



Choosi Health Insurance Pulse Check

Summary of Research Findings

May, 2012

SUMMARY OF RESEARCH FINDINGS

Choosi commissioned research throughout Australia during April 2012 with the objective of gathering data on what motivates Australians to choose one health insurance policy over another.

The information was gathered from a random sample population of 1,045 Australians, and the results have been weighted by age, gender and region to reflect the latest ABS population estimates. The split between male and female respondents was equal, and over three quarters of those surveyed were aged 35 years or over.

The research revealed that Australians want their extras cover extended beyond basic 'traditional' hospital services to cover a range of lifestyle benefits with 79 percent of respondents rating extras cover as a key benefit of health insurance. 64 percent of those surveyed rate choice of hospital and 63 percent rate choice of doctor as a key benefit. People who don't have health insurance also consider lifestyle extras to be a priority, as many as 78 percent of those without cover indicated that prescription medication is an important extra to be included in health insurance policy.

The survey results found that over a third of respondents want cosmetic surgery and other luxury items such as massages to be included in their health insurance policy. Gym memberships are most popular among people aged between 18-24, with 41 percent of them claiming it as the most important extra to be covered. Standard extras are still important for those who do have health insurance with 92 percent claiming dental as an important extras cover, 85 percent for optical and 79 percent for physiotherapy or chiropractic.

When asked what the key benefits of private health insurance are, 82 percent of people surveyed who do have health insurance indicated that they thought extras cover is the single most important benefit, a higher percentage than better quality healthcare which was rated at 67 percent. Age also played a factor in respondent's views on health insurance with people over 50 years old less interested in lifestyle extras such as yoga and pilates.

The survey results represent an interesting social shift in which health insurance is now being bought on the basis of the lifestyle and wellbeing features of the policy rather than viewing their policy purely as a necessity, reserved for emergency situations.

SURVEY MECHANICS

Total respondents **1,045**

Age	Total	%
18-24	96	9
25-34	121	12
35-49	373	36
50+	455	43

Gender	Total	%
Male	517	49
Female	528	51

Household Income	Total	%
< \$40K	278	27
\$40K - \$69K	179	17
\$70K +	483	46
N/A	105	10

Marital status	Total	%
Married	684	65
Not Married	361	35

State	Total	%
NSW	312	30
Victoria/Tasmania	293	28
Queensland	190	18
South Australia	124	12
Western Australia	126	12

Have Private Health Insurance	Total	%
Yes	662	63
No	383	37