



2023 New Zealand Cancer Wellbeing Survey

Inaugural survey commissioned by Look Good Feel Better to measure New Zealanders' approach to wellbeing, with a focus on people living with cancer and their support networks.

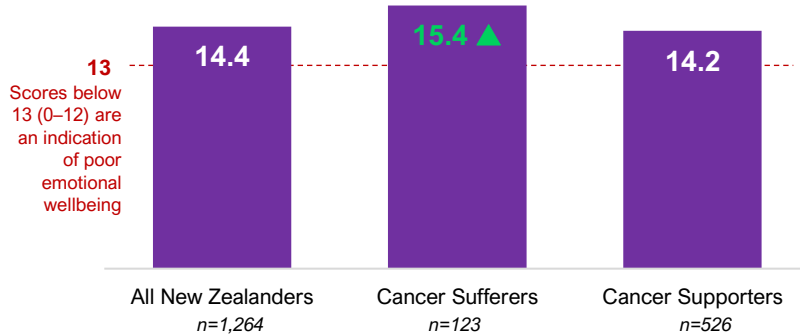
Around 1 in 3 New Zealanders have a poor wellbeing score (below 13)



Wellbeing scores below 13 are an indication of poor emotional wellbeing.

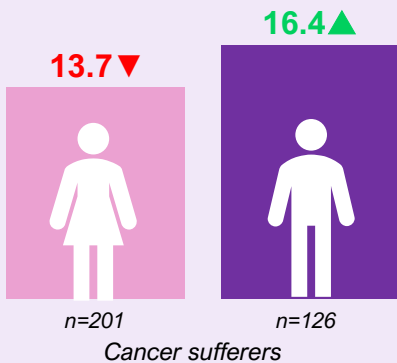
Nationally representative sample

Surprisingly, people with cancer report a significantly higher wellbeing score than those without cancer



Nationally representative sample

Women with cancer have significantly poorer wellbeing scores than men



This is consistent with the general population and cancer supporters.

Boosted sample

Among cancer sufferers and supporters, those with a large support network of 10+ people report a significantly higher wellbeing score* (15.0 ▲)

Nationally representative sample

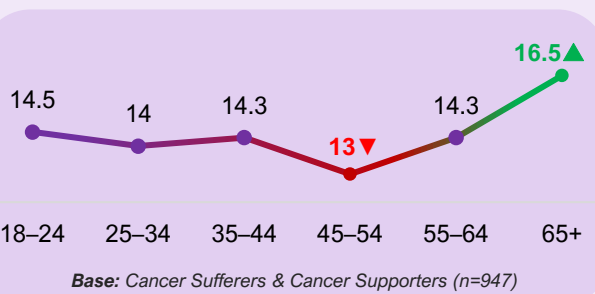
Organisational support drives higher wellbeing in both cancer sufferers and supporters:

People who accessed these forms of support had statistically higher wellbeing scores.

- 1 Advice on physical activity (e.g. exercise, stretches, rest)
- 2 Nutrition support, healthy eating, meal planning, etc.
- 3 The ability to 'give back' after treatment (e.g. by volunteering)
- 4 Support with body changes as a result of treatment
- 5 Spiritual support (e.g. meditation, mindfulness, time alone)

Nationally representative sample

People aged 65+ years have the highest wellbeing score, while those aged 45-54 have the lowest.



Over-65-year-olds have significantly higher wellbeing scores regardless of their status as cancer sufferer or supporter.

Boosted sample

What is the WHO-5 Wellbeing Index?

Developed by the World Health Organisation, the WHO-5 index is an internationally recognised and widely used scale to measure mental wellbeing.

It consists of 5 simple statements about a person's wellbeing in the previous 2 weeks, that are self-rated on a scale of 0 to 5.

Life satisfaction

Waking up rested

Feeling cheerful

Feeling calm

Feeling active

A raw score is calculated for each individual based on their responses to each of the 5 statements. The range for each individual's score is from 0 to 25, 0 being *the worst* and 25 being *the best possible* mental wellbeing.

Scores below 13 are an indication of poor emotional wellbeing and may indicate a risk of poor mental health.

Source: <https://www.psykiatri-regionh.dk/who-5/>

Methodology

Research was conducted by Ipsos for Look Good Feel Better New Zealand between **13 April and 2 May 2023**.

The study consisted of an **online survey of n=1,925 New Zealanders**, with quotas on age, gender, and region to ensure a **nationally representative** sample. The research was supplemented by an online survey of **n=294 current Look Good Feel Better New Zealand workshop attendees** to boost the number of cancer sufferers and supporters.

The precision of Ipsos online surveys is calculated using a credibility interval with a survey of n=2,219 accurate to +/- 2.1 percentage points, and of n=947 accurate to +/- 3.2 percentage points. For more information on Ipsos' use of credibility intervals, please visit the Ipsos website.

The research explored New Zealanders' approach to wellbeing, particularly among those with cancer / supporting someone through cancer. It sought to understand the needs and attitudes of cancer sufferers and cancer supporters, and whether any demographic subgroups require more wellbeing support.

▲ / ▼ Significantly **higher** / **lower** than total sample at 95% confidence

*Significantly higher than total sample at 90% confidence

These results are drawn from two survey samples:

Nationally representative sample

Predominantly from an online panel of **n=1,925**, which included **n=123 Cancer Sufferers**, and **n=526 Cancer Supporters**

Boosted sample of Sufferers & Supporters

Combined **n=271 LGFB workshop attendees**, and **n=676 respondents from an online panel (n=619 Cancer Supporters, n=328 Cancer Sufferers)**

About Look Good Feel Better

Look Good Feel Better (LGFB) empowers anyone affected by cancer to feel better, no matter what stage they're at in their cancer journey. Through free, practical, non-medical services, both online and in-person, LGFB creates safe spaces for recipients to connect with others and learn tips and techniques to manage the impact of their cancer. Its programmes, sessions, and information are accessible at any time through face-to-face classes, online sessions, video tutorials, and podcasts.



About Ipsos

Ipsos is the third-largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts, and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions, and motivations of citizens, consumers, patients, customers, or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

