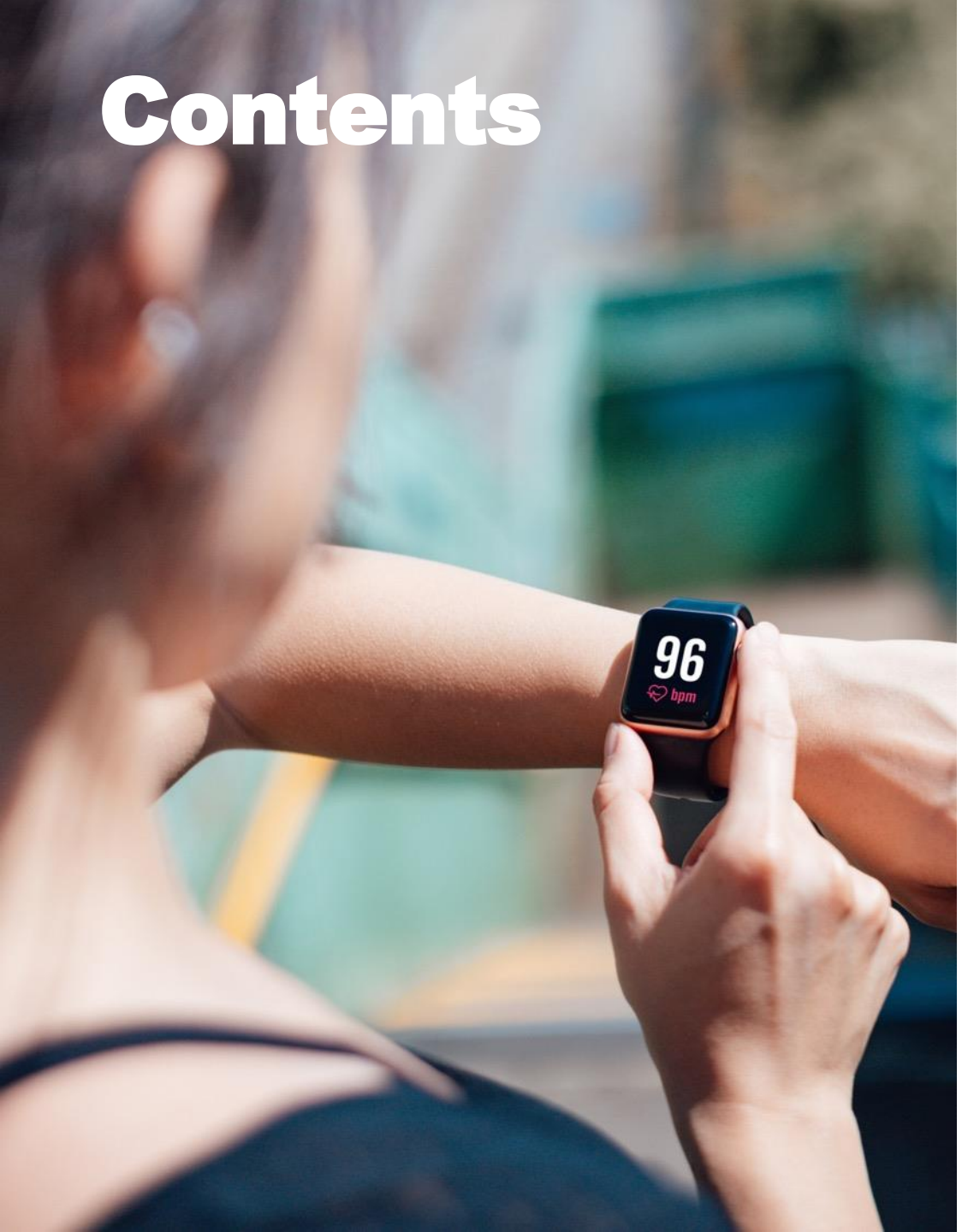
Bupa Pulse Check 2025



Contents

About the research 3

Summary of findings 6

Detailed findings 10

Overall health and wellbeing 11

Health-related behaviours & attitudes 18

Outdoors, the environment and active transport 30

Mental health and burnout 35

Healthcare & technology 46

Access to health care 52

Private Health Insurance 56

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 2022, 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 2024 this study was repeated for its third 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 chronic disease, burnout, 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

18th – 25th November 2024
Previous: 17th – 30th November 2023 & 22nd – 30th November 2022

12 - minute survey

Data weighted to Australian population

Incentives provided in line with standard panel rates

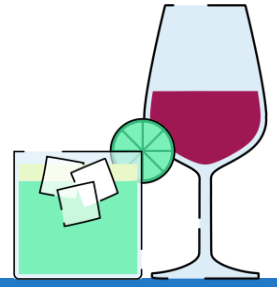
	2022		2023		2024	
	Proportion of sample (weighted) %	Number of respondents n=	Proportion of sample (weighted) %	Number of respondents n=	Proportion of sample (weighted) %	Number of respondents n=
Total	**100%**	**2,006**	**100%**	**2,005**	**100%**	**2,007**
Gender						
Male	50%	1,000	49%	998	50%	1,002
Female	50%	1,004	50%	1004	51%	1,005
Non-binary	0%	2	0%	2	0%	0
Another gender	0%	0	0%	1	0%	0
Age						
18-29	22%	434	20%	429	20%	435
30-39	18%	365	19%	364	19%	395
40-49	18%	356	17%	358	17%	357
50-59	16%	316	16%	317	16%	313
60-79	27%	535	29%	537	29%	537
State						
NSW	32%	636	32%	643	32%	632
VIC	26%	517	26%	516	26%	513
QLD	20%	407	20%	408	20%	412
SA	7%	141	7%	141	7%	142
WA	10%	209	10%	209	10%	213
ACT	2%	35	2%	36	2%	36
NT	1%	16	1%	8	1%	14
TAS	2%	45	2%	44	2%	45

- The maximum margin of error (at the 95% confidence interval) on the 2024 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 ISO 20252.

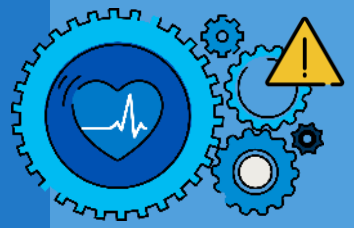
Summary of findings – by the numbers

58%
rate their overall quality of life as better than average

45%
of Aussies reduced alcohol consumption



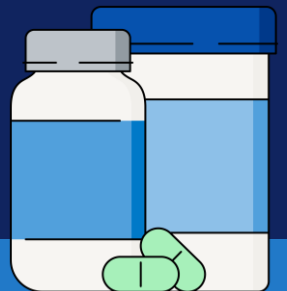
46%
are stressed about our **environmental impact**



2 in 5
feel **managing** their **health and wellbeing** is **difficult**

61%
of Aussies want to lose weight

63% of Aussies take vitamins or Supplements regularly



71%
are concerned about developing a chronic illness

Summary of findings – by the numbers

44%
of Aussies accessed some form of mental health support

37%
monitor their health with an app or wearable

46%
feel accessing healthcare is complicated

27%
of Aussies think specialists should use AI to diagnose health conditions

37%
feel technology is having a negative impact on mental wellbeing

60%
used telehealth in the past year

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 than in previous years.

Similarly, mental health, work, physical fitness and finances show positive movement from last year.

Australians are looking after their health now more than ever and trying new things to do so.

More Australians were successfully managing their health and wellbeing in 2024 than previously.

There was also a higher proportion taking time out for self-care, as well as a higher proportion dieting, reducing their alcohol consumption and regularly taking vitamins.

This year, more Australians agreed they were likely to explore new trends and try new things in health and wellbeing, which was reflected in higher uptake across various fitness activities.

Concerns continue to weigh on Australians' minds.

More Australians are concerned about developing a chronic illness now more than ever before, and lingering concern about future pandemics remain (although has dropped off from 2022).

Just under half (46%) of all Australians are also concerned about the negative impact we're having on the environment, particularly those younger (57% among those aged under 30).

Mental health appears to be trending in a positive direction as more access support.

More Australians accessed some form of mental health support over the past 12 months than previously.

Exercise, eating healthy and loved ones remain the key things we do to improve our mental health, with our connections remaining the biggest driver of positive mental health.

Key findings

Australian workers are experiencing high numbers of burnout from their employment.

With more Australians saying work commitments were a barrier to maintaining their health and wellbeing (from 19% in 2022 to 23% this year) and work climbing as a driver of overall quality of life and of mental health, employment is having a negative impact on our wellbeing.

One in five (19%) Australian workers experienced high stress at work over the past fortnight, and half (53%) had experienced burnout within the last two years, causing as many as one in four (23%) to quit.

Technology continues to play a large role in managing our health and wellbeing.

In 2024, significantly more Australians monitored their health through an app or wearable, followed an exercise program, or were part of a class partnership app.

While utilising technology in health is climbing, more Australians were feeling the negative impacts of technology on their mental wellbeing, a sentiment that remains highest among those aged under 40. One in six (17%) Australians had therefore limited or reduced time spent on devices, and one in ten (10%) partook in a ‘digital detox’ to combat any negative impacts.

There remains appetite among Australians to utilise more technology in their healthcare.

While there remains some openness around specialists making use of AI to diagnose (27% agree they would like this to happen), a much higher proportion of Australians agree they want seamless data collection and sharing of health data between doctors and other allied health services (56%).

More Australians are accessing healthcare or taking out private health insurance in 2024.

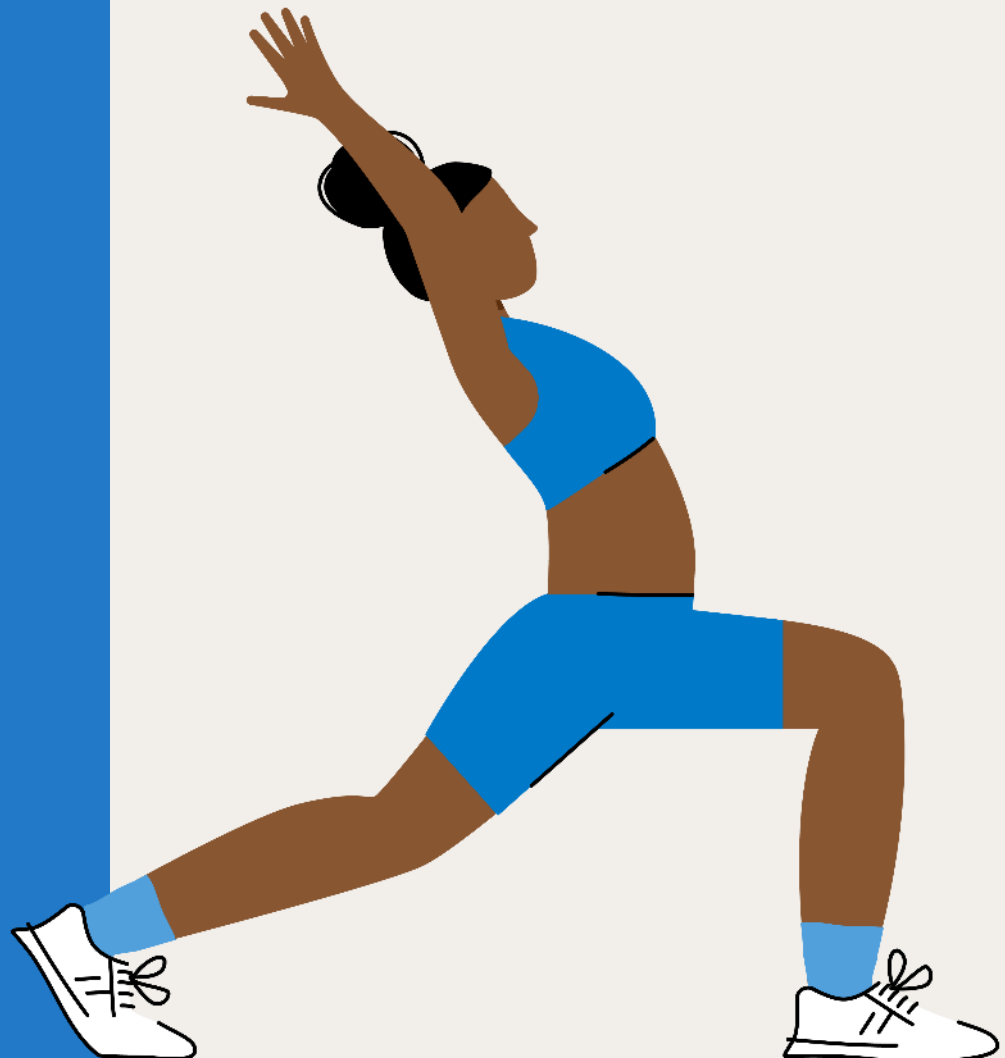
Australians appear more engaged in accessing health services, with the proportion frequenting allied health or natural/traditional Chinese medicine practitioners climbing significantly over the past two years.

More Australians also claimed to have PHI than in 2022 (from 58% in 2022 to 65% this year), and more claim their insurance is more comprehensive, including both hospital and extras (from 40% in 2022 to 47% this year). With appetite to take out PHI appearing to have climbed, Australians also appear to be able to be more swayed by extras, particularly when it comes to GP visits, skin checks, and gym memberships.

Overall health and wellbeing

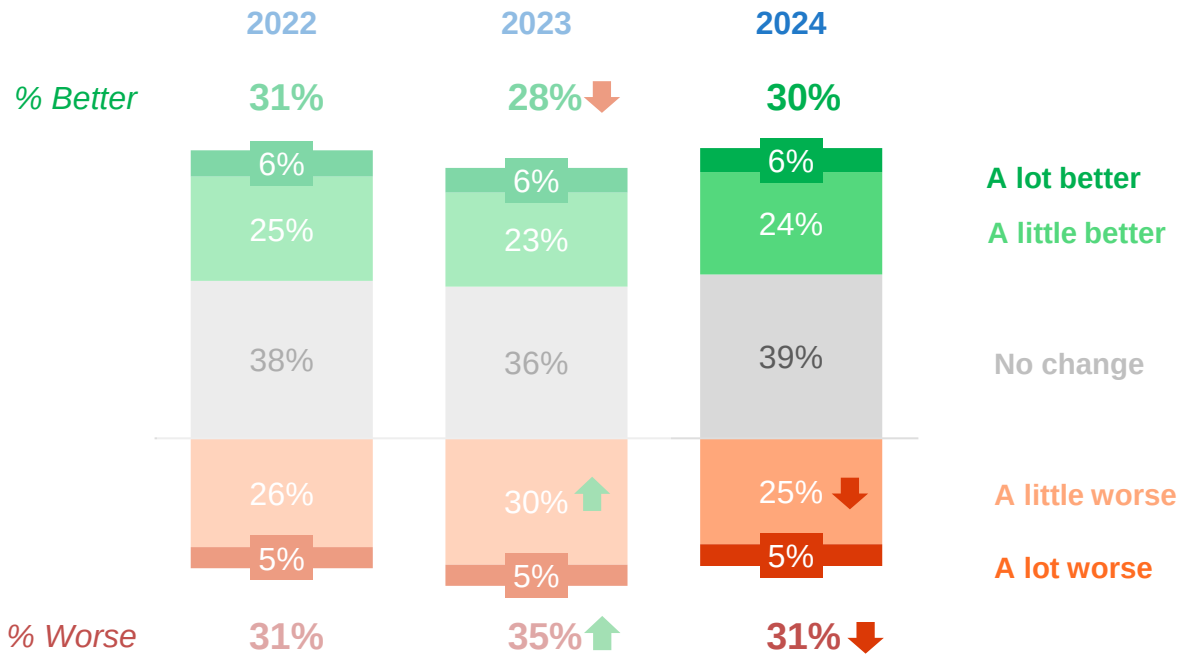
Key findings overview:

- Fewer Australians see their overall quality of life as having worsened in 2024 compared to last year (from 35% worse in 2023 to 31% this year).
- As a result, Australians are rating their overall quality of life higher than ever before (11% total poor in 2022, to 9% in 2024)
- Across the board, over half of all Australians think they are doing better than average when it comes to family relationships (73%), nutrition (62%), mental health (57%), work/business (54%) and social health (53%). In particular, there has been positive movement across mental health and work.
- In contrast, it's physical strength/fitness (17% poorer than average) and financial situation (22% poorer than average) that are performing worst overall, despite a significant drop in those rating these as poor in 2023.
- In the current climate, while not the main driver, there has also been a rise in work driving both overall health & wellbeing and quality of life.



Fewer Australians think their overall quality of life worsened over the year, but a clear divide remains

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



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

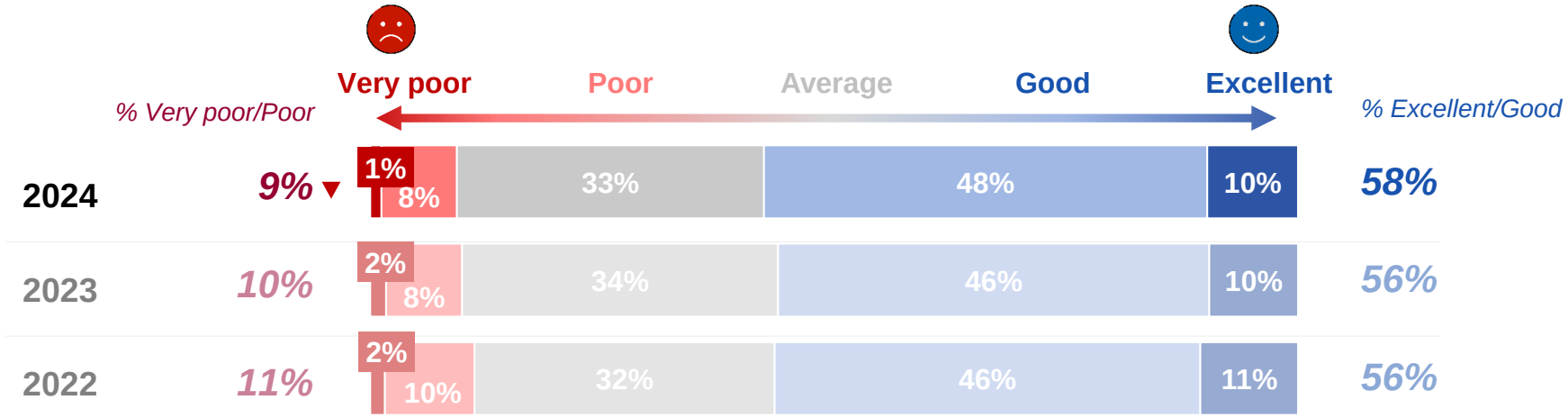
When reflecting on how their quality of life changed in the last 12 months, **Australians were less likely to say it had worsened, compared to 2023** (35% worse in 2023 vs. 31% worse in 2024), seeing a positive improvement on par with 2022 results.

The decline in those thinking their life had worsened was driven by:

- Australians aged 40-49 (from 39% worse in 2023 to 32%) and 60-79 (from 38% worse in 2023 to 31%)
- Men (from 33% to 26%)
- Those residing in NSW (from 39% to 30%) or Tasmania (from 32% to 11%)
- Full-time workers (from 35% to 27%)
- Mortgage holders (from 39% to 33%)

More Australians think their quality of life is better than last year

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



Significantly fewer Australians would rate their quality of life as **poor** compared to 2022 (from 11% to 9%). This drop was driven by those in their 40s (from 15% total poor in 2022 to 10%) and 50s (from 16% total poor in 2022 to 10%).

There was also a positive increase in the proportion feeling their quality of life was **good/excellent** among men (from 58% good/excellent to 62%) and Tasmanians (from 49% in 2022 to 72%).

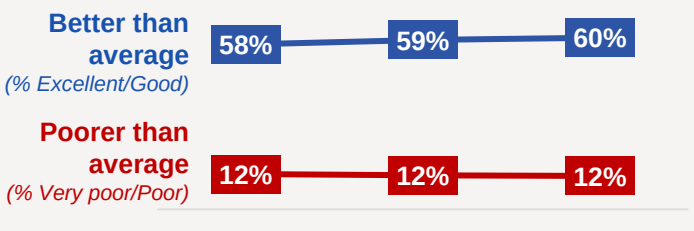
Base All respondents, 2022 n=2,006, 2023 n=2,005, 2024 n=2,007.
Q.4. How would you rate your overall quality of life right now?

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

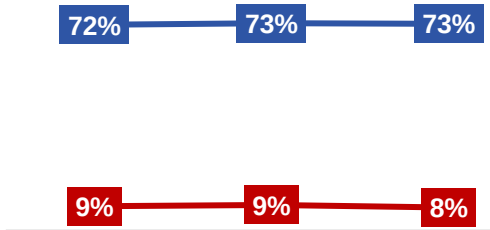
Finances remain the poorest performing life aspect, but show positive movement alongside fitness, work and mental health

How would you rate the following aspects of your life?

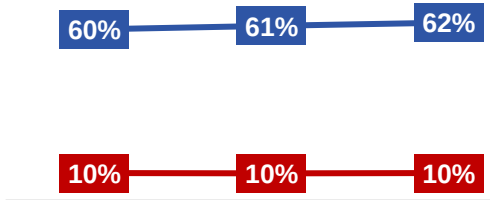
Overall health and wellbeing



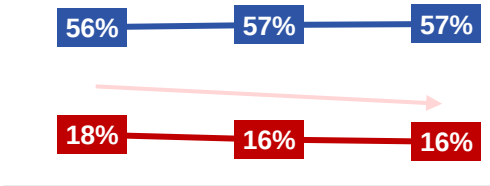
Relationship with family



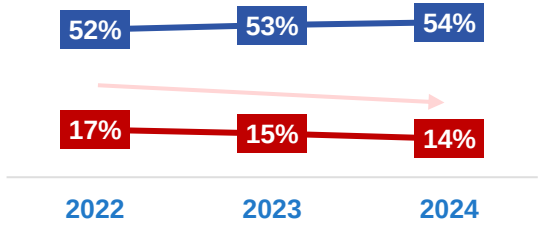
Nutrition



Mental health

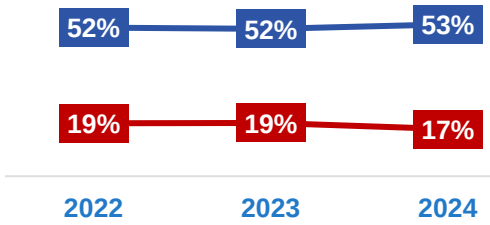


Work/business/career

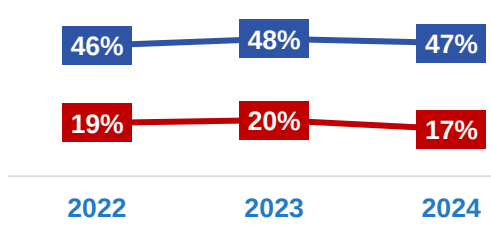


Social health

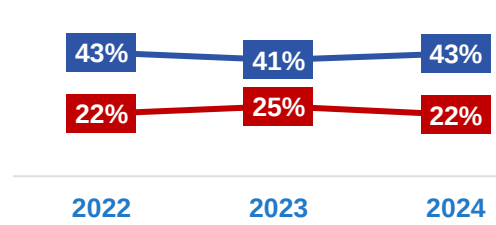
(i.e. connections with others)



Physical strength/fitness



Financial situation



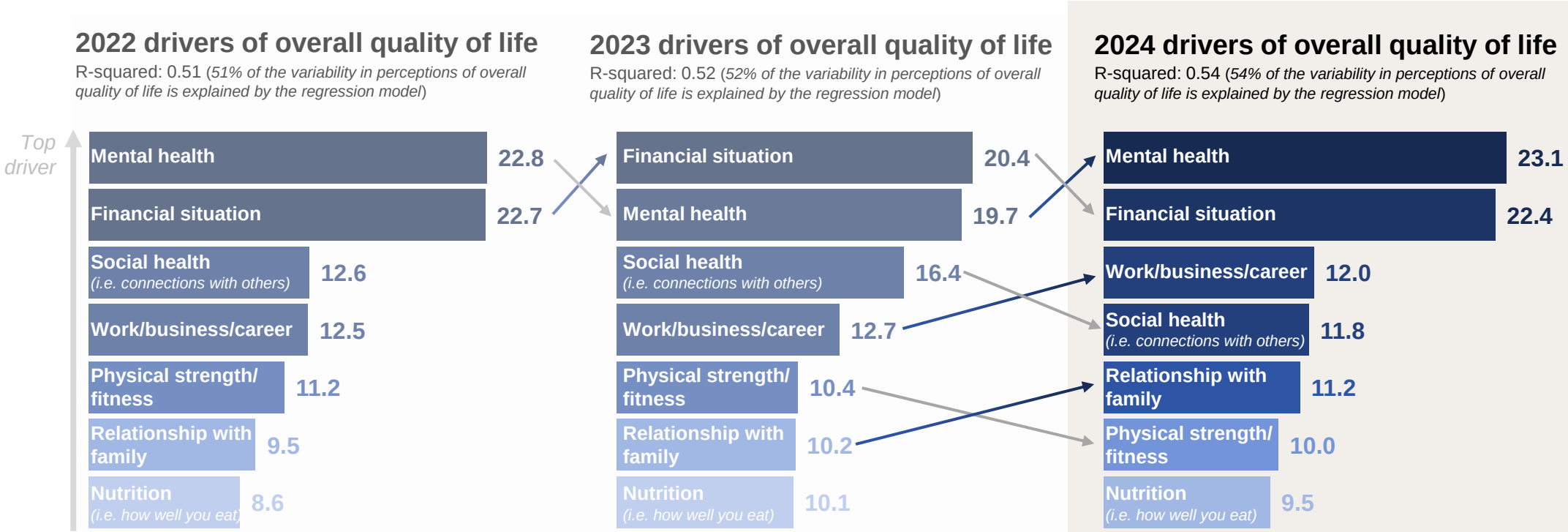
Base All respondents, 2022 n=2,006, 2023 n=2,005, 2024 n=2,007. Note: n/a removed. Q.6. How would you rate the following aspects of your life?

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

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

Drivers of quality of life: in the current climate, mental health and financial situation were by far the key drivers of quality of life

Key drivers of overall quality of life



Finances and mental health remain the main drivers impacting Australians' perceptions of their overall quality of life, far and above anything else.

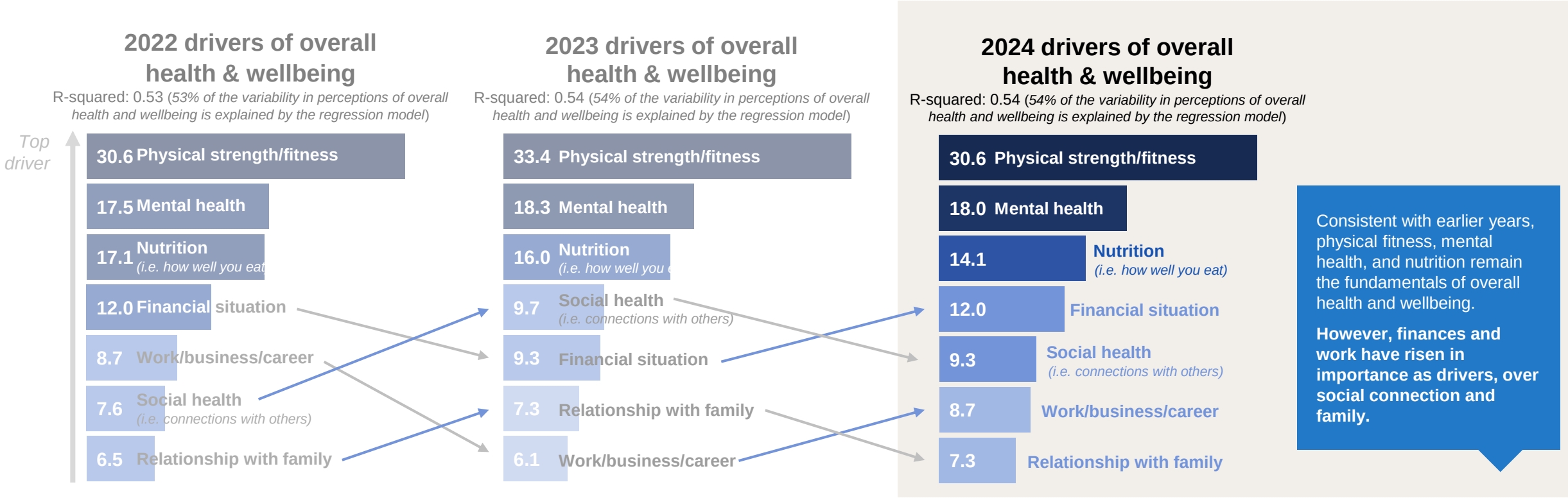
While softening into the end of 2024, rising cost of living and higher than usual inflation continues to place many Australians under significant financial strain, and therefore it is not surprising that finances is still a top driver of perceived quality of life.

Social health has softened as a main driver as financial and mental health take priority.

Base: 2022 n=1,467, 2023 n=1,496, 2024 n=1,548 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 remains key, followed by mental health and nutrition

Key drivers of overall health and wellbeing



Consistent with earlier years, physical fitness, mental health, and nutrition remain the fundamentals of overall health and wellbeing.

However, finances and work have risen in importance as drivers, over social connection and family.

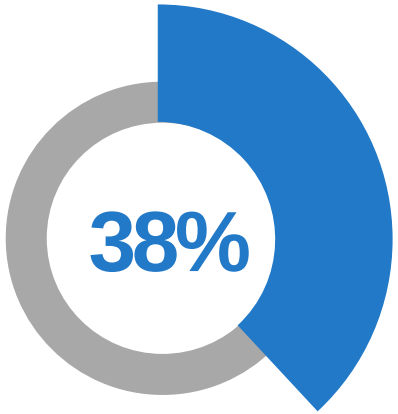
Base: 2022 n=1,467, 2023 n=1,496, 2024 n=1,548 cases used in estimation (cases containing missing values have been excluded). |
Q.6. How would you rate the following aspects of your life?

Health-related behaviours & attitudes

Key findings overview:

1. Baby Boomers remain the only generation where the majority think they're healthier than the generation prior.
2. Two in five (38%) Australians continue to find it difficult to manage their health and wellbeing, with cost and lack of motivation remaining key barriers, particularly among those younger. Compared to 2022, work commitments also increasingly prevent Australians from looking after their health (from 19% in 2022 to 23% this year).
3. Despite this, more Australians found ways to successfully manage their health and wellbeing compared to previous years, with a higher proportion taking time out to self care, eat healthier, try new health and wellbeing trends, and participate in various fitness activities.
4. Australians were also increasingly concerned about developing a chronic illness, with seven in ten (71% up from 65% in 2023) worried.
5. The majority (61%) of Australians would ideally like to lose weight, and while most (90%) would exercise or diet to do so, there was appetite among some to use medication (17%) or undergo surgery (7%).

Just under two in five (38%) said managing their health and wellbeing is difficult, on par with previous years



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

On par with 38% in 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 50 (46%)
- living in a metro area (39%)
- a parent or guardian of any children aged under 18 (44%)
- working full time (42%)
- renters (44%)
- those who speak a language other than English at home (44%)

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

Cost remain a key hurdle to maintaining health and wellbeing, with work commitments increasingly getting in the way

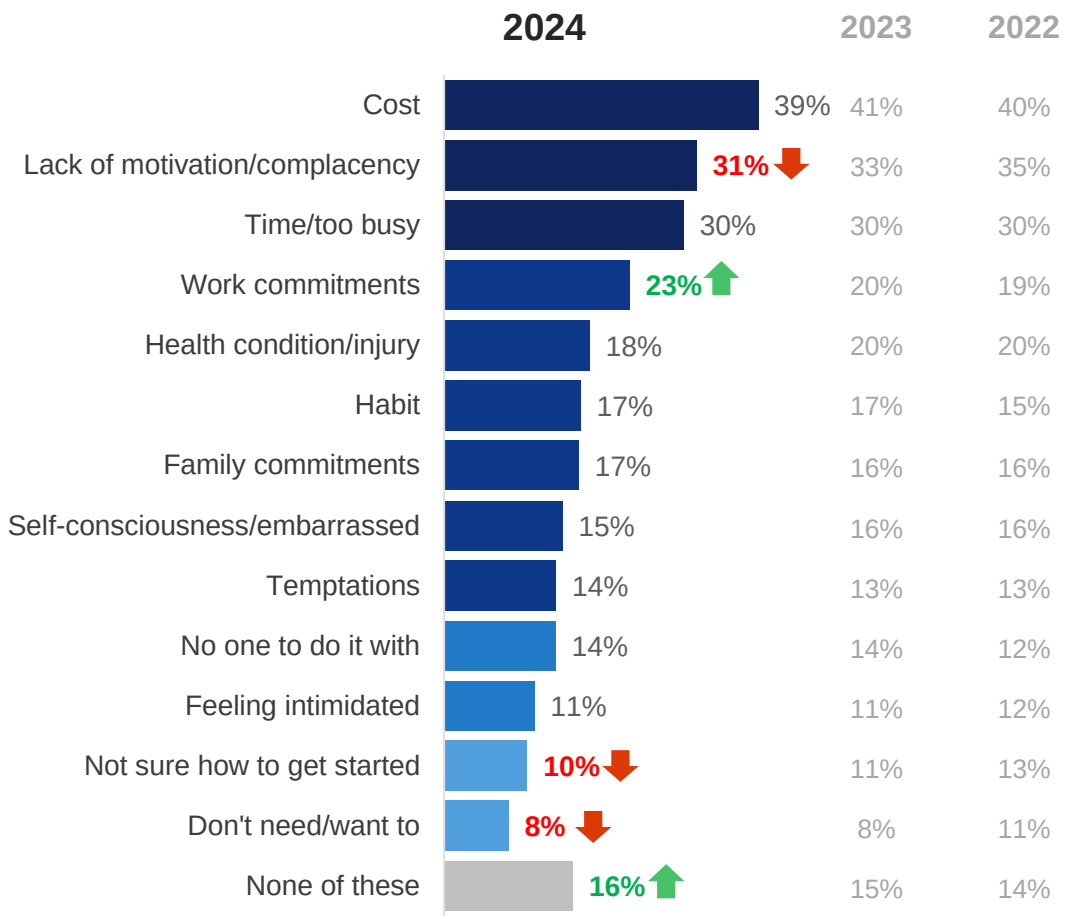
Compared to 2022, fewer Australians experienced at least one of these barriers to maintaining their health and wellbeing, with work commitments increasingly getting in the way.

Cost and lack of motivation remain the biggest barriers for Australians, although lack of motivation declined significantly from 2023. **Cost** was the main barrier for almost half of those aged under 30 (47%), and lack of motivation was also heightened among this group (40%).

Generally, **women** mentioned a higher number of barriers than men. Key barriers for women included cost (45% vs. 33% men), motivation (37% vs. 26%), feeling self-conscious/embarrassed (18% vs. 12%), no one to do it with (16% vs. 12%), and feeling intimidated (13% vs. 9%).

Those with caring responsibilities for children aged U18 were more likely to mention time (45% vs. 23%), and family commitments (34% vs. 9%) as barriers.

Barriers to maintaining health and wellbeing

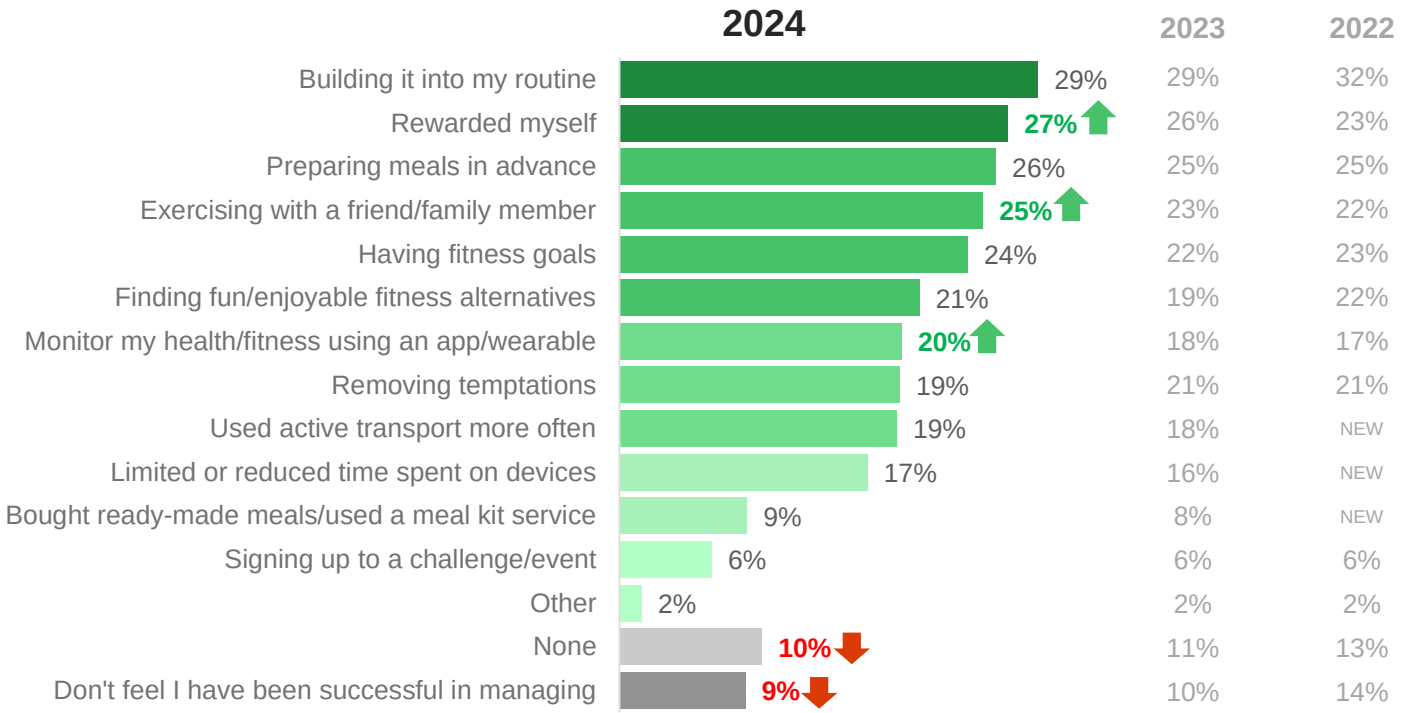


Base: All respondents, 2024 n=2,007, 2023 n=2,005, 2022 n=2,006.
Q.9. Over the past 12 months, what have you found are the main hurdles to doing what you would like to do from a health and wellbeing perspective (i.e. things standing in your way)?

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

Despite this, more Australians successfully managed their health and wellbeing compared to 2022

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



Building health and wellbeing into their routine continues to be the most common way Australians said helped them successfully manage their health and wellbeing (29%).

People aged 18-39 were significantly more likely to take action to manage their health and wellbeing than older generations (89% vs. 68% aged 40+).

In comparison to men, **women** were more inclined to prepare their meals in advance (32% vs. 20%), find fun/enjoyable fitness alternatives (23% vs. 19%) and exercise with a friend/family member (27% vs. 23%). Men were more likely to have fitness goals (27% vs. 21%).

Carers of children aged under 18 were more proactive with their health and wellbeing than non-carers (86% vs. 78%).

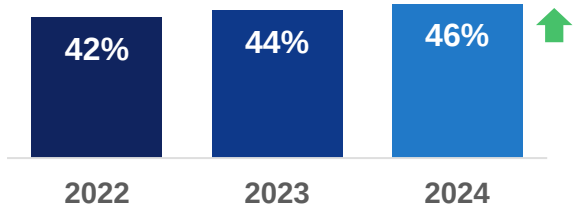
Base: All respondents, 2024 n=2,007, 2023 n=2,005, 2022 n=2,006.
Q.10. Over the past 12 months, what things have worked for you or helped you be successful in managing your health and wellbeing?

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

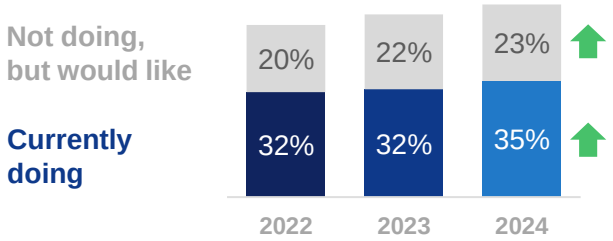
Australians placed more importance on taking time out for self care and gratitude in 2024

Behaviours and intentions – Self-care

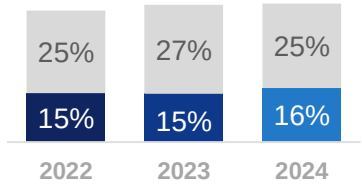
% of Australians currently do at least one of self-care, meditation or journalling



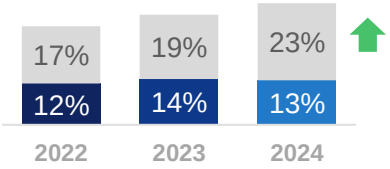
Undertook self-care
(e.g. facial, manicure, etc.)



Meditated regularly



Practised gratitude/ journalling



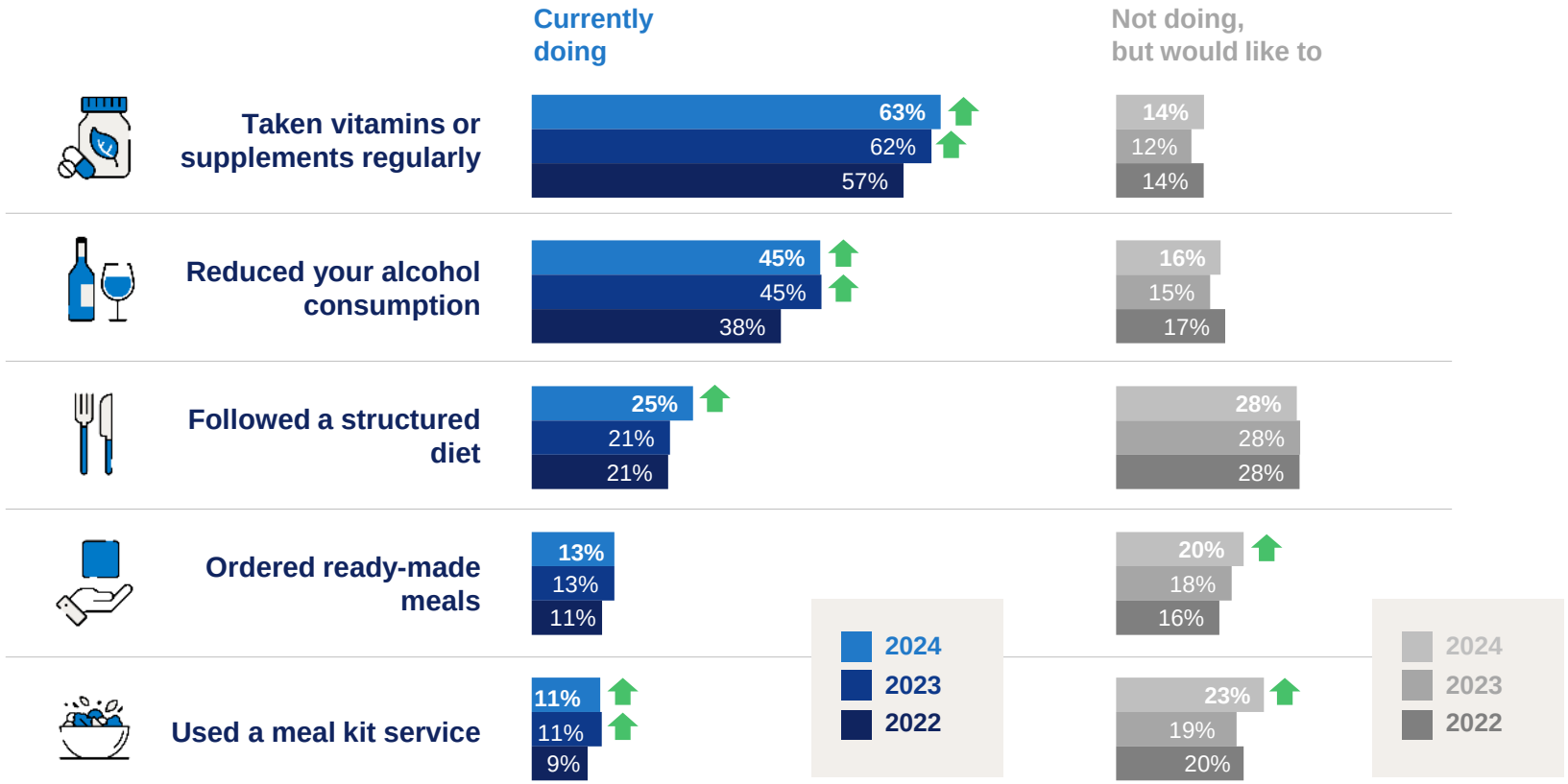
Despite trending up, when it comes to self-care, only around one in five Australians make time for this (35%). Those who currently do at least one of self-care, meditation or journalling were more likely to be aged **18-39** (54%), **female** (58%), **living in a metro area** (48%), **have a Bachelor degree or higher** (52%), or **have a household income of $150k or more** (51%).

Base: All respondents, 2024 n=2,007, 2023 n=2,005, 2022 n=2,006. Q.7. Which of the following (if any) do you currently do, or have you done in the past 12 months?

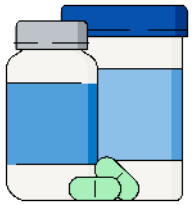
Denotes significant difference at the 95% level of confidence from 2022

More Australians were also looking after their nutrition by regularly taking vitamins, reducing drinking and dieting

Behaviours and intentions – Nutrition and eating/drinking



Those who take vitamins or supplements regularly were more likely to be in their **30s** (68%), **women** (68%), **living in a metro area** (65%), or have **a Bachelor degree or higher** (66%).



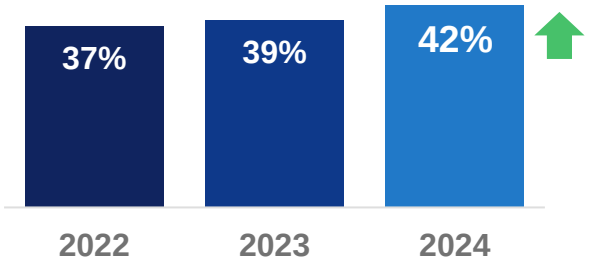
Those who reduced their alcohol consumption were more likely to be aged **18-29** (50%), **living with friends/housemates** (55%), or **have a Bachelor degree or higher** (49%).

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

Appetite to explore new trends in health and wellbeing continued to grow year on year

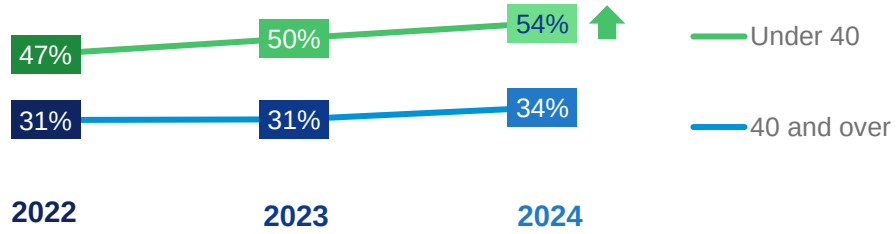
% Agree they are someone who likes to explore new trends and try new things in health and wellbeing



A significantly higher proportion of Australians now classify themselves as someone who likes to explore and try new things in health and wellbeing (from 37% in 2022 to 42% this year). Appetite remained heightened among those **younger** (54% among under 40s, vs. 34% aged 40+), those residing in **metro areas** (45% vs. 36% regional), those who **speak a language other than English** (53% vs. 40% English only) and **full-time workers** (50%).

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 47% agree in 2022 to 54%) and women (from 36% to 41%).

% agree by age overtime



Base: All respondents, 2024 n=2,007, 2023 n=2,005, 2022 n=2,006. Under 40 n=799-800, 40 and over n=1,207-1212.
Q.13. To what extent do you agree or disagree with the following statements?

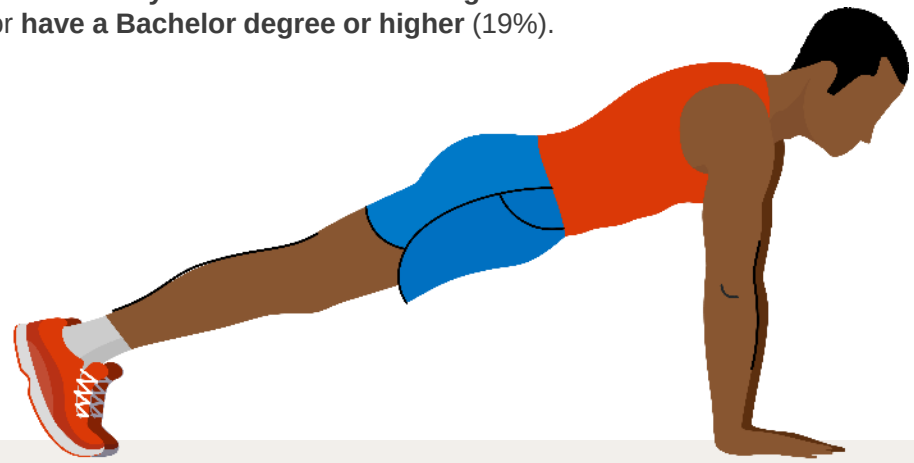
Denotes significant difference at the 95% level of confidence from 2022

With heightened appetite to try something new, more Australians were participating in a fitness activity than previously

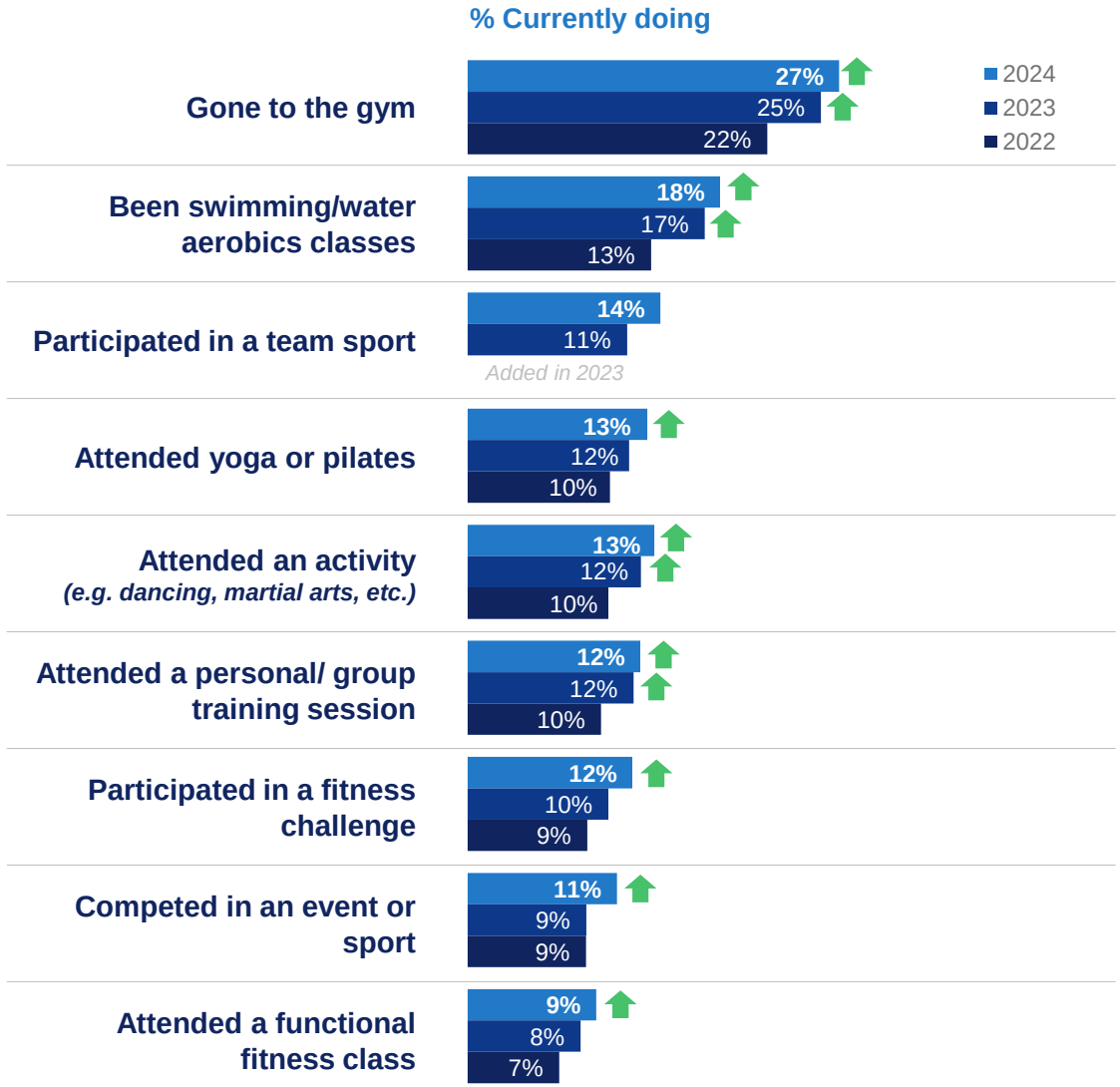
Those that participated in a fitness activity were **more likely to have excellent/good overall quality of life** (65%, vs. 48% of those that haven't participated in a fitness activity).

Those who go the gym were more likely to be aged **18-39** (42%), **men** (30%), living in a **metro area** (30%), have **PHI** (66%), or **have a Bachelor degree or higher** (66%).

Those who attended yoga or pilates were more likely to be aged **18-39** (20%), **women** (17%), live in a **metro area** (15%), have **PHI** (15%), **have a family household with kids aged 12 or under** (17%), or **have a Bachelor degree or higher** (19%).



Behaviours and intentions – Fitness activities



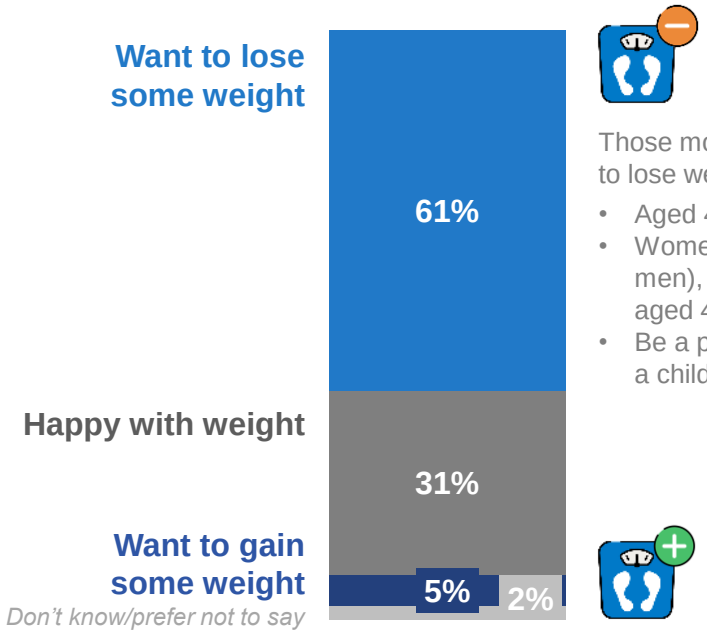
Base: All respondents 2024 n=2,007, 2023 n=2,005, 2022 n=2,006.
Q.7. Which of the following (if any) do you currently do, or have you done in the past 12 months?

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

Most Australians want to lose weight, and while most would diet and exercise, there was appetite to opt for medication or surgery

Weight loss

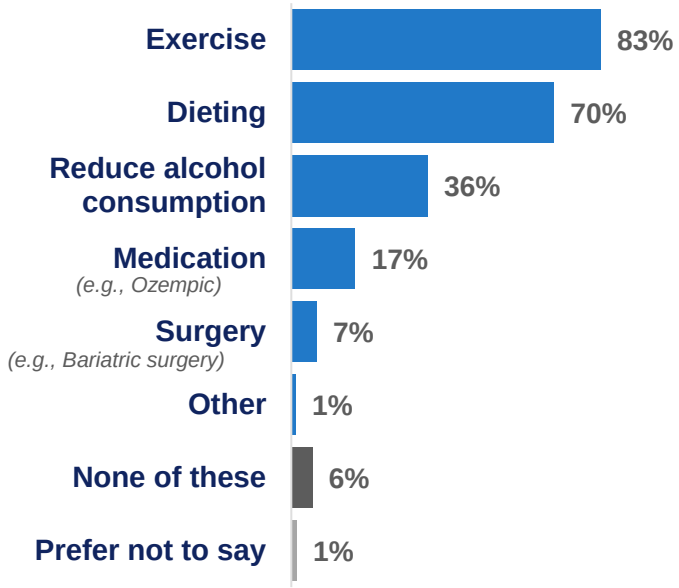
How do Australians currently feel about their weight?



Those more likely to want to lose weight were:

- Aged 40-59 (69%)
- Women (67% vs. 55% men), particularly those aged 40-59 (75%)
- Be a parent/guardian of a child under 18 (65%)

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



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

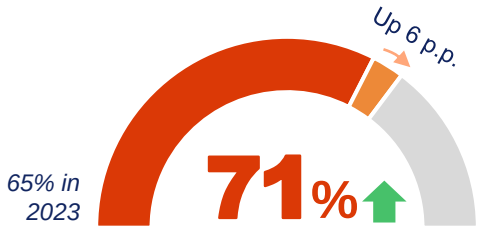
- Those in their 40s (23%)
- Women (20% vs. 14% men), particularly those aged under 50 (24%)

On the other hand, willingness to get **surgery** was heightened among:

- Those aged under 50 (9%)
- Women (8% vs. 5% men)

Base: All respondents 2024 n=2,007.
Q.40. Thinking about your weight, which best describes how you currently feel?/ Q41. If you wanted to lose weight, which of the following would you consider?

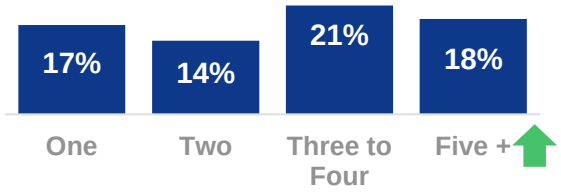
Australians remain concerned about developing a chronic illness, seeing an increase from 2023



of Australian adults were concerned about developing a chronic illness

Number of chronic illnesses concerned about

Average: 2.4 ▲*Up from 2.0 in 2023 and 2022*



Chronic illnesses concerned about

	2024	2023	2022
Cancer	35% ▲	29%	24%
Back pain	30% ▲	24%	27%
Arthritis	27%	25%	26%
Heart disease/stroke	26%	24%	22%
Mental health conditions	25% ▲	20%	24%
Alzheimer's disease	25% ▲	20%	17%
Diabetes	20% ▲	16%	17%
Obesity	18% ▲	14%	16%
Osteoporosis	15% ▲	12%	11%
Lung conditions	11%	9%	8%
Kidney disease	10%	9%	7%
Other	1%	1%	4%

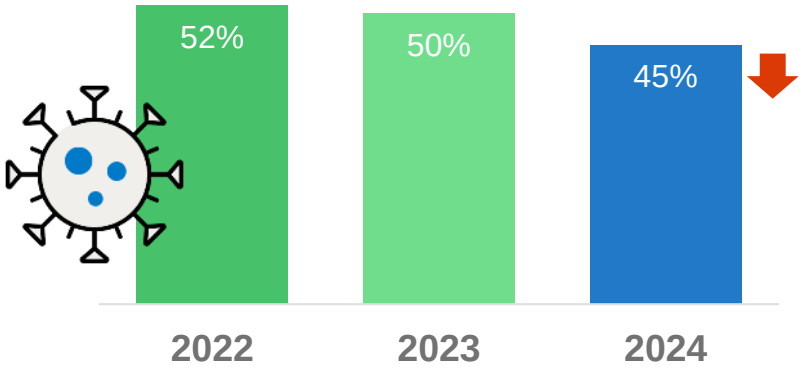
Concerns differ with age, with younger Australians (18-29) significantly less likely to be concerned overall about developing a chronic condition but once over 40, this shifts (64% vs. 74%).

However, younger Australians were more likely to be concerned about developing a mental health condition (32%) compared to over 40s (21%).

Base: All respondents, 2024 n=2,007, 2023 n=2,005, 2022 n=2,006.
Q.15. Are you concerned about developing any of the following chronic conditions?

▲ ▼ *Denotes significant difference at the 95% level of confidence from 2023*

Despite being in our rear view and decreasing significantly, concern surrounding future pandemics lingered



agreed they were concerned about the impact of future pandemics on my health and wellbeing

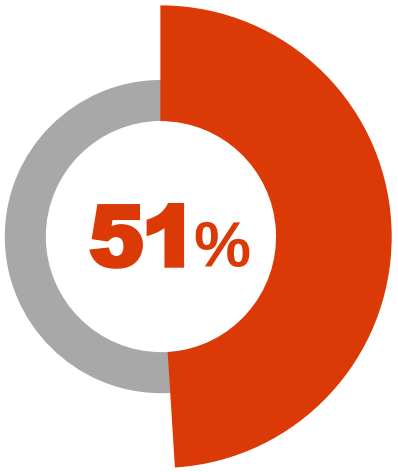
Those more likely to agree in 2024 were:

- 18-39 year olds (53%)
- living in metro areas (48%)
- those who reported a poor/very poor quality of life right now (54%)
- those who have a family household with kids aged 12 or under (52%)
- those who are a parent or guardian of any children aged under 18 years (51%)
- those who have a Bachelor degree or higher (48%)

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

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

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

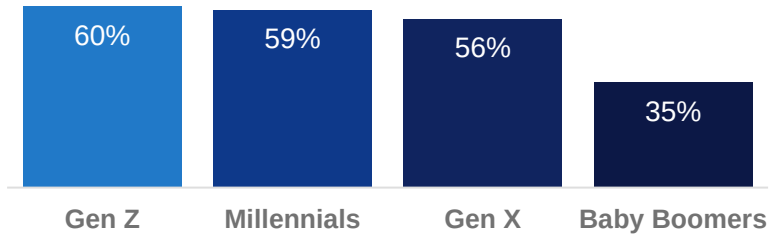


agreed that

<u>their generation is less healthy</u> than the one before it

On par with 49% in 2023

% agree by generation



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 2024 n=2,007. Gen Z (18-27yrs) n=322, Millennials (28-33yrs) n=249, Gen X (34-59yrs) n=899, Baby Boomers (60-79yrs) n=537.
Q.13. To what extent do you agree or disagree with the following statements?

Outdoors, the environment and active transport

Key findings overview:

1. Spending time in nature or outdoors remained important to Australians, with most (70%) making time to do so and a further one in five (19%) wanting to start.

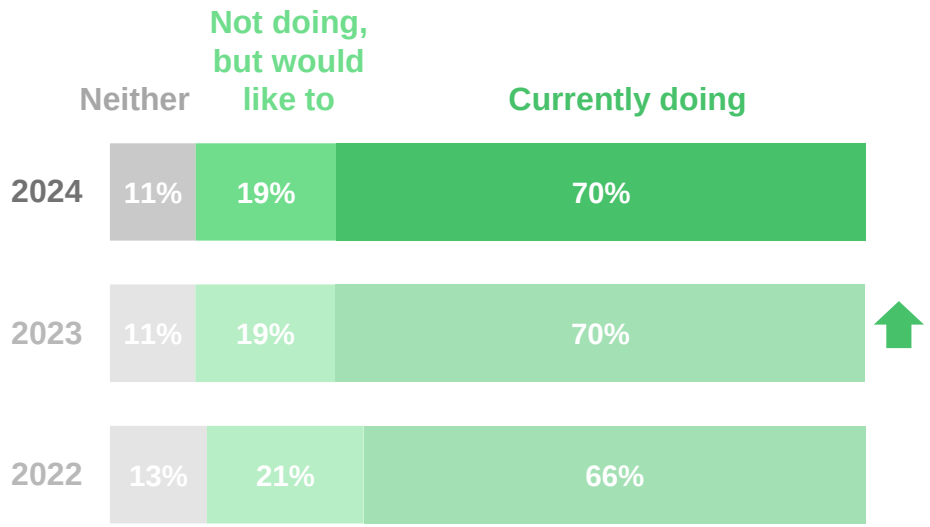
2. Many Australians (46%) agree they are stressed about how we're negatively impacting the environment, which was heightened among those younger (56% aged under 40, 46% aged 40-49 and 37% aged 50-79)

3. Half of Australians (49%) were also making use of active transport in 2024, where weekly, four in five (79%) walked, one in five ran (21%), and one in seven (15%) cycled.

Spending time in nature or outdoors remained important to Australians, with most making time to do so

Behaviours and intentions – Spent time outdoors/in nature

Spent time outdoors or in nature



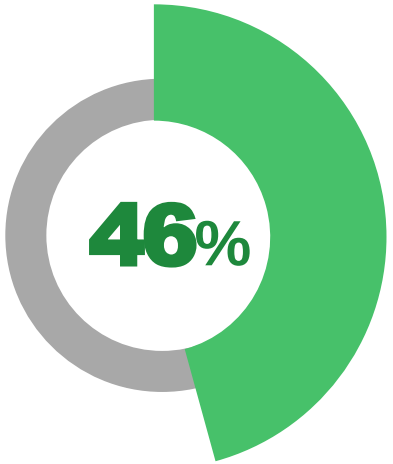
Those that spend time outdoors were more likely to have excellent/good overall quality of life (62%, vs. 47% of those that don't currently spending time in nature).

Those who spend time outdoors were significantly more likely to **live in a regional area** (74%), **have a partner/spouse but no children** (76%), **have a Bachelor degree or higher** (73%), be **retired** (75%), or have a **household income of $150k or more** (76%).

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

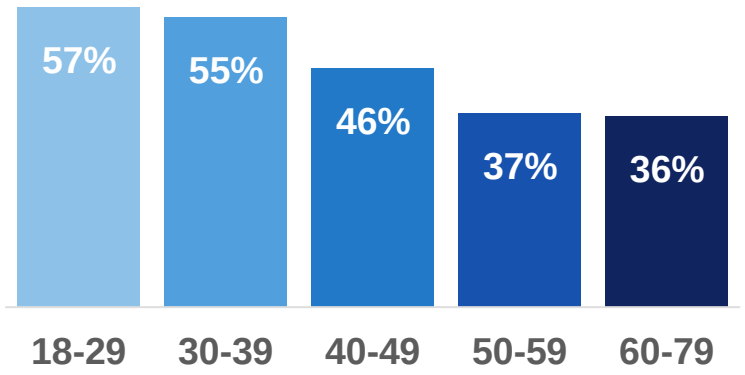
Almost half (46%) of Australians remain stressed about our environmental impact, heightened among those younger



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

On par with 45% in 2023

% agree by age



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

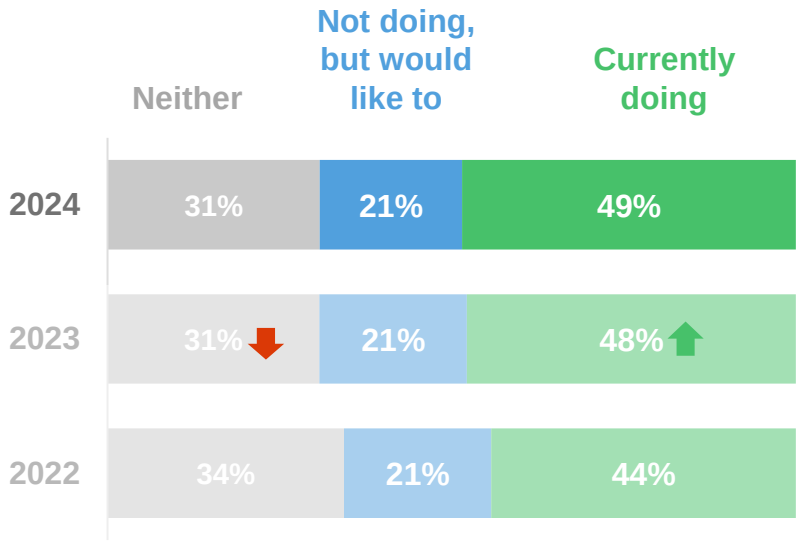
- **Women** (49% vs. 42% men)
- **Parents/guardians** of child(ren) under 18 (49% vs. 44% who weren't)
- Those who **speak a language other than English** at home (53% vs. 45% who don't)

Base: All respondents, 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?

Half of Australians continued using active transport in 2024

Behaviours and intentions – Active transport

Used active transport more often over the past 12 months



Those that used active transport more often over the last 12 months were more likely to be **men** (51%), living in a **metro area** (51%), **have a Bachelor degree or higher** (54%), or **have a household income of $150k or more** (57%).

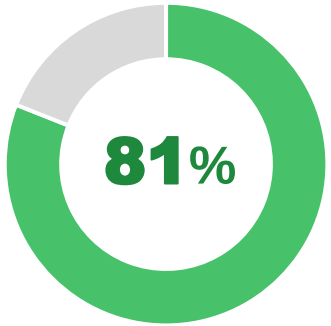
Those who weren't currently using active transport but would like to were more likely to be **aged under 40** (29%), be **a parent or guardian** of any children aged under 18 years (27%), **have a Bachelor degree or higher** (24%), **work full time** (24%), or **speak a language other than English at home** (26%).

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

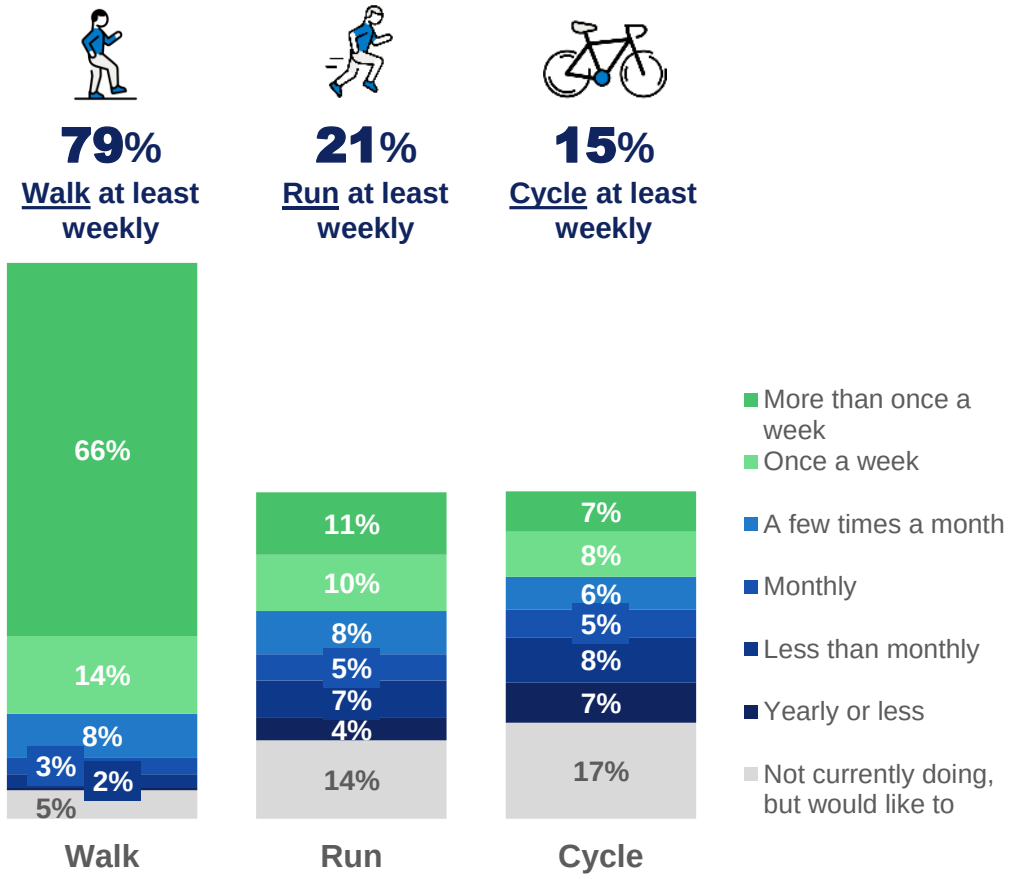
On par with 2023, four in five (81%) Australians claimed to walk, run or cycle at least weekly

Behaviours – Walking, Running, Cycling



of Australians walk, run or cycle at least Weekly

On par with 80% in 2023



There was no change in the proportion who walk, run or cycle from 2023.

Those who claim to **run at least weekly** were more likely to be:

- Younger, aged under 40 (35%)
- Men (28% vs. 14% women)
- Live in a metro area (23%)
- Parent/guardian of a child under 18 years (30%)
- Working full time (33%)
- Part of a high-income household, $150k or more (34%)
- Speak a language other than English at home (28%)

In contrast, those who **cycle at least weekly** were more inclined to be:

- In their 30s (20%)
- Men (21% vs. 9% women)
- Reside in metro areas (17%)
- Parent/guardian of a child under 18 years (22%)
- Work full-time (20%)
- Part of a high-income household, $150k or more (23%)

Base: All respondents 2024 n=2,007, 2023 n=2,005. New question in 2023.
Q.7.a. How frequently do you do each of the following?

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

Mental health and burnout

Key findings overview:

1. Australians' mental health was trending in the right direction, with fewer rating it as poor than previously (from 18% in 2022 to 16% this year). Mental health was rated more highly among those older, where only half aged under 30 felt it was better than average (49% vs. 69% aged 60-79)

2. Our connections with others remained the key driver impacting mental health, but work climbed as a driver in 2024.

3. The majority (86%) of Australians take steps to improve their mental health, and more Australians were accessing formal mental health support than ever before, particularly among those younger.

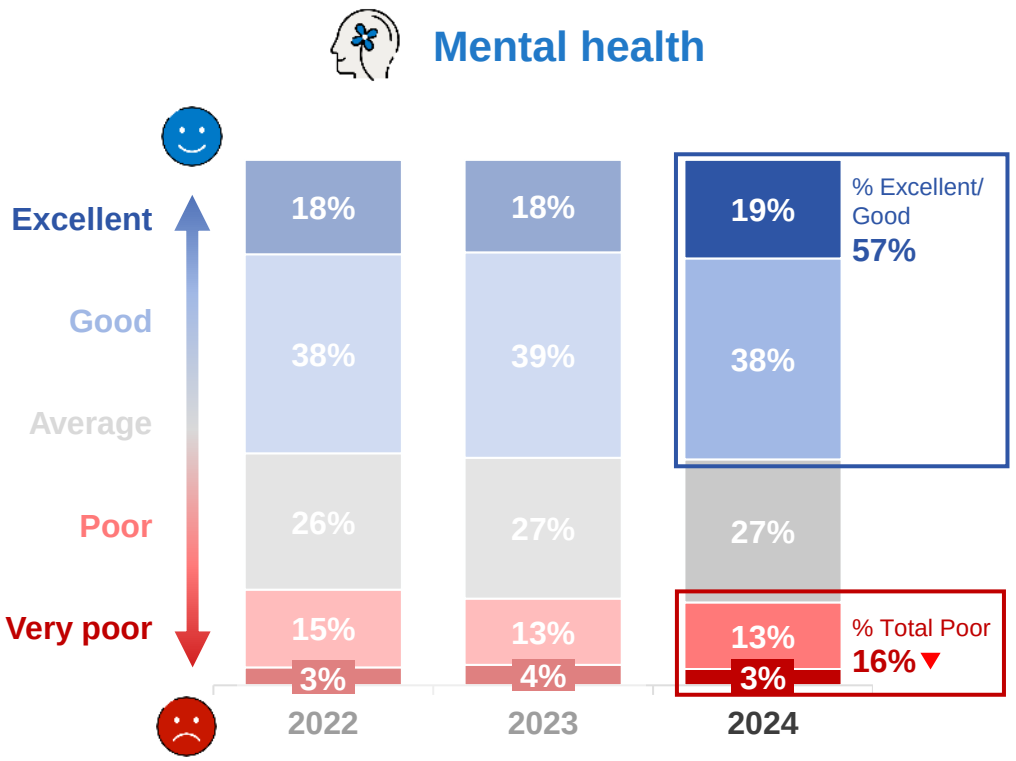
4. One in five (19%) Australian workers experienced high stress at work over the past fortnight and seven in ten (72%) had experienced burnout, where half (53%) burnt out within the last 2 years.

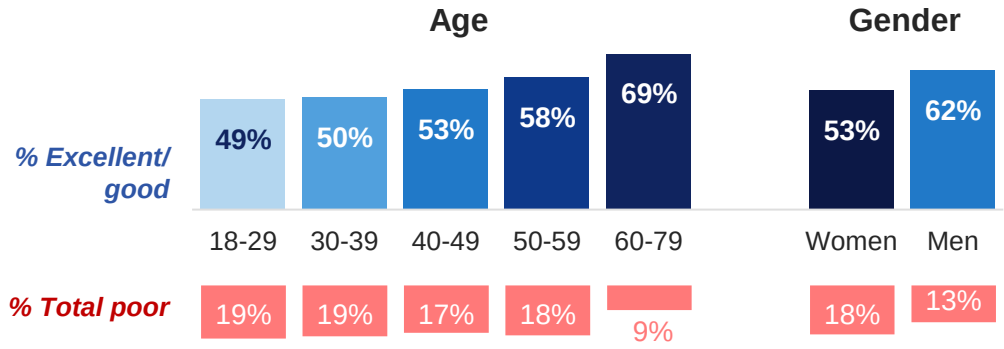
5. There was a range of factors contributing to burnout; among those who had experienced burnout, one in four of them quit (23%), with many more reducing hours or finding new roles.

6. One in three (32%) Australians who've been employed had taken time off work to prevent burnout, but less than half (39%) felt their employer supported this decision.

Australians were less likely to rate their mental health as poor, while this remained highest among women and those younger

How would you rate the following aspects of your life?





There was a positive shift, with a smaller proportion of Australians feeling their mental health was poor compared to previous years (from 18% in 2022 to 16% in 2024).

This was driven largely by older men, aged 60 and over (from 11% in 2022 poor to 5%), those residing in NSW (from 20% to 15%), and those in regional areas (from 20% to 15%).

Financial stability also appeared to influence mental health, with two in five (41%) who rated their financial situation as poor feeling their mental health was also poor (vs. 6% who rated finances as good/excellent). This was also echoed among renters (20% poor) who have been experiencing a continued increase in rental prices, as well as low-income households (21% of those who earn under $50k). Additionally, those aged under 60 (19% poor) and women (18% poor vs. 13% men) had poorer mental health outcomes.

Base: All respondents, 2024 n=2,007, 2023 n=2,005, 2022 n=2,006. 2024: 18-29 (n=435), 30-39 (n=362), 40-49 (n=357), 50-59 (n=313), 60-79 (n=532). 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 2022

Connections with others remained the key driver impacting mental health, but work climbed as a driver in 2024

Key drivers of mental health

2022 drivers of mental health quality

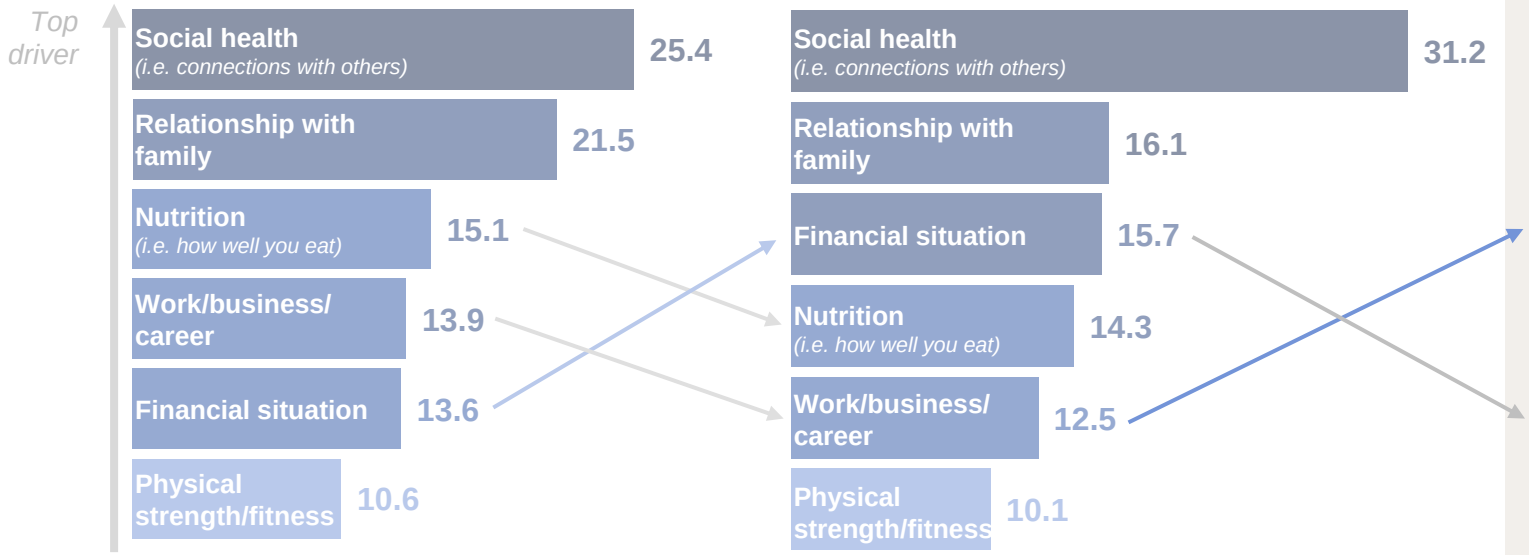
R-squared: 0.49 (*49% of the variability in perceptions of overall quality of life is explained by the regression model*)

2023 drivers of mental health quality

R-squared: 0.47 (*47% of the variability in perceptions of overall quality of life is explained by the regression model*)

2024 drivers of mental health quality

R-squared: 0.50 (*50% of the variability in perceptions of overall quality of life is explained by the regression model*)



While social health remained the top driver of mental health, work has crept up behind relationships with family.

Among those younger, **aged 18-29**, work, family and relationships were close drivers of mental health (social health contributed 23.8%, followed by family 21.5%, then work 20.7%), unsurprising given within the last year, half of those aged under 30 said they'd burnt out from work (48%).

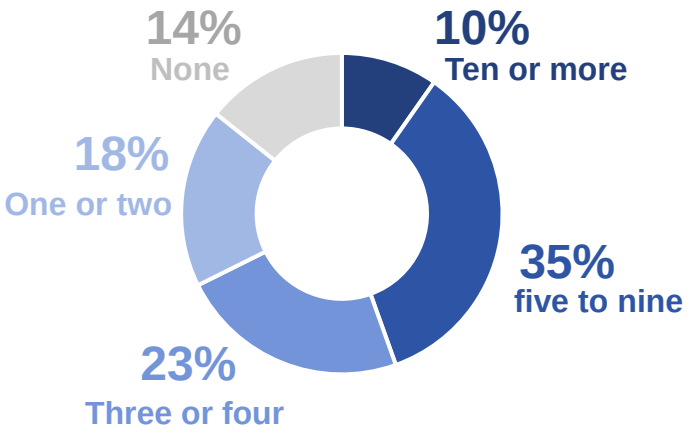
Base: 2022 n=1,467, 2023 n=1,496, 2024 n=1,548 cases used in estimation (cases containing missing values have been excluded).
Q.6. How would you rate the following aspects of your life?

The majority (86%) of Australians were taking steps to improve their mental health, with more taking time away from work than last year

Number of activities undertaken to improve mental health

Average: 4.5

On par with 4.4 in 2023



Given work was now the third biggest driver of our mental health, it's no wonder more Australians are saying that they've taken a mental health day off work over the past 12 months to improve their mental health compared to last year.

Activities undertaken to improve mental health in the past year

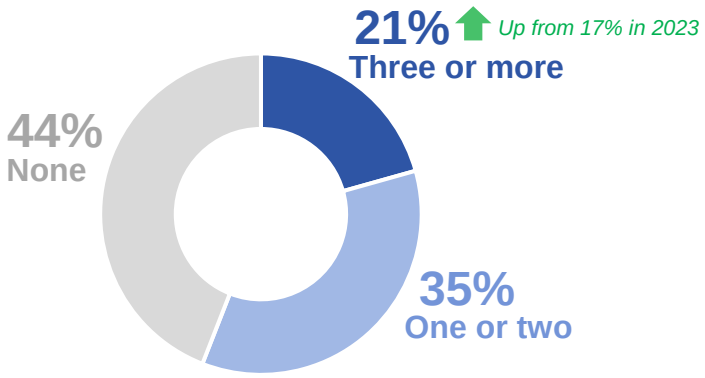
Base: All respondents, 2023 n=2,005, 2024 n=2,007. Q.8.a. Which of the following (if any) have you undertaken to improve your mental health in the past 12 months?

Denotes significant difference at the 95% level of confidence from 2023

More Australians were also accessing formal mental health support, largely driven by those younger

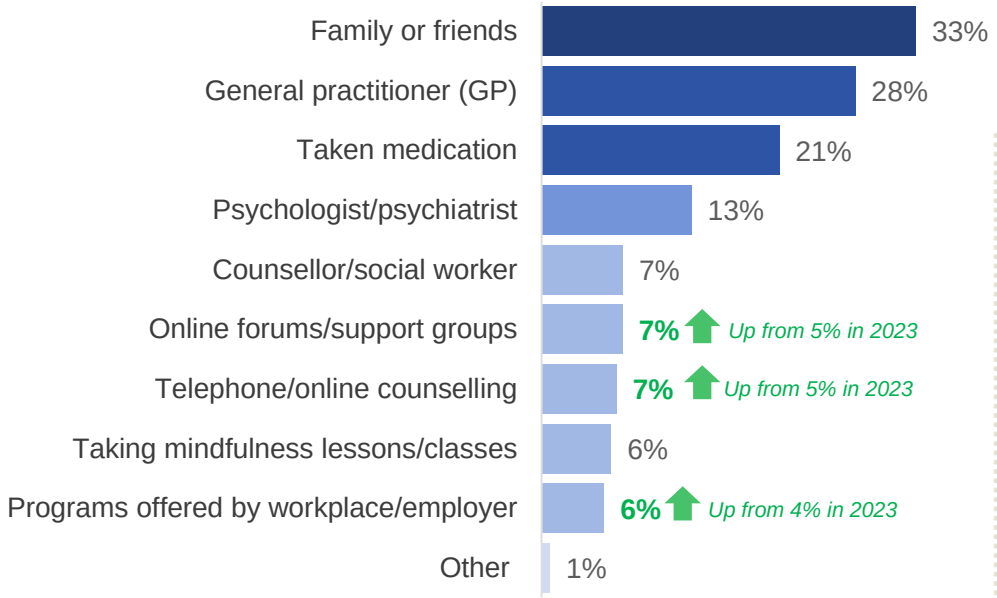
Formal and informal mental health assistance

Number of mental health sources accessed



A significantly higher proportion of Australians accessed some form of formal mental health support over the past 12 months in 2024 (44% accessed any excl. family/ friends, up from 41% in 2023). The climb was driven by younger Australians aged under 50 (from 47% in 2023 to 53% in 2024).

Services accessed for mental health assistance in the past 12 months



Full time workers were significantly more likely to be accessing programs offered by their employer, with one in ten accessing a program over the past year (from 6% in 2022 to 9% this year).

Compared to 2022, there was a significant uptick in men accessing counsellors/social workers (from 4% to 7%) and online forums/support groups (from 5% to 7%).

Base: All respondents, 2023 n=2,005, 2024 n=2,007.
Q.8. Have you used any of the following for mental health assistance in the past 12 months?

Denotes significant difference at the 95% level of confidence from 2023

In 2024, Australians were significantly more likely to have said **work commitments had become a barrier for them to maintaining their health and wellbeing** (from 19% in 2022 to 23% this year).

We've also seen **work climb as a driver of overall quality of life and mental health**, with a higher proportion of Australians reporting they took time off work in 2024 to improve their mental health (from 12% in 2023 to 15% this year).

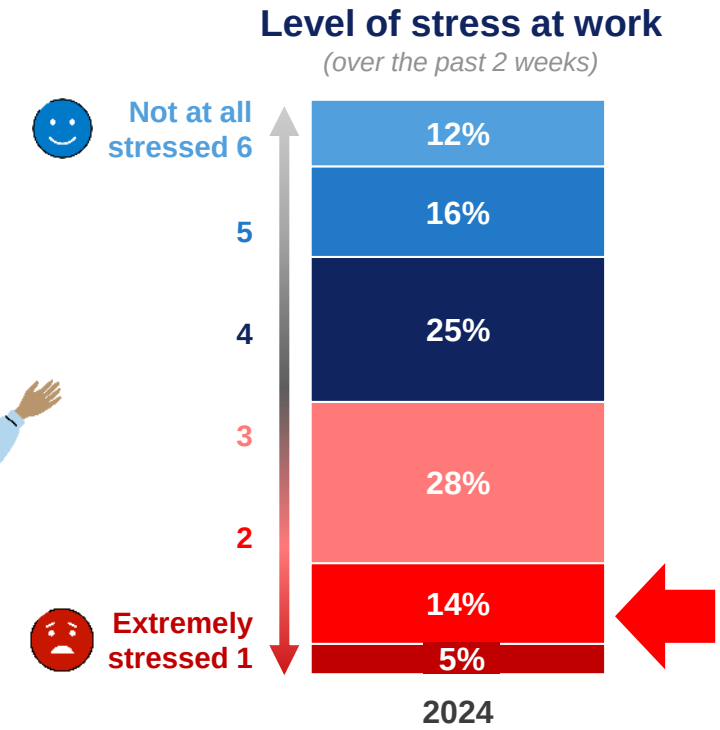
Consistent with this, Australians were more likely to **use mental health assistance** in the form of programs offered by their workplace/employer (from 4% in 2023 to 6% this year).

So what toll is work taking on Australians?

One in five (19%) Australian workers experienced high stress at work over the past fortnight

Levels of stress at work

of the **67%** of Australians currently working…



One in **five** (19%, rated 1/2) workers experienced **high stress** at work over the past fortnight

Unsurprisingly, the proportion who experienced high stress was heightened among full time workers (21% vs. 15% part-time/casual).

Those who experienced heightened stress at work (rated 1/2) were significantly more likely to rate their mental health as poor (40%), compared to 17% of those who experienced minimal stress (rated 5/6). This trend was also mirrored when it came to how they rated their overall quality of life: 45% who experienced heightened stress (rated 1/2) rated their quality of life as excellent/good, vs. 76% who experienced minimal stress (rated 5/6).

This highlights the overall impact that work has on Australians overall health and wellbeing.

Base: All respondents, 2024 n=2,007. Q34. Which of the following best describes your employment status?/ Q35. Overall, over the last 2 weeks, how would you describe your stress levels at work?

Seven in ten (72%) currently employed Australians experienced burnout, with half (53%) experiencing it within the last 2 years

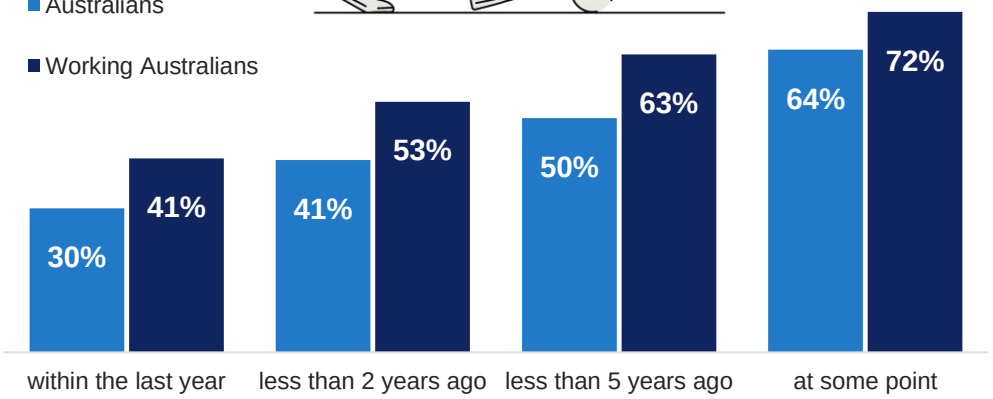
Burnout

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 often 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 (64%) Australians experienced burnout from work, jumping to seven in ten among those currently employed (72%). As might be expected, burnout – along with stress – was higher among full-time workers (75%) than those who work part-time/casually (67%).

Concerningly, three in ten (30%) Australians experienced burnout this year alone, and half (50%) experienced it within the last 5 years. Those who burnt out in the last year rated their quality of life as worse than any other group (48% good/excellent, vs. 58% who experienced burnout more than a year ago, vs. 71% who never experienced burnout).

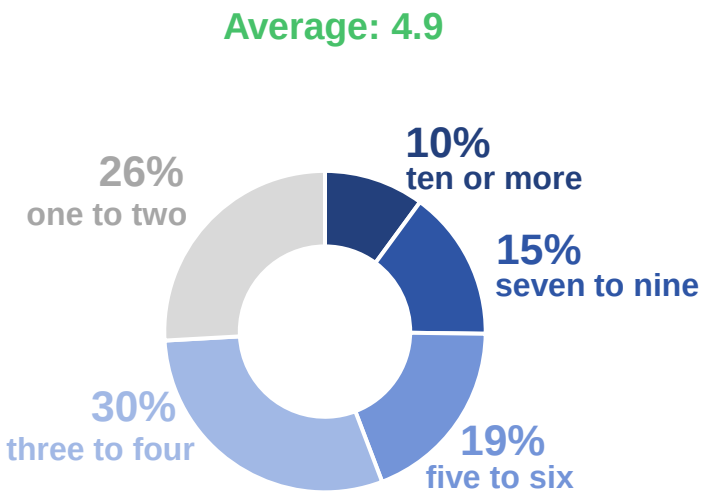
Burnout was heightened among younger Australians, where four in five Australians aged **under 40** had experienced burnout from work (77% vs. 71% 40-49 and 50% aged 50+), and within the last year, half of those aged **under 30** said they'd burnt out from work (48%).

Burnout was also heightened among parents/guardians of children aged under 18 (73% ever burnt out, vs. 60% others).

Base: All respondents, 2024 n=2,007. Australians currently employed, 2024 n=1,378. Q36. Have you experienced burnout from work?

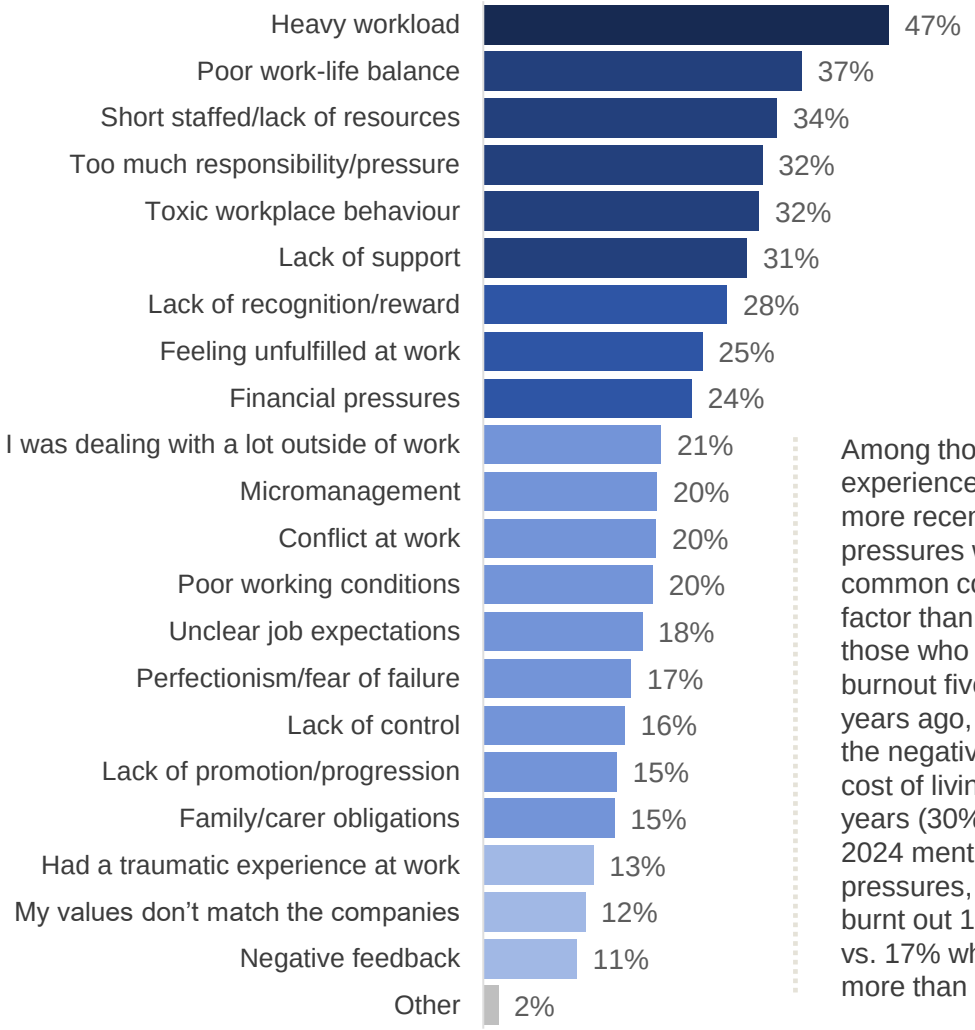
Drivers of burnout were vast, with an average of five factors contributing to burnout from work

Number of factors contributing to burnout



On average, while no more likely to have experienced burnout, women listed more items than men (5.3 vs. 4.5). Namely, they were more likely to mention being short staffed (38% vs. 29%), toxic workplace behaviour (41% vs. 23%), lack of support (34% vs. 27%), lack of recognition/reward (31% vs. 26%), micromanagement (23% vs. 17%), and having had a traumatic experience at work (16% vs. 9%). Additionally, they were also more inclined to say dealing with things outside of work (24% vs. 17%) and family/carer obligation (17% vs. 13%) contributed.

Drivers of burnout from work



Among those who experienced burnout more recently, financial pressures was a more common contributing factor than it was among those who experienced burnout five or more years ago, highlighting the negative impact of cost of living in recent years (30% burnt out in 2024 mentioned financial pressures, vs. 25% who burnt out 1-2 years ago, vs. 17% who burnt out more than 2 years ago).

Base: Australians who experienced burnout form work, 2024 n=1,301. Q37. Which of the following contributed to your burnout from work?

Keeping active and spending time with loved ones was the main things Australians did to prevent burnout

As expected, those who had experienced burnout before were significantly more likely to be doing more to prevent future burnout (3.7 things on average, vs. 2.1 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

23% quit their job

15% found new employment

11% changed roles

Reduce their hours/ change locations

11% worked fewer hours per day

11% worked fewer days per week/month

11% worked from a remote location more

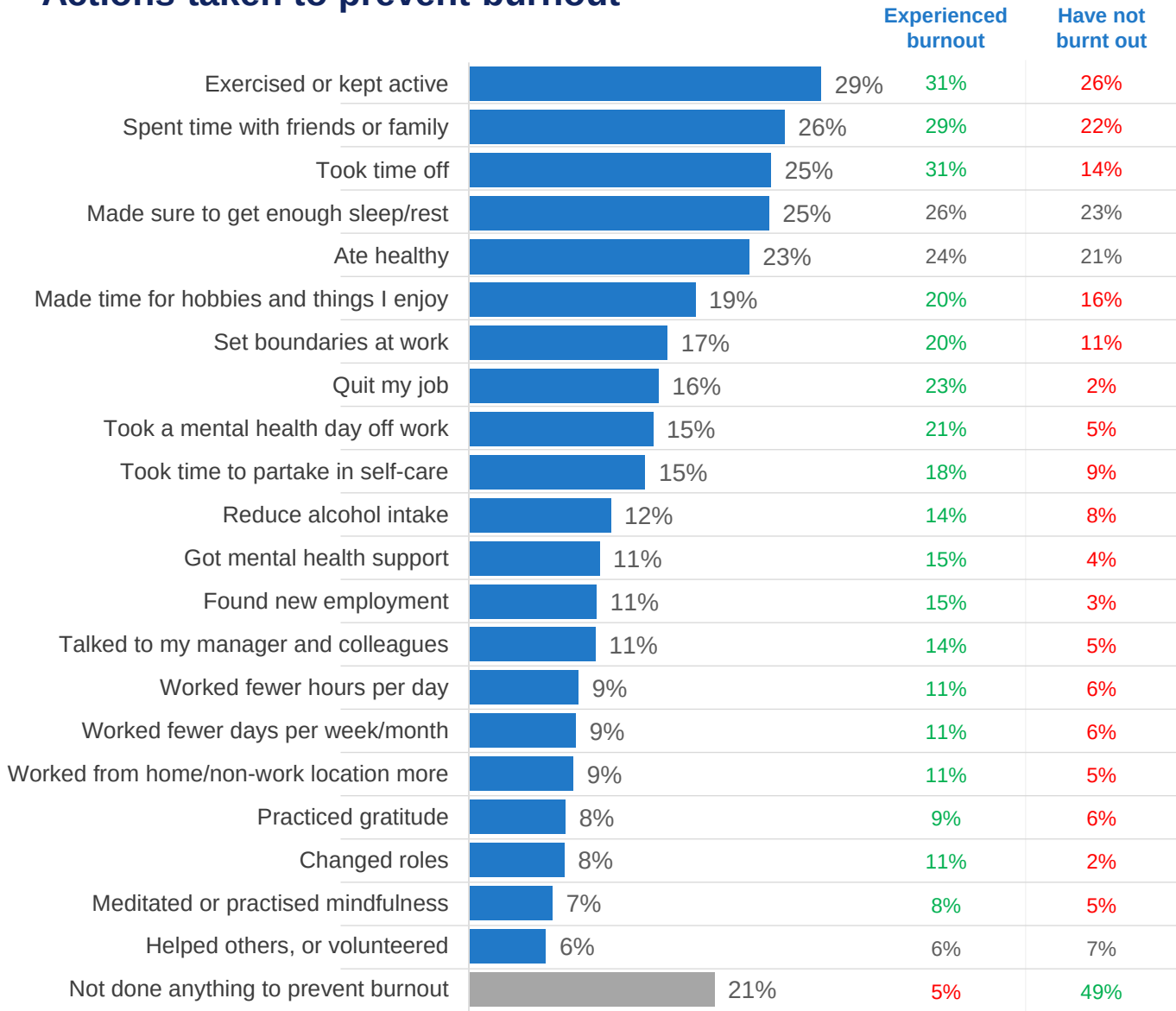
Take time off

21% took a mental health day off

31% took time off

Base: Australians who've been employed, 2024 n=1,971, experienced burnout n=1,301, not experienced burnout n=670. Q38. Which of the following (if any) have you done to prevent or deal with burnout?

Actions taken to prevent burnout



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

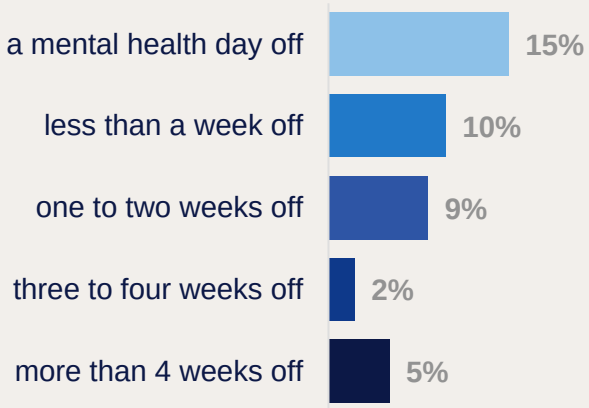
Burnout: Taking time off

32%

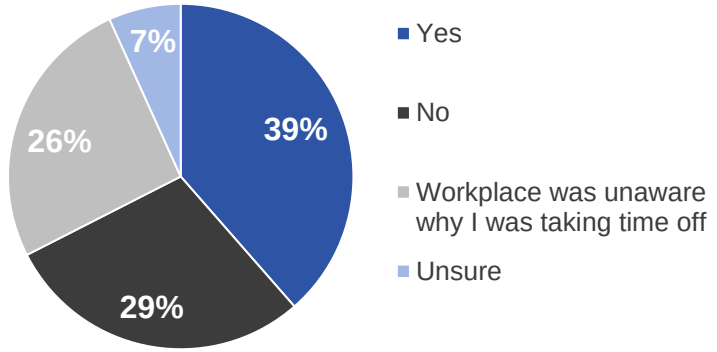
of Australians who had been employed have taken time off from work to prevent/deal with burnout

Those younger, aged under 50 were more likely to have taken time off (37% vs. 26% aged 50 and over), along with parents/carers of a child under 18 (38% vs. 30% others), and unsurprisingly, those who work full-time (41%).

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



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



Those who took more time off were less inclined to feel their workplace was supportive (21% among those who took more than 4 weeks off, vs. 44% who took less than 2 weeks off).

Base: Australians who've been employed, 2024 n=1,971. Those who took time off work to prevent/deal with burnout, 2024 n=644.
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?

Healthcare and technology

Key findings overview:

1. Technology continued to play an increasing role in managing health and fitness, as Australians became significantly more likely to monitor their health through an app or wearable, follow an exercise program, or be part of a class partnership app.

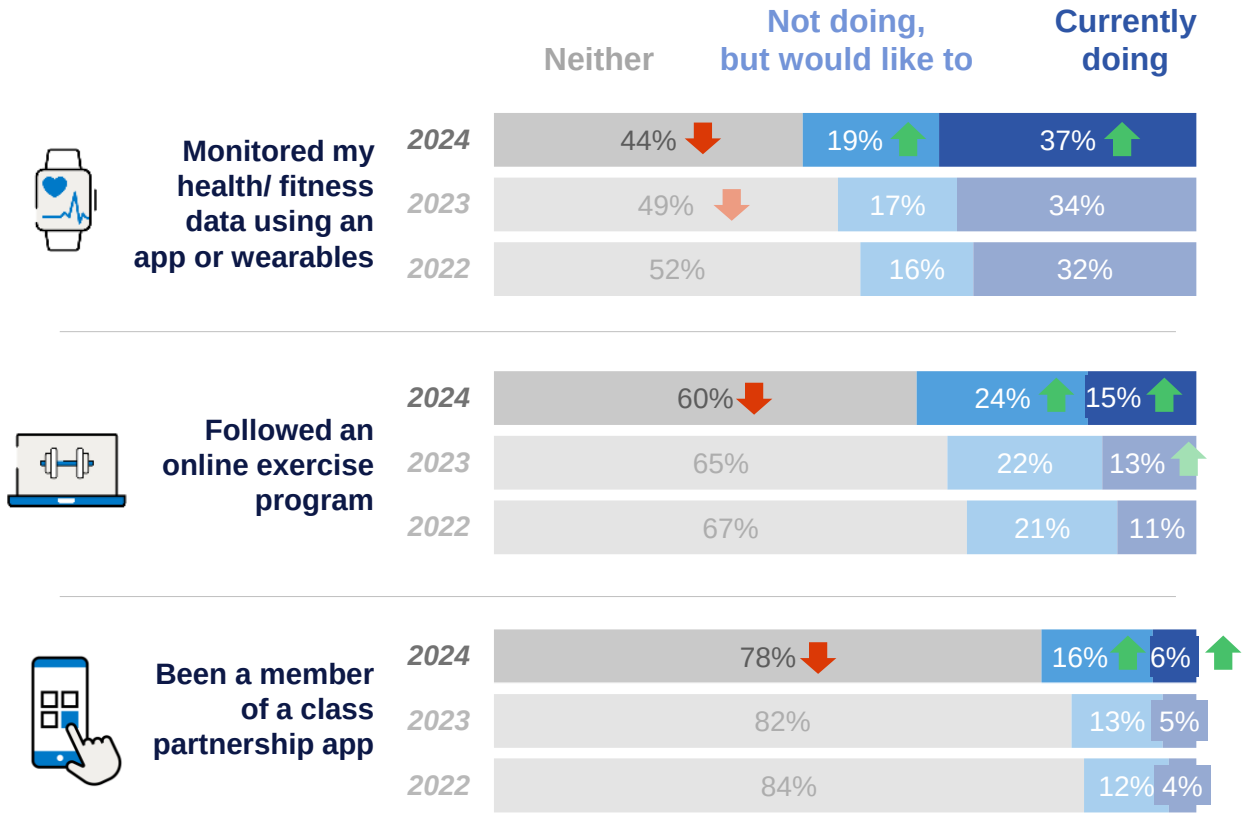
2. While there remained some openness around specialists making use of AI to diagnose (27% agreed they would like this to happen), over half (56%) of Australians agreed they want seamless data collection and sharing of health data between doctors and other allied health services.

3. While utilising technology in health is climbing, Australians were more likely to feel the negative impacts of technology on their mental wellbeing in 2024 (from 34% in 2023 to 37%), a sentiment that remains highest among those aged under 40 (49% agreed)

4. In order to combat any negative impacts, one in six (17%) Australians reported limiting or reducing time spent on devices to help them manage their health and wellbeing, and one in ten (10%) partook in a ‘digital detox’.

Technology continued to play a role for an increasing proportion of Australians in managing health and fitness

Behaviours and intentions – Healthcare

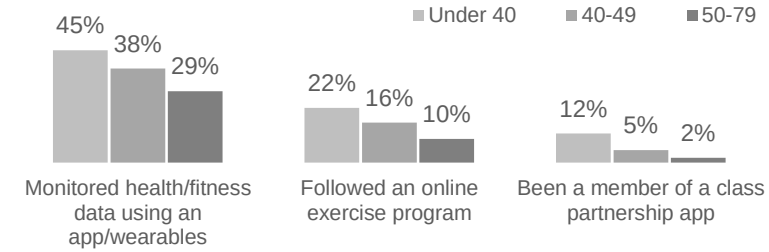


Across the board, the proportion currently doing any of these behaviours significantly increased from 2022.

Women drove the significant climb in the proportion who currently follow an online exercise program (from 11% in 2022 to 17% this year). In contrast, men drove the significant increase in those who were currently members of a class partnership app (from 4% to 6%) and monitor their health/fitness data using an app or wearable (from 29% to 36%), meaning they were now just as likely to do these things as women (6% and 37% in respectively).

This trend remained largely driven by younger Australians, who were more likely to be currently undertaking any of the following.

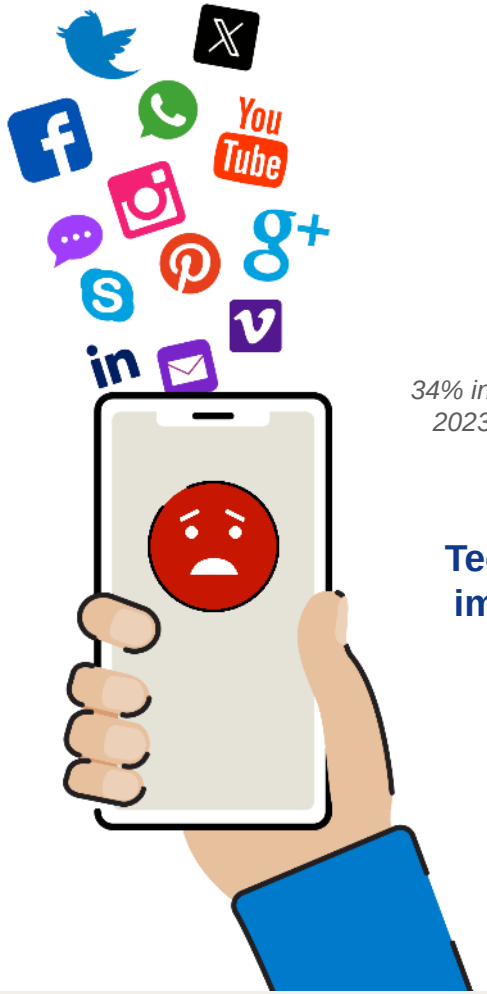
% currently doing by age

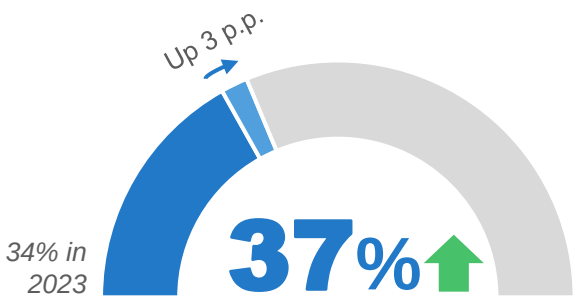


Base: All respondents, 2024 n=2,007, 2023 n=2,005, 2022 n=2,006.
Q.7. Which of the following (if any) do you currently do, or have you done in the past 12 months?

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

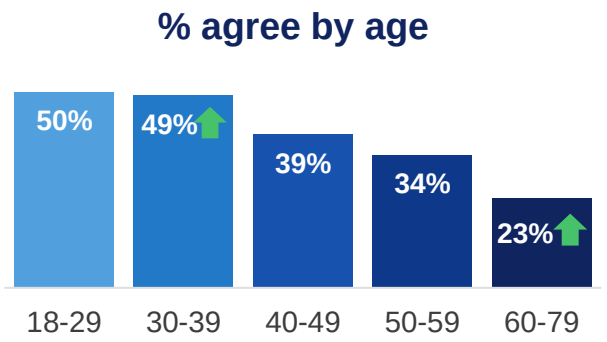
Australians were more likely to have felt the negative impacts of technology on their mental wellbeing





agreed that

Technology is having a negative impact on my mental wellbeing



Those who **agreed technology is having a negative impact on their wellbeing** were **less likely to rate their overall quality of life as excellent/good** (53%) than those who disagreed (66%).

This sentiment remained highest among those aged under 40 (49% agreed) and parents/guardians of children under 18 (44% vs. 34% who aren't).

The significant increase in the proportion who agreed was driven by those in their 30s (from 41% in 2023 to 49%) or aged 60-79 (from 16% in 2023 to 23%), Victorians (from 32% in 2023 to 42%) and those residing in regional areas (from 30% in 2023 to 35%).

Base: All respondents, 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 2023

As a result, some continued to cut back on screen time and had a ‘digital detox’, an increasing trend among those in their 30s

Technology use and abstinence

Over the last 12 months…

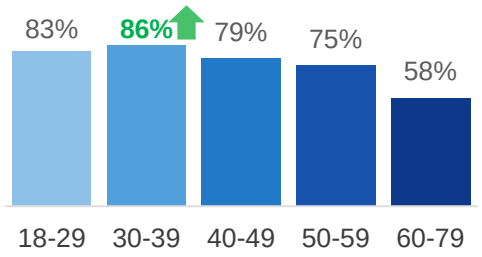
74%

Used a streaming service

(e.g. Netflix, Stan, Disney, etc.)

Up from 71% in 2023
On par with 73% in 2022

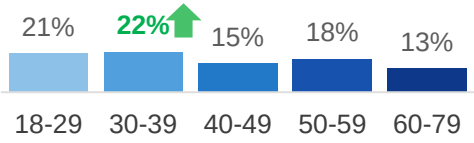
% by age



17%

of Australian adults **limited or reduced time spent on devices** to help them **manage their health and wellbeing**

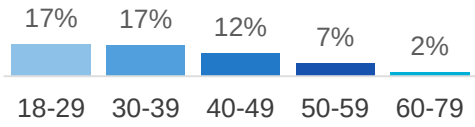
On par with 16% in 2023



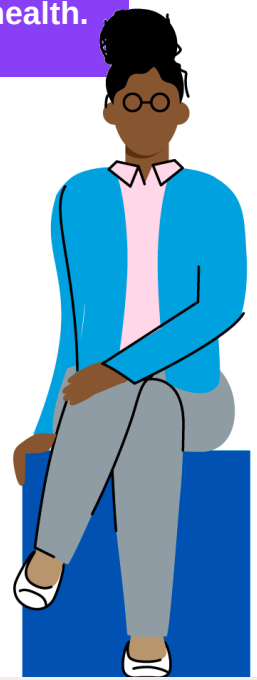
10%

of Australian adults partook in a ‘**digital detox**’ or spent **less time online** to **improve their mental health**

On par with 9% in 2023



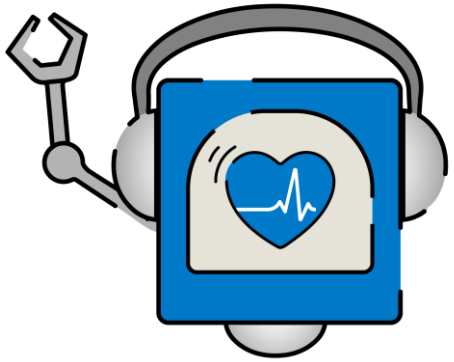
Women were more likely to be taking a ‘digital detox’ for their mental health.

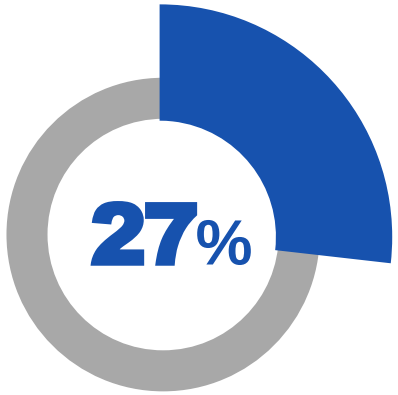


Base: All respondents, 2024 n=2,007, 2023 n=2,005.
Q7. Which of the following (if any) do you currently do, or have you done in the past 12 months? Q8a. Which of the following (if any) have you undertaken to improve your mental health in the past 12 months? Q10. Over the past 12 months, what things have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

Denotes significant difference at the 95% level of confidence from 2023

One in four (27%) Australians think specialists should be making use of AI to diagnose, a slight uptick from 2023



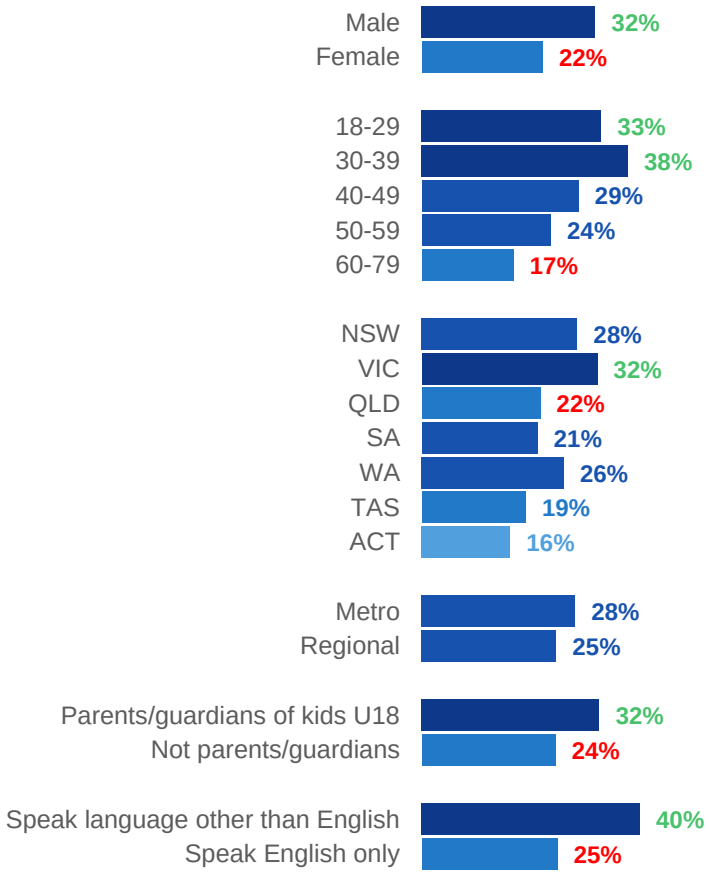


agreed that

I think specialists should make use of Artificial Intelligence (AI) to diagnose me

On par with 25% in 2023

% agree by demographics



While there was some openness, the majority of Australians (73% disagree) have reservations.

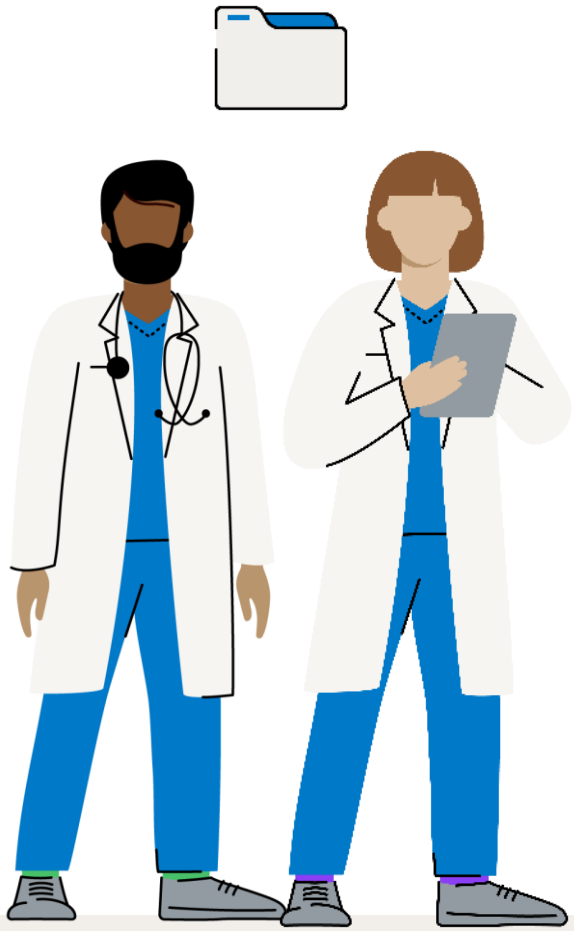
There was, however, a significant uptick among **Victorians** who agreed that specialists should make use of AI to diagnose them from last year (from 26% in 2023 to 32% this year).

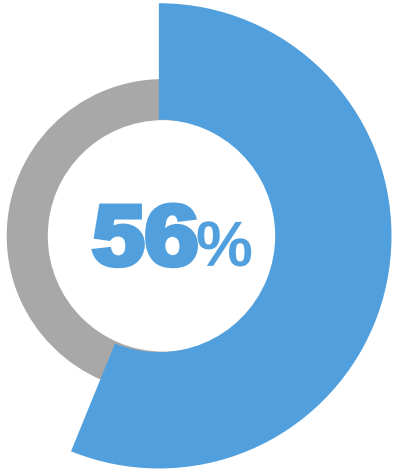
Consistent with 2023, those younger, men, those who speak a language other than English, and parents/guardians of children under 18 were most likely to agree.

Base: All respondents, 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?

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

Over half (56%) 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 55% in 2023

Australians who more likely to agree were:

- Those residing in a **regional** area (60%, vs. 54% metro)
- **Parents/guardians** of child(ren) under 18 (60%, vs. 54% who were not)

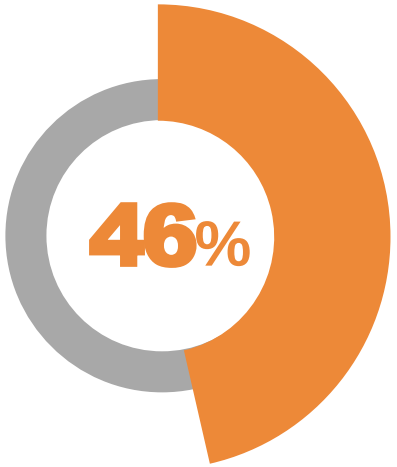
Base: All respondents, 2024 n=2,007, 2023 n=2,005. New statement introduced in 2023.
Q.13. To what extent do you agree or disagree with the following statements?

Access to healthcare

Key findings overview:

1. Almost half (46%) of all Australians agreed that accessing healthcare in Australia complicated, climbing to over half (53%) among those aged under 30, and dropping off as age increased.
2. Despite this, Australians appeared more engaged in accessing health services, with the proportion frequenting allied health (from 25% in 2022, to 30%) or natural/traditional Chinese medicine practitioners (from 8% in 2022, to 10%) climbing significantly over the past two years.
3. Half (52%) of all Australians also indicated that over the past 12 months they had regular health screenings; this was lower among men and those younger.
4. The proportion who used telehealth over the past 12 months held steady (60%), with use highest among those in metro areas, women and younger Australians.

Over half (53%) of all young Australians aged under 30 found accessing healthcare in Australia complicated

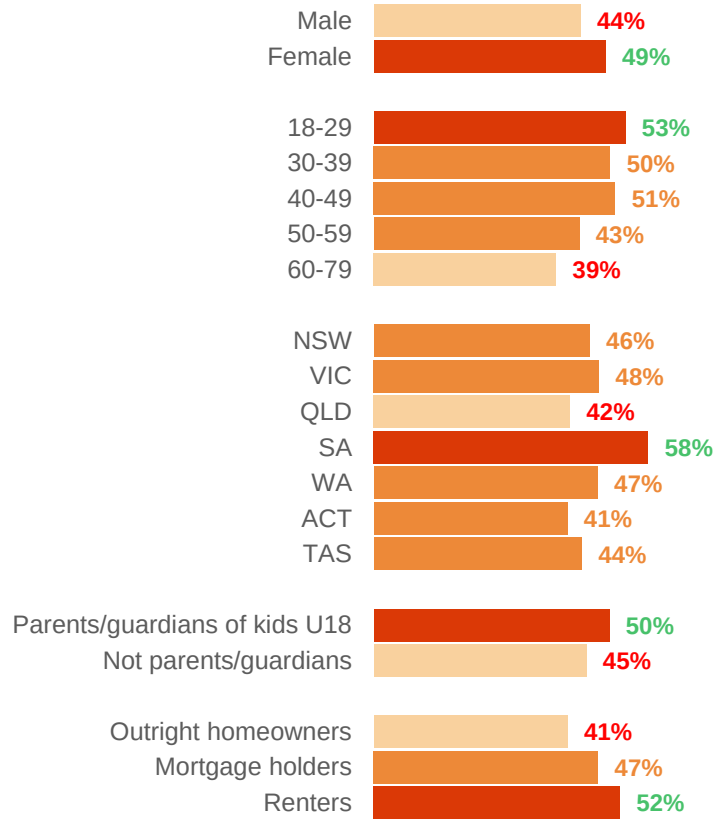


agreed

Accessing healthcare in Australia is complicated

On par with 48% in 2023

% agree by demographics

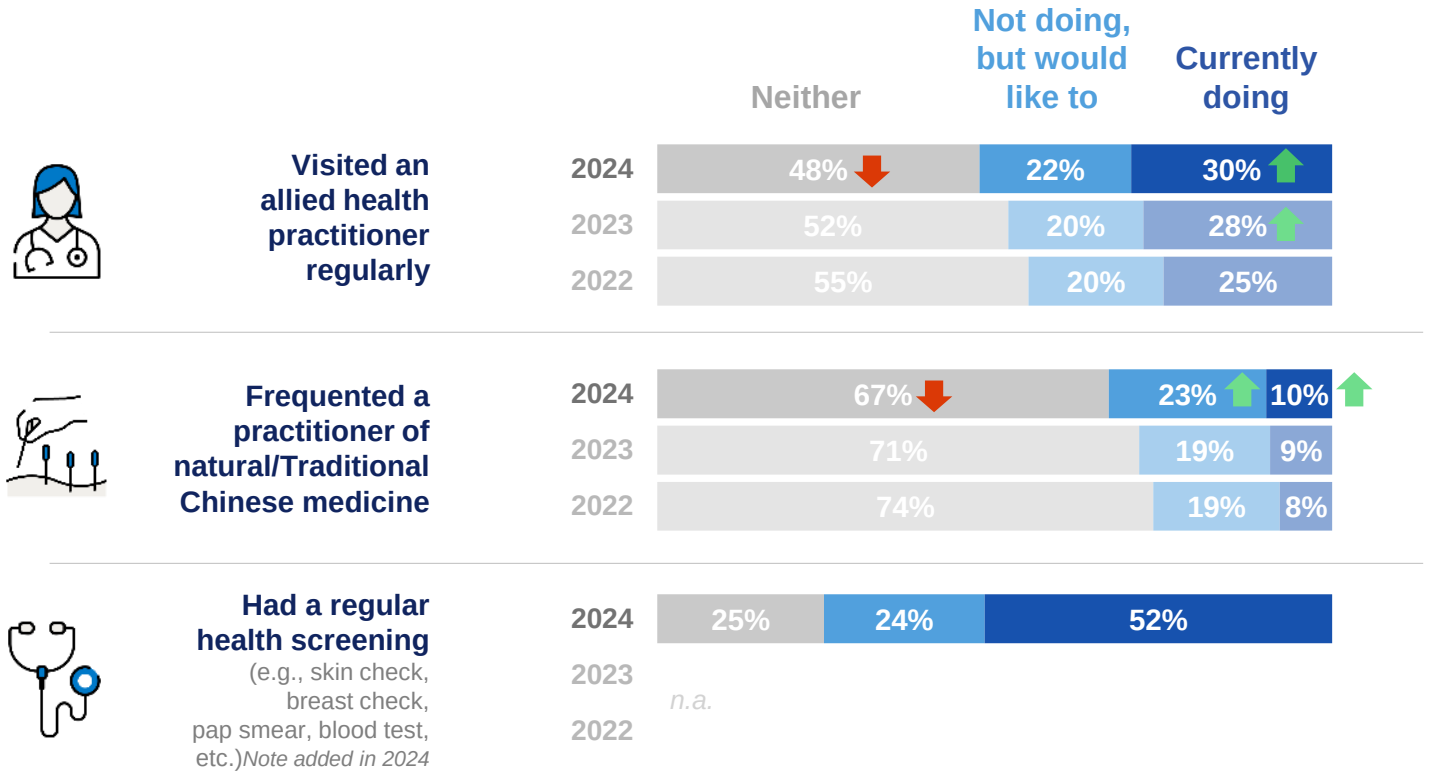


Base: All respondents, 2024 n=2,007, 2023 n=2,005. New statement introduced in 2023.
Q.13. To what extent do you agree or disagree with the following statements?

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

Australians were more likely to be regularly visiting an allied health or traditional Chinese medicine practitioner

Behaviours and intentions – Healthcare



Compared to 2022, Australians were significantly more likely to have visited or were visiting an allied health practitioner regularly (30%, up from 25% in 2022). More Australians were also frequenting natural/traditional Chinese medicine practitioner (10% from 8%).

This climb in regularly visiting a traditional Chinese medicine practitioner was driven by men (from 6% in 2022 to 10%) and those younger, aged under 40 (from 9% to 13%), while it was women driving the increase in those regularly visiting an allied health professional (from 26% to 33%).

Half (52%) of all Australians also indicated they had regular health screenings over the past 12 months, and this was highest among women (59% vs. 44% men) and those older (74% aged 60-79). A further one in four (24%) hadn't but wanted to – this was highest among those aged under 40 (37%), those residing in metro areas (27% vs. 17% regional), parents/guardians of children under 18 (31%), full-time workers (31%) and those who speak a language other than English (33%).

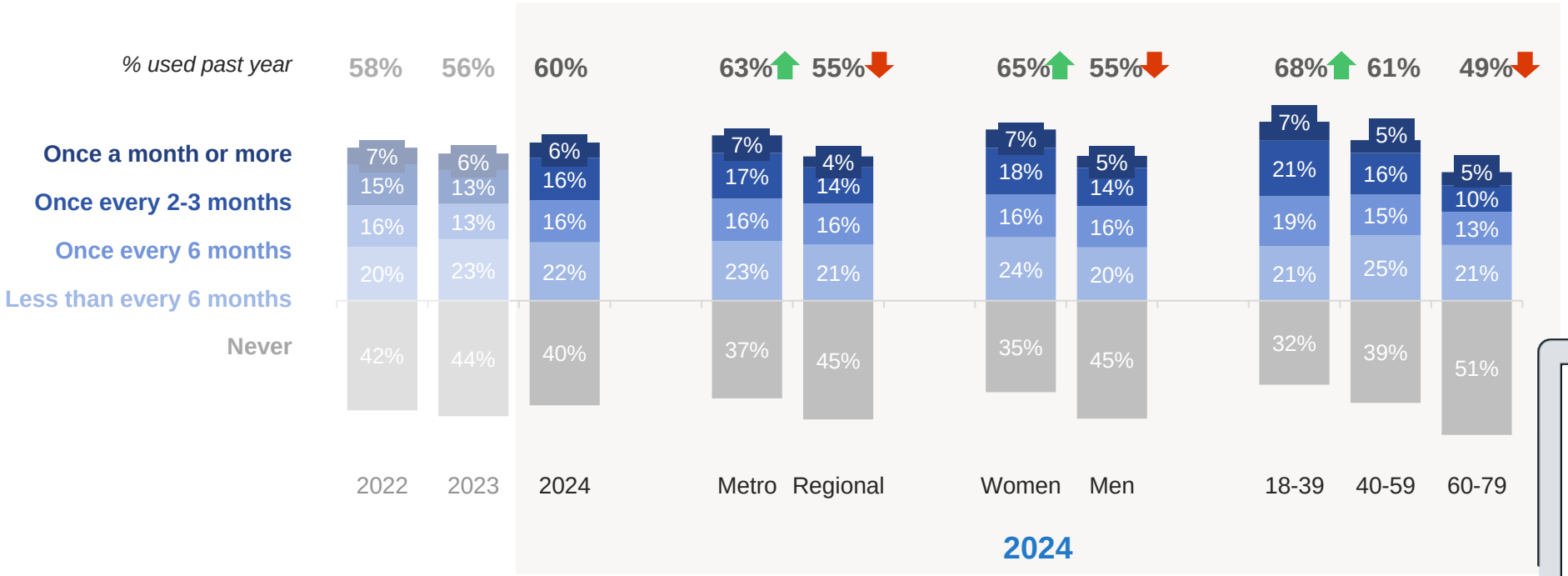
Base: All respondents, 2024 n=2,007, 2023 n=2,005, 2022 n=2,006. Q.7. Which of the following (if any) do you currently do, or have you done in the past 12 months?

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

Use of Telehealth was up from 2023, with usage highest among metro residents, women, and younger Australians

Use of Telehealth over past 12 months

Use of Telehealth appointments (past year)



Base: All respondents, 2024 n=2,007, 2023 n=2,005, 2022 n=2,006.
Q.22.Over the past 12 months, how often have you used the following services? /
Q.23. How often do you expect to use the following services over the next 12 months?

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

33 Exhibition St,
Melbourne,
VIC, 3000

Quantum
Market
Research

Level 3, 650 Chapel Street,
South Yarra,
VIC 3141, Australia

research@qmr.com.au