

Foundation 49

Mens' Health Survey Respondent Report

Conducted: June 2009
By StrategyCo
www.strategyco.net

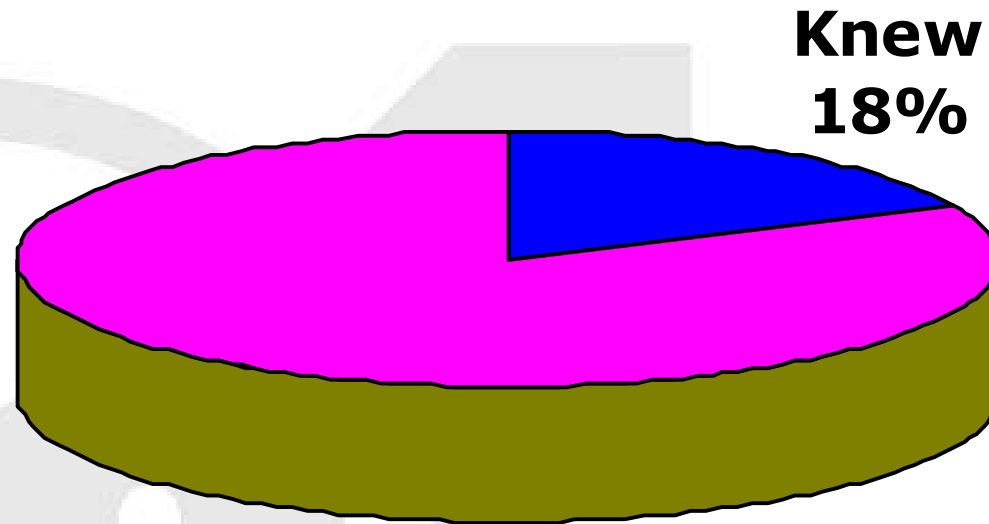
Method / Response Rate

- An online survey was developed to explore a range of men's health issues and their attitudes.
- Survey emailed to 1,387 men who have indicated that they are willing to be on a panel to complete surveys on men's health. The covering email encouraged recipients to forward the email on to other men for completion.
- 686 men completed the survey - **52.4%** response rate. This is considered to be a very good response rate.
- The key flaw with using email only is that the survey results may be skewed to white collar men and those who use a computer.

The Results

49
decades of life

Knew it was International Men's Health Week in Australia (15-20 June)



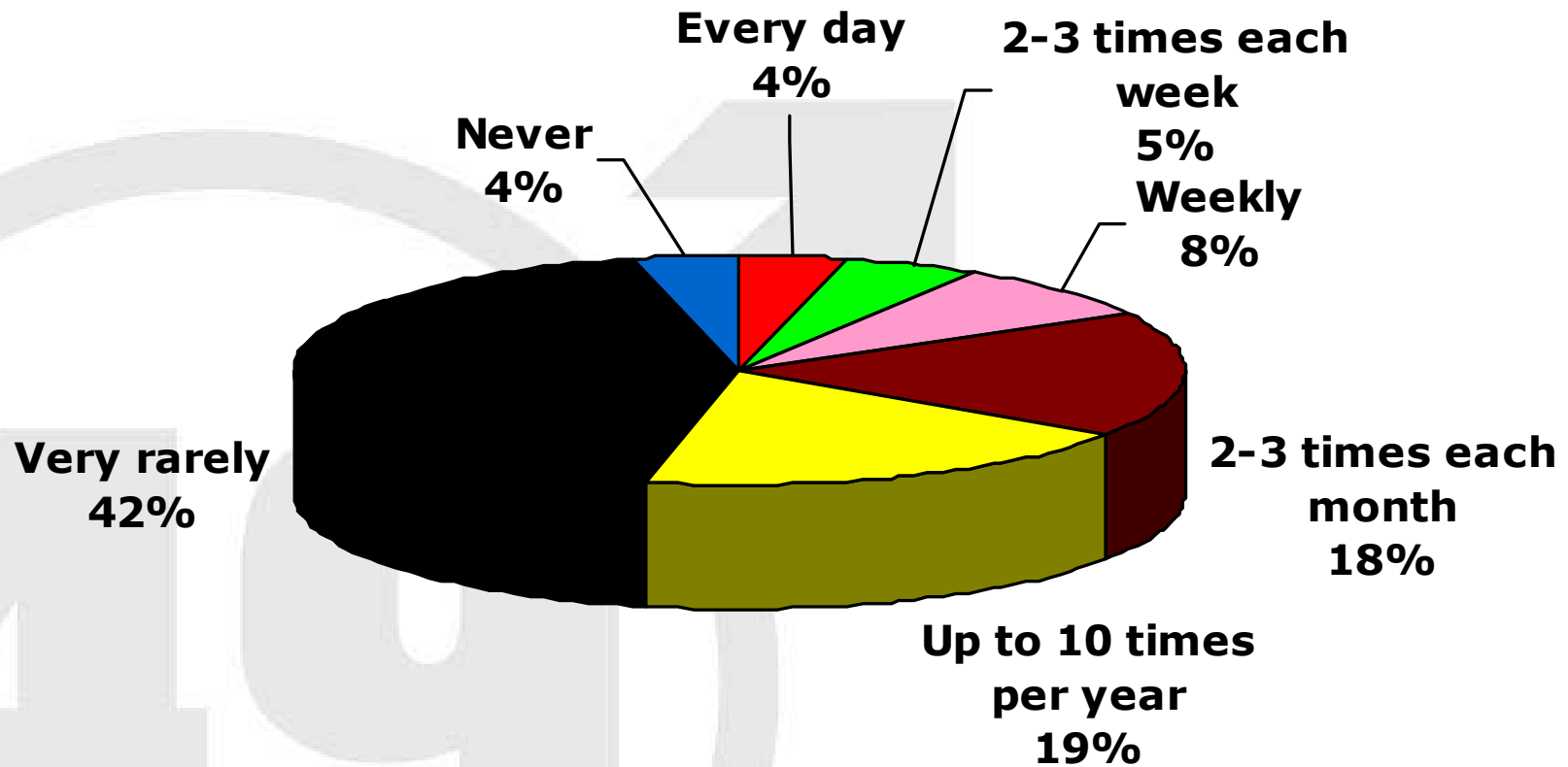
**Didn't Know
82%**

**Knew
18%**

Main reasons respondents would you go to the GP
(select ALL that apply)

Reason	%
Blood in poo or wee	88.5%
Chest pain	76.2%
Shortness of breath with little exercise	55.0%
Persistent headache - for more than 2 days	54.8%
Health check when not sick	49.4%
Bleeding from an injury	33.2%
Lack of energy	18.8%
Low sex drive	15.6%
Other	13.7%
Desire to lose weight	12.1%
Desire to quit smoking	10.6%

Consumption of over the counter pain relief (paracetamol)

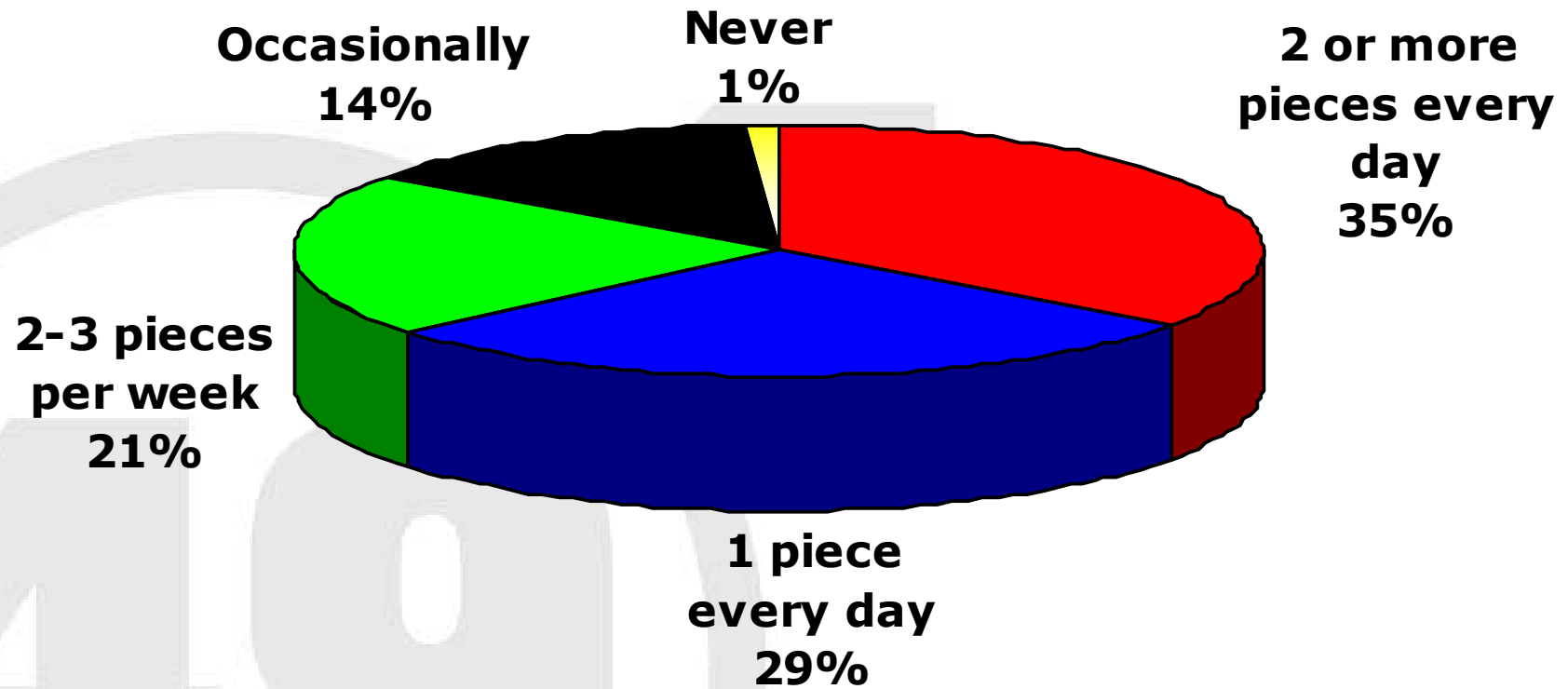


Methods used to cope with stress

(select ALL that apply)

Method	%
Have some time alone (e.g. go for a drive, listen to music etc)	63.4%
Physical activity (e.g. go for a run, swim, go to the gym, bike ride, walk)	57.9%
Talk to friends or family	37.5%
I ignore it	28.3%
Drink alcohol or take drugs	28.3%
I get angry	19.5%
Meditation	11.5%
Other	11.2%
See a counsellor	6.3%

Fruit Consumption

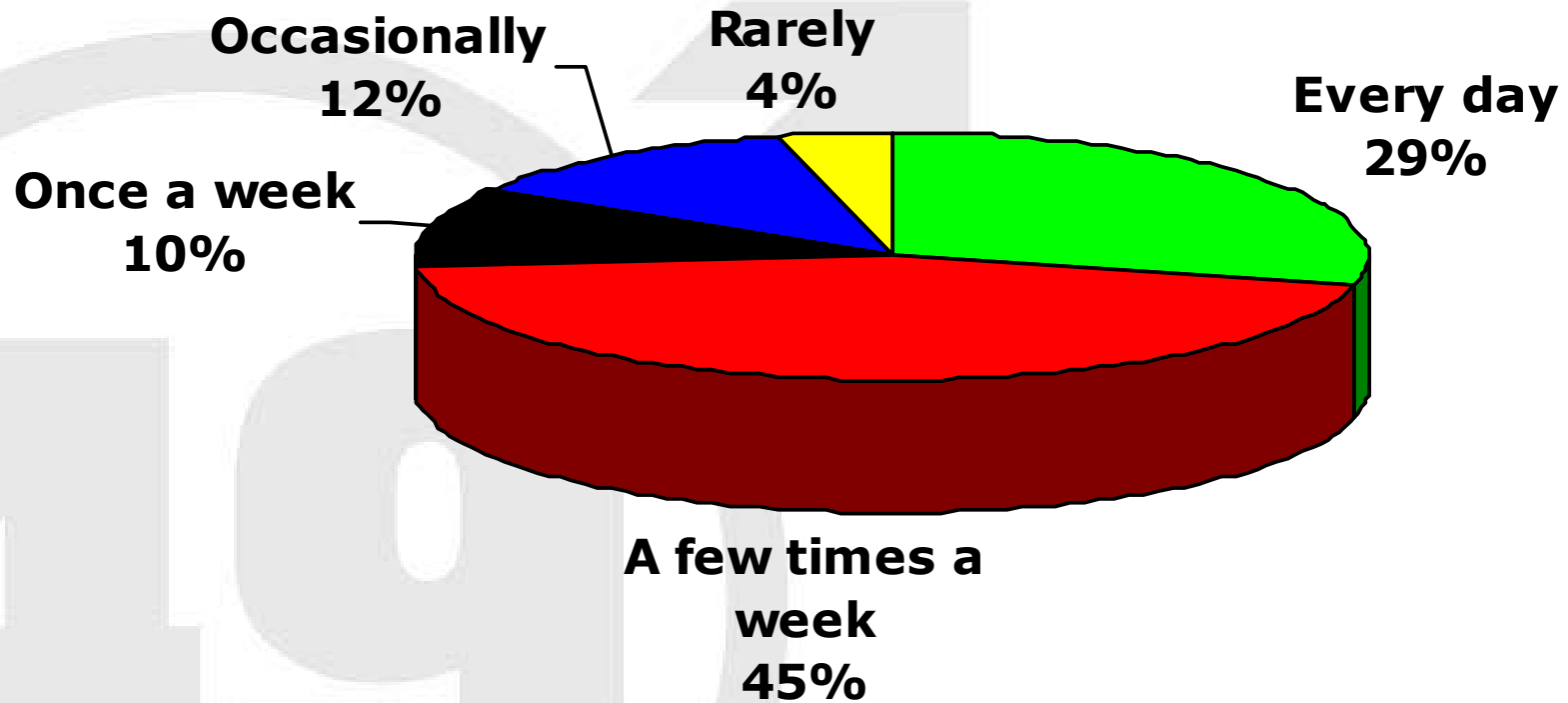


Favourite Exercise

Exercise	%
Walking	35.3%
Other	12.8%
Golf	10.1%
Cycling	9.5%
Gym	8.3%
Running	6.6%
Swimming	6.4%
None - I don't like exercise	4.2%
Tennis	2.8%
Soccer	2.0%
Football	1.5%
Cricket	0.6%

100% of respondents answered

Frequency of Physical Activity



100% of respondents answered

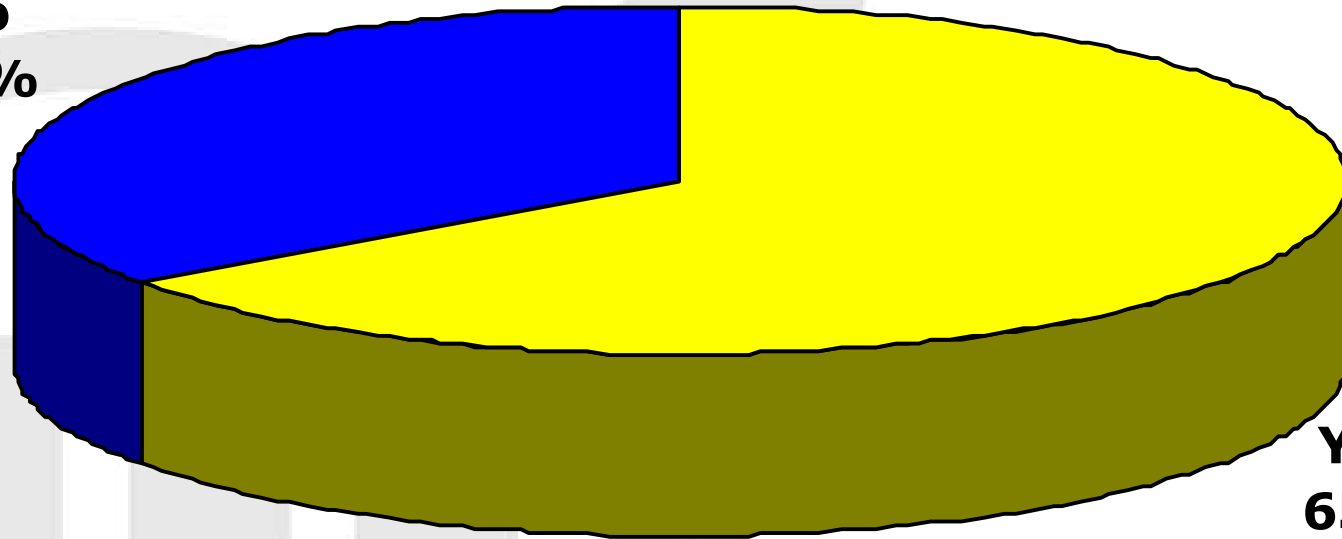
Perceived MOST COMMON cause of death for Men in Australia...

Choice	%
Heart disease	57.1%
Prostate cancer	15.7%
Smoking related problems	11.1%
Old age	6.1%
Bowel cancer	4.4%
Car accident	2.2%
Suicide	1.8%
Diabetes related problems	1.5%
Testicular cancer	0.1%

100% of respondents answered

Would like to receive free quarterly Magazine on Men's Health

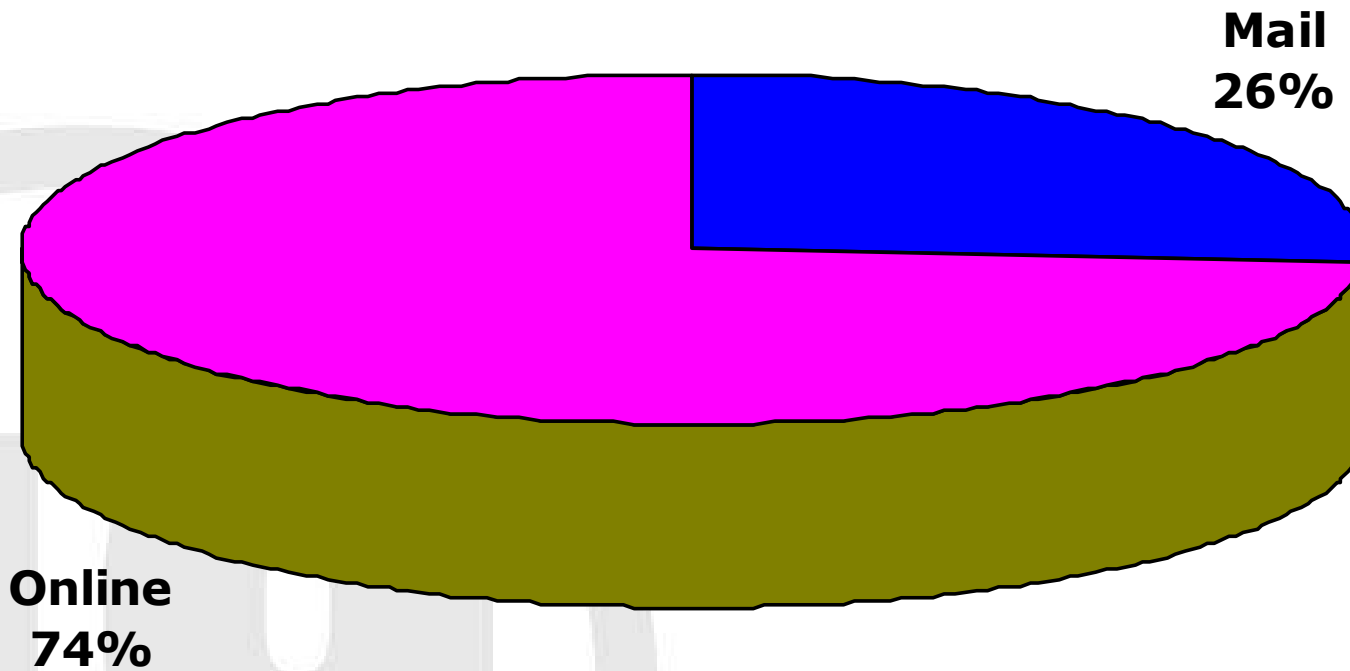
**No
35%**



**Yes
65%**

100% of respondents answered

Method preferred to receive magazine

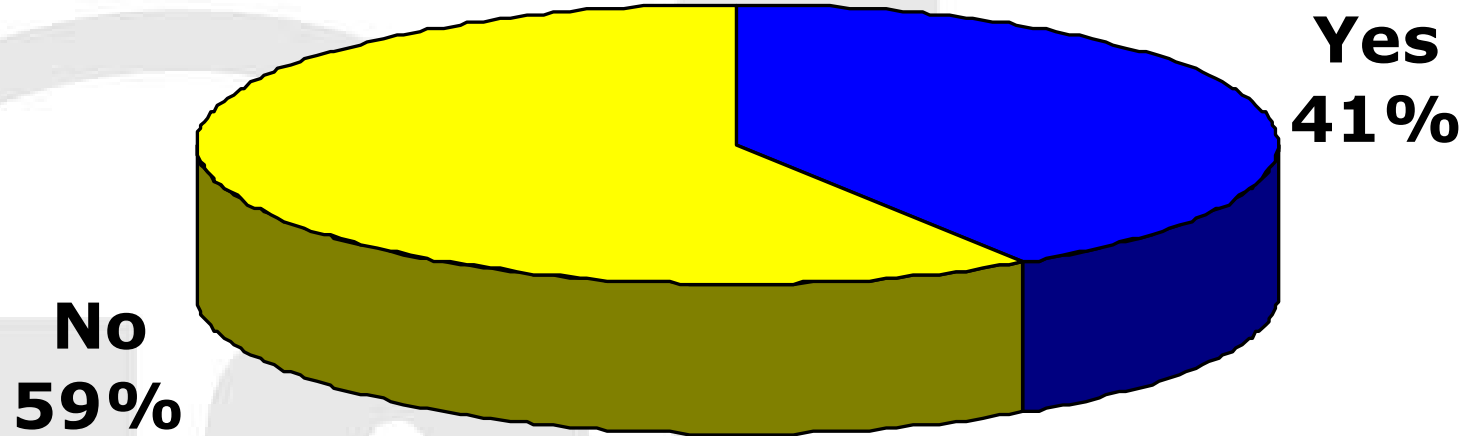


65% of respondents applicable to answer

65% of respondents answered



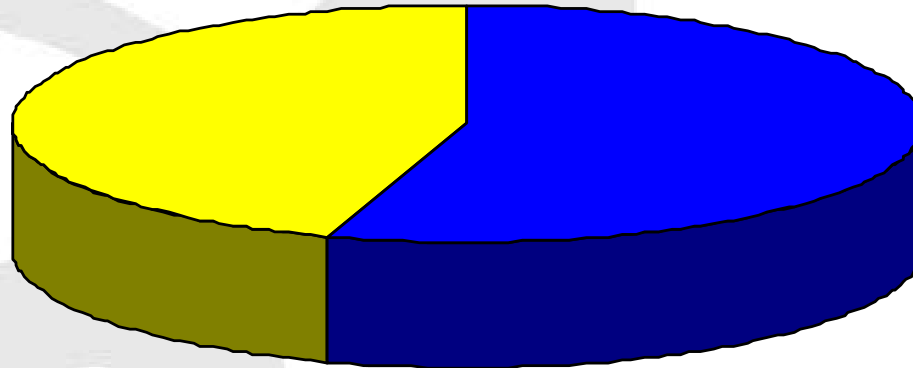
Completed a Foundation 49 Survey for the first time



100% of respondents answered

For men who completed a survey for the first time - Want to complete future surveys and receive info on men's health

**No
45%**



**Yes
55%**

**41% of respondents applicable to answer
41% of respondents answered**