

RESEARCH AUSTRALIA 2012 PUBLIC OPINION POLL RESULTS AUGUST 2012



Introduction and Overview

- Issues of specific interest for this 2012 poll included:
 - The importance of health and medical research
 - Who should fund health and medical research
 - Government funding priorities
 - Incentives that would encourage the public to donate more
- This public opinion polling was supported by funding from the Australian Government under the Health System Capacity Development Fund.



Australian Government

Department of Health and Ageing

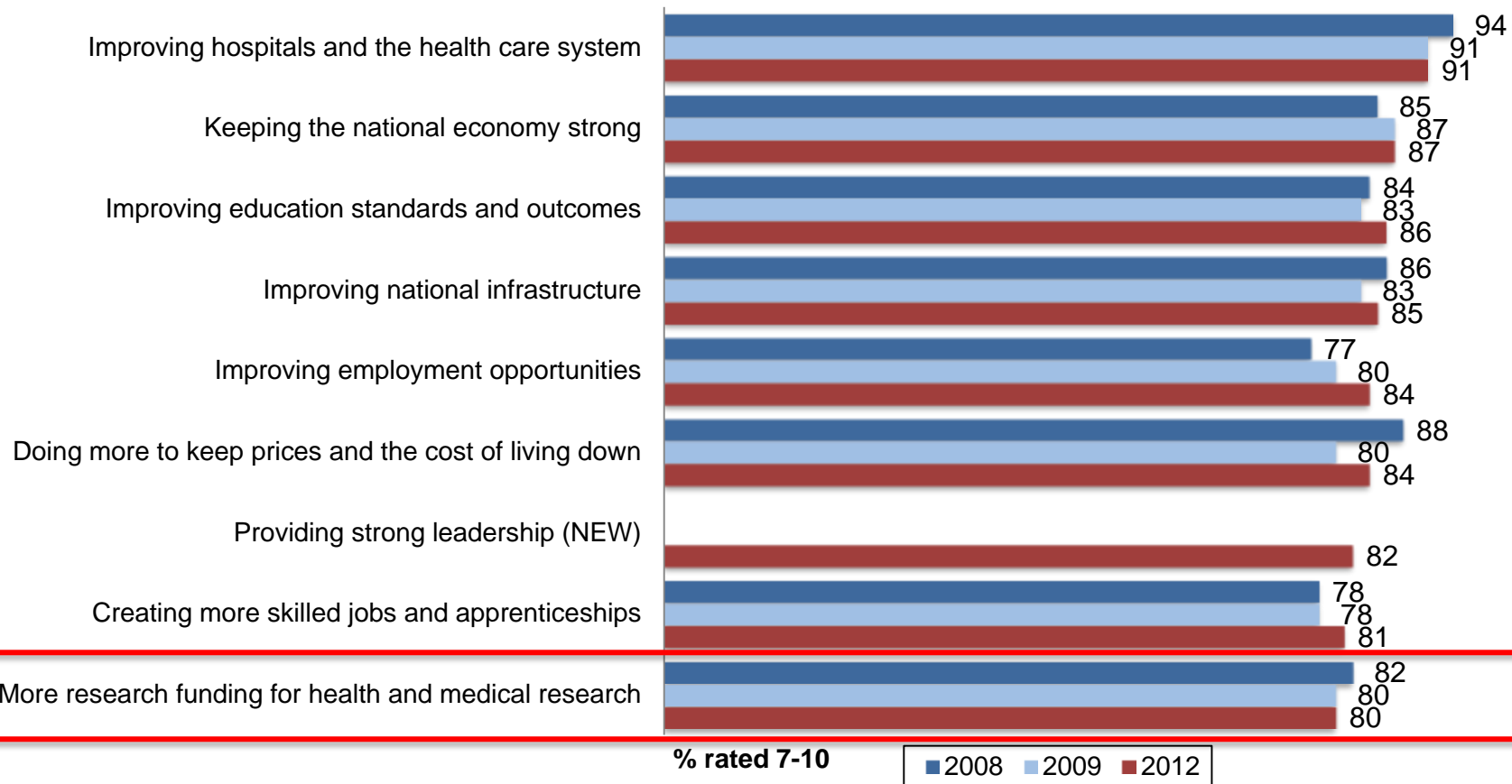


Research Methodology

- The survey was conducted as follows:
 - Online by email invitation to a national panel.
 - Conducted 19-28 June 2012.
 - With a probability sample of n=1,052 Australians aged 18+ years.
 - The maximum margin of error on a sample of approximately n=1,052 voters is +/-3.0% at the 95% confidence level for results near 50%. Margins of error will be greater for results based on sub samples.
 - Variations of +/-1% between individual results and sub-totals is due to rounding.
- Results have been compared to relevant previous research where possible:
 - 2009: online survey of n=806 nationally
 - 2008: online survey of n=832 nationally

THE IMPORTANCE OF HEALTH AND MEDICAL RESEARCH

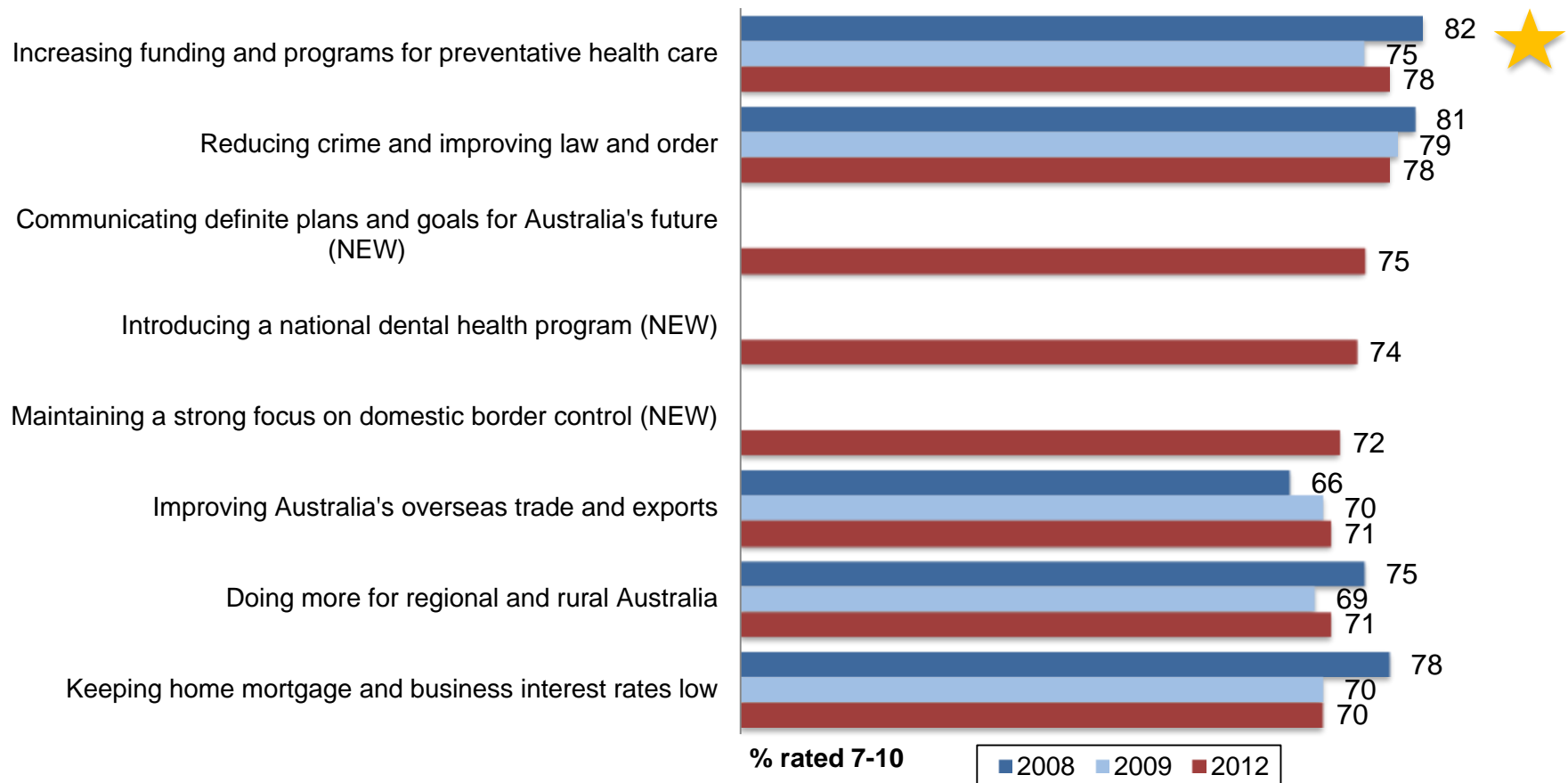
Health & Medical Research remains a top tier issue – ranked 9th out of an extensive list of 26 key issues



Q: 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.

2012 Total Base: n=1,052

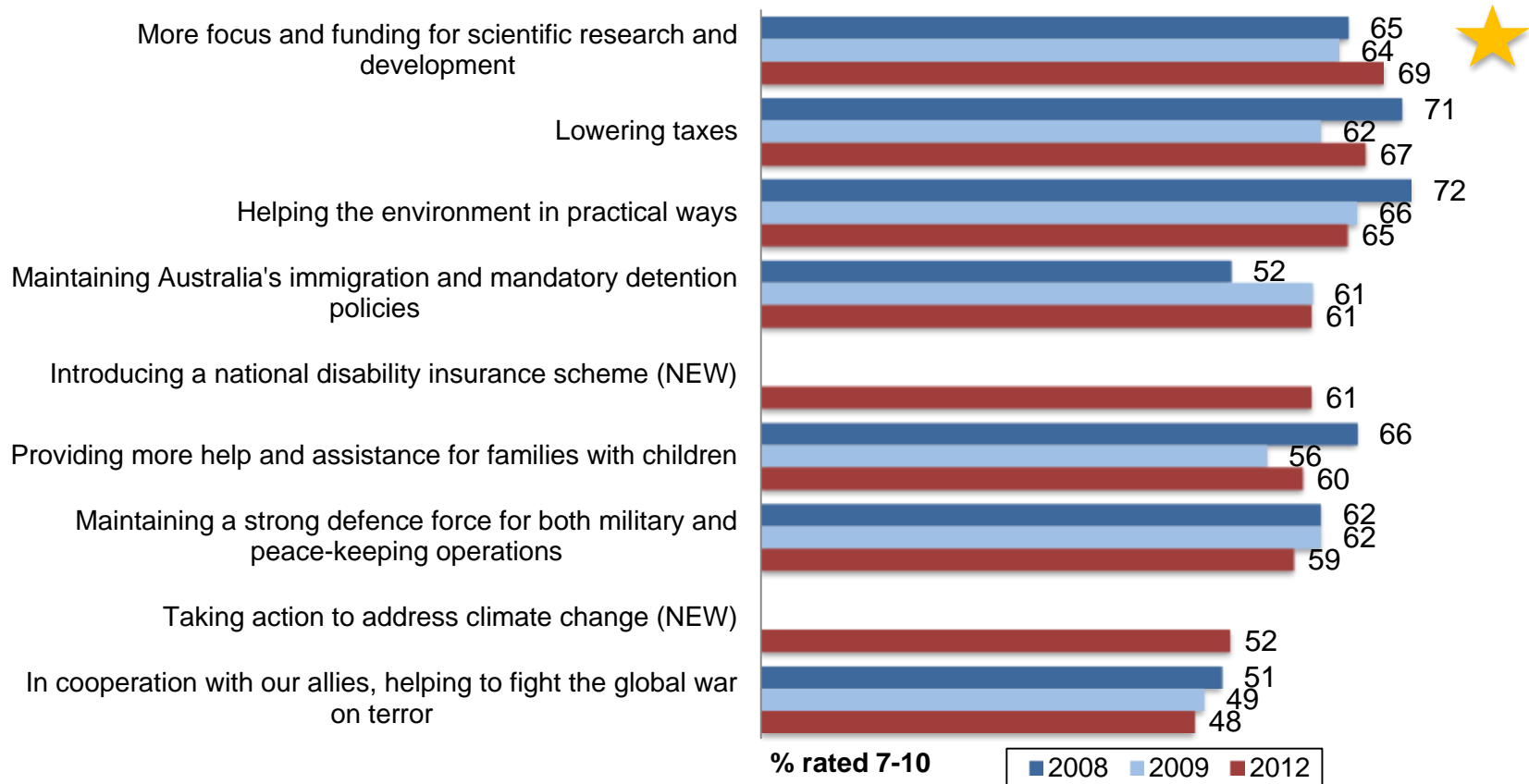
H&MR more important than a national dental health program, border control and interest rates



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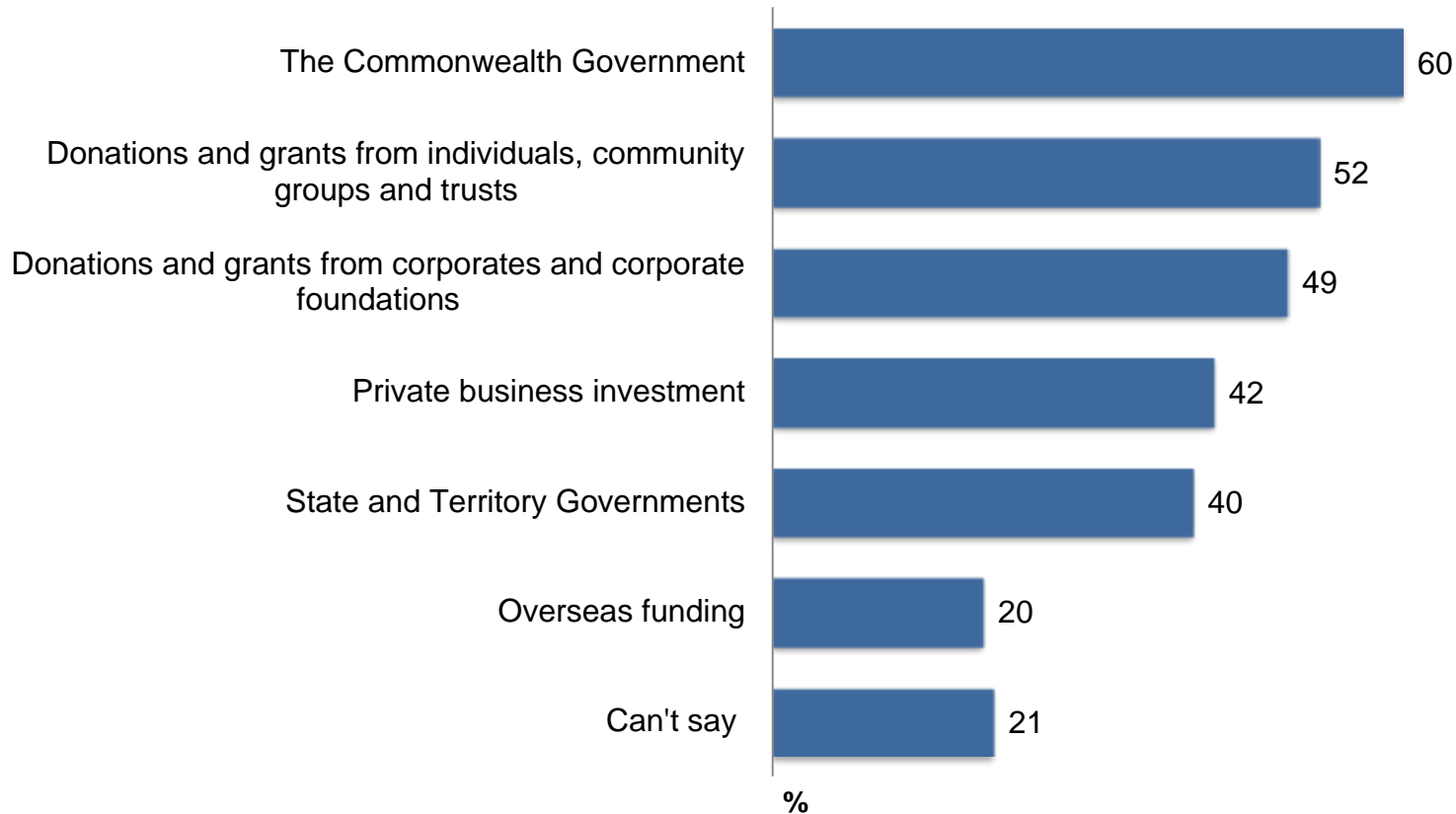
The global war on terror, climate change, a strong defence force, assistance for families and introducing a national disability insurance scheme all low priorities



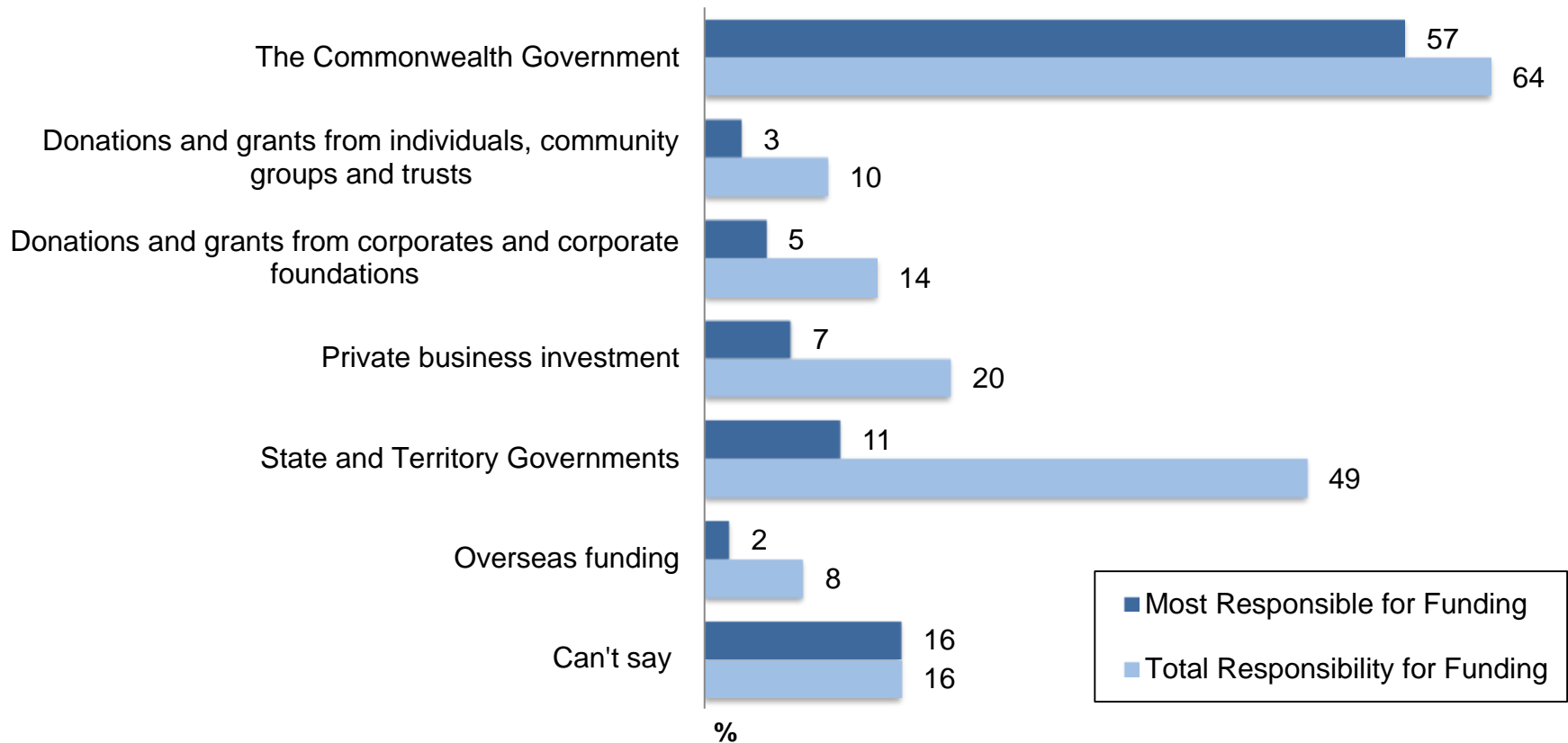
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Australians think H&MR funding currently derived from various sources, with Commonwealth Government and public thought to be the main sources



Primary responsibility for funding H&MR considered to lie with the Commonwealth Government

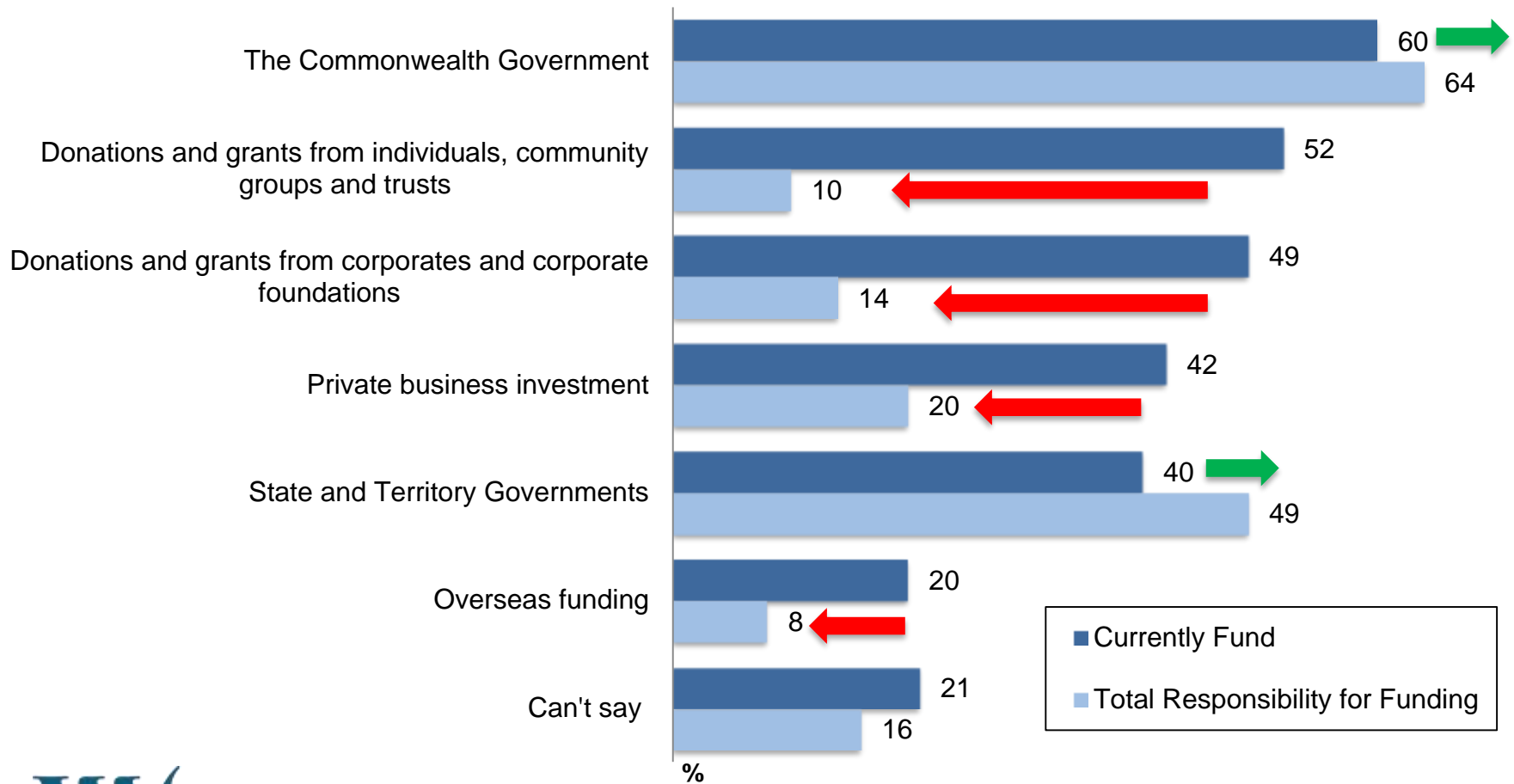


Q: Thinking specifically about research funding for health and medical research in Australia.

Of the following people, groups and organisations, which do you think: Should be MOST responsible for funding health and medical research in Australia? / Should be the NEXT MOST responsible for funding health and medical research in Australia?

Base: All respondents n=1052

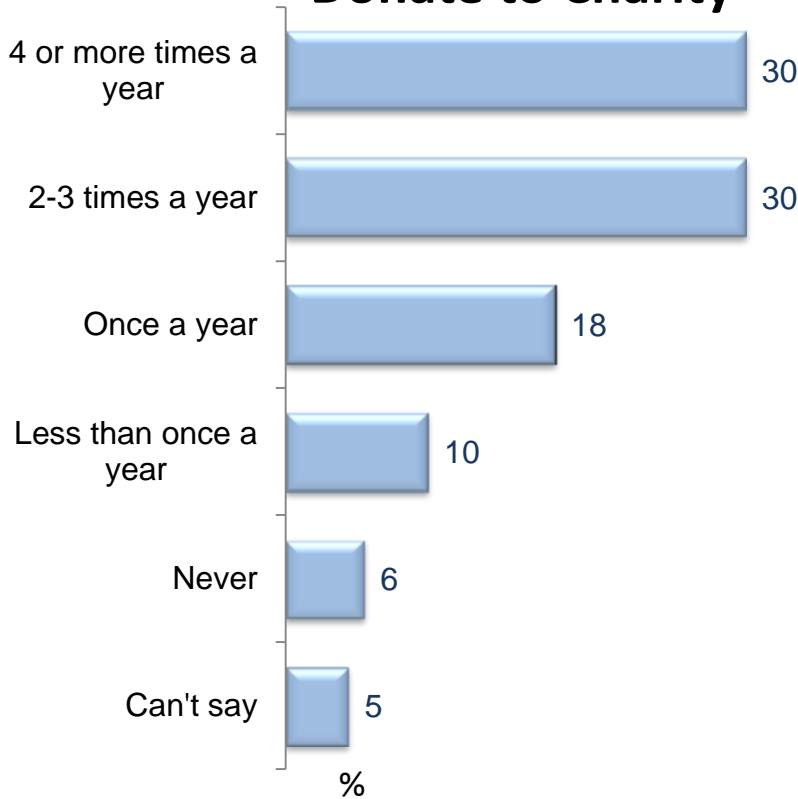
Large divergence between perceptions of funding actuality versus responsibility



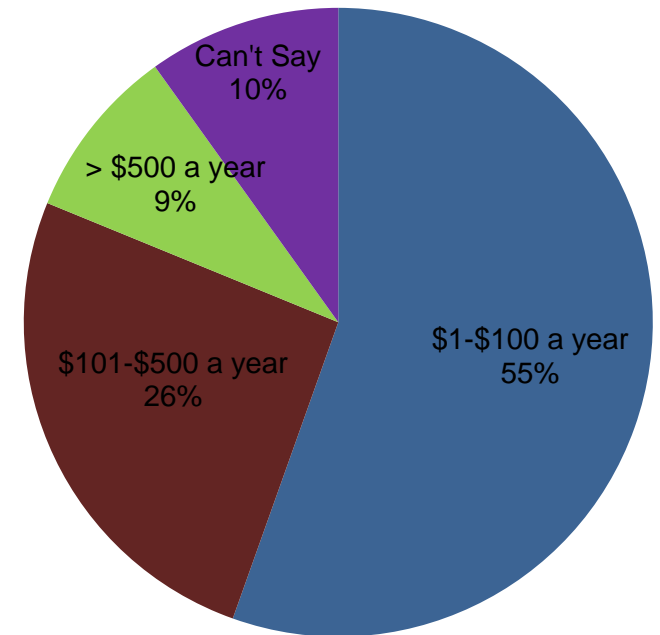
CHARITABLE DONATIONS

Most Australians donate to charity at least several (or even more) times a year, with a third giving >\$100

Donate to Charity



Amount Donated to Charity



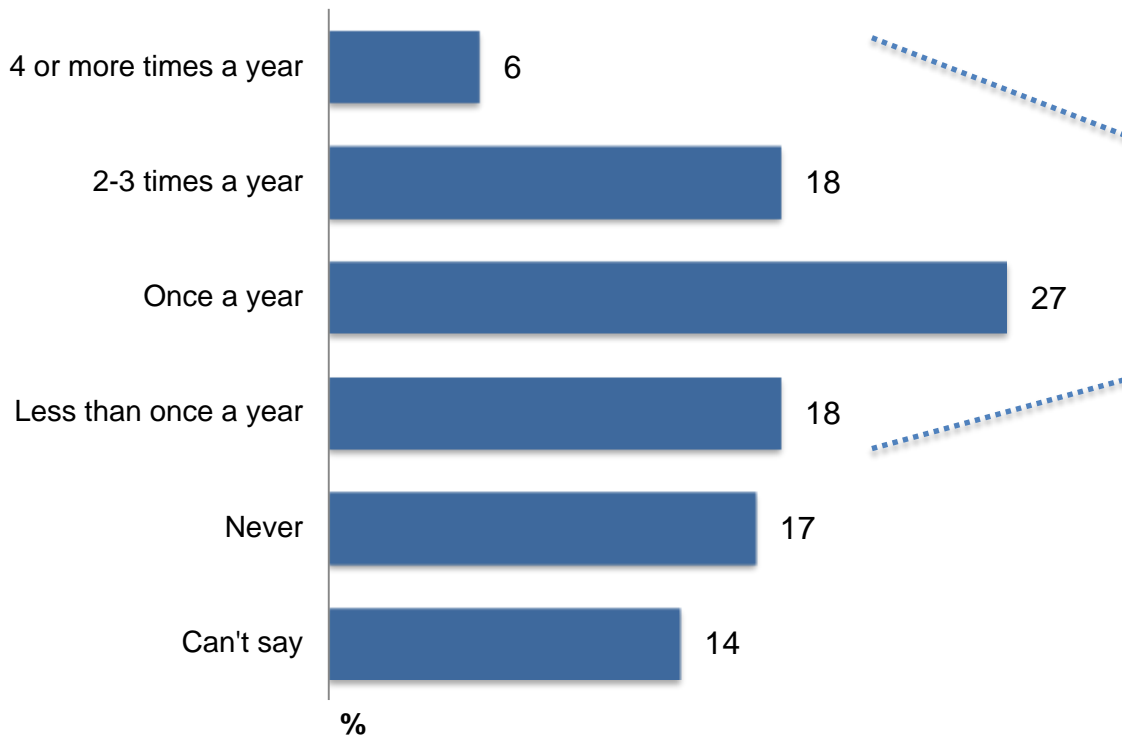
Q: How often do you donate money to charities of any type – welfare, hospitals, universities, health and medical research, arts, sports and disaster and emergency relief? Base: All respondents n=1,052

Q: And, on average, about how much money in total each year would you donate to all charities?

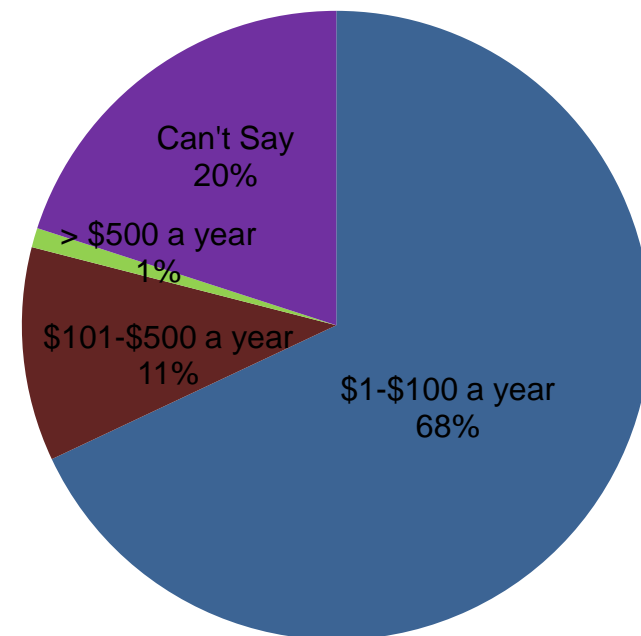
Base: Respondents who donate to charity n=987

Most who donate (51%) give to Health & Medical Research at least once a year, but mostly <\$100

Donate to Health & Medical Research



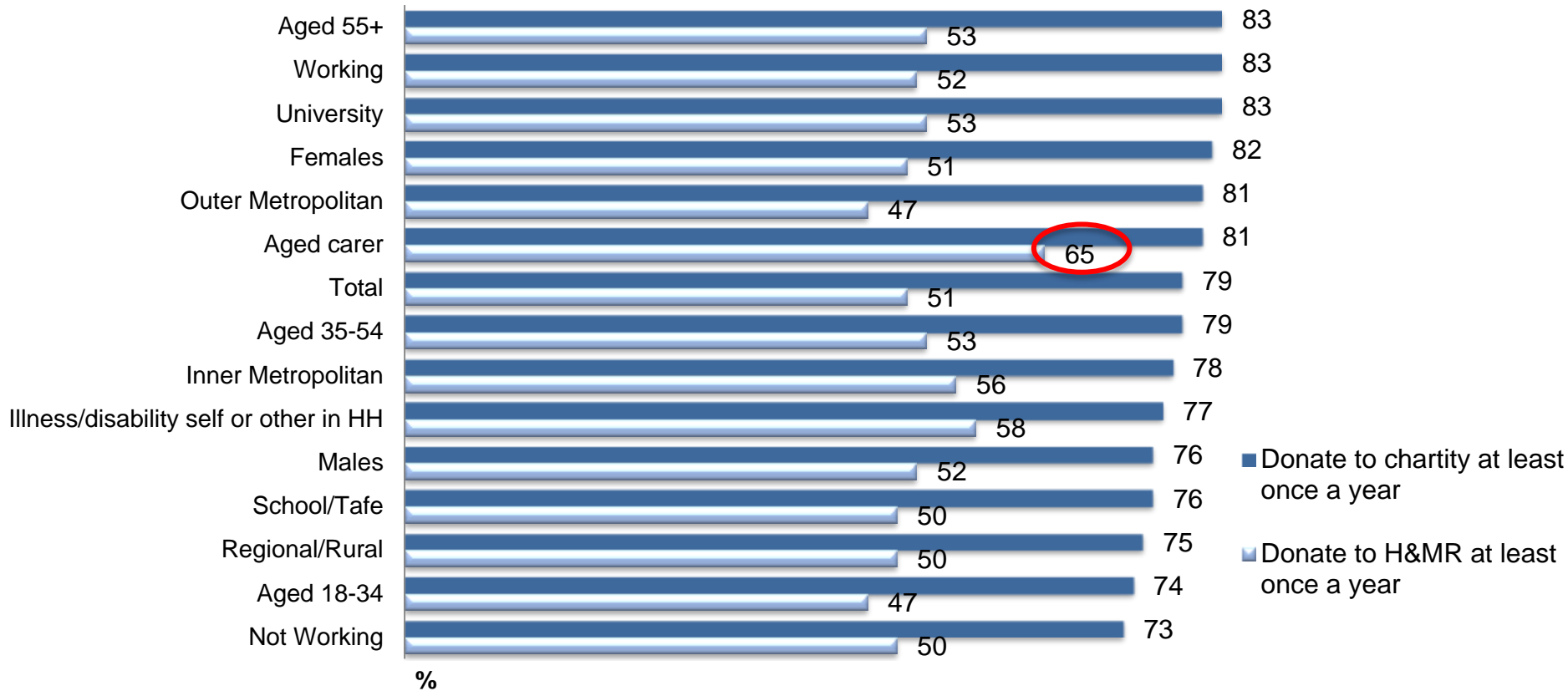
Amount Donated



Q: Thinking now specifically about funding for health and medical research in Australia. About how often do you personally donate money to health and medical research? Base: Respondents who donate to charity n=987

Q: And, on average, about how much money in total each year would you donate to health and medical research? Base: Respondents who donate to health and medical research n=823

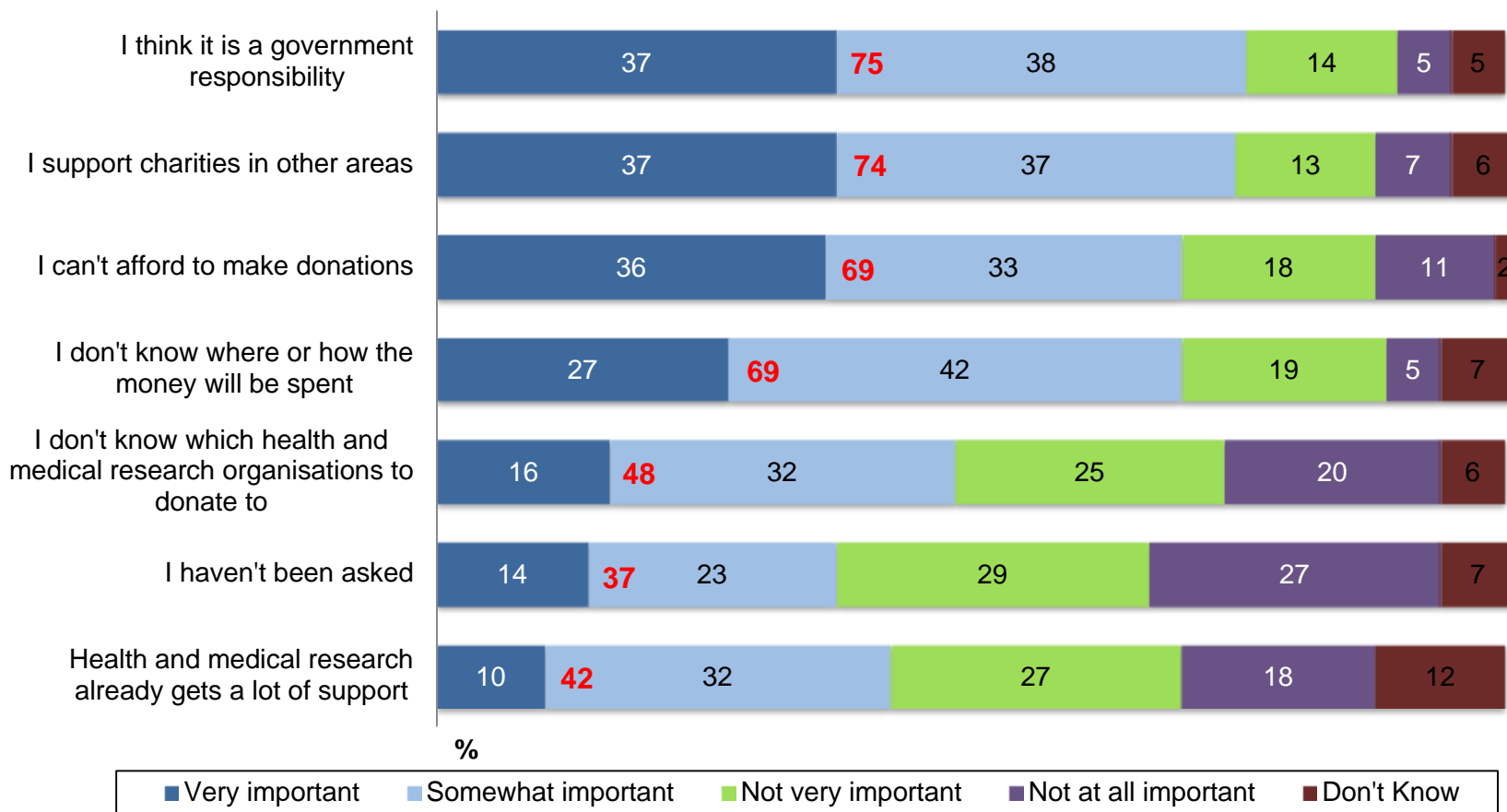
Older, working, university educated Australians most likely to donate to charity, but aged carers particularly more so for H&MR donations



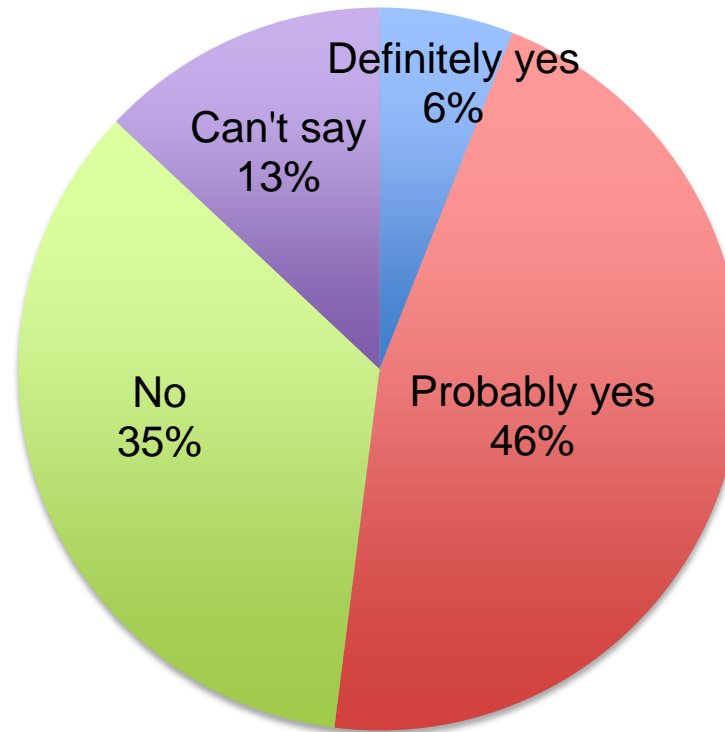
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Government responsibility, support for other charities, financial inability and knowing where the \$s are spent are most important reasons for non-support of H&MR

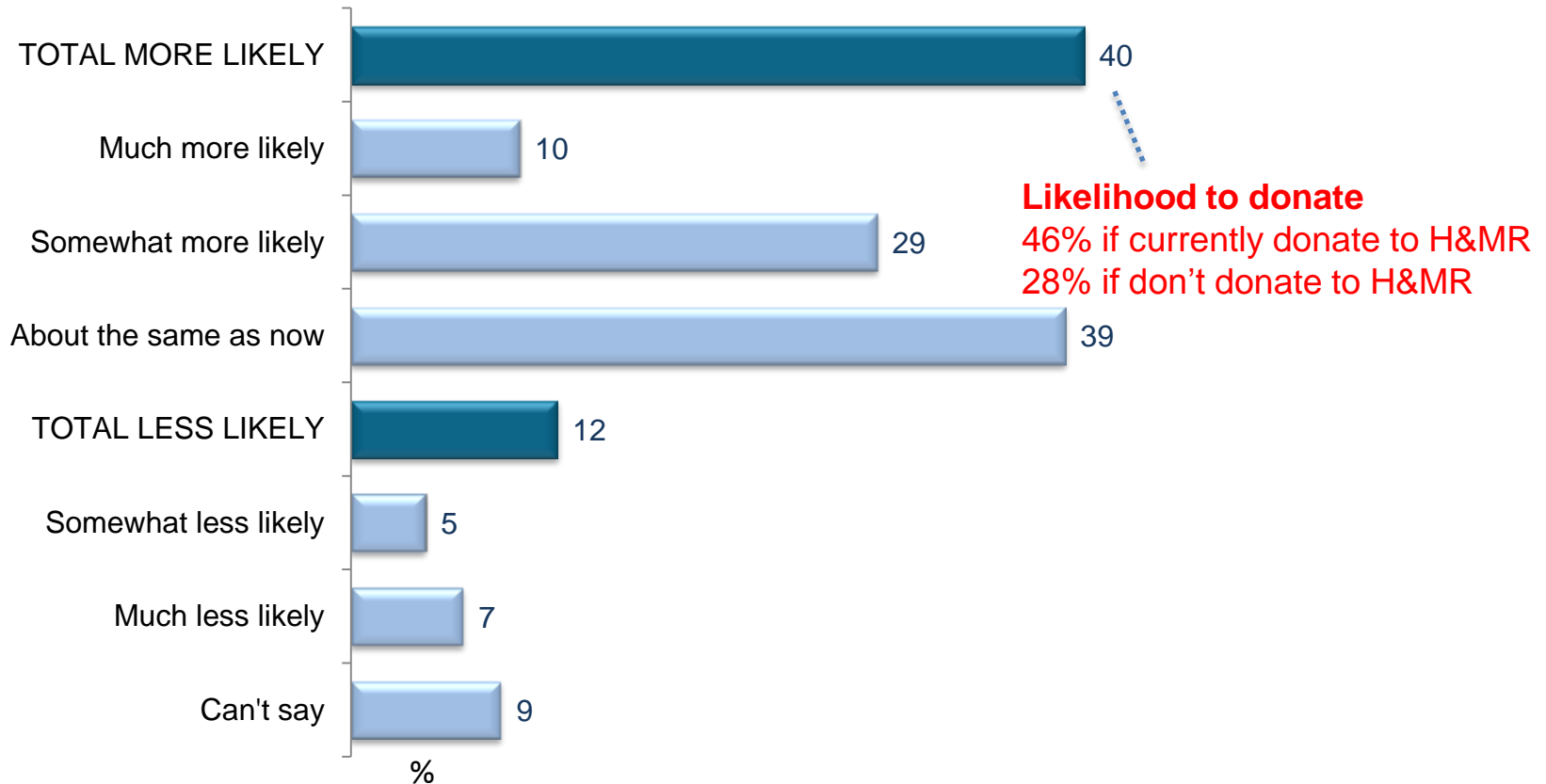


Most Australians agree they probably should be donating more to Health & Medical Research



Total Yes = 52%
No / Can't say = 48%

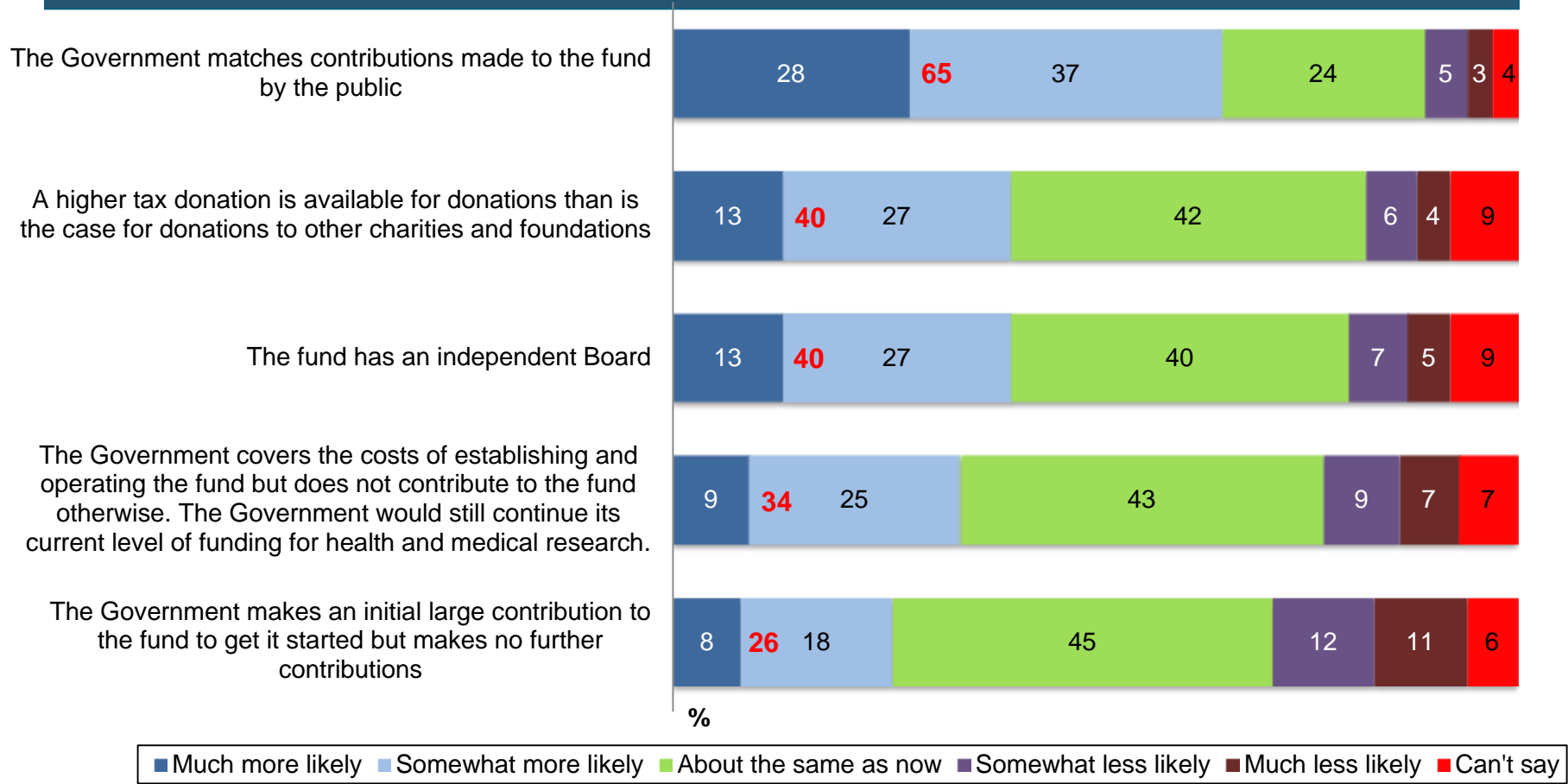
2 in 5 Australians would be more likely to donate to a Government supported Health & Medical Research fund



Q: There are currently many different charitable foundations in Australia raising money to fund research into specific health and medical issues. Normally each fund has to cover its own operating costs from the funds it raises. If there was a single large fund established and supported by the Australian Government that you could donate to, would you be more or less likely to donate to health and medical research?

Base: All respondents n=1,052

Matching Government contributions would motivate majority to donate more, as would higher tax deductibility and an Independent Board



Questions?

