

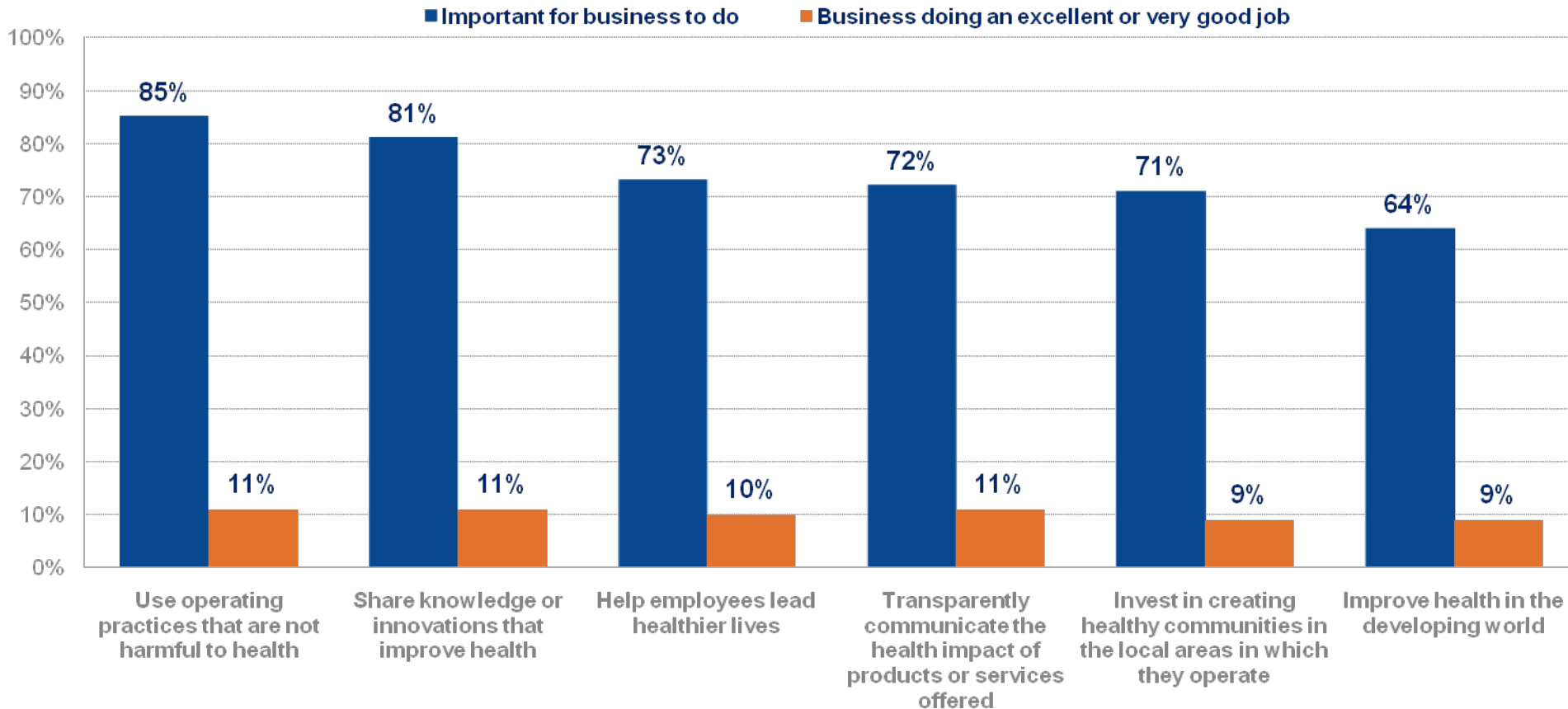
Health Engagement Pulse

December 2009

Key Findings

- Strong majorities of Americans think it is important for business to take specific actions related to health, such as using operating practices that are not harmful to health and helping employees lead healthier lives, but only 1 in 10 think business is doing an excellent or very good job at these.
- Strong majorities would recommend, purchase from, trust, work for and/or invest in a company committed to engaging in and improving health.
- Six out of 10 Americans think societal health is as important as protecting the environment and that business should be at least as actively involved in maintaining and improving health as it has been in maintaining and improving the environment.
 - However, just under half believe that “business contributes to the good health of our country's population”.
- Methodology:
 - Omnibus telephone survey conducted between November 19th-November 22nd, 2009
 - Sample Size: 1,000 respondents in the U.S., representative sample of adults ages 18 & over

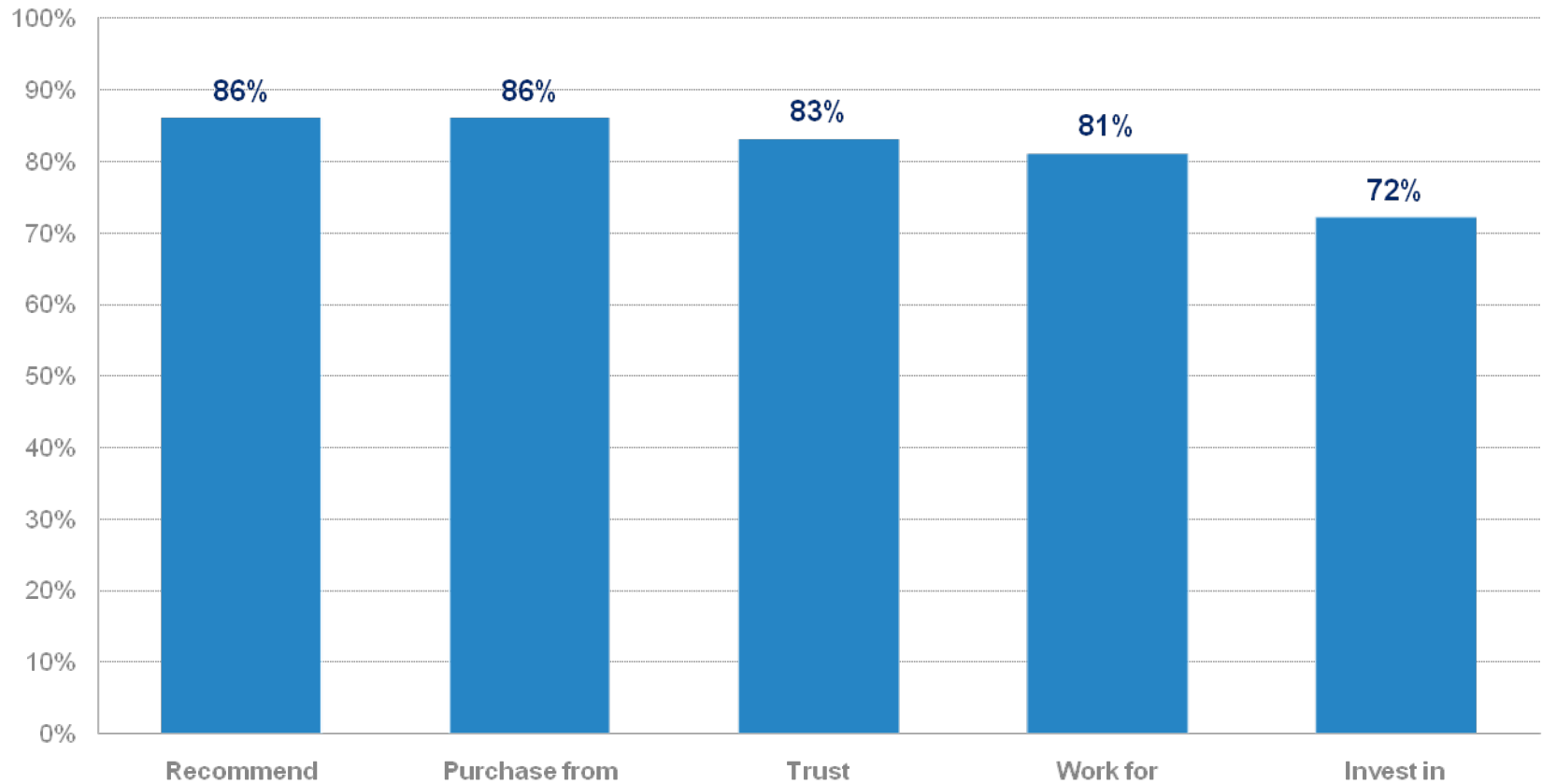
Only about 1 in 10 Americans think business is doing an excellent or very good job on important health issues they deem important



I'm going to read you a list of things companies can do to try to help improve health. Please tell me how important you think it is for business to do each of these activities to try to improve health using a scale of 1 to 5 where 1 means "not important at all" and 5 means "extremely important". (Top 2 Box)
 Now I'm going to read you the same list and, for each, I'd like you to tell me if you think business in general is doing an excellent job, very good job, good job, fair job or poor job. The first one is...[INSERT FIRST]. Is business doing an excellent job, very good job, good job, fair job or poor job at this? (Top 2 Box)

Nearly 9 out of 10 people would recommend or purchase from a company that is committed to engaging in and improving health

How likely would you be to [Insert] a company that is committed to engaging in and improving health?



How likely would you be to do each of the following things with respect to a company that is committed to engaging in and improving health —very likely, somewhat likely, neither likely nor unlikely, somewhat unlikely or very unlikely? The first one is [INSERT FIRST]. How likely would you be to [INSERT FIRST] a company that is committed to engaging in and improving health? (Top 2 Box – Likely)

6 in 10 believe societal health is as important as environmental protection and believe business should be equally active in maintaining and improving both

The importance of health vs. the importance of the environment



How much do you agree or disagree with the following statements, please use a five point scale where one means "STRONGLY DISAGREE" and five means "STRONGLY AGREE". The first one is... (Top 2 Box - Agree)