



GfK bluemoon

APPENDIX A: TECHNICAL DETAILS

Note on Quantitative Research

While quantitative research methods involve the use of larger numbers of respondents than qualitative research, users of survey results should be conscious of the limitations of all sample survey techniques.

Sampling techniques, the level of refusals, and problems with non-contacts all impact on the statistical reliability that can be attached to results. These all contribute to the design effects for individual surveys. It is beyond the scope of this report to estimate the design effects for the standard errors, which would recognise that the sample was derived from a panel of research participants and not a random sample of the population. However, errors based on a simple random sample are provided as a guideline, but the actual standard errors will be higher than those based on simple random samples.

Table A provides examples of margins of error for different sample sizes under simple random sample designs. For example, for a question where 50 per cent of Australians in a sample of 500 respond with a particular answer, the chances are 95 in 100 that this result would not vary more than four percentage points, plus or minus, from the result that would have been obtained from a census of the entire population (using the same procedures).

Table A Sampling Tolerances

APPROXIMATE SAMPLING TOLERANCES APPLICABLE TO PERCENTAGES AT OR NEAR THESE LEVELS (at the 95% confidence level).			
SIZE OF SAMPLE OR SUB-GROUP ON WHICH SURVEY RESULT IS BASED	10% or 90% ±	30% or 70% ±	50% ±
	%	%	%
All respondents excluding Victoria Wave 1 (2,506)	1.2	1.8	1.96
Males excluding Victoria Wave 1 (1,273)	1.7	2.5	2.8
Help Seekers excluding Victoria Wave 1 (619)	2.4	3.6	3.9

Raw sample proportions.

This section outlines the demographics of the respondent sample in the benchmark study and tracking Wave. As outlined in section 3.6, Wave 1 and 2 have been weighted to the latest available ABS statistics for age, gender and location in order to ensure the results are representative and comparable as possible across surveys.



The following tables show weighted data and exclude Victoria.

Gender	Wave 1 (n=2506)	Wave 2 (n=2510)
Male	51	51
Female	49	49
Total	100	100

Age	Wave 1 (n=2506)	Wave 2 (n=2510)
18-24 years	15	15
25-34 years	21	21
35-44 years	23	23
45-49 years	11	11
50-54 years	11	11
55-65 years	19	19
Total	100	100

No. of adults in the household	Wave 1 (n=2506)	Wave 2 (n=2510)
1	18	16
2	56	59
3	15	16
4	8	7
5	2	2
Total	100	100

No. of children in the household	Wave 1 (n=2506)	Wave 2 (n=2510)
1	18	17
2	19	20
3	7	7
4	2	2
Total	100	100



Parent/Guardian	Wave 1 (n=2506)	Wave 2 (n=2510)
Yes	40	41
No	60	59
Total	100	100

Household description	Wave 1 (n=2506)	Wave 2 (n=2510)
Live just with unrelated adults	3	3
Live with related adults with children	5	4
Live just with related adults	19	17
Single parent	4	4
Couple with children	33	36
Couple	19	23
Live alone	10	9
Total	100	100

Highest level of schooling	Wave 1 (n=2506)	Wave 2 (n=2510)
Post-Graduate Degree	11	11
Bachelor Degree	21	22
Diploma	9	8
TAFE / Technical Certificate	11	11
Trade / apprenticeship	5	5
Year 12 or below	22	24
Year 11 or below	5	3
Year 10 or below	15	14
Primary school	1	1
Total	100%	100%

Employment	Wave 1 (n=2506)	Wave 2 (n=2510)
Self employed	2	
Engaged in home duties	6	6
A full-time student	5	5
Retired or on a pension	10	9
Unemployed	5	5
Employed part-time	20	19
Employed full-time	50	51
Total	100%	100%

Gross household income per annum	Wave 1 (n=2506)	Wave 2 (n=2510)
\$100,000 and over	27	26
\$70,000 - \$99,999	19	20
\$50,000 - \$69,999	17	16
\$30,000 - \$49,999	13	12
Less than \$30,000	10	9
Don't know / refused	13	15
Total	100%	100%

ATSI Background	Wave 1 (n=2506)	Wave 2 (n=2510)
Aboriginal or Torres Strait Islander background	2	2
Non- Aboriginal or Torres Strait Islander background	98	98
Total	100%	100%

Main language spoken at home	Wave 1 (n=2506)	Wave 2 (n=2510)
English	94	93
Language other than English	6	7
Total	100%	100%



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APPENDIX B: QUESTIONNAIRES

**ABHI POST CAMPAIGN
Questionnaire (31.03.09)**

QUOTAS: AGE, GENDER, LOCATION- ANALYST SEE SPECS SHEET

INTRODUCTION

Good morning/afternoon/evening this is _____ calling from I-View on behalf of the Australian Government Department of Health and Ageing. "We are conducting a study on some important health issues currently affecting Australians.

Would you have some time available to help out?

[IF YES]

Just to let you know the interview goes for around 20 mins depending on your answers. Your responses are strictly confidential and will be used for research purposes only.

[IF TOO LONG]

Can we start now and see how we go/finish it off another time

1. Yes (CONTINUE)
2. Not now (ARRANGE APPOINTMENT, RECORD SELECTED RESPONDENT'S NAME)
3. Refused (THANK AND TERMINATE)

Screener

Record location from sample

Sydney.....	1
Other NSW	2
Melbourne.....	3
Other Victoria.....	4
Brisbane.....	5
Other Queensland	6
Adelaide.....	7
Other South Australia	8
Perth	9
Other Western Australia	10
Tasmania	11
ACT	12
Northern Territory	13

S1. Record gender:

Male.....	1
Female.....	2

S2. To which of the following age groups do you belong?
READ OUT. SINGLE RESPONSE.

Under 18 years	1	TERMINATE
18-24 years.....	3	} CHECK AGE/SEX QUOTAS
25-34 years.....	4	
35-44 years.....	5	
45-49 years.....	6	
50-54 years.....	7	
55-65 years.....	8	} TERMINATE
66+ years.....	9	

KNOWLEDGE, ATTITUDES, BEHAVIOUR – CURRENT STATE / PERSONAL EXPERIENCE

DIET ASK ALL

I'm going to ask you a few questions about food and health.

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

- I am the main or joint decision maker regarding the purchase of food for the household 1
- Somebody else in the household makes most of the food purchase decisions 2

ASK ALL

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. SINGLE RESPONSE DO NOT PROMPT

- Less than 1 1
- 1 serve 2
- 2 serves 3
- 3 serves 4
- 4 serves 5
- 5 serves 6
- More than 5 (type in___-) 7
- Don't eat vegetables at all 8
- Don't know 9
- Refused 10

ASK ALL

Q2 To maintain good health, how many serves of vegetables do you think you should eat every day? READOUT IF NECESSARY A serve is equal to ½ a cup of cooked vegetables or 1 cup of salad vegetables. SINGLE RESPONSE. DO NOT PROMPT

- Less than 1 1
- 1 serve 2
- 2 serves 3
- 3 serves 4
- 4 serves 5
- 5 serves 6
- More than 5 (type in___-) 7
- Don't eat vegetables at all 8
- Don't know 9
- Refused 10

ASK ALL

Q3 In the last six months, have you tried to change the amount of vegetables you eat? IF YES: Is that increase or decrease? SINGLE RESPONSE

- Yes, tried to increase amount 1
- Yes, tried to decrease amount 2
- No, haven't tried to change 3

ASK YES TRIED TO INCREASE AMOUNT OF VEGETABLES

Q4 What has influenced you to try and eat more vegetables? **PROBE:** Anything else? DO NOT READ OUT. MULTI RESPONSE

- To lose or control weight 1
- Improve health in general 2
- To improve fitness 3
- Advice from others 4

Advertising campaigns (specify _____ -)	6
To encourage children / family to eat more	7
I / we like eating vegetables / they taste good	8
Substitute for other foods / trying to eat less or no red meat	9
Decrease risk of cancer	10
Decrease risk of heart disease	11
Decrease risk of Diabetes / Type 2 Diabetes	12
Decrease risk of chronic disease	13
Price (they are getting cheaper)	14
Other (specify _____)	15
Don't know / no particular reason	16

ASK ALL

Q5 Do you intend on increasing your consumption of vegetables in the next 6 months? IF YES: is that the next month or probably sometime in the next 6 months?

- Yes, in the next month
- Yes, probably in the next 6 months
- No
- Don't know

ASK ALL

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. SINGLE RESPONSE DO NOT PROMPT INTERVIEWER NOTE: MEDIUM PIECE OF FRUIT EG. APPLE, SMALL PIECE OF FRUIT EG. APRICOT

Less than 1	1
1 serve	2
2 serves	3
More than 2 serves (type in____)	4
Don't eat fruit at all	5
Don't know	6
Refused	7

ASK ALL

Q7 To maintain good health, how many serves of fruit do you think you should eat every day? READ OUT IF NECESSARY A serve is equal to one medium piece, two small pieces of fruit, or 1 cup of diced fruit. SINGLE RESPONSE. DO NOT PROMPT

Less than 1	1
1 serve	2
2 serves	3
More than 2 serves (type in____)	4
Don't eat fruit at all	5
Don't know	6
Refused	7

ASK ALL

Q8 In the last six months, have you tried to change the amount of fruit that you eat? IF YES: Is that increase or decrease? SINGLE RESPONSE

Yes, tried to increase amount	1
Yes, tried to decrease amount	2
No, haven't tried to change	3

ASK YES TRIED TO INCREASE AMOUNT OF FRUIT (CODE 1 Q8)

Q9 What has influenced you to eat more fruit? **PROBE:** Anything else? **DO NOT READ OUT. MULTI RESPONSE**

- To lose or control weight..... 1
- Improve health of family in general / healthier life / health reasons (Unspec)..... 2
- To improve fitness 3
- Advice from others..... 4
- Advertising campaigns (specify ____ -_)..... 6
- To / encourage children / family to eat more..... 7
- I / we like eating fruit / they taste good..... 8
- Substitute for other foods / trying to eat less or no red meat 9
- Decrease risk of cancer 10
- Decrease risk of heart disease 11
- Decrease risk of Diabetes / Type 2 Diabetes..... 12
- Decrease risk of chronic disease..... 13
- Price (they are getting cheaper)..... 14
- Other (specify) 15
- Don't know / no particular reason 16

ASK ALL

Q10 Do you intend on increasing your consumption of fruit in the next six months? IF YES: is that in the next month or probably sometime in the next 6 months?

- Yes, in the next month
- Yes, probably in the next 6 months
- No
- Don't know

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. **SINGLE RESPONSE DO NOT PROMPT**

- Less than 1 1
- 1 item 2
- 2 items 3
- 3 items 4
- More than 3 (type in __-) 5
- Don't eat fast food..... 6
- Don't know 7
- Refused 8

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

- Yes, tried to decrease amount..... 1
- No, haven't tried to change..... 2

ASK YES TRIED TO DECREASE AMOUNT OF UNHEALTHY FOOD

Q13 What has influenced you to try to eat less fast food or snack foods? **PROBE:** Anything else? **DO NOT READ OUT. MULTI RESPONSE**

- To lose or control weight..... 1
- Improve health in general) 2
- To improve fitness 3
- Advice from others..... 4
- Advertising campaigns (specify ____ -_)..... 6

To influence / encourage children / family to eat more	7
Substitute for other foods / trying to eat less or no red meat	8
Decrease risk of cancer	9
Decrease risk of heart disease	10
Decrease risk of Diabetes / Type 2 Diabetes.....	11
Decrease risk of chronic disease	12
The cost (is expensive)	13
Other (specify)	14
Don't know / no particular reason	15

ASK ALL

Q14 Do you intend on decreasing your consumption of fast food or snack foods in the next six months? If yes, probe for "in the next month or probably in the next 6 months".

- Yes, in the next month
- Yes, probably in the next 6 months
- No
- Don't know

EXERCISE

The next few questions are about physical activity and health.

ANALYST NOTE- For Question 16-22 we need to set up parameters and /or warning notes if over certain amounts- especially the time questions- worth talking to Mihaela about in terms of outputs also.

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? IF ASKED INCLUDE ANY WALKING FOR SELF-TRANSPORT

- ___ Number of times
- Don't know 2
- Refused 3

IF Q16 NUMBER OF TIMES IS 1+ ASK: (IE IF 0 OR DON'T KNOW OR REFUSED, SKIP TO Q18).

Q17 What do you estimate was the total time you spent walking in this way in the last week? (In hours and or minutes)

Analyst Note Can we set up entry boxes and have warning if either are outside parameters?

How many hours

And then

How many minutes

- ___ total time (week)
- Don't know 2
- Refused 3

Q18 In the last week, how many times did you do any vigorous physical activity which made you breathe harder or puff and pant? (eg: football, competitive tennis, netball, squash, athletics, cycling, jogging, keep-fit exercises and vigorous swimming

- ___ Number of times
- Don't know number 2
- Refused 3

IF Q18 NUMBER OF TIMES IS 1+ ASK: (IE IF 0 OR DON'T KNOW OR REFUSED, SKIP TO Q20).

Q19 What do you estimate was the total time you spent doing this vigorous physical activity in the last week? (In hours and / or minutes)

Analyst Note Can we set up entry boxes and have warning if either are outside parameters

- ___hours ___ minutes
- Don't know 3
- Refused 4

Q20 In the last week, how many times did you do any other more moderate physical activity that you haven't already mentioned? (eg. gentle swimming, golf, social tennis, lawn bowls tai chi, sailing)

- ___Number of times
- Don't know number 2
- Refused 3

IF Q20 NUMBER OF TIMES IS 1+ ASK: (IE IF 0 OR DON'T KNOW OR REFUSED, SKIP TO Q22).

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

Analyst Note Can we set up entry boxes and have warning if either are outside parameters

- ___hours ___ minutes
- Don't know 3
- Refused 4

ASK ALL

Q15 To maintain good health, how many minutes of moderate or vigorous activity do you think you should do everyday? Moderate activity can be anything you do that causes a slight increase in your breathing and heart rate for a sustained period such as a brisk walk. **INTERVIEWER NOTE: IF GIVEN A RANGE PLEASE RECORD THE MINIMUM TIME MENTIONED**

TYPE IN: _____(minutes per day)

Analyst Note Can we have the minutes calculated and displayed in hours if more than 60 minutes...and reconfirmed with the respondents saying so to maintain good health you need to do Hrs and minutes? Yes or correct.

- Moderate or vigorous activity is not needed 2
- Don't know 3
- Refused 4

Q22 In the past 6 months, have you tried to change the amount of moderate or vigorous activity that you do? IF YES: Is that increase or decrease? SINGLE RESPONSE

- Yes, tried to increase amount 1
- Yes, tried to decrease amount 2
- No, haven't tried to change..... 3

ASK IF YES TRIED TO INCREASE AMOUNT OF PHYSICAL ACTIVITY (CODE 1 Q22)

Q23 What influenced you to try and be more active? **PROBE:** Anything else? DO NOT READ OUT. MULTI RESPONSE

- Advertising campaigns (specify ____-_)2
- To lose / control weight.....3
- Improve health in general4
- To improve fitness5
- Advice from school6
- Influence of friends or family members7
- To influence others / family to exercise more8
- Decrease risk of cancer 9
- Decrease risk of heart disease 10
- Decrease risk of Diabetes / Type 2 Diabetes..... 11
- Decrease risk of chronic disease 12
- Other (specify)14

Don't know.....15

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?

- | | |
|------------------------------------|---|
| Yes, in the next month | 1 |
| Yes, probably in the next 6 months | 2 |
| No | 3 |
| Don't know | 9 |

PHYSICAL HEALTH / WELLBEING

I'm now going to ask you a few questions about your health and lifestyle in general.

ASK ALL

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

AN: USE SAME CODES AS LAST WAVE PLEASE

- Your weight as measured by the scales 1
- Measuring your waist with a tape measure 2
- Don't know 9

ASK ALL

Q26 In general would you say your health is: READOUT. SINGLE RESPONSE

- Excellent 1
- Very good 2
- Good 3
- Fair 4
- Poor 5
- Don't know (Don't read out) 6

Q27 How satisfied are you with your current waist measurement? Are you: READOUT. SINGLE RESPONSE

AN: USE SAME CODES AS LAST WAVE PLEASE

- Very satisfied 1
- Somewhat satisfied 2
- Neither satisfied nor dissatisfied 3
- Somewhat dissatisfied 4
- Very dissatisfied 5
- Don't know 9

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

AN: USE SAME CODES AS LAST WAVE PLEASE

- Yes 1
- No 2

D16 Have you tried to reduce your waist measurement in the last 6 months? DO NOT READ SINGLE RESPONSE

AN: USE SAME CODES AS LAST WAVE PLEASE

- Yes 1
- No 2
- Don't know 9
- Refused
- Pregnant

ASK "I TRIED TO DECREASE WAIST MEASUREMENT (CODE1 D16)

Q30 What influenced you to try and decrease your waist measurement? DO NOT READ OUT

- Advertising campaigns (specify ____ -_)2
- Improve health in general3
- To improve fitness4
- Advice from school5
- Influence of friends or family members6
- To influence others / family to exercise more7
- Decrease risk of cancer 8
- Decrease risk of heart disease 9
- Decrease risk of Diabetes / Type 2 Diabetes..... 10

Decrease risk of chronic disease	11
To look better	12
Other (specify)	13
Don't know	14

ASK IF MEASURED WAIST (D15=1)

D17 Can you tell me what your waist measurement is? DO NOT READ

AN: NEED TO REVIEW PARAMETERS HERE ALSO

TYPE IN _____(cm)

TYPE IN: _____(inches)

Don't know

Rather not say

Pregnant

ASK ALL

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

AN: USE SAME CODES AS LAST WAVE PLEASE

- Yes 1
- No 2
- Don't know 3
- Rather not say 4

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

- Underweight..... 1
- Acceptable weight..... 2
- Overweight..... 3
- Don't know (DO NOT READ OUT) 4

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

- Tried to increase 1
- No change attempted 2
- Tried to decrease..... 3
- Pregnant [DO NOT READ] 4

ATTITUDES TOWARD HEALTH, CHRONIC DISEASE, OBESITY (INCLUDING LINKS)

Q31 The next questions are about your perceptions of health, lifestyle and chronic disease. To what extent do you agree or disagree with the following statements. SINGLE RESPONSE READOUT FIRST STATEMENT Do you.....? READ OUT FULL SCALE AFTER FIRST STATEMENT. FROM SECOND STATEMENT SAY "To what extent do you agree or disagree that.."

	RANDOMISE STATEMENTS "	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
A	I really want to change to be healthier (1)	1	2	3	4	5	6
B	I am going to change my lifestyle to become healthier (1)	1	2	3	4	5	6
D	Others would say that I have a very healthy lifestyle (3)	1	2	3	4	5	6
E	My lifestyle is increasing my risk of getting a chronic disease (4)	1	2	3	4	5	6
F	I know that I should change my lifestyle so it is healthier (4)		2	3	4	5	6
G	I tell others that life's too short to worry about having a healthy lifestyle (5)	1	2	3	4	5	6
H	I am confident I could increase my physical activity to improve my health (2)						
I	I am confident I could increase the amount of fruit and vegetables I eat to improve my health (2)						

Q32 What do you believe are the main chronic diseases caused by an unhealthy lifestyle? DO NOT PROMPT. MULTI RESPONSE OK

- Arthritis..... 1
- Asthma..... 2
- Type II diabetes 3
- Cancers (eg. colon, breast, prostate)..... 4
- Heart disease (cardiovascular) 5
- High cholesterol 6
- High blood pressure..... 7
- Stroke (cerebrovascular) 8
- Chronic kidney disease..... 9
- Other (specify) 10
- Don't know 11

AN: THIS DID NOT WORK LAT WAVE NEEDS TO BE DOUBLE CHECKED

Display Q33 before Q34 for Males (CODE 1, S1) and Q34 before Q33 for Females (CODE 2 S1)

Q33 Thinking about men only, what waist measurement is associated with an increased risk of health problems and chronic disease for men? DO NOT READ SINGLE RESPONSE

AN: NEED TO REVIEW PARAMETERS HERE ALSO

TYPE IN _____(cm)
TYPE IN _____(inches)

Waist measurements aren't associated with health problems and chronic disease
 Don't know

Q34 Thinking about women only, what waist measurement is associated with an increased risk of health problems and chronic disease for women? DO NOT READ SINGLE RESPONSE
 AN: NEED TO REVIEW PARAMETERS HERE ALSO

TYPE IN _____(cm)

TYPE IN _____(inches)

Waist measurements aren't associated with health problems and chronic disease
 Don't know

Q35 Approximately what proportion of Australian adults do you believe are overweight? DO NOT READOUT.
 SINGLE RESPONSE

1 in 2, 50% or Half

1 in 3, 33% or One third

1 in 4, 25% or one quarter

1 in 5, 20% or one fifth

Other Specify _____

Don't know (don't read out)

Q36 I'm now going to read out a few more statements about your perceptions of health, lifestyle and chronic disease. To what extent do you agree or disagree with the following statements. Is that strongly or somewhat agree / disagree? SINGLE RESPONSE SINGLE RESPONSE READOUT FIRST STATEMENT Do you.....? READ OUT FULL SCALE AFTER FIRST STATEMENT. FROM SECOND STATEMENT SAY "To what extent do you agree or disagree that.."

	RANDOMISE STATEMENTS "	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
J	I avoid thinking about or discussing how healthy my lifestyle is (6)	1	2	3	4	5	6
K	I don't need to make any changes to my lifestyle (7)	1	2	3	4	5	6
L	I keep putting off healthy changes – I'll do it later (8)	1	2	3	4	5	6
M	I know exactly how to change my lifestyle to be healthier (9)	1	2	3	4	5	6
N	I am always trying to make changes to my lifestyle but I find they don't last (10)	1	2	3	4	5	6
O	I have a high chance of developing a chronic disease (GEN)	1	2	3	4	5	6
P	I am concerned that I will develop a chronic disease (GEN)		2	3	4	5	6
Q	A persons waist measurement is strongly related to their chances of developing a chronic disease later in life (GEN)	1	2	3	4	5	6

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...

	RANDOMISE STATEMENTS "	RECORD 0-10	Don't Know
A	Eating 5 serves of vegetables everyday		
B	doing 30 minutes of physical activity everyday		
C	maintaining a waist measurement of no more than [IF FEMALE RESP. INSERT '80cm for a Female. IF MALE RESP. INSERT '94cm for a Male']		
D	not smoking		
E	maintaining a healthy weight		
G	Low consumption of saturated fats		

INFORMATION SOURCES

Q38 In the last 6 months, have you looked for any information on healthy lifestyles?

Yes

No

Can't remember

Q39 In the next month, how likely are you to seek information about healthier lifestyles? READOUT. SINGLE RESPONSE

Very likely

Somewhat likely

Neither likely nor unlikely

Somewhat unlikely

Very unlikely

AD AWARENESS

ASK ALL

Q40 Now, thinking about advertising. In the last month have you seen, read or heard any advertising campaigns about lifestyle, healthy weight and chronic disease? SINGLE RESPONSE

- Yes 1
- No 2
- Don't know 3

ASK YES SEEN ADVERTISING

Q41 Where did you see, read or hear any part of this / these advertising campaigns? DO NOT READOUT. RECORD FIRST MENTION SINGLE RESPONSE. Probe: Where else? MULTI REPOSE OK.

- TV advertising 1
- TV news / current affairs 2
- Television program 3
- Radio advertising 4
- Radio news 5
- Radio program 6
- Cinema 7
- Magazine article 8
- Magazine advertising 9
- Newspaper article 10
- Newspaper advertising 11
- Brochure / booklet 12
- Website 13
- Word of mouth 14
- Bus / tram 15
- Local area / health service 16
- Doctor / general practitioner 1;7
- School activity / education program 18
- Information night 19
- Shopping trolley 20
- Shopping centre adshel (advertising board) 21
- Other (specify) 22
- Don't know / can't say 23

ASK YES SEEN ADVERTISING

Q42 Can you describe what you saw, read or heard from this / these advertising campaigns? Anything others? DO NOT READ OUT MULTI RESPONSE OK

-
- Don't know 10

ASK ALL (insert by NE on instruction from BM)

Q43 I am now going to read out a brief description of two recent TV ads and I would like to know if you have seen either of them?

The first ad shows a man walking towards us along a tape measure on the floor. With each step he gets heavier and ages a little You see him chase after his daughter, but only goes a few steps and is out of breath. The man says "...life gets busier, you let yourself go a bit, I'm not worried. But when I first realised it was affecting my health, well yeh I got worried".

The second ad shows the same man walking towards us along a tape measure on the floor. With every step forward, he looks heavier and unhealthier. He decides to turn his life around and turns around and walks back down the tape measure.

Have you seen either of these TV ads?

Interviewer note: Confirm which ads seen 1 or 2 or both as necessary.

1	Yes – ad 1 only
2	Yes - ad 2 only
3	Yes ad 1 and ad 2
4	No
5	Don't know/ unsure

ASK ALL

Q44 In a radio version of the ads I just described we hear a man walking briskly to begin with and then more slowly. You hear his daughter say "You're it!" and the man puffing. The man says "I'm not worried, but when I first realised it was affecting my health, well yeh I got worried".

In the shorter radio ad, you hear the man say "...from today, I'm going to turn my life around..." You hear a voice say "It's never too late to start taking steps. What measures will you take?"

Do you recall hearing either of these ads on the radio?

1	Yes
2	No
3	Don't know/ unsure

ASK ALL

Q45 There was also a newspaper and magazine ad for the same campaign where a man or a woman stand on a tape measure with the heading "The more you gain the more you have to lose" or "Time to take some healthy measures? Do you recall seeing these ads in a newspaper or magazine recently?"

1	Yes
2	No
3	Don't know/ unsure

ASK ALL

Q46 This campaign also had ads in shopping trolleys or at the supermarket which say "How does your trolley measure up?" or shows a woman standing on a tape measure and says "How will your choice of groceries measure up?" Do you recall seeing these ads in a trolley or supermarket recently?

1. Yes
2. No
3. Don't know

ASK ALL

Q47 There have also been ads on the internet where a man walks along the tape measure on the floor and he gets heavier around the middle and ages a little as he walks along. The text reads: "How do you measure up? or What measures will you take?" Have you seen any online ads for this campaign?

1	Yes
2	No
3	Don't know/ unsure

(ALL)

PROGRAMMER NOTE: CREATE HIDDEN VARIABLE

1. Aware of the campaign (= Q43, Q44, Q45, Q46, Q47 CODE 1)
2. All others

(AWARE OF CAMPAIGN) CONTINUE. OTHERS GO TO **Q51**

ASK IF AWARE OF CAMPAIGN

Q48 Whether or not you have seen all of the campaign elements I described earlier, we are interested in your thoughts about it. What do you think were the main messages in the ads you saw?
IF SAYS HEALTHY LIFESTYLES – PROBE FOR MORE INFORMATION (EG PHYSICAL ACTIVITY, DIET). IF SAYS DON'T GET OVERWEIGHT PROBE WHY NOT

SPECIFY 1 _____

PROBE: Anything else?

SPECIFY 2 _____

ASK IF AWARE OF CAMPAIGN

ROTATE STATEMENTS.

Q49 Please tell me if you think the ad communicates each of the following or not... We don't want to know if you think the statement is true, we just want to know if the ad communicated this message to you.

CODEFRAME:

Yes, No, Don't know

- a. For most people, waistlines of over 94cm for men and 80cm for women increase the risk of some cancers, heart disease and type 2 diabetes.
- b. 30 minutes or more physical activity every day helps you maintain good health.
- c. 2 serves of fruit and 5 serves of vegetables a day can improve your health.
- d. Body Mass Index is the only way to measure if you're overweight
- e. Vigorous exercise is the only way to lose weight

ACTION AND INTENTION AS RESULT OF CAMPAIGN

ASK IF AWARE OF CAMPAIGN

Q50 Which, if any, of the following have you done as a result of seeing this campaign?

READOUT. ROTATE. MULTI RESPONSE OK.

Increased the amount of fruit I eat
Increased the amount of vegetables I eat
Decreased the amount of fast food or snack foods I eat
Increased the amount of exercise I do
Measured my waist
Tried to reduce my waist measurement
None of these (DNRO)

ASK ALL

Q51 Finally which, if any, of the following do you **intend** on doing in the **next 6 months**?

READOUT. ROTATE. add codeframe "Yes in the next month"etc

IF YES, PROBE FOR IN THE NEXT MONTH OR PROBABLY IN THE NEXT 6 MONTHS USE RESPONSE GRID

Increase the amount of fruit I eat
Increase the amount of vegetables I eat
Decrease the amount of fast food or snack foods I eat
Increase the amount of exercise I do
Measure my waist
Try to reduce my waist measurement
None of these (DNRO)

DEMOGRAPHICS

ASK ALL

Now, I would like to ask some questions about you just to check we have surveyed a proper cross-section of the population...

D1. Including yourself, how many adults, 18 years or older, are living in your household?

D2. And how many children aged 0-17 years live in your household?

TYPE IN: _____ 1 CONTINUE
None 2 GO TO D5

ASK D3 IF 1 OR MORE AT D2

D3. Are you a parent or guardian of any of the children aged 0-17 years living in your household?
DO NOT READ OUT. SINGLE RESPONSE.

Yes 1 GO TO D4
No 2 GO TO D5

ASK IF PARENT/GUARDIAN (D3=1)

D4. How many of these children are in each of the following age groups?
READ OUT. NUMERICAL RESPONSE.

Under 5 years _____
5-12 years _____
13-17 years _____

D5 (WA NEW) Which one of the following best describes your household? READ OUT SINGLE RESPONSE.
NOTE TO SCRIPT WRITER: ONLY DISPLAY APPROPRIATE RESPONSES AS PER INSTRUCTIONS BELOW.

Live alone 1 DO NOT READ - PIPE FROM D1/D2)
Couple 2 IF '2' at D1 AND '0' at D2
Couple with children 3 IF >1 at D1 AND >1 at D2
Single parent..... 4 IF 1 at D1 AND >1 at D2
Live just with related adults..... 5 IF >1 at D1 and '0' at D2
Live with related adults with children 6 IF >1 at D1 AND >1 at D2
Live just with unrelated adults..... 7 IF >1 at D1 and '0' at D2
Live with unrelated adults with children 8 IF >1 at D1 AND >1 at D2
Other 9 ASK ALL

D6 (2&5) What is the highest level of education you have completed? PROMPT IF NECESSARY SINGLE RESPONSE

Primary school 1
Year 10 or below..... 2
Year 11 or below..... 3
Year 12 or below..... 4
Trade / apprenticeship 5
TAFE / Technical Certificate 6
Diploma..... 7
Bachelor Degree..... 8
Post-Graduate Degree..... 9
Other (Specify)..... 10
Refused 11

D7 (2&5) What is your current employment status? Are you ... SINGLE RESPONSE

- Employed full-time 1
- Employed part-time..... 2
- Unemployed..... 3
- Retired or on a pension 4
- A full-time student 5
- Engaged in home duties 6
- Other (Specify)..... 7
- Refused 8

D8 (2&5) Would you mind telling me which of the following categories your household's approximate annual income from all sources, before tax, falls into? Would it be ... SINGLE RESPONSE

- Less than \$30,000 1
- \$30,000 - \$49,999 2
- \$50,000 - \$69,999 3
- \$70,000 - \$99,999 4
- \$100,000 and over 5
- Don't know / refused 6

D9 (2&5) What is the main language spoken in your home? SINGLE RESPONSE

- English 1
- Other (specify) 2
- Refused 3

D10 (2&5) Are you from an Aboriginal or Torres Strait Islander background?

- Yes 1
- No 2
- Refused 3

D11 (2&5) Do you currently smoke cigarettes?

- Yes 1
- No 2
- Refused 3

D12 (HILDA) Have you been told by a doctor or nurse that you currently have any of the following long-term health conditions: READ OUT AND RECORD EACH CONDITION

Arthritis	1
Asthma	2
Heart disease	3
Have had, or at risk of, stroke	4
Chronic kidney disease	5
Cancer of any kind	6
Depression	7
Type 2 Diabetes	8

Oral Disease (e.g Gum disease)	9
Osteoporosis	10
None of these	12

D13 (NSW) How much do you weigh without shoes? (Min 20Kg, Clarify if >190kg) (Min 3 stone or 42Lbs, Clarify if >30 stone or 420 Lbs)

- TYPE IN ____ (kg) 1
- TYPE IN ____ (stones and lbs) 2
- Don't know 3

D14 (NSW) How tall are you without shoes? (Min 90cm, Max 300cm) (Min 3ft, Max 9ft)

- TYPE IN ____ (cm) 1
- TYPE IN: ____ (feet & inches) 2
- Don't know 3

That's the end of the survey. Just in case you missed it my name is (...) and this survey was conducted on behalf of the Australian Government Department of Health and Ageing. Thanks for your help.

INTERVIEWER DECLARATION