

Bupa Pulse Check 2026



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Background and objectives

Bupa is a health and care company committed to helping customers live longer, healthier, happier lives and making a better world. Bupa offer a broad range of services, including aged care and retirement, dental, optical, health insurance, and community wellbeing initiatives, to improve the health of all Australians.

In November , Quantum and Bupa partnered to conduct a study to track Australians’ changing attitudes and behaviours towards health and wellbeing across a range of aspects. In 2025 this study was repeated for its fourth year with a focus to:

- Provide a robust, reliable and repeatable methodology for monitoring Australians’ attitudes towards their health and wellbeing
- Understand the attitudes, behaviours and ambitions Australians hold towards their own health and wellbeing
- Explore the key enablers and barriers to establishing positive health and fitness related habits and routines
- Establish the role of mental health, and what avenues are being used for assistance
- Understand sentiment and impact across a range of aspects such as rising cost of living, AI and mental health, predictive medicine, and technology on Australians’ health and wellbeing
- Understand current behaviours and attitudes towards healthcare access
- Measure usage of private health insurance

Quantitative Methodology

Online survey of n=2,000 Australians aged 18-79 per year

Sample sourced via an online panel provider

3rd – 17th November 2025

Previous: 18th – 25th November 2024 &17th – 30th November 2023

11 - minute survey

Data weighted to Australian population

Incentives provided in line with standard panel rates

	2023		2024		2025	
	Proportion of sample (weighted) %	Number of respondent s n=	Proportion of sample (weighted) %	Number of respondents n=	Proportion of sample (weighted) %	Number of respondents n=
Total	100%	2,005	100%	2,007	100%	2,001
Gender						
Male	49%	998	50%	1,002	49%	995
Female	50%	1004	51%	1,005	50%	1,003
Non-binary	0%	2	0%	0	0%	3
Another gender	0%	1	0%	0	0%	0
Age						
18-29	20%	429	20%	435	20%	431
30-39	19%	364	19%	395	19%	361
40-49	17%	358	17%	357	17%	358
50-59	16%	317	16%	313	16%	315
60-79	29%	537	29%	537	29%	536
State						
NSW	32%	643	32%	632	32%	607
VIC	26%	516	26%	513	26%	517
QLD	20%	408	20%	412	20%	407
SA	7%	141	7%	142	7%	142
WA	10%	209	10%	213	10%	219
ACT	2%	36	2%	36	2%	39
NT	1%	8	1%	14	1%	20
TAS	2%	44	2%	45	2%	50

- The maximum margin of error (at the 95% confidence interval) on the 2025 sample size is +/- 2.2 percentage points.
- Where significance testing has been shown, results are significant at the 95% significance level.
- The project was carried out in line with the Market Research International Standard, AS ISO20252.

Summary of findings – by the numbers

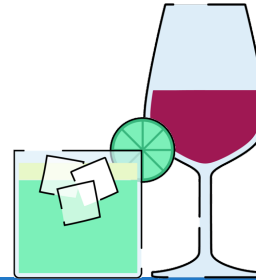
58%

of Australians rate
their quality of life as
good or excellent.



46%

are reducing
alcohol consumption



57%

rate their mental
health as good or
excellent.

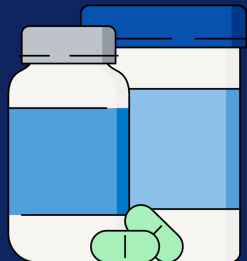


57%

want to lose weight

64%

are taking vitamins
or Supplements
regularly



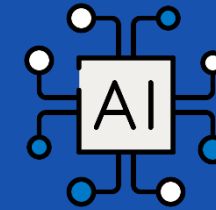
72%

of Australians
are concerned about
developing a chronic illness



51%

report they are currently
participating in at least one
fitness activity.



About

One in three

Aussies trust AI or social
media for health-related
mental health advice

49%

continued using
active transport,
walking, cycling
or running



Summary of findings by the numbers

63%

say they would be likely to consider predictive medicine in future



70%

of Australians currently employed say they have experienced burnout.



47%

now make time for at least one self-care practice, meditation or journaling



37%

monitored health/ fitness data using an app or wearables



42%

of Australians say they are finding it difficult to manage their health and wellbeing

One in three

Australians think specialists should be making use of AI to diagnose



60%

used telehealth in the past year



32%

cite rising cost-of-living pressures as a barrier to healthy behaviours



Key findings



Quality of life and overall health and wellbeing trends in a positive direction.

Australians appear to be feeling slightly more positive about their quality of life and overall health and wellbeing year on year.

Fewer now believe their generation is less healthy than the one before (49%, down from 51% in 2024), suggesting sentiment is no longer deteriorating.

While this shift is modest, it signals a pause in the long-running decline, driven by small improvements across mental health, physical activity and financial confidence rather than a single breakthrough.



Mental health is trending more positively as access and self-support increase.

More Australians accessed some form of mental health support in the past 12 months, and day-to-day mental health management feels more embedded. Exercise, healthy eating and social connection continue to be the strongest drivers of positive mental health.

Use of digital tech for support, including social media (18%), AI tools (10%) and mental health apps (9%), now sits on similar levels with seeing a psychologist or psychiatrist (13%) or counsellor/social worker (8%).

This points to technology playing an increasingly complementary role in how Australians manage their mental health, reflecting greater normalisation of support, not just reactive care.



Australians are actively managing their health, and trying new ways to do so.

Australians are more hands-on in how they manage their health, with greater uptake of self-care behaviours such as regular meditation, reducing alcohol and taking supplements. Over half (57%) want to lose weight, and most would start with exercise (82%) or dieting (71%).

At the same time, openness to newer interventions is emerging, with 19% willing to consider surgery or 5% to consider medication for weight loss.



Chronic illness remains a dominant concern, shaping preventative mindsets.

Concern about developing a chronic illness remains high, with 72% worried about future diagnosis, particularly cancer. These concerns intensify with age and reinforce interest in prevention rather than treatment alone.

This enduring anxiety provides important context for rising curiosity around screening, predictive tools and early intervention.

Key findings



Awareness of predictive medicine has surged, but adoption remains cautious.

Predictive medicine awareness has climbed sharply to 65% (up from 35% in 2022), yet real-world usage remains low at 3%. Australians understand the concept, but most are still observing rather than acting.

Encouragingly, 25% say they would be very likely to consider predictive medicine in future, particularly parents and culturally diverse households, signalling latent demand rather than rejection.



Technology is now central to health management, but trust has clear limits.

Digital health tools are firmly embedded in everyday behaviour. Around 30% trust AI-powered tools for mental health support, 39% believe social media health advice helps them make healthier and 34% have changed a health habit due to social content.

However, trust is conditional. While 58% want seamless health data sharing, only 32% are comfortable with AI being used for diagnosis, highlighting a desire for convenience without loss of control.



Work continues to be a major influence on burnout for many Australians.

Work pressure remains one of the most significant barriers to wellbeing. The proportion citing work as a barrier to health has risen to 23% (from 19%), and 50% of employed Australians report experiencing burnout from work within the past two years.

Short-term stress is also prevalent, with 21% experiencing high stress in the past fortnight, reinforcing the cumulative impact of work on mental health and quality of life.



Health is being pursued through everyday movement and lifestyle choices, not extremes.

Australians continue to anchor their health in simple, repeatable behaviours, particularly movement, time outdoors and manageable routine changes. Exercise remains the most common response to weight and health goals (82%), reinforcing the role of physical activity as a foundational, low-barrier strategy.

Rather than chasing peak performance, Australians appear focused on sustainability, choosing options they believe they can maintain long-term.

Key take aways:

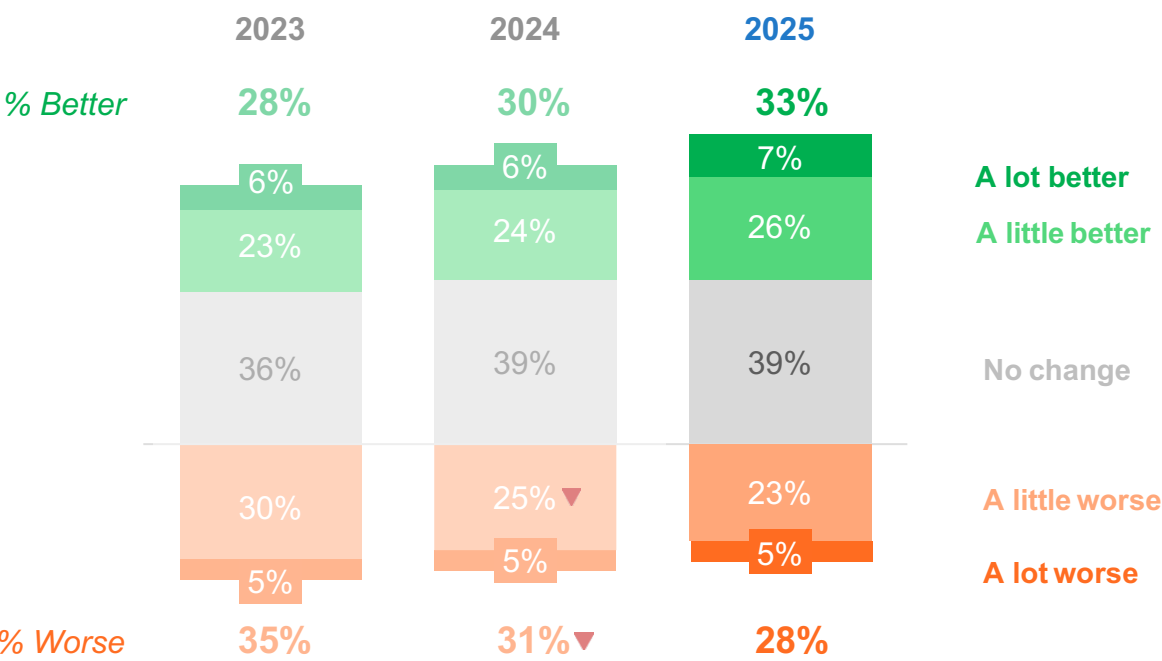
Overall health and wellbeing

1. Fewer Australians feel their quality of life has worsened in 2025 (28%,down from 31%), continuing the steady improvement since 2023.
2. Overall ratings remain stable at the top level, with 58% describing their quality of life as good/excellent and 11% as poor, returning to levels.
3. Across key life areas, most Australians still positively rate family relationships (72%), nutrition (61%), mental health (57%), work (54%) and social health (54%). Social health and financial health have shown the strongest year-on-year lifts.
4. Physical strength or fitness (18%) and finances (23%) continue to be the lowest rated areas in people's lives, despite stabilisation compared with last year.
5. Broader economic and work pressures continue to colour Australians'perceived wellbeing, even as overall quality of life edges upward.



Quality of life continues to lift year on year. A divide remains, but the gap between groups is starting to close.

How has your overall quality of life changed over the past 12 months?



Across the population, perceptions of quality of life improved marginally in 2025, continuing the positive momentum from last year.

One in three report their quality of life has improved in the last year, the highest proportion across the past four waves, while fewer people feel it has worsened (28%, down from 35% in 2023).

The positive shift in perceived quality of life was driven by:

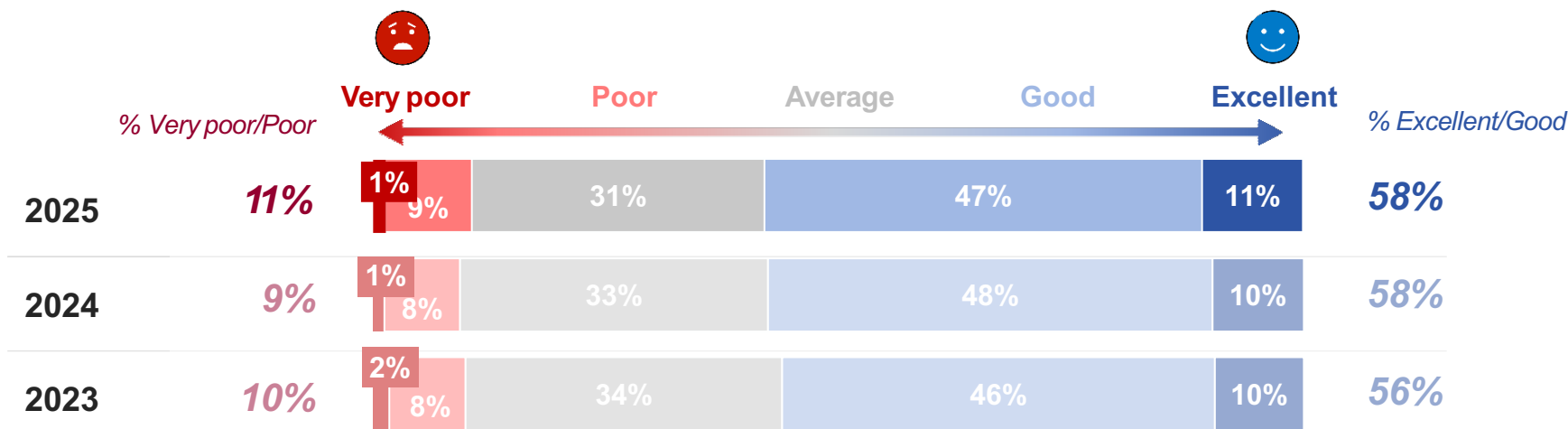
- Australians aged 40-49 (from 29% better in 2024 to 36%)
- Parents or guardians with children aged under 18 (from 34% better in 2024 to 43%)
- Part time/casual workers (from 35% worse in 2024 to 26%)
- Mortgage holders (from 33% worse in 2024 to 26%)

Base All respondents, 2025 n=2,001, 2024 n=2,007, 2023n=2,005.
Q.5. How do you feel your overall quality of life has changed over the past 12 months? Is it...

▼ Denotes significant difference at the 95% level of confidence from previous year

However, not all Australians are experiencing quality of life gains equally at the moment

How would you rate your overall quality of life right now?



The proportion of Australians rating their quality of life as **poor** has risen in 2025 (from 9% to 11%), returning to 2022 levels. This increase was driven by those earning \$100-125k (from 6% to 11%), renters (from 13% to 18%) and bachelor holders (from 6% to 9%).

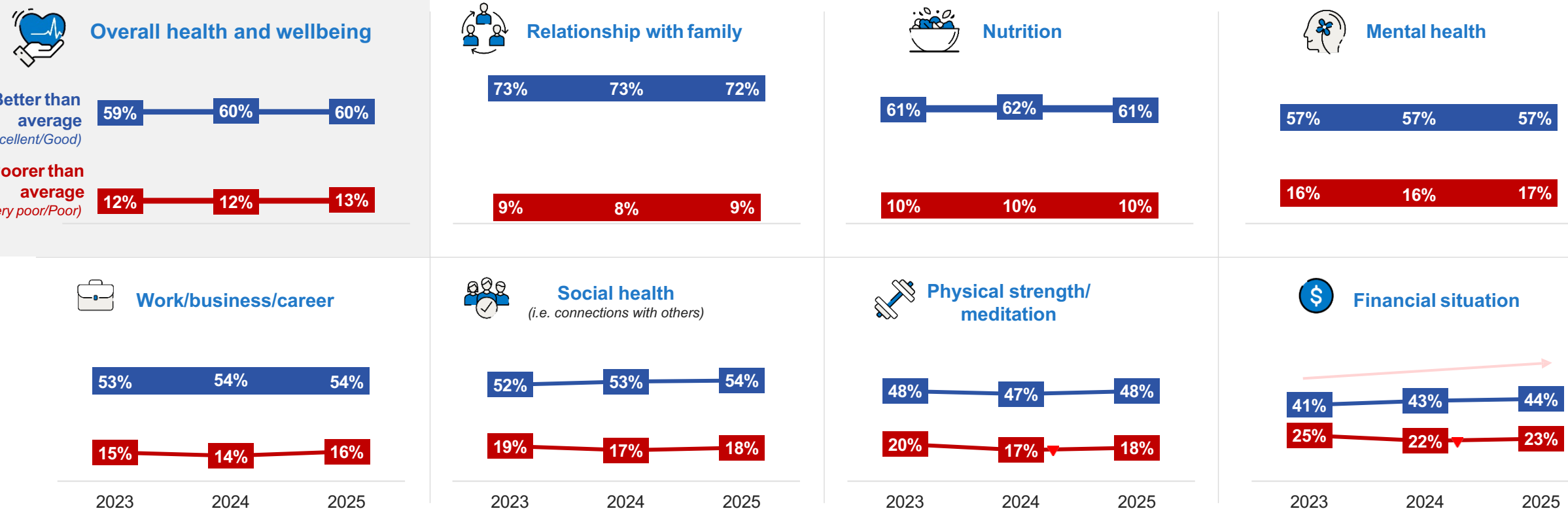
In contrast, several groups reported stronger **good/excellent** scores: Mortgage payers saw a notable lift in net 'good/excellent' ratings (from 60% to 65%), as well as postgraduates or diploma/certificate holders (from 56% to 68%).

Base All respondents, 2025 n=2,001, 2024 n=2,007, 2023 n=2,005, 2022 n=2,006.
Q.4. How would you rate your overall quality of life right now?

Denotes significant difference at the 95% level of confidence from 2024

Year-on-year improvements continue for financial health, while other dimensions remain stable

How would you rate the following aspects of your life?



Base All respondents, 2025 n=2,001, 2024 n=2,007, 2023 n=2,005. Note: n/a removed.
Q.6. How would you rate the following aspects of your life?

Denotes significant difference at the 95% level of confidence from previous year

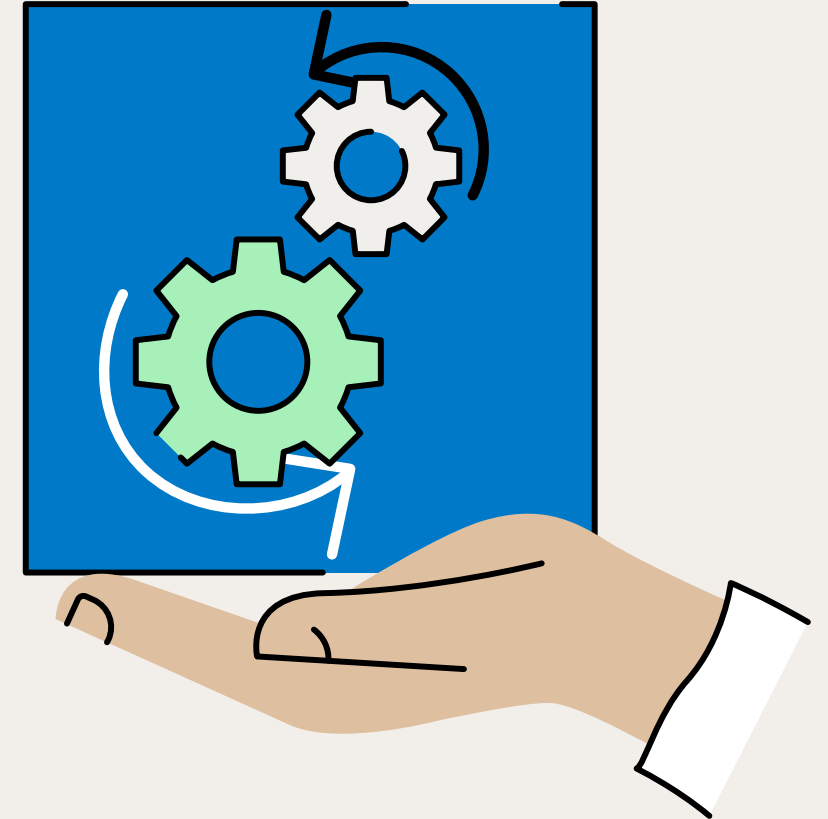
About key driver analysis

Key driver analysis was conducted to determine what aspects of life were the key drivers of:

- **Overall health and wellbeing**
- **Overall quality of life**
- **Mental health**

The key driver analysis was conducted using a statistical technique known as Shapley Regression (Linear Regression).

Each attribute had an impact value assigned to it by the analysis that shows the degree to which each attribute determines overall health and wellbeing, overall quality of life, and mental health (depending on the model).



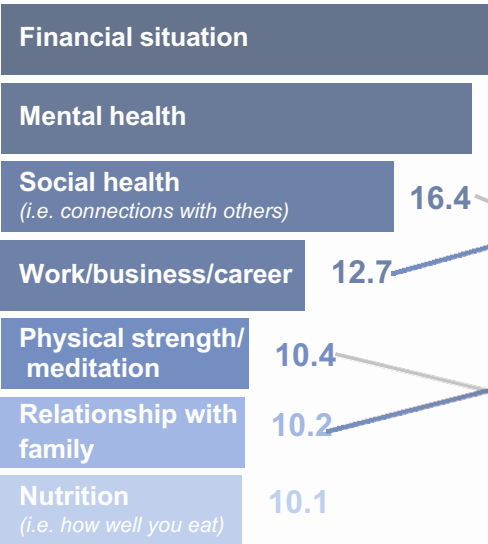
Drivers of quality of life: Physical strength and meditation became one of the top three drivers of overall quality of life in 2025

Key drivers of overall quality of life

2023 drivers of overall quality of life

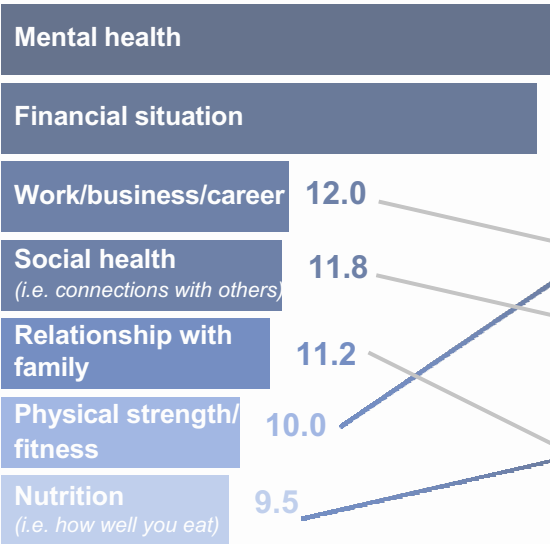
R-squared: 0.52 (52% of the variability in perceptions of overall quality of life is explained by the regression model)

Top driver ↑



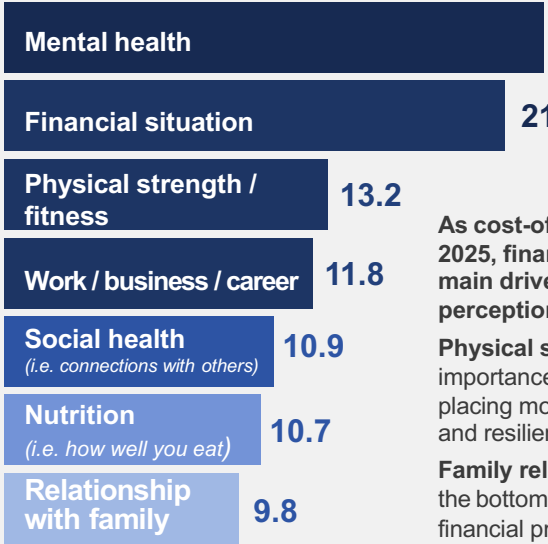
2024 drivers of overall quality of life

R-squared: 0.54 (54% of the variability in perceptions of overall quality of life is explained by the regression model)



2025 drivers of overall quality of life

R-squared: 0.58 (58% of the variability in perceptions of overall quality of life is explained by the regression model)



As cost-of-living pressures persist into 2025, finances and mental health remain the main drivers impacting Australians' perceptions of their quality of life.

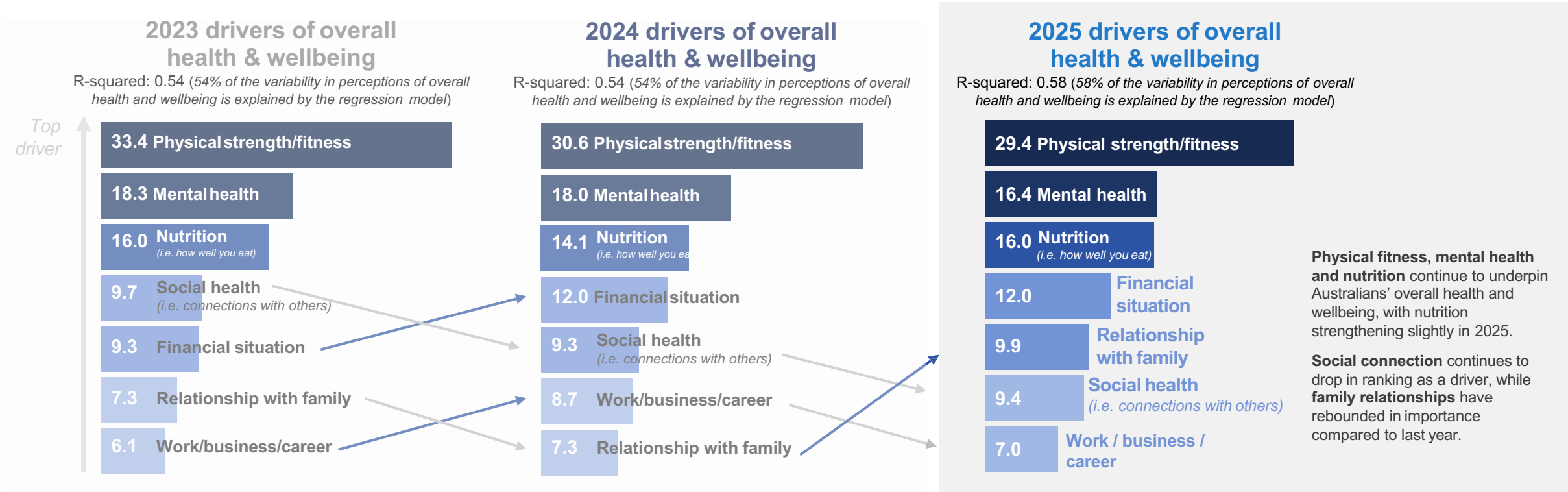
Physical strength and meditation has risen in importance in 2025, suggesting Australians are placing more value on feeling physically capable and resilient.

Family relationships have softened, falling to the bottom of the list as immediate personal and financial pressures take precedence.

Base: 2025 n=1,523, 2024 n=1,548, 2023 n=1,496, cases used in estimation (cases containing missing values have been excluded).
Q.4. How would you rate your overall quality of life right now? / Q.6. How would you rate the following aspects of your life?

Key drivers of overall health & wellbeing: physical fitness, mental health and nutrition remained the top three drivers

Key drivers of overall health and wellbeing

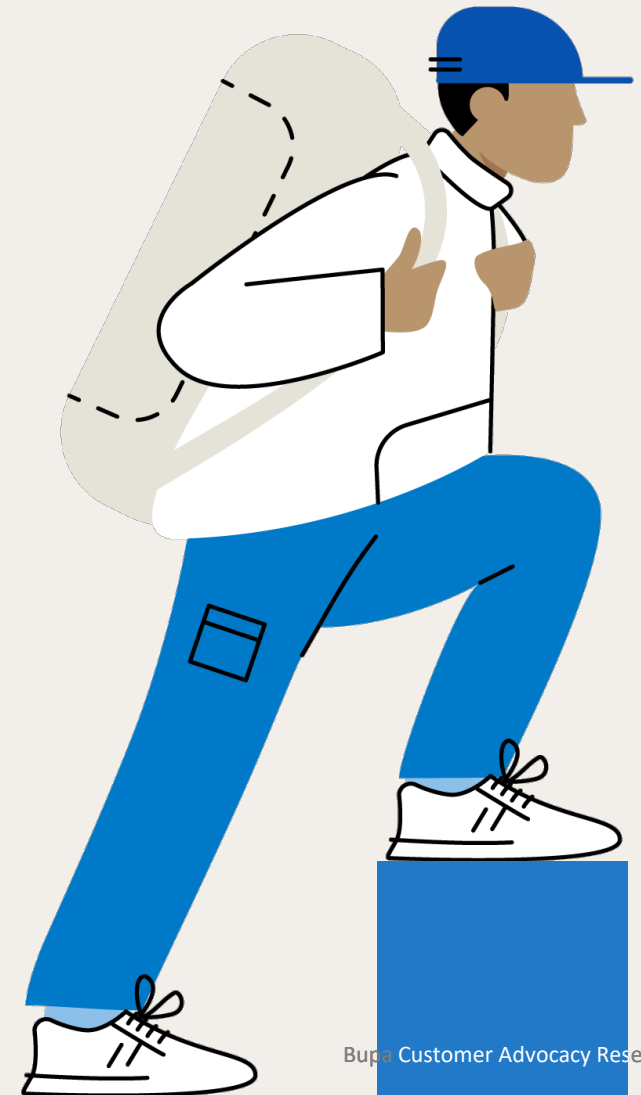


Base: 2025 n=1,523, 2024 n=1,548, 2023 n=1,496, cases used in estimation (cases containing missing values have been excluded).
Q.6. How would you rate the following aspects of your life?

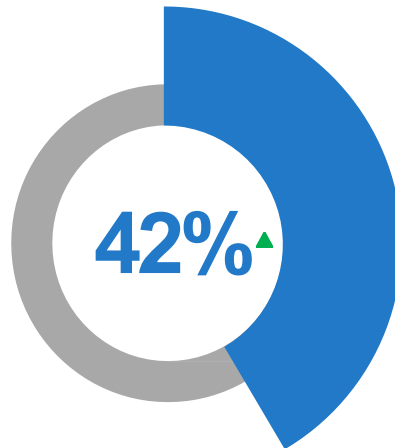
Key take aways:

Health-related behaviours & attitudes

1. Managing health and wellbeing is becoming harder for Australians, with 42% now finding it difficult, the first increase in three years, as cost (40%) and rising cost-of-living pressures (32%), alongside growing time constraints (29%), increasingly shape health behaviours. While cost remains the single biggest barrier, time scarcity is now influencing where Australians pull back.
2. Most still feel they are managing their health successfully, with self-reward now the most common strategy (26%), overtaking routine-building (25%). Engagement in self-care practices continues to grow (47%) and fitness participation, which now involves over half of Australians (51%) year on year.
3. Australians are also becoming more digitally influenced in how they manage their health. Around one in three trust AI-powered tools (30%) or social media (39%) to support healthier choices, with 34% changing a health habit and 30% purchasing a product due to social media health content, particularly among younger Australians and parents.
4. Weight remains a dominant personal concern, with 57% wanting to lose weight. While exercise (82%) and dieting (71%) remain the primary approaches, interest in medication (19%) and surgery (5%) continues to grow, especially among those under 50 and women.
5. Baby Boomers remaining the only generation where the majority (56%) believe they are healthier than the one before them, reinforcing widening differences in health optimism across age groups.



Just over two in five (42%) said managing their health and wellbeing is difficult, the first increase in 3 years



**agreed they are finding it
difficult to manage their health
and wellbeing**

38% in 2024, 2023 and 2022

Those who agreed they are finding it difficult to manage their health and wellbeing were more likely to be:

- Younger, aged under 40 (54% vs. 34% over 40)
- Living in a metro area (44% vs 36% regional)
- A parent or guardian of any children aged under 18 (55%, an increase from 44% in 2024)
- Full time workers (49%), on disability/workers compensation or not working (58%) or on home duties (54%)
- Renters (51%) and mortgage holders (46%)
- Those earning \$100-125k (52%)
- Australians who report very poor/poor quality of life were more likely to agree (76%) than those with excellent/good quality of life (31%)

Base: All respondents, 2025 n=2,001, 2024 n=2,007, 2023 n=2,005, 2022 n=2,006.

Q.13. To what extent do you agree or disagree with the following statements?

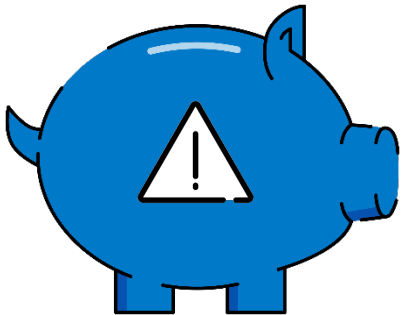
 Denotes significant difference at the 95% level of confidence from previous year

Cost remains the biggest barrier to maintaining health and wellbeing, as motivation continues to soften

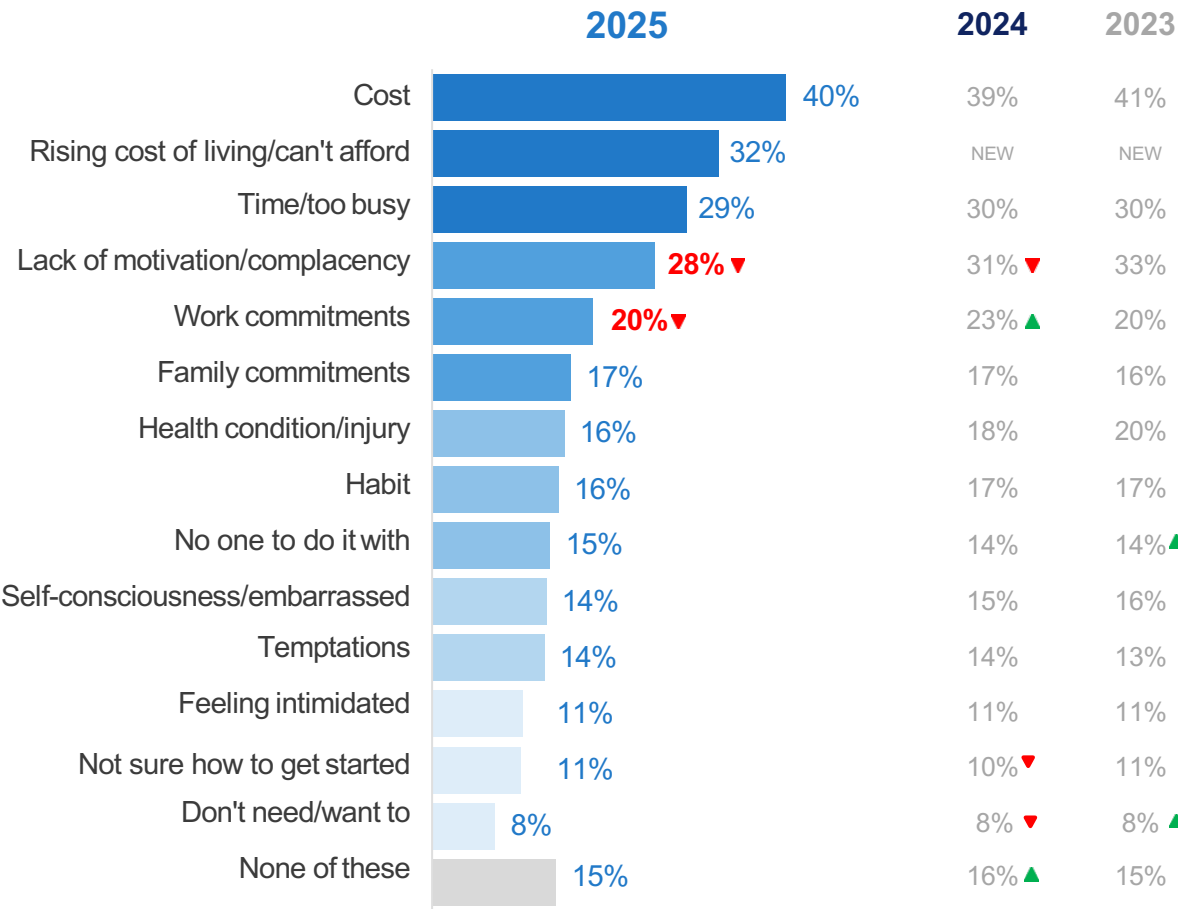
Compared to 2024, Australians experienced a similar level of barriers to maintaining their health and wellbeing, with cost remaining the standout obstacle, affecting 2 in 5 Australians.

Rising cost-of-living pressures also emerged as a new, meaningful barrier in 2025.

The main meaningful shift in 2025, is a decline in **lack of motivation/complacency** (from 33% in 2023 to 28%) and **health conditions/injuries** (from 20% in 2023 to 16%), pointing to a modest lift in Australians' capacity to prioritise their wellbeing and recovery.



Barriers to maintaining health and wellbeing

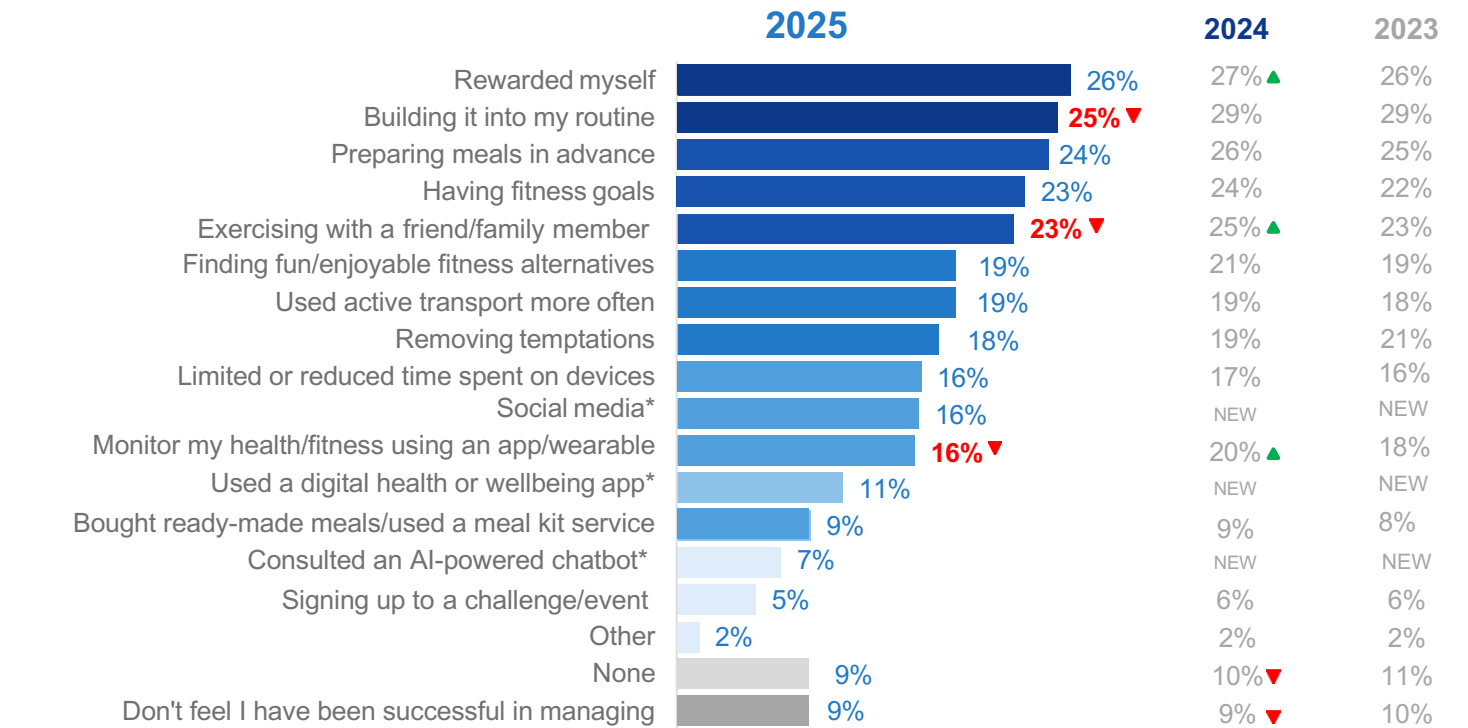


Base: All respondents, 2025 n=2,001, 2024 n=2,007, 2023 n=2,005.
Q.9. Over the past 12 months, what have you found are the main hurdles to doing what you would like to do from a health and wellbeing perspective (i.e. things standing in your way)?

▲ ▼ Denotes significant difference at the 95% level of confidence from previous year

Australians still feel they successfully manage their health and wellbeing, but rewards overtake routine as top strategy

What has helped you to successfully manage your health and wellbeing?



Rewarding themselves is now the most common tactic (26%, steady with 2024), overtaking last year’s top strategy of **building healthy habits into a routine**, which saw a meaningful decline (25%, down from 29% in 2024 and 2023).

People aged 18-39 remain the most proactive, though some strategies have softened since last year; with a drop in fitness-goal setting among 30- 39-year-olds (from 33% to 25%) and fewer 40-49 year-olds building healthy habits into their routine (34% to 24%).

Women continue to lead in practical approaches like preparing meals (30% vs. 19% of men) and build into their routine (28% vs 22%), while **men** remain more likely to use active transport more (23% vs. 16%) and sign up to a challenge/event (7% vs. 4%).

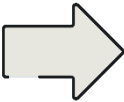
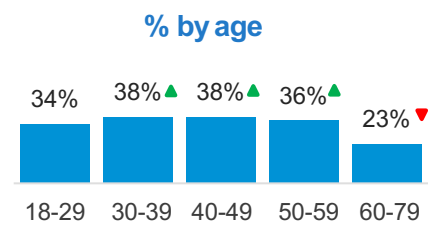
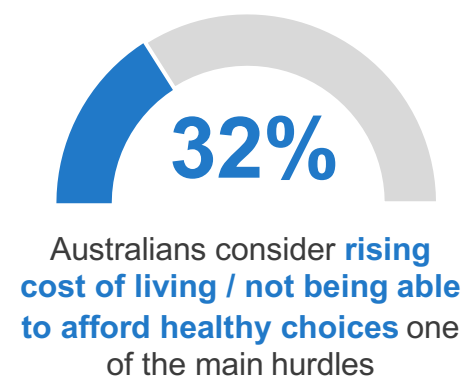
Notable declines in **exercising with a friend or family member** emerged particularly in SA (24% to 13%).

Base: All respondents, 2025 n=2,001, 2024 n=2,007, 2023n=2,005.
 Q.10. Over the past 12 months, what things have worked for you or helped you be successful in managing your health and wellbeing? *New statements included in 2025

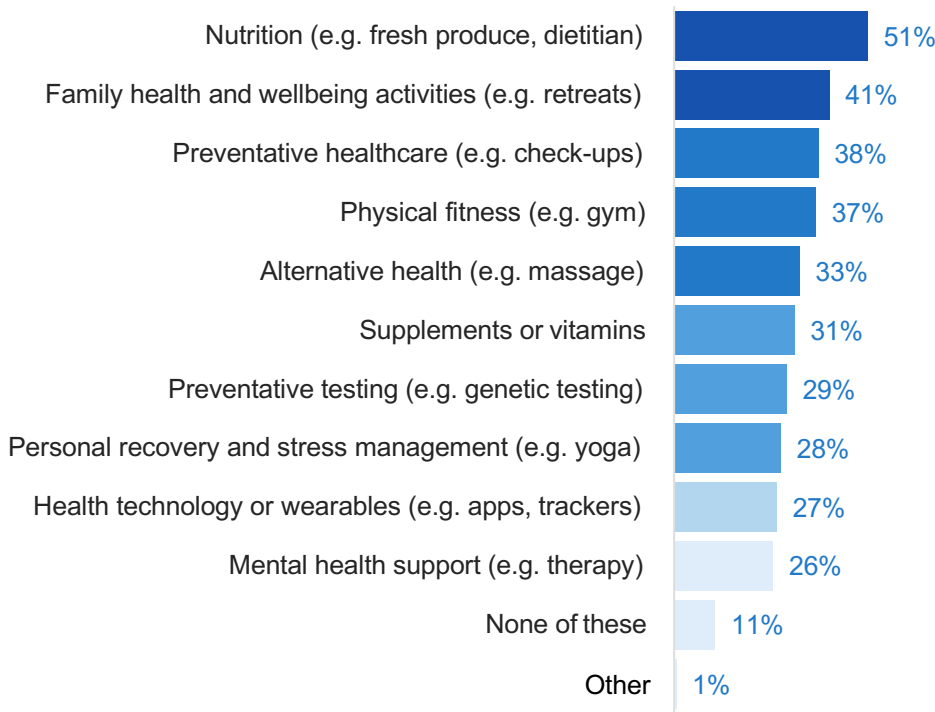
▲ Denotes significant difference at the 95% level of confidence from previous year

Cost of living is getting in the way of investing in health for one in three Australians

Over the last 12 months...



Most likely health and wellbeing spend, if money wasn't an issue



Rising cost of living remains a major barrier to healthy choices for one in three Australians (32%), felt most acutely by **women** (36% vs. 28% men), **renters** (45%), **parents / guardians of children under 18** (35%).

If money wasn't an issue, Australians would spend more on **nutrition** (51%), **family health experiences** (41%) and **preventative care** (38%). Younger Australians are more likely to want to invest in **mental health support** (36% under 40), while women (39%) and regional Australians (36%) show strongest appetite for **alternative health**.

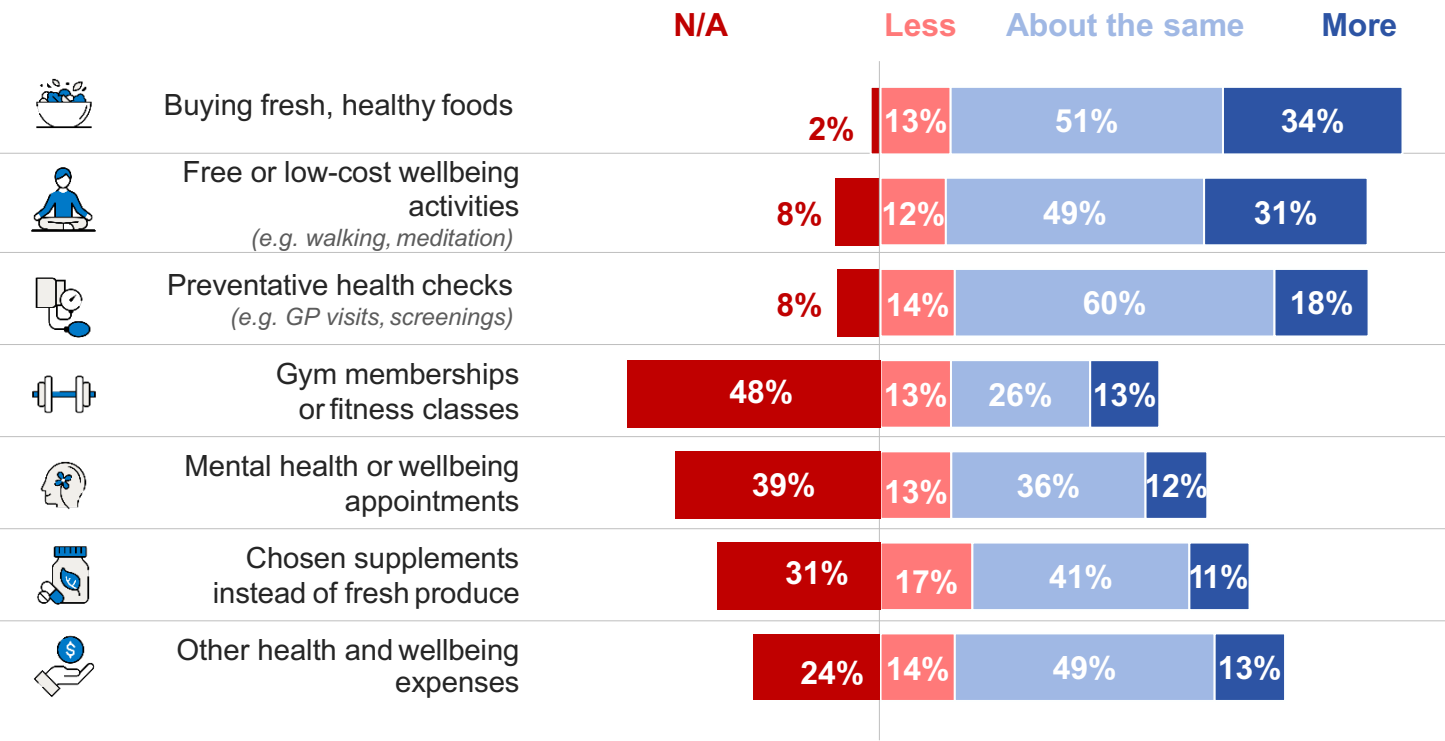


▲ Denotes significant difference at the 95% level of confidence from other groups

Base: All respondents, 2025=2,001.
Q.9. Over the past 12 months, what are the main hurdles to doing what you would like to do from a health and wellbeing perspective? /
Q.44. If money wasn't an issue, which of the following would you most like to spend more on for your health and wellbeing?
*New question added in 2025

Australians' health choices are increasingly shaped by cost of living constraints

Spending more, less, or about the same amount of time, compared to 12 months ago



Rising living costs are reshaping how Australians invest in their health.

While most maintain time spent on essentials like fresh food, low cost activities and health checks, those with poorer quality of life are more likely to be cutting back (30% time buying fresh food).

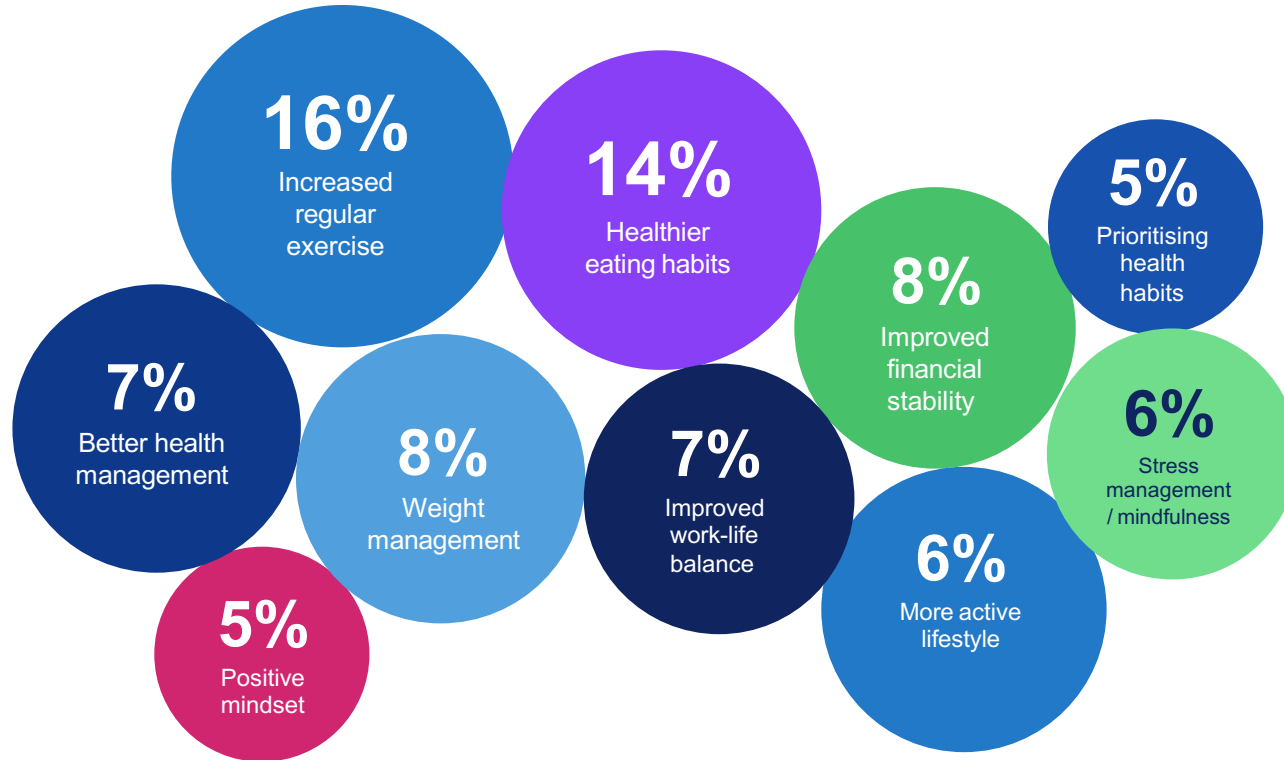
Younger Australians are more polarised, more likely to increase time at gyms (26% among 18-29s) and mental health support (18% under 40), but also more likely to reduce or defer time elsewhere.



Base: All respondents, 2025=2,001.
Q.43. Compared to 12 months ago, would you say you are spending more, less, about the same, or not applicable on each of the following - particularly considering the rising cost of living?
*New question added in 2025

Australians see many other pathways to improving their health and wellbeing

Common themes for improving health and wellbeing in the next year



"I think for me the best thing would be to get a stable routine with work and exercise"

"Having more consistent motivation and a structured routine to support regular exercise and healthier habits would most help me improve my health and wellbeing in the next year."

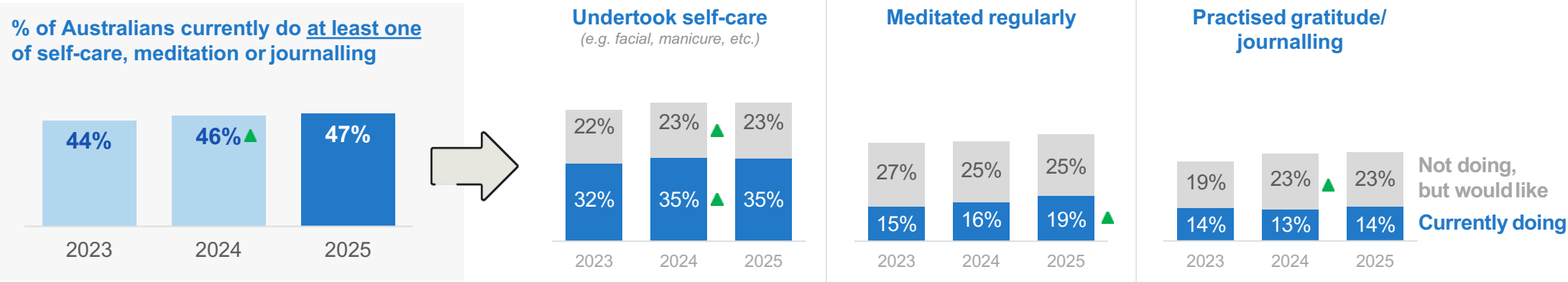
Base: All respondents, 2025 n=2,001

Q45. What's one thing that would most help you improve your health and wellbeing in the next year?

*New question in 2025

Nearly half of Australians now make time for self-care, meditation or journalling

Behaviours and intentions – Self-care



Almost half of Australians (47%) now make time for at least one self-care practice, meditation or journalling; continuing a steady upward trend year on year. Engagement is highest among **younger adults** (52% of those aged 18-39), **women** (57%, compared to 36% of men), **higher-income households** (score rises with income brackets), **metro residents** (48%), and **people who speak a language other than English at home** (56%).

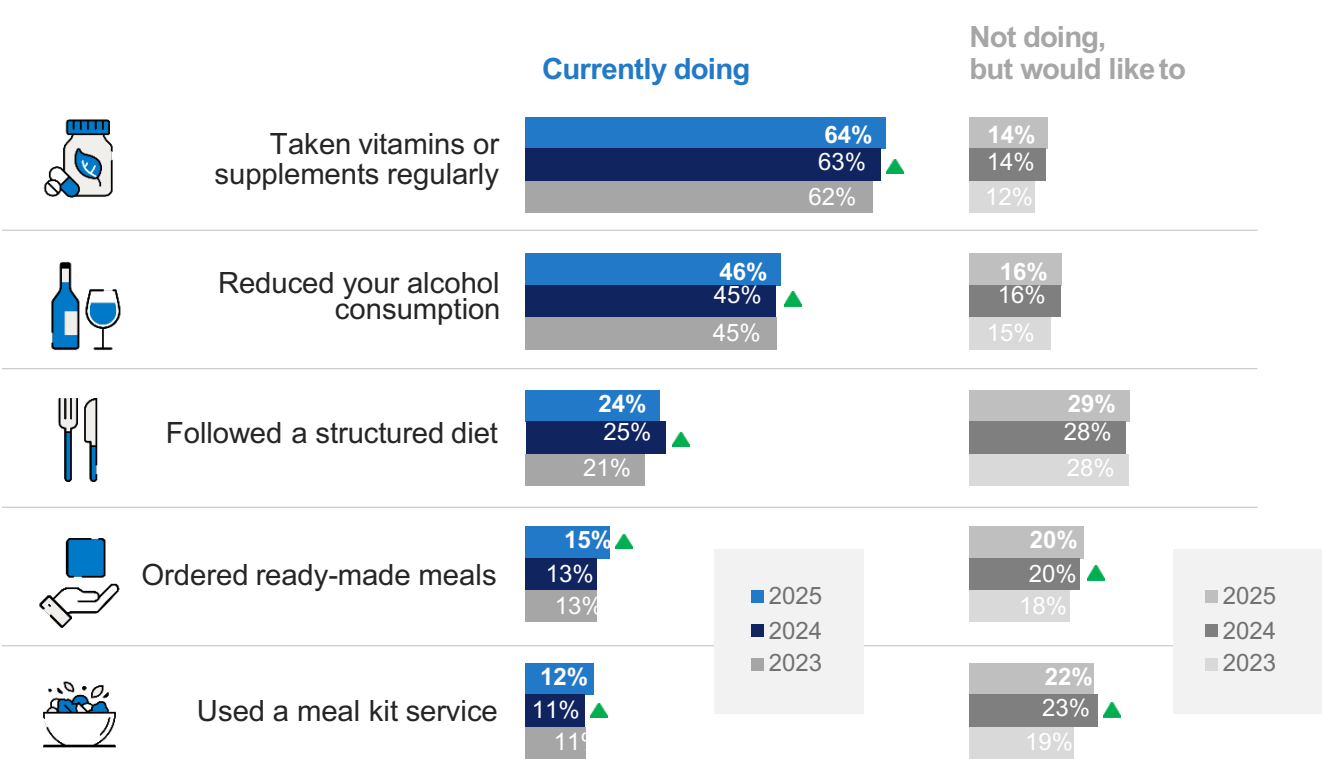
Parents of children under 18 (52%) and especially households with the youngest child aged 6-12 (60%, up from 49% in 2024) also show stronger self-care engagement. By state, **VIC** has risen meaningfully (46% to 52%), while **SA** (44% to 30%) has softened since last year.

Base: All respondents, 2025 n=2,001, 2024 n=2,007, 2023 n=2,005.
Q.7. Which of the following (if any) do you currently do, or have you done in the past 12 months?

▲ Denotes significant difference at the 95% level of confidence from previous year

Australians continue to support their nutrition with supplements, reduced drinking and convenient meals

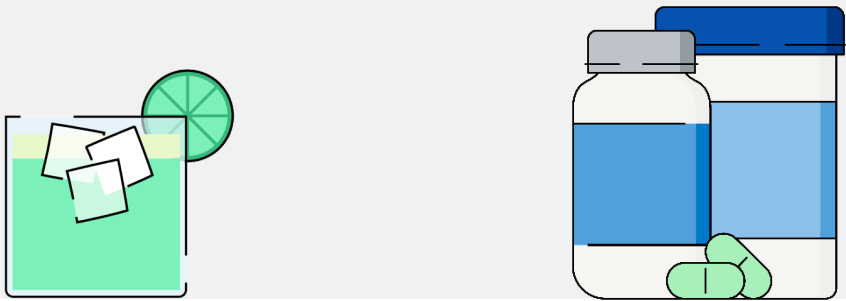
Behaviours and intentions – Nutrition and eating/drinking



Taking vitamins or supplements was most common among women (68%) and those with a Bachelor degree or higher (70%), while Australians under 40 were more likely to want to start (21% vs. 10% over 40).

Reducing alcohol consumption skewed younger and family-focused, with Australians in their 30s (51%) and parents of children under 18 (51%) most likely to be doing so.

Convenience eating was led by younger, time-poor Australians: those under 40 were twice as likely to order **ready-made meals** (22% vs. 11% over 40), particularly full-time workers and parents.

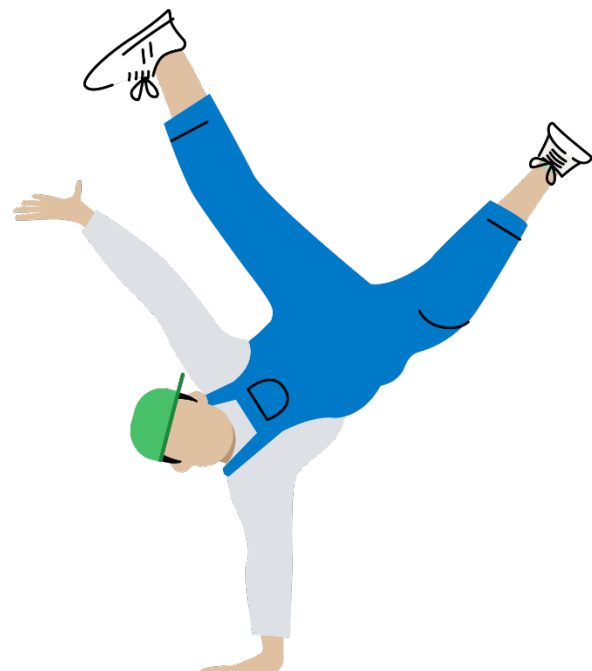


Base: All respondents, 2025 n=2,001, 2024 n=2,007, 2023 n=2,005.
Q.7. Which of the following (if any) do you currently do, or have you done in the past 12 months?

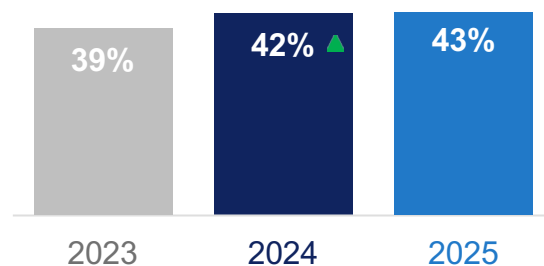
▲ Denotes significant difference at the 95% level of confidence from previous year

Appetite to explore new trends in health and wellbeing continued to grow year on year, led by youth and parents.

Behaviours and intentions – openness to novelty



% Agree they are someone who likes to explore new trends and try new things in health and wellbeing

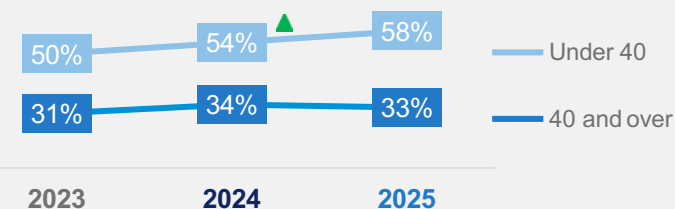


A higher proportion of Australians now classify themselves as someone who likes to explore and try new things in health and wellbeing (from 39% in 2023 to 43% in 2025).

Appetite remained strongest among those **younger** (58% among under 40s, vs. 33% aged 40+), those residing in **metro areas** (46% vs. 36% regional), as well as **full-time workers** (54%).

The groups driving the biggest climb in willingness to try something new was mostly driven by a growing appetite among those younger, aged **under 40** (from 50% agree in 2023 to 58%), **men** (from 40% in 2023 to 46%) and **parents or guardians of children under 18 years old** (from 47% in 2024 to 58%).

% agree by age overtime



Base: All respondents, 2025=n=2,001, 2024 n=2,007, 2023 n=2,005. Under 40 n=792, 40 and over n=1,209.
Q.13. To what extent do you agree or disagree with the following statements?

▲ Denotes significant difference at the 95% level of confidence from previous year

With heightened appetite to try something new, over half of Australians were participating in a fitness activity, an increase year on year.

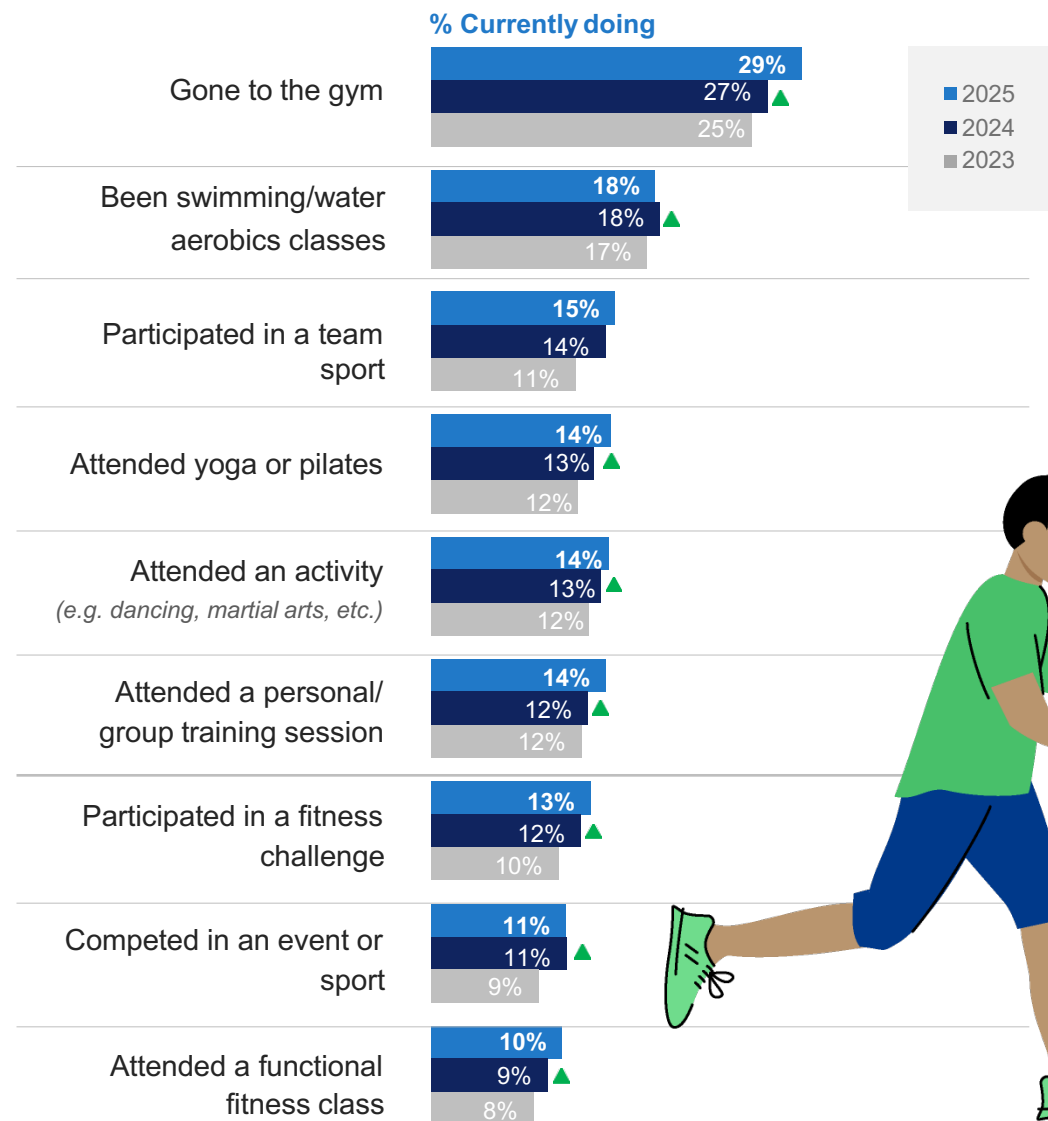
51% of Australians are report currently partaking in a fitness activity.

Those who report good or excellent quality of life were more likely to **currently engage in fitness activities** (61%), reinforcing the close link between movement and wellbeing. Participation remained strongest among **younger Australians**, with 68% of **under 40s** currently engaging in at least one fitness activity.

Gym-going continued to skew younger and male, with 44% of those **aged under 40** currently going to the gym, compared to 20% of those **aged over 40**; participation was also higher among **men** (33% vs 26% women), **metro residents** (33% vs 22%), **parents of children under 18** (37%), and those with a **Bachelor degree or higher** (40%).

Yoga and Pilates remained more niche, appealing most to **women** (19% vs 9% men), **younger Australians under 40** (20% vs. 11% aged 40 and over), **metro residents** (16% vs. 11% regional), **higher-income earners** (\$125k+, 19%), and **parents** (17% vs. 13%).

Behaviours and intentions – Fitness activities



Base: All respondents 2025=2,001, 2024 n=2,007, 2023n=2,005.

Q.7. Which of the following (if any) do you currently do, or have you done in the past 12 months?

▲ Denotes significant difference at the 95% level of confidence from previous year

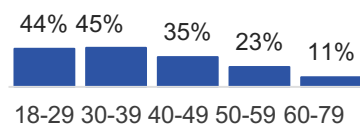
About one in three Australians trust AI or social media for health related advice

Behaviours and intentions - Social media and AI (% NET agree)



30%

of Australian **trust AI-powered chatbots or virtual assistants to provide useful mental health advice or support**

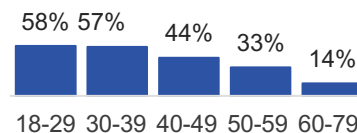


Trust was highest among **parents of children under 18** (46%) and **full-time workers** (42%), pointing to stronger uptake among time-poor Australians seeking accessible support.



39%

of Australian **believe bite-sized-health advice on social media helps them make healthier choices**

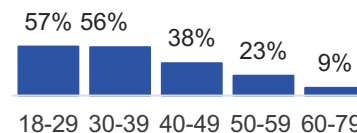


Agreement was strongest among **those under 40** (57%), **parents** (54%) and those **metro residents** (42%), suggesting snackable advice fits into already health-engaged routines.



34%

of Australians **changed a health and wellbeing habit because of social media content influence**

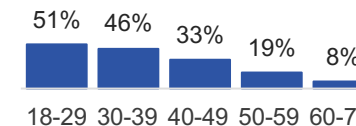


Habit change was most evident among **younger Australians** (56% under 40) and **full-time workers** (47%), where exposure to social content translates into real-world behaviour shifts.



30%

of Australian **have purchased a product because of social media health and wellbeing content**



Purchase influence was higher among **parents of children under 18** (45%) and **metro Australians** (32%), reinforcing social media's role in driving discovery and conversion.

Base: All respondents 2005=2,001.

Q.13. To what extent do you agree or disagree with the following statements?

*Statements added in 2025

Most Australians want to lose weight, and while most would diet and exercise, interest is growing for medication or surgery

Behaviours and intentions – Weight loss

How do Australians currently feel about their weight?

Want to lose some weight



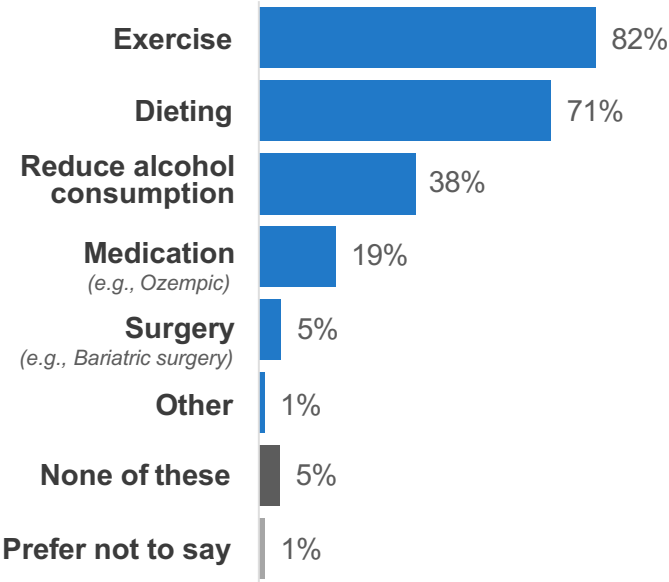
Those most likely to want to lose weight were:

- Aged 40-49 (65%)
- Women (65% vs. 50% men), particularly those aged 40-49 (75%)
- Would rate their quality of life poor/very poor (76%)



Want to gain some weight
Don't know/prefer not to say

What would Australians consider doing if they wanted to lose weight?



Appetite to use **medication** for weight loss was heightened among:

- Those in their 40s (23%)
- Women (22% vs. 15% men), particularly those aged under 50 (25%)

Willingness to get **surgery** was heightened among:

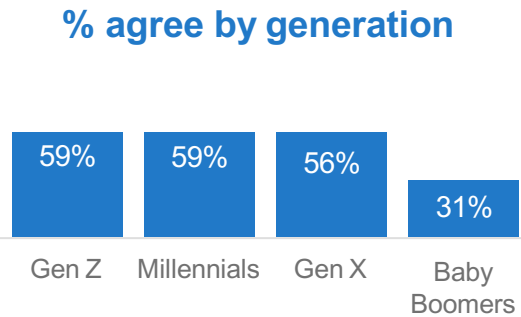
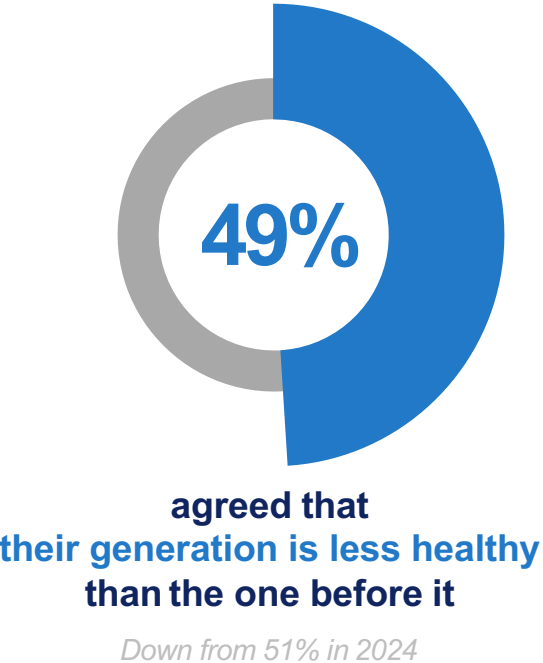
- Those aged under 50 (8%)
- Women (6% vs. 4% men)
- Parents/guardians of children under 18 (9%)

Base: All respondents 2025 n=2,001.
Q.40. Thinking about your weight, which best describes how you currently feel?/
Q.41. If you wanted to lose weight, which of the following would you consider?

▲ Denotes significant difference at the 95% level of confidence from previous year

Baby Boomers continued to be the only generation where the majority think they're healthier than the one prior

Behaviours and intentions – Generational health



**Consistently around three in five
Australians born as Gen Z,
Millennials and Gen X perceive their
own generation as less healthy than
the one prior.**

Base: All respondents 2025=2,001. Gen Z (18-27yrs) n=180, Millennials (28-33yrs) n=144, Gen X (34-59yrs) n=508, Baby Boomers (60-79yrs) n=169.
Q.13. To what extent do you agree or disagree with the following statements?

Key take aways:

Chronic illness and predictive medicine

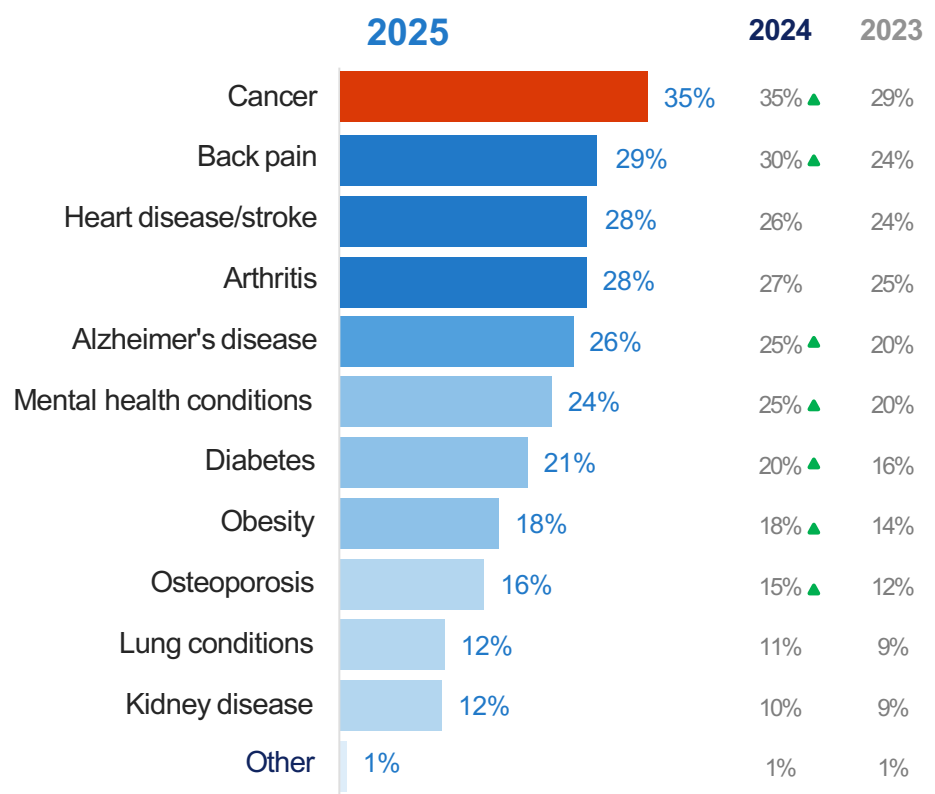
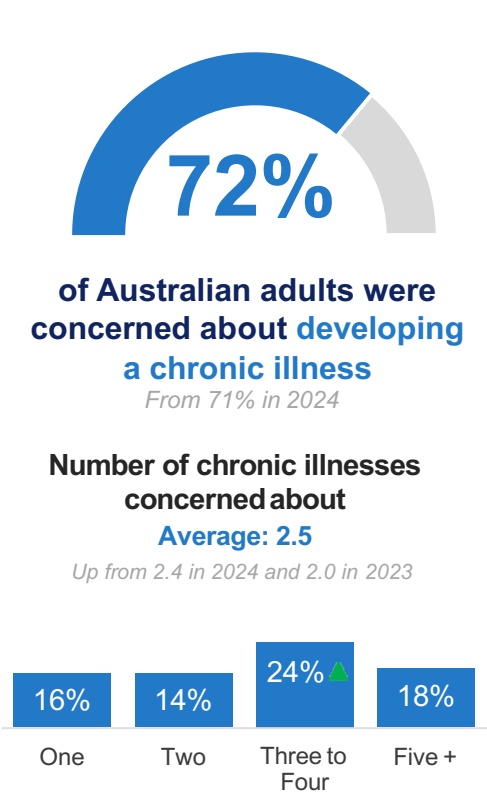
2025 marks the return of predictive medicine (e.g. DNA or genomic testing) to the study, allowing a clear comparison with last time it was researched in 2022.

1. Against a backdrop of persistently high concern about chronic illness (72%), Australians are increasingly thinking about long-term health risk in more preventative terms, particularly around cancer and back pain.
2. Awareness of predictive medicine has surged since 2022, signalling growing health literacy and curiosity. Awareness of predictive medicine has nearly doubled (65% vs. 35% in 2022), yet usage remains limited (3%), highlighting a widening gap between understanding and adoption.
3. Openness is growing, but selectively. One in four Australians are now very likely to consider predictive medicine, pointing to rising appetite for a prevention-led health approach.



Australians remain concerned about developing a chronic illness, particularly cancer

Chronic illnesses concerned about



Concerns differ by age, with Australians **aged 50+** more likely to be concerned about developing a chronic illness than those under 50 (78% vs. 67%). This applies across all chronic illnesses except for mental health and obesity **where those under 50** share similar or higher levels of concern (27% and 18%).

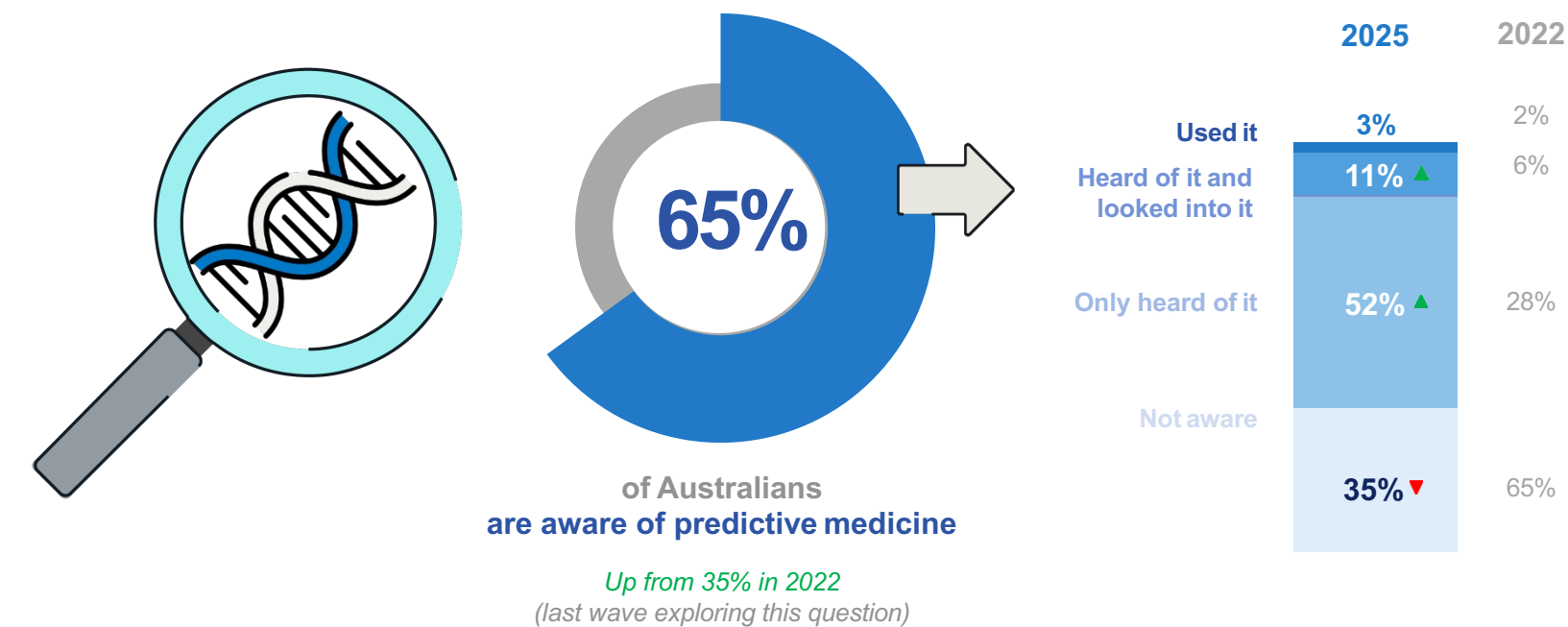
Retirees have higher concerns to develop cancer (44%), Alzheimer's (38%) and heart disease (37%).

Overall concern is also higher among **women** (75% vs. 69% men) and **regional Australians** (77% vs. 69% metro), reinforcing the uneven burden of health anxiety across the population.

Base: All respondents, 2025=n=2,001, 2024 n=2,007, 2023 n=2,005.
Q.15. Are you concerned about developing any of the following chronic conditions?
▲ Denotes significant difference at the 95% level of confidence from previous year

Two in three (65%) Australians are now aware of predictive medicine but only 3% have used it

Predictive medicine – Awareness and usage



Those significantly more likely to have only heard of predictive medicine include **women** (54%), **people with no children under 18** (54%), and **retirees** (62%).

Those who have looked into predictive medicine were significantly more likely to be **metro residents** (12% vs. 7%), **earn \$150k or more** (17%), own a **bachelor degree or higher** (16%), or be full-time workers (15%).

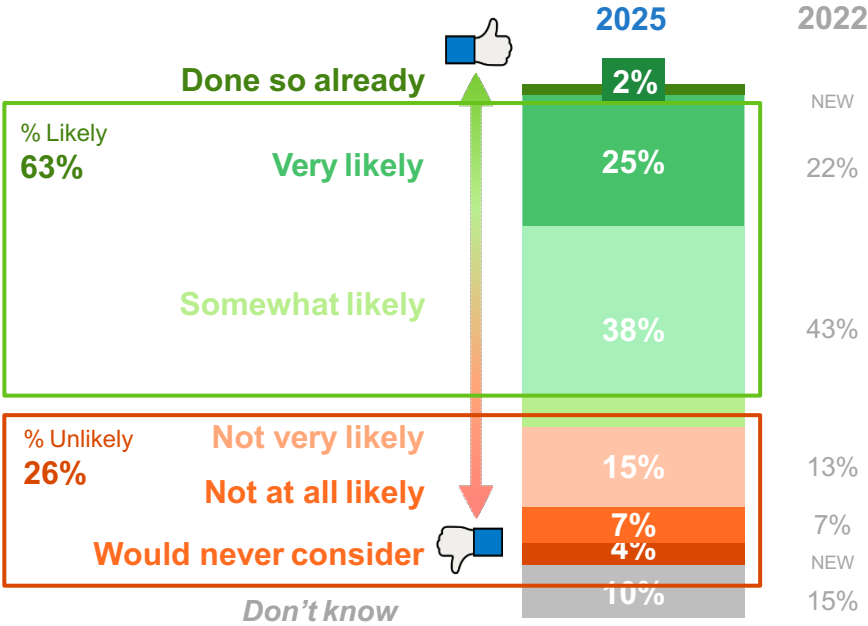
Australians who report ‘excellent’ quality of life were the ones more likely to have used predictive medicine (5%), as well as people **aged 18-29** (4%).

Base: All respondents 2025=2,001, 2022 n=2,006.
Q.16. Predictive medicine, including genetic testing and pharmacogenomics (which tests your DNA), is a branch of medicine that aims to identify someone’s risk of developing a disease, so they can prevent or treat that disease early. Before today, had you heard of genetic testing for health purposes?

▲ ▼ Denotes significant difference at the 95% level of confidence from 2022

Two in three of Australians are likely to consider predictive medicine for prevention of chronic disease

Predictive medicine – Likelihood to use predictive medicine in future



Among the one in four (25%) who would be *very likely* to consider using predictive medicine in future, they are significantly more likely to be a **parent/guardian of child under 18** (36% vs. 20%) or speak a language other than English at home (31% vs. 24%).

Those who would never consider skew older, with 7% of those aged 60-79, as well as Australians who live on their own (9%)



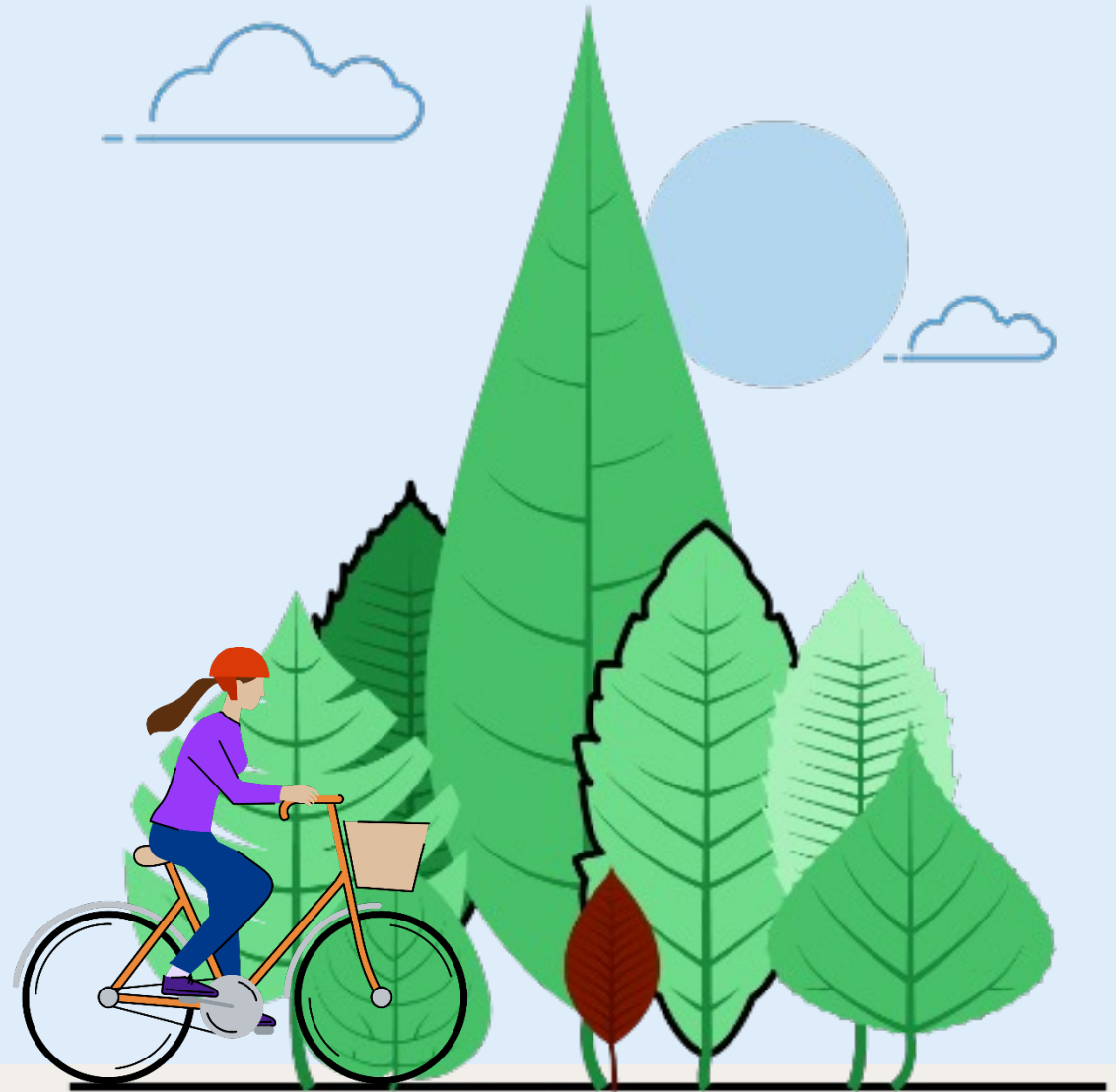
Base: All respondents 2025=2,001, 2022 n=2,006.
Q.17. How likely would you be to consider genetic testing to understand your risk of developing health conditions in the future?

Key take aways:

Outdoors, the environment and active transport

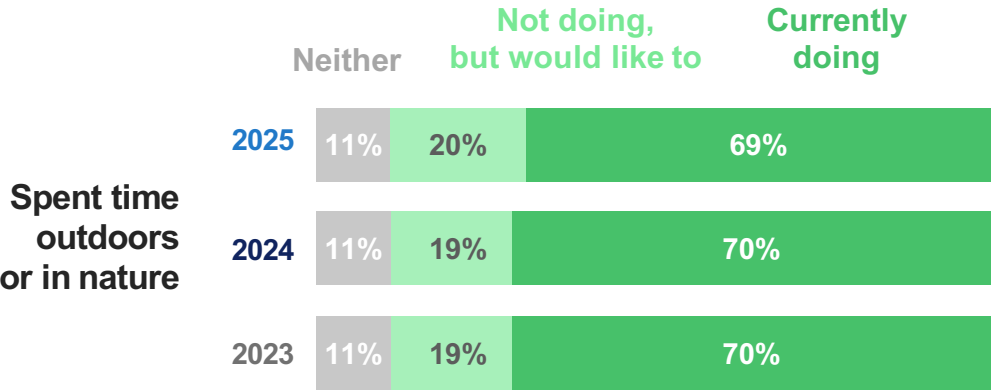
1. Spending time outdoors remains a widely adopted wellbeing behaviour, with around seven in ten Australians (69%) currently making time for nature, and a further one in five (20%) wanting to do more.
2. Concern about environmental impact has eased slightly in 2025, with 44% feeling stressed, though concern remains more pronounced among younger Australians and those living in metro areas.
3. Active transport continues to be part of everyday life for around half of Australians (49%), with uptake strongest among men, metro residents and higher-educated Australians, and clear quality-of-life benefits for those who participate.

Together, these behaviours reflect a continued focus on practical, accessible ways Australians support both personal wellbeing and broader environmental outcomes, even as pressures elsewhere persist.



Spending time outdoors remains a widely adopted wellbeing habit, particularly among older and regional Australians

Behaviours and intentions – Spent time outdoors/in nature



Those that spend time outdoors were more likely to have excellent/good overall quality of life (65%, vs. 42% of those that don't currently spending time in nature).

Australians **aged over 40** (71%) are more likely to be spending time outdoors than under-40s (65%).

Engagement is also higher among **regional residents** (75% vs. 66% of metro), those **living with a partner but no children** (78%), **retirees** (74%) and **higher-income households** (\$150k+: 74%).

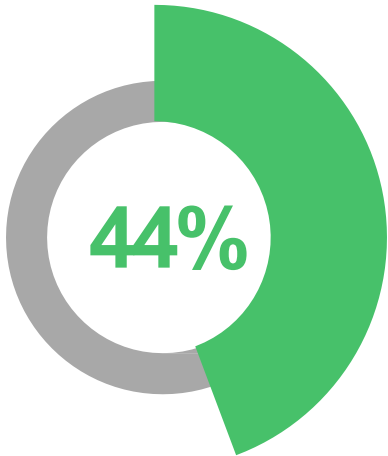
ACT residents stand out in particular, with significantly higher outdoor participation (87%) than any other state.



Base: All respondents; 2025 n=2,001, 2024 n=2,007, 2023n=2,005.
Q.7. Which of the following (if any) do you currently do, or have you done in the past 12 months?

Fewer Australians (44%) are stressed about our environmental impact compared to previous years

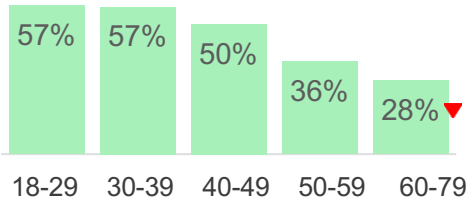
Behaviours and intentions – Concern about environmental impact



Agreed they are stressed about the negative impact we are having on the environment

Lower than previous years:
46% in 2024, 45% in 2023

% agree by age



Along with those younger, Australians who were more inclined to agree were:

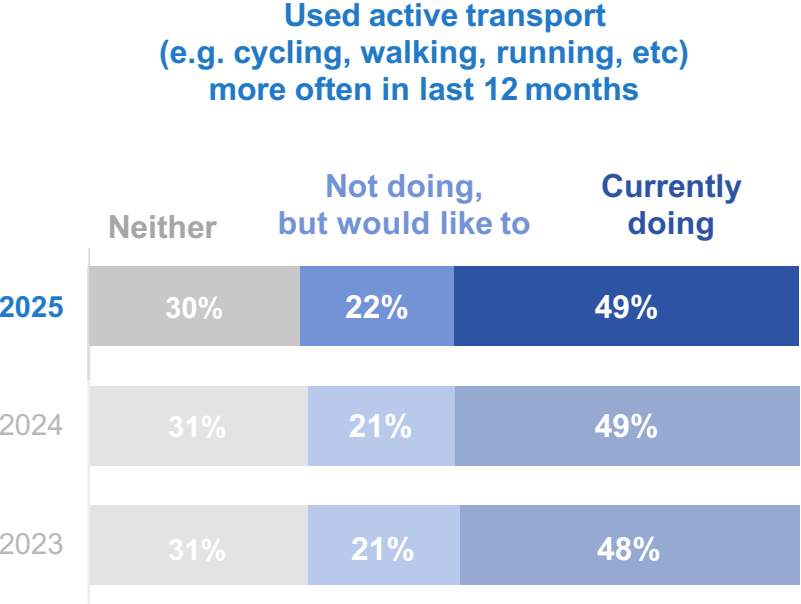
- **Metro residents** (47% compared to 39%)
- **Parents/guardians** of child(ren) under 18 (56% vs. 39% who weren't)
- Holders of **tertiary education** degrees / diplomas / certificates (51%)
- Those who **speak a language other than English** at home (59% vs. 42% who don't)

Base: All respondents, 2025=2,001, 2024 n=2,007, 2023 n=2,005. *New statement introduced in 2023.
Q.13. To what extent do you agree or disagree with the following statements?

▲ Denotes significant difference at the 95% level of confidence from previous years

Half of Australians continued using active transport in 2025

Behaviours and intentions – Active transport



Those that used active transport more often the last 12 months were more likely to be **men** (51% vs 46% women), living in a **metro area** (50%), and those **living with friends or housemates** (58%).

Uptake is also higher among **higher-educated Australians** (Bachelor+ 54%), **households earning over \$100k** (53%) and those who **speak a language other than English at home** (55%). Those using active transport were significantly more likely to report **excellent/good overall quality of life** (66%).

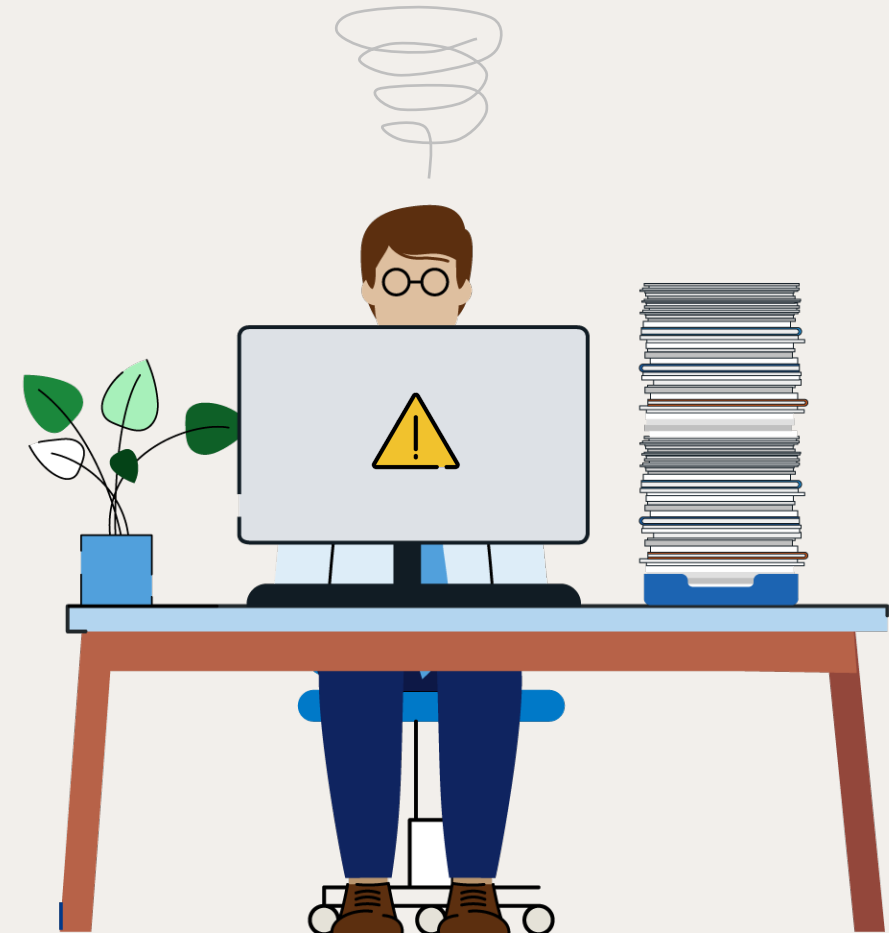
Those not currently using active transport but who would like to were more likely to be **parents or guardians of children under 18** (29%), **aged under 40** (26% vs. 19% over 40), and be **working full time** (25%).

Base: All respondents 2025 n=2,001, 2024 n=2,007, 2023n=2,005.
Q.7. Which of the following (if any) do you currently do, or have you done in the past 12 months?

Key take aways:

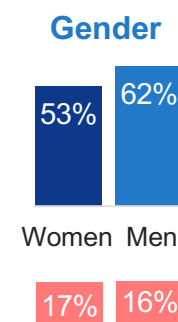
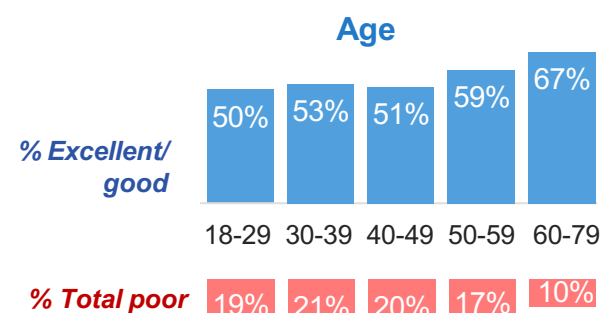
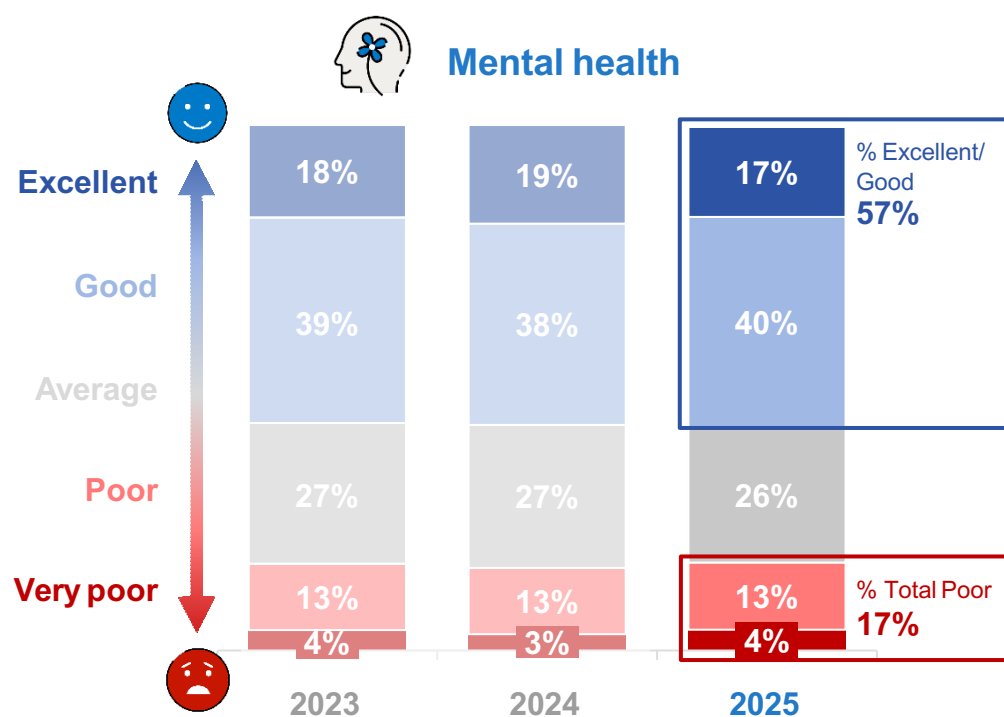
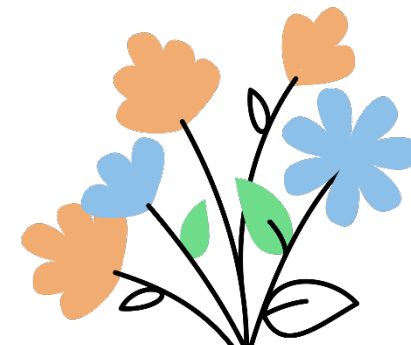
Mental health and burnout

1. **Australians' mental health in 2025** remains steady, with almost three in five Australians (57%) rating their mental health as good or excellent. Younger Australians continue to struggle more, with half of those aged 18-29 (50%) rating their mental health positively, compared to two-thirds of those aged 60-79 (67%).
2. **Connection with others** remains the strongest influence on mental health, but financial situation has now emerged as one of the top two drivers in 2025, reflecting the growing weight of cost-of-living pressures.
3. **Most Australians are actively taking steps to support their mental health**, particularly through everyday behaviours like eating well (49%), exercising (47%) and spending time with family or friends (43%). Support-seeking is also becoming more layered, with more than one in four Australians (27%) now accessing three or four sources.
4. **Work continues to take a toll.** One in five workers (21%) experienced high stress recently, and seven in 10 (70%) have experienced burnout, with half (50%) doing so within the last two years.
5. **Burnout is driven by multiple pressures**, led by heavy workloads (46%), but financial strain is increasingly front of mind. While 33% Australians took time off work to deal with burnout, only 40% felt supported by their employer.



Three in five Australians consider their mental health to be good or excellent

Mental health and burnout – How would you rate the following aspects of your life?



Mental health outcomes remain broadly stable in 2025, with 57% of Australians rating their mental health as good or excellent and 17% reporting poor or very poor mental health.

Those aged over 50 continue to fare better, are more likely to rate their mental health as good or excellent compared to younger adults.

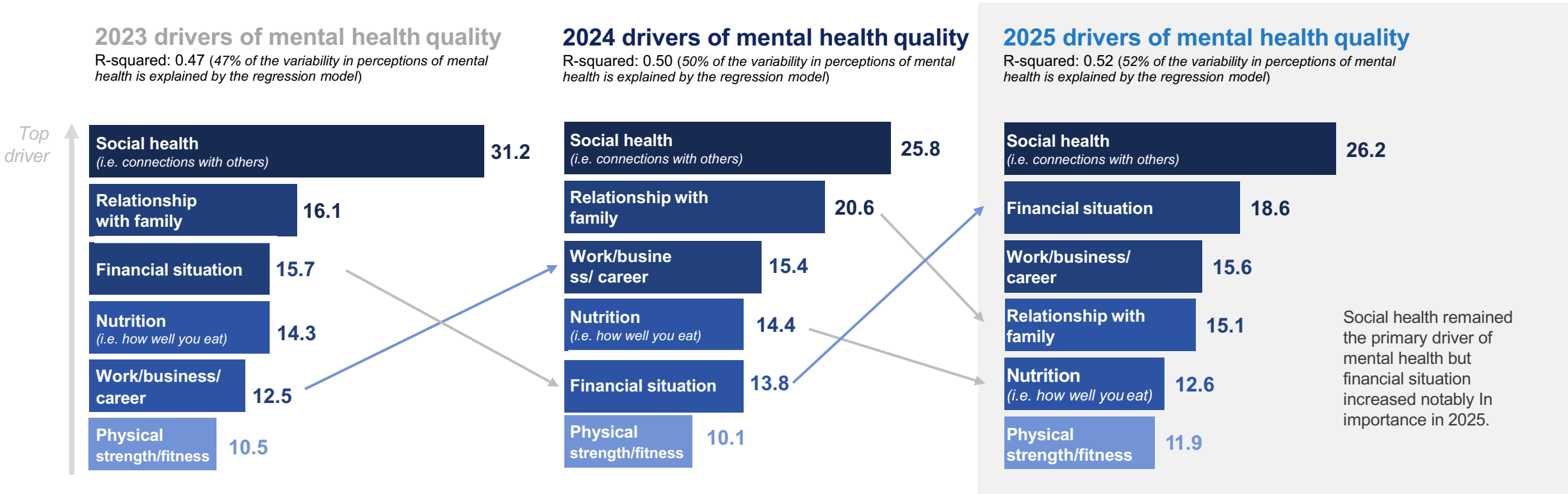
Mental health is closely tied to broader life and financial circumstances. Among Australians with poor overall quality of life, 42% report poor and 26% very poor mental health.

Financial strain shows a similar pattern, with 36% of those who rate their finances as poor and 29% very poor also reporting poor or very poor mental health, compared with stronger outcomes among higher-income Australians, where 47% of those earning \$150k+ rate their mental health as good.

Base: All respondents, 2025 n=2,001, 2024 n=2,007, 2023 n=2,005. 2025: 18-29 (n=431), 30-39 (n=361), 40-49 (n=358), 50-59 (n=315), 60-79 (n=536). Note: n/a removed
Q.6. How would you rate the following aspects of your life?

Drivers of mental health: In 2025 Australians' financial situation is one of the top two drivers of their mental health

Mental health and burnout – Key drivers of mental health

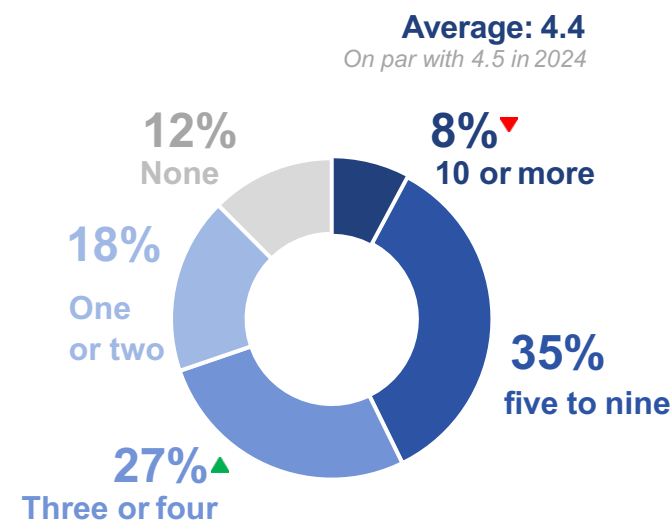


Base: 2025 n=1,523, 2024 n=1,548, 2023 n=1,496, cases used in estimation (cases containing missing values have been excluded).

Q.6. How would you rate the following aspects of your life?

The majority of Australians continued to undertake activities to improve their mental health

Number of activities undertaken to improve mental health



With finances rising sharply as a driver of mental health in 2025, Australians are leaning even more on manageable, everyday actions (like healthy eating, rest, movement and time in nature) to protect their wellbeing amidst ongoing financial strain.

Activities undertaken to improve mental health in the past year



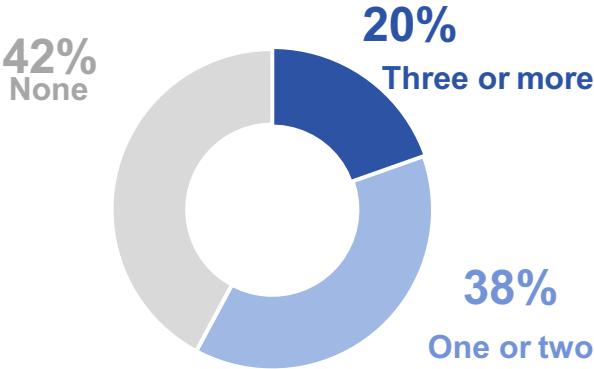
▲ Denotes significant difference at the 95% level of confidence from 2024

Base: All respondents, 2025 n=2,001.
Q.8.a. Which of the following (if any) have you undertaken to improve your mental health in the past 12 months?

The proportion of Australians accessing three or more mental health sources significantly increased in 2025

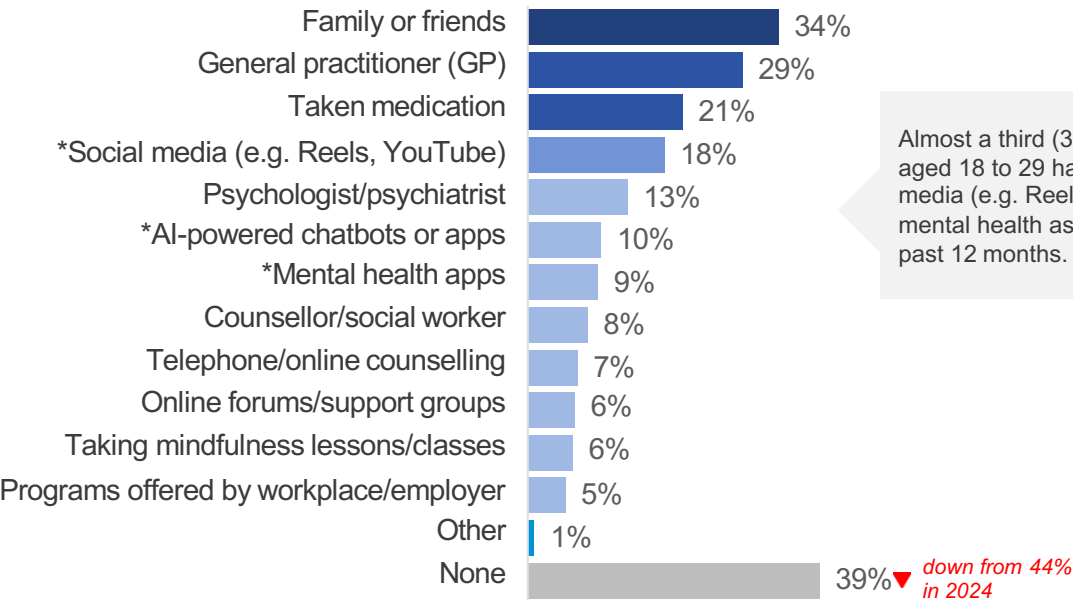
Mental health and burnout – Formal and informal mental health assistance

Number of mental health sources accessed



For all age groups under 40 years, the proportion of Australians who accessed one or two mental health services significantly increased since 2024. The wider availability of online services including mental health apps, chatbots and social media is likely contributing to this increase.

Services accessed for mental health assistance in the past 12 months



Almost a third (31%) of those aged 18 to 29 had used social media (e.g. Reels, Youtube) for mental health assistance in the past 12 months.

Base: All respondents, 2025 n=2,001, 2024 n=2,007.
Q.8. Have you used any of the following for mental health assistance in the past 12 months? *New services added in 2025

▼ Denotes significant difference at the 95% level of confidence from 2024

In 2025, work continues to exert a meaningful toll on Australians' health and wellbeing. One in five Australian workers (21%) **experienced high stress at work**.

Australians are taking a **holistic approach** to prevent burnout, including exercising, taking time off and spending time with family and sleep.

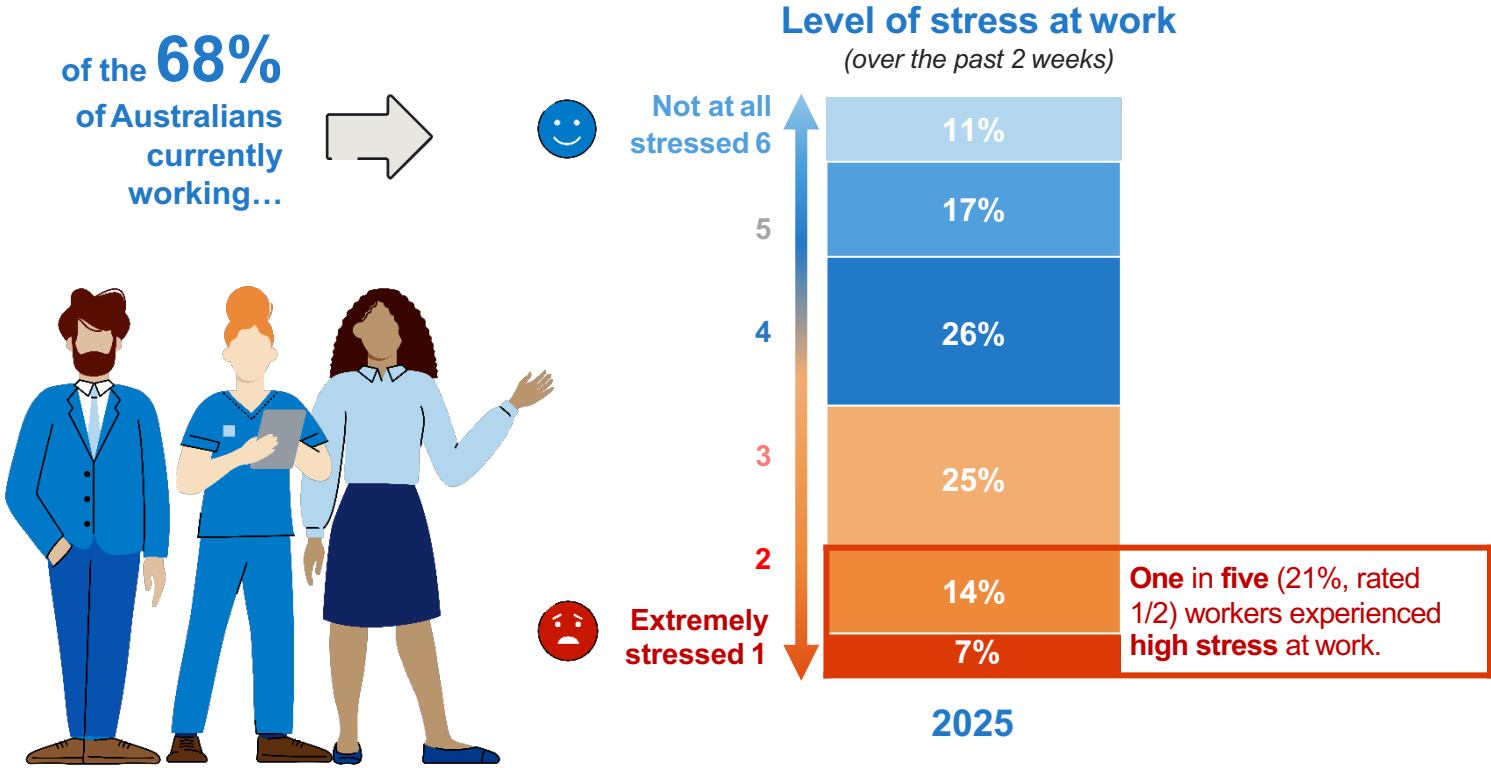
With recent cost of living pressures, those who experienced burnout in the last year were significantly more likely to point to **financial pressures** (33%) and **feeling unfulfilled at work** (29%). A third of Australians who've been employed have taken time off work to deal with burnout, with only two in five feeling supported by their employer, demonstrating that experiences of stress, burnout and recovery tell a complex story.

What is work costing Australians in 2025, and how are they responding?



One in five (21%) Australian workers experienced high stress at work over the recent past

Levels of stress at work



Work stress remains a meaningful pressure point in 2025.

One in five workers experienced high stress at work (21%, rated 1-2), up slightly from 2024 (19%), with women more likely than men to report high stress (51% vs. 42%).

Stress continues to strongly correlate with overall wellbeing: 72% of those with 'poor or very poor' quality of life report high work stress, compared with 37% of those with good or excellent quality of life.

By contrast, lower stress is more common among those with greater autonomy or stability: 26% of the self-employed, and 22% of those aged 60-79 report being not at all stressed, while renters are more likely to feel extremely stressed (11%).

Base: All respondents, 2025 n=2,001. Australians currently employed, 2025 n=1,386
Q.34. Which of the following best describes your employment status?
Q.35. Overall, over the last 2 weeks, how would you describe your stress levels at work?

Seven in ten (70%) currently employed Australians experienced burnout, with half (50%) experiencing it within the last 2 years

Burnout

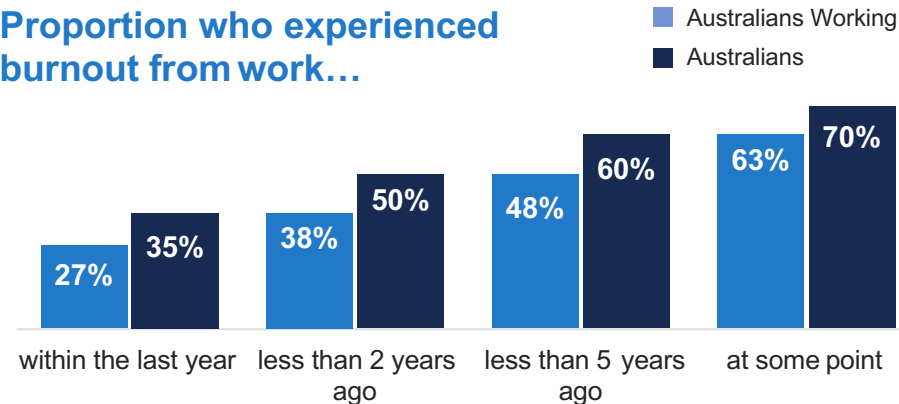
Burnout can result from too much stress, or stress that goes on too long at work. It can be brought on by workload, lack of support, unclear job expectations, and poor working conditions among other things. It is a combination of feeling exhausted, feeling negative about (or less connected to) the work or activity you're doing and a feeling of reduced performance.

Burnout can show up in different ways but of this can manifest in ways that cause you to feel:

- isolated and trapped
- irritable
- a lack of your usual energy or motivation
- less satisfied with work
- exhausted or drained
- a sense of procrastination
- disengaged from work you used to value
- not sleeping like you usually do
- headaches and body pain



Proportion who experienced burnout from work...



Two in three (63%) Australians experienced burnout from work, jumping to seven in among those currently employed (70%). Concerningly, almost 1 in 3 (27%) Australians experienced burnout in 2025 alone, and half (48%) within the last 5 years.

As might be expected, burnout (along with stress) was higher among **full-time workers** (73% experienced burnout at some point and 54% within the last two years).

Burnout continues to be more pronounced among younger Australians. Australians under 50 are more likely to have experienced burnout (72%) compared to those aged 50+ (52%), with younger Australians aged 18-29 also most likely to have experienced burnout in the past two years (57%).

Women continue to report higher levels of burnout than men (66% vs. 59%), and financial pressure appears to play a role: those **paying off a mortgage** are significantly more likely to report burnout (71%) compared to outright homeowners (53%).

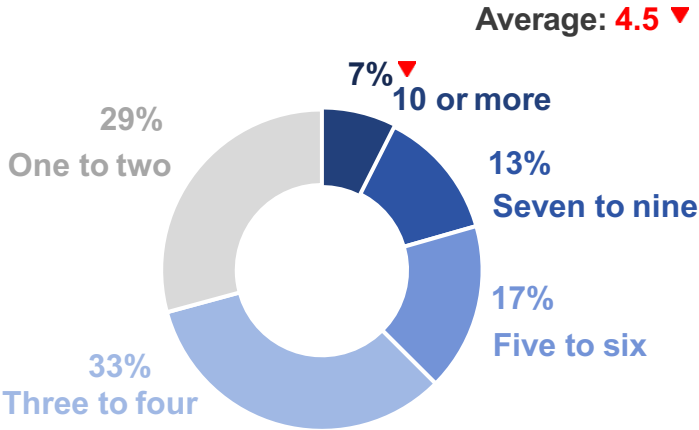
Burnout was also heightened among **parents/guardians of children aged under 18** (70% ever burnt out, vs. 60% others).

Base: All respondents, 2025 n=2,001. Australians currently employed, 2025 n=1,386.

Q36. Have you experienced burnout from work?

Burnout remains multi-causal, with workload pressures leading, but financial strain is emerging as a more immediate driver.

Number of factors contributing to burnout



On average, **women** were more likely to mention too much responsibility/ pressure (34% vs. 28% of men), toxic workplace behaviour (34% vs. 25%), and lack of perfectionism/ fear of failure (16% vs. 10%).

In contrast, **men** were likely to mention poor work-life balance (37% vs 31% women).

Drivers of burnout from work



Heavy workload (46%), poor work-life balance (34%) and excessive responsibility or pressure (31%) remain the most cited contributors overall.

However, those who experienced burnout in the last year were significantly more likely to point to **financial pressures** (33%) and **feeling unfulfilled at work** (29%) than others, reinforcing the role of cost-of-living pressures and reduced job satisfaction in more recent burnout experiences.

Base: Australians who experienced burnout from work, 2025 n=1,270.
Q37. Which of the following contributed to your burnout from work?

▼ Denotes significant difference at the 95% level of confidence from 2024

Keeping active, taking time off and spending time with loved ones were the top actions to prevent burnout

As expected, those who had experienced burnout before were significantly more likely to be doing more to prevent future burnout (3.4 things on average, vs. 2.0 among those who had not experienced burnout).

In general, burnout has serious implications both for the individual and organisations, where among those who had experienced burnout:

Leave their role	Reduce their hours/ change locations	Take time off
19% quit their job	12% worked fewer days per week/month	20% took a mental health day off
13% found new employment	11% worked fewer hours per day	29% took time off
11% changed roles	9% worked from a remote location more	

Base: Australians who've been employed, 2025 n=1,954, experienced burnout n=1,270, not experienced burnout n=684. Q.38. Which of the following (if any) have you done to prevent or deal with burnout?

Actions taken to prevent burnout

		Experienced burnout	Have not burnt out
Exercised or kept active	27%	29%	24%
Took time off	25%	29%	16%
Spent time with friends or family	25%	26%	21%
Made sure to get enough sleep/rest	22%	23%	20%
Ate healthy	22%	22%	21%
Made time for hobbies and things I enjoy	18%	19%	16%
Took a mental health day off work	15%	20%	7%
Set boundaries at work	14%	16%	10%
Quit my job	14%	19%	4%
Took time to partake in self-care	13%	15%	10%
Reduce alcohol intake	11%	12%	8%
Got mental health support	10%	14%	3%
Talked to my manager and colleagues	10%	13%	4%
Found new employment	9%	13%	3%
Worked fewer days per week/month	9%	12%	5%
Worked fewer hours per day	9%	11%	5%
Practiced gratitude	8%	10%	6%
Meditated or practised mindfulness	8%	9%	6%
Changed roles	8%	11%	3%
Worked from home/non-work location...	7%	9%	5%
Helped others, or volunteered	7%	7%	7%
Not done anything to prevent burnout	20%	7%	44%

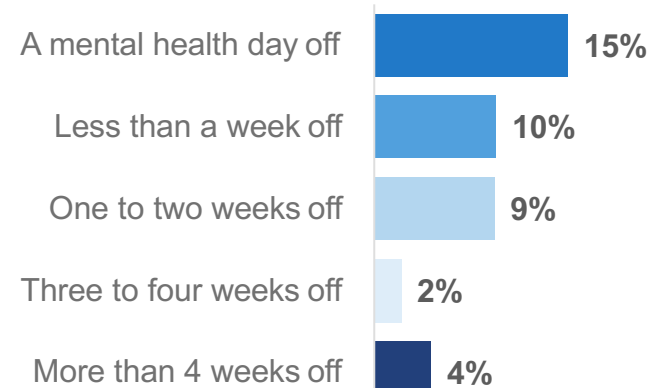
Significantly higher/lower than the other group

A third of Australians who've been employed took time off work to deal with burnout; only two in five felt their employer was supportive

Burnout: Taking time off

1 in 3 ➔

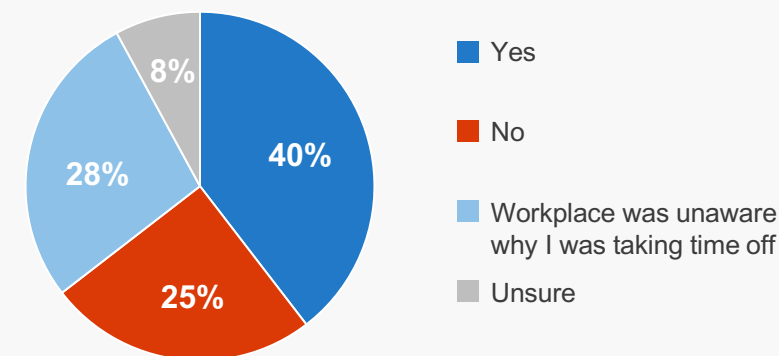
% of Australians currently/previously employed who, to prevent or deal with burnout, took...



of Australians who had been employed have taken time off from work to prevent/deal with burnout

Those younger, aged under 50 were more likely to have taken time off (38% vs. 26% aged 50 and over), along with women (36% vs. 29% others), people speaking a language other than English at home (41% vs. 31%), and unsurprisingly, those who work full-time (39%).

Did they feel supported by their employer to take time off?



Only 28% of those who took more than four weeks off felt supported by their workplace, compared with 43% among those who took less than two weeks to prevent or deal with burnout. In fact, **extended leave-takers** (4+ weeks) were around over **twice as likely** (42%) to report feeling unsupported than those who took less than a week away from work (18%).

Base: Australians who have been employed, 2025 n=1,954. Those who took time off work to prevent/deal with burnout, 2025 n=643.

Q39. How long did you take away from work to prevent or deal with burnout?/

Q42. Did you feel supported by your workplace to take time off to prevent or deal with burnout?

Key take aways:

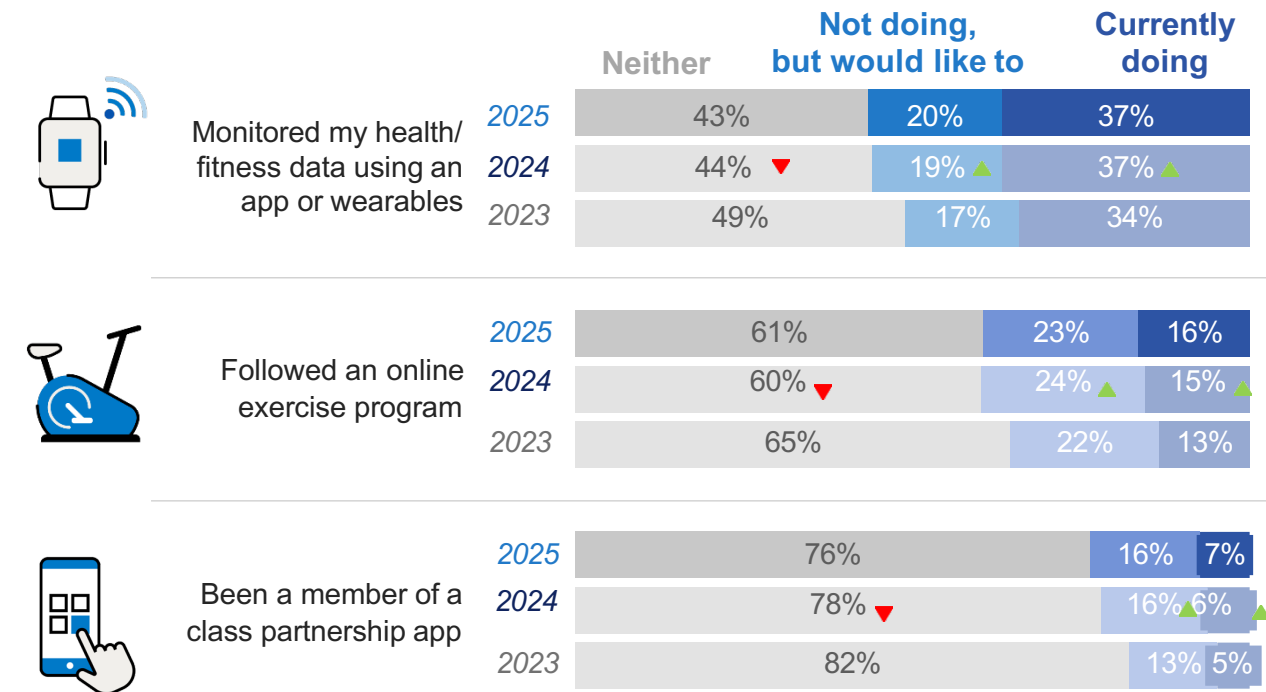
Healthcare and technology

1. Technology remains central to how Australians manage health and fitness in 2025, with over a third monitoring health via apps or wearables (37%), alongside continued use of online exercise programs (16%) and class partnership apps (7%), particularly among younger and metro Australians.
2. Openness to AI in healthcare continues to build, with one in three Australians (32%) agreeing specialists should use AI to diagnose. At the same time, concerns about technology's impact on mental wellbeing persist: 37% agree technology negatively affects their wellbeing, led by Australians under 40 and parents of children under 18.
3. Despite this tension, digital tools are increasingly used as complementary mental health supports, with Australians turning to social media (18%), AI tools (10%) and mental health apps (9%) at levels comparable to professional support.
4. Reflecting this balancing act, Australians continue to moderate their tech use, with 16% reducing screen time and 9% undertaking a 'digital detox' in the past year.



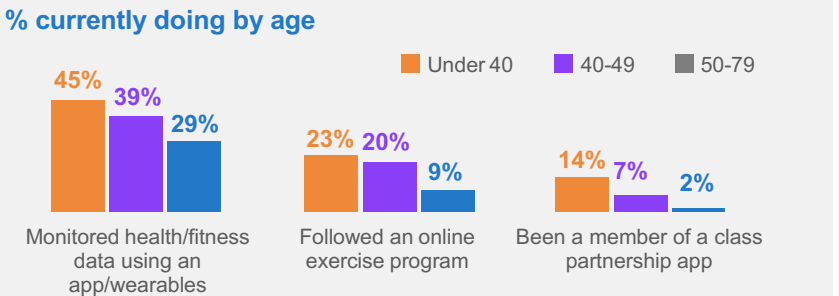
Technology remain an important part of how Australians manage health and fitness

Behaviours and intentions – Healthcare



Technology continues to support how Australians manage their health and fitness, with clear gender differences across behaviours.

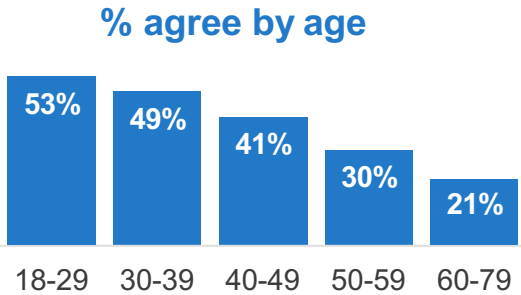
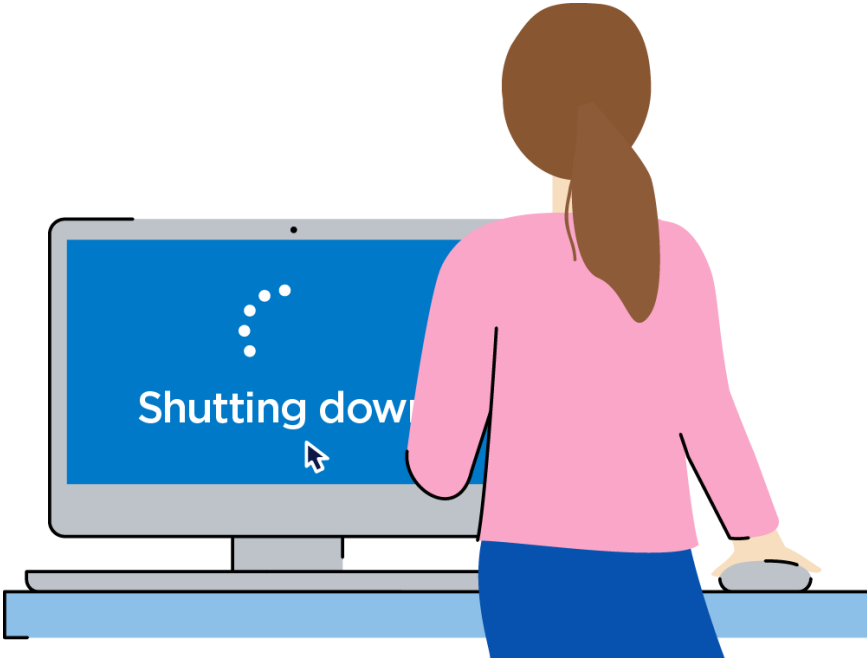
Women remain more likely to engage in guided and structured digital health activities, including following an online exercise program (18% vs. 15% men). Overall, these behaviours are most common among younger Australians those under 40, particularly in metro areas.



Base: All respondents, 2025 n=2,001, 2024 n=2,007, 2023 n=2,005.
Q.7. Which of the following (if any) do you currently do, or have you done in the past 12 months?

▲ ▼ Denotes significant difference at the 95% level of confidence from previous year

Perceived mental health impacts of technology persist, led by younger Australians



The sentiment is highest among those **aged under 40** (51% agreed) and **parents/guardians of children under 18** (46% vs. 33% who aren't).

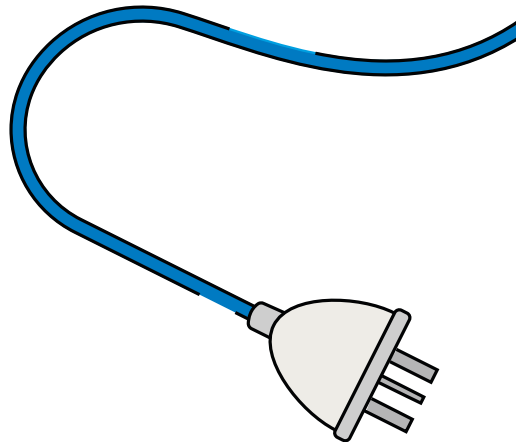
In contrast, older and more financially secure Australians are more likely to reject the idea that technology harms their wellbeing, including those **aged 50+** (76% disagree), **retirees** (80%), and those who **own their home outright** (74%).

Base: All respondents, 2025 n=2,001, 2024 n=2,007. New statement introduced in 2023.
Q.13. To what extent do you agree or disagree with the following statements?

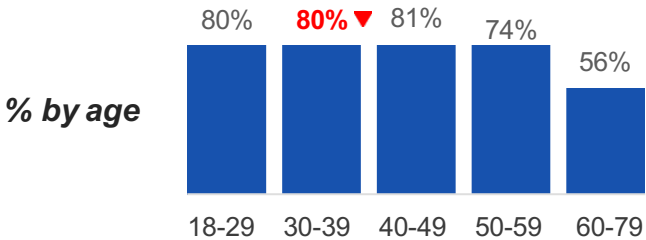
Screen-time reduction and ‘digital detoxing’ remain common in 2025, with the trend strongest among Australians in their 30s

Technology use and abstinence

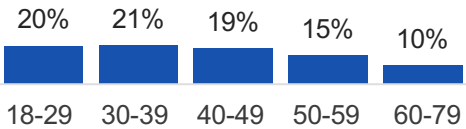
Over the last 12 months...



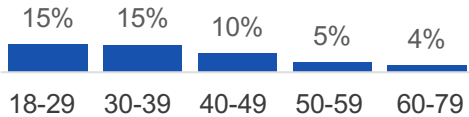
72%
Used a streaming service
(e.g. Netflix, Stan, Disney, etc.)
Down from 74% in 2024
On par with 71% in 2023



16%
of Australian adults **limited or reduced time spent on devices** to help them **manage their health and wellbeing**
On par with 17% in 2024



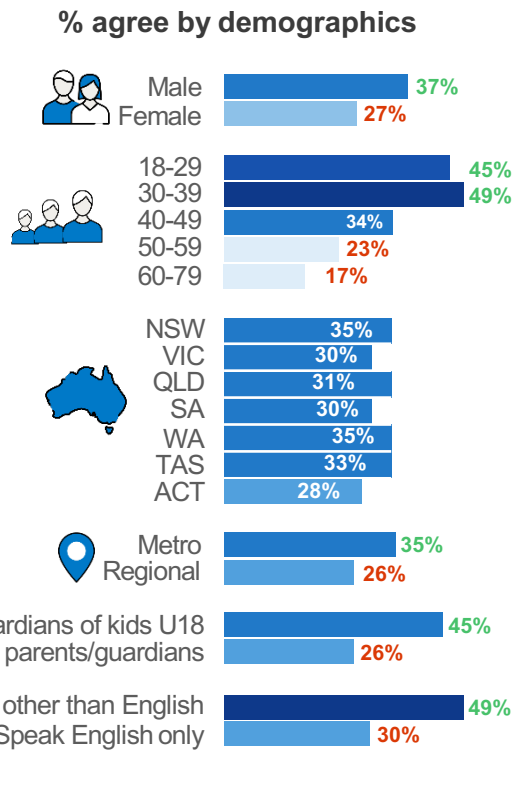
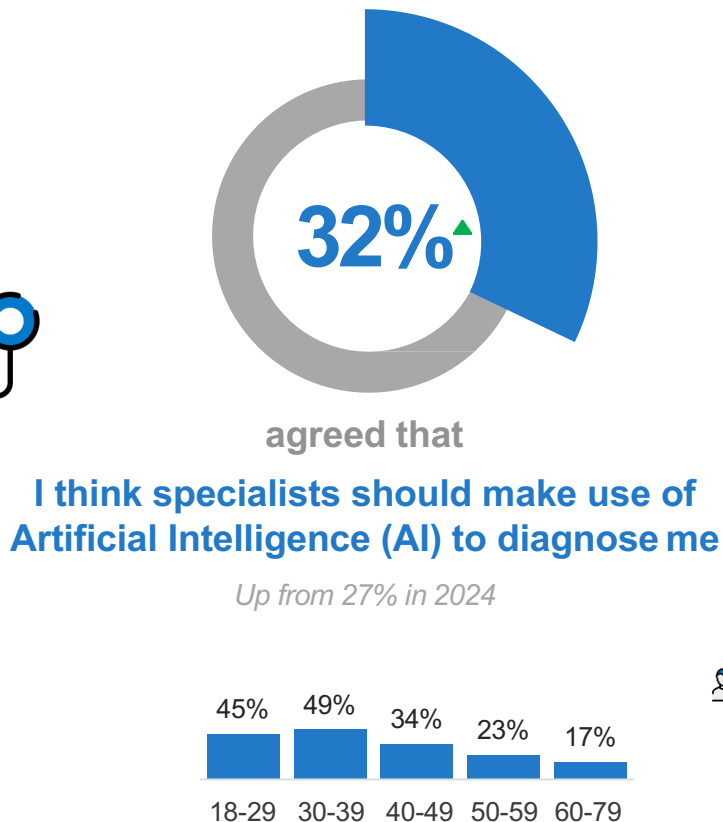
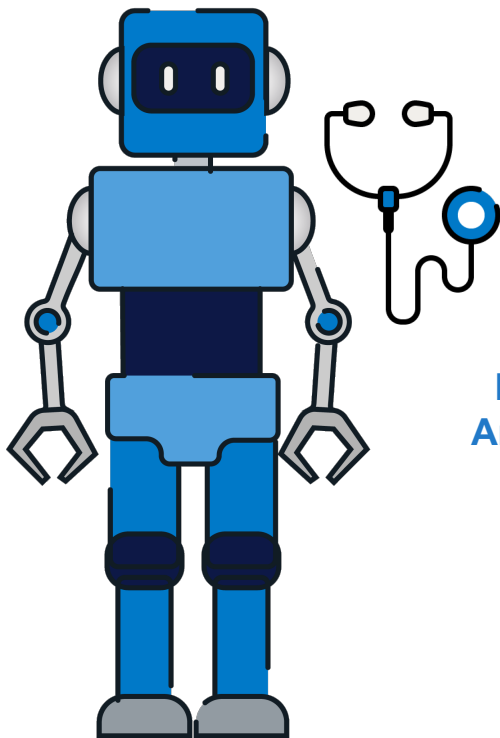
9%
of Australian adults partook in a **‘digital detox’** or spent **less time online** to **improve their mental health**
On par with 10% in 2024
Women were more likely to be taking a ‘digital detox’ for their mental health.



Base: All respondents, 2025 n=2,001, 2024 n=2,007, 2023n=2,005.
Q7. Which of the following (if any) do you currently do, or have you done in the past 12 months?
Q8a. Which of the following (if any) have you undertaken to improve your mental health in the past 12 months?
Q10. Over the past 12 months, what things have worked for you or helped you be successful in managing your health hand wellbeing?

Denotes significant difference at the 95% level of confidence from 2024

One in three (32%) Australians think specialists should be making use of AI to diagnose, a rise from 2024



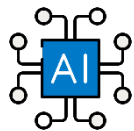
While reservations remain, openness to the use of AI in diagnosis has continued to grow, a clear majority still disagree (68%), indicating ongoing caution.

Agreement remains strongest among younger Australians, particularly those **aged under 40** (47%), as well as **men** (37%).

Parents or guardians of children under 18 are also notably more open (45% vs. 26% of non-parents).

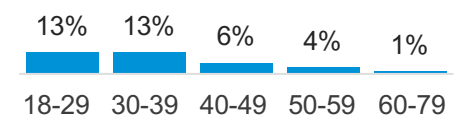
Consistent with prior years, agreement is higher among those who **speak a language other than English at home** (49%) and **metro residents** (35% vs. 25% regional), reinforcing a skew toward younger, urban and culturally diverse groups.

Digital tools like AI and social media play a supporting, not primary, role in mental health management



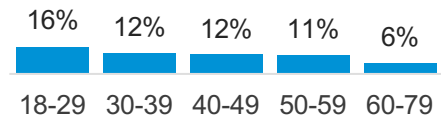
7%

of Australian **consulted an AI- powered chatbot (e.g. ChatGPT, Replika)** to help them manage their health and wellbeing



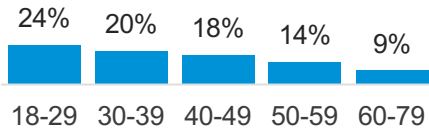
11%

of Australian **used a digital health or wellbeing app (e.g. Apple Health, Fitbit, Strava)** to help them manage their health and wellbeing



16%

of Australian **consulted social media (e.g. Reels, YouTube)** to help them manage their health and wellbeing



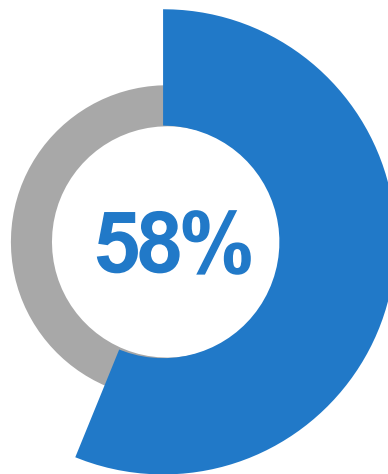
Digital tools are playing a meaningful, though still secondary, role in how Australians manage their mental health and wellbeing.

Parents of children under 18 are significantly more likely to use AI-powered chatbots (12% vs. 5% of non-parents) and social media reels (21% vs. 14%), as are those who **speak a language other than English at home** (10% vs. 6% for AI; 21% vs. 16% for social media).

In a broader mental health context, use of digital tech for assistance (18% social media, 10% AI tools, 9% mental health apps) now sits on par with seeing a psychologist or psychiatrist (13%) or counsellor/social worker (8%), reinforcing technology’s role as a complementary support channel.

Base: All respondents, 2025 n=2,001. New statements introduced in 2025.
Q10. Over the past 12 months, what things have worked for you or helped you be successful in managing your health and wellbeing? *New statements added in 2025

Over half (58%) of all Australians were open to doctors sharing their health data with allied health



agreed that
I would like doctors to be able to collect and share
my health data electronically with other allied
health like physiotherapists and dieticians

On par with 56% in 2024

Australians who more likely to agree were:

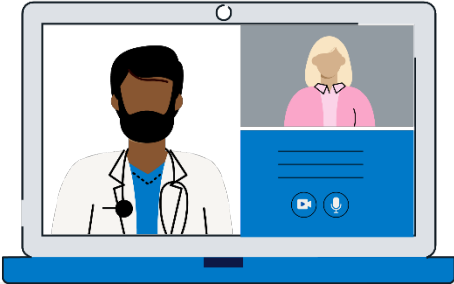
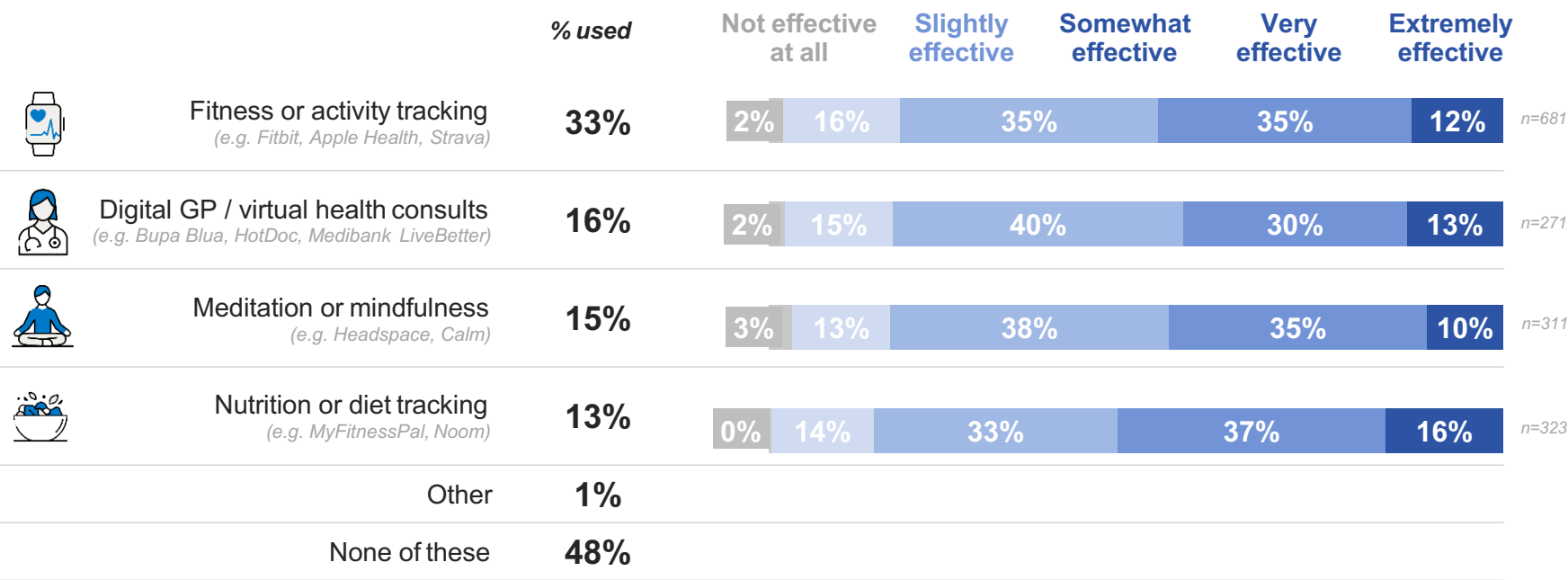
- Those who **speak a language other than English** at home (68% vs 58%)
- **Parents/guardians** of child(ren) under 18 (67%, vs. 55% who were not)

Base: All respondents, 2025 n= 2,001, 2024 n=2,007, 2023 n=2,005. New statement introduced in 2023.

Q.13. To what extent do you agree or disagree with the following statements?

One in three Australians use or have used a fitness or activity tracking app

Health and wellbeing apps or platforms



Metro residents, as well as **parents or guardians of children under 18**, are more likely to use or have used all four app categories to manage their health and wellbeing.

Full-time workers and those with a **bachelor's degree or higher** are more likely to have used apps to track fitness (42%, 41%), support meditation or mindfulness (22%, 20%), and track nutrition (19%, 18%), reflecting stronger uptake among time-poor and higher-educated Australians.

Young family households with children under 12 (28%) are the most likely to have used apps or platforms for digital GP or health consultations, alongside Australians who **speak a language other than English at home** (24%), highlighting the role of digital health in improving access and convenience.

Base: All respondents 2025 n=2,001. New questions in 2025
Q.10a. Which of the following categories of apps or platforms do you currently use or have used for managing your health and wellbeing? / Q.10b How effective do you feel each of these apps or platforms are in supporting your health and wellbeing?

To be valuable, a single health and wellbeing app should combine tracking, motivation rewards and trusted advice

What would a single app to support your health and wellbeing help with?



Men are more likely to value an app that **helps track physical activity, sleep or nutrition** (71% vs. 62% of women), reinforcing the importance of practical, performance-oriented features.

Australians **aged 60-79** place greater value on apps that help **book and manage GP appointments** (53%), pointing to demand for support navigating healthcare services as needs increase.

Those who **live alone** are more likely to value apps that help **manage mental health** (59%), suggesting digital tools may play a greater role in emotional support for more isolated Australians.

Younger Australians aged **18-29** are more likely to value apps that provide **trusted health information** (55%), compared with those in their 30s (41%), underscoring the importance of credible guidance for early-stage health decision-making.

Base: All respondents 2025 n=220<n=804. New questions in 2025

Q.10c If you could use a single app to support your overall health and wellbeing, what types of things would you most want it to help you with? / Q.10d And which one or two of these would be most valuable to you? (max 2)

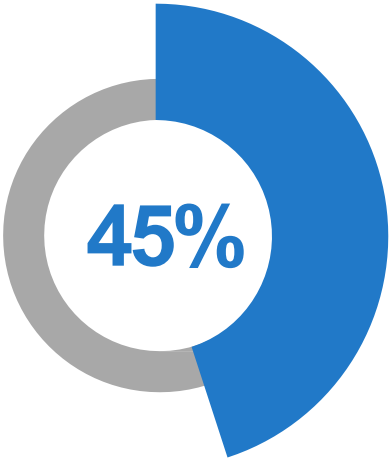
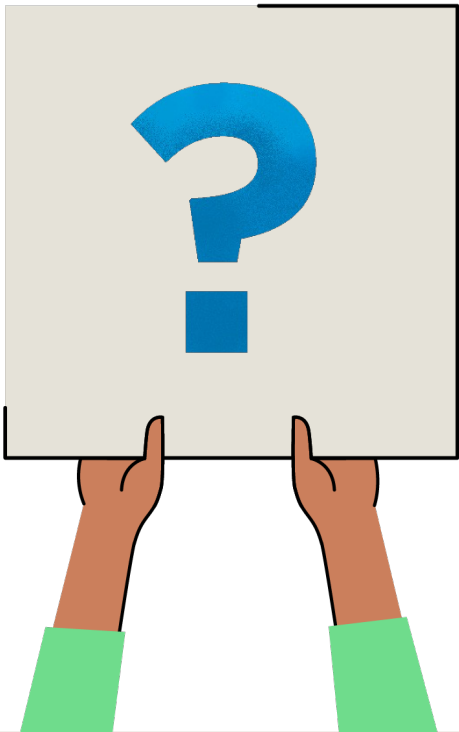
Key take aways:

Access to healthcare

1. Access to healthcare remains challenging for many Australians, with 45% agreeing it is complicated, rising to 54% among those aged under 30 and declining steadily with age. Younger Australians continue to experience the greatest friction navigating the system.
2. Preventative health behaviours in 2025 strongly reflect life stage. Regular health screenings are the most established behaviour (57%), peaking among those aged 60-79 (77%) and retirees (81%). Parents of children under 18 are more likely to say they aren't currently but would like to (28%), suggesting practical barriers rather than lack of motivation.
3. Use of health services is uneven. Just under three in Australians are currently visiting an allied health practitioner regularly (28%), with higher uptake among those not working or on disability/workers' compensation benefits (42%).
4. Engagement with natural or Traditional Chinese medicine remains niche (10%), skewing younger and more linguistically diverse.
5. Telehealth use remains stable compared to 2024 (60%), with highest use among metro residents, women and younger Australians, reinforcing its role as a convenient access channel alongside in-person care.

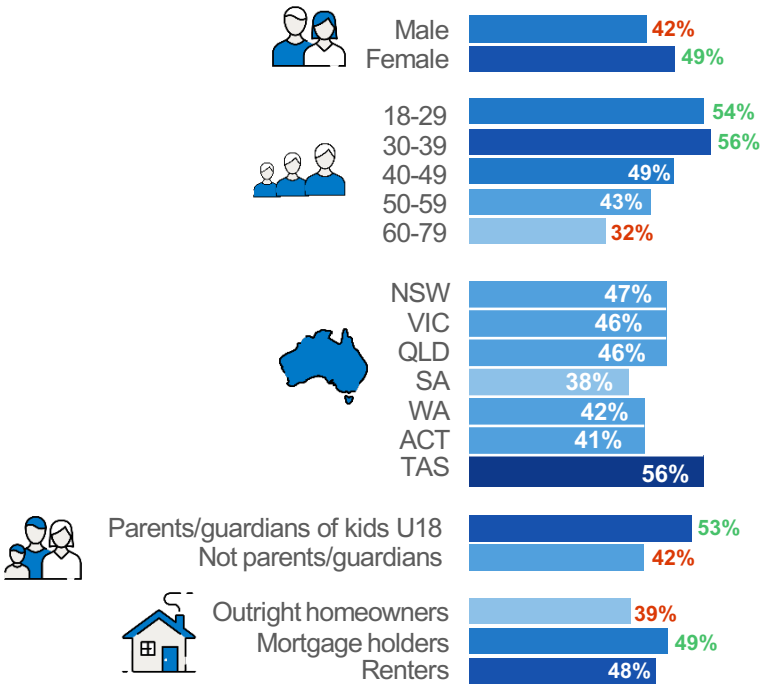


Over half (56%) of all young Australians aged under 30 found accessing healthcare in Australia complicated



agreed
Accessing healthcare in Australia is complicated
On par with 46% in 2024

% agree by demographics



Base: All respondents, 2025 n=2,001, 2024 n=2,007. New statement introduced in 2023.
Q.13. To what extent do you agree or disagree with the following statements?

Significantly **higher/lower** at the 95% level of confidence than other groups on average

Preventative health behaviours continue to reflect life stage in 2025

Behaviours and intentions – Healthcare

			Neither	Not doing, but would like to	Currently doing
	Visited an allied health practitioner regularly	2025	47%	25% ▲	28%
		2024	48% ▼	22%	30% ▲
		2023	52%	20%	28%
	Frequented a practitioner of natural/Traditional Chinese medicine	2025	66%	23%	10%
		2024	67% ▼	23% ▲	10% ▲
		2023	71%	19%	9%
	Had a regular health screening (e.g., skin check, breast check, pap smear, blood test, etc.) Note added in 2024	2025	21% ▼	22%	57% ▲
		2024	25%	24%	52%
		2023	n.a.		

Preventative health behaviours continue to reflect life stage in 2025.

Regular health screenings remain the most established behaviour, particularly among those **aged 60-79** (77%) and **retirees** (81%), with **women** also more likely than men to be currently participating (63% vs. 51%). **Parents of children under 18** are more likely to say they haven't but would like to (28% vs. 19%), suggesting practical rather than motivational barriers.

Australians on **disability or workers' compensation benefits or not working** are most likely to be currently visiting an allied health practitioner (42%), while one in three **full-time workers** and **parents of children under 18** say they are not currently visiting but would like to.

Engagement with natural or Traditional Chinese medicine skews younger and more culturally diverse. Australians **under 40** are nearly twice as likely as those **over 40** to currently engage (15% vs. 8%), with higher uptake among **parents of children under 18** (15%) and those who **speak a language other than English** at home (16%).

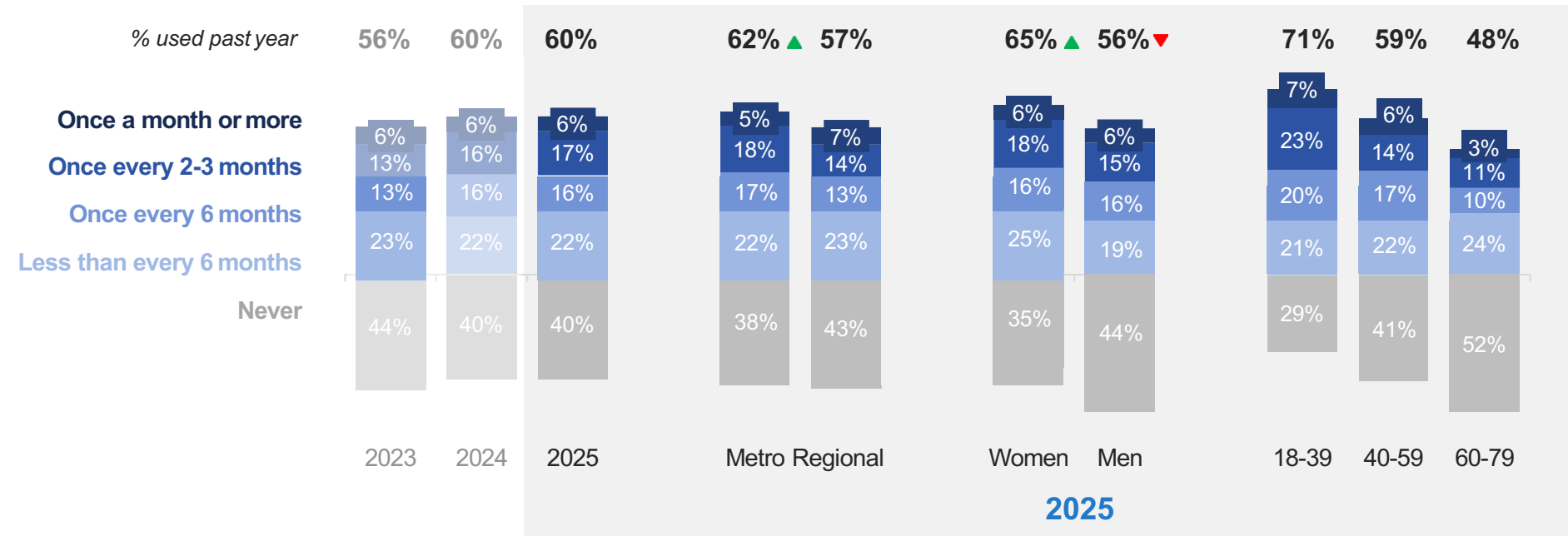
Base: All respondents, 2025 n=2,001, 2024 n=2,007, 2023 n=2,005.
Q.7. Which of the following (if any) do you currently do, or have you done in the past 12 months?

▲ Denotes significant difference at the 95% level of confidence from previous wave

Use of Telehealth was on par with 2024, most used among metro residents, women, and younger Australians

Use of Telehealth over past 12 months

Use of Telehealth appointments (past year)



Telehealth continues to play a practical role in healthcare access in 2025.

Use is highest among full-time workers (67%), parents or guardians of children under 18 (71% vs. 56%), highlighting telehealth's value for time-poor and working Australians.

Base: All respondents, 2025=2,001, 2024 n=2,007, 2023n=2,005.
Q.22.Over the past 12 months, how often have you used the following services? Telehealth appointments (i.e. phone appointments with health professionals)

▲ Denotes significant difference at the 95% level of confidence from the average of other groups



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