

New Zealand Speaks!

New Zealanders for Health Research Opinion Polling 2017



New Zealanders for
HEALTH RESEARCH

A Message from New Zealanders for Health Research

When it comes to what's important, New Zealanders continue to put health right up the top.

That's the strong message that comes through in our 2017 New Zealanders for Health Research public opinion poll, where three of the top 12 priorities for spending relate to "looking after our health".

We commissioned this poll to gauge the strength of community support for health and medical research. The results are overwhelmingly positive, with Kiwis ranking it more highly than reducing crime and improving law & order, making house prices affordable and lowering taxes.

New Zealanders for Health Research is a dedicated national public education and advocacy alliance. Our goal is to make health research a higher priority, attracting greater investment from government, industry and philanthropy. To do so will generate big wins for our nation. It will ultimately improve the health of New Zealanders and enhance our quality of life, now and into the future. It will boost productivity and generate new knowledge-based businesses and jobs.

Modelled on highly successful sister organisations in Australia, Canada, the USA and Sweden, New Zealanders for Health Research is an independent and diverse alliance supported by industry, philanthropic research funders, universities and research institutions. Together we represent the interests of New Zealanders, working together to promote health and prosperity for all Kiwis.

This is the second of what has now become an annual public opinion poll that will enable us to chart the attitudes of New Zealanders towards health research and issues related to health and wellbeing. The poll provides us with important insights which equip us to engage credibly on issues and debates relating to investment in, and the efficiency and effectiveness of, health and medical research.

This report presents a summary of the poll's headline results, and is freely available to all health and medical research stakeholders and other interested parties. A more detailed "members only" report presents comparisons with the 2016 poll results, and provides further insights into how the results vary with age, ethnicity, socioeconomic status and living with a disability. To enquire about membership options and gaining access to the more detailed report please email ceo@nz4healthresearch.org.nz, or visit our website www.nz4healthresearch.org.nz to stay in touch and find out more about our work.



Chris Higgins
Chief Executive
New Zealanders for Health Research



Graham Malaghan
Chair
New Zealanders for Health Research



Acknowledgements

The polling for this report was conducted by Roy Morgan Research. New Zealanders for Health Research has benefited from the strategic support of this market research leader. Our second Roy Morgan Research poll has provided us with valuable insight which will inform our advocacy programme and help keep our finger on the pulse of New Zealanders' attitudes to health research and health funding.

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Priorities for the New Zealand Government

New Zealanders' top 12 priorities for the Government in 2017

01	Improving hospitals and the health care system	87%
02	Improving education standards and outcomes	82%
03	Addressing domestic and family violence	82%
04	Improving national infrastructure, including roads, rail, ports, airports and water quality and supply	82%
05	Keeping the national economy strong	81%
06	Improving employment opportunities	79%
07	Managing the government budget	79%
08	Creating more skilled jobs and apprenticeships	79%
09	Increasing preventative healthcare funding and programmes	78%
10	Helping the environment in practical ways	77%
11	More funding for health and medical research	76%
12	Providing strong leadership	74%

3 of the top priorities relate to looking after our health

greater investment in health research ranked more highly than reducing crime and improving law & order, making house prices affordable and lowering taxes

improving hospitals and the healthcare system is the number one priority (87% rated 7-10)

We asked people to rate 26 different issues in terms of importance for the Government to focus on over the coming 2-3 years. Each issue was rated using a 0-10 scale, where 0 meant that it is not important, and 10 meant it is a critical priority. The figures in this table represent the proportion of respondents rating the item as either 7, 8, 9 or 10 on this scale.

Valuing Health and Medical Research

High value placed on health and medical research



82%

of New Zealanders are either somewhat interested or very interested in health and medical research.

All types of health and medical research are valued

There are many different types of health and medical research and objectives for conducting that research. Kiwis place the highest priority on research to find ways to prevent illness and promote good health and to improve our health system.

All research areas listed in the poll were rated by a majority of respondents as extremely or very important.

Kiwis willing to be personally involved



01	Research focused on finding ways to prevent illness and promote good health	76%
02	Research to make our health system safer, more effective and efficient	74%
03	Working in collaboration with researchers around the world on major problems	68%
04	Investing in better facilities and equipment in our health and medical research organisations	65%
05	Investing in national programs and equipment that can be used by all health and medical researchers to make their work more effective	65%
06	Making new discoveries about human health and disease	65%
07	Turning discoveries into new drugs and treatments	63%

Research can reduce health costs

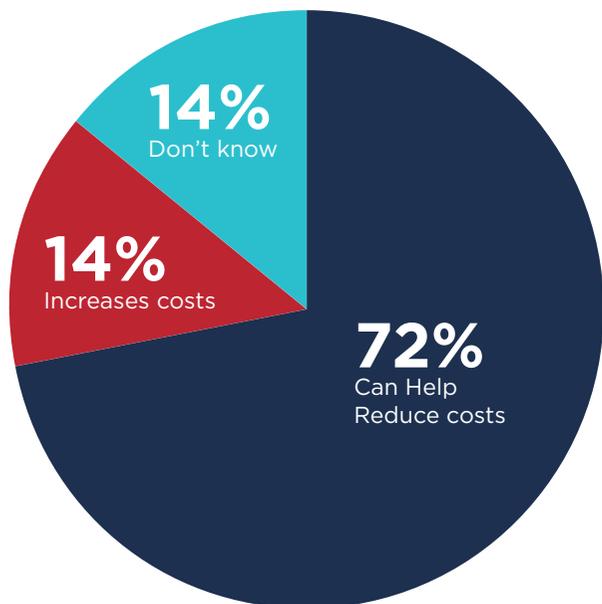
New Zealanders are confident that investing in health and medical research will reduce the cost of healthcare.

We share this view. Using research to improve health outcomes and healthcare delivers numerous benefits:

- Keeps people healthy and obviates the need to use health services
- Earlier diagnoses and treatment
- Quicker and more complete recoveries
- Shorter hospital stays
- Fewer readmissions

All these actions can reduce the pressure on our health system and help keep total costs down.

Is research part of the solution to reducing healthcare costs?



International comparison

Our sister organisations in Australia and the USA have asked the same question. A much higher percentage of New Zealanders and Australians than Americans think research will reduce health costs.



USA
46%



Australia
74%



New Zealand
72%

Government Investment

Health research should benefit everyone

New Zealanders want the government to conduct medical research into health issues that affect everyone, regardless of age, ethnicity or where we live.

There is less support for research that focuses on a specific age or ethnic group or where we live.



77%

somewhat agreed or strongly agreed that the government should invest more funding in health research

Where the Government should focus:



87% All New Zealanders



31% Young New Zealanders



26% Older New Zealanders



24% Maori & Pacific Islanders



16% New Zealanders living in regional or rural New Zealand

Philanthropic Investment

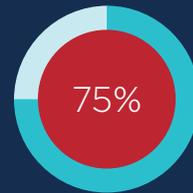


54% somewhat agreed or strongly agreed that philanthropic organisations (charities) should invest more in health research

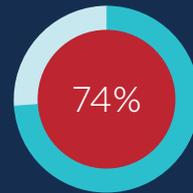
However, although **44%** confirmed that they currently donate to health research (almost all of whom donated \$500 or less per year), only **28%** somewhat agreed or strongly agreed that individuals should donate more, and

Only **17%** said that they were very likely or likely to leave a bequest to medical research in their will, **53%** of whom declined to say or didn't know how much they'd leave.

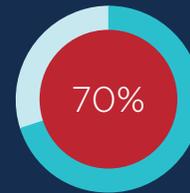
Reasons for not donating



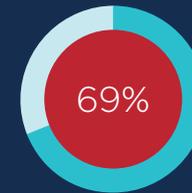
It's the Government's responsibility



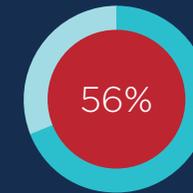
Can't afford it



Don't know how the money will be spent



Support charities in other areas



Don't know who to donate to



Haven't been asked

Reasons for not leaving a bequest



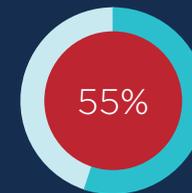
It's the Government's responsibility



Can't afford it



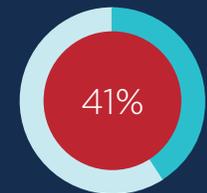
Don't know how the money will be spent



Support charities in other areas

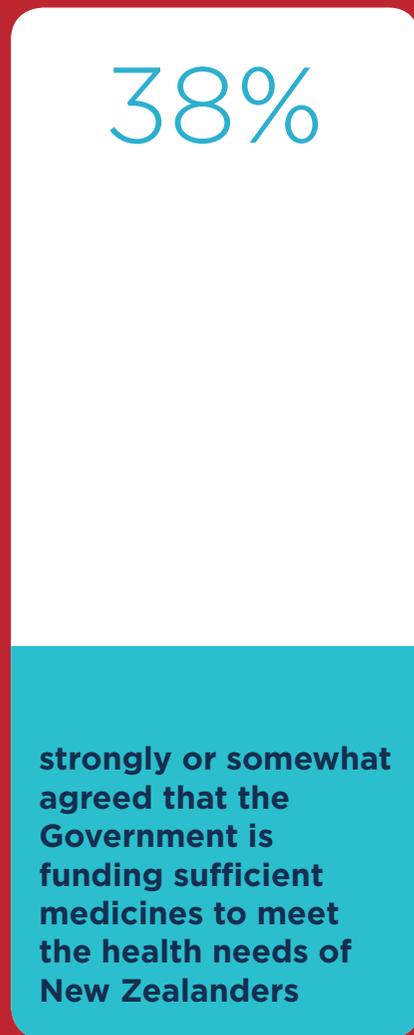
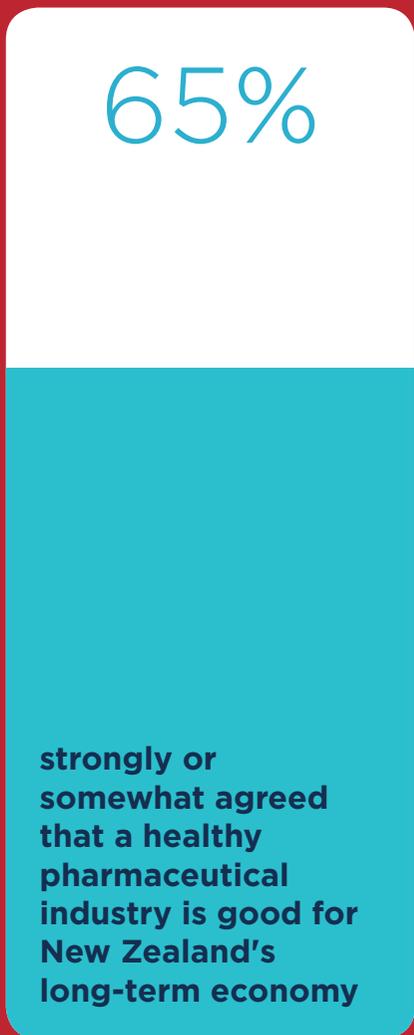
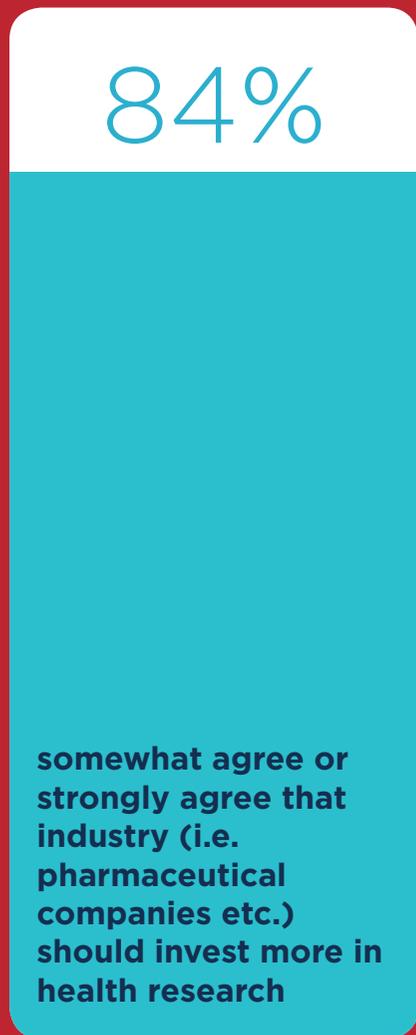


Don't know who to donate to



Haven't been asked

Industry Investment



Clinical Trials

7%

said they have participated in a clinical trial in New Zealand

72%

strongly or somewhat agreed that it is important that New Zealanders are able to participate in clinical trials for new medicines

78%

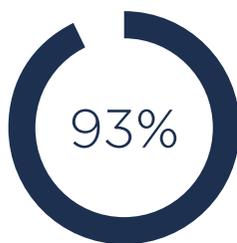
strongly or somewhat agreed that they would be willing to participate in a clinical trial of a new medicine if they had a condition that it might be able to treat

Staying Healthy

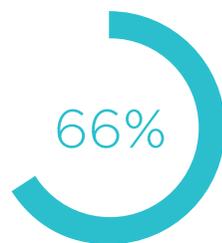
Most New Zealanders say that they are aware of what they need to do to stay healthy, have taken steps to improve their health, and/or would like to learn more



aware of what they need to do to stay healthy



made lifestyle changes to improve their health



want to learn more about ways to improve their health

Conversely, many of us say that we already know enough about what we need to do to improve our health, less than half of us say that we need more practical advice, and a third of us think there's nothing more we can do to improve our health.



said that they already know enough about things I can do to improve my health



need more practical advice about actions to take to improve their health



said that there are no changes they could make to my lifestyle which would improve their health

Opinion Polling Questions

Priorities for the New Zealand Government

Firstly, please think about what priorities you think the 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 Government to be focusing on over the next 2–3 years. Please use a 0 to 10 scale, where a 0 means that it is not important up to a 10 that means it is extremely important or a critical priority for the Government to be focusing on over the next 2–3 years.

Valuing Health and Medical Research

High value placed on health and medical research

How interested are you in health research? Are you ... Very interested? Somewhat interested? Not very interested? Not at all interested?

All types of health and medical research are valued

Please rate the importance of research in the following areas:

- Making new discoveries about human health and disease
- Turning discoveries into new drugs and treatments
- Investing in better facilities and equipment in our health and medical research organisations
- Investing in national programs and equipment that can be used by all health and medical researchers to make their work more effective.
- Research to make our health system safer, more effective and efficient
- Research focused on finding ways to prevent illness and promote good health

Kiwis willing to be personally involved

For which of the following reasons would you be willing to share your personal health information, such as the results of diagnostic tests, or the outcome of treatments administered?

- So health care providers can improve patient care
- So public health officials can better track disease and disability and the causes
- To advance medical research
- None of the above

Research can reduce health care costs

When it comes to rising healthcare costs, do you think that research to improve health is part of the problem because it will increase costs or part of the solution as it will help reduce costs?

Who should pay?

Thinking specifically about funding for health and medical research in New Zealand, please indicate how strongly you agree or disagree with the following statements.

- Government should invest more funding in health research
- Industry (ie pharmaceutical companies etc) should invest more in health research
- Philanthropic organisations (charities) should invest more of their resources into health research
- Individuals should donate more to health research

Government Investment in Health Research

Health research should benefit everyone

Which of the following, if any, do you believe the government should conduct medical research into?

- Health issues affecting all New Zealanders
- Health issues affecting older New Zealanders
- Health issues affecting young New Zealanders
- Health issues affecting Maori and Pacific Islanders
- Health issues affecting those living in rural and regional New Zealand
- None of these

Philanthropic Investment in Health Research

On average, about how much money in total would you donate to health and medical research each year?

- None
- \$1-\$100 a year
- \$101-\$500 a year
- More than \$500 a year – please specify
- Don't know
- Prefer not to say

How important are each of the following as reasons why you do not donate more (or at all) to health and medical research?

- I think it is a government responsibility
- I haven't been asked
- I support charities in other areas
- Health and medical research already gets a lot of support
- I don't know which health and medical research organisations to donate to
- I don't know where or how the money will be spent
- I can't afford to make donations

How likely would you be to leave a bequest to medical research in your will?

How important are each of the following as reasons why you are not likely to leave a bequest to medical research in your will?

- I think it is a government responsibility
- I haven't been asked
- I support charities in other areas
- Health and medical research already gets a lot of support
- I don't know which health and medical research organisations to leave a bequest to
- I don't know where or how the money will be spent
- I can't afford to leave a bequest

Industry Investment in Health Research

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

- A healthy pharmaceutical industry is good for New Zealand's long-term economy
- Medicines are made available to the New Zealand public in a timely manner by pharmaceutical companies
- The Government is funding sufficient medicines to meet the health needs of New Zealanders

Clinical Trials

Clinical trials are used to test the effectiveness of new medical treatments and drugs before they are commercially available.

- Have you ever participated in a clinical trial in New Zealand?

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

- It is important that New Zealanders are able to participate in clinical trials for new medicines
- I would be willing to participate in a clinical trial of a new medicine if I had a condition that it might be able to treat

Staying Healthy

We are often told about things we can do to stay healthy, such as undertaking exercise, avoiding certain foods, giving up smoking, the warning signs of heart attack, and the link between skin cancer and too much exposure to the sun. Please indicate whether strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements.

- I am aware of what I need to do to stay healthy
- I have made changes to my lifestyle in the past to improve my health
- I wish to learn more about what I can do to improve my health
- There are no changes I could make to my lifestyle which would improve my health
- I need more practical advice about actions I can take to improve my health
- It's important to do more research into the things we can do to improve our own health
- I already know enough about things I can do to improve my health

Methodology

Research Overview	
Statement of compliance with international standards	This research project was carried out in compliance with ISO 9001 and ISO 20252
Client name:	New Zealanders for Health Research
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 health research in New Zealand
Quantitative Research	
Target group:	New Zealanders aged 18 years and older
Proposed sample size:	500
Actual sample size:	515
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:	27 April - 1 May 2017
Sampling method:	Members of Roy Morgan's Proprietary Online Panel, 18 years and older, living in New Zealand, were emailed an invitation to participate in the survey.
Data collection method:	Online survey (CAWI - Computer Assisted Web Interviewing)
Response rate:	5.9%
Weighting process:	Weighted proportional to population by age, sex, area (North/South Island) and projected to New Zealand 18+ population estimates.
Estimation/imputation Procedure:	No estimation/imputation processes used.
Sample Population Representation:	Sample is broadly representative of New Zealand's population by sex, age, area (North & South Island) and ethnicity (Maori & non-Maori)
Maximum sampling tolerance:	+/- 4.3%
Incentive type:	Points redeemable for cash

About New Zealanders for Health Research

New Zealanders for Health Research is a national, dedicated public education and advocacy alliance committed to making health research a higher priority in New Zealand.

Our members span industry, patient advocacy groups, charities and research institutions. Together, our diverse alliance represents the interests of a broad community all working together to promote health and prosperity for New Zealanders.

Investment in health research is of vital importance. Not only does it improve the health and quality of people's lives now and in the future, it also supports New Zealand's economy through the emergence of new businesses and knowledge-based jobs for kiwis. Our voice promotes health and prosperity for New Zealand and New Zealanders.

New Zealanders for Health Research is a fully independent organisation, and all our activities are funded by membership subscriptions. Our public opinion data, advocacy programs and publications reach the public and decision makers to help advance medical, health and scientific research. By joining our alliance, you leverage resources to help enable the large scale advocacy efforts needed to increase health research funding and speed the development and translation of health benefits to our population.

Our supporters

PLATINUM



GOLD



BRONZE



OTHER





New Zealanders for
HEALTH RESEARCH

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