



Consumer Research Report

The University of Newcastle

Data Collected

12 – 20 October 2023

Client Contact

Meghan Finch – School of Medicine and Public Health

Square Holes Team

Dylan Jacob – Research Manager / Analyst

Jason Dunstone – Managing Director

Christine Dunstone – General Manager



Table of contents



Background, Mission and Objectives	<u>3</u>
Methodology and Approach	<u>4</u>
Executive Summary	<u>5</u>
Survey Insights	<u>7</u>
Dashboard	<u>8</u>
Survey Findings	<u>9</u>



Background



The University of Newcastle is seeking to gain a better understanding of community health issues, priorities and ways of best supporting and preventing chronic disease in clinics and community organisations, to help inform research planning decisions and ensure that interventions align with the needs and priorities of the community.

To address this need, Square Holes was commissioned on behalf of The University of Newcastle to conduct an online survey of representatives from the general population of Australia.



Mission

To gain an understanding of the community health issues, priorities and how chronic disease prevention interventions can best be supported in clinics and community organisations.

Objectives

- Understanding the broader health topics that are a priority for the community and themselves
- Explore the types of community settings and clinical organisations providing health promotion information and support
- How can these settings/ organisations best make changes to improve the provision of health promotion
- What would be most relevant to them
- Preferences in how they receive health research information



Methodology & Approach

The research methodology consisted of an online survey of the general population nationwide between the ages of 16 to 70 years old, with the sample including both metropolitan and regional respondents

The overall number of responses for the survey was 139. Responses were aggregated and reported at total level, with some analysis showing differences by age, gender and place of residency.

The project was carried out in compliance with ISO 20252.

Target Audience

General population of Australia

Survey sample

Sample achieved	139
Sample source	Online research-only panel
Distribution of survey	Square Holes
Questionnaire length	13 minutes
Collection dates	12 – 20 October 2023



Executive Summary



Survey insights



1

Mental health is the main health concern for health care services to address, electronic cigarette use second. In terms of receiving healthy lifestyle information and support, face to face consultations are the preferred way. When communicating about health information from new research or guidelines, plain language summaries and organisational websites are most accepted.

2

Hospitals, GP services and secondary schools are the most appropriate settings to provide healthy lifestyle information and support. And 53% agree that these health care services require support mainly on enhancing the adaption of their care and services according to each individual.

3

People usually seek health professionals / practitioners as their main sources of information related to health and lifestyle decisions. The description of health issues and practical recommendations on what to do next are the key content which influence their choices.



Dashboard

Top three	Importance rating			Average score	
	High [Rating 8 – 10]	Moderate [Rating 5 – 7]	Low [Rating 1 – 4]	Total [n=139]	16 to 18 [n=34]
Importance for health care services and community settings to address					
Mental health	67%	25%	8%	7.9	8.1
Electronic cigarette use	61%	30%	9%	7.6	7.2
Tobacco smoking	55%	32%	13%	7.3	6.4
Most important health concerns for individuals					
Mental health	46%	33%	21%	6.6	7.0
Physical inactivity	34%	48%	18%	6.3	6.1
Overweight	31%	37%	32%	5.7	4.9
Acceptable ways of providing information and support to promote a healthy lifestyle					
Face to face consultations	50%	37%	12%	7.3	6.6
Printed self- help materials	35%	45%	21%	6.4	5.7
Via video conference such as zoom	31%	48%	21%	6.1	5.4
Appropriateness to provide healthy lifestyle information and support					
Hospitals	60%	33%	7%	7.8	7.6
General Practice	57%	32%	11%	7.5	7.1
Secondary schools	56%	37%	6%	7.6	7.6



Dashboard

Top three	Importance rating			Average score	
	High (Rating 8 – 10)	Moderate (Rating 5 – 7)	Low (Rating 1 – 4)	Total [n=139]	16 to 18 [n=34]
Support needed to improve the provision of healthy lifestyle advice or programs					
Support to enhance how they adapt their care, healthy lifestyle services or programs for patients or individuals from diverse cultural or different economic backgrounds	53%	38%	9%	7.3	7.0
Support to improve their individual capability to provide healthy lifestyle advice or programs	50%	40%	11%	7.1	6.4
Support to improve how they interact with patients or people they educate or provide care or healthy lifestyle services or programs for	49%	42%	9%	7.2	6.5
Importance of health care services to assess the impact of their services					
Cost	52%	40%	9%	7.2	6.9
Health service outcomes	51%	36%	13%	7.2	6.3
Acceptability	50%	41%	9%	7.2	6.6
Importance of testing strategies and programs					
Acceptability of health services/ schools to take part in such testing strategies and programs	53%	37%	9%	7.2	6.4



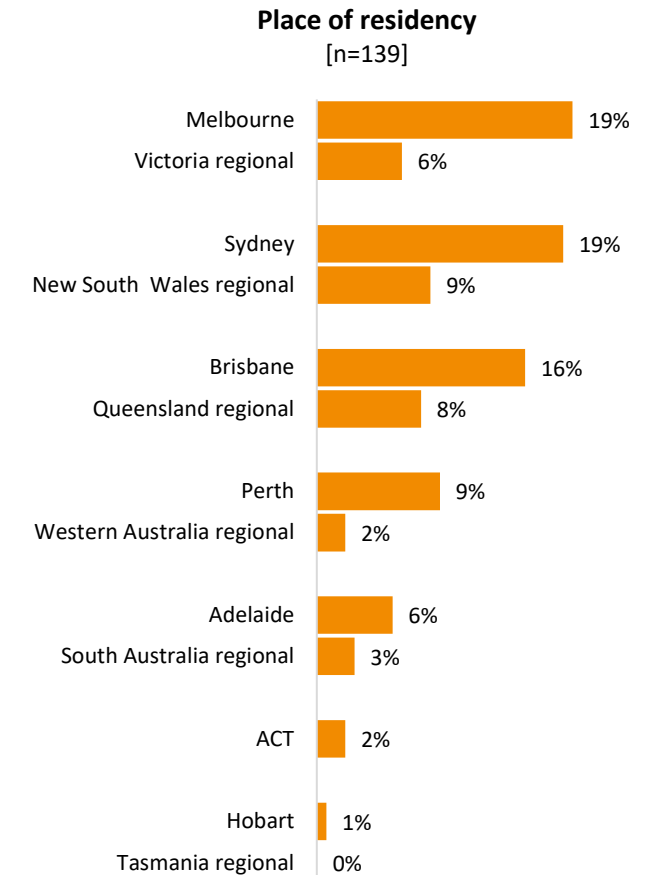
Survey Findings



Respondent profile

Age, gender and place of residency	
[n=139]	%
16 to 18	24%
19 to 24	9%
25 to 29	4%
30 to 34	9%
35 to 39	9%
40 to 44	9%
45 to 49	6%
50 to 54	9%
55 to 59	9%
60 to 64	5%
65 to 70	9%
Male	50%
Female	49%
Metro	72%
Regional	28%

Country of birth, language spoken at home and household with children 16 and under	
[n=139]	%
Australia	80%
Other	19%
Bangladesh	8%
England	8%
Hong Kong	8%
India	8%
Netherlands	8%
English only	85%
Other language	15%
Cantonese	15%
Hindi	15%
Macedonian	15%
Italian	10%
Mandarin	10%
Have children 16 and under in household	48%
No one 16 and under lives in the household	52%



Importance for health care services and community settings to address

Mental health ranks first for importance, with 67% of the respondents agreeing that it is highly important to be addressed by health care services and community settings.

		High (Rating 8 – 10)	Moderate (Rating 5 – 7)	Low (Rating 1 – 4)	Average rating
1	Mental Health	67%	25%	8%	7.9
2	Electronic cigarette use (this includes vaping)	61%	30%	9%	7.6
3	Other drugs	57%	26%	17%	7.2
4	Tobacco smoking	55%	32%	13%	7.3
5	Overweight (including obesity)	54%	35%	11%	7.2
6	Sexually transmitted infections	53%	35%	12%	7.2
7	Poor nutrition	51%	41%	8%	7.3
8	Physical inactivity	47%	41%	12%	7.1
9	Alcohol use	46%	40%	14%	6.9
10	Intake of foods high in fat, salt, or sugar	45%	46%	9%	7.0
11	Low fruit and vegetable intake	42%	47%	11%	7.0
12	COVID 19	38%	39%	23%	6.2
13	Seasonal flu (influenza)	32%	55%	14%	6.6

We know that a range of issues are important for health care services and community settings to address. From the list of health issues below, can you tell us how important it is that health care services and community settings (such as schools) address these issues. Please rate from 1 (not at all important) to 10 (highly important to address).



Importance for health care services and community settings to address

[Average rating]

Mental health is considered most important by those aged 16 – 24, 55 - 59, and 65 - 70. Overall, older age groups (55+) generally responded ‘highly important’ across the range of health issues presented. Females also observed higher average ratings across all measures compared to males, the greatest discrepancy being noted for mental health, E-cigarettes and STI’s.

	Total	Age										Gender		Place of residency		
		16 to 18	19 to 24	25 to 29	30 to 34	35 to 39	40 to 44	45 to 49	50 to 54	55 to 59	60 to 64	65 to 70	Male	Female	Metro	Regional
Mental Health	7.9	8.1	8.4	7.4	7.5	7.6	8.0	6.4	7.9	8.3	7.3	8.7	7.3	8.5	7.9	8.1
Electronic cigarette	7.6	7.2	7.9	6.6	6.7	7.8	7.4	7.8	7.2	8.8	8.7	8.7	7.1	8.2	7.5	8.0
Tobacco smoking	7.3	6.4	7.7	6.6	6.6	7.3	7.6	6.7	7.0	8.8	8.1	8.8	6.8	7.8	7.1	7.8
Overweight (including obesity)	7.2	6.6	7.7	6.4	6.5	6.8	7.4	7.0	6.9	9.2	7.7	7.7	6.9	7.5	7.1	7.5
Sexually transmitted infections	7.2	7.5	6.6	6.8	6.7	7.2	7.1	7.3	6.6	7.9	6.6	8.1	6.6	7.7	7.2	7.3
Poor nutrition	7.3	6.9	7.6	7.6	7.2	7.1	7.3	6.6	7.5	7.9	7.9	7.8	6.8	7.8	7.2	7.5
Physical inactivity	7.1	6.7	7.1	7.6	6.0	6.0	7.3	6.9	7.5	8.9	7.3	7.7	6.9	7.3	7.1	7.1
Alcohol use	6.9	6.1	7.3	7.4	6.3	7.3	7.7	6.8	6.7	7.8	6.1	8.2	6.6	7.3	6.8	7.4
Intake of foods high in fat, salt, or sugar	7.0	6.1	7.8	6.8	6.5	6.8	7.2	6.9	7.3	8.6	7.6	7.3	6.9	7.0	7.0	7.0
Low fruit and vegetable intake	7.0	6.4	6.9	6.6	5.9	7.3	7.2	7.1	7.1	7.8	8.0	8.0	6.7	7.4	6.9	7.1
COVID 19	6.2	5.5	5.2	6.8	5.3	6.0	6.6	6.0	5.4	7.0	7.1	8.8	5.9	6.5	6.2	5.9
Seasonal flu (influenza)	6.6	6.2	5.8	5.8	6.3	7.4	6.3	7.3	6.6	6.7	6.9	8.3	6.4	7.0	6.7	6.4
Other drugs	7.2	7.0	7.7	7.0	6.3	7.7	7.3	7.1	7.1	7.0	6.4	8.9	6.8	7.7	7.1	7.6
Column n	139	34	12	5	12	12	12	9	12	12	7	12	69	68	100	39

Please consider small sample sizes when interpreting results, responses are indicative rather than representative. We know that a range of issues are important for health care services and community settings to address. From the list of health issues below, can you tell us how important it is that health care services and community settings (such as schools) address these issues. Please rate from 1 (not at all important) to 10 (highly important to address).



Most important health concerns for individuals

Personally, respondents are most concerned with mental health and issues related to physical inactivity, weight and food intake.

		High (Rating 8 – 10)	Moderate (Rating 5 – 7)	Low (Rating 1 – 4)	Average
1	Mental Health	46%	33%	21%	6.6
2	Physical inactivity	34%	48%	18%	6.3
3	Overweight (including obesity)	31%	37%	32%	5.7
4	Intake of foods high in fat, salt, or sugar	31%	49%	20%	6.2
5	Electronic cigarette use (this includes vaping)	25%	23%	52%	4.4
6	Low fruit and vegetable intake	25%	51%	24%	5.8
7	Poor nutrition	24%	41%	35%	5.4
8	Alcohol use	23%	35%	42%	4.8
9	COVID 19	23%	42%	35%	5.1
10	Other drugs	23%	22%	55%	4.3
11	Seasonal flu (influenza)	22%	52%	26%	5.5
12	Tobacco smoking	22%	26%	53%	4.3
13	Sexually transmitted infections	20%	29%	50%	4.4

Thinking now about yourself, which are the most important health concerns for you? From the options below, please rate from 1 (not at all important) to 10 (most important) the top health issues for you.



Most important health concerns for individuals

[Average rating]

When thinking about oneself, responses from those between the age 25 and 29 show high concerns for most of the health issues with the highest ratings for tobacco smoking, drugs, low fruit and vegetable intake, and seasonal flu. For those between 16 and 18, mental health is the top health issue.

	Total	Age										Gender		Place of residency		
		16 to 18	19 to 24	25 to 29	30 to 34	35 to 39	40 to 44	45 to 49	50 to 54	55 to 59	60 to 64	65 to 70	Male	Female	Metro	Regional
Mental Health	6.6	7.0	7.2	7.8	6.2	8.0	6.9	6.2	6.2	5.7	4.0	5.8	6.1	7.1	6.7	6.2
Physical inactivity	6.3	6.1	5.3	8.0	6.3	7.4	5.8	6.7	7.0	5.7	6.3	6.6	6.9	5.8	6.4	6.2
Overweight (including obesity)	5.7	4.9	5.8	6.6	5.4	6.8	5.8	6.9	6.0	6.2	5.1	5.2	5.8	5.5	5.6	5.8
Intake of foods high in fat, salt, or sugar	6.2	5.8	5.9	6.4	6.0	7.1	6.0	6.9	6.4	6.4	5.3	6.3	6.1	6.2	6.3	5.8
Electronic cigarette use	4.4	4.6	4.7	6.8	5.2	6.4	4.0	5.8	4.1	1.3	2.0	3.8	4.5	4.3	4.7	3.5
Low fruit and vegetable intake	5.8	5.4	6.1	8.2	5.4	7.0	4.9	5.9	6.1	5.5	4.7	6.0	6.0	5.6	5.9	5.4
Poor nutrition	5.4	5.4	5.9	7.2	5.0	7.0	5.1	5.7	6.0	4.0	3.9	4.9	5.6	5.2	5.6	5.0
Alcohol use	4.8	4.4	5.3	6.8	5.3	6.2	4.8	5.7	5.1	3.5	3.9	3.8	5.2	4.4	5.1	4.0
COVID 19	5.1	4.2	5.0	7.4	4.9	5.8	5.3	4.4	5.3	5.1	5.0	6.2	5.1	5.1	5.2	4.8
Seasonal flu (influenza)	5.5	4.9	5.0	8.2	5.2	6.6	5.8	6.1	5.9	5.1	4.6	5.8	5.5	5.5	5.7	5.0
Tobacco smoking	4.3	4.1	3.6	8.4	4.8	6.7	4.0	5.1	4.6	2.3	2.1	3.8	4.5	4.2	4.5	3.8
Sexually transmitted infections	4.4	5.1	4.4	6.8	4.8	5.5	4.5	4.6	4.4	1.3	2.3	3.8	4.7	4.1	4.6	4.0
Other drugs	4.3	4.2	4.2	8.4	4.6	6.8	4.3	6.0	4.0	1.3	2.3	3.8	4.4	4.2	4.6	3.6
Column n	139	34	12	5	12	12	12	9	12	12	7	12	69	68	100	39

Please consider small sample sizes when interpreting results, responses are indicative rather than representative. Thinking now about yourself, which are the most important health concerns for you? From the options below, please rate from 1 (not at all important) to 10 (most important) the top health issues for you.



Acceptable ways of providing information and support to promote a healthy lifestyle

Face to face consultations is the preferred way to receive healthy lifestyle related information, selected by half of the respondents. Chat bots and digital representation are least preferred overall.

		High (Rating 8 – 10)	Moderate (Rating 5 – 7)	Low (Rating 1 – 4)	Average
1	Face to face consultations	50%	37%	12%	7.3
2	Printed self- help materials - e g Books, pamphlets, or guides that offer advice, tips, or strategies	35%	45%	21%	6.4
3	Via video conference such as zoom	31%	48%	21%	6.1
4	Formal web-based programs - A structured and organized online system or platform to provide specific services, resources, or educational content	29%	50%	22%	6.2
5	Over the telephone	26%	55%	19%	5.9
6	Via social media	24%	42%	33%	5.4
7	SMS /text message	20%	54%	26%	5.4
8	Via a digital assistant or an avatar -This would be a digitally generated representation of a health professional you can interact with online	14%	50%	36%	5.0
9	Via chat bot - A chat bot is like a computer program that can chat with you online	13%	49%	38%	4.8

What do you think about different ways health care services and community settings like schools can share information and offer support to people to encourage healthy lifestyles? Please rate how acceptable from 1 to 10 (1 being not acceptable at all and 10 being highly acceptable) each of the following ways of providing information and support to promote a healthy lifestyle would be to you.



Ways of providing information and support to promote a healthy lifestyle

[Average rating]

While many of the respondents from different age groups agree that face to face consultations is the most preferred way, the highest ratings come from elder age group with age 55 and above.

	Total	Age										Gender		Place of residency		
		16 to 18	19 to 24	25 to 29	30 to 34	35 to 39	40 to 44	45 to 49	50 to 54	55 to 59	60 to 64	65 to 70	Male	Female	Metro	Regional
Face to face consultations	7.3	6.6	7.3	7.0	7.1	7.0	7.8	6.3	7.2	8.1	8.9	8.7	7.0	7.6	7.2	7.6
Printed self- help materials	6.4	5.7	6.9	7.6	5.8	5.8	6.3	7.0	6.3	7.0	6.9	7.8	6.0	6.8	6.5	6.4
Via video conference such as zoom	6.1	5.4	7.3	7.0	5.9	6.8	6.7	6.8	6.1	4.9	4.4	6.8	5.9	6.1	6.1	6.0
Formal web-based programs	6.2	5.8	6.8	6.8	5.8	6.3	6.1	6.4	5.8	6.1	6.6	6.7	5.8	6.4	6.1	6.3
Over the telephone	5.9	4.9	6.5	7.0	5.8	6.1	6.2	5.6	6.3	6.3	5.4	7.1	6.0	5.8	5.9	5.9
Via social media	5.4	5.9	5.3	4.8	5.5	6.9	4.0	6.8	4.8	4.0	4.9	5.4	5.2	5.6	5.5	5.2
SMS /text message	5.4	5.0	6.0	5.6	5.3	5.2	5.6	6.4	4.9	5.6	4.4	5.8	5.3	5.4	5.5	5.0
Via a digital assistant or an avatar	5.0	4.6	5.4	6.6	5.1	5.8	5.5	5.2	4.3	4.0	5.1	5.1	4.9	5.2	5.2	4.6
Via chat bot	4.8	4.6	5.3	5.4	5.0	5.7	4.3	5.2	4.6	4.4	5.0	3.9	4.9	4.6	4.9	4.4
Column n	139	34	12	5	12	12	12	9	12	12	7	12	69	68	100	39

Please consider small sample sizes when interpreting results, responses are indicative rather than representative. What do you think about different ways health care services and community settings like schools can share information and offer support to people to encourage healthy lifestyles? Please rate how acceptable from 1 to 10 (1 being not acceptable at all and 10 being highly acceptable).



Appropriateness to provide healthy lifestyle information and support

More than half of respondents agree that hospitals, GP services and secondary schools are the area's most appropriate to provide health related information and support. All prompted responses were accepted by 40% or more of the sample, excluding community sporting clubs (29% rating 8 – 10)

		High (Rating 8 – 10)	Moderate (Rating 5 – 7)	Low (Rating 1 – 4)	Average
1	Hospitals	60%	33%	7%	7.8
2	General Practice - Often referred to as 'GP services'	57%	32%	11%	7.5
3	Secondary schools	56%	37%	6%	7.6
4	Maternity services - These services include prenatal care, childbirth assistance and postnatal care	53%	35%	12%	7.3
5	Dental practices	52%	37%	11%	7.3
6	Child and family health services - Usually government services these services include paediatric healthcare, parenting education, developmental assessments, and resources	50%	35%	15%	7.3
7	Primary schools	45%	42%	14%	7.0
8	Early childhood education and Care - Includes family day care, pre-schools and long day care	42%	47%	11%	6.9
9	Workplaces	40%	45%	14%	6.7
10	Community sporting clubs - e.g local soccer club	29%	54%	17%	6.3

What do you think about the idea of health care services and community settings, such as hospitals and schools, offering information, services, and support to promote better health and healthy lifestyles? Please rate how from 1 to 10 (1 being not at all appropriate to 10 being highly appropriate) how appropriate you think it is for the following settings to provide healthy lifestyle information and support.



Appropriateness to provide healthy lifestyle information and support

[Average rating]

Hospitals are the most appropriate setting for majority of respondents. Older age groups also consider GP services to be a highly appropriate setting for sharing such information and support. Those aged 19 – 24 are generally most supportive of school settings as sources of information.

	Total	Age										Gender		Place of residency		
		16 to 18	19 to 24	25 to 29	30 to 34	35 to 39	40 to 44	45 to 49	50 to 54	55 to 59	60 to 64	65 to 70	Male	Female	Metro	Regional
Hospitals	7.8	7.6	8.5	9.0	6.8	7.1	7.7	7.2	7.4	8.7	8.7	8.5	7.4	8.2	7.6	8.4
General Practice	7.5	7.1	7.8	7.0	6.7	6.4	8.3	6.7	7.1	9.0	9.0	8.4	7.1	8.0	7.5	7.5
Secondary schools	7.6	7.6	8.5	8.2	7.0	7.2	8.2	7.4	6.4	7.9	8.4	7.8	7.4	7.8	7.5	8.0
Maternity services	7.3	7.2	8.3	7.0	6.8	6.3	7.8	6.6	5.9	8.3	8.6	8.2	6.8	7.8	7.2	7.7
Dental practices	7.3	6.8	7.9	7.6	6.0	7.1	7.3	7.3	6.6	8.1	8.7	8.1	7.1	7.4	7.0	7.8
Child and family health services	7.3	6.9	8.2	6.6	6.3	6.8	7.8	7.1	5.8	8.5	8.4	8.4	6.9	7.6	7.1	7.7
Primary schools	7.0	7.1	7.9	7.0	6.4	6.6	7.8	6.8	5.9	6.9	8.1	7.0	6.5	7.5	6.9	7.4
Early childhood education and Care	6.9	6.6	8.4	7.6	6.6	6.5	7.5	7.2	5.9	6.3	8.0	7.3	6.7	7.2	6.8	7.2
Workplaces	6.7	6.7	7.8	6.2	6.0	6.4	7.5	6.6	6.0	5.8	7.7	7.2	6.4	7.0	6.7	6.7
Community sporting clubs	6.3	6.0	7.1	6.6	6.0	5.8	6.7	5.9	6.2	7.2	6.4	6.7	6.1	6.5	6.2	6.6
Column n	139	34	12	5	12	12	12	9	12	12	7	12	69	68	100	39

Please consider small sample sizes when interpreting results, responses are indicative rather than representative. What do you think about the idea of health care services and community settings, such as hospitals and schools, offering information, services, and support to promote better health and healthy lifestyles? Please rate how from 1 to 10 (1 being not at all appropriate to 10 being highly appropriate).



Support needed to improve the provision of healthy lifestyle advice or programs for health care workers and other professionals

Support related to adapting the services for those with different cultural or economic backgrounds is considered most important, yet all five are seen as highly important to 45% or more of the survey sample.

		High (Rating 8 – 10)	Moderate (Rating 5 – 7)	Low (Rating 1 – 4)	Average
1	Support to enhance how they adapt their care, healthy lifestyle services or programs for patients or individuals from diverse cultural or different economic backgrounds	53%	38%	9%	7.3
2	Support to improve their individual capability to provide healthy lifestyle advice or programs (e.g. training to increase their ability, knowledge or skills)	50%	40%	11%	7.1
3	Support to improve how they interact with patients or people they educate or provide care or healthy lifestyle services or programs for	49%	42%	9%	7.2
4	Support to improve the opportunities they have to provide healthy lifestyle advice or programs	47%	43%	10%	7.2
5	Improve their personal motivation to provide healthy lifestyle advice or programs (e.g. this could be through professional incentives, i.e., being provided some form of reward or providing a role model or example for people to aspire to or imitate)	45%	45%	11%	7.1

What do you think about different ways that people who educate or take care of others in health care services and community settings such as schools, can be supported to promote healthy lifestyles as part of the care and education they provide. From the list below, can you tell us how important it is from 1 to 10 (1 being not important at all and 10 being highly important).



Support to improve the provision of healthy lifestyle advice or programs for health care workers and other professionals

[Average rating]

Respondents with age (19-24) and (60-64) provide highly important ratings for all different types of support for health care workers and other professionals. Those between 16 and 18 consider that it is highly important for the support in adapting the services for different individuals and the improvement of these health care workers' personal motivation.

	Total	Age										Gender		Place of residency		
		16 to 18	19 to 24	25 to 29	30 to 34	35 to 39	40 to 44	45 to 49	50 to 54	55 to 59	60 to 64	65 to 70	Male	Female	Metro	Regional
Support to enhance how they adapt their care, healthy lifestyle services or programs for patients or individuals from diverse cultural or different economic backgrounds	7.3	7.0	7.8	7.0	7.3	6.8	7.1	7.1	6.8	7.6	8.4	8.3	6.9	7.6	7.3	7.3
Support to improve their individual capability to provide healthy lifestyle advice or programs (e.g. training to increase their ability, knowledge or skills)	7.1	6.4	8.2	7.2	6.2	6.8	7.3	7.1	7.2	7.6	8.4	7.8	6.9	7.4	7.0	7.3
Support to improve how they interact with patients or people they educate or provide care or healthy lifestyle services or programs for	7.2	6.5	7.5	7.8	6.9	6.9	7.2	7.0	7.2	7.3	8.4	8.3	7.0	7.4	7.2	7.0
Support to improve the opportunities they have to provide healthy lifestyle advice or programs	7.2	6.5	8.3	6.8	6.3	6.8	7.2	7.4	7.0	7.7	8.4	7.8	6.9	7.3	7.1	7.3
Improve their personal motivation to provide healthy lifestyle advice or programs (e.g. this could be through professional incentives, i.e., being provided some form of reward or providing a role model or example for people to aspire to or imitate)	7.1	7.0	8.3	7.4	6.0	6.6	6.7	7.3	7.2	6.7	8.1	7.6	6.8	7.3	7.0	7.3
Column n	139	34	12	5	12	12	12	9	12	12	7	12	69	68	100	39

Please consider small sample sizes when interpreting results, responses are indicative rather than representative. What do you think about different ways that people who educate or take care of others in health care of others in health care services and community settings such as schools, can be supported to promote healthy lifestyles as part of the care and education they provide.



Importance of health care services to assess the impact of their services

Cost of a new health care program or service change is considered to be the most important factor to be assessed in health care services from 52% of the respondents.

		High (Rating 8 – 10)	Moderate (Rating 5 – 7)	Low (Rating 1 – 4)	Average
1	Cost	52%	40%	9%	7.2
2	Health service outcomes	51%	36%	13%	7.2
3	Acceptability	50%	41%	9%	7.2
4	Sustainability	48%	39%	13%	6.9
5	Outcomes related to individual health gains	47%	44%	9%	7.3
6	Feasibility	47%	40%	13%	7.0
7	Fidelity	46%	42%	12%	7.0
8	Adoption	45%	45%	9%	7.0
9	Appropriateness	45%	43%	12%	7.1
10	Penetration	42%	46%	12%	6.8

When health care services evaluate the services they provide, they often report a range of different outcomes. On a scale from 1 to 10, how important is it for healthcare services to assess the impact of their services on the following outcomes.



Importance of health care services to assess the impact of their services

[Average rating]

Most of the highly important ratings come from the respondents between the age of 60 and 64 for several factors such as health service outcomes, acceptability, outcomes related to individual health gains, feasibility, adoption and appropriateness.

	Total	Age										Gender		Place of residency		
		16 to 18	19 to 24	25 to 29	30 to 34	35 to 39	40 to 44	45 to 49	50 to 54	55 to 59	60 to 64	65 to 70	Male	Female	Metro	Regional
Cost	7.2	6.9	7.8	7.4	6.3	6.3	8.2	6.9	7.1	8.5	6.9	7.8	6.9	7.6	7.2	7.4
Health service outcomes	7.2	6.3	8.3	7.8	6.6	6.9	7.1	6.8	6.9	8.1	8.7	8.2	6.9	7.5	7.1	7.6
Acceptability	7.2	6.6	8.3	7.2	6.5	7.1	7.7	6.7	6.8	7.5	8.9	7.8	6.9	7.5	7.1	7.5
Sustainability	6.9	6.5	7.9	7.4	6.4	6.4	6.3	6.8	6.3	8.2	7.6	7.6	6.5	7.4	6.9	7.1
Outcomes related to individual health gains	7.3	6.8	8.3	7.2	7.0	6.6	7.3	7.0	7.2	7.9	8.4	7.7	7.0	7.6	7.3	7.3
Feasibility	7.0	6.3	7.8	6.6	6.8	6.4	7.7	7.3	6.7	7.2	8.7	7.3	6.8	7.2	7.0	6.9
Fidelity	7.0	6.4	8.6	8.0	6.3	6.6	7.6	6.7	6.7	6.9	7.9	7.8	6.6	7.4	7.0	7.2
Adoption	7.0	6.6	7.8	7.6	6.2	6.6	7.2	6.6	6.8	7.2	8.7	7.7	6.9	7.1	6.8	7.5
Appropriateness	7.1	6.3	7.8	7.8	6.8	6.6	7.7	6.9	6.5	7.9	8.9	7.7	6.7	7.5	7.0	7.4
Penetration	6.8	6.0	7.9	6.0	6.8	6.6	6.9	6.4	6.7	7.5	8.1	7.9	6.6	7.1	6.8	6.9
Column n	139	34	12	5	12	12	12	9	12	12	7	12	69	68	100	39

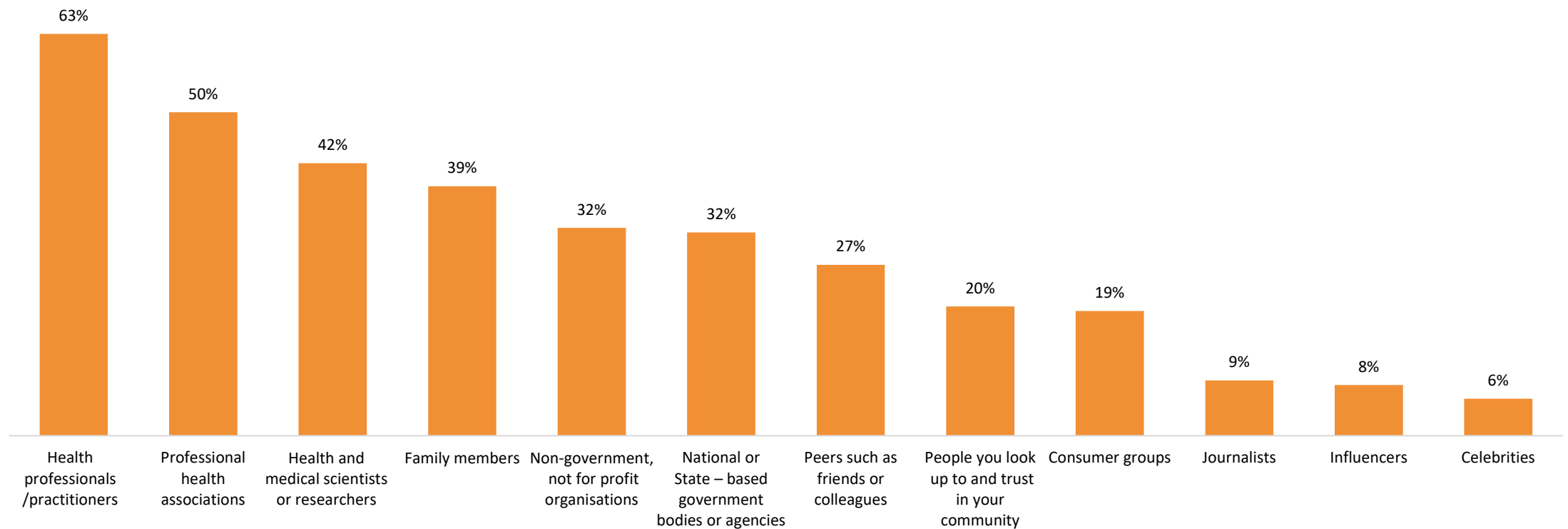
Response options have been shortened for readability. Please consider small sample sizes when interpreting results, responses are indicative rather than representative. When health care services evaluate the services they provide, they often report a range of different outcomes. On a scale from 1 to 10, how important is it for healthcare services to assess the impact of their services on the following outcomes.



Sources of health research influencing health and lifestyle decisions

Health professionals / practitioners and professional health associations are the top two sources of health-related research for at least half of the respondents.

[n=139]



Response options have been shortened for readability. Which sources of health research would have the greatest influence on guiding your decisions around health care or your health and lifestyle choices?



Sources of health research influencing health and lifestyle decisions

71% of young respondents (16-18) say that health professionals / practitioners are the most influential for them regarding health and lifestyle decisions. Those above the age of 55 get the guidance from health professionals as well as health associations and scientists or researchers.

	Total	Age										Gender		Place of residency		
		16 to 18	19 to 24	25 to 29	30 to 34	35 to 39	40 to 44	45 to 49	50 to 54	55 to 59	60 to 64	65 to 70	Male	Female	Metro	Regional
Health professionals/practitioners	63%	71%	50%	40%	50%	25%	67%	44%	50%	92%	86%	92%	49%	76%	63%	62%
Professional health associations	50%	47%	75%	40%	50%	50%	42%	56%	17%	67%	71%	50%	48%	54%	54%	41%
Health and medical scientists or researchers	42%	50%	42%	20%	25%	17%	58%	33%	25%	67%	86%	33%	36%	49%	44%	38%
Family members	39%	47%	33%	20%	25%	17%	75%	33%	33%	25%	14%	67%	29%	50%	39%	38%
Non-government, not for profit organisations	32%	32%	17%	20%	33%	25%	25%	44%	17%	50%	86%	25%	33%	32%	30%	38%
National or State – based government bodies or agencies	32%	26%	42%	60%	25%	25%	25%	44%	17%	50%	29%	33%	30%	34%	32%	31%
Peers such as friends or colleagues	27%	41%	33%	20%	17%	25%	8%	22%	17%	25%	14%	33%	19%	35%	26%	28%
People you look up to and trust in your community	20%	38%	33%	0%	33%	0%	8%	22%	8%	17%	0%	8%	17%	24%	20%	21%
Consumer groups	19%	21%	17%	0%	33%	25%	8%	33%	17%	17%	29%	8%	20%	19%	17%	26%
Journalists	9%	18%	8%	20%	0%	0%	0%	0%	0%	8%	14%	17%	9%	9%	7%	13%
Influencers	8%	21%	8%	20%	8%	8%	0%	0%	0%	0%	0%	0%	9%	6%	8%	8%
Celebrities	6%	12%	8%	20%	0%	0%	0%	22%	0%	0%	0%	0%	6%	6%	4%	10%
Other	2%	3%	0%	0%	0%	0%	0%	0%	0%	8%	14%	0%	3%	1%	2%	3%
Don't know/ unsure	10%	9%	8%	20%	8%	17%	17%	11%	25%	0%	0%	0%	9%	10%	9%	13%
Column n	139	34	12	5	12	12	12	9	12	12	7	12	69	68	100	39

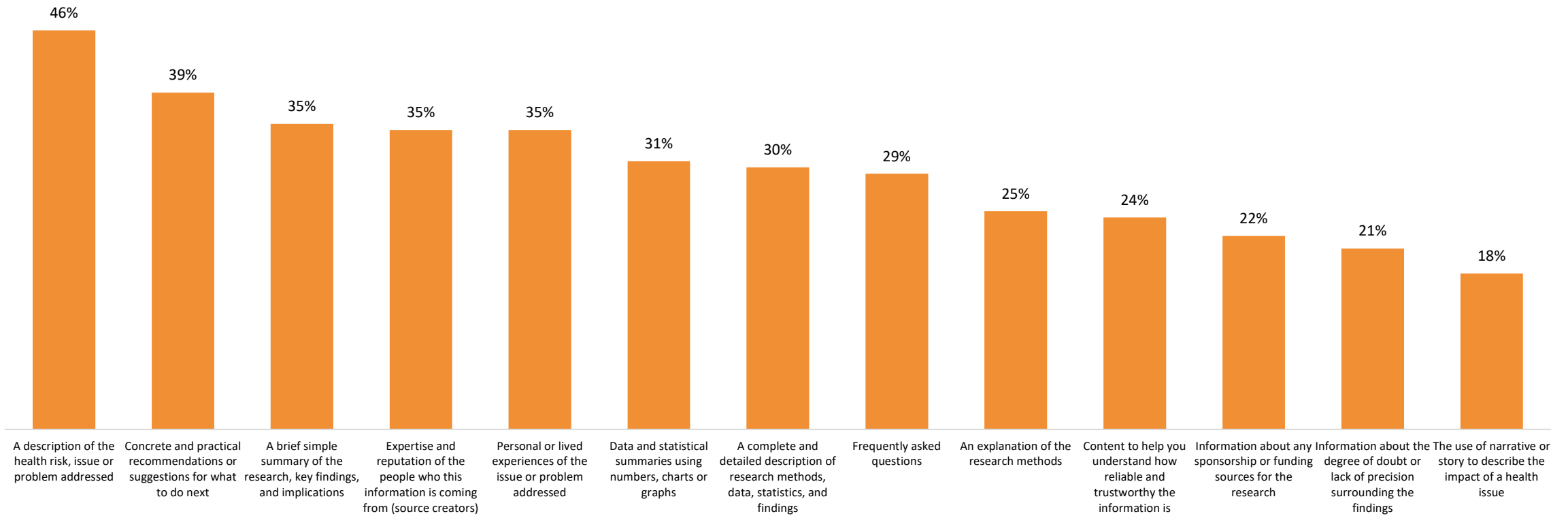
Please consider small sample sizes when interpreting results, responses are indicative rather than representative. Which sources of health research would have the greatest influence on guiding your decisions around health care or your health and lifestyle choices?



Influence of content

Descriptions of health issues and practical recommendations on what to do next are two main content from which respondents get the greatest influence on their health and lifestyle choices.

[n=139]



Which of the following content about research communications or guidelines would have the greatest influence on guiding your decisions around health care or your health and lifestyle choices?



Influence of content

A description of health issues is the most influential content for those age 19-24 and 55-64. In addition to these descriptions, for older age group (55-64), practical recommendations on what to do next, brief simple summaries and the reputation of source creators also highly influence their health and lifestyle choices.

	Total	Age										Gender		Place of residency		
		16 to 18	19 to 24	25 to 29	30 to 34	35 to 39	40 to 44	45 to 49	50 to 54	55 to 59	60 to 64	65 to 70	Male	Female	Metro	Regional
A description of the health risk, issue or problem addressed	46%	41%	67%	40%	33%	17%	50%	11%	33%	83%	86%	58%	43%	50%	45%	49%
Concrete and practical recommendations or suggestions for what to do next	39%	35%	42%	0%	33%	17%	33%	22%	25%	67%	71%	75%	35%	44%	34%	51%
A brief simple summary of the research, key findings, and implications	35%	32%	50%	20%	25%	42%	33%	33%	33%	58%	57%	8%	36%	35%	36%	33%
Expertise and reputation of the people who this information is coming from (source creators)	35%	29%	42%	20%	25%	17%	25%	33%	50%	67%	57%	25%	32%	38%	31%	44%
Personal or lived experiences of the issue or problem addressed	35%	32%	42%	20%	33%	0%	75%	11%	42%	25%	29%	58%	30%	38%	34%	36%
Data and statistical summaries using numbers, charts or graphs	31%	38%	50%	20%	33%	0%	8%	33%	33%	50%	29%	25%	25%	37%	31%	31%
A complete and detailed description of research methods, data, statistics, and findings	30%	29%	42%	40%	25%	17%	17%	11%	25%	25%	71%	50%	28%	34%	27%	38%
Frequently asked questions	29%	32%	42%	40%	8%	0%	25%	44%	33%	58%	43%	8%	29%	31%	28%	33%
An explanation of the research methods	25%	26%	33%	40%	0%	0%	17%	33%	25%	42%	57%	25%	28%	22%	23%	31%
Content to help you understand how reliable and trustworthy the information is	24%	21%	25%	0%	17%	8%	25%	22%	25%	42%	43%	42%	22%	26%	24%	26%
Information about any sponsorship or funding sources for the research	22%	15%	17%	20%	17%	25%	8%	44%	17%	50%	43%	17%	33%	12%	20%	28%
Information about the degree of doubt or lack of precision surrounding the findings	21%	29%	42%	20%	0%	25%	8%	22%	17%	33%	14%	0%	23%	19%	20%	23%
The use of narrative or story to describe the impact of a health issue	18%	24%	8%	20%	33%	0%	17%	33%	0%	25%	14%	17%	17%	18%	19%	15%
Don't know/Unsure	12%	18%	8%	20%	8%	17%	17%	11%	17%	0%	0%	8%	10%	15%	13%	10%
Column n	139	34	12	5	12	12	12	9	12	12	7	12	69	68	100	39

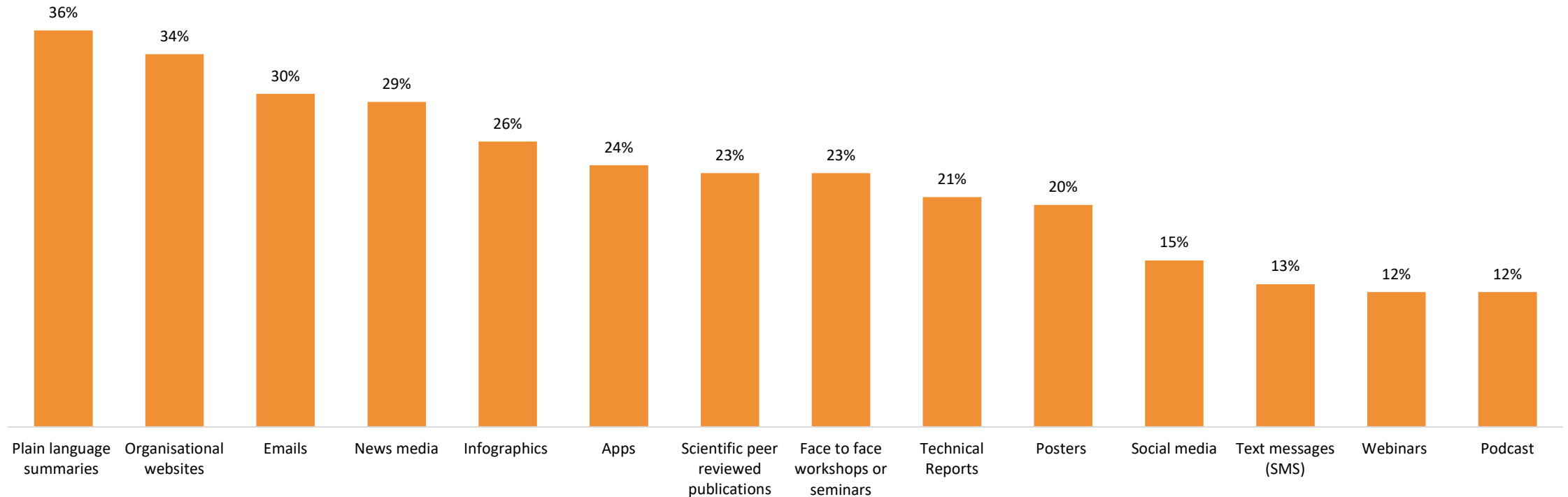
Response options have been shortened for readability. Please consider small sample sizes when interpreting results, responses are indicative rather than representative. Which of the following content about research communications or guidelines would have the greatest influence on guiding your decisions around health care or your health and lifestyle choices?



Preferred mode of communication for health information from new research or guidelines

Respondents prefer to be communicated through plain language summaries, organisational websites, emails and news media about the new research or guidelines relevant to their health and lifestyle.

[n=139]



Response options have been shortened for readability. How would you prefer to receive health information from new research or guidelines that have direct relevance to your health care or your health and lifestyle choices?



Preferred mode of communication for health information from new research or guidelines

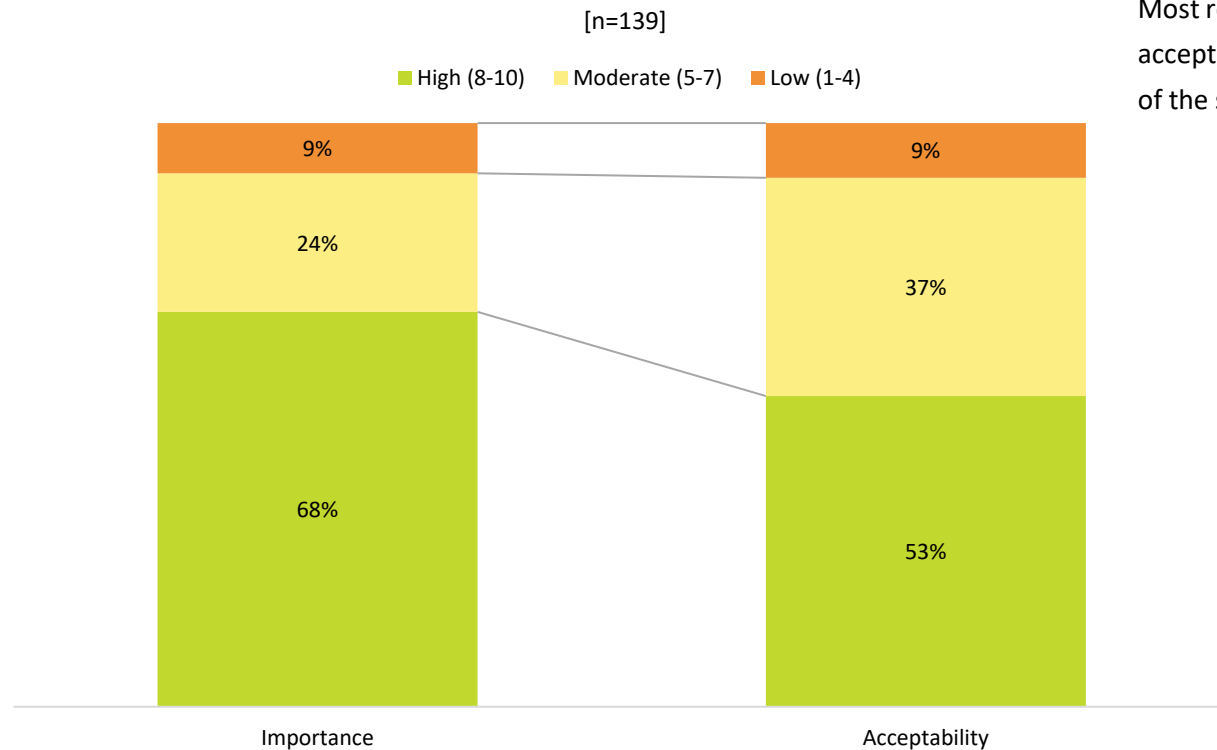
Plain language summaries receive the highest preference from the respondents above the age of 55. Those between 19 and 24 prefer infographics and apps. For the youngest respondents (age 16 to 18), they prefer to be communicated through infographics, news media, organisational websites, face to face workshops or seminars, and social media.

	Total	Age										Gender		Place of residency		
		16 to 18	19 to 24	25 to 29	30 to 34	35 to 39	40 to 44	45 to 49	50 to 54	55 to 59	60 to 64	65 to 70	Male	Female	Metro	Regional
Plain language summaries	36%	24%	42%	20%	25%	17%	25%	33%	33%	75%	71%	58%	35%	38%	38%	31%
Organisational websites	34%	35%	50%	20%	58%	25%	17%	22%	33%	33%	43%	25%	35%	34%	32%	38%
Emails	30%	24%	17%	20%	25%	8%	42%	22%	50%	33%	29%	67%	29%	31%	31%	28%
News media	29%	35%	25%	0%	17%	0%	33%	22%	33%	42%	57%	42%	32%	26%	28%	33%
Infographics	26%	41%	58%	20%	8%	0%	25%	11%	17%	33%	14%	17%	19%	34%	25%	28%
Apps	24%	24%	58%	0%	25%	33%	33%	44%	8%	0%	14%	8%	22%	25%	23%	26%
Scientific peer reviewed publications	23%	21%	42%	40%	8%	17%	25%	22%	8%	33%	43%	17%	19%	26%	23%	23%
Face to face workshops or seminars	23%	35%	0%	20%	8%	17%	25%	44%	17%	17%	29%	25%	19%	26%	24%	21%
Technical Reports	21%	21%	25%	20%	8%	25%	8%	56%	0%	8%	57%	25%	28%	15%	19%	26%
Posters	20%	21%	33%	20%	17%	0%	17%	22%	25%	25%	43%	8%	17%	22%	16%	31%
Social media	15%	29%	17%	0%	25%	8%	8%	22%	0%	8%	0%	8%	17%	13%	18%	8%
Text messages (SMS)	13%	15%	25%	40%	8%	0%	25%	11%	0%	8%	14%	8%	13%	13%	14%	10%
Webinars	12%	3%	17%	20%	0%	8%	17%	33%	8%	25%	14%	17%	13%	12%	10%	18%
Podcast	12%	9%	8%	20%	17%	17%	17%	11%	8%	17%	0%	17%	12%	13%	10%	18%
Other (please specify)	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	14%	0%	1%	0%	0%	3%
Don't know/Unsure	13%	15%	8%	20%	8%	25%	17%	0%	25%	8%	0%	8%	12%	15%	14%	10%
Column n	139	34	12	5	12	12	12	9	12	12	7	12	69	68	100	39

Response options have been shortened for readability. Please consider small sample sizes when interpreting results, responses are indicative rather than representative. How would you prefer to receive health information from new research or guidelines that have direct relevance to your health care or your health and lifestyle choices?



Importance and acceptability of testing strategies and programs



Most respondents (68%) consider it highly important to test programs and strategies, with acceptability of testing for health services and schools being strongly supported by over half of the sample (53%).

Governments often invest in strategies and programs to improve the way health and other services are provided by health care and community organisations like, schools or hospitals, how important, on a scale from 1 to 10 (1 being very unimportant and 10 being highly important), do you think it is for them to test these programs and strategies to make sure they work well before using them widely?; How acceptable on a scale from 1 to 10 (1 being not acceptable at all and 10 being highly acceptable) would it be if a health service or school, took part in such a test?



Importance and acceptability of testing strategies and programs

[Average rating]

Those aged 16 – 18 are least accepting (but by and large not opposed) of testing by health services or schools, observing an average rating of 6.4 out of 10.

		Age										Gender		Place of residency		
Total		16 to 18	19 to 24	25 to 29	30 to 34	35 to 39	40 to 44	45 to 49	50 to 54	55 to 59	60 to 64	65 to 70	Male	Female	Metro	Regional
Importance	7.8	7.4	8.8	7.4	7.0	7.0	7.1	7.1	8.4	8.6	9.1	8.7	7.3	8.2	7.7	8.1
Acceptability	7.2	6.4	8.1	7.6	6.4	6.6	7.1	7.4	7.8	8.2	8.3	7.8	7.4	7.1	7.3	7.2
Column n	139	34	12	5	12	12	12	9	12	12	7	12	69	68	100	39

Governments often invest in strategies and programs to improve the way health and other services are provided by health care and community organisations like, schools or hospitals, how important, on a scale from 1 to 10 (1 being very unimportant and 10 being highly important), do you think it is for them to test these programs and strategies to make sure they work well before using them widely?; How acceptable on a scale from 1 to 10 (1 being not acceptable at all and 10 being highly acceptable) would it be if a health service or school, took part in such a test?





Jason Dunstone
Managing Director | jason@squareholes.com

Square Holes Pty Ltd
8-10 Regent Street Nth
Adelaide, South Australia 5000
1800 038 257 | www.squareholes.com

Job No. 230910