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HEALTH DAY

Mental Health
Australia



The Ten Tips – September 2015

**Mental Health
Australia**

UMR
strategic research



Executive Summary

Strategic Insights

The research tested Mental Health Australia's 'Ten Tips', asking Australians whether they were things they did 'regularly', 'sometimes', 'hardly ever' or 'never'.

- The scale was deliberately non-specific because the nature of the activities tested is varied – a person might not 'seek out advice or support when they're feeling stressed or down' regularly for example because they seldom feel stressed or down, whereas 'getting a good night's sleep' is something everyone could potentially do every day (assuming they had the time).
- Responses do need to be viewed in this context, and in analysing the results we should pay most attention to things Australians seem to be doing less often than we might expect they would.
- In this context, the fact that only 30% of Australians say they regularly make a conscious choice to have time periods away from electronic devices is interesting, as is the fact that 18% say they hardly ever or never get a good night's sleep.

The survey shows good numbers of Australians claiming to do several of these activities regularly.

- 65% say they regularly keep their consumption of alcohol, cigarettes and drugs as low as possible.
- 58% say they regularly make an effort to eat healthily
- 51% regularly make time to socialise with their family and/or friends
- 47% say they regularly get a good night's sleep.

Strategic insights (continued)

The demographics consistently show that those who describe themselves as poor, and to a lesser extent those who feel under financial pressure, are less likely to do most of the activities identified in the Ten Tips.

- 38% of the self-described poor say they regularly socialise with family or friends, compared with 64% of those who say they are wealthy.
- Only 12% of the poor regularly participate in clubs and societies, compared with 43% of the wealthy.

Results from those with dependent children are also interesting.

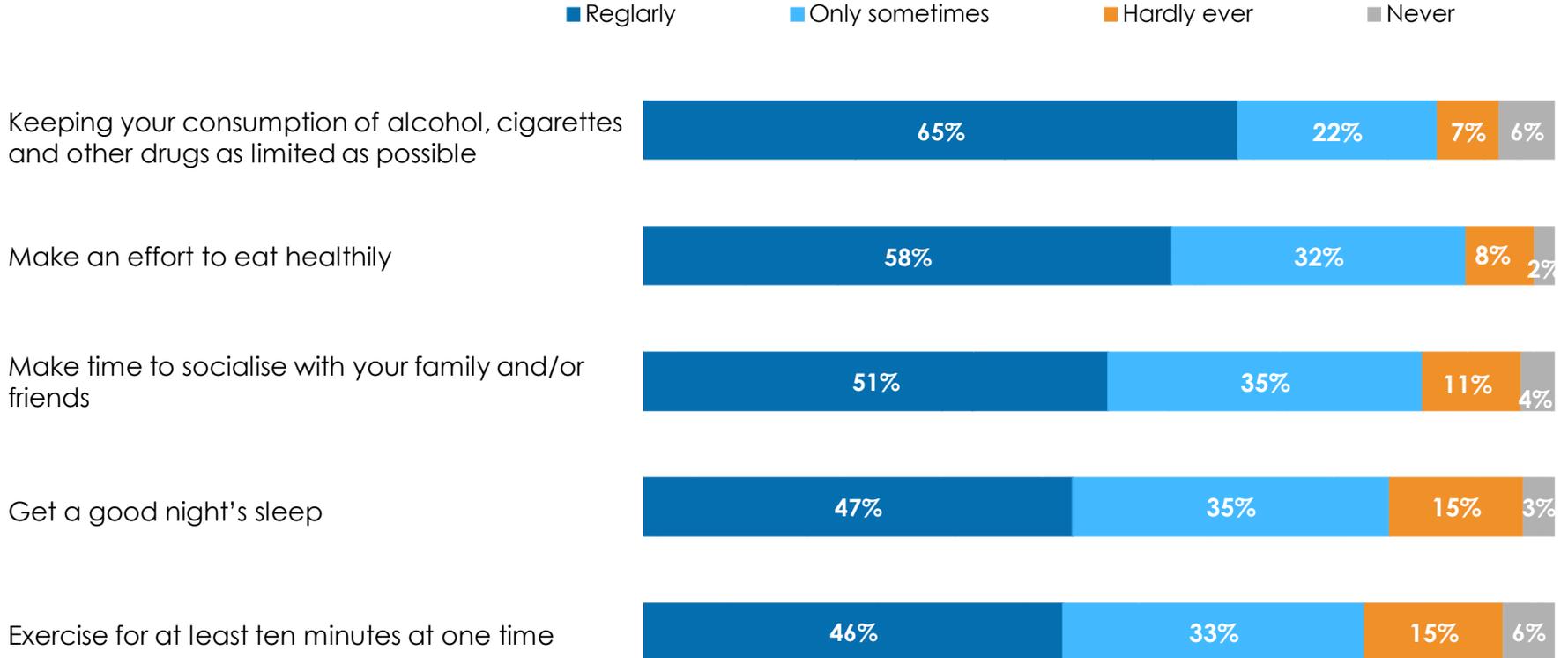
- 47% of those with dependent children say they regularly make an effort to eat healthily, compared with 63% of those who do not have dependent children.
- 26% of those with dependent children say they hardly ever or never get a good night's sleep, compared with 15% of those who do not have dependent children.



Lifestyle Attitudes

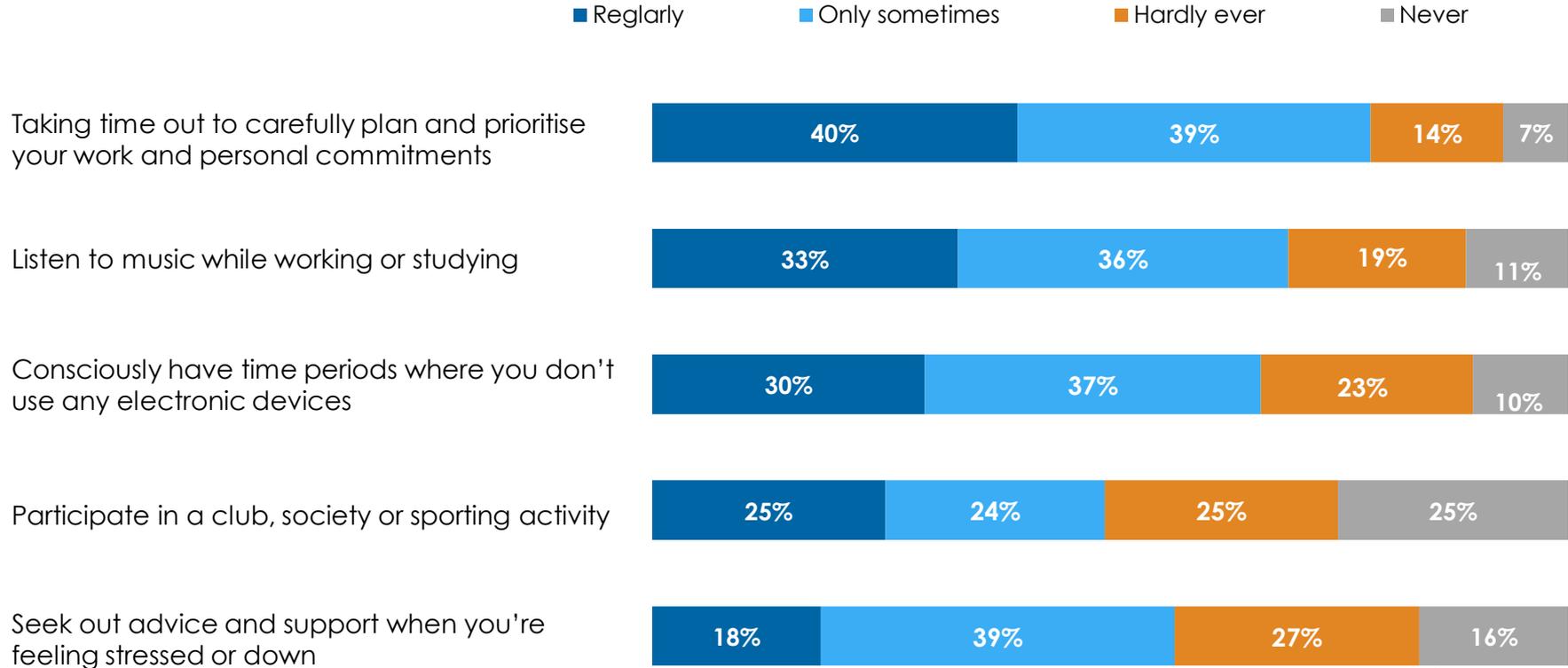
Most regular lifestyle attitudes

How often do you do each of the following?



Less regular lifestyle attitudes

How often do you do each of the following?



Base: All respondents

Who claims they regularly limit consumption of alcohol & cigarettes?

Regularly



Gender



Own home outright



University 67%



TAFE 62%

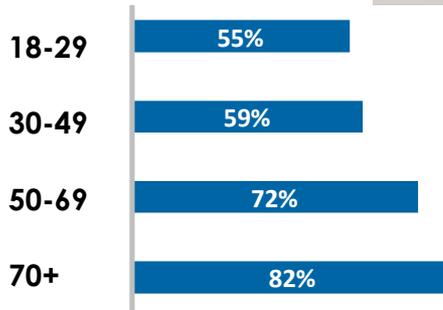


No Tertiary 69%

66% of those who live in outer metro areas

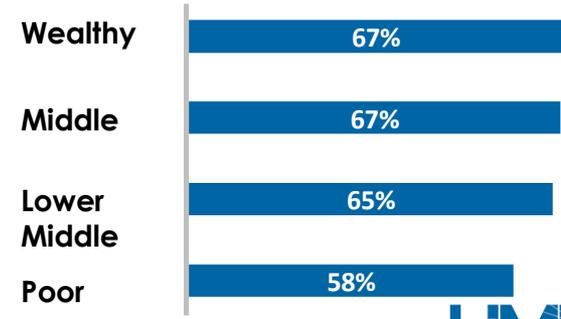
63% of those who are under financial pressure

Age



79% of the retired

Class



Who claims they hardly ever / never limit consumption of alcohol & cigarettes?

TOTAL Hardly Ever/Never



Gender



Own home outright



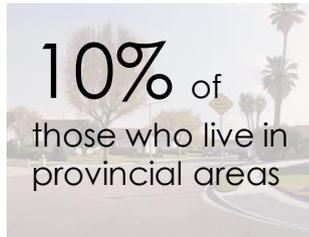
University 13%



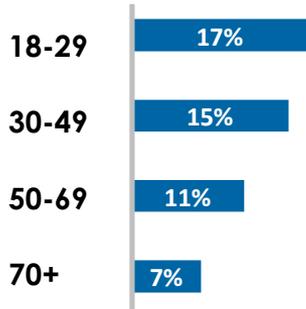
TAFE 13%



No Tertiary 11%

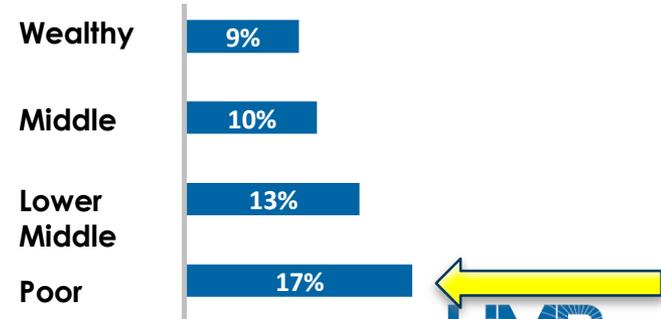


Age



8% of the retired

Class



Who claims they regularly make an effort to eat healthily?

Regularly



Gender



Own home outright



University 58%



TAFE 58%



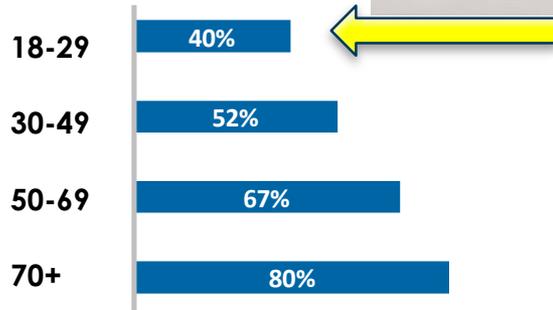
No Tertiary 59%

With dependent kids

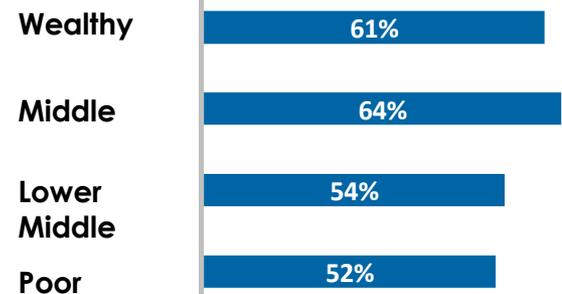


56% of those who live in metropolitan areas

Age



Class



78% of the retired



Who claims they hardly ever/never make an effort to eat healthily?

TOTAL Hardly Ever/Never



Gender



Have a mortgage



University 9%



TAFE 10%

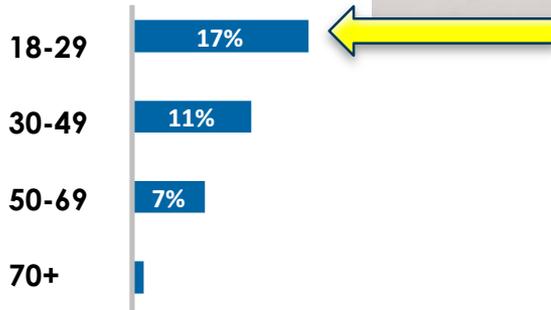


No Tertiary 8%

11% of those who live in metropolitan areas

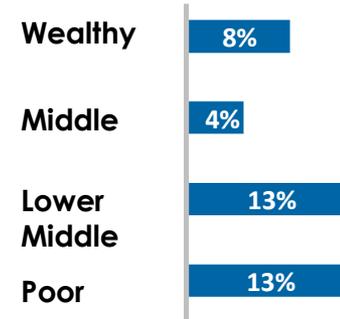
10% of those who are under financial pressure

Age



13% of those who are in full time work

Class

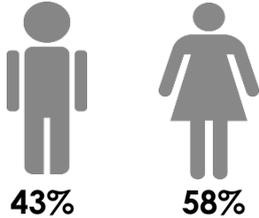


Who claims they regularly socialise with family/friends?

Regularly



Gender



Own home outright



No dependent kids



University 52%



TAFE 51%

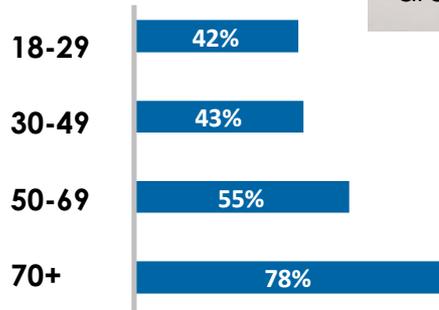


No Tertiary 51%

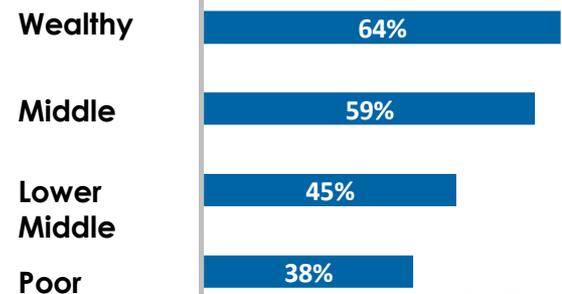
51% of those who live in metropolitan areas

57% of those who are **Not** under financial pressure

Age



Class



Make time to socialise with your family and/or friends

Who claims they hardly ever/never socialise with family/friends?

TOTAL Hardly Ever/Never



Gender



Renters



University 12%



TAFE 16%

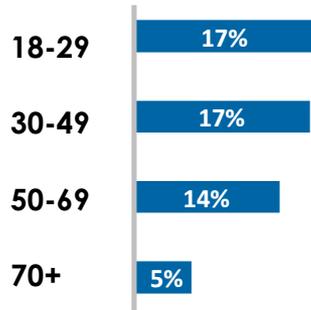


No Tertiary 13%

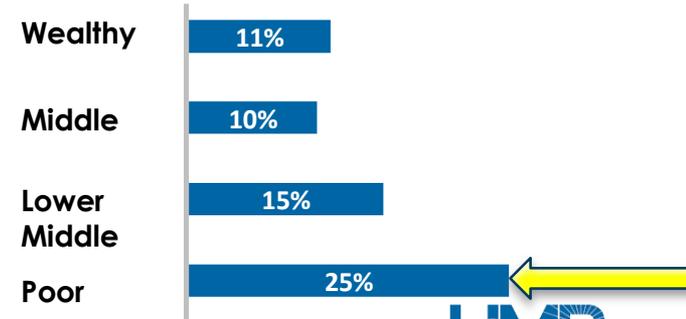
With dependent kids



Age



Class

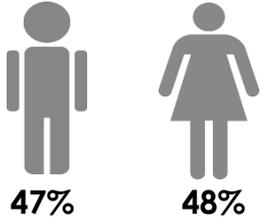


Who claims they regularly get a good night's sleep?

Regularly



Gender



Own home outright



No dependent kids



University 51%



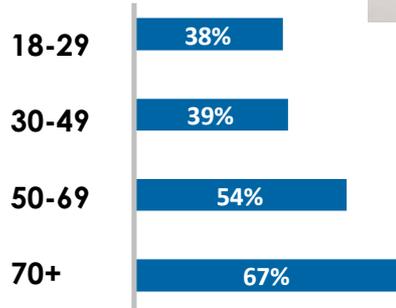
TAFE 43%



No Tertiary 50%

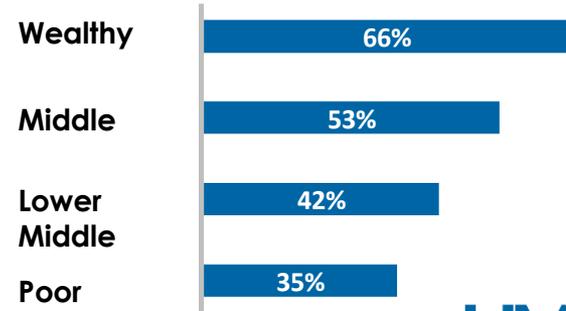
51% of those who live in inner metro areas

Age



55% of those who are **Not** under financial pressure

Class



Who claims they hardly ever/never get a good night's sleep?

TOTAL Hardly Ever/Never



Gender



Renters



University 15%

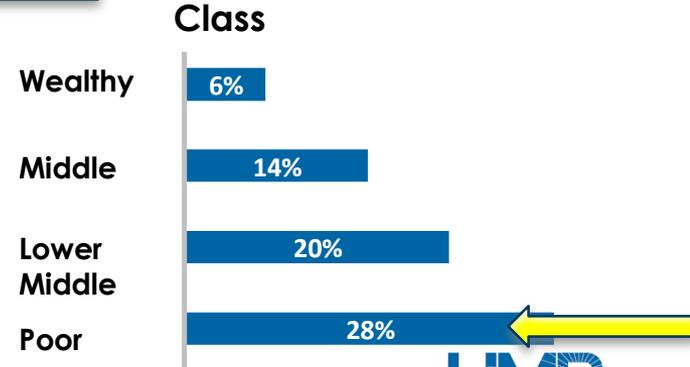
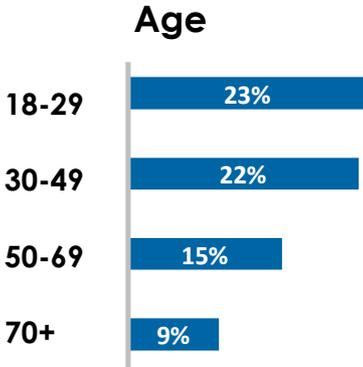


TAFE 21%



No Tertiary 16%

With dependent kids



Who claims they regularly exercise for at least ten minutes?

Regularly



Gender



Own home outright



University 51%



TAFE 45%



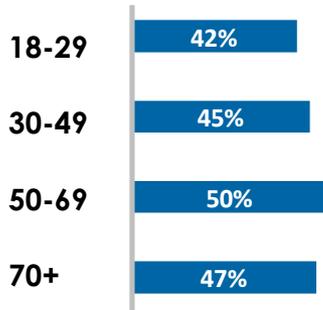
No Tertiary 43%

No dependant kids



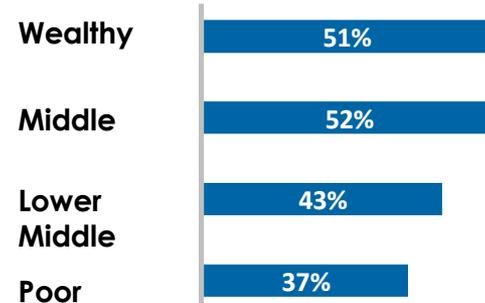
49% of those who live in inner metro areas

Age



52% of those who are **Not** under financial pressure

Class



Who claims they hardly ever/never exercise for at least ten minutes?

TOTAL Hardly Ever/Never



Gender



Have a mortgage



University 16%



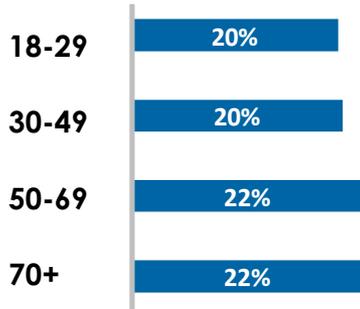
TAFE 22%



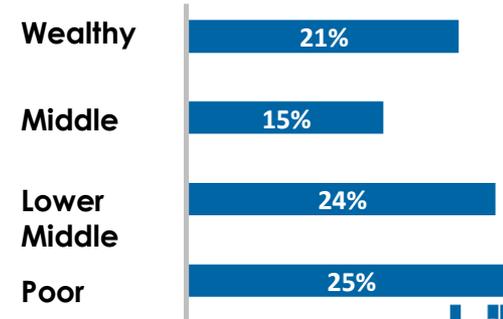
No Tertiary 24%



Age



Class



23% of the retired

Who claims they regularly take time out to plan and prioritise?

Regularly



Gender



Own home outright



University 39%

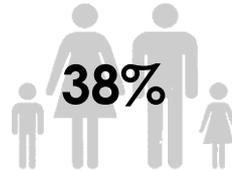


TAFE 43%



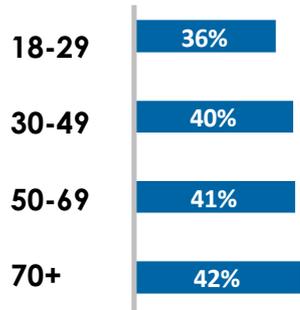
No Tertiary 38%

With dependent kids



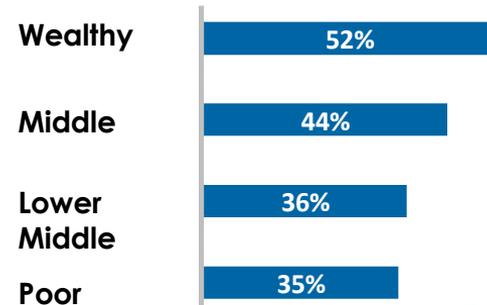
40% of those who live in outer metro areas

Age



43% of those who are **Not** under financial pressure

Class

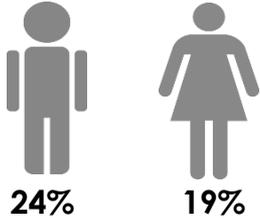


Who claims they hardly ever/never take time out to plan and prioritise?

TOTAL Hardly Ever/Never



Gender



Have a mortgage



University 18%



TAFE 22%

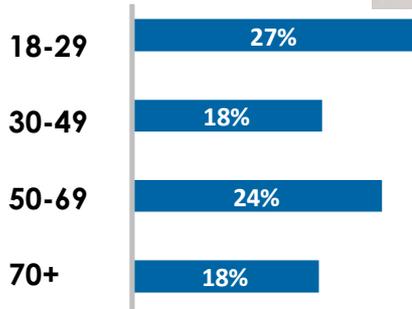


No Tertiary 23%

23% of those who live in rural areas

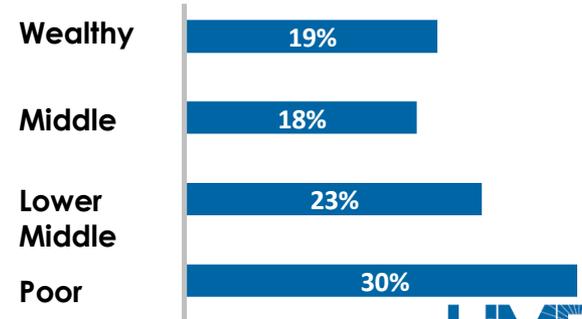
23% of those who are under financial pressure

Age



20% of those who are in full time work

Class



Who claims they regularly listen to music while working or studying?

Regularly



Gender



Own home outright



University 30%



TAFE 33%



No Tertiary 39%

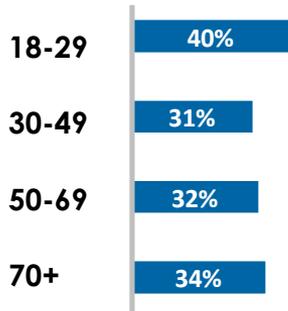
No dependent kids



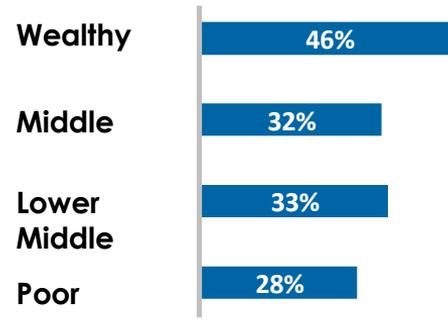
35% of those who live in outer metro areas

34% of those who are **Not** under financial pressure

Age



Class



Who claims they hardly ever/never listen to music while working or studying?

TOTAL Hardly Ever/Never



Gender



31%



30%

Have a mortgage



30%



University

30%



TAFE

33%

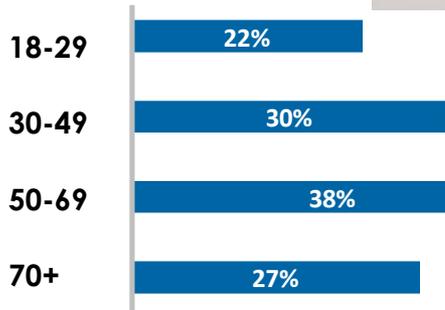


No Tertiary

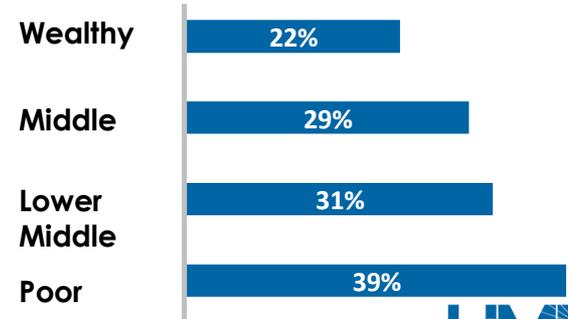
28%



Age



Class



Who claims they regularly have time away from electronic devices?

Regularly



Gender



Own home outright



University 29%



TAFE 29%



No Tertiary 33%

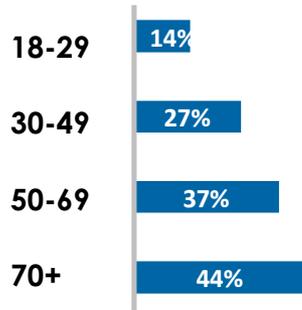
No dependent kids



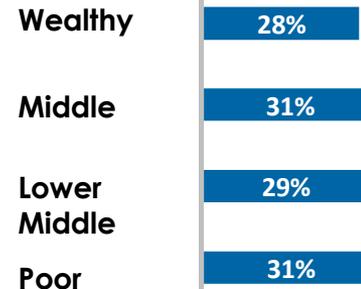
30% of those who live in inner metro areas

31% of those who are **Not** under financial pressure

Age



Class



Consciously have time periods where you don't use any electronic devices

Who claims they hardly ever/never have time away from electronic devices?

TOTAL Hardly Ever/Never



Gender



Have a mortgage



University 32%



TAFE 32%

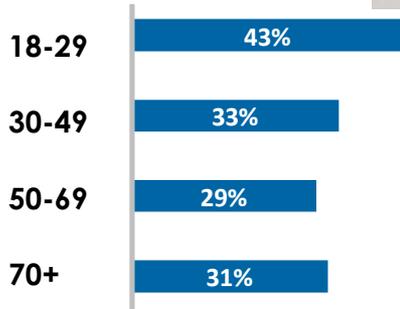


No Tertiary 35%

33% of those who live in outer metro areas

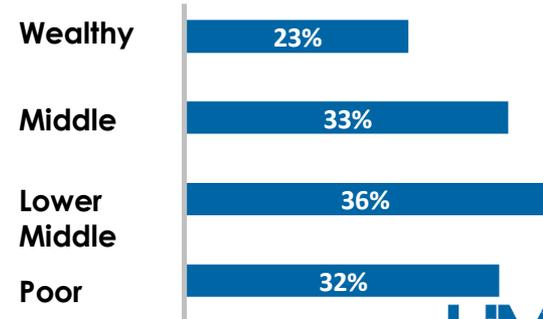
34% of those who are **NOT** under financial pressure

Age



34% of those who are in full time work

Class



Who claims they regularly participate in clubs/societies?

Regularly



Gender



Own home outright



University 29%



TAFE 25%



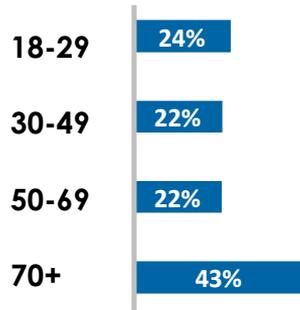
No Tertiary 23%

No dependent kids

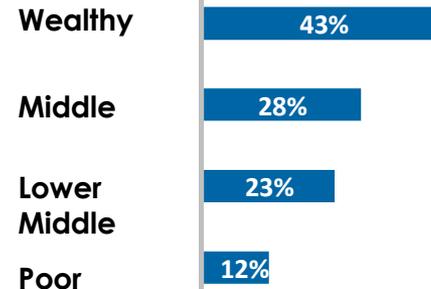


27% of those who live in inner metro areas

Age



Class



35% of the retired



Who claims they hardly ever/never participate in clubs/societies?

TOTAL Hardly Ever/Never



Gender



Have a mortgage



48%



University 43%



TAFE 49%

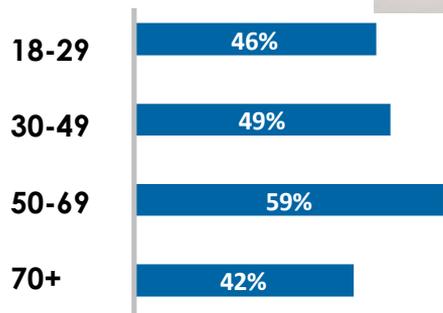


No Tertiary 62%

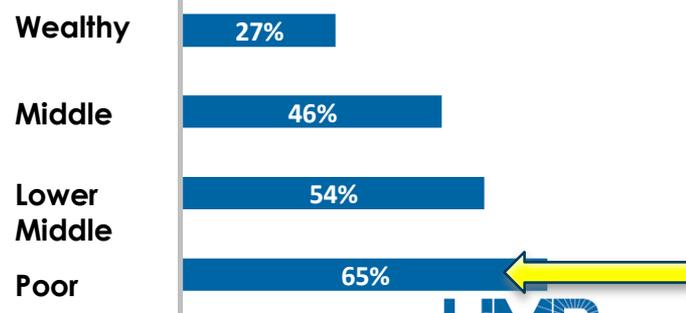
58% of those who live in rural areas

55% of those who are under financial pressure

Age



Class



44% of those who are in full time work

Who claims they regularly seek out advice & support when feeling stressed?

Regularly



Gender



University 21%



TAFE 19%



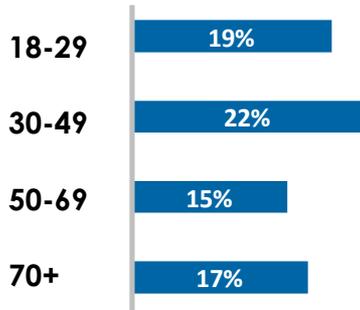
No Tertiary 14%



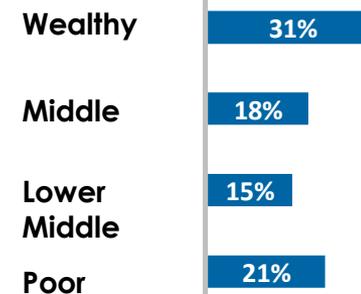
With dependent kids



Age



Class



Who claims they hardly ever/never seek out advice & support when feeling stressed?

TOTAL Hardly Ever/Never



Gender



Have a mortgage



University 38%



TAFE 43%

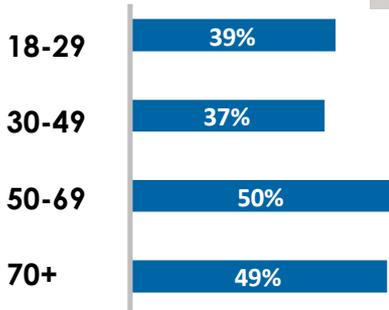


No Tertiary 49%

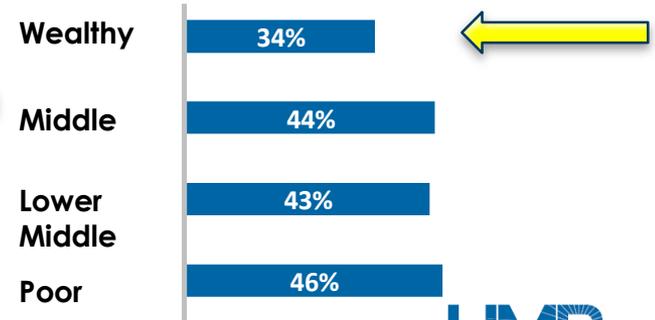
49% of those who live in rural areas

43% of those who are under financial pressure

Age



Class





Methodology

UMR Australian Nationwide OmniSurvey

- n=1233 interviews; interviewed online as a component of the UMR Strategic Research's Australian Nationwide OmniSurvey
- Australians aged 18+; nationally representative sample
- Fieldwork: **25th– 29th September 2015**
- Data is weighted so the sample matches ABS census data to ensure a nationally representative sample
- Online panel members are primarily recruited offline and by invitation only
- Maximum theoretical margin of error at 95% confidence level: $\pm 2.8\%$

About UMR

UMR Strategic Research is a public opinion consultancy that helps Australasia's and Asia's Corporate and Political Leaders make strategic decisions about their organizations and the issues of the day, based on cutting edge research techniques.

UMR specialises in designing strategic research for clients that operate in highly competitive, often challenging environments. Our focus is on the social and political factors which impact corporate and organizational reputation.

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