

## ABHI Segmentation

- Report

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# 1 Background

# Background

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- The Coalition of Australian Governments (COAG) has set aside \$500 million over four years for the Australian Better Health Initiative (ABHI). This initiative aims to reduce morbidity and mortality in the population caused by lifestyle related chronic diseases. A range of interventions is planned including a rolling program of social marketing campaigns. The long term objectives of the campaign are to encourage Australians to make and sustain healthy lifestyle choices and stimulate behaviour change and thereby contribute to reducing morbidity and mortality due to lifestyle related chronic diseases.
- Phase one of the campaign involves a large scale, national communications strategy. The campaign was developed following the developmental qualitative research conducted by GfK Blue Moon which supported the conclusion from the SNAP-O research<sup>1</sup> that modifying lifestyle behaviour requires an appreciation of 'what' change is needed, 'why' it is necessary and 'how' it can be achieved.

<sup>1</sup> SNAP-O Concept Testing Research for the Department of Health and Ageing (June 2006)

# Background

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- This quantitative evaluation research was required to benchmark current beliefs, attitudes and behaviour in relation to the lifestyle risk factors prior to the ABHI campaign and subsequently track any changes in these measures following the campaign.
- This quantitative research comprises three stages:
  1. a benchmark survey consisting of telephone interviews among the Australian public;
  2. a short advertising diagnostic telephone survey using a national omnibus; and
  3. a post-communications evaluation telephone survey of the Australian public.
- The benchmark survey is also being used to confirm and market size the attitudinal segmentation explored in the developmental qualitative research conducted by GfK Blue Moon.
- If required, the segmentation can be duplicated in the tracking survey so that any changes in the segment sizes can be measured following the campaign.
- This report summarises the quantitative benchmark segmentation findings.

## 2 Summary of qualitative segmentation research

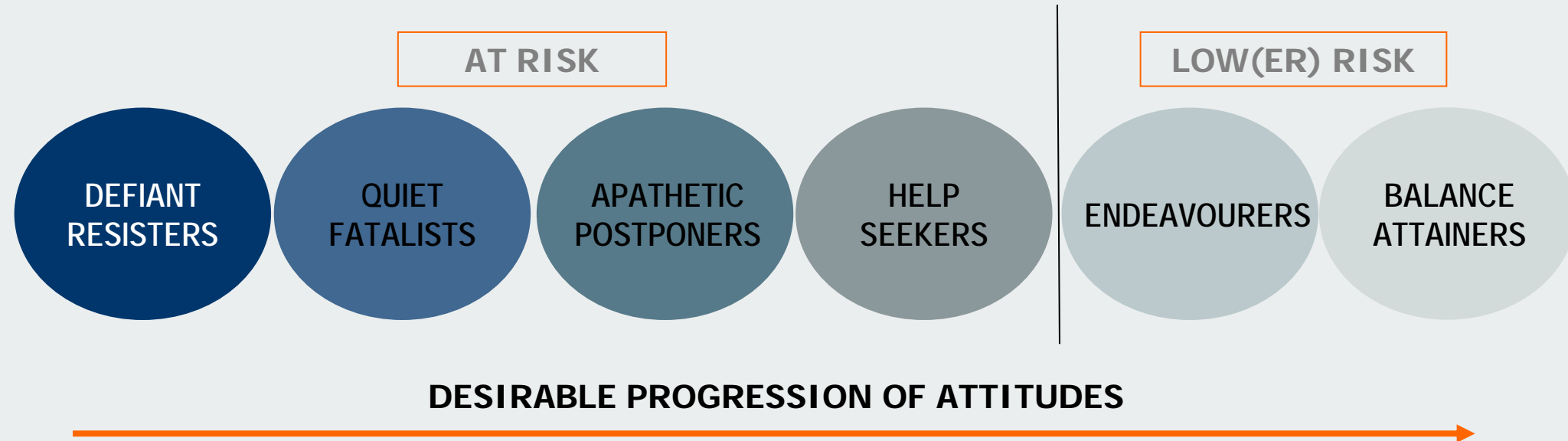
# Exploratory qualitative research

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- The quantitative segments described in this report are based, in part, on exploratory qualitative research GfK Blue Moon conducted in early 2007.
- The original qualitative research and design was based on well established health behaviour theories, in particular:
  - Transtheoretical 'Stages of Change' model:
    - behaviour and attitudes to change pass through five stages:
      - pre-contemplation, contemplation, preparation, action, maintenance
- Focus groups were conducted with people at each stage.
- The research found that individuals could be at a different stage of change for each risk behaviour (nutrition, physical activity, smoking, drinking, overweight and obesity) but appeared to have a single dominant attitude to lifestyle change as a whole.
- The qualitative research found that there was a low appreciation of 'why' change is needed in relation to nutrition and activity and that a healthy lifestyle is often not considered to be a high priority. There was also low appreciation of 'how' lifestyle change can be achieved.

Six key attitudinal segments were identified in the qualitative research

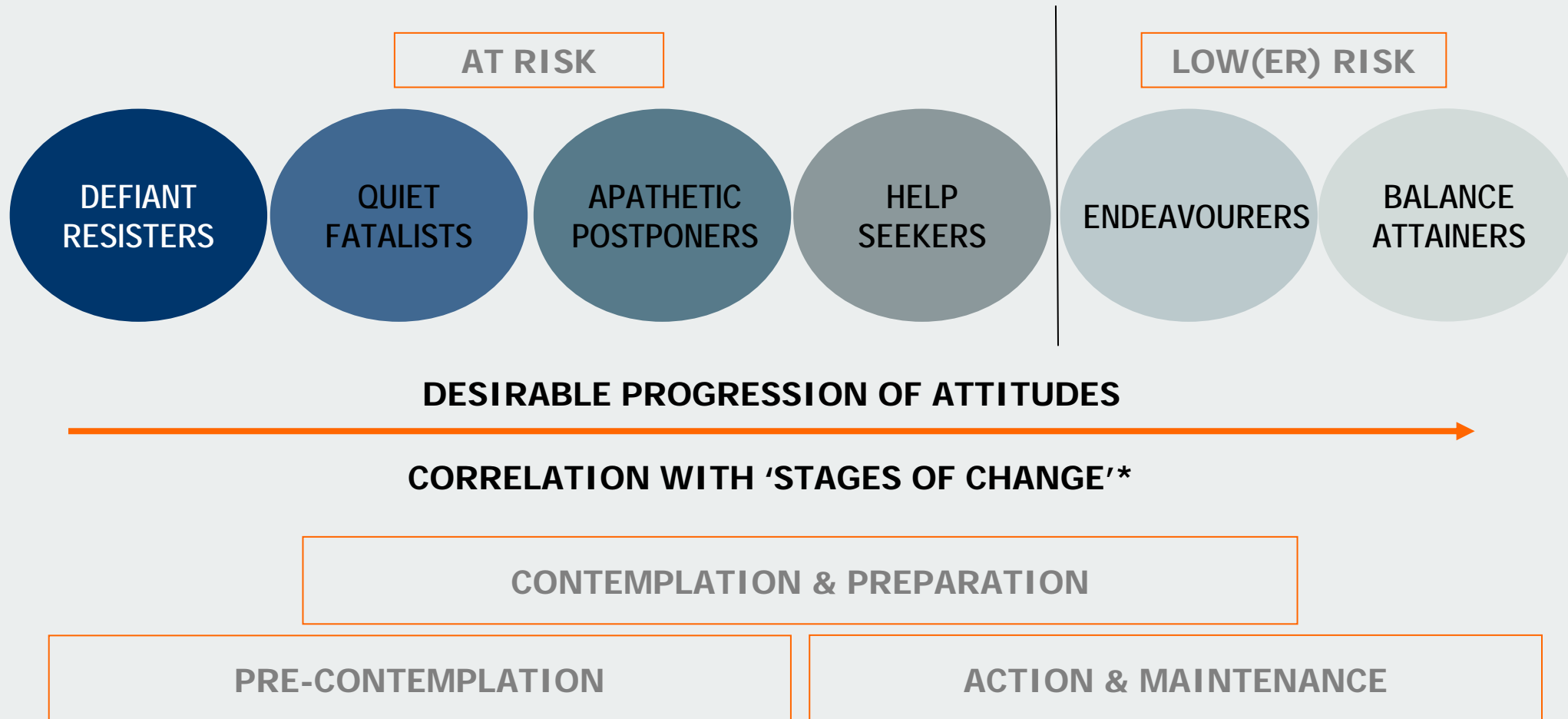
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These correlate to some extent with the 'Stages of Change'

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## Campaign targets

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- Each of the segments related to a different perspective on the possibility and desirability of lifestyle change overall. 'Defiant Resisters', 'Quiet Fatalists', 'Apathetic Postponers' and 'Help Seekers' all had a limited appreciation of 'why' lifestyle behaviour change is important and 'how' it can be achieved.
- It was suggested, therefore, that the aim of the social marketing campaign could be to shift those people's attitudes so that they become 'Endeavourers' or 'Balance Attainers'.
- These latter groups have a better appreciation of 'what' change is needed, 'why' it is important and 'how' it can be achieved. They are therefore likely to be 'at lower risk' of developing lifestyle related chronic diseases.

# 'Defiant Resisters' and 'Quiet Fatalists' are extremely difficult to influence

## DEFIANT RESISTERS

- Don't believe change is possible or desirable
- Actively and assertively reject the idea of change – life's too short
- Likely to be unhealthy across all risk factors
- Don't admit to experiencing health effects of lifestyle

## QUIET FATALISTS

- Don't believe change is possible so avoid thinking about it
- Shrug off messages about change in ads and warnings from friends (which are usually about smoking)
- But are not vocal / don't try to justify their position (try to keep quiet in groups)
- *Que sera sera* attitude

**MORE LIKELY TO BE FROM SOCIALLY DISADVANTAGED GROUPS**

# 'Apathetic Postponers' and 'Help Seekers' are open to 'Why' and 'How' messages about change

## APATHETIC POSTPONERS

- Believe they probably should (and could) change one day but it's not a high enough priority to think about today
- Under 25s put off thinking about change until they're older
- 25+ put it off until next month / year
- More likely to be blue collar but represented in all social groups

## HELP SEEKERS

- Either latent or manifest appreciation of the need to change
- Usually because they're starting to see the effects of their lifestyle (weight gain, early stages of a chronic condition)
- Scared because they don't know how to change – may have tried and failed
- More likely to be from socially disadvantaged groups – social / cultural norms prevent appreciation of 'How'

# 'Endeavourers' and 'Balance Attainers' are open to messages that reinforce their positive attitudes

## ENDEAVOURERS

- Good appreciation of 'What' and 'Why' and some appreciation of 'How'
- but have strong urges to relapse in two or three areas
- May cope by trading off vices and virtues (e.g. go to the gym to justify ice cream)
- But basically on track: 'try again, fail again better' / 'I'll start again on Monday' mentality

## BALANCE ATTAINERS

- Have incorporated healthy behaviour into their lifestyle so it's no longer a struggle
- May have the odd minor vice but consistently follow recommendations across all five lifestyle areas – so no change is required
- Advocates for the healthy lifestyle and may draw others' attention to advertising – though this can be counter-productive if rejected as smug

**MORE LIKELY TO BE FROM SOCIALLY ADVANTAGED GROUPS**

## 3 Quantitative segmentation process

# Quantitative research methodology

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- In the quantitative benchmark survey 2,800 telephone interviews were conducted amongst Australian adults aged 18-65 years.
- Quotas were set representative of the Australian population for age, location and gender. The data was post-weighted to the population using ABS Census figures.
- Fieldwork was conducted from 2-18 October 2008.
- Statistically significant differences have been noted in this report where a segment is significantly different, with 95% confidence, to the rest of the sample. These differences were measured using a z-test of difference between proportions or a t-test of difference between means.

# The quantitative segmentation

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- The qualitative research results were used to create the attitudinal statements used in the quantitative questionnaire. First of all, a number of key “factors” differentiating the segments were identified. These were:
  - 1 Intention / desire to change lifestyle
  - 2 Ability to change
  - 3 Perceived healthiness
  - 4 Appreciation of unhealthy effects of lifestyle
  - 5 Actively / vocally reject idea of change
  - 6 Fatalists – whatever will be, will be
  - 7 Perceived need to change
  - 8 Postponement of changes
  - 9 Knowledge of how to make changes
  - 10 Keep trying to change but failing



# Attitudinal statements

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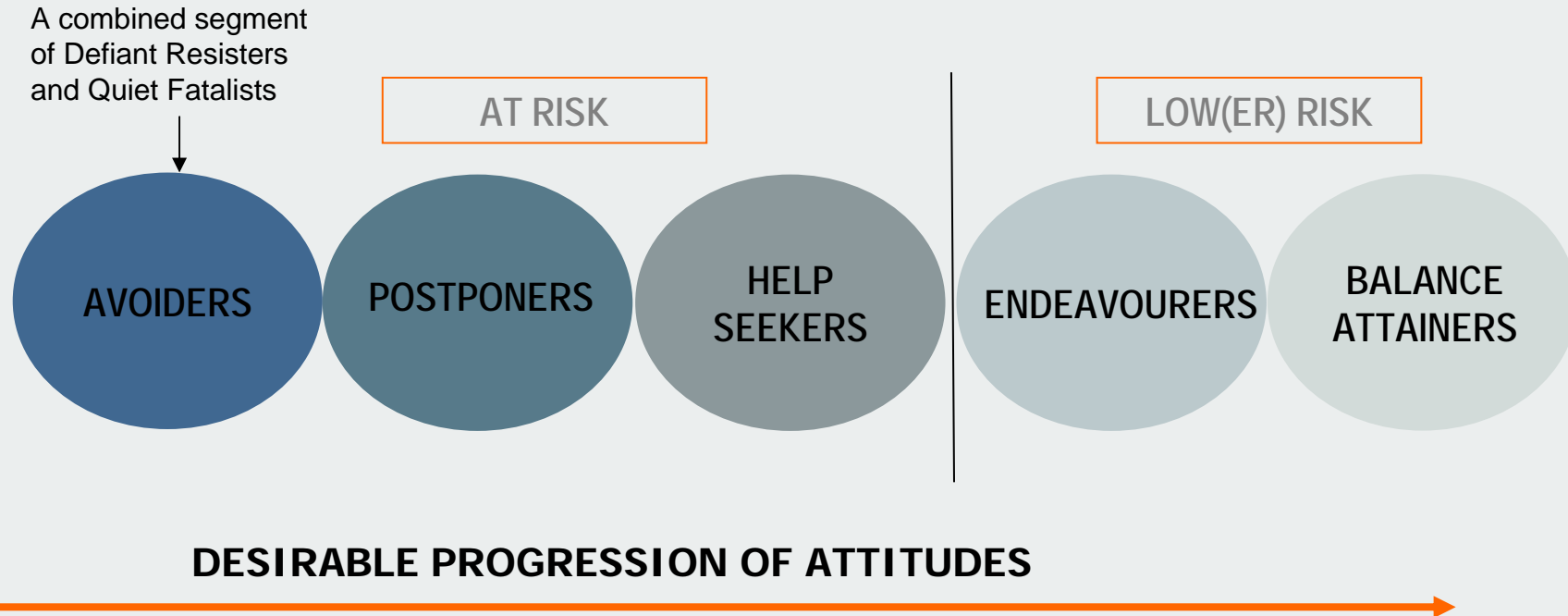
- These factors were used to create a list of attitudinal statements. These statements were asked as a series of questions with answers on a five point scale (strongly agree to strongly disagree).
  - I really want to change to be healthier (1)
  - I am going to change my lifestyle to become healthier (1)
  - I am confident I could increase my physical activity to improve my health (2)
  - I am confident I could increase the amount of fruit and vegetables I eat to improve my health (2)
  - Others would say that I have very healthy lifestyle (3)
  - My lifestyle is increasing my risk of getting a chronic disease (4)
  - I know that I should change my lifestyle so it is healthier (4)
  - I tell others that life's too short to worry about having a healthy lifestyle (5)
  - I avoid thinking about or discussing how healthy my lifestyle is (6)
  - I don't need to make any changes to my lifestyle (7)
  - I keep putting off healthy changes - I'll do it later (8)
  - I know exactly how to change my lifestyle to be healthier (9)
  - I am always trying to make changes to my lifestyle but I find they don't last (10)

# Identifying the health segments

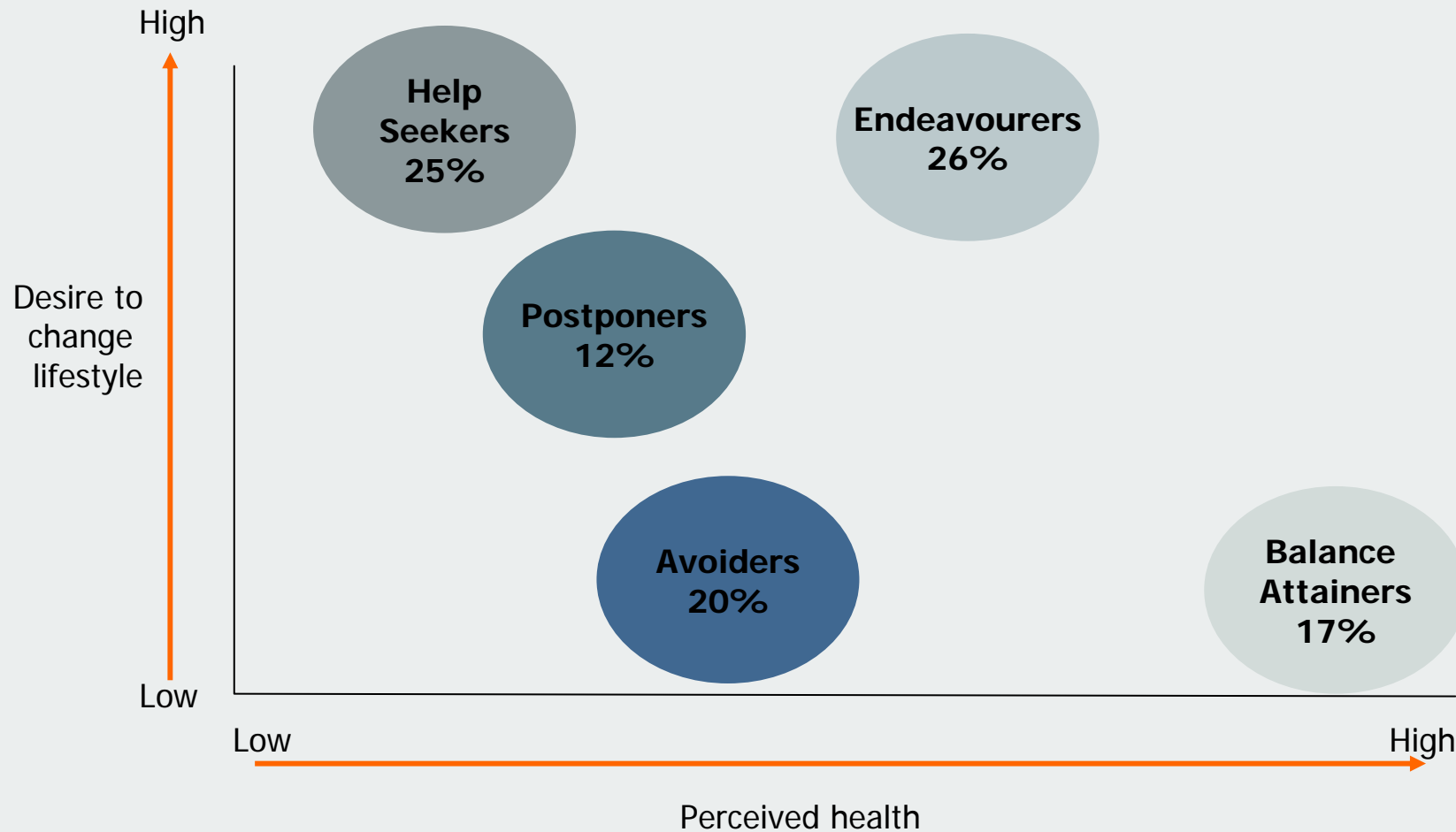
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- Cluster analysis (K-means) was conducted to cluster respondents according to these factor scores. Clusters were formed from people who were similar to each other and different to those outside the cluster.
- A number of solutions were examined, ranging from a five cluster to a seven cluster solution using a number of techniques. One of the five cluster solutions appeared both statistically efficient and practical.
- The preferred solution was also very close to the qualitative segmentation. Although there were two key differences:
  1. The qualitative segments of Defiant Resisters and Quiet Fatalists were combined into a single segment, Avoiders:
    - in the qualitative research, the key differences between these two segments were that the Defiant Resisters were vocal about not changing their lifestyle and Quiet Fatalists were silent. The quantitative research found very little discrimination between segments on the statement "I tell others that life's too short to worry about having a healthy lifestyle" and so these two groups formed a single segment.
  2. Apathetic Postponers were renamed Postponers. The quantitative research found that this group did have a desire to change their lifestyle but later. They weren't quite as apathetic as indicated in the qualitative research.

# The five key lifestyle change segments identified in the quantitative research



Two of the key factors are desire to change and perceived health



# Health and lifestyle attitudes (1)

21

	Total Sample	Avoiders	Postponers	Help Seekers	Endeavourers	Balance Attainers
n=	2806	555	346	698	735	472
	%	%	%	%	%	%
I know exactly how to change my lifestyle to be healthier (9)	86	<b>76</b>	<b>82</b>	<b>93</b>	<b>95</b>	<b>78</b>
I am confident I could increase my physical activity to improve my health (6)	81	<b>71</b>	<b>87</b>	<b>94</b>	<b>95</b>	<b>46</b>
I really want to change to be healthier (1)	76	<b>68</b>	87	98	94	<b>19</b>
I am confident I could increase the amount of fruit and vegetables I eat to improve my health (6)	76	<b>62</b>	<b>86</b>	<b>92</b>	<b>88</b>	<b>45</b>
I know that I should change my lifestyle so it is healthier (4)	73	70	<b>92</b>	<b>99</b>	<b>82</b>	<b>10</b>
I am going to change my lifestyle to become healthier (1)	71	<b>50</b>	<b>86</b>	<b>95</b>	<b>92</b>	<b>14</b>
Others would say that I have very healthy lifestyle (3)	64	<b>48</b>	<b>53</b>	<b>43</b>	<b>85</b>	<b>89</b>

Red indicates that segment has scored significantly lower than the rest of the sample.

Green indicates that segment has scored significantly higher than the rest of the sample.

## Health and lifestyle attitudes (2)

22

	Total Sample	Avoiders	Postponers	Help Seekers	Endeavourers	Balance Attainers
n=	2806	555	346	698	735	472
	%	%	%	%	%	%
I am always trying to make changes to my lifestyle but I find they don't last (10)	43	25	76	80	30	6
I keep putting off healthy changes - I'll do it later (8)	41	38	84	73	15	5
My lifestyle is increasing my risk of getting a chronic disease (4)	35	29	56	79	8	5
I avoid thinking about or discussing how healthy my lifestyle is (6)	30	34	68	39	7	17
I don't need to make any changes to my lifestyle (7)	24	18	38	3	16	64
I tell others that life's too short to worry about having a healthy lifestyle (5)	12	9	62	3	3	7

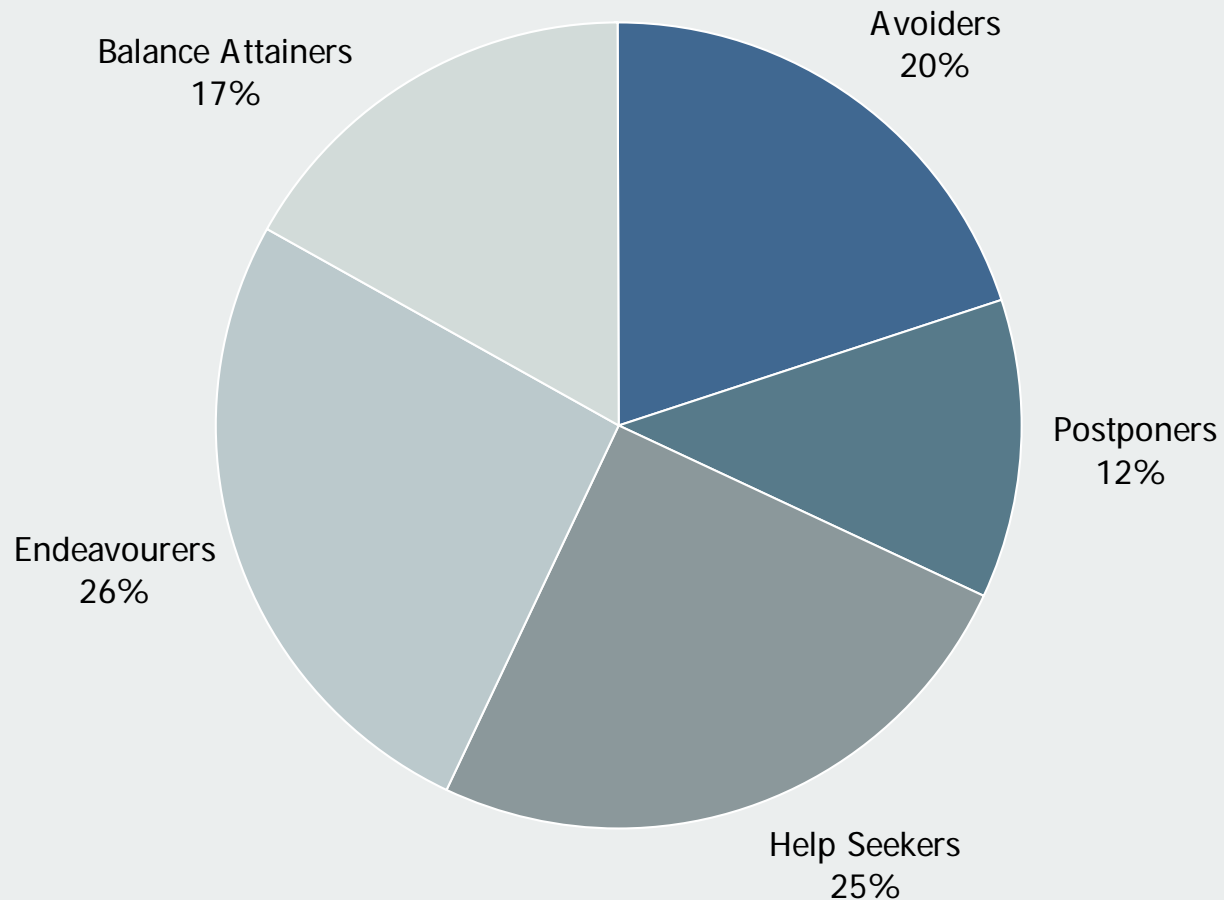
Red indicates that segment has scored significantly lower than the rest of the sample.

Green indicates that segment has scored significantly higher than the rest of the sample.

## Sizing the segments

23

- The key targets of the campaign are Postponers, comprising 12 % of the population and Help Seekers, comprising 25% of the population.



# Snapshot of the 5 segments

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## Avoiders (20%)

- Disinterested in healthy lifestyles
- No intention to change
- Of low to medium health, nutrition and exercise levels



## Postponers (12%)

- Want to change lifestyle but MUCH later
- Poor health, poor nutrition, low physical activity



## Endeavourers (26%)

- Desire to increase healthy lifestyle
- Of medium health, relatively good nutrition and activity levels



## Help Seekers (25%)

- Health deteriorating
- Poor health, poor nutrition, overweight
- Know they need to change lifestyle and have the desire to do so



## Balance Attainers (17%)

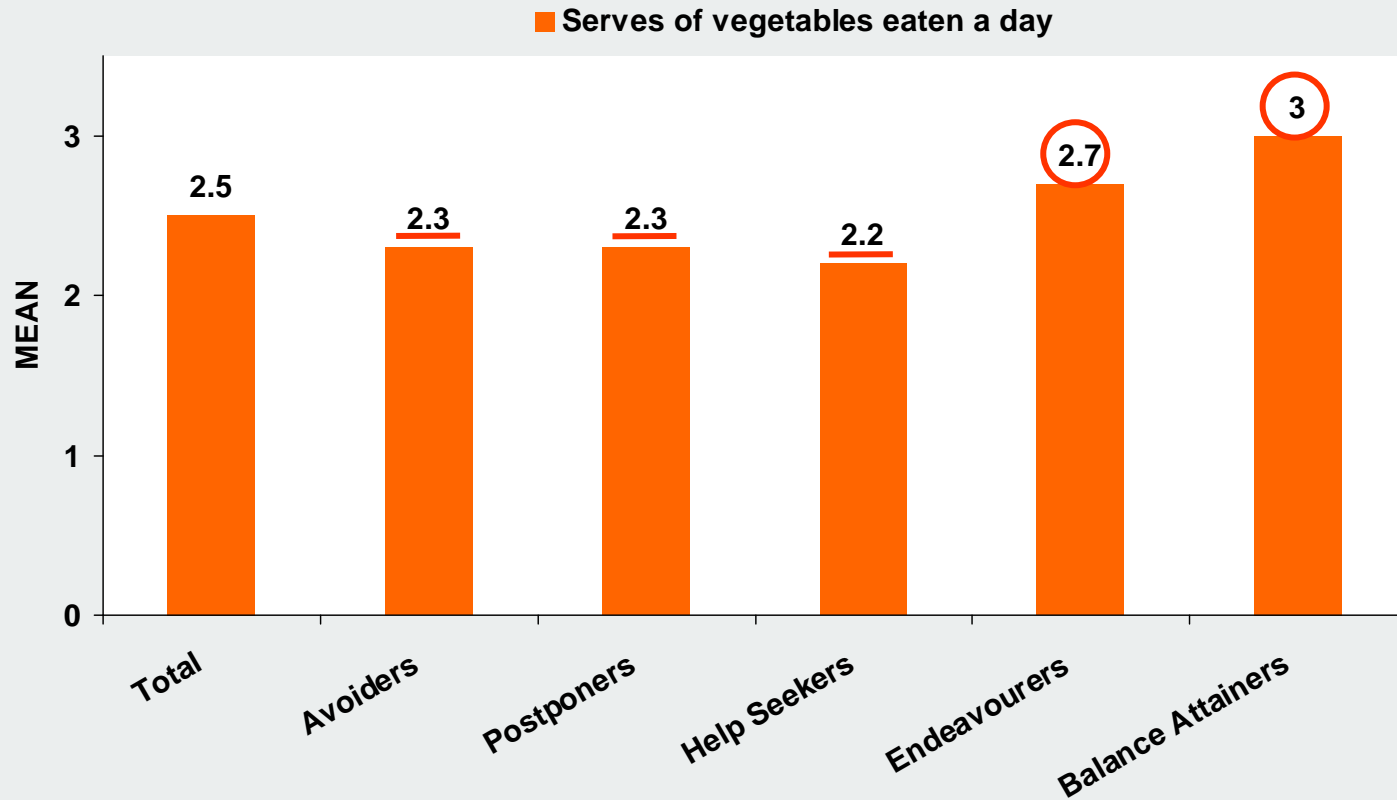
- Very healthy and stable lifestyle
- No changes desired or perceived to be required



## 4 Key measures by segment

# Nutrition behaviour – Daily vegetable intake

26

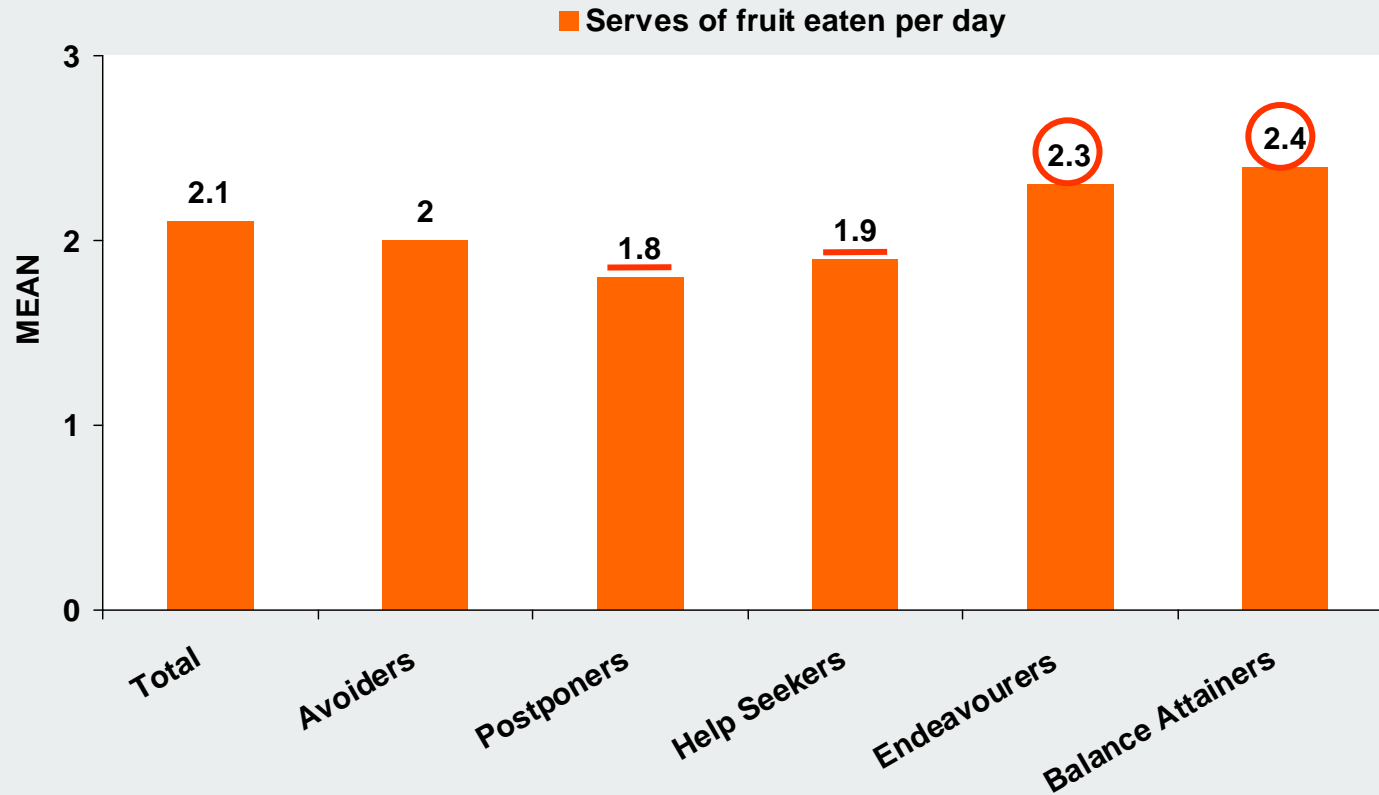


Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample  
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# Nutrition behaviour – Daily fruit intake

27

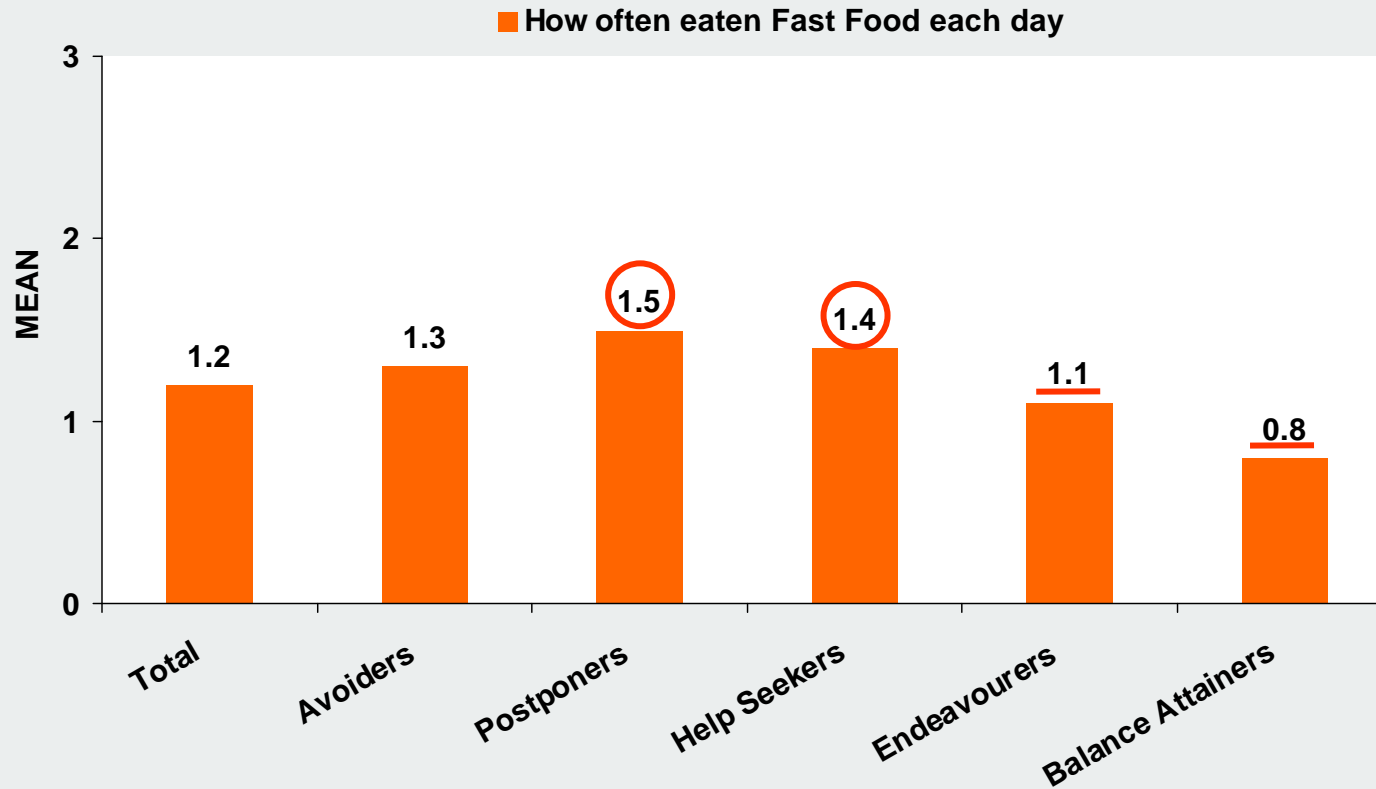


Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample  
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# Nutrition behaviour – Daily fast food intake

28

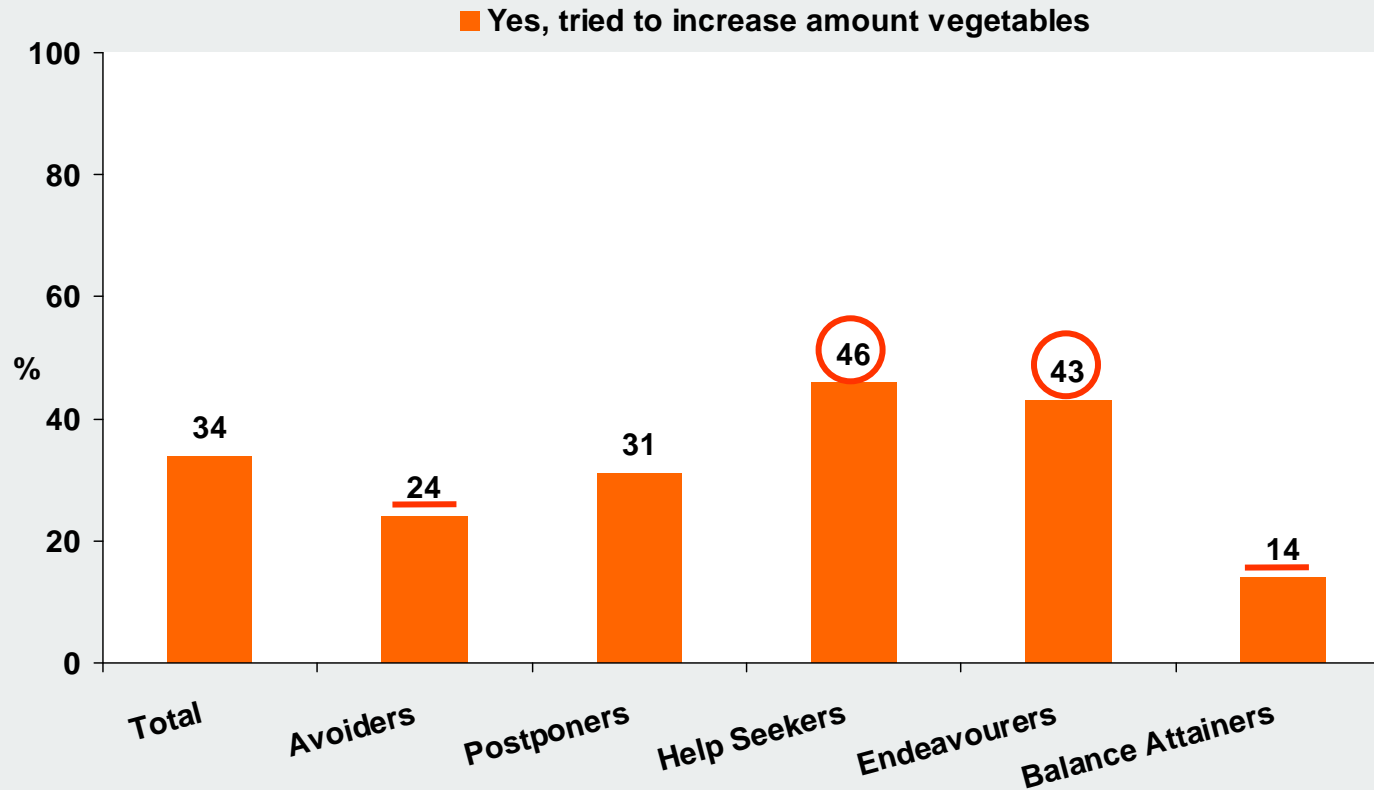


Base: Total Sample (2806)

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# Change behaviour in last 6 months – Daily vegetable intake

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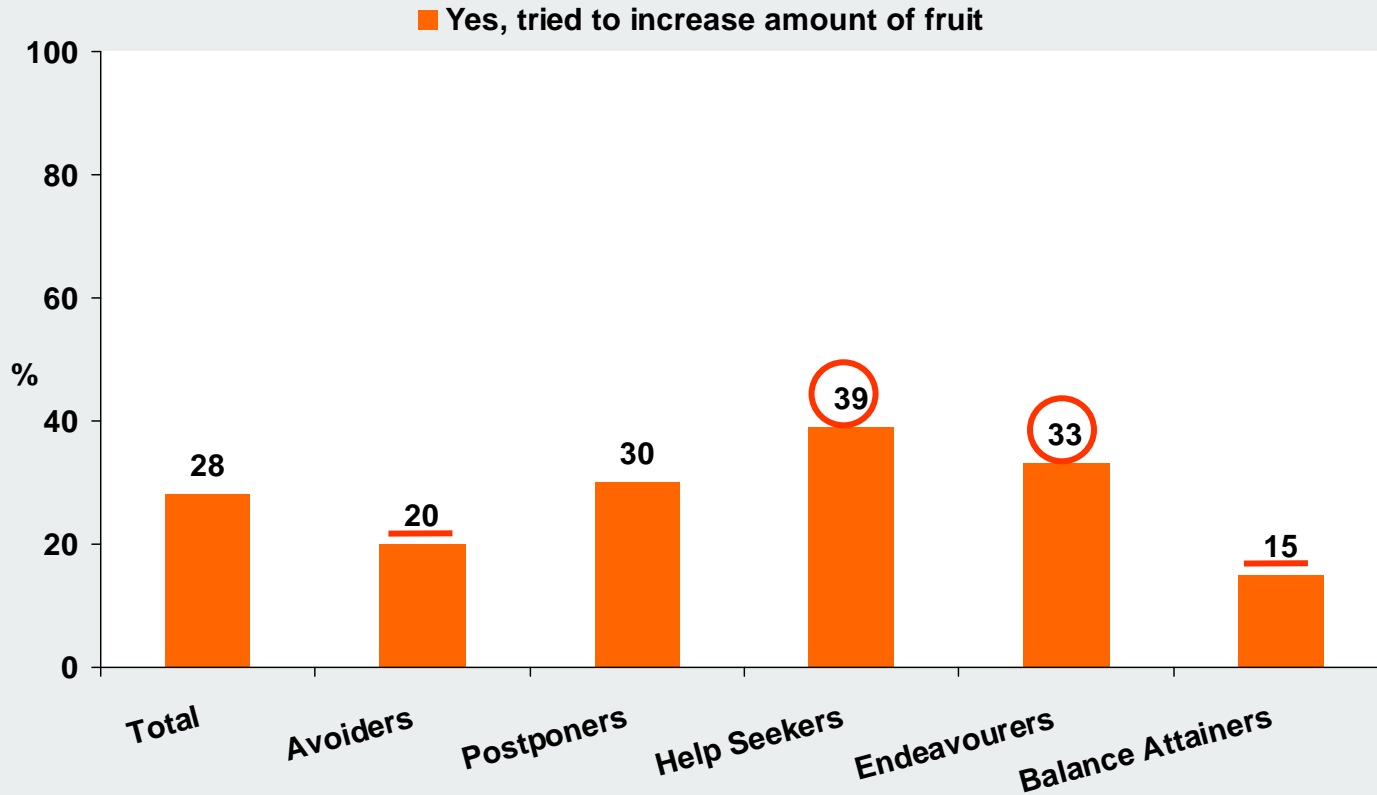


Base: Total Sample (2806)

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# Change behaviour in last 6 months – Daily fruit intake

30

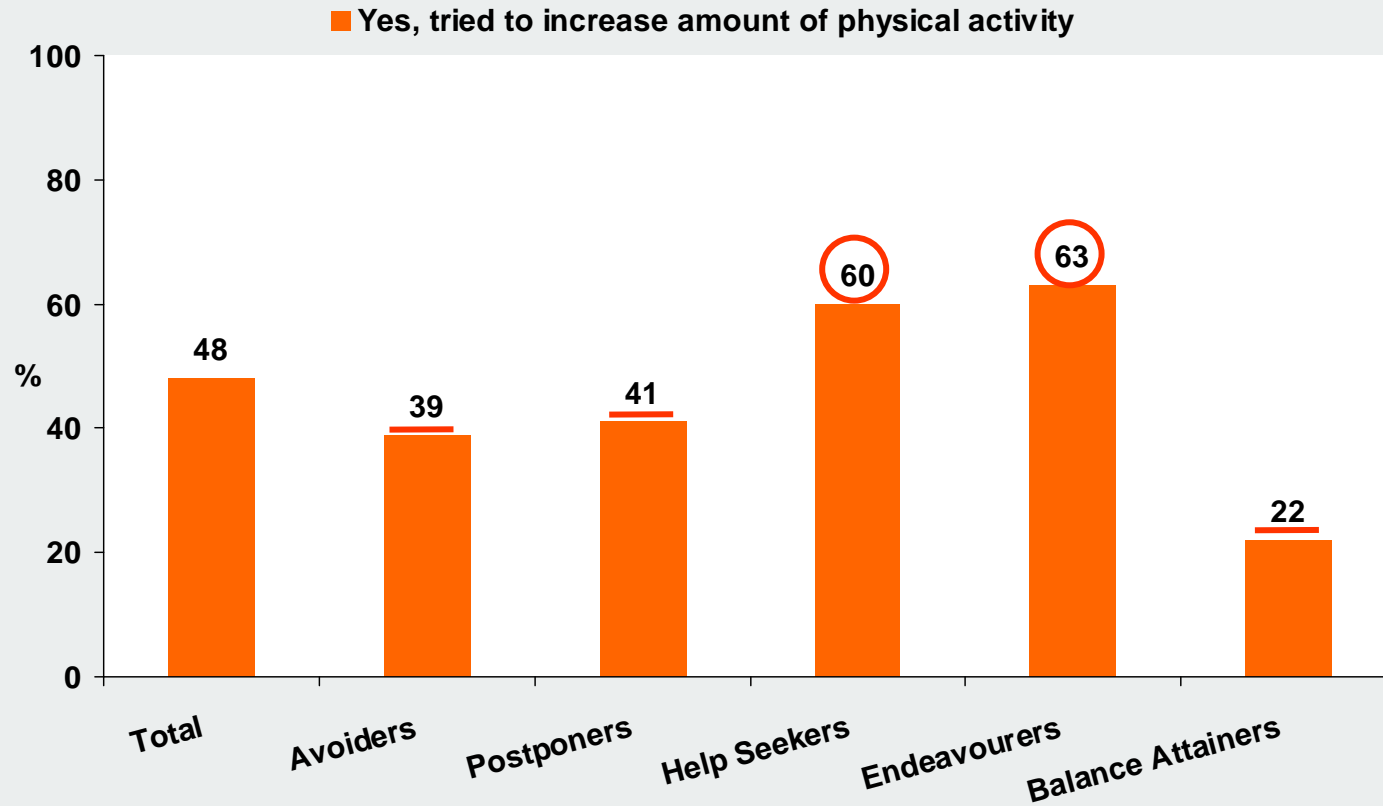


Base: Total Sample (2806)

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# Change behaviour in last 6 months – Physical activity

31

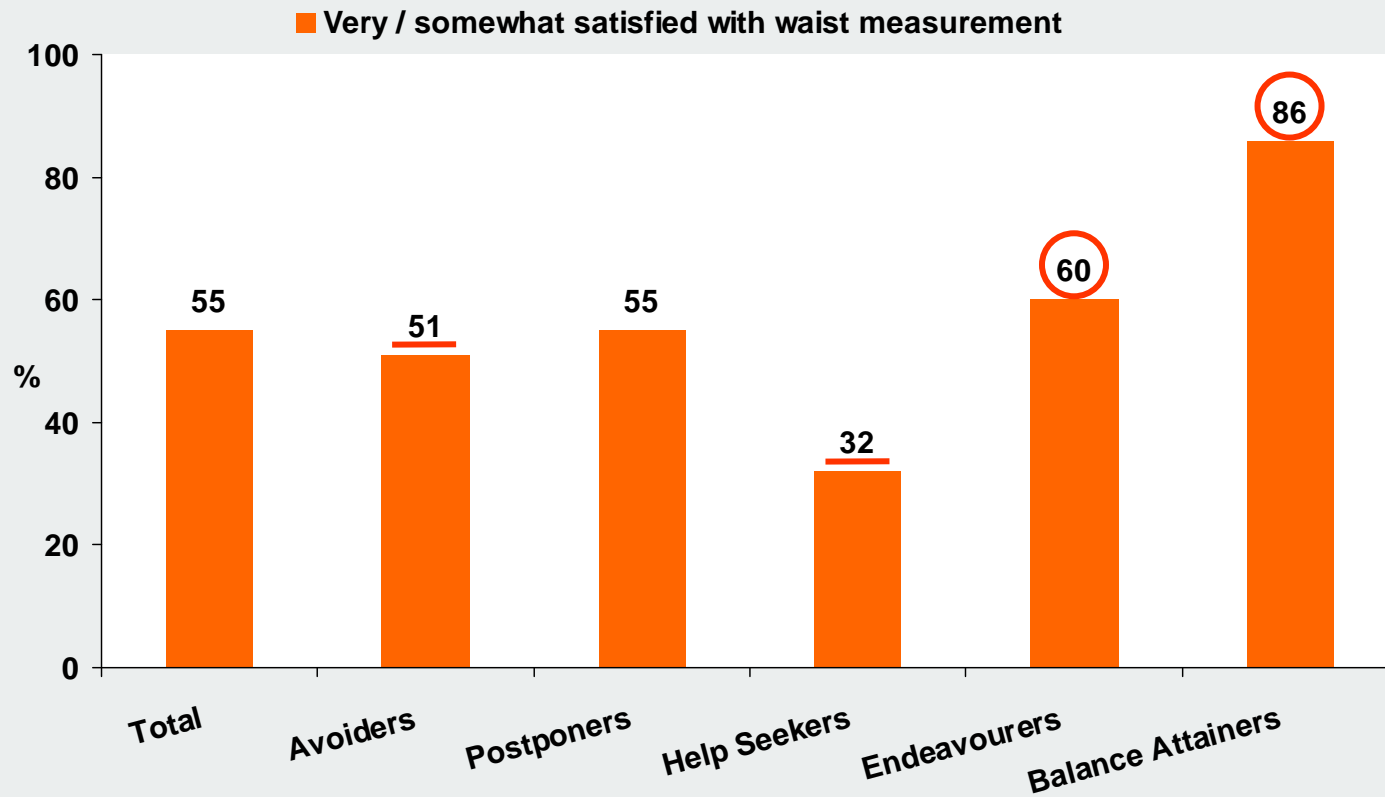


Base: Total Sample (2806)

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# Health indicators – Satisfaction with waist measurement

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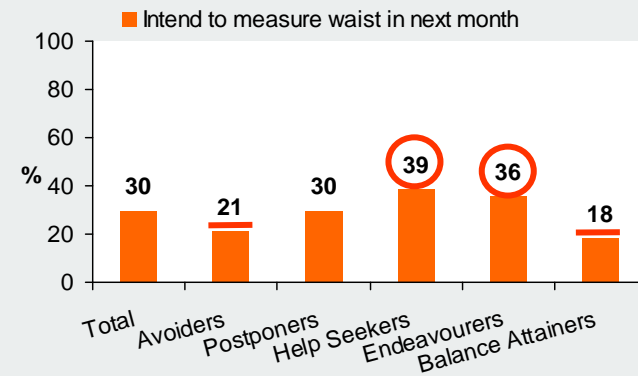
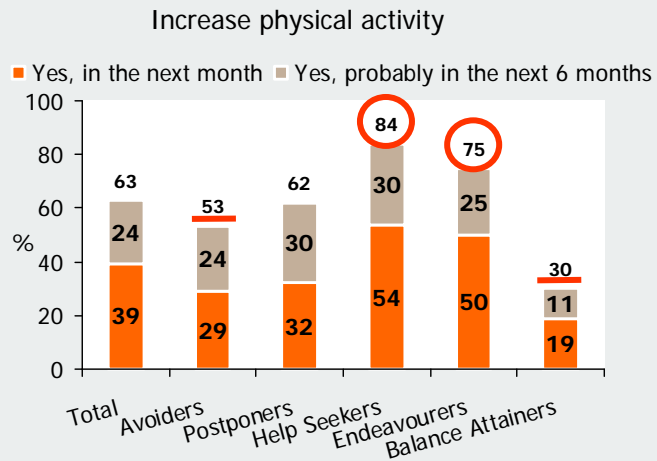
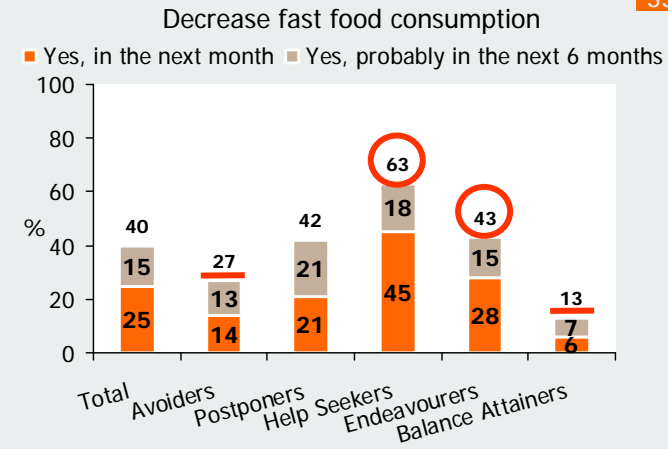
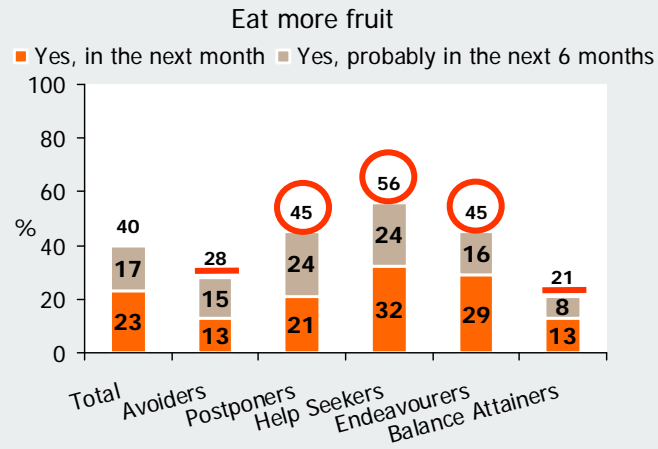
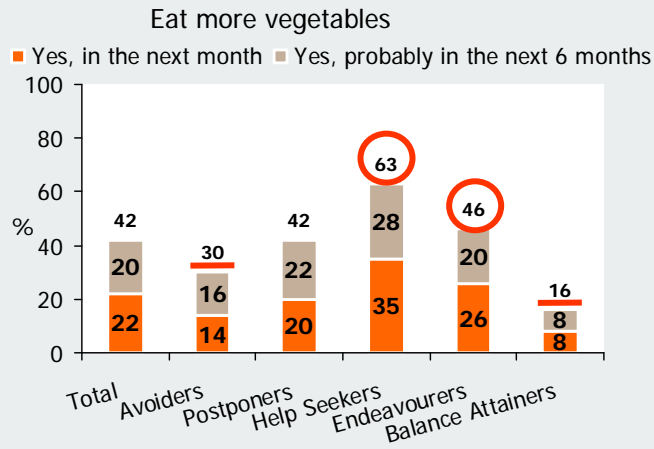
Base: Total Sample (2806)

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# Intentions to change behaviour

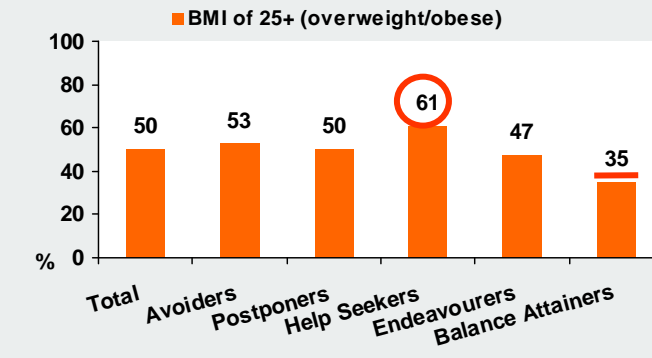
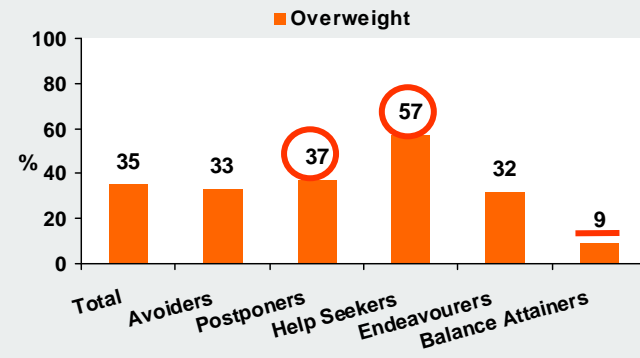
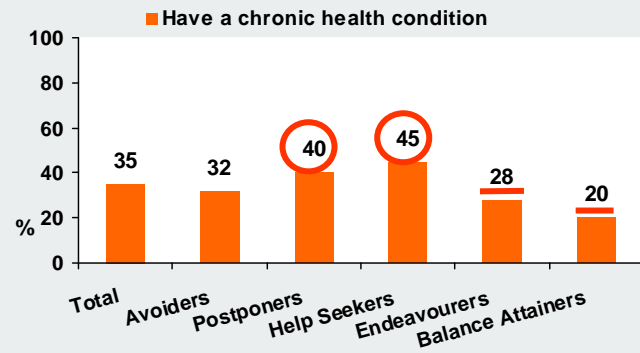
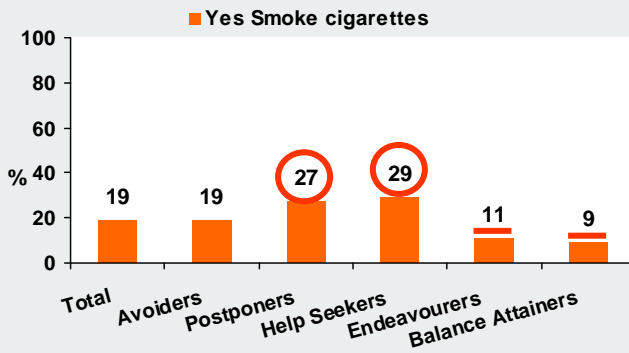
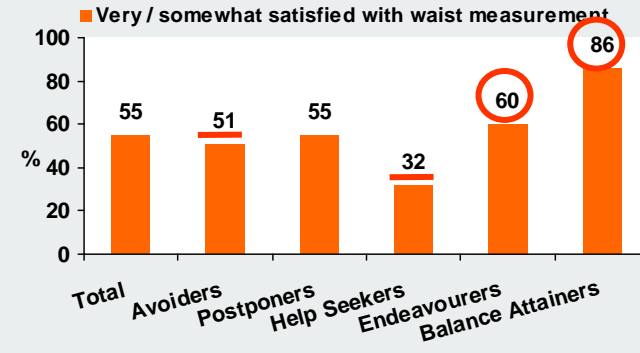
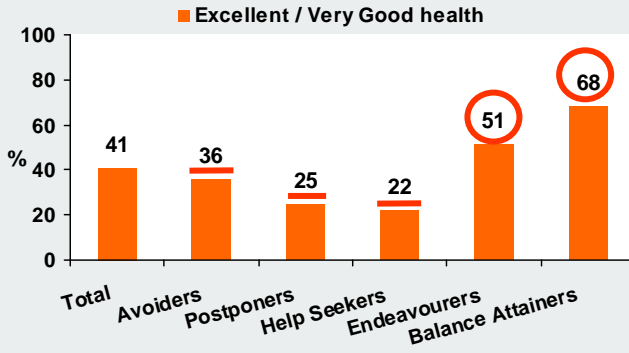
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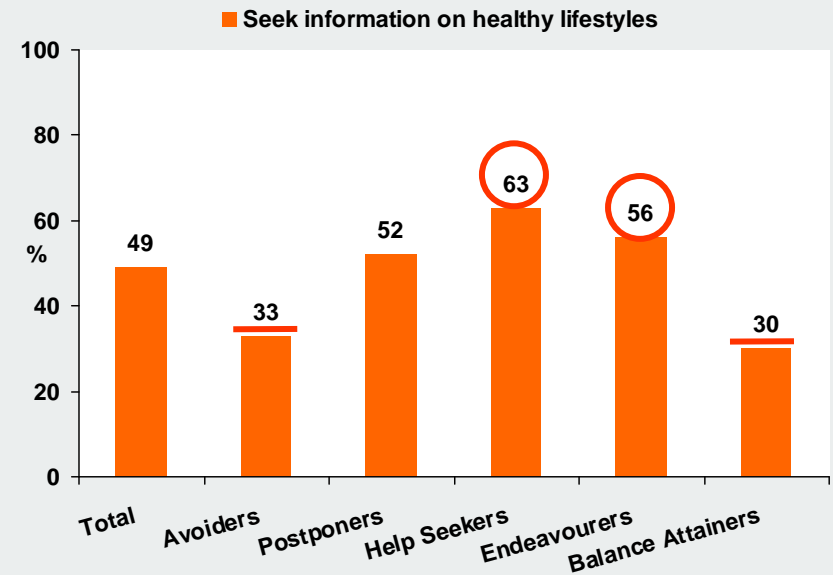
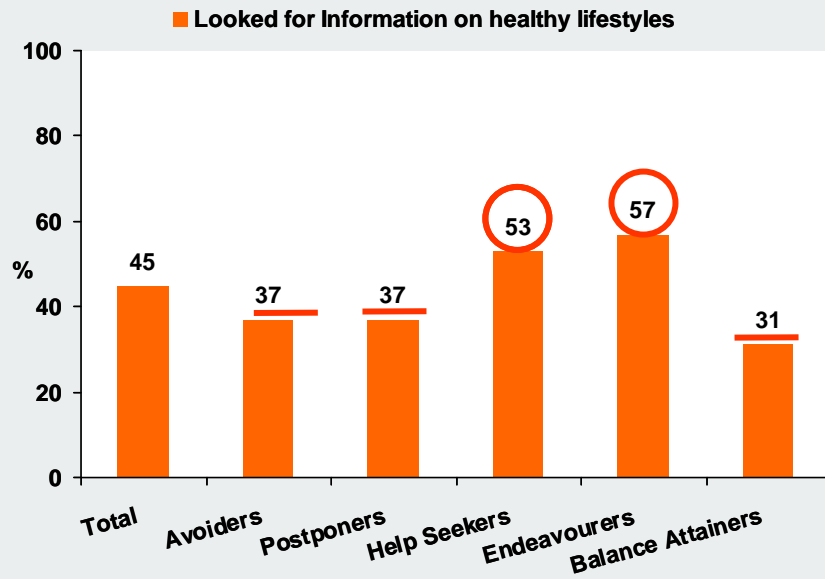
# Health indicators

34



# Seek information about healthier lifestyles

35



Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample  
 — indicates that segment has scored significantly lower than the rest of the sample

## Detailed Description of Quantitative Segments

# Avoiders (Defiant Resisters and Quiet Fatalists in the qual research)

## Disinterested in healthy lifestyles, not a priority

Skew to pre-contemplation status

20%

### WHO ARE THEY?

- Male (60%)
- Less likely to be the household food decision maker
- Less likely to have children in household

### HEALTH/WEIGHT

- Overall health self-rated as low to medium
- Perceived to be of average weight (but BMI more likely to be "overweight")

### BEHAVIOUR

- Low-medium consumption of vegetables
- Average consumption of fruit
- Average physical activity
- Low knowledge of recommended serves of vegetables or fruit

### INTENTIONS

- No intention to change consumption of fruit, vegetables, fast food, exercise or weight or measure waist

### ATTITUDES

- Have no desire to change lifestyle
- Don't think they need to change lifestyle
- Low ability to change
- Low level of knowledge about how to change
- Perceive themselves to have a low to medium healthy lifestyle
- The least likely to consider that a range of healthy behaviours are important



# Postponers (Apathetic Postponers in the qual research)

## Want to change lifestyle...much later

Skew to pre-contemplation and contemplation status

12%

### WHO ARE THEY?

- Male (56%)
- Less likely to be the household food decision maker
- Skew to regional/rural
- Lowest education levels and household income
- Highest NESB (12%)

### HEALTH/WEIGHT

- Overall health self-rated as low
- Have numerous chronic health conditions (40% have at least one, in particular asthma)
- This segment's health is worse than the Avoiders and so they have more motivation to change.

### BEHAVIOUR

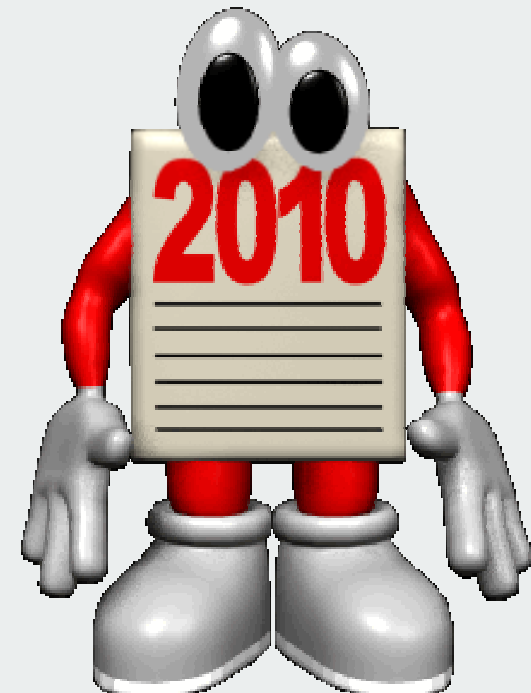
- Low consumption of vegetables
- Low consumption of fruit
- Highest consumption of fast food
- Low physical activity
- High prevalence of smoking (27%)

### INTENTIONS

- Average intention to change consumption of fruit, vegetables, fast food, exercise or weight in the next 6 months (but low in the next month)

### ATTITUDES

Medium desire to change lifestyle (later)  
Avoid thinking about how healthy their lifestyle is  
Will make any changes later



# Help Seekers

39

## Health deteriorating, know they need to change lifestyle

25%

Skew to contemplation and preparation status

### WHO ARE THEY?

- Female (55%)
- Skew to 35-44 year olds
- More likely to be the household food decision maker
- Skew to urban
- Low household income

### HEALTH/WEIGHT

- Overall self-rating of health is the lowest
- Have numerous chronic health conditions (45% have at least one, in particular asthma and depression)
- Least satisfied with waist measurement
- Strong awareness of waist measurement as an indicator of good health (possibly due to increased Dr's visits?)
- Most likely to perceive they are overweight (57%) and have tried to lose weight in last 6 months (64%)
- Most likely to have a BMI of 30+ (obese)

### BEHAVIOUR

- Low consumption of vegetables and fruit
- 2<sup>nd</sup> highest consumption of fast food
- Likely to have sought information on healthy lifestyles
- High prevalence of smoking (29%)

### INTENTIONS

- Strong intention to improve consumption of fruit, vegetables, fast food, exercise or weight in the next 6 months
- Most likely to intend to reduce waist measurement (62%)

### ATTITUDES

- Medium to high desire to change lifestyle
- Know that they need to change lifestyle
- Perceive themselves to be unhealthy
- Acknowledge the unhealthy effects of their lifestyle and that they have a high chance of developing a chronic disease
- Keep trying and failing to change lifestyle



# Endeavourers

## Want to increase level of healthy lifestyle

Skew to preparation and maintenance status

26%

### WHO ARE THEY?

- Female (58%)
- Most likely to have children
- Skew to 25-49 year olds with children
- More likely to be the household food decision maker
- High education and highest household income

### HEALTH/WEIGHT

- Overall health self-rated as 2<sup>nd</sup> highest
- Have few chronic health conditions (28% have at least one)
- 2<sup>nd</sup> most likely to have a normal BMI
- 2<sup>nd</sup> most satisfied with waist measurement, likely to have tried to lose weight and reduce waist measurement in last 6 months
- Most likely to have measured waist in last 6 months
- Strong awareness of waist measurement as an indicator of good health

### BEHAVIOUR

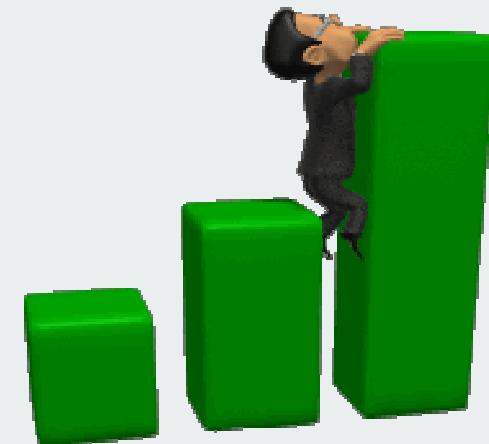
- 2<sup>nd</sup> highest consumption of vegetables and fruit
- 2<sup>nd</sup> lowest consumption of fast food
- 2<sup>nd</sup> highest level of physical activity
- Low prevalence of smoking (11%)

### INTENTIONS

- Strong intention to improve consumption of fruit, vegetables, fast food, exercise of weight in the next 6 months

### ATTITUDES

- Medium to high desire to change lifestyle
- Know that they need to change lifestyle
- Perceive themselves to be of medium healthiness
- Acknowledge the unhealthy effects of their lifestyle and that they have a high chance of developing a chronic disease
- Keep trying and failing to change lifestyle





# Balance Attainers

## Very healthy and stable lifestyle, no change needed / desired

Skew to maintenance status

17%

### WHO ARE THEY?

- Even gender split
- Older (29% are 55-65 vs 19% for total sample)
- Highly educated

### HEALTH/WEIGHT

- Overall health self-rated as highest
- Have few chronic health conditions (28% have at least one)
- Most satisfied with waist measurement
- Most likely to have a normal BMI
- Least likely to have tried to lose weight and reduce waist measurement in last 6 months

### BEHAVIOUR

- Highest consumption of vegetables and fruit
- Lowest consumption of fast food
- Highest level of physical activity
- Low prevalence of smoking (9%)

### INTENTIONS

- Least likely to have tried, or intend to try, to improve vegetable, fruit or fast food consumption or increase physical activity

### ATTITUDES

- Low desire to change lifestyle
- They have no need to change their lifestyle
- Perceive themselves to be very healthy



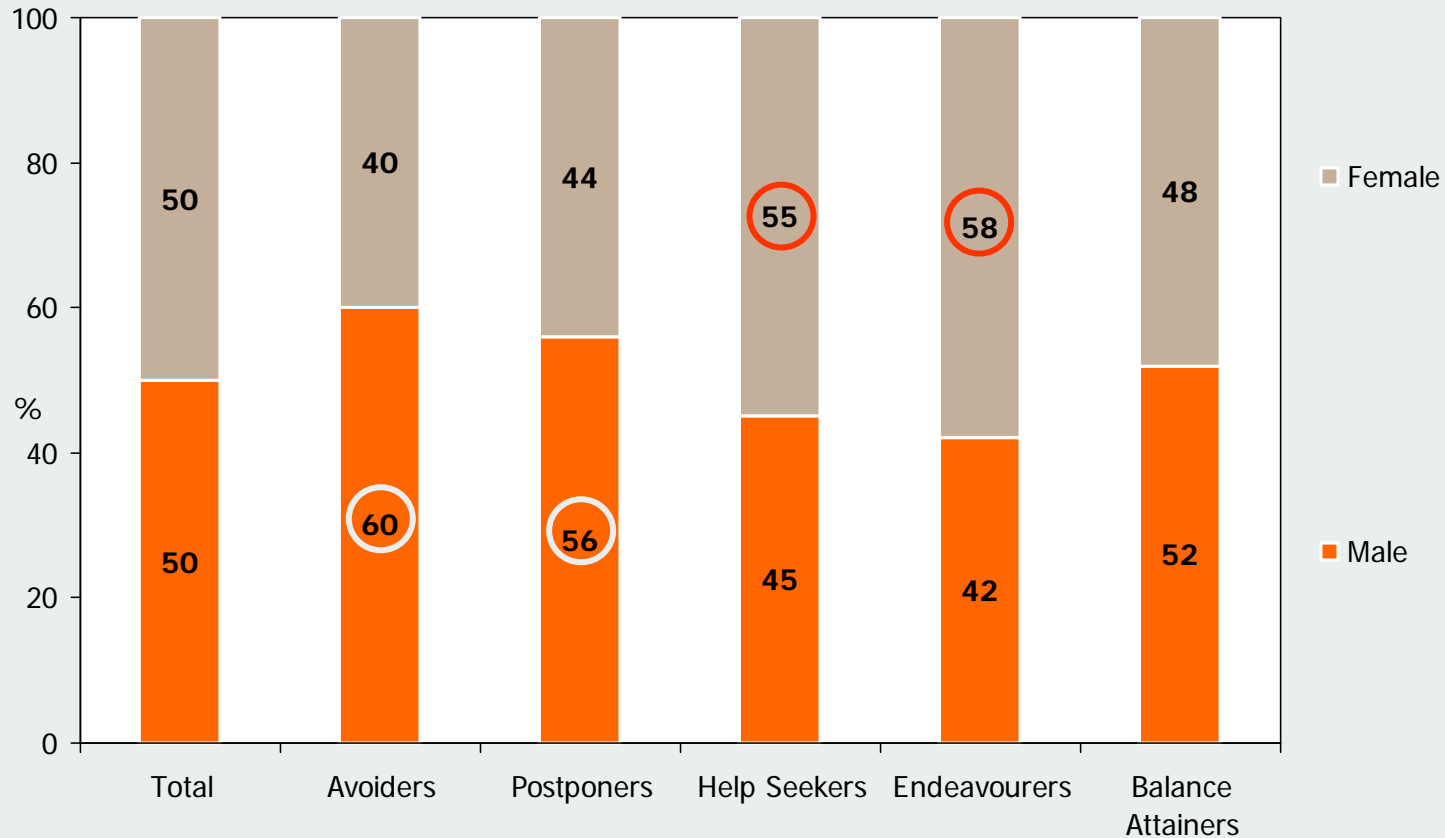
## APPENDIX – Detailed results by segment

# Demographics

# Gender

44

S1 Record gender?



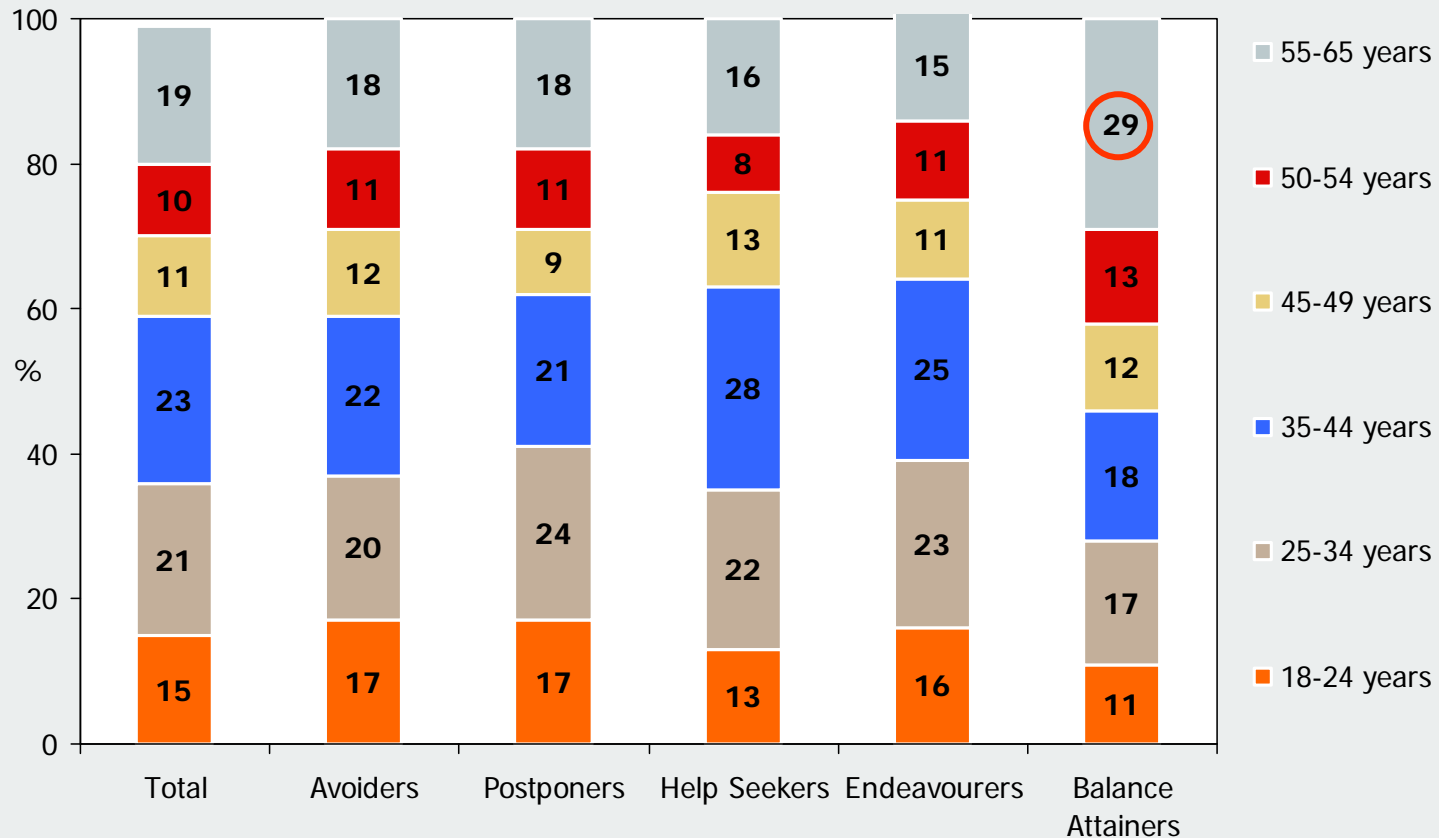
Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample  
 — indicates that segment has scored significantly lower than the rest of the sample

## Age

45

S2 To which of the following age groups do you belong?



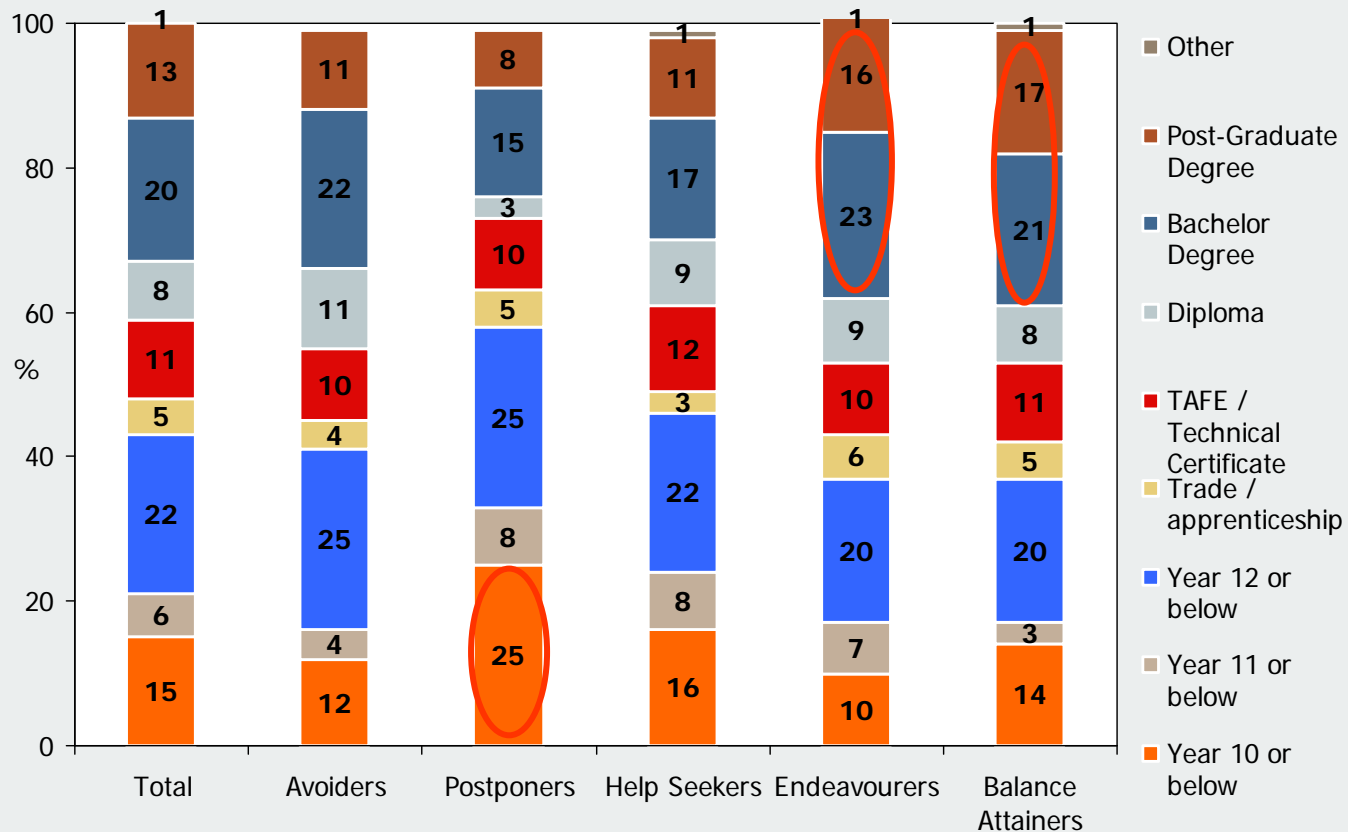
Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample  
 — indicates that segment has scored significantly lower than the rest of the sample

# Education completed

46

D6 *What is the highest level of education you have completed?*



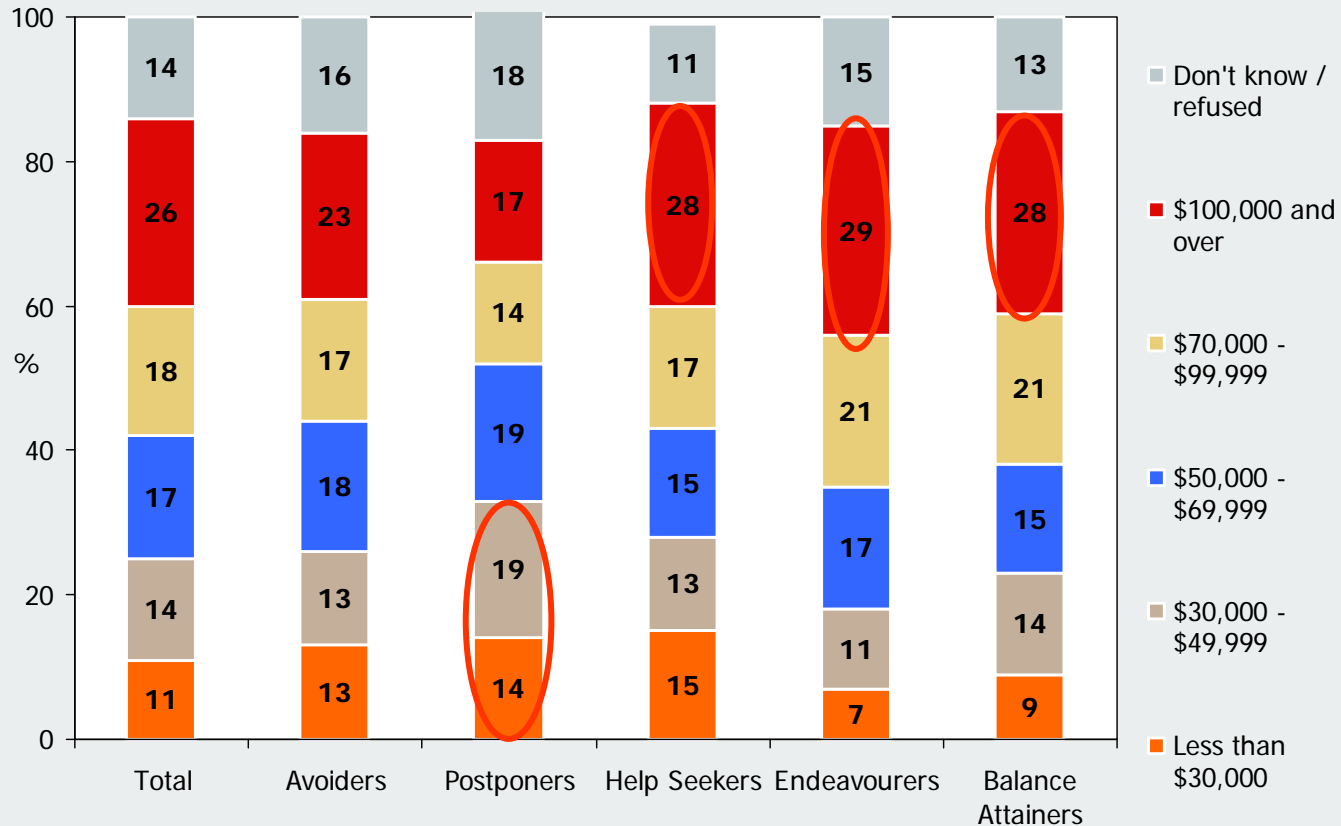
Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample  
 — indicates that segment has scored significantly lower than the rest of the sample

# Household income before tax

47

D8 *Would you mind telling me which of the following categories your household's approximate annual income from all sources, before tax, falls into?*



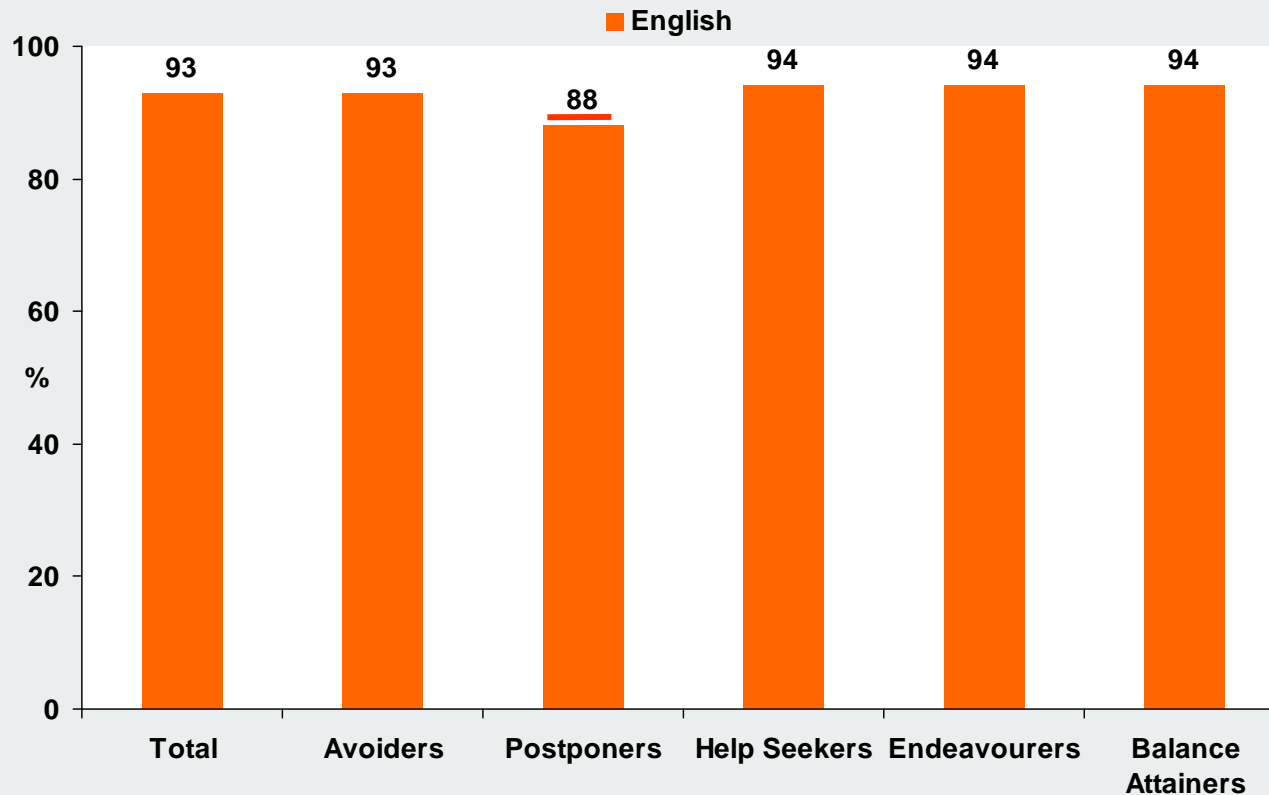
Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample  
 — indicates that segment has scored significantly lower than the rest of the sample

# English the main language spoken at home

48

D9 *What is the main language spoken in your home?*



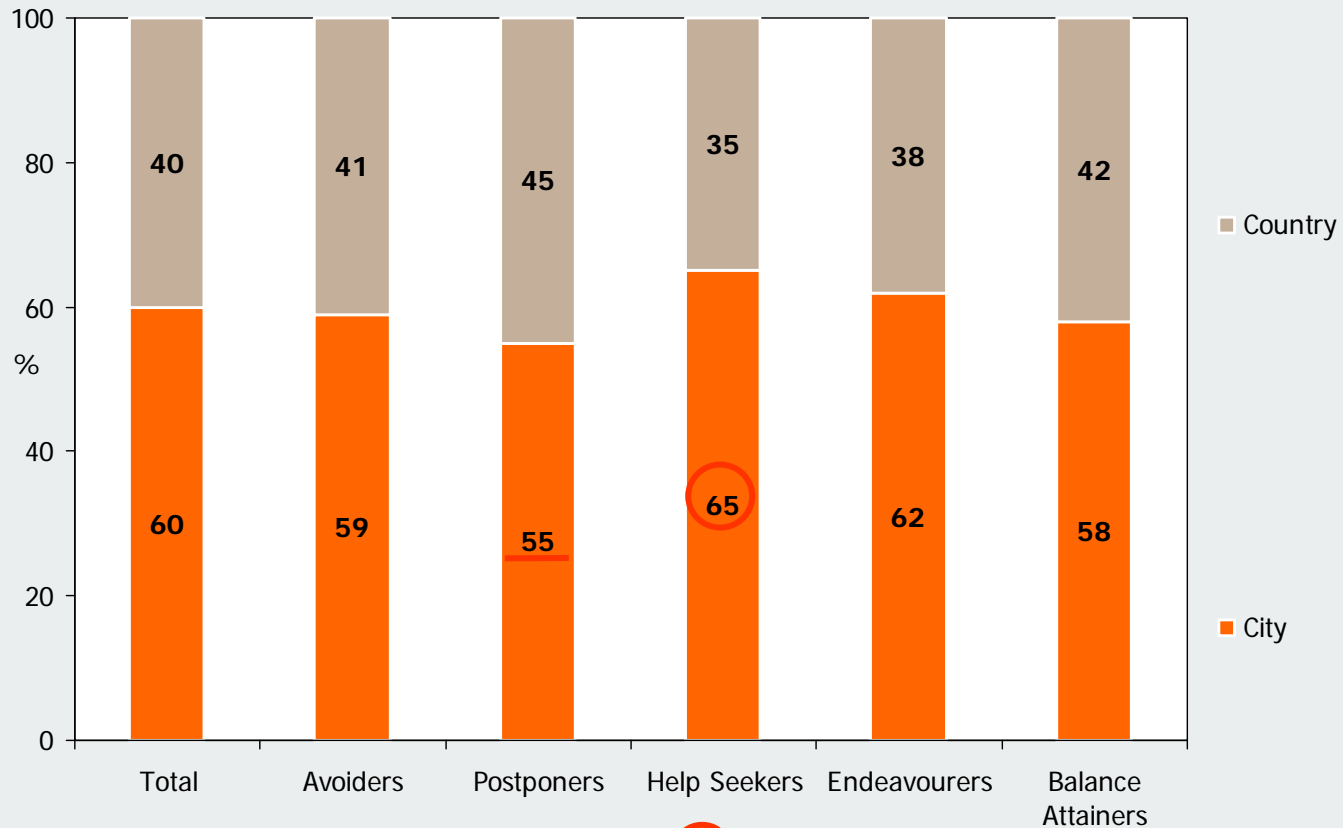
Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample  
— indicates that segment has scored significantly lower than the rest of the sample



# City/country

49





Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample  
 — indicates that segment has scored significantly lower than the rest of the sample

# Target groups

50

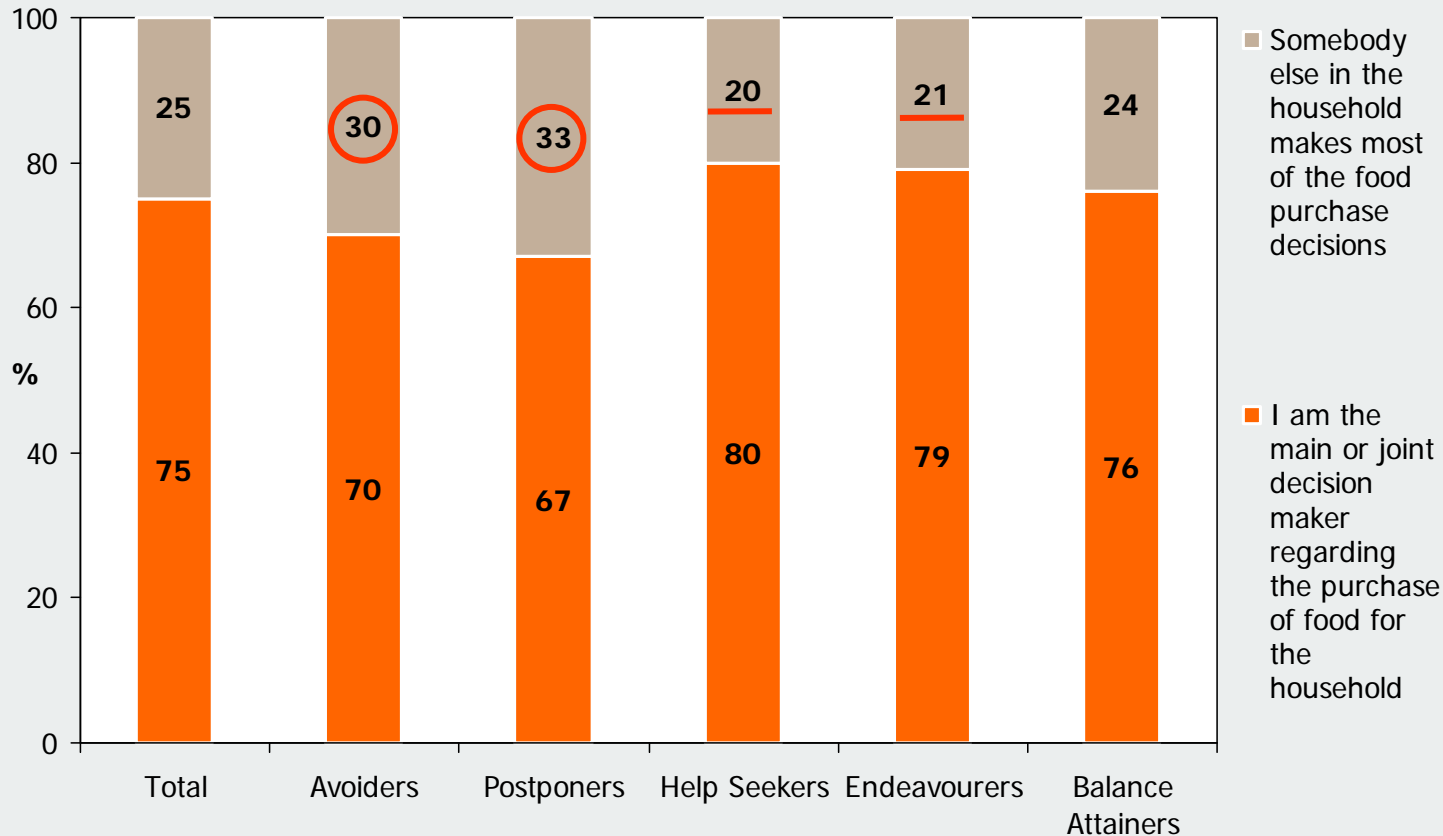
	<b>Total</b>	<b>Avoiders</b>	<b>Postponers</b>	<b>Help Seekers</b>	<b>Endeavourers</b>	<b>Balance Attainers</b>
<b>n=</b>	<b>2806</b>	<b>555</b>	<b>346</b>	<b>698</b>	<b>735</b>	<b>472</b>
	%	%	%	%	%	%
18-24	15	17	17	13	16	<u>11</u>
25-49 with Children	35	<u>31</u>	33	37	<b>39</b>	33
25-49 without Children	21	23	21	<b>25</b>	19	13
50-65	29	29	30	<u>24</u>	25	<b>42</b>
45-65	41	41	38	<u>37</u>	<u>36</u>	<b>54</b>

 indicates that segment has scored significantly higher than the rest of the sample  
 indicates that segment has scored significantly lower than the rest of the sample

# Decision making responsibilities for food and health in household

51

BM Which of the following best describes your role in choosing food for your household?



Base: Total Sample (2806)

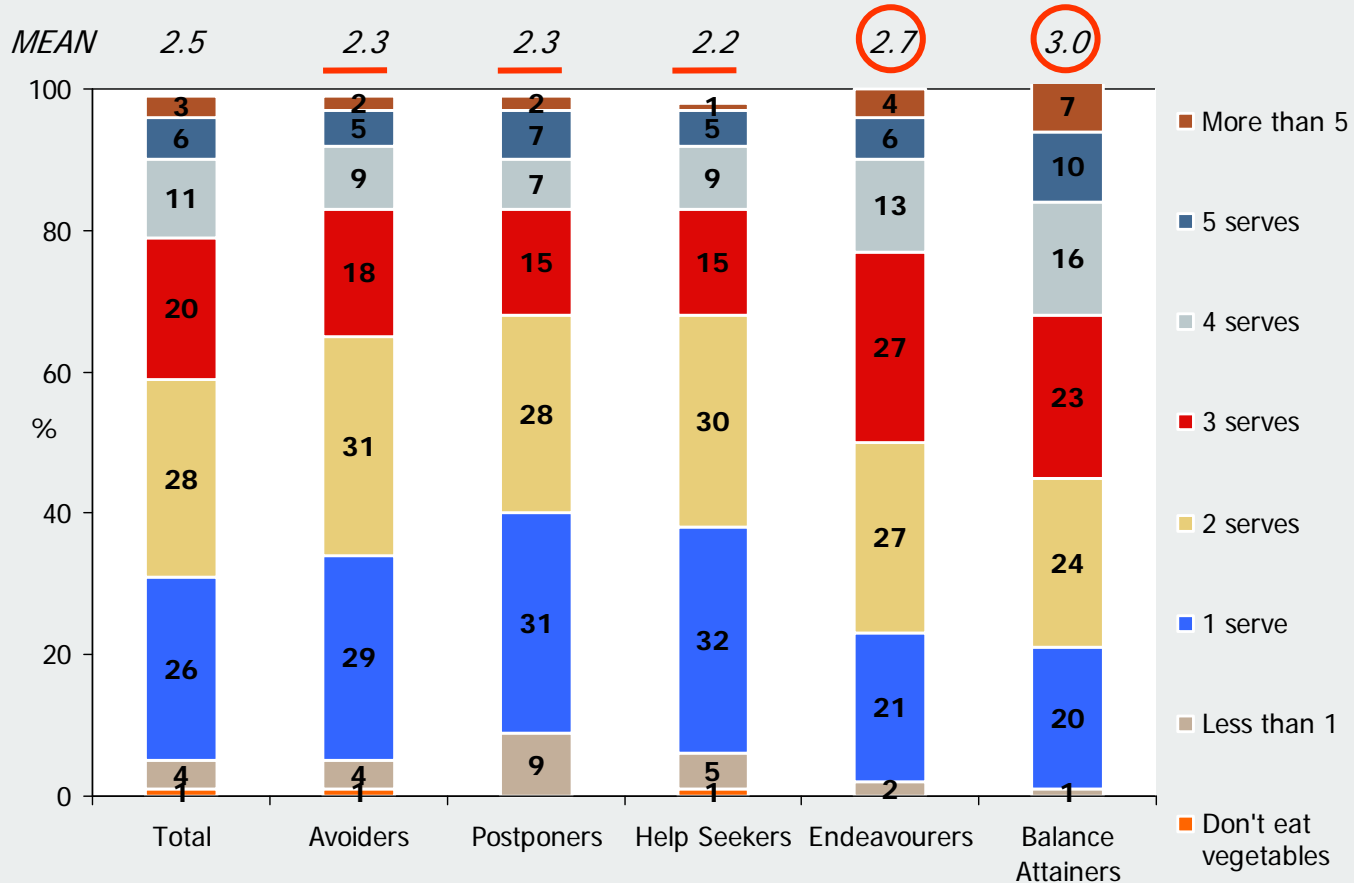
○ indicates that segment has scored significantly higher than the rest of the sample  
 — indicates that segment has scored significantly lower than the rest of the sample

# Nutrition

# Serves of vegetables eaten a day

53

Q1 How many serves of vegetables do you usually eat each day? One serve is ½ cup of cooked vegetables or 1 cup of salad vegetables.



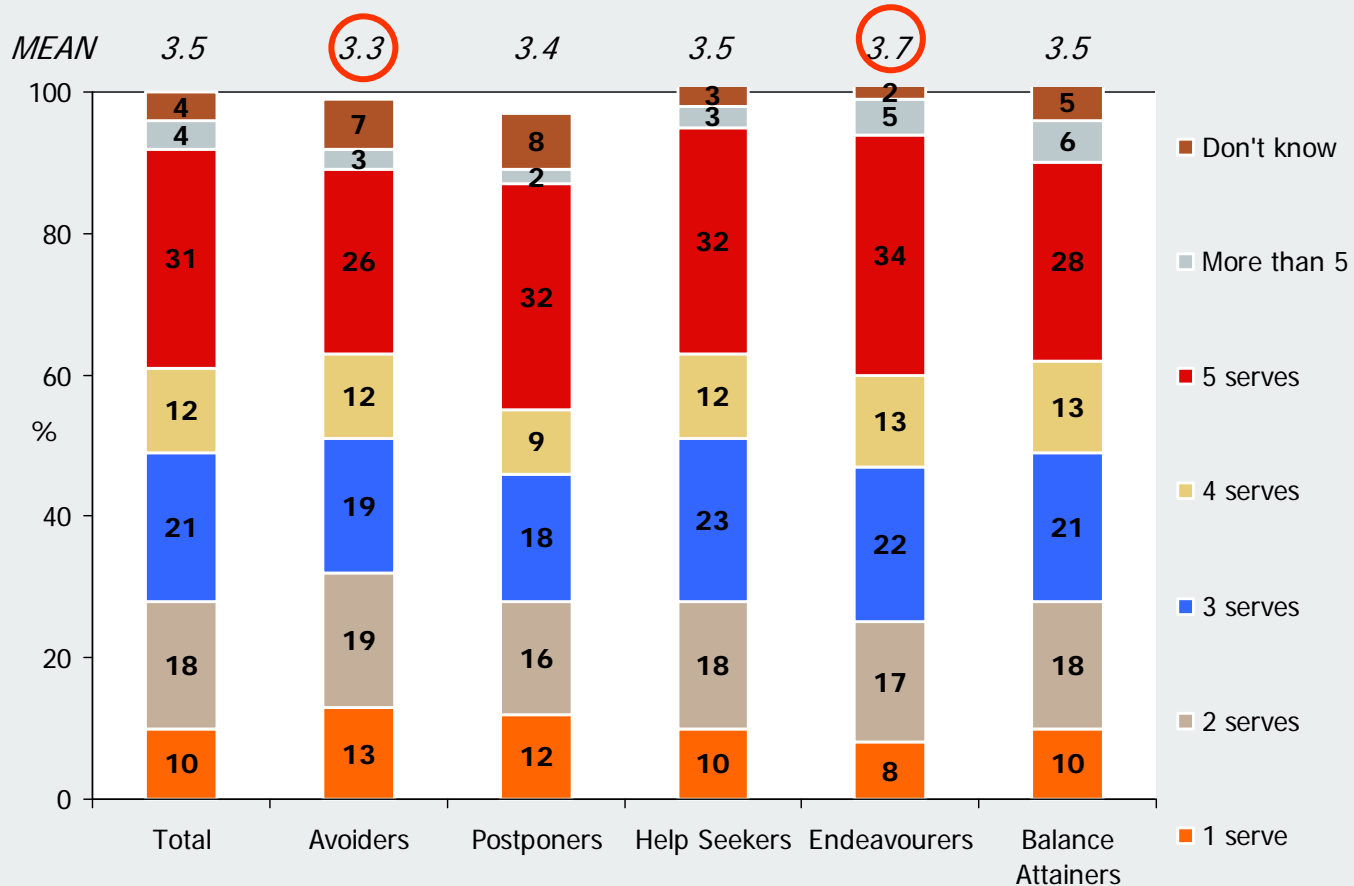
Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample  
 — indicates that segment has scored significantly lower than the rest of the sample

# Perception of recommended serves of vegetables per day

54

Q2 *To maintain good health, how many serves of vegetables do you think you should eat everyday?*



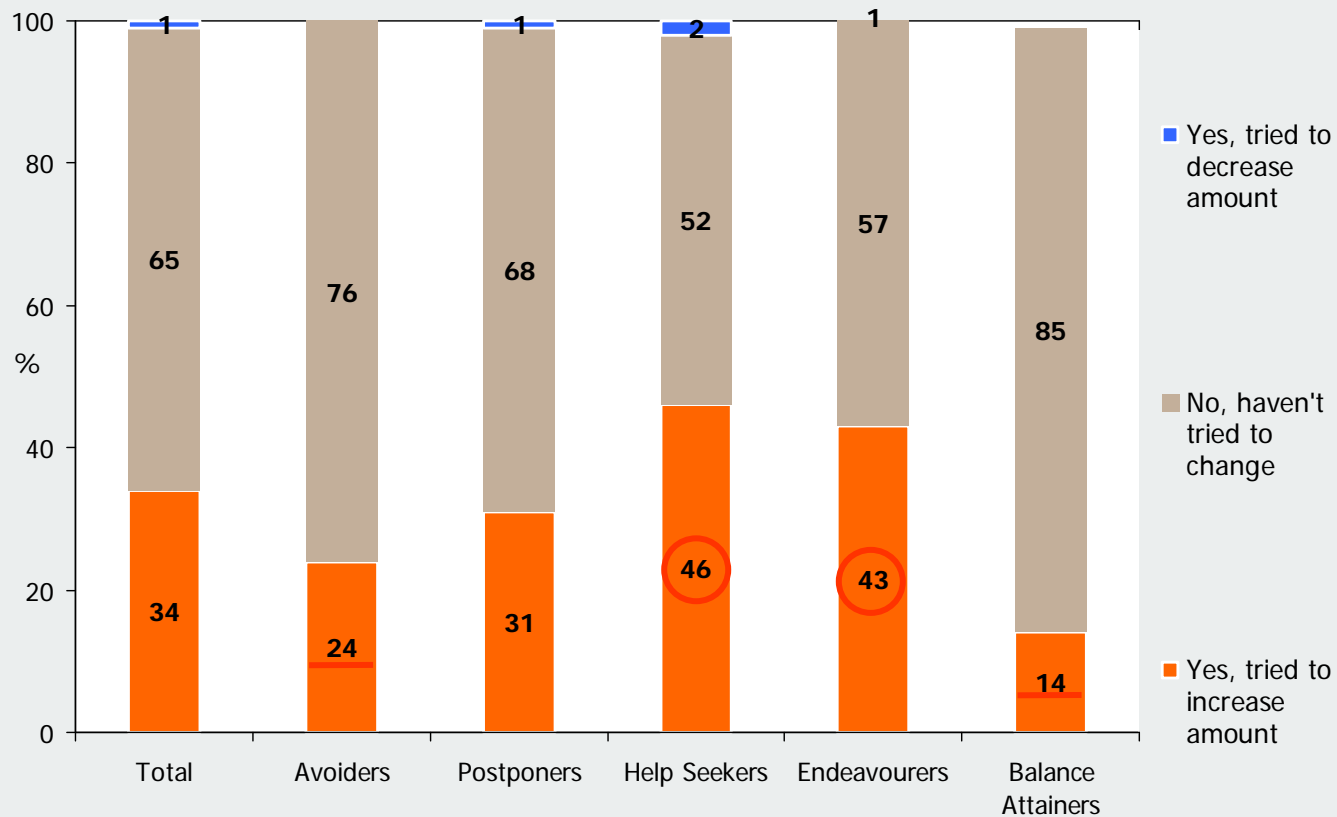
Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample  
 — indicates that segment has scored significantly lower than the rest of the sample

# Change in the quantity of vegetables eaten per day in the last 6 months

55

Q3 *In the last six months, have you tried to change the amount of vegetables you eat?*



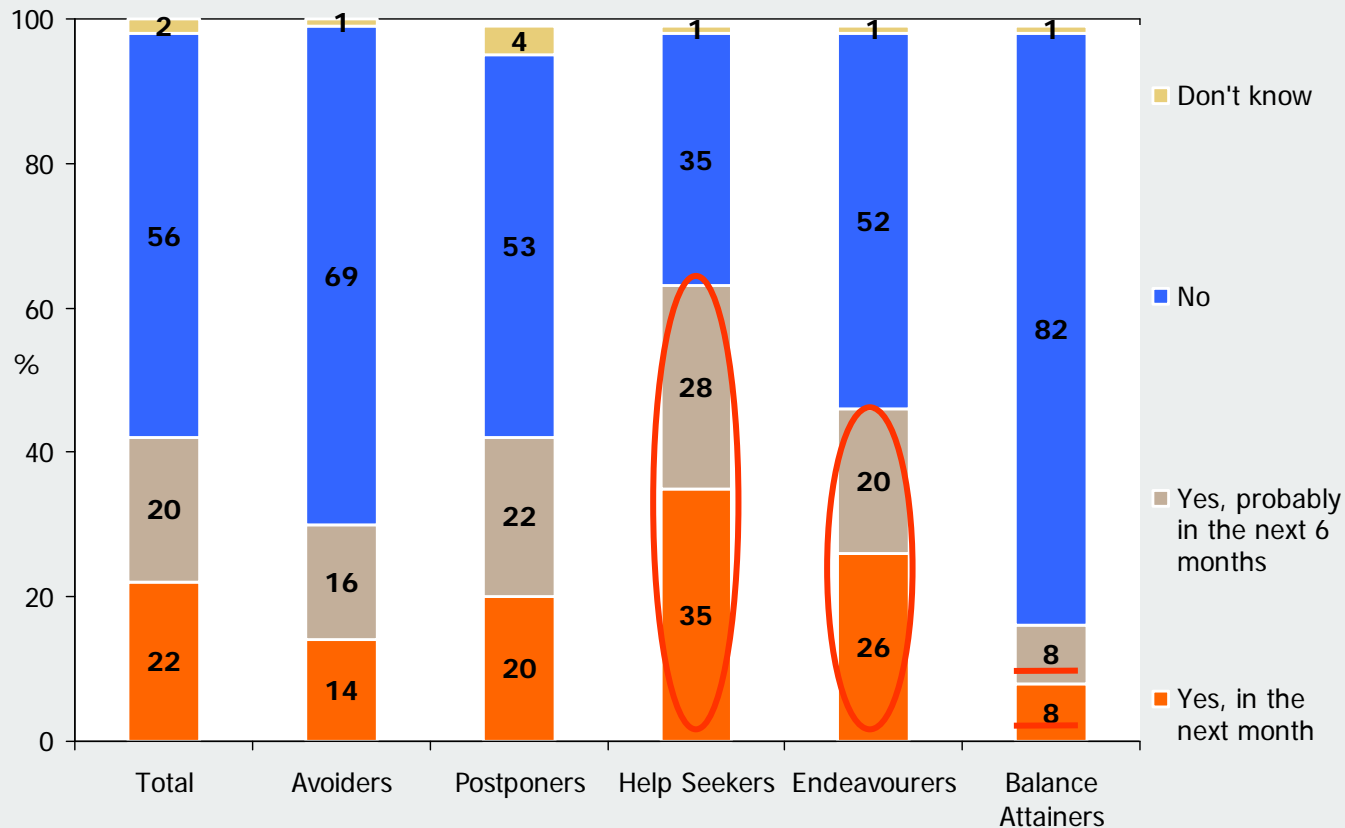
○ indicates that segment has scored significantly higher than the rest of the sample  
 — indicates that segment has scored significantly lower than the rest of the sample

Base: Total Sample (2806)

# Intention to increase consumption of vegetables

56

Q5 *Do you intend on increasing your consumption of vegetables in the next 6 months?*



Base: Total Sample (2806)

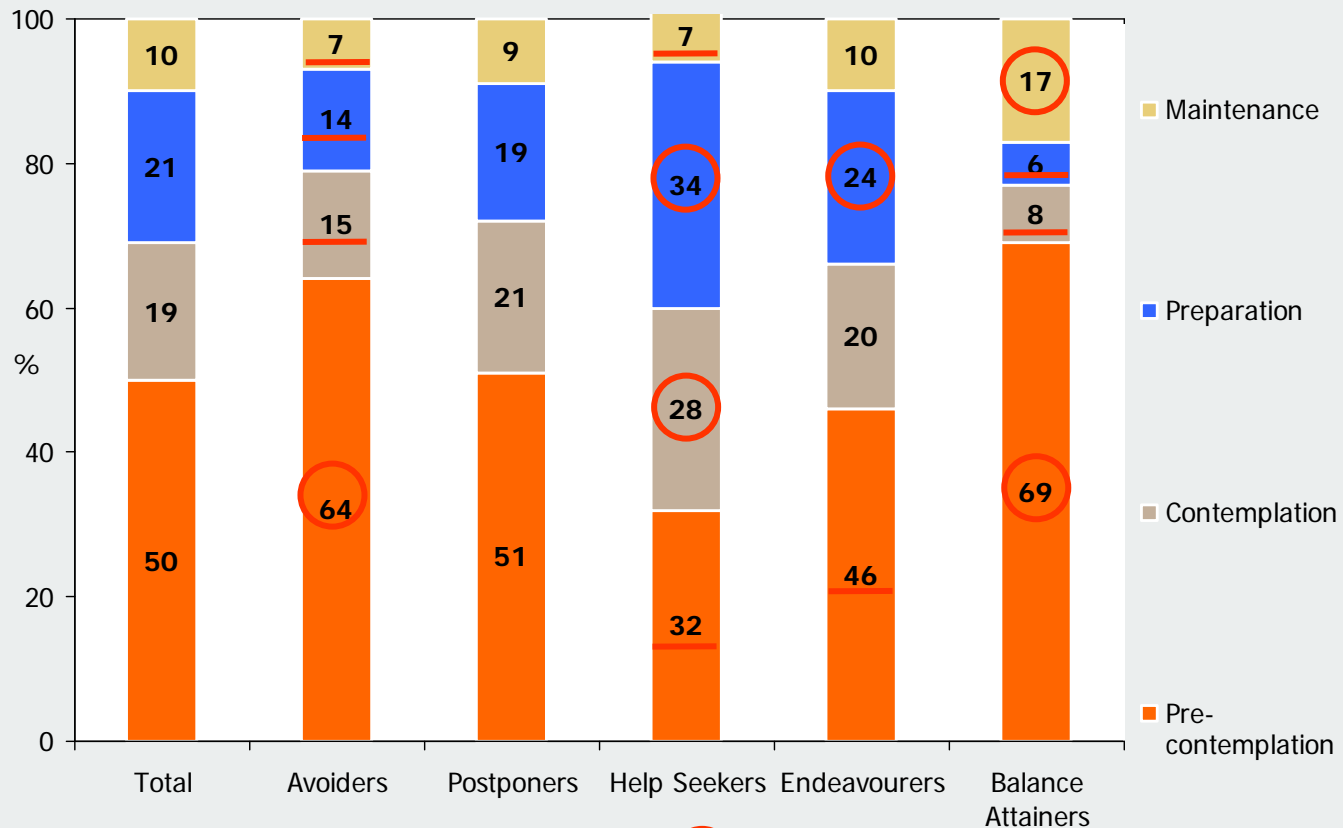
○ indicates that segment has scored significantly higher than the rest of the sample  
 — indicates that segment has scored significantly lower than the rest of the sample



# Contemplation status - vegetables

57

*Contemplation status calculated from respondent's self-reported activity and intentions to change*



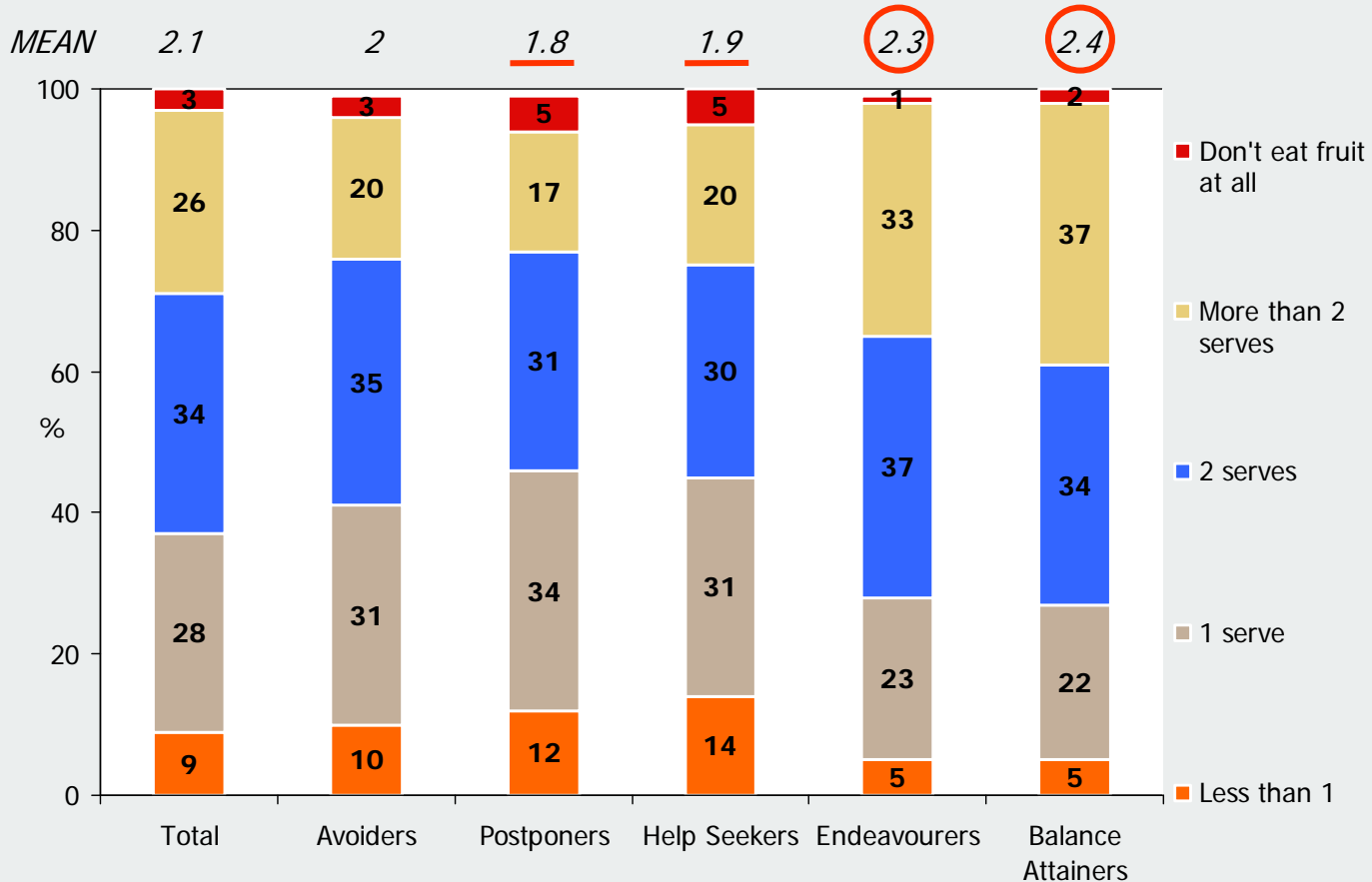
Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample  
 — indicates that segment has scored significantly lower than the rest of the sample

# Serves of fruit eaten per day

58

Q6 *How many serves of fruit do you usually eat each day? A serve is 1 medium piece or 2 small pieces of fruit or 1 cup of diced fruit.*



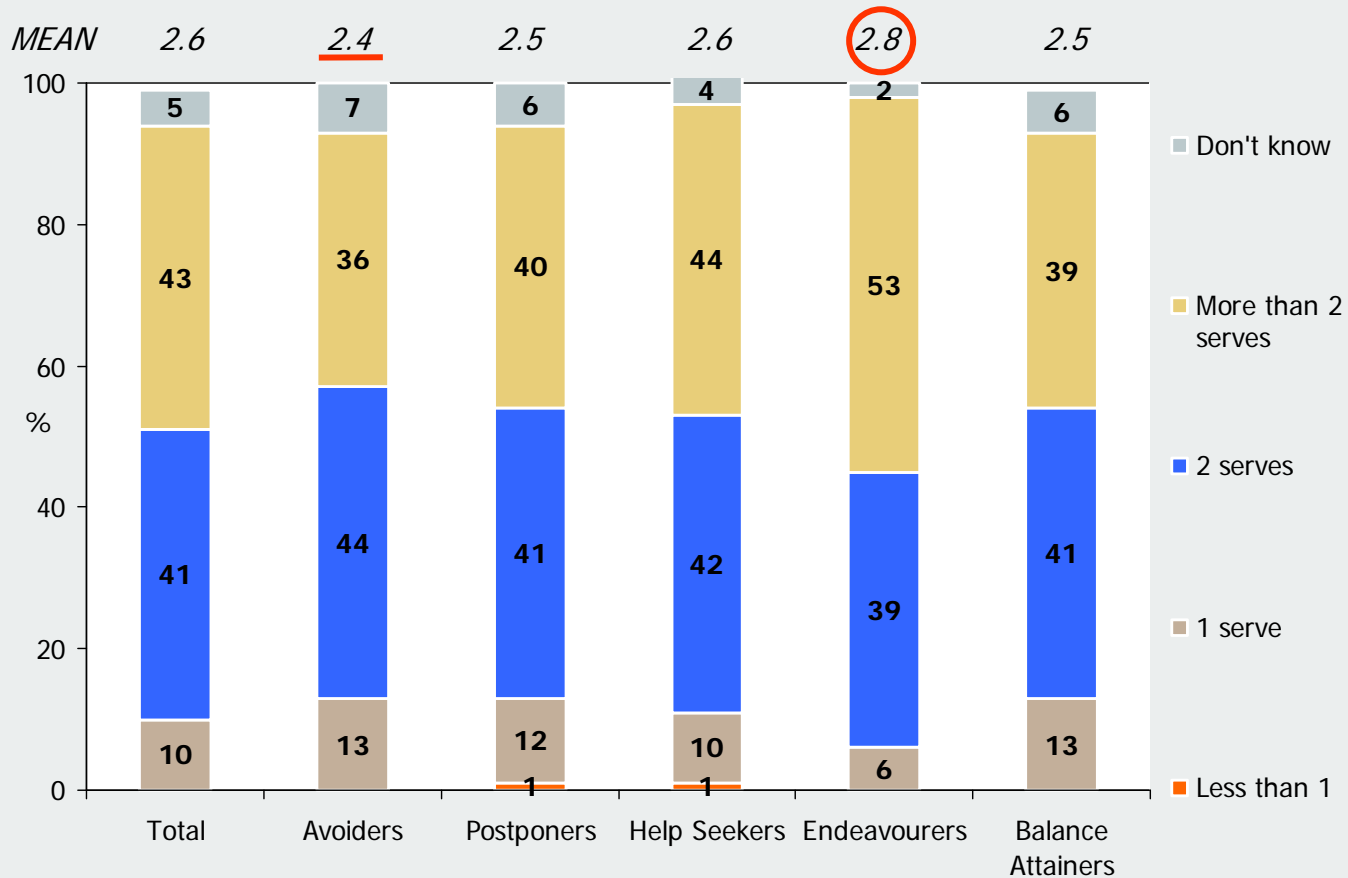
○ indicates that segment has scored significantly higher than the rest of the sample  
 — indicates that segment has scored significantly lower than the rest of the sample

Base: Total Sample (2806)

# Perception of recommended serves of fruit per day

59

Q7 *To maintain good health, how many serves of fruit do you think you should eat everyday?*



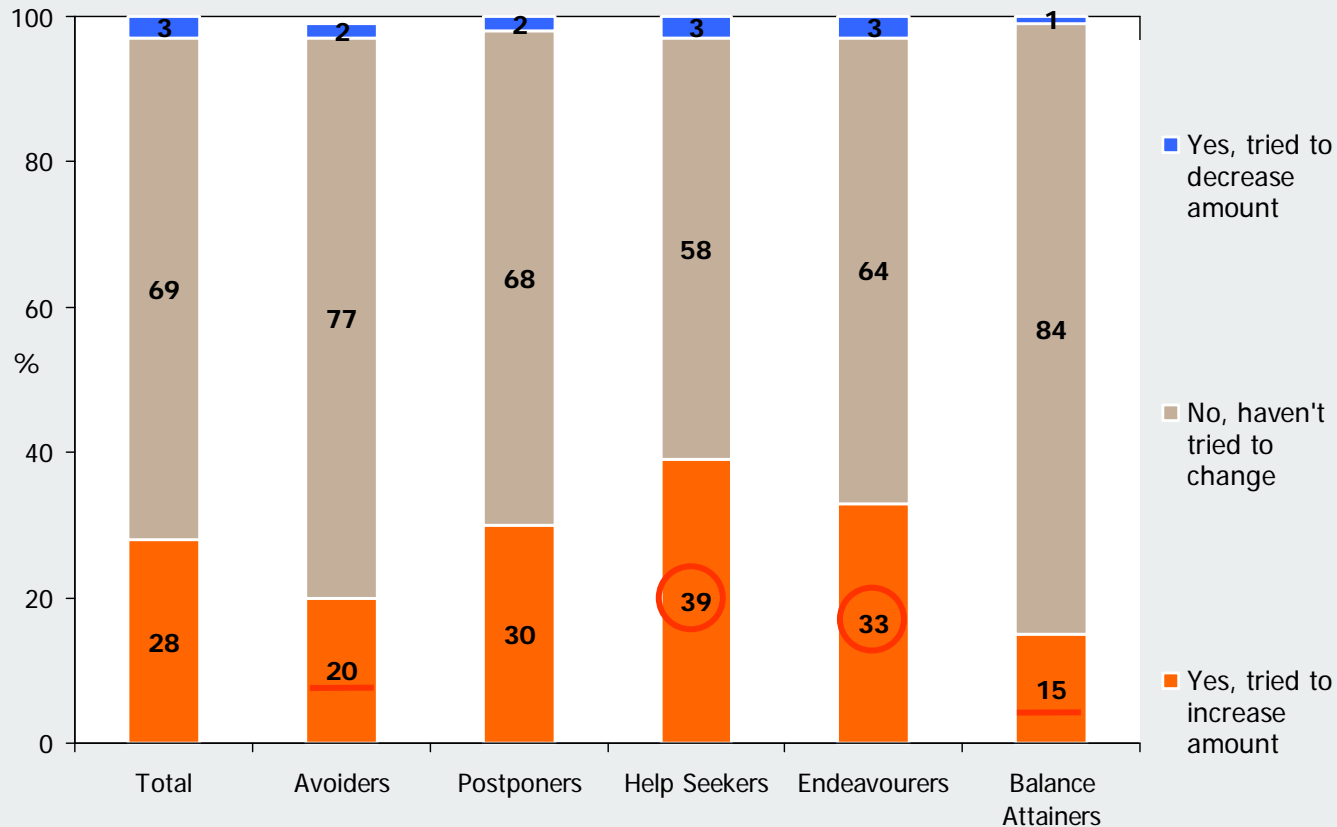
○ indicates that segment has scored significantly higher than the rest of the sample  
 — indicates that segment has scored significantly lower than the rest of the sample

Base: Total Sample (2806)

# Change in the quantity of vegetables eaten per day in the last 6 months

60

Q8 *In the last six months, have you tried to change the amount of fruit that you eat?*



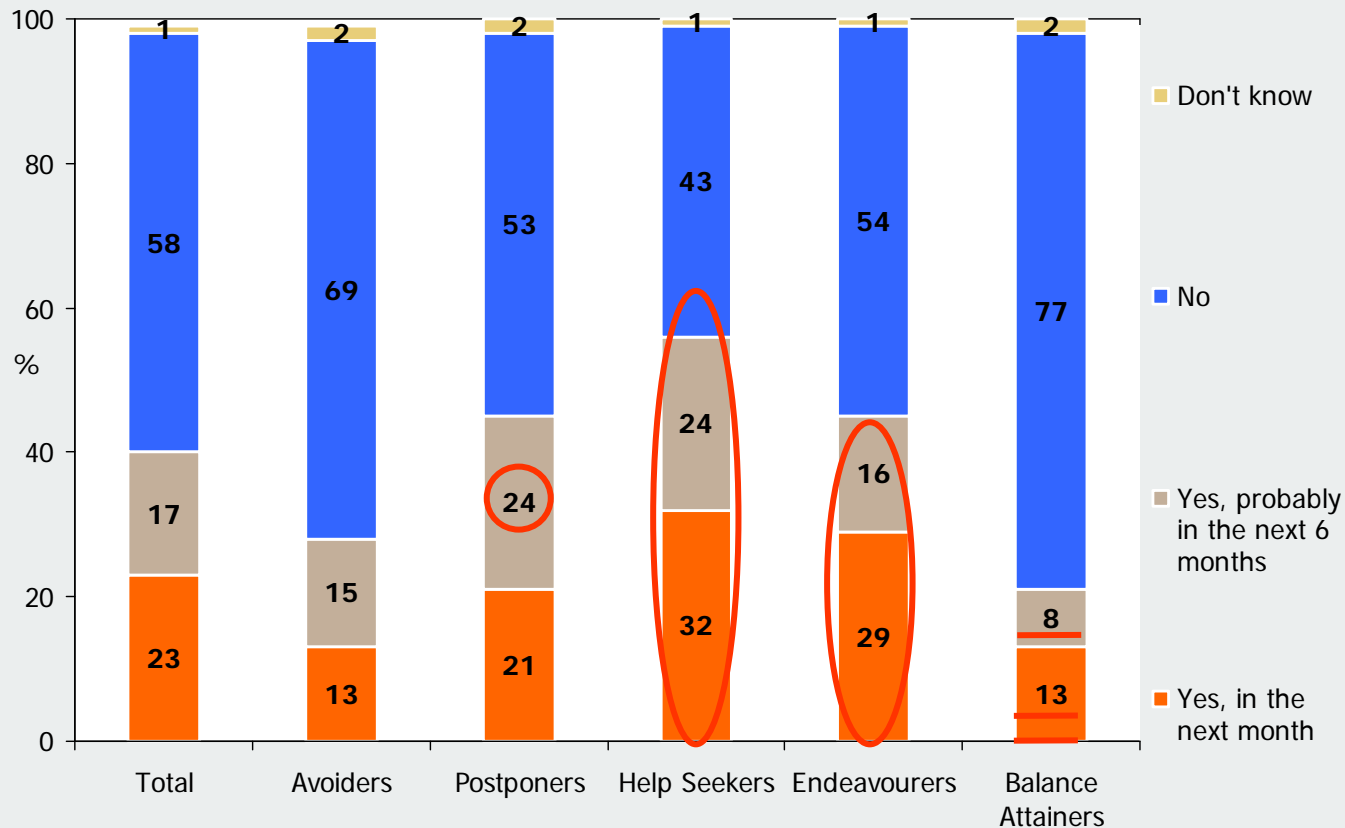
○ indicates that segment has scored significantly higher than the rest of the sample  
 — indicates that segment has scored significantly lower than the rest of the sample

Base: Total Sample (2806)

# Intention to increase consumption of fruit

61

Q10 Do you intend on increasing your consumption of fruit in the next six months?



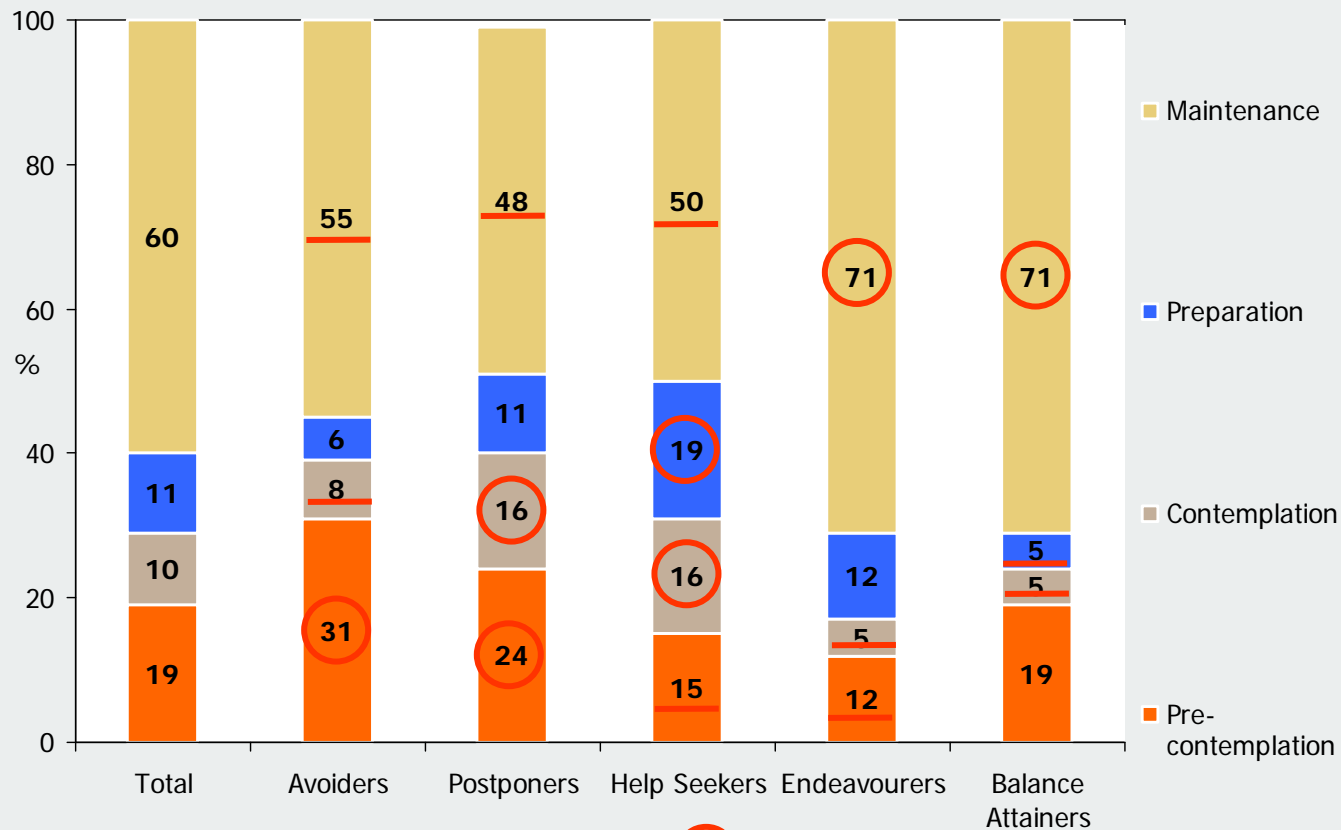
Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample  
 — indicates that segment has scored significantly lower than the rest of the sample

# Contemplation status - fruit

62

*Contemplation status calculated from respondent's self-reported activity and intentions to change*



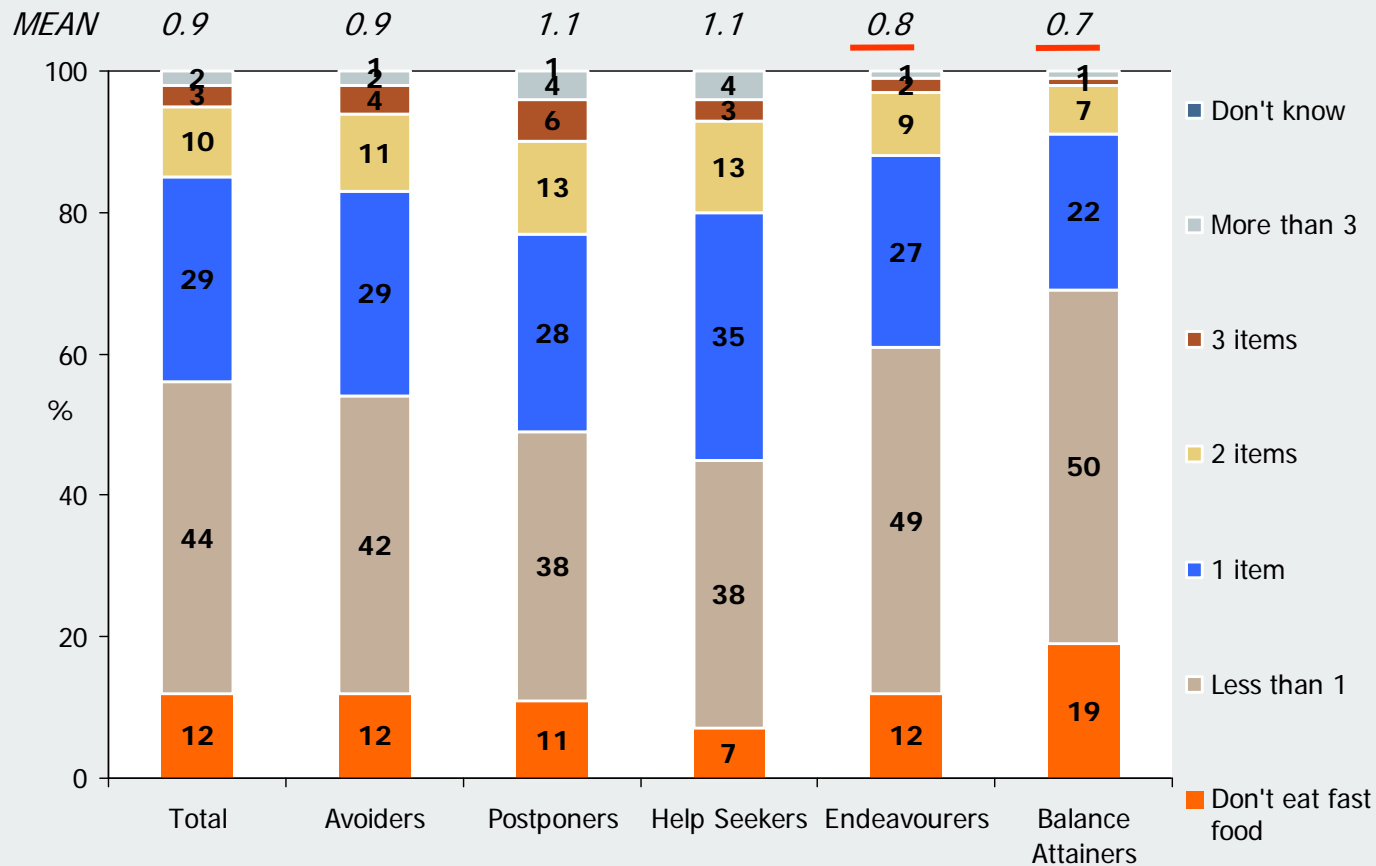
Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample  
 — indicates that segment has scored significantly lower than the rest of the sample

# Serves of fast food or snack food consumed each day

**Q11** *Approximately, how many items of fast food or snack foods do you have each day? By an item I mean a slice of cake, a soft drink, a packet of chips, serve of hot chips, small burger, a chocolate bar, slice of pizza etc You should count large portions as 2 items.*

63



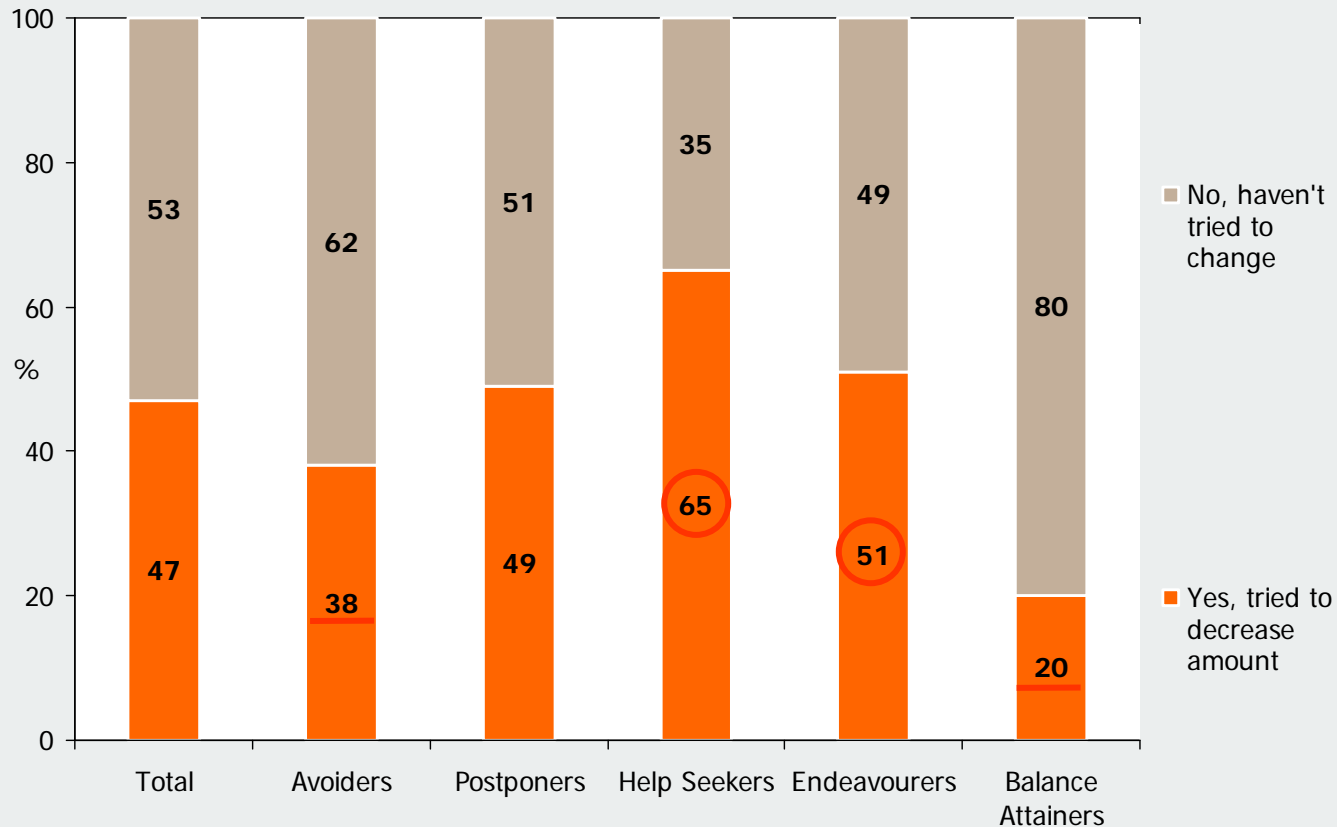
Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample  
 — indicates that segment has scored significantly lower than the rest of the sample

# Decreased amount of fast/snack food eaten in last 6 months

64

Q12 *In the last six months, have you tried to decrease the amount of fast food or snack foods that you eat?*



Base: Total Sample (2806)

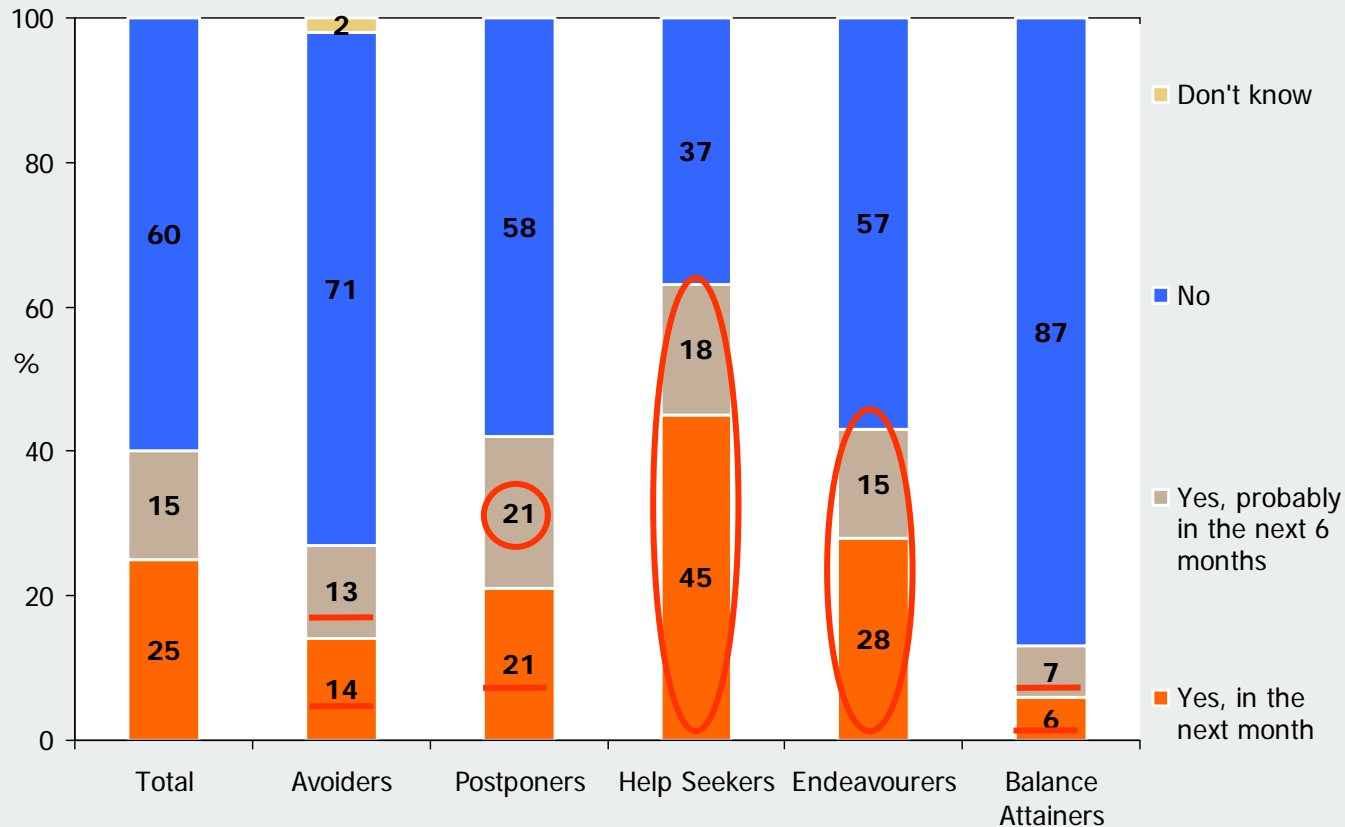
○ indicates that segment has scored significantly higher than the rest of the sample  
 — indicates that segment has scored significantly lower than the rest of the sample



# Intention of decreasing fast/snack food consumption in next 6 months

65

Q14 Do you intend on decreasing your consumption of fast food or snack foods in the next six months?



Base: Total Sample (2806)

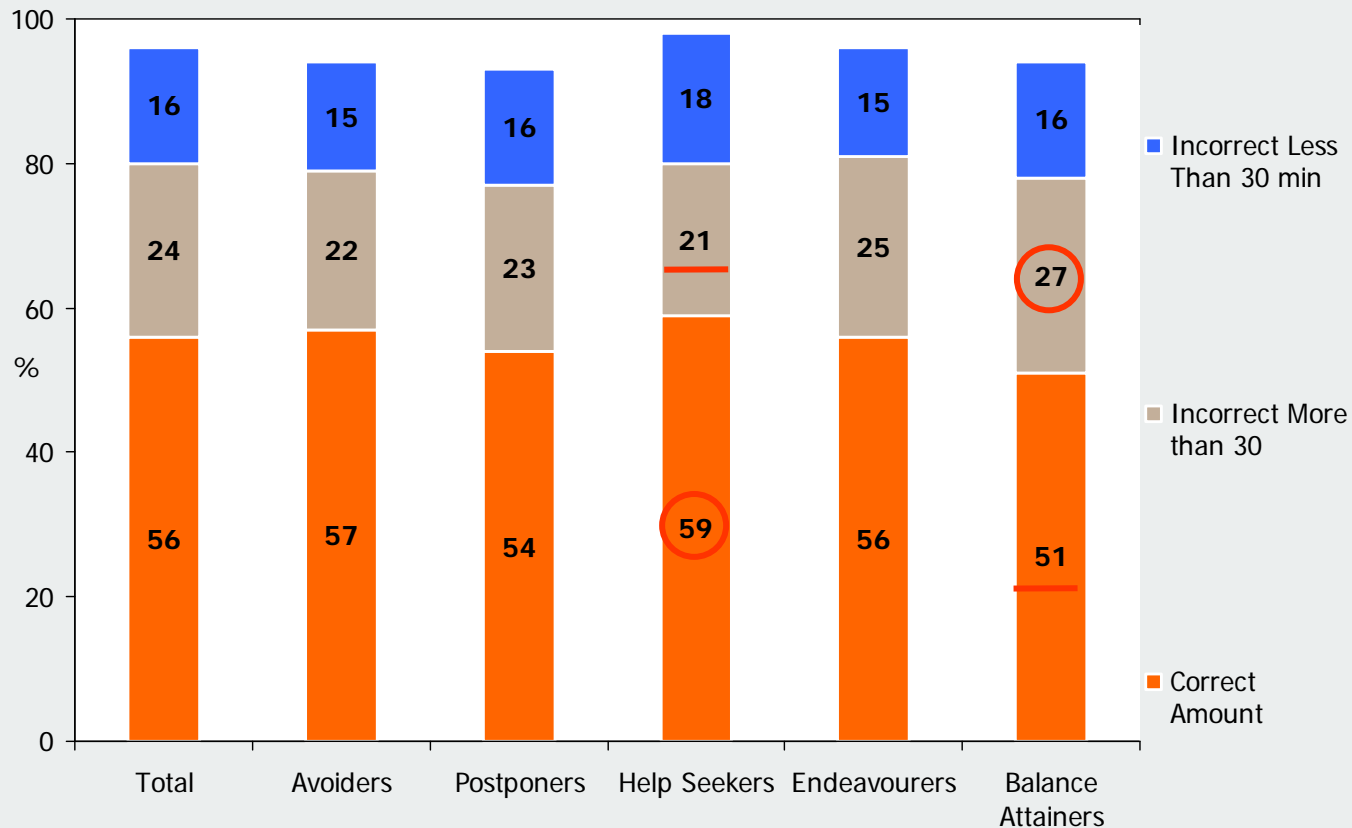
○ indicates that segment has scored significantly higher than the rest of the sample  
 — indicates that segment has scored significantly lower than the rest of the sample

# Physical activity

# Perception of how many minutes of physical activity needed per day to maintain health

67

Q15 *To maintain good health, how many minutes of moderate or vigorous activity do you think you should do everyday?*



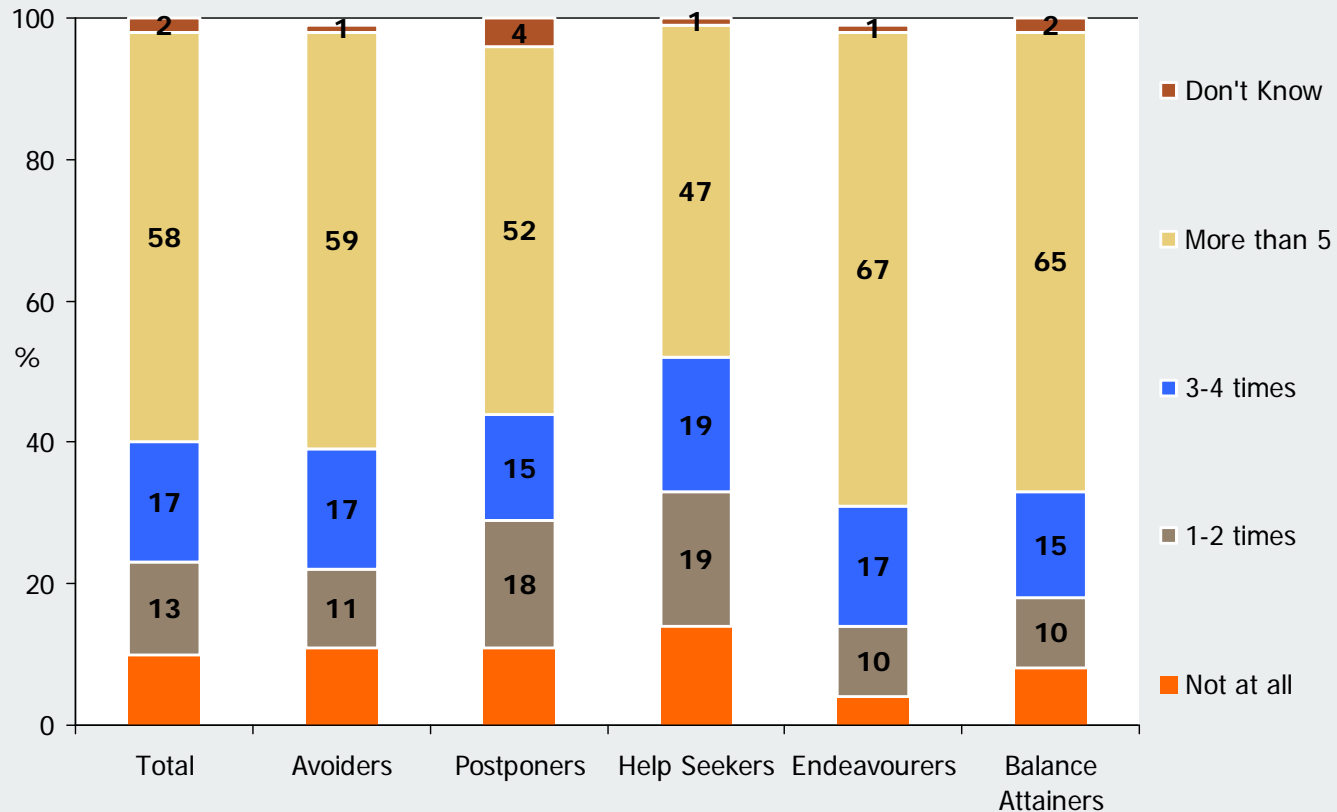
Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample  
 — indicates that segment has scored significantly lower than the rest of the sample

# Number of times a week spent walking for 10 minutes+

68

*Q16 In the last week, how many times have you walked continuously for at least 10 minutes for recreation, exercise or to get to or from places?*



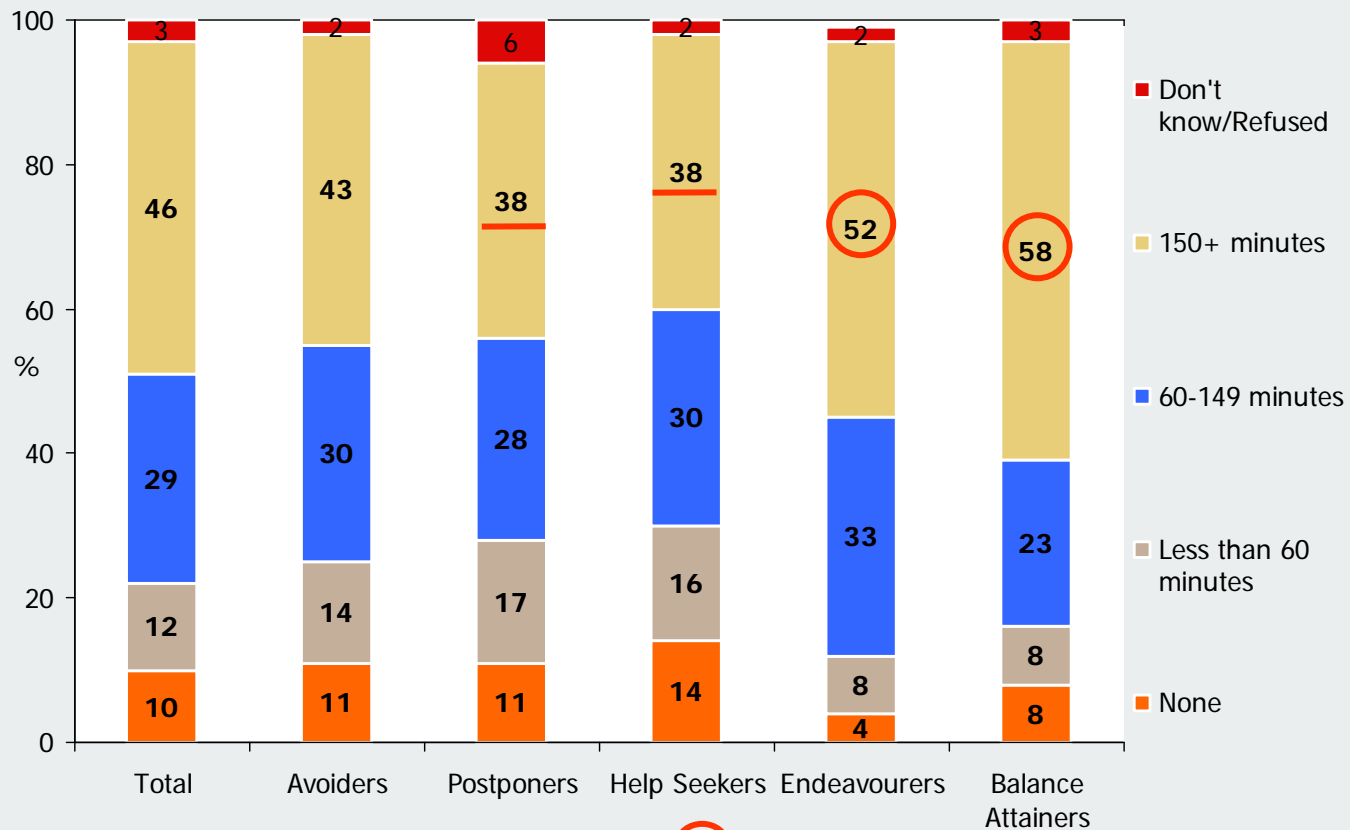
Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample  
 — indicates that segment has scored significantly lower than the rest of the sample

# Time spent walking last week

69

Q17 *What do you estimate was the total time you spent walking in this way in the last week?*



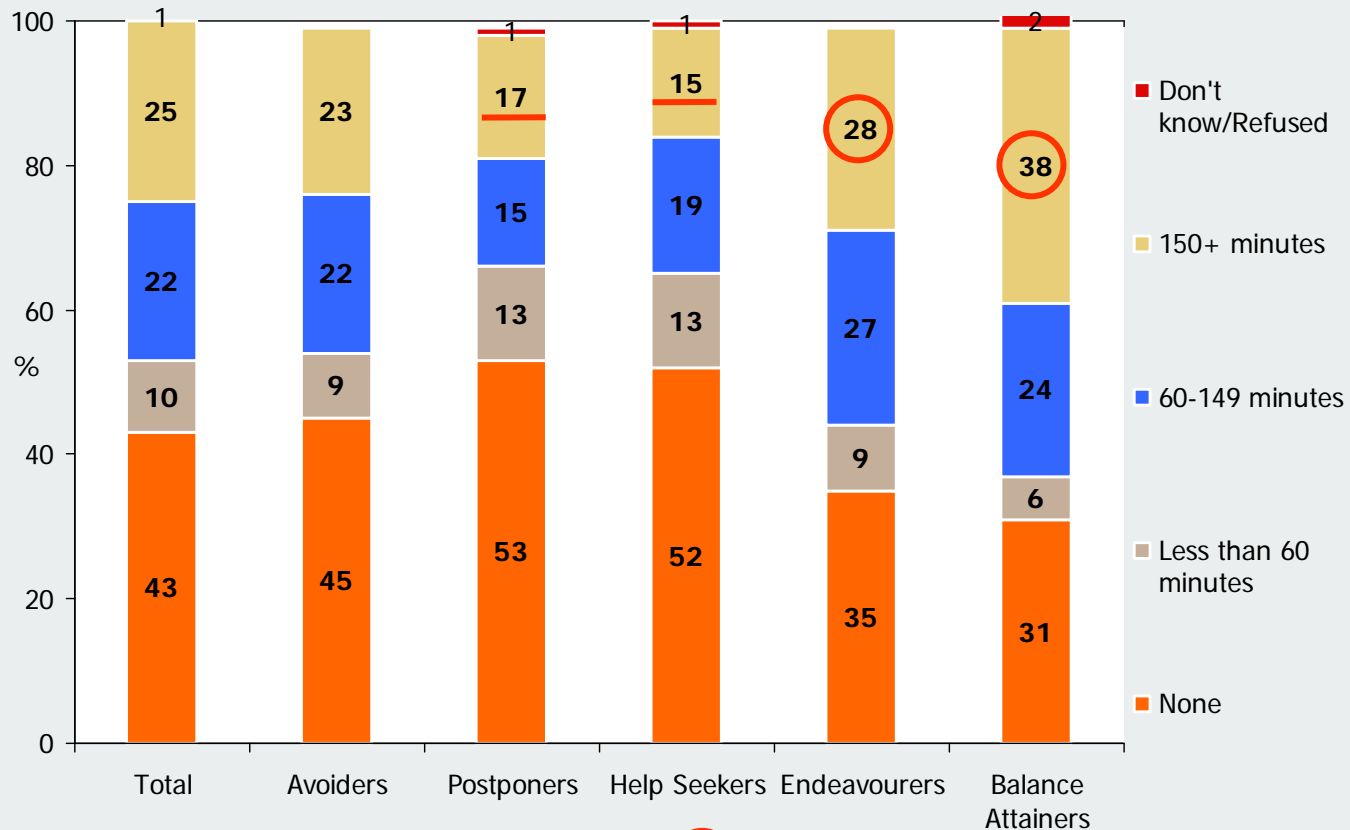
Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample  
 — indicates that segment has scored significantly lower than the rest of the sample

# Time spent doing vigorous physical exercise

70

Q19 *What do you estimate was the total time you spent doing vigorous physical activity in the last week?*



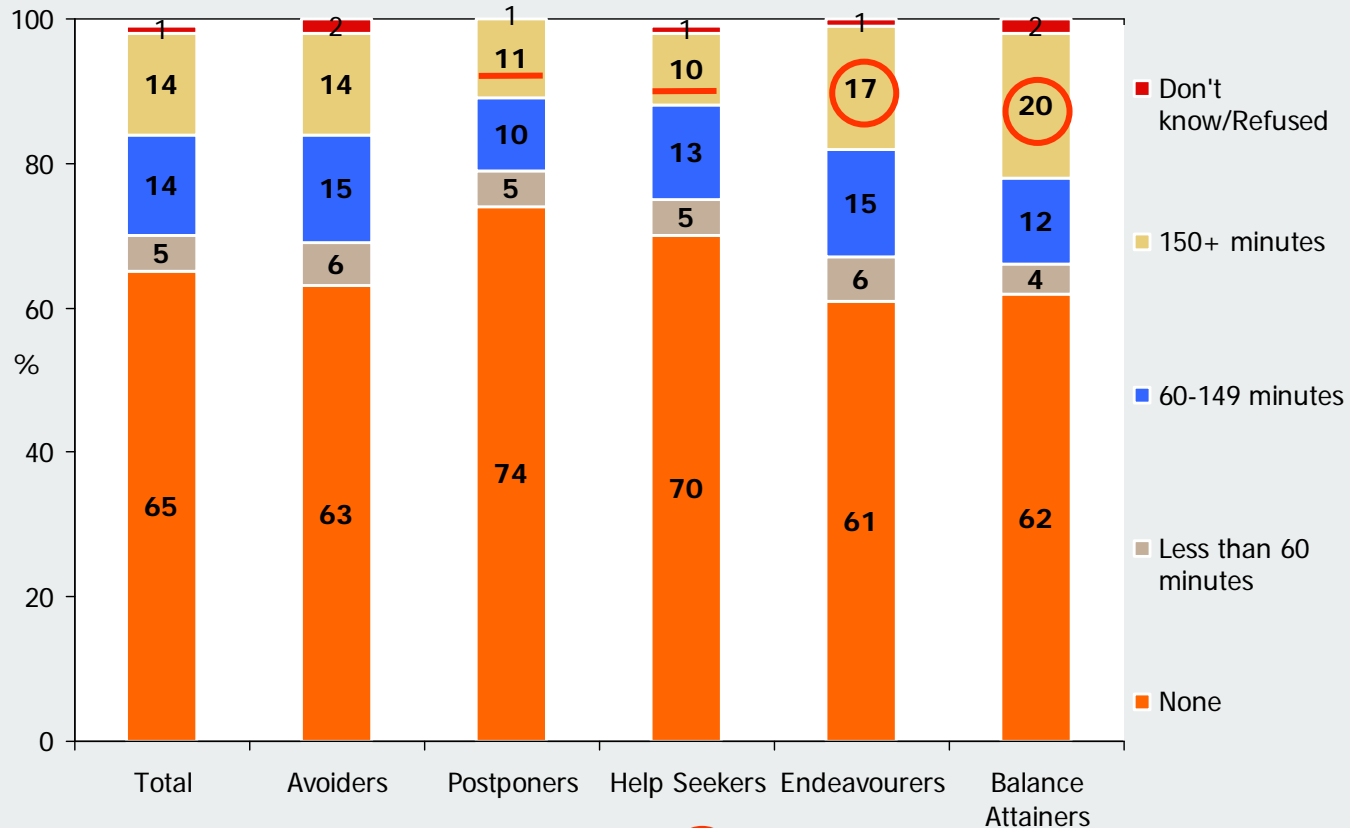
Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample  
 — indicates that segment has scored significantly lower than the rest of the sample

# Time spent doing moderate physical exercise

71

Q21 *What do you estimate was the total time that you spent doing these activities in the last week?*



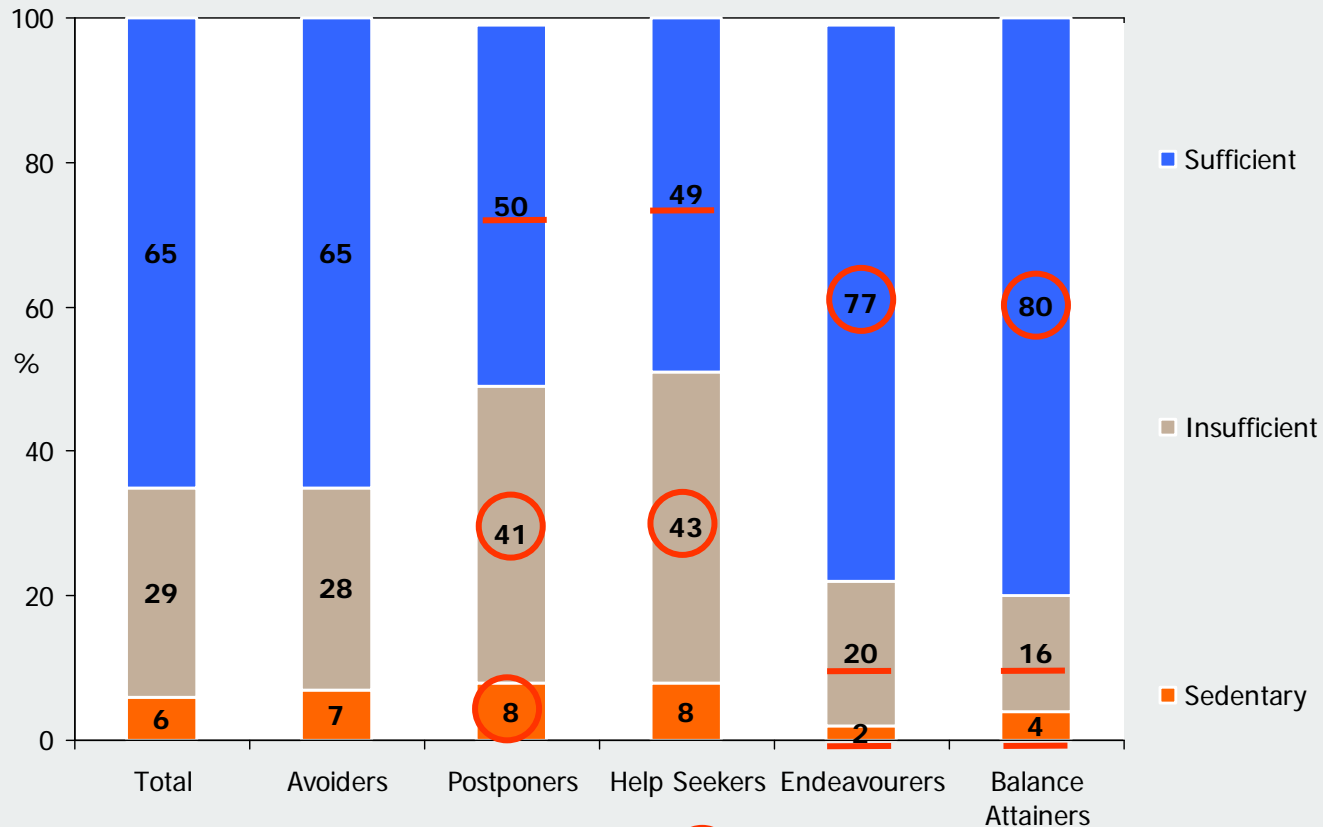
Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample  
 — indicates that segment has scored significantly lower than the rest of the sample

## Sufficient activity for health 2

72

*Sufficient Activity for Health was calculated using the procedures outlined for the Active Australia survey. 'Sedentary' is those that report 0 mins of activity. 'Insufficient' is those reporting less than 150 minutes of activity per week but greater than 0 minutes or less than 5 sessions of activity. 'Sufficient' is those that report 150 minutes or more of activity per week over 5 or more sessions.*



○ indicates that segment has scored significantly higher than the rest of the sample  
 — indicates that segment has scored significantly lower than the rest of the sample

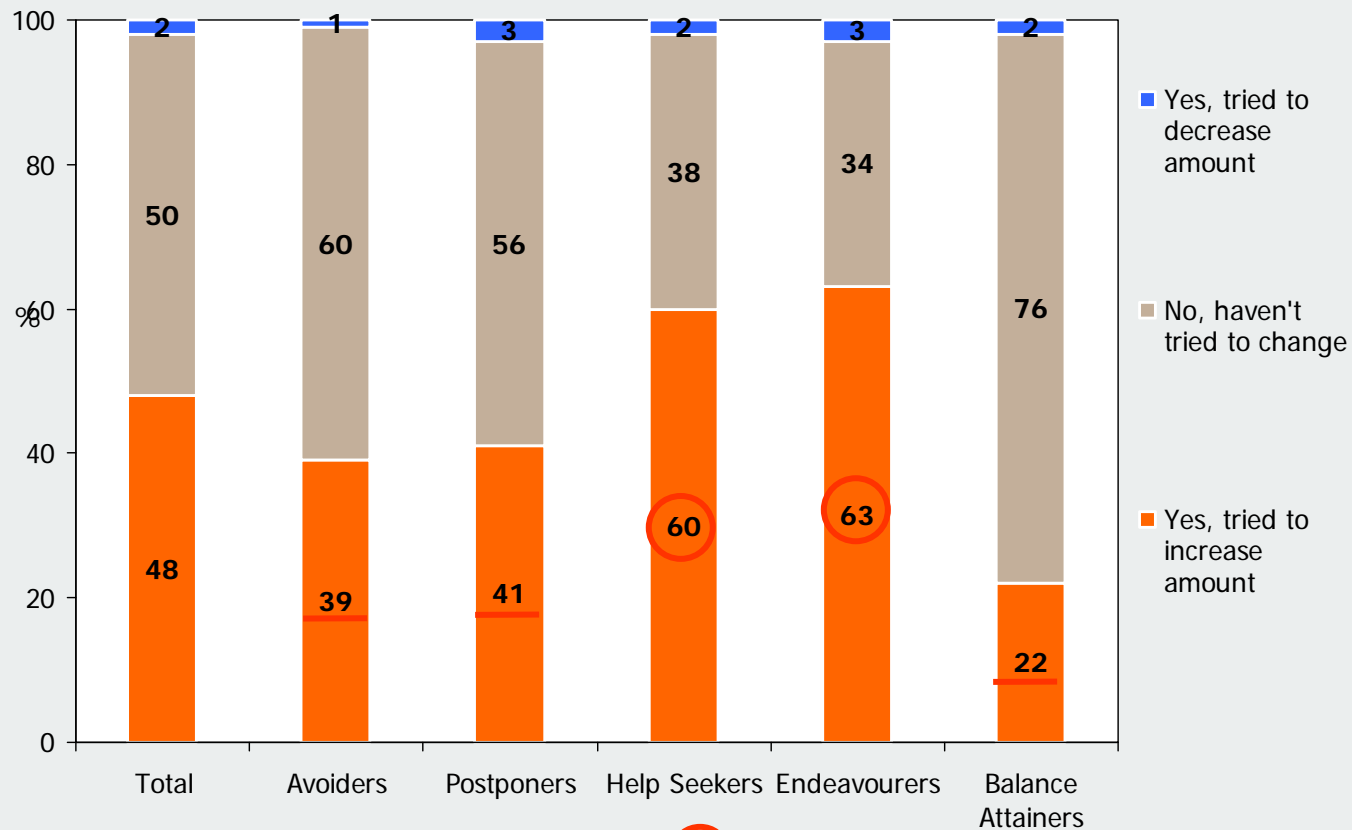
Base: Total Sample (2806)



# Change in amount of physical activity done in last 6 months

73

Q22 *In the past 6 months, have you tried to change the amount of moderate or vigorous activity that you do?*



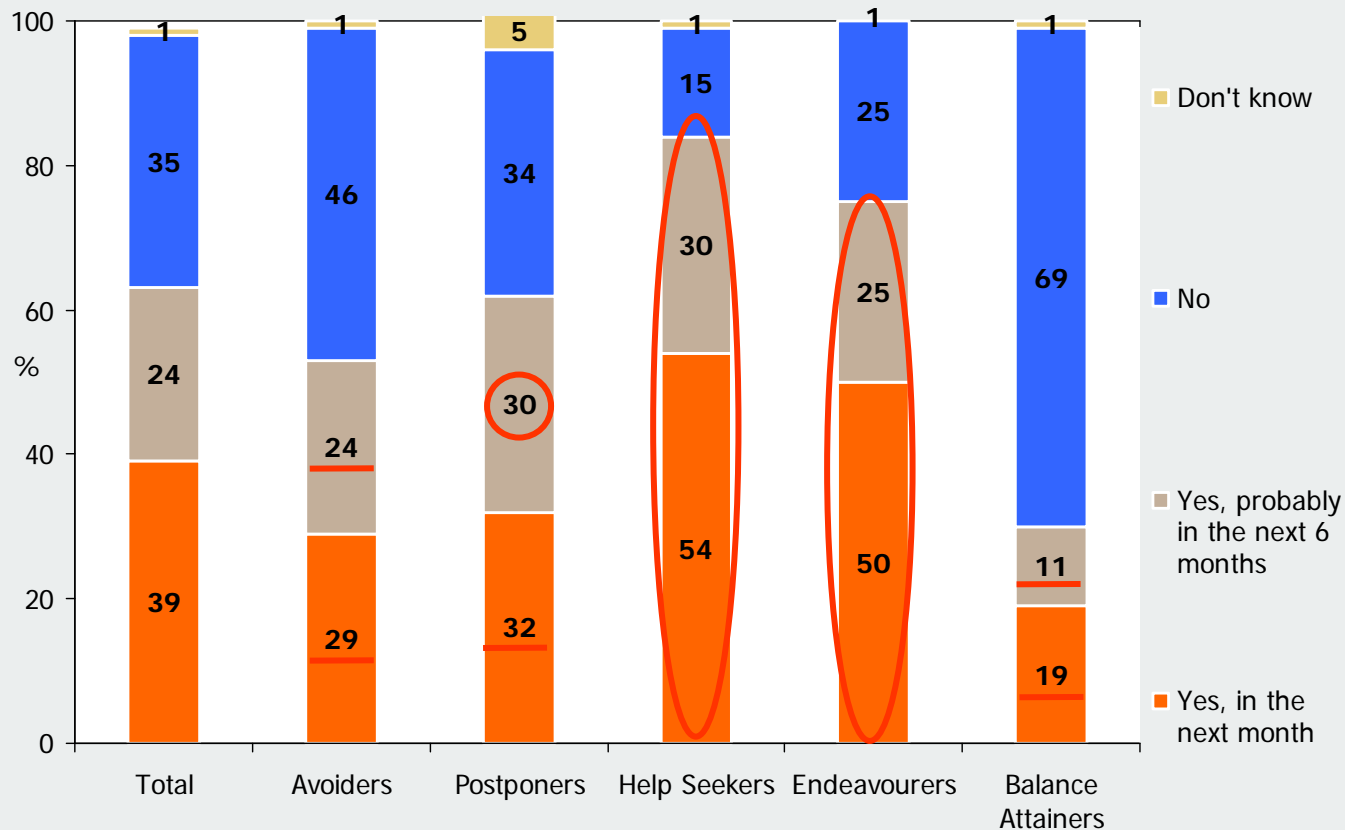
○ indicates that segment has scored significantly higher than the rest of the sample  
 — indicates that segment has scored significantly lower than the rest of the sample

Base: Total Sample (2806)

# Intention to increase amount of physical activity

74

Q24 Do you intend on increasing the amount of physical activity you do in the next six months? If yes, is that in the next month or probably sometime in the next 6 months?



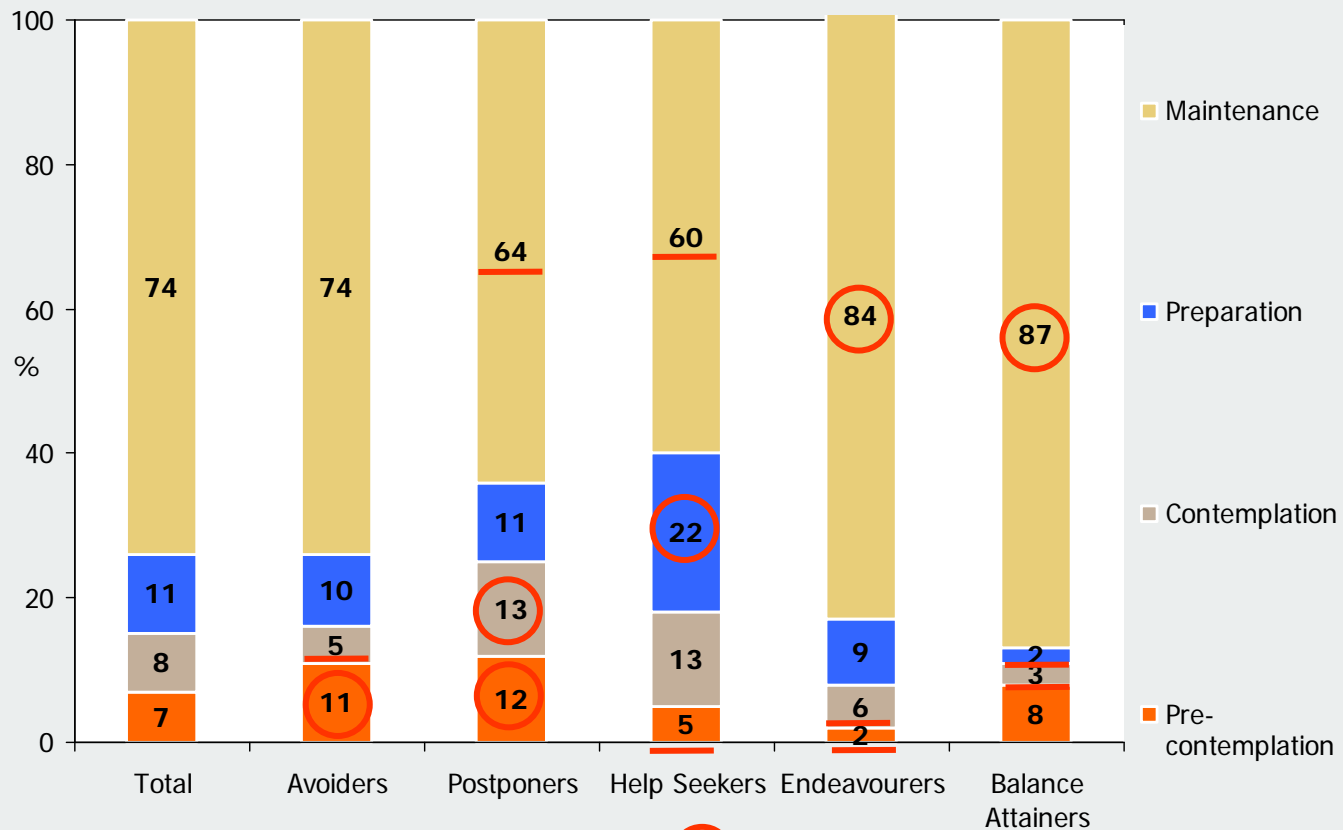
Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample  
 — indicates that segment has scored significantly lower than the rest of the sample

# Contemplation status - physical activity

75

*Contemplation status calculated from respondent's self-reported activity and intentions to change*



Base: Total Sample (2806)

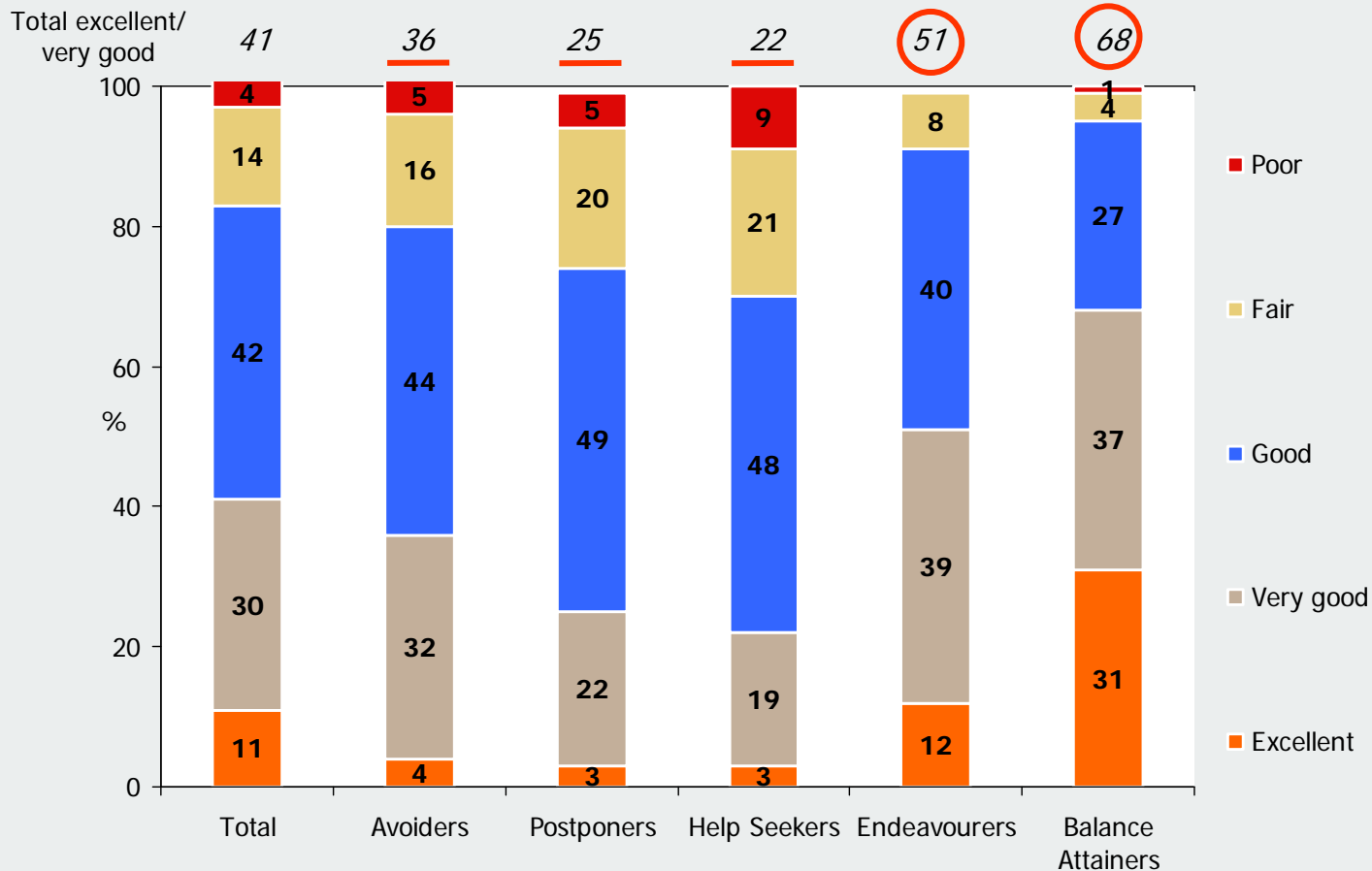
○ indicates that segment has scored significantly higher than the rest of the sample  
 — indicates that segment has scored significantly lower than the rest of the sample

# General health

# Self-rating of overall health

77

Q26 In general would you say your health is ...



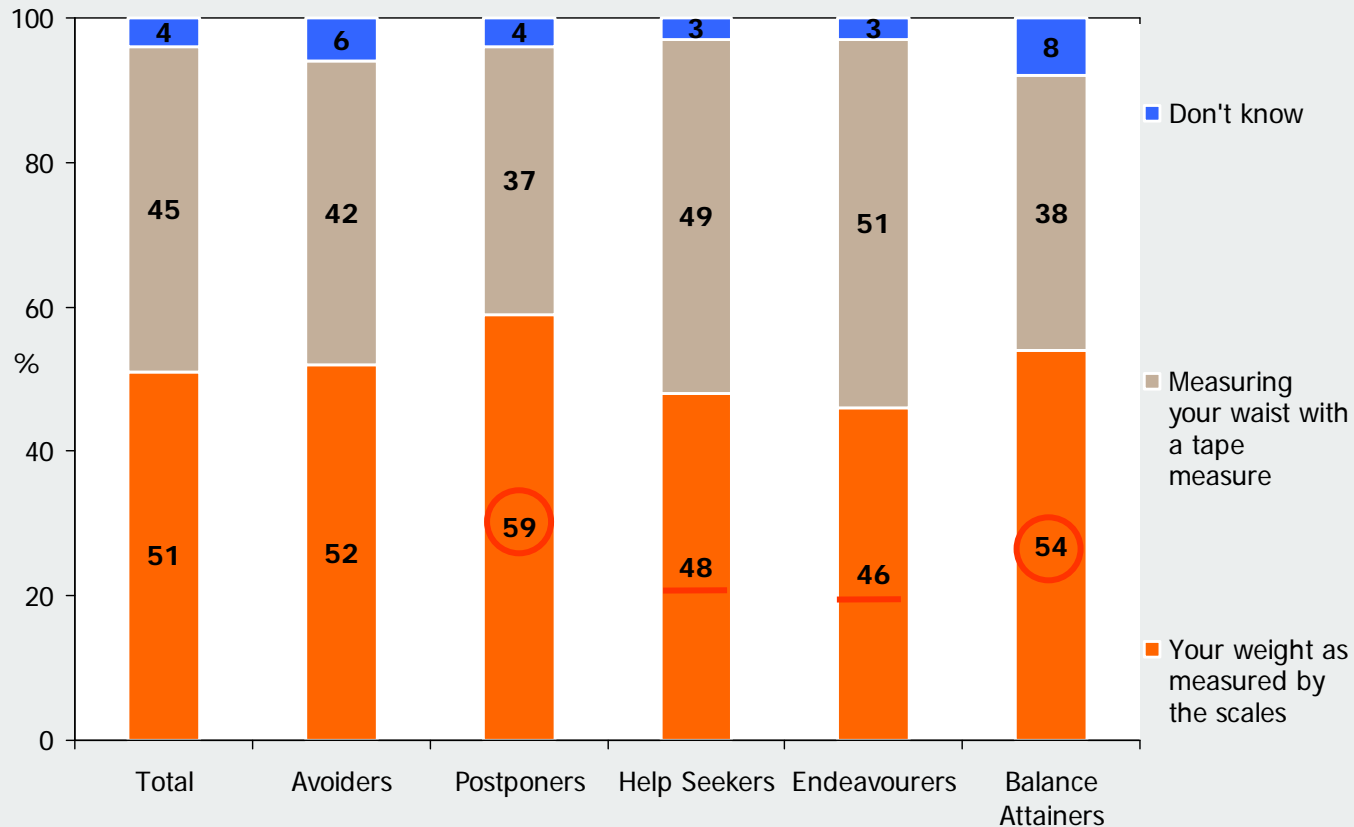
Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample  
 — indicates that segment has scored significantly lower than the rest of the sample

# Best indicator of good health – weight or waist measurement

78

Q25 In your opinion which of these is the best indicator of good health?



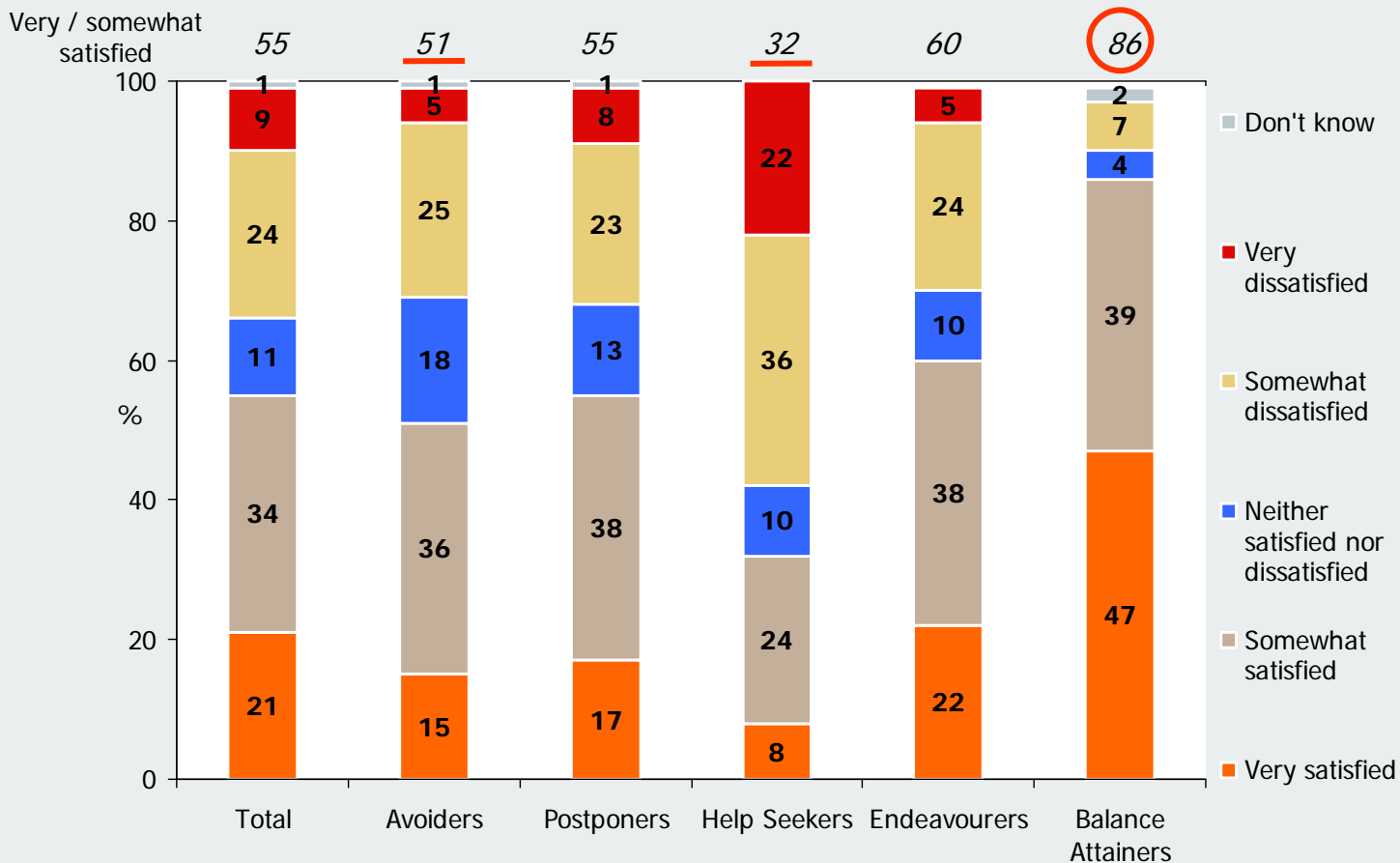
Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample  
 — indicates that segment has scored significantly lower than the rest of the sample

# Satisfaction with current waist measurement

79

Q27 How satisfied are you with your current waist measurement?



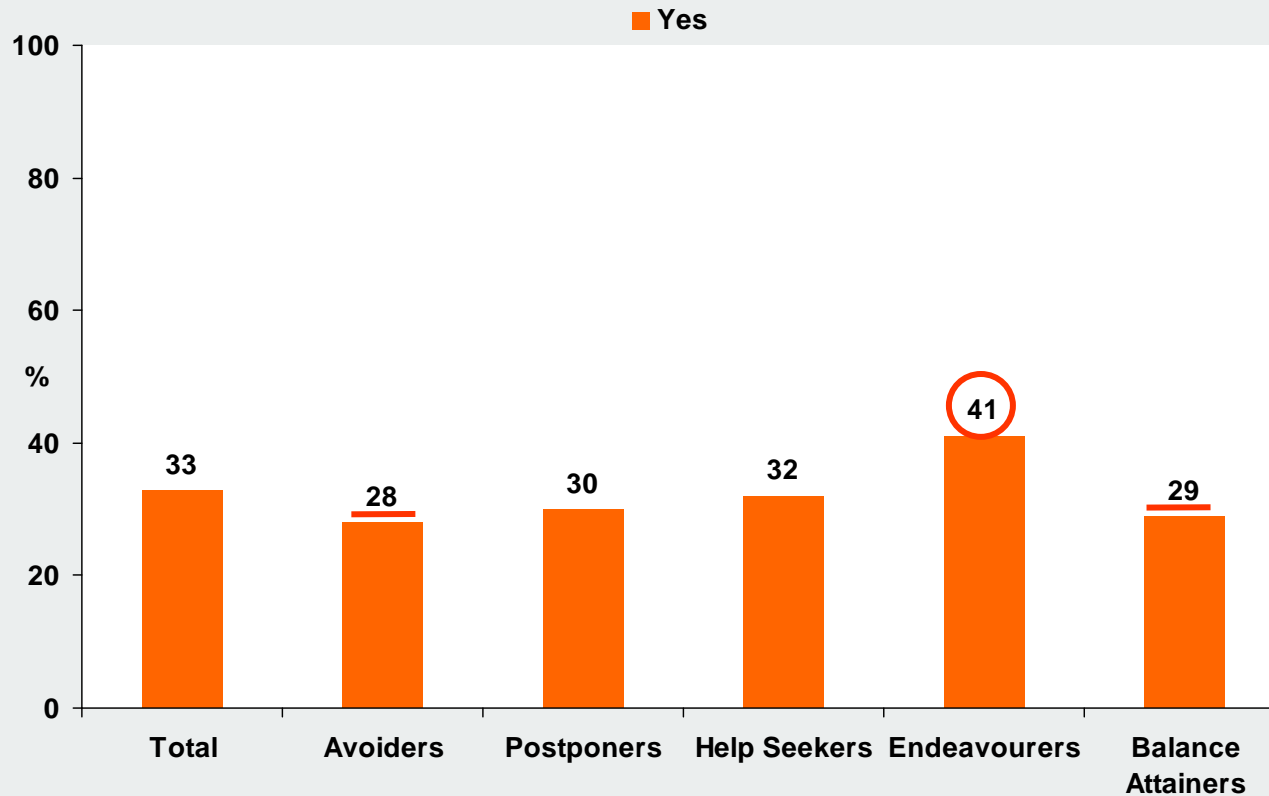
Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample  
 — indicates that segment has scored significantly lower than the rest of the sample

# Measured waist in last 6 months

80

D15 *Have you measured your waist in the last 6 months?*



Base: Total Sample (2806)

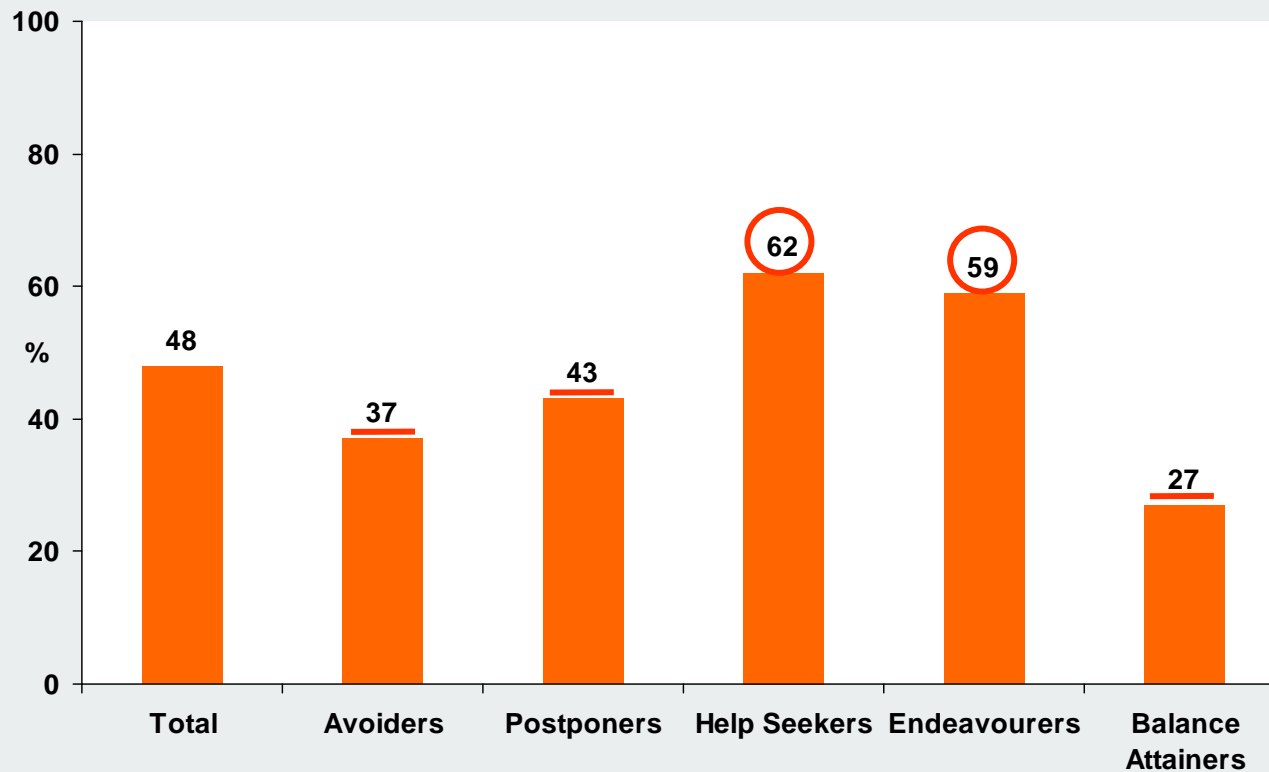
○ indicates that segment has scored significantly higher than the rest of the sample  
— indicates that segment has scored significantly lower than the rest of the sample



# Tried to reduce waist measurement in last 6 months

81

D16 *Have you tried to reduce your waist measurement in the last 6 months?*



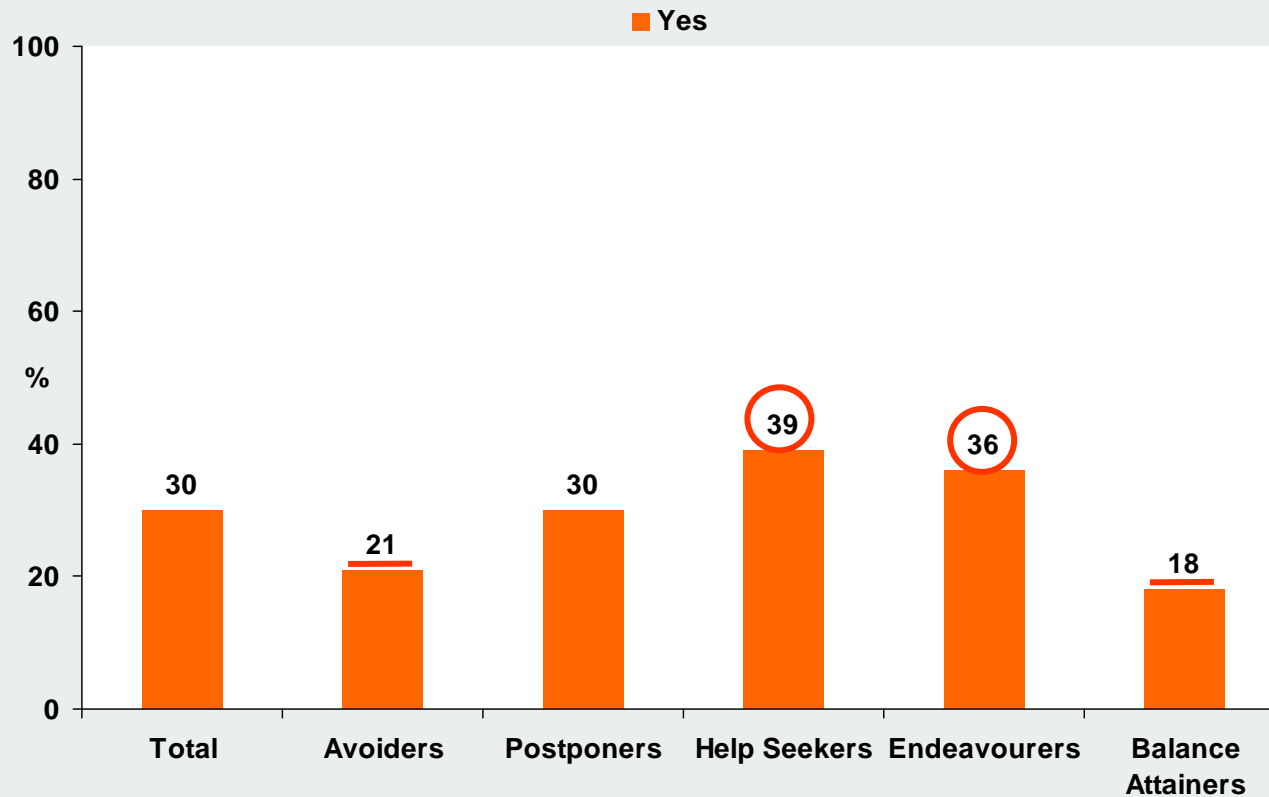
Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample  
— indicates that segment has scored significantly lower than the rest of the sample

# Intention of measuring waist in next month

82

D18 Do you intend to measure your waist in the next month?



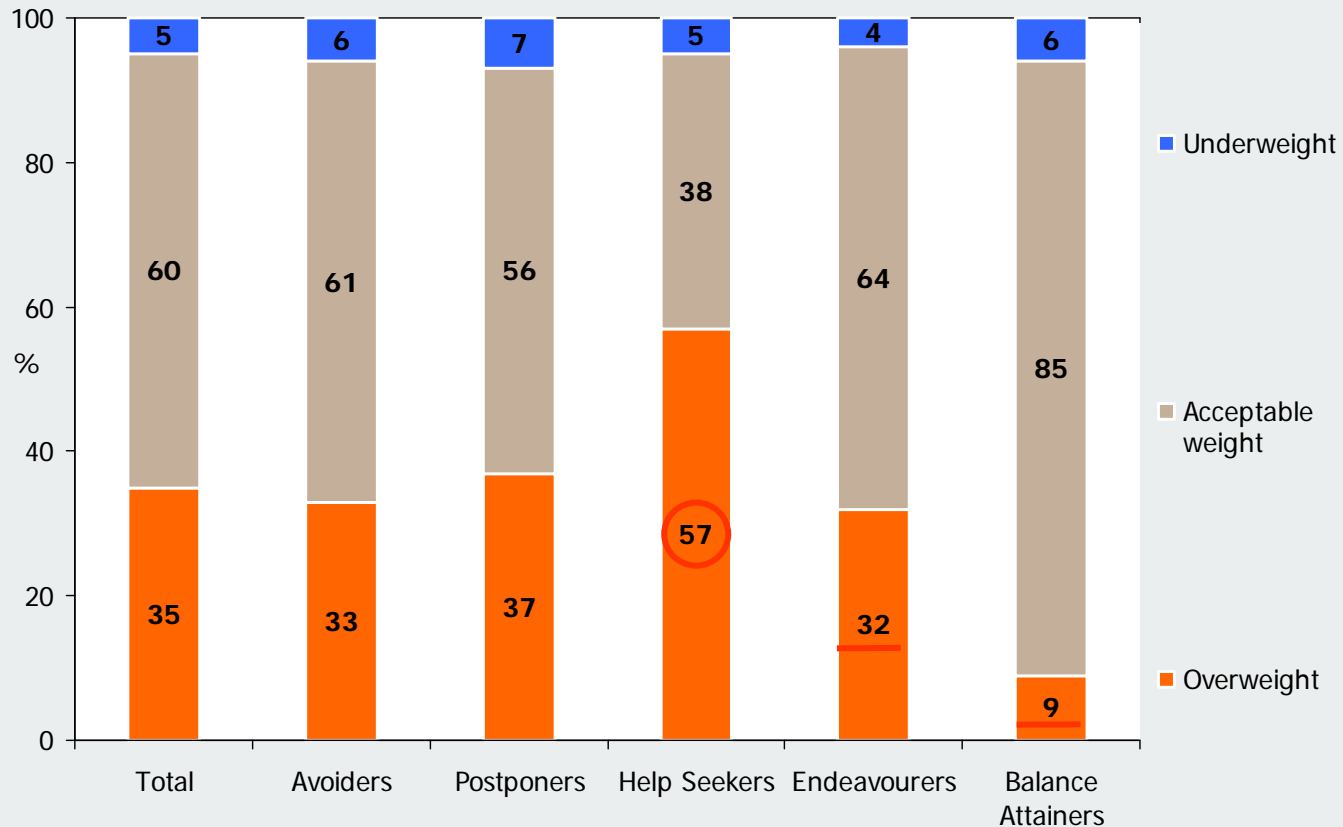
Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample  
— indicates that segment has scored significantly lower than the rest of the sample

# Perception of own weight

83

Q28 Do you consider yourself to be underweight, an acceptable weight, or overweight?



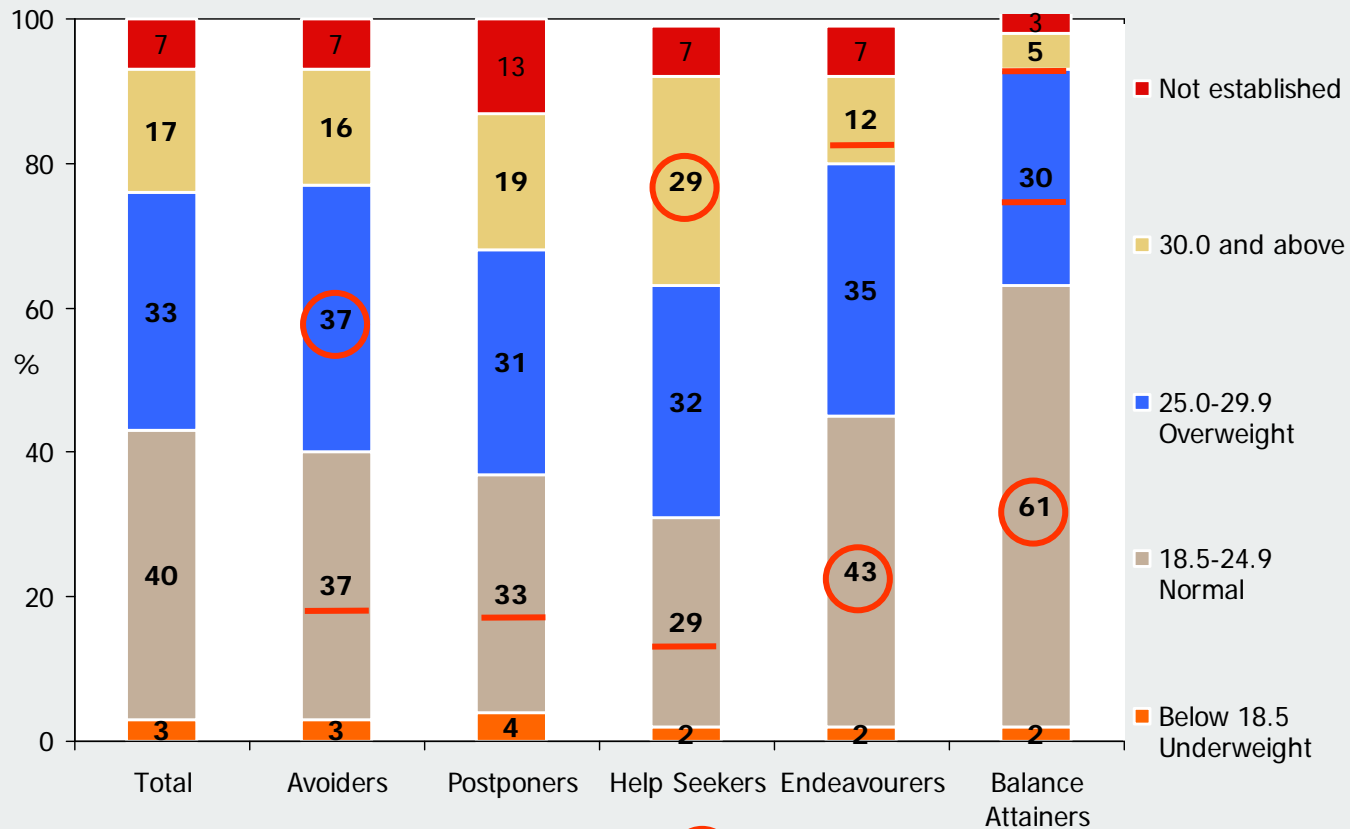
Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample  
 — indicates that segment has scored significantly lower than the rest of the sample

# BMI

84

*Body Mass Index calculated from respondent's self-reported height and weight*



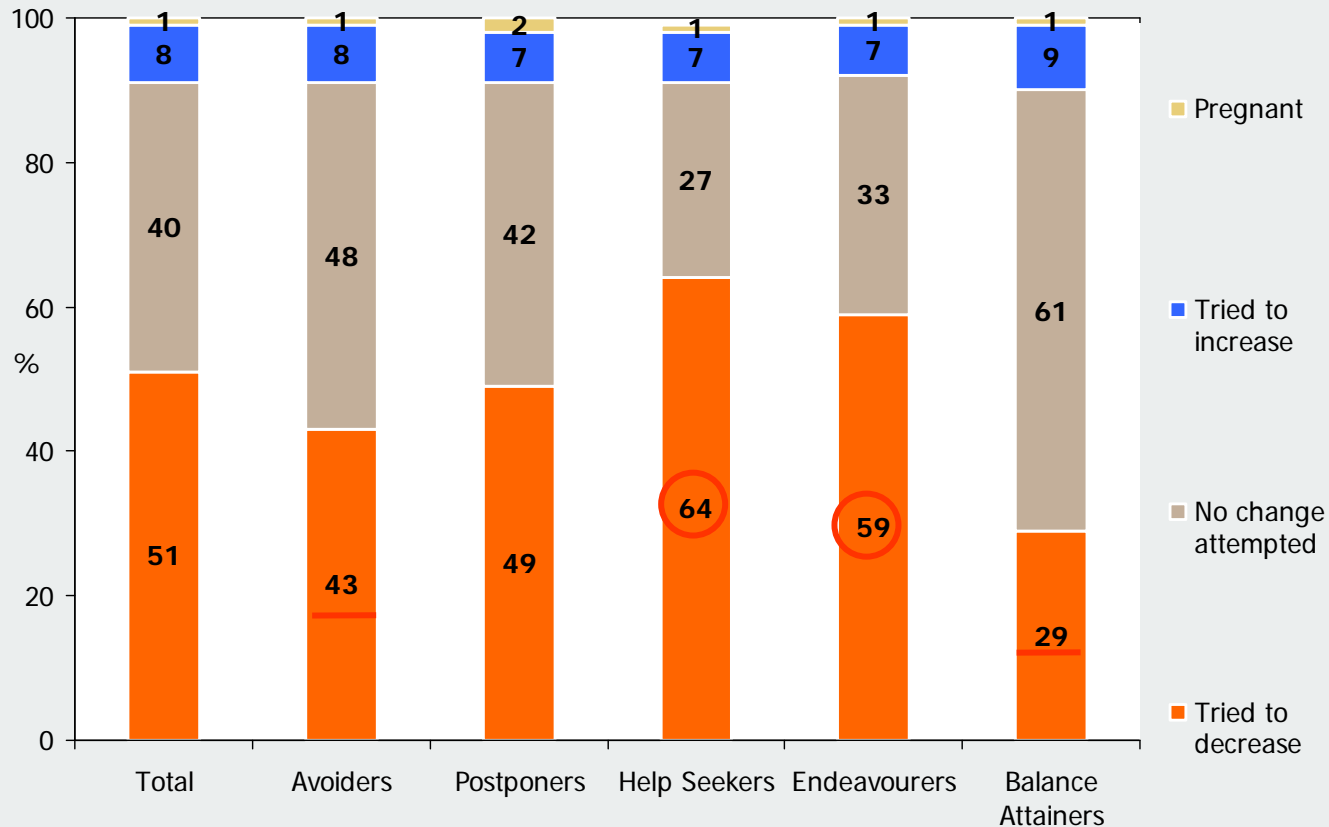
Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample  
 — indicates that segment has scored significantly lower than the rest of the sample

# Attempted to increase/decrease weight in past 6 months

85

Q29 *In the past 6 months, have you attempted to increase or decrease your weight?*



Base: Total Sample (2806)

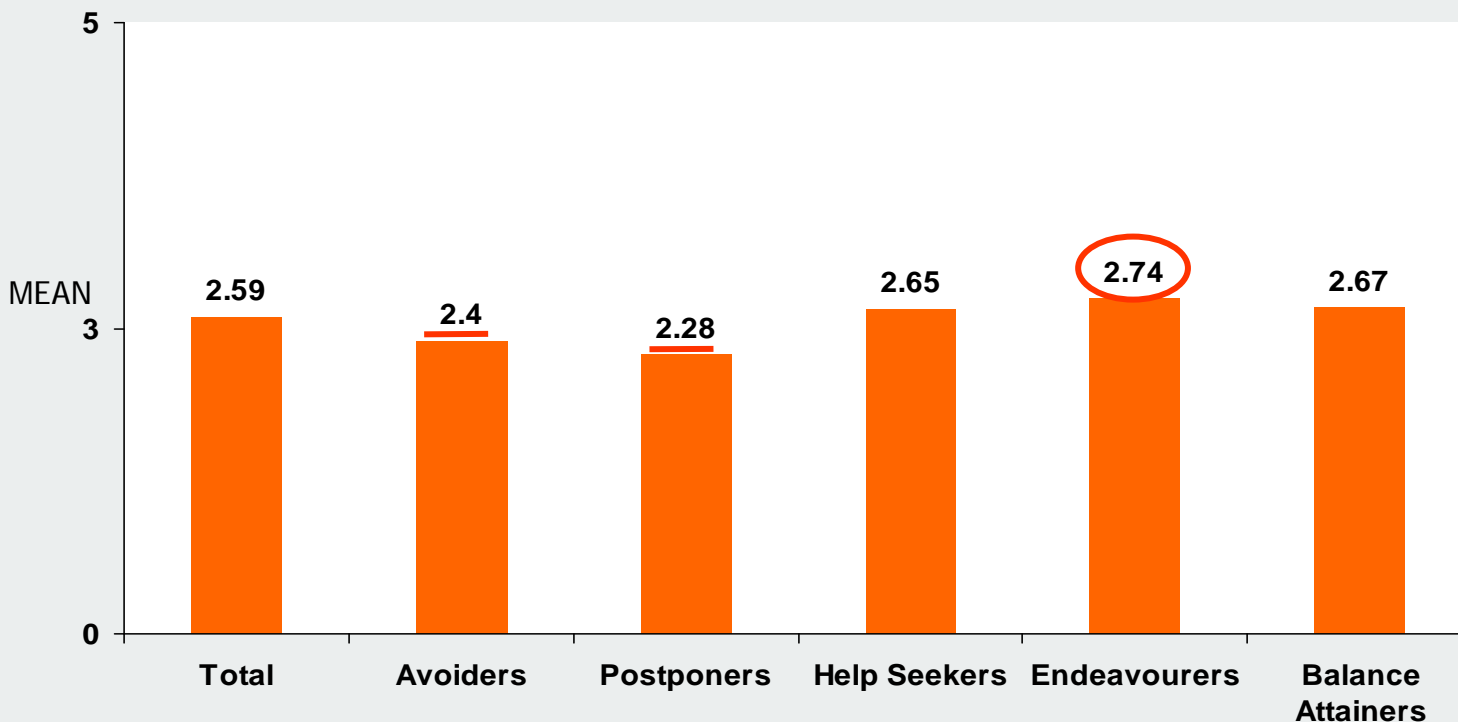
○ indicates that segment has scored significantly higher than the rest of the sample  
 — indicates that segment has scored significantly lower than the rest of the sample

# Unprompted number of chronic diseases mentioned that are caused by an unhealthy lifestyle

86

Q32 *What do you believe are the main chronic diseases caused by an unhealthy lifestyle? Unprompted*

■ Number of chronic diseases mentioned that are caused by an unhealthy lifestyle



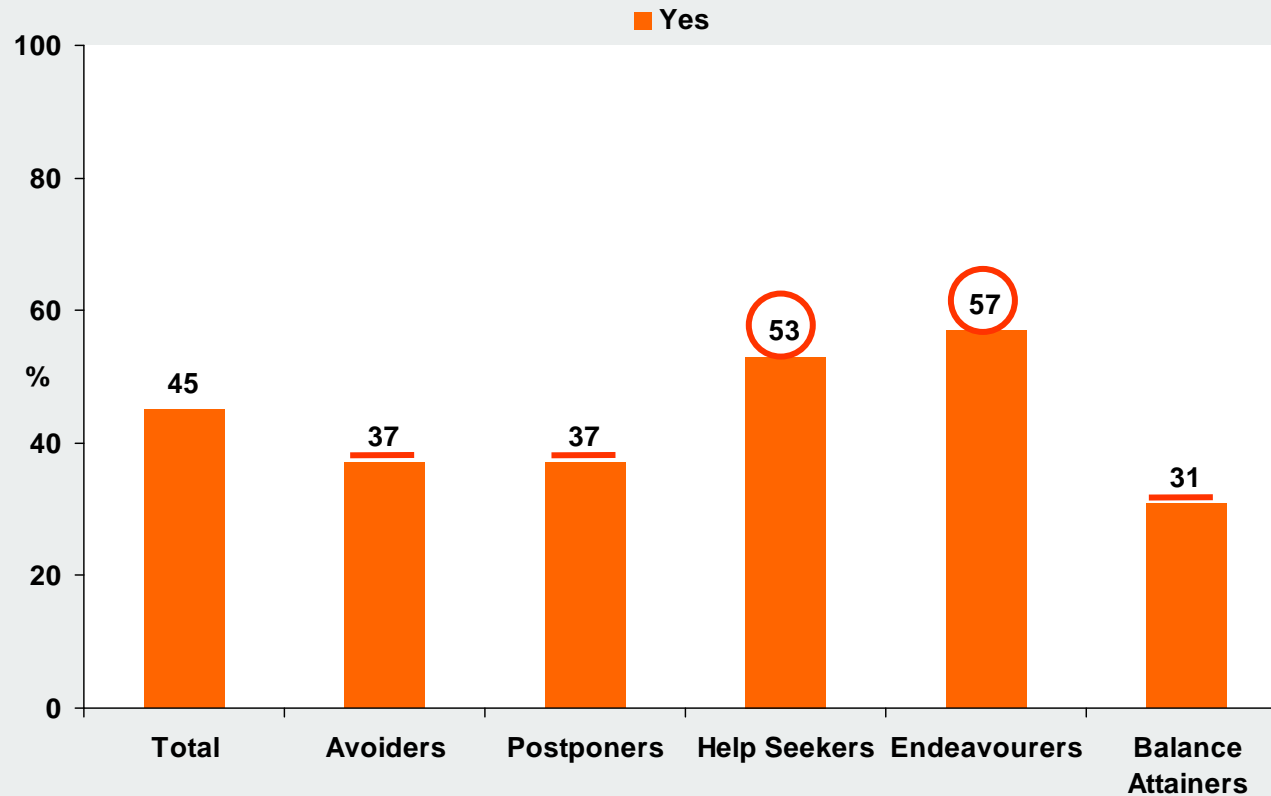
Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample  
— indicates that segment has scored significantly lower than the rest of the sample

# Looked for information on healthy lifestyles in last 6 months

87

Q38 *Have you looked for information on healthy lifestyles in the last 6 months?*



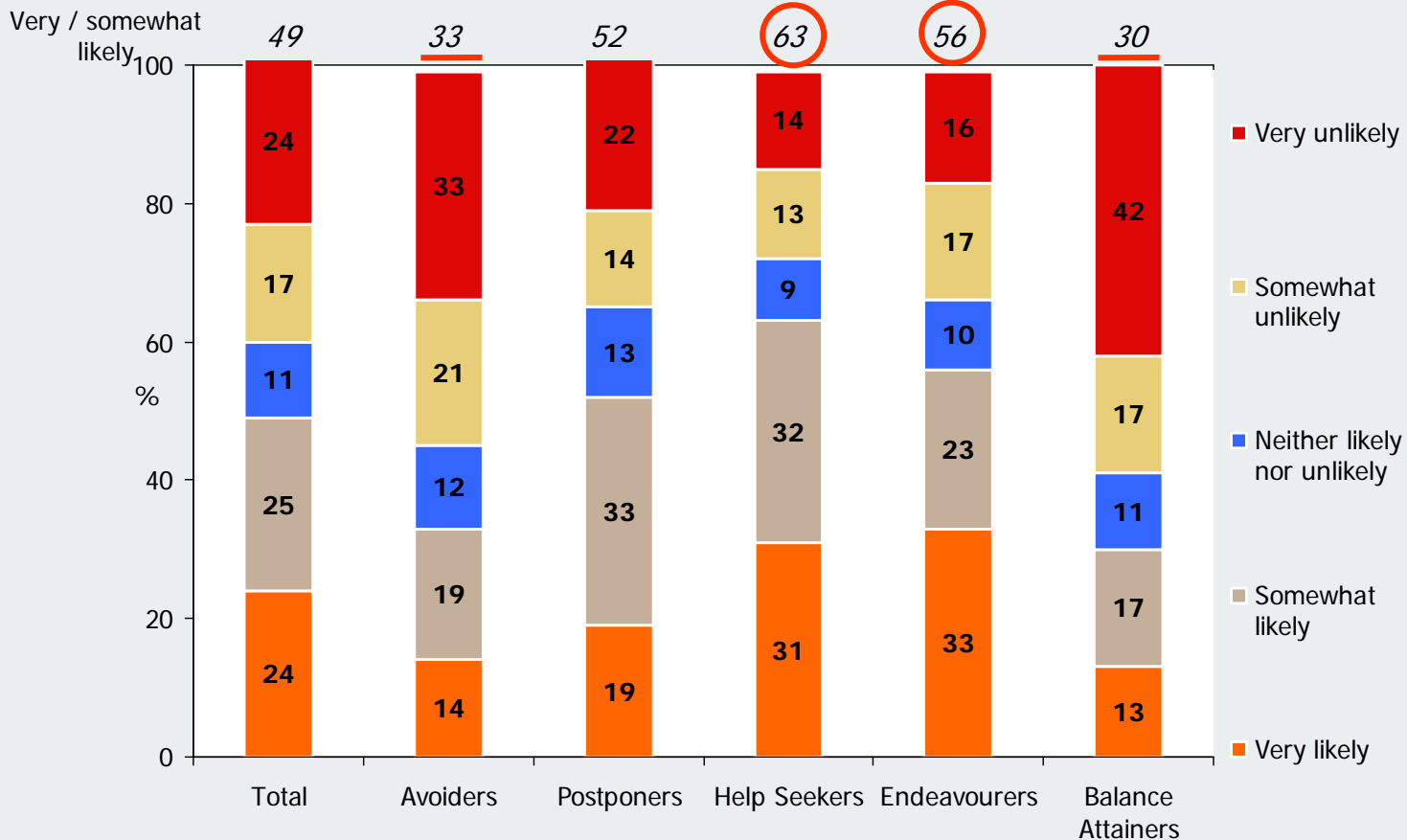
Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample  
— indicates that segment has scored significantly lower than the rest of the sample

# Likely to seek information about healthier lifestyles in the next month

88

Q39 In the next month how likely are you to seek information about healthier lifestyles?



Base: Total Sample (2806)

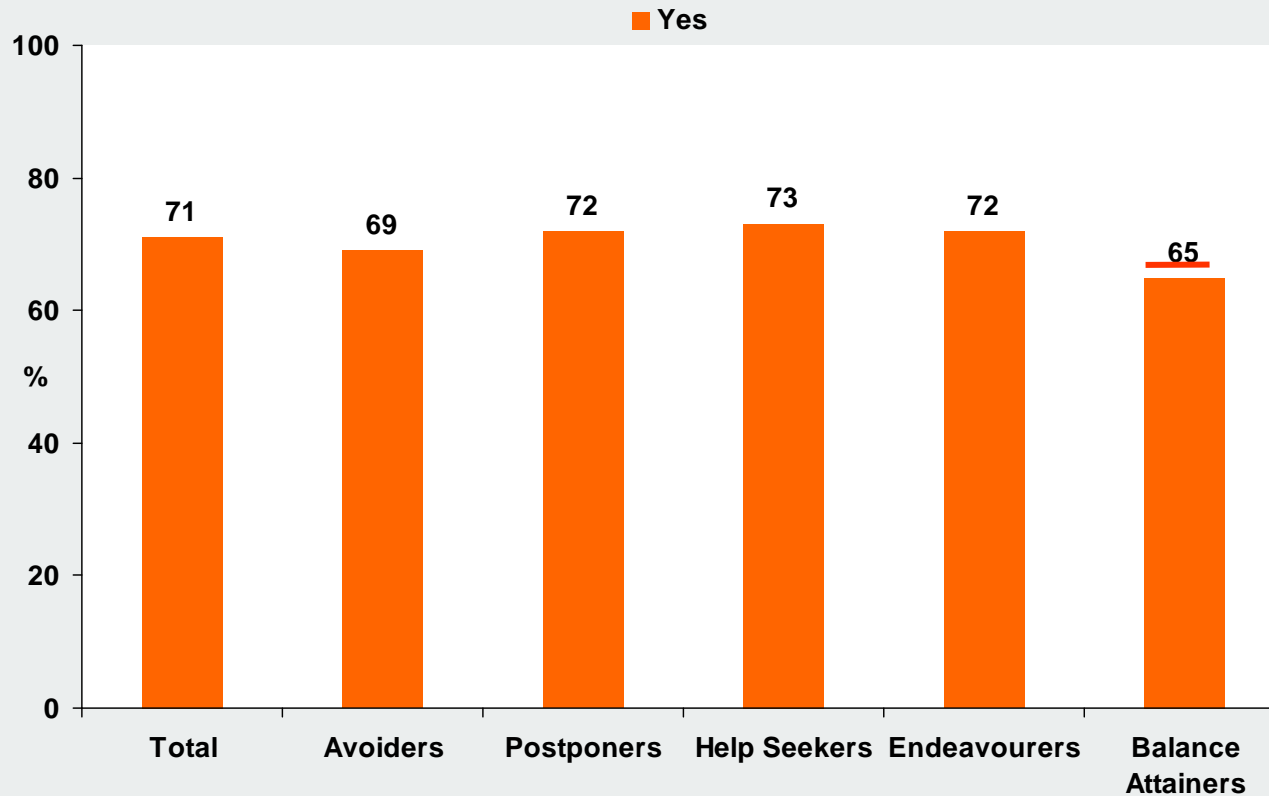
○ indicates that segment has scored significantly higher than the rest of the sample  
 — indicates that segment has scored significantly lower than the rest of the sample



# Seen advertising about being overweight, chronic disease and/or lifestyle

89

Q40 *Thinking about advertising. In the last month have you seen, read or heard any advertising campaigns about lifestyle, being overweight and chronic disease?*



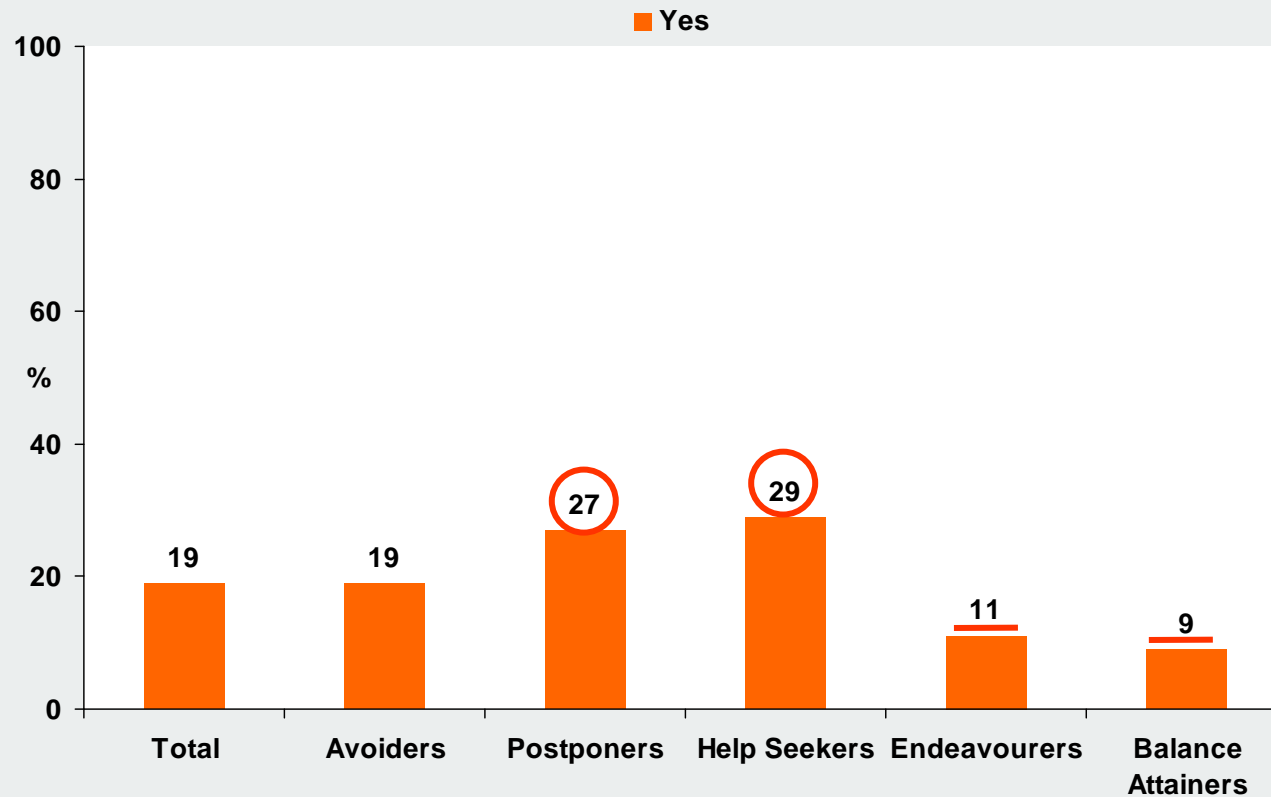
Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample  
— indicates that segment has scored significantly lower than the rest of the sample

# Currently smoke cigarettes

90

D11 Do you currently smoke cigarettes?



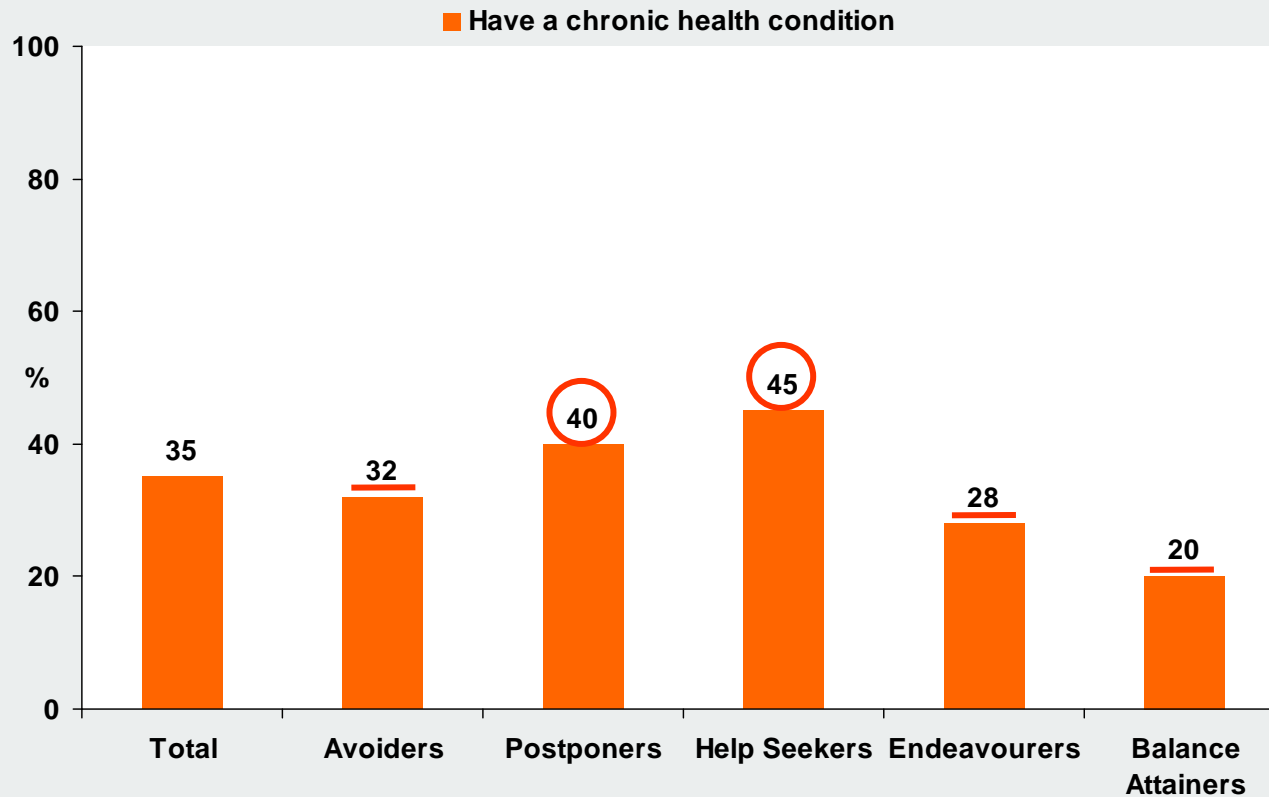
Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample  
— indicates that segment has scored significantly lower than the rest of the sample

# Have any long term health conditions

91

*D12 Have you been told by a doctor or nurse that you currently have any of the following long-term health conditions?*



Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample  
— indicates that segment has scored significantly lower than the rest of the sample

## Attitudes towards health

# Attitudes towards health and chronic diseases

93

	Total Sample	Avoiders	Postponers	Help Seekers	Endeavourers	Balance Attainers
n=	2806	555	346	698	735	472
	%	%	%	%	%	%
A person's waist measurement is strongly related to their chances of developing a chronic disease	78	<b>73</b>	75	81	80	79
I am concerned that I will develop a chronic disease	38	<b>28</b>	<b>48</b>	<b>61</b>	<b>31</b>	<b>18</b>
I have a high chance of developing a chronic disease	32	<b>22</b>	<b>53</b>	<b>55</b>	<b>17</b>	<b>14</b>

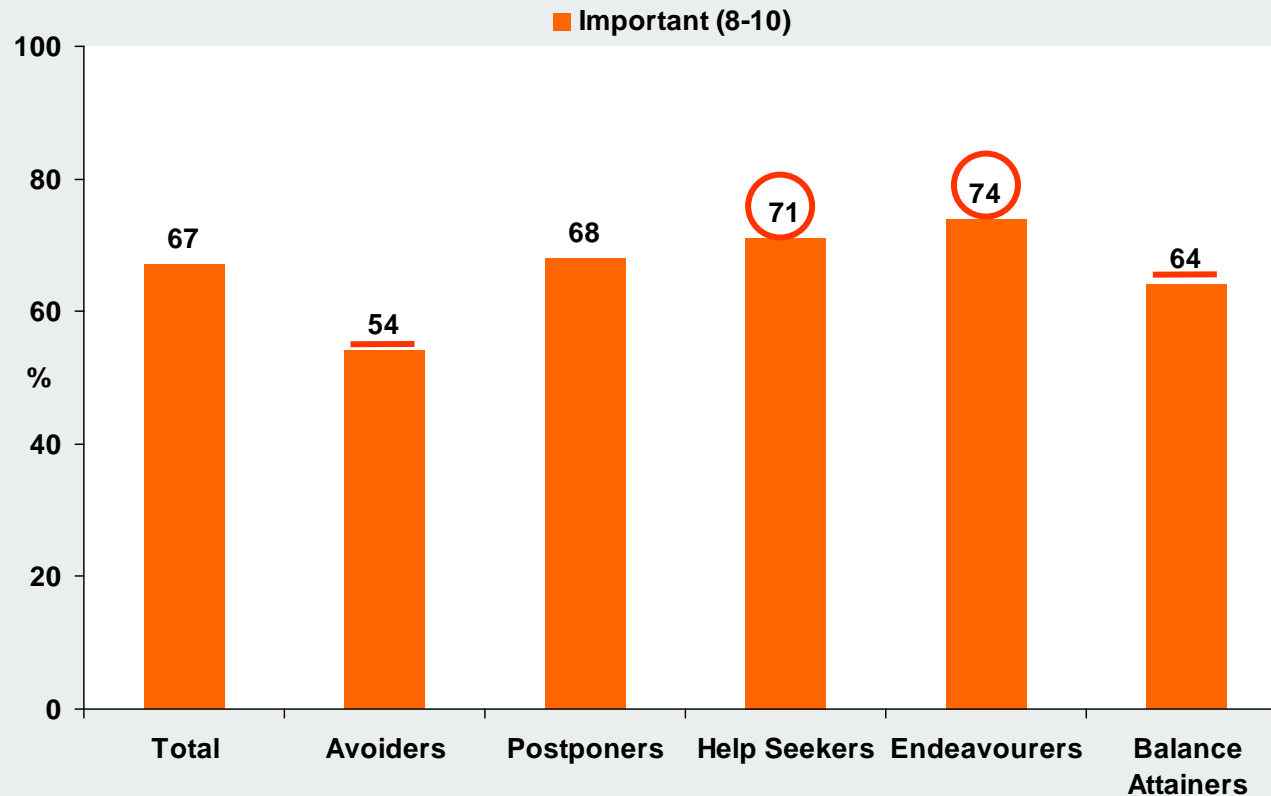
Red indicates that segment has scored significantly lower than the rest of the sample.

Green indicates that segment has scored significantly higher than the rest of the sample.

# Perceived importance of eating 5 serves of vegetables everyday

94

Q37 Using a scale from 0-10 where 0 is not at all important and 10 is extremely important, in your opinion how important are the following in preventing chronic disease later in life?



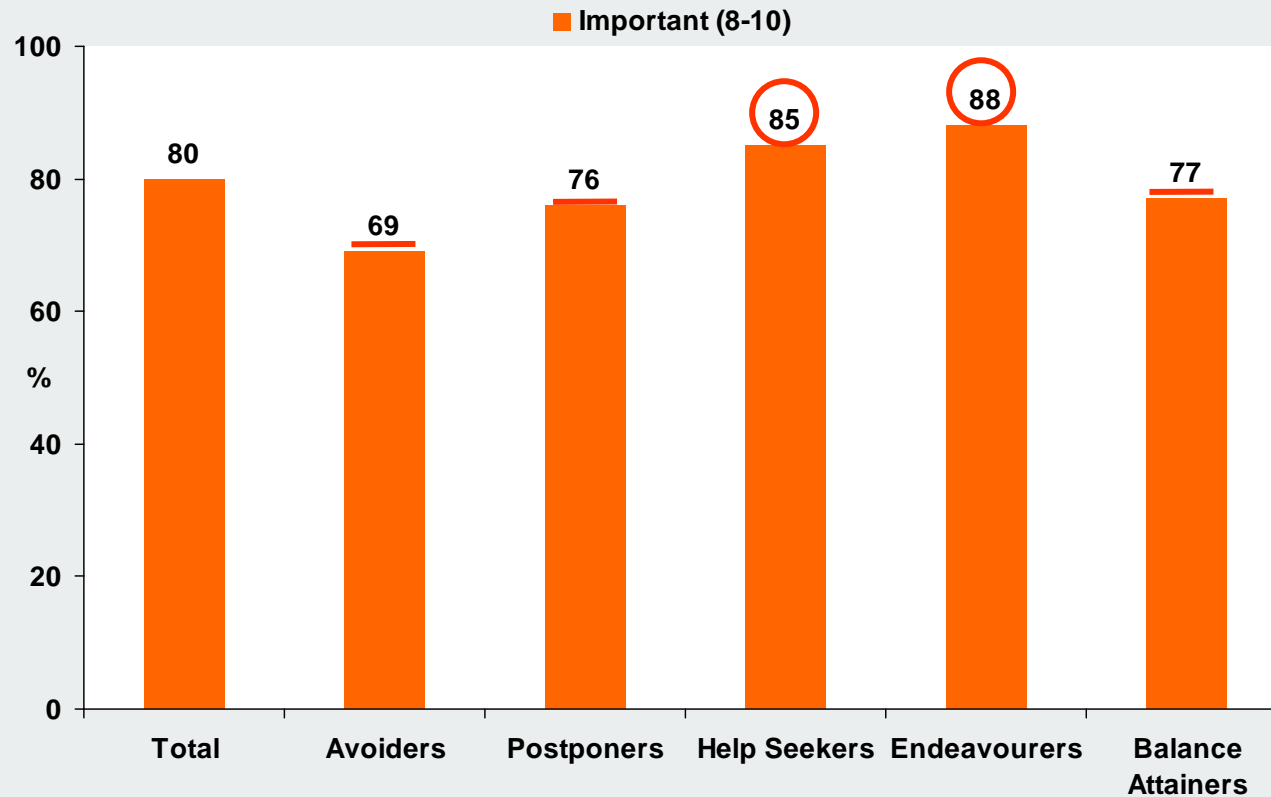
Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample  
— indicates that segment has scored significantly lower than the rest of the sample

# Perceived importance of doing 30 minutes of physical activity everyday

95

Q37 Using a scale from 0-10 where 0 is not at all important and 10 is extremely important, in your opinion how important are the following in preventing chronic disease later in life?



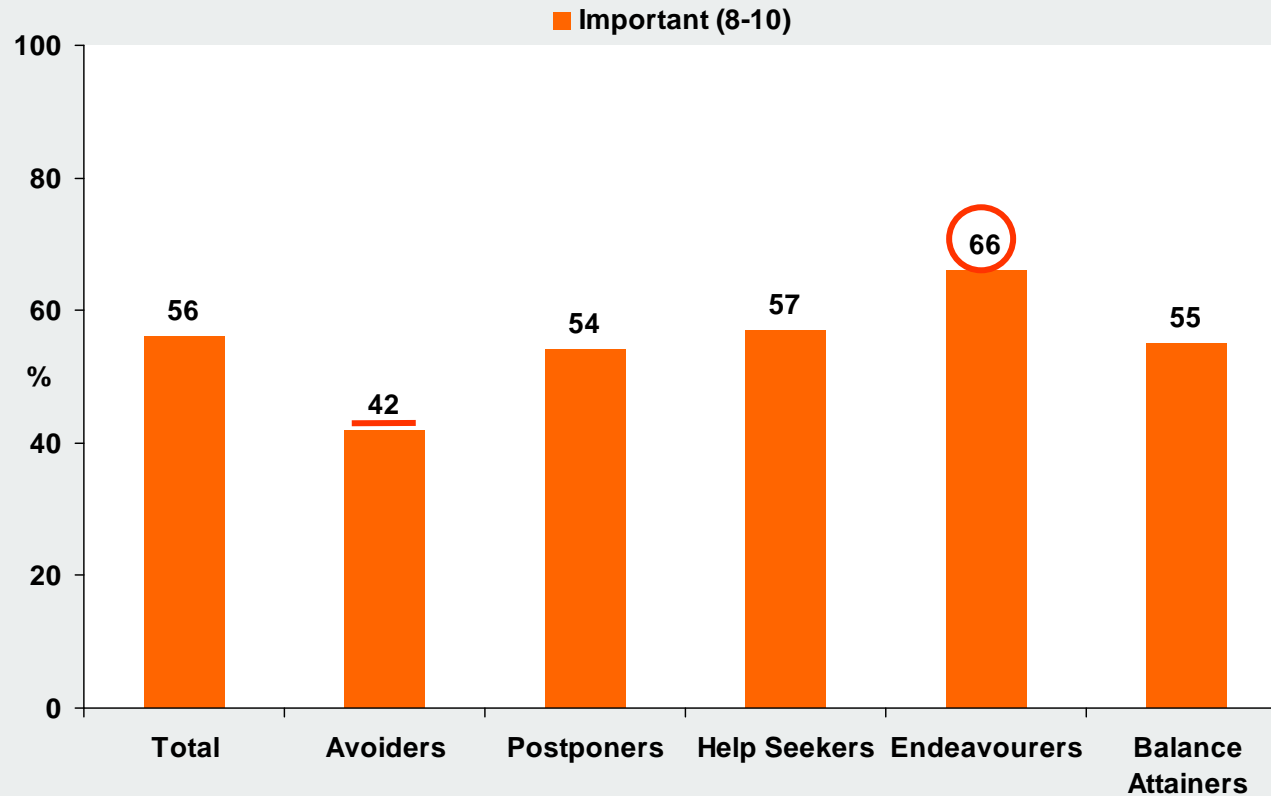
Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample  
— indicates that segment has scored significantly lower than the rest of the sample

# Perceived importance of maintaining a waist measurement of no more than recommended size

96

Q37 Using a scale from 0-10 where 0 is not at all important and 10 is extremely important, in your opinion how important are the following in preventing chronic disease later in life?



Base: Total Sample (2806)

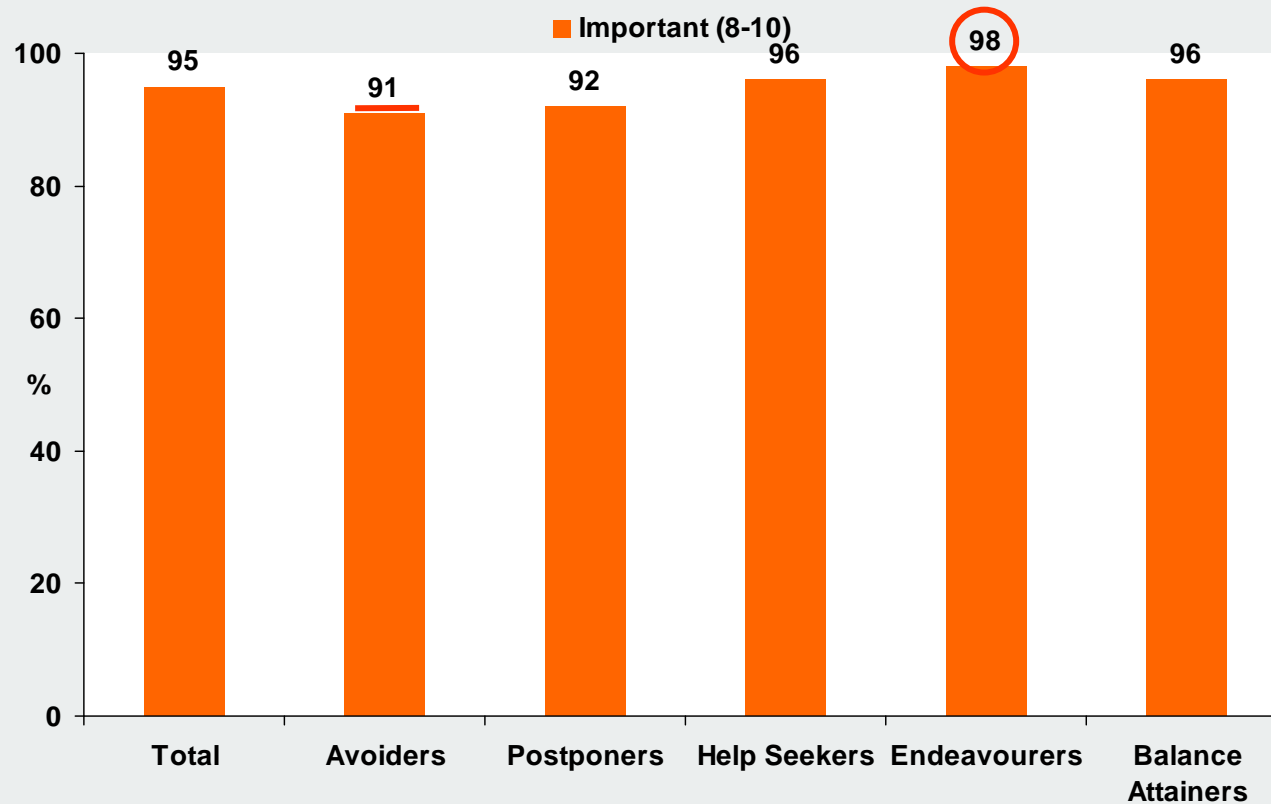
○ indicates that segment has scored significantly higher than the rest of the sample  
— indicates that segment has scored significantly lower than the rest of the sample



# Perceived importance of not smoking

97

Q37 Using a scale from 0-10 where 0 is not at all important and 10 is extremely important, in your opinion how important are the following in preventing chronic disease later in life?



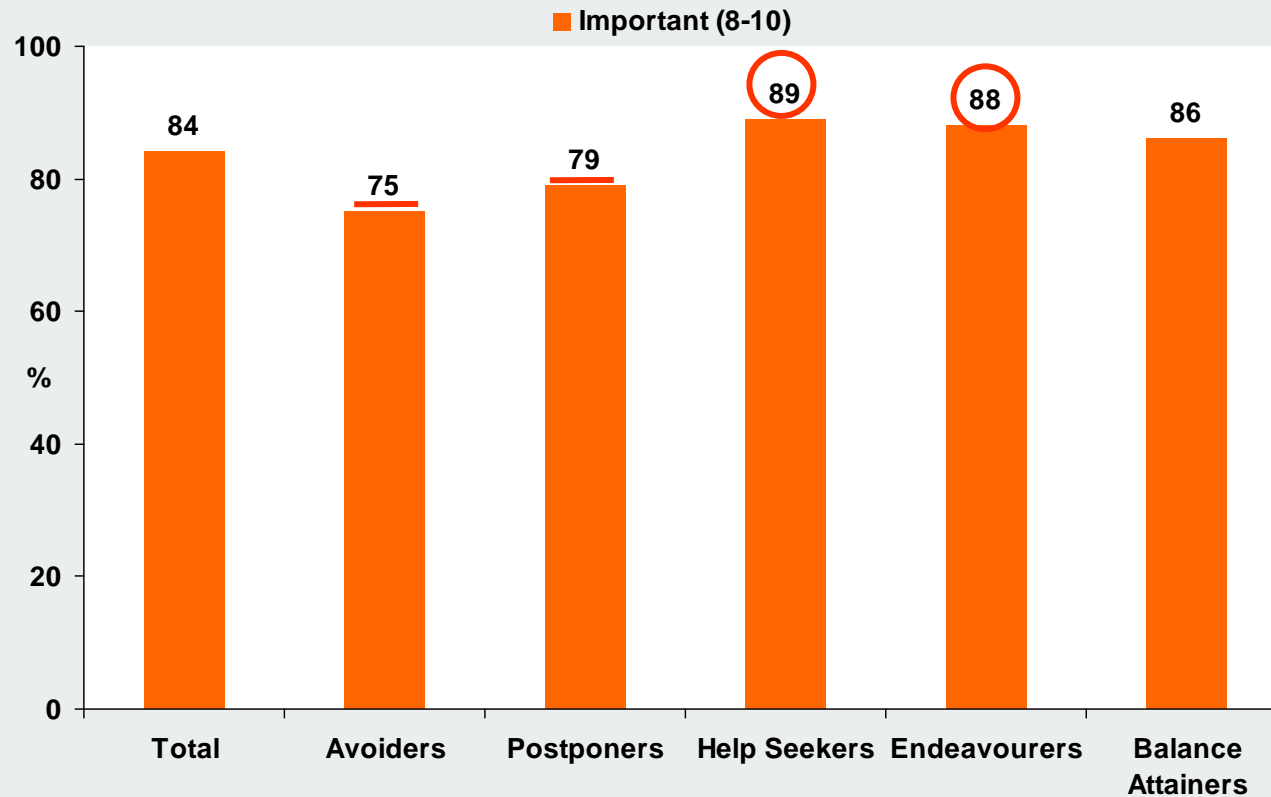
Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample  
— indicates that segment has scored significantly lower than the rest of the sample

# Perceived importance maintaining a healthy weight

98

*Q37 Using a scale from 0-10 where 0 is not at all important and 10 is extremely important, in your opinion how important are the following in preventing chronic disease later in life?*



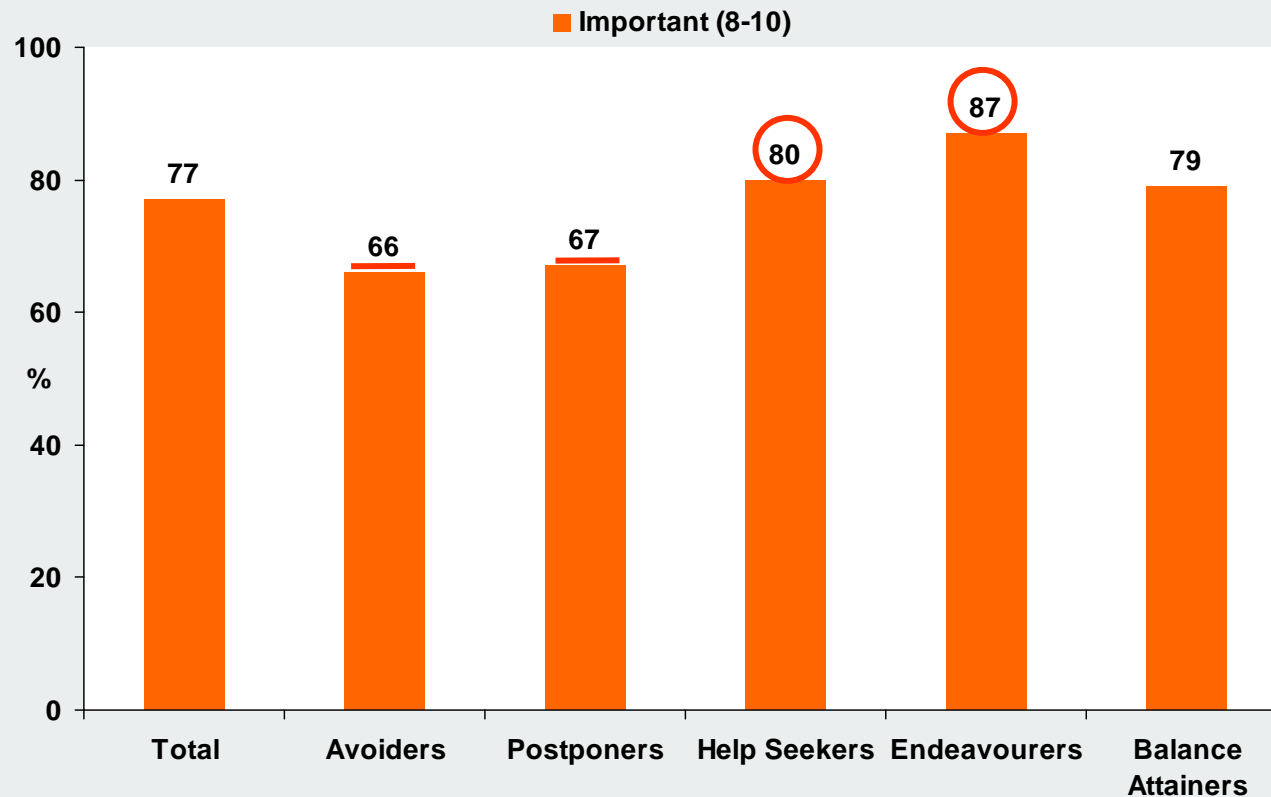
Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample  
— indicates that segment has scored significantly lower than the rest of the sample

# Perceived importance low consumption of saturated fats

99

Q37 *Using a scale from 0-10 where 0 is not at all important and 10 is extremely important, in your opinion how important are the following in preventing chronic disease later in life?*



Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample  
— indicates that segment has scored significantly lower than the rest of the sample