



30,013

respondents between the ages of 18 and 99 from 15 European countries



03/21 – 04/21

inquiry period of online survey



Topic

How has the pandemic changed Europeans' views on health?



Initiator

STADA Arzneimittel AG in cooperation with Kantar

Point of departure, objectives and methodology

In the spring of 2020, COVID-19 began to spread across Europe – with devastating consequences. For healthcare professionals, who are continuously being pushed to their limits and beyond due to the pandemic, as well as every single one of us, whose lives have been severely restricted and who have, perhaps, even lost a loved one to Covid. Living from lockdown to lockdown, we quickly came to understand: A vaccine against the virus is our best – and only – shot.

But has this affected people's attitudes towards vaccinations – especially compulsory vaccinations for certain diseases, as they already exist in some countries? Have Europeans invested more in their health during the last year? How are they holding up in general? How have their respective healthcare systems fared during the crisis? In whom do Europeans trust concerning health issues? Or, more generally speaking: What has Covid done to Europeans?

A brief review

The STADA Health Report was originally conceptualised as a German study on "Health Literacy" and was carried out four times for this purpose. In 2018, the report had its international debut: With a focus on the ever-progressing digitisation of the health sector, Europeans between the ages of 18 and 99 were asked about their knowledge, wishes and fears on this topic. Last year, polarising topics such as "vaccinations and immunities", "sex and health" and "the afterlife" were added to the survey. Also, the number of countries involved in the STADA Health Report has almost doubled over the last two years.

Sample and methodology 2021

In 2021, the cross-national survey was again carried out by the consulting and market research company Kantar. It was conducted via an online questionnaire from mid-March until mid-April 2021 in the following 15 countries: Austria, Belgium, the Czech Republic, France, Germany, Italy, the Netherlands, Poland, Portugal, Russia, Serbia, Spain, Switzerland, Ukraine, and the United Kingdom. The Czech Republic, the Netherlands, Portugal and Ukraine were first-time participants this year. Around 2,000 people were interviewed in each country. This results in a total of 30,013 respondents between the ages of 18 and 99, representative of the characteristics of gender, region and age.

The questionnaire included over 30 questions from eight categories. In accordance with STADA's mission statement Caring for People's Health as a Trusted Partner, these categories were then subdivided into the areas "Trust", "Care" and "Partner".

1. Health as a popular pastime
2. Health influencers
3. Healthcare systems
4. Preventive healthcare
5. Medication
6. Chronic diseases
7. Digital health
8. Mental health

Beyond that, each country had the opportunity to ask their respective population up to three individual questions.