

PHILIPS



The Philips Index

Calibrating the Convergence of Healthcare, Lifestyle and Technology



Table of Contents

Introduction	5
Survey Methodology and Results	7
■ Healthcare	8
■ Lifestyle	30
■ Technology	35
Summary & Conclusions	43
Appendix	45



Royal Philips Electronics

With headquarters in Amsterdam, the Netherlands, Royal Philips Electronics (NYSE:PHG; AEX:PHI) is active in three interlocking business sectors: Healthcare, Lifestyle and enabling Technology.

Its 165,000 employees in more than 60 countries generated sales of \$32.8 billion (EUR 29 billion) in 2003 by manufacturing and marketing business-to-business and consumer products ranging from medical diagnostic imaging and patient monitoring devices to lighting, semiconductors, electric shavers and flat panel televisions. Through its Research organization, Philips has been awarded more than 100,000 patent and design rights. News from Philips is located at www.philips.com/newscenter.

A word about the Philips Index

On the occasion of our 70th anniversary in Canada, we are honoured to present this unique window into the psyche of Canadians' attitudes towards the increasing convergence of healthcare, lifestyle and technology. Our own desire to understand the people we serve is at the heart of our promise of "sense and simplicity."

Just as technology is in a perpetual state of evolution, so to are attitudes about healthcare and lifestyle issues. Philips believes that the future of our business depends on understanding the role technology plays in forming and changing these attitudes.

The desire to understand this relationship led us to develop this study and the first ever Philips Index—a quantitative measure of people's overall well-being regarding healthcare, lifestyle and technology. The study reveals some fascinating findings about how Canadians are feeling both physically and emotionally. These findings are now being shared with the public in this report.

This is the very first Philips Index survey, and we are honoured that Canada was selected for this global debut. Going forward, we intend to repeat this survey on an annual basis. A similar study will soon be released for the United States, and ultimately we hope to be able to make multi-country comparisons of the Philips that will help direct the future of our business.

For now, I hope you find the data in this report as eye opening and compelling as we have.

Sincerely,

A handwritten signature in black ink that reads "Iain Burns". The signature is written in a cursive, slightly slanted style.

Iain Burns
CEO Philips Electronics Limited



At Philips, our mission is to improve the quality of people's lives through the timely introduction of meaningful technological innovations.

Introduction

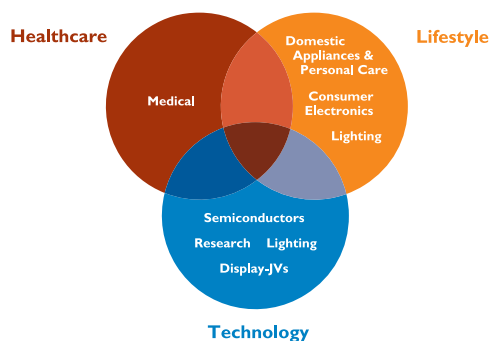
Royal Philips Electronics

At Philips, our mission is to improve the quality of people's lives through the timely introduction of meaningful technological innovations.

In a world where technology increasingly touches every aspect of our daily lives, Philips strives to be a leading solutions provider in the three sectors of Healthcare, Lifestyle and enabling Technology. While Philips expects each of these individual sectors to contribute to its overall growth, the intersection of the clusters is the breeding ground for new Philips categories.

In order to pursue this mission, Philips actively strives to understand people's wants, needs and concerns so that we can continue to develop technological capability in the form of meaningful products and solutions that are easy to experience, advanced and designed around people.

The Focus of Royal Philips Electronics



The Philips Index was initiated in the United States and Canada in July, 2004 with the objective of uncovering how people feel about the state of their health, the quality of their well-being and their relationship with technology as it relates to these two critical components. This, Philips believes, is a good working definition of modern "well-being."

The Philips Index for Canada is 62%. Specifically, this is the percent of the Canadian population who report that their health is excellent or generally good, they are completely or mostly content with life and believe that technology makes things better. This means that they are feeling good both emotionally and physically and open to change.

Going beyond the specific Philips Index, we also seek to understand what drives people's perceptions. The questions in this study have been designed to help explain the state of the nation's health, the lifestyle and personal factors which drive contentment and current feelings about technology as being relevant and in sync with people's needs and wants.

Ultimately multi-country comparisons may be issued so that the public can see how their attitudes and lifestyles compare to those in other countries.



Just as technology has been operating under a natural force of conversion, so too have technology, healthcare and lifestyles started to fuse.

Investigating new terrain

Understanding current lifestyles and attitudes is as much a moving target as keeping up with technology. Both are in a perpetual state of evolution and flux. Just as technology has been operating under a natural force of conversion, so too have technology, healthcare and lifestyles started to fuse.

Philips has long been aware of the role that entertainment, lighting, appliance and personal care products play in making people's lives easier and more productive.

What may be less visible to the public eye is Philips' leadership position as a provider of healthcare products and solutions. We provide best-in-class technologies in digital imaging, ultrasound, cardiac and monitoring systems, clinical information management, as well as comprehensive support services.

All of these medical systems have the potential to prolong lives, manage expectations, provide peace of mind and change the way people seek, obtain and communicate critical medical information.

Survey Methodology and Results

The Overall Approach

This study is based upon a nationally representative sample of 1,335 Canadian Internet users ages 18 to 66+.

The study was administered using the Taylor Nelson Sofres TNS-NFO web-based online survey panel. Fieldwork was conducted in July, 2004.

The sample has been weighted to represent Canada proportions for age, gender, ethnicity and region.

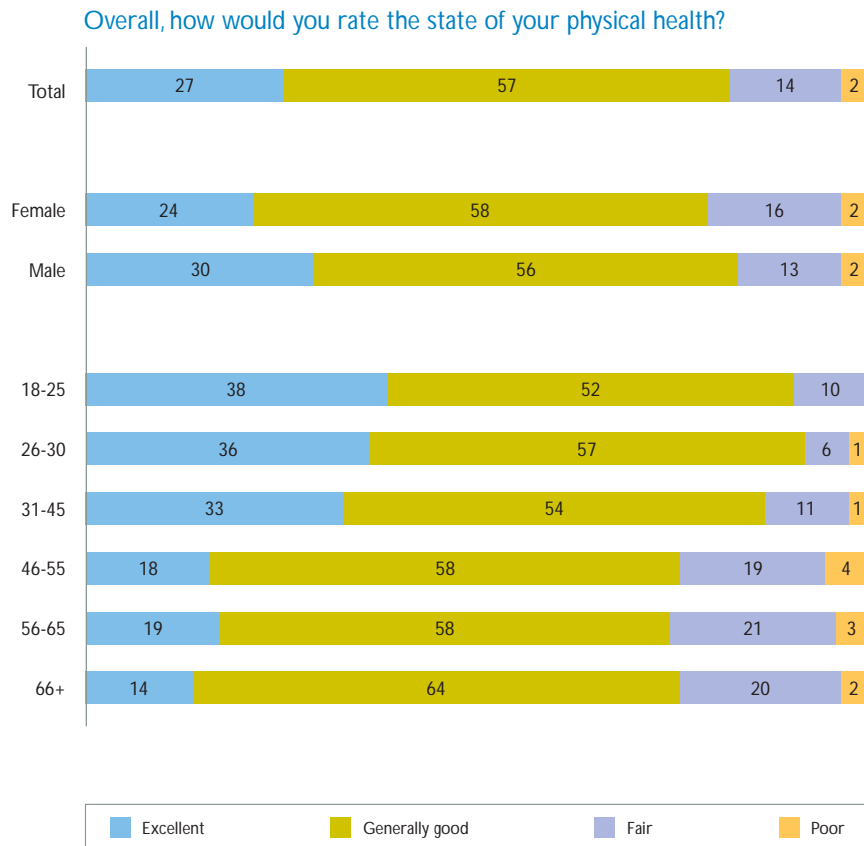
Also, the sample is large enough to allow for sub-group analyses as follows:

	Unweighted Totals
Total	1,335
Men	631
Women	704
18-30	271
31-45	410
46-65	506
66+	148
English Speakers	1033
French Speakers	302

Canada perceives itself as a healthy nation

The vast majority (84%) rate their health as being “excellent” or “generally good.” Despite the huge array of health problems facing an aging population, over one-in-four (27%) say that their health is excellent with no significant problems and over half (57%) say their health is generally good with only minor problems. Less than one-in-five (16%) report potentially serious or serious problems.

However the incidence of potentially serious problems increases sharply with age starting in the mid-40s. By age 46 or older, one-in-five report having a “potentially serious” or “serious” problem.



What does Canada fear?

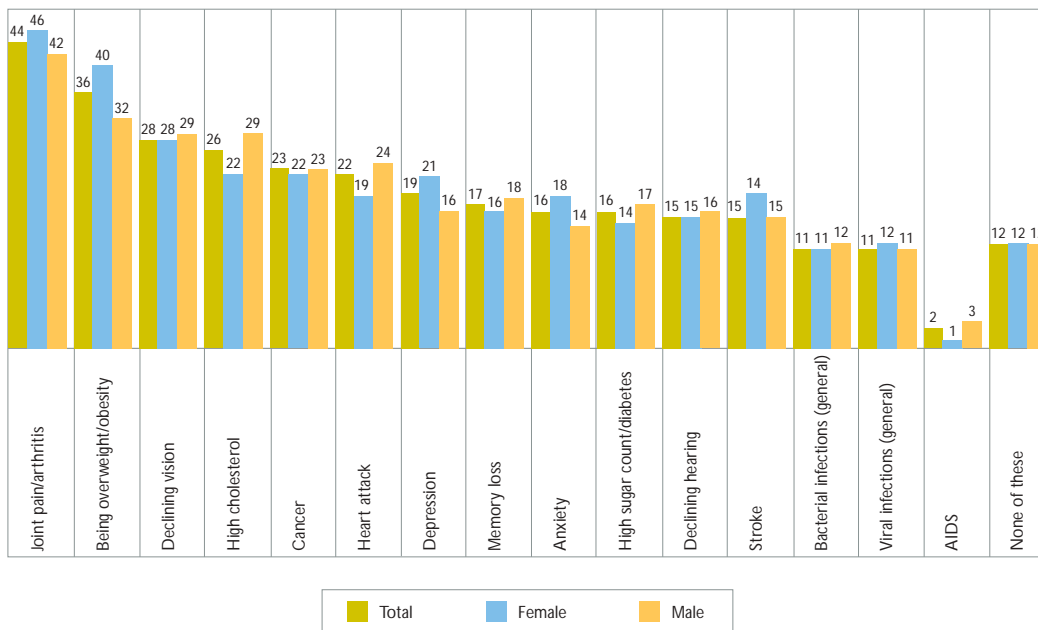
The most widespread concern is arthritis and joint pain. Forty-four percent of the country expect to suffer from this discomfort in the near future.

Next on the list is the fear of obesity. One-out-of-three Canadians (36%) expresses concern. However, this level is not surprising considering that 55% of the population already considers themselves to be overweight (as follows later in this report).

The next greatest fears are declining vision (28%), high cholesterol (26%), cancer (23%) and heart attack (22%).

Perhaps the biggest finding from this question is the fact that only 12% in total answer "none of these." That means that 88% of Canadians expect to face at least one or more life impacting maladies in the next five years.

Which of the following are you concerned about as potential threats to your health in the next five years?



Canada on medication

Almost half of all Canadians (46%) are on prescription medications.

The level is higher among women and dramatically higher with increasing intensity among older age groups.

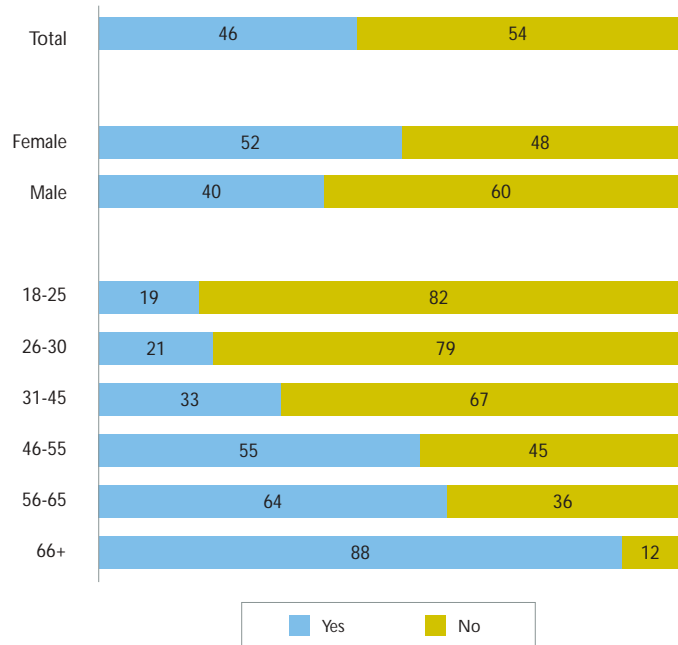
Perhaps more surprising is that over one-in-five young adults are taking prescription medications as well.

Among those who take prescription medications, the average number of medications is 3.1

Among the 26-30 year olds who take prescriptions, the average number of medications is a high of 4.6.

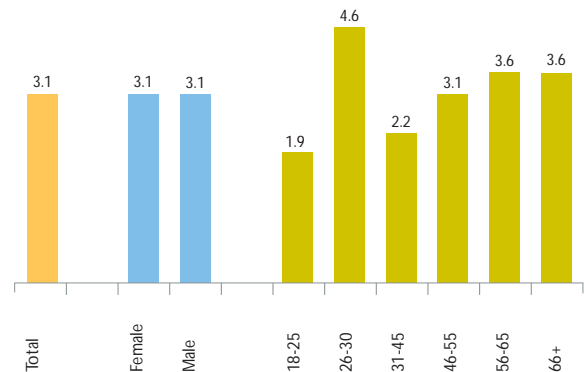
Among older Canadians, ages 55+, the incidence of taking prescriptions raises dramatically. However the number of medications taken is only .5 above the average.

Do you take any prescription medications for any of the health conditions mentioned earlier, or any other conditions?



How many prescription medications do you take for any health conditions?

(Mean scores among prescription medication users)



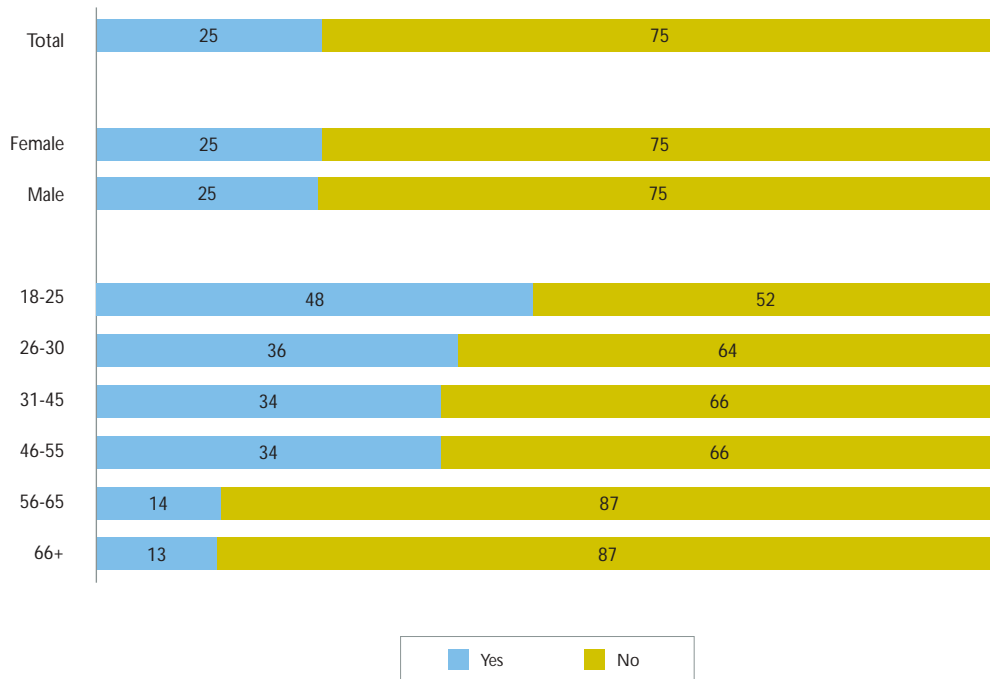
Medication for the mind reaches critical mass

One-in-four Canadians (25%) who are on prescription medications are taking a drug for anxiety, stress or mood stabilization. This translates to 11.5% of all Canadians.

The highest incidence of mood stabilizing pharmaceuticals is among young adults, where almost half (48%) of 18-25 year olds on medication are taking them for psychological effect.

Are you on any medication for anxiety, stress or mood stabilization?

(Among medication users)

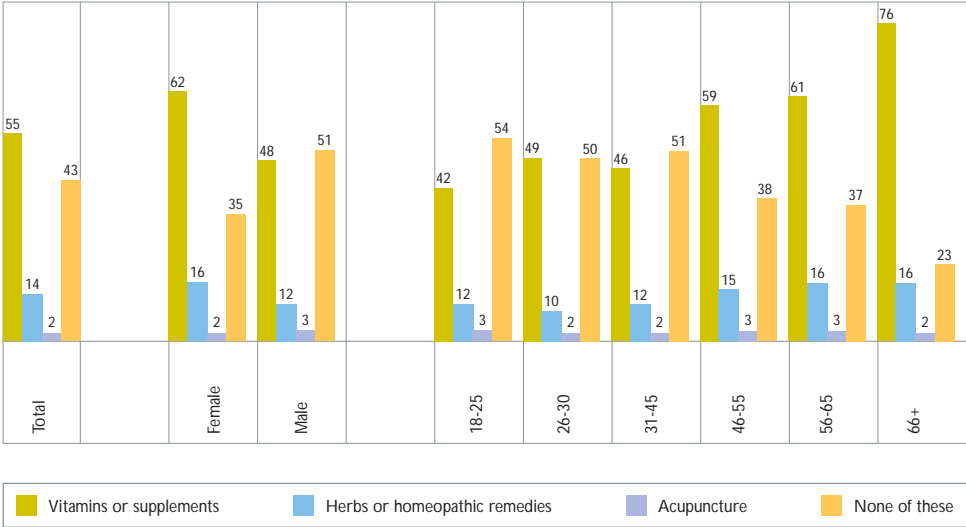


Supplements & alternative medications

Over half of Canadians take vitamins or dietary supplements. Women are more prone to this behavior than men. Over age 65, the incidence skyrockets to 76%.

Herbs and homeopathic remedies are far less prevalent in Canada at only 14%. Use of acupuncture remains undeveloped at only 2%.

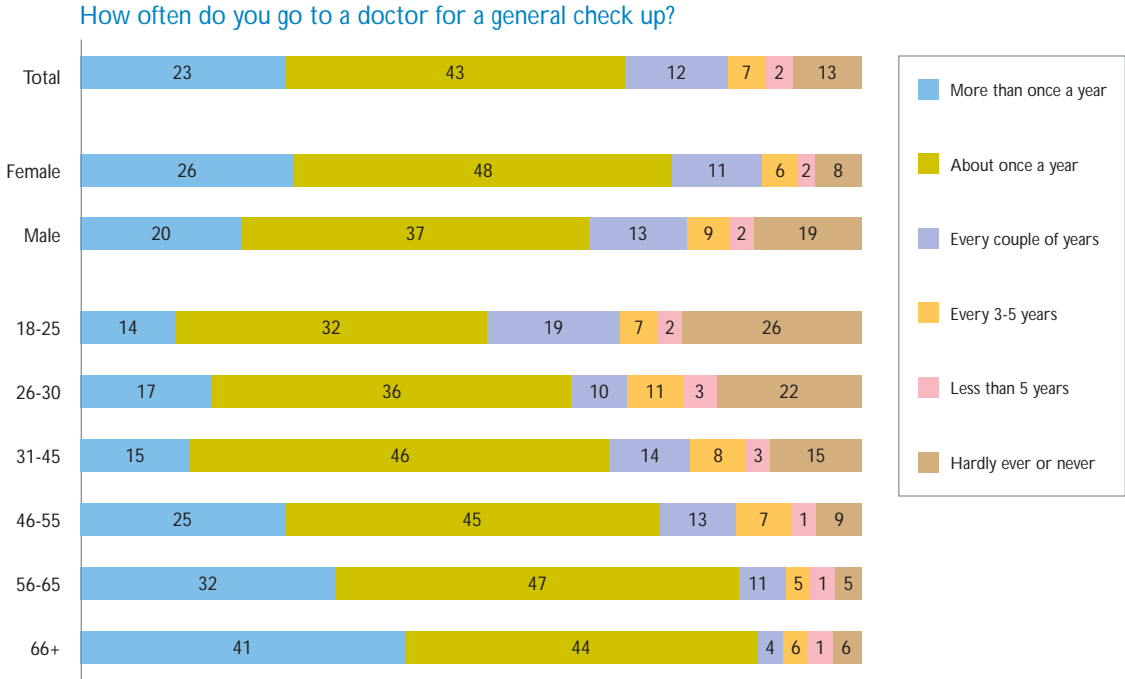
Do you currently use any of the following remedies for any purpose?



The majority visit the doctor for regular check-ups

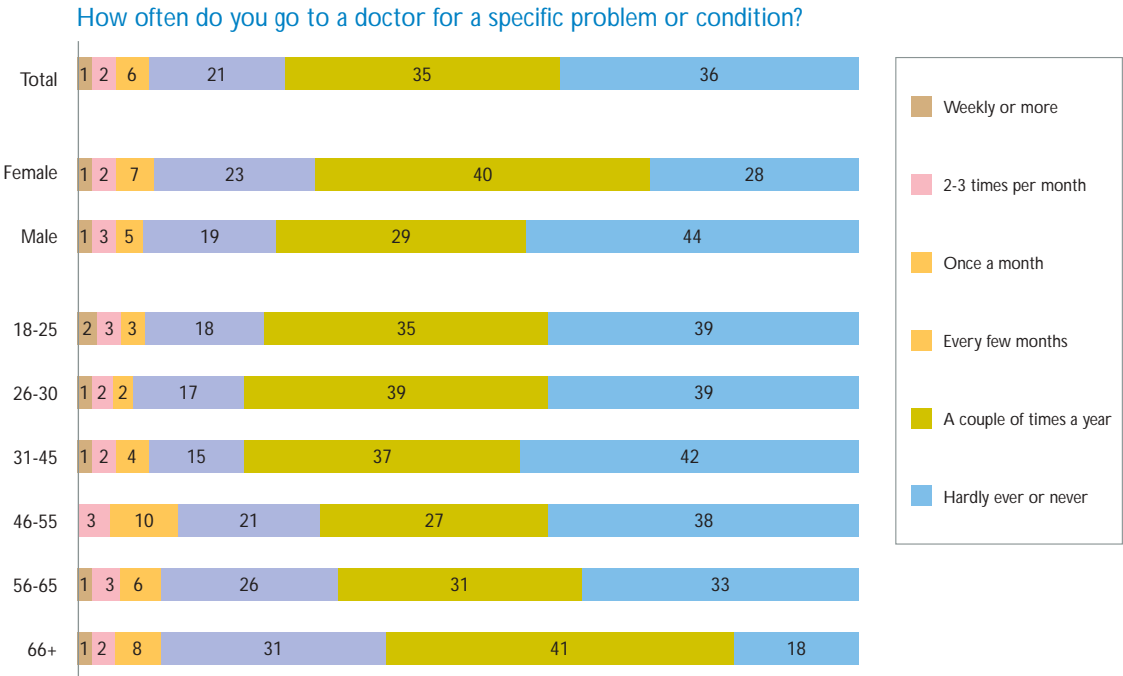
Two-thirds of Canadians (66%) visit the doctor for a regular check-up at least once a year. This is less true among young adults 18-25 (46%) and increases steadily with age.

By the time Canadians are over 65, 85% are visiting the doctor for check-ups at least on an annual basis.



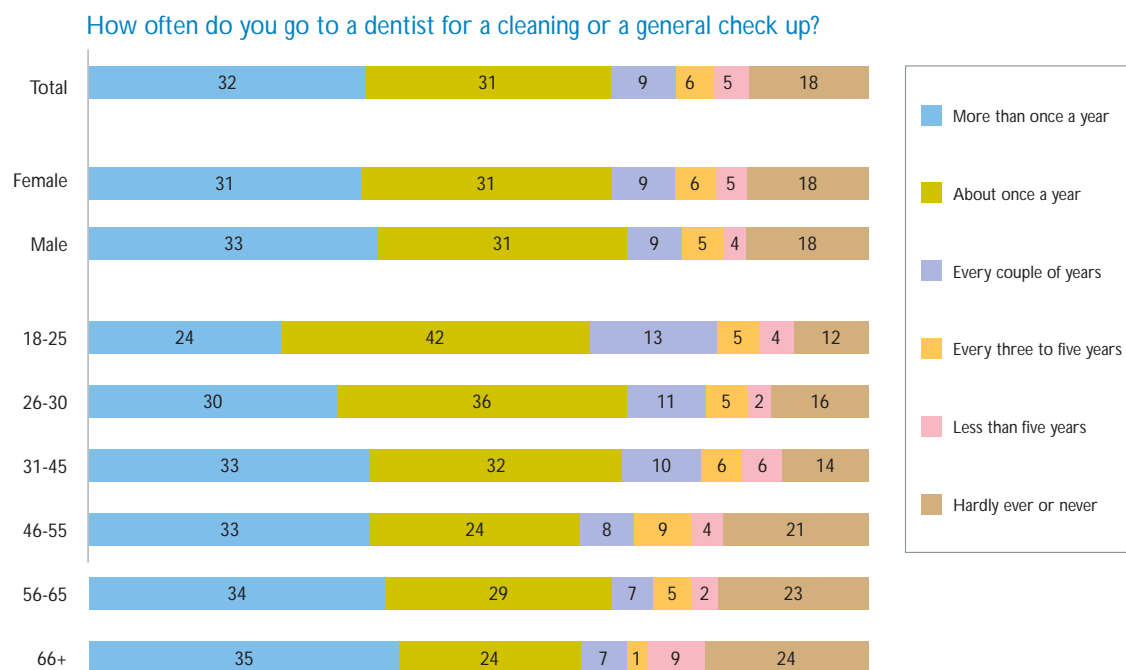
Frequency of physicians visits

For existing conditions, the frequency of doctor visits tends toward every few months or a couple of times per year. Although one-in-three Canadians (36%) hardly ever or never goes to the doctor for a specific problem. Frequency of visits does increase somewhat with age.



Canadians also look after their oral health

Most Canadians (63%) look after their teeth by having check-ups on an annual or semi-annual basis. However, there is a slight tendency for older citizens to avoid going to the dentist altogether. Among Canadians over 65, one-in-three (33%) go to the dentist “less than every five years,” “hardly ever” or “never.”

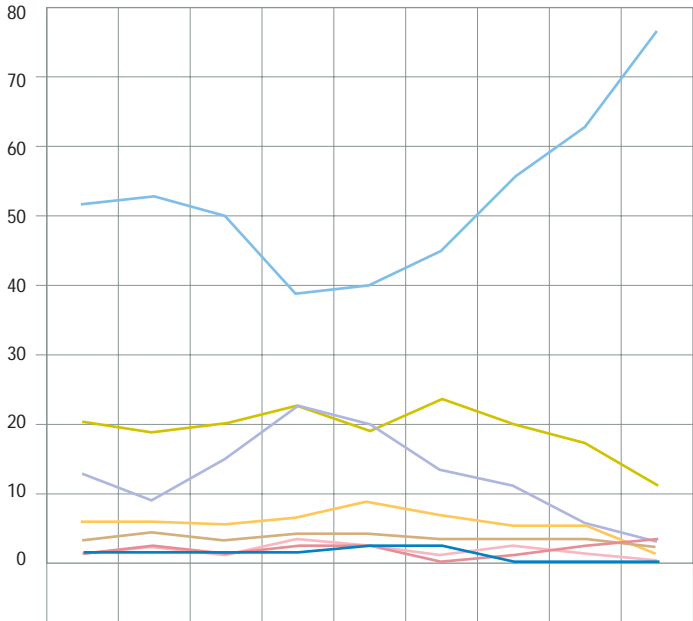


Where do Canadians go for medical information?

The Internet is gaining presence as a first response mechanism for medical information, second only to doctors.

Initial reliance on doctors, when people seek medical or health information, is number one and increases dramatically with age. However, the force of the Internet as a strong first response option surpasses family and friends (20%).

When you are concerned about being sick, where do you usually get your medical or health information first?

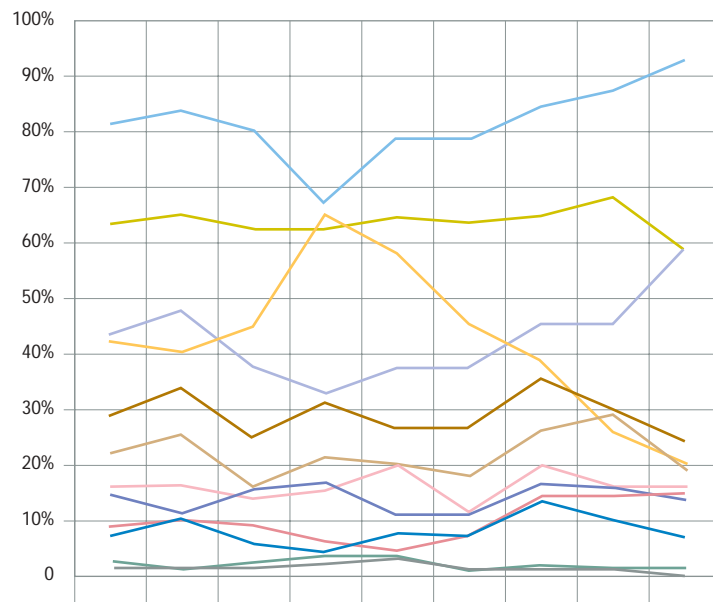


Doctors	52	53	50	29	40	45	56	63	78
Internet search	20	19	20	23	19	24	20	17	11
Family members or friends	12	9	15	23	20	13	11	6	3
Pharmacists	6	6	5	7	9	7	5	5	1
Books	3	4	3	4	4	3	3	3	2
Natural health advocates such as acupuncturists, massage therapists, etc.	1	2	1	3	2	1	2	1	0
Magazines/newsletters	1	2	1	2	2	0	1	2	3
Healthline/CLSC Healthline	1	1	1	1	2	2	0	0	0

Resources for medical information

Looking beyond the first response, the Internet dominates, second only to doctors, as a source of medical and health knowledge in Canada. When Canadians seek health information, almost two-thirds (63%) turn to the Internet. Pharmacists, family and friends essentially tie as a lesser third option.

Where do you get your medical or health information? (overall)



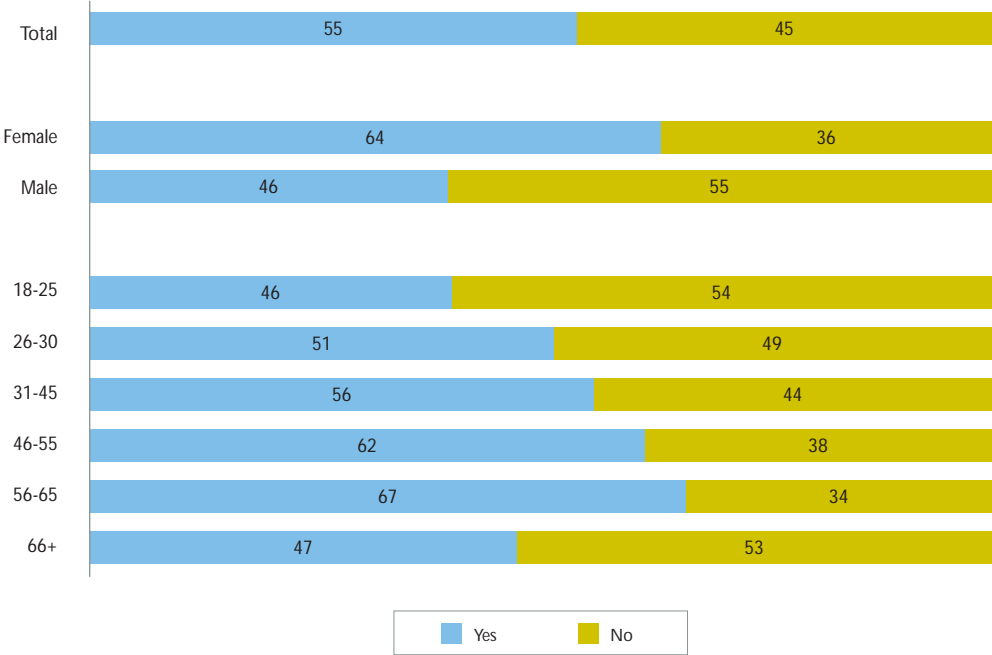
	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
Doctors	81%	83%	80%	67%	79%	79%	84%	87%	93%
Internet search	63%	65%	62%	62%	64%	63%	64%	68%	59%
Pharmacists	43%	48%	38%	33%	38%	38%	45%	45%	59%
Family members or friends	42%	40%	44%	65%	58%	45%	39%	26%	20%
Books	29%	33%	25%	31%	27%	27%	36%	30%	24%
Magazines/newsletters	22%	26%	17%	21%	20%	18%	26%	29%	19%
Television	16%	17%	14%	15%	20%	11%	20%	16%	16%
Newspapers	14%	11%	16%	17%	11%	11%	17%	16%	13%
Government brochures	9%	10%	9%	6%	4%	7%	13%	13%	14%
Natural health advocates such as acupuncturists, massage therapists, etc.	8%	10%	6%	4%	8%	7%	12%	10%	7%
At the gym or health club	2%	1%	2%	3%	3%	1%	2%	1%	1%
Psychics/spiritual advisors	1%	1%	1%	2%	3%	1%	1%	1%	0%

Body image

Over half of Canadians consider themselves to be overweight. While the level is significantly higher among women (64%), the incidence is still approaching 50% among males.

Who is most likely to think they are overweight? The answer is 56-65 year olds, where over two-thirds (67%) claim to be overweight.

Do you consider yourself to be overweight?



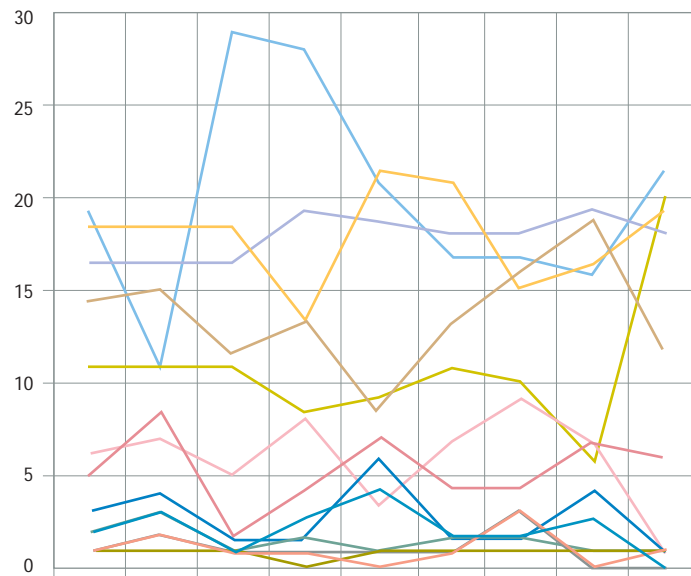
Not all overweight people want to lose weight

Despite claiming they are overweight, almost one-in-five (19%) say they are neither trying to lose nor would like to lose weight. This is more prevalent among males. (28%)

Another 60% of those who claim to be overweight would like to lose less than thirty pounds.

However one-in-five people (21%) is interested in losing over thirty pounds.

How much weight are you trying to or would you like to lose?



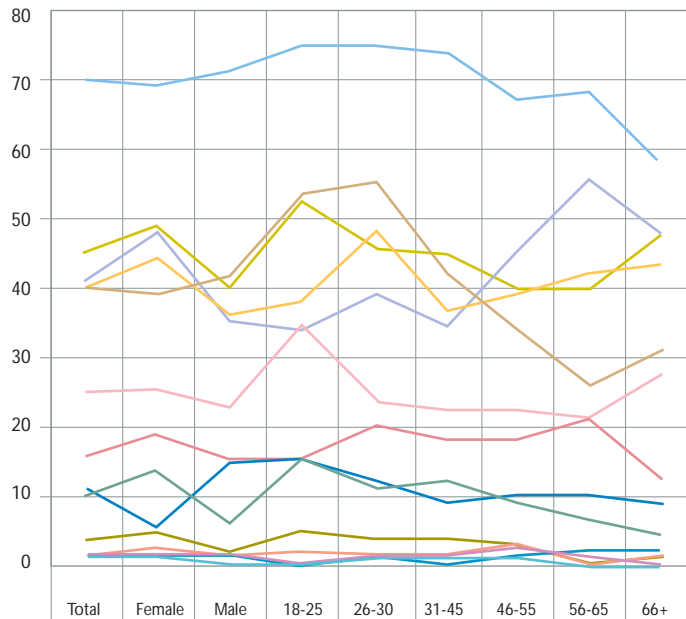
	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
None	19	11	28	26	21	17	17	16	22
1-5 pounds	11	11	11	8	9	11	10	6	20
6-10 pounds	17	17	17	19	18	16	16	19	16
11-20 pounds	18	18	18	13	22	21	15	17	19
21-30 pounds	14	15	12	13	8	13	16	18	12
31-40 pounds	6	7	5	8	3	7	9	7	1
41-50 pounds	5	8	2	4	7	4	4	7	6
51-60 pounds	3	4	2	2	6	2	2	4	1
61-70 pounds	2	3	1	2	1	2	2	1	1
71-80 pounds	1	2	1	1	1	1	3	0	0
81-90 pounds	1	1	1	0	1	1	1	1	1
91-100 pounds	1	2	1	1	0	1	3	0	1
100 pounds or more	2	3	1	3	4	2	2	3	0

Exercise is the #1 approach to losing weight

Despite all the publicity for low carbohydrate diets, over three times as many Canadians are likely to increase exercise to lose weight, (70%) rather than reduce carbohydrates from their diets (17%).

Cutting down on sweets, calories, fat and fast food are also major strategies. This has huge implications for Canadian food manufacturers and quick-serve restaurateurs.

If you were interested in losing weight, which of the following approaches would you be most likely to take?

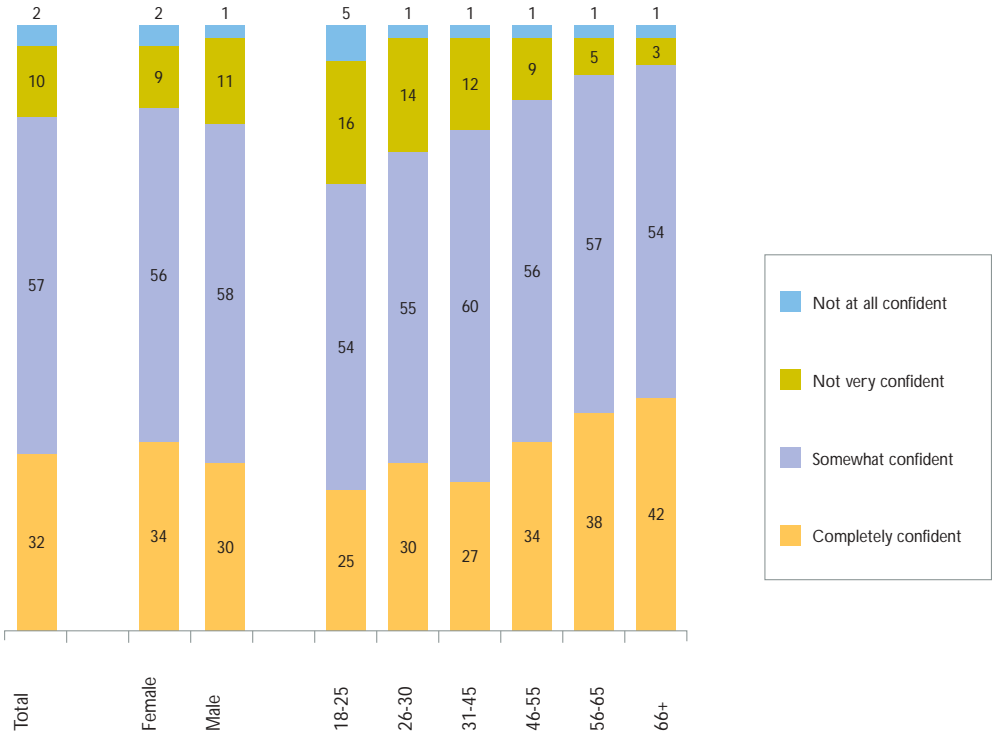


	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
Increase exercise	70	69	71	75	75	74	67	68	58
Stop/cut down sweets	45	49	40	52	47	45	40	40	48
Eat lower calories	41	48	35	33	39	34	45	56	48
Eat lower fat	40	44	36	38	48	37	39	42	43
Stop/cut eating fast food	40	39	41	53	55	42	34	27	31
Stop/cut eating salty snacks	25	26	23	34	23	22	22	21	28
Eat lower carbs	17	19	16	16	20	18	18	21	12
Not interested in losing	11	6	15	16	12	9	10	10	9
Use diet aids/ supplements	10	13	7	16	11	12	9	7	4
Weight Watchers	7	10	3	5	10	8	6	9	4
Consider surgery	3	5	2	5	4	4	3	1	2
Nothing works for me	1	2	1	2	1	1	3	0	1
Eat less/smaller portions	1	1	1	0	1	0	1	2	2
Follow/join other weight management groups	1	1	1	0	1	1	2	1	0
Change eating habits	1	1	0	0	1	1	1	0	0

Canadians lack confidence regarding how to eat for maximum health

With so much publicity and focus on food and weight management, it might be expected that Canadians know what to eat. However there is little confidence in the area of diet and nutrition. Only 32% of the public in Canada feel that they know what to eat for maximum health.

How confident are you that you know how to eat properly for maximum health?



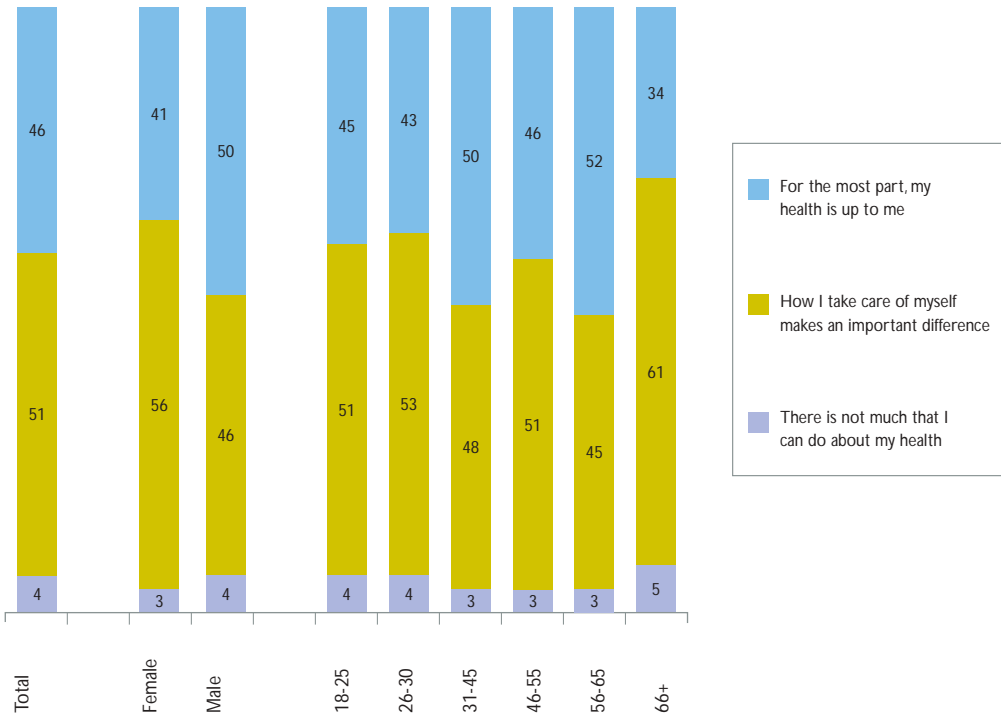
Self-reliance dominates the national psyche regarding health management

The vast majority of Canadians either believe that the state of their health is “up to me” (46%) or that at least “how I take care of myself makes an important difference” (51%).

This may help explain why so many Canadians visit doctors regularly, are on prescription medications, are trying to lose weight and expect to live past eighty. They consider themselves to be in the driver’s seat when it comes to managing their own health.

Only 4% of the country is convinced that “there is not much that I can do about my health.”

How much do you feel that the state of your health is up to you to control?



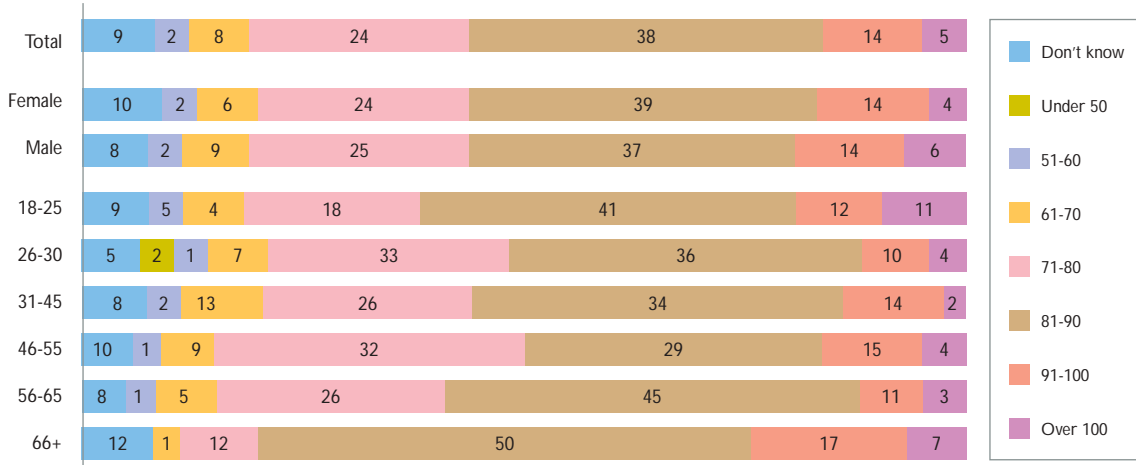
Canadians expect to live to a ripe old age

Over half (57%) of Canadians expect to live beyond 80 years of age. Moreover, now almost one-in-five (19%) of Canadians expect to live beyond the age of 90.

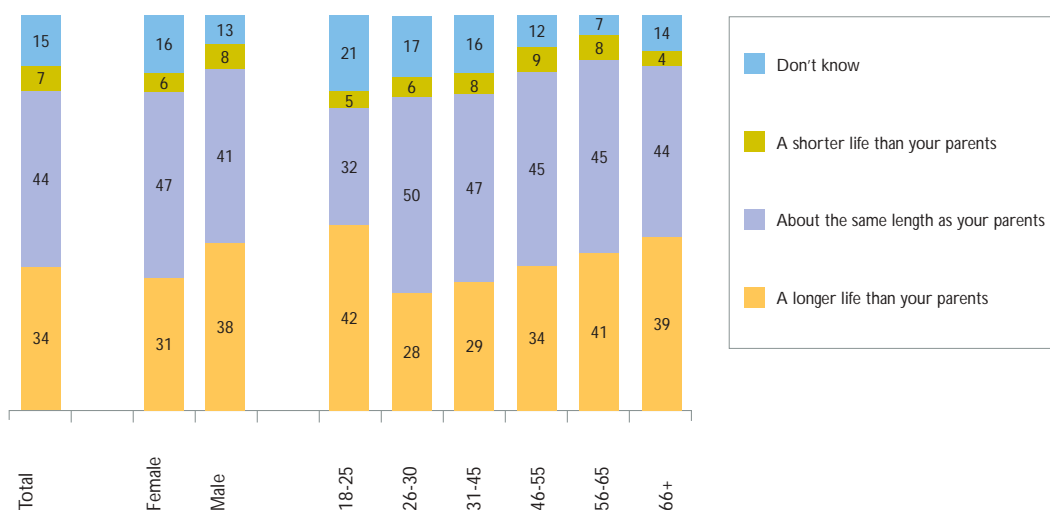
Surprisingly, life expectancy increases with age. Among those 66+, 24% expect to live beyond age 90. This is a new turn of events for this age group as one-third (39%) expect to live longer than their parents.

Currently 34% of all Canadians expect to live longer than their parents.

How old do you expect to live to be?



In relation to your parents, how long do you expect to live?

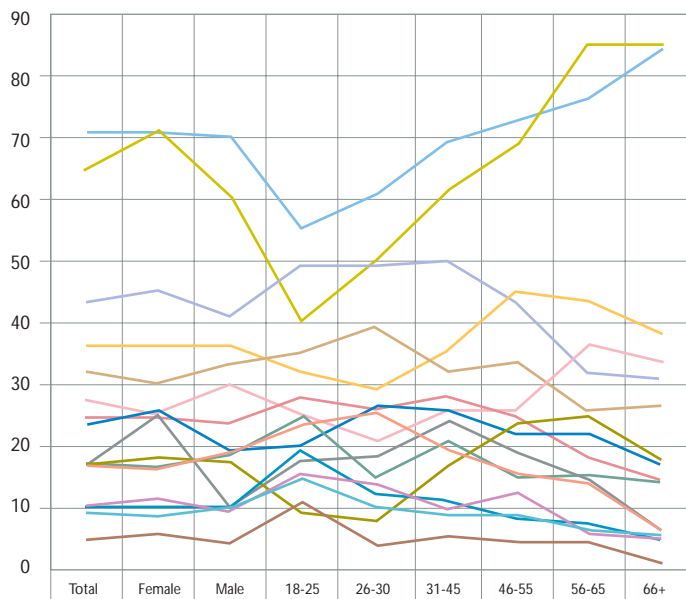


Most Canadians comply with doctor requests

For the most part, Canadians are cooperative with medical authorities when it comes to following the doctor's orders (71%) and taking recommended medical tests (65%).

Slightly less than half (43%) also wish that they could just e-mail their doctors whenever they have question.

Which of the following statements is true about you?



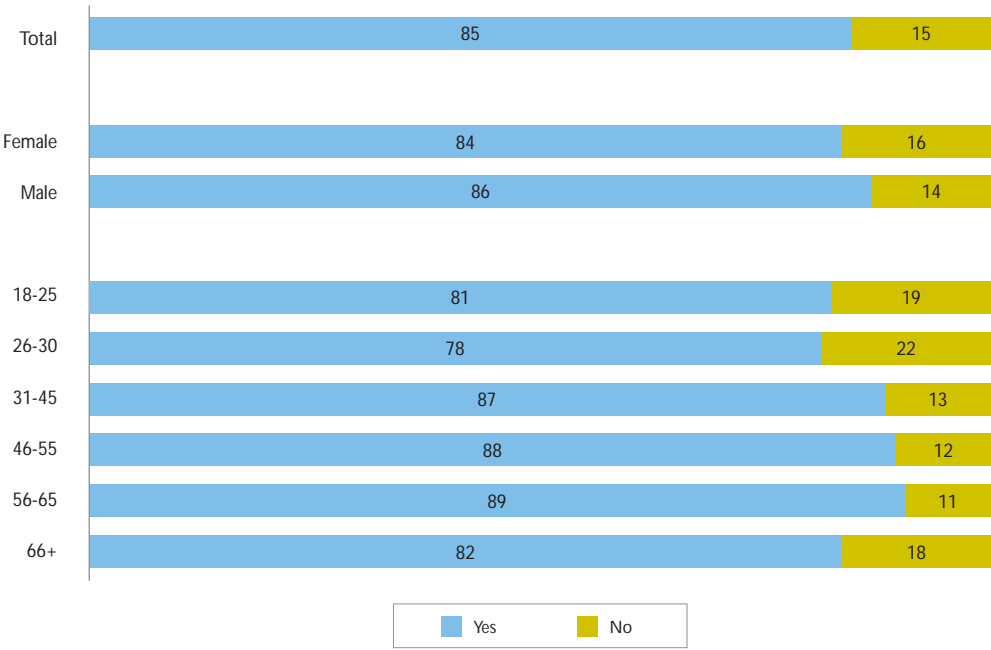
	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
I usually do whatever the doctor tells me	71	71	70	56	61	69	73	77	84
I always go for the medical tests I'm supposed to take	65	71	60	40	50	62	69	85	85
I wish I could just e-mail my doctor when I have questions	43	45	41	49	49	50	43	32	31
Operations should always be avoided if possible	37	37	37	32	29	35	45	43	38
I usually avoid going to the doctor as much as possible	32	30	33	35	39	32	33	26	27
I expect medical technology to keep me healthy to a ripe old age	28	25	30	25	21	26	26	36	33
I would communicate with my doctor more often if I didn't have to make a trip	24	24	23	28	26	28	25	18	14
If I don't like what a doctor says, I go for a second opinion	23	26	19	20	27	26	22	22	17
Most health problems get better if you give them time	17	16	18	24	14	21	14	15	14
I wouldn't mind having a little cosmetic surgery	17	24	10	17	18	23	19	14	7
I think hospitals are dangerous	17	18	17	9	8	17	23	24	18
Too often doctor's visits are a waste of time and money	17	16	19	23	25	19	16	14	7
I would much prefer to do my own medical tests at home	10	10	10	19	12	11	8	7	5
I don't always take the medicine I'm prescribed	10	11	9	15	13	10	12	6	5
I'm in better shape than ever before	9	8	10	14	10	9	9	7	6
If I don't like what a doctor says, I ignore it	5	6	4	11	4	5	4	4	1

Medical technology: people want to know

With advances in medical technology, early warning detection is becoming increasingly available to determine predisposition for a number of conditions and diseases. The vast majority of Canadians (85%) say that they would want to know through technology if they are prone to

serious medical conditions. Perhaps because the public feels that they have some control over their health, to be armed with advance knowledge is like having a head start on health.

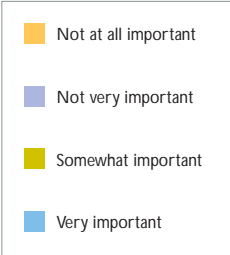
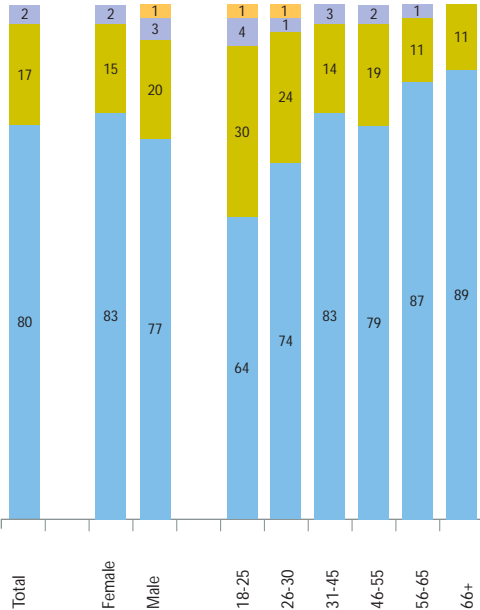
In the future, medical devices or technology may be able to tell you if and/or when you may contract a serious medical condition or disease. Would you want to know to know this information in advance?



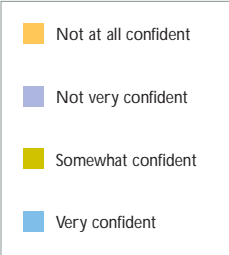
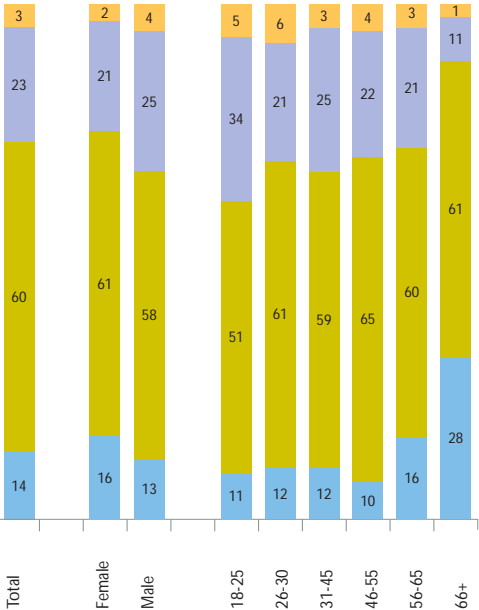
Medical technology is considered to be critically important

It is imperative to most Canadians (80%) that their doctors and hospitals have access to the latest and/or best medical technology. And yet only 14% are “very confident” that this is the case for them personally.

How important is it to you that your doctors and hospital have access to the latest and/or best medical technology?



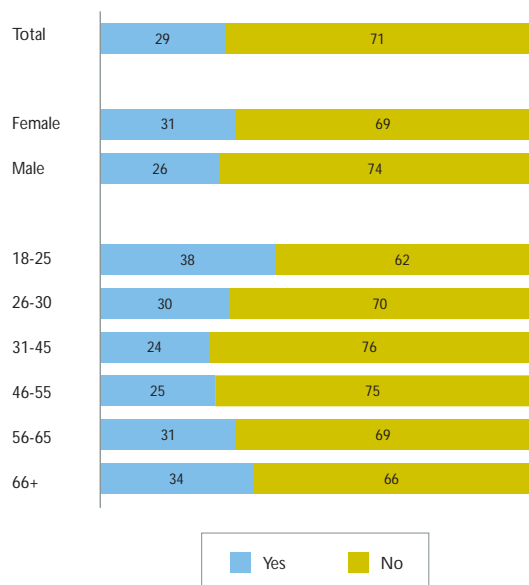
How confident are you that your doctors and hospital have access to the latest and/or best medical technology?



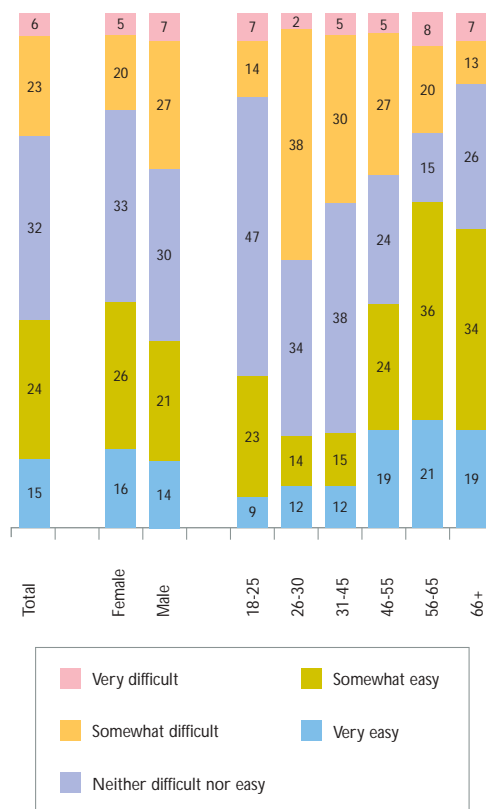
Doctor-patient relationship: multiple doctors pose problem for communication

Almost half of the population (48%) frequents multiple doctors. Women are more likely than men to use multiple physicians and people over 75 are almost twice as likely as young adults under 25. However only 16% find it “very easy” for doctors to communicate effectively regarding the status of one’s health.

Do you use multiple physicians?



How easy or difficult is it to make sure that your doctors effectively communicate about the status of your health?

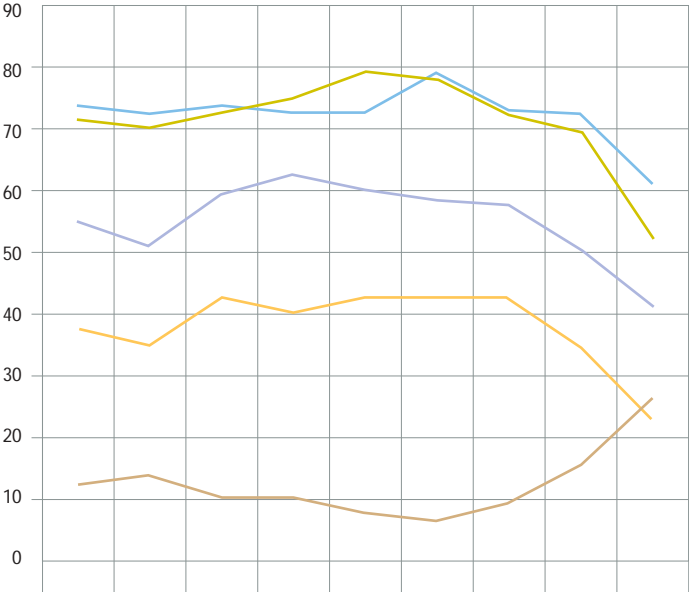


Technology offers a number of appealing ways to improve communications between doctor & patient

Perhaps access to one's doctor and medical records or test results by e-mail is the last Internet frontier. Over 70% of Canadians say it would be appealing to them personally to do either.

Over half of the population (55%) would also like to schedule visits by e-mail and one-third (38%) are interested in taking tests at home and reporting results by e-mail.

Medical technology is making possible new ways of communicating with doctors and getting medical information. Which of the following advances would be appealing to you personally?

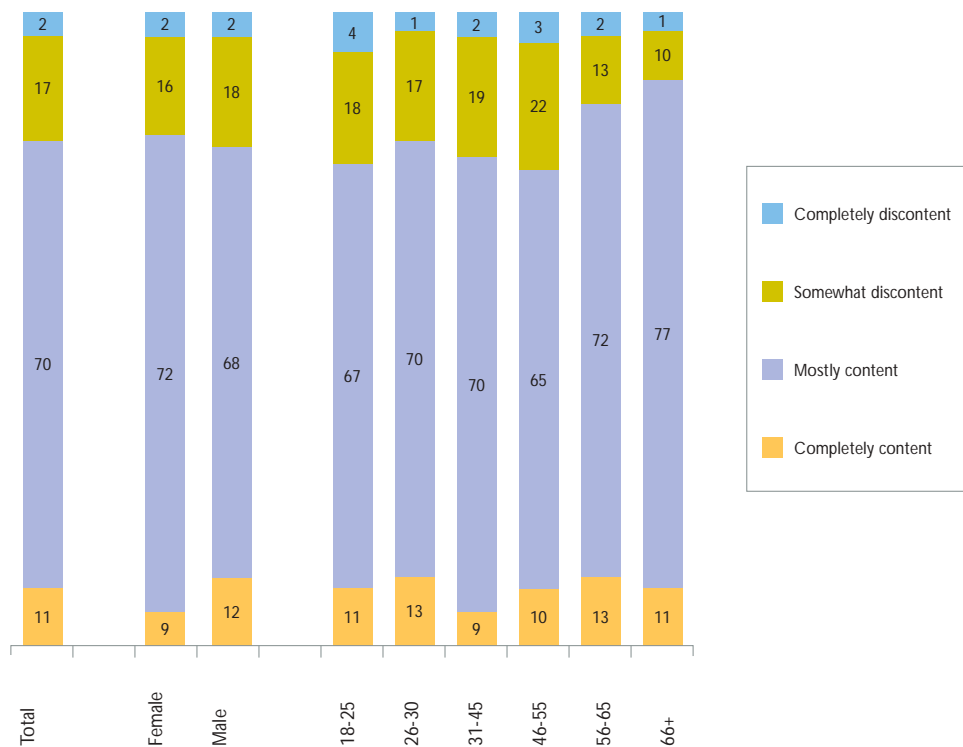


	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
Access to your medical records or test results by e-mail	73	72	73	72	72	79	73	72	61
Ability to ask questions and get opinions of your personal physicians by e-mail	71	70	72	75	79	77	72	69	52
Scheduling visits by e-mail	55	51	59	62	60	58	57	50	41
Taking tests at home and reporting results by e-mail	38	34	42	40	42	42	42	34	23
None of these	12	13	10	10	8	6	9	15	27

Life's not so bad after all

While most Canadians have their worries and concerns, the vast majority (81%) say they are mostly or completely content with their current situation in life. This level is generally consistent across both genders and all age groups. However older people, ages 66+, tend to be happier than the youngest adults, ages 18-25.

Thinking about your current lifestyle situation, which would you say you are?



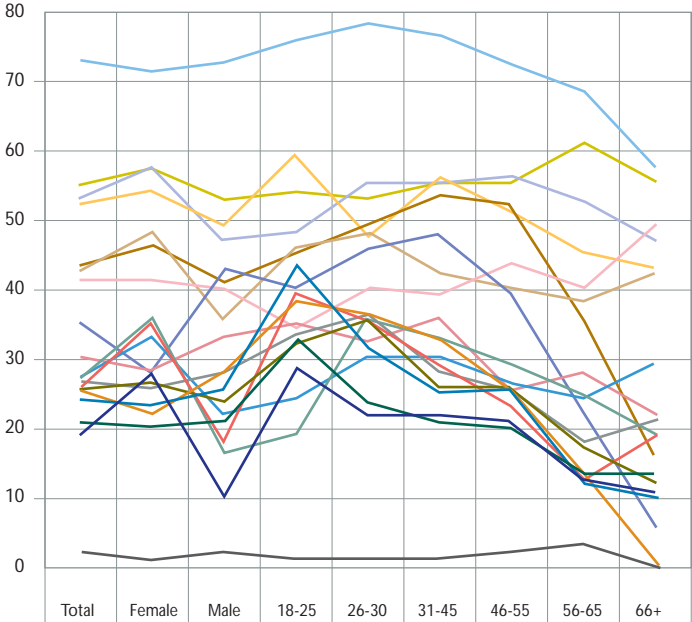
The #1 wish of Canadians: more money

By far the number one wish Canadians have for a lifestyle change involves having "more money" (72%).

Rounding out the top five wishes are:

- Travel (55%)
- More energy (53%)
- Exercise (52%)
- Less stress (43%)
- Healthy eating habits (42%)
- Improved health (41%)

What would you most like to change or add to your current lifestyle?



	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
More money	72	71	72	76	78	76	72	68	57
Travel	55	58	53	54	52	55	55	61	56
More energy	53	58	47	48	55	55	56	52	47
Regular exercise	52	54	49	59	48	56	51	46	43
Less stress and anxiety	43	46	41	45	49	53	52	35	16
Healthy eating habits	42	48	36	46	48	42	40	38	42
Improved health	41	41	40	34	40	39	43	40	49
More leisure time	35	28	42	40	46	48	39	22	6
New car	30	28	33	35	32	36	25	28	22
Some surprise	28	33	22	24	30	30	26	24	29
Remodeling or decorating	27	36	17	19	35	32	29	24	19
Relationship with spouse or partner	27	26	28	33	36	28	25	18	21
New wardrobe	26	34	18	39	35	29	23	12	19
Excitement	25	27	23	32	35	27	27	17	12
New job	25	22	28	38	36	32	25	13	0
New friends	25	27	23	31	28	24	21	17	29
New apartment or housing	24	23	25	43	31	25	26	12	10
Gym or health club	21	20	21	33	24	21	20	13	13
New look	19	28	10	28	22	22	21	13	9
None of these	2	1	2	1	1	1	2	3	0

The #1 worry of Canadians: money

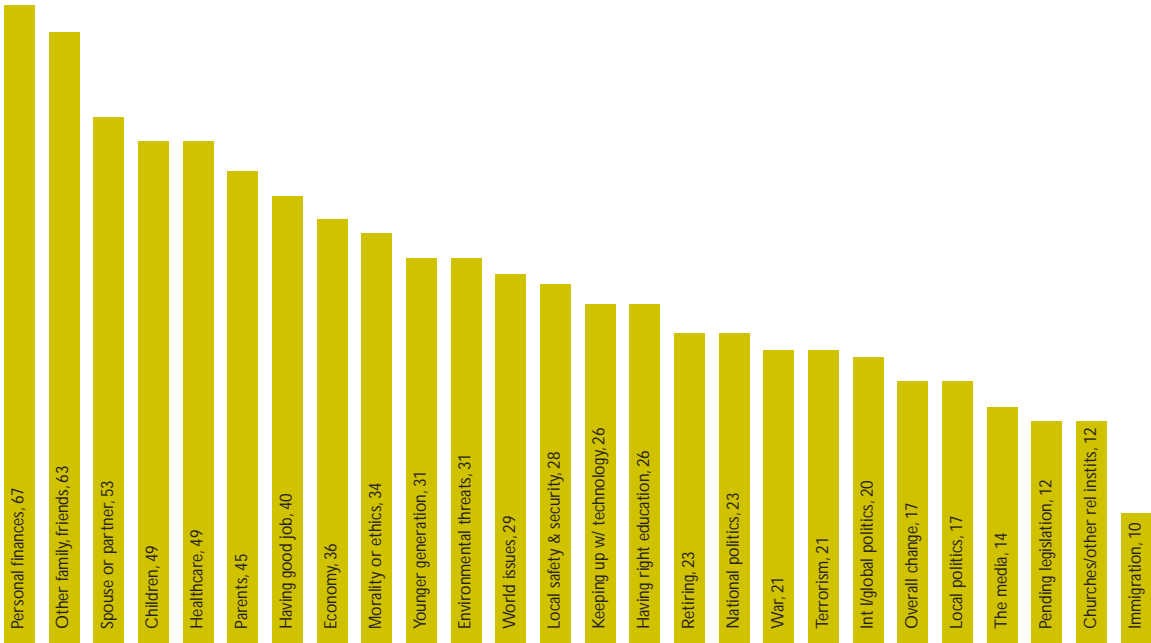
If money is what Canadians wish for most, it could be because it's the number one personal worry as a nation. Over two-thirds (67%) say they worry about money frequently.

A close second on the worry barometer is other people—family/friends, spouses/partners and children.

Next are other related issues—healthcare, parents, having a good job and the economy.

Concern for the world at large follows much further down the line, in a third tier of worry that includes war, morality/ethics, terrorism, world issues, local safety/security and national politics.

Worry frequently about the following:
(Total sample)

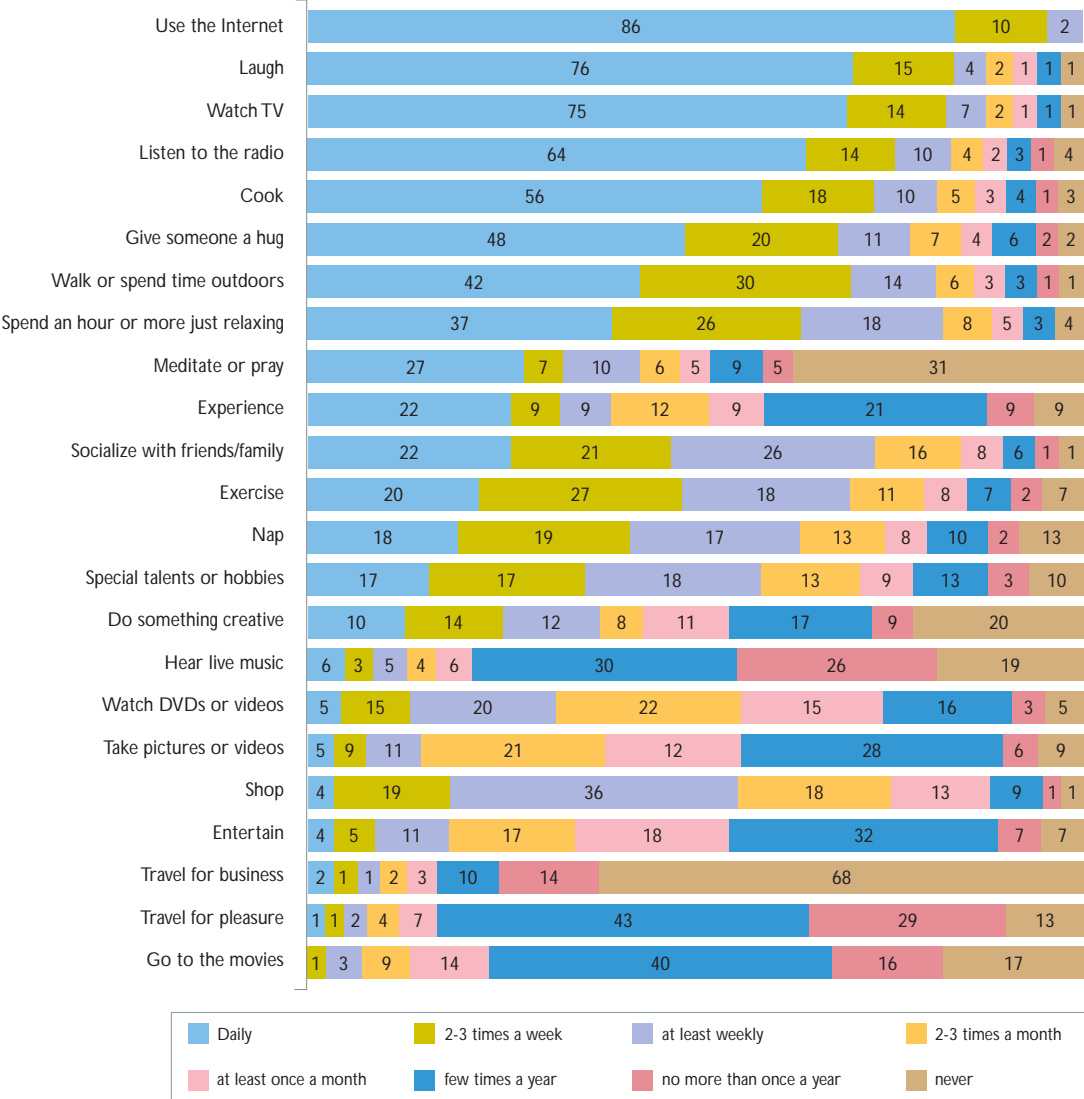


Canada is an Internet-loving, frequently laughing and TV-watching nation

From a list of over twenty activities, the highest incidence of daily activity in Canada includes using the Internet (86%), laughing (76%) and television watching (75%).

While so many consider exercise to be the best way to lose weight and one of the top things they would like more of in their life, only 20% exercise daily. However in total, 65% are exercising at least once a week.

How often do you do the following?
(among total sample)

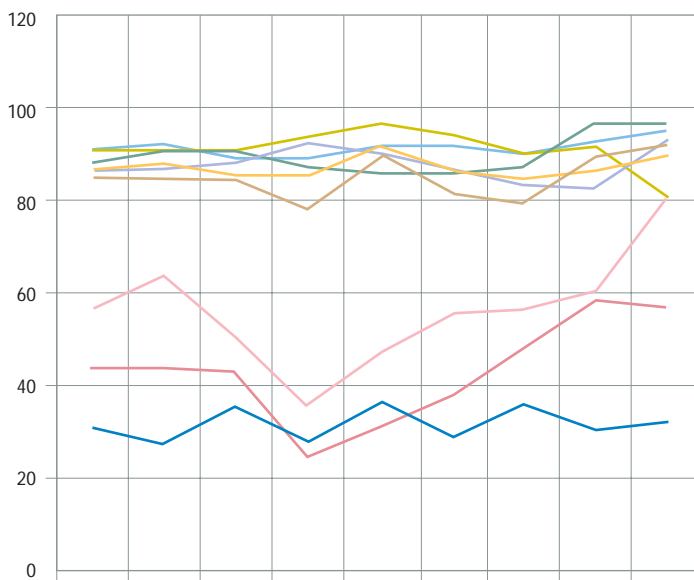


Life is good overall

The vast majority of Canadians hold positive perceptions for their own personal lives. Over 80% believe that “it’s up to me to get what I want out of life,” that there are dreams to pursue, that life is worth living with someone to love, that entertainment provides a great deal of pleasure and that there is still much to look forward to.

These sentiments are shared by most Canadians of every age—self reliance, optimism and limitless dreams. What falls short are Canadians’ perceptions of the world at large. Only 31% believe that the world is getting better.

% Agreement



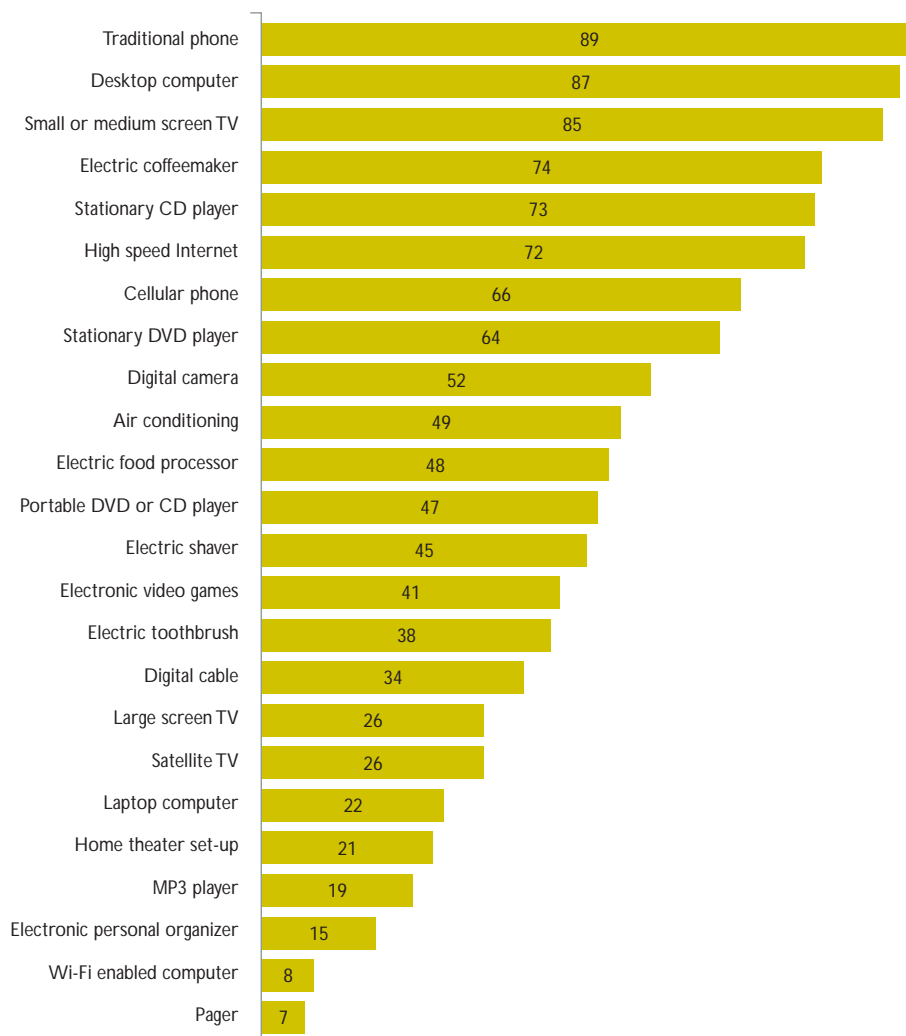
	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
It's up to me to get what I want out of life	90	91	90	88	90	90	88	92	94
I still have dreams for the future that I plan to pursue	90	90	90	93	96	93	88	91	80
As long as you have someone to love, life is worth living	88	88	88	86	84	84	87	95	95
Entertainments such as music, TV or movies give me a great deal of pleasure	87	88	87	91	89	86	83	82	93
I believe I have a lot to look forward to	87	88	86	86	91	87	84	86	89
Overall, I am grateful for the way my life is going	84	84	84	78	89	81	79	89	92
Faith keeps me going day by day	56	63	49	37	47	54	56	60	80
I am never bored	43	43	42	25	30	38	48	58	56
The world is getting better	31	28	34	28	37	29	34	30	32

New technologies continue to make inroads

The rate of adoption of new technology in Canada continues to accelerate. Approximately half or more of Canadians already own or have access to:

- Desktop computer (87%)
- Stationary CD player (73%)
- High-speed Internet (72%)
- Cellular phone (66%)
- Stationary DVD player (64%)
- Digital camera (52%)
- Portable DVD or CD player (47%)

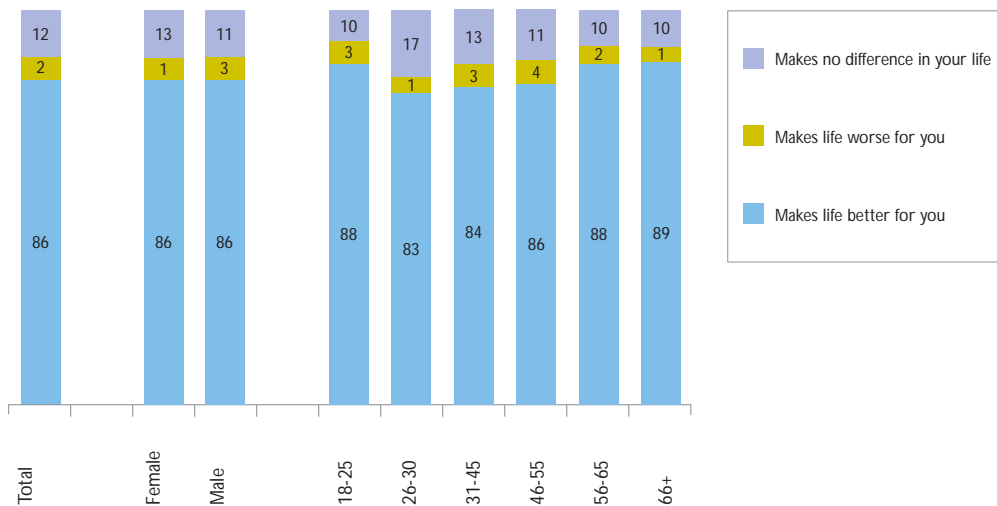
Which of the following items do you own or have access to for personal use? (total sample)



Canada embraces technology as having a “life improving impact”

The vast majority (86%) of Canadians report that technology makes life better for them. Only 2% believe that it has made things worse. This affirmation of technology is supported by the evaluation of where technology has made a positive impact.

How do you feel about technology overall? Would you say it:

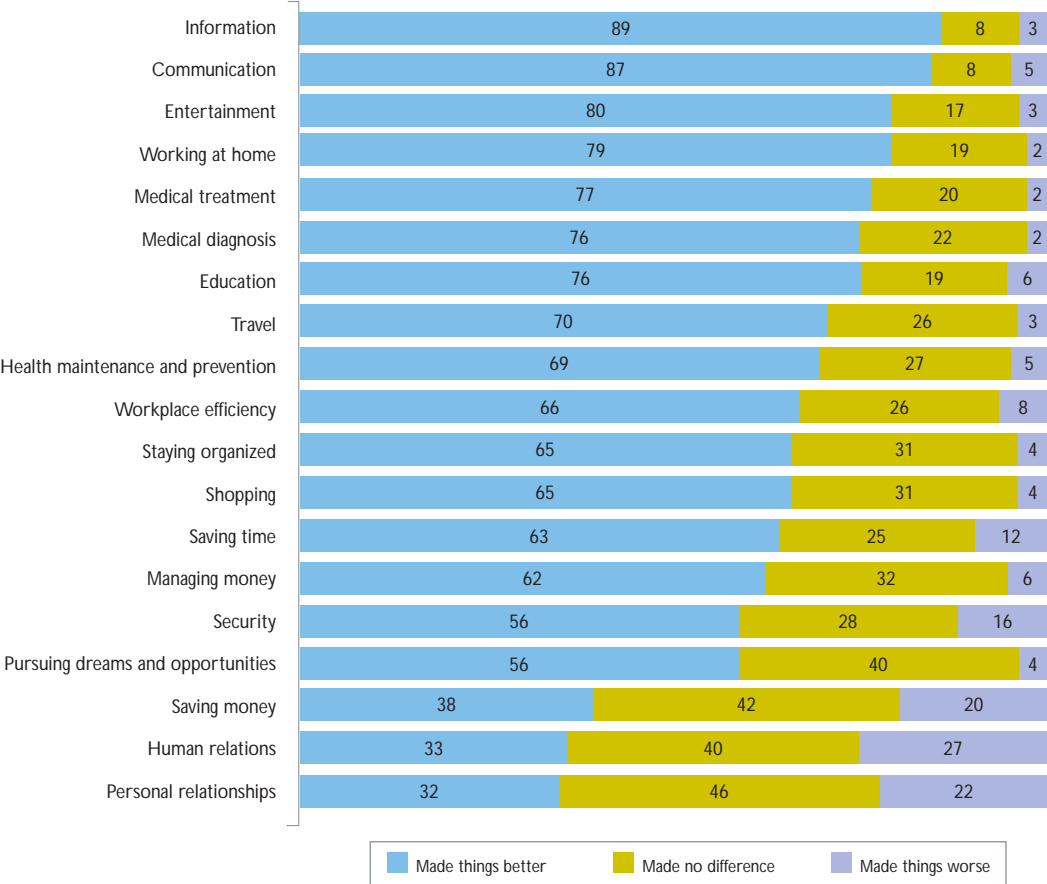


Technology is recognized for making things better on most of life's critical dimensions

In areas such as communication, entertainment, education, travel, medical treatment and diagnosis, Canadians feel that technology has made things better.

Only in the areas of saving money and relationships is the public as likely to believe that technology has made no difference as they are to believe that it has made things better.

For each area listed below, do you think technology has made things better, made things worse or made no difference at all? (among total sample)

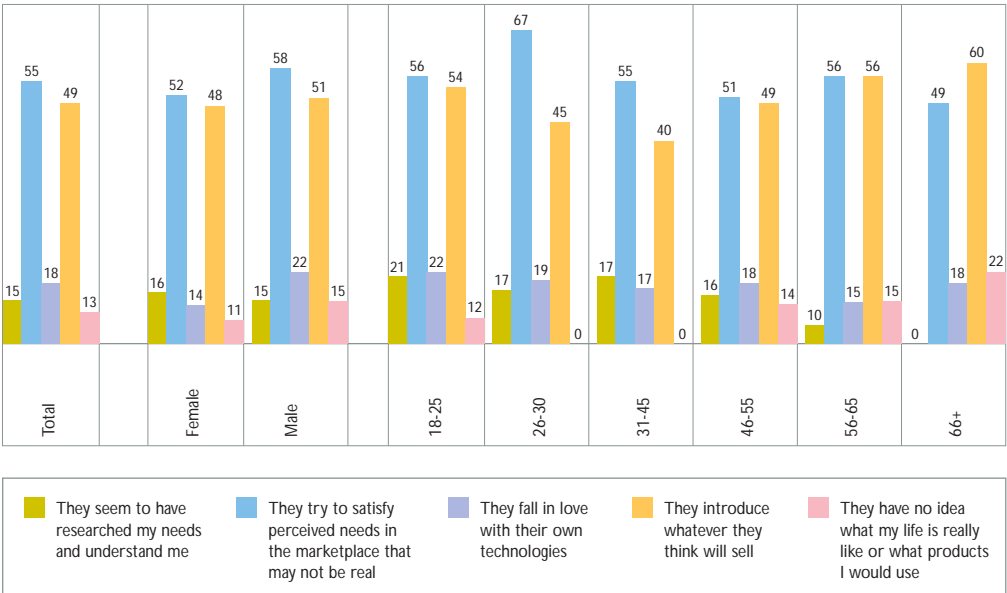


Technology companies need to stay in sync with public interests

Despite the passion Canadians have for what technology can do for them, there is criticism that the technology manufacturers are not in tune with consumers' needs.

About half or more feel that the manufacturers are just trying to satisfy perceived needs in the marketplace that may not be real, or tend to simply introduce whatever they think will sell.

When technology companies introduce new products, how well do you feel they understand your needs?

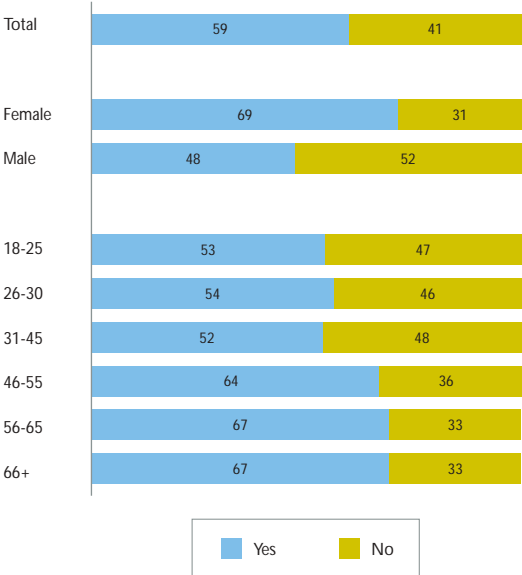


Designers and manufacturers need to stay in sync with consumer requirements for simplicity

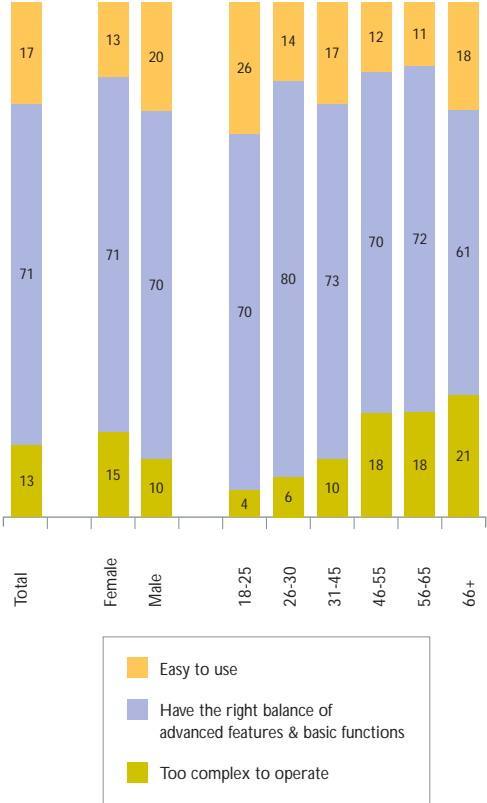
More than half of Canadians (59%) report having lost interest in a technology product because it seemed “too complex to set up or operate.” This sentiment is especially pronounced among females and people over age 45.

Moreover, while the majority of consumers feel that “most technology products have the right balance of advanced features and basic functions” (71%), only 17% of the Canadian public believes that “in general, technology products are easy to use.”

Have you ever been less interested in purchasing a technology product because it seems too complex to set up or operate?



In general, are technology products:

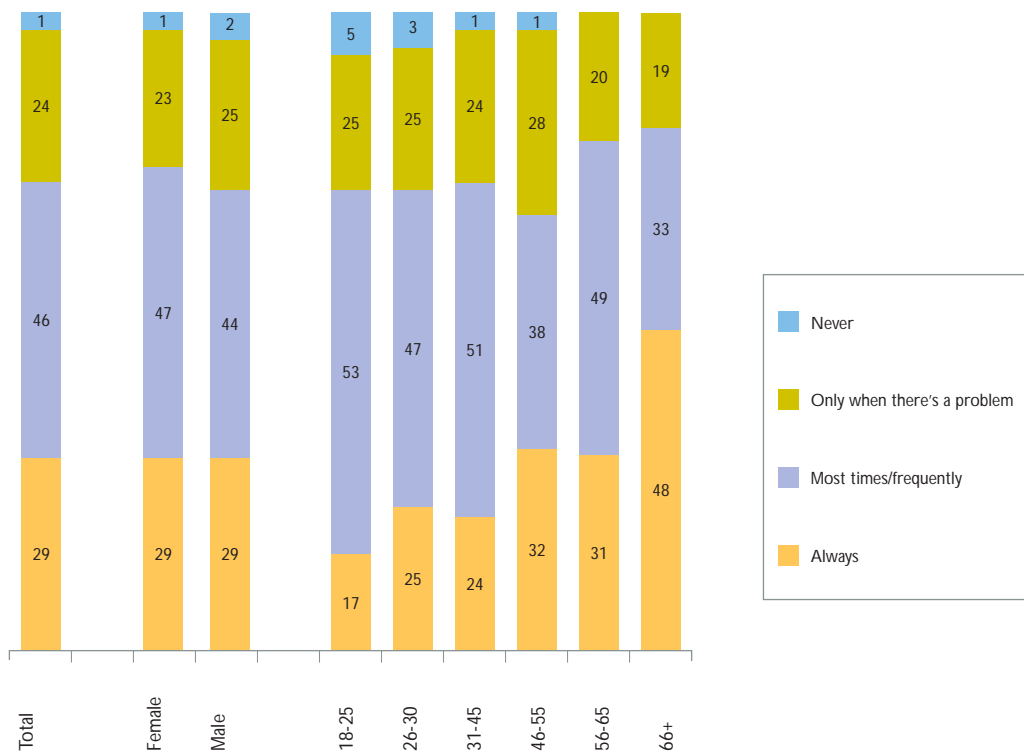


Technology cannot rely on manuals alone

Less than one-third of the public (29%) says they “always read the manuals that come with technology products.”

Curiously, younger people tend to read manuals less religiously than older folks. This may be because they have more confidence and experience with setting up new products.

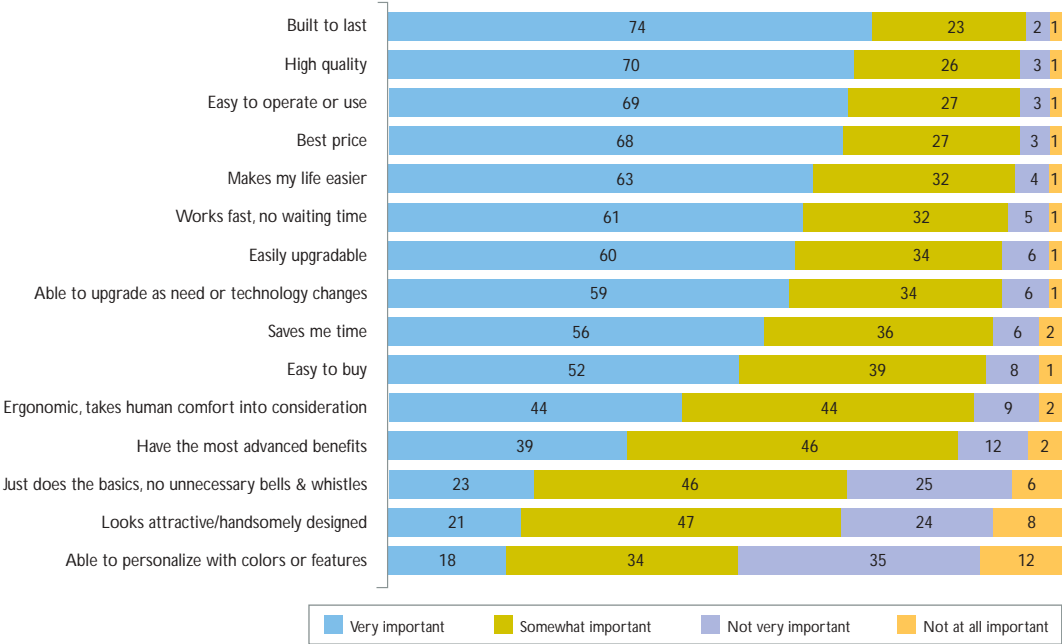
Do you read the manuals that come with new technology products?



Ease-of-use is the most desired feature in selecting new technologies

Consumers are beginning to demand that products be accessible for easy operation and set-up. The fact that some products have achieved this has raised the bar for what is possible. "Ease-of-use" is so important to the public (69%) that it is now just behind the dimension of "high quality" (70%) and "built to last" (74%) on importance.

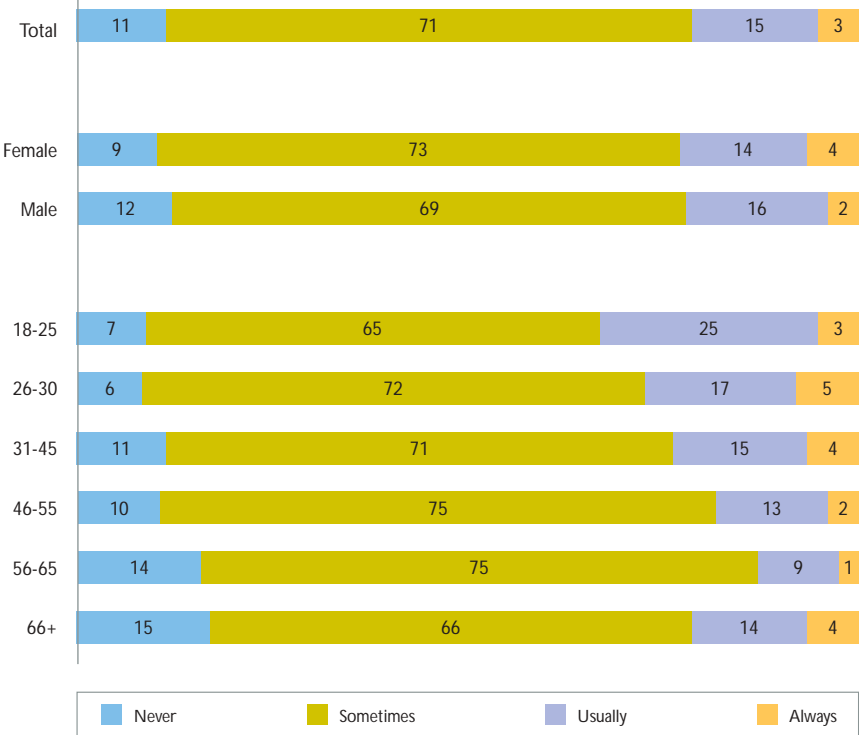
How important to you are the following when selecting new technology products?
(among total sample)



The role of design in technology

Canadians do not credit design as being a major decision factor in the purchasing of technology products. However, the majority claims to consider design (71%) “sometimes.” While the aesthetics and ergonomics of a technology product are unlikely to make some consider a categorical purchase, they are likely to serve as a critical tie breaker between alternative product offerings.

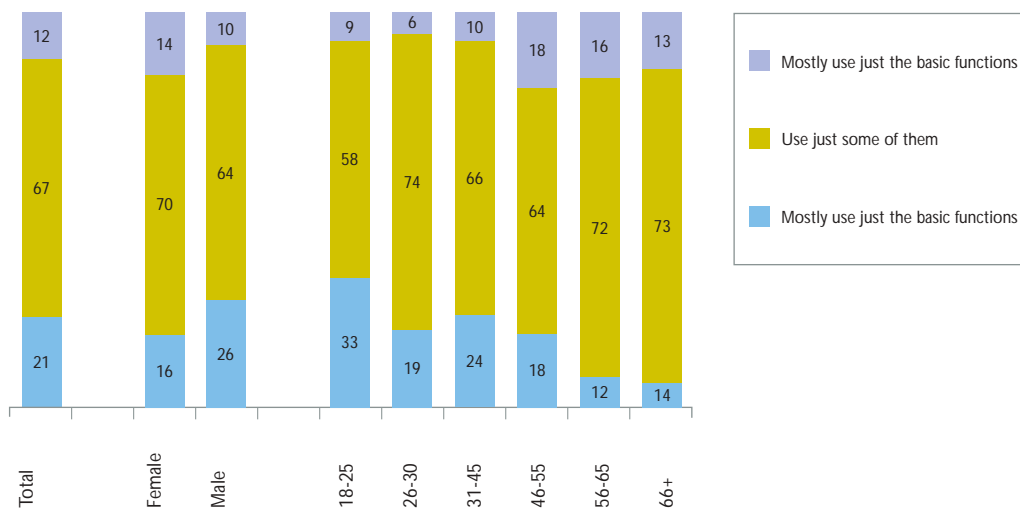
How often is the design or look of a technology product a deciding factor in your decision to buy?



Most technology features are not getting used

Part of the disconnect between technology manufacturers and the public is the creation of multiple and complex features that go ignored and most likely add cost to production. Only one-in-five Canadians (21%) report using the full range of features on most new technology products.

Technology often offers a wide array of added features to products or programs that allow for a wide variety of functions and tasks. Would you say that you:



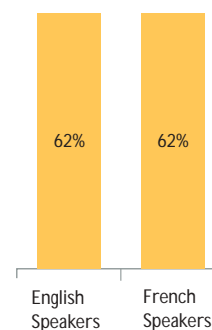
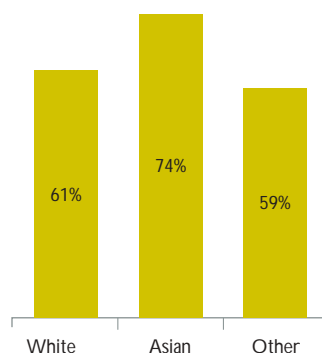
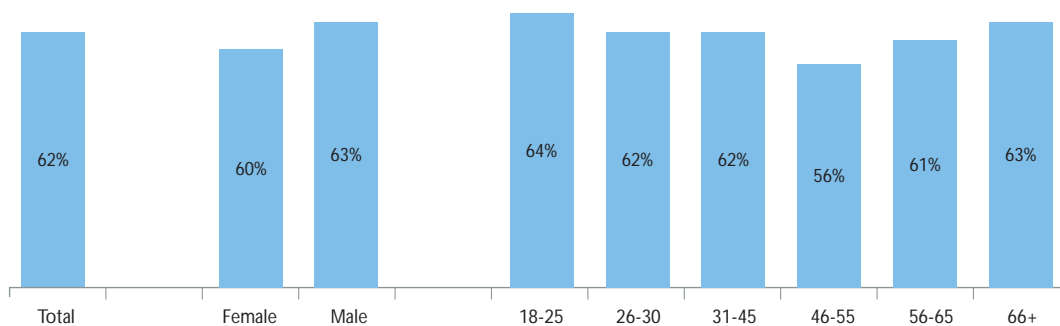
Summary & Conclusions

The state of Canada's well-being

The Philips Index for Canada is 62%. This means that almost two-out-of-three Canadians enjoy a positive state of health, contentment and openness to change or "well-being." This level is consistent across demographics with two exceptions: people going through middle life,

ages 46-55, are significantly lower on the Philips Index at 56% and Asians in Canada are significantly higher at 74%. The Index is identical between English-speaking and French-speaking Canadians.

Canadian Philips Index



Conclusions

Canada is a fortunate country with easily accessible healthcare and a high standard of living. It is perhaps no surprise then that a majority (62%) meet the Philips Index criteria for being healthy, content and positive towards technology.

Underneath this framework, lies a culture of optimism and self-reliance. Canadians feel that the state of their health is in their own hands and are proactively taking steps to maximize their quality of life. They embrace doctors, prescription medications, diets and exercise. And yet there is an undercurrent of confusion and worry.

Many Canadians are concerned about the future of their health. They are not confident that their doctors and hospitals have access to the state-of-the-art medical equipment. Moreover, they are overweight, do not know how to eat properly and expect to face serious medical problems in the next five years.

There is growing demand for technology applications that will make life easier, particularly on the medical front. Canadians want it to be easier to communicate with doctors, have their doctors communicate with each other, obtain medical records, submit medical information and schedule appointments via the Internet. Medical communication via e-mail is one of the last Internet frontiers that is yet to be developed.

Technology manufacturers also need to listen more to the public. There is a need to take heed that consumer interest lies in easy to access, use and set-up technology products that will enhance the quality, length, pleasure and other critical aspects of life.



Appendix

Data Tables

Table 1

Overall, how would you rate the state of your physical health?									
	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
Excellent	27	24	30	38	36	33	18	19	14
Generally good	57	58	56	52	57	54	58	58	64
Fair	14	16	13	10	6	11	19	21	20
Poor	2	2	2	0	1	1	4	3	2

Table 2

Which of the following are you concerned about as potential threats to your health in the next five years?			
	Total	Female	Male
Joint pain/arthritis	44	46	42
Being overweight/obesity	36	40	32
Declining vision	28	28	29
High cholesterol	26	22	29
Cancer	23	22	23
Heart attack	22	19	24
Depression	19	21	16
Memory loss	17	16	18
Anxiety	16	18	14
High sugar count/diabetes	16	14	17
Declining hearing	15	15	16
Stroke	15	14	15
Bacterial infections (general)	11	11	12
Viral infections (general)	11	12	11
AIDS	2	1	3
None of these	12	12	12

Table 3

Do you take any prescription medications for any of the health conditions mentioned earlier, or any other conditions?									
	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
Yes	46	52	40	19	21	33	55	64	88
No	54	48	60	82	79	67	45	36	12

Table 4

How many prescription medications do you take for any health conditions? (Mean scores among prescription medication users)									
	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
Mean	3.1	3.1	3.1	1.9	4.6	2.2	3.1	3.6	3.6

Table 5

Are you on any medication for anxiety, stress or mood stabilization? (Among medication users)									
	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
Yes	25	25	25	48	36	34	34	14	13
No	75	75	75	52	64	66	66	87	87

Data Tables

Table 6

Do you currently use for any purpose:									
	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
Vitamins or supplements	55	62	48	42	49	46	59	61	76
Herbs or homeopathic remedies	14	16	12	12	10	12	15	16	16
Acupuncture	2	2	3	3	2	2	3	3	2
None of these	43	35	51	54	50	51	38	37	23

Table 7

How often do you go to a doctor for a general check up?									
	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
More than once a year	23	26	20	14	17	15	25	32	41
About once a year	43	48	37	32	36	46	45	47	44
Every couple of years	12	11	13	19	10	14	13	11	4
Every three to five years	7	6	9	7	11	8	7	5	6
Less than five years	2	2	2	2	3	3	1	1	1
Hardly ever or never	13	8	19	26	22	15	9	5	6

Table 8

How often do you go to a doctor for a specific problem, illness or condition?									
	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
Weekly or more	1	1	1	2	1	1	0	1	1
2 -3 times per month	2	2	3	3	2	2	3	3	2
Once a month	6	7	5	3	2	4	10	6	8
Every few months	21	23	19	18	17	15	21	26	31
A couple of times a year	35	40	29	35	39	37	27	31	41
Hardly ever or never	36	28	44	39	39	42	38	33	18

Table 9

How often do you go to the dentist for a cleaning or a general check up?									
	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
More than once a year	32	31	33	24	30	33	33	34	35
About once a year	31	31	31	42	36	32	24	29	24
Every couple of years	9	9	9	13	11	10	8	7	7
Every three to five years	6	6	5	5	5	6	9	5	1
Less than five years	5	5	4	4	2	6	4	2	9
Hardly ever or never	18	18	18	12	16	14	21	23	24

Table 10

When you are concerned about being sick, where do you usually get your medical or health information first?									
	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
Doctors	52	53	50	29	40	45	56	63	78
Internet search	20	19	20	23	19	24	20	17	11
Family members or friends	12	9	15	23	20	13	11	6	3
Pharmacists	6	6	5	7	9	7	5	5	1
Books	3	4	3	4	4	3	3	3	2
Natural health advocates such as acupuncturists, massage therapists, etc.	1	2	1	3	2	1	2	1	0
Magazines/newsletters	1	2	1	2	2	0	1	2	3
Healthline/CLSC Healthline	1	1	1	1	2	2	0	0	0

Data Tables

Table 11

Where do you get your medical or health information? (NET)									
	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
Doctors	81	83	80	67	79	79	84	87	93
Internet search	63	65	62	62	64	63	64	68	59
Pharmacists	43	48	38	33	38	38	45	45	59
Family members or friends	42	40	44	65	58	45	39	26	20
Books	29	33	25	31	27	27	36	30	24
Magazines/newsletters	22	26	17	21	20	18	26	29	19
Television	16	17	14	15	20	11	20	16	16
Newspapers	14	11	16	17	11	11	17	16	13
Government brochures	9	10	9	6	4	7	13	13	14
Natural health advocates such as acupuncturists, massage therapists, etc.	8	10	6	4	8	7	12	10	7
At the gym or health club	2	1	2	3	3	1	2	1	1
Psychics/spiritual advisors	1	1	1	2	3	1	1	1	0

Table 12

Do you consider yourself to be overweight?									
	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
Yes	55	64	46	46	51	56	62	67	47
No	45	36	55	54	49	44	38	34	53

Table 13

How much weight are you trying to or would you like to lose?									
	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
None	19	11	28	26	21	17	17	16	22
1-5 pounds	11	11	11	8	9	11	10	6	20
6-10 pounds	17	17	17	19	18	16	16	19	16
11-20 pounds	18	18	18	13	22	21	15	17	19
21-30 pounds	14	15	12	13	8	13	16	18	12
31-40 pounds	6	7	5	8	3	7	9	7	1
41-50 pounds	5	8	2	4	7	4	4	7	6
51-60 pounds	3	4	2	2	6	2	2	4	1
61-70 pounds	2	3	1	2	1	2	2	1	1
71-80 pounds	1	2	1	1	1	1	3	0	0
81-90 pounds	1	1	1	0	1	1	1	1	1
91-100 pounds	1	2	1	1	0	1	3	0	1
100 pounds or more	2	3	1	3	4	2	2	3	0

Data Tables

Table 14

If you were interested in losing weight, which of the following approaches would you be most likely to take?									
	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
Increase exercise	70	69	71	75	75	74	67	68	58
Stop/cut down sweets	45	49	40	52	47	45	40	40	48
Eat lower calories	41	48	35	33	39	34	45	56	48
Eat lower fat	40	44	36	38	48	37	39	42	43
Stop/cut eating fast food	40	39	41	53	55	42	34	27	31
Stop/cut eating salty snacks	25	26	23	34	23	22	22	21	28
Eat lower carbs	17	19	16	16	20	18	18	21	12
Not interested in losing	11	6	15	16	12	9	10	10	9
Use diet aids/supplements	10	13	7	16	11	12	9	7	4
Weight Watchers®	7	10	3	5	10	8	6	9	4
Consider surgery	3	5	2	5	4	4	3	1	2
Nothing works for me	1	2	1	2	1	1	3	0	1
Eat less/smaller portions	1	1	1	0	1	0	1	2	2
Follow/join other weight mgt grps	1	1	1	0	1	1	2	1	0
Change eating habits	1	1	0	0	1	1	1	0	0

Table 15

How confident are you that you know how to eat properly for maximum health?									
	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
Completely confident	32	34	30	25	30	27	34	38	42
Somewhat confident	57	56	58	54	55	60	56	57	54
Not very confident	10	9	11	16	14	12	9	5	3
Not at all confident	2	2	1	5	1	1	1	1	1

Table 16

How much do you feel that the state of your health is up to you to control?									
	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
There is not much that I can do about my health	4	3	4	4	4	3	3	3	5
How I take care of myself makes an important difference	51	56	46	51	53	48	51	45	61
For the most part, my health is up to me	46	41	50	45	43	50	46	52	34

Table 17

How old do you expect to live to be?									
	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
Over 100	5	4	6	11	4	2	4	3	7
91-100	14	14	14	12	10	14	15	11	17
81-90	38	39	37	41	36	34	29	45	50
71-80	24	24	25	18	33	26	32	26	12
61-70	8	6	9	4	7	13	9	5	1
51-60	2	2	2	5	1	2	1	1	0
Under 50	0	0	0	0	2	0	0	0	0
Don't know	9	10	8	9	5	8	10	8	12

Data Tables

Table 18

Do you expect to live:									
	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
A longer life than your parents	34	31	38	42	28	29	34	41	39
About the same length as your parents	44	47	41	32	50	47	45	45	44
A shorter life than your parents	7	6	8	5	6	8	9	8	4
Don't know	15	16	13	21	17	16	12	7	14

Table 19

Which of the following statements are true about you?									
	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
I usually do whatever the doctor tells me	71	71	70	56	61	69	73	77	84
I always go for the medical tests I'm supposed to take	65	71	60	40	50	62	69	85	85
I wish I could just e-mail my doctor when I have questions	43	45	41	49	49	50	43	32	31
Operations should always be avoided if possible	37	37	37	32	29	35	45	43	38
I usually avoid going to the doctor as much as possible	32	30	33	35	39	32	33	26	27
I expect medical technology to keep me healthy to a ripe old age	28	25	30	25	21	26	26	36	33
I would communicate with my doctor more often if I didn't have to make a trip	24	24	23	28	26	28	25	18	14
If I don't like what a doctor says, I go for a second opinion	23	26	19	20	27	26	22	22	17
Most health problems get better if you give them time	17	16	18	24	14	21	14	15	14
I wouldn't mind having a little cosmetic surgery	17	24	10	17	18	23	19	14	7
I think hospitals are dangerous	17	18	17	9	8	17	23	24	18
Too often doctor's visits are a waste of time and money	17	16	19	23	25	19	16	14	7
I would much prefer to do my own medical tests at home	10	10	10	19	12	11	8	7	5
I don't always take the medicine I'm prescribed	10	11	9	15	13	10	12	6	5
I'm in better shape than ever before	9	8	10	14	10	9	9	7	6
If I don't like what a doctor says, I ignore it	5	6	4	11	4	5	4	4	1

Table 20

In the future, medical devices or technology may be able to tell you if and/or when you may contract a serious medical condition or disease. Would you want to know to know this information in advance?									
	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
Yes	85	84	86	81	78	87	88	89	82
No	15	16	14	19	22	13	12	11	18

Table 21

How important is it to you that your doctors and hospital have access to the latest and/or best medical technology?									
	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
Very important	80	83	77	64	74	83	79	87	89
Somewhat important	17	15	20	30	24	14	19	11	11
Not very important	2	2	3	4	1	3	2	1	0
Not at all important	0	0	1	1	1	0	0	0	0

Data Tables

Table 22

How confident are you that your doctors and hospital have access to the latest and/or best medical technology?									
	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
Very confident	14	16	13	11	12	12	10	16	28
Somewhat confident	60	61	58	51	61	59	65	60	61
Not very confident	23	21	25	34	21	25	22	21	11
Not at all confident	3	2	4	5	6	3	4	3	1

Table 23

Do you use multiple physicians?									
	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
Yes	29	31	26	38	30	24	25	31	34
No	71	69	74	62	70	76	75	69	66

Table 24

How easy or difficult is it to make sure that your doctors effectively communicate about the status of your health? (Base: use multiple physicians)									
	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
Very easy	15	16	14	9	12	12	19	21	19
Somewhat easy	24	26	21	23	14	15	24	36	34
Neither difficult nor easy	32	33	30	47	34	38	24	15	26
Somewhat difficult	23	20	27	14	38	30	27	20	13
Very difficult	6	5	7	7	2	5	5	8	7

Table 25

Medical technology is making possible new ways of communicating with doctors and getting medical information. Which of the following advances would be appealing to you personally?									
	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
Access to your medical records or test results by e-mail	73	72	73	72	72	79	73	72	61
Ability to ask questions and get opinions of your personal physicians by e-mail	71	70	72	75	79	77	72	69	52
Scheduling visits by e-mail	55	51	59	62	60	58	57	50	41
Taking tests at home and reporting results by e-mail	38	34	42	40	42	42	42	34	23
None of these	12	13	10	10	8	6	9	15	27

Table 26

Thinking about your current lifestyle situation, would you say you are?									
	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
Completely content	11	9	12	11	13	9	10	13	11
Mostly content	70	72	68	67	70	70	65	72	77
Somewhat discontent	17	16	18	18	17	19	22	13	10
Completely discontent	2	2	2	4	1	2	3	2	1

Data Tables

Table 27

What would you most like to change or add to your current lifestyle?									
	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
More money	72	71	72	76	78	76	72	68	57
Travel	55	58	53	54	52	55	55	61	56
More energy	53	58	47	48	55	55	56	52	47
Regular exercise	52	54	49	59	48	56	51	46	43
Less stress and anxiety	43	46	41	45	49	53	52	35	16
Healthy eating habits	42	48	36	46	48	42	40	38	42
Improved health	41	41	40	34	40	39	43	40	49
More leisure time	35	28	42	40	46	48	39	22	6
New car	30	28	33	35	32	36	25	28	22
Some surprise	28	33	22	24	30	30	26	24	29
Remodeling or decorating	27	36	17	19	35	32	29	24	19
Relationship with spouse or partner	27	26	28	33	36	28	25	18	21
New wardrobe	26	34	18	39	35	29	23	12	19
Excitement	25	27	23	32	35	27	27	17	12
New job	25	22	28	38	36	32	25	13	0
New friends	25	27	23	31	28	24	21	17	29
New apartment or housing	24	23	25	43	31	25	26	12	10
Gym or health club	21	20	21	33	24	21	20	13	13
New look	19	28	10	28	22	22	21	13	9

Table 28

Worry frequently about the following: (Total sample)	
Personal finances	67
Other family or close friends	63
Spouse or partner	53
Children	49
Healthcare	49
Parents	45
Having a good job	40
Economy	36
Morality and ethics	34
The younger generation	31
Environmental threats	31
World issues	29
Local safety and security	28
Keeping up with technology	26
Having the right education	26
Retiring	23
National politics	23
War	21
Terrorism	21
International/global politics	20
Overall change	17
Local politics	17
The media	14
Pending legislation	12
Churches, other religious institutions	12
Immigration	10

Data Tables

Table 29

How often do you do the following? (total sample)								
	Daily	2-3 times a week	at least weekly	2-3 times a month	at least once a month	few times a year	no more than once a year	never
Use the Internet	86	10	2	0	0	0	0	0
Laugh	76	15	4	2	1	1	0	1
Watch TV	75	14	7	2	1	1	0	1
Listen to the radio	64	14	10	4	2	3	1	4
Cook	56	18	10	5	3	4	1	3
Give someone a hug	48	20	11	7	4	6	2	2
Walk or spend time outdoors	42	30	14	6	3	3	1	1
Spend an hour or more just relaxing	37	26	18	8	5	3	0	4
Meditate or pray	27	7	10	6	5	9	5	31
Experience	22	9	9	12	9	21	9	9
Socialize with friends/family	22	21	26	16	8	6	1	1
Exercise	20	27	18	11	8	7	2	7
Nap	18	19	17	13	8	10	2	13
Special talents or hobbies	17	17	18	13	9	13	3	10
Do something creative	10	14	12	8	11	17	9	20
Hear live music	6	3	5	4	6	30	26	19
Watch DVDs or videos	5	15	20	22	15	16	3	5
Take pictures or videos	5	9	11	21	12	28	6	9
Shop	4	19	36	18	13	9	1	1
Entertain	4	5	11	17	18	32	7	7
Travel for business	2	1	1	2	3	10	14	68
Travel for pleasure	1	1	2	4	7	43	29	13
Go to the movies	0	1	3	9	14	40	16	17

Table 30

% Agreement									
	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
It's up to me to get what I want out of life	90	91	90	88	90	90	88	92	94
I still have dreams for the future that I plan to pursue	90	90	90	93	96	93	88	91	80
As long as you have someone to love, life is worth living	88	88	88	86	84	84	87	95	95
Entertainments such as music, TV or movies give me a great deal of pleasure	87	88	87	91	89	86	83	82	93
I believe I have a lot to look forward to	87	88	86	86	91	87	84	86	89
Overall, I am grateful for the way my life is going	84	84	84	78	89	81	79	89	92
Faith keeps me going day by day	56	63	49	37	47	54	56	60	80
I am never bored	43	43	42	25	30	38	48	58	56
The world is getting better	31	28	34	28	37	29	34	30	32

Data Tables

Table 31

Which of the following items do you own or have access to for personal use? (total sample)	
Internet access	94
Traditional phone	89
Desktop computer	87
Small or medium screen TV	85
Electric coffeemaker	74
Stationary CD player	73
High-speed Internet	72
Cellular phone	66
Stationary DVD player	64
Digital camera	52
Air conditioning	49
Electric food processor	48
Portable DVD or CD player	47
Electric shaver	45
Electronic video games	41
Electric toothbrush	38
Digital cable	34
Large screen TV	26
Satellite TV	26
Laptop computer	22
Home theater set-up	21
MP3 player	19
Electronic personal organizer	15
Wi-Fi enabled computer	8
Pager	7

Table 32

How do you feel about technology overall? Would you say it:									
	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
Makes life better for you	86	86	86	88	83	84	86	88	89
Makes life worse for you	2	1	3	3	1	3	4	2	1
Makes no difference in your life	12	13	11	10	17	13	11	10	10

Data Tables

Table 33

For each area listed below, do you think technology has made things better, made things worse or made no difference at all? (total sample)			
	Made things better	Made no difference	Made things worse
Information	89	8	3
Communication	87	8	5
Entertainment	80	17	3
Working at home	79	19	2
Medical treatment	77	20	2
Medical diagnosis	76	22	2
Education	76	19	6
Travel	70	26	3
Health maintenance and prevention	69	27	5
Workplace efficiency	66	26	8
Staying organized	65	31	4
Shopping	65	31	4
Saving time	63	25	12
Managing money	62	32	6
Security	56	28	16
Pursuing dreams and opportunities	56	40	4
Saving money	38	42	20
Human relations	33	40	27
Personal relationships	32	46	22

Table 34

When technology companies introduce new products, how well do you feel they understand your needs?									
	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
They seem to have researched my needs and understand me	15	16	15	21	17	17	16	10	9
They try to satisfy perceived needs in the marketplace that may not be real	55	52	58	56	67	55	51	56	49
They fall in love with their own technologies	18	14	22	22	19	17	18	15	18
They introduce whatever they think will sell	49	48	51	54	45	40	49	56	60
They have no idea what my life is really like or what products I would use	13	11	15	12	10	9	14	15	22

Table 35

Have you ever been less interested in purchasing a technology product because it seems too complex to set up or operate?									
	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
Yes	59	69	48	53	54	52	64	67	67
No	41	31	52	47	46	48	36	33	33

Table 36

In general, are technology products:									
	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
Too complex to operate	13	15	10	4	6	10	18	18	21
Have the right balance of advanced features & basic functions	71	71	70	70	80	73	70	72	61
Easy to use	17	13	20	26	14	17	12	11	18

Data Tables

Table 37

Do you read the manuals that come with new technology products?									
	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
Always	29	29	29	17	25	24	32	31	48
Most times/frequently	46	47	44	53	47	51	38	49	33
Only when there's a problem	24	23	25	25	25	24	28	20	19
Never	1	1	2	5	3	1	1	0	0

Table 38

How important to you are the following when selecting new technology products? (among total sample)				
	Very important	Somewhat important	Not very important	Not at all important
Built to last	74	23	2	1
High quality	70	26	3	1
Easy to operate or use	69	27	3	1
Best price	68	27	3	1
Makes my life easier	63	32	4	1
Works fast, no waiting time	61	32	5	1
Easily upgradeable	60	34	6	1
Able to upgrade as need or technology changes	59	34	6	1
Saves me time	56	36	6	2
Easy to buy	52	39	8	1
Ergonomic, takes human comfort into consideration	44	44	9	2
Have the most advanced benefits	39	46	12	2
Just does the basics, no unnecessary bells & whistles	23	46	25	6
Looks attractive/Handsomely designed	21	47	24	8
Able to personalize with colors or features	18	34	35	12

Table 39

Technology often offers a wide array of added features to products or programs that allow for a wide variety of functions and tasks. Would you say that you:									
	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
Usually use the full range of features offered by new technologies	21	16	26	33	19	24	18	12	14
Use just some of them	67	70	64	58	74	66	64	72	73
Mostly use just the basic functions	12	14	10	9	6	10	18	16	13

Table 40

How often is the design or look of a technology product a deciding factor in your decision to buy?									
	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
Never	11	9	12	7	6	11	10	14	15
Sometimes	71	73	69	65	72	71	75	75	66
Usually	15	14	16	25	17	15	13	9	14
Always	3	4	2	3	5	4	2	1	4

Table 41

% among total sample	
	Total
Rate physical health excellent or generally good	84
Completely or mostly content with current lifestyle situation	81
Feel technology makes life better	86
Philips Index: meets all 3 criteria above	62

Data Tables

Table 42

	Total	Female	Male	18-25	26-30	31-45	46-55	56-65	66+
Philips Index	62	60	63	64	62	62	56	61	63

Table 43

Demographics	
Gender	
Female	53%
Male	47%
Age	
18-25	8%
26-30	12%
31-45	31%
46-55	22%
56-65	16%
66+	11%
Race/Ethnicity/Primary Language	
White	86%
Total Visible Minority	11%
Asian	7%
Other	4%
English Speaking	77%
French Speaking	23%
Education	
Primary or less	1%
Some High/Secondary School	5%
Graduated High/Secondary School	18%
Some Community College/Technical College/Cegep	16%
Graduated Community Coll	23%
Some Undergraduate University	10%
Graduated Undergraduate University	14%
Some Post-Graduate University	4%
Graduated Post-Graduate University	7%
Prefer not to answer	1%
Marital Status	
Married	50%
Single	22%
Divorced	6%
Separated	4%
Partnered	12%
Widow/widower	5%
Prefer not to answer	2%
Children under 18 at home (base: more than one person at home)	
0	59%
1	18%
2	16%
3	5%
4	2%
5	0%
Annual Household Income	
Under \$15,000	6%
\$15,000 to \$19,999	4%
\$20,000 to \$29,999	11%
\$30,000 to \$39,999	10%
\$40,000 to \$49,999	12%
\$50,000 to \$59,999	10%
\$60,000 to \$69,999	10%
\$70,000 to \$79,999	7%
\$80,000 or more	13%
Prefer not to answer	17%

Table 44

Unweighted Totals	
Total	1335
Men	631
Women	704
18-30	271
31-45	410
46-65	506
66+	148
Asian	94
Other	50
English Speakers	1033
French Speakers	302

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