



CFO's concerned for their health – especially if you're male!

(22 October 2012 – Australia) The role of a Chief Financial Officer at a leading Australian corporate is a stressful one, and new research from East & Partners shows just how often CFOs are visiting their doctors.

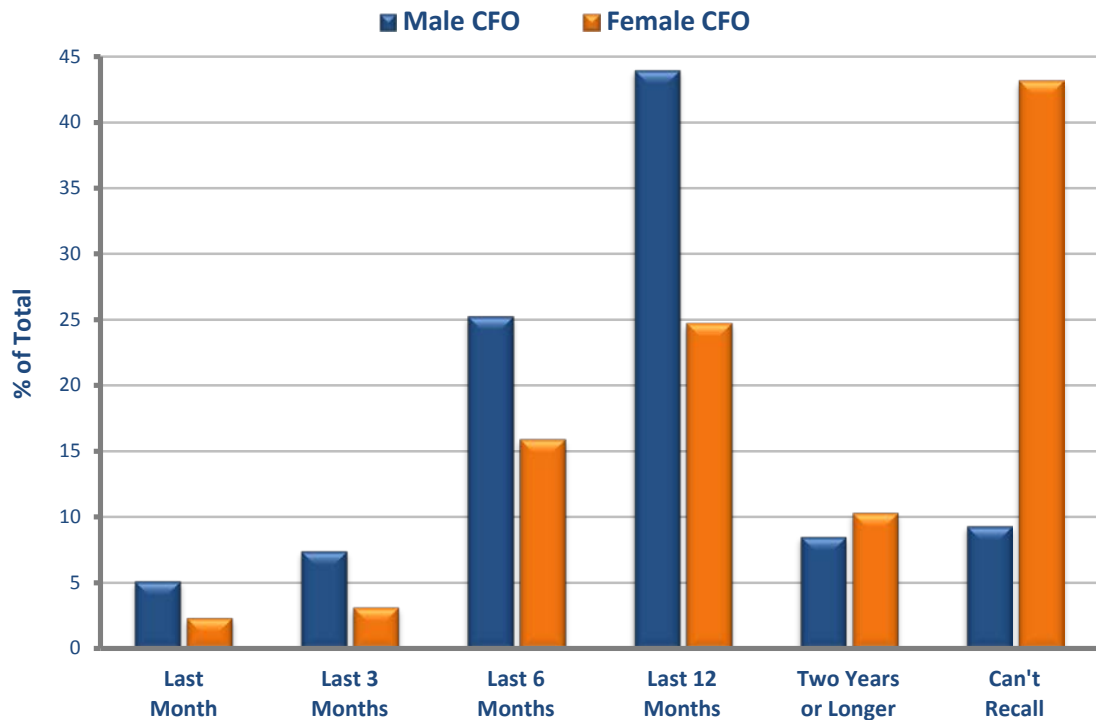
East's survey of 893 corporate CFO's in October showed that 77 percent of respondents said they had had a significant interaction with their medical practitioner in the past 12 months, with male CFOs rating the seriousness of their visit much higher than their female peers.

Of the male CFOs interviewed by East, 5.2 percent had paid a medical visit in the previous month, 7.6 percent within the last three months, 25.3 percent during the last three-six months while 44 percent noted that their last medical visit had been six-twelve months ago. Only 8.6 percent of male CFOs have managed to stay away from their GPs or specialists for longer than twelve months.

The survey results from female CFOs were quite different and in stark contrast to what their male peers had to say. Only 3.2 percent of female CFOs had paid a medical visit in the last three months, 16 percent noted three-six months and 24.8 percent in the last year. 43.2 percent of female CFO's couldn't even remember the last time they visited their doctor or specialist.

CFOs were also asked to rank the seriousness of their most recent visit on a scale of one to five, with one being serious and five not serious at all. The averaged response from male CFOs was 1.69, while that of female CFOs was 2.49, right in the middle of the range.

Number of visits to the Doctor



Source: East & Partners Australian Corporate Transaction Banking Markets program – August 2012

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Lachlan Colquhoun, East & Partners' Head of Markets Analysis commented, "The research runs contrary to public perceptions about men being reluctant to visit doctors."

"It is clear that male CFOs, in particular, are very concerned about their health levels and are taking steps to have them monitored. Stress is clearly an occupational hazard for CFOs and perhaps their employers need to be more cognisant of that. Notably, both NSW male and female CFOs are nearly twice as likely to visit their medical professional as CFOs in other states, possibly due to ease of access as much as a heightened concern or interest in health matters. CFOs in Queensland, by contrast, were least likely to spend time with their medical provider relative to the national 'norm'", Mr Colquhoun added.

About East & Partners' Australian Corporate Transaction Banking Markets service

A six monthly demand research service focussed on the A\$20-530 million turnover "middle market". Consisting of some 11,160 companies the program interviews a structured sample of 890 plus enterprises twice yearly.

Geographical Distribution

	% of Total	
	Feb 2012 (N: 889)	Aug 2012 (N: 893)
New South Wales	44.0	44.3
Victoria	29.2	29.3
Queensland	13.7	13.5
Western Australia	9.9	9.8
South Australia	2.4	2.3
Other	0.8	0.8
TOTAL	100.0	100.0

About East & Partners

East & Partners is Asia-Pacific's leading business banking and advisory firm. East's research programs and expertise in the Institutional, Corporate, SME, Business, Investment and Financial services markets has enabled the firm to work with virtually every major bank within the region and international clients based in North America and Europe.

Focusing on the needs and priorities that make every client different, East devises and implements evidence based strategic action plans that have measurable return on investment for its clients through the delivery of bespoke, thought-leadership and demand-side multi-client research programs. This enables the firm's clients to execute bullet-proof regional, national and global strategies based on the "real voice" of thousands of business customer interviews annually.

Note: Business customer Segments

- › Institutional – A\$530+ million
- › Corporate – A\$20-530 million
- › SME – A\$5-20 million
- › Micro – A\$1-5 million

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