
2022 Kantar NZHR Opinion Poll



New Zealanders for
HEALTH RESEARCH
*Ngā Tāngata o Aotearoa mō
te Rangahau Hauora*

KANTAR

New Zealand Speaks!

"health research system at crossroads"

HEALTH RESEARCH SAVES LIVES



A Message from New Zealanders for Health Research

New Zealand falls well short when it comes to the most fundamental of health and wellbeing outcomes – the right of all New Zealanders to live well to a “ripe old age”. The number of years that we live well has scarcely improved since 1990, and too many of us are dying prematurely from both amenable and non-amenable causes.

Given that health research and innovation is the single most important way in which we improve our health and healthcare – by identifying and implementing the best means to prevent, diagnose and treat conditions – and despite some recent positive developments, New Zealanders for Health Research (NZHR) is concerned that our country’s intent to develop the country’s health research capacity nevertheless remains too vague and ambiguous. Rather, we have a health research system at crossroads represented by:

- The passing of the Pae Ora (Healthy Futures) health reforms legislation which for the first time stipulates health research as a core health sector function
- MBIE’s Te Ara Paerangi Future Pathways Green Paper which sets the scene for reforming New Zealand’s research, science and innovation system, including health research
- The New Zealand Health Research Strategy reaching the half-way mark of its 2017 – 2027 lifespan
- Persistent government resistance to addressing its chronic underinvestment in health research

The challenge presented by these crossroads is not in deciding which path to choose, but in identifying how we navigate them simultaneously. Our 2022 and sixth annual NZHR public opinion poll report is intended to illuminate how to best move forward in a way that is informed by health research’s primary stakeholders – the New Zealand public in general together with health sector consumers and their whānau and family. Key results are as follows.

- For the sixth year running respondents have identified “improving hospitals and the health care system” as the top issue for the government to focus on over the coming two to three years. Furthermore, research to make our health system more effective and efficient was once again the top priority for health research. Yet only 28% thought that the new health sector reforms will be effective in bringing about improved health for New Zealanders.
- More funding for health and medical research was among kiwis’ top twelve out of twenty eight issues for the government to focus on, as it has been for five out of our six polls. Seventy five percent agreed that government should invest more funding in health research, 66% said that the 2022 budget of \$173 million for health research (0.8% of health care costs) is too low, and only 9% supported government practice of investing less than 1% of health care costs into health research.

Modelled on successful sibling organisations in Australia, Canada, Sweden and USA, NZHR is New Zealand’s peak body representing the entire health and medical research pipeline. We are on a mission “to champion increased investment in health research as an essential and embedded component of all parts of New Zealand’s health system, responsive to New Zealanders’ unique health imperatives”, in pursuit of our vision of best possible health for all New Zealanders.



Chris Higgins

Chief Executive | New Zealanders for Health Research



Graham Malaghan

Chair | New Zealanders for Health Research



Acknowledgements

After a gap year in 2021 this poll was undertaken in late May/early June 2022, a few days after Budget day on 19th May, and is the second conducted for NZHR by Kantar New Zealand, with whom we collaborate as a silver member. As in 2020 the poll is based on a sample of 1000 adult New Zealanders comprising a representative cross section of the population based on gender, age, geographic location and Māori/non-Māori. Results from 2016 to 2019 are derived from similarly stratified Roy Morgan polls with sample sizes of 500.

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Valuing Health and Medical Research

The number of years that New Zealanders live well has scarcely improved since 1990, too many are dying prematurely and there are significant inequities for Māori.

About 6,000 New Zealanders per year are dying early and unnecessarily from preventable or amenable causes (where the research has been done but not yet adequately translated into practice); and about 7000 are dying early from currently non-amenable causes because we haven't yet done, completed or embraced the research which would enable them to be effectively treated.¹

Concerningly Māori rates of both amenable and non-amenable premature mortality are twice those of non-Māori, illustrating yet again serious outcomes inequities for Māori – inequities which could be addressed through greater investment in investigative and translational health research.

New Zealanders for Health Research (NZHR) believes that these figures represent the health system crisis that the government and indeed all of us should be especially concerned about.

NZHR values health and medical research quite simply because it saves and improves lives, and, with increased levels of investment and improved translation of results into policy and practice, will improve and save many more.

These figures represent the health system crisis that the government and indeed all of us should be especially concerned about.

New Zealanders also highly value health and medical research as indicated by the high percentages who agreed that the government's research led response to Covid 19 was effective in keeping New Zealanders as well as possible and out of hospital, that it is important that the government adopted an overtly science led approach to managing the health risks of Covid 19, and that is important for health research to be embedded as an essential component of the health system.

Moreover, from the table at right it can be seen that most types of health and medical research continue to be highly valued, especially when it comes to the effectiveness and efficiency of our health system, preventing illness and promoting good health, and antibiotic resistance to infectious diseases.

Encouraging as these results are we are concerned to see the ever falling percentage who agree that health research is part of the solution to reducing health care costs, which now sits at a record low of 59% compared to approximately 70% for all four years from 2016 to 2019. Also concerning, those who say that they would be willing to share personal health information to advance medical research has fallen to an all time low of 66% from about 80% between 2017 and 2019. We were also intrigued to see that the importance of research on finding vaccines for new infectious diseases such as Covid 19 fell from 79% agreement in 2020 to 68% this year.

RANK			SCORE %	
2020	2022		2020	2022
1	1	Important to do research to make our health system more effective and efficient	80	77
5	2	Important to do research focused on finding ways to prevent illness and promote good health	75	75
3	3	Important to do research into antibiotic resistance to infectious diseases	77	73
4	4	Important to work in collaboration with researchers around the world...	77	72
6	4	Important to invest in better research facilities and equipment	72	72
9	6	Important to turn discoveries into new drugs and treatment	68	70
2	7	Important to do research on finding vaccines for new infectious diseases such as Covid 19	79	68
7	7	Important to invest in national programmes and equipment for all health researchers	72	68
8	9	Important to make new discoveries about human health and disease	70	66
10	9	Important to do more research into the things we can do to improve our health	66	66
11	11	Important to do research into the effects of climate change on health	48	46

Percentages represent the proportion of respondents who considered the randomly presented research areas as extremely or very important.

¹ NZHR. March 2022. Future Pathways for Health and Medical Research. New Zealanders for Health Research Submission on Te Ara Paerangi Future Pathways Green Paper. <https://nz4healthresearch.org.nz/wp-content/uploads/2022/03/NZHR%20RSI%20Green%20paper%20final%20submission%20160322.pdf>

Valuing Health and Medical Research (continued)



59%

say that health research is part of the solution to reducing health care costs (similar to 2020's 61% but down from about 70% for 2016 – 2019)



74%

say the government's response to Covid 19 was effective in keeping New Zealanders as well as possible and out of hospital



64%

say it is extremely or very important that the government adopted an overtly science led approach to managing the health risks of Covid 19



75%

say it is extremely or very important that health research is embedded as an essential component of the health system



70%

say they would be willing to share personal health information to improve patient care (62% in 2020)



66%

say they would be willing to share personal health information to advance medical research (69% in 2020)

Priorities for the New Zealand Government

What do New Zealanders think given that in addition to their concerns about staying healthy and access to health services, they also remain concerned about basic issues such as government budget management and improving infrastructure, while at the same time becoming increasingly concerned about other things such as the cost of living and law and order?

The table at right indicates that health remains a key number one issue, with improving hospitals and the health care system continuing to be the top priority for the sixth year running, and this year's newly introduced issue of keeping people well and out of hospital coming in at fifth place. Interestingly, though, only 28% thought that the new health reforms Pae Ora (Healthy Futures) legislation will be effective in bringing about improved health for New Zealanders, 21% thought they would be ineffective and 50% responded that they didn't know enough about the legislation or the reforms to answer.

Moreover, given NZHR's assertion that health research and innovation is the single most important way in which we improve our health and healthcare, it is fitting that 76% of respondents rated more funding for health and medical research as an important priority - resulting in a top 12 placement for yet another year.

Improving hospitals and the health care system continues as New Zealanders' top issue

Keeping New Zealanders well and out of hospital is an important issue for 82%

More funding for health and medical research an important issue for 76%

28% think the health reforms will bring about improved health

New Zealanders' top 12 priorities for the Government in 2019 - 2022

RANK				SCORE %		
2019	2020	2022		2019	2020	2022
1	1	1	Improving hospitals and the health care system	92	89	91
10	14	2	Doing more to keep prices and cost of living down	76	77	85
13	14	2	Reducing crime and improving law and order	74	77	85
4	2	4	Keeping the national economy strong	81	88	84
		5	Keeping New Zealanders well and out of hospital (new in 2022)			82
3	5	5	Managing the government budget	81	83	82
5	6	5	Improving national infrastructure	81	81	82
2	13	5	Improving education standards and outcomes	84	77	82
8	3	9	Providing strong leadership	78	87	79
7	10	10	Increasing preventative healthcare funding and programmes	79	79	77
9	10	11	More funding for health and medical research	78	79	76
6	12	11	Addressing domestic and family violence	79	78	76

We asked people to rate 28 randomly presented 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 the table represent the proportion of respondents rating the item as either 7, 8, 9 or 10 on this scale. The issues which have increased in importance are keeping prices/cost of living down and reducing crime. However despite the dramatic growth in the importance of these, improving the health care system remains number one.

Awareness and beliefs

New Zealanders for Health Research is pleased to present for the third successive year responses to its set of questions testing the extent to which kiwis feel that they are informed about health research, and their knowledge and beliefs about the safety and effectiveness of a randomly presented set of health research validated measures for improving health outcomes.

	AGREE %		DISAGREE %		DON'T KNOW %	
	2020	2022	2020	2022	2020	2022
Vaccinations are a safe and effective way of keeping people healthy	88	87	10	10	2	3
A vaccination will be a safe and effective way of preventing people from catching Covid 19	78	82	13	15	9	3
Adding fluoride to public water supplies is a safe and effective way of reducing tooth decay	71	72	18	19	11	9
Adding folic acid to flour and bread is a safe and effective way of preventing spina bifida and neural tube defects	55	64	15	13	30	23
Genetically modifying organisms is a safe and effective way of making new medicines	46	50	30	28	24	22
Eating plenty of fruit and vegetables is a safe and effective way of keeping healthy	96	96	3	3	1	1
Regular exercise is a safe and effective way of keeping healthy	97	96	2	4	1	1
Cutting down on sugary food and drinks is a safe and effective way of keeping healthy	95	93	4	6	1	1
Cutting down on salt is a safe and effective way of keeping healthy	84	82	12	14	3	4

Although results are largely consistent with those reported in 2019, between 2020 and 2022 there has been a small overall increase in the extent to which respondents both believe themselves to be, and are, informed about health and medical research. Key findings are as follows:

- A majority of respondents strongly or somewhat agreed that every one of the listed measures was a safe and effective way of staying or becoming healthy, with the exception of genetically modifying organisms where there was 50% agreement.
- 50% of respondents said that they were well informed about health and medical research in New Zealand (compared with 44% in 2020) and the PUHRR (Personal Understanding of Health Research Results) index - comprising the average agreement with the nine reported measures - stood at 80.2% (compared with 78.9% in 2020).
- Biggest gains for individual measures comprised strengthened beliefs in the safety and effectiveness of the now mandatory adding of folic acid to flour and bread to prevent spina bifida and neural tube defects, and using genetically modified organisms in the making of new medicines.



- The encouragingly strong belief in the safety and effectiveness of vaccinations may be at risk of softening in the light of our 2019 poll which reported 93% agreement (compared with 88% and 87% in 2020/2022), and all three percentages being greater than the 78%/82% figures reported for a Covid vaccination in particular.

Eight out of the top ten risks identified as contributing to New Zealand's burden of disease in 2019 (high body-mass index, high blood pressure, dietary risks, metabolic risks, high fasting plasma glucose, high ldl cholesterol, kidney dysfunction and low bone mineral density)² can often be effectively addressed through preventative measures such as consuming more fruit and vegetables, less sugar and less salt and by more exercise.

If New Zealand is to make gains in health status and outcomes then there is continuing work to do, not so much in telling people what they already know, but in creating environments to enable them to translate that knowledge into personal, family/whanau and community practice.

² AIA. 2021. 5590+ The new health insight helping New Zealanders lead Healthier, Longer, Better Lives. <https://www.aia.co.nz/content/dam/nz/en/mediarelease/2021/5590-report-2021.pdf>

Government Investment

75% agreed or somewhat agreed or strongly agreed that that the government should invest more funding in health research (76% in 2020). Furthermore 66% rated the current annual budget of \$173m (or 0.8% of health care costs) for health research as too low (compared to 57% in 2020 who rated the then annual budget of \$140m as too low).

Furthermore only 9% thought that less than 1% of health care costs was an appropriate level of health research investment, while 39% said it should be more than 2%.

New Zealanders for Health Research agrees. Since 2007/08 the government's direct specific investment in health research averaged 0.7% of health care costs. NZHR maintains that the government should be committing to lift this to at least 2.4% of health care costs over the next ten years.

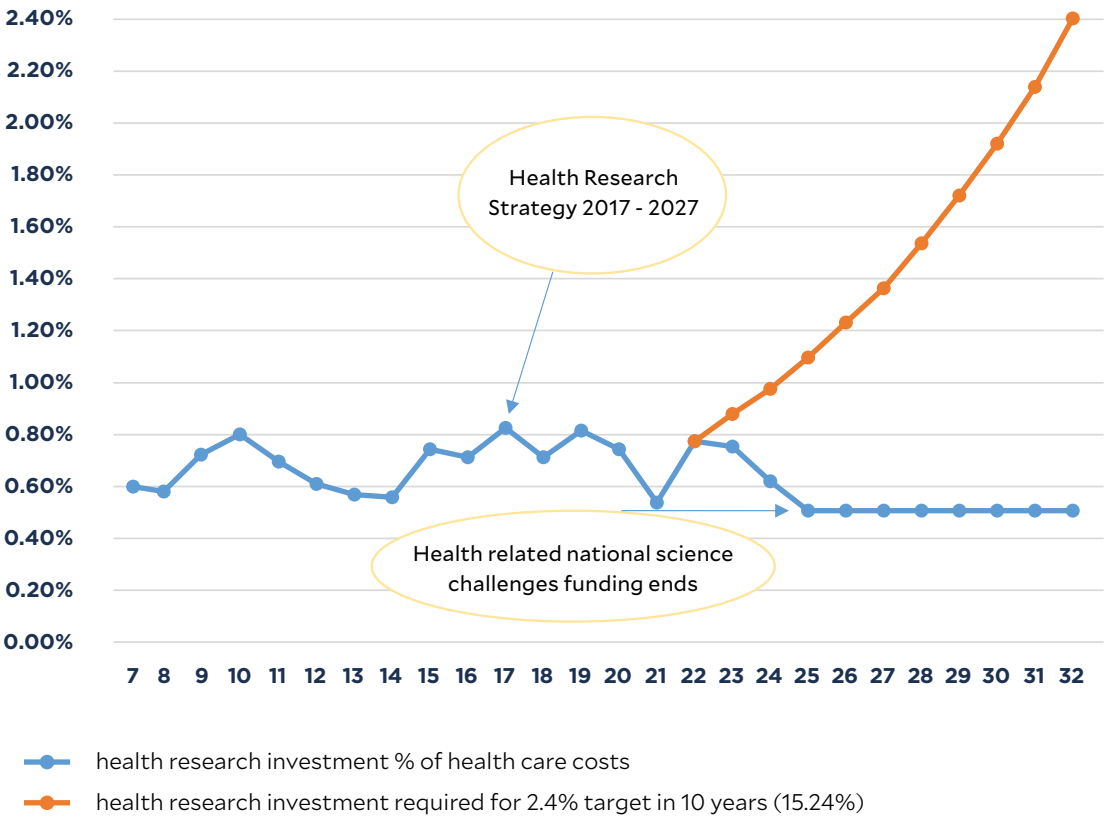
As we have set out in multiple submissions to the government, most recently in response to the 2022 Budget Policy Statement , 2.4% is only marginally ahead of the government's own general R&D investment aspirations, and is conservatively consistent with comparable international norms for R&D investment in general and for health research in particular.

Our Budget Policy Statement submission also notes returns on health research investment of between 2.17 and 3.9 reported by Australian studies, and NZHR has commissioned NZIER to identify the investment returns here in New Zealand in the expectation that this will bolster the case for government health R&D expenditure to be increased.

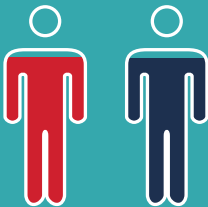
The accompanying graph illustrates the following:

- The blue line reflects actual to date levels of investment and NZHR forecasts – dropping from the current 0.79% of health care costs to 0.51% from 2025/26 onwards, when the health related national science challenges allocations are due to expire
- The orange line represents the trajectory required to achieve NZHR's ten year 2.4% target - annual increases of 15.24%
- The dip in health research investment in 2021 is attributable to increasing health care costs in response to the Covid 19 pandemic, while the increase in 2022 is attributable to an injection of \$23.4m of new “equity, evidence and outcomes” research funding to the Ministry of Health

Government health research investment as a % of health care costs 2007 - 2032



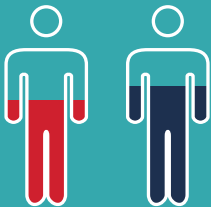
76% 75%



2020 2022

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

57% 66%



2020 2022

rated the current annual budget for health research as too low

Philanthropic Investment

64% somewhat agreed or strongly agreed that philanthropic organisations (charities) should invest more in health research (63% in 2020)

35% somewhat or strongly agreed that individuals should donate more to health research (38% in 2020)

28% confirmed that they currently donate to health research (almost all of whom donated \$500 or less per year). This is down on the 34% figure recorded for 2020, and indicative of an overall decline in confirmed donors since 2016 when the figure was 50%.

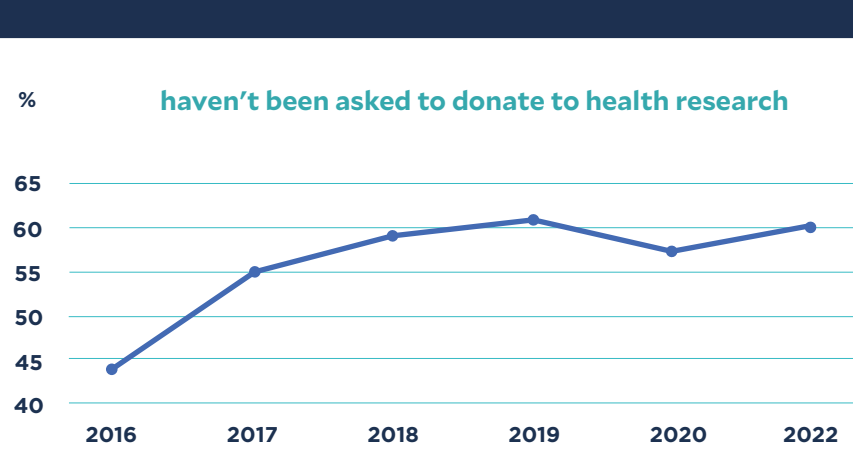
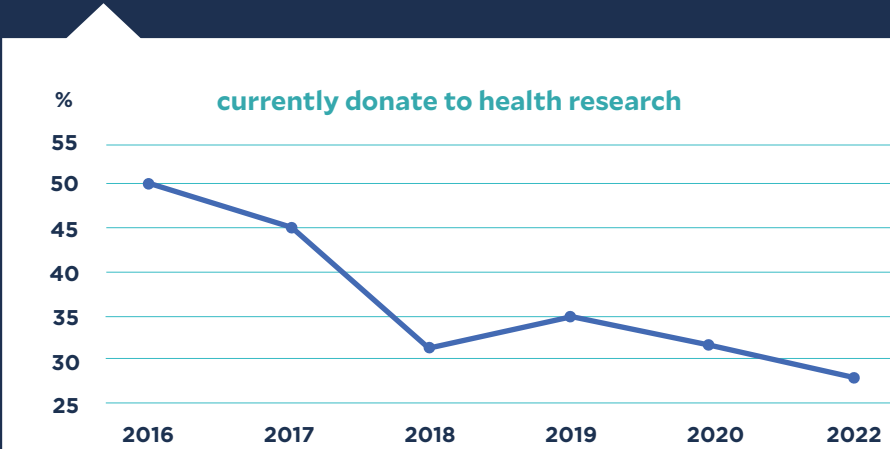
21% said they were likely or very likely to leave a bequest to medical research (22% in 2020), 9% of whom indicated that it would likely be more than \$50,000 (8% in 2020)

Reasons for not donating or leaving a bequest were associated with similar percentages in all five polling years since 2016, with the exception of the percentage of respondents who cited not having been asked as a reason for not donating increasing from 44% in 2016 to 60% in 2022.

NZHR estimates that philanthropy’s annual contribution to health research investment to be between \$60m and \$65m . This is a significant sum and we are committed to working with the sector to see this increased.

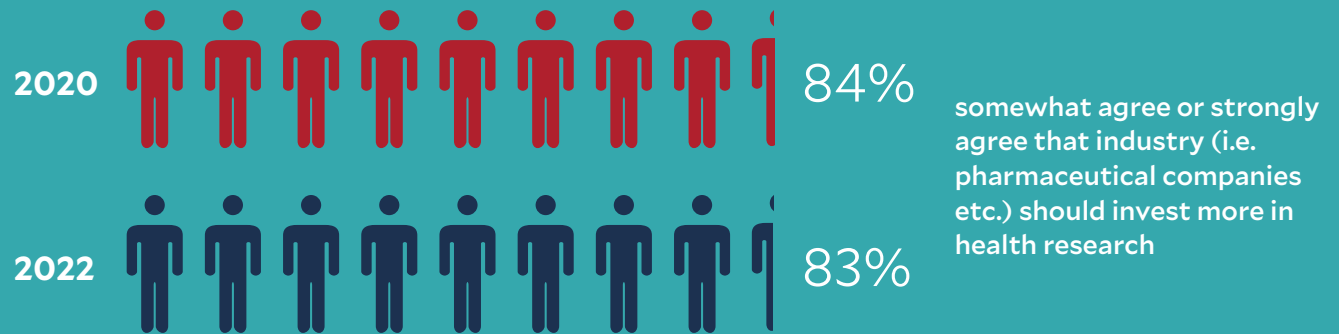
Reasons for not donating or leaving a bequest

Not donating %			Not leaving a bequest %	
2020	2022		2020	2022
74	75	Can't afford it	64	66
70	73	Government's responsibility	59	67
69	69	Don't know how money will be spent	61	59
67	69	Support charities in other areas	60	59
57	62	Don't know who to donate to	50	54
57	60	Haven't been asked	42	46
40	41	Health research already well supported	44	44



Industry Investment in Health Research

Most industry funded health research takes the form of clinical trials of new medicines, devices and other therapies.



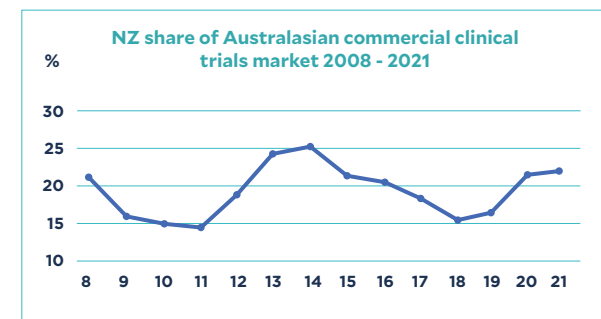
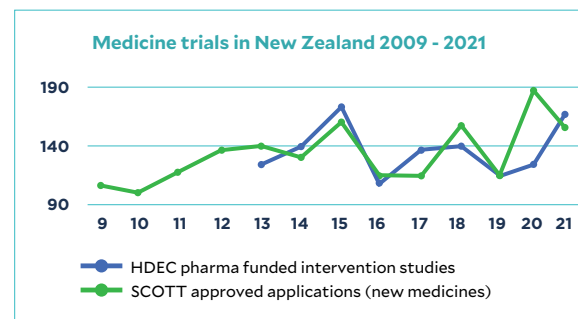
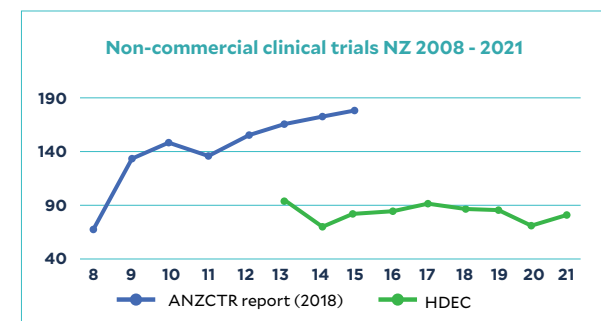
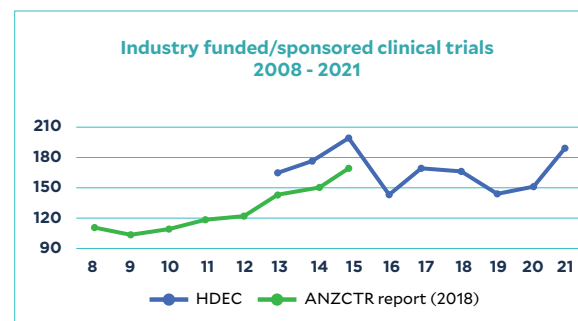
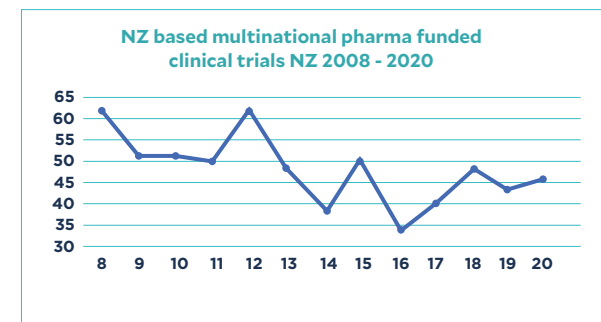
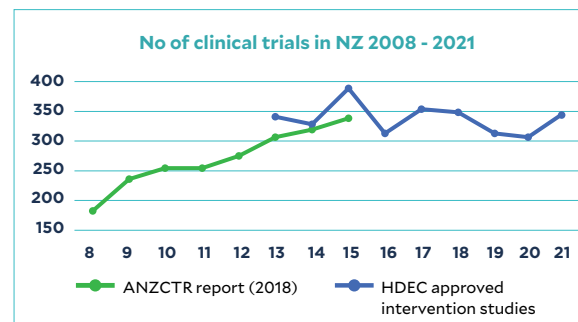
Clinical Trials

Clinical trials in New Zealand are funded by government, industry and philanthropy. In contrast to earlier indications of declining numbers of clinical trials this report records moderate increases from 2019 – 2021, especially for commercial trials, as indicated by the graphs to the right and pie charts on the following page.

Data has been derived from primary sources made available to NZHR by the Standing Committee on Therapeutic Trials (SCOTT), the Health and Disability Ethics Committee (HDEC), from NZHR's analysis of the ANZCTR and clinical trials.gov databases, and from ANZCTR (2018)³.

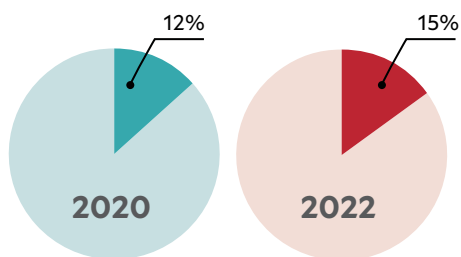
It is hoped that the HRC/MoH "Enhancing New Zealand Clinical Trials" project will result in further increases in clinical trial activity through implementation of the project's recommendations for improving the country's clinical trials infrastructure.

³ The Clinical Trials landscape in New Zealand 2006-2015. ANZCTR. 2018. https://www.anzctr.org.au/docs/NZ_Report_2006-2015.pdf

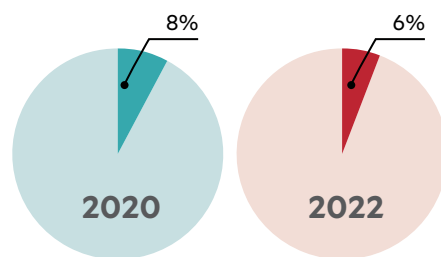


Clinical Trials (continued)

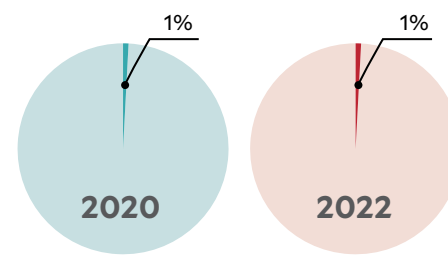
The pie charts below indicate that although New Zealanders continue to place high value on clinical trials, actual participation rates and invitations to participate have remained static since 2020.



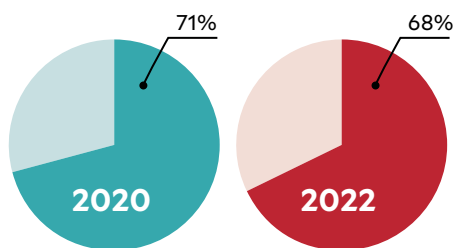
Ever asked to participate in a clinical trial



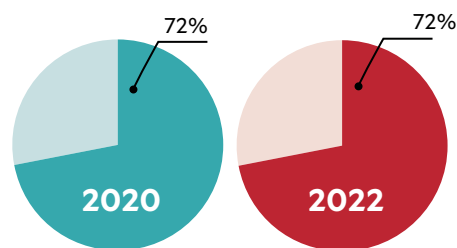
Ever participated in a clinical trial



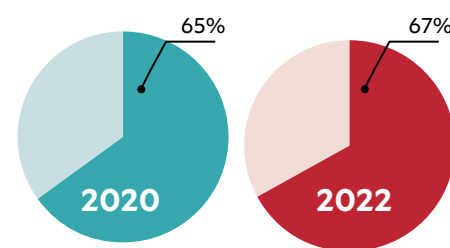
Currently participating in a clinical trial



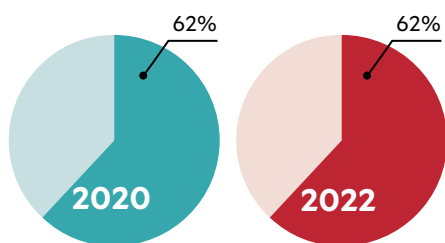
Important that New Zealanders are able to participate in clinical trials



Willing to participate in a clinical trial of a new medicine



There should be more opportunities for New Zealanders to participate in clinical trials for new medicines



Participating in clinical trials for new medicines is as important as donating blood

The last four sets of graphs reflect percentages of respondents who strongly or somewhat agreed with each statement.

Given the similarity of the results between 2020 and 2022, NZHR believes that there continues to be room for improvement and will continue to advocate for:

- Strengthened incentives and removal of disincentives to improve industry investment in clinical trials
- Adoption of recommendations from the imminent HRC/MoH funded “Enhancing New Zealand Clinical Trials” report on improving New Zealand’s clinical trials infrastructure
- Ensuring that the health reforms’ new mandate for health research to be embedded as a key component of the health system is reflected in further increases in clinical trials numbers
- Health workforce development to create and improve health research capacity
- Clinician discussion about clinical trials being a routine aspect of patient care
- ACC coverage to be extended to harm resulting from commercially funded clinical trials

Responses to selected poll questions by age, household income, identifying as Māori, the presence of somebody with an untreatable or incurable condition in the household, and the presence of somebody with a disability in the household

New Zealanders for Health Research is so named because we seek to represent the voice of all New Zealanders as actual and potential beneficiaries of health research.

We also seek to specifically represent the voice of health consumers who stand to benefit from our advocacy for both better translation of health research results into evidence based best practice and policy, together with those with conditions for which effective treatments and cures are yet to be discovered and embraced. We have been working towards this through developing alliances with health consumer support and advocacy groups, and for the first time this year respondents were asked to indicate whether there was somebody in the household with an untreatable or incurable condition, with 221 (22% of our sample) responding in the affirmative.

This subset of respondents were statistically more likely to say that they would be willing to participate in a clinical trial of a new medicine if they had a condition it might be able to treat, and more likely to say there should be more opportunities for New Zealanders to participate in clinical trials for new medicines. In all other respects, however, their responses were similar to those of the sample as a whole.

We also found that an annual household income of less than or greater than \$90,000 didn't make any difference to the responses with the exception that those in higher income households were more likely to say they were willing to share personal health information to advance medical research.

Other statistically significant variances are presented in the following tables, the main observations being:

- Respondents aged 65+ were more likely to say that it was important for the government to prioritise improving the health system, more funding for preventive care, keeping New Zealanders well and out of hospital and more funding for health research. They were also more likely to say that government investment in health research should be more than 3% of health care costs, that health research in most of its forms is important, and that investing in health research reduces health care costs. They were more likely to consider themselves informed about health research, have positive beliefs about the results of health research, to affirm the importance of clinical trials and to donate to health research.

- Conversely respondents aged between 18 and 34 were less likely to have responded affirmatively to most of the above topics
- Māori were more likely to say that the government's 2022 budget allocation for health research was too high, and less likely to agree with statements relating to interventions and actions which are safe and effective ways for being healthy including adding folic acid to flour, adding fluoride to water, genetically modifying organisms to produce new therapies, and vaccinations and salt consumption. They were also less likely to donate to health and medical research.
- Responses from those where there was somebody in the household with a disability were broadly similar to those aged 65+. In addition they were more likely to say that the 2022 Budget allocation for health research was too low, they were willing to share personal health info to improve patient care, to affirm the value and importance of clinical trials and philanthropic organisations should donate more to health research



Prioritising and valuing health and medical research	Older people 65+		Younger people 18-34		Māori		Disability	
	MORE LIKELY	LESS LIKELY	MORE LIKELY	LESS LIKELY	MORE LIKELY	LESS LIKELY	MORE LIKELY	LESS LIKELY
Important that improving hospitals and the health care system is a government priority	✓			✓				
Important that increasing funding and programs for preventive health care is a government priority	✓			✓			✓	
Important that keeping New Zealanders well and out of hospital is a government priority	✓			✓			✓	
Important that more funding for health and medical research is a government priority	✓			✓			✓	
Industry should invest more in health research	✓			✓			✓	
Government should invest more in health research	✓						✓	
2022 Budget allocation for health research too low							✓	
2022 Budget allocation for health research too high					✓			
Government should allocate more than 3% of health care costs to health research	✓						✓	
Important to do research into antibiotic resistance to infectious diseases	✓						✓	
Important to invest in better research facilities and equipment	✓						✓	
Important to invest in national programmes and equipment	✓			✓			✓	
Important to make new discoveries about human health and disease							✓	
Important to turn discoveries into new drugs and treatment	✓			✓			✓	
Important to do research to make our health system more effective and efficient	✓							
Important to find ways to prevent illness and promote good health	✓						✓	

Prioritising and valuing health and medical research (continued)	Older people		Younger people		Māori		Disability	
	MORE LIKELY	LESS LIKELY	MORE LIKELY	LESS LIKELY	MORE LIKELY	LESS LIKELY	MORE LIKELY	LESS LIKELY
Important to do more research into the things we can do to improve our health	✓			✓				
Important to work in collaboration with researchers around the world	✓			✓			✓	
Important to do research on finding vaccines for new infectious diseases such as Covid 19	✓						✓	
Investing in health research reduces costs	✓							
Willing to share personal health info to improve patient care							✓	

Awareness and beliefs	Older people 65+		Younger people 18-34		Māori		Disability	
	MORE LIKELY	LESS LIKELY	MORE LIKELY	LESS LIKELY	MORE LIKELY	LESS LIKELY	MORE LIKELY	LESS LIKELY
Informed about health and medical research	✓							
Agree that adding fluoride is safe and effective	✓			✓		✓		
Agree that adding folic acid is safe and effective	✓			✓		✓		
Agree that genetically modifying organisms to make medicines is safe and effective						✓		
Agree that vaccinations are a safe and effective way of keeping people healthy	✓					✓		
Agree that a vaccination is a safe and effective way of preventing people from catching Covid 19	✓			✓		✓	✓	
Agree that regular exercise is a safe and effective way of keeping healthy	✓			✓				
Agree that reducing salt is safe and effective way of keeping healthy	✓			✓				

Awareness and beliefs (continued)	Older people 65+		Younger people 18-34		Māori		Disability	
	MORE LIKELY	LESS LIKELY	MORE LIKELY	LESS LIKELY	MORE LIKELY	LESS LIKELY	MORE LIKELY	LESS LIKELY
Government's response to Covid 19 was effective in keeping New Zealanders as well as possible and out of hospital	✓			✓				
Important that the government adopted an overtly science led approach to managing the health risks of Covid 19	✓			✓			✓	
Important that health research is embedded as an essential component of the health system	✓			✓			✓	

Clinical trials	Older people 65+		Younger people 18-34		Māori		Disability	
	MORE LIKELY	LESS LIKELY	MORE LIKELY	LESS LIKELY	MORE LIKELY	LESS LIKELY	MORE LIKELY	LESS LIKELY
Important that New Zealanders are able to participate in clinical trials				✓			✓	
Willing to participate in a clinical trial of a new medicine	✓			✓			✓	
There should be more opportunities for New Zealanders to participate in clinical trials for new medicines							✓	
Participating in clinical trials for new medicines is as important as donating blood	✓			✓			✓	

Philanthropic investment in health and medical research	Older people 65+		Younger people 18-34		Māori		Disability	
	MORE LIKELY	LESS LIKELY	MORE LIKELY	LESS LIKELY	MORE LIKELY	LESS LIKELY	MORE LIKELY	LESS LIKELY
Philanthropic organisations should invest more in health research							✓	
Confirmed as a donor	✓					✓		
Reasons for not donating: Don't know who to donate to		✓						
Reasons for not donating: Don't know how money will be spent		✓						

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

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
- Antibiotic resistance to infectious diseases
- Research into the effects of climate change on health
- More research into the things we can do to improve our health
- Research on finding vaccines for new infectious diseases such as Covid 19

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
- 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?

Awareness and Beliefs

How well informed are you about health and medical research in New Zealand?

How effective has the government's response to Covid 19 been in keeping New Zealanders as well as possible and out of hospital?

How important is it that the government adopted an overtly science led approach to managing the health risks of Covid 19?

How important is it that health research is embedded as an essential component of the health system?

How effective do you think the new health reforms Pae Ora (Healthy Futures) legislation will be in bringing about improved health for New Zealanders?

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

- Vaccinations are a safe and effective way of keeping people healthy
- A vaccination is a safe and effective way of preventing people from becoming very ill from Covid-19
- Adding fluoride to public water supplies is a safe and effective way of reducing tooth decay
- Adding folic acid to flour and bread is a safe and effective way of preventing spina bifida and neural tube defects
- Genetically modifying organisms is a safe and effective way of making new medicines
- Eating plenty of fruit and vegetables is a safe and effective way of keeping healthy
- Regular exercise is a safe and effective way of keeping healthy
- Cutting down on sugary food and drinks is a safe and effective way of keeping healthy
- Cutting down on salt is a safe and effective way of keeping healthy

Who should pay?

How would you rate the current budget of \$173 million per year for health research in New Zealand? (\$173 million is 0.8% of health care costs).

What percentage of health care costs do you think should be invested in health research?

Thinking about New Zealand's next general election, how likely is it that you would vote for a party which promised to significantly increase the government's government health research budget?

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

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

Clinical Trials

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

- Have you ever been asked to participate in a clinical trial in New Zealand?
- Have you ever participated in a clinical trial in New Zealand?
- Are you currently participating 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
- There should be more opportunities for New Zealanders to participate in clinical trials for new medicines
- Participating in clinical trials for new medicines is as important as donating blood.

Methodology

Research Overview	
Statement of compliance with international standards	This research was carried out in compliance with ISO20252:2012. All procedures and processes were also compliant with the RANZ Code of Practice and the NZ Privacy Act. As a global company, Kantar also complies with the EU GDPR
Client name:	New Zealanders for Health Research
Research provider name:	Kantar New Zealand
Research objectives:	To collect attitudes in New Zealand towards health research
Quantitative Research details	
Target group:	New Zealanders aged 18 years and older
Proposed sample size:	1,000
Actual sample size:	1,001
Fieldwork period:	30 May – 10 June 2022
Sampling method:	Members of Kantar's ConsumerLink 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:	21%
Quotas:	Quotas were put on interlocking age / gender samples, region and Māori / non-Māori
Weighting process:	Weighted proportional to population by age, gender and region
Sample population representation	Sample is broadly representative of New Zealand's population by sex, age and area and has a representative Māori sample
Confidence interval in statistical testing / Margin of Error	95% / +/-3.1%
Incentive type	10 FlyBuys points

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 registered charity, and 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



SILVER



BRONZE



FOUNDATION





New Zealanders for
HEALTH RESEARCH

*Ngā Tāngata o Aotearoa mō
te Rangahau Hauora*

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