Research Australia
An alliance for discoveries in health

HEALTH AND MEDICAL RESEARCH PUBLIC OPINION POLL 2003

Final results

CONFIDENTIAL – NOT FOR PUBLIC RELEASE
Results from omnibus polling are provided in confidence to the Investment Review of Health and Medical Research.
Research Australia will publish the Public Opinion Poll 2003 in February 2004.

Following receipt of the full Health and Medical Research Public Opinion Poll 2003 report from AC Nielsen, Research Australia is now able to provide the Investment Review of Health and Medical Research with additional results that were not previously available.

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Research Design

Survey method and sample Design

The target population was the Australian general public aged 18 years or over. The survey was conducted 28-30 November 2003, using ACNielsen's Telephone Omnibus.

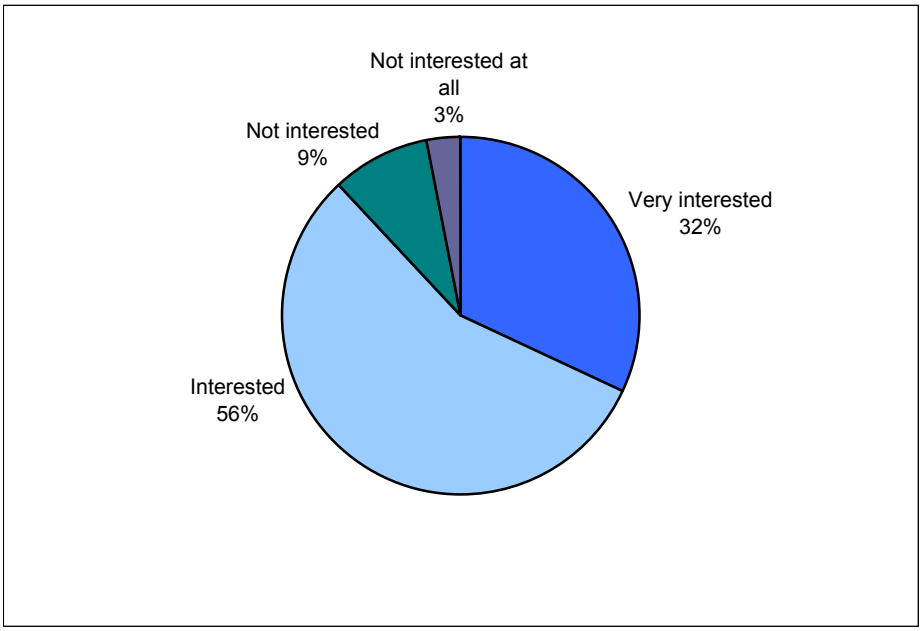
Due to budget restrictions, a half sample was conducted rather than the full Omnibus sample. This yielded a total of 689 interviews, which were conducted using Computer Assisted Telephone Interviewing (CATI). A sample profile is appended to this report (Appendix I).

Notes

Please note the following when reading this report:

- The data is weighted to represent the Australian population aged 18 years and over.
- If a result is less than 0.5% but not zero, this is rounded to zero.
- The maximum margin of error at the 95% confidence level for a simple random sample of 689 (which is provided as a guide, even though this survey was not a simple random sample) is ±3.7 percentage points. This means that on an estimate of 50% (eg if 50% of people are interested in health and medical research), users of the data can be 95% sure the unknown population value lies between 46.3% and 53.7%. This is the maximum error, so if an estimate is lower or higher than 50%, the margin of error for that estimate is lower than ±3.7 percentage points.

INTEREST IN HEALTH AND MEDICAL RESEARCH
Respondents were asked how interested they are in health and medical research.

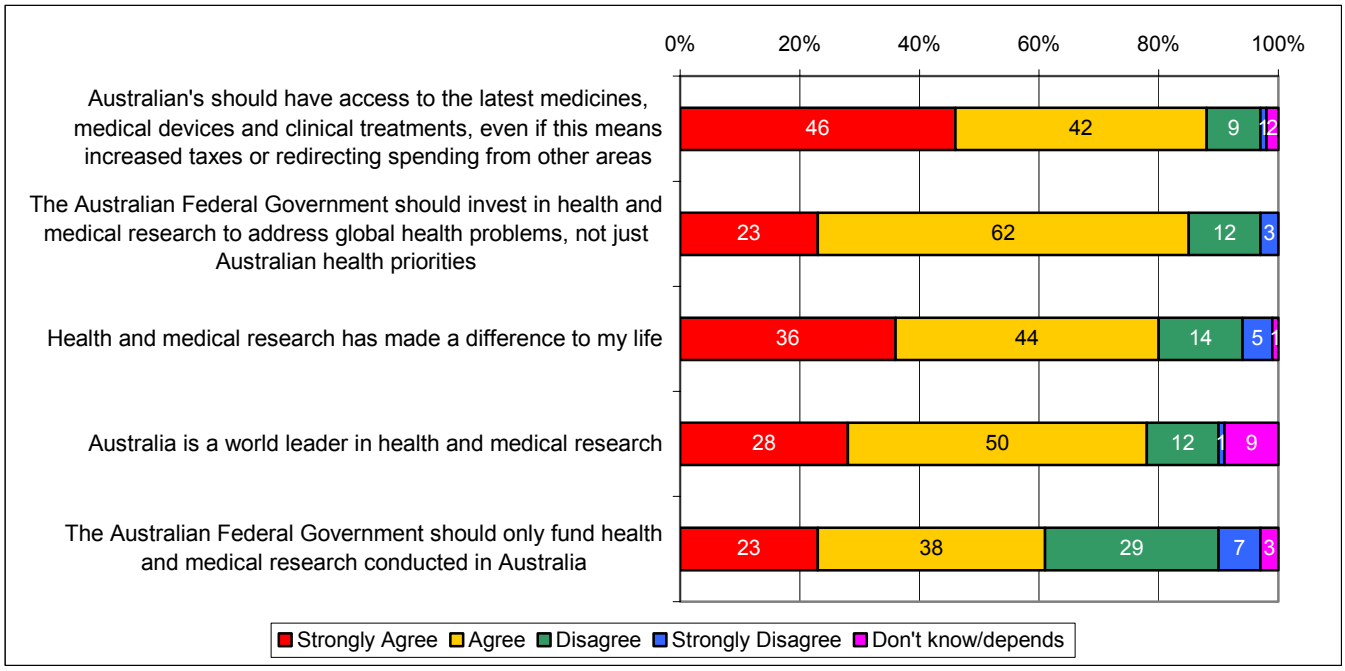


Community interest in health and medical research is strong, with most respondents (88%) stating that they are either interested or very interested.

Comparison with public opinion polling results from 2002 shows continued strong support with a slight increase in overall interest, 88% up from 86% but the percentage of respondents who are very interested increased from 26% in 2002 to 32% in 2003.

OPINIONS ON HEALTH AND MEDICAL RESEARCH

Respondents were asked their agreement or disagreement with a range of issues relating to health and medical research.



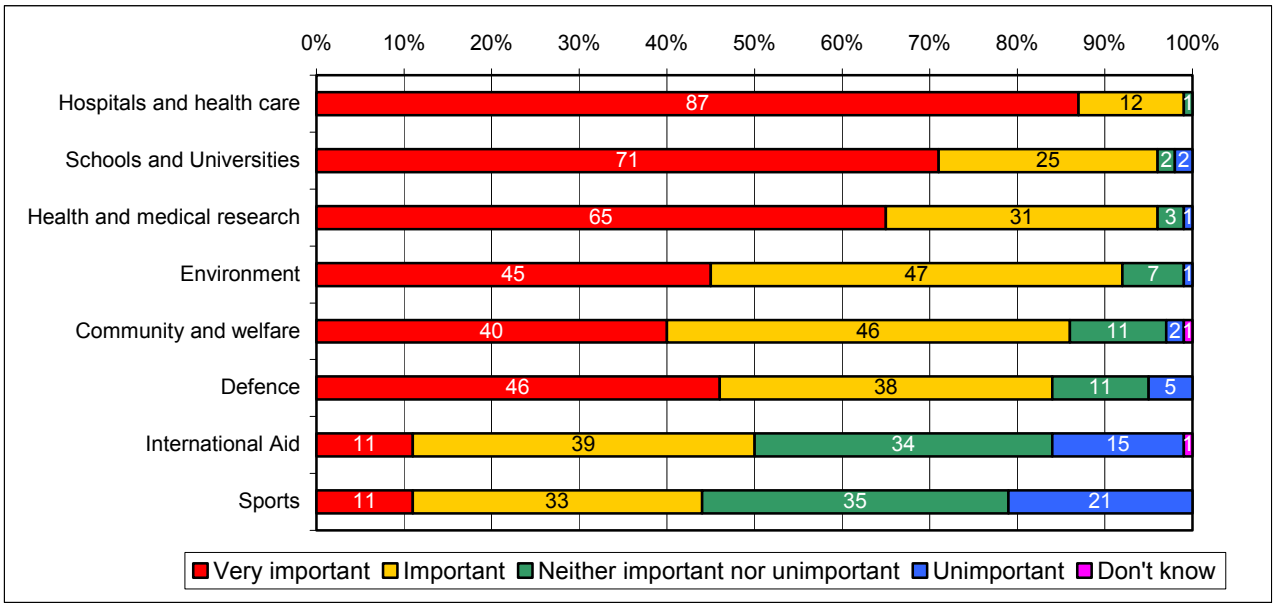
88% of respondents agreed that Australian's should have access to the latest medicines, medical devices and clinical treatments, even if this means increased taxes or redirecting spending from other areas. This strong result is backed up by the majority of people (80%) believing that health and medical research has made a difference to their lives.

Interestingly, while a large percentage (78%) thought Australia is a world leader in health and medical research, 61% also believe federally funded research should only be conducted in Australia. However 85% agree that federally funded research is important in the international context such that investment should address global health problems, not just Australian health priorities.

These results not only demonstrate the importance placed on health and medical research by the public and a willingness to pay, but show that they believe that Australian research can and should play a leading role in improving global health.

PRIORITIES FOR GOVERNMENT FUNDING

Respondents were asked about relative importance of a range of things that Governments have to fund.

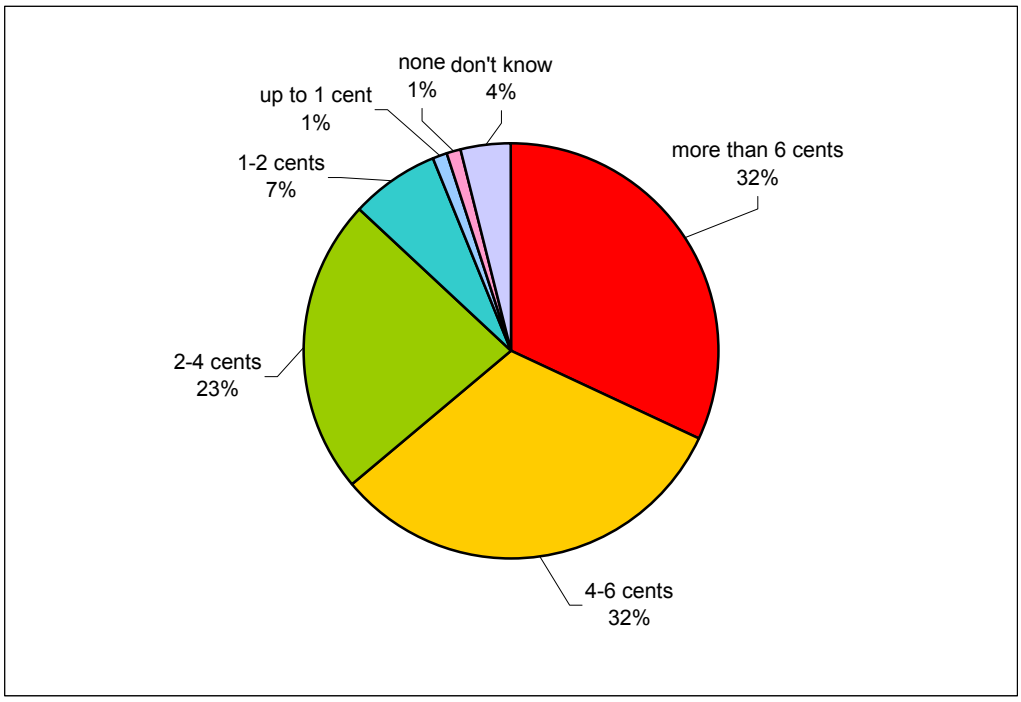


The overwhelming majority (99%) of people thought Government funding for hospitals and health care was the most important priority. While health and medical research and schools and universities were considered equally important overall (both 96%), schools and universities were rated as very important by 71% of people compared to 65% for health and medical research.

Environment, community welfare and defence were rated as quite important overall, (92%, 86% and 84% respectively) but substantially less respondents rated them as very important. International aid and sports were rated as least important for Government support.

CENTS IN EACH HEALTH CARE DOLLAR SPENT ON HEALTH-RELATED RESEARCH

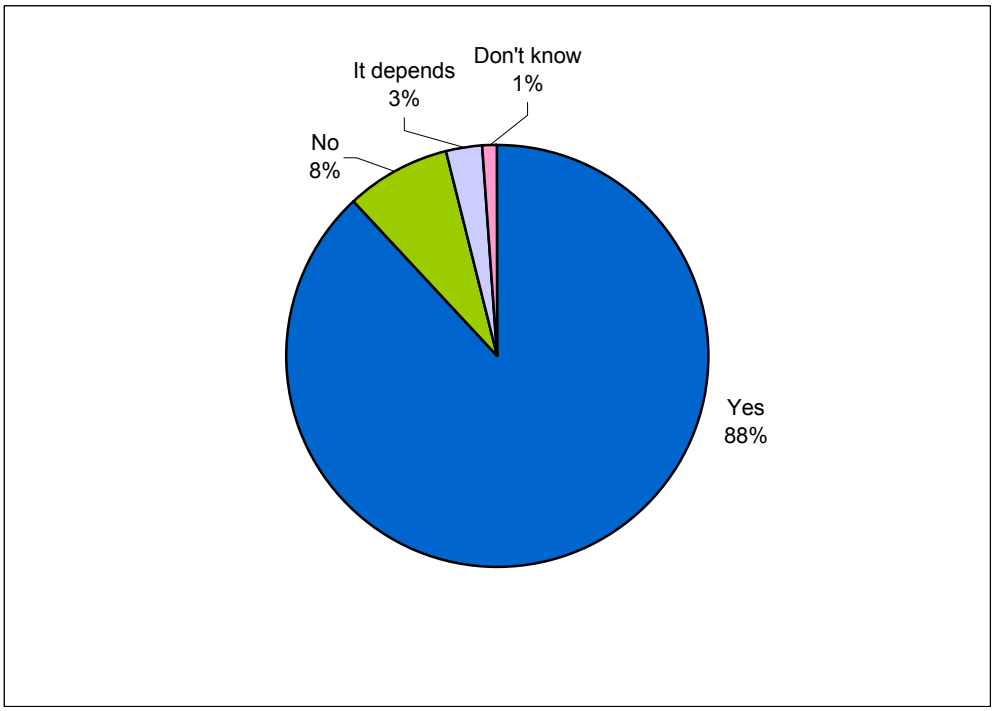
Respondents were informed that in 2000-2001, between 1-2 cents out of each health care dollar spent in Australia went to health-related research. They were then asked to select from a list of how many cents out of each health care dollar they thought should be spend on health related research.



The majority (87%) of respondents thought more than the current 1-2 cents out of each health care dollar should be spent on health-related research. 23% thought it should be doubled to 2-4 cents, 32% thought it should be increased even further to 4-6 cents and a further 32% thought the health-related research component of total health expenditure should be more than tripled from current levels, i.e. more than 6 cents out of every health-care dollar.

WILLINGNESS TO PAY

Respondents were asked if they would be willing to pay $1 more for each prescription medicine if they knew all the money would be spent on additional health and medical research.



A high proportion (88%) indicate they would be prepared to pay this premium to support health and medical research.

This is a strong response which is also increased from 2002, where 84% said yes, 11% responded no and 5% said it depends or they didn't know. Interesting, the increase in willingness to pay has occurred despite PBS costs to the consumer rising significantly in the past year.

IMPORTANCE OF INDIVIDUAL DONATIONS

Respondents were told that it is estimated that the Australian public donates approximately 2.8 billion dollars a year to not-for-profit organisations. They were then read a list of areas and asked to rate how important it is for each to receive donations from individual members of the public.

Importance of individual donations	Don't Know	Unimportant (1)	Neither unimportant nor important (2)	Important (3)	Very important (4)	Total important (3+4)
Hospitals and health care	-	5	9	22	64	86
Health and medical research	-	3	10	34	53	87
Schools and Universities	-	5	10	38	47	85
Environment	-	4	17	49	30	79
Community and welfare	-	5	17	50	28	78
International Aid	1	19	32	36	12	48
Arts and Culture	1	20	37	33	9	42
Sports	-	23	36	31	10	41

* ranked according to mean score

- People believe it is most important for individual Australians to donate to hospitals and health care, with 64% rating this area as *very important*.
- This is closely followed by health and medical research. Eighty seven percent of people rate this is an important area for individual donations, and just over half (53%) rate it as *very important*.
- Sports and arts & culture are rated as the least important areas for receiving donations from individual members of the public.

IMPORTANCE OF CORPORATE DONATIONS

Respondents were told that it has been estimated that 585 million dollars was donated by companies and businesses in Australia to various causes during 2000-2001. They were then read a list of areas and asked to rate how important it is for each to receive donations from companies and businesses.

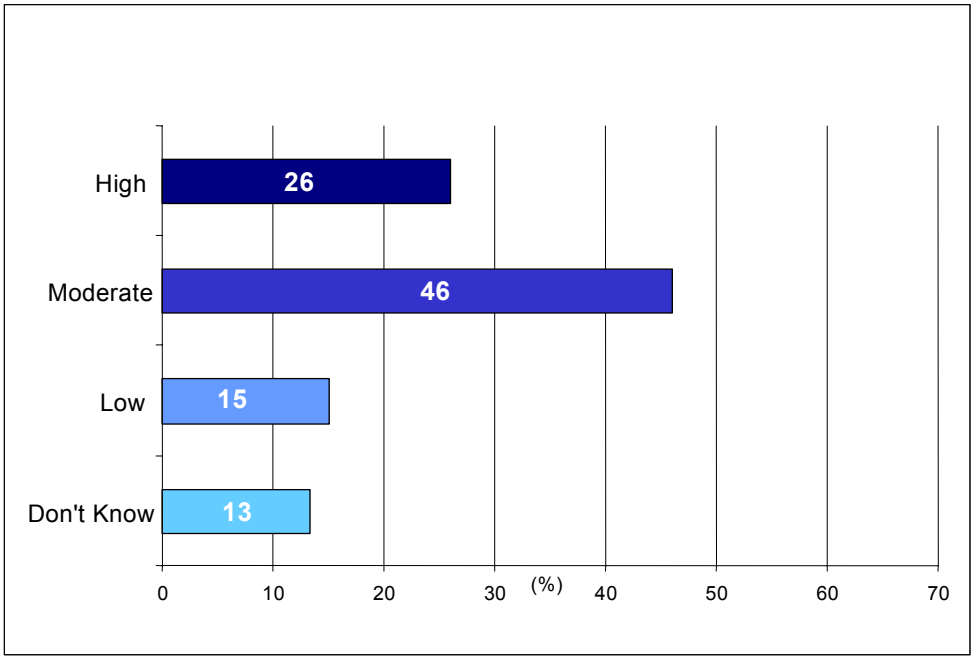
Importance of corporate donations	Don't Know	Unimportant (1)	Neither unimportant nor important (2)	Important (3)	Very important (4)	Total important (3+4)
Health and medical research	-	3	4	33	60	93
Hospitals and health care	-	3	6	29	62	91
Schools and Universities	-	4	9	36	51	87
Environment	-	5	11	50	34	84
Community and welfare	1	5	14	48	32	80
Sports	-	19	31	35	15	50
Arts and Culture	-	17	36	33	14	47
International Aid	1	21	32	33	13	46

* ranked according to mean score

- People believe it is most important for businesses and companies to donate to health and medical research and hospitals and health care.
- Ninety three percent rate health and medical research as an important area for corporate donations, and 60% say it is *very important*.
- Ninety one percent of people rate corporate donations for hospitals and health care as important, and 62% rate it as *very important*.
- International aid and arts & culture are rated as the least important areas for receiving donations from companies and business.

EXTENT OF RESEARCHER COLLABORATION

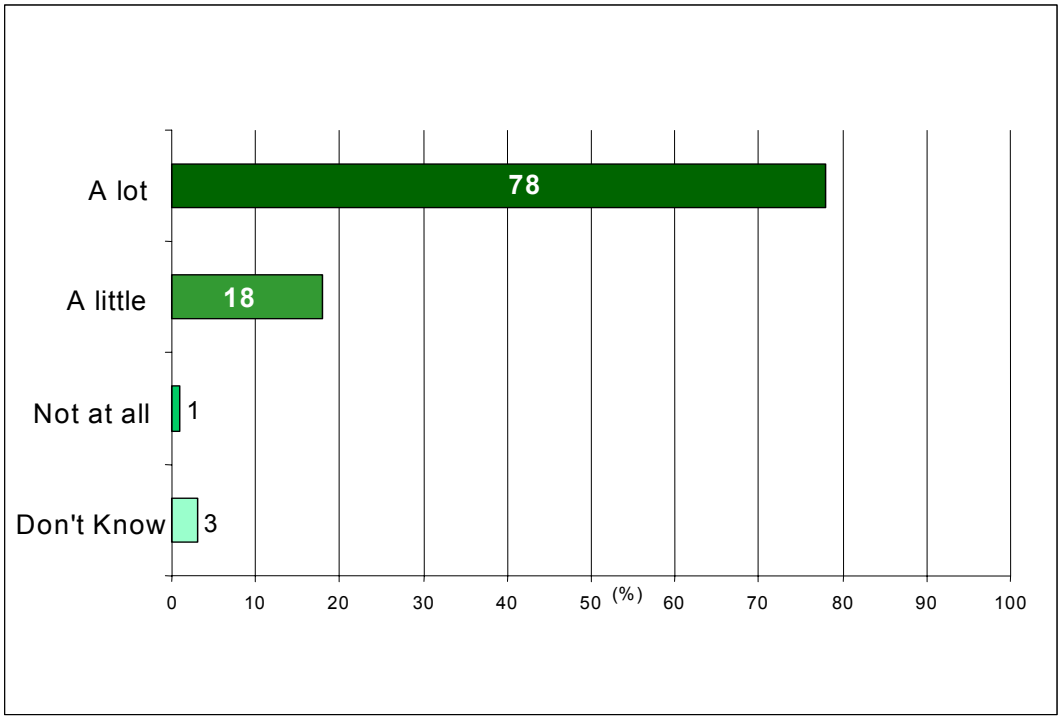
Respondents were asked to what extent they believe researchers collaborate with other researchers.



- The majority believe there is a moderate level of collaboration (46%), and a further one in four (26%) say there is a high level of collaboration.
- Those who are more likely than average to believe there is a high level of collaboration are male, and those aged 25+ years.

COLLABORATION IMPROVING OUTCOMES

Respondents were then asked to what extent they think outcomes of research would improve if there was greater collaboration.



- Over three in four people (78%) feel greater collaboration would improve outcomes a lot, and a further 18% believe outcomes would be improved a little.

APPENDIX 1 - SAMPLE PROFILE

Sample profile

The following table outlines the profile of the sample. The first column of figures shows the unweighted number of respondents, the second column shows the weighted number of respondents, and the third column shows the weighted percentage.

		Unweighted respondents	Weighted respondents ('000)	Weighted percentages
	Total	689	15108	100%
GENDER	Male	346	7395	49%
	Female	343	7713	51%
AGE	18-24	111	1672	11%
	25-39	225	4506	30%
	40-54	199	4351	29%
	55 +	154	4579	30%
LIFESTAGE	Partnership w/o child	210	5105	34%
	Partnership with child	166	3419	23%
	Single w/o child	191	3445	23%
	Single with child	12	370	2%
	Wid/sep/div w/o child	79	2207	15%
	Wid/sep/div with child	26	474	3%
	Not stated	5	90	1%
OCCUPATION	Upper white	111	2034	13%
	Lower white	168	3554	24%
	Upper blue	122	2939	19%
	Lower blue	65	1198	8%
	No paid occ.	221	5341	35%
	Not stated	2	43	0%
	Full/part/casual	476	9897	66%
	Home duties	42	847	6%
	Student/retired/unemp	169	4335	29%
	Not stated	2	28	*

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SAMPLE PROFILE, Continued

		Unweighted respondents	Weighted respondents ('000)	Weighted percentages
INCOME	Less than $10,000	105	2227	15%
	$10,000 to $19,999	108	2627	17%
	$20,000 to $29,999	88	1853	12%
	$30,000 to $39,999	90	1949	13%
	$40,000 to $49,999	66	1713	11%
	$50,000 to $59,999	57	1045	7%
	$60,000 or over	94	1898	13%
	Not stated	81	1796	12%
AREA	Sydney	168	3276	22%
	Rest NSW/ACT	62	2109	14%
	Melbourne	163	2773	18%
	Rest VIC	27	1008	7%
	Brisbane	121	1277	8%
	Rest QLD	18	1515	10%
	Adelaide	37	876	6%
	Rest SA/NT	15	449	3%
	Perth	57	1092	7%
	Rest WA	12	379	3%
	Tasmania	9	354	2%
CITY/COUNTRY	Capital cities	546	9295	62%
	Country areas	143	5813	38%