

Wednesday, 23 March 2016

## Roy Morgan partners with Medibank to monitor Australia's health

Powered by Roy Morgan Research's Single Source survey of over 50,000 Australians a year, the Medibank Better Health Index launched today is Australia's most up-to-date and comprehensive quarterly health monitor.

Based on interviews with approximately 1,000 Australians each week since 2007, the Index offers an in-depth look into the state of the nation's health and how it's changing.

The Medibank Better Health Index is centred on seven health indicators: Nutrition, Fitness, Body Mass, Medical Health, Mental Health, Smoking and Alcohol. Combined, these make up an overall Health Index Score, which tracks how Australia's health is faring over time.

The Health Index Score started from a base of 100 in 2007, and has since increased to 102.12. This higher score represents an overall improvement in the nation's Health, taking into account better scores in our Fitness, Nutrition, Medical Health, Smoking and Alcohol, but some declines in BMI and Mental Health over the period.

To find out more about the Medibank Better Health Index visit [medibank.com.au/healthbrief](http://medibank.com.au/healthbrief).

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

*"Getting the most accurate and comprehensive insights into Australia's health and wellbeing is a complex task. That's why we've been speaking with more than 50,000 Australians every year for the past eight years, most of which have been face-to-face."*

*"We are pleased that by powering the Medibank Better Health Index, our research will give Australians a greater understanding of national health trends and issues, so that they can feel more informed about their own individual health."*

**Dr Linda Swan, Medibank Chief Medical Officer, says:**

*"Our priority is to better understand the health of Australia – from where it stands today, how it's changing, and the factors that are driving these shifts."*

*"The insights from this Index will not only help us better understand and cater to the individual needs of each and every one of the 3.9 million people we cover, but we hope it will empower all Australians to make more informed decisions about their own health."*

For comments or more information about Roy Morgan Research's health and medical data, call (+61) (3) 9224 5309 or email [askroymorgan@roymorgan.com](mailto:askroymorgan@roymorgan.com)

Please click on this link to the [Roy Morgan Online Store](#)



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**About Roy Morgan Research**

Roy Morgan Research is the largest independent Australian research company, with offices throughout Australia, as well as in Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years' experience in collecting objective, independent information on consumers.

**Margin of Error**

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

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