COUNTRIES, SUCH AS ITALY (76%) AND POLAND (72%).

70% OF GERMAN MEN (74%) RANKED GETTING ENOUGH SLEEP AS THE MOST IMPORTANT ELEMENT OF THEIR OVERALL HEALTH AND WELLNESS, THE HIGHEST LEVEL IN EUROPE.

THE DISPARITY BETWEEN BELIEFS AND ACTIONS

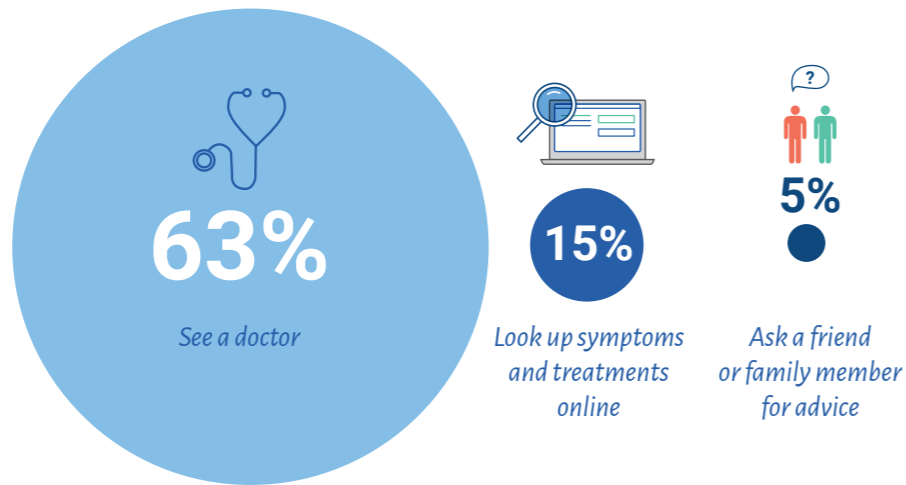


*50% of German men feel comfortable using OTC for headaches or migraines, 23% for allergies, and 31% for nausea.

THE OPPORTUNITY FOR SELF-CARE

GERMAN MEN ARE MORE CONFIDENT MANAGING THEIR HEALTH (82%) THAN THEY ARE MANAGING THEIR LEVEL OF WORK STRESS (66%) OR CAREER DECISIONS (67%).

When men in Germany feel unwell or discover a non-life threatening medical problem, they are likely to:



German men's likely response when they feel unwell or discover a non-life threatening medical problem varies by age:

	18-34	35-54	55-64	+65
See a doctor	43%	62%	68%	75%
Look up symptoms online	26%	15%	13%	9%

54% of German men trust over-the-counter medications as much as those prescribed by a doctor

82% of German men feel that the products currently available address their overall health needs

63% of German men said that buying over-the-counter medication saved them time, as they did not have to make a doctor's appointment.

61% of German men found over-the-counter medication much more convenient than having to see a doctor.

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

34% OF GERMAN MEN CONSIDER SEXUAL HEALTH TO BE ONE OF THE MOST IMPORTANT PARTS OF THEIR OVERALL HEALTH AND WELL-BEING.

28% OF GERMAN 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 GERMAN MEN TAKE ACTION WHEN FACING PROBLEMS like sexually transmitted diseases (95%) or irritation and infections (94%), far fewer men take action when it comes to conditions like loss of libido (56%), erectile dysfunction (59%), or pain during sex (70%).

BUT Both men (74%) and women (61%) believe that having a healthy sexual relationship is critical to their happiness.



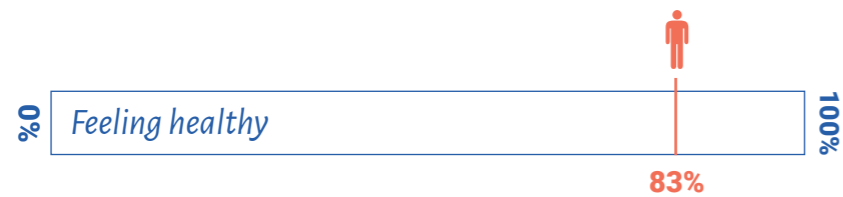
Public Perception in

ITALY

More than 2,000 Italian adults took part in the survey. Results are weighted to be nationally representative of age and gender.

KEY FINDINGS

ITALIAN MEN BELIEVE THAT THEY ARE IN GOOD HEALTH



A DESIRE TO TAKE CONTROL

While all age groups feel healthy, there is a marked difference between over 40s and under 40s: 10% of men under 40 say they are in poor health versus 20% of those over 40.



94% of men in Italy want to take charge of their own health.

78% of Italian men are confident in identifying problems when they arise

AND

83% believe they know which healthcare professional they should turn to when something is wrong.

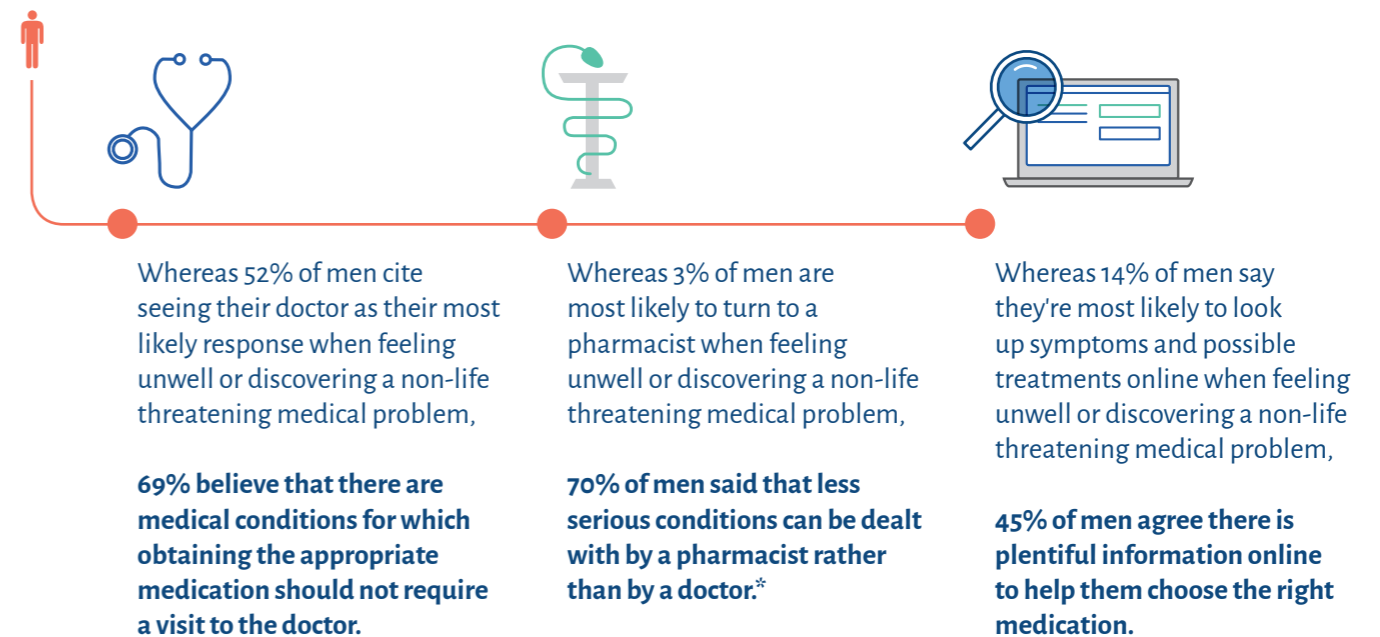


ITALIAN MEN ARE ABOVE THE AVERAGE IN WANTING TO IMPROVE KEY AREAS OF THEIR HEALTH:

	fitness	energy	diet	stress
Italy	89%	84%	77%	76%
Average	83%	78%	73%	65%

THE DISPARITY BETWEEN BELIEFS AND ACTIONS

AS FOR OTHER COUNTRIES SURVEYED, THE SURVEY SHOWS THAT WHILE ITALIAN MEN ARE CONFIDENT AND TRUST HEALTHCARE PROVIDERS, THEY ARE NOT TAKING ADVANTAGE OF SOURCES OF INFORMATION AND ADVICE THAT THEY TRUST.

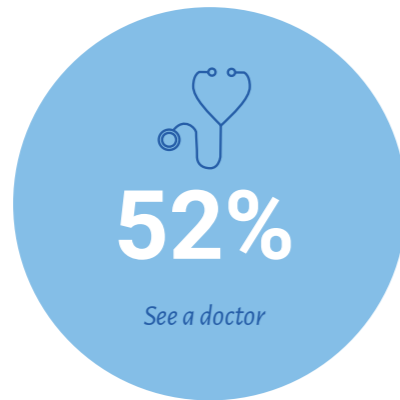


*55% of Italian men feel comfortable using OTC for headaches or migraines, 26% for allergies, and 33% for nausea.

THE OPPORTUNITY FOR SELF-CARE

ITALIAN MEN ARE MORE CONFIDENT MANAGING THEIR HEALTH (82%) THAN THEY ARE MANAGING THEIR LEVEL OF WORK STRESS (67%) OR CAREER DECISIONS (75%).

When men in Italy feel unwell or discover a non-life threatening medical problem, they are likely to:



Look up symptoms and treatments online



Ask a friend or family member for advice



of Italian men agree that using over-the-counter medication can save them time when compared with visiting a doctor.



of Italian men believe over-the-counter medication leaves more time for doctors to deal with more serious conditions.

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



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

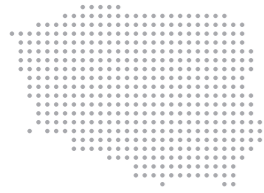


OF ITALIAN MEN ARE DISSATISFIED WITH THE SERVICES AND ACCESS AVAILABLE FOR SENSITIVE TOPICS LIKE SEXUAL HEALTH IN THEIR CURRENT HEALTH SYSTEMS.

WHILE A HUGE MAJORITY OF ITALIAN MEN TAKE ACTION WHEN FACING PROBLEMS like sexually transmitted diseases (100%) or irritation and infections (95%), far fewer men take action when it comes to conditions like loss of libido (59%), erectile dysfunction (70%), or pain during sex (62%).

BUT

Both men (88%) and women (77%) believe that having a healthy sexual relationship is critical to their happiness, the highest in the survey for both men and women.



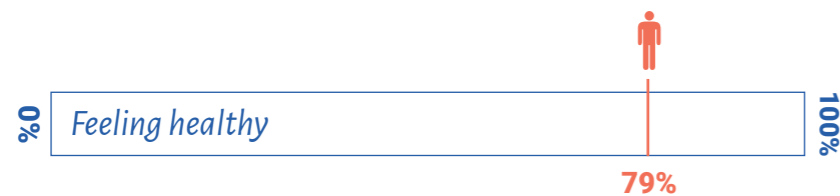
Public Perception in

POLAND

More than 2,000 Polish adults took part in the survey. Results are weighted to be nationally representative of age and gender.

KEY FINDINGS

POLISH MEN BELIEVE THAT THEY ARE IN GOOD HEALTH



A DESIRE TO TAKE CONTROL

84% of Polish men want to take charge of their health

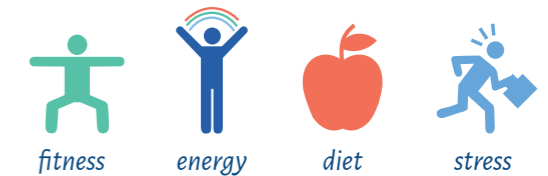
78% of Polish men are confident managing their own health

79% of Polish men are confident in identifying problems when they arise

AND 71% believe they know which healthcare professional they should turn to when something is wrong.

POLISH MEN 65 YEARS + = MOST CONFIDENT

in managing their health and in identifying health problems.

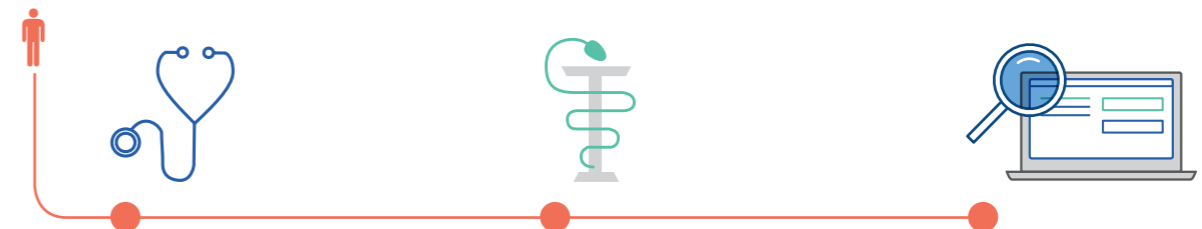


POLISH MEN ARE ABOVE THE SURVEY AVERAGE IN WANTING TO IMPROVE KEY AREAS OF THEIR HEALTH:

Poland	85%	82%	74%	72%
Average	83%	78%	73%	65%

THE DISPARITY BETWEEN BELIEFS AND ACTIONS

AS FOR OTHER COUNTRIES SURVEYED, THE SURVEY SHOWS THAT WHILE POLISH MEN ARE CONFIDENT AND TRUST HEALTHCARE PROVIDERS, THEY ARE NOT TAKING ADVANTAGE OF SOURCES OF INFORMATION AND ADVICE THAT THEY TRUST.



Whereas 63% of men cite seeing their doctor as their most likely response when feeling unwell or discovering a non-life threatening medical problem,

84% believe that there are medical conditions for which obtaining the appropriate medication should not require a visit to the doctor.

Whereas 2% of men are most likely to turn to a pharmacist when feeling unwell or discovering a non-life threatening medical problem,

71% of men said that less serious conditions can be dealt with by a pharmacist rather than by a doctor.*

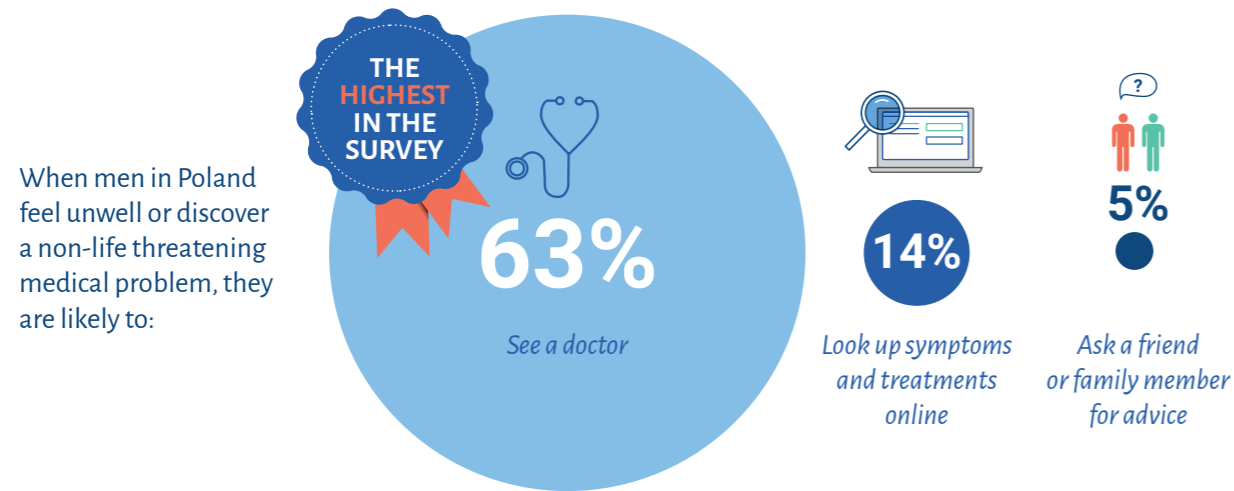
Whereas 14% of men say they're most likely to look up symptoms and possible treatments online when feeling unwell or discovering a non-life threatening medical problem,

57% of men agree there is plentiful information online to help them choose the right medication.

* 48% of Polish men feel comfortable using OTC for headaches or migraines, 34% for allergies, and 27% for nausea.

THE OPPORTUNITY FOR SELF-CARE

POLISH MEN ARE MORE CONFIDENT MANAGING THEIR HEALTH (79%) THAN THEY ARE MANAGING THEIR LEVEL OF WORK STRESS (60%) OR CAREER DECISIONS (61%).



WHILE A HUGE MAJORITY OF POLISH MEN TAKE ACTION WHEN FACING PROBLEMS like sexually transmitted diseases (99%) or irritation and infections (96%), far fewer men take action when it comes to conditions like loss of libido (66%), erectile dysfunction (67%), or pain during sex (70%).

BUT Both men (79%) and women (74%) believe that having a healthy sexual relationship is critical to their happiness.

Men in Poland trust important elements of self-care.



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





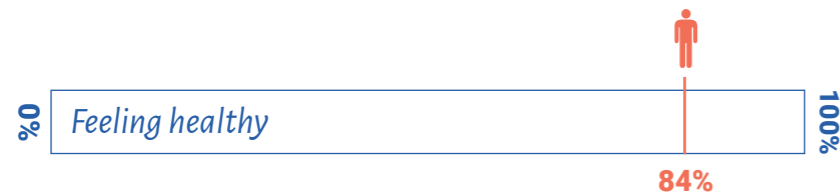
Public Perception in

SWEDEN

More than 2,000 Swedish adults took part in the survey. Results are weighted to be nationally representative of age and gender.

KEY FINDINGS

SWEDISH MEN BELIEVE THAT THEY ARE IN GOOD HEALTH



A DESIRE TO TAKE CONTROL

86% of Swedish men want to take charge of their health **AND** **86%** of Swedish men are confident in managing their own health.

85% of Swedish men are confident in identifying problems when they arise **AND** **80%** believe they know which healthcare professional they should turn to when something is wrong.

SWEDISH MEN 65 YEARS + = MOST CONFIDENT

in managing their health and in identifying health problems.



SWEDISH MEN ARE SLIGHTLY BELOW THE SURVEY AVERAGE IN WANTING TO IMPROVE KEY AREAS OF THEIR HEALTH:

	fitness	energy	diet	stress
Sweden	83%	73%	69%	52%
Average	83%	78%	73%	65%

THE DISPARITY BETWEEN BELIEFS AND ACTIONS

AS FOR OTHER COUNTRIES SURVEYED, THE SURVEY SHOWS THAT WHILE SWEDISH MEN ARE CONFIDENT AND TRUST HEALTHCARE PROVIDERS, THEY ARE NOT TAKING ADVANTAGE OF SOURCES OF INFORMATION AND ADVICE THAT THEY TRUST.

A horizontal timeline with three red circular markers. Above the markers are icons: a stethoscope, a pharmacy mortar and pestle, and a laptop with a magnifying glass.

- Whereas 32% of men cite seeing their doctor as their most likely response when feeling unwell or discovering a non-life threatening medical problem,

75% believe that there are medical conditions for which obtaining the appropriate medication should not require a visit to the doctor.
- Whereas 2% of men are most likely to turn to a pharmacist when feeling unwell or discovering a non-life threatening medical problem,

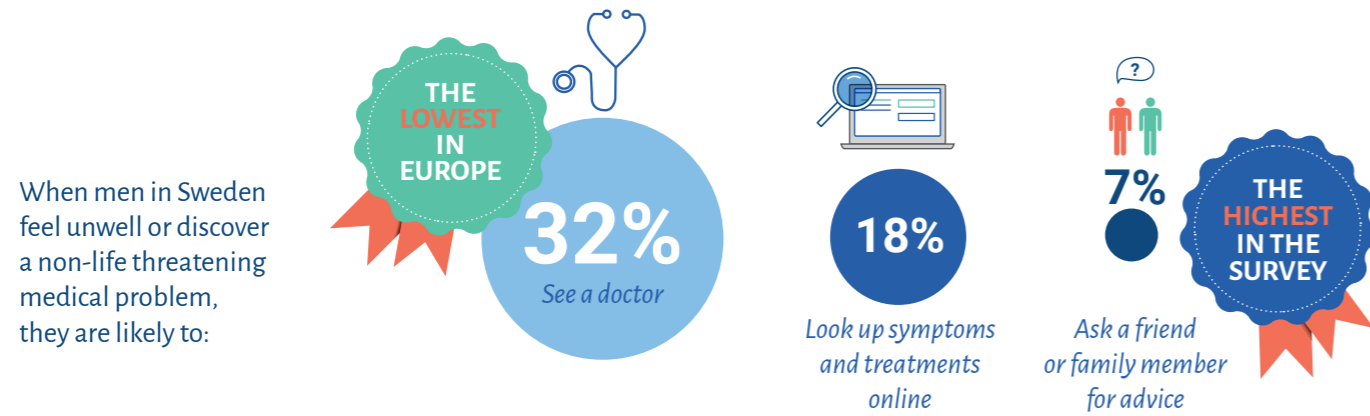
80% of men said that less serious conditions can be dealt with by a pharmacist rather than by a doctor.*
- Whereas 18% of men say they're most likely to look up symptoms and possible treatments online when feeling unwell or discovering a non-life threatening medical problem,

62% of men agree there is plentiful information online to help them choose the right medication.

*64% of Swedish men feel comfortable using OTC for headaches or migraines, 49% for allergies, and 40% for nausea.

THE OPPORTUNITY FOR SELF-CARE

SWEDISH MEN ARE MORE CONFIDENT MANAGING THEIR HEALTH (86%) THAN THEY ARE MANAGING THEIR LEVEL OF WORK STRESS (70%) OR CAREER DECISIONS (66%).



Men in Sweden trust important elements of self-care.



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



WHILE A HUGE MAJORITY OF SWEDISH MEN TAKE ACTION WHEN FACING PROBLEMS like sexually transmitted diseases (99%) or irritation and infections (91%), far fewer men take action when it comes to conditions like loss of libido (47%), erectile dysfunction (57%), or pain during sex (58%).

BUT Both men (83%) and women (74%) believe that having a healthy sexual relationship is critical to their happiness.



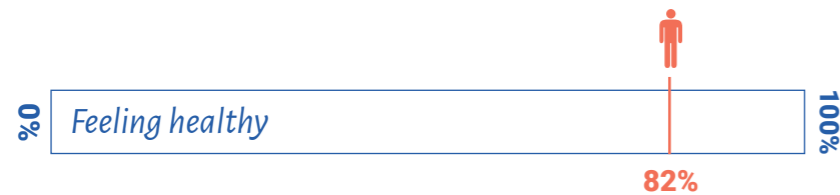
Public Perception in

UNITED KINGDOM

KEY FINDINGS

More than 2,000 British adults took part in the survey. Results are weighted to be nationally representative of age and gender.

BRITISH MEN BELIEVE THAT THEY ARE IN GOOD HEALTH



A DESIRE TO TAKE CONTROL



6 in 7 British men:
 - want to take charge of their health
 - are confident in managing their own health

83% of British men are confident in identifying problems when they arise **AND** **89%** believe they know which healthcare professional they should turn to when something is wrong.

BRITISH MEN ARE NEAR THE SURVEY AVERAGE IN WANTING TO IMPROVE KEY AREAS OF THEIR HEALTH:

	fitness	energy	diet	stress
UK	86%	84%	73%	63%
Average	83%	78%	73%	65%

THE DISPARITY BETWEEN BELIEFS AND ACTIONS

AS FOR OTHER COUNTRIES SURVEYED, THE SURVEY SHOWS THAT WHILE BRITISH MEN ARE CONFIDENT AND TRUST HEALTHCARE PROVIDERS, THEY ARE NOT TAKING ADVANTAGE OF SOURCES OF INFORMATION AND ADVICE THAT THEY TRUST.

The diagram features a horizontal timeline with three red circular markers. Above the timeline are icons: a stethoscope, a pharmacy mortar and pestle, and a magnifying glass over a laptop screen. A small orange figure of a person is at the start of the timeline.

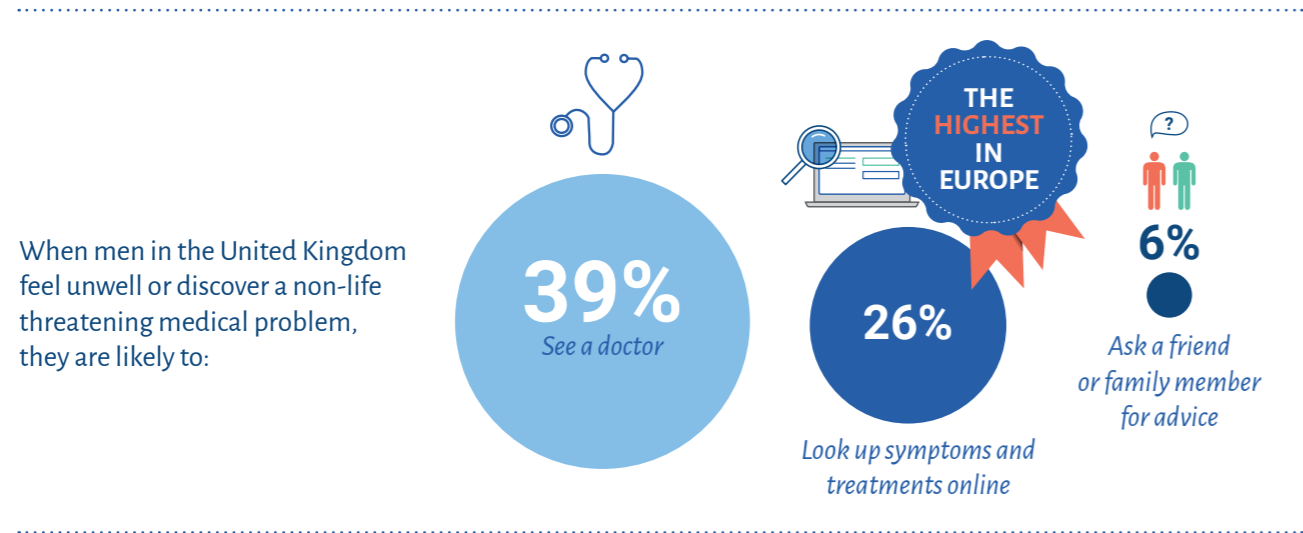
- Whereas 39% of men cite seeing their doctor as their most likely response when feeling unwell or discovering a non-life threatening medical problem, **84% believe that there are medical conditions for which obtaining the appropriate medication should not require a visit to the doctor.**
- Whereas 6% of men are most likely to turn to a pharmacist when feeling unwell or discovering a non-life threatening medical problem, **87% of men said that less serious conditions can be dealt with by a pharmacist rather than by a doctor.***
- Whereas 26% of men say they're most likely to look up symptoms and possible treatments online when feeling unwell or discovering a non-life threatening medical problem, **65% of men agree there is plentiful information online to help them choose the right medication.**



*68% of British men feel comfortable using OTC for headaches or migraines, 65% for allergies, and 42% for nausea.

THE OPPORTUNITY FOR SELF-CARE

BRITISH MEN ARE MORE CONFIDENT MANAGING THEIR HEALTH (86%) THAN THEY ARE MANAGING THEIR LEVEL OF WORK STRESS (61%) OR CAREER DECISIONS (61%).



Men in the United Kingdom trust important elements of self-care.



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

22% of British men consider sexual health to be one of the most important parts of their overall health and well-being.

23% of British 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 BRITISH MEN TAKE ACTION WHEN FACING PROBLEMS like sexually transmitted diseases (99%) or irritation and infections (96%), far fewer men take action when it comes to conditions like loss of libido (46%), erectile dysfunction (70%), or pain during sex (65%).

BUT Most men (67%) and women (53%) believe that having a healthy sexual relationship is critical to their happiness, the lowest percentage of all countries surveyed.



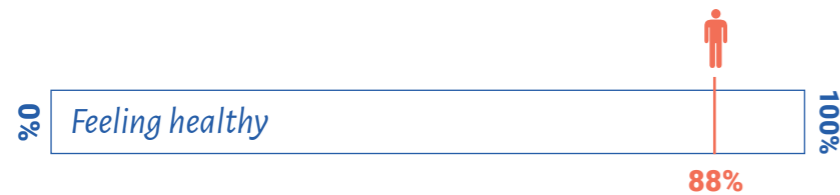
Public Perception in

UNITED STATES

KEY FINDINGS

More than 2,000 American adults took part in the survey that was conducted online by Harris Poll. Results are weighted to be nationally representative of age, gender, race/ethnicity, region, education and income.

AMERICAN MEN BELIEVE THAT THEY ARE IN GOOD HEALTH



A DESIRE TO TAKE CONTROL

90% of American men want to take charge of their health. **89%** of American men are confident in managing their own health.

87% of American men are confident in identifying problems when they arise **AND 86%** are confident they know which healthcare professional they should turn to when something is wrong.

AMERICAN MEN 65 YEARS + = MOST CONFIDENT

In the United States, men ages 65+ are the most confident in managing their health (97%) and in identifying health problems (95%), compared to those 18-34 YEARS who are the least confident (84% and 83%, respectively).

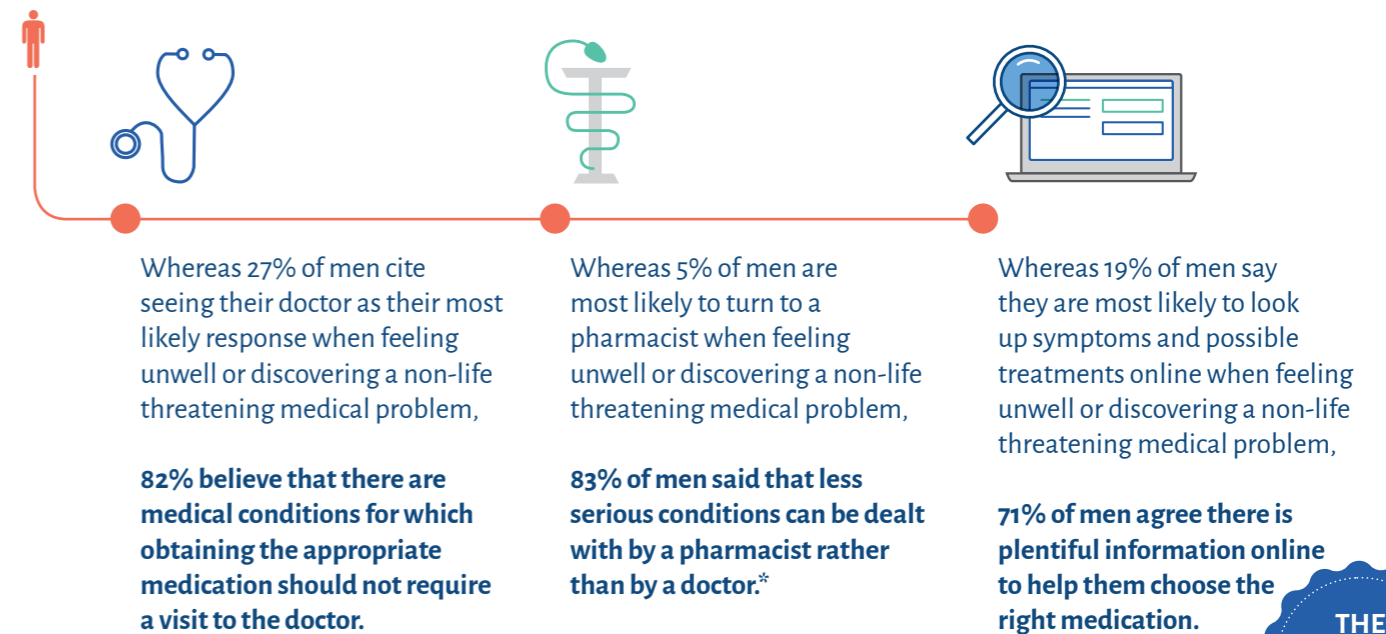


AMERICAN MEN ARE ABOVE THE SURVEY AVERAGE IN WANTING TO IMPROVE KEY AREAS OF THEIR HEALTH:

	fitness	energy	diet	stress
US	85%	83%	84%	76%
Average	83%	78%	73%	65%

THE DISPARITY BETWEEN BELIEFS AND ACTIONS

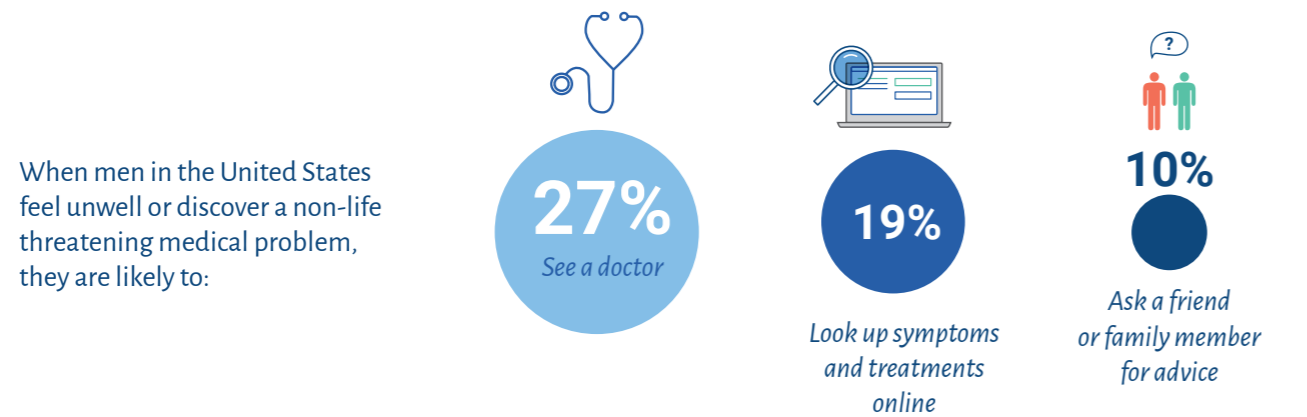
WHILE AMERICAN MEN ARE CONFIDENT ABOUT MANAGING THEIR OWN HEALTH, THEY ARE NOT TAKING ADVANTAGE OF SOURCES OF INFORMATION AND ADVICE THAT THEY TRUST. THIS FINDING WAS CONSISTENT ACROSS ALL OF THE COUNTRIES INVOLVED IN THIS SURVEY.



*65% of American men feel comfortable using OTC for headaches or migraines, 52% for allergies, and 51% for nausea.

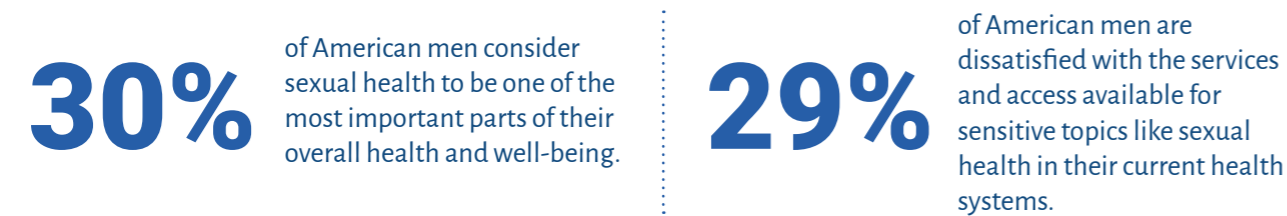
THE OPPORTUNITY FOR SELF-CARE

AMERICAN MEN ARE MORE CONFIDENT MANAGING THEIR HEALTH (89%) THAN THEY ARE MANAGING THEIR LEVEL OF WORK STRESS (68%) OR CAREER DECISIONS (71%).



84% of American men said that buying over the counter medication saved them time, as they did not have to make a doctor's appointment **AND 86%** found it much more convenient than having to see a doctor.

SEXUAL HEALTH IS AN IMPORTANT PRIORITY TO US MEN



WHILE A MAJORITY OF AMERICAN MEN TAKE ACTION WHEN FACING PROBLEMS like sexually transmitted diseases (99%) or irritation and infections (93%), far fewer men take action when it comes to conditions like loss of libido (59%), and erectile dysfunction (53%).

BUT Both American men (74%) and women (56%) believe that having a healthy sexual relationship is critical to their happiness.

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1/

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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).

For a digital copy of the report, please visit: www.gamh.org