AUSTRALIA SPEAKS! 2019

Public opinion polling for health and medical research

RESEARCH AUSTRALIA

CONNECTING · ENGAGING · INFLUENCING

FOREWORD

The world has recently been celebrating the 50th anniversary of the moon landing. It is truly a remarkable story, and one that continues to inspire.

It is also worth marking another more solemn anniversary. One hundred years ago the world was in the middle of the Spanish Influenza epidemic. Responsible for killing tens of millions of people, it swept around the globe twice, starting in a US Army camp in 1918 and ending in December 1920. While scientists knew it was an infectious disease, they couldn't identify its cause; microscopes of the time were strong enough to detect bacteria, but not viruses. The family of viruses responsible for influenza would not be identified until more than a decade later, and the first steps towards a vaccine were taken in the mid 1940s. Scientists were also puzzled about why the disease so often killed young, healthy victims. It was only decades later that the role of the immune system, and its inflammatory response to the influenza, would be identified.

One hundred years later, the current flu season reminds us that while not on the same scale, influenza still has the power to kill. We now have vaccines for influenza but they are only partly effective and the effect is temporary. A fully effective and permanent vaccine still eludes us, although progress is being made in Australia and overseas. While the flu and indeed the common cold resist our best efforts, we have very effective vaccines against many viral and bacterial diseases, and our opinion poll shows overwhelming support for vaccination. And while we have made incredible advances in our understanding of the immune system and are able to enlist it to fight a growing range of diseases, the more we learn about the immune system, it seems, the more there is to know.

This is the science most of us associate with health and medical research, but there is a critical role for research elsewhere as well. Researchers are grappling with a range of issues from curing diseases to improving the safety, quality and effectiveness of our healthcare, and measures to help us better understand and manage our own health.

Our polling shows that Australians have an appreciation of the range of health and medical research, and support more funding for research in all areas. They are also willing to contribute their own personal health data to help advance research and healthcare. On the subject of contributing, many Australians are also willing to contribute their ideas on research funding. In addition to being willing to help direct governments' funding, Australians are active donors to health and medical research, and they welcome governments matching their donations. This is seen as effectively doubling the donation, while Government involvement also provides confidence that the research is worthwhile, and the funds will be used well. Finally, Australians are willing to play an active part in improving and maintaining both their physical and mental health, and welcome more information and practical steps they can take in this regard. Australians are contributing at many levels.

I hope you find this report as informative and useful as I have; Research Australia's strategies and priorities continue to be shaped by the views and opinions of Australians. After all, they are the reason for doing this work in the first place.



Nadia Levin
Chief Executive Officer
Research Australia



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ACKNOWLEDGEMENTS

The polling for this report was generously conducted by Roy Morgan Research, a Research Australia Member.

ROY MORGAN

"Roy Morgan are proud to partner with Research Australia on this important research"

Michele Levine, CEO of Roy Morgan Research

PEOPLE'S ROLE IN HEALTH AND MEDICAL RESEARCH

Australians contribute to health and medical research in many ways; through our taxes, donations, and our willingness to contribute our views about what research we should invest in.

Unlike many fields of science such as physics, geology or botany, health and medical research studies humans. This means that not only are we the beneficiaries of health and medical research but we are also the subjects.



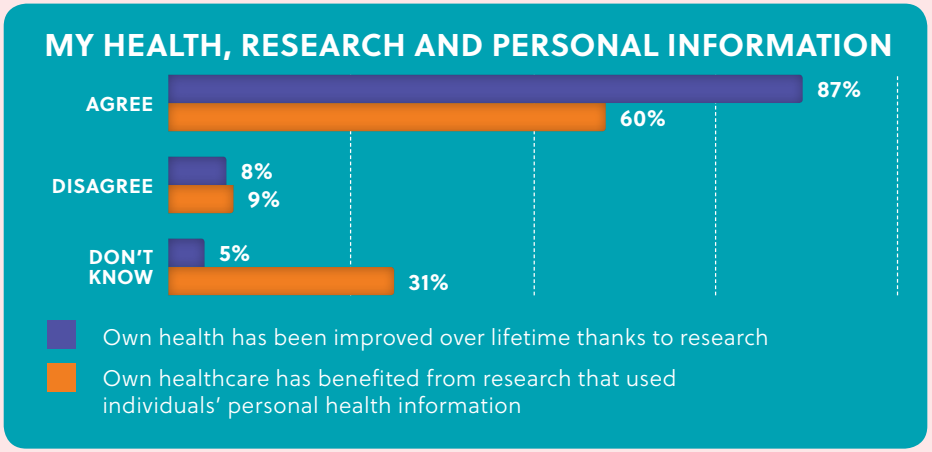
More than any other field, health and medical research relies on our co-operation and participation; providing information about where and when we are sick and healthy, and even samples of our blood, organs and tumours.

We asked a series of questions to better understand how much the public appreciate the vital role health and medical research plays in our lives, but also the role we play in advancing in this research.

While people overwhelmingly agreed that their own healthcare had benefited from research, with 87% agreeing, far fewer people understood that this research relied on individuals' personal health information. Nearly one third (31%) didn't know if they had benefited from research that used individuals' personal health information. These results are almost identical to when we first asked this question in 2016.

This is a significant information gap, particularly at a time when more health information is being digitised. Our increasing capacity to work with large volumes of data, whether it be individual genomes or population wide health records, is providing enormous opportunities to use health and medical research to improve health outcomes.

People can only reasonably be expected to consent to their information being used if they understand why it is needed in the first place. At the moment a large proportion of people don't understand the links between their personal health information, research and better health in the future.

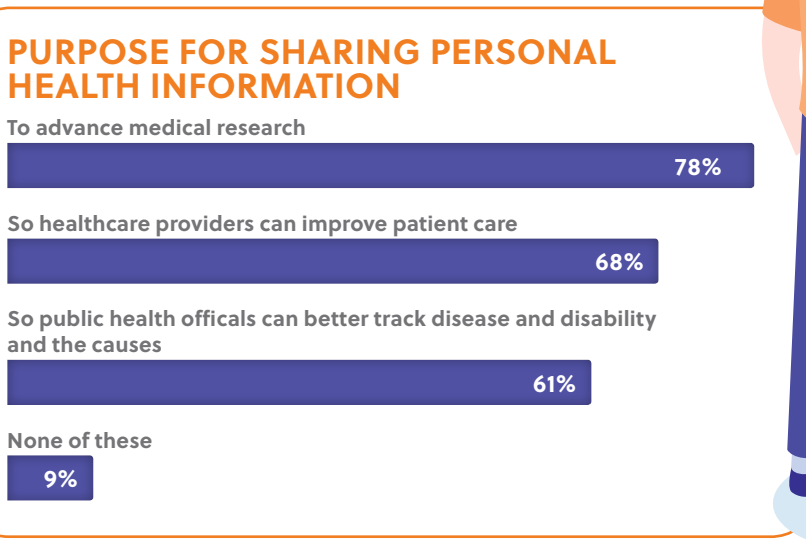


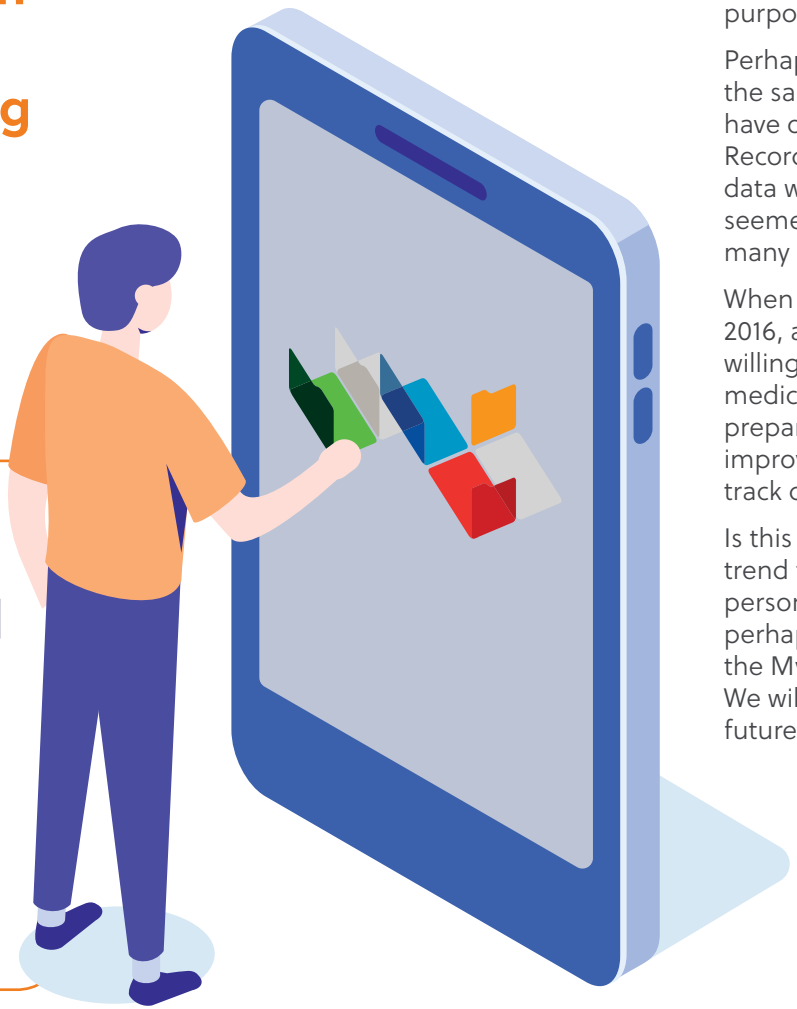
FOR WHAT PURPOSES ARE PEOPLE WILLING TO SHARE THEIR HEALTH INFORMATION?

The vast majority are willing to provide their personal information if it is deidentified, although the purposes for which they are willing to provide their information vary.

Advancing medical research was the most highly favoured reason for sharing health information with researchers, ahead of enabling health providers to improve patient care and the tracking of disease.

PURPOSE FOR SHARING PERSONAL HEALTH INFORMATION





Only 9% of people are not prepared to share their deidentified health information for any of these purposes.

Perhaps coincidentally, this is around the same number of people who have opted out of the My Health Record (9.9%).[1] Concerns about how data would be used and shared seemed to be a prime reason for many people opting out.

When we asked this question in 2016, a similar number (79%) were willing to share their data to advance medical research, but more were prepared to share their data to improve patient care (74%), and to track disease and disability (68%).

Is this evidence of a long term trend to being less willing to share personal health information, or perhaps a short term response to the My Health Record controversy? We will return to this question in future polling.

[1] https://www.myhealthrecord.gov.au/statistics, accessed on 7 August 2019

MY HEALTH RECORD

9.9% of people opted out of the My Health Record during the Opt Out Campaign last year.

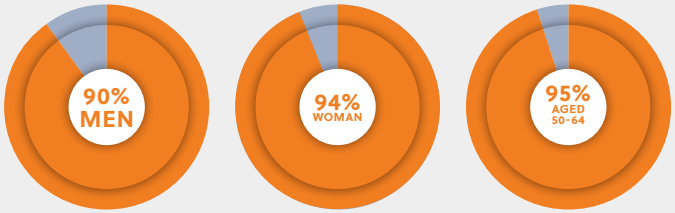
The campaign generated a lot of media attention, mainly about how secure the data would be and how much control individuals had over who would be able to gain access to their data.

As we were asking people about their willingness to share their health data, we thought it was important to gauge the awareness in the community of the My Health Record, as one now exists for the 90.1% of Australians who didn't opt out.



AWARENESS OF THE MY HEALTH RECORD

92% of Australians are aware of the existence of the My Health Record.



Reassuringly, 92% of Australians are aware of My Health Record, up from 63% in June last year (prior to the MHR Opt Out campaign).

Awareness is higher among women (94%) than men (90%) and highest of all among those aged 50-64 (95%).

Hopefully, as more information is added to the My Health Record and more GPs and health providers use it, awareness will continue to increase.

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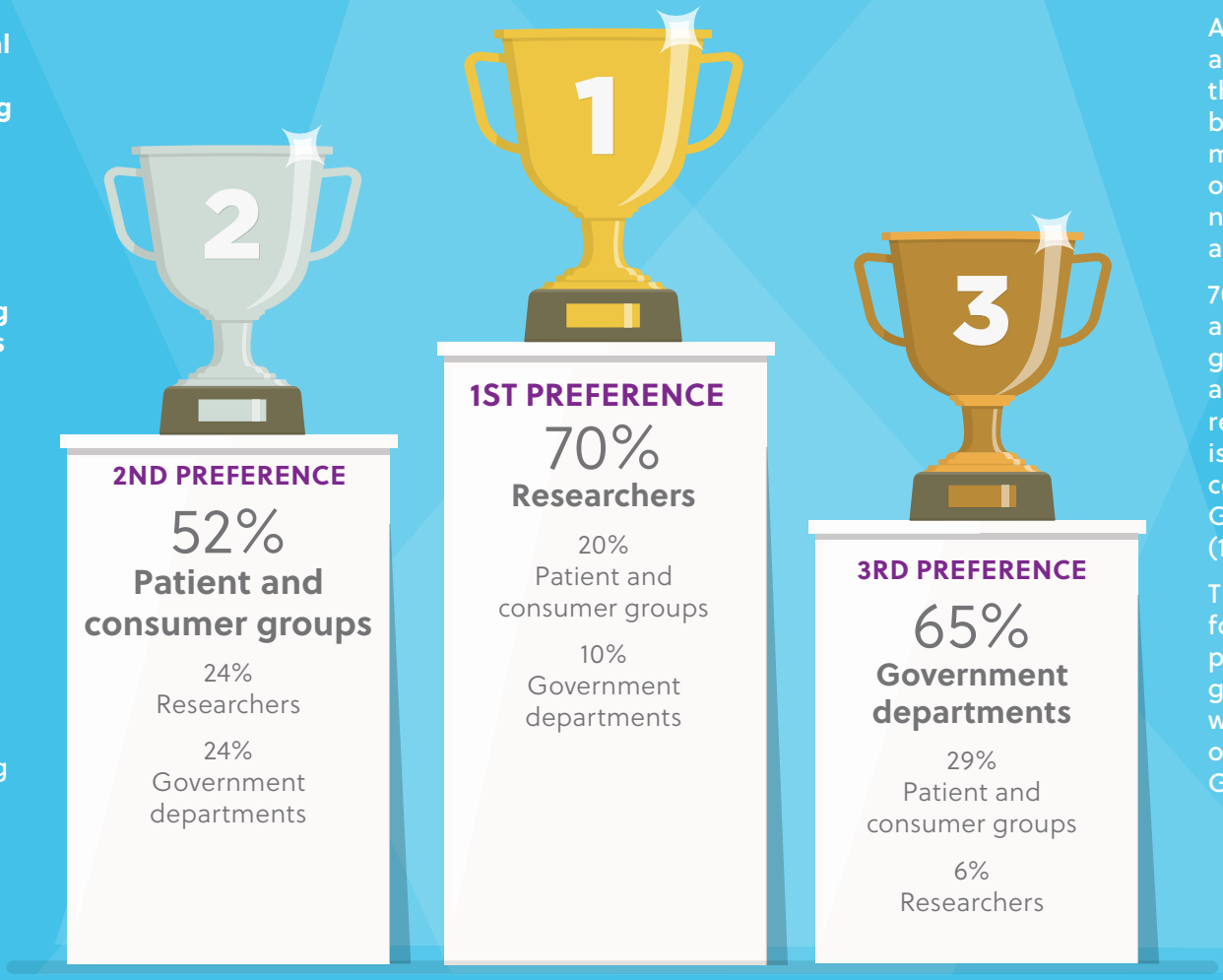
DECISION MAKING ABOUT FUNDING FOR HEALTH AND MEDICAL RESEARCH

The Australian Government is a significant funder of health and medical research.

The National Health and Medical Research Council provides in excess of $800 million in funding to universities and medical research institutes each year.

In addition, the Medical Research Future Fund provided more than $200 million in research and innovation funding in the last financial year and this amount will increase rapidly to around $600 million per annum in a couple of years' time.

Other Australian Government funded health and medical research is undertaken by the Commonwealth Scientific and Industrial Research Organisation (CSIRO), and state and territory governments also fund health and medical research. In all cases, government ministers are ultimately responsible for making decisions about this funding.



At Research Australia, we are interested in how people think these decisions should be made and whose advice ministers should be relying on. We asked them to nominate their first, second and third preference.

70% nominated researchers as their first preference for guiding ministers' decisions about health and medical research funding. This is ahead of patient and consumer groups (20%) and Government Departments (10%).

The clear second preference for advising ministers is patient and consumer groups, nominated by 52%, with the least preferred option advice from Government Departments.

DECISION MAKING ABOUT FUNDING FOR HEALTH AND MEDICAL RESEARCH

It is clear Australians want patient and consumer groups involved in making decisions about health and medical research, but how do they feel about getting involved themselves? After all, patient and consumer groups are made up of members of the public.

We asked people if they would be confident contributing their opinions to help direct government funding of health and medical research.

For two thirds (66%), the answer was 'yes' with only 34% not confident of doing so.

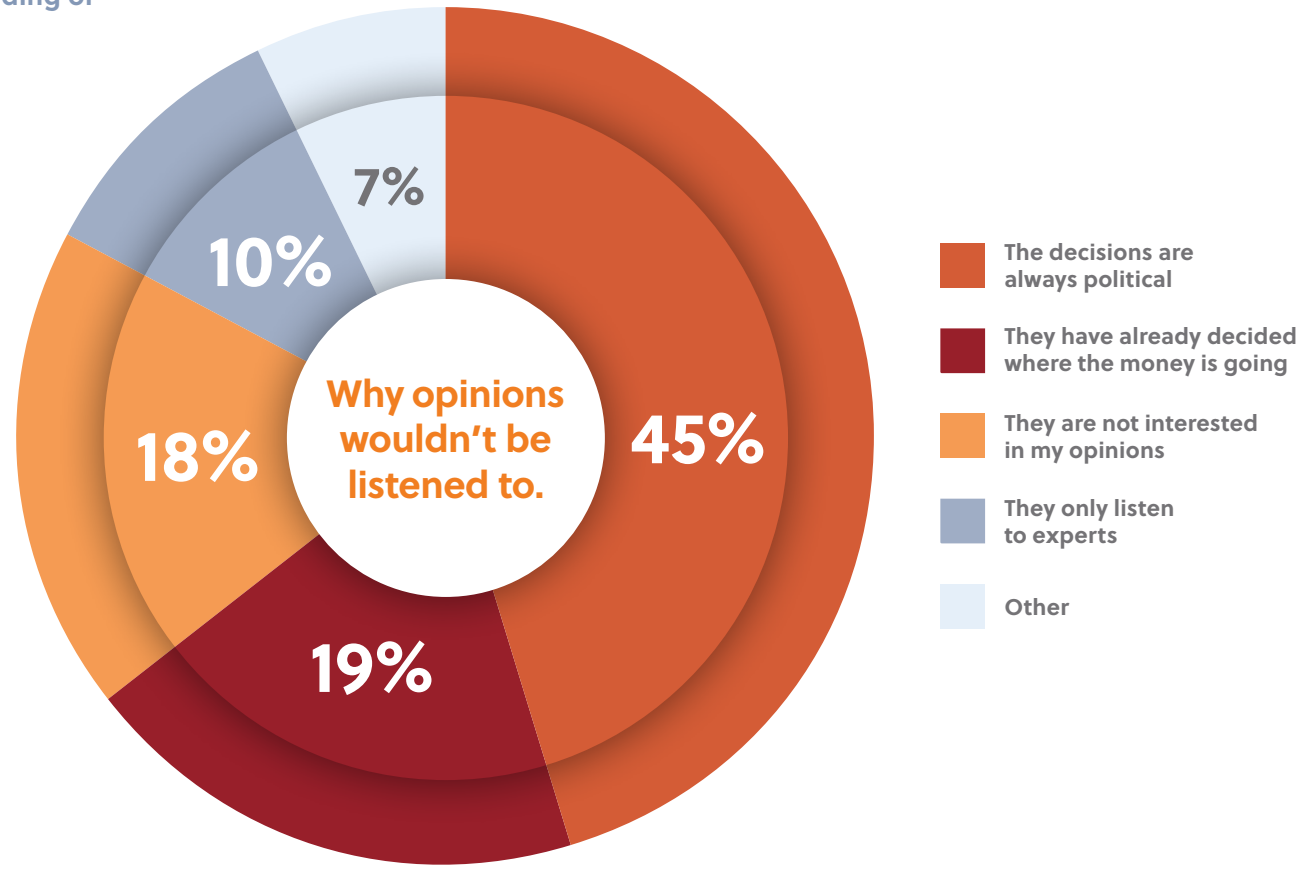
The results show a significant level of skepticism about how these decisions are made.

While people are confident in contributing they don't know how, with 80% saying they wouldn't know who to contact. 80% also believed their opinions would not be listened to.

While both men and women think decisions are political, women (22%) are more likely than men (17%) to think government ministers have already decided where the money is going.

However, people are still keen to contribute. 28% are very interested in learning how they can contribute to decision making, and a further 58% are somewhat interested.

More men (30.9%) are very interested than women (24.1%).



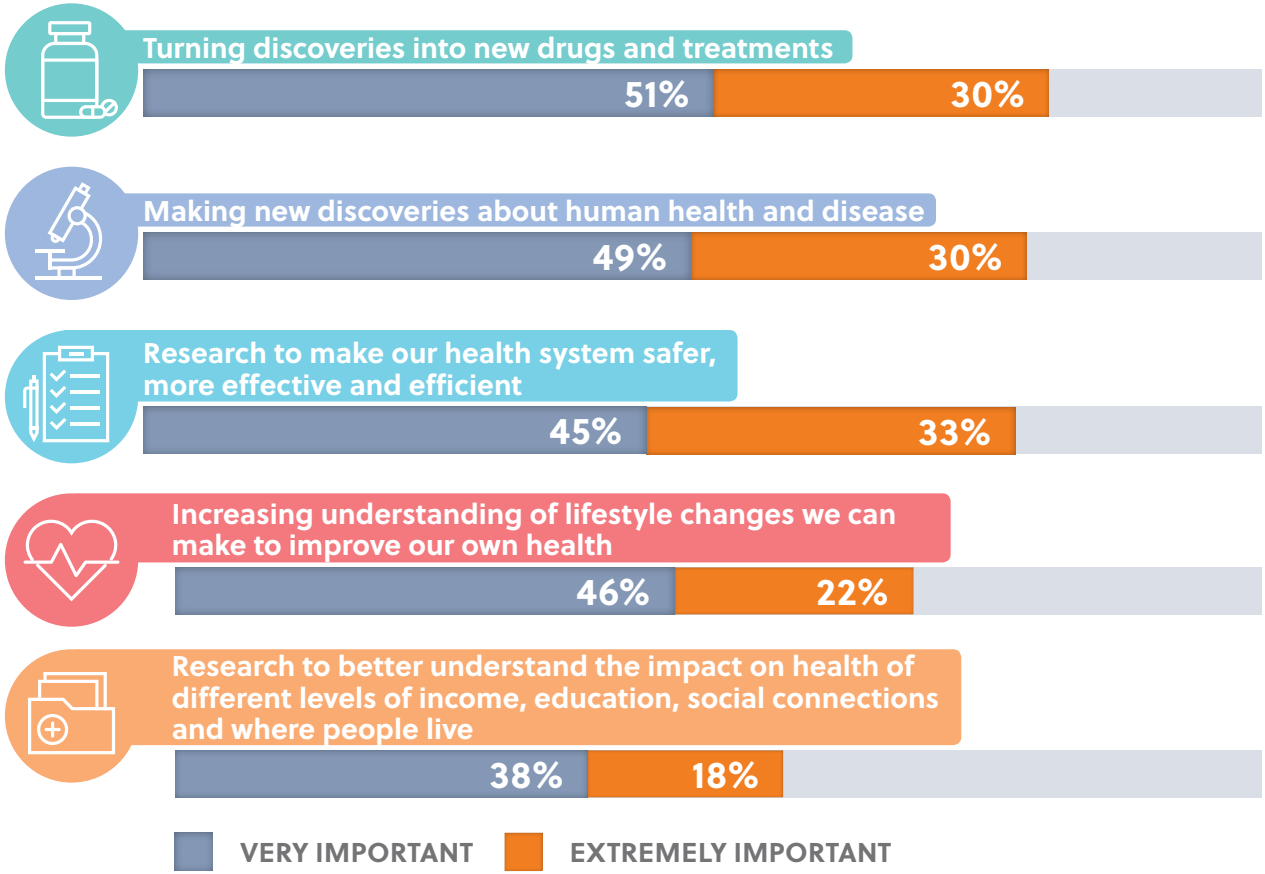
DECISION MAKING ABOUT FUNDING FOR HEALTH AND MEDICAL RESEARCH

So how does the public think governments should allocate their funding for health and medical research? With so many different possibilities we asked people about some broad categories which cover research undertaken for different purposes.

Research to develop new drugs and treatments, make new discoveries about human health, and to make our health system more effective and efficient are the public's highest priorities for government spending, nominated by around 80% of all respondents as extremely important or very important.

Research to help us manage our own health is also extremely or very important to nearly 70%.

Research to understand the social determinants of health and where we live, our income and education levels, and how connected we are to others is also important.



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AUSTRALIANS' TOP 10 PRIORITIES FOR THE AUSTRALIAN GOVERNMENT

Our taxes are an important source of funding for a range of activities and programs, but which are most important to us?

The number one priority is 'Improving hospitals and the healthcare system' just as it has been since Research Australia commenced polling in 2003.



'Increasing funding and programs for preventative healthcare' is priority 4 (up two places from last year).

Priority number 6 is 'more funding for health and medical research'.

Respondents were shown 27 spending priorities for Australian Government spending and asked to rank them from zero (not important) to 10 (extremely important). The scores shown here reflect the top 10 with a score of 7 or above.

1	Improving hospitals and the healthcare system	87%
2	Improving national infrastructure	84%
3	Improving education standards and outcomes	83%
4	Increasing funding and programs for preventative healthcare	80%
5	Improving employment opportunities	80%
6	More funding for health and medical research	79%
7	Having policies and programs for the aged and ageing	78%
8	Helping the environment in practical ways	78%
9	Creating more skilled jobs and apprenticeships	77%
10	Doing more for regional and rural Australia	77%

PUBLIC PRIORITIES FOR HEALTH AND MEDICAL RESEARCH FUNDING

Since Research Australia commenced its annual polling in 2003, funding for health and medical research has always been in the top 10.

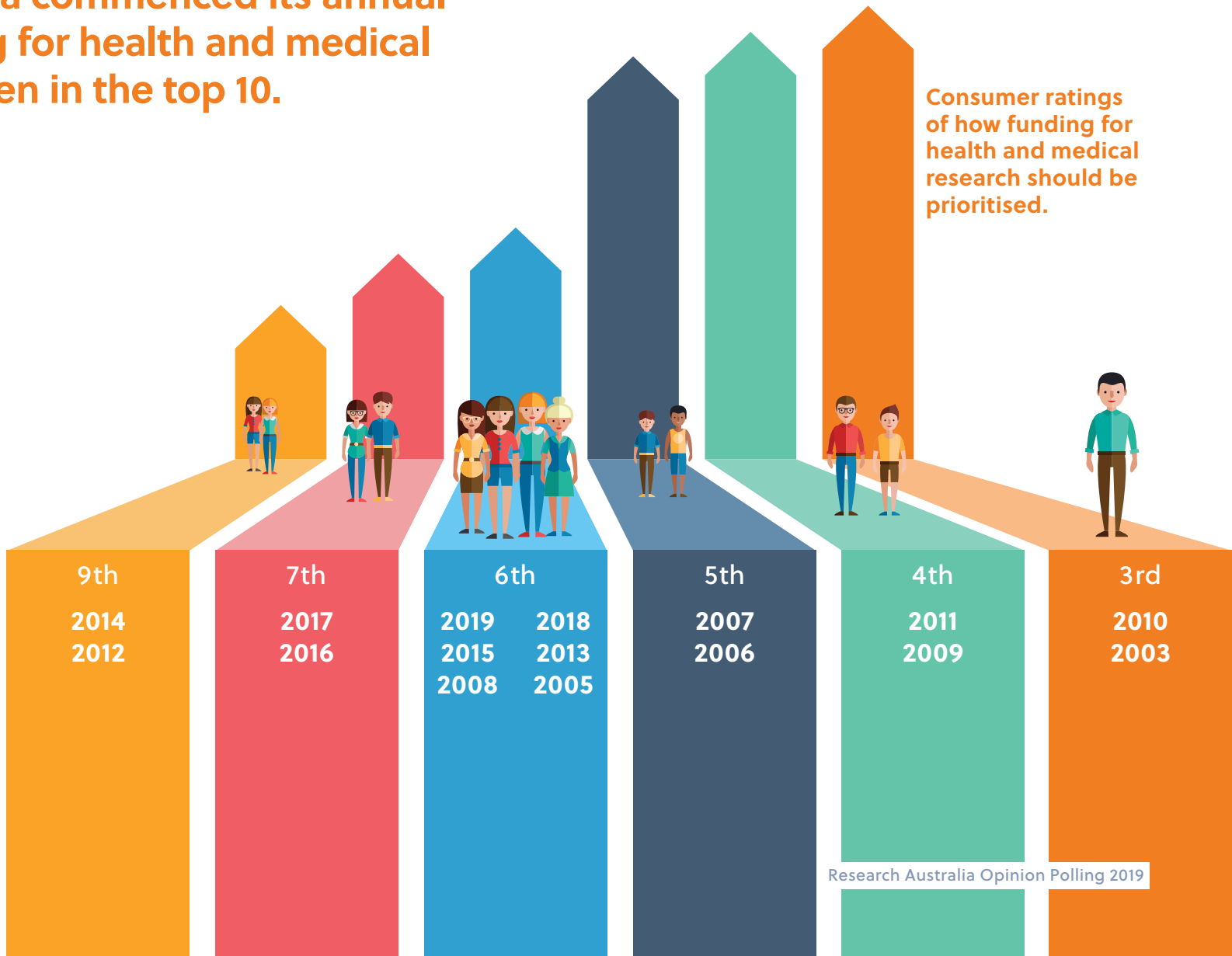
This year, for the first time, we asked how closely the Government's spending priorities were aligned to their own.

40% of respondents reported that their priorities were not similar to the Government's priorities, and 20% didn't know.

While this might seem strange when healthcare, national infrastructure and education are the top 3 nominated priorities, and all are big spending items for the Government, the answer may lie elsewhere.

In the recent election, the Government focused heavily on achieving a surplus and lowering taxes.

As spending priorities our respondents ranked these as priority 24 and 26 respectively out of 27, i.e. the fourth lowest and second lowest priorities.

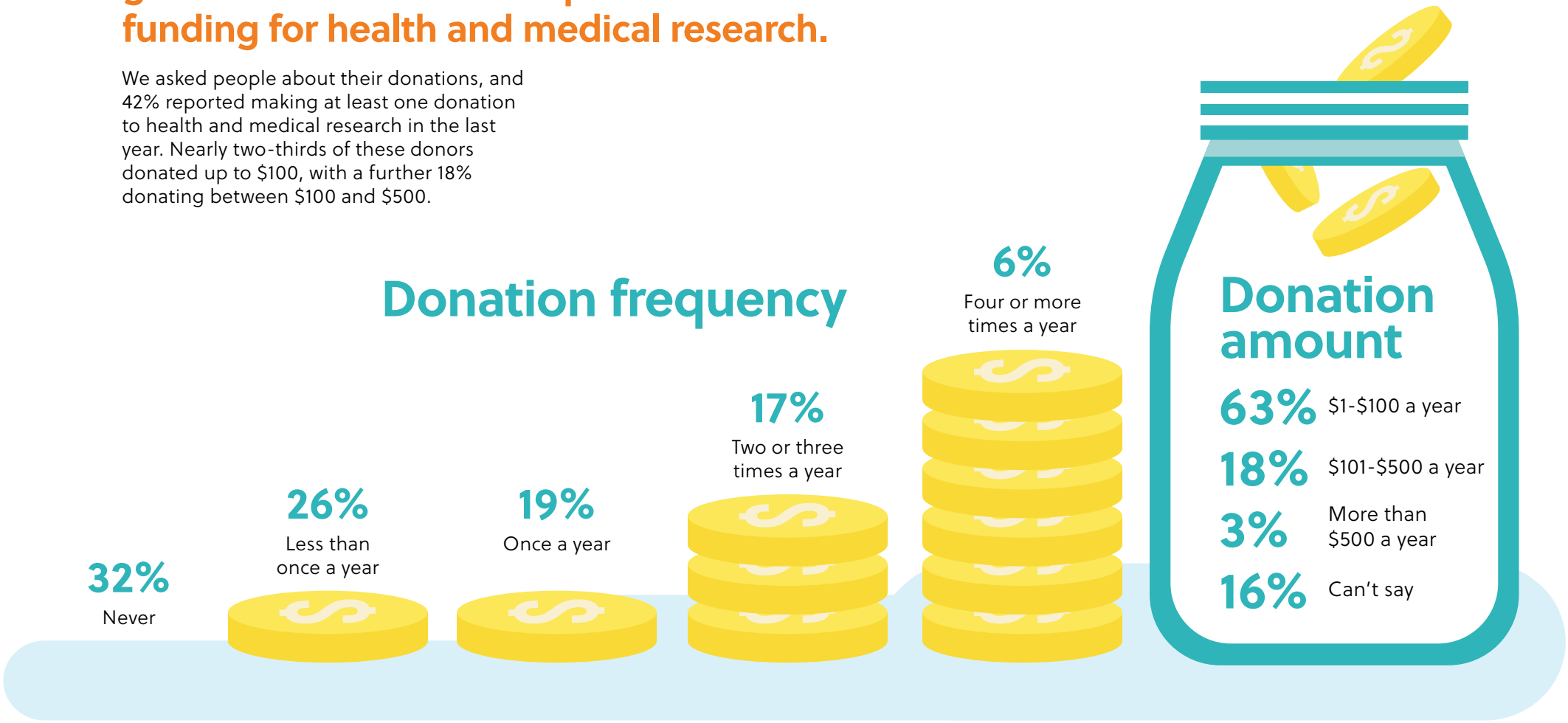


DONATIONS AND GOVERNMENT FUNDING

Donations from the public and funding from governments are both important sources of funding for health and medical research.

We asked people about their donations, and 42% reported making at least one donation to health and medical research in the last year. Nearly two-thirds of these donors donated up to $100, with a further 18% donating between $100 and $500.

Donation frequency



Donation amount

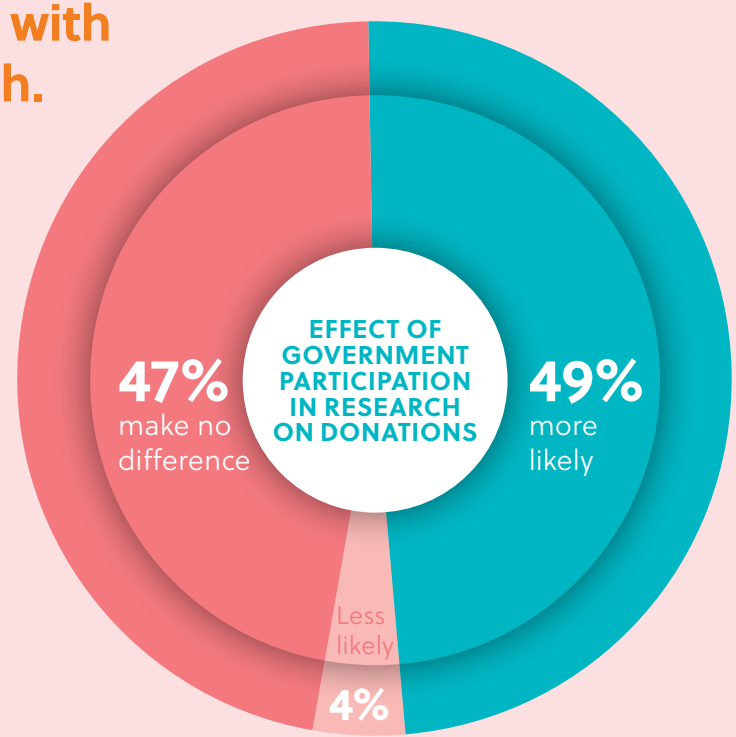
DONATIONS AND GOVERNMENT FUNDING

In recent years, there has been an increasing trend for governments to partner with charities to fund research.

For example, in 2017 the Australian Government's Medical Research Future Fund contributed $50 million to a 10 year Australian Brain Cancer Mission. A further $10 million was pledged by philanthropist Andrew Forrest, and $20 million by the Cure For Brain Cancer Foundation.

By December 2018, the total funding had increased to over $100 million, with further contributions from several other charities and the Victorian Government. The Australian Government also increased its own contribution.[2]

We know from polling undertaken last year (and confirmed this year) that many individuals are motivated by governments partnering with charities to donate more.



Nearly half (49%) are more likely to donate if government contributes, with only 4% less likely to do so.

Last year, 53% indicated they would be more likely to donate, and 4% were less likely to do so.

Women (52%) are more likely to be influenced to donate than men (47%) and the effect is greatest with 18-34 year olds (55%).



[2] https://www.health.gov.au/ministers/the-hon-greg-hunt-mp/media/missions-fight-against-brain-cancer-strengthens

DONATIONS AND GOVERNMENT FUNDING

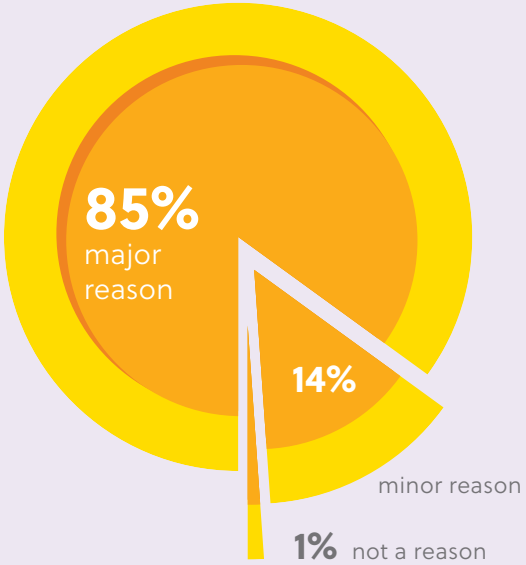
When it comes to why, the most common reason is a sense that by a government matching their donation, people are effectively doubling their donation's value.

Government involvement also gives increased confidence that the research is worthwhile and that the funds will be used well.

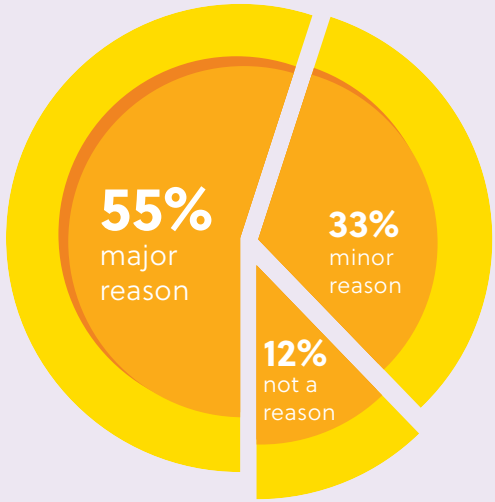
This may be more important with health and medical research than causes like welfare and conservation because it can be difficult for an 'average' donor to make an assessment of the science behind the research or the likelihood of success.

Understanding this is important. It can help to design and promote these programs where charities partner with governments in ways that will encourage more donations and government funds for research, leading to better health outcomes for future generations.

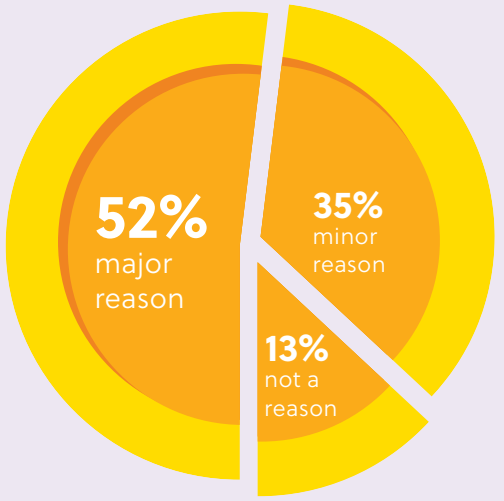
It doubles the amount of money raised for the research



It gives me confidence that the research is worthwhile



It gives me confidence the funds will be used well



More women (56%) than men (46%) cited confidence the funds would be used well as a major reason for being more likely to donate.

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MANAGING OUR OWN HEALTH

While vaccines, hospitals and medicines are all vital, ultimately each of us is responsible for managing our own health.

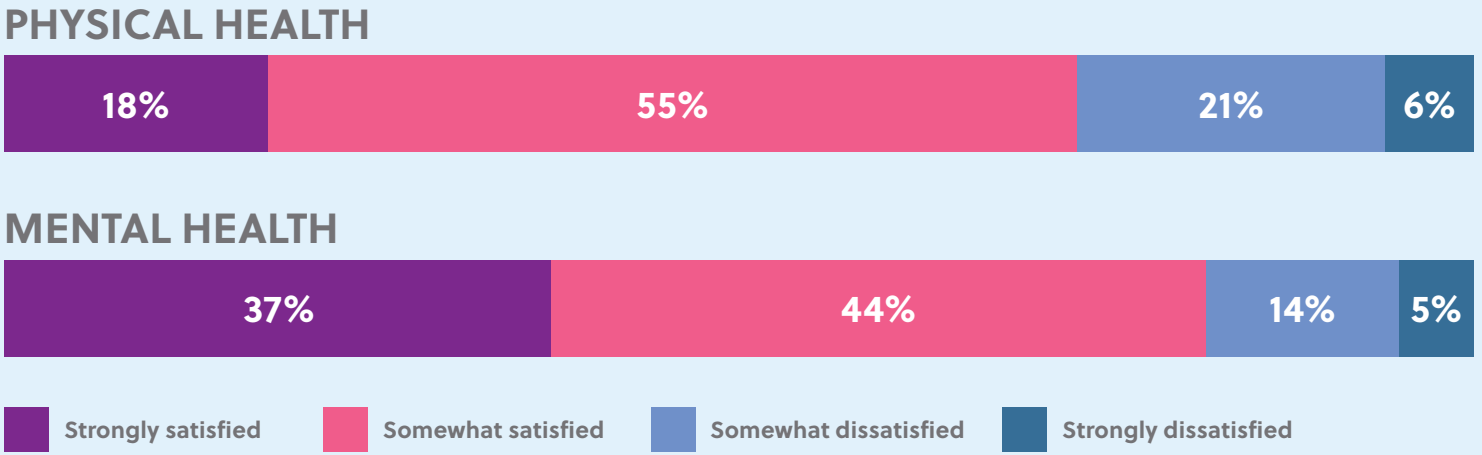
There is plenty that we can do as individuals to maintain and improve our own health, and Australians are not only aware of this but up for the challenge.

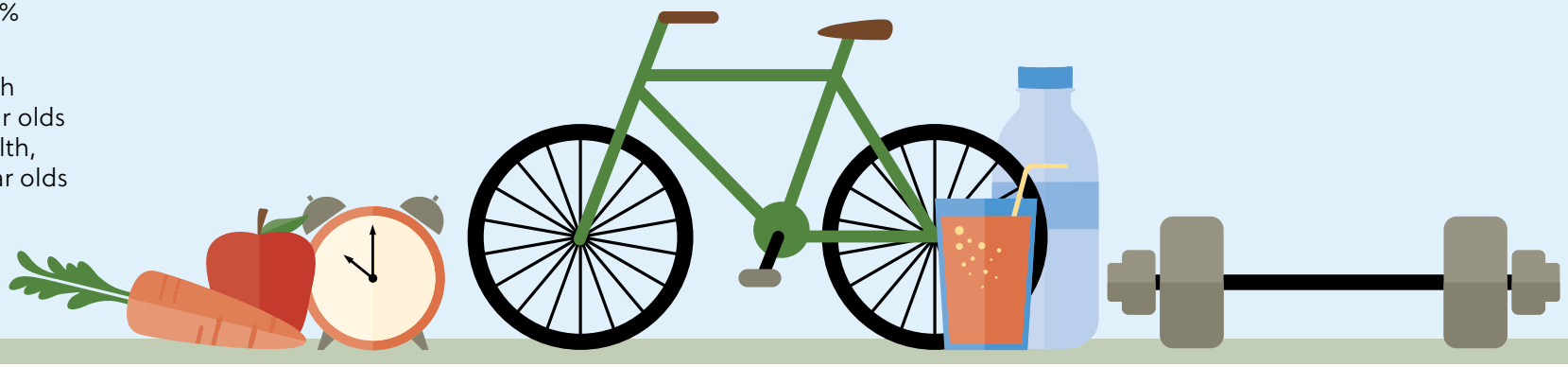
We started by asking people how satisfied they are with their health.

The majority of people are strongly or somewhat satisfied with their health. Of those who aren't, more people are dissatisfied with their physical health, with no significant differences in the level of satisfaction between men and women.

The people who are most satisfied with their physical and mental health are those aged 65 and over (81% and 96% respectively).

Conversely, the most dissatisfied with their physical health are 35 to 49 year olds (32%). When it comes to mental health, the most dissatisfied are 18 to 34 year olds (27%) and 35 to 49 year olds (25%).



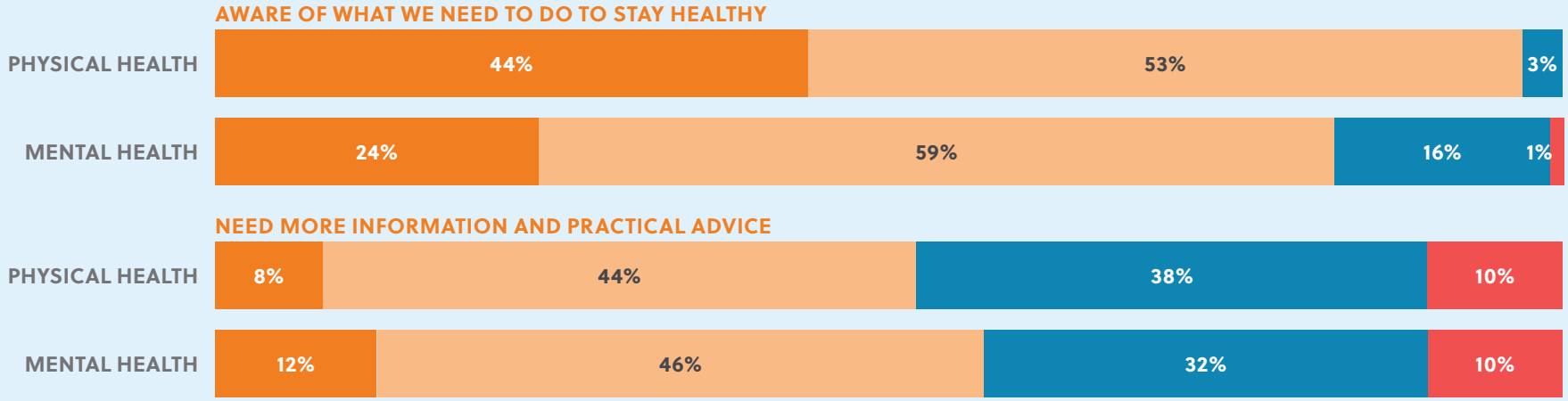


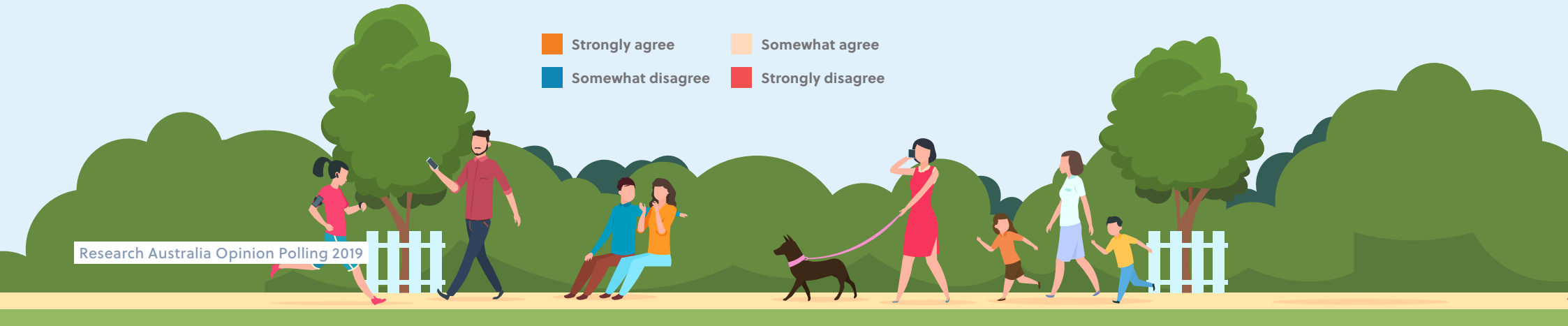
MANAGING OUR OWN HEALTH

We asked about people's attitudes to their health and what motivated them to manage it better.

Individuals reported a high awareness of what they need to do to maintain their health. This awareness is greater for physical health (97%) than mental health (83%).

At the same time, a majority of Australians would welcome more information and practical advice about what they can do to maintain their own health, again with a greater emphasis on mental health (58%) than physical health (52%).



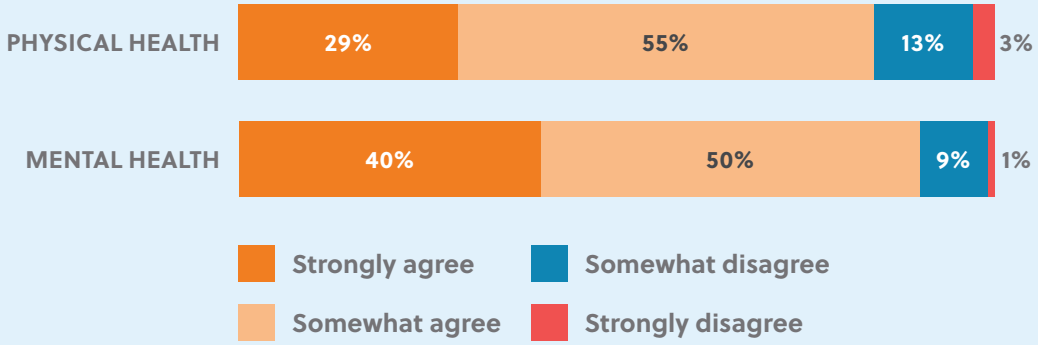


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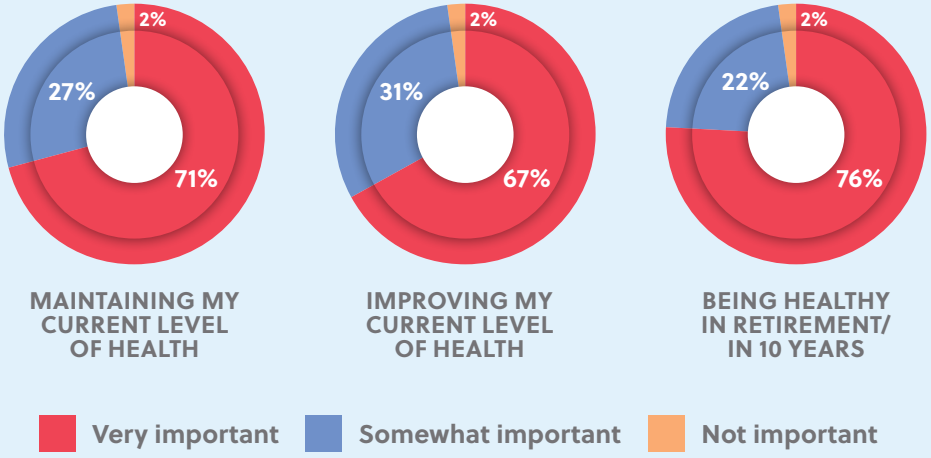
RESEARCH TO MANAGE OUR OWN HEALTH

Given this desire for more information and practical advice about maintaining our own health it's not surprising that Australians are strong supporters of more research.

SUPPORT FOR PREVENTIVE HEALTH RESEARCH



MOTIVATIONS FOR LOOKING AFTER OUR HEALTH



And finally, we are in this for the long haul. Good health in retirement is a strong motivator for those who are under retirement age, as is being healthy in 10 years' time for those already over 65.



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UNDERSTANDING HEALTH RISKS AND HOW TO REDUCE THEM



There is a lot in the media about the looming 'tsunami' of chronic diseases like dementia and diabetes which will affect the Australian community more as the average age rises.

These are often described as 'lifestyle diseases' because, while we can't completely eliminate our risk of contracting these diseases, there are changes we can make to our lifestyle to reduce the risk.

These include not smoking, restricting our consumption of alcohol, maintaining a healthy weight and being physically active.

With many people telling us they are aware of what they need to do to maintain their health, Research Australia was keen to understand how well the links between our own behaviours and the risk of particular diseases were understood. So we asked people to connect particular behaviours to diseases.

The coloured purple boxes indicate where there is evidence from research of a link between a particular behaviour and the likelihood of having that disease.

- The lowest risk awareness relates to behaviours associated with dementia, and the highest recognition is for the behaviours associated with cardiovascular disease.
- The links between smoking and disease are widely understood, except for the link to dementia.
- Importantly, only a very small percentage of people did not connect the behaviours with any disease.

Disturbingly, 18 to 34 year olds made significantly fewer associations between particular behaviours and the health consequences than other age groups (indicated with an asterisk in the table).

	Cardiovascular disease (including heart attacks and stroke)	Cancer	Type 2 diabetes	Chronic respiratory disease (including asthma)	Dementia	None of these
Alcohol misuse	**81%***	**66%***	58%	25%	50%	7%*
Tobacco use	**88%***	**95%***	23%	**91%***	**22%**	3%*
Physical inactivity	**94%***	**39%**	**84%**	54%	**47%***	3%*
Obesity	**90%***	**53%**	**94%**	56%	**24%***	3%*

THE INTERNET AND OUR HEALTH

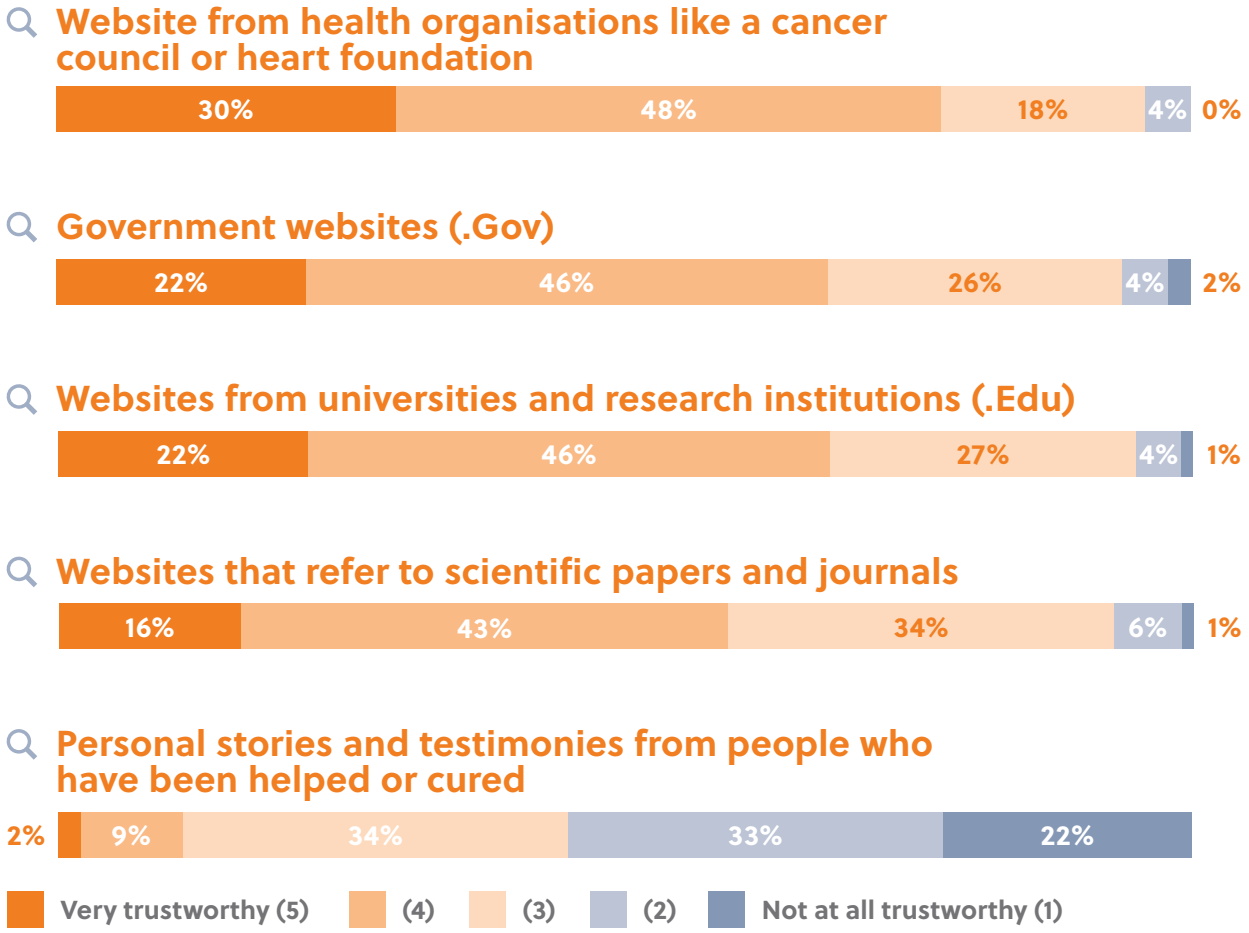
Every day health and medical researchers make new discoveries that change our understanding of disease and what we can do to maintain our health.

A concerted effort is made by researchers to communicate useful information to the public, but it has to compete on the internet with misinformation and advertising. Finding information we can rely on can be difficult, and we wanted to know how people went about this.

The internet is an important source of information about our health. One way we use it is to find out more about a health issue we have discussed with a doctor. Nearly three quarters (74%) of all respondents reported having used the internet in this way in the previous 12 months.

When it comes to trust, websites from health organisations are the most trusted, followed by university and government websites. Referring to scientific papers and journals is considered more trustworthy than personal stories and testimonials.

Trust Levels

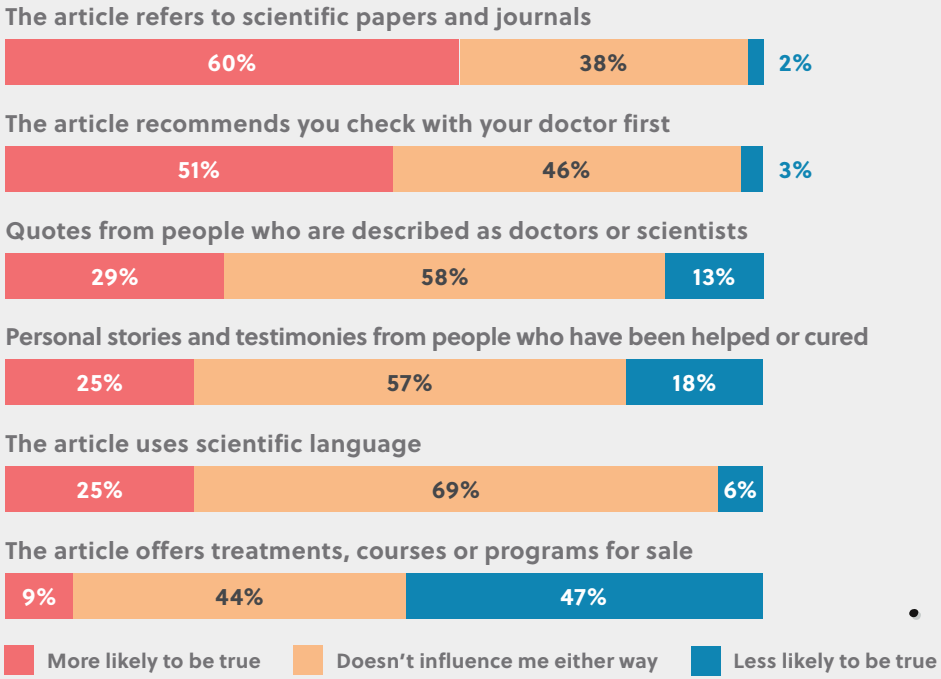


SUPER FOODS, SPECIAL DIETS AND UNCONVENTIONAL TREATMENTS

These days we are bombarded with the latest stories about super foods, special diets and unconventional treatments.

Sometimes these are based on science, other times they are not. Six percent of people told us they were very interested in these stories and a further 31% professed to being somewhat interested. We were interested in how this group of more than one third of all those surveyed discern the fact from the fiction.

Overall, it seems Australians have a good grasp of where the truth is likely to lie. Personal testimonies, the use of 'scientific language' and sales offers are the least influential.





MOST INFLUENTIAL FACTORS

1. The article refers to scientific papers and journals
2. The article recommends you check with your doctor first
3. Quotes from people who are described as doctors or scientists

LEAST INFLUENTIAL FACTORS

1. Personal stories and testimonies from people who have been helped or cured
2. The article uses scientific language
3. The article offers treatments, courses or programs for sale

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STRONG SUPPORT FOR VACCINES

The development and utilisation of vaccines has been one of the great modern success stories.

As a nation we spend around $400 million per annum providing vaccines to Australians in a program that protects both our national health and wealth.

It is also a subject where misinformation abounds on the internet.

And while 'anti vaxxers' often capture the headlines, vaccines have the overwhelming support of the Australian population, with the benefits of vaccination to both the individual and the broader community well understood.



I support people being vaccinated
97% Agree
2% Disagree
1% Don't know

Vaccines are an effective way of protecting the individual who is vaccinated from catching a disease
95% Agree
4% Disagree
1% Don't know

Vaccines help prevent the spread of disease
95% Agree
4% Disagree
1% Don't know

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FRONTIER MEDICINE AND TECHNOLOGY

Health and medical research is helping to change the way healthcare is provided.



The rate of change has never been faster than it is today, with many new areas of knowledge and technologies likely to change the landscape of healthcare in the next decade. We were curious about the extent to which the public is aware of the new frontiers which are rapidly approaching.

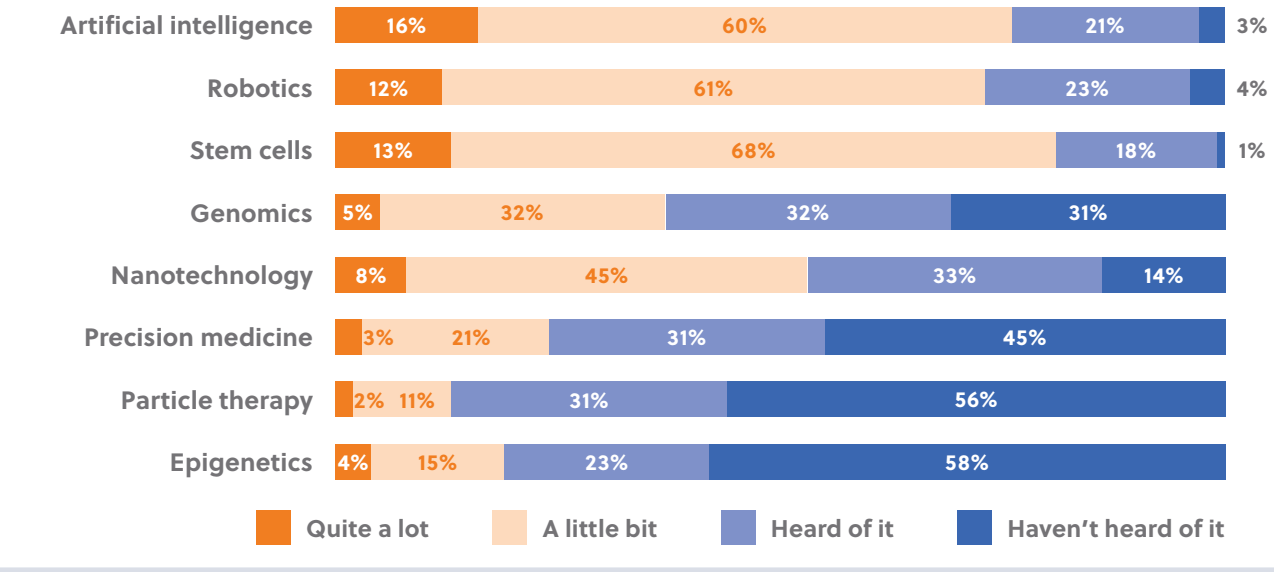
The greatest awareness is of Artificial Intelligence, Stem Cells and Robotics, with around three quarters of people professing to know quite a lot or a little bit about these three. (Artificial Intelligence and Robotics have applications beyond health.)

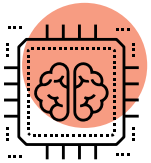
By contrast more than half of people had not heard of Particle Therapy or Epigenetics. Sitting in the middle in terms of awareness are Genomics, Nanotechnology and Precision Medicine.

Significantly more men than women stated they knew 'quite a lot' about Artificial Intelligence, Robotics and Nanotechnology.

Also more 18-34 year olds stated they knew 'quite a lot' about Artificial Intelligence, Robotics and Epigenetics.

KNOWLEDGE OF FRONTIER MEDICINE AND TECHNOLOGIES





Artificial Intelligence (AI) is the use of computers to simulate human intelligence to learn and reason from data. Computers have the capacity to do so with much greater volumes of data than humans. For example, AI is being used with patient records to identify patterns such as which patients respond best to particular treatments or are at risk of suicide.



Nanotechnology is technology at the smallest possible scale, associated with the nanometre (one billionth of a metre). While it has applications in many different fields, in medicine it is being explored for a range of functions, from delivering drugs precisely to a part of the body, to sensors within the body.



Robotics is becoming increasingly used in surgery, assisting surgeons to make very small and precise incisions, including in prostate and orthopaedic surgery.



Particle Therapy is an advanced form of radiotherapy using beams of energetic neutrons, protons, or other particles for cancer treatment. Australia's first proton beam therapy unit is currently under construction at the South Australian Health and Medical Research Institute in Adelaide.[4]



Epigenetics is the study of how our genes interact with our environment. While our genes play a large part in determining who we are, our genes are also influenced by our environment. This interaction between our genes and our environment, including the diseases we encounter- affects how and when genes are switched on and off, has profound effects on our health.



Stem Cell technology involves taking a cell from a person's body and using it to generate new tissue, bone and organs. Advances in this field are being made at a rapid rate and include growing mini organs to enable the testing of drugs to determine their effectiveness. While the hope is the ability to grow new organs for transplant, the key to stem cell technology is ensuring stem cells grow into the right type of cell (skin, nerve, heart, kidney) and can function properly. Enormous advances have been made in this area in recent years, with stem cell therapy set to become a standard part of medical practice in the not too distant future.



Genomics is the study of genes. It includes understanding what genes do and how we can manipulate them. As an example, CAR-T therapy involves taking T cells from a cancer patient and genetically engineering them to recognise particular cancer cells. When transplanted back into the patient they trigger the immune system to attack the cancer. The Victorian Comprehensive Cancer Centre has recently commenced enrolling patients with certain types of leukaemia in CAR-T clinical trials.[3]



Precision medicine is the use of very specific information about the individual patient and/or their own disease to prescribe treatments and medicines for that individual. For example, it can involve genetic testing of an individual's tumour and comparing this genetic profile with a database of other tumour profiles to determine which treatment will be most effective.

3 https://www.petermac.org/car-t

4 https://www.sahmri.org/sahmri-theme/news-258/

OPINION POLL QUESTIONS

PAGE 4

Do you mainly agree or disagree that your health has been improved thanks to research over the course of your lifetime?

Do you think the healthcare provided to you has benefited from research undertaken in the past that used individuals' personal health information?

PAGE 5

For which of the following would you be willing to share your personal health information if you could not be individually identified? Select all that apply.

PAGE 6

Have you heard of My Health Record?

PAGE 7

The Federal and State/Territory governments make significant investments in health and medical research.

Please indicate how you think government ministers should be guided in making decisions about funding for health and medical research by ranking the following items from 1 to 3, where 1 indicates your preferred method for how funding decisions should be made, and 3 indicates your least preferred method.

PAGE 8

1. Would you be confident contributing your opinions to help direct government funding of health and medical research?
2. Would you know who to contact to contribute your opinions about where government should direct funding for health and medical research?
3. Do you believe your opinions on where government should direct funding for health and medical research would be listened to? (If the response is 'no'). Why not? Please select the answer that best fits
4. How interested would you be in learning more about how you can influence government decision making about what health and medical research to fund?

PAGE 9

In relation to more funding for health and medical research, please rate the importance of more government funding for research in the following areas. (Five point scale from not at all important to extremely important.)

PAGE 10

Firstly, please think about what priorities you think the Federal Government should be focusing on over the next 2–3 years.

As you read through the following list of issues, please rate how important you personally think each issue is, as a priority for the Federal Government to be focusing on over the next 2–3 years.

PAGE 11

Do you think your top 10 priorities for Federal Government spending are the Government's top 10 priorities?

PAGE 12

1. Thinking specifically about funding for health and medical research in Australia, about how often do you personally donate money to health and medical research?

2. And, on average, about how much money in total each year would you donate to health and medical research?

PAGE 13

Governments sometimes partner with charities to jointly fund research into a particular disease. If you knew that the Federal Government or a State/Territory Government was going to match public donations to a charity to fund health and medical research, would you be:

1. **More likely to donate to the charity**
2. **Less likely to donate to the charity**
3. **It would make no difference to how much I would donate to the charity.**

OPINION POLL QUESTIONS

PAGE 14

To what extent are the following reasons why you would be more likely to donate if the government was going to match your donation in this way?

PAGE 15

Please consider the following statements in relation to your health and indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree:

- I am satisfied with my current physical health
- I am satisfied with my current mental health

PAGE 16

How much do you agree or disagree with the following statements in relation to your physical health/mental health?

- I am aware of what I need to do to stay physically healthy/ I know what to do to look after my mental health.
- I need more information and practical advice about actions I can take to improve my physical/mental health.

PAGE 17

1. How much do you agree or disagree with the following statements in relation to your physical health/mental health?
   - More research into things we can do to improve our own physical health is important.
   - More research into things we can do to improve our own mental health is important.

2. How important are the following to you in the decisions you make now about your lifestyle?

PAGE 18

To the best of your knowledge, which of the following can be linked to:

- alcohol misuse?
- tobacco use?
- physical inactivity?
- obesity?

PAGE 19

1. In the last 12 months, have you used the internet to find out more information about something a doctor told you?

2. When you use the internet for health and medical advice or health information, how much do you trust each of the following?

PAGE 20

1. There are often stories in the media about super foods, special diets and unconventional treatments. How interested are you in stories such as these?

2. How do each of the following influence your belief of stories about super foods, special diets and unconventional treatments?

PAGE 21

Please indicate how much you agree or disagree with the following statements:

1. Vaccines are an effective way of protecting the individual who is vaccinated from catching a disease
2. Vaccines help prevent the spread of disease
3. I support people being vaccinated

PAGE 22

The future of healthcare is changing rapidly as new technologies and knowledge move into hospitals, clinics and even our homes. How familiar are you with the following:

- Artificial Intelligence (AI)
- Robotics
- Stem Cell technology
- Genomics
- Nanotechnology
- Precision medicine
- Particle Therapy
- Epigenetics

Research Australia is the national peak body represe



OUR ROLE

RESEARCH AUSTRALIA

CONNECTS
researchers, funders and consumers to increase investment in health and medical research from all sources

ENGAGES
Australia in a conversation about the health benefits and economic value of its investment in health and medical research

INFLUENCES
government policies that support effective health and medical research and its routine translation into evidence-based practices and better health outcomes

enting the entire health & medical research pipeline



OUR MEMBERS

Our members include leading research organisations, health providers and peak bodies, academic institutions, charities, community special interest groups, biotechnology and pharmaceutical companies, small businesses and corporate Australia. We convene leaders across the health and medical research sector to:

Advocate for smarter investment in health and medical research

Drive a policy environment that empowers research to thrive

Champion the role health and medical research plays in enabling a healthy population and healthy economy

METHODOLOGY

Research Overview

Statement of Compliance with International Standards:	This research project was carried out in compliance with ISO 9001 & ISO 20252
Client Name:	Research Australia
Research Service Provider Name(s):	Roy Morgan Research Ltd
Sub-contractor used:	None
Process sub-contracted:	None
Research Objectives:	This research was conducted to trend attitudes towards medical and health issues in Australia.

Quantitative Research

Target Group:	Australians 18 years and older
Proposed Sample Size:	1,000
Actual Sample Size:	1,008
Reason for Difference in Proposed to Actual Sample Size:	Slight over-recruitment in some age/gender/location cells due to some respondents having begun but not completed the online survey when the quota target was met (i.e. they are permitted to finish). This over-recruitment was subsequently corrected during the weighting process (see below)
Fieldwork Period:	Wednesday 17 July to Wednesday 24 July, 2019.
Sampling Method:	Members of Roy Morgan Research's Proprietary Online Panel, 18 years and older, living in Australia, were emailed an invitation to participate in the survey.
Data Collection Method:	Online survey (CAWI – Computer Assisted Web Interviewing)
Response Rate:	5.1%
Weighting Process:	Weighted proportional to population by age, sex and area, and projected to Australian 18+ population estimates
Estimation/Imputation Procedure:	No estimation/imputation processes used
Representatively of the Sample Population:	Sample is broadly representative of Australia's population by sex, age and area
Maximum Sampling Tolerance:	±3.0%
Incentive Type:	Points redeemable for cash

ABOUT RESEARCH AUSTRALIA

Research Australia is the national alliance representing the entire health and medical research pipeline from the laboratory through to the patient and the marketplace. The organisation uses its unique convening power to position health and medical research as a significant driver of a healthy population and contributor to a healthy economy.

RESEARCH AUSTRALIA
CONNECTING • ENGAGING • INFLUENCING



Sir Gustav Nossal AC CBE says –
'I am proud to be Patron of an organisation so uniquely placed to bring together the many pieces of such a complex system and I watch with great excitement the emerging opportunities and bold ideas that will transform healthcare for Australians.'

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