

Health Engagement Pulse

December 2009

Health Engagement Pulse Methodology

Omnibus telephone survey conducted between:
November 19th– November 22th, 2009

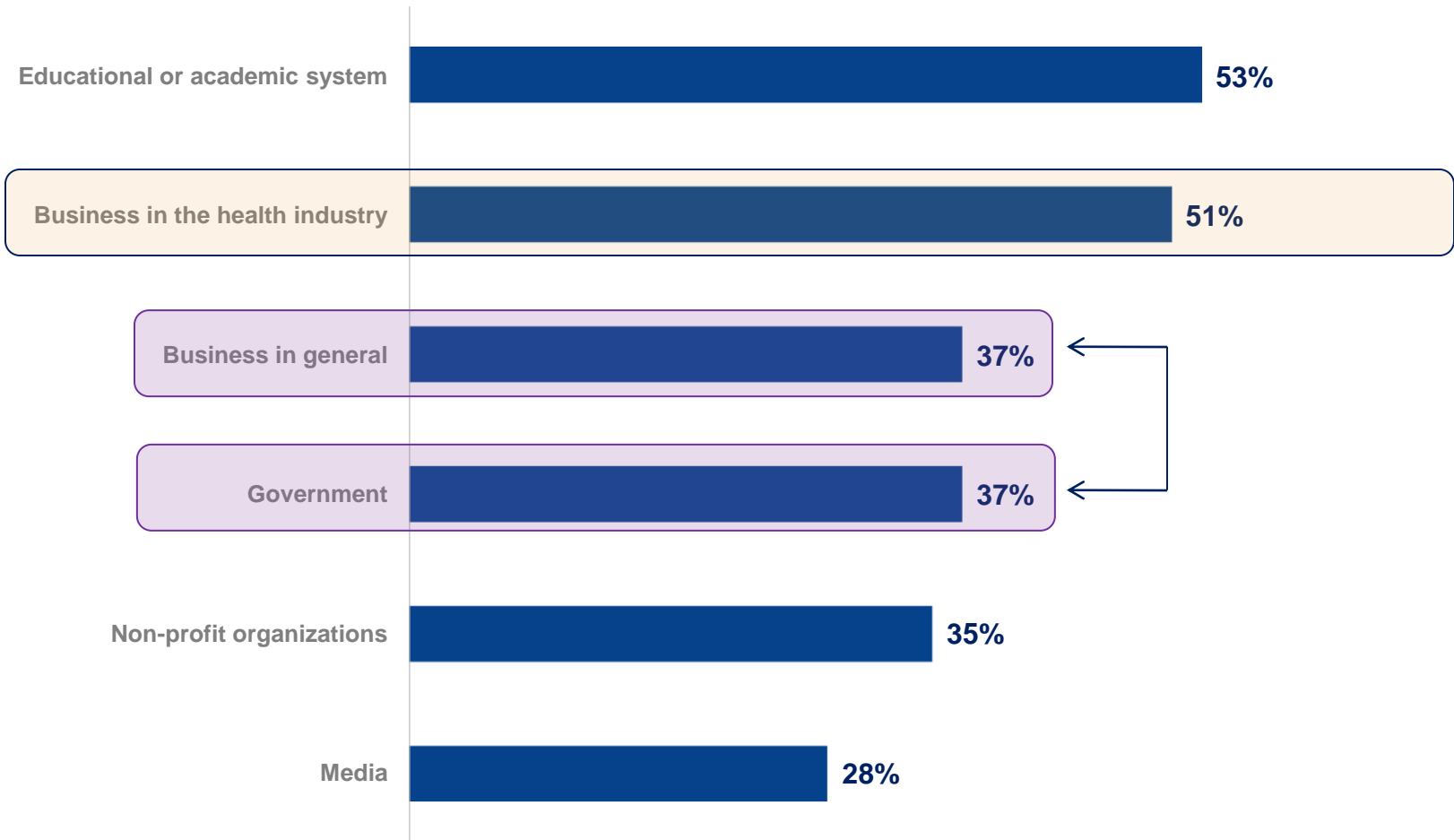
Sample Size: 1000 respondents in the U.S.
Representative sample of adults ages 18 & older

Key Findings

- Just over half of Americans think the educational/academic system and businesses in the health industry are most responsible for engaging in and improving our country's health. The same number of people (roughly one-third of Americans) view business in general and government as responsible for engaging in and improving our country's health.
- Strong majorities of Americans think it is important for business to take specific actions related to health, such as using operating practices that are not harmful to health and helping employees lead healthier lives, but only 1 in 10 think business is doing an excellent or very good job at these.
- Six out of 10 Americans think societal health is as important as protecting the environment and that business should be at least as actively involved in maintaining and improving health as it has been in maintaining and improving the environment.
 - However, just under half believe that “business contributes to the good health of our country's population”.
- Strong majorities would recommend, purchase from, trust, work for and/or invest in a company committed to engaging in and improving health.

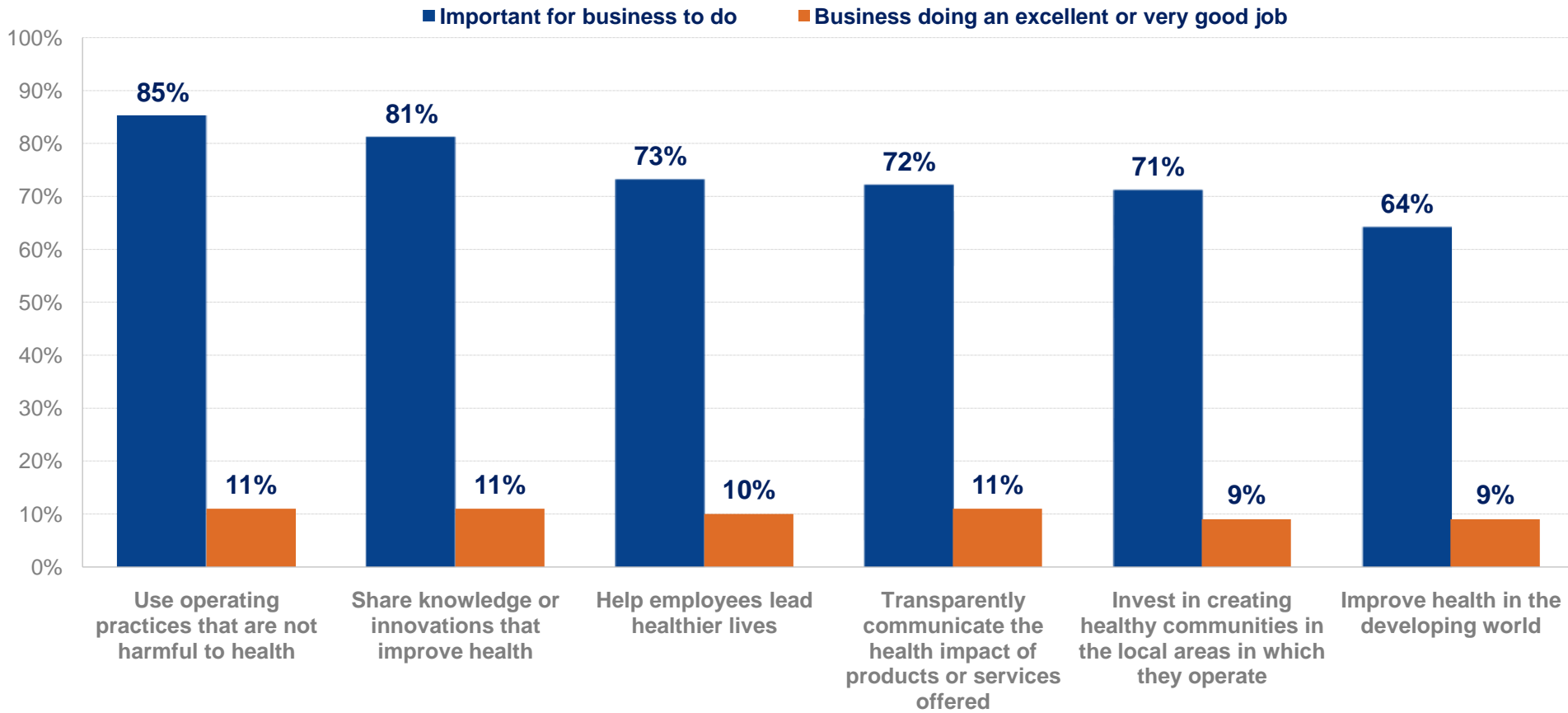
Business in the health industry and the education/academic system most responsible for engaging in and improving our country's health; business in general and government have equal responsibility to improve our country's health

Responsible for engaging in and improving our country's health



Please tell me how responsible you think each of the following entities is for engaging in and improving our country's health using a five point scale where one means "NOT AT ALL RESPONSIBLE" and five means "EXTREMELY RESPONSIBLE". The first one is... (Top 2 Box - Responsible)

Only about 1 in 10 Americans think business is doing an excellent or very good job on important health issues they deem important



I'm going to read you a list of things companies can do to try to help improve health. Please tell me how important you think it is for business to do each of these activities to try to improve health using a scale of 1 to 5 where 1 means "not important at all" and 5 means "extremely important". (Top 2 Box)
 Now I'm going to read you the same list and, for each, I'd like you to tell me if you think business in general is doing an excellent job, very good job, good job, fair job or poor job. The first one is...[INSERT FIRST]. Is business doing an excellent job, very good job, good job, fair job or poor job at this? (Top 2 Box)

6 in 10 believe societal health is as important as environmental protection and believe business should be equally active in maintaining and improving both

The importance of health vs. the importance of the environment

The health of our society is of equal importance to the protection of our environment

64%

Business should be at least as actively involved in maintaining and improving health as it has been in maintaining and improving the environment

60%

How much do you agree or disagree with the following statements, please use a five point scale where one means "STRONGLY DISAGREE" and five means "STRONGLY AGREE". The first one is... (Top 2 Box - Agree)

Nearly half of consumers believe business has a responsibility to engage in and improve health and over half believe the role of business in health will be a greater priority in the future

Integrating Health into Business



How much do you agree or disagree with the following statements, please use a five point scale where one means "STRONGLY DISAGREE" and five means "STRONGLY AGREE". The first one is... (Top 2 Box - Agree)

Over half of people are becoming more actively engaged in **health issues**, but only 1/3rd are becoming more actively engaged with **companies and organizations** involved in health

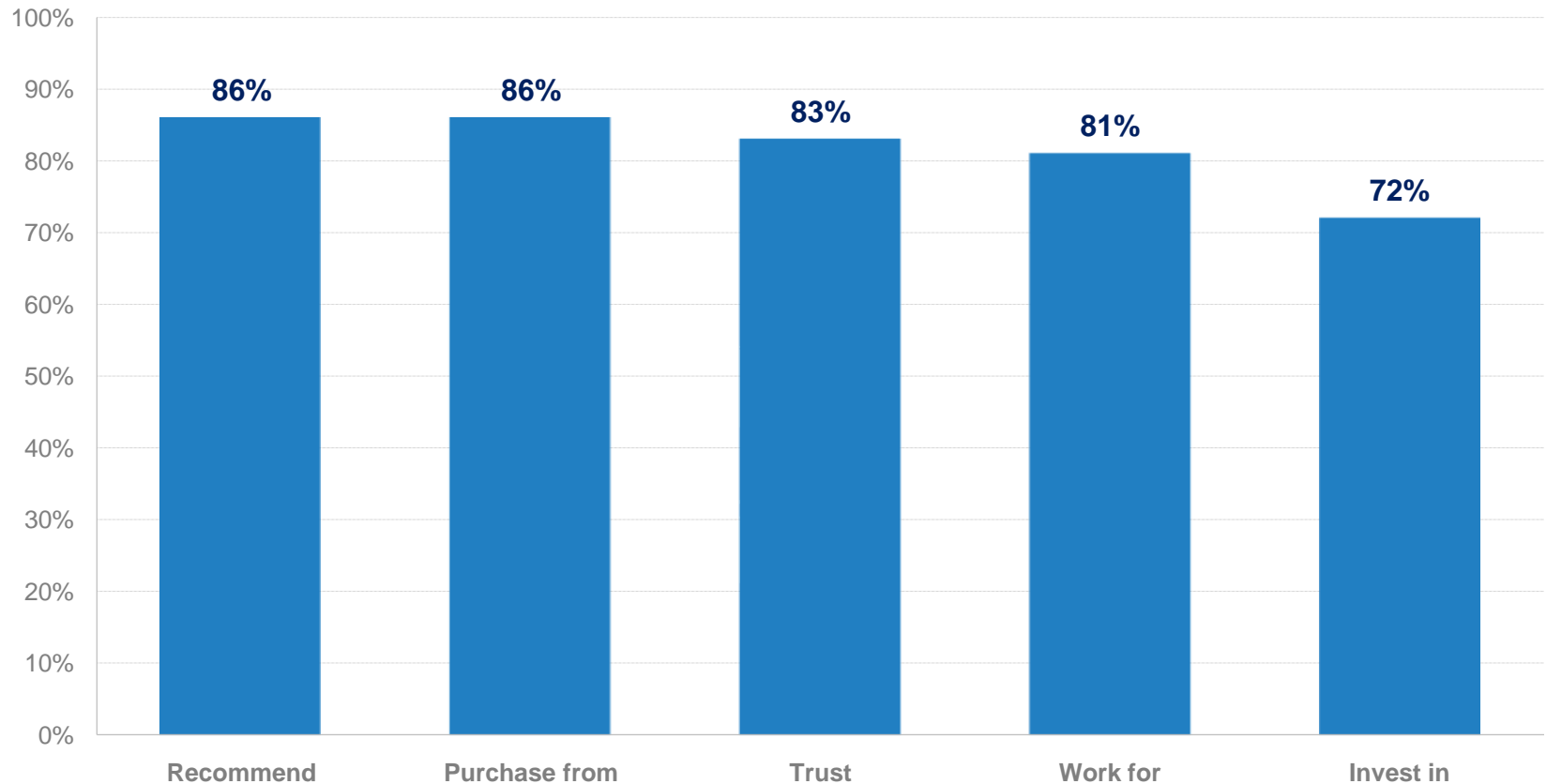
Personal Involvement in Health



How much do you agree or disagree with the following statements, please use a five point scale where one means "STRONGLY DISAGREE" and five means "STRONGLY AGREE". The first one is... (Top 2 Box - Agree)

Nearly 9 out of 10 people would recommend or purchase from a company that is committed to engaging in and improving health

How likely would you be to [Insert] a company that is committed to engaging in and improving health?



How likely would you be to do each of the following things with respect to a company that is committed to engaging in and improving health—very likely, somewhat likely, neither likely nor unlikely, somewhat unlikely or very unlikely? The first one is [INSERT FIRST]. How likely would you be to [INSERT FIRST] a company that is committed to engaging in and improving health? (Top 2 Box – Likely)