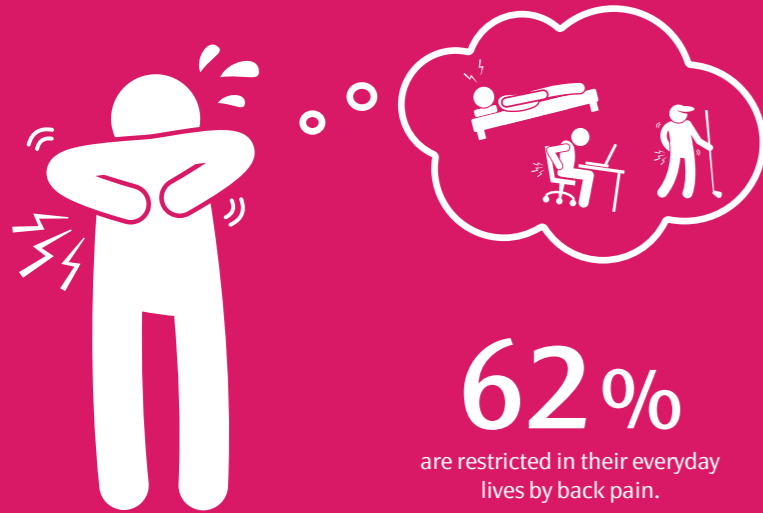


Health consultation hour

STADA Health Report 2016

Back pain and treatment



German-speaking respondents in Germany aged between 18 and 70



Time frame of the survey:
July 5–18, 2016



Carried out by
STADA Arzneimittel AG
with Kantar Health

Colds and work



65%
feel awful as a result of having a cold or say they must recover at home.



82%
of employees go to work despite having a cold.



68%
suffer from a cold twice a year or more.

Stress



63%
complain about sleeping problems or often feel tired.



26%
even feel stressed during leisure time or can only relax on vacation.



47%
do not want to let their colleagues down.



39%
have too much to do.



31%
do not take colds seriously.



20%
are scared of their boss.



13%
believe they are indispensable.

Attractiveness and self-confidence



45%
would take advantage of free cosmetic surgery.

Doctor-patient relationship



49%
see their doctor first with acute medical symptoms.



36%
of 18–29-year-olds go to the doctor first.



53%
of 30–70-year-olds go to the doctor first.



23%
do not take their medication as prescribed by the doctor.

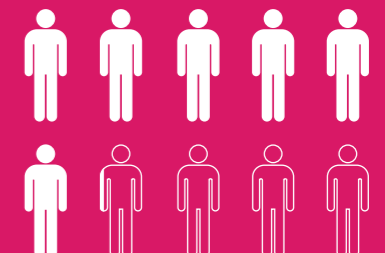
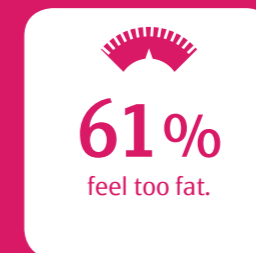


37%
say about every diagnosis: »I trust my doctor.«



41%
search for a second opinion online.

Nutrition and exercise



64%
do not do any sport in spite of this.



25%
eat unhealthily in spite of this.

Wishes



22%
have money right at the top of their wish list.



21%
of the Germans want to be healthier.