

OPINION HEALTH

Men's Health

prepared for The Sun

Sample size:

500

Base:

*All male 18+ nationally representative
by age*

Country:

UK

Fielding period:

13/09/06 to 16/09/06

Methodology:

Online

Data tabulation:

Age

OPINION HEALTH

Q.1 What do you worry about on a day-to-day basis, if at all?

Please select all that apply.

	Total		Age			
	Total	18-24	25-34	35-44	45-54	55+
Hair loss	73	13	12	24	14	10
Impotence	80	5	6	11	23	35
Beer gut/ weight	258	28	54	60	48	68
Acne	41	22	13	3	2	1
Wrinkles	32	3	10	9	5	5
I have no such worries	147	15	20	27	20	65
Other	48	3	8	7	10	20
Total	500	60	88	101	85	166
	%	18-24	25-34	35-44	45-54	55+
Hair loss	15%	22%	14%	24%	16%	6%
Impotence	16%	8%	7%	11%	27%	21%
Beer gut/ weight	52%	47%	61%	59%	56%	41%
Acne	8%	37%	15%	3%	2%	1%
Wrinkles	6%	5%	11%	9%	6%	3%
I have no such worries	29%	25%	23%	27%	24%	39%
Other	10%	5%	9%	7%	12%	12%

Q.2 What are your biggest long-term health worries, if any?

Please select all that apply.

	Total		Age			
	Total	18-24	25-34	35-44	45-54	55+
Heart disease/heart attack	222	23	36	44	43	76
Liver disease	43	3	13	9	10	8
Lung disease	60	4	12	14	9	21
Stress	126	12	29	37	23	25
Cancer	165	25	34	27	31	48
Dementia	67	7	9	8	10	33
I have no long-term health worries	91	13	19	18	10	31
Other	54	4	5	16	8	21
Total	500	60	88	101	85	166
	%	18-24	25-34	35-44	45-54	55+
Heart disease/heart attack	44%	38%	41%	44%	51%	46%
Liver disease	9%	5%	15%	9%	12%	5%
Lung disease	12%	7%	14%	14%	11%	13%
Stress	25%	20%	33%	37%	27%	15%
Cancer	33%	42%	39%	27%	36%	29%
Dementia	13%	12%	10%	8%	12%	20%
I have no long-term health worries	18%	22%	22%	18%	12%	19%
Other	11%	7%	6%	16%	9%	13%

Q.3 Have you ever been on a diet?

	Total		Age			
	Total	18-24	25-34	35-44	45-54	55+
Yes	250	20	42	52	53	84
No	250	40	46	49	32	82
Total	500	60	88	101	85	166
	%	18-24	25-34	35-44	45-54	55+
Yes	50%	33%	48%	51%	62%	51%
No	50%	67%	52%	49%	38%	49%
Total	100%	100%	100%	100%	100%	100%

Q.4 Have you ever tried Viagra or a similar erectile dysfunction treatment?

	Total		Age			
	Total	18-24	25-34	35-44	45-54	55+
Yes	72	4	11	10	20	27
No	428	56	77	91	65	139
Total	500	60	88	101	85	166
	%	18-24	25-34	35-44	45-54	55+
Yes	14%	7%	13%	10%	24%	16%
No	86%	93%	88%	90%	76%	84%
Total	100%	100%	100%	100%	100%	100%

Q.5 Do you try to limit your alcohol intake?

	Total		Age			
	Total	18-24	25-34	35-44	45-54	55+
Yes	285	24	44	55	48	114
No	112	23	25	26	15	23
I don't drink any alcohol	103	13	19	20	22	29
Total	500	60	88	101	85	166
	%	18-24	25-34	35-44	45-54	55+
Yes	57%	40%	50%	54%	56%	69%
No	22%	38%	28%	26%	18%	14%
I don't drink any alcohol	21%	22%	22%	20%	26%	17%
Total	100%	100%	100%	100%	100%	100%

Q.6 If you were to choose between a body like Brad Pitt or a better brain, what would you say?

	Age					
	Total	18-24	25-34	35-44	45-54	55+
Body like Brad	142	34	33	32	21	22
Better brain	358	26	55	69	64	144
Total	500	60	88	101	85	166
	Total	18-24	25-34	35-44	45-54	55+
Body like Brad	28%	57%	38%	32%	25%	13%
Better brain	72%	43%	63%	68%	75%	87%
Total	100%	100%	100%	100%	100%	100%