

Un-aided awareness of aged care providers in Australia



This survey was conducted online by OmniPoll over the period October 19-24, 2017 among a national sample of 1,219 people aged 18 years and over. The results have been post-weighted to Australian Bureau of Statistics data to reflect the population distribution (Census 2016) for age, sex, area and highest level of schooling completed.

When you think of providers of aged care services, which service providers come to mind?

The Aveo retirement village investigation (ABC Four Corners) has put the aged sector under a spotlight, so it was a good time to check the level of awareness of aged care providers in Australia. Overall 6 in 10 adults can mention spontaneously at least one aged care provider. Overall, the two most well-known providers are Anglicare/Anglican Retirement Village (ARV) and BUPA, but some differences exist by state as some regional providers are well known locally. The top 3 aged care providers by state are shown below:

