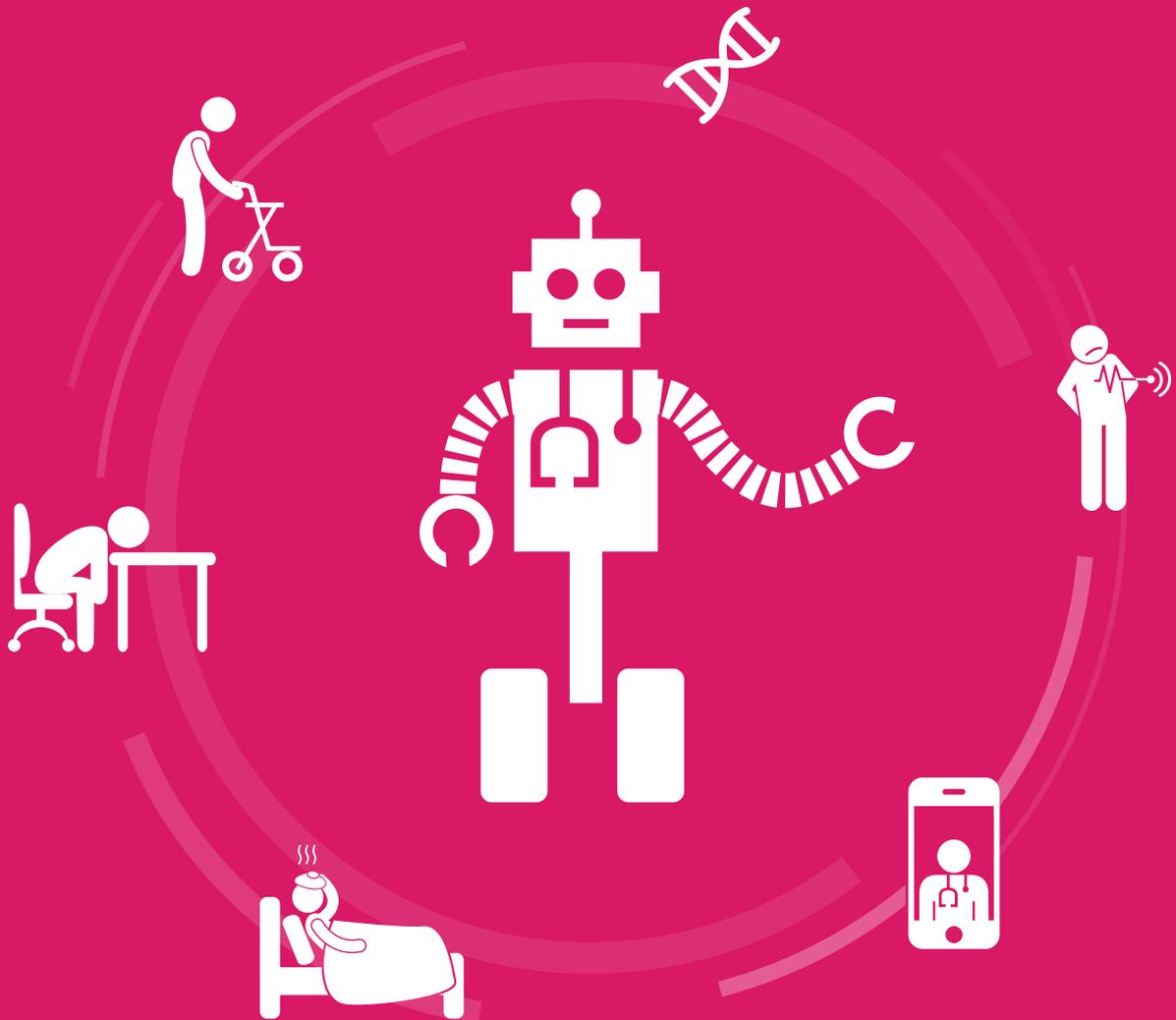


STADA

GROUP HEALTH REPORT 2019

18,000 respondents. Nine countries. One topic.

The Future of Your Health



1. Editorial



Would you be willing to have your appendix removed by a robot? Could you imagine taking a gene test? Consulting your doctor via webcam – not an issue for you? Having your body monitored by a biosensoric implant? Feeling lucky? Welcome to the future of medicine!

I understand that such scenarios make some people feel uneasy. It will surely be a long time until digitalisation and AI technologies are available for comprehensive application in medicine. However, I am deeply convinced that new technologies will provide countless possibilities for the improvement of medical care. But beyond that, there are various other factors which will have an immediate impact on our health in the future: a widespread increase in diseases, especially psychological ones, the movement towards healthier, vegetarian or even vegan diets, personalised medical care, and many more.

It is hard to imagine a topic that will dominate the future more than that of our health. We have taken a much broader approach with the STADA Group Health Report 2019 than we did in the past. Having surveyed more than 18,000 people from nine European countries – Belgium, France, Germany, Italy, Poland, Russia, Serbia, Spain and the United Kingdom – we were able to paint a more comprehensive picture of future affairs.

In the context of such a study, the large number of participants is probably quite unique. The results paint an enthralling picture of the topic of health in Europe. As a globally operating pharmaceutical company with focus on Europe we have pledged to act as a trustworthy partner in health-related matters. By expanding our survey to cover

eight additional European countries, we pay tribute to this aspiration. We have enquired what Europeans know about future-related health topics and how they perceive them. Which kinds of trends are they open to, and which ones do they regard with scepticism? And how do perceptions differ from country to country?

To begin with: the majority of people have an optimistic outlook on the future of health. Many continue to rely on conventional medicine. At the same time, a substantial number of people fear that ecological damage and social issues could provoke a deterioration in the quality of medical care in the wake of digitalisation. We must address their concerns and provide them with the information necessary to dispel their fear of the future. I thus call on all actors in the health sector to aid in the endeavour of expanding public health knowledge. For the STADA Group Health Report 2019 also shows: limited medical background knowledge reinforces suspicion against medicine as we know and continue to improve it. Together we can meet the challenges and thus ring in and shape the future of health for all.

I look forward to lively discussions about the STADA Group Health Report 2019 – in Europe and beyond.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'P. Goldschmidt'. The signature is fluid and cursive, with a prominent 'P' and 'G'.

Peter Goldschmidt
CEO STADA Arzneimittel AG

2. Point of Departure, Objectives and Methodology



18,010
respondents between the ages of 18 and 99 from 9 European countries

Nov–Dec 2018
inquiry period of online survey

Topic
The Future of Your Health

Initiator
STADA Arzneimittel AG in cooperation with Kantar Health

This time around, the STADA Group Health Report is celebrating a special anniversary. For the fifth time in a row, we surveyed the general public on the topic of “health”. This special occasion called for a novelty: For the first time in its history, the STADA Group Health Report reviewed answers from 18,000 men and women from nine different European countries, while in the past only the German population participated.

Looking back

In the previous German Health Reports we addressed the topic of “health literacy”. We uncovered a close link between the level of health education and healthy behaviours. We also learned that both young and elderly Germans have significant blind spots with respect to crucial health-related matters. This finding does not only hold true for Germany, but for other countries as well. Health literacy also affects how open people are towards the latest medical trends. These insights prompted us to take the topic of “health literacy” even further: away from the status quo, and into the future – not only Germany’s, but Europe’s.

Objectives of the STADA Group Health Report 2019

Having emphasised either health knowledge or attitudes and conduct in previous years, the current edition brings the two fields together: today’s knowledge and behaviours combined with the attitudes and needs of tomorrow – with a focus on health topics of the future. How optimistically do we look into the future of health? What do we hope for, and what are we afraid of? We compared nine European countries – all of which have different health care systems, unique medical infrastructures, disparate legal requirements; but are, in part, facing similar challenges – not only presently, but regarding their future as well. These include demographic changes due to an ever-increasing life expectancy, new technologies and rising numbers of widespread diseases like obesity, to name but a few.

By the year 2020, the number of over 60-year-olds will have surpassed that of children under five years of age according to the World Health Organization (WHO). By 2050, one fifth of the human population will be aged 60 years or older. Simultaneously, there are hardly any indicators to suggest that people will spend their later years in better health than their predecessors.¹ The causes are manifold: risk factors like heavy alcohol consumption, unbalanced diets and low levels of physical activity play into this.

Europeans are particularly at risk: according to the European Commission, Europe has the highest rate of alcohol consumption worldwide. And already, one fifth of 15-year-olds living in the European Union (EU) are overweight or obese.²

Meanwhile, the number of mobile devices and apps which are meant to support a healthy lifestyle is growing rapidly.³ But how frequently do we actually avail ourselves of this new technology to lead healthier lives? These nagging issues are addressed in the report. The results allow for a conclusive comparison of the participating countries, but reveal in their entirety a good outlook on Europe – and countries beyond its borders.

Sample and methodology

As in previous years, the survey was carried out by consultancy and market research agency Kantar Health. It was conducted as part of an online study from November until December 2018 in the following nine countries: Belgium, France, Germany, Italy, Poland, Russia, Serbia, Spain and the United Kingdom. The sample group consisted of 18,010 respondents aged between 18 and 99, representative for the features “gender”, “region” and “age”. Approximately 2,000 people per country were thus assessed.

The survey consisted of six individual categories, all of which fall under the general theme “The Future of Your Health”:

1. Self-medication & Biosimilars/Generic Drugs
2. Individualised/Personalised Medicine
3. Common Illnesses and Nutrition
4. Mental Health & Work
5. Healthy Ageing & Health as a Status Symbol
6. Digitalisation and Robotics

In the editing process, we merged categories one and two, as well as categories three and five.

The survey comprised 31 questions for all countries. It was fundamentally identical and only adapted according to individual country-specific legislations (e.g. regarding organ donation). In addition, every country had the possibility to ask their participants three further questions.

¹ World Health Organization (WHO). Infographic: Ageing and health. (<https://www.who.int/ageing/events/world-report-2015-launch/healthy-ageing-infographic.jpg?ua=1>, accessed 11.02.2019)
² Directorate-General for Health and Food Safety (European Commission). State of health in the EU. Companion report 2017. Luxembourg, 2017. P. 18.
³ Research2Guidance. 325,000 mobile health apps available in 2017 – Android now the leading mHealth platform. (<https://research2guidance.com/325000-mobile-health-apps-available-in-2017/>, accessed 15.04.2019)

3. Executive Summary



A GLIMPSE INTO THE FUTURE OF MEDICINE

- The majority of respondents (53 percent) see the future of health positively.
- Apparent “optimism factors” are: a good health system, a functioning social environment – and youth.
- Spain is particularly optimistic (62 percent).
- The French especially (35 percent) feel rather pessimistic about the future of health. Reasons: fear of environmental and social problems as well as poorer medical care as a result of digitalisation.



NUTRITION, EXERCISE AND HEALTHY AGEING

- Only four in ten people attend preventive cancer screenings.
- Following a healthy lifestyle including a balanced diet and sufficient exercise is a priority for the majority of respondents. 59 percent cook fresh meals on the daily, 54 percent claim to eat healthy in general.
- Veganism is a matter of much debate: especially Germans (72 percent) and Russians (74 percent) are heavily opposed to the vegan lifestyle.
- 53 percent of Europeans consider exercise an integral part of a healthy lifestyle.
- One in six could not care less about health and fitness.
- Vitamins and nutritional supplements are becoming increasingly popular as part of a healthy lifestyle. For 28 percent of Europeans, a daily dose vitamin pills is part of their routine.
- One in two people have been envious of somebody else’s health.
- 55 percent are afraid of ageing – with 67 percent, Poland scores above average in this regard. A major concern: becoming dependent on others.
- 63 percent of Germans would remain organ donors if they were given this status by default – in the UK, this applies to 75 percent of respondents. What’s alarming: federal statistics state that the actual percentage of organ donors in Germany is at 36 percent, in the UK at 38.



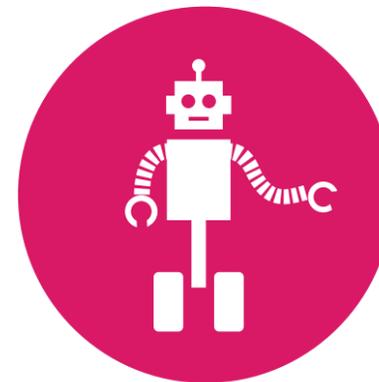
SELF-MEDICATION AND PERSONALISED MEDICINE

- Two out of three Europeans surveyed still rely completely on classical medicine.
- Alternative healing methods such as acupuncture supplement classical medicine for the majority of people, but do not replace it.
- One in seven Europeans have lost faith in classical medicine. Number one: Serbia.
- 63 percent of respondents know generic medicines. By contrast, only one in five in Europe is familiar with biosimilars, although they have been on the European market since 2006.
- The Spanish people have great confidence in classical medicine as well as doctors and pharmacists: they prefer to go to the doctor (38 percent) even for symptoms of mild illnesses and attach great importance to the advice of their pharmacist (54 percent). For them, the Internet is not a trustworthy source of information.



MENTAL HEALTH AND HEALTH AT WORK

- More than one in two (55 percent) already experienced a burnout, was close to it or knows the symptoms from their own experience.
- Seven out of ten Europeans surveyed consider the current figure of burnout cases to be an alarm signal.
- However: 92 percent, so the vast majority of people, do not even know the exact (medical) definition of a burnout. They also attribute wrong symptoms to the condition. “Burnout” is a synonym for a vast number of psychological complaints and illnesses in the general understanding.
- Going to a psychologist/psychiatrist is no longer a taboo: 62 percent of the respondents think nothing of it (exception: Germany with only 49 percent).
- As a result of the rising numbers of burnout cases, the majority of respondents see the employer in duty to promote health. Only one out of eight sees it differently. Germans make the highest demands of their employer.



DIGITALISATION AND ROBOTICS

- A maximum of four out of ten people are open for health apps and gadgets such as fitness trackers. Broad rejection prevails in France, Germany, Belgium and Serbia. Reasons: lack of acceptance, fear of data misuse. The younger the respondents, the more popular those digital features become.
- Older people are more likely to accept treatment via webcam than younger people. Main reason: time saving.
- The majority of Europeans (56 percent) would have a robot operate on them. Only in Serbia (45 percent) and Germany (49 percent) does a minority agree.
- Eight out of ten respondents would consent to a gene test. However, only one out of four knows what can be found out by it.
- The example of Spain shows: Those who recognize the value of health apps and fitness gadgets also tend to be more open to gene tests and biosensors – and would even be willing to be operated on by a robot.

The Future of Your Health

 18,010 respondents*  Nine countries*

What does the future of health look like? Rather complex, that much is certain. We are talking about high-tech medicine as well as fears, attitudes and behaviours. Let us take you on the path of the future. Starting with the fear of ageing and rising numbers of burnout cases, all the way to robot-assisted surgeries.



53% of respondents feel generally optimistic about the future of health. In **Spain**, this applies to 62%.



55% are afraid of ageing, in **Poland** this goes for 67%.



55% already had a burnout or felt like they were on the verge of it. With 44%, the **French** feel less at risk.



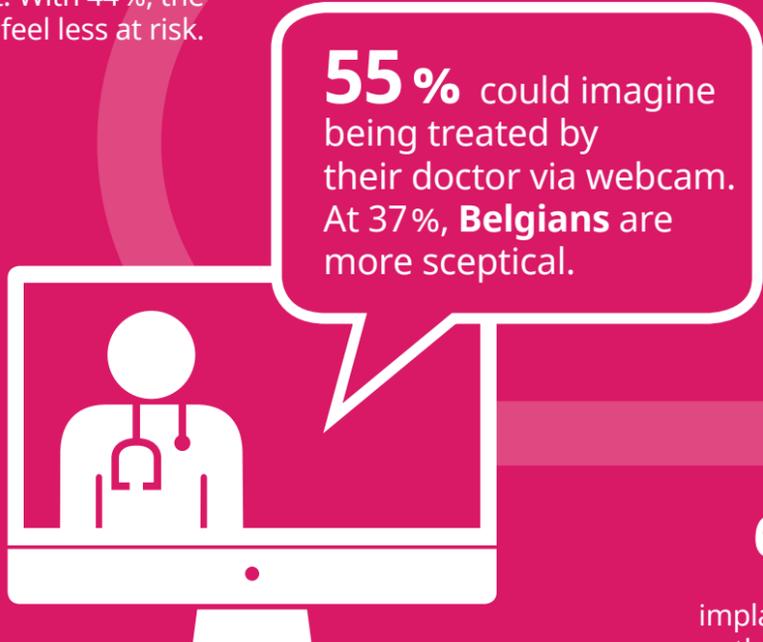
64% of respondents know what probiotics are. In **Russia**, even more people do: 82%.



76% do not know what a genetic test can reveal. In **Italy**, this applies to 83% - despite the increasing importance of such tests.



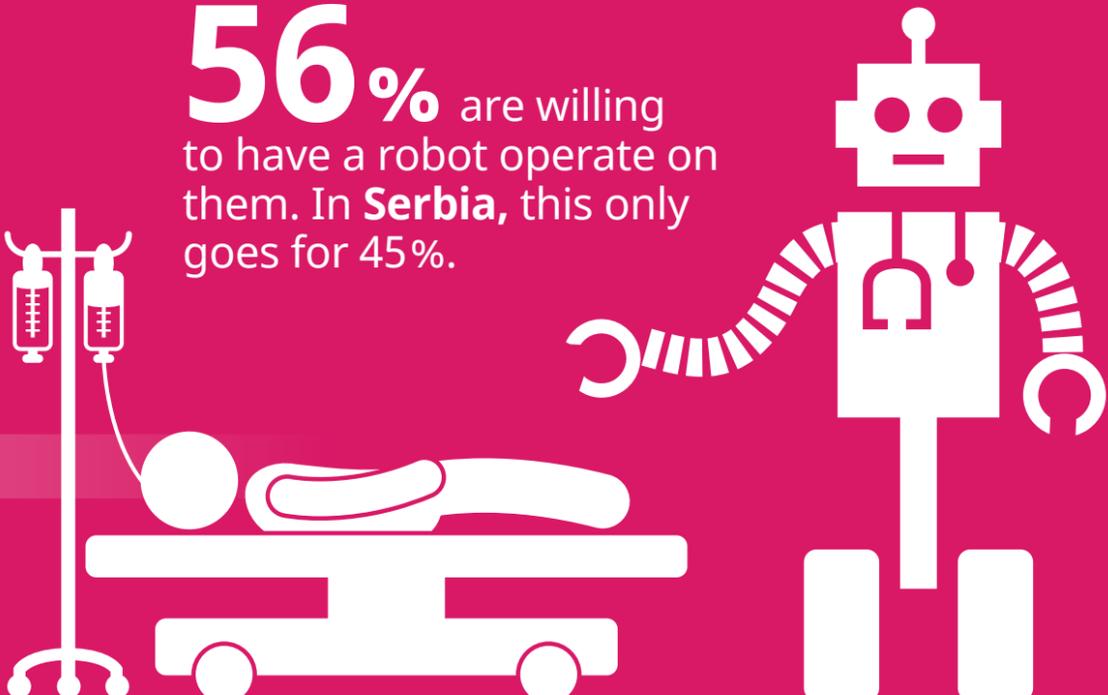
64% trust conventional medicine. In **UK**, even 76% do.



55% could imagine being treated by their doctor via webcam. At 37%, **Belgians** are more sceptical.



62% refuse to get a biosensor implant. In **Germany**, this applies to 71%.



56% are willing to have a robot operate on them. In **Serbia**, this only goes for 45%.

*18,010 respondents from nine countries: Belgium, France, Germany, Italy, Poland, Russia, Serbia, Spain and the United Kingdom. Inquiry period of online survey: November 2018 until December 2018. Conducted by Kantar Health on behalf of STADA Arzneimittel AG.

4. Analysis and Results



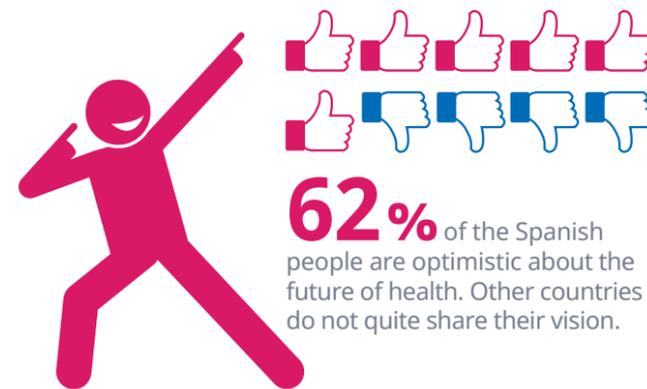
4.1 A Glimpse into the Future of Medicine

Viva España, viva health – optimism in Spain

Good news: More than half of the European population are optimistic about the future of health. There is great optimism, especially among the younger respondents up to 34 years of age and people from large cities with more than 500,000 inhabitants. 53 percent of people think that we will soon be able to cure many diseases thanks to scientific progress. However, one in four people anticipate the future of health rather anxiously. Interestingly, this applies to women more frequently than men. Their reasons: 22 percent of all respondents are afraid of environmental and social problems, 3 percent fear the quality of medical care will decline due to digitalisation. The remaining 23 percent assume that there will be hardly any changes in health issues at all.

What does the situation look like in the individual countries surveyed? People in Spain are particularly optimistic. There, 62 percent are confident about the future of health. A general trend we observed in all nine countries: The younger the respondents, the more optimistic they are. The Spanish health care system with its regional health centres is indeed considered one of the best worldwide. The “right to medical care” is anchored in the constitution.¹ Employees pay (low) social security contributions. Optimists also outnumber future-pessimists in Italy, Russia, Serbia and the UK. Belgians, Germans, Poles and above all the French are at the other end of the scale and feel less confident about the future of health. More than one in three Frenchmen even look ahead “rather pessimistically”. Especially in rural areas, pessimism predominates in France. 69 percent of French pessimists live in villages or small towns with up to 30,000 inhabitants. In Europe as a whole, this only applies to 49 percent. Age and personal environment play a particularly important role. The older the respondent, the less likely they are to have faith in what is to come. People in large households also see the future of health more positively than singles.

Spain: the country of health optimists.



ESP	ITA	RUS	UK	SRB	GER	BEL	POL	FRA
62 %	58 %	57 %	57 %	52 %	49 %	49 %	46 %	44 %



4.2 Self-Medication and Personalised Medicine

Trust in classical medicine, doctors and pharmacists

Two out of three Europeans surveyed still rely on classical medicine – men more so than women. In Spain and the UK (especially among men) that even applies to three out of four people. Besides classical medicine, other treatment options exist as well. One fifth relies on alternatives such as homeopathy and acupuncture as well as on functional foods such as probiotics in addition to classical medicine. Women are more open to this than men: one in four women swear by it, but only about one in six men. Conversely, this also means that 14 percent, so approximately one in seven, have lost faith in classical medicine largely or completely. The distrust is particularly distinct in Serbia (23 percent of the respondents). The 18- to 34-year-olds are mainly responsible for this result.

Why have people lost faith in classical medicine? And how can this trust be regained? One possibility could be to impart more knowledge. Once again, the Spanish are an example: Together with the British, they have the greatest confidence in classical medicine with 76 percent each and most frequently answer the knowledge questions of the STADA Group Health Report 2019 correctly.

Grandmother’s home remedies

One of these questions relates to the knowledge on generics and probiotics. 63 percent of Europeans know what generic drugs are. 64 percent have heard of probiotics. The situation is different with biopharmaceuticals or biosimilars, biotechnologically produced drugs for the treatment of serious diseases such as cancer or multiple sclerosis. In Europe, only one in five is familiar with these terms. Nine out of ten Spanish people and nine out of ten Italians know what a generic drug is. In comparison: The majority of Poles (75 percent) and Serbs (71 percent) do not know exactly what a generic drug is. Remember: In Serbia, trust in classical medicine is very low.

An above-average number of people in Poland (42 percent) and Serbia (37 percent) therefore rely on grandmother’s home remedies as soon as they feel the first symptoms of a mild illness. This includes household remedies such as tea, chicken

broth, rusk or a hot-water bottle. Especially people over 50 years of age count on those. In comparison: In all European countries surveyed, the figure is just 27 percent. Germans are at the top of the category: One in two of them relies on household remedies. A peculiar correlation: Germany, Poland and Serbia are also three of the four countries with the highest percentage of smokers.

Europeans are undecided about prescription requirement

Meanwhile, 38 percent of Spaniards immediately go to the doctor if they experience slight signs of illness – the highest figure in Europe. On average, only 15 percent of Europeans go to the doctor first. In Italy, 32 percent of Europeans go to the pharmacy for their initial consultation, compared to 19 percent in Europe. Pharmacists therefore narrowly beat the doctor when it comes to minor symptoms. In France (34 percent) and Russia (49 percent), most respondents state that they already know which medication they need. This is true for 27 percent across Europe. Together with the 27 percent of home remedy followers, more than half of the Europeans trust their own skills when it comes to combatting the first symptoms of an illness. Remarkable: Only nine percent in Europe rely on the Internet as a source of information, and two percent on homeopathy for treatment.

Many people apparently think they know well what will help them get better. So do Europeans also want the prescription requirement for medicines such as the birth control pill or potency pills to be abolished? Yes and no: one in two respondents would like to maintain the prescription requirement. In Italy, this even goes for 63 percent, for only 39 percent in Poland, and 41 percent in Belgium. In Russia, the situation is much different: Although a prescription requirement exists in theory, such medicines are still available without a prescription. 72 percent of Russians are happy with that. They think that the prescription requirement is unnecessary and that people do not need to be told what to do.

Pharmacist beats Dr Google

Nevertheless, back to the Spanish people: Their boundless trust in medicine is also reflected in the purchase of new medicines: Spaniards ask pharmacists more frequently than average about the effects and risks (54 percent). Only Italians trust the advice of the pharmacist even more: Here it is as much as 58 percent. A personal connection with their pharmacist seems to play a major role in Spain. That is because there, pharmacies are basically run by the owner.² In Europe as a

Home remedy for diseases? Not in Italy.



63%

of the respondents know what a generic drug is.

81%

of Europeans do not know what biosimilars are.

50%

want the prescription requirement to be abolished.

whole, at least 39 percent are interested in the advice of their pharmacist. Throughout Europe, only 18 percent consult with “Dr Google”, i.e. the Internet, about new medicines; while the Spanish, Belgians and French people are the least likely to do so, the Russians turn to the Internet most frequently.* There are probably pragmatic reasons for this in the country with the largest surface area in the world. When the nearest doctor’s office and pharmacy are far away, the World Wide Web is often the only source of information.

The doctor as “agony aunt”

The Spanish respondents themselves provide an answer to what they hope their doctors will do: 64 percent, so just under two out of three, want “the doctor to be able to explain to them precisely and comprehensibly what is wrong with them and what they should do about it.” Competence and quickly getting to the point – that is important to them when it comes to doctors. In comparison: In Germany, it is almost as important that the doctor takes the patients’ concerns seriously. Germans and Britons, especially those over 35, also want to report about their fears and worries more often than average: the doctor as “agony aunt”.



4.3 Digitalisation and Robotics

High-tech medicine with Dr Robot, gene tests and biosensors

On average, four out of ten people are open to health apps and gadgets such as fitness trackers. Such technical assistants are particularly popular in Spain, Italy and Russia. The French, Germans, Belgians and Serbs only use them occasionally. Main reason: they think they are a waste of time and money. Furthermore, French and Germans are scared of the possible misuse of their personal data. This applies to 29 percent in France and 26 percent in Germany. In comparison: The average value of all Europeans surveyed is 20 percent. In general: The younger the respondents, the more popular those digital features are. The Russians are setting an example: If you wear the pedometer on your wrist, you are also ready for the next step. 69 percent of the people living there would – irrespective of age – have their doctor treat them via webcam or the Internet. The age check here shows surprising results: Across Europe, people above 50 years of age are more open to an

*Since the survey was conducted online, the actual share for Russia ought to measure slightly lower.

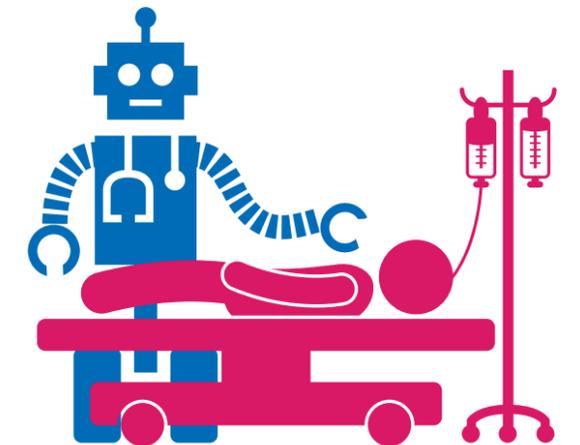
examination via webcam than the younger respondents. The main reasons are time saving and convenience. 54 percent of Europeans would be treated via webcam. Germans (49 percent) and French (51 percent) are more sceptical here. Extreme outlier is Belgium: 37 percent there would say “yes” to a treatment via webcam.

“Dr Robot to the OR, please”

Undergoing a surgery performed by a robot is not everyone’s cup of tea, either. Nevertheless, a slight majority (56 percent) can imagine doing it – most frequently in Italy and Spain.

Surgery by Dr Robot? Of course.

Men are much more likely to undergo a surgery done by a robot than women.



63%
of men would have a robot operate on them.



49%
of women would have a robot operate on them.

Surprising: The willingness to undergo a robot surgery increases with age.



50% of the 18- to 34-year-olds.



55% of the 35- to 49-year-olds.



61% of the over 50s.

Particularly men are open-minded: 63 percent of European males would be ready for “Dr Robot”, while the figure for women is only 49 percent. And: People over the age of 50 (61 percent) are much more open to a robot surgery than people under the age of 35 (50 percent).

In general, the risk is often too high, especially for Serbs (only 45 percent approval) and – again – Germans (49 percent). This should come as no surprise, because Germans are also sceptical about other new medical technologies: Only 66 percent of Germans (81 percent of all respondents) would agree to a gene test. Just 29 percent of them would get a biosensor planted under their skin. Throughout Europe, this applies to 38 percent. Spain ranks number one in both cases. Nine out of ten are ready for a gene test, every other for a biosensor under the skin. Men in all countries reach higher approval ratings for biosensors.

Remarkable: A majority of people is willing to endure modern forms of treatment such as a gene test without questioning them further. In this case, this even applies to all countries: 81 percent would get their genes tested. However, only 24 percent know what can be found out through a gene test. The French are ahead here with 30 percent.

Germans particularly sceptical of gene tests.



GER	UK	BEL	FRA	SRB	ITA	RUS	POL	ESP
66%	78%	78%	79%	82%	84%	84%	88%	90%



4.4 Mental Health and Health at Work

Tomorrow's common diseases

Burnout as a common disease? 55 percent admit to having already experienced a burnout (14 percent), to have been on the verge of it (15 percent) or to know the feelings and symptoms from their own experience (26 percent). Russians (72 percent), Serbs (66 percent) and Poles (62 percent) gave these answers particularly frequently. Only in Spain, Italy and Germany

Eastern Europeans are particularly susceptible to burnout.



The majority of people in Russia, Serbia and Poland have already had a burnout or the feeling of being on the verge of it. In other countries, the numbers are not quite as extreme.

RUS	SRB	POL	BEL	UK	ESP	ITA	GER	FRA
72%	66%	62%	52%	50%	49%	49%	49%	44%

(49 percent each) as well as in France (44 percent) the number of people affected remains below the 50-percent mark. In addition, 7 percent of the respondents completely exclude the possibility of falling ill with burnout at some point, in the near or distant future, or at all.

The rising number of burnout cases is a real alarm signal for almost 70 percent of Europeans surveyed. For 41 percent, this trend shows that there is something wrong in today's working world. This applies particularly often in Serbia (57 percent) and France (54 percent). On average, 27 percent hold missing education and burnout prevention accountable for the rising numbers. There is a great ignorance indeed: Asked about typical symptoms in the initial phase of burnout, only 8 percent are

able to name the correct symptoms “lack of motivation” and “insomnia” – without giving wrong answers such as “erectile dysfunction” or “tinnitus” at the same time. 54 percent of Europeans wrongly believe that a burnout is accompanied by the complete loss of the capacity to feel joy and happiness. This suggests that the general understanding of the disease has little to do with the medical diagnosis. The contrary applies: Many people seem to subsume everything that has to do with “psychological overload at work and its consequences” under the term “burnout”. Therefore, the medical term “burnout” does not necessarily correspond to what the public understands by it.

Psychotherapy no longer a flaw – except in Germany

At least, the public image of mental disorders has changed for the better compared to the 1970s, when the term “burnout” appeared for the first time.³ Only 12 percent still consider burnout to be a temporary fashion. Furthermore, more and more people have the courage to talk about psychological symptoms. Going to a psychologist or psychiatrist is no longer a taboo. 62 percent, so the vast majority of people, say: “That is nothing to be ashamed of.” Another 11 percent have already seen a psychologist or psychiatrist themselves. In Germany, one in five already has been to a psychologist or psychiatrist him- or herself. What seems odd: The fear of being stigmatised for a visit to a psychiatrist throughout Europe is most prevalent in Germany (10 percent). A further 5 percent would fear to be deemed “crazy” after a visit. Europe-wide, those figures are only 6 or rather 4 percent. Therefore, the Germans are most likely to act according to the motto: “Go as long as nobody notices.” The situation is quite different in Serbia, where the inhibition is lowest. 82 percent do not see a problem in talking about possible treatment by a psychologist or psychiatrist, but only 4 percent speak from their own experience.

Employers in duty

Europeans are largely on the same page: The current burnout figures are alarming, mental illnesses are no reason to be ashamed. The majority of respondents consider the employer to be in duty to promote health. Only 13 percent have a different opinion. At the top of the wish list are: ergonomic office equipment, e.g. back-friendly office chairs (43 percent wish for that), a fair overtime compensation to prevent stress (41 percent) and a company doctor with a sympathetic ear for health problems (40 percent). In contrast, only 29 percent wish for a fruit basket and free mineral water. Presumably, both are already standard in most companies. Germans expect the most

from their employer: 61 percent demand body-friendly office equipment, 55 percent a fair compensation for overtime.

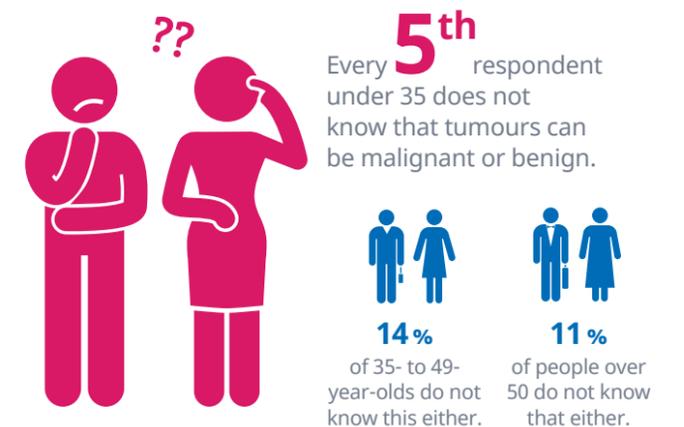


4.5 Nutrition, Exercise and Healthy Ageing

Eternal youth and the fear of ageing

Almost everyone has heard about tumours – due to personal experience or through someone in their immediate environment. Malignant tumours are cancerous. According to the European Union, one in three Europeans will develop cancer in their lifetime.⁴ Still: The knowledge surrounding tumours is rather poor. Only a third of the respondents know that “tumours can be malignant or benign” and that “a tumour is body tissue which forms due to faulty regulation of cell growth”. The most significant educational gaps were found in Belgium (only 27 percent of correct answers) as well as in Italy and France (28 percent each). The British turned out to be the most competent: 41 percent of them can accurately describe what a tumour is. With such significant gaps in knowledge, it comes as no surprise that the willingness to attend preventive cancer screenings is expendable: A mere 39 percent get screenings for breast, skin, colon and prostate cancer. Germans are the most likely to make an appointment for cancer prevention (49 percent); Serbians (27 percent) and Russians (19 percent) are on

Young people know too little about cancer.



Every tenth of the under 35-year-olds considers a tumour to be an infectious virus.

49%

of the respondents have been jealous of health, fitness or beach body of another person.

55%

of Europeans are scared of ageing.

61%

of Europeans do not attend preventive health screenings for breast, skin, colon or prostate cancer regularly.

the other end of the spectrum. Perhaps unsurprisingly, these countries (including Poland) are most suspicious of conventional medicine. Throughout Europe, it is especially men and people under 35 years of age who let cancer prevention slide. Six percent of them are not convinced of the necessity of such preventive procedures because they consider their lifestyle "reasonably healthy". Astonishingly, 41 percent of non-smokers take preventive cancer screenings seriously, compared to 36 percent of regular or occasional smokers.

You are what you eat

Nutrition makes for a major part of a healthy lifestyle. 59 percent of Europeans prepare fresh meals every day. However, one in ten people cook less than three times a week. In the UK, 16 percent confess to cooking at home twice a week at the most – if they get their pots and pans out at all. It might also be worth looking at what people eat. 54 percent of Europeans claim to eat "healthy". In France, Italy (61 percent each) and Spain (62 percent), self-pro-

claimed healthy eaters make for more than 60 percent of the population. What one considers "eating healthy", however, is a different story. There is a variety of different cooking styles and schools out there. In previous years, veganism has become increasingly popular. Vegans, in the strictest sense, eat exclusively plant-based. Among our respondents, one percent were vegan, which coincides with official estimations.⁵ An additional 4 percent eat a vegetarian diet. Veganism is a highly debated and polarising topic, which becomes apparent in the STADA Group Health Report 2019: 38 percent of respondents respect the vegan lifestyle or are vegan themselves. Spain (48 percent) turned out to be Europe's stronghold of veganism. In contrast, 61 percent were sceptical: "a lack of nutrients" is good enough an argument for 32 percent to have mixed feelings about veganism. An additional 19 percent think that veganism is "bonkers", while 10 percent consider it "a temporary hype". Its most resolute opponents live in Russia (74 percent) and Germany (72 percent).

A little exercise never hurt anybody

Aside from proper nutrition, exercise is essential to a healthy lifestyle. For 53 percent of Europeans, being physically active is on top of their to-do list. A well-balanced diet and sufficient exercise are important to those who wish to remain healthy. By implication, those who do not get enough exercise do not think twice about what they put in their body. One in six Europeans live and breathe by this statement. This holds especially true for the British and Belgians, where one in five people remain largely unfazed by the health and fitness craze.

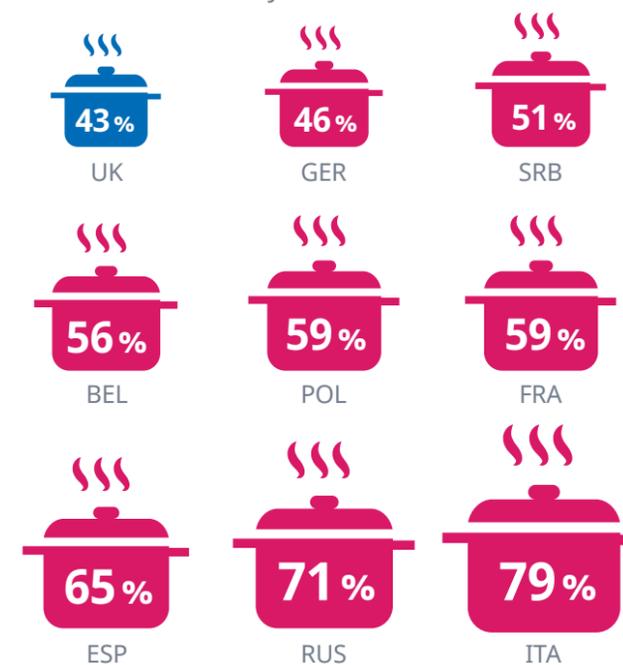
Vitamins and nutritional supplements have established themselves as part of a healthy lifestyle in recent years. For 28 percent of Europeans, a daily dose of vitamin pills is part of their meal plan. Poland is Europe's forerunner in terms of supplement consumption: four out of ten people take them regularly.

The most popular motivations:

- 1) Out of all nationalities surveyed, none fear ageing more than the Polish: 67 percent of them are afraid of getting older in comparison to the European average of 55 percent. The most common concern is becoming dependent on others in old age. Polish people are also particularly scared of bodily decay.
- 2) People in Poland want to be fitter and better looking than their fellow countrymen and -women, whom they tend to envy a lot: 66 percent openly admit this to be true.

Brits are real cooking grouches.

Only 43% of British people cook fresh almost every day. That would be unimaginable in Italy, where it is almost twice as many.



Speaking of jealousy: Other nationalities are no strangers to feelings of envy, either. One in two have felt envious of someone else's health, fitness or beach body. This applies to women (53 percent) more frequently than men (42 percent). Serbians (32 percent) and the French (36 percent) are largely indifferent to such expressions of vanity. This particular pre-occupation also declines with age.

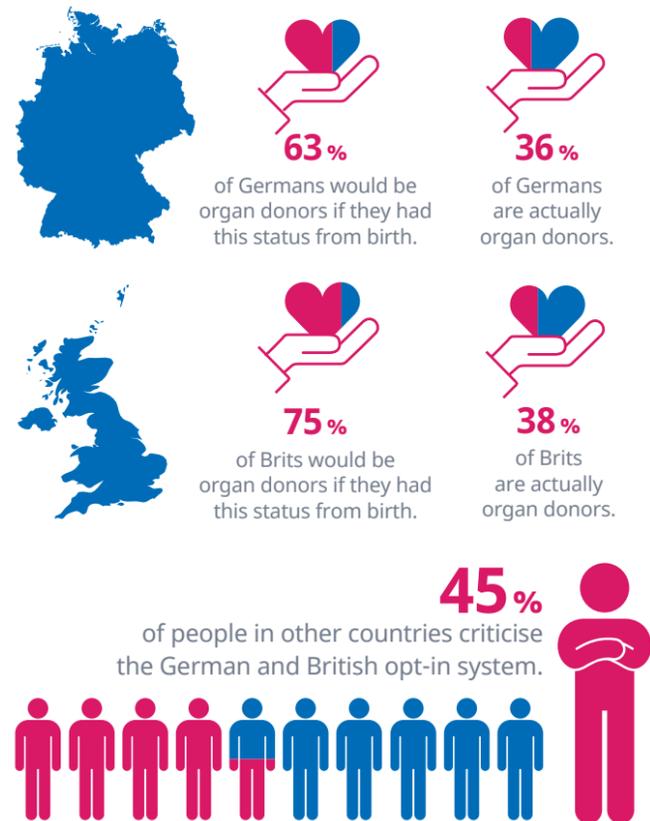
Questioning the status quo

Those who ponder on matters of ageing and death will eventually be confronted with the topic of organ donation. Legislations for organ donation differ from country to country. Two core systems can currently be identified among the nine countries surveyed:

- Germany and the UK: Organ donation is permitted only if the deceased has actively opted in to organ donation (opt-in system).
- Belgium, France, Italy, Poland, Russia, Serbia and Spain: Organ donation is generally permitted, unless the deceased has opted out of organ donation (opt-out system). In Italy, also close relatives can object if the deceased did not express their view on organ donation.

Generally speaking, the willingness to donate is higher in countries where citizens are organ donors by default in comparison to countries that adhere to the opt-in system. 63 percent of Germans say they would be registered donors, had they been given this status by default, in the UK this goes for a staggering 75 percent. Only 37 percent of Germans explain they would "actively opt out" if they were organ donors by default, in the UK only 25 percent share this opinion. The most pressing concerns surrounding organ donation are the fear of being declared dead prematurely, not wanting criminals to receive their organs, or feeling apprehensive about it for religious reasons. However, actual figures show an opposite trend: According to the Federal Centre for Health Education, 64 percent of Germans do not currently have an organ donor card.⁶ In the UK, 62 percent of the population do not show up in the donation registry.⁷ In the remaining countries where the opt-out system is in place, only 5 percent state they would exercise their right of opting out of organ donation. A close moiety of the respondents has reservations against the opt-in system as is currently in place in Germany and the UK. Why, though? 22 percent think the opt-in system causes an unnecessary scarcity of otherwise available organs. An additional 24 percent view organ donation as an "obligation".

Brits and Germans: great potential for organ donors.



In Germany and the UK, you have to actively apply to become an organ donor. In the other seven countries, you are automatically an organ donor and have to actively object.

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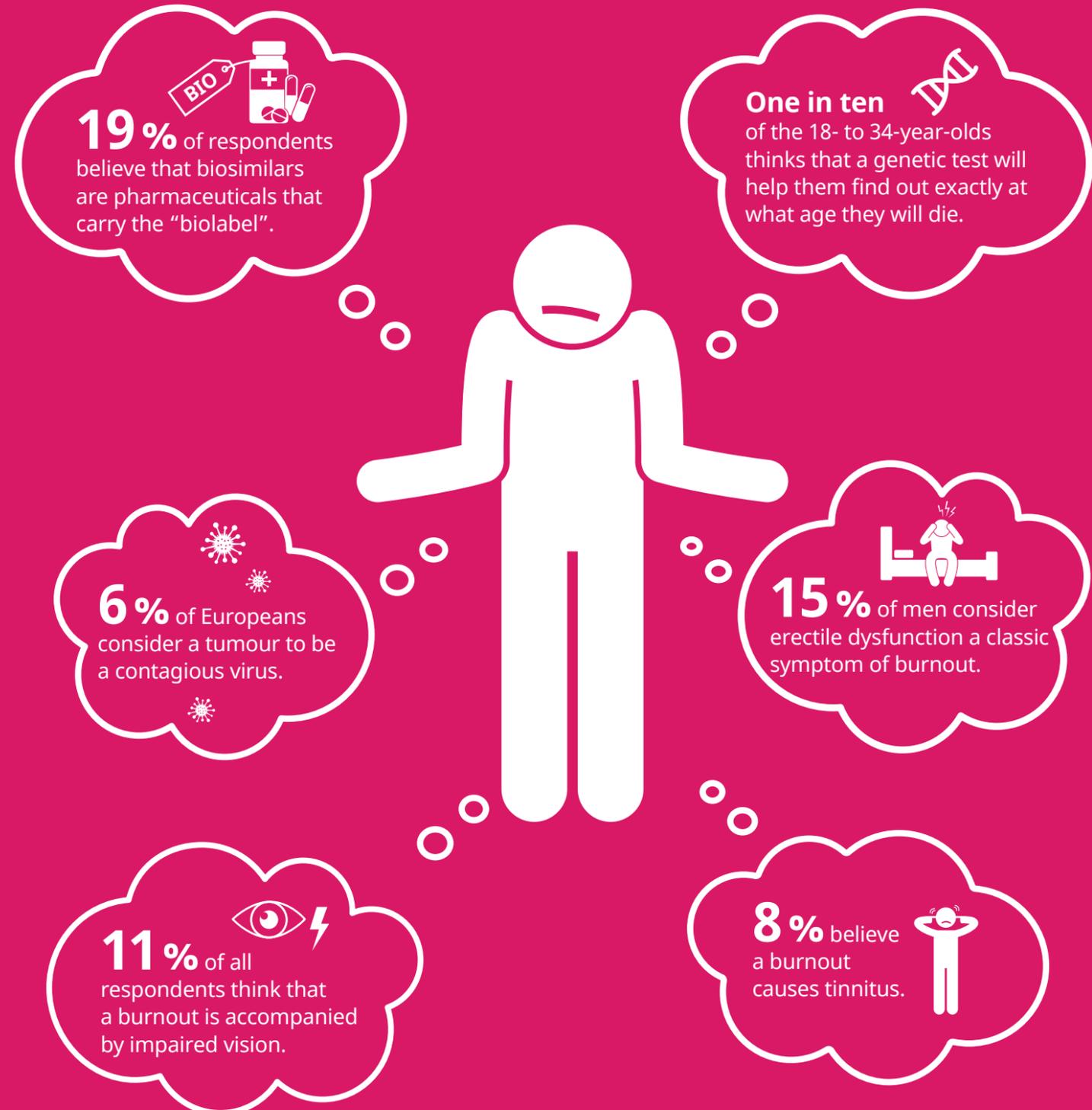
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Burnout Makes You Impotent and Tumours Are Contagious...

The most curious knowledge gaps in the STADA Group Health Report 2019



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