

Tuesday, 23 August 2016

## Roy Morgan partners with New Zealanders for Health Research for important report on Kiwi attitudes to health and medical research

Asked to consider what issues their government should be focusing on over the next couple of years, 90% of New Zealanders rated 'improving hospitals and the healthcare system' as one of the key priorities. Other health-related matters such as 'more funding for health and medical research' and 'increasing preventative healthcare funding and programmes' also featured among their top 10 concerns.

This is just one of the many findings revealed in *New Zealand Speaks*, the inaugural report from New Zealanders for Health Research, which was conducted by Roy Morgan Research to chart the attitudes of New Zealanders to health and medical research. This important nationwide opinion poll will be launched tomorrow, Wednesday 24 August, in Wellington.

Joining forces with Roy Morgan was a logical move for the organisation. With decades of experience carrying out complex, customised research surveys, Roy Morgan's involvement in *New Zealand Speaks* ensures that the report contains only the most accurate and reliable insights into how Kiwis feel about health and medical research. Roy Morgan also conducted a similar poll last year for Research Australia, sister organisation to New Zealanders for Health Research — which means that both groups can now make meaningful comparisons between their results.

**Michele Levine, CEO, Roy Morgan Research, says:**

*"Collecting the most accurate and relevant insights into New Zealanders' attitudes to health and medical research, as well as their awareness of general health issues and debates, was not a simple task. But by working closely with New Zealanders for Health Research, that's what we have achieved, as New Zealand Speaks attests. We are pleased to be partnering with such an important, proactive organisation on this exciting and valuable research."*

**Michelle Sullivan, CEO, New Zealanders for Health Research, says:**

*"New Zealand Speaks shows that community opinion supports the mission of New Zealanders for Health Research to make health and medical research a higher priority in this country. The first of what will be an annual publication, the opinion poll will play a crucial role in our ongoing efforts to promote the importance of health research in boosting well-being and prosperity for all New Zealanders. We look forward to continuing our relationship with Roy Morgan Research for many polls to come."*

**For comments or more information about Roy Morgan Research's data, please contact:**

**Roy Morgan Research -- Enquiries**

**Office: +61 (3) 9224 5309**

**[askroymorgan.@roymorgan.com](mailto:askroymorgan.@roymorgan.com)**

#### **About Roy Morgan Research**

Roy Morgan Research is the largest independent Australian research and data company with operations in Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan has over 70 years' experience in collecting accurate and independent consumer and business information. For more information, visit [www.roymorgan.com](http://www.roymorgan.com).

#### **About New Zealanders for Health Research**

New Zealanders for Health Research is a national dedicated public education and advocacy alliance committed to making health research a higher priority in New Zealand. Modelled on highly successful sister organisations – Research America, Research Canada, Research Sweden and Research Australia - we are a fully independent incorporated society, and all our activities are funded by membership subscriptions. Our members span industry, patient advocacy groups, charities and research institutions. Together, our diverse alliance represents the interests of a broad community all working together to promote health and prosperity for New Zealanders. Find out more at [www.nz4healthresearch.org.nz](http://www.nz4healthresearch.org.nz)