

# Australian Consumer Insights into Wound Care

JUNE | 2025



# Introduction

## Methodology and Sample



Online panel survey sent out via  
**email to a sample of Australians**



**N=513** Australians statistically  
representative of the Australian  
population in terms of age, gender and  
location in terms of Census data



**N=316** additional respondents aged 50+



## Purpose of this work

- Identify current knowledge levels of the population in relation to wound identification and care
- Identify segments of the population that are in most need of education
- Understand how knowledge differs in “at risk” segments
- Determine the optimum strategy to engage and educate these segments to gain the most effective ROI on marketing investment
- Understand what messages and education is needed and who to target

# Research Key Findings

What do Australians know about chronic wounds?



**1 in 2**

would not identify  
recurring wounds  
as chronic

**1 in 4**

Australians would wait  
1 week or more to seek  
attention for a wound

**1 in 3**

would treat a  
wound by letting  
it dry out

**1 in 5**

do not know how  
to identify if they  
are at risk of  
chronic wounds



In general  
carers and  
those aged 50+  
**have similar  
knowledge  
and responses**  
to wounds and  
wound care as  
the general  
population

**58 %**

are proactive with their  
elderly relatives regarding  
wound care by either  
checking them or asking  
them about their wounds

**17 %**

do not think about  
chronic wounds as a risk  
for their elderly relatives

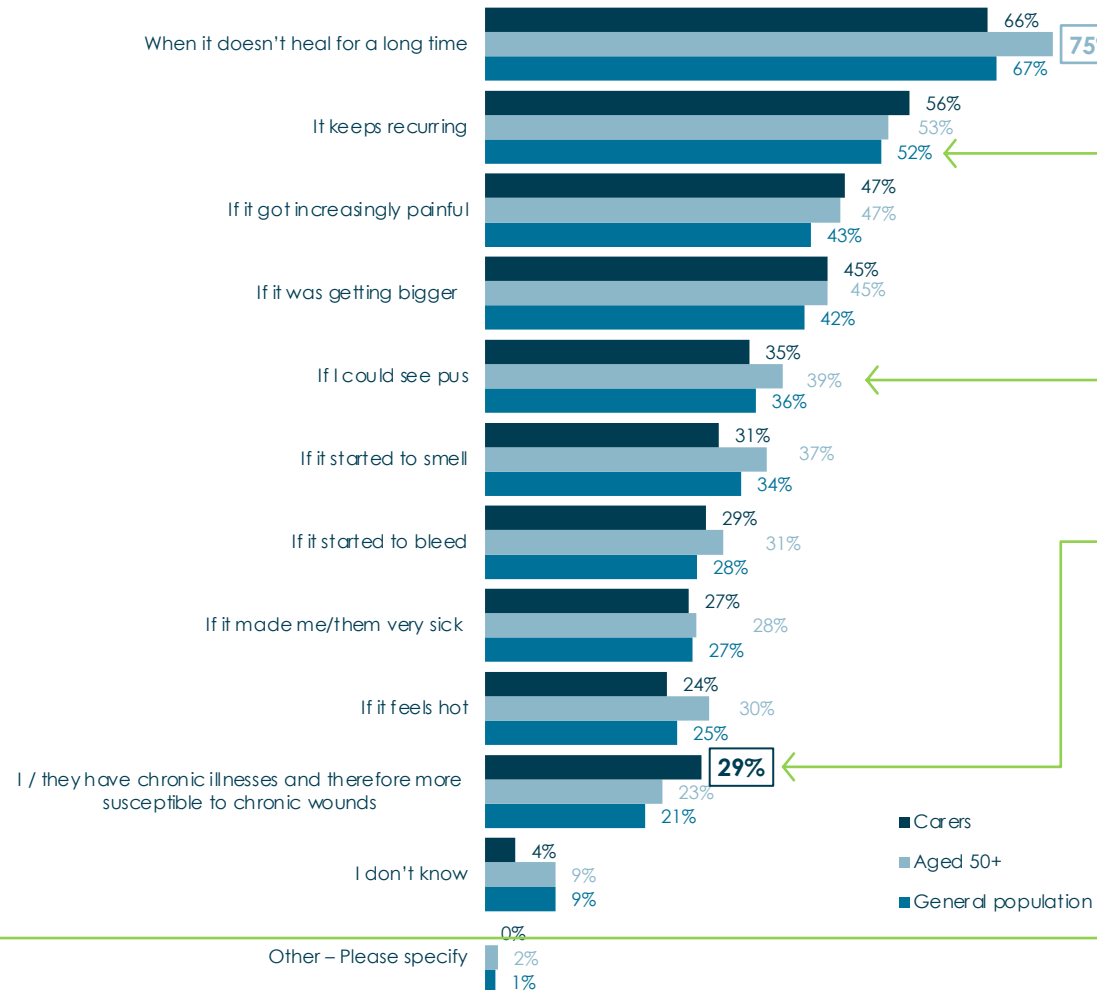
**18 %**

would not seek care  
for a wound because  
it is expensive

**30 %**

would not seek help  
for a wound because they  
don't think their wounds  
are severe enough

# How to understand the results



Key summary of slide will be in heading.

Sky blue border denote significantly higher than other dataset.

Teal bars denote the general population sample (Unbiased).

Sky blue bars denote the aged 50+ sample.

Dark teal border denote the Carers sample. Note this is a smaller sample and therefore should be used for guidance only

N=XXX denotes how many people answered this question. Note we have segmented the sample into an unbiased sample representative of the general population and one that is over 50+

Question-wording is noted here for each slide.

Significantly higher / lower than General Population

Q4. How would you, or did you, determine if you or a family member has a wound that was chronic? N=513



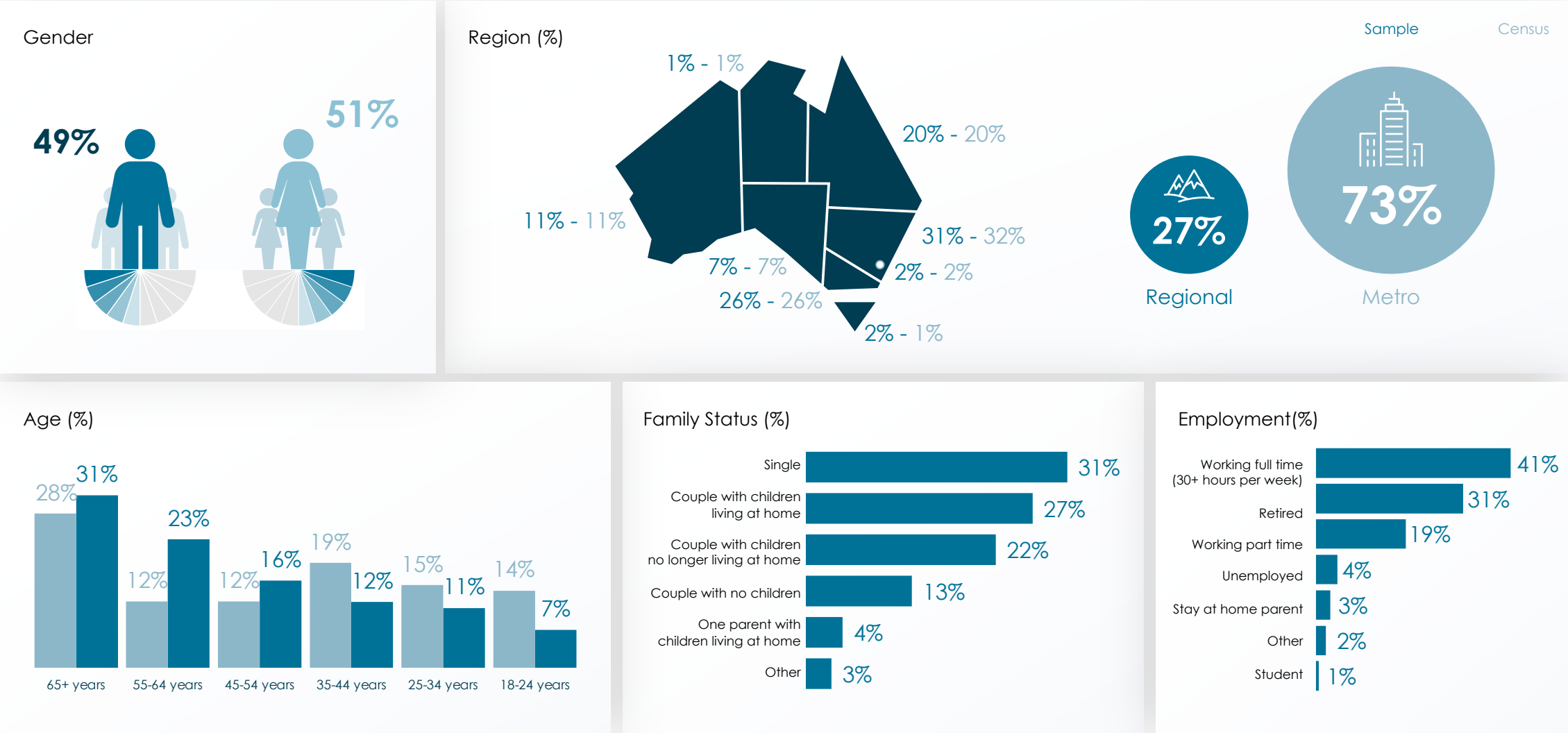
# SAMPLE Demographics



WoundsAustralia



# Sample demographics





# DETAILED Research



WoundsAustralia



# What is the understanding of what a chronic wound is?



## 1.

### Non-Healing Wounds

**Key Points:** This theme emphasises the key characteristic of chronic wounds – their inability to heal or persistent state over time. A significant portion of the responses describe chronic wounds as wounds that simply "won't heal" or persist despite attempts at healing.

**Examples:** "A wound that won't heal", "A wound that doesn't heal after a long time."

## 2.

### Medical Intervention

**Key Points:** A considerable number of responses mentioned the need for medical treatment or intervention to manage chronic wounds. This includes references to medicines, treatments, and care that are necessary for addressing wounds that do not heal on their own.

**Examples:** "We should be put medicine", "One that requires treatment and care."

## 3.

### Serious or Severe Condition

**Key Points:** This theme refers to the perception that chronic wounds are associated with serious, severe, or critical conditions. Several responses identified chronic wounds as being indicative of a grave medical issue or a sickness that requires serious attention.

**Examples:** "It's a very ill sickness", "Something that is serious and needs medical help."



#### Observations

- ▶ The majority of responses focus on the inability of chronic wounds to heal or the need for medical intervention.
- ▶ The understanding of chronic wounds as part of a serious or ongoing health issue is also quite prevalent.
- ▶ Some responses, however, are unclear or descriptive, which could indicate a lack of knowledge or confusion about chronic wounds among certain respondents.





# What is the understanding of what a chronic wound is?



## 4.

### Chronic or Long-term Nature

**Key Points:** Responses in this category highlight the long-term and persistent nature of chronic wounds. These responses reinforce the idea that chronic wounds are not temporary and involve prolonged healing processes or recurring issues.

**Examples:** "A long-lasting or recurring wound", "A wound that keeps coming back."

## 5.

### Unclear or Descriptive Responses

**Key Points:** Some responses were vague or unclear in defining what constitutes a chronic wound. These responses are typically expressing uncertainty or confusion about the exact nature of a chronic wound.

**Examples:** "I don't know what it means", "Something that I don't understand."



#### Observations

- ▶ The majority of responses focus on the inability of chronic wounds to heal or the need for medical intervention.
- ▶ The understanding of chronic wounds as part of a serious or ongoing health issue is also quite prevalent.
- ▶ Some responses, however, are unclear or descriptive, which could indicate a lack of knowledge or confusion about chronic wounds among certain respondents.

# What is the understanding of what a chronic wound is?



## Example Responses



"A wound that doesn't heal properly or within a typical timeframe, often lasting for weeks or months."

"A break in the skin that remains open and does not progress through the usual stages of healing."

"A chronic wound is one that doesn't heal normally and lasts for a long time. It may take months or even years to heal, often due to conditions like poor blood flow or infection."

"A wound that remains open due to infection or underlying health issues."

"A diabetic ulcer that persists without showing significant improvement over time."

"A bed sore that occurs due to prolonged pressure and is slow to recover."

"A wound that doesn't respond to typical treatments and requires ongoing care."

**"A cut or abrasion that remains unhealed for more than six weeks."**

"A chronic wound is one that keeps reopening or refuses to close completely."

"A wound that becomes worse over time instead of improving with care."

**"A wound caused by poor circulation, leading to a lack of healing progress."**

"An injury that fails to heal due to underlying conditions like diabetes or poor immunity."

"A pressure ulcer that develops from sitting or lying down in the same position for too long."

"A sore that remains inflamed and doesn't show signs of closing after a month."

"A chronic wound is typically linked to health issues like poor blood flow or prolonged immobility."

"A wound that needs continuous care to avoid complications and infections."

"An ulcer that becomes infected repeatedly and delays the healing process."

"A wound that doesn't heal due to bacterial infection or inadequate care."

"A deep cut that hasn't fully healed even after regular cleaning and dressing."

"A skin injury that leads to prolonged pain, swelling, and eventual scarring due to incomplete healing."

# How would they stop a wound from becoming chronic?



Core Themes

1.

## Medial Intervention

Many respondents emphasised the use of medication or consulting medical professionals as a key way to treat chronic wounds.

**Example:** "By putting medicine."

**Example:** Medication.

2.

## Prevention and Early Action

A common suggestion was to address the wound as early as possible to prevent complications.

**Example:** "Get in before it gets too bad when it starts."

3.

## Addressing Root Cause

Some highlighted the importance of understanding and treating the underlying cause of the wound rather than just the symptoms.

**Example:** "I would need to know the root cause and attack that first."

4.

## Mechanical or Physical Care

Physical actions like applying pressure, bandages, or other direct interventions were suggested.

**Example:** "Put pressure on it."

5.

## General Guidance

Certain responses provided generic advice without specific techniques.

**Example:** "Handle it properly and carefully."



# How would they stop a wound from becoming chronic?



Example Responses



"Clean the wound with saline or antiseptic to remove bacteria and debris."

"Apply a sterile dressing immediately to protect the wound."

"I always monitor for redness or swelling, which could indicate infection."

"Using honey, turmeric, or other natural antiseptics to reduce bacteria."

**"I consult my GP if the wound hasn't improved in a week."**

"Visit a nurse to ensure the dressing is done correctly and the wound is healing."

"Maintaining blood sugar levels to avoid complications."

"Improving circulation through exercise or medications prescribed by my doctor."

"Eating foods rich in zinc and Vitamin C helps my wounds heal faster."

**"Staying hydrated is crucial for wound healing."**

"Using special cushions to prevent pressure sores."

"Change the dressing regularly to keep the wound clean and prevent infection."

**"Avoid scratching or irritating the wound to prevent reopening."**

"Keep the wound area dry but moist enough for proper healing."

"Apply an antibiotic cream daily and monitor for signs of worsening."

"Use a pressure-relieving mattress or seat cushion to avoid bed sores."

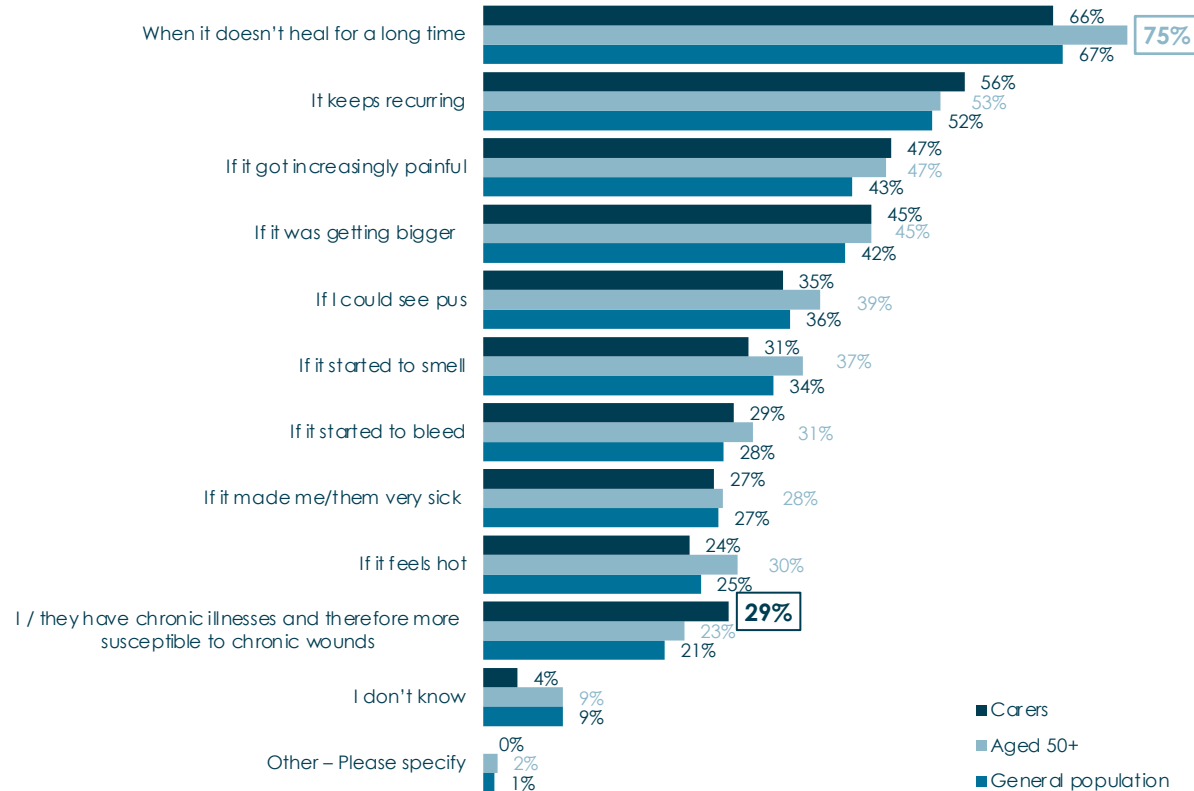
"Ensure the wound is cleaned and covered after every activity that could introduce bacteria."

"Avoid smoking or drinking alcohol to improve overall circulation and healing."

"Rest the injured area to prevent further damage or stress on the wound."

"Seek medical attention immediately if the wound shows no progress within a few days."

# How do Australians determine if they have a chronic wound?



**1 in 10** Australians openly admit to not know how to identify a chronic wound.

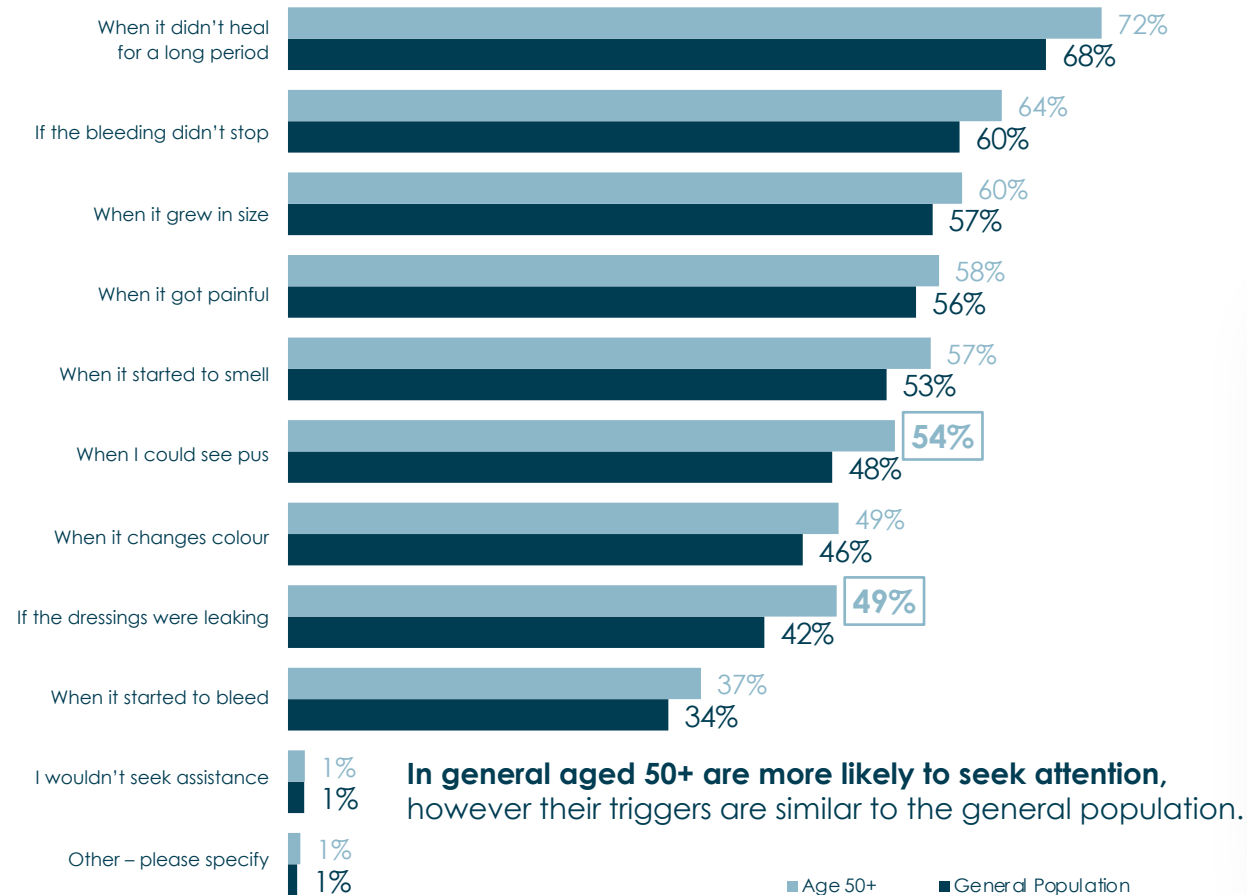
- ▶ Not healing for a long time is the #1 way to identify a chronic wound however this is only a trigger for 62% of Australians.
- ▶ **47%:** would not identify a recurring wound as a Chronic wound.
- ▶ **68%:** would not consider a wound that smelled as a chronic wound.



Older Australians are slightly **more aware of how to identify a chronic wound.**

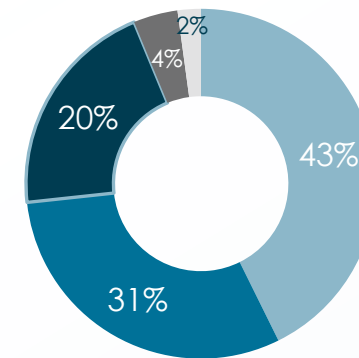
However, they still have a low awareness of the majority of key symptoms.

# What would prompt someone to seek assistance?



- ▶ The #1 trigger to seek assistance is a prolonged wound.
- ▶ Only 53% would seek assistance if the wound started to smell.
- ▶ Bleeding is the least regarded symptom for seeking assistance with only 1 in 3 Australians saying this would trigger them to seek assistance for a wound.

## When would they seek assistance? (General Population – no significant difference for other segments)



**1 in 4** Australians would wait more than a week to seek assistance for a wound.



# Where do they seek help? (qualitative question)

Core themes and examples



## 1.

### Professional Experience and Expertise

Many respondents relied on professional or hands-on experience, particularly in healthcare or caregiving roles.

**Example:** "45 years of nursing experience."

## 2.

### Seeking Guidance from Medical Professionals

Consulting healthcare professionals, such as doctors, nurses, or first aid instructors, was a common approach.

**Example:** "Advice from a medical professional."

## 3.

### Informal Learning Through Personal Networks

Some respondents mentioned learning through family, friends, or other personal connections with relevant knowledge.

**Example:** "My wife has done first aid course."



Around **40%** have searched online for help, whilst only **20%** have sought medical assistance.



Around **1 in 10** rely on their own first aid or medical training.

# Where do they seek help? (qualitative question)

Core themes and examples



## 4.

### Online Searches

Using search engines like Google or browsing the internet was frequently mentioned as a method for gathering information.

**Examples:** "A Google search".

## 5.

### Educational Courses or Training

Respondents sometimes referred to structured learning environments, such as first aid courses or workshops.

**Example:** "A first aid course".

## 6.

### General Accumulated Knowledge

Some responses reflected the accumulation of knowledge over time through various means, such as life experiences or self-education.

**Example:** "A lifetime of looking after family and farm animals".



Around **40%** have searched online for help, whilst only **20%** have sought medical assistance.



Around **1 in 10** rely on their own first aid or medical training.

# Where do they seek help? (qualitative question)



## Example Responses



"I visit my GP or nurse for any wound that seems slow to heal."

"Pharmacists often recommend antiseptics or creams for minor wounds."

"I search Google for guidelines on cleaning and dressing wounds."

"Websites like the Mayo Clinic and NHS are reliable for wound care tips."

"I've used ChatGPT for advice on minor wound management."

***"I've got a valid first aid certificate."***

"First-aid courses taught me how to clean and dress wounds properly."

"I rely on my first-aid manual for step-by-step instructions."

"My sister, who is a nurse, guides me on the best practices for wound care."

"I've learned from watching how nurses treated my past wounds."

***"ChatGPT Google Facebook Friends and family."***

"I watched how my doctor treated a chronic ulcer and now follow similar steps."

"I've had many wounds before and learned what works best through trial and error."

"I use YouTube to watch professional tutorials on wound care techniques."

***"WA health direct phone line, Silver Chain, NHS website."***

"The Better Health Channel website is my go-to for detailed wound care advice."

"I call a health hotline for advice if I'm unsure about how to treat a wound."

"I often ask my pharmacist for recommendations on over-the-counter products."

"I've attended community health workshops that taught basic wound care."

***"No research really. Common sense is the most important factor I think."***

"My GP provided me with a pamphlet explaining how to care for wounds properly."

"I asked a nurse friend for detailed instructions on dressing a wound."

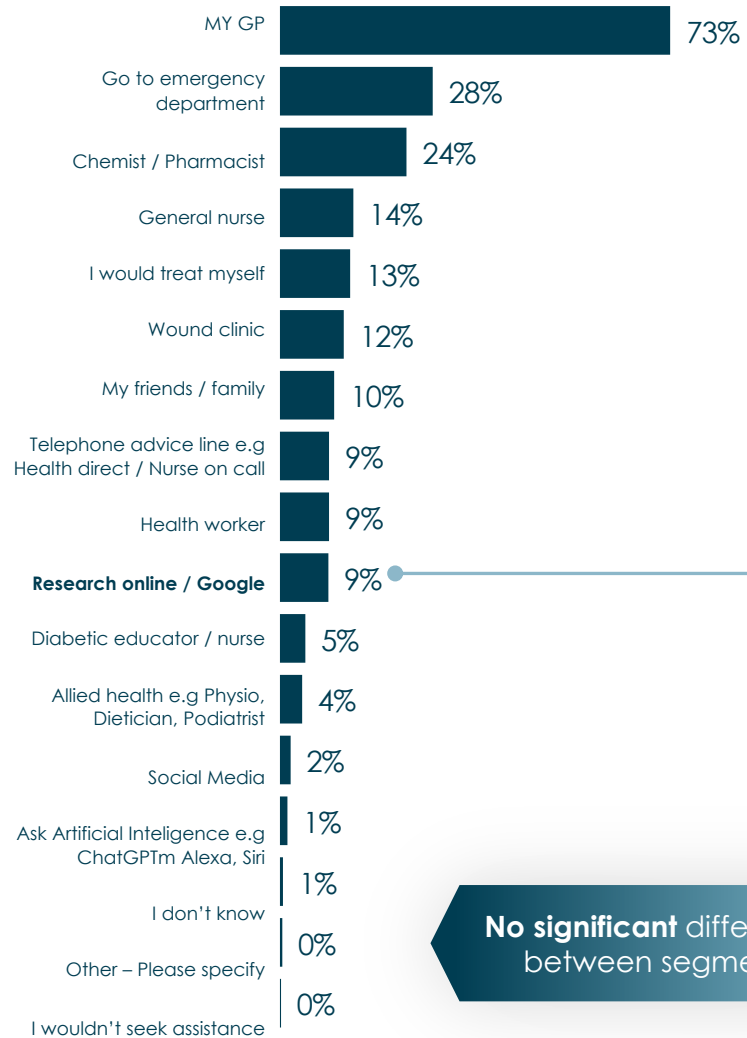
"I've researched wound care using trusted government health websites."

***"Online research on medical sites like Health direct."***

"Family members with medical experience often help me figure out the best approach."

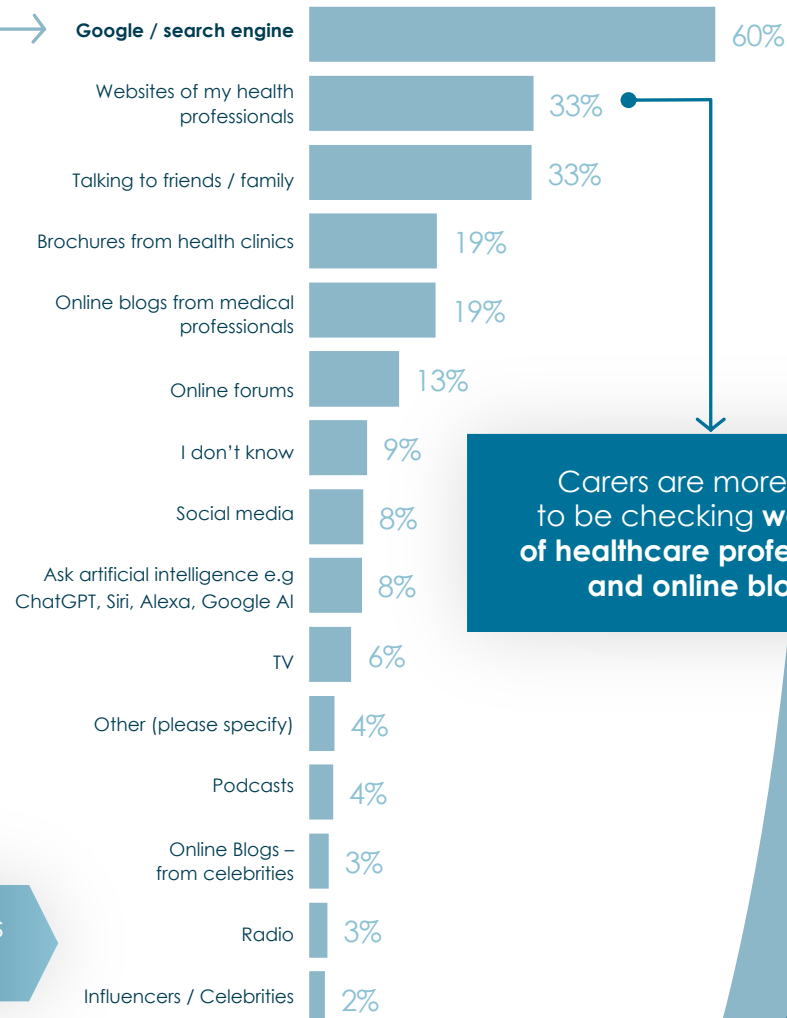


## Where is their FIRST point for assistance?



No significant differences between segments.

## Where else would they get information?



Carers are more likely to be checking **websites of healthcare professionals and online blogs.**



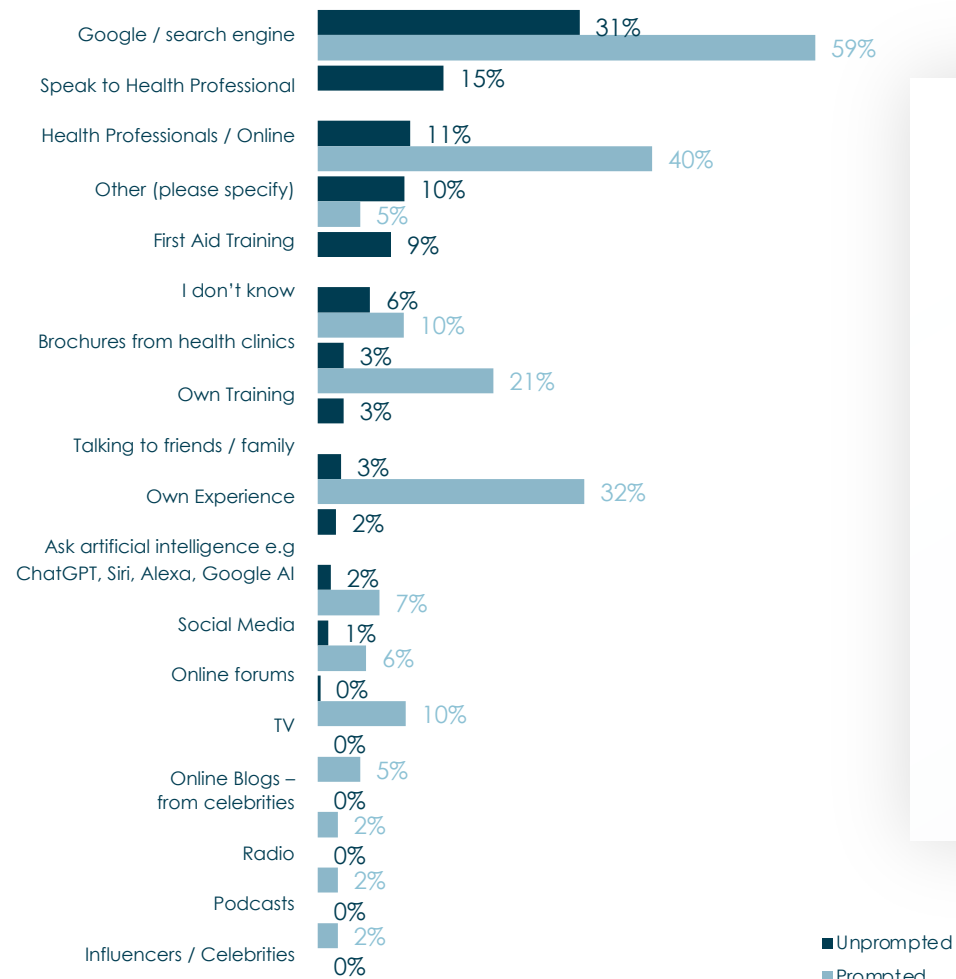
#1 source of assistance is their GP.

**1 in 4** would visit their Pharmacist.

- The main point of assistance is the GP, followed by ED and Pharmacist.
- Only 10% would ask friends / family first however 33% would talk to them for guidance.
- Less than 10% would research online first however 60% would use this method as part of their journey.
- Brochures and websites from trusted health professionals are also popular sources of information.

# Where do they seek help?

Comparing initial unprompted responses against prompted responses

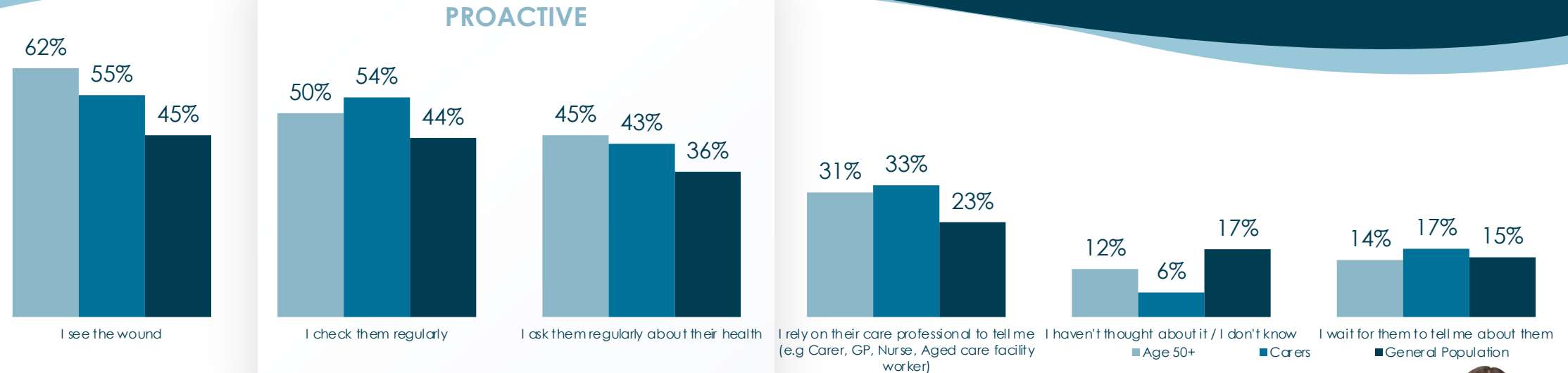


By comparing initial unprompted responses to this question we can see what is top of mind and where respondents will go to first.

- ▶ Google/Search Engine remains the most popular source for information on wound care.
- ▶ Followed by speaking to a health professional either in person or via online channels. Some online channels mentioned were:
  - ▶ Better Health Victoria
  - ▶ NHS
  - ▶ AWMA
  - ▶ WA Health Direct
  - ▶ Department of Health / Government sites
  - ▶ Mayo Clinic
  - ▶ Silver Chain
  - ▶ RACGP
  - ▶ Webmd
  - ▶ 13 health
- ▶ Own First Aid Training also means respondents feel confident to treat wounds.



# How do they know if there is an issue with chronic wounds with their elderly family members?



**Only 58%** of Australians are proactive with elderly family members with regards to their wound care – by either checking them or talking to them regularly about their wounds (those that do either or both).

Carers are slightly more proactive however only **1 in 2 carers** check their family members regularly.

□ □ Significantly higher / lower than General Population

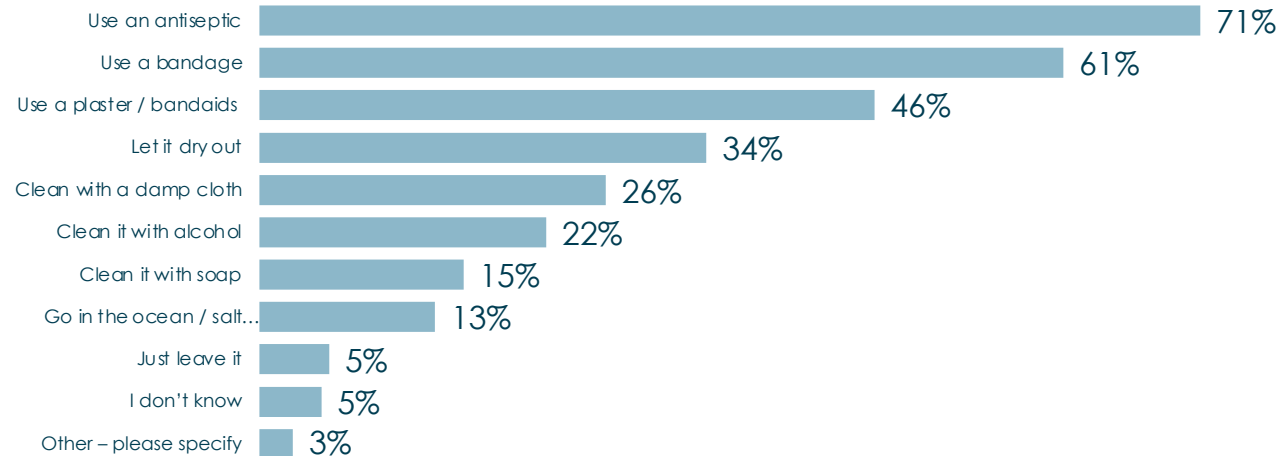




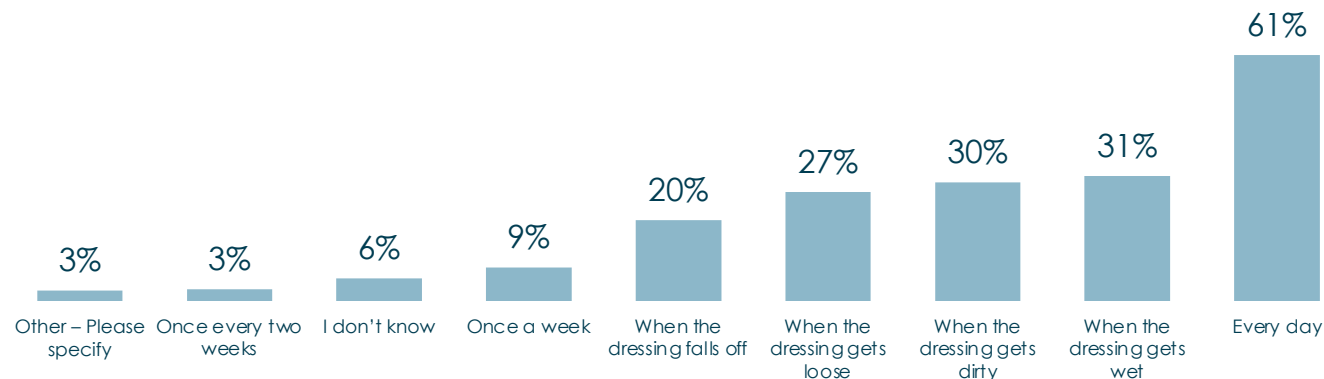
# How do Australians care for wounds?



## How?



## How often?



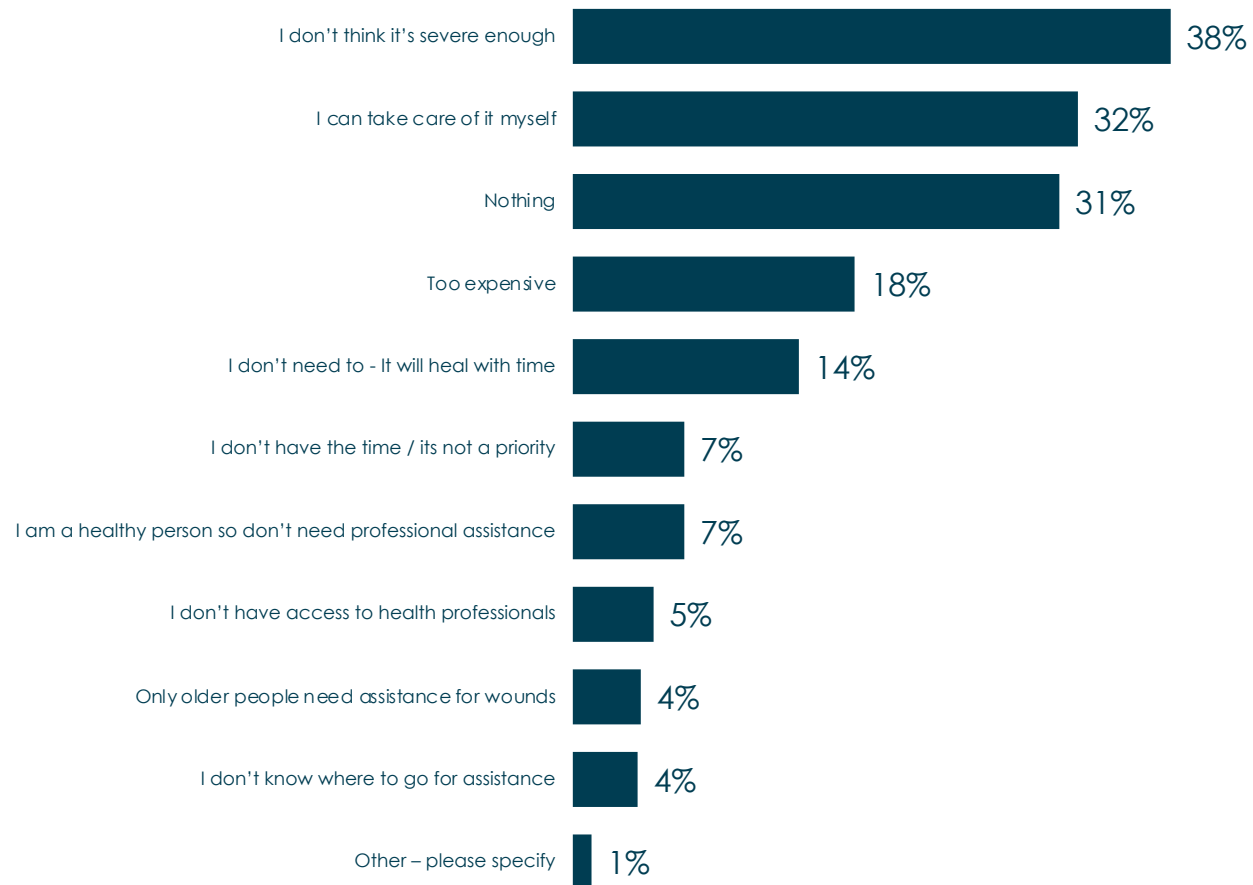
#1 treatment for wounds is antiseptic.

However, 1 in 3 would dry the wound out.

- ▶ Only 2 in 3 would clean the wound daily.
- ▶ Only 1 in 3 would clean the wound when it gets dirty or wet.
- ▶ 1 in 5 would wait until the dressing falls off to replace it.

**Carers and those aged 50+ have a similar understanding of how and when to care for wounds as the general population. The main difference that age 50+ are more likely to use antiseptic.**

# What prevents Australians from seeking help for a wound?



Q13 What stops you or would stop you from getting a wound treated by a professional? N=513



1 in 3 Australians don't seek help as they think they can treat a wound themselves for wounds is antiseptic.

- ▶ There is a misconception that if you are healthy you do not need to seek treatment by 7% of Australians.
- ▶ Almost 1 in 5 Australians say cost to seek help is a barrier for treating their wounds.
- ▶ 14% believe their wound will heal with time so it is not necessary to seek treatment.

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**No significant differences between segments.**

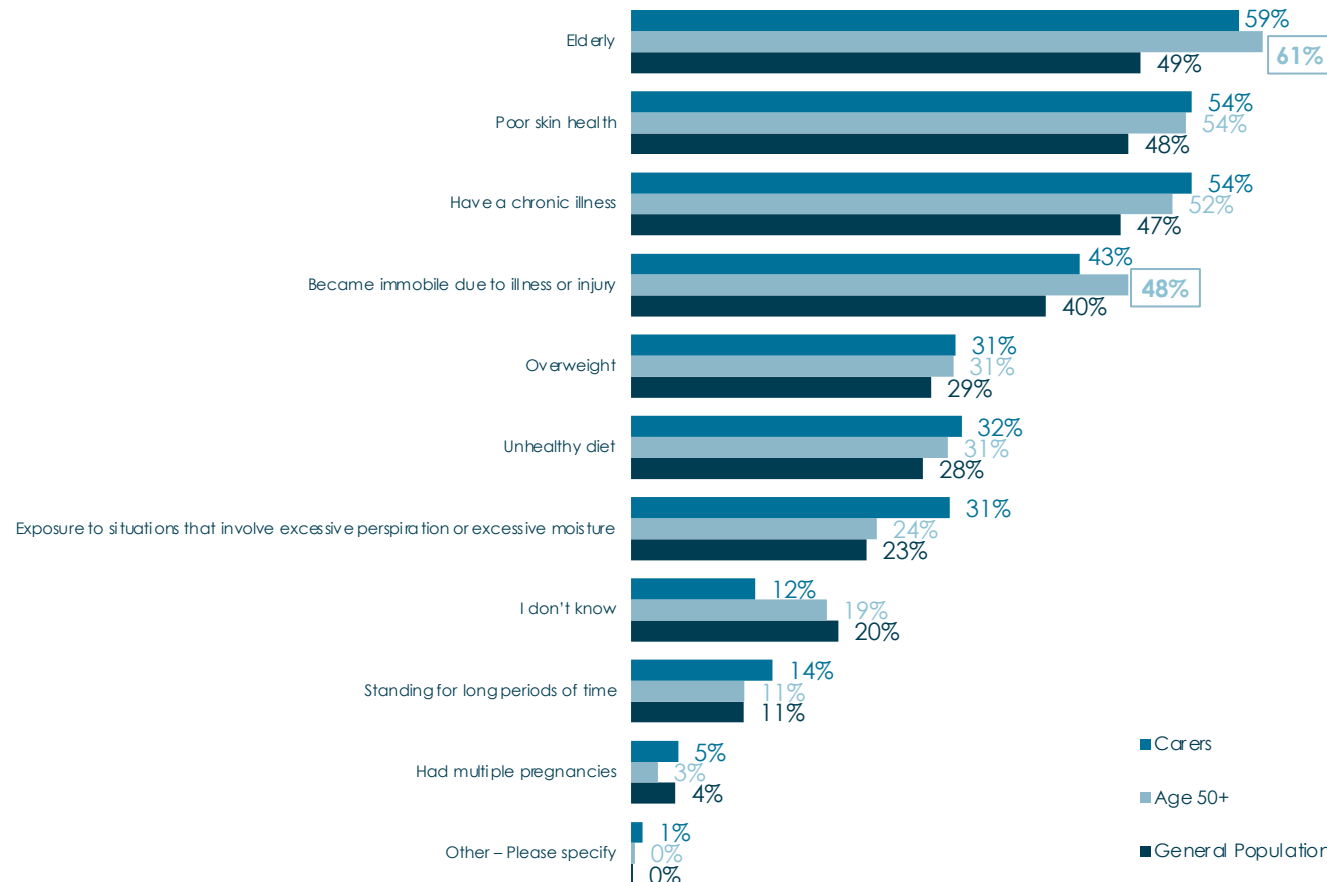
# How do Australians determine if they are at risk of chronic wounds?



1 in 5 Australians don't know how to identify if they are at risk of chronic wounds.

- ▶ 1 in 2 Australians do not consider elderly to be at risk of Chronic Wounds.
- ▶ Only 28% think a bad diet will put them at risk of chronic wounds.

**Carers and those aged 50+ have slightly more awareness of who is at risk of chronic wounds. However, the majority of at risk segments have less than 50% awareness of the risk.**



# Key statistics

## Tradespeople



Only **25%** of tradespeople would seek help for bleeding wounds compared to **34%** of the general population.

- Tradespeople are less likely to seek help for serious issues like bleeding (25%) or non-healing wounds (54%) compared to the general population, suggesting they may underestimate severity or prefer self-management.
- Compared to the total population, Tradespeople are more likely to consult a chemist or pharmacist (32%), which may indicate a preference for easy-to-access alternatives over official medical consultations.
- 82% of Tradespeople change dressings daily, suggesting a higher level of attention in wound care (or related to the nature of their jobs causing high exposure to dressings).





# Key statistics

## Differences between genders

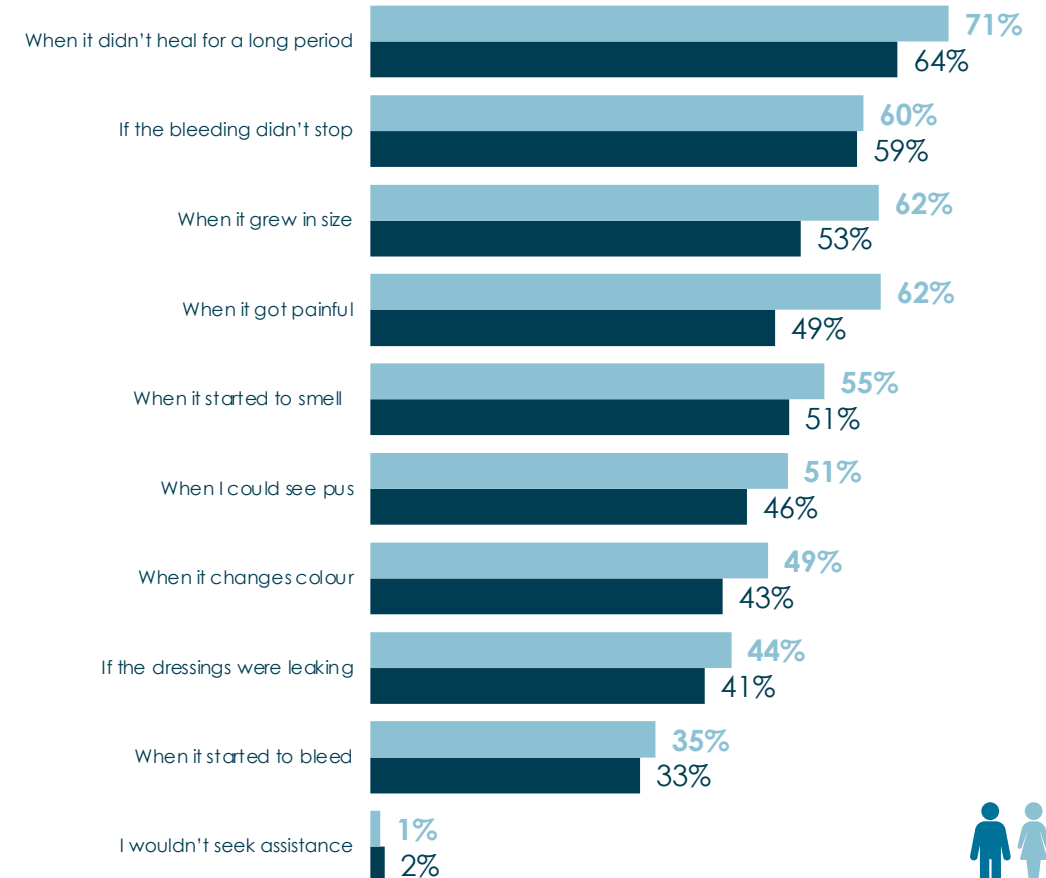
- In general women are more educated on the triggers of a chronic wound with a higher % able to identify each symptom compared to their male counterparts.
- Women are more likely to cite cost as a barrier (18% vs. 11% for males).
- Men are slightly more likely to delay action for non-critical symptoms, like a wound's change in color (43% males vs. 49% females) or size growth (53% males vs. 62% females).
- Both genders prefer visiting a GP first (77% males, 74% females), but males are slightly more inclined to treat wounds themselves.
- Both genders research in a similar way with no significant differences.

Females may have greater health awareness or are more proactive in recognising chronic wound risks.

Women's health-seeking behaviour may be disproportionately impacted by their financial concerns.



### How would you identify a chronic wound?



# Thank you

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