

# THE 2007 PFIZER HEALTH INDEX





## INTRODUCTION



Welcome to the 2007 Pfizer Health Index. Similar to our inaugural 2006 Health Index, this study reveals a great confidence in Irish people's perception of their own health. In fact the 2007 Health Index shows a slight uplift in this confidence from last year.

Our buoyant outlook contrasts starkly with the actual state of the nation's health, where we record some of the highest incidences of heart disease in Europe and one in three people suffers from a serious illness. A broad range of health issues continue to exercise the concerns of people in Ireland and people see matters such as hospital beds and GP access as being more important than issues like health education and awareness.

This focus on infrastructural issues sees people attaching greater importance to aspects of healthcare provision and services, rather than actions to enhance their own actual health status. There is no doubt a challenge to us all in working to adjust this over-riding concentration, with a need to advocate for the importance of health promotion and prevention as a critical element in building a healthier Ireland.

This year Pfizer was pleased to incorporate the diverse range of ethnic groups and new populations currently living in Ireland into the Index and the results for these groups provide for interesting reading. As the face of modern Ireland continues to change rapidly, the health of our newer populations needs to be examined and addressed. Pfizer is committed to helping address the burden of ill-health and disease in Ireland and to improve people's health and well-being. We will continue to work in tandem with the public and private sectors and a variety of health and medical organisations to advocate for better health for all.

The Pfizer Health Index is just one of many initiatives that Pfizer supports annually to help improve health in Ireland. It is a vehicle for dialogue and complements the many significant investments we are making locally and internationally in research and development, community health initiatives, health information campaigns and disease management.

Yours sincerely,

A handwritten signature in black ink that reads "David Gallagher". The signature is written in a cursive, slightly slanted style.

Dave Gallagher  
Country Manager  
Pfizer Healthcare Ireland

The 2007 Pfizer Health Index was conducted using a nationally representative sample of 1,033 adults age 15+ to measure the perceptions of health and wellbeing that people living in this country report. This year, the survey was expanded to incorporate a booster sample of 120 people from 'new Europe' (the accession states) and Africa, Asia etc. This group is referred to throughout the Health Index as non-Irish nationals.

Using the inaugural 2006 Pfizer Health Index as a benchmark, this document monitors not just existing perceptions and attitudes, but also the degree to which these attitudes have changed in the past two years. In the main, Irish people remain remarkably upbeat about their own health, with nearly eight out of ten people describing their own health as good. This view is held consistently across all age groups and levels of society.

Despite perceived healthiness among Irish people, 36% have a serious illness, a quarter of who are significantly affected by it. Although the belief in personal health is strong, most Irish people are prepared to make changes to their lives to be healthier.

Public health focus in Ireland (rather than personal health) remains fixed on infrastructure such as the provision of extra hospitals/beds, and issues such as GP access and medical cards rather than health promotion.

THE NON-IRISH NATIONALS

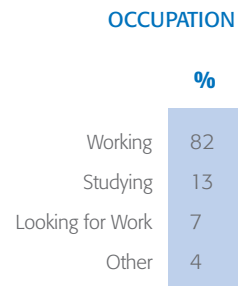
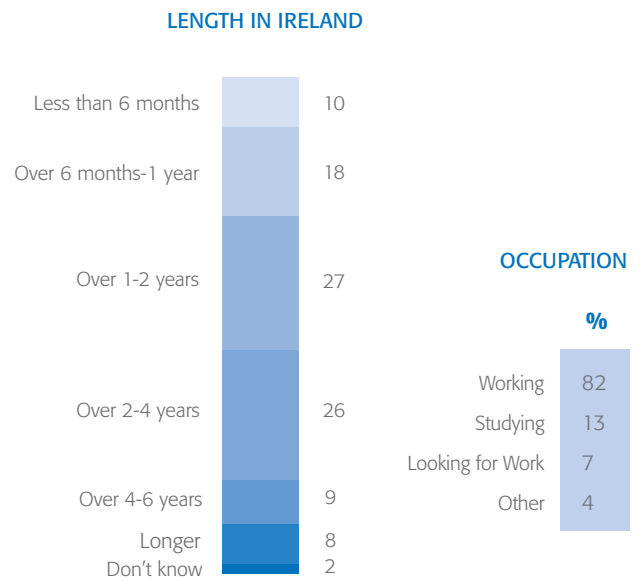
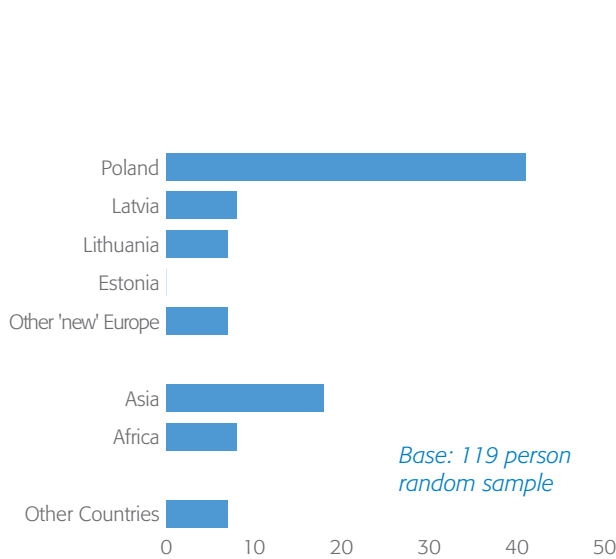
Much has been reported on the impact of non-Irish nationals in Ireland and their opinions and views on our health service make for some interesting reading. Some of their views are markedly different from the rest of the population – and may fuel attitudinal shifts in the overall population in the coming years. This group are predominately aged between 25-34 (55%). Non-Irish nationals over the age of 45 account for just 7% of the sample, indicating that nine out of ten non-Irish nationals are aged between 18 and 44. The majority of this group (63%) work full time, mainly in unskilled jobs.

	%		%
Male	56	Single	38
Female	44	Married	50
15-17	3	Cohab	9
18-24	19	Widowed	1
25-34	55	Divorced	2
35-44	18	Work Full	63
45-49	3	Work Part	13
50-54	2	Self Employed	3
55-64	1	Unemployed	4
65+	1	Home Duties	5
AB	2	Student	11
C1	21		
C2	32		
DE	45		
F	1		

*Very heavily concentrated between 18 & 35*

NON-IRISH NATIONALS SAMPLE OVERVIEW

41% of the non-Irish nationals surveyed were from Poland, the biggest nationality represented in the sample, with Latvia, Lithuania and other 'new Europe' states making up a further 22%. The next biggest group was Asians (18%), Africans (8%) and other countries (7%). The majority of non-Irish nationals have been in Ireland for anywhere between one and four years (53%). 17% have been here longer and 28% have been in Ireland for less than one year. 82% of this group are here to work, followed by 13% who are studying. Some 42% of non-Irish nationals said they will definitely return to their home country and a further 25% said they would probably do so. Just 13% intend on remaining here. Almost all of the non-Irish nationals rate their quality of life in Ireland as good (44%), very good (38%), or excellent (11%) and 91% see Ireland as a good, very good or excellent place to work.



**NON-IRISH NATIONALS : AN OVERVIEW**

**NON-IRISH NATIONALS: AN OVERVIEW  
(BASE: 119 PERSON RANDOM SAMPLE)**

LENGTH IN IRELAND	NON-IRISH NATIONALS				
	Total	Any New	Poland	Other New	Asia/Africa
<b>BASE:</b>	<b>119</b>	<b>75</b>	<b>49</b>	<b>26</b>	<b>31</b>
Under 6 months	10	13	6	27	3
Over 6 months - 1 year	18	17	22	8	10
Over 1 - 2 years	27	35	41	23	19
Over 2 - 4 years	26	27	24	31	26
Over 4 - 6 years	9	5	4	8	19
Longer	8	-	-	-	23
Not stated/Don't know	2	3	2	4	-

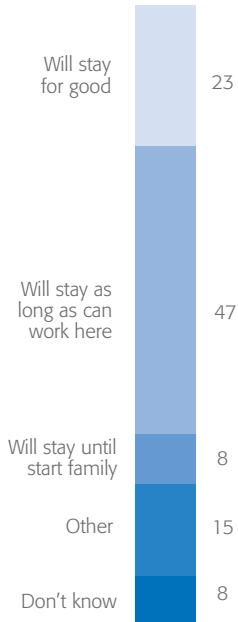
**Poles here longer than other New Europeans, but Africans/Asians the longest term residents**

OCCUPATION	NON-IRISH NATIONALS				
	Total	Any New	Poland	Other New	Asia/Africa
<b>BASE:</b>	<b>119</b>	<b>75</b>	<b>49</b>	<b>8</b>	<b>31</b>
Working	82	88	90	88	77
Studying	13	1	-	-	29
Looking for work	7	8	8	13	3
Other	4	3	2	-	6

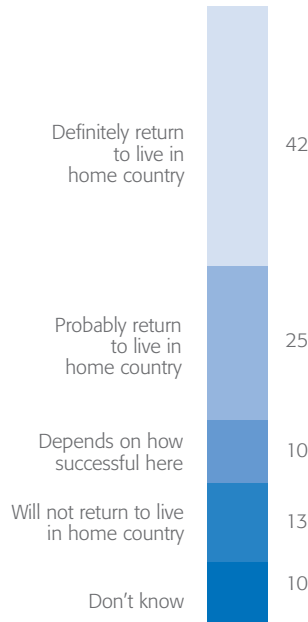
**New Europeans here to work while many Africans/Asians studying**



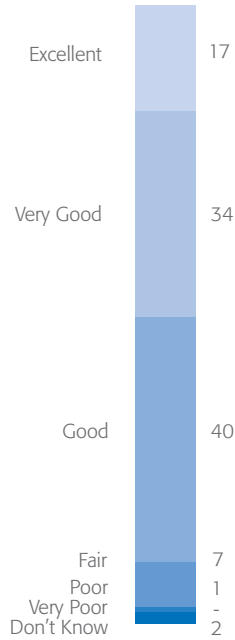
LENGTH INTEND TO STAY



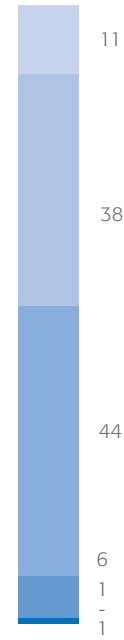
LONG TERM PLAN



PLACE TO WORK



QUALITY OF LIFE



*Most like Ireland, and particularly so as a place to work, but it scores marginally less well for quality of life*

NON-IRISH NATIONALS: AN OVERVIEW (BASE: 119 PERSON RANDOM SAMPLE)

NON-IRISH NATIONALS: PERCEPTION OF IRELAND

LENGTH INTEND TO STAY	Total	NEW EUROPEANS			Asia/Africa
		Any New	Poland	Other New	
<b>BASE:</b>	<b>119</b>	<b>75</b>	<b>49</b>	<b>8</b>	<b>31</b>
Will stay for good	23	20	20	25	23
Will stay as long as can work here	47	53	57	38	45
Will stay until start family etc.	8	7	6	13	10
Other	15	12	10	13	16
Not stated/Don't know	8	8	6	13	6

LONG TERM PLAN	Total	NEW EUROPEANS			Asia/Africa
		Any New	Poland	Other New	
<b>BASE:</b>	<b>119</b>	<b>75</b>	<b>49</b>	<b>8</b>	<b>31</b>
Definitely return to live in home country	42	39	39	38	45
Probably return to live in home country	25	32	35	25	16
Depends on how succeed here	10	13	12	13	6
Will not return to live in home country	13	5	4	13	23
Don't know yet	10	11	10	13	10

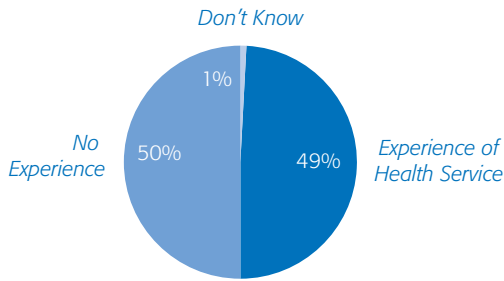
PLACE TO WORK	NEW EUROPEANS				
	Total	Any New	Poland	Other New	Asia/Africa
<b>BASE:</b>	<b>119</b>	<b>75</b>	<b>49</b>	<b>8</b>	<b>31</b>
Excellent (6)	17	16	22	-	13
Very good (5)	34	35	31	50	35
Good (4)	40	39	39	38	45
Fair (3)	7	8	6	13	3
Poor (2)	1	1	2	-	-
Very poor (1)	-	-	-	-	-
Don't know	2	1			3
Mean Score (6/1)	4.6	4.57	4.65	4.38	4.6

QUALITY OF LIFE	NEW EUROPEANS				
	Total	Any New	Poland	Other New	Asia/Africa
	<b>119</b>	<b>75</b>	<b>49</b>	<b>8</b>	<b>31</b>
Excellent (6)	11	13	8	25	-
Very good (5)	38	33	33	13	55
Good (4)	44	45	53	50	39
Fair (3)	6	5	2	13	6
Poor (2)	1	1	2	-	-
Very poor (1)	-	-	-	-	-
Don't know	1	1	2	-	-
Mean Score (6/1)	4.53	4.53	4.44	4.5	4.48

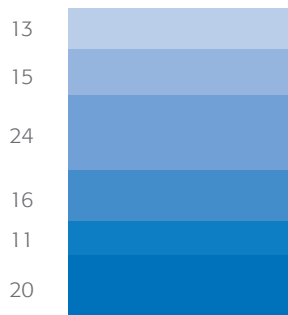
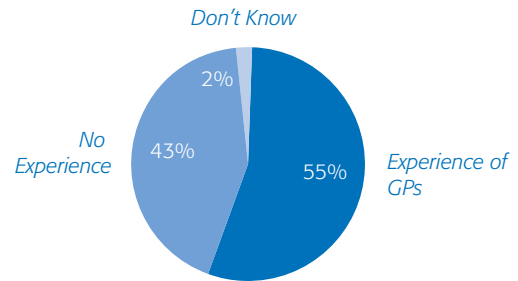
In terms of health, 49% of non-Irish nationals say they have experience of the health service and 55% say they have experience of GPs. In the main, the non-Irish nationals describe the Irish health service as being similar (24%) to the health service in their home country. Just 13% think the health service is much better in Ireland and 15% think it is a little better. Correspondingly, 16% feel it is a little worse and 11% feel it is much worse. The non-Irish nationals' perception of Irish GPs is reflective of this – 32% think that GPs here are similar to those in their home countries, with 11% saying they are much better and 17% saying they are a little better. 16% feel they are a little worse and 7% believe they are much worse.

Breaking down the non-Irish nationals into Europeans and people from Asia / Africa, different trends emerge both independent of and including the figures dealing specifically with indigenous Irish people. While 36% of people in Ireland suffer from a serious medical condition, this figure is much smaller for the non-Irish nationals, where just 15% of non-Irish nationals from Europe and 17% of non-Irish nationals from Asia / Africa report a serious medical condition. This is perhaps reflective of the age groups of the non-Irish nationals, 55% of who are aged 25-34 and 92% of who are aged between 18 and 44.

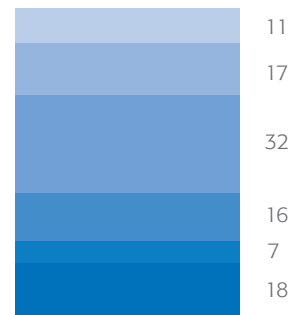
**HEALTH SERVICE**



**DOCTORS**



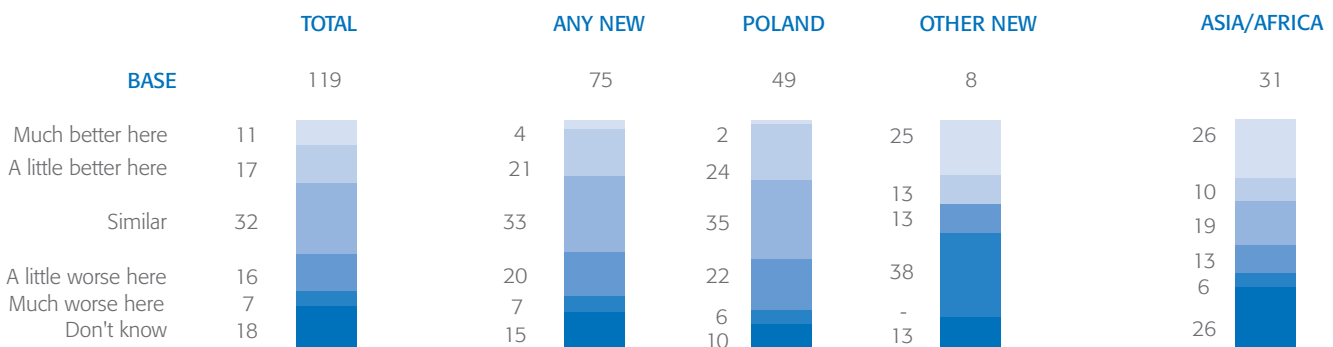
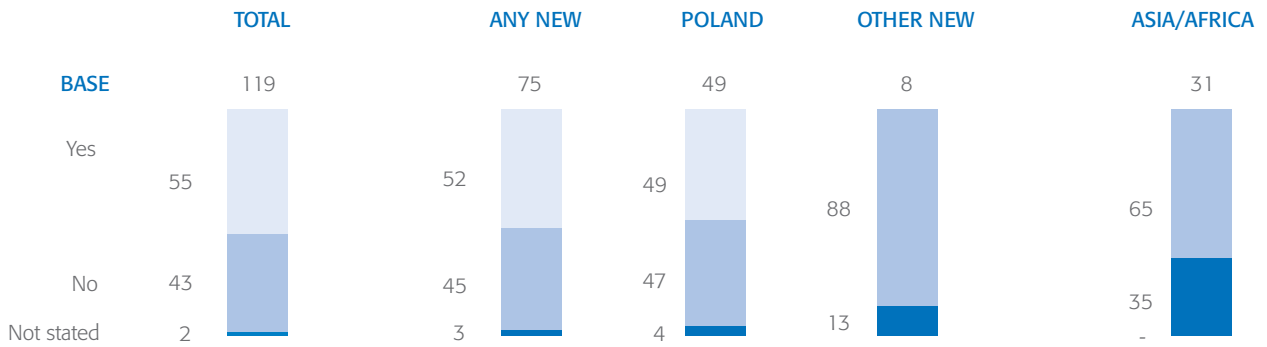
Much better here  
A little better here  
Similar  
A little worse here  
Much worse here  
Don't know



Better minus worse +1

+5

**NON-IRISH NATIONALS: AN OVERVIEW MEDICAL EXPERIENCE IN IRELAND**



**NON-IRISH NATIONALS: AN OVERVIEW OF MEDICAL EXPERIENCE IN IRELAND**

Some 57% of the Polish people in Ireland are here to work, a figure 10% higher than the average for non-Irish nationals. The Poles were also found to be 10% more likely to return home (35%) than the average non-Irish national (25%). Some 23% of non-Irish nationals from Asia / Africa said that they would not return to the country they had come from, while the mean figure for non-Irish nationals was 13%. While the majority of non-Irish nationals from Asia / Africa were here to work, 29% were here to study. Just 1% of other non-Irish nationals had come to Ireland for this reason.

When asked if they would be prepared to make changes in their life to become healthier, 51% of Polish people agreed that they would. This is considerably more than the average figure for non-Irish nationals (42%) and higher again than the figure for Irish people (37%). Some 20% of non-Irish nationals from Europe and 14% from Asia / Africa said they intended to give up smoking, but just 8% of Irish people had the same intention. Also, 3% of non-Irish nationals say that they suffer from cholesterol as a serious condition, against the Irish figure of 7%.

Further figures concerning non-Irish nationals' attitudes to specific health concerns are incorporated into the sections that follow.



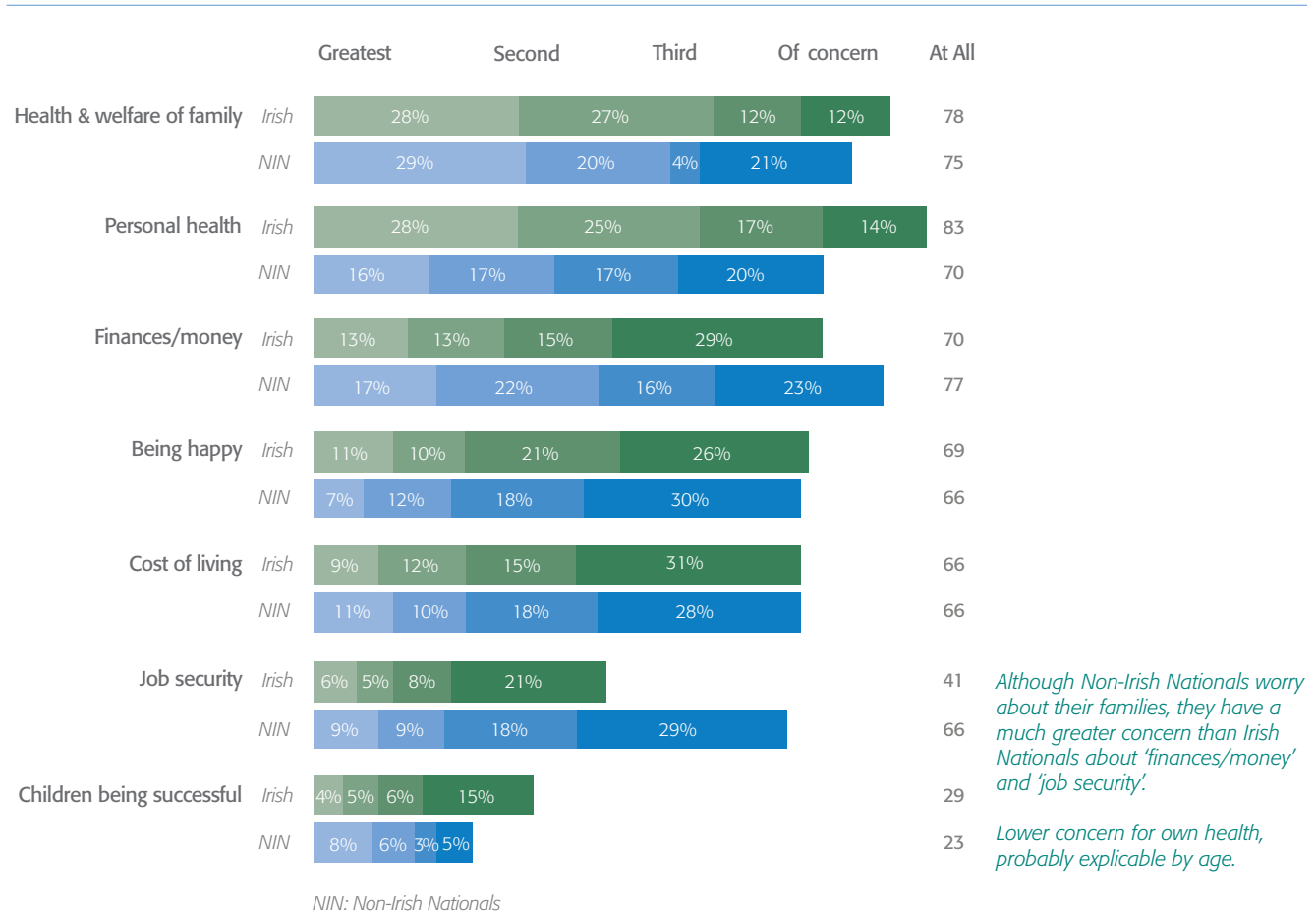
**RANKING OF PERSONAL CONCERNS**

The Index sought to establish where concerns about health ranked amongst other concerns such as finance. The health and welfare of family took priority with 28% claiming it was their greatest concern and 27% their second. Interestingly, 83% of females versus 73% of males and 91% of parents versus 72% of non-parents rated it as their greatest priority.

For the Irish personal health follows the health and welfare of family with 28% and 25% rating it first and second priority

respectively, with greatest importance for non-parents. Non-Irish nationals were more concerned about finance, money and job security.

Finance and money rate third among the personal concerns of the Irish population at 13%. Being happy isn't a top priority either with Irish people rating it at only 11% with the cost of living (9%) and job security (6%) scoring low also. Finally, of least concern for the Irish is the success of their children at 4%.



In general, younger adults are much less focused on health, placing more focus on finances/money, being happy and job security.

The over 35 age group on the other hand place great priority on health, both personal and family, with all other concerns dropping greatly in priority. It seems health concerns only receive prioritisation with age and / or partnership.

Although the non-Irish nationals worry about the health and welfare of their families, there is greater concern about finances and money among this group than with the Irish. This is likely reflective of the age band within which the non-Irish nationals largely reside.

	SEX			AGE					CLASS			AREA	
	Total	Male	Female	15-24	25-34	35-49	50-64	65+	ABC1	C2DE	F	Urban	Rural
<b>Base:</b>	<b>1033</b>	<b>512</b>	<b>521</b>	<b>178</b>	<b>208</b>	<b>263</b>	<b>207</b>	<b>177</b>	<b>415</b>	<b>507</b>	<b>111</b>	<b>643</b>	<b>390</b>
Personal health	28	27	29	13	20	25	40	50	25	28	45	24	34
Health & welfare of family	28	25	31	14	27	39	30	24	29	27	30	27	29
Finances/Money	13	15	11	25	18	10	8	3	12	16	6	16	9
Being happy	11	10	13	22	8	10	6	9	14	9	6	10	12
Cost of living	9	10	8	9	12	6	8	8	8	9	8	10	6
Job security	6	8	4	12	6	5	4		6	6	1	6	5
Children being successful	4	4	3	2	6	5	3	1	4	4	1	5	2
None of these/ Don't know	2	2	1	3	3	-	1	5	2	1	2	1	2
Not stated/Don't know	*	-	*	-	-	-	-	1	-	*	-	-	*

**Younger adults are much less focused upon health....money, job security, and happiness predominate under 35, perhaps sowing the seeds for poorer health in later life**

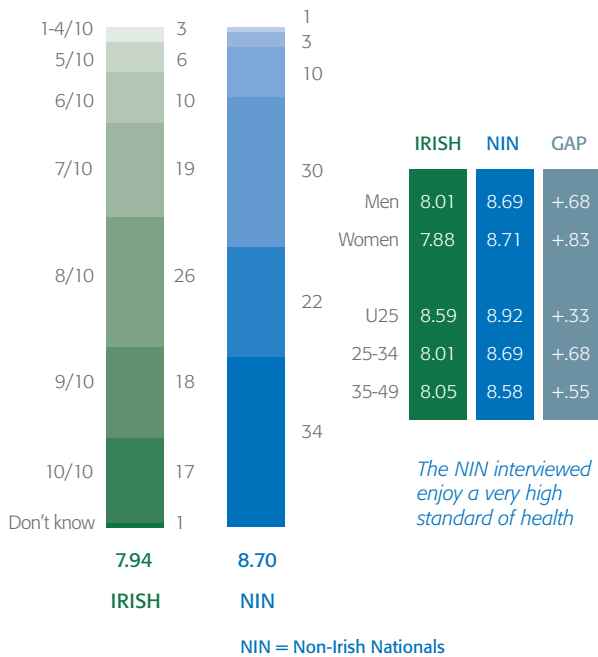
PERSONAL HEALTH ASSESSMENT

As was the case in 2006, the nation expressed high levels of confidence in their own health, which contrasts sharply with the statistical reality encountered by the health services every day. Irish adults are very positive about their own health with 65% rating their own health as 8 (or more) out of 10, and 84% as 7 (or more) out of ten. Average assessments remain high, even among the elderly with an average adult score of 7.9 out of ten. This strong perception of personal health is a concern considering the fact that Ireland has some of the highest rates for conditions such as heart disease and cancer in the world. The non-Irish nationals enjoy a very high stan-

dard of health and rate their own health even higher than do the Irish (8.7 out of 10 on average).

Unsurprisingly, the group who rate their personal health the highest are the under 25 year old age group. Among the 50-64 age group 12% would rate their health as ten out of ten, with 20% giving nine out of ten, 27% eight out of ten, and 21% seven out of ten. However, despite these upbeat views, the vast majority of Irish people, 87%, would like to make changes to their lives to be healthier, and 37% claim to be committed to doing so.





**PERSONAL HEALTH ASSESMENT:  
IRISH VERSUS NON-IRISH NATIONALS**

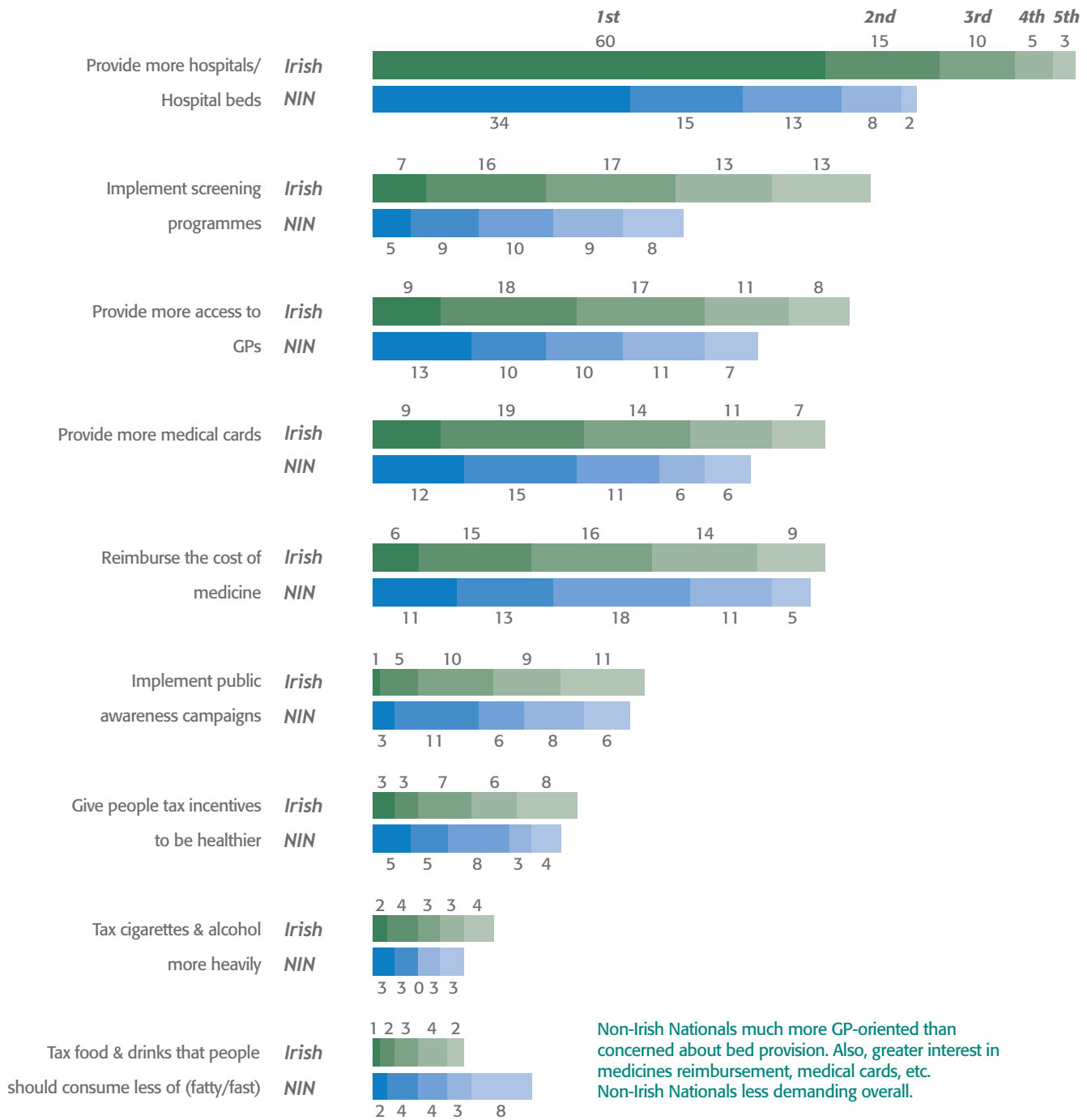
**PRIORITISATION OF HEALTH ISSUES**

Given the chance, Irish people are in no doubt what they would do if they were Minister for Health. An overwhelming 60% of those surveyed would provide more hospitals or hospital beds. 27% suggested they would provide more access to GPs as their first and second priority and 23% rate implementing screening programmes as their first and second priority. A further 21% would make reimbursing the cost of medicine for Irish people their first or second priority.

Of less importance for Irish people, would be the implementation of public awareness campaigns, with only 1% and 5% rating it among their first and second priority as Minister for Health.

Interestingly, 3% claim they would provide tax incentives to be healthier, 2% would tax cigarettes and alcohol more heavily and 1% would tax the food and drinks that people should consume less of.

The non-Irish nationals were more GP-oriented than concerned about bed provision and this group had a greater interest in medicines, reimbursement and medical cards.



Non-Irish Nationals much more GP-oriented than concerned about bed provision. Also, greater interest in medicines reimbursement, medical cards, etc. Non-Irish Nationals less demanding overall.

J.8305 LR/lf

NIN = Non-Irish Nationals

HEALTH PRIORITIES: NATIONAL POPULATION & NON-IRISH NATIONALS COMPARED

HEALTH PRIORITIES (AGE & ILLNESS)

One outcome of the survey was the correlation between a person's health priorities and the condition/illness they have. For example, those with chronic pain wish for more GP access, particularly those over 65.

People with osteoporosis would implement more public awareness campaigns. Similarly, people with cancer would like to see more screening programmes implemented.



### PERSONAL EXPERIENCE OF MEDICAL CONDITIONS

Despite expressing great confidence in the state of their personal health, more than one in three Irish people claim to have a medical condition.

36% of those surveyed claimed to have a medical condition, with a higher percentage of women to men. Furthermore, 38% of the farming community versus 35% of higher socio-economic groups and 36% of lower socio-economic groups claim to have at least one of the conditions, indicating that farmers are slightly unhealthier than other population groups. In 2006 however, 51% of the farming community claimed to have at least one health condition. Also, 20% of farmers said they had experience of arthritis, some 11% more than lower socio-economic groups and 13% more than higher socio-economic groups.

Understandably, those under 25, the 25-34 and 35-49 age groups seem to be less affected by any of the conditions with 29% of the 35-49 age groups not claiming any condition. The highest claimants are those in the 35-49 age group with irregular blood pressure and high cholesterol being the most experienced conditions, at 8% and 7%. This figure is disquieting considering heart disease is the biggest killer in Ireland and both high cholesterol and blood pressure are contributing factors to this disease. As steps can be taken to reduce the risk of high cholesterol and blood pressure, a continuous drive to encourage healthier lifestyles needs to be implemented.

Over half (52%) of those in the 50-64 year old age category have had one of the conditions referred to. Some 15% have high blood pressure or arthritis, and 12% claim they have had high cholesterol, a further 10% have heart disease – a rise of 4% on figures from 2006.

Over 82% of people over 65 have one of the conditions – another significant rise of 12% on two years ago – with 32% having high blood pressure, 35% arthritis, 17% high cholesterol, 12% diabetes and 13% with heart disease, an increase of 4% on the figure from 2006.

Of concern across all age groups is the fact that conditions which rank highly in terms of known incidence did not appear to affect those surveyed. This suggests stigmatisation of medical conditions so that Irish people do not admit to having them i.e. depression (3%) / osteoporosis (2%), or that levels of diagnosis are low even though CSO figures outline the high incidence of such conditions in Ireland.

The non-Irish nationals are less than half as likely to experience a serious medical condition.

### DUPLICATION OF CONDITIONS

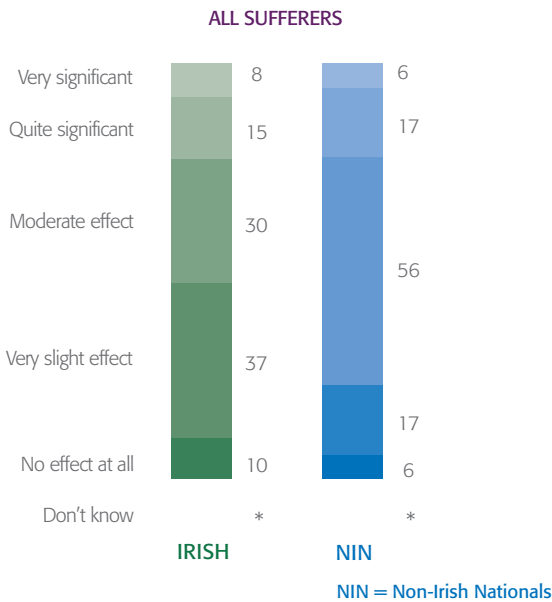
People surveyed with high blood pressure also experienced high cholesterol (42%), heart disease (39%), chronic pain (15%) and arthritis (32%). Those with arthritis also had high blood pressure (30%) and high cholesterol (27%). People who had high cholesterol experienced high blood pressure (27%) and heart disease (31%), while those with asthma suffered from other infections (8%).

### PERCEIVED SEVERITY OF CONDITIONS

People with chronic pain (43%), arthritis (26%) and heart disease (31%) say that their condition is severe. Survey respondents who say their illness has a severe/moderate impact on their life are people with cancer at 59%, diabetes (71%), osteoporosis (66%), high blood pressure (51%), depression (76%), asthma (48%), infections (37%) and high cholesterol (64%), a rise of 14% on 2006.

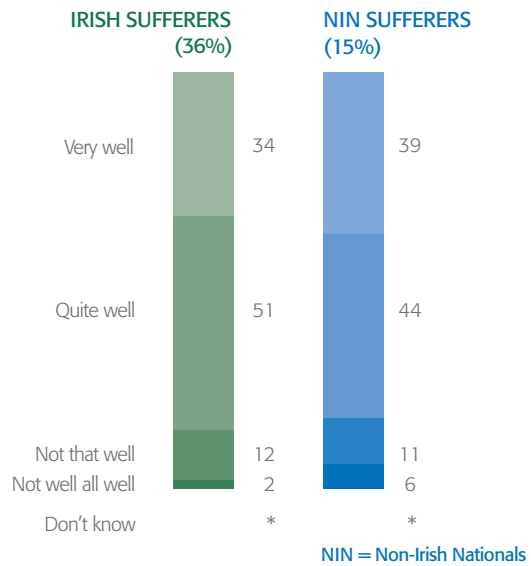
### EFFECT ON QUALITY OF LIFE

It is interesting to see that while the prevailing attitude with respect to health in Ireland is a very upbeat one, just over half of the people with a medical condition say that their condition affects their quality of life. The 36% of people who experienced a condition claimed the effect the condition/illness had on their quality of life was as follows; very significant (8%), quite significant (15%), moderate effect (28%), very slight effect (31%) and no effect at all (17%).



**HOW WELL INFORMED ABOUT THEIR ILLNESS ARE IRISH PEOPLE?**

In the main, Irish people say they are well informed about the conditions they have. 34% of people feel they are very well informed about their condition, followed by 51% feeling they are quite well informed.



NO SUBSTANTIAL DIFFERENCE APPARENT

**EFFECT ON QUALITY OF LIFE: NON-IRISH NATIONALS (BASE: SUFFER FROM A LISTED CONDITION: 36%/15%)**

In 2006 there was a significant difference between farmers and the higher socio-economic groups in terms of the severity of impact of conditions and illnesses (28% farmers, 18% higher socio-economic groups) but in 2007 the gap between these groups was narrowed considerably (25% farmers, 21% higher socio-economic groups). The lower socio-economic groups claimed to be most significantly affected by conditions / illnesses suffered (26%).

Women (26%) reported a higher level of impact on their quality of life due to an illness or condition than did men (21%) and in terms of age, the 50-64 year olds (24%) and those over 65 (28%) experience a higher impact versus those aged 35-49 (2%) and those under 35 (15%).

The conditions that had a significant effect on a person's quality of life include depression (47%), osteoporosis (41%), chronic pain (40%) and heart disease (38%). Interestingly, in 2006 cancer was seen as having a significant affect on a person's quality of life by 65% of people with the illness, but that figure dropped dramatically to 28% in 2007.

Of those non-Irish nationals that do have a serious condition, 73% said that this might have a very slight affect (56%) or no affect at all (17%) on their quality of life.

**HOW WELL INFORMED ABOUT CONDITION: IRISH & NON-IRISH NATIONALS (BASE: SUFFER FROM ONE OF A LIST OF CONDITIONS)**

Those with depression claim they are the badly informed about their condition at 32% followed by infections (26%), diabetes (20%) and arthritis (19%).

**CONCERN ABOUT WORSENING OF CONDITION**

Nearly three out of four people with a medical condition expressed a concern about their condition deteriorating. 73% of people worry to some degree about the worsening of the condition with 27% not worrying at all. The lower socio-economic groups worry the most about their health at 56%, followed by the higher socio-economic groups at 51% and then farmers on 50%. In 2006 farmers were the most concerned group at 57%. Unsurprisingly, 56% of those over 65 worry most about the worsening of their condition. Of the non-Irish nationals, 50% worry a little about their condition worsening.

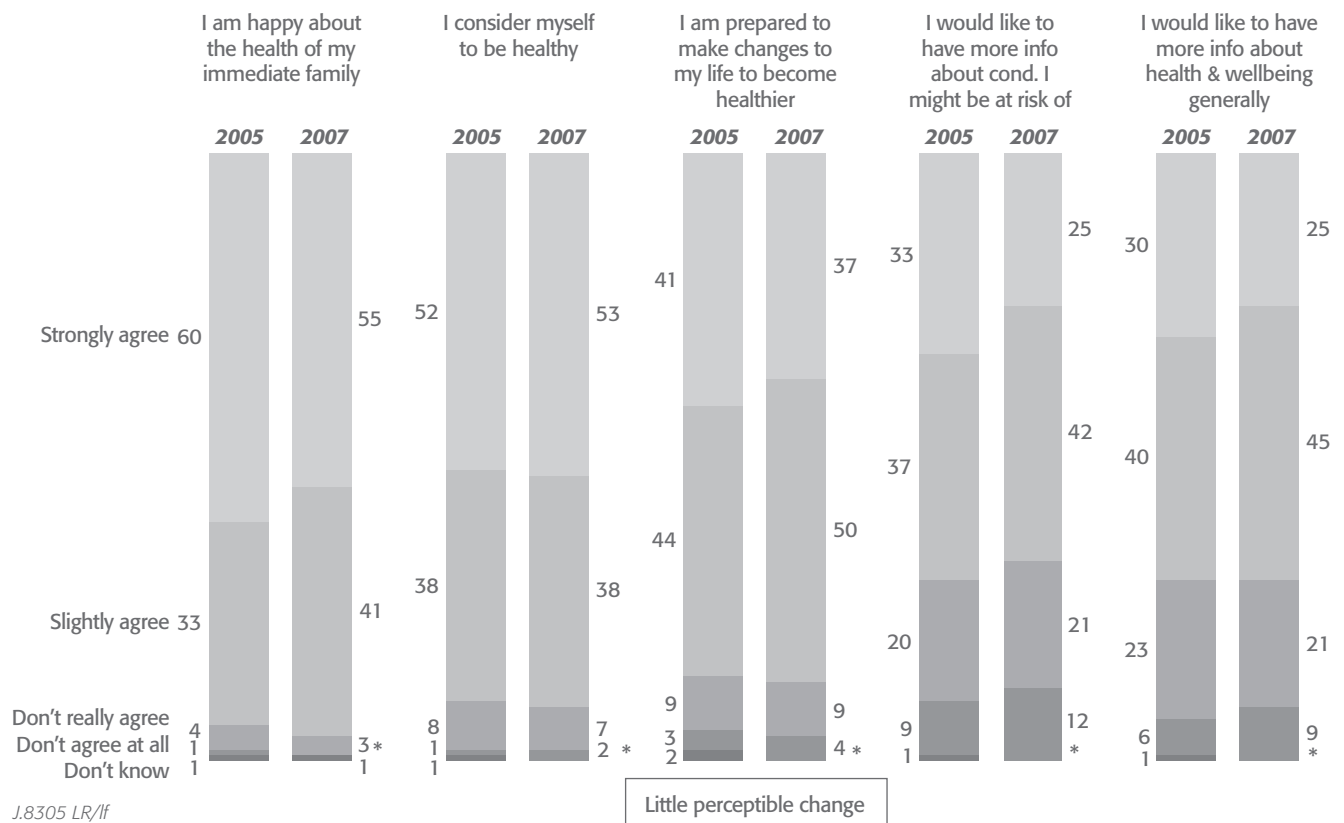
People suffering from depression worry most about their condition worsening at 43%, a rise of 18% on 2006, followed by chronic pain (25%), osteoporosis (15%), diabetes (15%), heart disease and arthritis (both 18%).

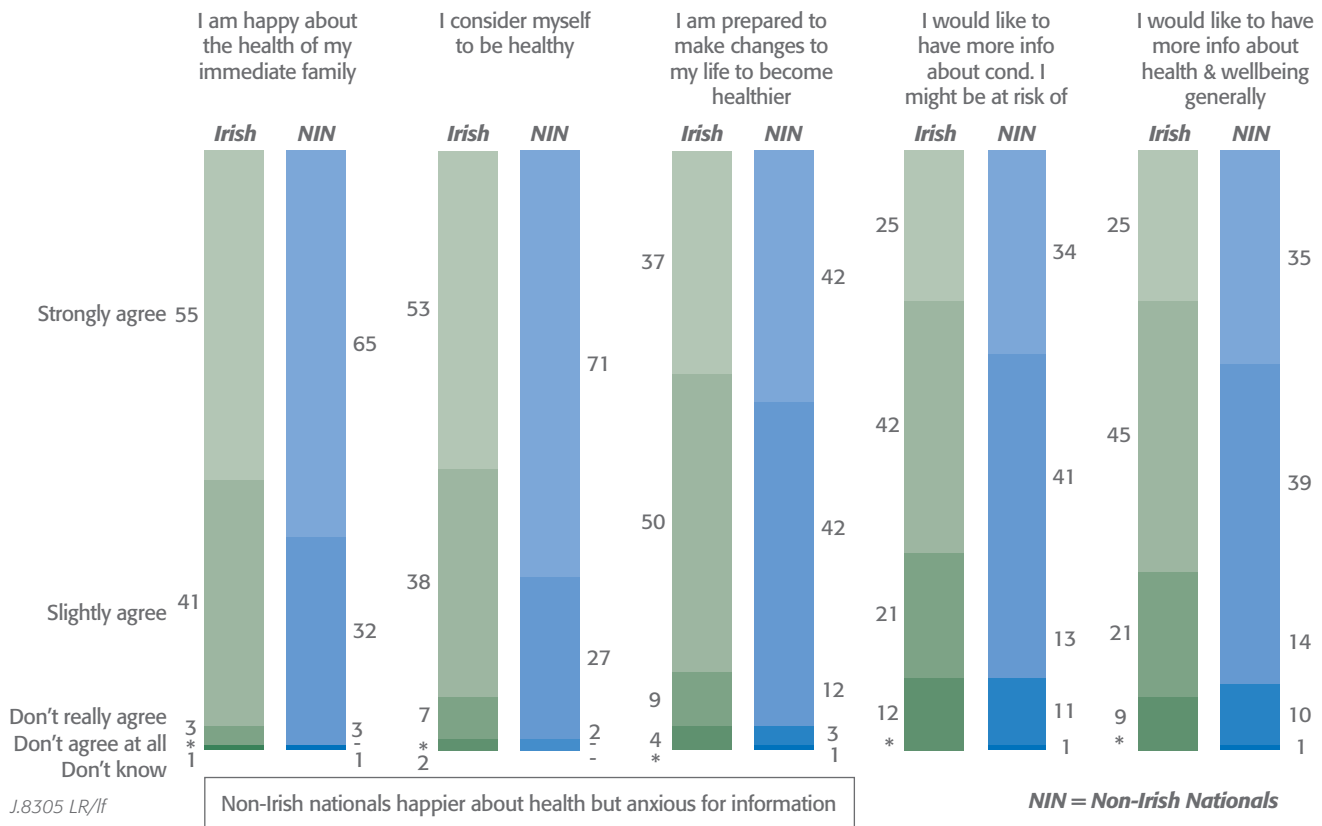


**ATTITUDES TO HEALTH**

While Irish people expressed high levels of happiness about their own health and the health of their families, nearly two out of five people said they would be happy to do things to make them healthier. By contrast, there seems to be widespread indifference with respect to learning more about illnesses that people may be at risk from.

55% of people are happy with the health of their immediate family. Although 53% strongly agree that they are healthy, 37% would still be prepared to make changes to their life to become healthier. Of worry is that 33%, almost a third of the Irish population, would not want information about conditions that they might be at-risk of getting and a further 30% would not want information on health and wellbeing generally. Although these statistics leave two-thirds of the population wanting information on both areas it still leaves a potential knowledge gap.





**ATTITUDE TO HEALTH : IRISH & NON-IRISH NATIONALS**

People suffering from depression consider themselves to be the least healthy (43%), followed by those with heart disease (40%), and cancer and diabetes (both 40%). This is followed by osteoporosis (34%), arthritis (27%), chronic pain (26%), blood pressure (20%), high cholesterol (19%), and asthma (16%).

In terms of those who would be prepared to make changes in their life to become healthier, 87% of all adults would agree to some extent, 92% of those between 35-49 would be most prepared compared to 83% for those under 25, 89% of 25-34 year olds, 89% of those between 50-64 and 74% over 65.

The non-Irish nationals consider themselves to be very healthy with 98% agreeing or strongly agreeing with this idea. 84% said they would be prepared to make changes in their life to become healthier, 74% said they would like more information about conditions they might be at risk of and 74% said they would like more health information generally.



**SHORT TERM HEALTH INTENTIONS (LIKELY TO DO IN THE NEXT THREE MONTHS)**

Those under 25 claimed that they would get more exercise (36%) and get more sleep (24%), with 17% saying they would do nothing, second only to people over 65 of whom 28% would do nothing.

Respondents between 25-34 and 34-49 claim they would be more active or take more exercise at 44% and 42% respectively. The latter age group also score the highest for claiming they would adopt a less stressful life (32%) and a more balanced diet (22%) to become healthier.

	TOTAL		SEX		AGE					SOCIAL CLASS			AREA	
	2005	2007	Male	Female	15-24	25-34	35-49	50-64	65+	ABC1	C2DE	F	Urban	Rural
<b>Base:</b>		<b>1033</b>	<b>512</b>	<b>521</b>	<b>178</b>	<b>208</b>	<b>263</b>	<b>207</b>	<b>177</b>	<b>415</b>	<b>507</b>	<b>111</b>	<b>643</b>	<b>390</b>
Being active/ Taking more exercise	35	38	35	41	36	44	42	40	22	47	33	29	41	34
Be less stressed	25	25	23	27	18	25	32	26	19	30	24	11	32	15
Adopt a more balanced diet	22	20	18	21	19	21	22	21	12	20	20	20	21	17
Get more sleep	18	18	17	19	24	19	18	12	20	20	17	17	22	14
Reduce alcohol intake	5	8	11	4	14	9	5	8	3	7	9	2	11	4
Give up smok- ing	8	8	8	9	9	11	8	9	2	5	11	5	9	7
Work less	5	9	11	6	3	7	11	14	6	9	7	13	9	8
Become better informed about health	8	6	6	6	2	7	6	8	8	3	9	4	6	7
Visit the doctor more often	6	6	5	6	1	3	5	7	16	5	6	9	5	6
Not stated/ Don't know	14	14	17	12	17	14	7	12	28	11	16	20	11	19

**No great shifts: young – sleep, less alcohol. Early family – smoking, exercise. Family – reduce stress, work less. Late family – health information. Post family – visit the doctor.**

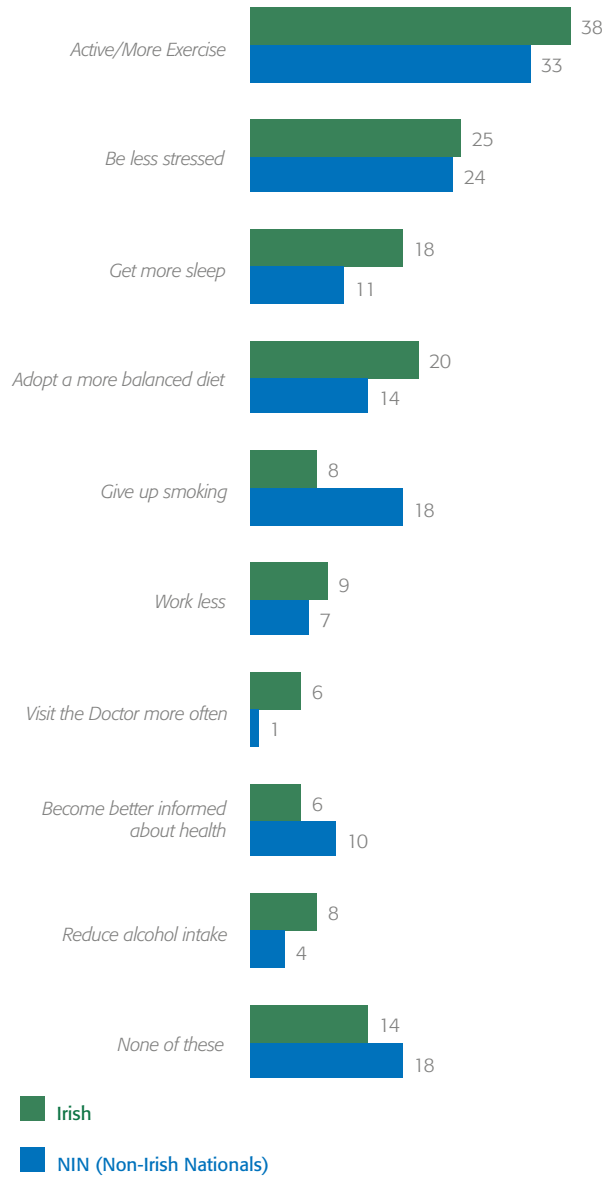
In terms of cardiovascular conditions, 26% of people with high cholesterol, 18% with high blood pressure and 12% with heart disease would adopt a more balanced diet. All of these figures represented a reduction on similarly expressed intentions in the 2006 Health Index.

In general, very few of those surveyed would work less (9%), give up smoking (8%), reduce their alcohol intake (8%), visit their doctor more often (6%) or become better informed about their health (6%).

	Total	Heart Disease	Cancer	Arthritis	Chronic Pain	Osteoporosis	Blood pressure	Asthma	Diabetes	High Cholesterol	Depression	Infections
<b>Base:</b>	<b>1033</b>	<b>47</b>	<b>19</b>	<b>110</b>	<b>42</b>	<b>20</b>	<b>113</b>	<b>50</b>	<b>37</b>	<b>75</b>	<b>32</b>	<b>56</b>
Being active/Taking more exercise	38	38	19	36	34	13	40	52	28	41	31	42
Be less stressed	25	26	31	26	29	41	29	23	22	38	44	34
Get more sleep	18	14	10	21	18	26	22	15	25	22	15	29
Adopt a more balanced diet	20	12	15	18	33	11	18	23	17	26	34	26
Give up smoking	8	2	-	5	19	-	6	18	12	8	29	21
Work less	9	2	10	11	2	4	8	8	7	8	3	14
Visit the doctor more often	6	14	29	12	6	9	17	5	16	14	14	8
Become better informed about health	6	10	15	9	2	-	8	13	8	8	10	6
Reduce alcohol intake	8	4	-	4	19	-	6	11	4	5	6	5
None of these/Don't know	14	25	14	17	15	30	15	7	22	11	11	5

The non-Irish nationals are significantly more likely to try to stop smoking with 18% saying they would do so. This group was also more interested in becoming better informed about health (10%) than the Irish (6%). In other areas, the non-Irish nationals have lower intentions with respect to alcohol intake (4%); getting more exercise (33%), adopting a more balanced diet (14%) and getting more sleep (11%).

*NIN lag the traditional Irish in most respects, except in relation to becoming better informed or giving up smoking*



**SHORT TERM INTENTIONS: IRISH VERSUS NON-IRISH NATIONALS**

Irish people continue to express a great deal of optimism about their own health, as they did in 2006. If anything, confidence has grown. The average Irish person rates their own health as being nearly eight out of ten (7.9) despite Ireland having some of the highest incidence of high cholesterol and heart disease in Europe. Even in the 65+ age group, some seven out of ten Irish people would rate their health as being good. There is no deviation across Irish society on this point.

The health and welfare of family and personal health continue to be the chief concerns of Irish people with the issues of money and happiness being of more concern to younger age groups. Health is much more of a concern to older age groups who are correspondingly less focused on money and finances.

The prioritisation of 'public' health issues reflects the finding of the 2006 Health Index. More than 60% feel we need more hospitals/hospital beds, and there is a marginal growth in the need for GP access and medical cards. There was also a small reduction in the interest of awareness campaigns and tax based measures to promote healthiness.

It would appear the non-Irish nationals are singularly healthy with just 15% of them suffering from any of the listed conditions. The age profile of this group factors into this and the non-Irish nationals are more anxious to learn about health generally and health risks in particular than the Irish. The non-Irish nationals are also more likely to consider stopping smoking, but aside from these two areas, their health intentions lag behind those of the Irish.



