

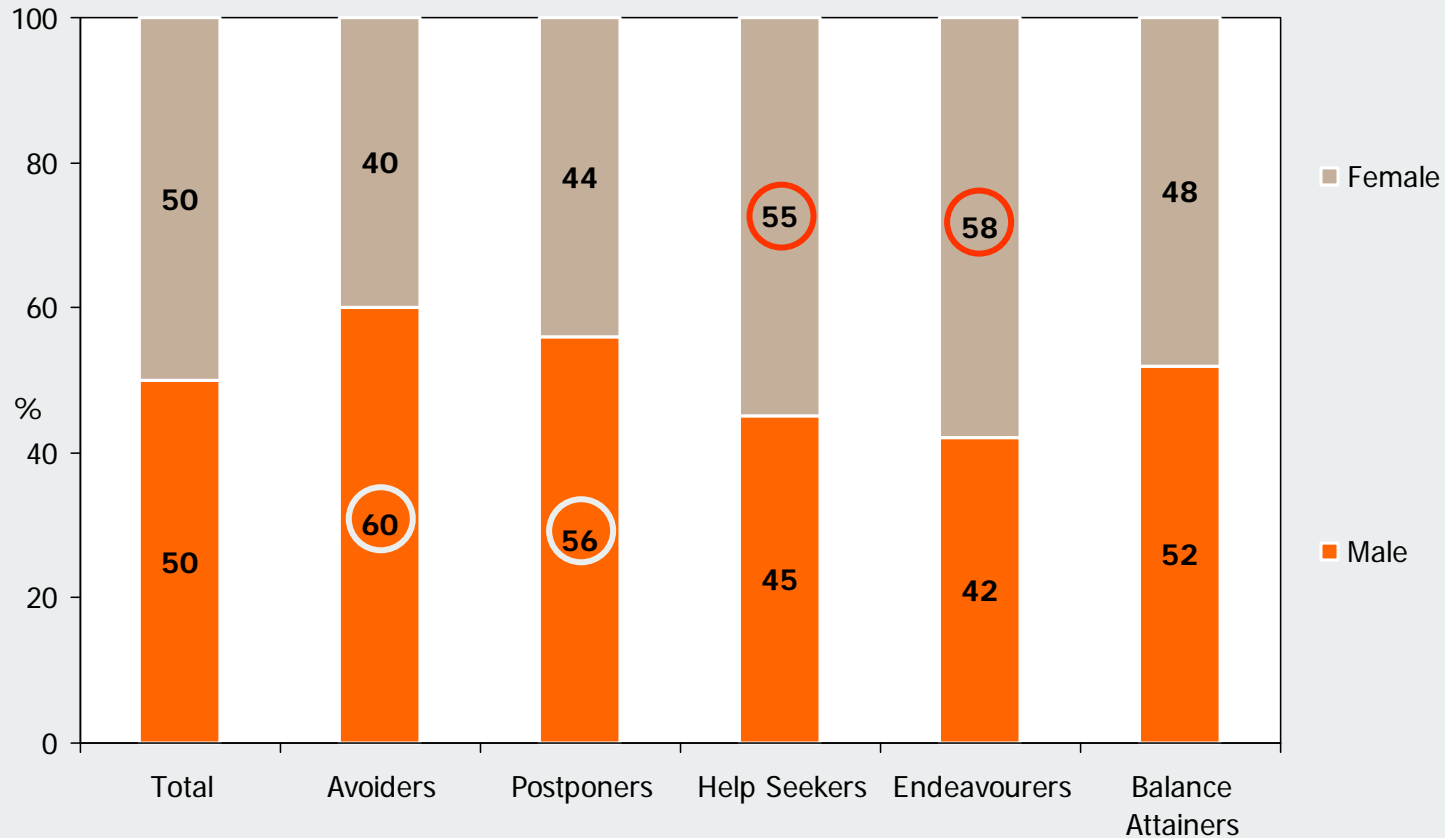
APPENDIX – Detailed results by segment

Demographics

Gender

44

S1 Record gender?



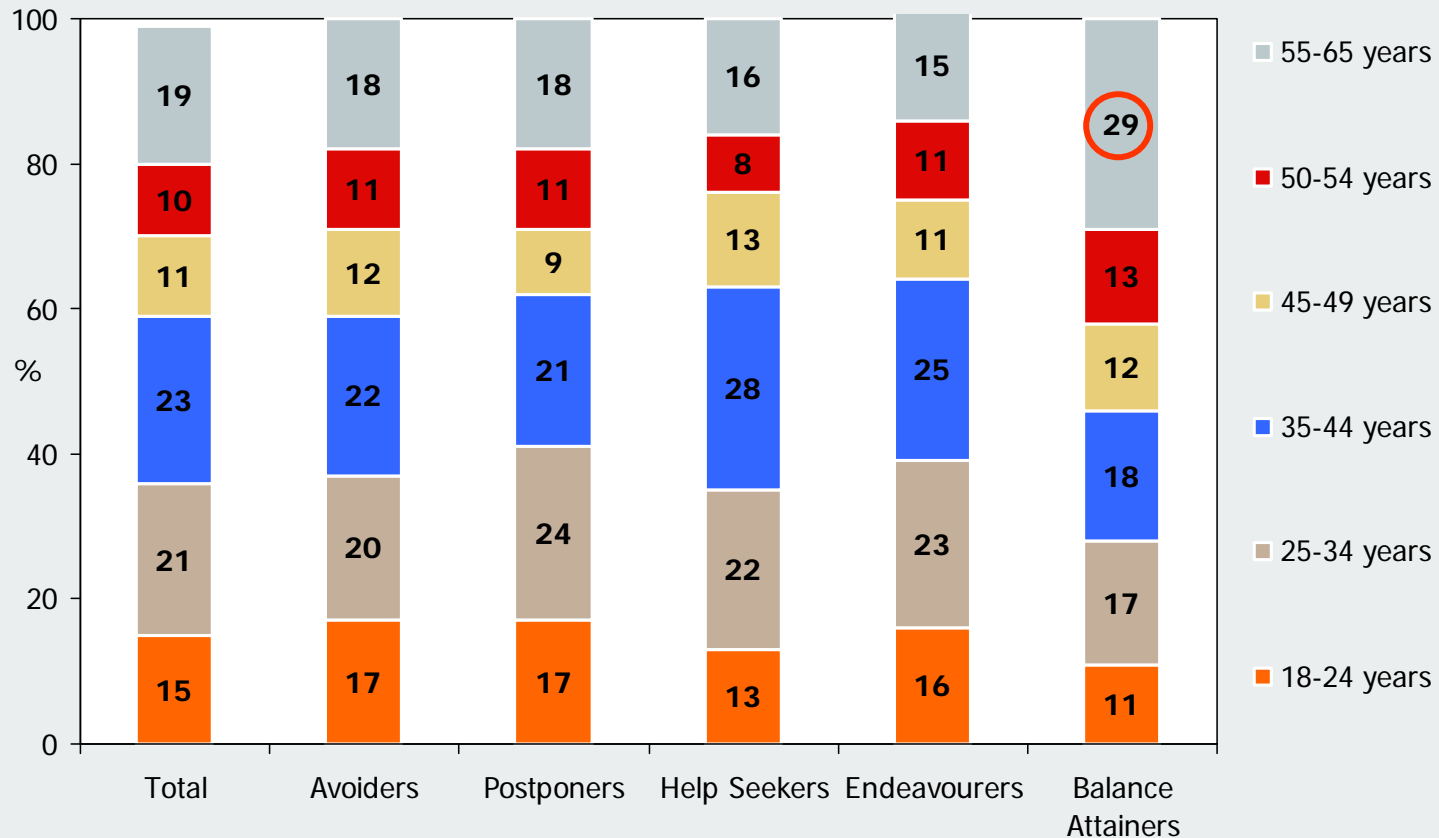
Base: Total Sample (2806)

○ 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?



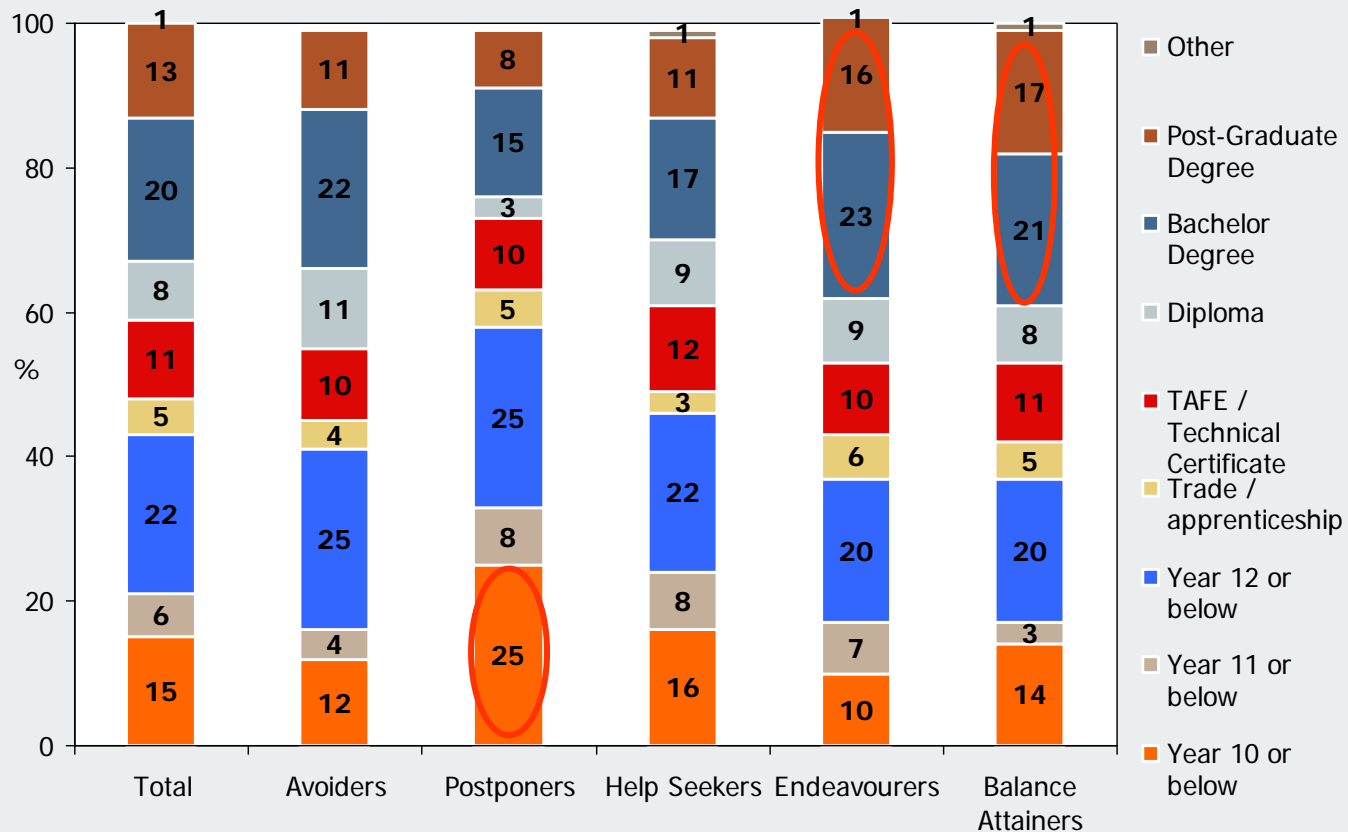
Base: Total Sample (2806)

○ 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?*



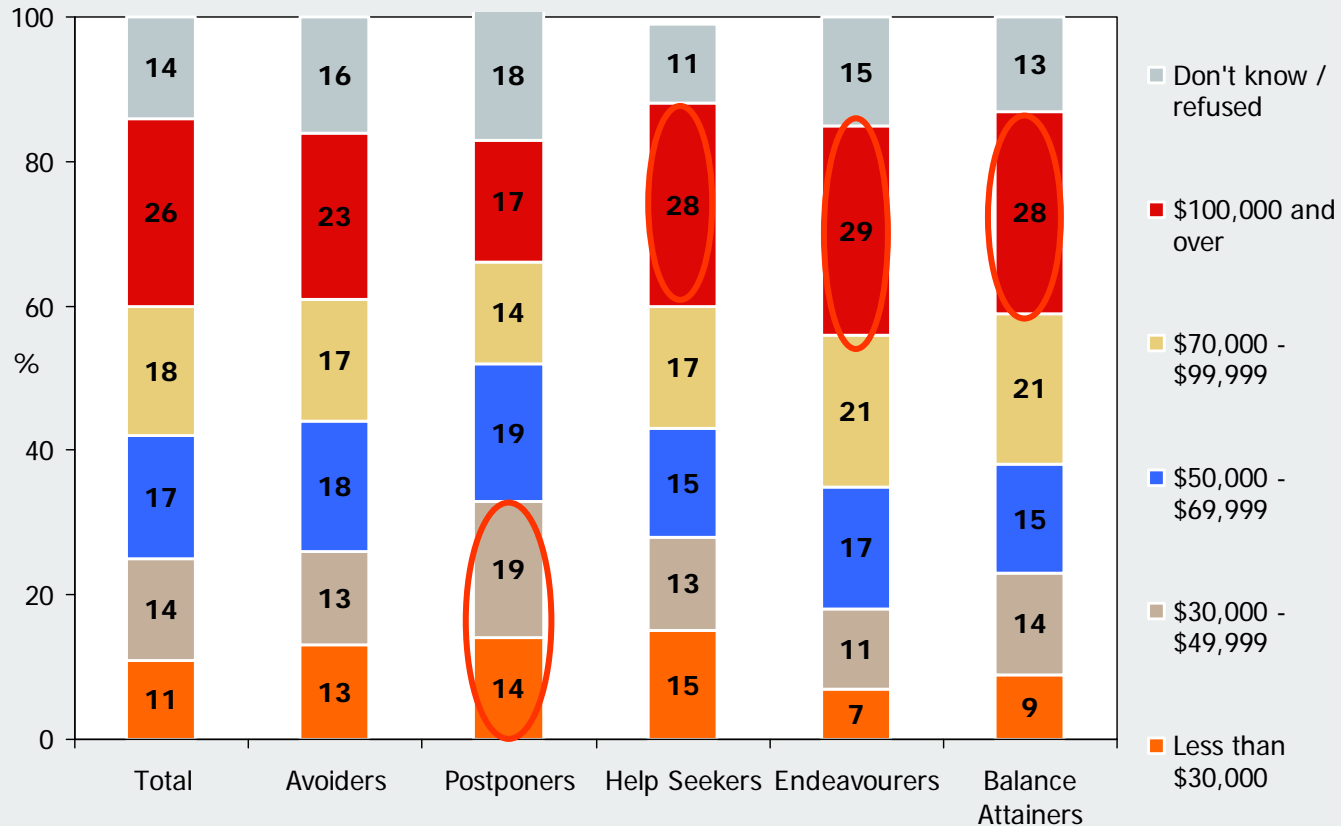
Base: Total Sample (2806)

○ 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?*



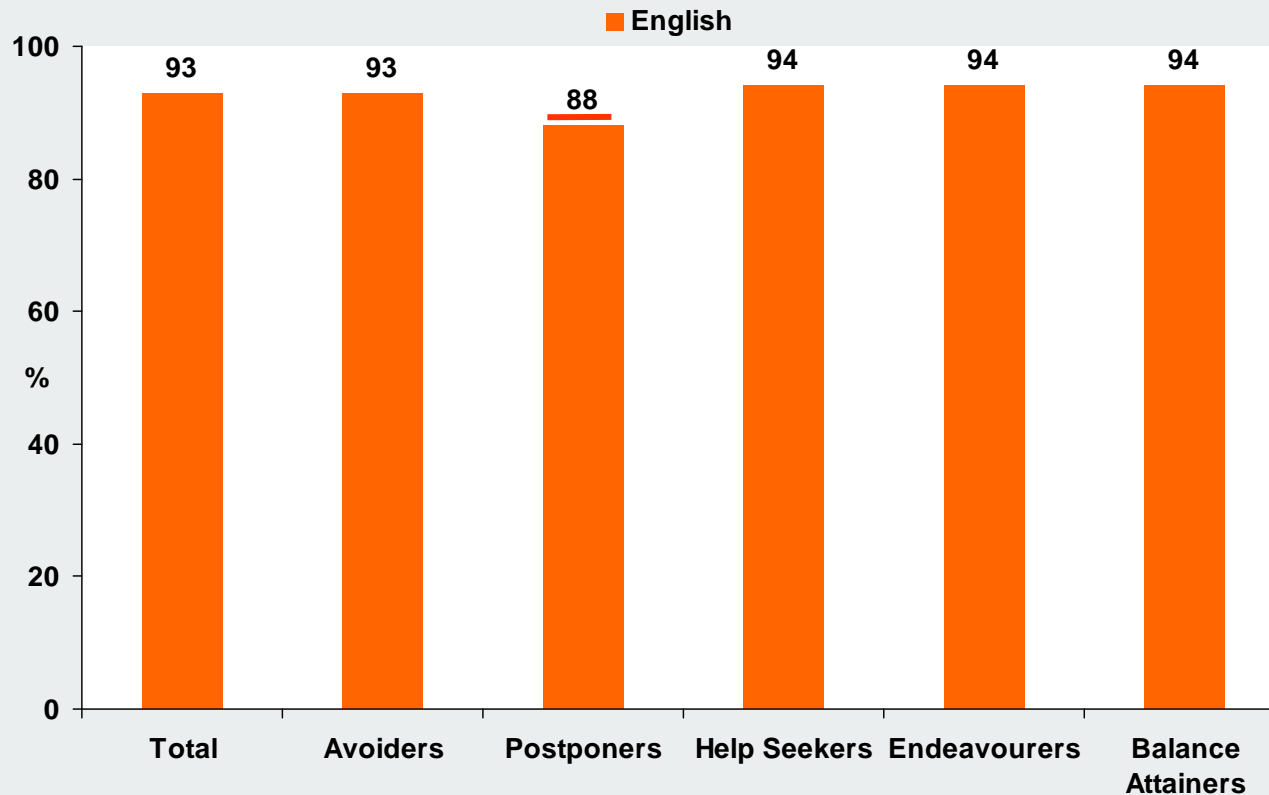
Base: Total Sample (2806)

○ 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?*

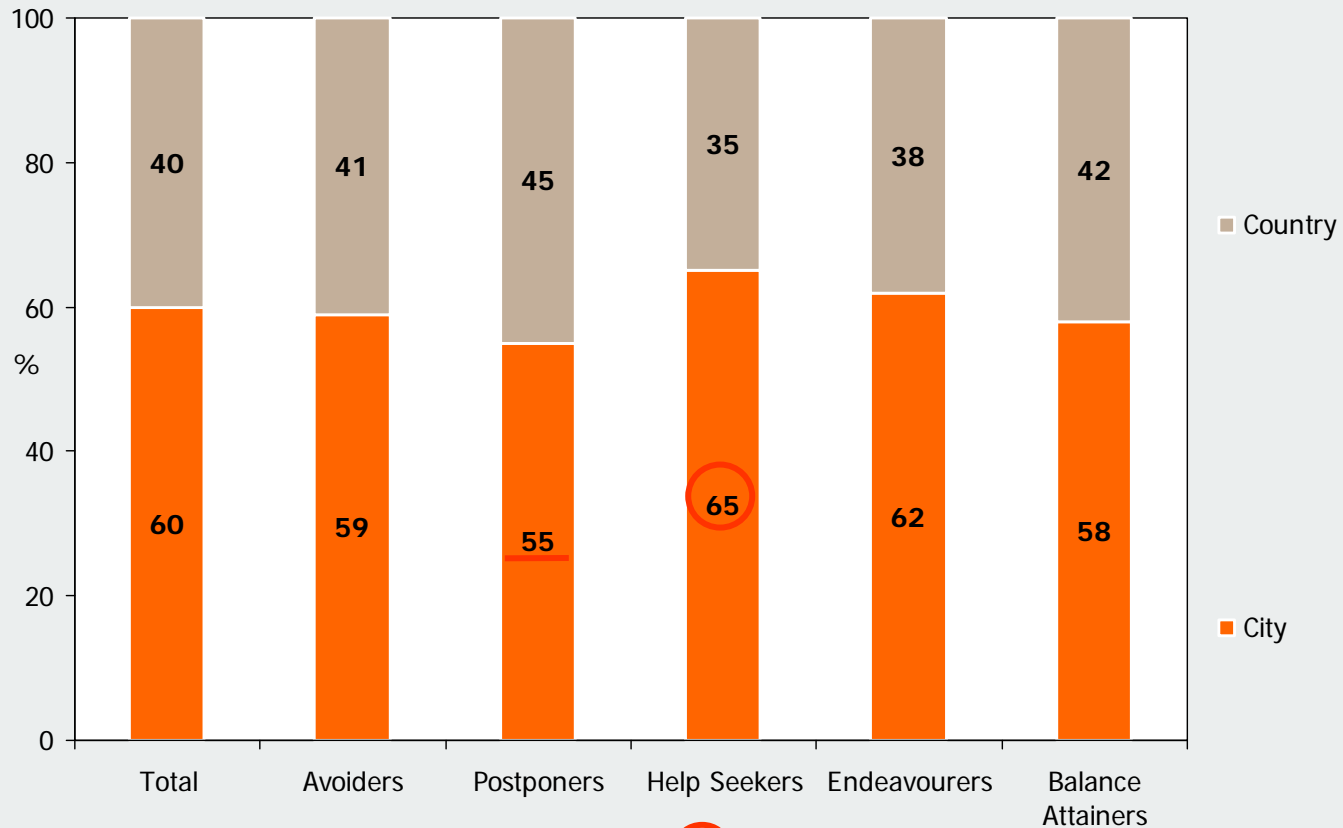


Base: Total Sample (2806)

○ 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

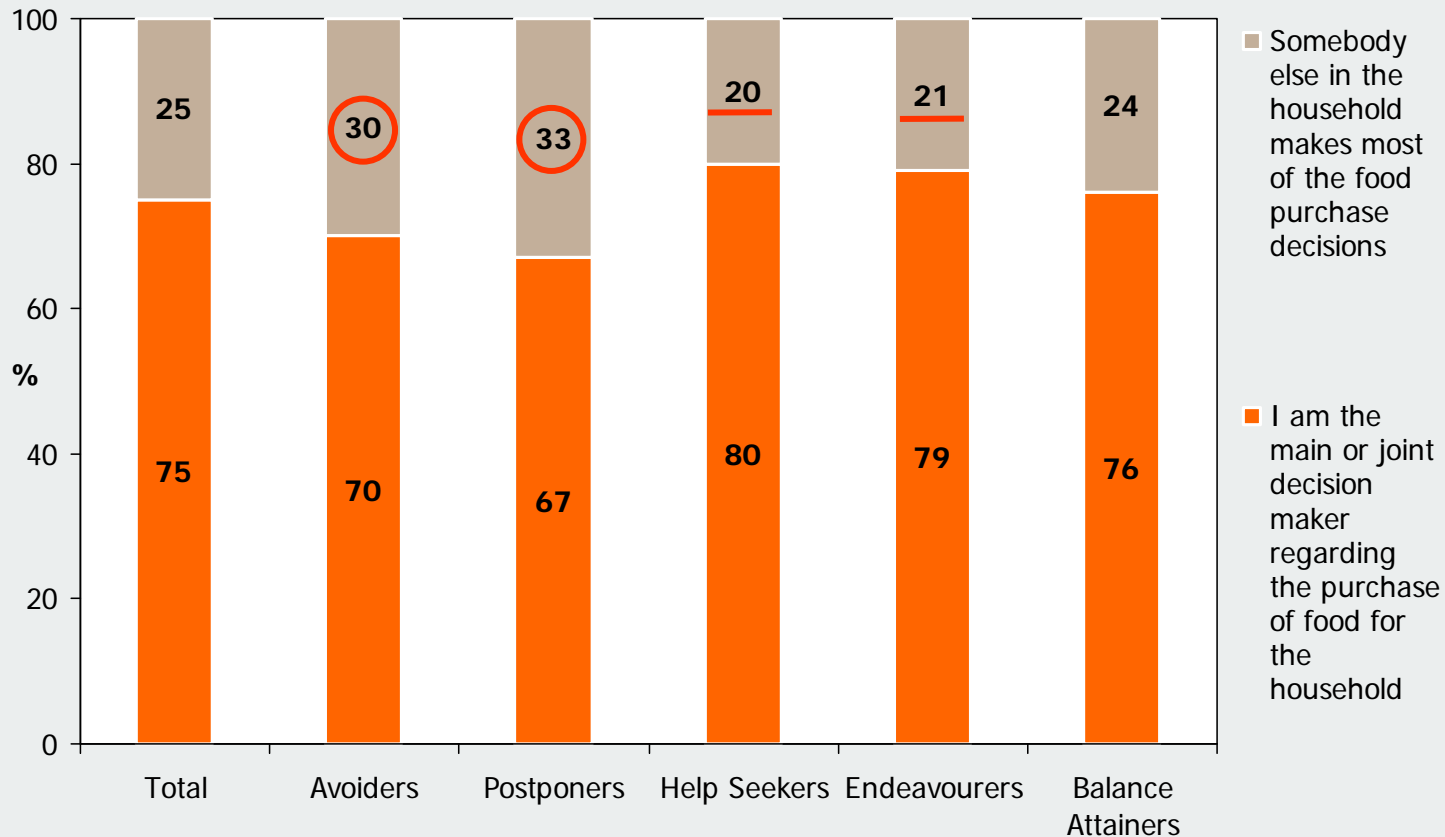
	Total	Avoiders	Postponers	Help Seekers	Endeavourers	Balance Attainers
n=	2806	555	346	698	735	472
	%	%	%	%	%	%
18-24	15	17	17	13	16	<u>11</u>
25-49 with Children	35	<u>31</u>	33	37	39	33
25-49 without Children	21	23	21	25	19	13
50-65	29	29	30	<u>24</u>	25	42
45-65	41	41	38	<u>37</u>	<u>36</u>	54

○ 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)

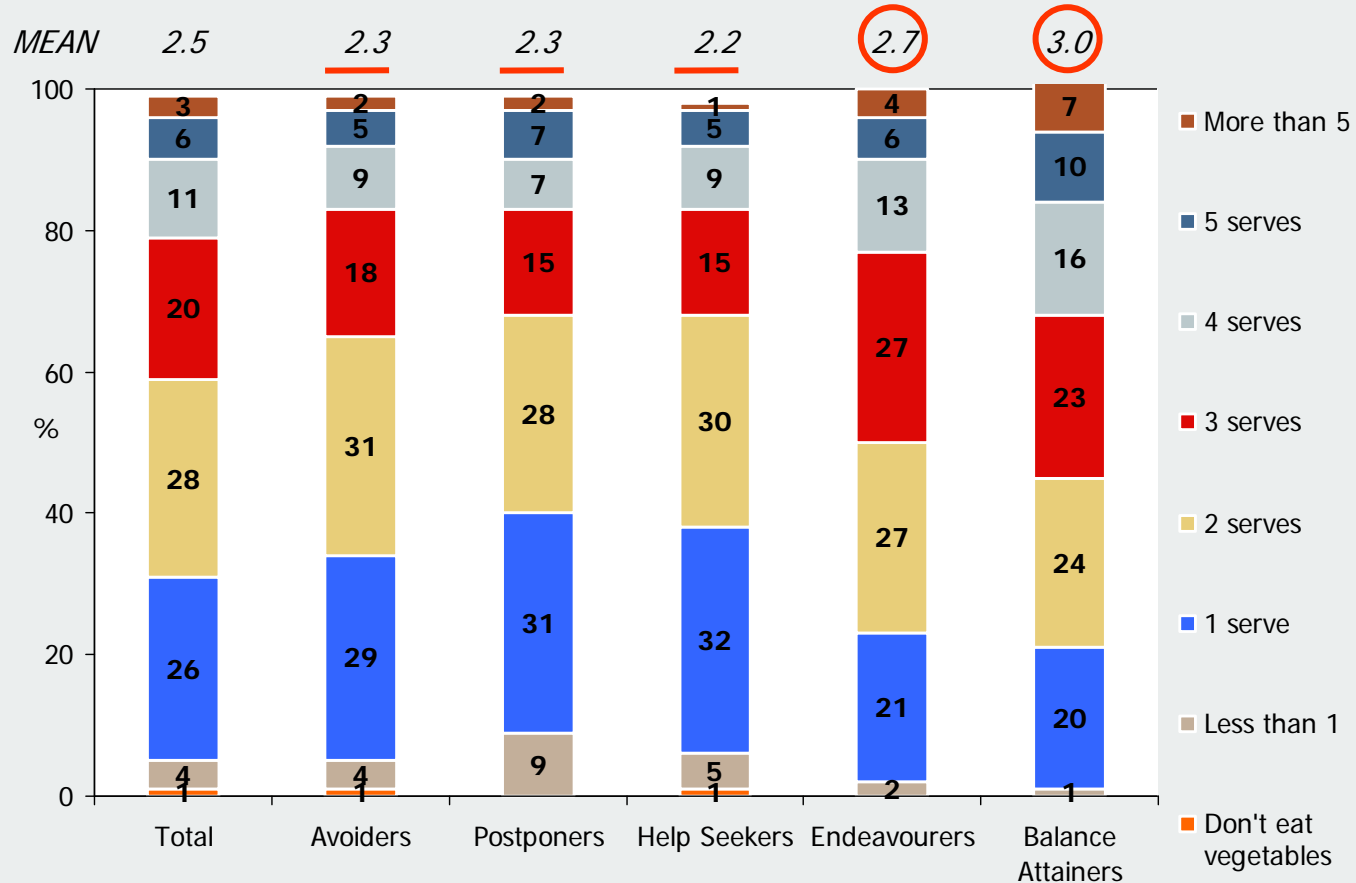
○ indicates that segment has scored significantly higher than the rest of the sample
 — indicates that segment has scored significantly lower than the rest of the sample

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.*



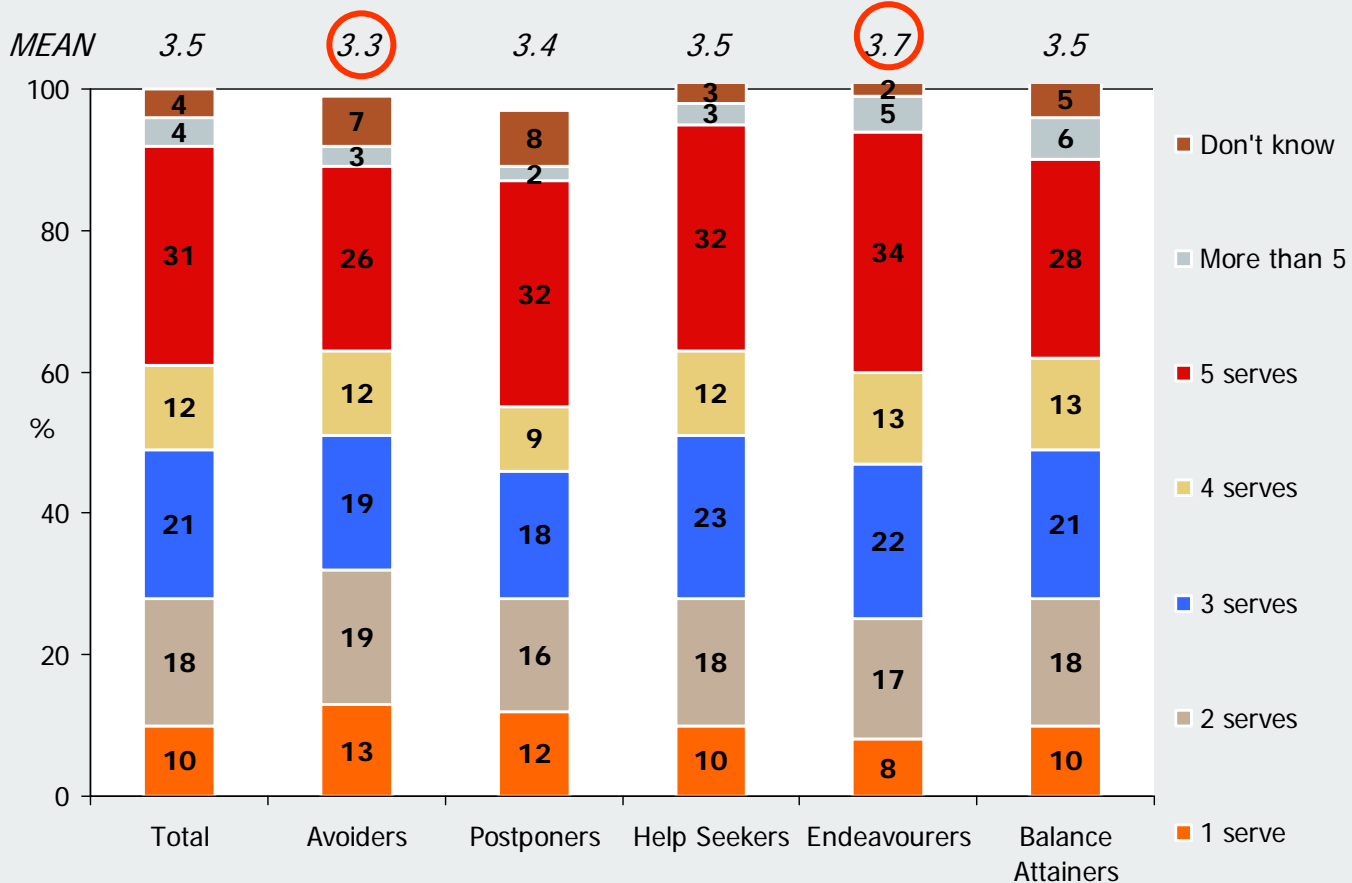
Base: Total Sample (2806)

○ 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?*



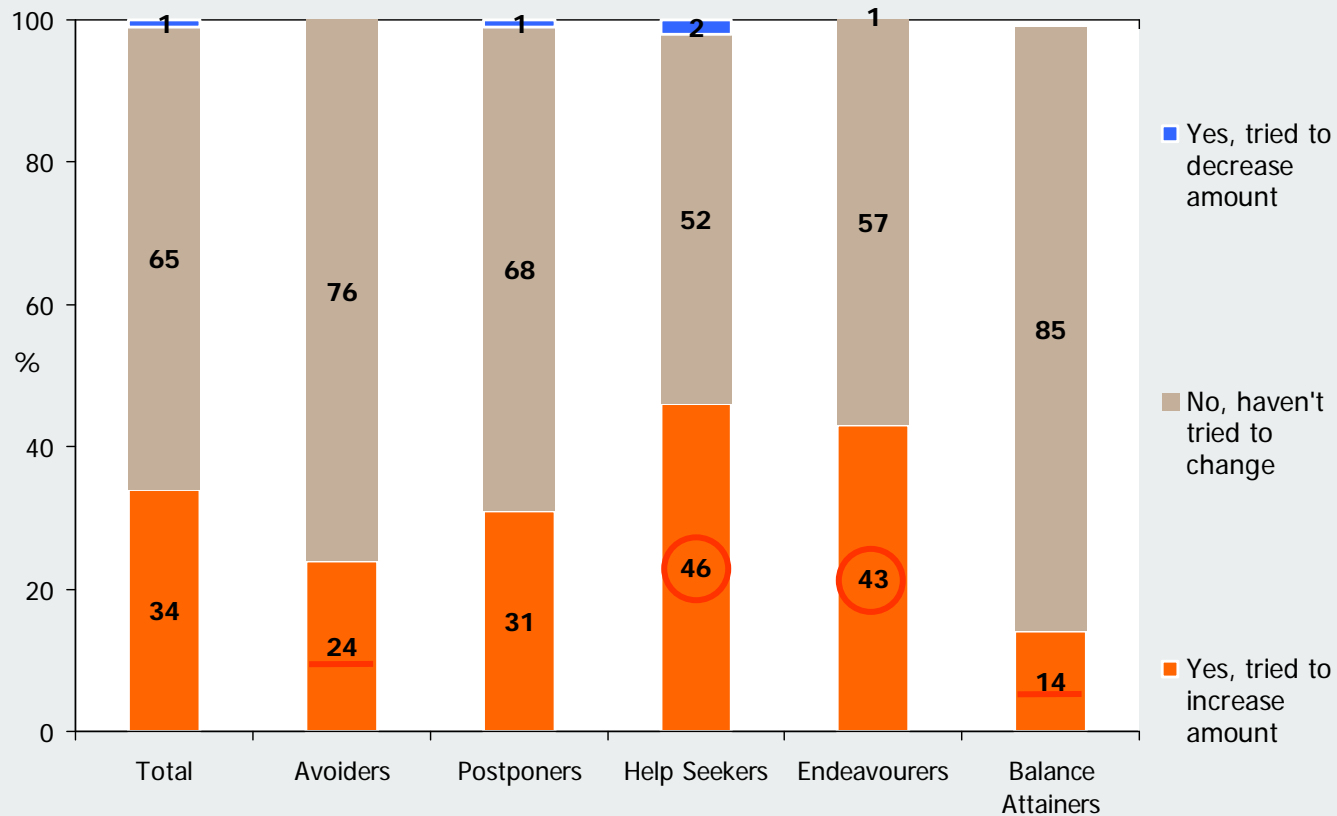
Base: Total Sample (2806)

○ 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?*



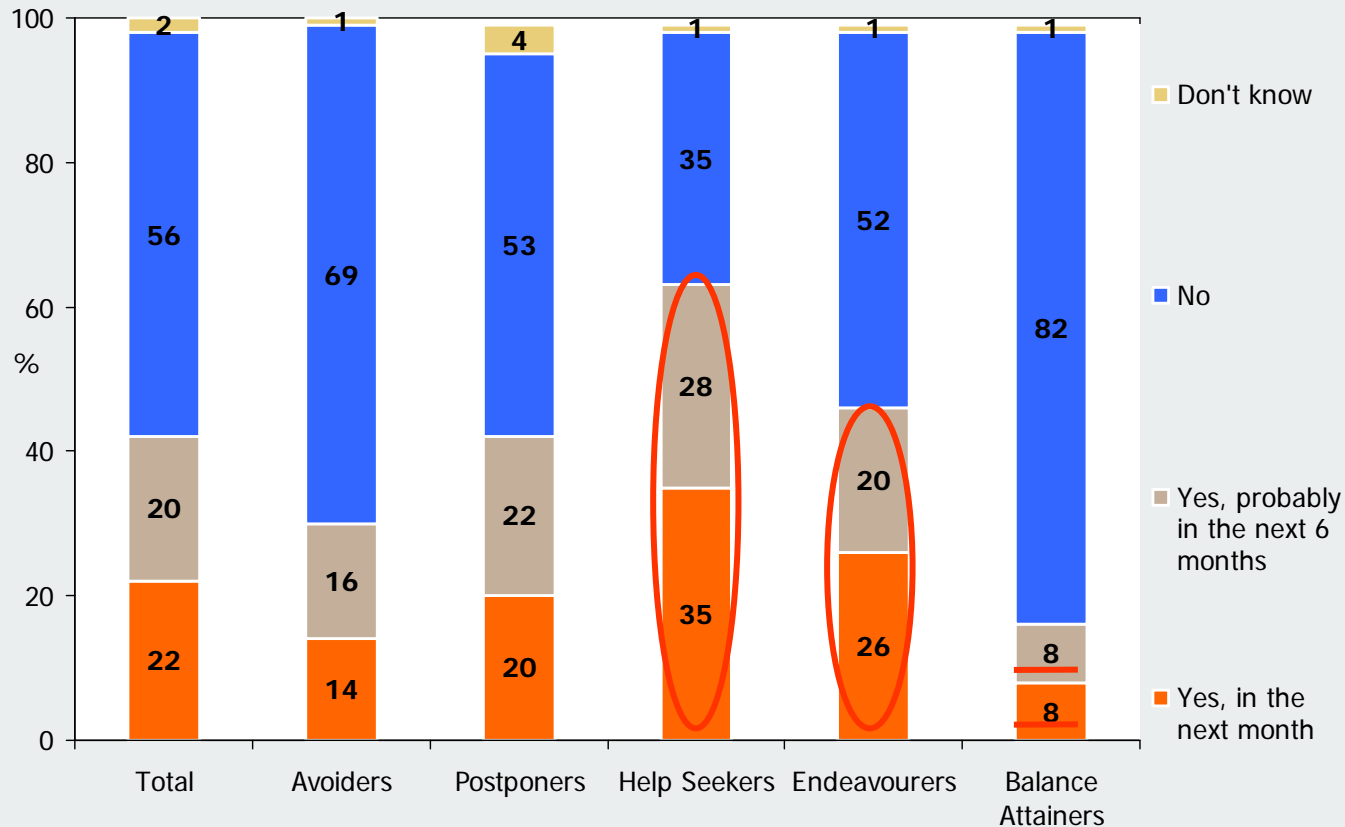
Base: Total Sample (2806)

○ 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 to increase consumption of vegetables

56

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



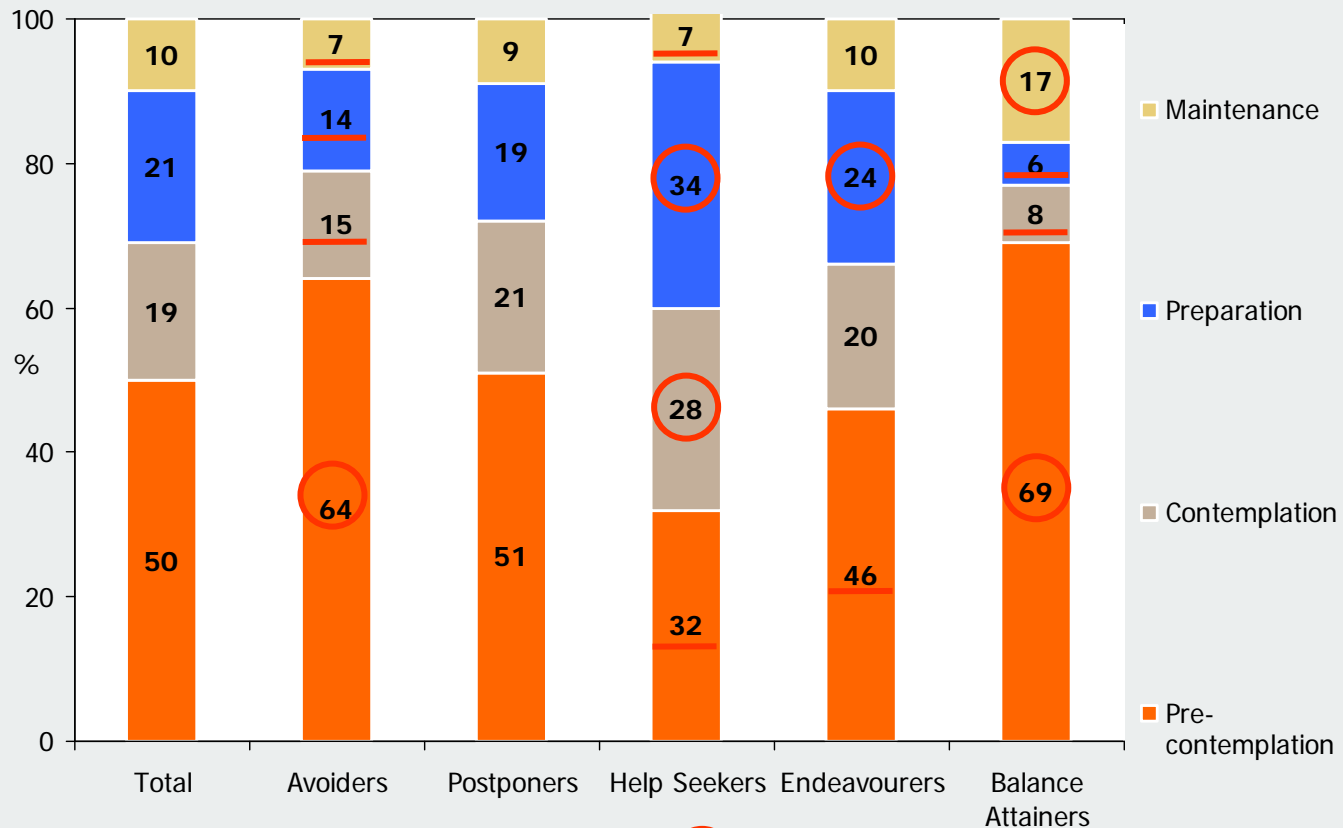
Base: Total Sample (2806)

○ 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



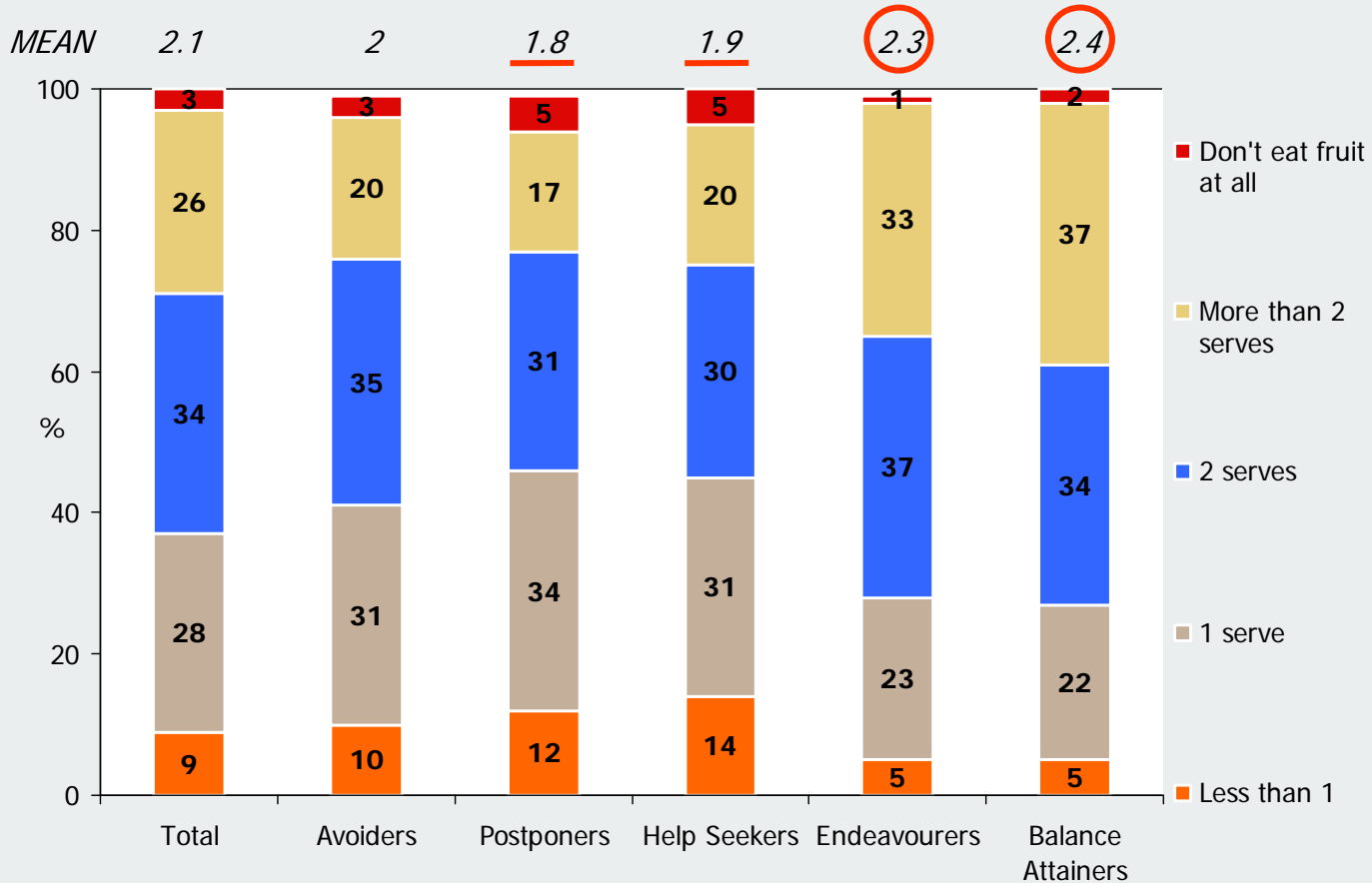
Base: Total Sample (2806)

○ 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.*



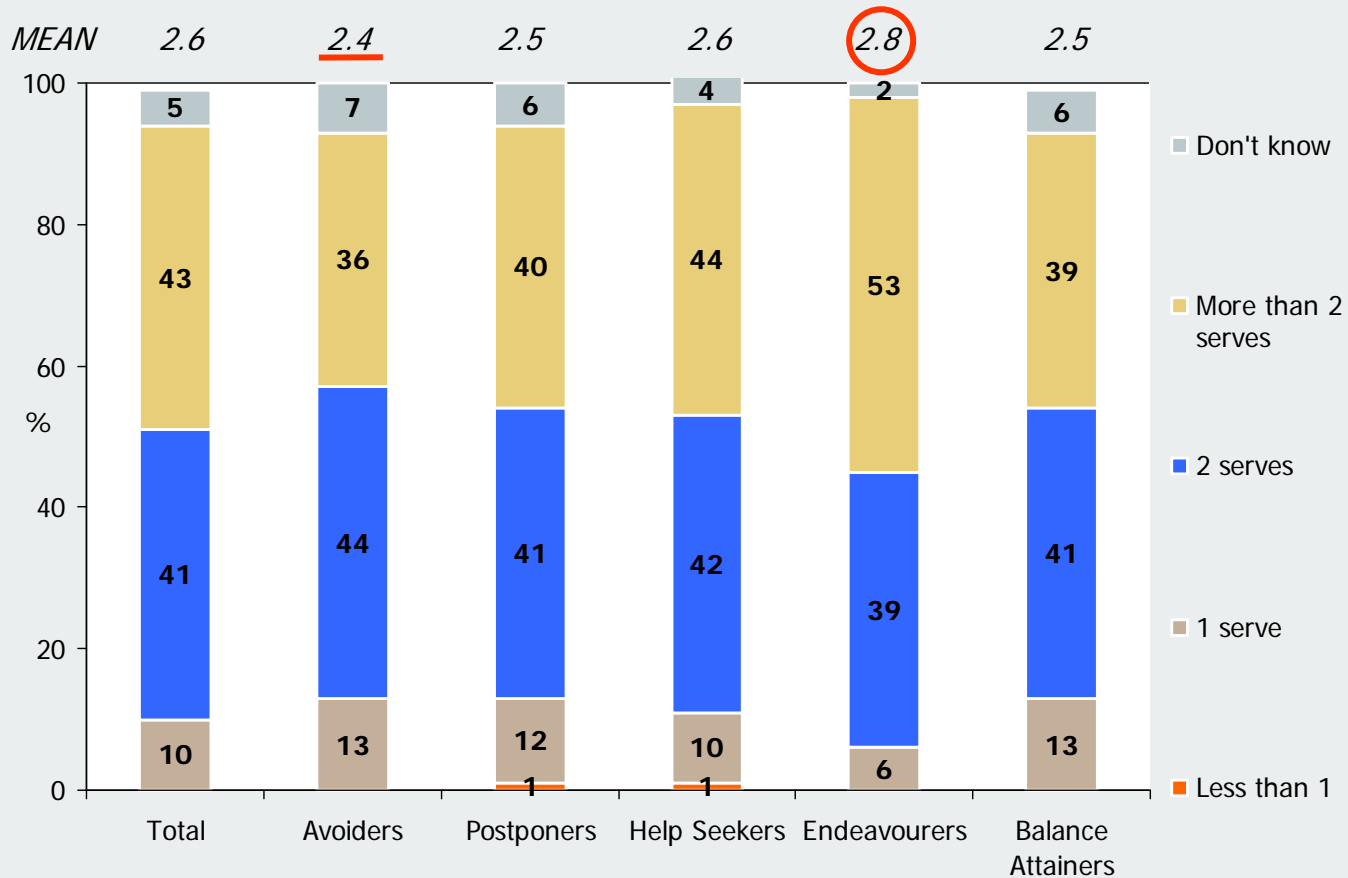
○ indicates that segment has scored significantly higher than the rest of the sample
 — indicates that segment has scored significantly lower than the rest of the sample

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?*



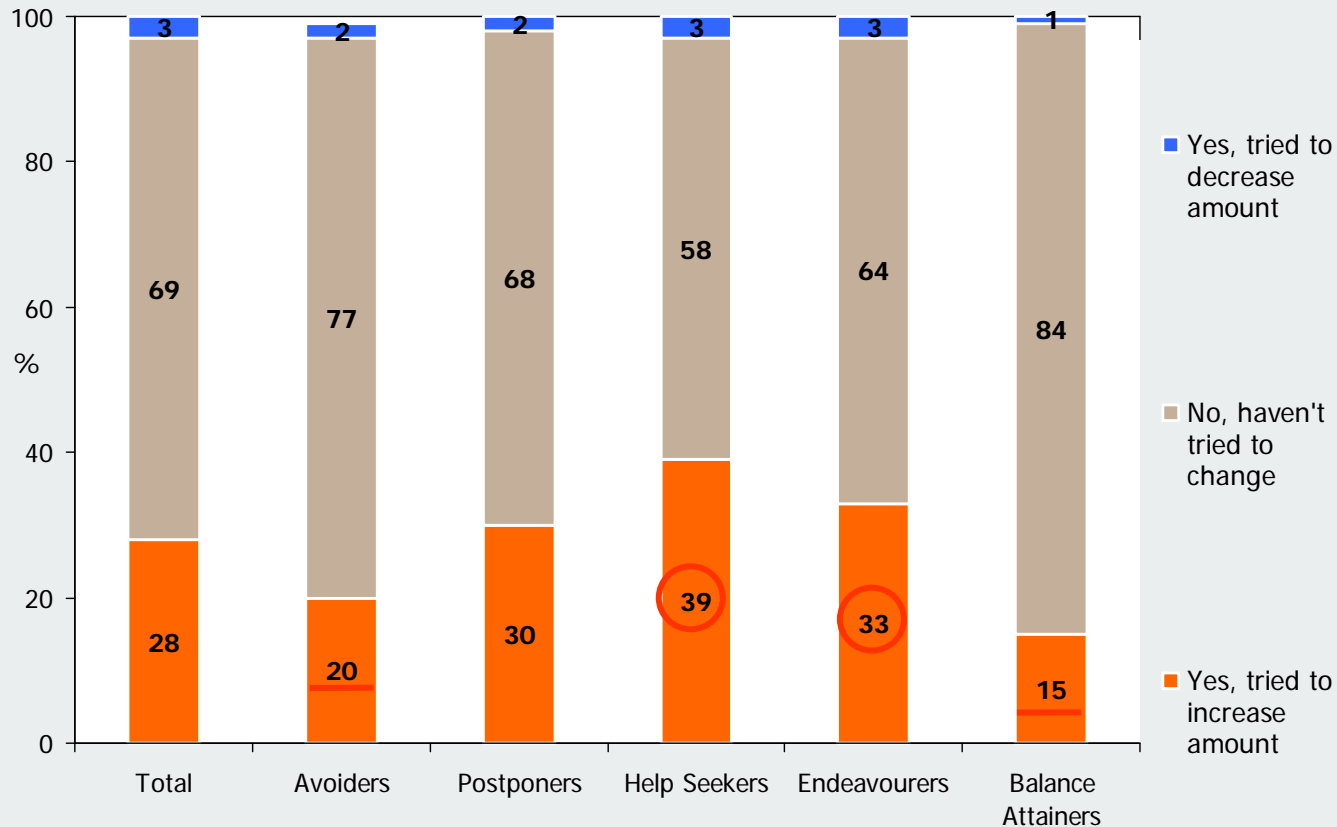
○ indicates that segment has scored significantly higher than the rest of the sample
 — indicates that segment has scored significantly lower than the rest of the sample

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?*



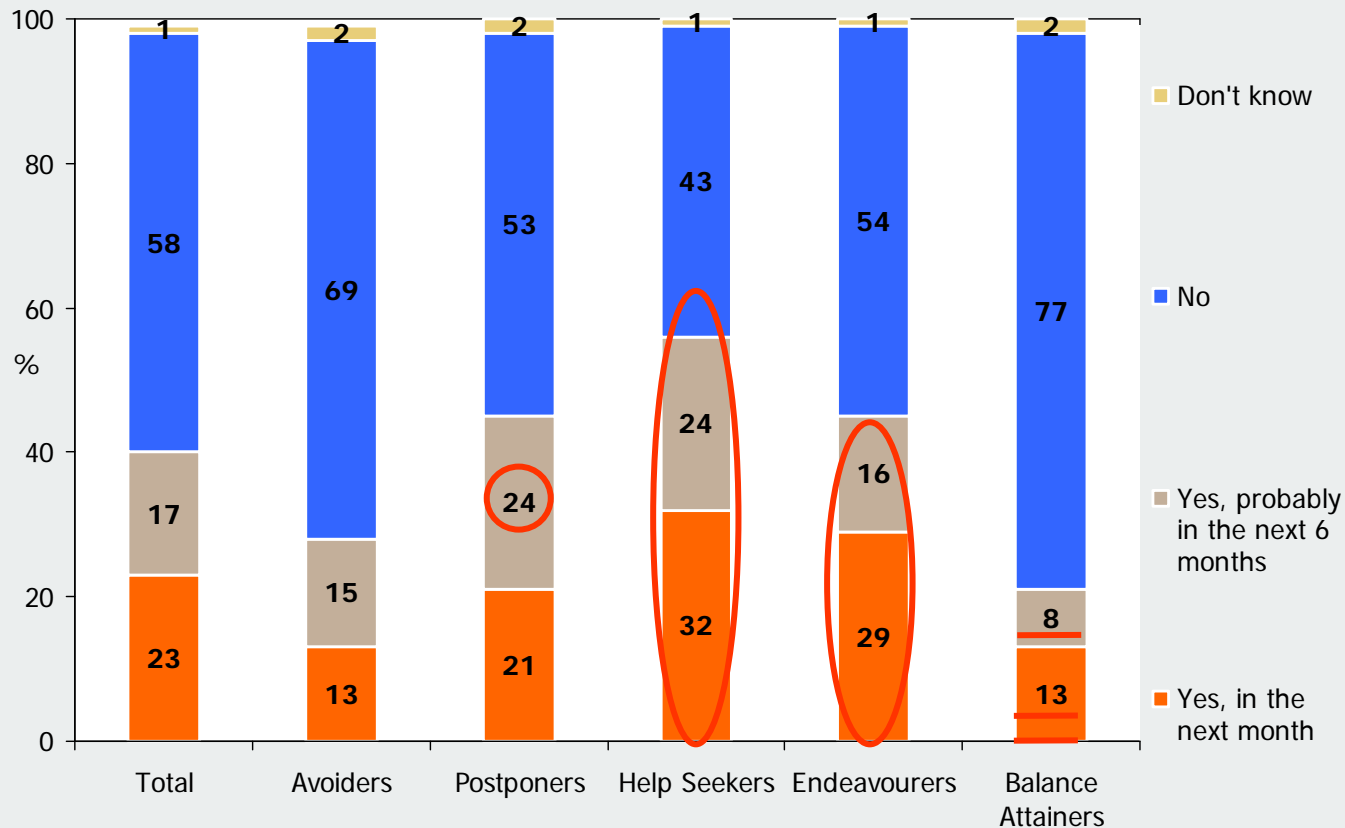
○ indicates that segment has scored significantly higher than the rest of the sample
 — indicates that segment has scored significantly lower than the rest of the sample

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?



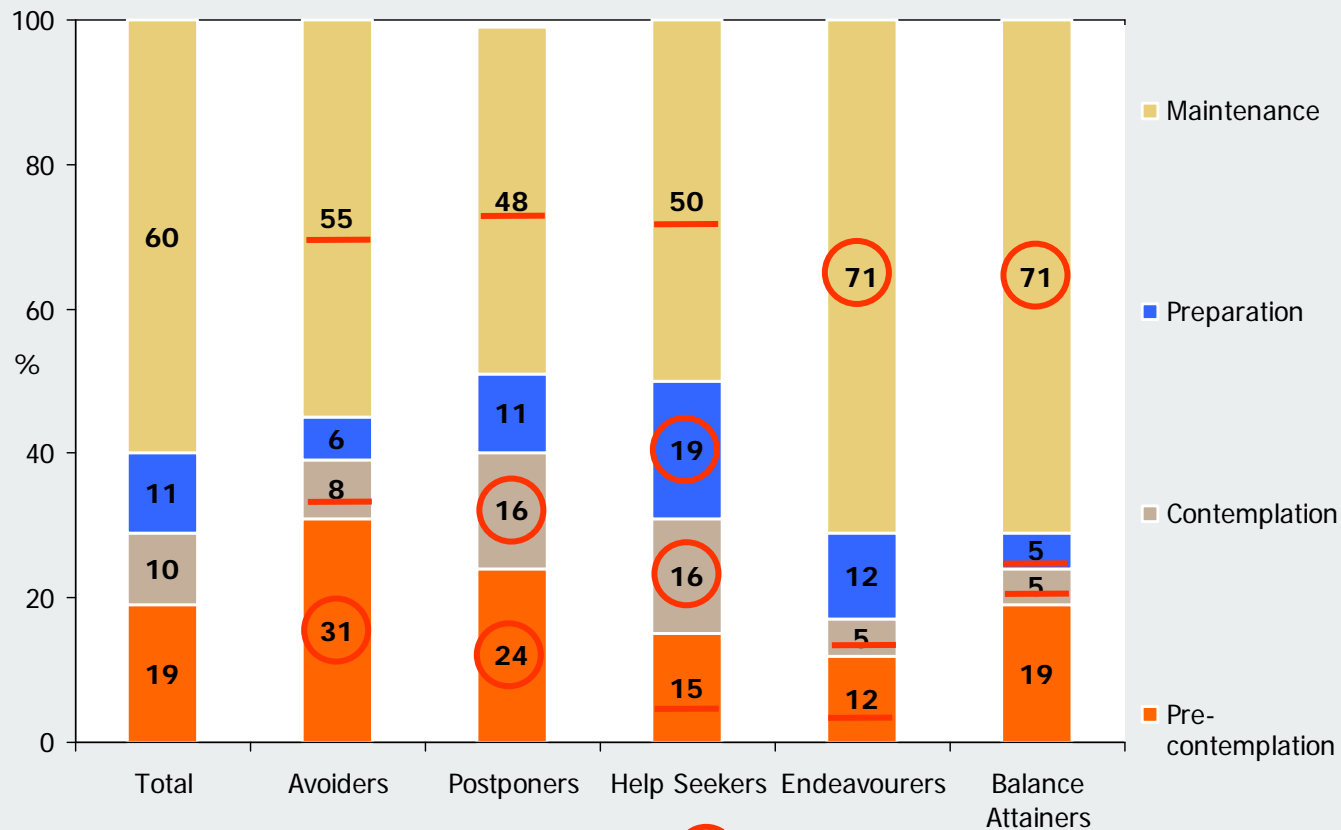
Base: Total Sample (2806)

○ 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



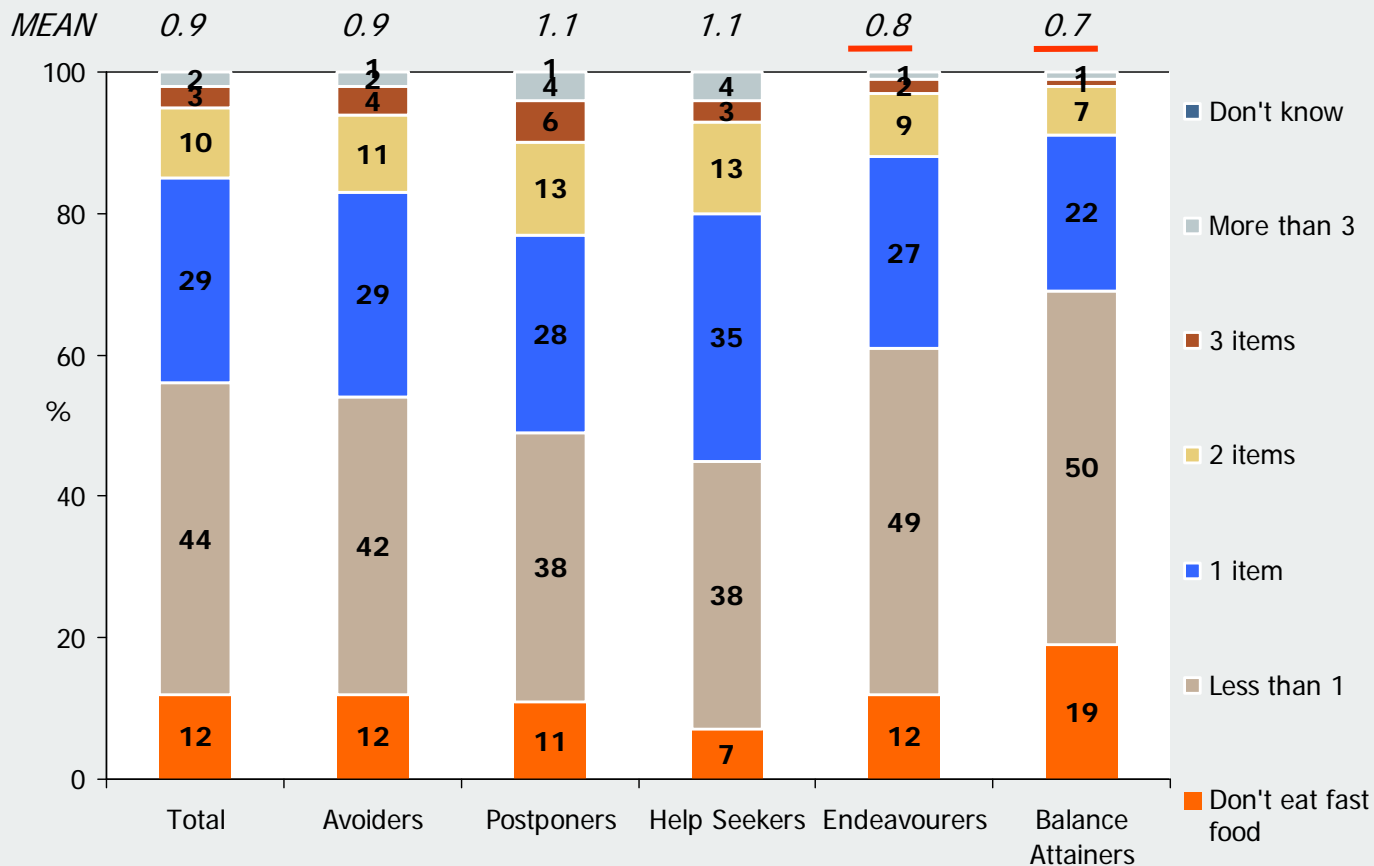
Base: Total Sample (2806)

○ 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



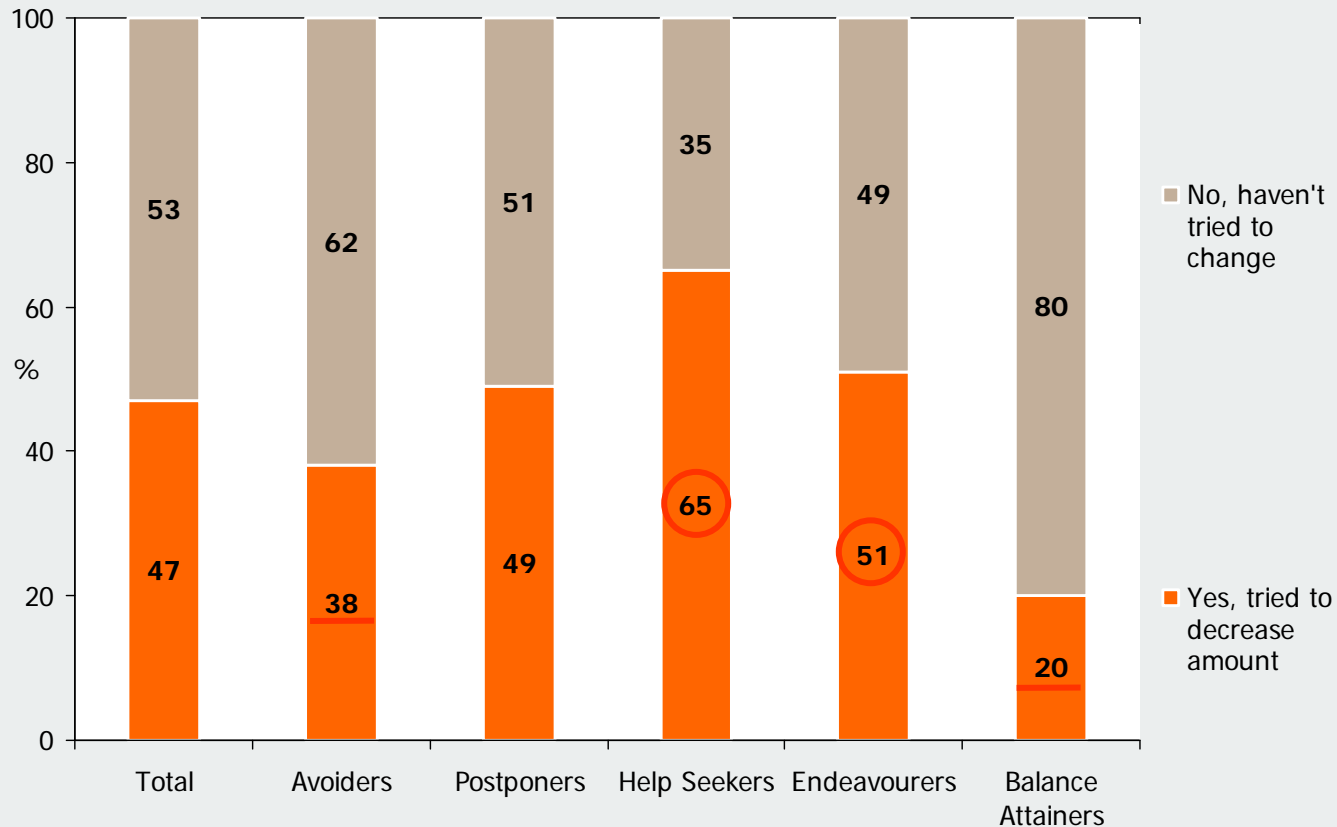
Base: Total Sample (2806)

○ 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?*



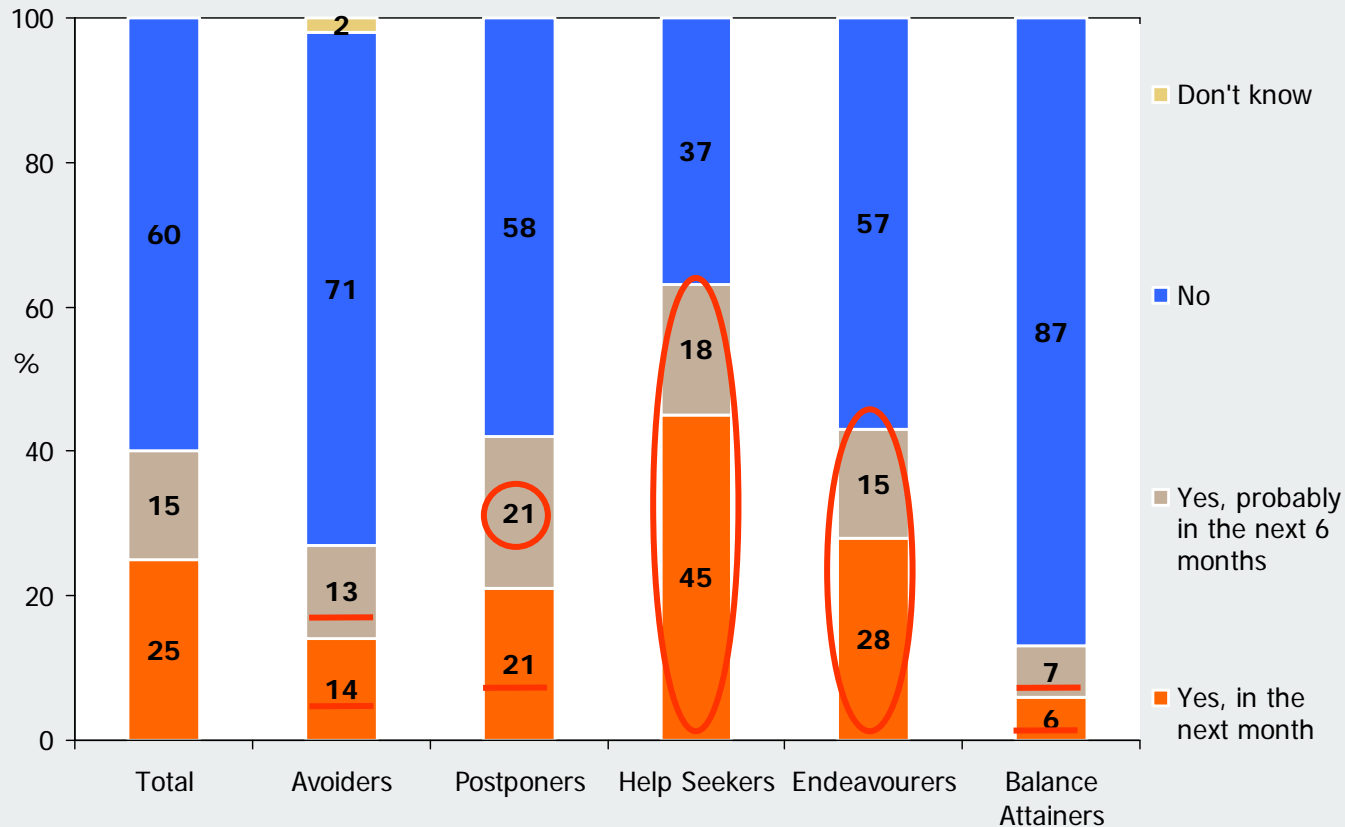
Base: Total Sample (2806)

○ 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)

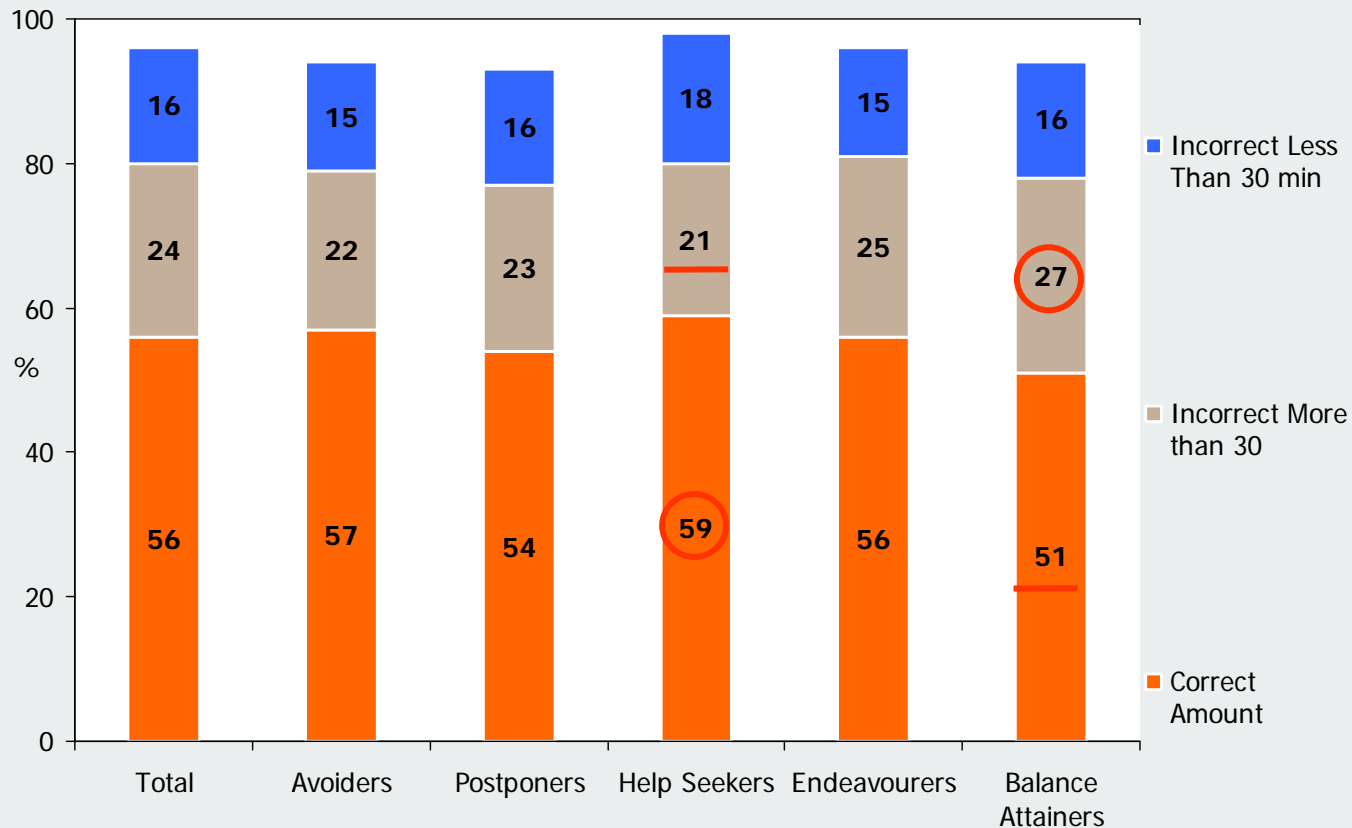
○ indicates that segment has scored significantly higher than the rest of the sample
 — indicates that segment has scored significantly lower than the rest of the sample

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?*



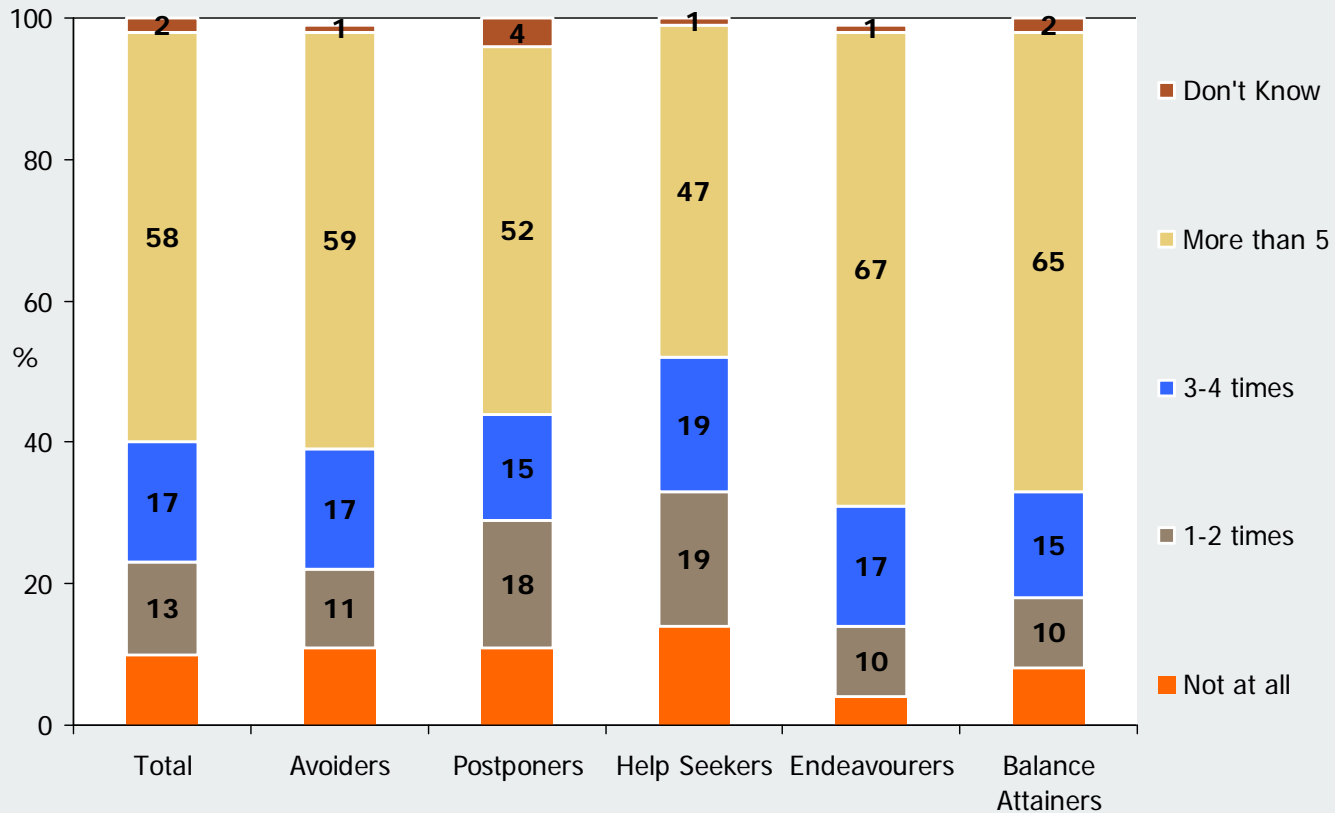
○ indicates that segment has scored significantly higher than the rest of the sample
 — indicates that segment has scored significantly lower than the rest of the sample

Base: Total Sample (2806)

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?*



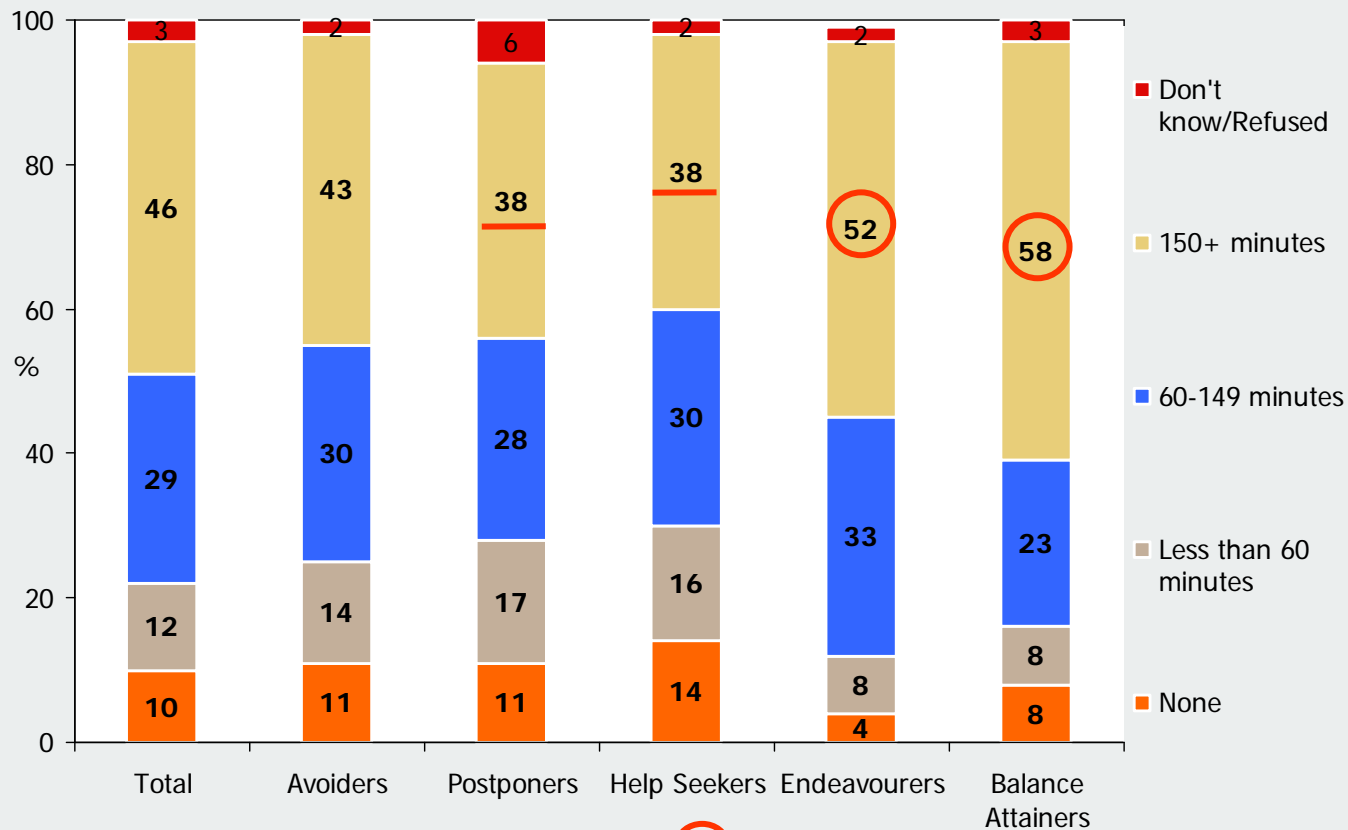
Base: Total Sample (2806)

○ 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?*



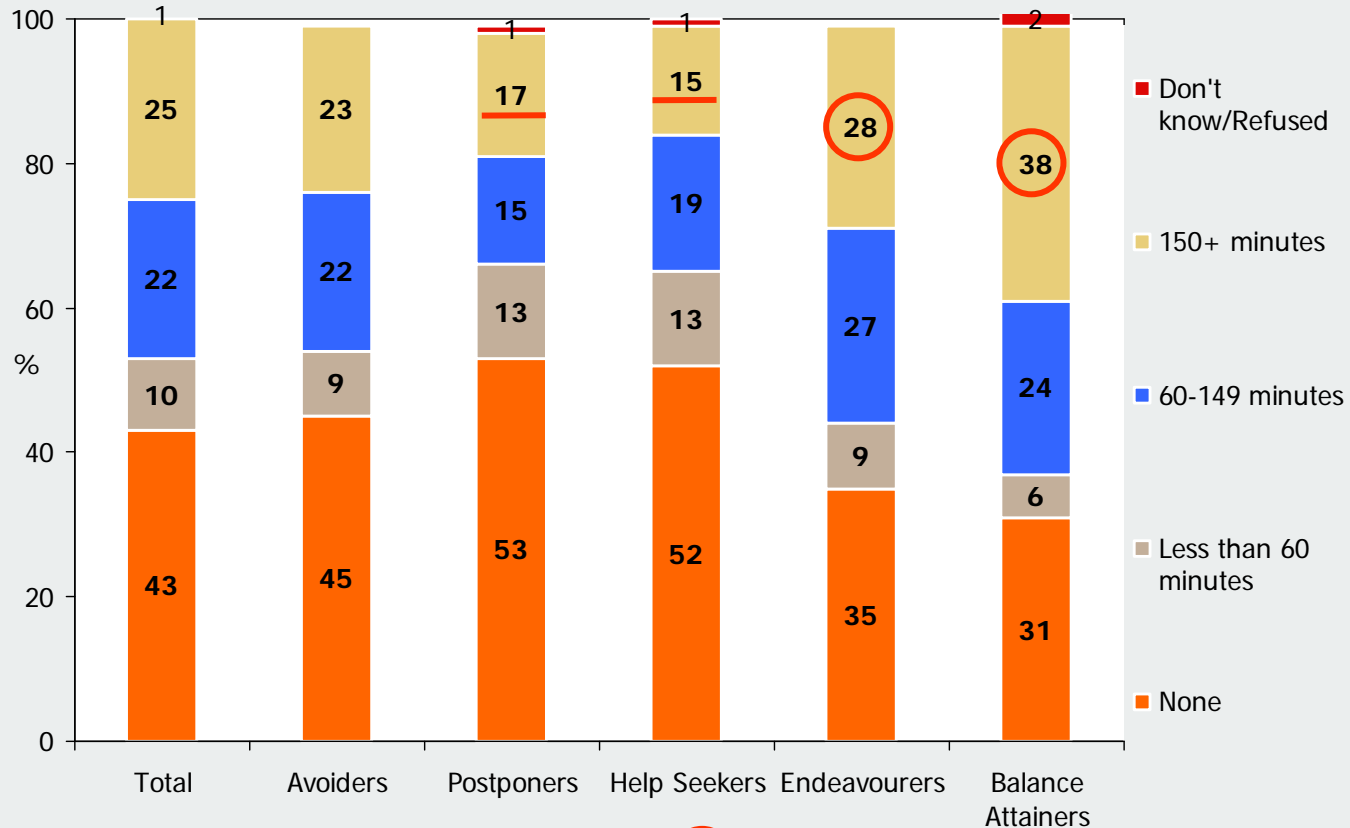
Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample
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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?*



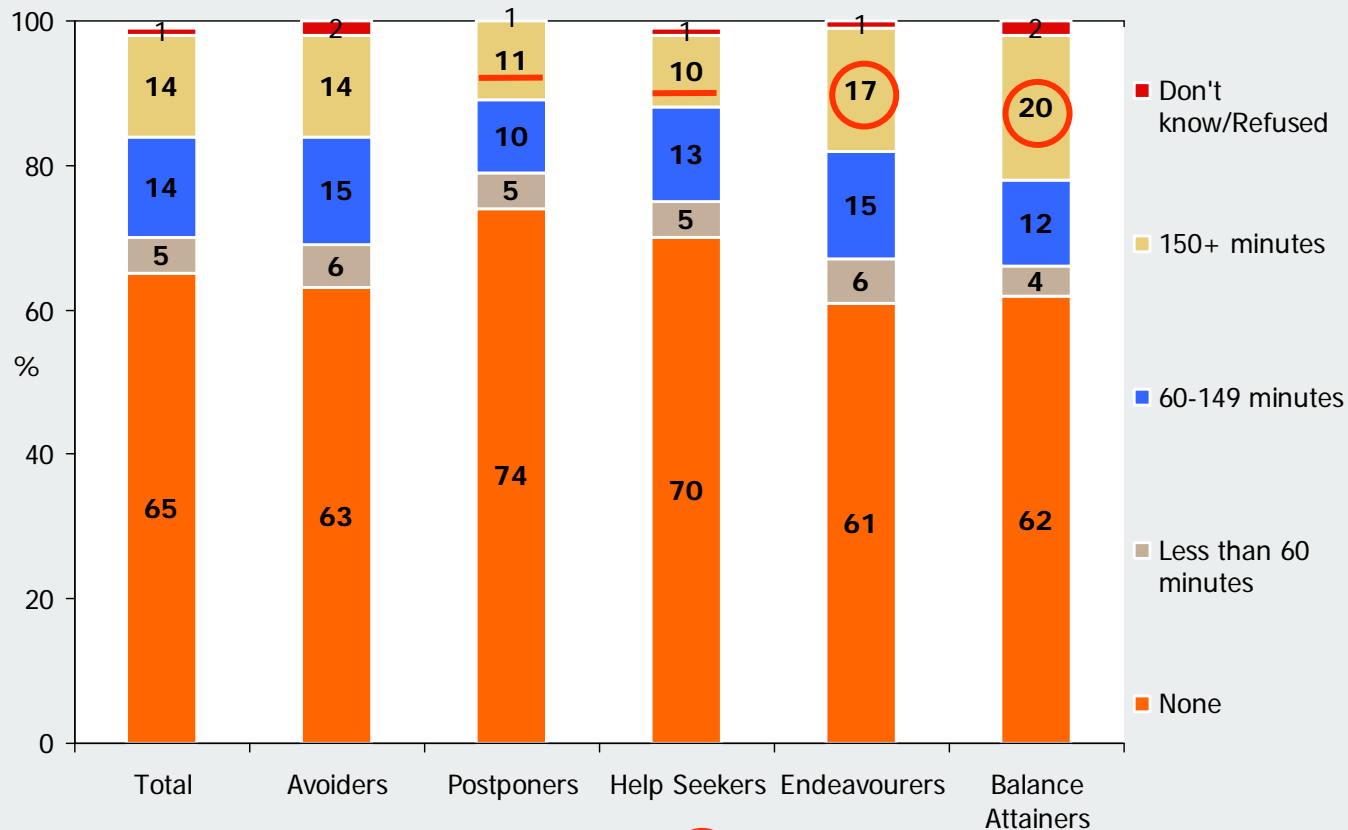
Base: Total Sample (2806)

○ 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?*



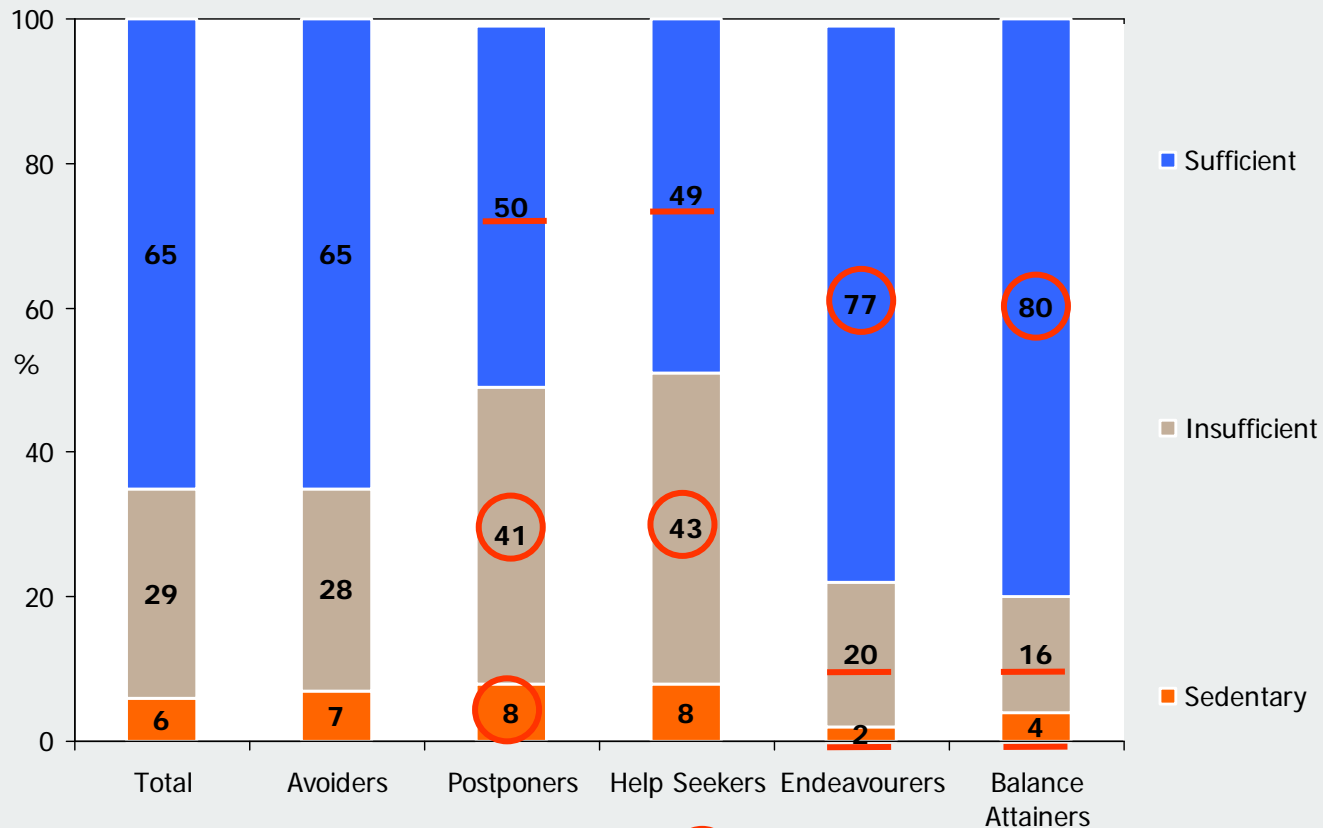
○ indicates that segment has scored significantly higher than the rest of the sample
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Base: Total Sample (2806)

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.



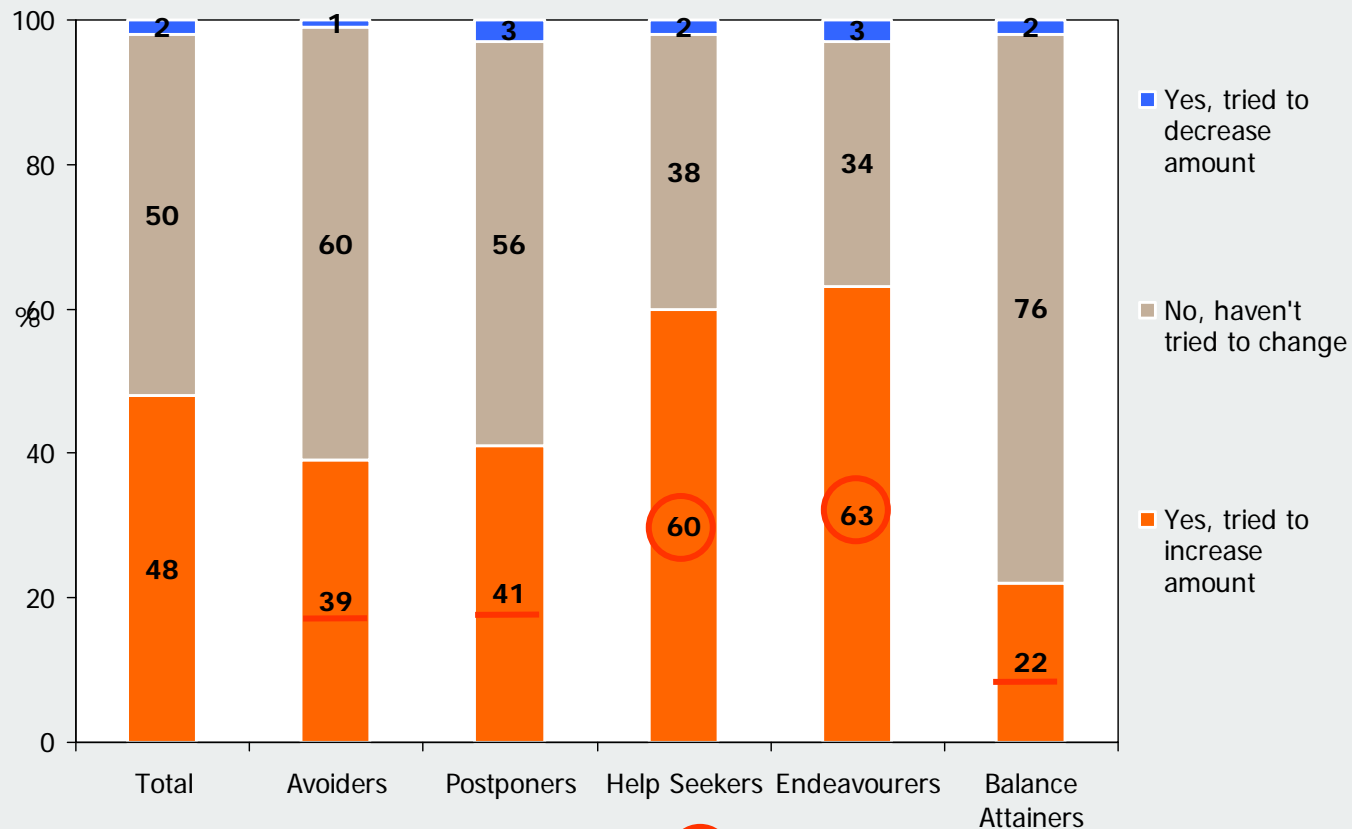
Base: Total Sample (2806)

○ 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 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?*



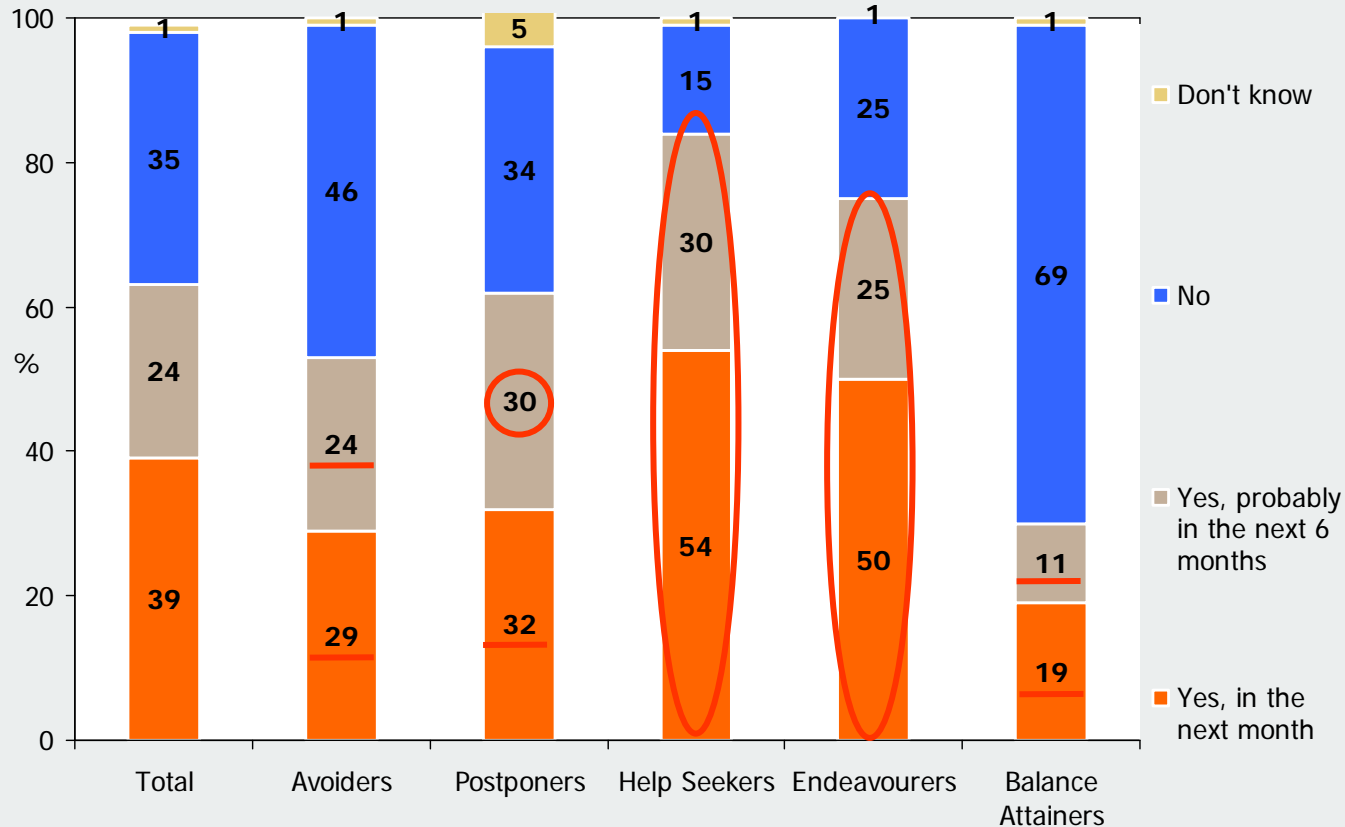
○ indicates that segment has scored significantly higher than the rest of the sample
 — indicates that segment has scored significantly lower than the rest of the sample

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?



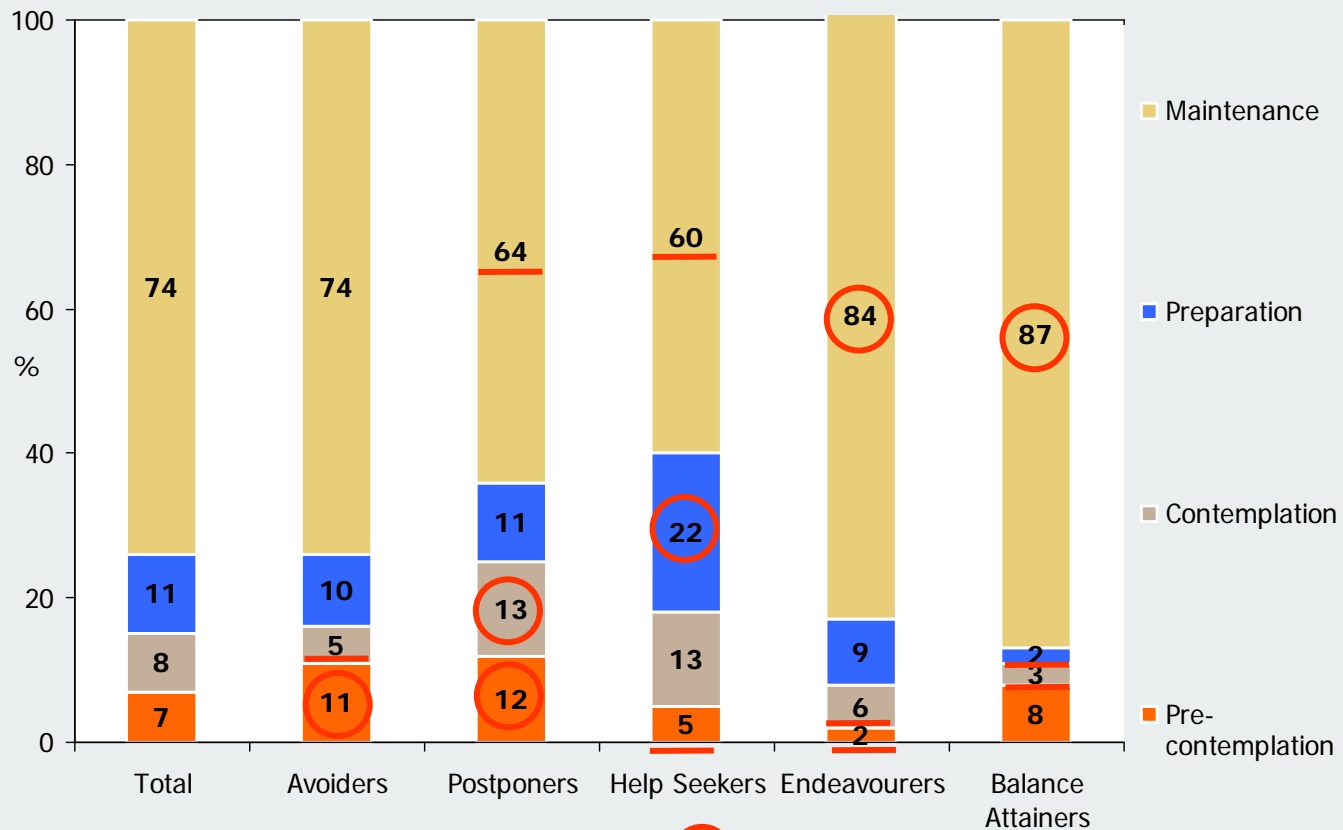
○ indicates that segment has scored significantly higher than the rest of the sample
 — indicates that segment has scored significantly lower than the rest of the sample

Base: Total Sample (2806)

Contemplation status - physical activity

75

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



Base: Total Sample (2806)

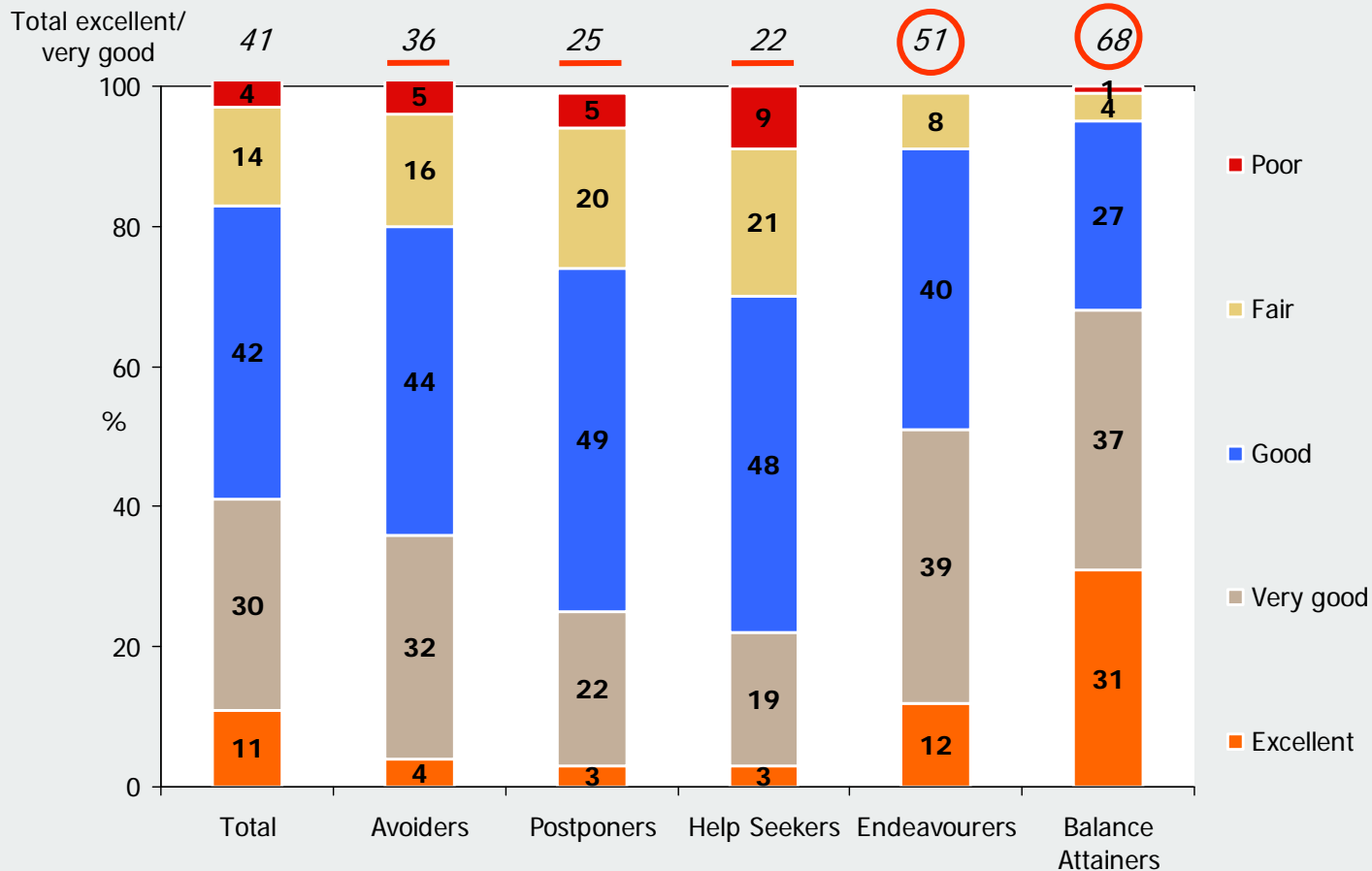
○ indicates that segment has scored significantly higher than the rest of the sample
 — indicates that segment has scored significantly lower than the rest of the sample

General health

Self-rating of overall health

77

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



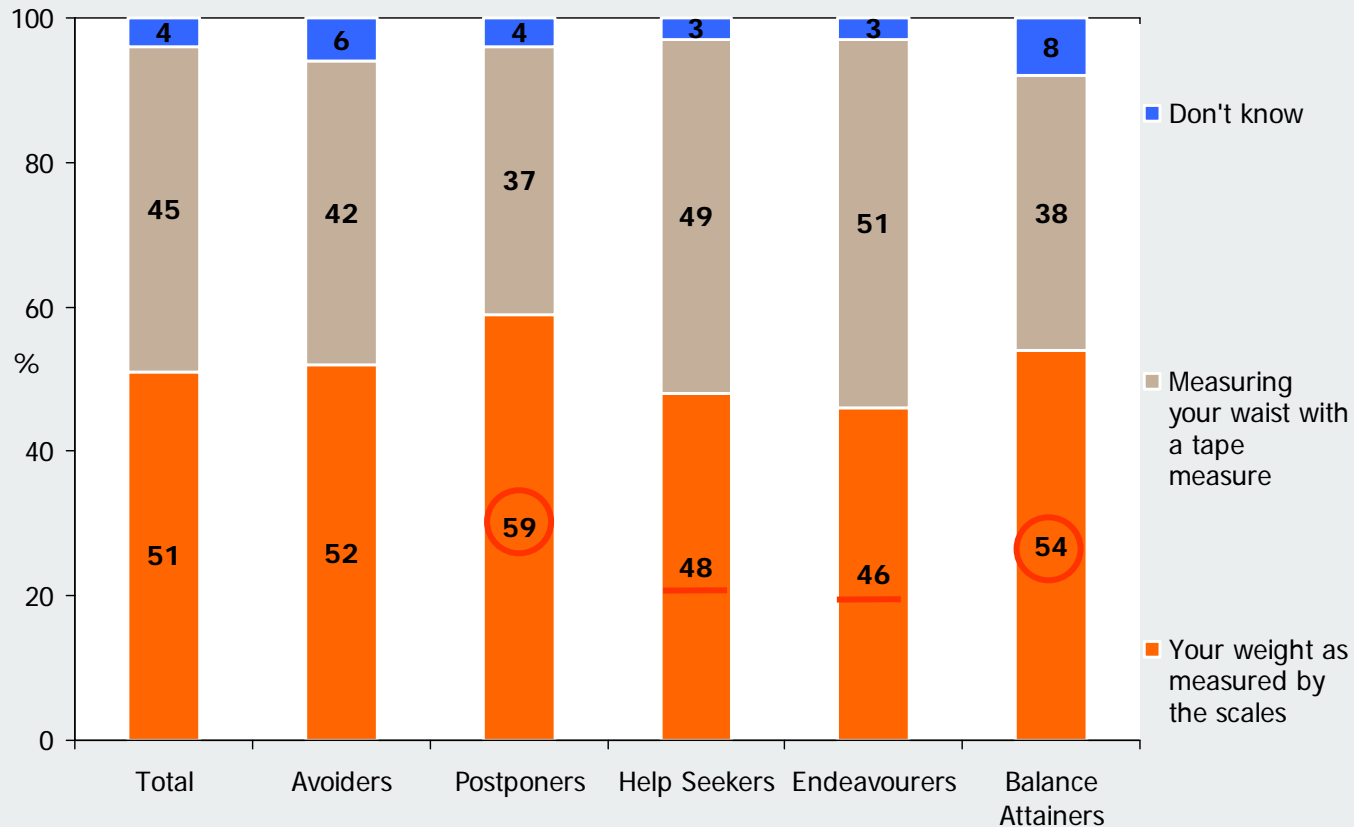
Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample
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Best indicator of good health – weight or waist measurement

78

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



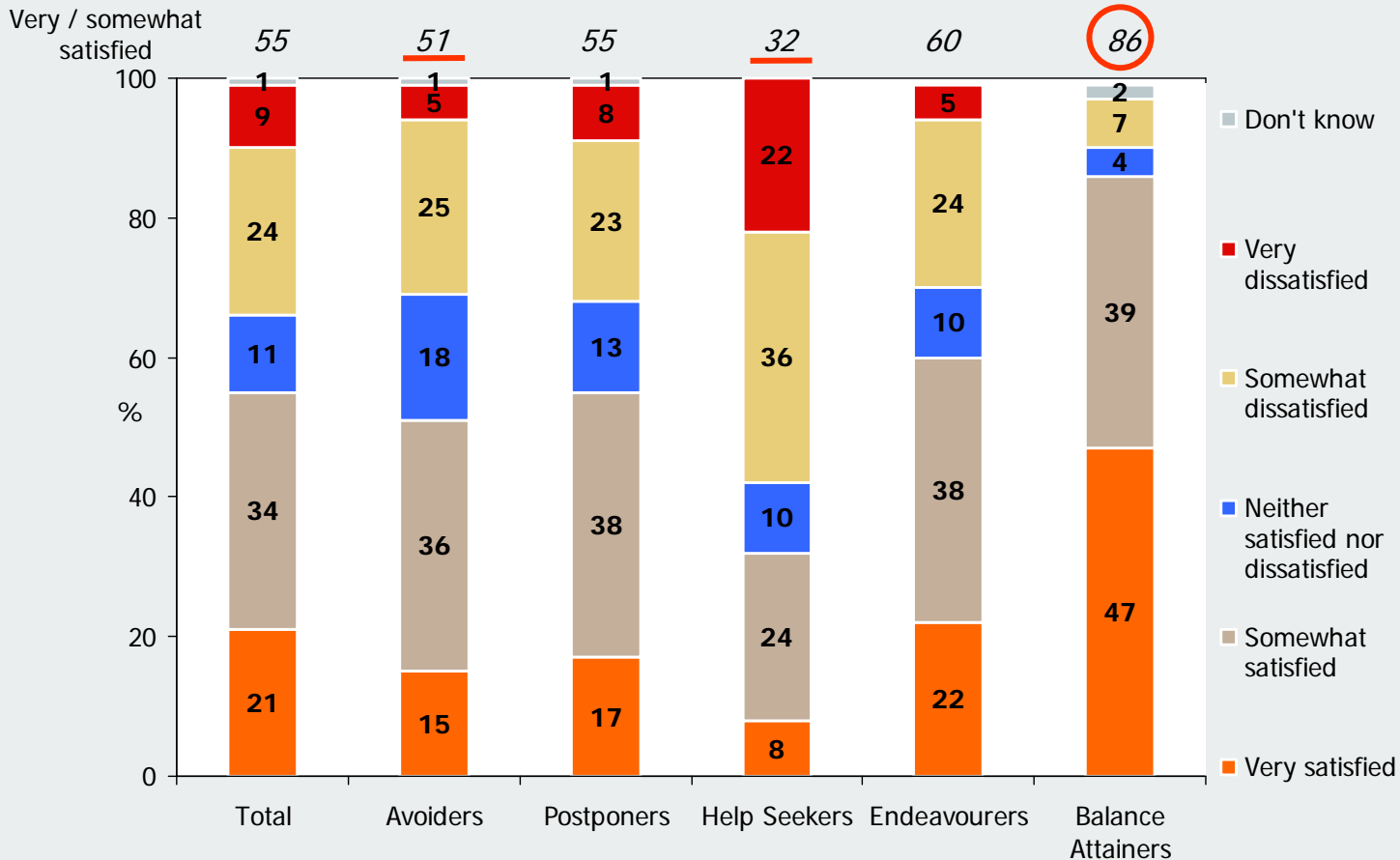
Base: Total Sample (2806)

○ 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?



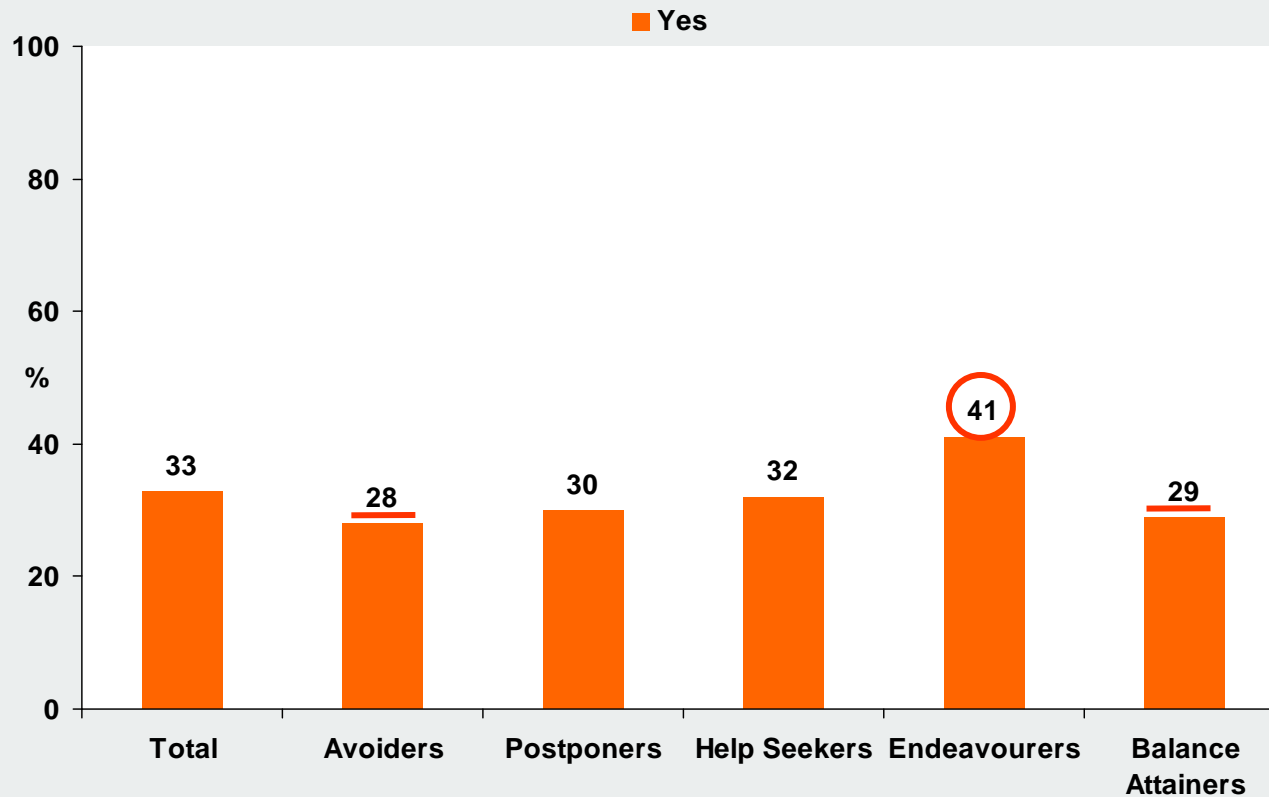
Base: Total Sample (2806)

○ 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?*



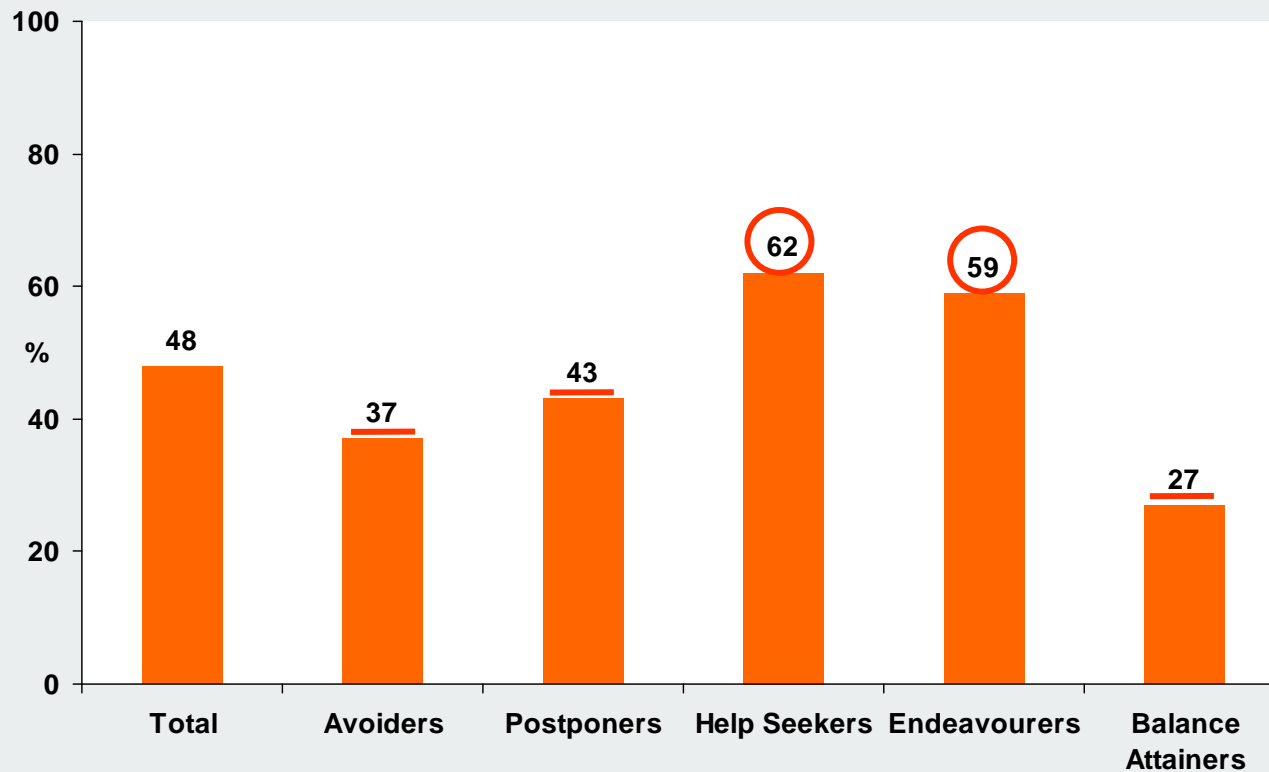
Base: Total Sample (2806)

○ 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?*



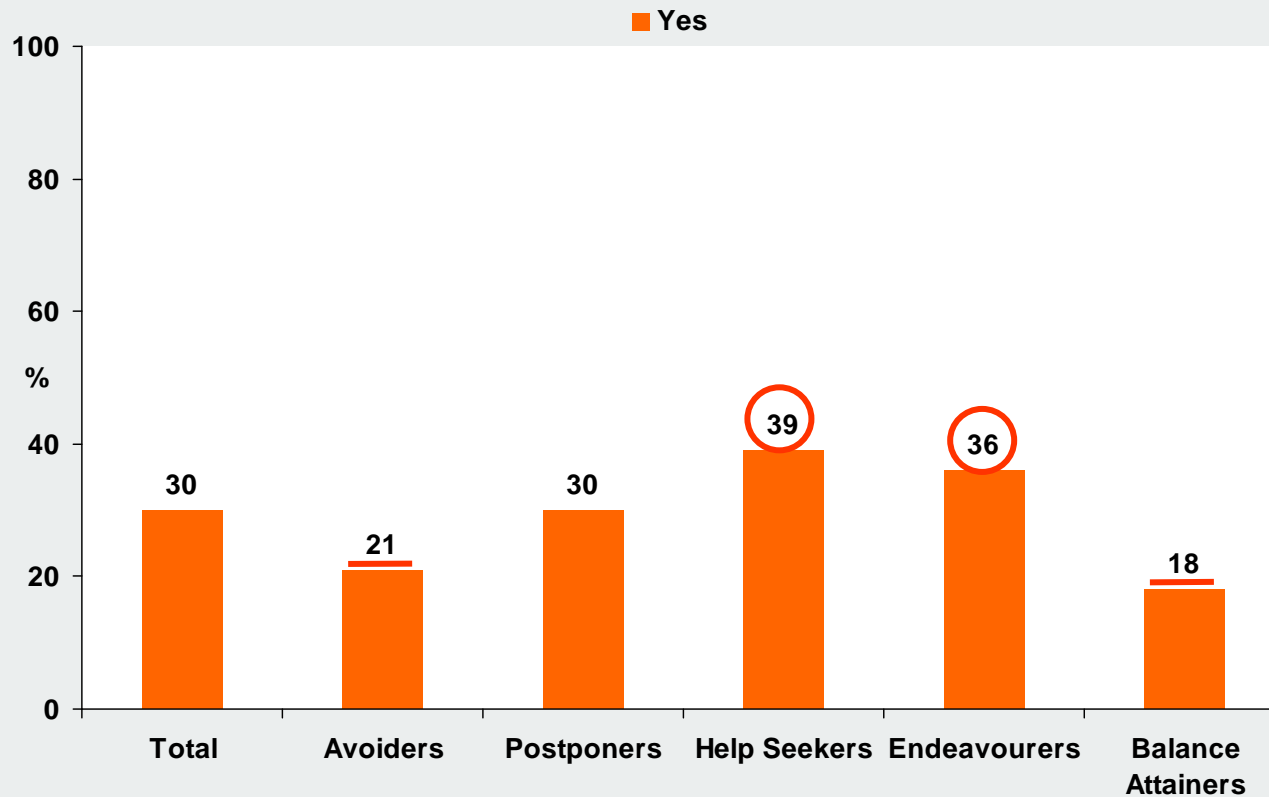
Base: Total Sample (2806)

○ 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?



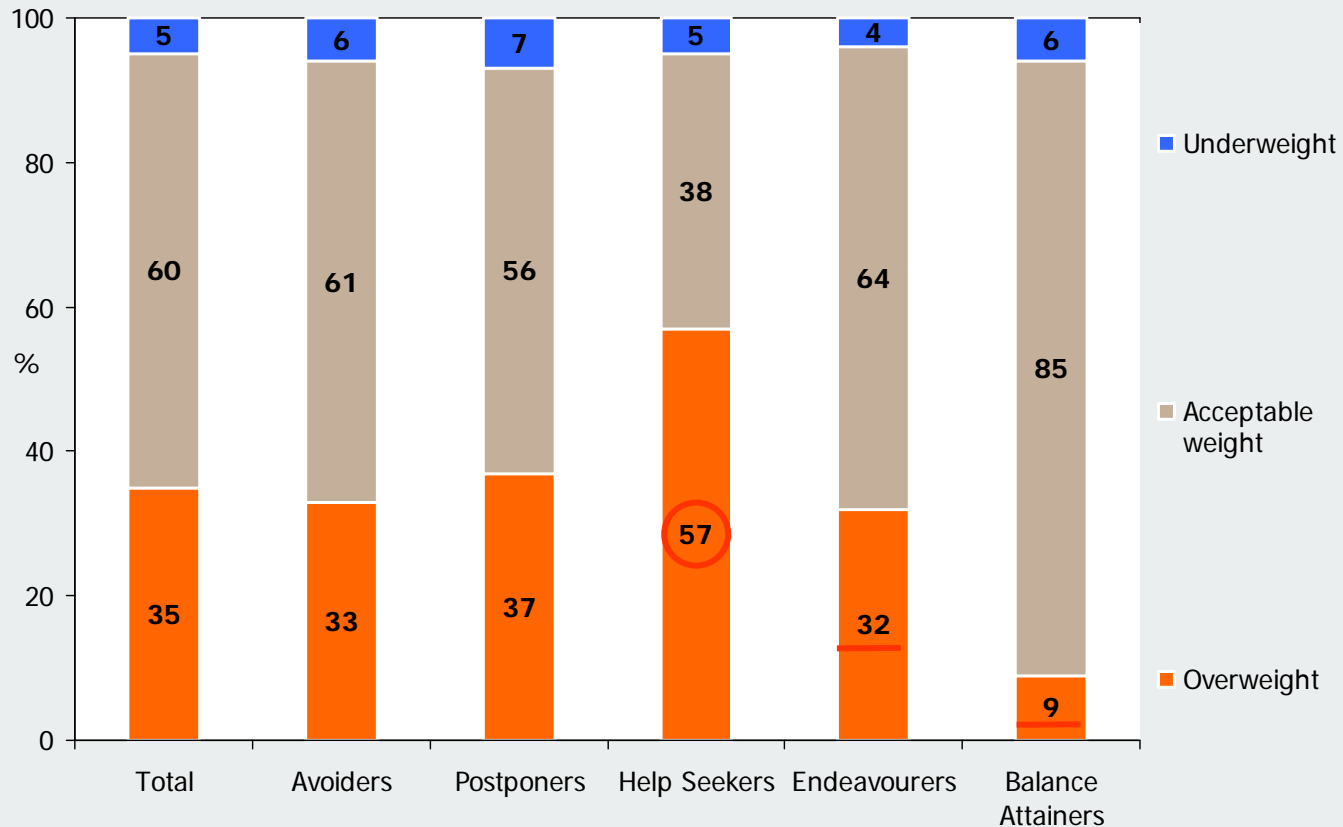
Base: Total Sample (2806)

○ 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?



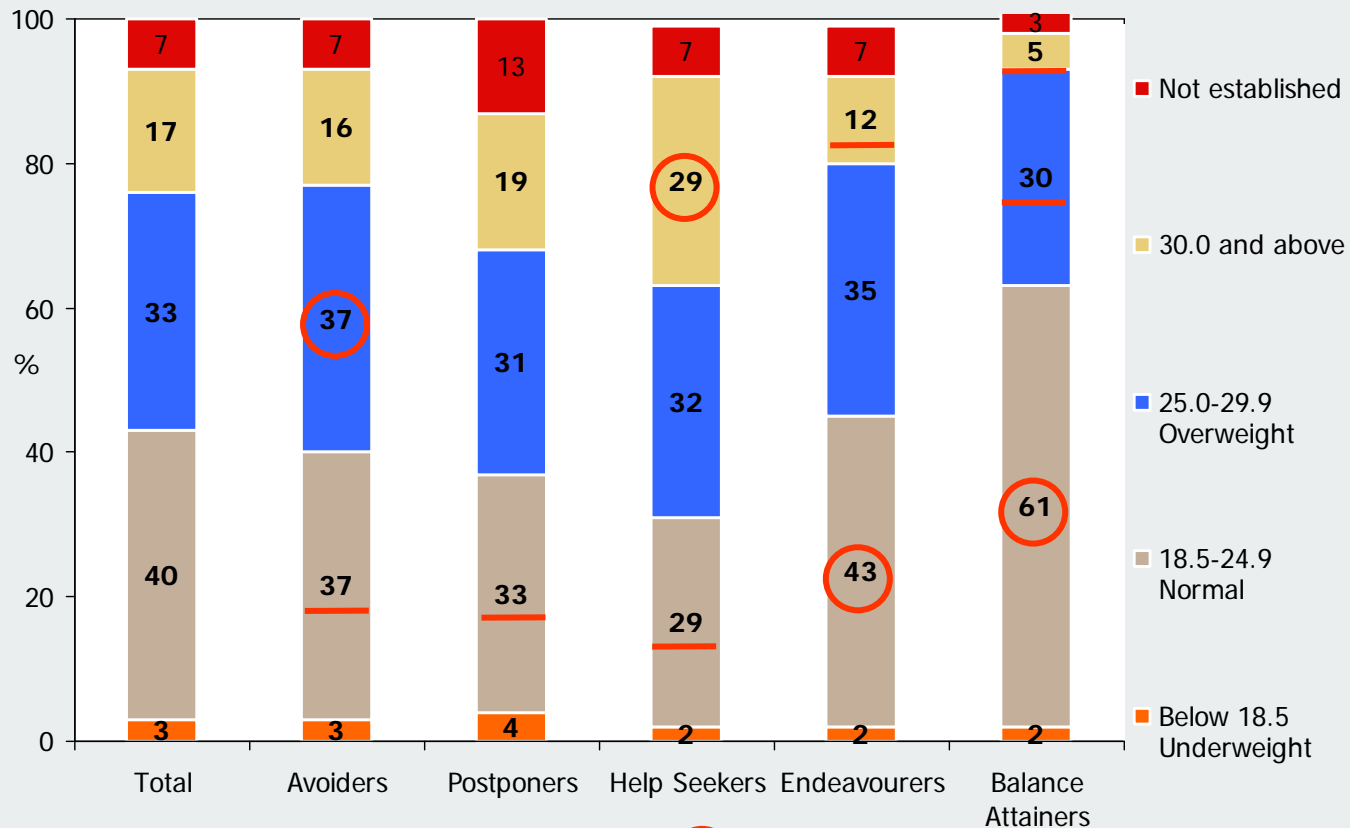
Base: Total Sample (2806)

○ 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



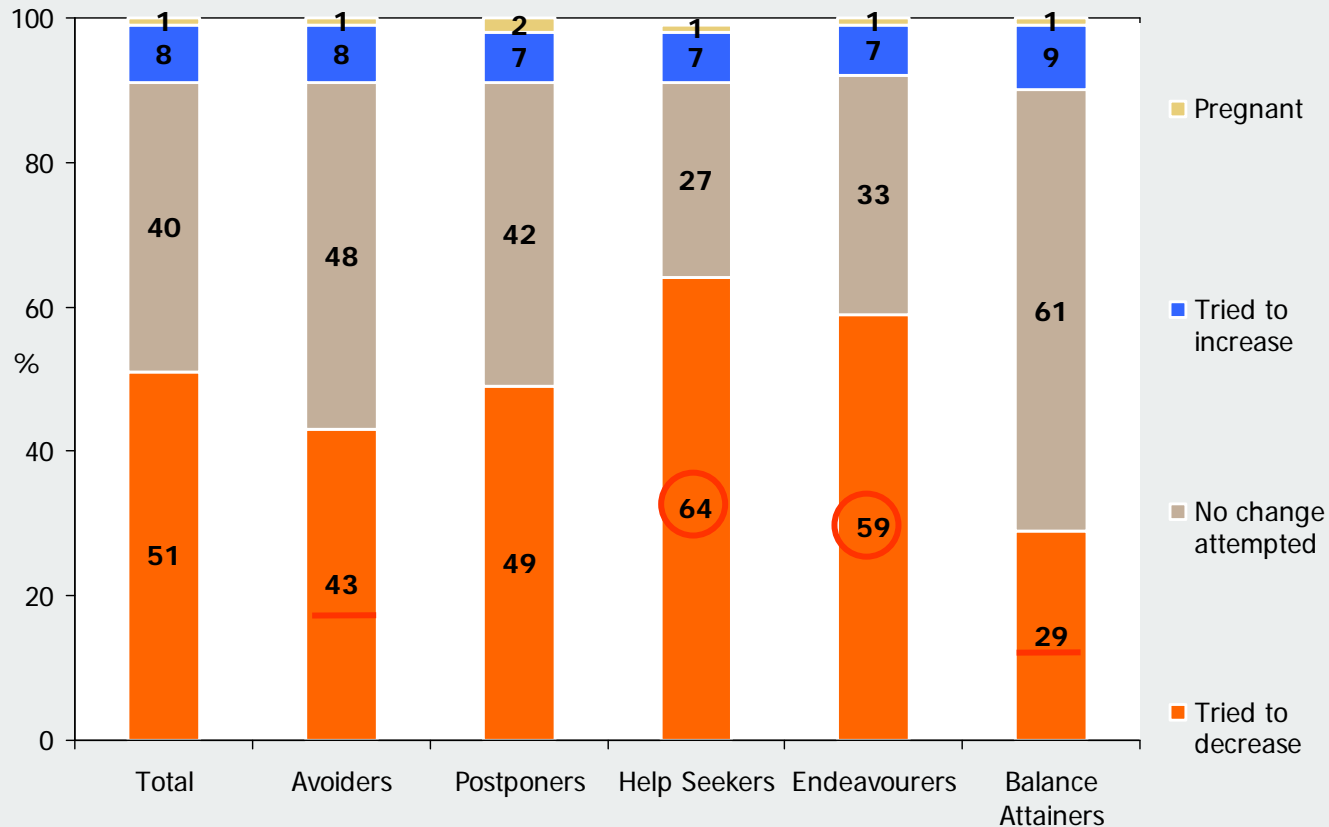
Base: Total Sample (2806)

○ 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)

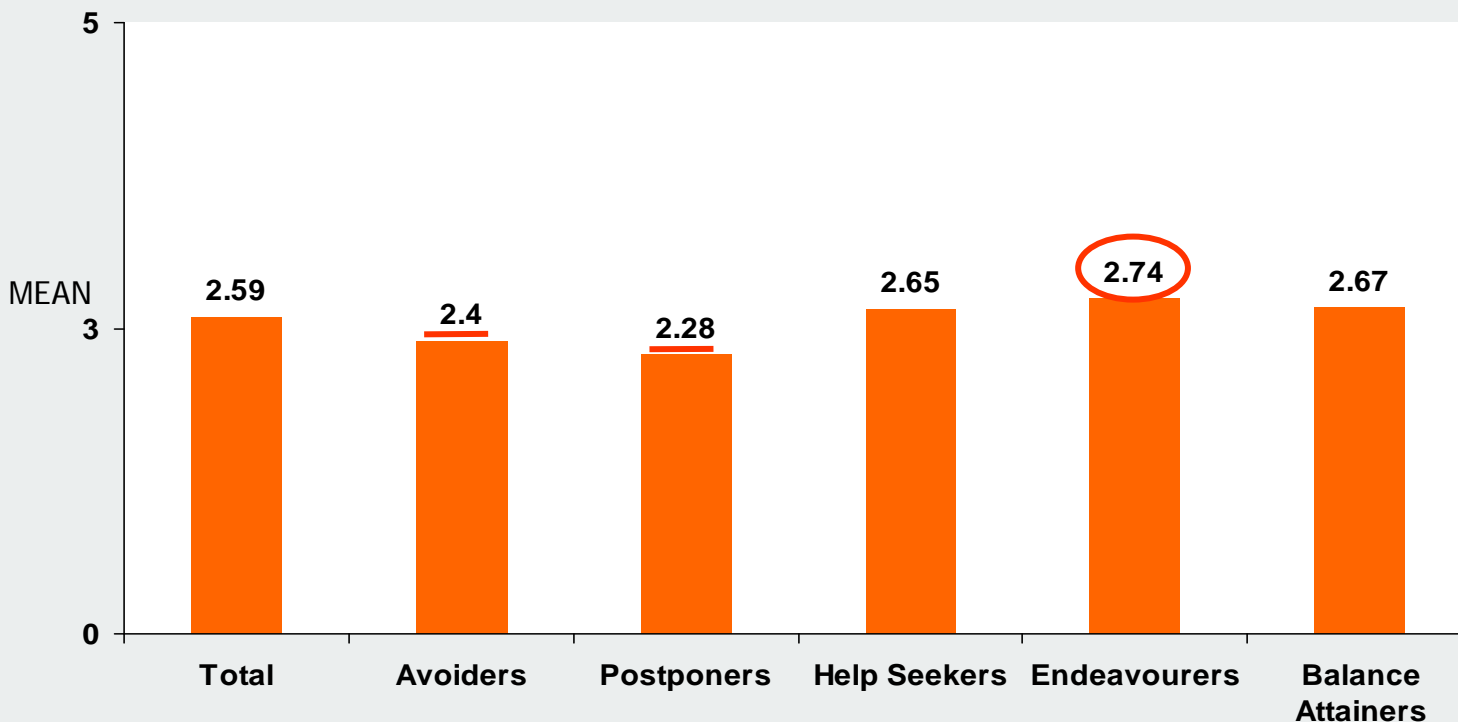
○ indicates that segment has scored significantly higher than the rest of the sample
 — indicates that segment has scored significantly lower than the rest of the sample

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



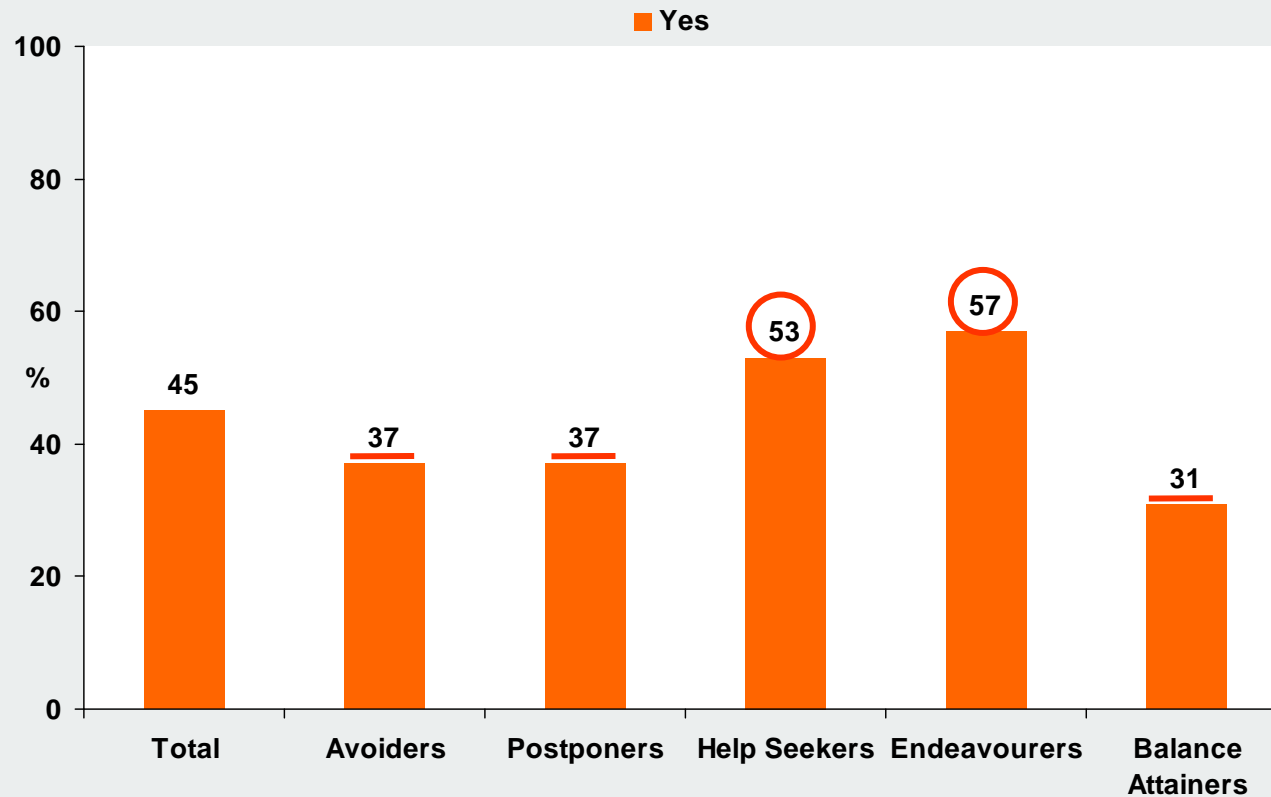
Base: Total Sample (2806)

○ 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?*



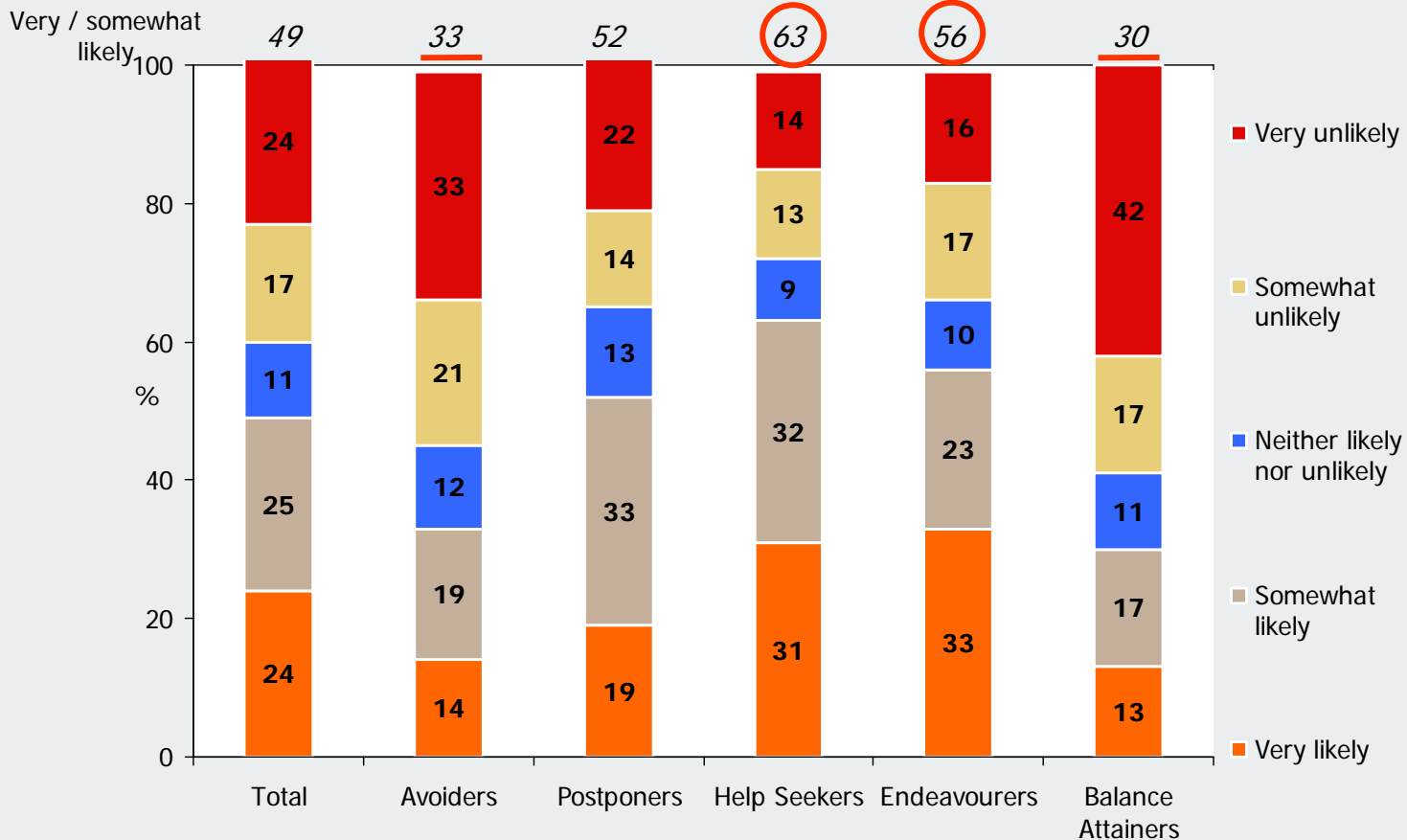
Base: Total Sample (2806)

○ 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?



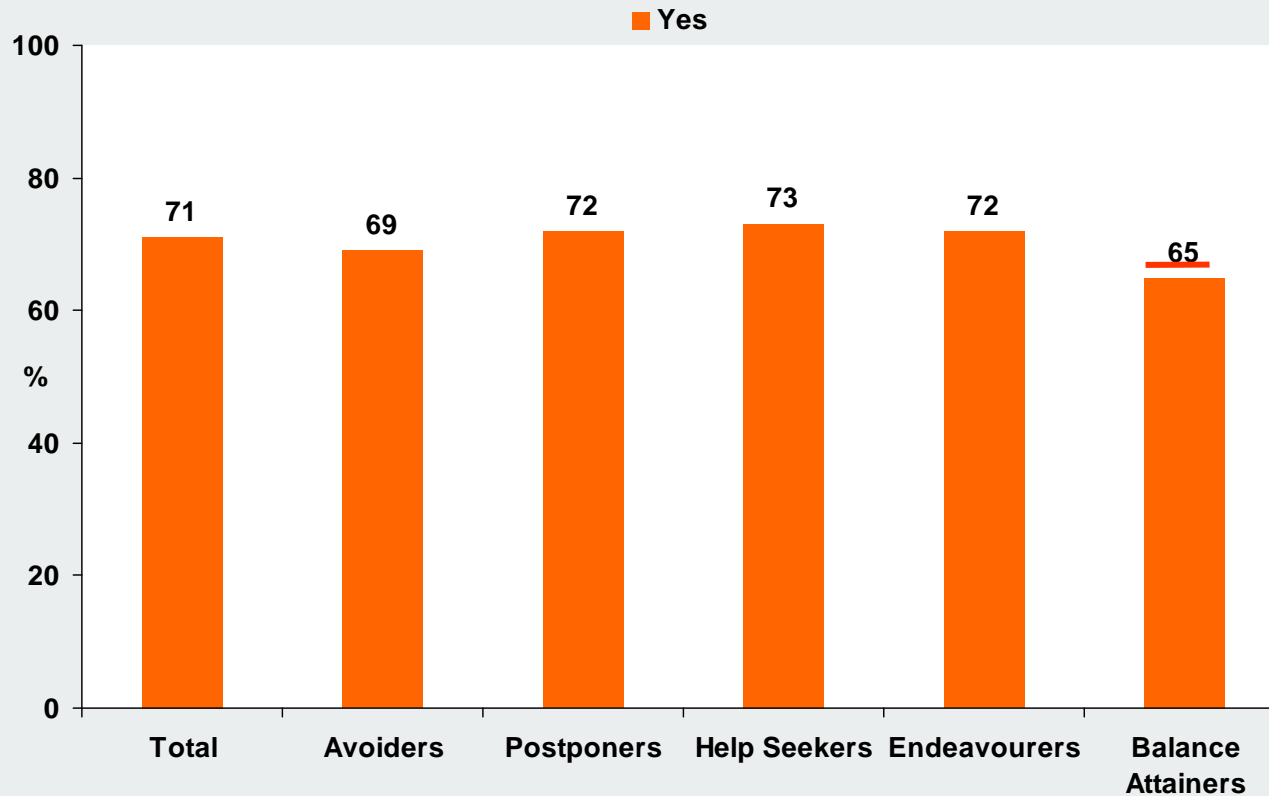
Base: Total Sample (2806)

○ 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?*



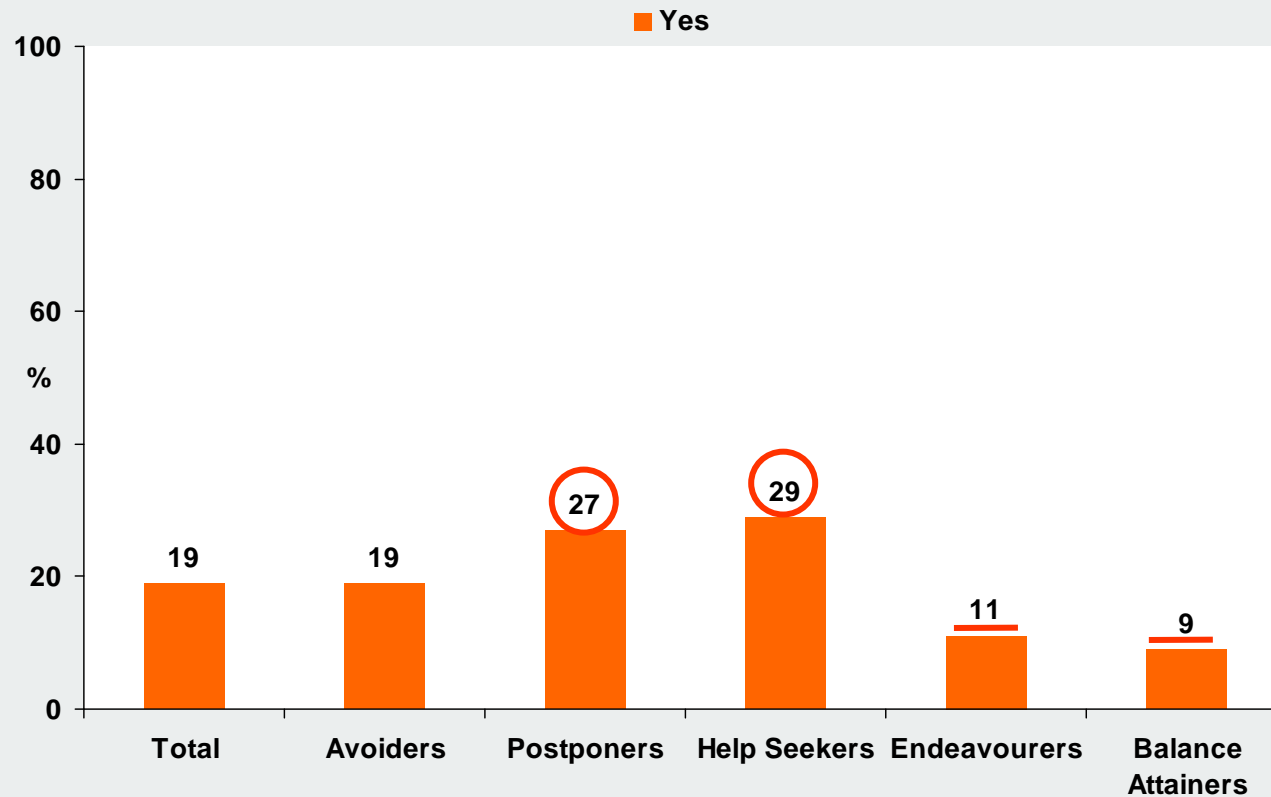
Base: Total Sample (2806)

○ 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?



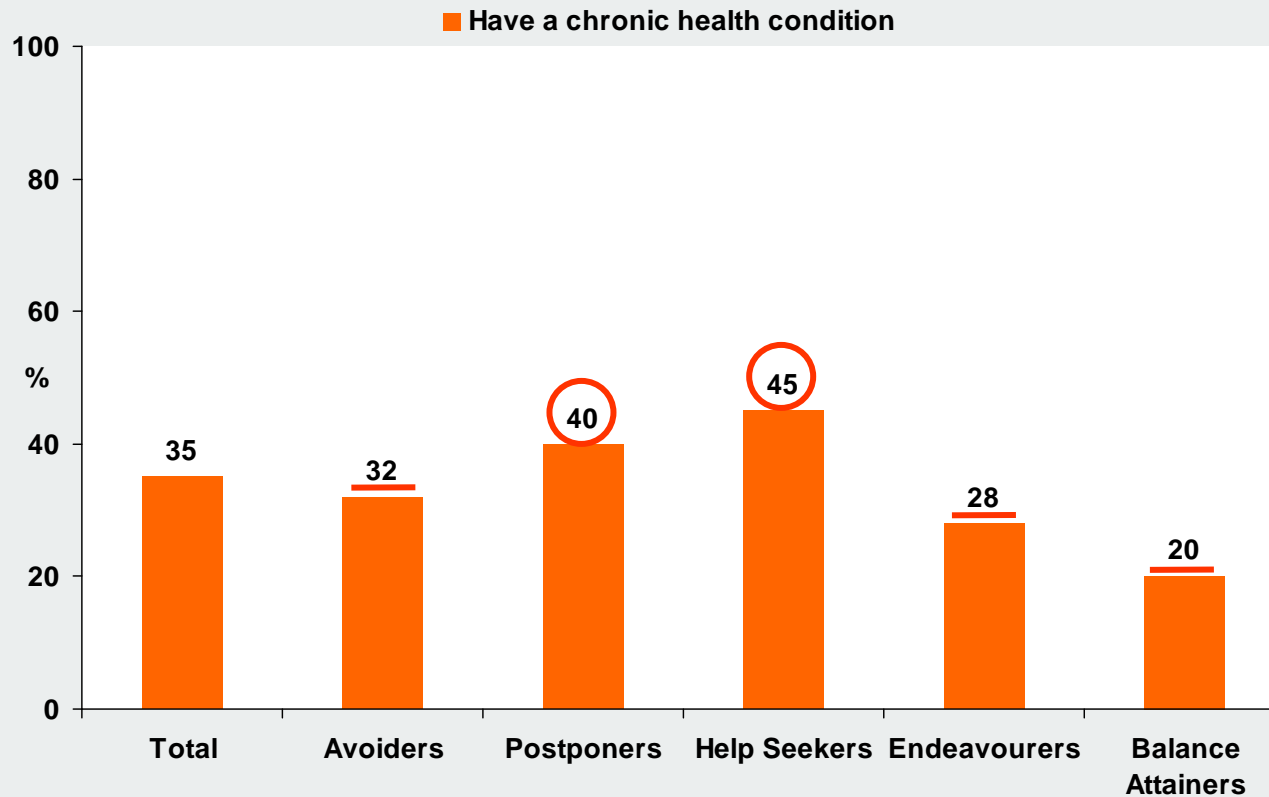
Base: Total Sample (2806)

○ indicates that segment has scored significantly higher than the rest of the sample
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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	73	75	81	80	79
I am concerned that I will develop a chronic disease	38	28	48	61	31	18
I have a high chance of developing a chronic disease	32	22	53	55	17	14

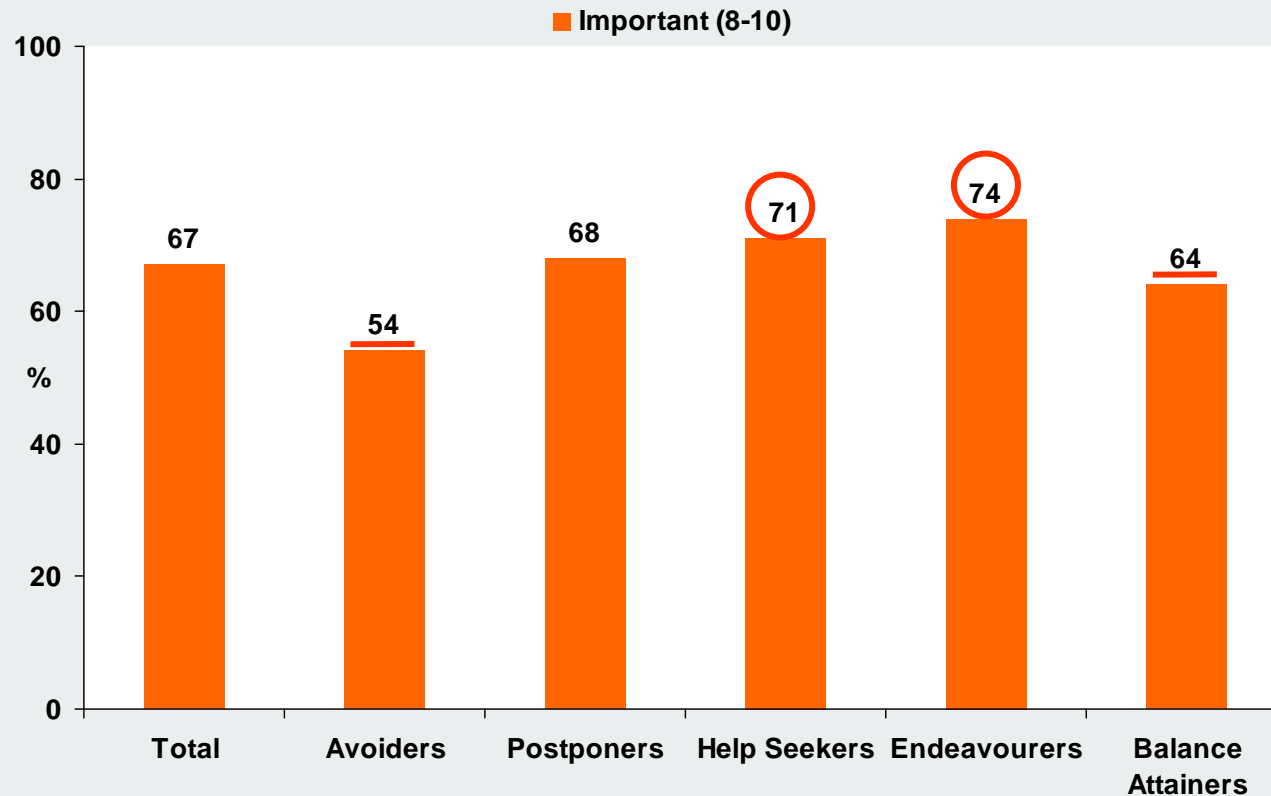
Red indicates that segment has scored significantly lower than the rest of the sample.

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?



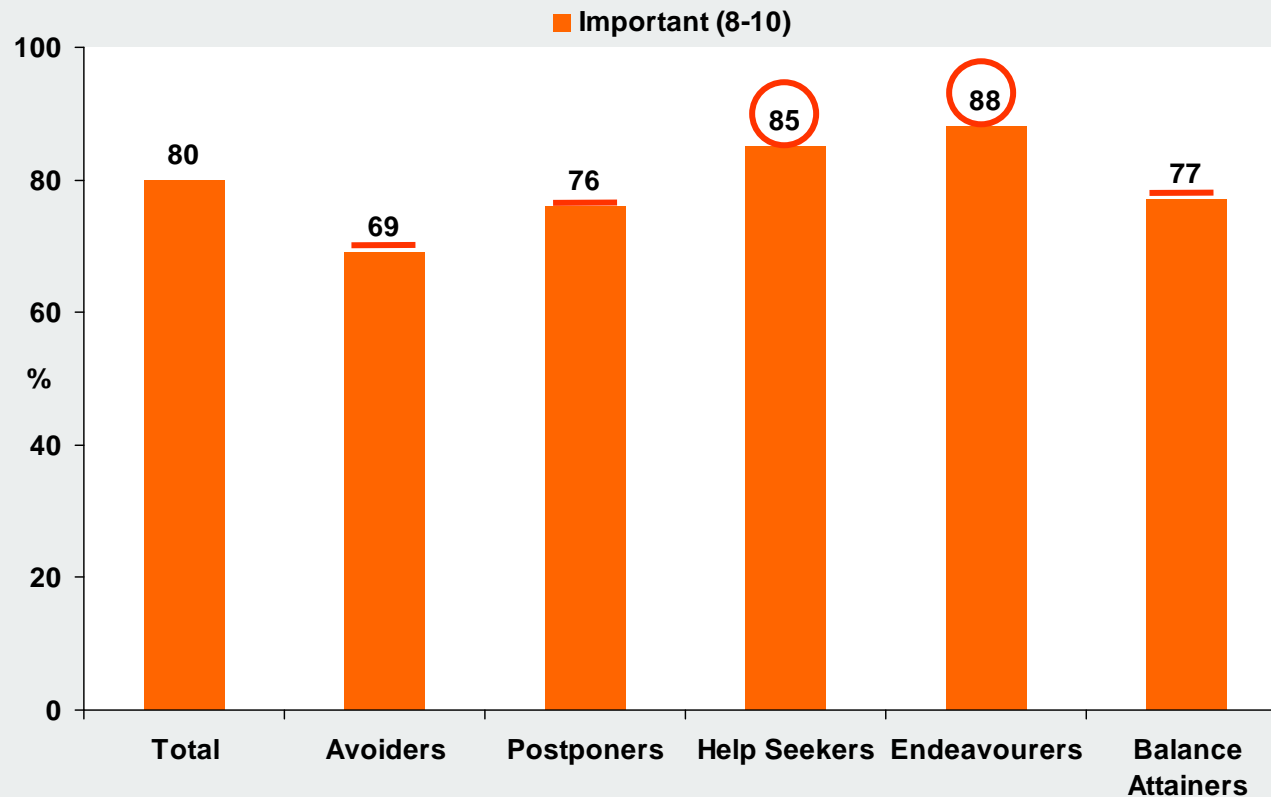
Base: Total Sample (2806)

○ 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?



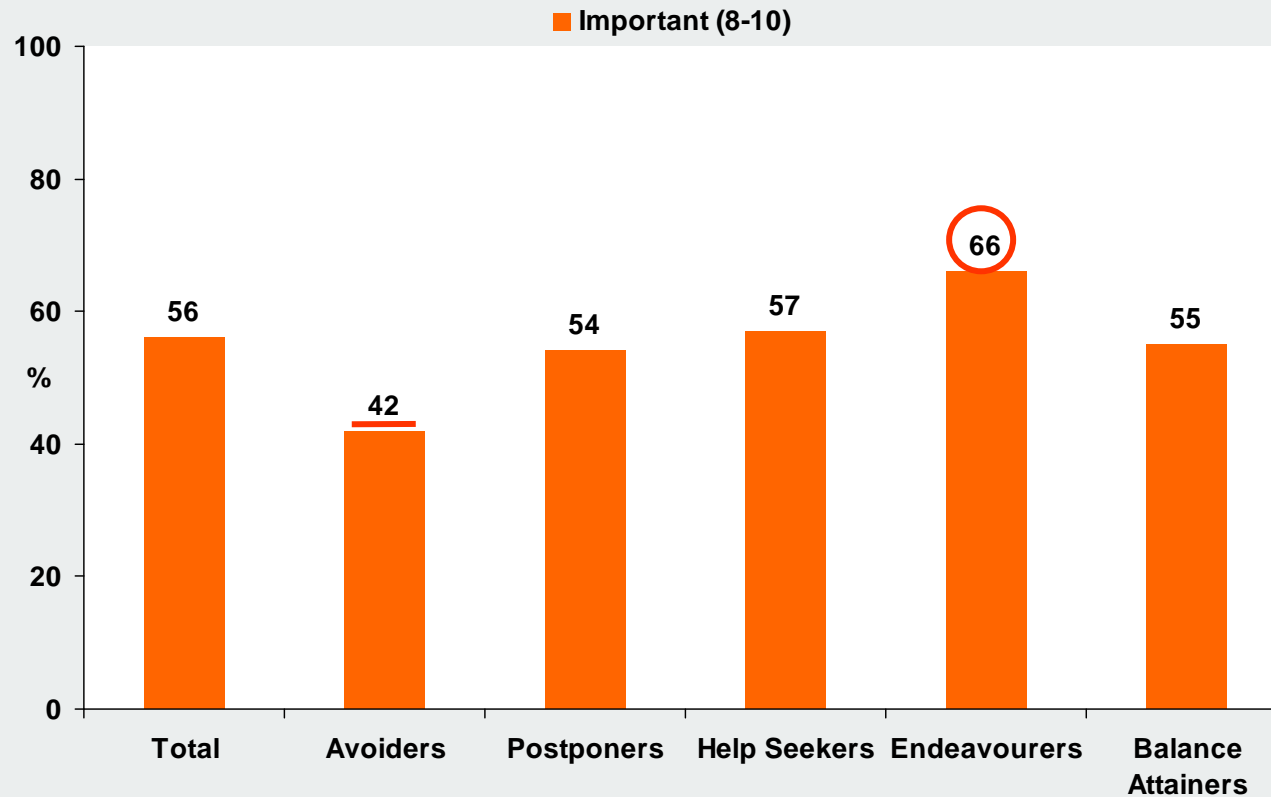
Base: Total Sample (2806)

○ 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?



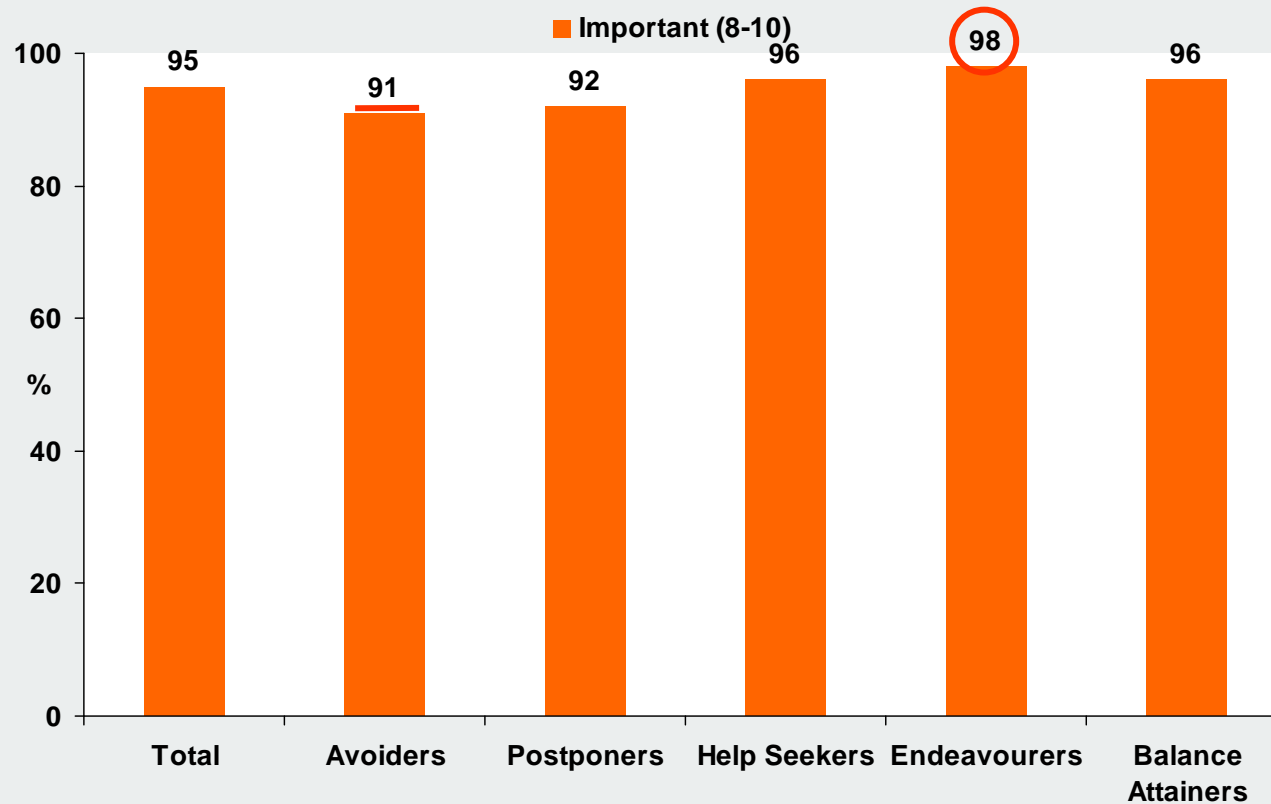
Base: Total Sample (2806)

○ 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?



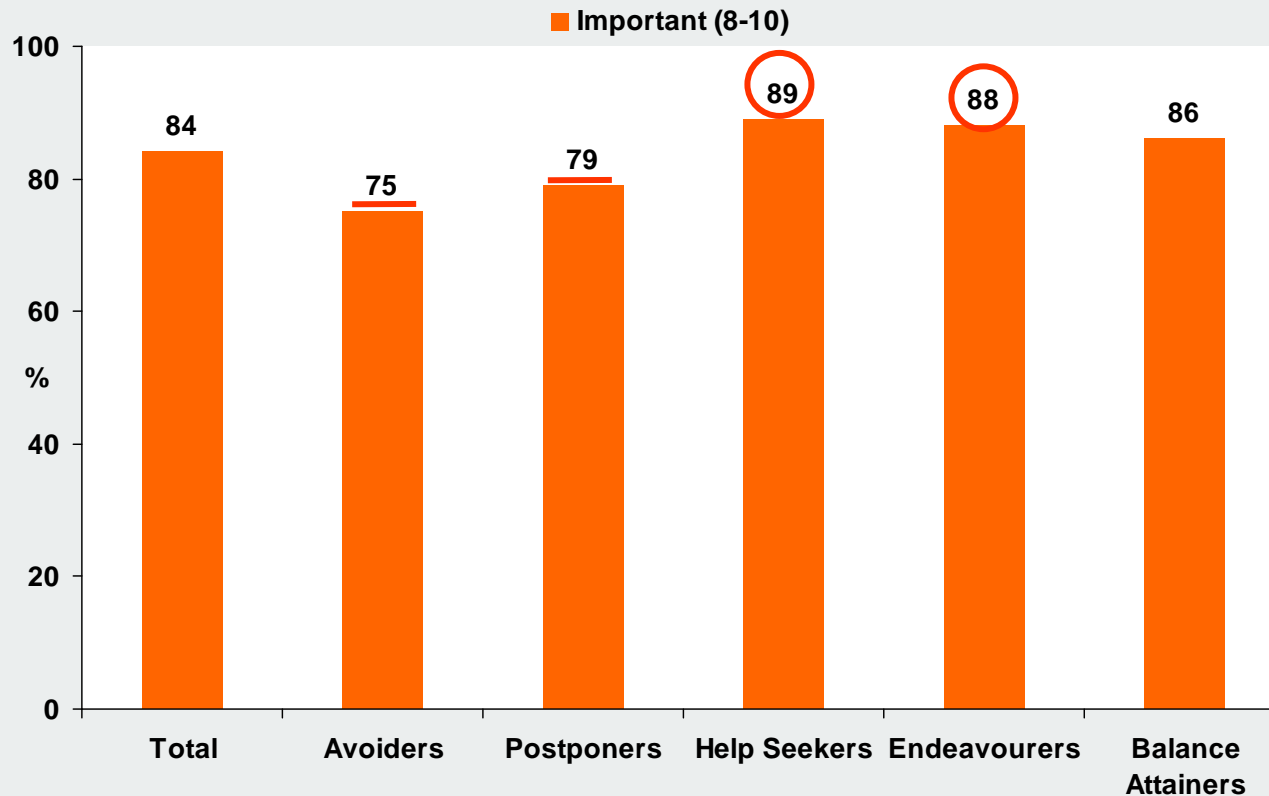
Base: Total Sample (2806)

○ 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?



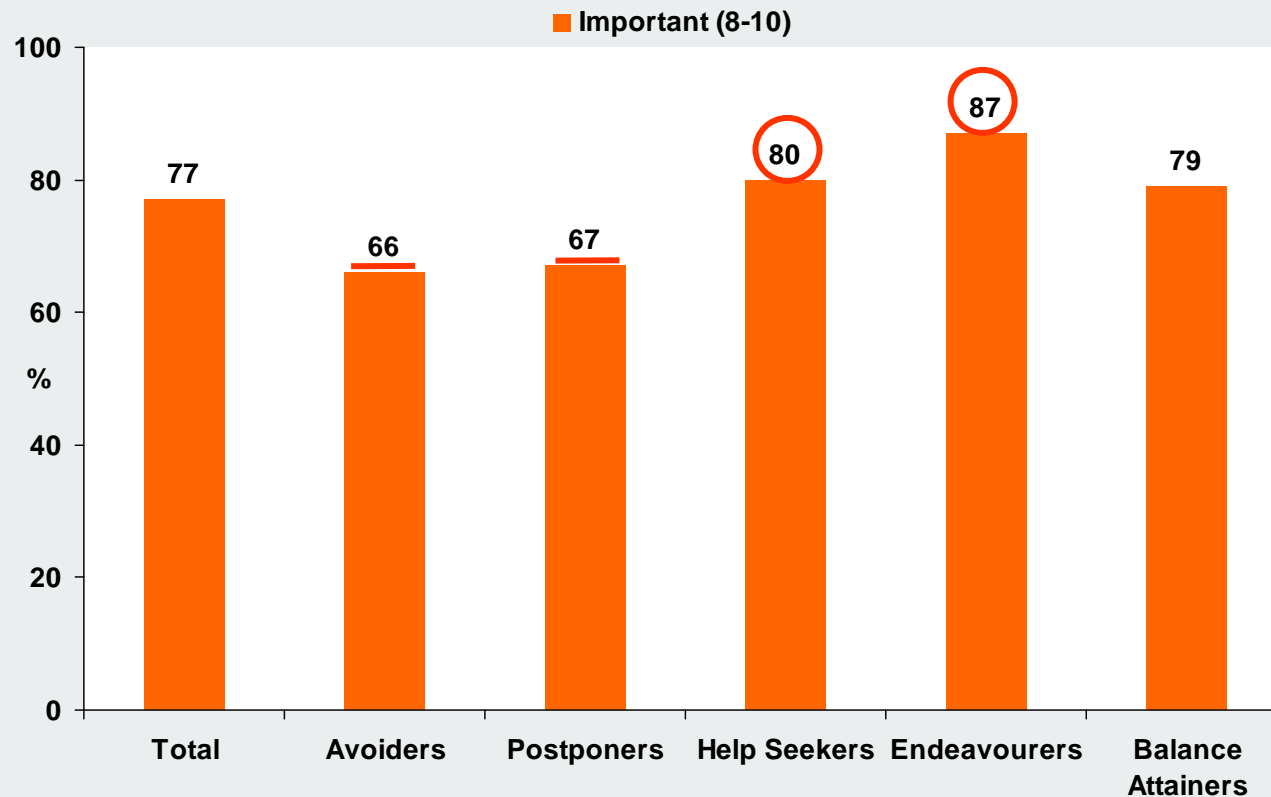
Base: Total Sample (2806)

○ 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