2023

PUBLIC OPINION POLL

Health & Medical Research & Innovation



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FOREWORD

I am delighted to provide you with the report of Research Australia's 2023 Opinion Poll. Conducted in the last week of June and the first week of July, Australia's climate had been relatively benign to date in 2023 without the major bushfires or floods that have marked previous years.

However, within a couple of weeks of the poll closing we were being overwhelmed with images that seemed only too familiar to Australians, with tourists being evacuated from beaches in Europe. This followed on from smoke blanketing major US cities, another familiar sight to Australians, and devastating floods across much of Asia, and now we are once again facing bushfires in spring.

In this poll, we have sought to explore the connection between human health and our changing environment, and the role of research in helping us adapt and protect our health. As the effects of climate change are increasingly felt by individuals and communities around Australia and the world, there is a growing recognition that taking care of the planet is essential to our own wellbeing. Health and medical research is part of the scientific arsenal we can bring to bear to counter climate change and research to prepare our health systems for climate change is identified as a key priority.

After several years of polling on aspects of the COVID-19 pandemic this opinion poll brings a greater focus on chronic disease. Arthritis, and measures to manage it are explored; we also revisit the link between several chronic diseases and our own behaviours. Healthy ageing has been a recurring theme in our opinion polling in the last few years and we once again investigate aspects of what it takes to age well and remain healthy.

I would like to thank our members for contributions to the development of the poll and comments and insights of several members are included in the following pages.

I invite you to explore all these topics and more.

Nadia Levin
Chief Executive Officer
Research Australia



ACKNOWLEDGMENT

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

ROY MORGAN

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

Michele Levine
Chief Executive Officer
Roy Morgan



POLL HIGHLIGHTS

More funding for health and medical research is in Australians' top 10 for Australian Government spending.

Nearly half of all Australians have been **affected by climate change** in the last five years.

Our health system is being impacted by climate change, and **research to help our health services adapt** to climate change is a key priority.

Ageing well is important to all Australians and top of the list of things we can do for ourselves are social connection and being physically and mentally active.

The number of Australians **donating** to health and medical research is **continuing to decline**.



AUSTRALIA'S TOP TEN PRIORITIES FOR THE AUSTRALIAN GOVERNMENT

The Australian Government is a major player in the lives of Australians, not only through the laws it makes but the services it pays for. We opened our poll by asking Australians about their priorities for government funding. While major purchases like submarines dominate the headlines, it is the day to day services so many Australians rely on that really matter to us. **The top 10 are provided below.**

01 **88.4%** Improving hospitals and the health care system

02 **83.7%** Improving education standards and outcomes

03 **82.2%** Doing more to keep prices and the cost of living down

04 **81.4%** Improving national infrastructure (Including roads, rail, ports, electricity, airports and water quality and supply)

05 **81.2%** Improving housing affordability

06 **81.2%** Keeping the national economy strong

07 **79.0%** Increasing funding and programs for preventive health care

08 **78.0%** More funding for health and medical research

09 **78.0%** Addressing domestic and family violence

10 **77.8%** Providing strong leadership

Respondents were shown 28 spending priorities for the Australian Government action and asked to rank them from zero (not important) to 10 (extremely important). The scores reflect the top 10 with a score of 7 or above. *See page 38 for the questions that we asked.*

Health is clearly a high priority; hospitals and the healthcare system, preventive health, and health and medical research are all in the top 10.

While realtively consistent over time, priorities do change from year to year. The biggest change this year is the importance of improving housing affordability, which rose to 6th place this year from 14th in last year's poll.

Rising interest rates and rents have placed home buyers and renters under enormous strain and led to significant pressure on the Government to act.

Policies and programs for aged and ageing slipped out of the top 10, from 9th place last year to 11th this year, perhaps reflecting the lower attention this issue has received in the media since the conclusion of the Aged Care Royal Commission a couple of years ago.

Previous Polling

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

3rd	4th	5th	6th	7th	8th	9th	10th
2020	2011	2007	2019	2022	2023	2014	2020
2010	2009	2006	2018	2017		2012	
2003			2015	2016			
			2013				
			2008				
			2005				

Since 2020 we have also asked people about whether they think their top 10 priorities for Government spending are to the Government's own priorities.

How similar are your top 10 priorities with those of the Government?	2023	2022	2021	2020
They are very similar/exactly the same as mine	3.6%	4.5%	3.3%	5.3%
They are somewhat similar to mine	44.2%	49.4%	33.6%	35.9%
They are not similar to mine	30.3%	21.8%	39.8%	37.6%
Don't know	21.9%	24.3%	23.3%	21.2%

While the results for 2020 and 2021 show around a third of people reporting the Government's priorities are similar to their own, in 2022 this proportion jumped to almost half before falling back again somewhat this year to 44%. The reasons for this change are unclear, but we will continue to investigate this trend in future polling.

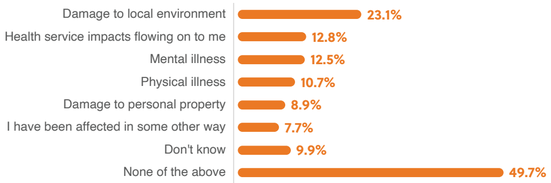


CLIMATE CHANGE HAS AFFECTED FOUR IN TEN AUSTRALIANS

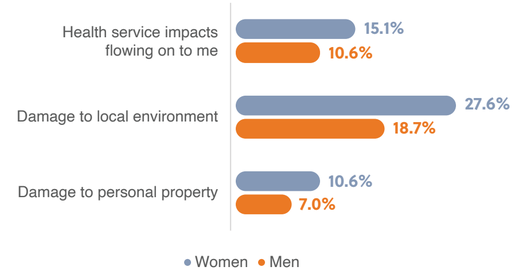
In recent years, climate change has become increasingly real for Australians. We asked people about the different ways climate change had affected them in the last five years. Almost exactly half reported that they hadn't been affected and a further one in ten didn't know. The remaining four in ten identified one or more of the following ways in which they had affected by climate change in the last five years. This is a sobering number- climate change is becoming very real, and very personal, for many Australians.

Nearly one quarter reported being affected by damage to their local environment. The next highest, identified by 12.8%, was health service impacts from climate change. 12.5% reported mental illness linked to the effects of climate change, and nearly 11% reported a physical illness linked to climate change, higher than those reporting damage to personal property. Nearly 8% indicated they had been affected in some other way.

Which, if any, of the following have you been impacted by due to the effects of climate change in the last five years?



Three of the effects of climate change were reported by more women than men.

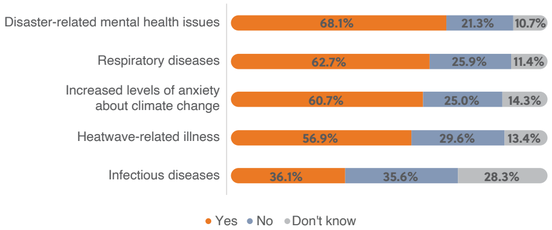


What will the future bring?
Research Australia will continue to investigate the effects of climate change on health in future polling.

Climate change an increasing risk to our health

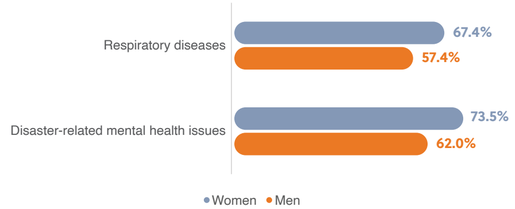
The previous question looked backward, at what effect climate change has already had. We also wanted to know if and where the public believes climate change poses the greatest risks to our future health. Below are the responses to the list of areas we provided.

Do you think any of the following will become greater health risks in the future due to climate change?



Disaster related mental health was identified by nearly seven in ten people as a greater risk in future. (This is hardly a surprise when 12.5% told us that their mental helath has been affected by climate change in the last five years). In the middle are respiratory diseases, increased anxiety, and the health impacts of heatwaves.

More women than men believe the top two will be a greater health risk in the future.

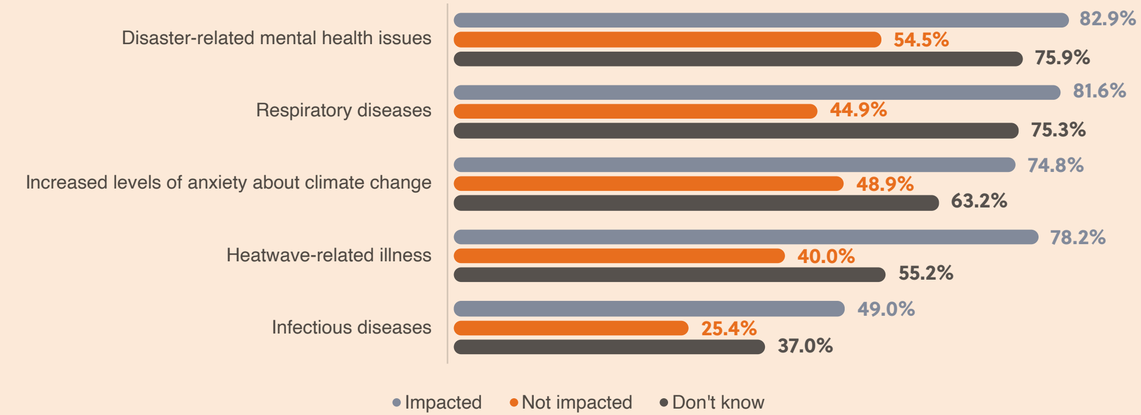


A rise in infectious diseseases is the only one not identified by a majority of Australians as an increased risk. The future impact of climate change on infectious disease is an increased focus of the scientific community. An article published in Nature in August 2022 listed the ways in which climate change has already increased the risk from hundreds of diseases.

See page 38 for the questions that we asked.

As the chart below shows, many more people who reported being affected by climate change expect these problems to become a higher priority in future. This points to one more way in which climate change may divide our society in the future; not just between those who believe and don't believe in climate change, but increasingly by whether people have experienced the impact of climate change.

Increased risk in future due to climate change



'The Royal Australian College of Physicians (RACP) is very conscious of the impact climate change is having on our population and our health system. This is why we are calling on the Government to fully fund its proposed national health and climate strategy as well as a climate health resilience research fund, and to develop climate health workforce expertise.'
Dr Jacqueline Small, RACP President

Climate change and research

Research has a vital role to play in our response to climate change, including its effects on human health. Research Australia commenced its polling around climate change and health in 2020, in the aftermath of the 2019/20 bushfires, and followed them up in 2022, when widespread flooding had affected many parts of Australia.

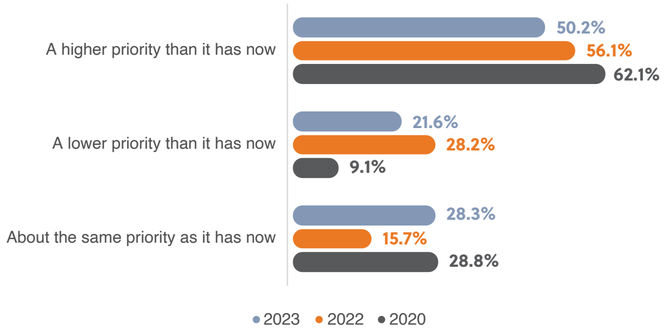
When this year's polling was conducted in late June and early July 2023, Australians had experienced a period of relatively benign weather with a mild summer and the year to date had realtively few severe weather events. (The heatwaves, smoke and fires across the northern hemisphere made headlines later in July.)

We were keen to follow up on our previous polling around public perceptions of the role of health and medical research in responding to climate change.

Half of people (50.2%) believe research into the effects of climate change on human health should be given a higher priority. Among people who reported having been affected by climate change in the last 5 years, this number rose to two thirds (67%).

More men (25.5%) than women (18.1%) believe the Government should give it a lower priority.

What priority should the Australian Government give to funding research in areas related to the impact of climate change on human health?



Previous Polling

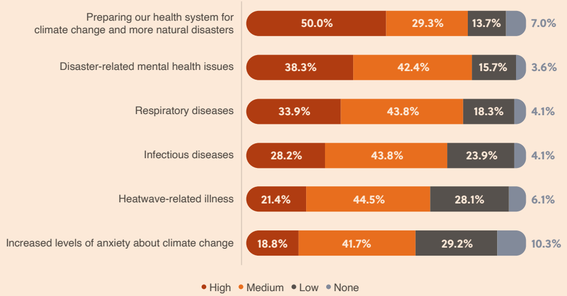
Over the three years we have asked this question, the proportion of people who believe research into the impact of climate change on human health should be given a higher priority has steadily declined. While Australian Governments have taken greater action in recent years to respond to climate change, and this may have influenced the public's views, there has not been an increase in funding for climate related health and medical research over this period.

Climate change and research areas

We also sought the public's views on the relative merit of specific areas of helath and medical research related to climate change.

The highest priority is preparing our health system, our front line defence, followed by mental health. Respiratory and infectious diseases are in the middle with heatwave-related illness and increased anxiety about climate change the lowest priorities.

What priority do you think should be given to research in the following areas?

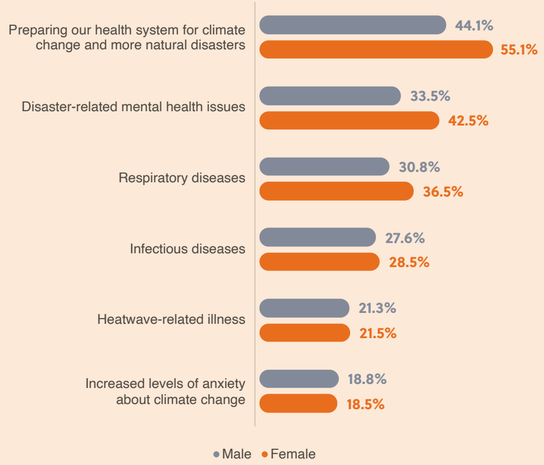


Previous Polling

These priorities have remained relatively unchanged across our polling in 2020, 2022 and this year. Our polling in 2022 didn't include increased anxiety but otherwise the priorities remain unchanged. Perhaps not surprisingly, more people who reported having been affected by climate change ranked each research priority as high.

In 2020, more women than men rated each of the issues as a high priority. This difference has since reduced somewhat, with the trend now only evident in three of the five areas.

High priority- men and women



See page 38 for the questions that we asked.



HEALTHY AGEING

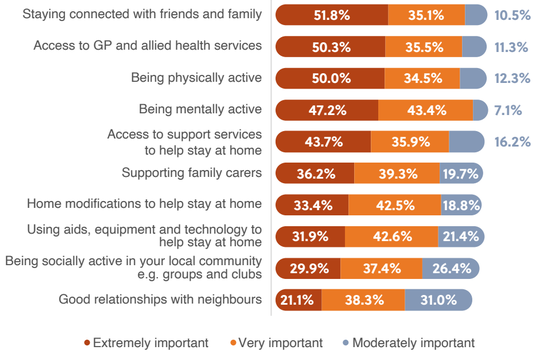
Australians are living longer but an increasing number of older people has one or more chronic health problems, making living at home increasingly difficult. We asked Australians what factors they think are important to assist people to remain at home as long as possible.

Access to health care, social engagement and remaining physically and mentally active are all important as are access to physical aids and assistive technology.

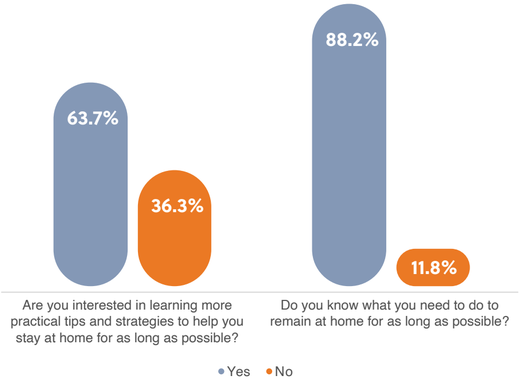
Overall more women than men rated the factors as extremely important.

We also asked people who were retired or over the age of 65 two additional questions. While nearly nine in 10 felt they knew what they needed to do remain at home for as long as possible, nearly two thirds were open to learning more about practical tips and strategies to do so.

Support as we get older



Remaining at Home





The priorities for people aged 65 and over were very similar, but with a greater emphasis on being physically and mentally active.

Ageing and research

Research can support individuals to age better and also help our community design better services to support older people. We were interested in what Australians think are the priorities in this area.

The highest priority is more research to develop better aged care institutions, systems and programs. More women (56.5%) than men (45.9%) agreed strongly with this statement. Research to enable stay older people stay at home is the next highest research priority. However, many people also agreed with the statement that 'we know what to do, we just need to do it'.

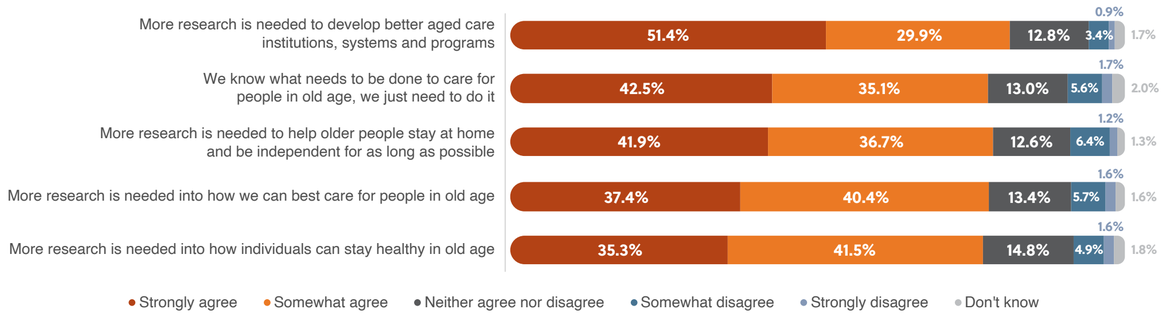
Perhaps not surprisingly, higher numbers of people aged 50 and over strongly agreed with each of the statements.

> Ageing itself and how to support people in ageing are becoming increasingly important areas of research around the world as more and more people live into old age. Improving the quality of aged care is also a high priority for the Australian Government and research has much to offer.

Previous Polling

The priorities identified in our poll this year are broadly aligned with the results of our opinion poll in 2020.

Priorities for research in ageing



See page 38 for the questions that we asked.





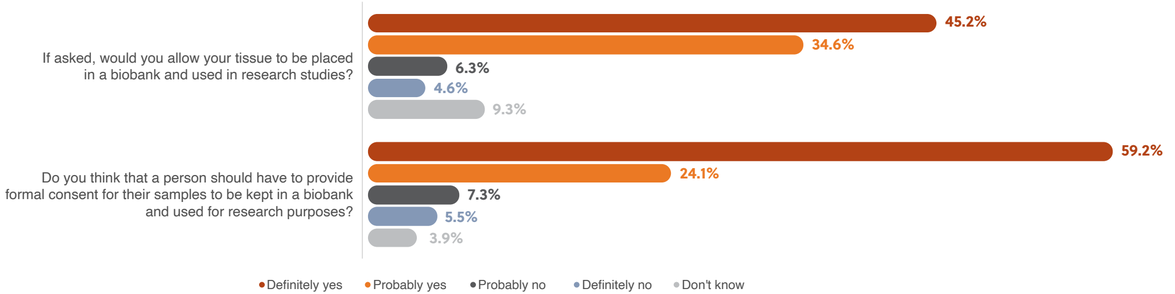
BIOBANKING

Samples from blood, skin, bone, organs, DNA and tumours are taken from patients as part of diagnosis and treatment of a range of different medical conditions. Biobanking is the practice of keeping these samples, so that they can be used in the future for research. Biobanks are operated by State Governments, hospitals universities and medical, research institutes and rely on individuals being willing to allow their samples to be stored and used. Biobanks and the samples they hold are vital to the health and medical research, with a lot of research not possible without them. We asked some questions about biobanking.

Nearly 8 in 10 people told us they would definitely or probably agree to their tissue samples being placed in a biobank and used for research, with a further 1 in 10 unsure. People were even more emphatic that tissue samples should only make their way into a biobank with the person's consent. People aged 25 to 34 (64.6%) and 25 to 49 (65.9%) were significantly more likely to say that a person should definitely have to provide consent.

People aged 50 to 64 (52.1%) and those over 65 (53.5%) were significantly more likely to consent to their tissue being placed in a biobank.

Consent and Biobanking



Nearly 8 in 10 people told us they would definitely or probably agree to their tissue samples being placed in a biobank

THE ROLE OF OUR HEALTH INFORMATION IN RESEARCH

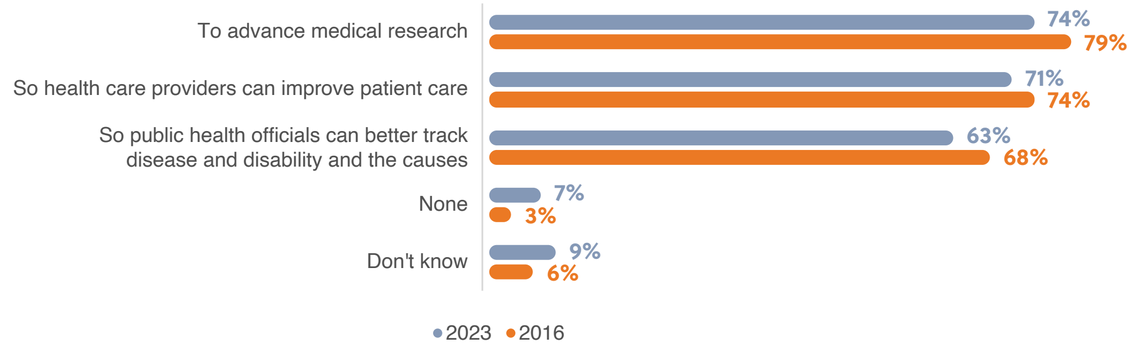
It is not just our tissue samples that are essential to the advance of health and medical research. Information about the state of our health and our illnesses, and our experiences with the healthcare system also play a critical part in research. For example, understanding why some people contract a particular disease and others don't can help identify the causes of a disease and how to diagnose, treat, and even prevent it.

So, are Australians willing to share their health information, and if so, for what purposes? Only 7% were not willing to share their data at all, while nearly 9% weren't sure. The rest were prepared to share their data for one or more purposes. People aged 65 and over were the most willing to share their health for each of the three purposes.

Previous Polling

While a sizable majority is willing to share their health information, there has been a drop across all three categories in the intervening years since we asked the question in 2016. This includes a drop in the proportion of people willing to share their data so 'public health officials can better disease and disability and the causes'. We know that the sharing of personal health information was critical to the public response to COVID-19. Has the way data were used in the pandemic made people more reluctant to share?

For which of the following would you be willing to share your personal health information if you couldn't be identified?



See page 38 for the questions that we asked.





ARTHRITIS

Arthritis is a chronic disease and its impact on a person's life can vary significantly, from the odd twinge to constant pain, inflamed joints and very significant disability. Research Australia has chosen to explore public attitudes to and knowledge of arthritis.

It is clear from our poll that arthritis is a common disease.

Over a quarter of respondents to our poll reported having arthritis. More women (31.6%) then men (22.4%) report having arthritis. Not surprisingly it increases with age; 53.2% of those aged 65 and over report having arthritis. Nearly one in 10 report they are caring for someone with arthritis.

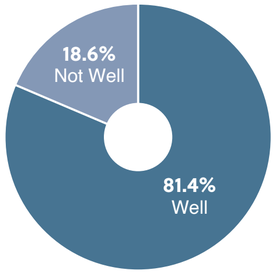
27.1%
I have arthritis

9.7%
I care for someone with arthritis

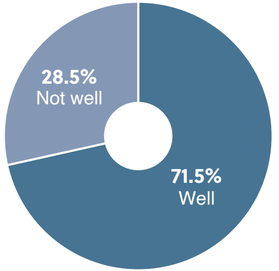
Nearly one in 10 report they are caring for someone with arthritis.

While most are managing well, a significant minority is not.

I am manging my arthritis...



The person I am caring for is managing their arthritis...



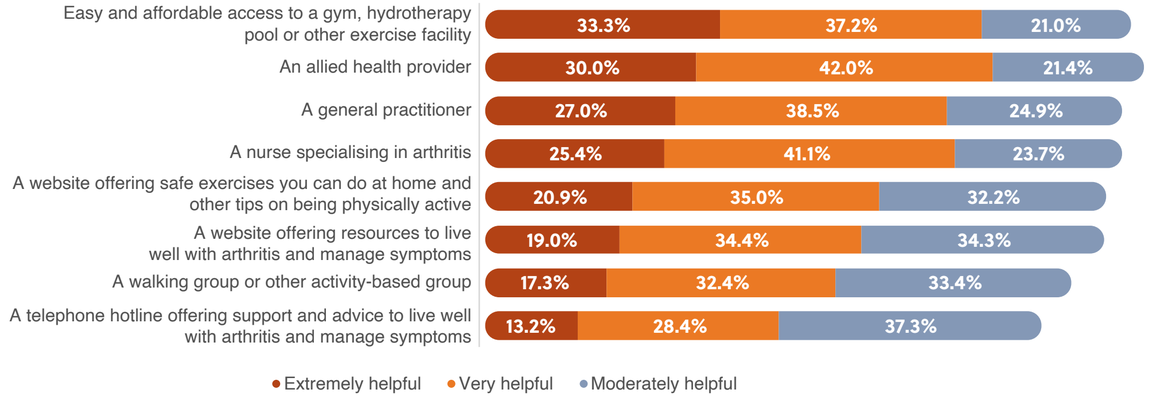
Support to manage arthritis

There are many different sources of information and support to manage arthritis. We were keen to understand what people considered useful.

Exercise is important, and access to exercise facilities was top of the list. Healthcare providers filled the next three positions, followed by web-based resources. Activity based groups and a telephone hotline were the least popular options. The views of people living with arthritis and/or caring for someone with arthritis were overall very similar to people who don't have arthritis.

> "While arthritis is often trivialised, as a leading cause of chronic pain and disability it is clear that many people need more support. Effective arthritis management requires better and more affordable access to exercise and allied health services. There is also much more work to be done in arthritis and musculoskeletal research; investment into better and more cost effective treatments will benefit not only the almost 4 million Australians living with arthritis but the whole community."
>
> **Jonathan Smithers**, Arthritis Australia CEO

Rating different options for managing arthritis



See page 38 for the questions that we asked.





MITOCHONDRIAL DONATION

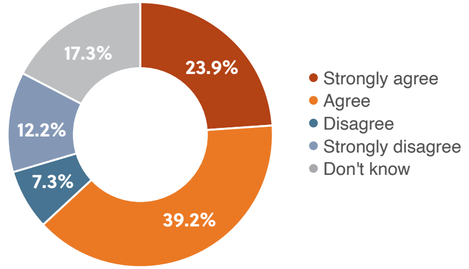
Mitochondrial disease is a debilitating and potentially fatal disease that reduces the ability of the mitochondria in our cells to produce the energy that we need to grow and live. When the mitochondria are not working properly, cells begin to die until eventually whole organ systems fail and the patient's life itself is compromised.

In recent years, advances have been made in developing treatments for mitochondrial disease. Australia was a pioneer in developing In Vitro Fertilisation (IVF) treatments and is now undertaking clinical trials for a new IVF-based technology called 'mitochondrial donation', which minimises the risk of passing down some genetic disorders by creating an embryo with genes from both the father and mother, along with healthy mitochondria from another woman.

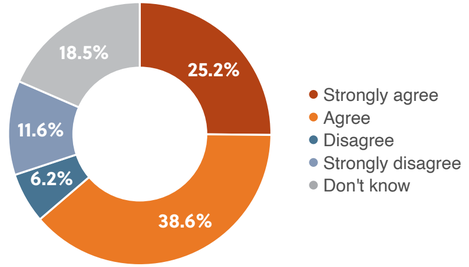
If successful, the clinical trial could lead to mitochondrial donation becoming available as a treatment; our poll found strong support for both a clinical trial and offering a new treatment if the trial proves successful. Support for a clinical trial and for treatment was strongest among 25 to 34 year olds while opposition to both was strongest among those aged 65 and over.

> "We are pleased the majority of Australians support the clinical trial that is underway. We look forward to working with researchers, health professionals and policymakers as we move towards making this important technology available to Australians impacted by mito."
>
> **Sean Murray**
> CEO, Mito Foundation

I support a clinical trial to understand and improve mitochondrial donation in Australia



If the clinical trial proves mitochondrial donation is safe, I support it becoming available in Australia as a treatment



PREVENTABLE DISEASE

On the whole Australians are living longer than we have in the past, due to a number of different factors including improvements in medical treatments. While we can now do more than in the past to treat people when they are sick, it is important we all take responsibility for our own health. This means avoiding things we know are bad for our health and doing more of the things that support good health. We wanted to know how much the Australian public knows about the link between common behaviours and habits, and different diseases.

Cardiovascular and respiratory disease, cancer, type 2 diabetes and dementia are some of the leading causes of death in Australia. Excessive alcohol consumption, smoking tobacco, physical inactivity and obesity increase the risk for nearly all these conditions (there is no conclusive evidence of a link between alcohol consumption, chronic respiratory disease and dementia).

Our polling shows that knowledge of the risks associated with different diseases varies significantly. The risks are understood by the greatest numbers of people for cardiovascular disease, and least understood for dementia. (The most identified risk factor for dementia was alcohol misuse, where there is no conclusive evidence of a link.) Conversely, the multiple benefits of losing weight and increasing physical activity are the least appreciated. On the whole, women were more likely than men to link a behaviour to a disease, as were people aged 65 and over.

Which of the following can be linked to:	Cardio-vascular disease	Cancer	Type 2 diabetes	Chronic respiratory disease	Dementia	None of the above
Alcohol misuse?	78.9%	62.4%	55.4%	24.2%*	50.7%*	9.2%
Tobacco use?	85.3%	89.4%	25.5%	85.6%	21.6%	4.9%
Physical inactivity?	87.5%	38.2%	74.4%	53.0%	47.6%	6.9%
Obesity?	85.6%	47.5%	88.6%	56.7%	24.8%	5.6%

50% or Greater

* There is no conclusive evidence that alcohol is a risk factor for this condition Research Australia recognises that knowing what to do is not enough when it comes to changing behaviour, but it is the starting point. The polling suggests that while there is more education needed in all areas, more information about the risks is most important for dementia, and the multiple health benefits of losing weight and increasing physical activity are the least understood.

See page 38 for the questions that we asked.

Previous Polling

We last asked this question in 2019, and overall results are similar. In 2019 18 to 34 year olds made significantly fewer associations between particular behaviours and the health consequences than other age groups. Encouragingly, this trend is not evident in the current poll, with the responses of 18 to 34 year olds more closely reflecting the general population.

"Type 2 diabetes is one of the most significant health challenges facing Australia with almost 2 million people living with the condition. Research has to be a central part of our response if we are going to turn these numbers around and save lives."

Justine Cain, Group CEO Diabetes Australia





THE VALUE OF HEALTH AND MEDICAL RESEARCH

Undertaking health and medical research in Australia has multiple benefits. Some of these, like developing new treatments for disease, are obvious while others are perhaps less evident.

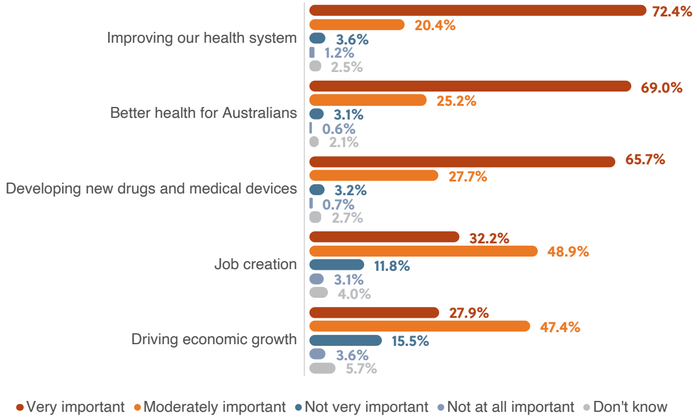
We were keen to understand how the value of health and medical research was understood by Australians. Improving our health system, better health for Australians and developing new drugs and medical devices are recognised by the vast majority of Australians as important roles of health and medica research.

While not as highly regarded, the economic benefits of health and medical research through job creation and economic growth are also recognised.

Previous Polling

The last time we asked this question was in 2017. The results are very similar.

The importance of health and medical research for:

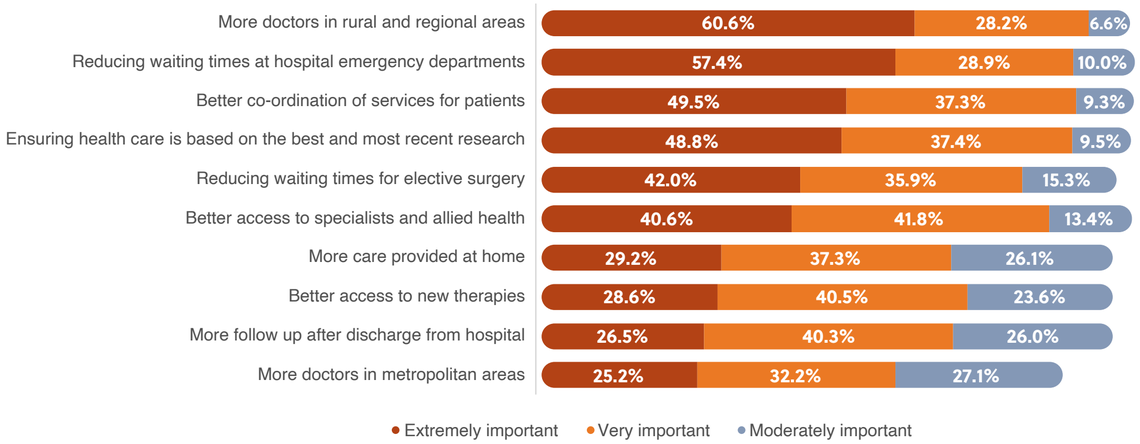


Improving our health system

Improving our health system is seen as the most important role for health and medical research, but how does it compare to other measures that can be taken to improve our hospitals and healthcare? The following list places the adoption of research in context.

Addressing staff shortages are top of the list along with reducing waiting times and better coordination of services. The role of research, through using the best and most recent research and providing better access to new therapies, is also seen by a large majority as either extremely or very important. On nearly every measure, more women than men thought it was extremely important.

Importance of research to improving hospitals and healthcare



See page 38 for the questions that we asked.

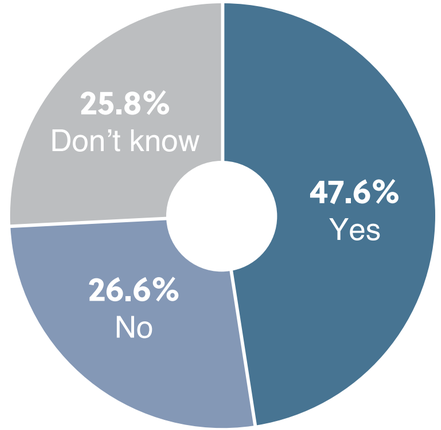
Applying research in our health system

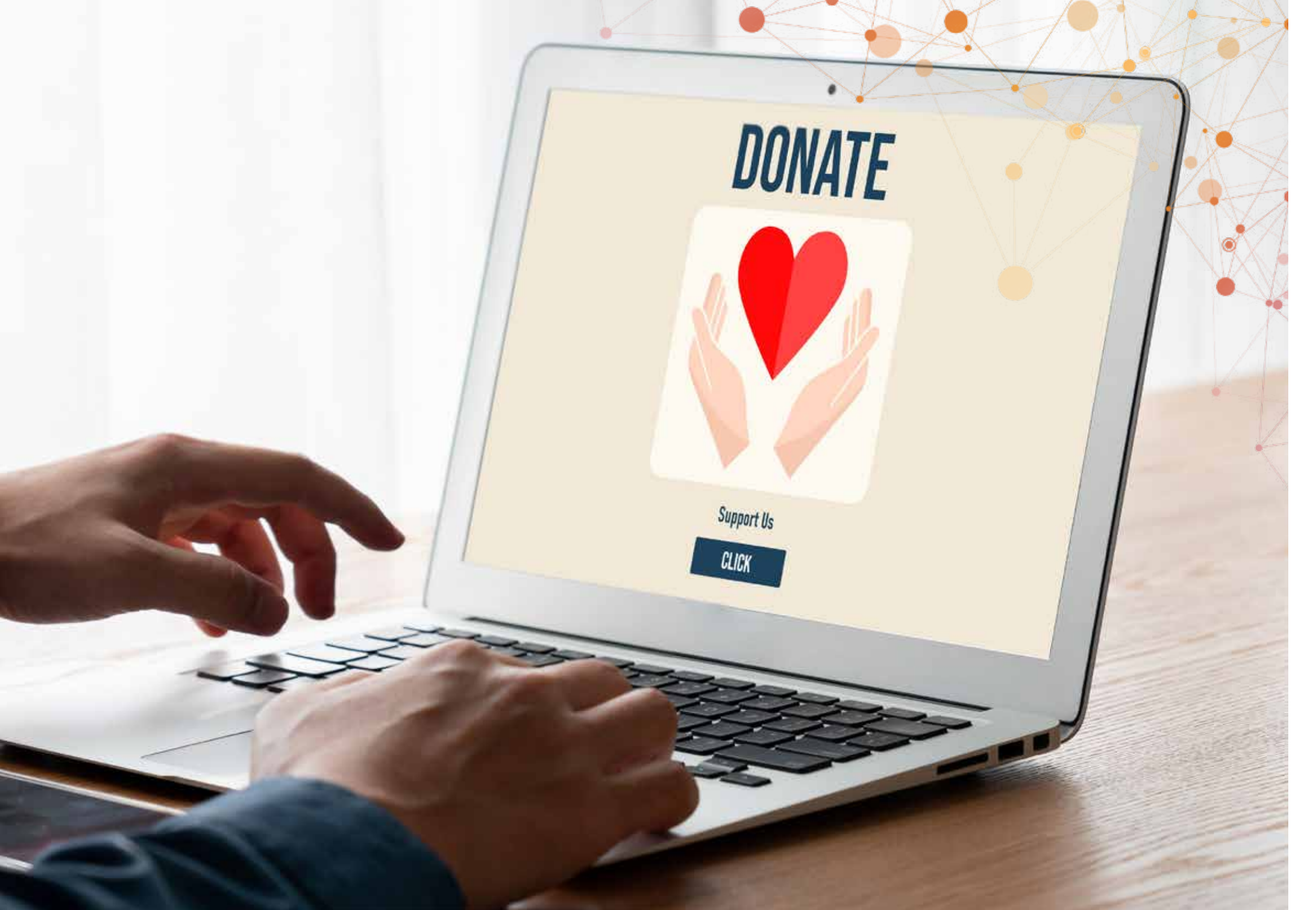
Health and medical research only improves our health system and the care we receive when the new evidence it creates changes the healthcare we receive. We asked Australians if they believe the health care services they currently receive are based on best and most recent research.

Almost half believe this is the case, with more men (51.9%) than women (43.5%) saying 'yes'; the other half are split fairly evenly between those who say 'no' and those who don't know. Support for this proposition is also strongest among those aged 65 and over, with 60.7% answering 'yes'.

What will the future bring?
Research Australia will continue to investigate attitudes to the value of health and medical research

Do you believe the health care services you personally receive are based on the best and most recent research available?





DONATIONS

Donations are an important source of funding for health and medical research, and Research Australia regularly includes questions about donations in our polling. One of these questions asks the Australian public to estimate how much money that have donated to health and medical research in the last 12 months.

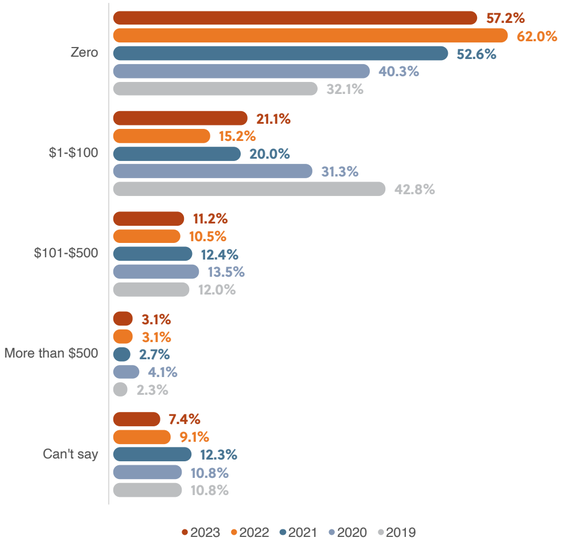
Since 2019, the proportion of people reporting they have made **no donation to health and medical research in the last 12 months has increased** fairly steadily, from less than one third to over half.

The **greatest decline is in the smaller donations** of up to $100, with the proportion of larger donations remaining relatively stable. More women (38.7%) than men (34.1%) reported making a donation to health and medical research.

Donating to health and medical research generally **increases with age**; people aged 50 to 64 (42.9%) make more donations than other age groups, followed by those aged 65 and over (41.3%). At the other end of the scale, 27.4% of 18 to 24 year olds reported making a donation.

12.3% of all respondents told us that the money they donated to **other causes has reduced the amount they donated** to health and medical research.

Amount donated to health and medical research in the last 12 months



QUESTIONS FOR THE 2023 OPINION POLL REPORT

Australia's top ten priorities for the Australian Government

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

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

Climate change has affected four in ten Australians

Which, if any, of the following have you been impacted by due to the effects of climate change in the last five years?

Climate change an increasing risk to our health

Do you think any of the following will become greater health risks in the future due to climate change?

Climate change and research

What priority should the Australian Government give to funding research in areas related to the impact of climate change on human health?

Climate change and research areas

What priority do you think should be given to research in the following areas?

Healthy Ageing

How important do you believe the following factors are in assisting people to live in their own homes for as long as possible?

Do you know what you need to do to remain at home for as long as possible? (asked if over 65 or retired)

Ageing and research

How much do you agree or disagree with the following statements?

Biobanking

Some patients allow a blood or tissue sample that is removed during surgery or a medical procedure to be stored for future research. This is known as tissue banking or biobanking.

Do you think that a person should have to provide formal consent for their samples to be kept in a biobank and used for research purposes?

If asked, would you allow your tissue to be placed in a biobank and used in research studies?

The role of our health information in research

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

Arthritis and musculoskeletal conditions

Arthritis is a leading cause of pain, disability and loss of work hours in Australia.

Do you have arthritis or care for someone with arthritis?

Would you say that you are managing your arthritis well or not well?

Would you say that the person you are caring for is managing their arthritis well or not well?

Support to manage arthritis

If you required information or support to help manage arthritis, how helpful do you think the following might be?

Mitochondrial Disease

Clinical trials are beginning for a new IVF-based technology called 'mitochondrial donation', which minimises the risk of passing down some genetic disorders by creating an embryo with genes from both the father and mother, along with healthy mitochondria from another woman. Please read the following statements and indicate on a scale from 1-4 the extent to which you agree with these statements or if you are unsure.

Preventable Disease

To the best of your knowledge, which of the following can be linked to (alcohol misuse, tobacco use, physical inactivity, obesity)? Please select all that apply

The value of health and medical research

Heath and medical research is conducted in Australia in hospitals, universities and specialist medical research institutes, by government organisations, and by private companies, both large and small. Please rate how important you think health and medical research is for the following:

Improving our health system

In relation to improving hospitals and the health care system, please rate the importance of the following initiatives.

Applying research in our health system

Do you believe the health care services you personally receive are based on the best and most recent research available?

Donations

About how much money did you donate in total to health and medical research in the last 12 months?

In the last year there have been many new causes seeking donations, including flood victims in Australia and war victims in the Ukraine. Do you think the money you have donated to other causes has reduced the amount you have donated to health and medical research in the last 12 months?

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:	1,005
Reason for Difference in Proposed to Actual Sample Size:	Slight over-recruitment in some age/gender/location cells to compensate for lower response levels in some specific demographics. This over-recruitment was subsequently corrected during the weighting process (see below)
Fieldwork Period:	Monday 26 June to Friday 7 July 2023
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:	2.72%
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
Margin of Error:	±3.1%
Incentive Type:	Points redeemable for cash



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