

THE VOICE OF WA



THE **V O W A**

DEVELOPED BY

CORE DATA
research

303

BROUGHT TO YOU BY

hifi

Understanding how
Western Australians
think, feel and live



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INTRODUCTION

THE ‘VOICE OF WA’ IS
A LANDMARK RESEARCH
INITIATIVE DESIGNED TO
UNCOVER THE ATTITUDES
AND EMOTIONAL DRIVERS
THAT SHAPE THE LIVES
OF WEST AUSTRALIANS

While existing data sources focus on observable behaviours, this initiative seeks to understand the *why* behind behaviours – providing deeper insight into the values, motivations and lived experiences of people across our increasingly diverse state.

METHODOLOGY

The findings presented in this report are based on a quantitative survey of 1,002 West Australian residents aged 18 and over, with sample sourced via panel partner Pure Profile. The sample is representative of the WA population by age, gender and location, with 801 respondents from the Perth metropolitan area and 201 from regional WA. The fieldwork was conducted between 14 and 30 October, 2025.

The survey was first imagined and then designed by CoreData WA and 303, Perth.

WELLBEING♥

FINDINGS

This report, powered by HIF in partnership with CoreData and 303, focuses on West Australians' wellbeing. The report delves into how West Australians perceive and manage their physical and mental health, their sense of purpose and optimism, stress levels, and engagement with preventative health measures. It also explores attitudes toward digital health tools, barriers to healthcare access, and intentions around health-related behaviours.

By capturing the emotional and attitudinal landscape of wellbeing in WA, this report aims to support businesses, brands and government to better understand the unique perspectives of West Australians and develop impactful strategies that resonate with the people they serve.

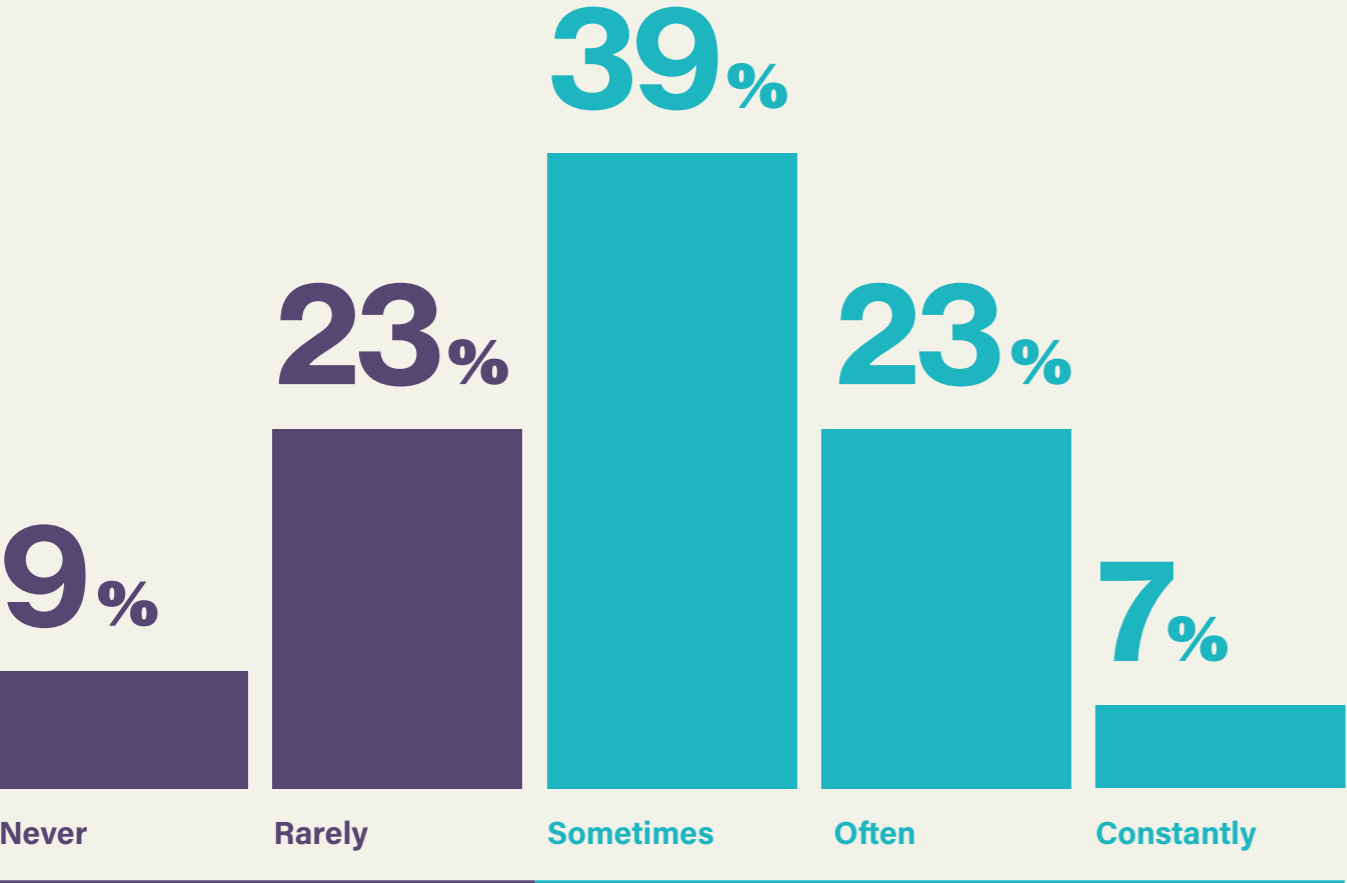
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HOW STRESS HURTS HEALTH AND WELLBEING

! Almost seven out of 10 West Australians feel stressed or overwhelmed, at least some of the time.

Work and money worries elevate the stress levels of West Australians, along with family, health and relationship issues. But when health is the cause of the stress, it creates a tipping point into constant overwhelm.

Of the West Australians who are 'constantly' stressed, 70% say this is because of their health, compared with 40% who experience stress 'often.'



West Australians' experience of stress

Three in five West Australians who have experienced stress cite finances (60%) as a contributor. Other key influences on stress are work (50%), family (41%), health (38%) and relationships (31%).

Younger people aged 18-29 are more likely to say they 'often' feel stressed and overwhelmed (34%), as are women (27%), compared to men (18%). Younger adults are more likely to cite work as a factor, while those aged 60+ more commonly identify health.

While two in five (41%) West Australians cited family as a cause of stress in the last few months, family caused stress for almost half the women experiencing stress (48%) but only a third of the men (33%). Family created stress for more than half (51%) of those aged above 60.



WHAT DOES THE TYPICAL WEST AUSTRALIAN LOOK LIKE WHEN IT COMES TO HEALTH?

↓ On the Downside

68%

Feel stressed or overwhelmed at least sometimes

67%

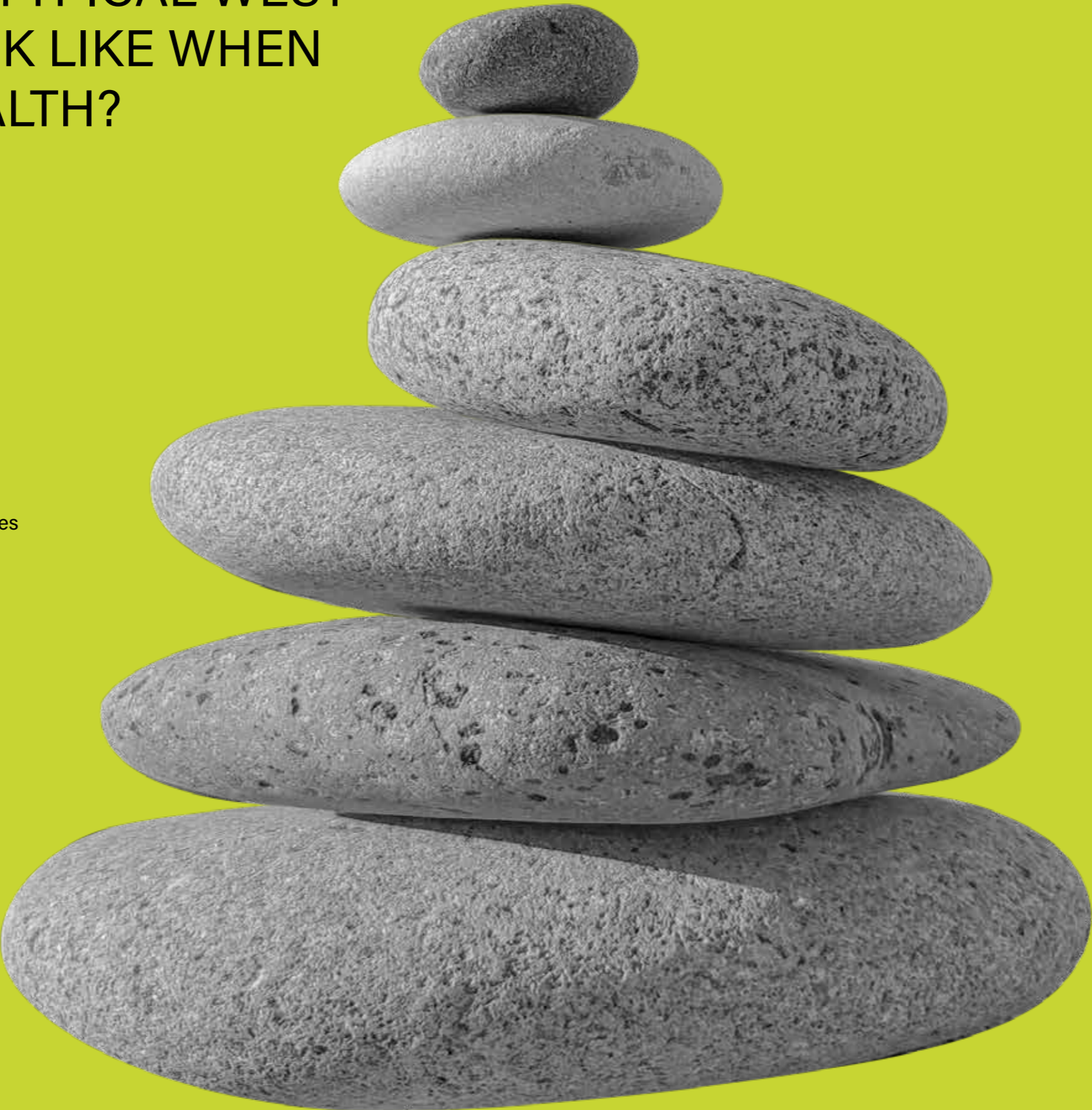
Miss at least one preventative health measure they'd like to take

39%

Can't afford to undertake preventative health measures

54%

Never meditate



↑ On the Upside

92%

Take at least one preventative health measure as often as they need to

82%

Have a person they can go to for help if they are feeling stressed or overwhelmed

59%

Practice gratitude or positive thinking at least once a week

56%

Report eating healthy foods on most days

55%

Are making a health-related New Year's resolution in 2026

RESOLUTIONS FOR
HEALTH SOLUTIONS

PEOPLE UNDER 30
ARE MOST LIKELY
TO MAKE NEW YEAR
RESOLUTIONS (78%).

On a positive note, while not all West Australians make New Year resolutions, those who have committed to one are pledging to better their health (55%) in 2026.



51% plan to exercise more regularly



47% plan to improve their diet



41% are aiming to lose weight



37% are wanting to reduce stress

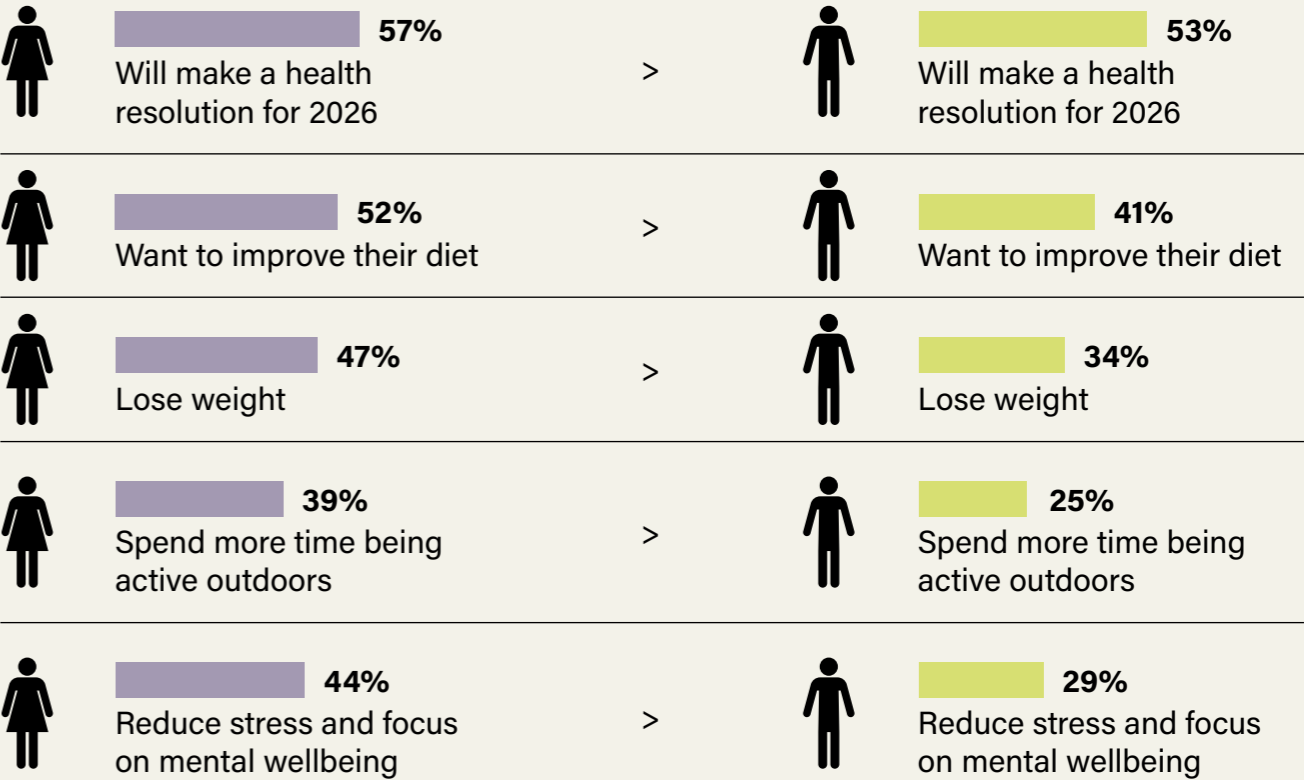


34% want to improve sleep habits



32% want more time outside

How do women’s New Year resolutions compare to men?



Weight loss drugs

More than half (55%) of New Year’s resolution makers have a weight loss goal in 2026, and while many are focused on exercising more regularly, some West Australians are turning to weight loss drugs.

Almost one in five (18%) West Australians say they have taken weight loss medication, rising to nearly one in four 18-29 year olds and 30-49 year olds (both 24%). Those turning to weight loss drugs are typically working full-time (58%) and slightly more likely to live with children (39% vs 32%).

While there are no significant differences in income among those who have used weight loss drugs and those who have not, users are significantly less likely to eat healthy food, or get enough sleep, most days (45% and 33% respectively).

They’re also more than twice as likely to say it’s hard for them to get to healthcare providers (16% vs 7%). When it comes to 2026 resolutions, they’re more than twice as likely to be making a resolution to quit or cut down on smoking or vaping (27% vs 11%).

CONCLUSION



The HIF 'Voice of WA' Wellbeing Research, powered by HIF in partnership with CoreData and 303, found West Australians experiencing the most stress have much greater concerns about their health.

While there is a general desire to improve health and engage in health prevention measures, almost a third (32%) – particularly 30-49 year olds – say they are too busy, and one in five (18%) are turning to weight-loss medication for support.

AI is emerging as a new tool in our healthcare toolkit, and a potential support for busy West Australians, with a considerable proportion using Google and AI tools for a range of healthcare solutions.

**THE GOOD NEWS IS,
WHILE MANY WEST
AUSTRALIANS ARE
STRUGGLING WITH
THEIR HEALTH, WE ARE
RESOLVED TO DO BETTER
IN 2026 WITH MORE THAN
HALF PLANNING TO MAKE
A NEW YEAR RESOLUTION
TO IMPROVE THEIR
HEALTH AND WELLBEING.**



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