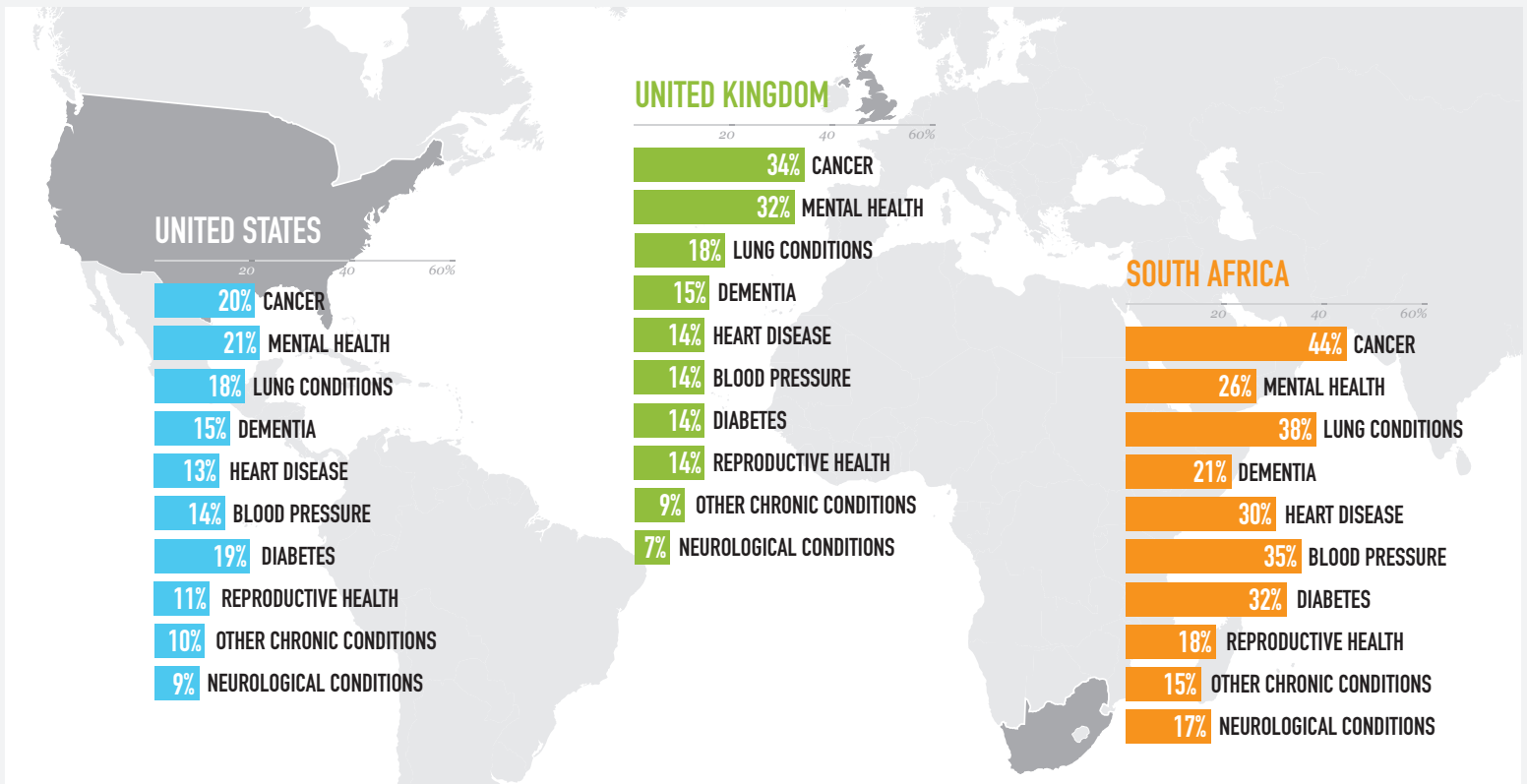


## TOP HEALTH CONCERNS

Cancer and mental health are the most pressing health conditions.



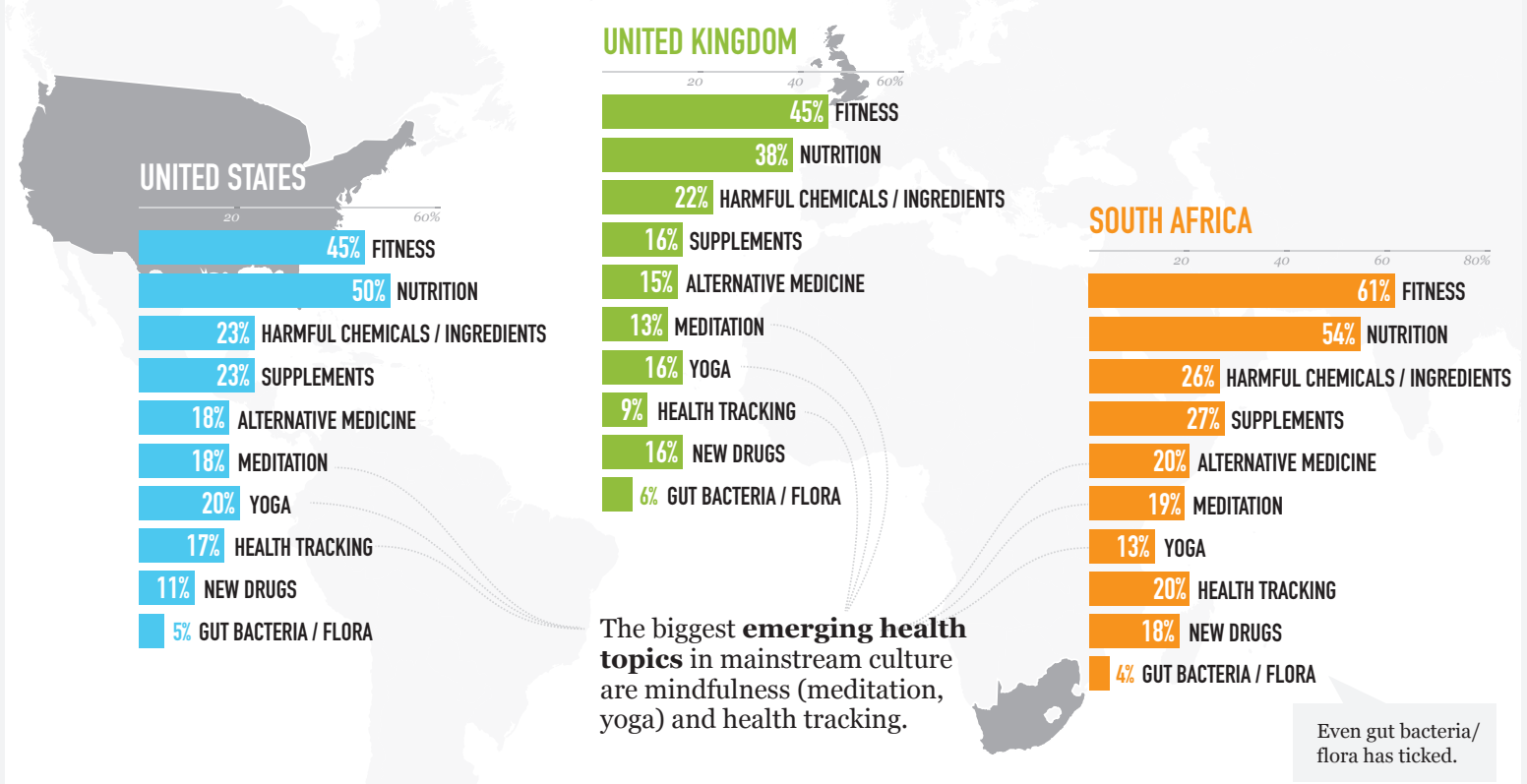
% Describing Their Experience with Health Conditions

**MOST WORRY ABOUT CONDITIONS AFFECTING PEOPLE RELATED TO THEM**



## STAYING INFORMED

MILLENNIALS KEEP ACTIVELY INFORMED ABOUT **TRADITIONAL & EMERGING TOPICS**



### Sources of Health Information

	US	UK	S. AFRICA
Google Search	49%	51%	53%
Wikipedia	27%	36%	37%
Doctor Reviews	20%	24%	32%
Facebook	24%	16%	27%
Books/eBooks	17%	16%	25%
Online Q&A Sites	13%	20%	22%
Medical Journal	21%	18%	17%
Physician Blogs/Websites	16%	14%	22%
Medical Research Portal	20%	14%	16%

Newer online sources are also into the mix: hospital reviews, Twitter, Facebook, disease-specific forums/support communities/meetups, user-generated videos, and podcasts.

**ONLINE SOURCES ARE THE MOST FREQUENTLY CONSULTED**

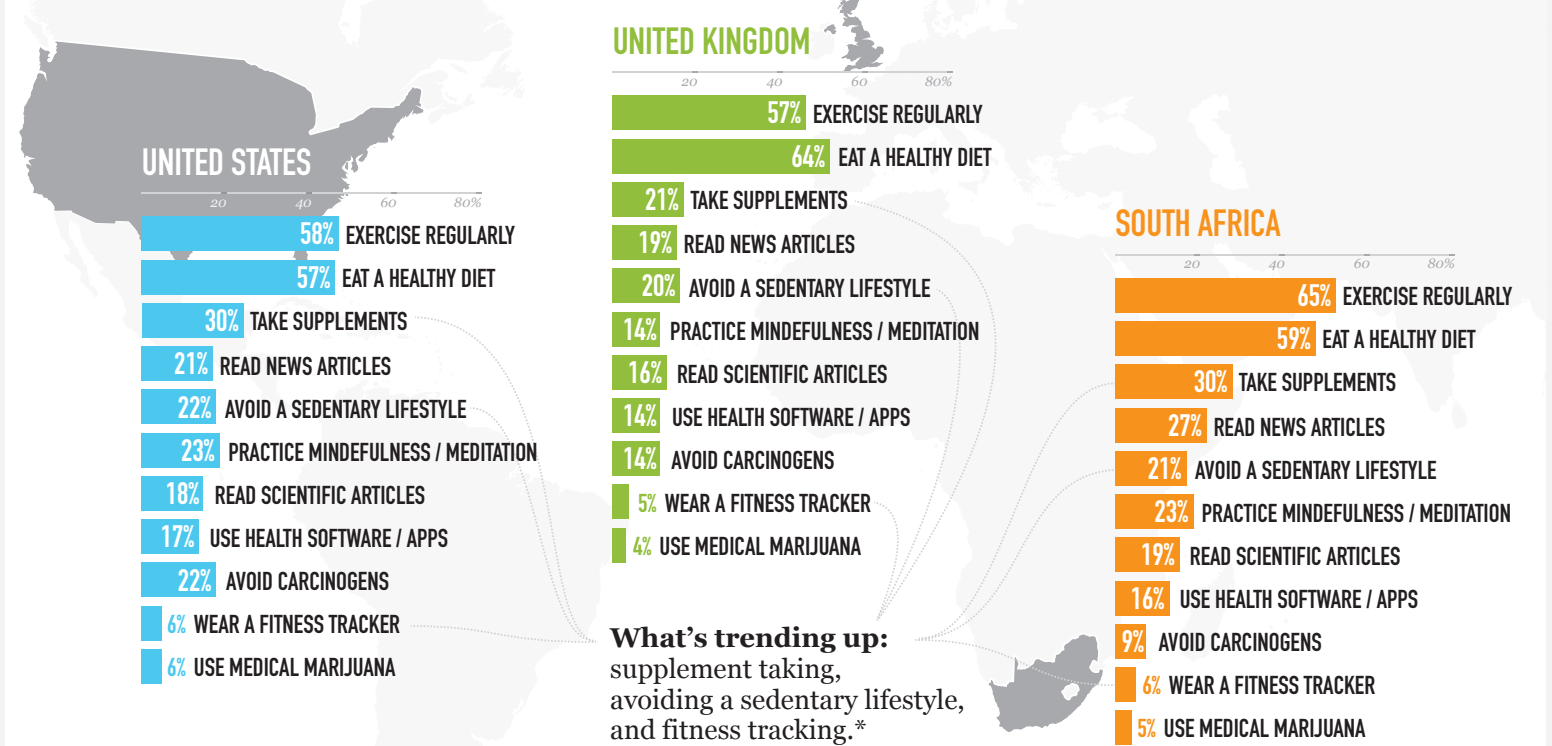
**TRADITIONAL SOURCES ARE TRUSTED, WITH SOCIAL SOURCES ON THE RISE**

### Sources of High Quality or Trustworthy Information

	US	UK	S. AFRICA
Physicians	57%	39%	51%
Pharmacists	28%	41%	42%
Scientists	36%	36%	32%
Hospital Networks	30%	35%	36%
Government Agencies	24%	29%	19%
Fellow Patients	32%	18%	15%
Pharma Companies	14%	14%	32%
Social Media	12%	10%	16%
News Media	10%	8%	17%

## TRENDING HEALTH BEHAVIORS

**NUTRITION & FITNESS DOMINATE CURRENT SELF-CARE**



\*Based on % of respondents who plan to start or continue these behaviors in the next 6 months.

### Dietary Preferences

	US	UK	S. AFRICA
High Protein	17%	9%	25%
Low Calorie	14%	11%	6%
Vegetarian	10%	9%	8%
Low Carb	4%	4%	11%

**A MAJORITY ADHERE TO A SPECIFIC DIET—HIGH PROTEIN IS NOW A LARGER CATEGORY THAN VEGETARIAN & VEGAN COMBINED.**

### Health Concerns

	US	UK	S. AFRICA
Soda	47%	42%	53%
Stress	41%	38%	50%
Pollution	38%	34%	42%
Energy drinks	34%	39%	37%
Artificial sweeteners	32%	32%	40%
e-Cigarettes	32%	30%	37%
Sleep quality	28%	31%	39%
Sugary drinks (not soda)	30%	31%	22%
Sitting too many hours	31%	30%	33%
Diet / sugar-free soda	32%	22%	30%
Meat / dairy produced with hormones	23%	20%	33%
Artificial coloring	22%	21%	27%

**ENERGY DRINKS & E-CIGARETTES RIVAL SUGARY SODAS & STRESS IN IMPORTANCE**

The list continues, including preservatives, air quality, high fructose corn syrup, GMO crops, quality of water supply, meat/dairy with antibiotics, antibiotics, non-organic foods, low fat/nonfat dairy, and multivitamins.