

National Consumer Sentiment Survey (NCSS)

Background

The Department of Health, Disability and Ageing (DHDA) has commissioned the Consumers Health Forum of Australia (CHF) to conduct four online, cross-sectional, nationally representative surveys of Australian adults.

As part of the Strengthening Medicare initiative funded by DHDA, a total of 20,000 Australian adults will be surveyed between 2024 and 2027 (approximately 5,000 per year) about their health care experiences, satisfaction, and expectations.

These surveys will provide nationally representative data to guide policy decisions and support the implementation of DHDA's primary healthcare reforms.

CHF brings extensive experience in consumer-focused research, having previously conducted the National Consumer Sentiment Surveys in 2018 and 2021. Insights from these surveys highlighted consumer priorities to improve primary care services.

Building on this foundation, the NCSS 2025-2027 will deliver updated evidence to strengthen Medicare and ensure reforms reflect consumer needs.

The objectives of the survey are to:

- improve understanding of the health system from a consumer perspective
- inform better delivery and planning of healthcare services in our communities.

Frequently Asked Questions - NCSS

About the survey

1. What is the National Consumer Sentiment Survey (NCSS)?

The NCSS is a series of nationally representative surveys designed to capture the views and experiences of Australian adults regarding healthcare services, satisfaction, and expectations. It aims to provide evidence to inform policy and improve primary healthcare for all Australians.

2. Who is conducting the survey?

The Consumers Health Forum of Australia (CHF), in collaboration with Roy Morgan Research, is conducting the surveys commissioned by the Department of Health, Disability and Ageing (DHDA).

3. Why is the NCSS being conducted?

The survey aims to provide robust, consumer insights to guide policy decisions as part of the Strengthening Medicare initiative, which aims to reinforce and modernise Medicare through improved access, care delivery, digital integration, workforce development, and system-wide reforms.

Survey details

4. How many people will be surveyed?

A total of 20,000 Australian adults will be surveyed between 2024 and 2027 (approximately 5,000 per year).

5. How will participants be selected?

Participants will be selected to ensure national representativeness, considering factors such as age, gender, and location of residence.

6. How will the survey be conducted?

The survey will be conducted online and is cross sectional, with each survey providing a snapshot of consumer sentiment at that point in time.

Impact and use

7. How will the results be used?

The findings will inform DHDA's primary healthcare reforms, helping improve access, quality, and consumer experience in primary care.

8. Has CHF conducted similar surveys before?

Yes. CHF conducted National Consumer Sentiment Surveys in 2018 and 2021. These surveys highlighted consumer priorities such as affordability and continuity of care, and informed advocacy efforts to improve primary care services.

9. Will the results be publicly available?

Yes. The survey findings will be published on CHF's website and shared with stakeholders.

Participation

10. Can I participate in the survey?

Participation is by invitation to ensure representativeness, but CHF may share opportunities for broader engagement through its networks.

11. Is my data confidential?

Yes. All responses are confidential and reported in aggregate form to protect individual privacy.

Data access & privacy

12. Will researchers or external parties have access to the data?

The survey data will be reported in aggregate form to protect individual privacy. CHF will not share individual-level or anonymised datasets for secondary use. Only official findings prepared by CHF will be published to ensure accuracy, integrity, and alignment with the survey's objectives.

Additional information

13. Who can I contact for more information?

For inquiries, please contact CHF at research@chf.org.au or policy@chf.org.au