



Fact Sheet: STADA Health Report

Background

Since 2014, the STADA Health Report has investigated how people deal with, think and talk about important health topics. Originally conceptualised as a German study, the STADA Health Report has now been conducted internationally for the third consecutive year. While 12 countries participated in the survey in 2020, 15 nations took part in 2021.

Objectives

With the Health Report, STADA aims to deliver a data-based foundation to enable and initiate a discourse on a very emotional and crucial topic: our health. How knowledgeable are Europeans about health topics? Which gaps in knowledge ought to be filled? Which concerns and reservations do they have about health today – and looking towards the future? How can these be addressed? And, most importantly: How can actors from different fields – in politics, the media and the pharmaceutical sector – work together with people across the continent to pave the way for a healthier tomorrow for all?

The STADA Health Report 2021

- **Methodology:** Representative online study by Kantar on behalf of STADA. Period: March through April 2021. Sample: Around 2,000 respondents each from Austria, Belgium, the Czech Republic, France, Germany, Italy, the Netherlands, Poland, Portugal, Russia, Serbia, Spain, Switzerland, Ukraine and the United Kingdom.
- **Topic:** How has the pandemic changed Europeans' views on health?
- **Content:** Do Europeans have a newfound appreciation for their own health? How have the respective healthcare systems fared during the pandemic? Who are reliable sources of health-related information for Europeans? Has their attitude towards compulsory vaccinations changed due to Covid? Have they adopted new and healthier habits? What influence did the pandemic have on Europeans' mental well-being?

Review: Key Findings of 2020

- The second international STADA Health Report was published in June 2020. A total of 24,000 people from 12 European countries were surveyed. Following the initial online study which was carried out from February through March, an additional survey was conducted in six participating countries in April to capture the mood following the outbreak of Covid in Europe, delivering the basis for a special Covid chapter.
- In 2020, Europeans demanded compulsory vaccinations (82 percent). Many were also open to digital medicine, such as remote treatment via webcam (70 percent). In the early days of the Covid crisis, 61 percent were satisfied with how their healthcare systems were handling the pandemic. The contribution of doctors, nurses and pharmacists to the fight against Covid was much admired (44 percent). As for personal repercussions during the pandemic, the majority of respondents mainly worried about a loved one falling ill with the virus (50 percent) as well as the lack of a vaccine to combat infection (42 percent).