

Memorandum

To: Janelle Davis, American Academy of Family Physicians
From: Stacey Zabusky, Harris Interactive
Date: May 9, 2007
Re: Executive Summary Report – Men’s Health Study

Janelle,

Below appears the executive summary report for the Men’s Health Study, conducted by Harris Interactive® via its QuickQuerySM online omnibus service from April 30-May 2, 2007. Information is presented with a view towards finding key points to consider for preparing a public release on the topic. Background/Objectives and methodology are included at the beginning, followed by key findings.

Background/Objectives

The American Academy of Family Physicians is interested in exploring the attitudes of U.S. adult males in regards to their personal health and wellness.

Specifically, American Academy of Family Physicians Agency would like to know:

- Among U.S. men, whether they have one place they go when they are sick/want advice about their health.
- Among U.S. men, where they usually go for treatment when they are sick.
- Among U.S. men, whether a regular doctor or health professional they usually see when they are sick or want medical advice.
- Among U.S. men, how difficult they find it to talk to their doctor.
- Among U.S. men, whether they have health insurance.
- Among U.S. men, how they react when they feel sick or in pain or are concerned about their health.
- Among U.S. men , when the last received certain exams/tests/screenings.
- Among U.S. men with a spouse/significant other, how much influence the spouse/significant other has over their decision to go to the doctor.
- Among U.S. men, whether they were counseled on various topics at their most recent visit to a doctor.
- Among U.S. men, whether they have been diagnosed with certain chronic health conditions.
- Among U.S. men, what prevents them from going to the doctor.
- Among U.S. men, what percentage of the time they follow their doctor’s advice.
- Among U.S. men, how they would describe their overall health status.
- Among U.S. men, how many hours per week they spend doing various activities.
- Among U.S. men, how they would describe their exercise/work out habits.

American Academy of Family Physicians commissioned a fifteen-question online omnibus study to explore these issues.

Methodology

This survey was conducted online within the United States by Harris Interactive® on behalf of the American Academy of Family Physicians between April 30 and May 2, 2007, among 2,282 adults (aged 18 and older), 1111 of which were men.. Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents’ propensity to be online. With a pure probability sample of 2,282, one could say with a ninety-five percent probability that the overall results would have a sampling error of +/- 5 percentage points. Sampling error for data based on sub-samples would be higher and would vary. However, that

does not take other sources of error into account. This online survey is not based on a probability sample and therefore no theoretical sampling error can be calculated.

Key Findings

Q605 58% of U.S. men say that there is one place they go to when they are sick or want advice about their health. Interestingly, men in the South (66%) are more likely than men in the West (57%), Midwest (53%) and Northeast (54%) to indicate this. Similarly, older men, those 55+ (80%), are almost twice as likely as men 18-34 (43%) to say that there is one place they go to when they are sick or want advice about their health, and much more likely than those 35-44 (49%) and 45-54 (54%) to indicate this.

Q610 Overall, 85% of U.S. men seek treatment when they are sick. Six-in-ten go to a doctor's office (63%), while less than one-in-ten go to a private clinic or health center (6%), VA/Military hospital/Clinic (5%), Public clinic or health center (3%), Hospital outpatient department (2%), Hospital emergency room (2%), or some other location (2%). 15% of U.S. men do not seek treatment when they are sick.

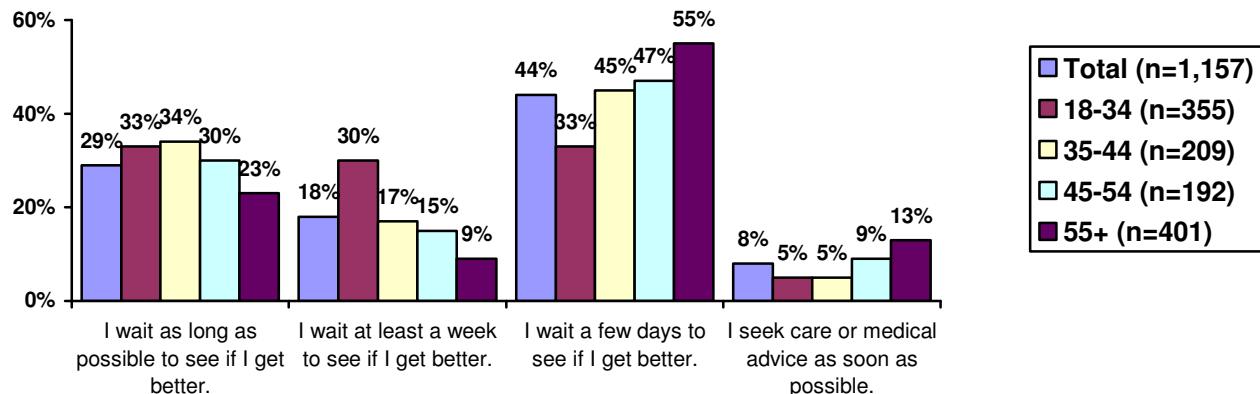
Those U.S. men with higher incomes are more likely to seek treatment when they are sick (92% of those with annual household incomes – HHI – of \$75,000 or higher indicated this, compared to 87% of those with HHI of \$50,000 - \$74,999, 82% of those with HHI of \$35,000 - \$49,999 and 80% of those with HHI of less than \$35,000).

Q615 Three-quarters (74%) of U.S. men have a regular doctor or health professional they usually see when they are sick or want medical advice. Likelihood increases with age; 52% of those 18-34, 71% of those 35-44, 78% of those 45-54 and 95% of those 55+ say they have a regular doctor or health professional. Household income is also an indicator of likelihood to have a regular doctor or health professional, over eight-in-ten of those with HHI of \$75,000 or higher (85%) and HHI of \$50,000-\$74,999 (82%) have a regular doctor or health professional, compared to 68% of those with HHI of \$35,000-\$49,999 and 58% of those with HHI of less than \$35,000.

Q620 In general, U.S. men feel their doctors are easy to talk to; 78% said that it is not very difficult/not at all difficult to talk to their doctor. Interestingly, ability to talk with doctors easily increases with age; three-in-ten U.S. men aged 18-34 (29%) said it was very difficult/somewhat difficult to talk to their doctors, while one-fifth of those aged 35-44 (21%) and 45-54 (20%) and only 16% of men aged 55+ find it very/somewhat difficult to speak with their doctors.

Q625 Overall, eight-in-ten U.S. men (81%) have health insurance coverage, with likelihood to have coverage increasing with age. Over seven-in-ten (72%) U.S. males 18-34 have health coverage, compared to eight-in-ten 35-44 (80%) and 45-54 (80%) and over nine-in-ten (92%) aged 55+.

Q630 The majority of U.S. men (92%) indicated they wait at least a few days before seeking medical care or advice, although likelihood to seek care or advice right away increases with age.

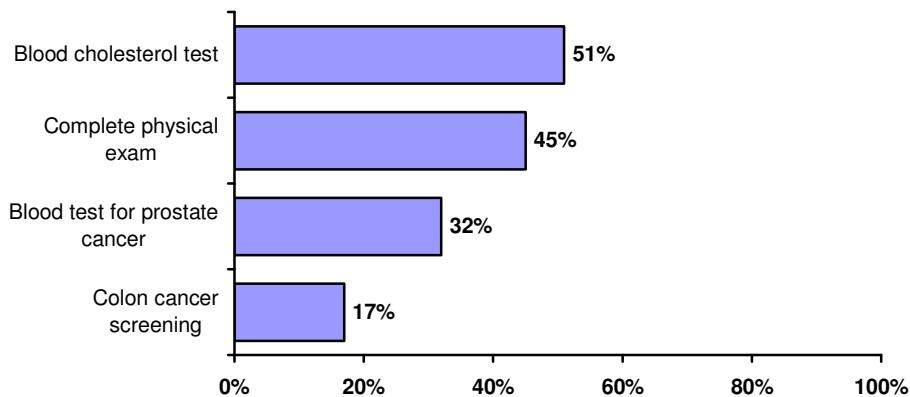


Question: Which of the following best describes how you react when you feel sick or are in pain or concerned about your health?

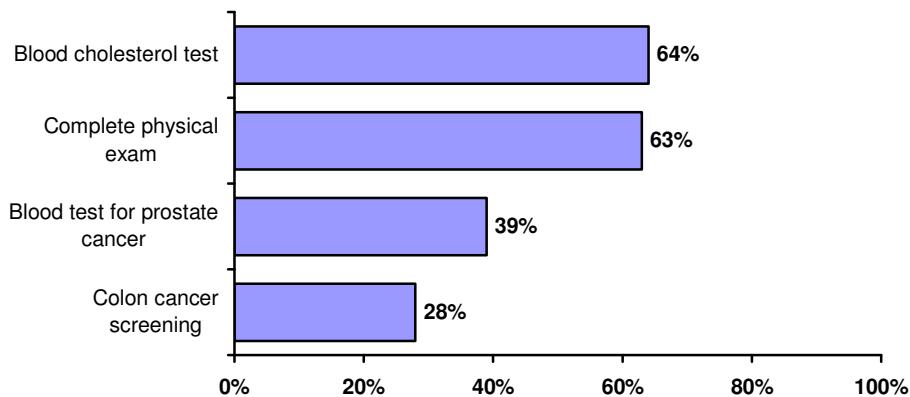
Q635 U.S. men were asked about their medical history with testing for Prostate cancer, Colon cancer, Cholesterol, and complete physical exams. Overall, nine-in-ten (92%) U.S. men have ever had a complete physical exam, over three-quarters (78%) have ever had a blood cholesterol test, half (49%) have had a blood test for prostate cancer, and four-in-ten (43%) have had colon cancer screening.

As might be expected, only one-third (32%) of U.S. males 18-34 have had a blood cholesterol test within the past 2 years, compared to 62% of those 35-44, 78% of those 45-54 and 89% of those 55+. While half of those 18-34 (48%) and 35-44 (52%) have had a physical exam within the past 2 years, two-thirds (66%) of those 45-54 and over eight-in-ten (84%) of those 55+ say they have had a complete physical exam within the past two years.

Within The Past Year



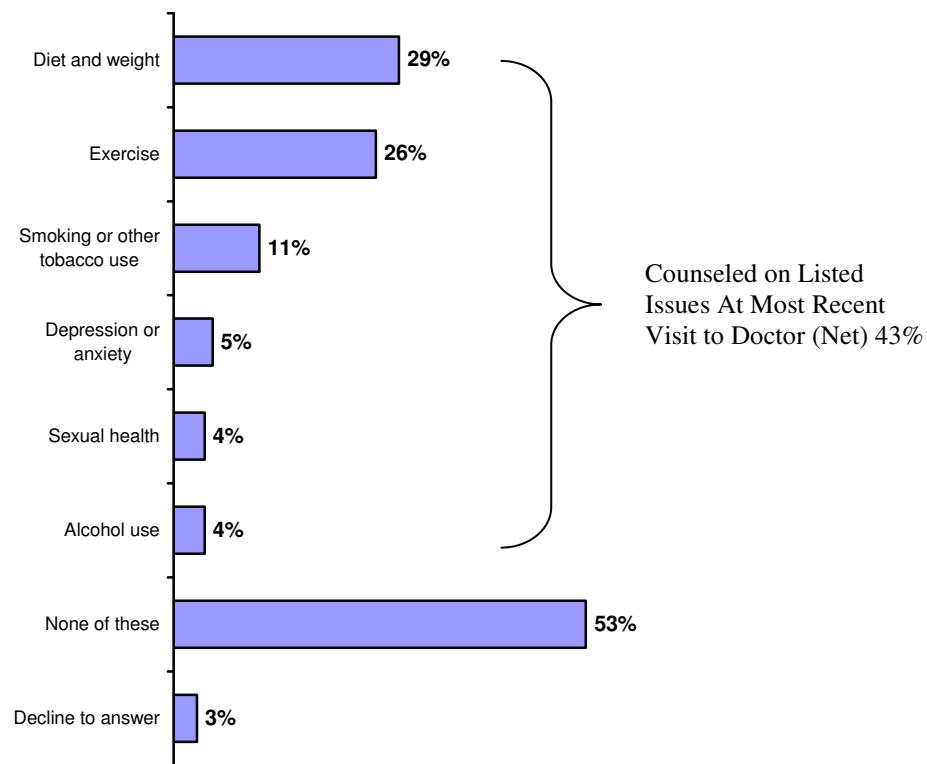
Within The Past 2 Years



Question: When was the last time you received any of the following? (n=1,157).

Q640 Among those U.S. men who have a spouse/significant other (69% of U.S. males), over three-quarters (78%) said their spouse/significant other has influence over their decision to go to the doctor. Over one-quarter (27%) said their spouse/significant has a lot of influence, one-half (51%) said their spouse/significant has some influence and one-fifth (22%) said their spouse/significant has no influence on their decision to go to the doctor. Among those who have a spouse or significant other, eight-in-ten men with some college education but no 4-year degree (80%) and over eight-in-ten (86%) of those with at least a 4-year degree indicated that their spouse/significant other has influence over their decision to go to the doctor, compared to two-thirds (68%) of those with high school or less education.

Q645 Overall, U.S. men were counseled as follows at their most recent visit to a doctor; the most popular issues being diet and weight (29%) and exercise (26%).



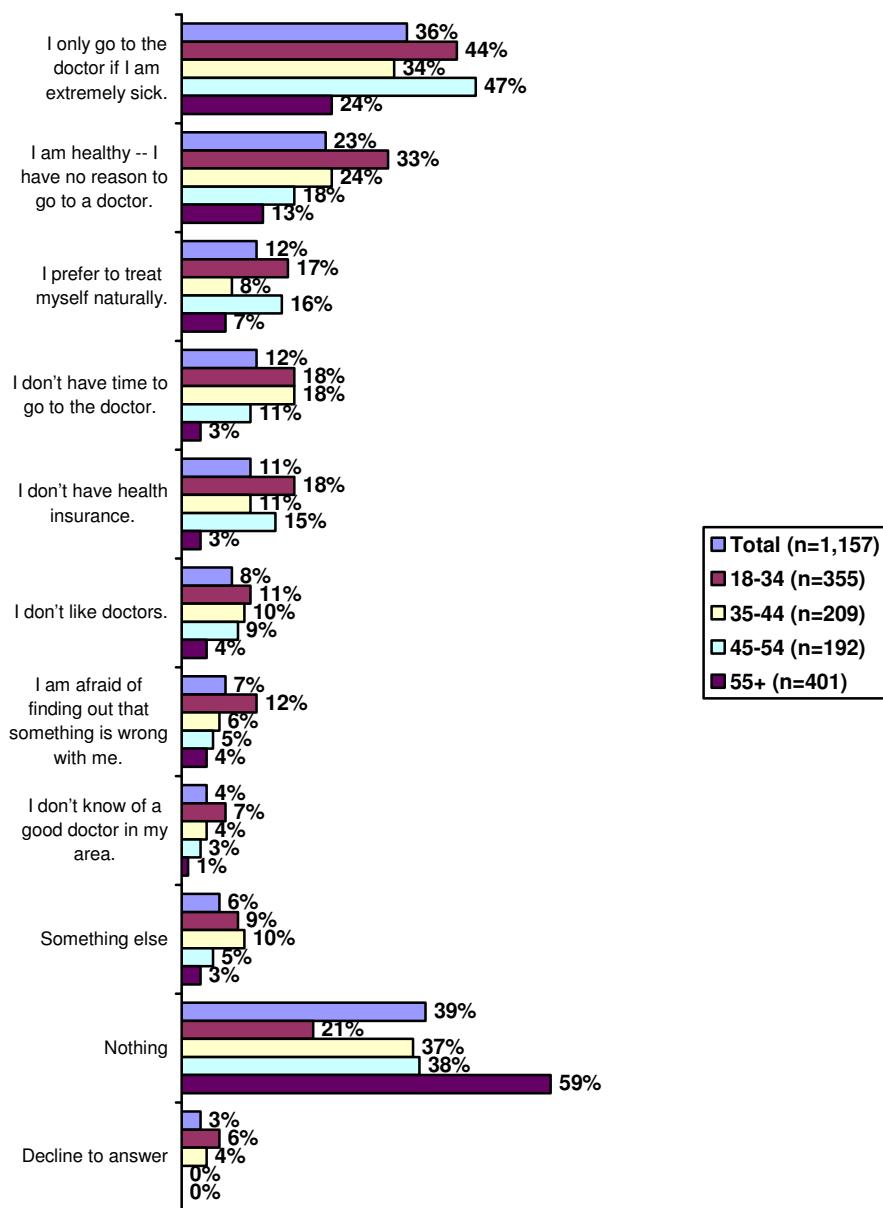
Interestingly, over half (53%) said they were not counseled on any of these issues at their most recent visit to a doctor.

Question: At your most recent visit to a doctor, were you counseled on...? (n=1,157)

Q650 Overall, four-in-ten U.S. men (42%) have been diagnosed with at least one of the following: Hypertension (28%), Arthritis (13%), Diabetes (10%), Cancer (8%) and Heart Disease (8%).

Q655 Overall, over half (58%) of U.S. men said that something prevents them from going to the doctor. The likelihood of something preventing U.S. men from going to the doctor decreases with age; three-quarters of those 18-34 (73%), six-in-ten of those 35-44 (60%) and 45-54 (62%) and only four-in-ten of those 55+ (40%) said something prevents them from going to the doctor. Younger men, those aged 18-34, are more likely to say that they are healthy and have no reason to go to the doctor compared to those 35-44 (24%), 45-54 (18%) and 55+ (13%).

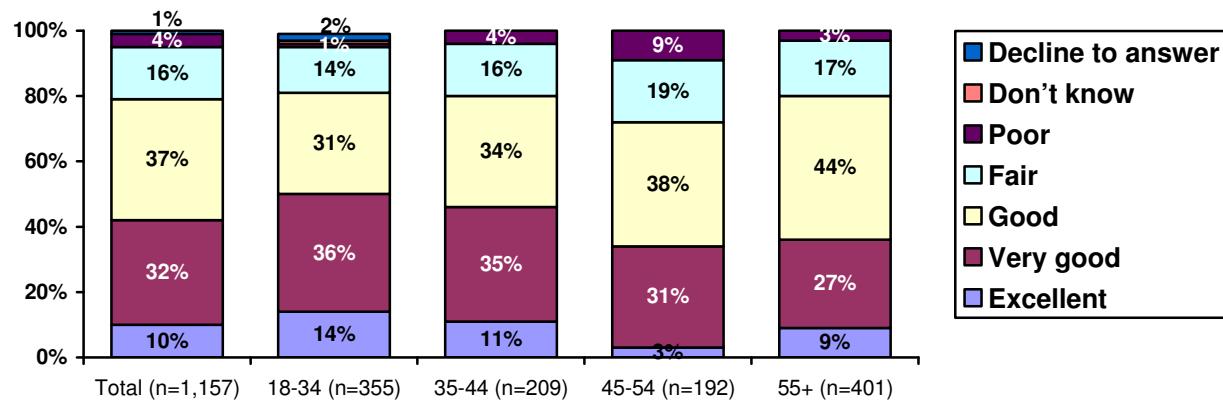
The most common reason is that U.S. men only go to their doctor when they are extremely sick (36%). Interestingly, U.S. men in the Midwest (45%) are more likely than those in the West (36%), South (35%) and Northeast (29%) to give this reason as something that prevents them from going to the doctor.



Question: Which of the following, if any, prevent you from going to the doctor? Please select **all** that apply.

Q660 Overall, one-third (34%) of U.S. men always follow their doctor's advice, while half (52%) say they follow their doctor's advice 75% of the time, one-in-ten (10%) follow their doctor's advice 50% of the time, and only 4% say they follow their doctor's advice 25% of the time or less.

Q662 Overall, eight-in-ten (79%) U.S. men feel that they are in Excellent/Very Good/Good health. Men in the South (85%) are more confident in their overall health status than men in the Northeast (71%), Midwest (78%) and West (80%).



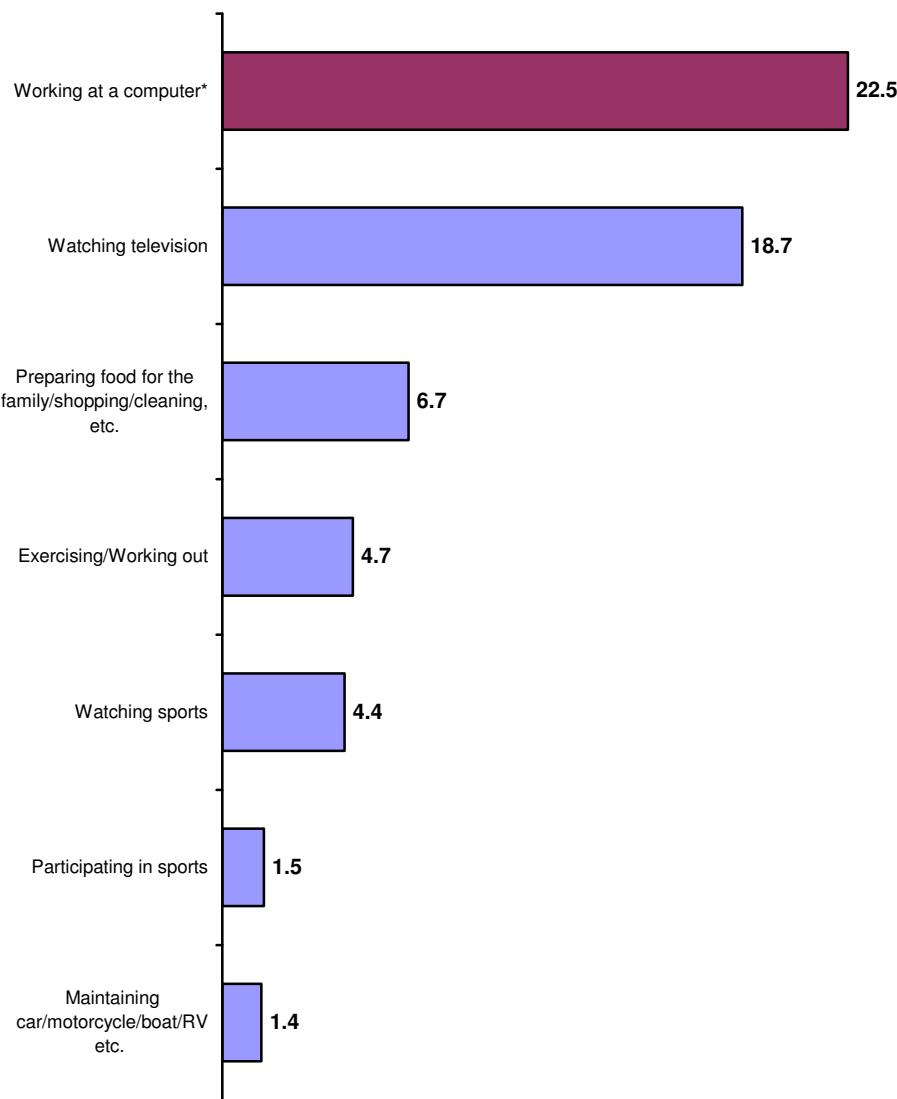
Question: How would you describe your overall health status? (n=1,157)

Q665 U.S. adult men who use computers spend the majority of the week working at a computer, with an average of 26 hours per week. Among all U.S. men, watching television takes up a significant amount of time -- almost 19 hours, on average -- led by older men (those 55+) who watch an average of 21 hours of T.V. a week, as compared to those 18-24 (16 hours), 35-44 (17 hours), and 45-54 (20 hours).

U.S. men spend less than 1 hour per day exercising/working out, with an average of less than 5 hours a week devoted to this task.

- Interestingly, U.S. men living in the Northeast spend less time per week exercising/working out than those in other parts of the country; they devote an average of 3 hours per week, while those in the Midwest, South and West spend an average of 5 hours per week exercising/working out.

Average Number of Hours Per Week Spend... (including 0)

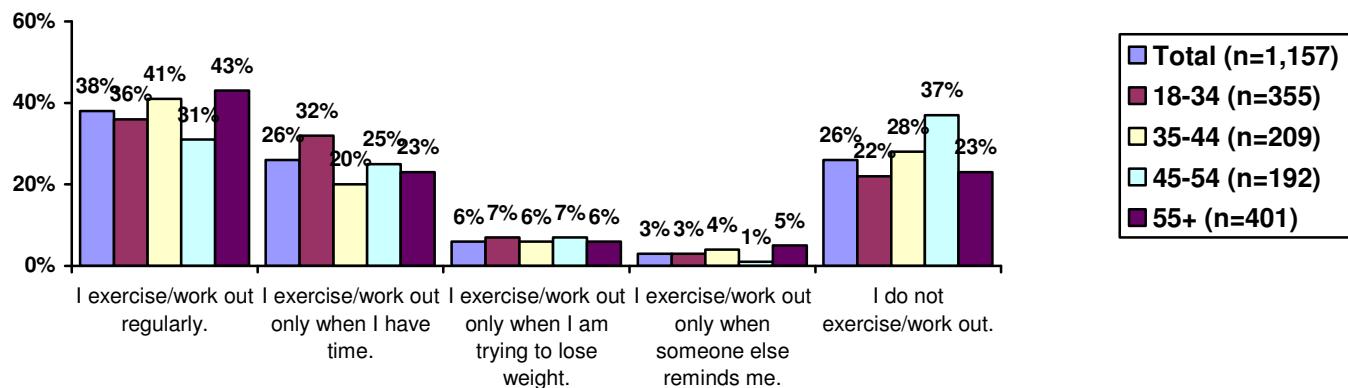


* Working at a computer is being reviewed only among men who are computer users, not all U.S. men.

Question: On average, how many hours per week do you spend...? (n=1,157)

Q670 Overall, three-quarters (74%) of U.S. adult men say they exercise/work out, with almost four-in-ten (38%) stating that they work out regularly. Interestingly, younger males 18-34 (78%) and older males 55+ (77%) are more likely than those 35-44 (72%) and 45-54 (63%) to exercise/work out.

U.S. men in the Northeast spend less time working out per week (average of 3 hours per week) than those in the West, South and Midwest (average of 5 hours per week). Perhaps not so coincidentally, only 64% in the Northeast say they exercise/work out regularly, compared to those in the West (82%), South (76%) and Midwest (72%) who say they exercise/work out regularly.



Question: Which of the following, if any, best describes your exercise/workout habits (either in a gym, at home, or outdoors)? (n=1,157)

Janelle – It's been great working with you. Please let us know if you have any questions, comments or concerns.

Regards,

Stacey Zabusky
Senior Research Associate, QuickQuery