



China Health Management Survey Report, 2011

May 2011

This report

- ◆ **Analyzes international and domestic health management market.**
- ◆ **Focuses on the survey on health management, including questions such as cognition of health, cognition of health management, importance of health management, frequency of physical examination, source of health management costs, disposal of physical examination results, physical examination company, and health management services preferred etc.**

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Abstract

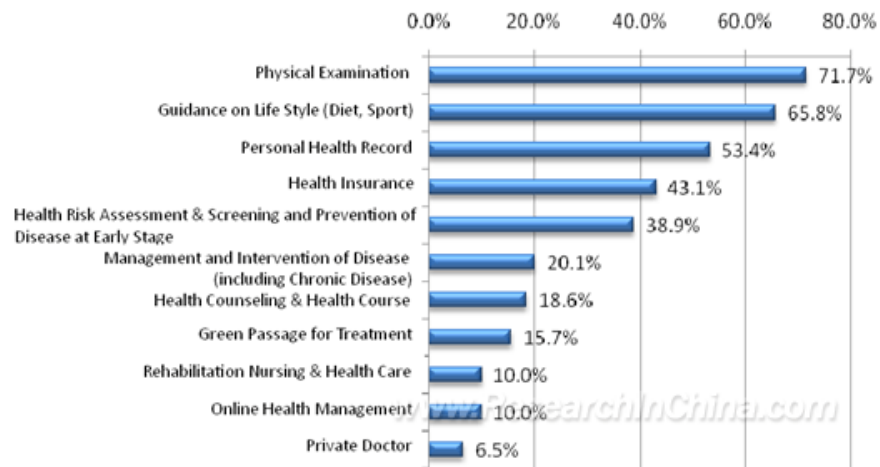
With the development of Chinese economy, improvement of living standards and intensified aging population, Chinese people have growing demand for health management. In China, many industries are actively getting involved in health management market, including traditional Chinese medicine industry, medical and health services industry, biotechnology industry and information industry. However, compared with some foreign countries, Chinese health management industry is still at the preliminary stage, presenting such characteristics as nonstandard market and single mode of management.

In April 2011, ResearchInChina and 1diao cha.com jointly carried out an online survey about health management. This survey mainly targeted people of age 24-60 in Shanghai, Beijing and Guangzhou. The educational background of participants covered senior high school, undergraduate and postgraduate, with annual income over RMB 50,000/ year.

According to the survey results, people have relatively higher awareness of health and started to attach importance to both physical and mental health. Additionally, many participants hold the opinion that health management is necessary. Nevertheless, the acceptable consumption level of health management services is still low.

For instance, with regard to “physical examination”, 71.7% of the participants considered it a necessity. However, 47.5% of the participants could afford only RMB 200-500/year for it, following by 34.7% for RMB 500-1000/year, 11.6% for RMB 1000-2000/ year and 3.3% for RMB 2000-4000/year, and merely 1.1% for over RMB 4000/ year.

Results of Necessity of Health Management Services



1. Overview of Health Management

- 1.1 Definition
- 1.2 Content

2. Overview of International and Domestic Health Management

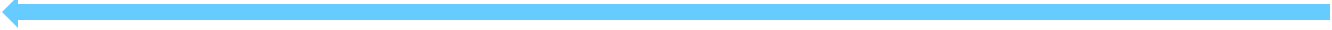
- 2.1 International
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3. Survey on Health Management

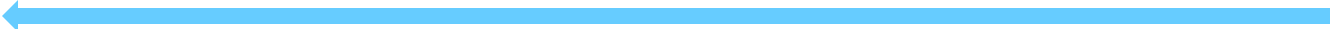
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