



**Evaluation of the *Find Thirty every day*®
Social Marketing Campaign
Research Report**

Prepared by





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Executive Summary

This report was commissioned by the Premier's Physical Activity Council (PPAC) to undertake a phone tracking survey to evaluate the impact and effectiveness of its most recent social marketing campaign, *Find Thirty every day*®.

In November 2010, quantitative research was undertaken to evaluate the impact and effectiveness of its first social marketing campaign, *Find Thirty. It's not a big exercise*®. The evaluation gathered information from a representative sample of Tasmanians aged 18-54 years (n=600). Based on the results of the research, the primary recommendation was to replace that campaign with the *Find Thirty every day*® campaign, which builds on the existing foundation of the 'Find thirty' slogan.

Using the same survey instrument, this report presents findings from interviews with adults aged 18 years and over in 2014 to evaluate the impact and effectiveness of the *Find Thirty every day*® social marketing campaign, as well as a comparison of the 2010 and 2014 findings for adults aged 18-54 years (n=600). The target audience for the first campaign was adults aged 18-54 only; the target group for the second campaign was expanded to include all adults. A total of 800 respondents aged 18 years and over were interviewed between 31 March and 4 April 2014.

Knowledge of Physical Activity Required for Good Health for Adults

Just over half (55%) of the respondents reported that adults need to undertake physical activity "7 days" per week. On combining the percentages for all responses given, around three in four respondents (74%) affirmed that adults require at least "5 days or more" of physical activity for good health per week.

When asked how many minutes of physical activity per day adults require for health benefits, the majority (90%) of respondents stated that adults need to do at least "30 minutes or more" of physical activity per day. In 2014, 94% of respondents aged 18-54 years stated adults need at least "30 minutes or more" of physical activity per day, compared to 90% in 2010.

"Walking or cycling to or from a place" was reported most frequently as activities that contribute to the required level of physical activity needed for good health, affirmed by almost all respondents (98%). Other activities receiving a high level of agreement were "walking a dog" and "finding 10 minutes to be active" (96% each).

Knowledge of Physical Activity Required for Good Health for Children

Less than half of the respondents correctly reported the level of physical activity recommended for children under the age of 18, with 46% identifying that children need at least “60 minutes” of physical activity every day.

In 2014, respondents aged 18-54 years were slightly more likely to report that children need “60 minutes or more” of physical activity per day (40%), when compared to 2010 (37%).

On combining the percentages for all the responses given, more than four fifths (86%) of respondents stated that children need at least “30 minutes or more” of physical activity per day for good health. Of these respondents, 35% reported “30 minutes” per day is required.

Frequency of and Time Spent Walking in the Last Week

Overall, 90% of respondents interviewed stated that in the last week they had walked continuously for at least 10 minutes. Among these respondents, more than one half (54%) reported that they had done so “7 times or more” in the last week and 55% stated that the total time they had spent walking in the last week was “at least 3 hours”.

The reported frequency of continuous walking remained similar among 18-54 year olds between 2010 and 2014, with a combined percentage of 54% of respondents in each case stating that they had walked “7 times or more” in the past week. In 2014, respondents in the 18-54 age cohort were marginally more likely to state having walked continuously for “3 hours or more” in the past week (a combined percentage of 55%, compared to 53% in 2010).

Frequency of and Time Spent on Vigorous Household Chores in the Last Week

In 2014, 55% of respondents reported having undertaken vigorous household chores in the last week. Of these respondents, three quarters (75%) said they had done so up to three times within the previous week and around one quarter (a combined percentage of 26%) stated they had spent a total of “3 hours or more” on them within that week.

For 18-54 year olds, both the combined percentage reporting having undertaken vigorous household chores “5 times or more” in the last week and the combined percentage reporting undertaking vigorous household chores for “3 hours or more” in the last week have declined since 2010.

Frequency of and Time Spent on Vigorous Physical Activity in the Last Week

Overall, more than three fifths (63%) of respondents stated that they had undertaken vigorous physical activity in the last week.

Around one third (a combined percentage of 34%) undertook vigorous physical activity “5 times or more” within the last week, while one half (a combined percentage of 50%) reported spending a total time of “3 hours or more” in that period undertaking such activity.

Since 2010, the reported frequency of undertaking vigorous physical activity in the last week has remained similar among 18-54 year olds, with a combined percentage of 35% of respondents in 2014 reporting “5 or more times” in the past week, compared to 37% in 2010. However, the percentage of respondents spending a total time of “3 hours or more” undertaking vigorous physical activity in the past week has increased slightly, with more than one half (a combined percentage of 52%) of 18-54 year olds reporting having done so in 2014, compared to 47% in 2010.

Unprompted and Prompted Recall of TV Advertising

Around three in five respondents (59%) affirmed that they could recall seeing TV advertisements about physical activity or exercise in the past 3 years. The level of reported recall was considerably higher among respondents aged 18-54 years (67%) compared to those aged 55 and over (45%). However, among the 18-54 year olds the percentage confirming recall of such advertisements has dropped significantly since 2010 (83%).

Of the advertisements associated with the most recent Find Thirty campaign, “a couple walking” recorded the highest unprompted recall of 13%, “a lady walking to work” was mentioned by 9%, “a lady riding a bike” by 7%, while a further 6% said “a man throwing the ball to his dog in the park”. Although not able to describe a specific TV advertisement, around one in four respondents (26%) cited part of Objective 1 of the Find Thirty campaign, mentioning “find thirty minutes a day”.

When prompted, and then combining the percentage with that for unprompted recall, 39% of respondents reported they had seen the advertisement with “a couple walking”, 36% reported they had seen “a man throwing the ball to his dog in the park”, while a further 31% of respondents confirmed they had seen “a group of ladies walking” and “a lady riding a bike”.

Main Message of the Campaign

Almost half of all respondents (47%) reported the main message of the campaign was to undertake “regular physical activity”. 17% made a comment related to the health benefits portrayed by the advertisements.

The majority (93%) of respondents stated the advertisements they had seen were “easy to follow”. Around three quarters (74%) of respondents stated the TV advertisements were “relevant”, while 57% said the Find Thirty advertisements were “very believable”.

When respondents were asked whether they enjoyed watching the TV advertisements, more than one half (55%) said “I don’t mind it”. 14% explicitly stated that they enjoyed watching the Find Thirty TV advertisements.

The ‘Find Thirty every day’ Slogan

Unprompted, a combined percentage of 91% of the respondents recalled the ‘Find thirty’ message. That is, close to one half (48%) of respondents recalled part of the slogan ‘Find thirty’, while a further 43% recalled the full slogan, ‘Find Thirty every day’. Once prompted, and combining the result with that for the above unprompted recall, three quarters (75%) of all respondents were aware of the full slogan. In 2010, unprompted and prompted recall of the full slogan, ‘Find thirty. It’s not a big exercise’, was reported by a combined percentage of 55%.

Influence of the Campaign

Two thirds (67%) of respondents stated that seeing the campaign made them think about the level of physical activity they currently do. When asked in what way, respondents were most likely to say the campaign made them think specifically about increasing the amount of physical activity they do, as well as more generally reminding them to exercise or to think about the amount of time they spend being physically active. Almost one in ten respondents (9%) explicitly stated that the campaign made them aware that currently they “don’t do enough” physical activity.

On comparing the responses in 2010 and 2014 of those in the 18-54 age cohort, 58% in 2010 stated that the campaign had made them think that they “don’t do enough” physical activity, compared to 9% in 2014. Respondents in 2014 were more likely to articulate that the campaign had made them think “I could increase the amount I exercise” (24%, compared to 9% in 2010), “how much exercise I do” (14%, compared to no respondents in 2010), and that it “reminds me to exercise” (13%, compared to no respondents in 2010). Respondents in 2010 were more likely to report that the campaign had made them think “exercise is easy” (13%, compared to 4% in 2014) and that it “encouraged or motivated me to do more” (12%, compared to 6% in 2014).

Although the campaign had an influence on making two thirds of respondents think about their level of physical activity, around three quarters of these respondents (76%) reported that seeing the campaign had not made them change their level of physical activity. The most common reason stated for not changing behaviour was respondents’ self-assessment that they “already exercise enough”.

In the younger cohort aged 18-54 years, a marginally higher percentage of respondents in 2014 than in 2010 claimed that the Find Thirty advertisements that they had seen had not made them change the level of physical exercise that they do (71%, compared to 67% in the current round).

Conclusion

Key findings from the evaluation of the *Find Thirty* campaigns include:

- A larger proportion of respondents correctly identified that adults need 30 minutes of physical activity per day for good health (90%), compared to the proportion of respondents who correctly reported that children under the age of 18 need 60 minutes of physical activity per day (46%). Among 18-54 year olds, knowledge of the amount of physical activity required for good health for adults and children has slightly improved since 2010 (by 4 and 3 percentage points respectively).
- Since the 2010 research round, both the reported frequency of walking in the last week and the reported total time spent walking in the last week have remained at similar percentage levels among 18-54 year olds. In this same age group, the percentage of respondents reporting spending a total time of “3 hours or more” undertaking vigorous physical activity in the past week has increased slightly, with more than one half (a combined percentage of 52%) of 18-54 year olds reporting having done so in 2014, compared to 47% in 2010.
- Of all the TV advertisements in the 2014 ‘Find Thirty’ campaign, “a couple walking” recorded the highest combined percentage of top-of-mind awareness as well as prompted recall.
- On combining the unprompted and prompted responses, recorded recall of the 2014 slogan, ‘Find Thirty every day’, was at a higher percentage level than that for the slogan used as part of Stage 1 of the 2010 campaign, ‘Find thirty. It’s not a big exercise’.
- Those respondents who reported having spent a lower total time in the last week undertaking physical activity, particularly walking and vigorous activities, were generally more likely to state that they had changed their level of physical activity after seeing the ‘Find Thirty’ campaign. Among those who had not changed their behaviour, the most common reason given for this was their self-assessment that they “already exercise enough”. However, closer analysis revealed that of these respondents, around one quarter (24%) had walked “less than 5 times” in the previous week and had spent a total of “less than 2 hours” walking within that period.

Comparison between 2010 and 2014 Evaluation Findings for 18-54 Year Olds

The following table presents a comparison between the 2010 and 2014 evaluation findings for respondents aged 18-54 years (n=600).

Knowledge of Physical Activity Required for Good Health	
Frequency of physical exercise for <u>adults</u>	
Days per week	➤ A greater proportion of respondents in 2014 stated that adults need “5 days or more” per week of exercise for good health (73%, compared to 67% in 2010) .
Minutes per day	➤ A higher percentage of respondents in 2014 stated that adults need “30 minutes or more” per day of exercise on each day (94%, compared to 90% in 2010) .
Frequency of physical exercise for <u>children</u>	
Minutes per day	➤ A somewhat greater proportion of respondents in 2014 reported that children require “60 minutes or more” per day of physical activity or exercise for good health (40%, compared to 37% in 2010) .
Physical Activity Undertaken in the Last Week	
Frequency of continuous walking undertaken in the last week	
Walked continuously for at least 10 minutes in the last week	➤ A marginal decrease was observed in 2014 with regard to the proportion of respondents who stated that they had walked continuously for at least 10 minutes in the last week (90%, compared to 92% in 2010) .
Number of times per week	➤ The recorded frequency of continuous walking has remained similar between the 2010 and 2014 rounds of research, with 54% of respondents in each case stating that they had walked “7 times or more” in the last week .
Total time spent walking	➤ Respondents in 2014 were only marginally more likely to have walked continuously for at least 10 minutes for a total time of “3 hours or more” in the last week (55%, compared to 53% in 2010) .

Vigorous household chores undertaken in the last week	
Vigorous household chores undertaken	➤ The percentage of respondents in 2014 stating they had undertaken vigorous household chores in the last week has remained similar to the result in 2010 (56%, compared to 55% in 2010).
Frequency of undertaking vigorous household chores	➤ The percentage reporting having undertaken vigorous household chores “5 times or more” in the last week has declined marginally since 2010 (19% in 2014, compared to 22% in 2010).
Total time spent undertaking vigorous household chores	➤ The percentage reporting having undertaken “3 hours or more” of vigorous household chores within the last week has declined between the two rounds (24% in 2014, compared to 34% in 2010).
Vigorous physical activity undertaken in the last week	
Vigorous physical activity undertaken	➤ The percentage of respondents stating they had participated in vigorous physical activity in the last week has declined somewhat since 2010 (63% in 2014, compared to 66% in 2010).
Frequency of undertaking vigorous physical activity	➤ Since 2010, the percentage reporting having undertaken vigorous physical activity “5 or more times” within the past week has marginally declined (35% in 2014, compared to 37% in 2010).
Total time spent undertaking vigorous physical activity	➤ The percentage of respondents stating they had undertaken “3 hours or more” of vigorous physical activity in the last week has increased (52% in 2014, compared to 47% in 2010).
Advertising Measures	
Unprompted recall of TV advertising about physical activity	➤ Unprompted recall of TV advertisements about physical activity was lower in 2014 (67%, compared to 83% in 2010).

Unprompted awareness of the full slogan	➤ 41% of respondents correctly identified the full slogan 'Find Thirty every day' in 2014, compared to 19% of respondents correctly identifying the full slogan 'Find thirty. It's not a big exercise' in 2010.
Enjoyment in watching the TV advertisements	➤ The percentage of respondents recorded as reporting enjoyment in watching the TV advertisements was higher at 22% in 2010, compared to 16% in 2014.
Ease of understanding the TV advertisements	➤ The reported ease of understanding the TV advertisements was at a marginally higher level in 2010 at 98%, compared to 96% in 2014.
Relevance of the TV advertisements	➤ A slightly lower percentage of respondents in 2014 confirmed that the advertisements were relevant to them personally (78%), when compared to the level recorded in 2010 (82%).
Credibility of the TV advertisements	➤ The level of reported credibility has remained similar since 2010, with 63% of respondents then and in 2014 stating that they found the 'Find Thirty' TV advertisements "very believable".

Section One – Introduction

1.1 Background

The *Find thirty. It's not a big exercise*® physical activity campaign was developed for the Western Australian Department of Health by 303 Group Pty Ltd. The campaign was adapted and implemented by the Premier's Physical Activity Council (PPAC) in Tasmania between January 2008 and April 2011, with the aim of increasing the number of Tasmanians who are sufficiently active for good health.

The *Find Thirty every day*® campaign continues on from the *Find thirty. It's not a big exercise*® campaign, again developed for the Western Australian Department of Health and adapted and implemented by PPAC in Tasmania between October 2011 and April 2014. The aim of the campaign is likewise to increase the number of Tasmanian adults who are sufficiently active to gain health benefits.

Social marketing is concerned with helping to achieve and maintain desirable social change, such as increasing physical activity levels. There is strong evidence that social marketing campaigns are a cost effective way to deliver physical activity messages that will quickly and effectively boost awareness levels due to the high reach of the target audience^{1,2}.

According to the National Health Survey 2010-11³, seven out of 10 Tasmanian adults aged 18 years and over, do not meet the national recommendation of 30 minutes of physical activity on at least five, preferably all, days of the week. This figure has remained relatively stable since this data was first collected in the mid-1990s. In 2001, PPAC was formed to address the issue and, in 2005, the council led the development of the Tasmanian Physical Activity Plan: LIVE LIFE *get moving*⁴ to support the development of a more physically active Tasmania. As part of this plan, PPAC launched the three-year *Find thirty. It's not a big exercise*® campaign.

In 2011, PPAC launched Tasmania's Plan for Physical Activity 2011-2021. Implementation of the *Find Thirty every day*® campaign contributes to the achievement of Goal 1 of Tasmania's plan for physical activity 2011-2021; to 'become a community that values and supports physical activity'. The campaign also supports Goal 4 of the long-term community plan, Tasmania Together 2020⁵, which is for 'active, healthy Tasmanians with access to quality and affordable health care services'. The relevant indicator of this goal is 4.1.2; 'the percentage of the population who do not do enough exercise to avoid chronic disease' (p. 15).

¹ Bauman, A. (1998). Impact of an Australian mass media campaign targeting physical activity in 1998. *American Journal of Preventive Medicine*, 21(1), 41-47.

² Bauman, A., Booth, M., Oldenburg, B., Owen, N., & Magnus, P. (1992). Effects of a national mass media campaign on physical activity participation. *Health Promotion International*, 7(4), 241-247.

³ Australian Bureau of Statistics (2012). *National health survey 2010-11*, Canberra.

⁴ Department of Economic Development (2004). *Tasmanian Physical Activity Plan 2005 – 2010: LIVE LIFE get moving*: Hobart: Tasmanian Government.

⁵ Tasmania Together Progress Board (2006). *Tasmania Together 2020*. Hobart.

The *Find thirty. It's not a big exercise*® campaign was evaluated by Enterprise Marketing and Research Services (EMRS) in 2011 and, based on these findings, the primary recommendation was to replace that campaign with the *Find Thirty every day*® campaign. Implementation of *Find Thirty every day*® aims to build on the existing foundation of the 'Find thirty' slogan while alleviating any possible wear out of the previous campaign. The campaign aims to continue to raise awareness of the amount, frequency and type of physical activity required for good health, while incorporating additional 'how to' messages. This research report is the second tracking survey.

1.2 Research Aim

The aim of the research was to undertake a phone tracking survey to evaluate the impact and assess the effectiveness of the *Find Thirty every day*® campaign to date, as well as measure knowledge of the amount, type and frequency of physical activity required by adults for good health.

1.3 Research Objectives

The key objectives of the evaluation were:

- To measure the awareness of the *Find Thirty every day*® social marketing campaign;
- To measure the message take out (a) - Objective 1 of the *Find Thirty every day*® social marketing campaign. That is, knowledge of the amount, type and frequency of physical activity required by adults for good health; and
- To measure the message take out (b) - Objective 2 of the *Find Thirty every day*® social marketing campaign. That is, knowledge of how to incorporate physical activity into daily life.

1.4 Methodology

Research Methodology

EMRS used Computer Assisted Telephone Interviewing (CATI) to collect the data. The research was conducted from EMRS' Moonah call centre, with interviewers trained to national specifications and operating within a quality-controlled interviewing environment.

The survey questionnaire was designed in 2010 and based on that used by the Western Australian Department of Health in evaluating its *Find thirty. It's not a big exercise*® campaign. The same survey questionnaire was used by EMRS in 2010 and 2014 for the purpose of being able to compare findings. This report presents findings from interviews with adults aged 18 years and over in 2014 (n=800), as well as a comparison of the 2010 and 2014 findings for adults aged 18-54 years (n=600). The target group for the first campaign was adults aged 18-54 only; the target group for the second campaign was all adults aged 18 and over.

Sampling

The telephone survey of around 10 minutes in length was administered to a sample of 800 Tasmanian residents aged 18 years and over, drawn from the adult Tasmanian population of 381,296 (ABS, 2011). As with all quantitative research, it must be remembered that all sample surveys are subject to sampling variation. The sampling variation depends largely on the number of respondents interviewed and the way the sample was selected. In theory, with a sample size of 800 respondents, in this research we can say with 95% certainty that the results have a statistical accuracy of +/- 3.46 percentage points of what they would be if the entire adult population had been polled.

A total of 19,290 attempts were made to contact Tasmanian households as part of the 2014 tracking survey. A maximum of three attempts were made to reach households where initial contact wasn't made or a call back at a later time was requested by the householder. Of these attempts, more than 13,000 were either non-contactable or deemed ineligible due to age and gender quota restrictions. 6,165 eligible calls were made comprising of 800 successes, 13 incomplete surveys and a further 5,352 refusals. Refusals were predominantly recorded where householders were not interested in discussing physical activity or were too busy and unable to speak for 10 minutes.

The demographic groups under-represented prior to weighting were male respondents and those aged 18 to 24 years, 55 to 69 years and 70 years or over.

Quotas and Weighting

Quotas were put into place for age, gender and region to ensure that the sample reflected the Tasmanian demographic profile. Where the quotas were not achieved, weighting was applied. To ensure accurate representation of age, gender and region the data has been weighted to the 2011 ABS population statistics. This ensures a more accurate representation of the Tasmanian population. Percentage figures are weighted, however any numbers quoted within the text or the "n=" of tables and charts are actual numbers.

Statistical Tests

Analysis has been conducted using Q Research software with results of the research presented in tables and graphs as descriptive statistics, such as frequencies and percentages. Inferential statistical techniques were used to determine the significance of the results and to examine the associations between different demographic sub-groups with all results treated as statistically significant at p=0.05 level.

Where results are considered statistically significant at a minimum confidence level of 95%, a double asterisk (**) has been used throughout the report. These results have also been highlighted in the tables, with green cells denoting a significantly more positive result statistically and those highlighted red a significantly less positive result.

Data Interpretation

Where percentages do not sum to 100, this may be due to rounding or where respondents were able to give multiple responses. Throughout the report, an asterisk denotes the reason for the results not summing to 100 per cent.

Socio-Economic Indexes for Areas (SEIFA)

The SEIFA is based on the Index of Relative Socio-Economic Advantage and Disadvantage. The index is a continuum of advantage (high values) to disadvantage (low values) and is derived from the ABS Census 2011. All suburbs were ordered from the lowest to highest score, where the lowest 20% of suburbs are classified as in a quintile number of 1, which denotes disadvantaged suburbs, while a quintile number of 5 represents suburbs in advantaged areas.

SEIFA Index – Quintiles	Brackets
1 – Most disadvantaged	0-20%
2	20-40%
3	40-60%
4	60-80%
5 – Least disadvantaged	80-100%

1.5 The People Interviewed

800 respondents of the general public were interviewed from the 31st of March to the 4th of April 2014. The following chart shows the percentages of each demographic group involved in the survey.

**Table 1 – Demographics of the Respondents
(Percentage of each demographic group)*†**

Demographic	Percentage		
	April 2014 Total (n=800) 18+ years	April 2014 Total (n=600) 18-54 years	November 2010 Total (n=600) 18-54 years
Total	100	100	100
Gender			
Male	45	44	46
Female	55	56	54
Region			
South	50	50	52
North and North East	25	25	25
North West and West	25	25	24
Age			
18-24 years	8	11	17
25-34 years	14	19	22
35-44 years	23	31	30
45-54 years	30	39	31
55-69 years	15	-	-
70+ years	10	-	-
SEIFA Index – Quintiles			
1 – Most disadvantaged	21	21	21
2	17	15	24
3	15	16	14
4	17	16	11
5 – Least disadvantaged	31	32	30
Disability			
Yes	11	8	7
No	90	92	93

*Percentages may not sum to 100 due to rounding.

†Percentages figures in this table are unweighted.

Section Two – Measures of Physical Activity

2.1 Frequency of Physical Activity Required for Good Health – Days per Week

All respondents were initially asked:

On how many days per week do you think adults need to do physical activity or exercise for good health?

**Table 2 – Frequency of Physical Activity Required for Good Health – Days per Week
(Percentage of respondents)***

Days per week	April 2014		November 2010
	% of respondents n=800 (18+ years)	% of respondents n=600 (18-54 years)	% of respondents n=600 (18-54 years)
Don't know	1	0	1
Zero	0	0	0
1 day	0	0	1
2 days	1	2	3
3 days	12	12	17
4 days	11	12	12
5 days	17	20	15
6 days	3	3	3
7 days	55	50	48
5 days or more	74	73	67

*Percentages may not sum to 100 due to rounding.

More than one half (55%) of respondents reported that adults need “7 days” of exercise for good health per week, 17% said “5 days” per week, 12% stated “3 days” per week, while a further 11% nominated “4 days” per week. On combining the percentages, around three in four respondents (74%) stated that adults require at least “5 days or more” of physical activity for good health per week.

On combining the responses of the younger cohort aged 18-54 years, the percentage of respondents stating that adults need “5 days or more” per week of exercise for good health showed an increase in 2014 (73%, compared to 67% in 2010).

**Table 3 – Frequency of Physical Activity Required for Good Health – Days per Week in 2014
(Percentage of respondents)***

Demographic Group	1 day %	2 days %	3 days %	4 days %	5 days %	6 days %	7 days %	Don't know %	5 days or more %
Total	0	1	12	11	17	3	55	1	74
Gender									
Male	0	2	10	10	14	2	61	1	77
Female	0	1	14	12	19	3	49	1	72
Age									
18-24	-	-	6	15	17	1	60	-	79
25-34	-	2	12	8	25	7	45	1	77
35-44	-	3	15	15	23	3	41**	-	68
45-54	0	3	14	11	15	2	54	1	71
55-69	-	1	14	11	13	2	57	1	73
70+	1	-	10	8	8	-	72	1	79
SEIFA Index									
1 – Most disadvantaged	-	1	13	11	14	2	60	-	75
2	-	1	8	10	16	2	61	2	79
3	1	3	10	9	21	3	52	0	76
4	-	3	15	12	13	5	50	0	69
5 – Least disadvantaged	0	0	14	13	18	2	52	1	72
Region									
South	0	1	12	11	17	4	55	1	75
North & North East	-	1	13	13	17	2	54	1	72
North West & West	1	2	13	10	17	2	55	1	74
Physical disability									
Disability	-	3	16	13	14	3	51	-	68
No disability	0	1	12	11	17	3	55	1	75

*Percentages may not sum to 100 due to rounding.

**Statistically significant: red highlight = significantly lower percentage.

Male respondents (61%) were more likely than their female counterparts (49%) to state that adults need “7 days” per week of physical activity for good health, as were older respondents aged 70 years or over (72%). Respondents aged 35-44 years were significantly less likely to state “7 days” per week (41%).

Although males were more likely to report that physical activity is required every day for good health, females were marginally more likely to state “5 days” per week (19%, compared to 14% of males).

On combining the percentages, respondents classified as having a disability were somewhat less likely to state that adults need at least “5 days or more” per week of physical activity for good health (68%, compared to 75% of those without a disability).

2.2 Frequency of Physical Activity Required for Good Health – Minutes per Day

All respondents were then asked:

How many minutes of physical activity or exercise do you think adults need to do on each of these days for good health?

Respondents gave specific times, which were placed into the following categories.

**Table 4 – Frequency of Physical Activity Required for Good Health – Minutes per Day
(Percentage of respondents)***

Minutes per day	April 2014		November 2010
	% of respondents n=800 (18+ years)	% of respondents n=600 (18-54 years)	% of respondents n=600 (18-54 years)
Don't know	3	1	2
10 minutes or less	1	1	3
Over 10 minutes, but under 20 minutes	1	1	1
20 minutes, but under 30 minutes	5	4	5
30 minutes	60	64	67
Over 30 minutes, but under 60 minutes	9	9	7
60 minutes and over	21	21	16
30 minutes or more	90	94	90

*Percentages may not sum to 100 due to rounding.

When respondents were asked how many minutes of physical activity or exercise adults need to do on each of these days for good health, three fifths (60%) mentioned “30 minutes” per day, while around one fifth (21%) stated “60 minutes and over” per day. On combining the percentages, the vast majority (90%) of respondents were recorded as reporting that adults need “30 minutes or more” per day.

In the younger cohort aged 18-54 years, a combined percentage of 94% of respondents were recorded as stating adults need at least “30 minutes or more” per day of physical exercise, compared to 90% in 2010.

When examining specific time categories, the percentage of 18-54 year-old respondents stating that adults need “30 minutes” of physical exercise on each of these days for good health has somewhat declined in 2014 (64%, compared to 67% in 2010), while the percentage reporting “60 minutes and over” per day has increased (21%, compared to 16% in 2010).

Table 5 – Frequency of Physical Activity Required for Good Health – Minutes per Day in 2014
(Percentage of all respondents)*

Demographic Group	10 minutes or less	Over 10 minutes, but under 20 minutes	20 minutes, but under 30 minutes	30 minutes	Over 30 minutes, but under 40 minutes	40 minutes, but under 60 minutes	60 minutes and over	Unsure/don't know
	%	%	%	%	%	%	%	%
Total	1	1	5	60	0	8	21	3
Gender								
Male	1	1	4	56	0	8	27	2
Female	1	1	6	64	1	8	16	3
Age								
18-24	-	-	1	60	-	14	23	2
25-34	1	1	1	70	2	7	18	1
35-44	1	1	6	66	1	9	17	-
45-54	1	2	5	59	0	6	26	0
55-69	2	-	8	58	-	8	21	4
70+	4	4	6	46	-	8	24	8**
SEIFA Index								
1 – Most disadvantaged	0	2	7	60	-	6	24	-
2	1	0	6	50	1	10	25	6
3	1	-	2	71	1	5	16	5
4	4	1	5	59	-	9	22	1
5 – Least disadvantaged	1	1	4	61	1	10	20	2
Region								
South	1	2	5	58	0	9	23	2
North & North East	4	1	3	63	0	7	19	2
North West & West	0	1	6	61	1	7	21	3
Physical disability								
Disability	4	4	8	50	-	6	23	5
No disability	1	1	5	61	0	9	21	2

* Percentages may not sum to 100 due to rounding.

**Statistically significant: red highlight = significantly less positive result.

Male respondents were more likely to report that adults need “60 minutes or more” of physical activity on each day for good health (27%), compared to their female counterparts (16%). Female respondents, however, were more likely to state “30 minutes” per day (64%, compared to 56% of males).

Respondents aged 70 years or over were significantly more likely than other age groups to state that they “did not know” how many minutes per day of physical activity adults require for good health (8%).

2.3 Activities Required for Good Health

All respondents were asked:

Which of the following activities do you think can contribute to the required level of physical activity needed for good health?

Would you say...

Table 6 – Activities that Contribute to the Required Level of Physical Activity Needed for Good Health in 2014 (Percentage of respondents)*

Activities	% Total n=800		
	Yes %	No %	Unsure %
Walking or cycling to or from a place	98	1	1
Walking a dog	96	3	1
Finding 10 minutes to be active (taking the stairs or going for a short walk)	96	4	0
Gardening (such as mowing the lawn or raking up leaves)	89	10	1
Housework (such as vacuuming or heavy yard work)	87	12	1
Vigorous exercise (such as jogging or playing tennis)	87	12	0

* Percentages may not sum to 100 due to rounding.

“Walking or cycling to or from a place” was rated most frequently as an activity that does contribute to the required level of physical activity needed for good health, affirmed by virtually all respondents (98%). Just 1% of respondents disagreed, while a further 1% were “unsure”.

Other activities prompting a high level of agreement were “walking a dog” and “finding 10 minutes to be active” (96% in each case).

Around one in ten respondents disagreed that “gardening” (10%), “housework” and “vigorous exercise” (12% in each case) contribute to the required level of physical activity needed for good health.

**Table 7 – Activities that Contribute to the Required Level of Physical Activity Needed for Good Health
(Percentage of respondents)***

Activities	April 2014			November 2010		
	% of respondents n=600 (18-54 years)			% of respondents n=600 (18-54 years)		
	Yes %	No %	Unsure %	Yes %	No %	Unsure %
Walking or cycling to or from a place	99	1	0	99	1	0
Walking a dog	97	3	0	96	4	0
Finding 10 minutes to be active	96	4	0	94	5	0
Vigorous exercise	93	7	0	96	3	1
Gardening	86	13	1	87	13	1
Housework	84	14	1	86	13	1

* Percentages may not sum to 100 due to rounding.

In the younger cohort aged 18-54 years, results in the 2010 and 2014 research rounds have remained similar, notably in the high percentage of those who agreed that “walking or cycling to or from a place” and “walking a dog” contribute to the required level of physical activity needed for good health.

Only a marginally higher percentage of respondents in 2014 agreed that “finding 10 minutes to be active” contributes to the required level of physical activity needed for good health (96%, compared to 94% in 2010), while a marginally lower level was recorded for those agreeing that “vigorous exercise” is sufficient for good health (93%, compared to 96% in 2010).

Presented below are the demographic groups among the respondents aged 18 years and over in 2014 who tended to be more likely or less likely to agree with each activity in terms of it contributing to the level of physical activity required for good health.

Walking a dog (96% agreement)	
More likely to agree	Less likely to agree
<ul style="list-style-type: none"> 25-34 years (98%) SEIFA 3 (99%) 	<ul style="list-style-type: none"> 70 years or over (91%) SEIFA 4 (93%)

Finding 10 minutes to be active (96% agreement)	
More likely to agree	Less likely to agree
<ul style="list-style-type: none"> SEIFA 2 and 3 (99% each) 	<ul style="list-style-type: none"> SEIFA 4 (93%)

Gardening (89% agreement)	
More likely to agree	Less likely to agree
<ul style="list-style-type: none"> Female (92%) 55 years and over (94%) Disability (95%) SEIFA 2 (92%) 	<ul style="list-style-type: none"> Male (86%) 18-34 years (84%) No disability (88%) SEIFA 5 (86%)

Housework (87% agreement)	
More likely to agree	Less likely to agree
<ul style="list-style-type: none"> 55-69 years (93%) North and North East (91%) SEIFA 1 (91%) 	<ul style="list-style-type: none"> 18-24 years (80%) North West and West (84%) SEIFA 5 (83%)

Vigorous exercise (87% agreement)	
More likely to agree	Less likely to agree
<ul style="list-style-type: none"> 25-34 years (98%)** and 35-44 years (95%)** South (90%) SEIFA 4 and 5 (91% each) 	<ul style="list-style-type: none"> 70 years or over (71%)** North West and West (84%) SEIFA 2 (77%)

**Denotes a significant difference.

2.4 Frequency of Physical Activity for Children Required for Good Health

All respondents were asked:

How many minutes of physical activity or exercise do you think children under the age of 18 need to do each day for good health?

Respondents gave specific times, which were placed into the following categories.

Table 8 – Frequency of Physical Activity for Children Required for Good Health – Minutes per Day (Percentage of respondents)*

Minutes per day	April 2014		November 2010
	% of respondents n=800 (18+ years)	% of respondents n=600 (18-54 years)	% of respondents n=600 (18-54 years)
Unsure/ don't know	5	5	6
10 minutes or less	2	3	3
11 minutes, but under 20 minutes	2	2	1
20 minutes, but under 30 minutes	4	5	5
30 minutes	35	39	41
More than 30 minutes, but under 60 minutes	6	7	7
60 minutes or more	46	40	37
30 minutes or more	86	86	85

*Percentages may not sum to 100 due to rounding.

Close to one half (46%) of respondents in 2014 stated that children under the age of 18 require “60 minutes or more” of physical activity or exercise each day for good health, while over one third (35%) said “30 minutes” per day. On combining the percentages, 86% of respondents reported that children need at least “30 minutes or more” per day of physical activity for good health.

In the younger cohort aged 18-54 years, any increases or decreases in mention between the 2010 and 2014 rounds were marginal. Respondents in 2014 were slightly less likely to mention “30 minutes” per day (39%, compared to 41% in 2010), and were slightly more likely to mention “60 minutes or more” per day (40%, compared to 37% in 2010).

**Table 9 – Frequency of Physical Activity for Children Required for Good Health –
Minutes per Day in 2014
(Percentage of respondents)***

Demographic Group	10 minutes or less	11 minutes, but under 20 minutes	20 minutes, but under 30 minutes	30 minutes	More than 30 minutes, but under 60 minutes	60 minutes or more	Unsure/ don't know	30 minutes or more
	%	%	%	%	%	%	%	%
Total	2	2	4	35	6	46	5	86
Gender								
Male	2	2	4	32	5	49	6	86
Female	3	2	4	37	6	43	5	86
Age								
18-24	5	1	8	42	10	29	4	81
25-34	2	2	5	41	5	39	7	85
35-44	2	2	4	42	5	41	4	88
45-54	2	2	4	35	6	46	5	88
55-69	2	2	3	34	5	49	6	88
70+	3	2	3	16**	2	67**	7	85
SEIFA Index								
1 – Most disadvantaged	1	1	7	39	3	45	4	86
2	3	1	3	41	5	38	10	84
3	4	3	2	25	5	54	6	84
4	2	1	4	33	6	46	7	85
5 – Least disadvantaged	2	3	4	33	8	48	2	89
Region								
South	2	1	4	33	6	50	3	90
North & North East	2	2	2	35	6	46	6	88
North West & West	3	3	7	37	5	36	9	78
Physical disability								
Disability	4	4	6	25	1	52	7	79
No disability	2	2	4	36	6	45	5	87

*Percentages may not sum to 100 due to rounding.

**Statistically significant: green highlight = significantly higher percentage; red highlight = significantly lower percentage.

Respondents aged “70 years and over” were far more likely than any other age group to state that children under the age of 18 require “60 minutes or more” of physical activity each day for good health (67%), and were considerably less likely to cite “30 minutes” per day (16%).

On combining the percentages, respondents residing in the North West and West of the state were less likely to report that children under the age of 18 require “30 minutes or more” of physical activity each day for good health (78%), when compared to those in the North and North East (88%) and South (90%).

Section Three – Physical Activity Undertaken in the Last Week

3.1 Frequency of Continuous Walking Undertaken in the Last Week

The purpose of this section was to gain an understanding of the level of physical activity respondents had undertaken in the last week.

All respondents – except those who had confirmed they have a physical disability, illness or injury – were asked:

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

Overall, 90% of respondents interviewed confirmed that they had walked continuously for at least 10 minutes in the last week. 7% said they had not undertaken any continuous walking in the last week, 2% did not know, while a further 2% declined to give an answer or felt it was not applicable.

In the younger cohort aged 18-54 years, 90% of respondents interviewed confirmed that they had walked continuously for at least 10 minutes in the last week – a slight decrease since 2010 (92%).

The following chart details the number of times respondents had walked continuously for 10 minutes or more in the last week for the 90% who had done so.

Table 10 – Frequency of Continuous Walking
(Percentage of respondents who undertook continuous walking in the last week)*

Frequency	April 2014		November 2010
	% of respondents n=643 (18+ years)	% of respondents n=499 (18-54 years)	% of respondents n=511 (18-54 years)
Once	3	4	3
Twice	8	8	9
3 times	9	9	10
4 times	9	8	8
5 times	11	11	12
6 times	6	6	5
7 times	30	25	29
8 times	1	1	1
9 times	0	1	1
10 times	4	5	6
More than 10 times	18	22	17
7 times or more	54	54	54

*Percentages do not sum to 100 due to rounding.

Among respondents who had walked continuously for at least 10 minutes in the last week, more than one half (a combined percentage of 54%) reported that they had done so “7 times or more” within that week.

When examining more specific times given, close to one third (30%) of respondents said “7 times” in the last week, 18% stated “more than 10 times” in the last week, while around one in ten (11%) reported “5 times” in the last week.

In the younger cohort aged 18-54 years, the reported frequency of continuous walking has remained similar between the 2010 and 2014 rounds, with a combined percentage of 54% of respondents in each case stating that they had walked continuously for at least 10 minutes “7 times or more” in the last week. A higher percentage was recorded in 2014 of respondents stating that they had walked “more than 10 times” in the last week (22%, compared to 17% in 2010).

Table 11 – Frequency of Continuous Walking in 2014
(Percentage of respondents who undertook continuous walking in the last week)*

Demographic Group	Once	Twice	3 times	4 times	5 times	6 times	7 times	8 times	9 times	10 times	11+ times	7 times or more
	%	%	%	%	%	%	%	%	%	%	%	%
Total	3	8	9	9	11	6	30	1	0	4	18	54
Gender												
Male	3	7	8	5	9	7	31	1	1	6	21	60
Female	4	9	9	12	13	5	28	1	0	3	15	48
Age												
18-24	7	4	9	7	9	6	18	5	-	6	29	58
25-34	2	9	7	11	12	7	22	1	1	5	24	52
35-44	3	8	8	7	13	5	27	1	2	8	19	57
45-54	3	9	11	8	11	7	30	-	-	3	17	51
55-69	2	7	8	10	10	6	44	-	-	1	12	57
70+	4	12	11	8	13	6	27	2	-	6	12	46
SEIFA Index												
1 – Most disadvantaged	2	11	7	7	11	5	31	2	1	4	19	57
2	6	5	10	7	9	5	32	1	-	5	20	58
3	3	14	14	12	10	5	23	1	1	4	13	42
4	3	11	6	11	12	5	29	-	-	8	15	52
5 – Least disadvantaged	3	4	8	8	12	9	31	1	0	2	21	56
Region												
South	3	7	7	10	12	8	29	1	0	4	19	54
North & North East	4	7	12	7	11	6	31	-	1	5	17	53
North West & West	3	13	9	9	10	2	30	2	1	4	17	54

* Percentages may not sum to 100 due to rounding.

Respondents aged 55-69 years were more likely than those in other age groups to report having walked continuously “7 times” in the last week (44%).

On combining the percentages, segments of the Tasmanian community that tended to be more likely to have walked “7 times or more” continuously for at least 10 minutes in the last week were “males” (60%), respondents aged 18-24 years (58%), and those in the 2nd quintile bracket (58%).

Segments of the Tasmanian community that were less likely to have walked “7 times or more” continuously for at least 10 minutes in the last week were “females” (48%), respondents aged 70 years or over (46%), and those in the 3rd quintile bracket (42%).

3.2 Total Time Spent Walking in the Last Week

Respondents who said they had walked continuously for at least 10 minutes in the last week were then asked:

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

Respondents gave specific times, which were placed into the following time categories.

Table 12 - Total Time Spent Walking in the Last Week
(Percentage of respondents who undertook continuous walking in the last week)*

Total time in last week	April 2014		November 2010
	% of respondents n=619 (18+ years)	% of respondents n=479 (18-54 years)	% of respondents n=491 (18-54 years)
Less than 1 hour	12	11	15
1, but less than 2 hours	17	17	15
2, but less than 3 hours	16	16	17
3, but less than 4 hours	12	12	11
4, but less than 5 hours	8	10	8
5, but less than 6 hours	7	7	8
6, but less than 7 hours	3	3	4
7, but less than 8 hours	7	7	5
8, but less than 10 hours	4	3	2
10 hours or more	14	13	14
3 hours or more	55	55	53

*Percentages may not sum to 100 due to rounding.

More than one half (a combined percentage of 55%) of respondents stated that the total time they had spent walking in the last week was at least 3 hours. 17% said the total time they had spent walking in the last week was “1 hour, but less than 2 hours”, 16% said “2 hours, but less than 3 hours”, while 14% said “10 hours or more”.

In the younger cohort aged 18-54 years, the combined percentage of respondents reporting a total time spent walking of “3 hours or more” in the last week was similar in the two research rounds, with respondents in 2014 only marginally more likely to have done so (55%, compared to 53% in 2010).

Table 13 – Total Time Spent Walking in the Last Week in 2014
(Percentage of respondents who undertook continuous walking in the last week)

Demographic Group	Less than 1 hour %	1, but less than 2 hours %	2, but less than 3 hours %	3, but less than 4 hours %	4, but less than 5 hours %	5, but less than 6 hours %	6, but less than 7 hours %	7, but less than 8 hours %	8, but less than 10 hours %	10 hours or more %	3 hours or more %
Total	12	17	16	12	8	7	3	7	4	14	55
Gender											
Male	10	16	18	12	8	7	4	9	3	15	57
Female	14	18	14	12	8	8	2	6	6	12	54
Age											
18-24	13	19	21	12	14	5	2	4	1	8	47
25-34	9	19	16	10	6	5	2	10	6	17	56
35-44	14	13	17	16	5	10	3	7	2	11	56
45-54	9	19	14	11	14	7	4	6	1	15	58
55-69	12	16	20	10	7	9	1	8	5	13	52
70+	16	16	8	14	2	6	4	6	10	17	60
SEIFA Index											
1 - Most disadvantaged	12	18	13	14	6	8	2	8	4	16	57
2	12	19	17	12	11	5	3	8	1	12	52
3	15	18	16	6	11	6	2	6	4	15	51
4	13	21	14	12	3	10	3	3	6	15	52
5 - Least disadvantaged	10	13	19	14	9	7	3	9	5	12	59
Region											
South	12	18	16	12	5	7	3	9	5	13	53
North & North East	12	10	16	12	14	8	2	6	4	15	62
North West & West	11	21	17	12	8	8	4	3	4	13	52

*Percentages may not sum to 100 due to rounding.

On combining the time brackets, subgroups that tended to be more likely to have spent “3 hours or more” walking continuously in the last week were respondents aged 70 years or over (60%), those residing in the “least disadvantaged” suburbs (59%), as well as those in the North and North East (62%).

Subgroups that were less likely to report having spent “3 hours or more” walking continuously in the last week were respondents aged 18-24 years (47%), those in the 3rd quintile bracket (51%), as well as those in the North West and West (52%).

3.3 Frequency of Undertaking Vigorous Household Chores in the Last Week

All respondents were asked:

In the last week, how many times did you do vigorous household chores that made you breathe harder or puff and pant, not including gardening?

Overall, more than one half (55%) of respondents reported they had undertaken vigorous household chores in the last week, while 44% stated that they had not done so. Of the remaining respondents, 1% did not know and one single respondent declined to give an answer or felt it was not applicable.

Male respondents were less likely to report having undertaken vigorous household chores in the last week (48%), when compared to females (61%).

In the younger cohort aged 18-54 years, the percentage of respondents stating they had undertaken vigorous household chores in the last week has remained similar to the result in 2010 (56% in 2014, compared to 55% in 2010).

The following chart details the number of times vigorous household chores were undertaken in the last week by the 55% of respondents who had done so.

**Table 14 – Frequency of Undertaking Vigorous Household Chores in the Last Week
(Percentage of respondents who had undertaken household chores)***

Frequency	April 2014		November 2010
	% of respondents n=403 (18+ years)	% of respondents n=318 (18-54 years)	% of respondents n=306 (18-54 years)
Once	31	32	26
Twice	26	27	28
3 times	19	17	18
4 times	8	5	5
5 times	4	5	6
6 times	1	1	3
7 times	9	10	12
8 or more times	3	4	1
5 times or more	17	19	22
Average	3.0	3.1	3.3

*Percentages do not sum to 100 due to rounding.

Close to one in three respondents (31%) reported that they had undertaken vigorous household chores “once” within the last week, 26% had done so “twice”, while 19% stated “3 times”. Almost one in five respondents (a combined percentage of 17%) reported having undertaken vigorous household chores “5 times or more” in the last week.

When looking at the results for the younger cohort of respondents aged 18-54 years, it appears that the reported frequency of undertaking vigorous household chores has declined marginally since 2010, with respondents in that round having undertaken vigorous household chores at an average of 3.3 times per week, compared to 3.1 times in 2014.

Table 15 – Frequency of Undertaking Vigorous Household Chores in the Last Week in 2014
(Percentage of respondents who had undertaken household chores)*

Demographic Group	Once	Twice	3 times	4 times	5 times	6 times	7 times	8 times or more	Average
	%	%	%	%	%	%	%	%	
Total	31	26	19	8	4	1	9	3	3.0
Gender									
Male	32	25	17	9	4	1	8	3	2.9
Female	30	26	20	7	4	1	10	3	3.0
Age									
18-24	32	27	14	5	10	-	5	6	3.2
25-34	38	22	11	6	1	1	17	4	3.5
35-44	26	32	22	4	5	-	10	2	2.9
45-54	36	24	18	4	5	3	5	3	2.8
55-69	31	24	21	19**	-	-	3	2	2.6
70+	20	28	24	-	8	-	20	-	3.3
SEIFA Index									
1 – Most disadvantaged	24	26	21	5	7	1	15	2	3.2
2	29	23	19	11	6	2	3	8	3.6
3	29	26	24	5	4	1	12	-	2.8
4	32	32	15	9	1	-	9	2	2.8
5 – Least disadvantaged	37	24	16	9	3	-	8	2	2.6
Region									
South	32	24	16	10	3	-	11	3	3.0
North & North East	36	32	15	4	2	1	8	2	2.7
North West & West	24	24	28	7	7	2	6	2	3.2

*Percentages may not sum to 100 due to rounding.

**Statistically significant: green highlight = significantly higher percentage.

Respondents aged “25-34 years”, as well as those aged “70 years or over” were more likely than other age cohorts to report a higher frequency of undertaking vigorous household chores in the last week, with an average of 3.5 and 3.3 times per week, respectively.

A lower average frequency of undertaking vigorous household chores in the last week was recorded among respondents classified as residing in the “least disadvantaged” quintile 5 suburbs of Tasmania, compared to their counterparts in the more disadvantaged suburbs.

3.4 Total Time Spent Undertaking Vigorous Household Chores in the Last Week

Respondents who said they had undertaken vigorous household chores in the last week were then asked:

What do you estimate was the total time that you spent doing these vigorous household chores in the last week?

Respondents gave specific times, which were placed into the following categories.

**Table 16 - Total Time Spent Undertaking Vigorous Household Chores in the Last Week
(Percentage of respondents who undertook household chores)***

Total time in last week	April 2014		November 2010
	% of respondents n=399 (18+ years)	% of respondents n=314 (18-54 years)	% of respondents n=298 (18-54 years)
Less than 1 hour	30	31	25
1, but less than 2 hours	26	27	23
2, but less than 3 hours	17	19	18
3, but less than 4 hours	7	6	8
4, but less than 5 hours	2	2	7
5 or more hours	18	16	18
3 hours or more	26	24	34

*Percentages may not sum to 100 due to rounding.

Close to one third (30%) of the respondents reported that they spent “less than 1 hour” undertaking vigorous household chores in the last week. 26% said that they spent “1 hour, but less than 2 hours”, while slightly less than one in five respondents each stated “2, but less than 3 hours” (17%) and “5 or more hours” (18%).

On combining the responses, around one quarter (26%) of respondents stated that they had undertaken “3 hours or more” of vigorous household chores in the last week.

In the 18-54 year-old cohort the percentage of respondents recorded as having spent “3 hours or more” undertaking vigorous household chores in the previous week has declined since 2010, with less than one quarter (a combined percentage of 24%) of respondents in 2014 reporting this, compared to around one third (a combined percentage of 34%) in 2010.

Table 17 – Total Time Spent Undertaking Vigorous Household Chores in the Last Week in 2014
(Percentage of respondents who undertook household chores)*

Demographic Group	Less than 1 hour	1 hour, but less than 2 hours	2 hours, but less than 3 hours	3 hours, but less than 4 hours	4 hours, but less than 5 hours	5 hours or more	3 hours or more
	%	%	%	%	%	%	%
Total	30	26	17	7	2	18	26
Gender							
Male	33	24	17	6	2	18	26
Female	28	28	18	8	2	17	27
Age							
18-24	30	30	22	-	3	15	18
25-34	33	21	16	12	2	16	30
35-44	33	25	20	4	1	18	22
45-54	26	32	17	7	4	14	25
55-69	33	22	20	10	2	13	25
70+	20	32	4	4	-	41	45
SEIFA Index							
1 – Most disadvantaged	30	31	13	8	1	17	26
2	25	28	24	8	1	15	24
3	20	25	21	7	1	27	34
4	31	19	20	9	4	18	31
5 – Least disadvantaged	39	27	14	5	2	14	21
Region							
South	31	27	17	6	2	17	26
North & North East	36	20	21	5	1	15	22
North West & West	24	30	15	10	2	20	31

*Percentages may not sum to 100 due to rounding.

On combining the percentages, respondents aged 18-24 years were less likely than other age cohorts to report having undertaken at least “3 hours or more” of vigorous household chores in the last week (18%), particularly when compared to older respondents aged 70 years and over (45%).

Respondents in the North West and West (31%) were more likely to have undertaken at least “3 hours or more” of vigorous household chores in the last week, when compared to those in the North and North East (22%).

3.5 Frequency of Undertaking Vigorous Physical Activity in the Last Week

All respondents were told that the next question excludes household chores or gardening. They were then asked:

In the last week, how many times did you do any vigorous physical activity that made you breathe harder or puff and pant?

Overall, 63% of respondents stated they had undertaken vigorous physical activity in the last week. More than one third (35%) of respondents stated that they had not undertaken any vigorous physical activity, a further 1% said they did not know, while 1% declined to give an answer or felt it was not applicable.

Respondents in the younger cohort aged 18-54 years were significantly more likely to report having undertaken vigorous physical activity in the previous week (70%), and respondents aged 55 years and over were significantly less likely to have done so (51%).

Within these two cohorts, respondents aged 18-24 years were more likely to state that they had participated in vigorous physical activity in the last week (83%), while those aged 70 years or over were significantly less likely to have done so (40%).

Since 2010, a somewhat lower level of participation was recorded, with 63% of respondents in 2014 reporting that they had undertaken vigorous physical activity in the previous week, compared to 66% recorded in 2010.

The following chart details the frequency of undertaking vigorous physical activity (excluding household chores or gardening) in the last week by the 63% of respondents who had undertaken such activity.

**Table 18 - Frequency of Undertaking Vigorous Physical Activity in the Last Week
(Percentage of respondents who had undertaken physical activity)***

Frequency	April 2014		November 2010
	% of respondents n=459 (18+ years)	% of respondents n=376 (18-54 years)	% of respondents n=365 (18-54 years)
Once	14	13	16
Twice	21	20	18
3 times	15	17	16
4 times	16	15	12
5 times	15	14	11
6 times	5	5	5
7 times	7	7	13
8 or more times	8	9	8
5 times or more	34	35	37
Average	4.4	4.7	4.6

*Percentages may not sum to 100 due to rounding.

On combining the time brackets, around one third (34%) of respondents reported that they had undertaken vigorous physical activity “5 times or more” in the last week, equating to an average of 4.4 times per week.

Since 2010, the reported frequency of undertaking vigorous physical activity has remained similar among the cohort aged 18-54 years, with a combined percentage of 35% of respondents in 2014 reporting “5 times or more” per week, compared to 37% in 2010.

Table 19 – Frequency of Undertaking Vigorous Physical Activity in the Last Week in 2014
(Percentage of respondents who had undertaken physical activity)*

Demographic Group	Once	Twice	3 times	4 times	5 times	6 times	7 times	More than 7 times	5 times or more	Average
	%	%	%	%	%	%	%	%	%	
Total	14	21	15	16	15	5	7	8	34	4.4
Gender										
Male	14	18	14	17	15	5	8	10	37	4.8
Female	14	25	17	14	14	4	7	6	30	4.1
Age										
18-24	14	14	18	17	13	5	8	11	37	5.4
25-34	9	23	18	19	13	5	4	8	31	5.0
35-44	14	20	16	13	16	5	5	9	36	4.2
45-54	14	22	14	13	14	6	10	8	38	4.3
55-69	15	28	8	18	17	2	9	3	31	3.8
70+	20	13	24	13	9	4	9	8	30	3.9
SEIFA Index										
1 – Most disadvantaged	18	26	11	18	9	2	10	7	27	4.9
2	19	20	9	17	11	4	8	12	36	4.9
3	16	30	10	13	15	3	7	7	32	3.8
4	16	24	14	13	15	6	7	4	32	3.8
5 – Least disadvantaged	7	14	25	17	19	6	5	8	38	4.6
Region										
South	14	17	16	17	16	5	8	7	36	4.6
North & North East	16	23	18	14	11	4	2	12	29	4.7
North West & West	12	28	11	16	15	4	10	5	34	3.9

*Percentages may not sum to 100 due to rounding.

On combining the percentages, 37% of males stated they had undertaken vigorous physical activity “5 times or more” in the last week, compared to 30% of females.

Subgroups that were less likely to report having participated in vigorous physical activity “5 times or more” in the last week were respondents classified as “most disadvantaged” (27%), as well as those living in the North and North East (29%).

3.6 Total Time Spent Undertaking Vigorous Physical Activity in the Last Week

Respondents who said they had undertaken vigorous physical activity in the last week were then asked:

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

Respondents gave specific times, which were placed into the following time categories.

Table 20 - Total Time Spent Undertaking Vigorous Physical Activity in the Last Week
(Percentage of respondents who undertook physical activity)*

Total time in last week	April 2014		November 2010
	% of respondents n=451 (18+ years)	% of respondents n=370 (18-54 years)	% of respondents n=355 (18-54 years)
Less than 1 hour	15	14	20
1, but less than 2 hours	19	18	19
2, but less than 3 hours	16	16	15
3, but less than 4 hours	12	14	11
4, but less than 5 hours	7	7	6
5, but less than 6 hours	8	8	7
6, but less than 7 hours	5	5	5
7 or more hours	18	17	17
3 hours or more	50	52	47

*Percentages may not sum to 100 due to rounding.

Almost one fifth of respondents in each case reported that they had undertaken “1 hour, but less than 2 hours” (19%) and “7 or more hours” (18%) of vigorous physical activity in the last week, 16% said “2 hours, but less than 3 hours”, while a further 15% said “less than 1 hour”.

On combining the responses, one half (50%) of respondents reported having undertaken “3 hours or more” of vigorous physical activity in the last week.

Among those respondents aged 18-54 years, since 2010 the combined percentage of those reporting having spent a total time of “3 hours or more” undertaking vigorous physical activity in the previous week has increased slightly (52% in 2014, compared to 47% in 2010).

Table 21 – Total Time Undertaking Vigorous Physical Activity in the Last Week in 2014
(Percentage of respondents who undertook physical activity)*

Demographic Group	Less than 1 hour %	1 hour, but less than 2 hours %	2 hours, but less than 3 hours %	3 hours, but less than 4 hours %	4 hours, but less than 5 hours %	5 hours, but less than 6 hours %	6 hours, but less than 7 hours %	7 hours or more %	3 hours or more %
Total	15	19	16	12	7	8	5	18	50
Gender									
Male	14	17	14	14	6	7	7	21	55
Female	17	21	18	11	7	8	3	14	44
Age									
18-24	15	15	7	24	1	11	8	18	63
25-34	9	16	18	12	14	9	3	19	57
35-44	15	20	23	8	8	7	5	14	42
45-54	16	21	13	15	5	5	6	20	50
55-69	22	19	19	10	3	7	5	15	40
70+	13	28	9	4	9	5	4	27	50
SEIFA Index									
1 – Most disadvantaged	22	21	19	10	6	8	2	13	38
2	13	21	17	15	8	10	3	13	49
3	18	30	16	4	3	3	3	24	37
4	16	17	12	17	7	6	7	18	55
5 – Least disadvantaged	11	13	16	14	7	9	8	20	59
Region									
South	15	19	15	12	7	8	6	18	51
North & North East	20	15	16	15	7	4	6	18	49
North West & West	13	23	18	11	6	10	2	17	46

*Percentages may not sum to 100 due to rounding.

On combining the responses, segments of the Tasmanian population that were more likely to report undertaking “3 hours or more” of vigorous physical activity in the last week were “males” (55%), those aged “18-24 years” (63%), and those classified as “least disadvantaged” (59%).

Segments that were less likely to report undertaking “3 hours or more” of vigorous physical activity in the last week were “females” (44%), those aged “55-69 years” (40%), and those classified as quintile 3 (37%) and the “most disadvantaged” quintile 1 (38%).

Section Four – Advertising Measures

4.1 Unprompted Recall of TV Advertising about Physical Activity or Exercise

All respondents were asked whether they could recall seeing any TV advertisements about physical activity or exercise in the past 3 years.

Around three fifths (59%) of respondents affirmed that they could recall seeing TV advertisements about physical activity or exercise in the past 3 years, while the remaining 41% could not. Recall of TV advertisements about physical activity was considerably higher among respondents aged 18-54 years (67%). However, recall among this age group has dropped significantly since 2010 (83%).

Younger respondents aged 18-34 years were significantly more likely to report having seen TV advertisements about physical activity or exercise in the past 3 years (73%), when compared to their older counterparts aged 55 years and over (45%).

Respondents who could recall TV advertisements about physical activity or exercise were then asked to describe the TV advertisement they saw as shown in Table 22.

**Table 22 – Unprompted Recall of TV Advertising about Physical Activity or Exercise
(Percentage of respondents who could recall a TV advertisement)***

TV advertisement	April 2014	
	Total (n=490) 18+ years	Total (n=370) 18-54 years
Find thirty minutes a day†	26	31
A couple walking†	13	15
A lady walking to work†	9	10
A lady riding a bike†	7	8
A man throwing the ball to his dog in the park†	6	7
Take the stairs instead of the lift	6	6
Different family members each take turns walking their dog	5	6
A group of ladies walking†	5	5
A lady gardening†	4	5
A series of people walking and cycling†	4	4
Swap it, don't stop it campaign	4	4
Slip, slop, slap/ Life be in it	3	3
Gyms	3	2
Park the car further away and walk to work	3	3
10 minutes a day	3	3
Adults swimming/ at the pool†	2	2
Get off the bus earlier and walk	2	2
A woman at home making a phone call, she's put on hold so decides to walk up and down her front steps	2	3
Get active campaign	2	2
Kids playing soccer in the park†	1	1
Fun runs - i.e. City to Casino, Burnie 10, Bridge Run etc.	1	1
People dancing in a community hall†	1	1
A man sitting at a computer has to wait for something on his computer to download, so he goes for a walk	1	1
An older man who goes into a hairdresser has to wait, so he goes for a walk	1	1
People playing mixed netball†	1	1
Other	16	13
Don't know	13	9

*Percentages do not sum to 100 as respondents were able to give multiple responses.

†Find Thirty every day campaign adverts.

Although not able to describe a specific TV advertisement, around one in four respondents (26%) cited part of Objective 1 of the Find Thirty campaign, mentioning “find thirty minutes a day”. The younger the respondent, the more likely they were to mention “find thirty minutes a day” (42% of those aged 18-24 years, compared to 13% of those aged 55 years and over). Respondents in the North West and West were more likely to cite “find thirty minutes a day” (31%), particularly when compared to those in the North and North East (22%).

In the younger cohort aged 18-54 years, “find thirty minutes a day” was cited by 31% of respondents, with recall somewhat higher in the South (34%) and North West and West (33%).

Of the advertisements associated with the most recent Find Thirty campaign, “a couple walking” recorded the highest unprompted recall of 13%, “a lady walking to work” was mentioned by 9%, “a lady riding a bike” by 7%, while a further 6% said “a man throwing the ball to his dog in the park”.

The Find Thirty advertisements that respondents recalled less frequently were “adults swimming/ at the pool” (cited unprompted by 2%), “people playing mixed netball”, “people dancing in a community hall” and “kids playing soccer in the park” (mentioned by 1% in each case).

The most familiar advertisements not associated with the Find Thirty campaign were “take the stairs instead of the lift” (mentioned by 6%), “different family members each take turns walking their dog” (5%) and the “Swap it, don't stop it campaign” (4%).

Respondents aged 18-54 years were more likely to recall TV advertisements associated with physical exercise, when compared to the overall sample of respondents.

“Other” descriptions of TV advertisements about physical activity or exercise mentioned by respondents are detailed in the following table.

Table 23 – “Other” descriptions of TV Advertisements about Physical Activity

“Other” Verbatim Comments
<p><i>Specsavers ‘Should’ve’ campaign (3 mentions);</i></p> <p><i>The exercise machines on the infomercials (3 mentions);</i></p> <p><i>The Michelle Bridges advert for her weight loss program (3 mentions);</i></p> <p><i>Get Active Launceston (2 mentions);</i></p> <p><i>Walking (2 mentions);</i></p> <p><i>Royal Challenge;</i></p> <p><i>Slow exercising in a park in China;</i></p> <p><i>The ‘get off the couch’ advert;</i></p> <p><i>To keep up with physical exercise and to keep your mind and body going;</i></p> <p><i>The adverts in Victoria with all the big people losing weight;</i></p> <p><i>General get active, eating healthy and exercise;</i></p> <p><i>Something about people getting up and walking in general;</i></p> <p><i>Man in a suit talking about healthy heart exercises;</i></p> <p><i>Someone gave me a promotional bag about Find Thirty. It contained a cap that I wear for gardening;</i></p> <p><i>Something along the lines of moving is good for your health;</i></p> <p><i>Old man dreaming on the couch holding a beer;</i></p> <p><i>Just asking people to get fit;</i></p> <p><i>Lady jogging;</i></p> <p><i>Walking the kids to school instead of driving;</i></p> <p><i>Health insurance company had an advert about exercising;</i></p> <p><i>Grant Hackett with a football saying ‘kick it to me’;</i></p> <p><i>Tennis advert - it rings a bell, but can’t quite pinpoint it;</i></p> <p><i>An overweight man calls a fit line and gets help to walk and be fit;</i></p> <p><i>Getting off the couch;</i></p> <p><i>Change your incidental behaviour for more active/ vigorous behaviour;</i></p> <p><i>The advert with the man running and getting older. As he runs, he says it gets harder as you get older. His daughter and wife are watching him and worrying about him and his health;</i></p> <p><i>I used to see John Howard on his morning walks - I don’t know if that was 3 years ago;</i></p> <p><i>Walking the kids to school instead of driving;</i></p> <p><i>It was to do with the frequency and duration of exercising;</i></p>

Table 23 (Continued) – “Other” descriptions of TV Advertisements about Physical Activity

“Other” Verbatim Comments
<p><i>The guy who keeps getting bigger until he can't play with his kids and you see his body shape change;</i></p> <p><i>Quit smoking and cancer adverts - they promote good health;</i></p> <p><i>Get out your bike and ride – it was about the cycling tracks;</i></p> <p><i>People going through life stages and needing to change their activity level - shows a tape measure around a waist;</i></p> <p><i>Riding a bike to work instead of taking a car;</i></p> <p><i>It was to do with selling a product – I think it was liver shots;</i></p> <p><i>Mostly just on the news and current affairs programs;</i></p> <p><i>Animations of a man using a skipping rope, kids swimming, and older people doing chair exercises;</i></p> <p><i>A neighbour peering over a fence and seeing their neighbour go out for a walk. When she got back the house was cleaned. It ended with the words ‘find thirty’;</i></p> <p><i>A ‘get healthy’ advert that had something to do with a phone number and his wife got involved;</i></p> <p><i>The one about changing body shapes if you do exercise;</i></p> <p><i>Doctor Oz advertisements;</i></p> <p><i>A fat person walking towards the camera. The fat person could not play with their child;</i></p> <p><i>The advert for Launceston with exercises in City Park;</i></p> <p><i>Old people in a garden saying ‘get thirty’;</i></p> <p><i>A bloke doing bowling, playing football and Frisbee. He was dressed up as a liver. It was about liver health;</i></p> <p><i>A fat bloke with his belly hanging out;</i></p> <p><i>Don't say some day, say Sunday;</i></p> <p><i>Ads for swimming places;</i></p> <p><i>Riding a bike;</i></p> <p><i>Advert about taking the stairs rather than the lift, and walking rather than driving;</i></p> <p><i>Swapping foods for other things, such as going outside; and</i></p> <p><i>Incorporating exercise into your day such as climbing stairs or getting off the bus one stop early.</i></p>

4.2 Prompted plus Unprompted Recall of TV Advertising about Physical Activity or Exercise

All respondents who could not recall seeing any TV advertising about physical activity or exercise or who did not mention the ten TV advertisements were then told that the Tasmanian Government has been running a social marketing campaign which includes a series of TV advertisements promoting physical activity. Respondents were then asked:

Have you seen any of the following TV advertisements?

Table 24 – Prompted plus Unprompted Recall of TV Advertising about Physical Activity or Exercise (Percentage of respondents)*

TV advertisement	April 2014	
	Total (n=800) 18+ years	Total (n=600) 18-54 years
A couple walking	39	43
A man throwing the ball to his dog in the park	36	38
A group of ladies walking	31	34
A lady riding a bike	31	33
A lady gardening	29	33
A lady walking to work	28	32
Kids playing soccer in the park	26	25
People dancing in a community hall	25	27
Adults swimming/ at the pool	23	24
People playing mixed netball	10	11
None/ cannot recall	33	29

*Percentages do not sum to 100 as respondents were able to give multiple responses.

When prompted, and then combining the percentage with that for unprompted recall, among the total sample of respondents interviewed, 39% stated that they had seen the advertisement with “a couple walking”, 36% reported that they had seen “a man throwing the ball to his dog in the park”, while a further 31% of respondents each confirmed that they had seen “a group of ladies walking” and “a lady riding a bike”. Respondents were least familiar with the advertisement that involved “people playing mixed netball”, with just 10% affirming they had seen it.

Apart from “kids playing soccer in the park”, prompted recall was higher among the younger cohort aged 18-54 years, when compared to the overall sample of respondents.

One third (33%) of respondents could not recall any of the TV advertisements after being prompted.

**Table 25 – Prompted plus Unprompted Recall of TV Advertising about Physical Activity or Exercise
by Demographic Group
(Percentage of respondents)***

Demographic Group	TV Advertisement										
	A couple walking	A man throwing the ball to his dog in the park	A group of ladies walking	A lady riding a bike	A lady gardening	A lady walking to work	Kids playing soccer in the park	People dancing in a community hall	Adults swimming/at the pool	People playing mixed netball	Don't know/none/can't recall
Total	39	36	31	31	29	28	26	25	23	10	33
Gender											
Male	39	36	32	28	30	26	31	25	27	10	33
Female	39	37	31	34	27	29	21	26	20	10	34
Age											
18-24	52	43	51	38	38	38	31	28	33	21	25
25-34	36	39	31	28	41	34	22	29	23	7	25
35-44	45	32	29	37	30	32	23	25	19	11	32
45-54	40	40	31	30	25	27	25	25	24	8	33
55-69	32	27	22	25	20	21	21	23	18	5	43
70+	35	45	35	33	26	20	39	24	30	15	34
SEIFA Index											
1 – Most disadvantaged	43	38	38	36	39	32	29	28	31	11	30
2	42	47	33	42	30	30	33	30	27	14	29
3	44	48	34	34	28	33	34	35	24	11	22
4	37	27	30	26	26	26	23	19	22	10	37
5 – Least disadvantaged	32	28	25	22	22	22	17**	20	15	7	42
Region											
South	41	38	32	29	30	27	27	23	22	11	34
North & North East	34	33	36	34	24	27	23	29	23	9	31
North West & West	41	38	27	33	30	29	27	27	26	9	34

*Percentages do not sum to 100 as respondents were able to give multiple responses.

** Statistically significant: red highlight = significantly lower percentage.

Prompted plus unprompted recall of the TV advertisements was generally lower among respondents classified as “least disadvantaged” (5th quintile), and significantly lower in the case of “kids playing soccer in the park” (17%). Lower levels of recall were also recorded among 5th quintile respondents for “a man throwing the ball to his dog in the park” (28%), “a lady riding a bike” (22%), and “adults swimming/at the pool” (15%). This segment of respondents were also more likely to say they could not recall any of the advertisements when prompted (42%).

4.3 Unprompted Main Message of the TV Advertisements

Those respondents who could recall one or more of the Find Thirty TV advertisements were then asked:

What do you think is the main message of these TV advertisements?

**Table 26 – Unprompted Main Message of the Find Thirty TV Advertisements
(Percentage of respondents who could recall a Find Thirty TV advertisement)***

Main message	April 2014	
	Total (n=571) 18+ years	Total (n=446) 18-54 years
Regular physical activity	47	43
To get people active/ moving	13	15
Get out and about/ get away from TV/ computers	11	11
To be healthy/ improve health	7	6
To get fit/ stay fit	6	6
Find thirty every day	5	5
Exercise can fit into lifestyle/ daily routine	5	6
Find thirty	4	5
Promote/ maintain healthy lifestyle	4	5
Don't have to do a lot/ a little exercise is better than none	4	5
It's not a big exercise	3	5
Find thirty - it's not a big exercise	2	3
Exercise can be fun	2	2
Exercise can be a social activity/ getting involved with the community	2	1
Avoid health problems	2	1
To lose weight	1	1
Other	9	8
Don't know	4	3

*Percentages do not sum to 100 as respondents were able to give multiple responses.

Respondents stated most frequently by far that the main message of the campaign was to undertake “regular physical activity”, mentioned by close to one half (47%) of those interviewed.

A combined percentage of 17% of respondents made a comment related to the **health benefits** portrayed by the advertisements. These included “to be healthy/ improve health” (7%), “to get fit/ stay fit” (6%), “promote/ maintain healthy lifestyle” (4%) and “to lose weight” (1%).

Other messages mentioned frequently were “to get people active/ moving” (13%), “get out and about/ get away from TV/ computers” (11%), “find thirty every day” and “exercise can fit into lifestyle/ daily routine” (5% each).

Just 4% said they could not recall the main message of the TV advertisements.

Table 27 – Unprompted Main Message of the TV Advertisements by Demographic Group
(Percentage of respondents who could recall a Find Thirty TV advertisement)*

Demographic Group	TV Advertisement							
	Regular physical activity	To get people active/moving	Get out and about/ get away from TV/ computers	To be healthy/improve health	To get fit/stay fit	Find thirty every day	Exercise can fit into lifestyle/daily routine	Find thirty
Total	47	13	11	7	6	5	5	4
Gender								
Male	50	12	9	7	8	2	4	4
Female	44	15	13	7	4	7	6	3
Age								
18-24	41	10	2	15	6	5	11	7
25-34	46	13	8	-	9	4	7	8
35-44	38	19	15	7	2	8	7	4
45-54	48	15	14	6	7	5	2	3
55-69	56	10	10	7	3	5	3	1
70+	51	12	16	9	9	-	-	-
SEIFA Index								
1 – Most disadvantaged	53	14	12	6	5	4	2	2
2	45	15	7	13	8	3	3	3
3	44	13	14	5	10	10	4	2
4	45	12	12	3	1	4	9	6
5 – Least disadvantaged	46	12	11	6	3	3	6	6
Region								
South	43	13	11	5	6	5	7	6
North & North East	48	17	12	13	6	5	4	3
North West & West	54	10	11	5	5	4	2	1

*Percentages do not sum to 100 as respondents were able to give multiple responses.

4.4 Prompted Key Messages in the TV Advertisements

The respondents who could recall one or more of the TV advertisements were next prompted with a list of key messages and asked whether the TV advertisements communicated that message.

Table 28 – Communicating Prompted Key Messages
(Percentage of respondents who could recall a Find Thirty TV advertisement)*

Key messages	April 2014					
	Total (n=571) 18+ years			Total (n=446) 18-54 years		
	Yes %	No %	Unsure %	Yes %	No %	Unsure %
You need to do thirty minutes of physical activity on most days	88	6	6	91	6	3
Physical activity is easy to fit into my day	87	7	6	92	5	3
You can do your 30 minutes of physical activity in a number of sessions of 10 minutes or more	80	13	6	85	10	4
You need to exercise every day for good health	73	21	6	73	24	3
You have to do vigorous exercise to be healthy	23	71	6	23	73	4

*Percentages may not sum to 100 due to rounding.

Respondents were most likely to affirm that “you need to do thirty minutes of physical activity on most days” (88%) and “physical activity is easy to fit into my day” (87%) were key messages of the advertisements. Four in five respondents (80%) agreed that “you can do your 30 minutes of physical activity in a number of sessions of 10 minutes or more” was a key message of the advertisements, and close to three quarters (73%) that “you need to exercise every day for good health”.

More than two thirds (71%) of respondents disagreed that “you have to do vigorous exercise to be healthy” was a message conveyed by the advertisements.

A higher level of agreement was recorded among respondents aged 18-54 years across all messages, apart from “you need to exercise every day for good health” and “you have to do vigorous exercise to be healthy”.

**Table 29 – Communicating Prompted Key Messages by Demographic Group
(Percentage of respondents who could recall a Find Thirty TV advertisement)***

Demographic Group	You need to do thirty minutes of physical activity on most days		
	Yes %	No %	Unsure %
Total	88	6	6
Gender			
Male	87	8	5
Female	90	5	6
Age			
18-24	94	6	-
25-34	92	3	5
35-44	89	6	4
45-54	90	8	2
55-69	87	6	7
70+	77	8	15**
SEIFA Index			
1 – Most disadvantaged	85	9	6
2	87	5	7
3	89	5	5
4	87	9	4
5 – Least disadvantaged	92	3	5
Region			
South	87	7	6
North & North East	91	1**	8
North West & West	88	10	2
Physical disability			
Disability	86	6	8
No disability	89	6	5

* Percentages may not sum to 100 due to rounding.

** Statistically significant: green highlight = significantly more positive response;
red highlight = significantly less positive response.

Older respondents (77%) were less likely to agree that “you need to do thirty minutes of physical activity on most days” was a key message when compared to other age groups, particularly their younger counterparts aged 18-24 years (94%). However, very little separated the age cohorts when examining the level of disagreement.

Of particular significance was the high proportion of respondents aged 70 years or over who said they were “unsure” whether the advertisements conveyed the message that “you need to do thirty minutes of physical activity on most days” (15%).

Respondents living in the North and North East were far less likely to disagree with this statement as a key message (1%), compared to those in the South (7%) and North West and West (10%).

**Table 30 – Communicating Prompted Key Messages by Demographic Group
(Percentage of respondents who could recall a Find Thirty TV advertisement)***

Demographic Group	Physical activity is easy to fit into my day		
	Yes %	No %	Unsure %
Total	87	7	6
Gender			
Male	85	8	7
Female	89	6	5
Age			
18-24	99**	1	-
25-34	92	4	4
35-44	88	8	4
45-54	90	5	4
55-69	85	6	10
70+	67**	19**	14
SEIFA Index			
1 – Most disadvantaged	85	7	7
2	87	3	9
3	85	10	4
4	90	6	4
5 – Least disadvantaged	87	8	5
Region			
South	87	7	6
North & North East	85	9	6
North West & West	88	7	6
Physical disability			
Disability	74**	12	13
No disability	89**	6	5

* Percentages may not sum to 100 due to rounding.

** Statistically significant: green highlight = significantly more positive response;
red highlight = significantly less positive response.

Respondents aged 70 years or over were significantly less likely to agree that “physical activity is easy to fit into my day” was a key message conveyed by the advertisements (67%), when compared to those aged 18-24 years (99%).

Again, a higher percentage of older respondents aged 70 years or over were “unsure” as to whether the message was communicated (14%), when compared to other age cohorts.

Respondents classified as having a disability were significantly less likely to agree that “physical activity is easy to fit into my day” was a key message of the advertisements (74%, compared to 89% of those without a disability).

**Table 31 – Communicating Prompted Key Messages by Demographic Group
(Percentage of respondents who could recall a Find Thirty TV advertisement)***

Demographic Group	You can do your thirty minutes of physical activity in a number of sessions of 10 minutes or more		
	Yes %	No %	Don't know %
Total	80	13	6
Gender			
Male	75	17	7
Female	85	9	6
Age			
18-24	92	6	2
25-34	88	8	4
35-44	78	15	7
45-54	85	11	4
55-69	70	22	8
70+	73	13	13
SEIFA Index			
1 – Most disadvantaged	86	9	5
2	78	12	10
3	82	15	2
4	80	15	5
5 – Least disadvantaged	76	15	9
Region			
South	79	15	6
North & North East	81	9	9
North West & West	83	12	4
Physical disability			
Disability	73	19	7
No disability	82	12	6

* Percentages may not sum to 100 due to rounding.

Female respondents were more likely to agree that a key message communicated was that “you can do your thirty minutes of physical activity in a number of sessions of 10 minutes or more” (85%, compared to 75% of males), and younger respondents aged 18-24 years (92%) were also somewhat more likely to agree.

Respondents aged 55-69 years were more likely to disagree with this being a key message of the advertisements, when compared to other age groups (22%).

**Table 32 – Communicating Prompted Key Messages by Demographic Group
(Percentage of respondents who could recall a Find Thirty TV advertisement)***

Demographic Group	You need to exercise every day for good health		
	Yes %	No %	Don't know %
Total	73	21	6
Gender			
Male	76	19	5
Female	70	23	6
Age			
18-24	75	25	-
25-34	72	24	4
35-44	67	30	3
45-54	78	18	4
55-69	72	18	10
70+	75	13	12
SEIFA Index			
1 – Most disadvantaged	74	21	5
2	76	17	7
3	78	20	3
4	72	23	5
5 – Least disadvantaged	67	25	8
Region			
South	68	26	6
North & North East	77	16	8
North West & West	78	18	3
Physical disability			
Disability	77	15	8
No disability	72	22	5

* Percentages may not sum to 100 due to rounding.

Respondents in the North West and West of the state were somewhat more likely to agree that “you need to exercise every day for good health” was a key message of the advertisements (78%), when compared to those in the South (68%).

**Table 33 – Communicating Prompted Key Messages by Demographic Group
(Percentage of respondents who could recall a Find Thirty TV advertisement)***

Demographic Group	You have to do vigorous exercise to be healthy		
	Yes %	No %	Don't know %
Total	23	71	6
Gender			
Male	27	67	7
Female	19	75	6
Age			
18-24	20	80	-
25-34	29	65	7
35-44	21	76	2
45-54	23	72	5
55-69	18	71	11
70+	27	61	12
SEIFA Index			
1 – Most disadvantaged	24	72	4
2	17	74	9
3	25	69	6
4	26	71	3
5 – Least disadvantaged	23	69	9
Region			
South	23	71	7
North & North East	20	71	9
North West & West	25	71	4
Physical disability			
Disability	21	73	5
No disability	23	70	7

* Percentages may not sum to 100 due to rounding.

Males were somewhat more likely to agree that a key message conveyed by the advertisements was that “you have to do vigorous exercise to be healthy” (27%), when compared to females (19%).

4.5 Level of Enjoyment in Watching the TV Advertisements

Respondents who could recall a Find Thirty advertisement were then asked:

How much do you enjoy watching these TV advertisements?

Would you say...

Table 34 – Level of Enjoyment in Watching the TV Advertisements
(Percentage of respondents who could recall a Find Thirty TV advertisement)*

Level of enjoyment	April 2014 Total (n=571) 18+ years	April 2014 Total (n=446) 18-54 years	November 2010 Total (n=489) 18-54 years
I enjoy it a lot	2	3	5
I quite enjoy it	12	13	17
I don't mind it	55	60	60
I don't enjoy it	11	8	6
I don't enjoy it at all	8	6	7
Don't know	12	10	5
Total: enjoy the ads	14	16	22
Total: don't enjoy the ads	19	14	13

*Percentages do not sum to 100% due to rounding.

When respondents were asked whether they enjoyed watching the TV advertisements, more than one half (55%) said “I don’t mind it”. A combined percentage of 19% of respondents said “I don’t enjoy it” or “I don’t enjoy it at all”, while a further 14% in total reported “I enjoy it a lot” or “I quite enjoy it”. Around one in ten respondents (12%) did not know whether they enjoyed watching the TV advertisements and therefore could not give a definitive answer.

Respondents in the younger cohort aged 18-54 years expressed a somewhat higher level of enjoyment in total (a combined percentage of 16%), when compared to the overall sample of respondents in 2014 (14%). However, the level of enjoyment recorded previously in 2010 among the 18-54 cohort was higher at 22% in total.

**Table 35 – Level of Enjoyment in Watching the TV Advertisements by Demographic Group
(Percentage of respondents who could recall a Find Thirty TV advertisement)***

Demographic Group	Level of Enjoyment Total (n=571)			
	I enjoy it a lot/ I quite enjoy it	I don't mind it	I don't enjoy it/ I don't enjoy it at all	Don't know/ unsure
	%	%	%	%
Total	14	55	19	12
Gender				
Male	11	52	22	15
Female	17	57	17	9
Age				
18-24	11	76**	11	3
25-34	19	54	13	14
35-44	17	60	15	9
45-54	16	55	18	12
55-69	12	46	25	17
70+	8	42	35	15
SEIFA Index				
1 – Most disadvantaged	14	56	18	12
2	13	54	21	12
3	14	57	17	11
4	11	60	17	12
5 – Least disadvantaged	17	49	21	12
Region				
South	14	53	22	11
North & North East	16	53	17	14
North West & West	11	60	17	12
Physical disability				
Disability	9	51	25	16
No disability	15	55	18	11

* Percentages may not sum to 100 due to rounding.

** Statistically significant: green highlight = significantly higher percentage.

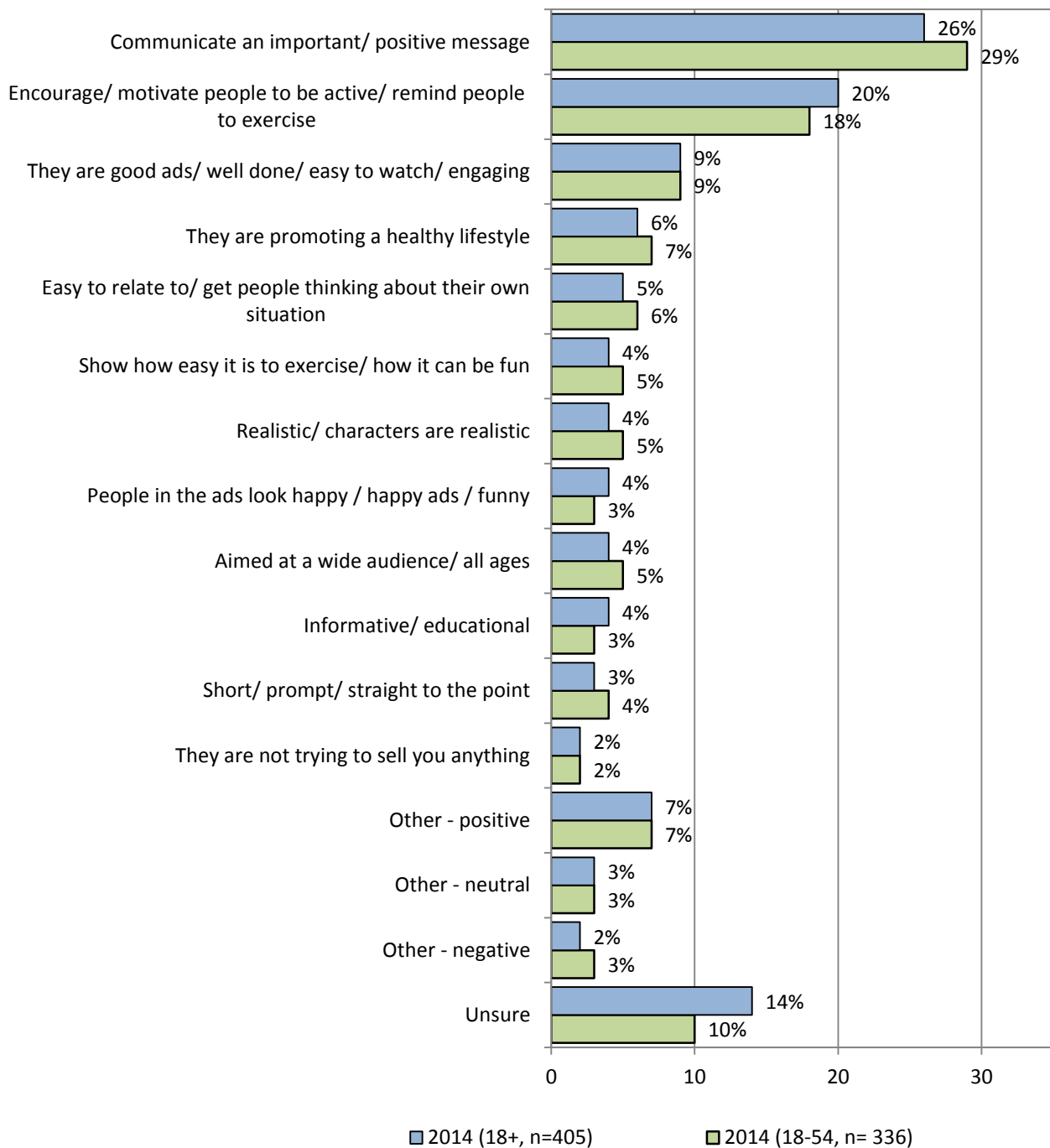
The older the respondent, the more likely they were to express their lack of enjoyment in watching the advertisements, with a combined percentage of 35% of respondents aged 70 years or over reporting that “I don't enjoy it/ I don't enjoy it at all”, compared to 11% of those aged 18-24 years.

4.6 Reasons for Liking the TV Advertisements

Respondents who said they enjoy or don't mind watching the Find Thirty TV advertisements were then asked:

What do you like most about them?

Chart 1 - Reasons for Liking the TV Advertisements
(Percentage of respondents who like or don't mind the TV advertisements)*



* Percentages do not sum to 100 as respondents were able to give multiple responses.

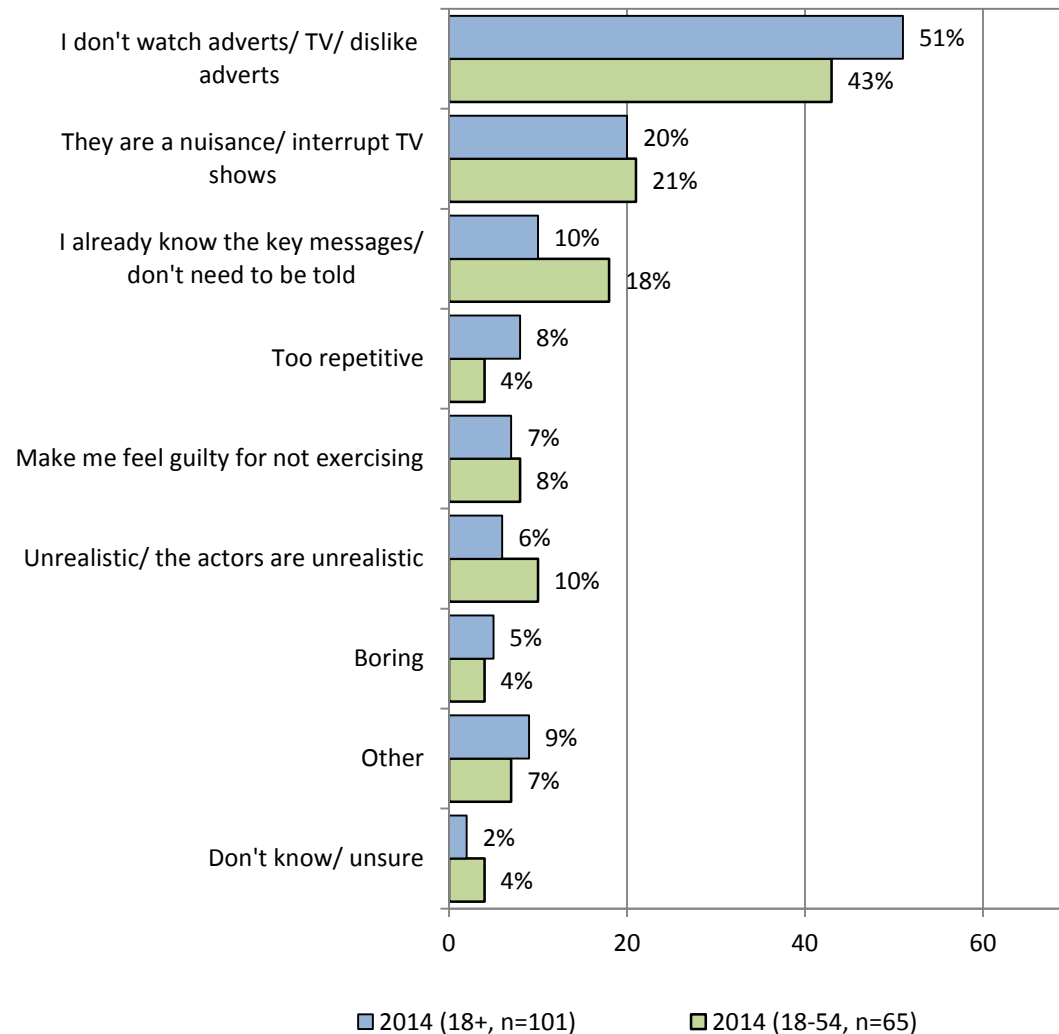
Around one quarter (26%) of respondents said they enjoy the Find Thirty TV advertisements because they “communicate an important/ positive message”. One in five respondents (20%) stated that the advertisements “encourage people to be active/ remind people to exercise/ motivation”. Other reasons for enjoying the advertisements mentioned frequently were “they are good ads/ well done/ easy to watch/ engaging” (9%), “they are promoting a healthy lifestyle” (6%) and they are “easy to relate to/ get people thinking about their own situation” (5%).

4.7 Reasons for Disliking the TV Advertisements

Respondents who said they did not enjoy watching the TV advertisements were then asked:

What do you like least about them?

Chart 2 - Reasons for Disliking the TV Advertisements
(Percentage of respondents who disliked the TV advertisements)*



*Percentages do not sum to 100 as respondents were able to give multiple responses.

The main reason provided for disliking the TV advertisements was because “I don’t watch adverts/ TV/ dislike adverts”, mentioned by around one half (51%) of respondents. One fifth (20%) of respondents said “they are a nuisance/ interrupt TV shows”, 10% said “I already know the key messages/ don’t need to be told”, 8% said “too repetitive”, while a further 7% said they “make me feel guilty for not exercising”.

4.8 Ease of Understanding the TV Advertisements

Respondents were then asked:

How easy is it to understand what is going on in these TV advertisements?

Would you say...

**Table 36 – Ease of Understanding the TV Advertisements
(Percentage of respondents who could recall a Find Thirty TV advertisement)***

Level of ease	April 2014		November 2010
	% of respondents n=571 (18+ years)	% of respondents n=446 (18-54 years)	% of respondents n=489 (18-54 years)
Very easy to follow	79	85	87
Somewhat easy to follow	14	11	11
Somewhat hard/ very hard to follow	2	1	1
Don't know/ no opinion	6	3	2
Total: easy to follow	93	96	98

*Percentages do not sum to 100% due to rounding.

The clear majority (a combined percentage of 93%) of respondents stated that the Find Thirty TV advertisements they had seen were “very easy to follow” or “somewhat easy to follow”. Just 2% combined reported that the advertisements were “somewhat hard/ very hard to follow”, while the remaining 6% had no opinion or did not know.

Respondents aged 18-54 years were more likely to state that the advertisements were “very easy to follow” (85%) when compared to the total sample of respondents (79%).

Reported ease of understanding the TV advertisements was marginally higher in 2010, with a combined percentage of 98% of respondents stating that they found the advertisements “very easy to follow” or “somewhat easy to follow”, compared to 96% in 2014.

The 2% of respondents who stated that the TV advertisements were hard to understand or who had no opinion or did not know were asked to give a reason. Around three quarters (76%) said the TV advertisements were “vague/ unclear”, while the remaining 24% said something non-specific.

**Table 37 – Ease of Understanding the TV Advertisements by Demographic Group
(Percentage of respondents who could recall a Find Thirty TV advertisement)***

Demographic Group	Ease of Understanding the TV Advertisements Total (n=571)		
	Very easy/ somewhat easy to follow %	Very hard/ somewhat hard to follow %	Don't know/ no opinion %
Total	93	2	6
Gender			
Male	91	2	7
Female	94	1	4
Age			
18-24	100	-	-
25-34	94	-	6
35-44	97	1	2
45-54	95	2	4
55-69	88	1	11
70+	84	6	10
SEIFA Index			
1 – Most disadvantaged	91	1	8
2	94	1	5
3	94	-	6
4	95	3	2
5 – Least disadvantaged	92	2	6
Region			
South	91	2	8
North & North East	95	2	4
North West & West	95	1	4
Physical disability			
Disability	87	4	10
No disability	94	1	5

*Percentages may not sum to 100 due to rounding.

Older respondents aged 55 years or over were significantly less likely to find that the advertisements were “easy to follow” (a combined percentage of 86%), when compared to their younger counterparts aged 18-54 years (96% combined).

Older respondents aged 55 years and over were also more likely to state that they did not know, or had no opinion (a combined percentage of 11%, compared to just 3% combined of those aged 18-54 years).

4.9 Relevance of the TV Advertisements

All respondents who could recall a TV advertisement were next asked:

How relevant do you personally find these TV advertisements?

Would you say...

Table 38 – Relevance of the TV Advertisements
(Percentage of respondents who could recall a Find Thirty TV advertisement)

Level of ease	April 2014		November 2010
	% of respondents n=571 (18+ years)	% of respondents n=446 (18-54 years)	% of respondents n=489 (18-54 years)
Very relevant	32	36	41
Somewhat relevant	42	42	41
Not at all relevant	21	20	16
Don't know/ no opinion	5	2	2
Total: relevant	74	78	82

On combining the percentages, around three quarters (74%) of respondents stated that the TV advertisements were personally “very relevant” or “somewhat relevant”. About one fifth (21%) said they were “not at all relevant”, while 5% did not know.

Among those aged 18-54 years, a slightly lower level of reported relevance was recorded among respondents in 2014 (78%), when compared to the level recorded in 2010 (82%).

Respondents who stated the TV advertisements were “not at all relevant” or who were “unsure” were asked to give a reason. Around one half (51%) of respondents reported that they “already exercise”, 20% said they “don’t need to be told to exercise/ already aware of exercise needed for good health”, while a further 8% each mentioned “age factor/ doesn't target all ages/ feel I'm too old”, “have illness/ disability” and the “people on the ads already look fit/ need relatable actors”.

**Table 39 – Relevance of the TV Advertisements by Demographic Group
(Percentage of respondents who could recall a Find Thirty TV advertisement)***

Demographic Group	Relevance of the TV Advertisements Total (n=571)				
	Very relevant %	Somewhat relevant %	Not at all relevant %	Don't know/no opinion %	Very/somewhat relevant %
Total	32	42	21	5	74
Gender					
Male	33	39	23	5	72
Female	31	45	20	4	76
Age					
18-24	40	43	17	-	83
25-34	34	40	21	5	74
35-44	38	46	16	1	83
45-54	33	41	24	2	74
55-69	26	49	17	8	75
70+	21	31	36	12	52**
SEIFA Index					
1 – Most disadvantaged	30	48	15	8	77
2	32	42	23	4	73
3	36	45	17	2	81
4	33	29	33	5	62
5 – Least disadvantaged	31	43	22	4	74
Region					
South	30	46	19	6	75
North & North East	33	39	22	6	71
North West & West	36	39	25	1	74
Physical disability					
Disability	24	36	30	10	60
No disability	33	43	20	4	76

* Percentages may not sum to 100% due to rounding.

** Statistically significant: red highlight = significantly lower percentage.

Older respondents aged “70 years or over” were significantly less likely than other age groups to state that the Find Thirty TV advertisements were personally “very relevant” or “somewhat relevant” to them (a combined percentage of 52%).

Respondents classified as having a disability were also less likely to report finding the advertisements personally relevant to them (a combined percentage of 60%, compared to 76% of those with no disability).

4.10 Credibility of the TV Advertisements

Respondents were asked:

How believable do you find what is being put across in these TV advertisements?

Would you say...

Table 40 – Credibility of the TV Advertisements
(Percentage of respondents who could recall a Find Thirty TV advertisement)*

Level of credibility	April 2014		November 2010
	% of respondents n=571 (18+ years)	% of respondents n=446 (18-54 years)	% of respondents n=489 (18-54 years)
Very believable	57	63	63
I'm inclined to believe what they say	29	27	29
I would have to check it out before I believed it	7	5	4
I find it difficult to believe	2	2	3
Don't know/ no opinion	4	3	1

*Percentages may not sum to 100 due to rounding.

More than one half (57%) of those respondents who could recall a Find Thirty TV advertisement felt that the advertisements were “very believable”, while 29% stated that “I’m inclined to believe what they say”. 7% of respondents said that “I would have to check it out before I believed it”, while just 2% said “I find it difficult to believe”.

Among respondents aged 18-54 years, the level of reported credibility in 2014 has remained similar to that in 2010, with 63% of respondents in each round stating that they found the Find Thirty TV advertisements “very believable”.

The 14% of respondents combined who indicated a degree of uncertainty about the credibility of the advertisements, or who were unsure, were asked to give a reason. Around one quarter of the respondents in each case stated that they “don’t trust/ believe the advertisements” (28%) and that they would “need to check it out” (23%), while a further 18% said “unrealistic/ the actors are unrealistic”. Other reasons mentioned less frequently were “don’t have the time/ real life is much busier” and “the age factor/ the elderly people in the ads are not believable” (9% each).

**Table 41 – Credibility of the TV Advertisements by Demographic Group
(Percentage of respondents who could recall a Find Thirty TV advertisement)***

Demographic Group	Credibility of the TV Advertisements				
	Total (n=571)				
	Very believable	I'm inclined to believe what they say	I would have to check it out before I believed it	I find it difficult to believe	Don't know/ no opinion
	%	%	%	%	%
Total	57	29	7	2	4
Gender					
Male	55	31	7	2	5
Female	59	27	8	2	4
Age					
18-24	68	25	6	1	-
25-34	63	22	5	3	8
35-44	62	29	7	1	1
45-54	61	31	1	3	4
55-69	53	30	13	-	4
70+	35**	36	12	8	10
SEIFA Index					
1 – Most disadvantaged	48	28	14	5	5
2	50	36	9	2	3
3	62	31	3	2	2
4	66	25	4	2	3
5 – Least disadvantaged	62	25	5	1	7
Region					
South	51	33	7	2	7
North & North East	65	24	5	3	3
North West & West	60	27	11	2	1
Physical disability					
Disability	43	33	13	4	7
No disability	59	28	6	2	4

* Percentages may not sum to 100 due to rounding.

** Statistically significant: red highlight = significantly lower percentage.

The older the respondent, the less likely they were to report that the TV advertisements were credible, with 35% of respondents aged 70 years or over stating that the advertisements were “very believable”, compared with around two thirds (68%) of those aged 18-24 years.

Other segments of the Tasmanian community that were somewhat less likely to have said the advertisements were “very believable” were those classified as living in the “most disadvantaged” suburbs (48%), those in the South (51%), and those classified with a disability (43%).

Segments of the Tasmanian community that were somewhat more likely to have said the advertisements were “very believable” were those from the North and North East (65%), those from less disadvantaged 4th quintile suburbs (66%), and those without a disability (59%).

Section Five – The ‘Find Thirty every day’ Slogan

5.1 Unprompted Awareness of the Slogan

The 571 respondents who could recall seeing a Find Thirty TV advertisement about physical activity or exercise were asked whether they could recall a slogan that was used in the TV advertisements.

Unprompted, almost two fifths (39%) of respondents stated they could recall a slogan, while the remaining 61% said they could not.

Female respondents (44%), as well as those aged 25-44 years (55%), were significantly more likely to report that they could recall a slogan, when compared to males (33%) and those aged 55 years and over (16%).

In the younger cohort aged 18-54 years, around one half (51%) of respondents stated that they could recall a slogan in 2014, when compared to two fifths (40%) in 2010.

The 39% of respondents who could recall a slogan were asked what the slogan was.

Table 42 – Unprompted Awareness of a Slogan
(Percentage of respondents who could recall a slogan used in the Find Thirty TV adverts)*

Slogan	April 2014 Total (n=245) 18+ years	April 2014 Total (n=225) 18-54 years	November 2010 Total (n=196) 18-54 years
Find thirty	48	52	68
Find thirty every day	43	41	-
Find thirty. It's not a big exercise	-	-	19
Find 10 minutes	2	2	6
Life be in it	2	1	2
Other	5	3	4

*Percentages do not sum to 100% due to rounding.

Unprompted, close to one half (48%) of respondents correctly identified part of the slogan “Find thirty”, while a further 43% recalled the full slogan, “Find thirty every day”. Among respondents aged 18-54 years, recall of the full respective slogans was higher in 2014 (41%), compared to 2010 (19%).

5.2 Prompted plus Unprompted Awareness of the Slogan

Respondents who did not mention the whole slogan were then asked whether they had heard the slogan, '*Find Thirty every day*'. Once prompted, 71% of respondents confirmed they were aware of the slogan, 27% that they were not, and 2% stated that they did not know.

Overall, when combining the prompted and unprompted responses, three quarters (75%) of all respondents were aware of the slogan, 23% were not, while the remaining 2% did not know.

Prompted plus unprompted awareness of the slogan was significantly higher among respondents aged 18-54 years (85%, compared to 60% of those aged 55 years and over), as well as those respondents classified as having no disability (77%, compared to 60% of those with a disability).

In the younger cohort aged 18-54 years, when combining the prompted and unprompted responses, 85% of respondents could recall the slogan, '*Find Thirty every day*'. In 2010, when combining the prompted and unprompted recall of the slogan, '*Find thirty. It's not a big exercise*', awareness stood at 55%.

5.3 Unprompted Awareness of Where the Slogan May Have Been Seen or Heard

Respondents who were aware of the slogan were then asked where they had seen or heard it.

**Table 43 – Unprompted Awareness of Where the Slogan May Have Been Seen or Heard
(Percentage of respondents aware of the slogan)***

Where the slogan may have been seen or heard	April 2014	April 2014	Nov. 2010
	Total % n=622 (18+ years)	Total % n=503 (18-54 years)	Total % n=331 (18-54 years)
On TV	23	16	32
On the radio	15	17	16
On the side of a bus	12	14	12
In the newspaper	8	6	6
In an information leaflet at my GP/ other health professional	8	8	6
On posters in my workplace	6	8	10
On a website	2	3	3
Poster/ billboard	2	2	-
On promotional items (such as caps, water bottles etc.)	2	2	3
Magazine	2	2	-
Word of mouth	2	1	1
In an information leaflet at my local community centre	1	2	3
In the workplace	1	1	-
Other	3	4	2
Can't recall	29	33	14

*Percentages do not sum to 100 as respondents were able to give multiple responses.

When respondents were asked unprompted where they had seen or heard the slogan, close to one quarter (23%) mentioned “on TV”, 15% stated they had heard it on the “radio”, 12% said “on the side of a bus”, while a further 8% each mentioned “in the newspaper” and “in an information leaflet at my GP/ other health professional”.

29% of respondents said they could not recall.

5.4 Prompted plus Unprompted Awareness of Where the Slogan May Have Been Seen or Heard

Respondents who were aware of the 'Find Thirty every day' slogan were then asked whether they had seen the slogan in any of the following places.

Table 44 – Prompted plus Unprompted Awareness of Where the Slogan May Have Been Seen or Heard
(Percentage of respondents aware of the slogan)*

Where the slogan may have been seen or heard	April 2014	April 2014	Nov. 2010
	Total % n=800 (18+ years)	Total % n=600 (18-54 years)	Total % n=600 (18-54 years)
On the side of a bus	33	40	24
On the radio**	31	42	-
In an information leaflet at my GP/ other health professional	26	30	18
On a website	13	18	9
On posters in my workplace	12	17	11
On promotional items (such as caps, water bottles etc.)	9	12	7
In an information leaflet at my local community centre	7	9	5
On the back of a pharmacy script**	4	5	-
None/ can't recall	39	27	58

* Percentages do not sum to 100 as respondents were able to give multiple responses.

** Sources not read out to respondents in 2010.

On combining the prompted and unprompted responses, one third (33%) of respondents in total mentioned that they had seen the slogan "on the side of a bus", and more than one quarter in each case reported hearing it on the radio (31%) and seeing it "in an information leaflet at my GP/ other health professional" (26%). More than one tenth in each case mentioned seeing it on a "website" (13%) and "on posters in my workplace" (12%).

39% reported that they could not recall seeing or hearing the slogan specifically via any of the stated sources.

Prompted plus unprompted awareness across the top two most recalled sources was significantly higher among respondents aged 18-54 years, when compared to older respondents aged 55 years or over.

5.5 Effectiveness of the Campaign in Making People Think about Their Level of Exercise

Respondents who could recall seeing a 'Find Thirty every day' campaign on TV were then asked:

Did seeing this campaign make you think about the level of physical activity that you do?

Overall, two thirds (67%) of respondents in 2014 stated that, after seeing the campaign, it made them think about the level of physical activity that they currently do. Under one third (31%) said it had not made them think about their own physical activity, while 2% did not know.

Table 45 – Effectiveness of the Campaign in Making People Think about Their Level of Exercise (Percentage of respondents who could recall a Find Thirty TV advertisement)*

Effectiveness of the Campaign	April 2014 Total n=505 (18+ years)	April 2014 Total n=413 (18-54 years)	Nov. 2010 Total n=293 (18-54 years)
Yes – it made me think about the level of physical exercise that I do	67	67	71
No – it did <u>not</u> make me think about level of physical exercise that I do	31	31	27
Don't know	2	1	2

*Percentages may not sum to 100 due to rounding.

Respondents in the cohort aged 18-54 years were equally likely as the overall sample of respondents in 2014 to state that, after seeing the campaign, it made them think about the level of physical activity that they currently do (67%). However, the percentage of 18-54 year olds giving this response was somewhat higher in 2010 (71%).

Table 46 – Effectiveness of the Campaign in Making People Think about Their Level of Exercise by Demographic Group
(Percentage of respondents who could recall a Find Thirty TV advertisement)*

Demographic Group	April 2014 Total (n=505) 18+ years		
	Yes %	No %	Don't know %
Total	67	31	2
Gender			
Male	65	32	2
Female	68	30	2
Age			
18-24	69	31	-
25-34	72	27	1
35-44	66	32	2
45-54	63	35	2
55-69	69	26	5
70+	57	40	3
SEIFA Index			
1 – Most disadvantaged	64	34	2
2	73	27	1
3	71	28	1
4	67	32	1
5 – Least disadvantaged	62	33	5
Region			
South	66	31	3
North & North East	67	31	1
North West & West	68	31	1
Physical disability			
Disability	50	36	14**
No disability	69	30	1**

*Percentages may not sum to 100 due to rounding.

** Statistically significant.

Segments of the Tasmanian population that were somewhat less likely to agree that the campaign made them think about their level of exercise were older respondents aged 70 years or over (57%), those classified as from the “least disadvantaged” suburbs (62%), and those with a disability (50%).

Segments of the Tasmanian population that were somewhat more likely to agree that the campaign made them think about their level of exercise were those aged 25-34 years (72%), those classified as living in more disadvantaged quintile 2 suburbs (73%), and those with no disability (69%).

Respondents classified as having a disability were significantly more likely to say they were “unsure” whether the campaign made them think about their level of exercise (14%).

Respondents who said the campaign had made them think about their level of physical activity were then asked in what way it had done so.

**Table 47 - How the Campaign Made People Think about Their Level of Physical Activity
(Percentage of respondents who had thought about their level of physical activity)***

How the campaign affected thinking about the level of physical activity	April 2014	April 2014	Nov. 2010
	Total % n=337 (18+ years)	Total % n=227 (18-54 years)	Total % n=206 (18-54 years)
I could increase the amount I exercise/ need to do more	22	24	9
Reminds me to exercise/ awareness/ reinforcement	15	13	-
How much exercise I do/ how much time I spend	13	14	-
I do enough fitness/ already active	10	10	5
Don't do enough	9	9	58
Encouraged/ motivates me to do more	8	6	12
Makes me think about my health	6	5	-
Need to do it more often/ every day	5	4	-
To make the most of spare time/ need to make the time	4	5	7
Guilty/ too busy for exercise	4	3	2
Don't have to do a lot/ can do it 10 minutes at a time	3	3	-
Exercise is easy	3	4	13
It gives options/ ideas to stay active	3	3	-
To stay healthy	3	3	-
Exercise can fit into lifestyle/ daily routine	2	2	-
How important exercise is	1	1	-
Anyone can exercise/ any age	1	1	-
30 minutes is not enough	1	1	-
Other	7	4	5
Don't know	-	-	2

*Percentages do not sum to 100 as respondents were able to give multiple responses.

Of those respondents who said the campaign had made them think about their level of physical activity, 22% said it made them think “I could increase the amount I exercise/ need to do more”, 15% said it “reminds me to exercise/ awareness/ reinforcement”, 13% stated it made them reflect on “how much exercise I do/ how much time I spend”, while 10% said “I do enough fitness/ already active”.

5.6 Effectiveness of the Campaign in Changing the Level of Physical Activity

Respondents who could recall seeing or hearing the ‘Find Thirty every day’ campaign were then asked:

Did seeing this campaign make you change the level of physical activity that you do?

Overall, around three quarters (76%) of respondents stated that, after seeing the campaign, it had not made them change their level of physical activity. Around one fifth (22%) reported that it had prompted them to change their level of physical activity, while 2% were unsure.

**Table 48 – Effectiveness of the Campaign in Changing the Level of Physical Activity
(Percentage of respondents who could recall a Find Thirty TV advertisement)***

Effectiveness of the Campaign	April 2014	April 2014	Nov. 2010
	Total % n=508 (18+ years)	Total % n=416 (18-54 years)	Total % n=293 (18-54 years)
Yes – it made me change the level of physical exercise that I do	22	26	30
No – it did <u>not</u> make me change the level of physical exercise that I do	76	71	67
Don’t know	2	2	3

*Percentages may not sum to 100 due to rounding.

Segments of the Tasmanian population that were more likely to express that the campaign had influenced their level of physical exercise were “females” (25%), those aged 18-54 years (26%), those with no disability (24%), and those classified in the 2nd quintile bracket (27%).

Segments of the Tasmanian population that were less likely to express that the campaign had influenced their behaviour regarding their level of physical exercise were “males” (19%), those aged 55 years or over (11%), those classified with a disability (10%), and those classified as “least disadvantaged” (17%).

Respondents classified as having a disability were significantly more likely to state that they did not know whether the campaign had influenced their behaviour (17%, when compared to just 1% of those without a disability).

In the younger cohort aged 18-54 years, a somewhat higher percentage of respondents in 2010 stated that the Find Thirty advertisements that they had seen had made them change the level of physical exercise that they do (30%, compared to 26% in 2014).

**Table 49 – Total Time Spent Walking in the Last Week
by Whether Seeing the TV Advertisements Changed Behaviour
(Percentage of respondents who had seen the campaigns)**

Total Time Spent Walking	Whether Seeing the Campaign Made Respondents Change their Level of Physical Activity					
	April 2014 (n=389, 18+)		April 2014 (n=327, 18-54)		November 2010 (n=246, 18-54)	
	Yes	No	Yes	No	Yes	No
Less than 1 hour	40	60	45	55	22	78
1 hour, but less than 2 hours	24	73	28	69	46	52
2 hours, but less than 3 hours	35	65	37	63	44	56
3 hours, but less than 4 hours	18	80	21	76	31	64
4 hours, but less than 5 hours	26	74	31	69	42	58
5 hours, but less than 6 hours	11	89	15	85	24	70
6 hours, but less than 7 hours	32	68	45	55	24	76
7 hours, but less than 8 hours	25	75	28	72	26	74
8 hours, but less than 10 hours	6	94	9	91	-	100
10 hours or more	21	79	29	71	26	69
Less than 3 hours	32	67	35	63	37	62
3 or more hours	20	79	26	74	27	70

On combining the responses, overall those who reported having spent a fewer number of hours walking in the last week were more likely to state that they had changed their level of physical activity after seeing the Find Thirty TV advertisements. Close to one third (a combined percentage of 32%) of respondents who spent “less than 3 hours” walking in the last week stated they had changed their level of physical activity, compared with one fifth (a combined percentage of 20%) of those who spent “3 or more hours” walking in the last week.

Respondents aged 18-54 years who said they spent “3 or more hours” walking in the last week were more likely to state that their behaviour regarding their level of physical activity had changed since seeing the Find Thirty TV advertisements (a combined percentage of 26%), when compared to the overall sample of respondents (20% combined), and this result among 18-54 year olds remains similar to that in 2010 (27% combined).

The respondents were then asked in what way the campaign had changed their level of physical activity or, conversely, had not done so.

**Table 50 – How the Campaign Affected Respondents’ Level of Physical Activity
(Percentage of respondents who said it changed their level of physical activity)***

How the campaign affected the level of physical activity	April 2014	April 2014	Nov. 2010
	Total % n=495 18+ years	Total % n=406 (18-54 years)	Total % n=285 (18-54 years)
Already exercise enough/ no need to change	54	50	48
Made me increase the amount of fitness I do	11	14	11
No time for fitness/ too busy	6	7	8
Already aware to exercise	5	4	-
Physically cannot exercise/ age restrictions	4	3	4
Made me think about how much I do	4	4	-
Made me aware of my lack of fitness	3	4	7
Reminds/ reinforces me to keep exercising	2	2	-
Want to change/ thinking of changing habits	2	3	7
Too lazy/ can't be bothered	2	3	6
The campaign had no effect/ wasn't motivating enough	2	2	
Motivated me	2	3	8
Made me think but hasn't made me change	2	2	-
Other	6	5	3
Don't know/ unsure	2	3	4

*Percentages do not sum to 100 as respondents were able to give multiple responses.

As in 2010, the most common response for not changing their level of fitness after seeing the Find Thirty campaign was “I already exercise enough/ no need to change”, mentioned by more than one half (54%) of respondents in 2014. Around one tenth (11%) of respondents stated that it “made me increase the amount of fitness I do”, 6% said they had “no time for fitness/ too busy”, while a further 5% reported they were “already aware to exercise”.

Appendix - The Questionnaire

**Premier's Physical Activity Council
Find Thirty every day® Questionnaire
April 2014**

Region of Tas	Gender	Date of Interview
1. South 2. North & North East 3. North West & West	1. Male 2. Female	

Good afternoon/evening my name is ... from the Tasmanian research company, EMRS. Tonight we are conducting a survey regarding important physical activity issues on behalf of the Premier's Physical Activity Council. We are not looking for donations or selling anything.

May I please speak to the youngest male in the household aged 18 years or over?

(IF NO MALES): Then may I please speak to the youngest female in the household aged 18 years or over?

(REPEAT INTRODUCTION FOR NEW RESPONDENT)

(IF YES): All of the information you provide will remain confidential to the research team. Thank you for your co-operation to assist us in this important project.

The survey should take around 5-10 minutes.

SCREENING QUESTIONS

S1. Record Gender	1. Male 2. Female
S2. To make sure we get a true cross section of the population, would you mind telling me your age as at your last birthday?	RECORD AGE
S3. Do you have a physical disability, illness, disease, or injury such that on a normal day, you are not able to do moderate exercise, like for example, walking?	1. Yes (ASK Q1a – Q3, then GO TO Q7) 2. No

PHYSICAL ACTIVITY MEASURES

Q1a. On how many days per week do you think adults need to do physical activity or exercise for good health?	_____ days per week
Q1b. How many minutes of physical activity or exercise do you think adults need to do on each of these days for good health?	_____ minutes per day

Q2. Which of the following activities do you think can contribute to the required level of physical activity needed for good health? Would you say ...

READ OUT & ROTATE

1	Walking a dog	1 Yes	2 No	3 Don't know
2	Gardening (such as mowing the lawn or raking up leaves)	1 Yes	2 No	3 Don't know
3	Housework (such as vacuuming or heavy yard work)	1 Yes	2 No	3 Don't know
4	Finding 10 minutes to be active (such as taking the stairs instead of the lift or going for a short walk while waiting for an appointment)	1 Yes	2 No	3 Don't know
5	Walking or cycling to or from a place	1 Yes	2 No	3 Don't know
6	Vigorous exercise (such as jogging or playing tennis)	1 Yes	2 No	3 Don't know
Q3. How many minutes of physical activity or exercise do you think children under the age of 18 need to do each day for good health?		_____ minutes per day		

Physical Activity Undertaken in the last Week

The next few questions are about any physical activities that you may have done in the last week.

<p>Q4a. In the last week, how many times have you walked continuously, for at least 10 minutes? This could have been for recreation, exercise or to get to or from places?</p> <p>(INTERVIEWER NOTE: THIS INCLUDES WALKING DURING OR AS PART OF WORK)</p> <p>*(IF 14 TIMES OR GREATER, PROBE RESPONDENT TO CONFIRM THIS IS CORRECT)</p>	<p>1. None (GO TO Q5a)</p> <p>2. Number of times per week given (SPECIFY _____)*</p> <p>3. Not applicable (GO TO Q5a)</p> <p>4. Don't know (GO TO Q5a)</p> <p>5. Refused (GO TO Q5a)</p>
<p>Q4b. What do you estimate was the total time that you spent walking in this way in the last week?</p> <p>*(IF GREATER THAN 28 HOURS, PROBE RESPONDENT TO CONFIRM THIS IS CORRECT)</p>	<p>1. Time per week given in HOURS (SPECIFY _____)* (RECORD DECIMAL – ALLOWABLE RANGE 1 TO 99)</p> <p>2. Time per week given in MINUTES (SPECIFY _____) (RECORD WHOLE NUMBER)</p> <p>3. Don't know</p> <p>4. Refused</p>

<p>Q5a. In the last week, how many times did you do vigorous household chores that made you breathe harder or puff and pant, not including gardening? (INCLUDE CHOPPING WOOD, SWEEPING PATIO ETC)</p> <p>*(IF 14 TIMES OR GREATER, PROBE RESPONDENT TO CONFIRM THIS IS CORRECT)</p>	<ol style="list-style-type: none"> 1. None (GO TO Q6a) 2. Number of times per week given (SPECIFY _____)* 3. Not applicable (Go to Q6a) 4. Don't know (Go to Q6a) 5. Refused (Go to Q6a)
<p>Q5b. What do you estimate was the total time that you spent doing these vigorous household chores in the last week?</p> <p>*(IF GREATER THAN 28 HOURS, PROBE RESPONDENT TO CONFIRM THIS IS CORRECT)</p>	<ol style="list-style-type: none"> 1. Time per week given in HOURS (SPECIFY _____)* (RECORD DECIMAL) 2. Time per week given in MINUTES (SPECIFY _____) (RECORD WHOLE NUMBER) 3. Don't know 4. Refused
<p>Q6a. This question excludes household chores or gardening. In the last week, how many times did you do any vigorous physical activity that made you breathe harder or puff and pant? (For example: tennis, jogging, cycling, keep fit exercises)</p> <p>*(IF 14 TIMES OR GREATER, PROBE RESPONDENT TO CONFIRM THIS IS CORRECT)</p>	<ol style="list-style-type: none"> 1. None (GO TO Q7) 2. Number of times per week given (SPECIFY _____)* 3. Not applicable (Go to Q7) 4. Don't know (Go to Q7) 5. Refused (Go to Q7)
<p>Q6b. What do you estimate was the total time you spent doing this vigorous physical activity in the last week?</p> <p>*(IF GREATER THAN 28 HOURS, PROBE RESPONDENT TO CONFIRM THIS IS CORRECT)</p>	<ol style="list-style-type: none"> 1. Time per week given in HOURS (SPECIFY _____)* (RECORD DECIMAL) 2. Time per week given in MINUTES (SPECIFY _____) (RECORD WHOLE NUMBER) 3. Don't know 4. Refused

ADVERTISING MEASURES

<p>Q7. In the past three years, do you remember seeing any TV advertisements about physical activity or exercise?</p>	<ol style="list-style-type: none"> 1. Yes 2. No (GO TO Q8a)
<p>Q8. Can you please describe the TV advertisements you saw?</p> <p>DO NOT READ OUT</p> <p>MULTIPLE RESPONSE</p> <p>PROBE WITH: Any others?</p>	<ol style="list-style-type: none"> 1. A lady riding a bike 2. A couple walking 3. A man throwing the ball to his dog in the park 4. People dancing in a community hall 5. Kids playing soccer in the park 6. Adults swimming/ at the pool 7. A group of ladies walking 8. A lady gardening 9. A lady walking to work

	10. People playing mixed netball 11. Different family members each take turns walking their dog 12. A woman at home making a phone call, she's put on hold, so decides to walk up and down her front steps 13. An older man who goes into a hairdresser has to wait, so he goes for a walk 14. A man sitting at a computer has to wait for something on his computer to download, so he goes for a walk 15. A series of people walking and cycling 16. Other (SPECIFY BELOW)
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Q8a. IF Q7 'No', READ OUT: The Tasmanian Government has been running a social marketing campaign which includes a series of TV advertisements promoting physical activity

Have you seen any of the following TV advertisements? ONLY READ OUT ADS NOT MENTIONED IN Q8 MULTIPLE RESPONSE	1. A lady riding a bike 2. A couple walking 3. A man throwing the ball to his dog in the park 4. People dancing in a community hall 5. Kids playing soccer in the park 6. Adults swimming/ at the pool 7. A group of ladies walking 8. A lady gardening 9. A lady walking to work 10. People playing mixed netball 11. None/ can't recall (DO NOT READ OUT – GO TO Q17) 12.
Q9. What do you think is the main message of these TV advertisements? PROBE FULLY	1. Find thirty 2. Find thirty every day 3. Find thirty – it's not a big exercise 4. Regular physical activity 5. It's not a big exercise 6. Other (SPECIFY BELOW) 7. Don't know

Q10. Do the TV ads communicate that ...

READ OUT

	1	2	3
Physical activity is easy to fit into my day	Yes	No	Don't know
You need to do thirty minutes of physical activity on most days	Yes	No	Don't know
You can do your 30 minutes of physical activity in a number of sessions of 10 minutes or more	Yes	No	Don't know
You have to do vigorous exercise to be healthy	Yes	No	Don't know

You need to exercise every day for good health	1 Yes	2 No	3 Don't know
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Q11a. How much do you ENJOY watching these TV advertisements? Would you say ... READ OUT	1. I enjoy it a lot (GO TO Q11b) 2. I quite enjoy it (GO TO Q11b) 3. I don't mind it (GO TO Q11b) 4. I don't enjoy it (GO TO Q11c) 5. I don't enjoy it at all (GO TO Q11c) 6. Don't know / no opinion (GO TO Q12a)
Q11b. What do you like most about them? PROBE (GO TO Q12a)	RECORD COMMENTS VERBATIM
Q11c. What do you like least about them? PROBE	RECORD COMMENTS VERBATIM
Q12a. How EASY is it TO UNDERSTAND what is going on in these TV advertisements? Would you say they are ... READ OUT	1. Very easy to follow (GO TO Q13a) 2. Somewhat easy to follow (GO TO Q13a) 3. Somewhat hard to follow (GO TO Q12b) 4. Very hard to follow (GO TO Q12b) 5. Don't know / no opinion
Q12b. Why is that? PROBE	RECORD COMMENTS VERBATIM
Q13a. How RELEVANT do you personally find these TV advertisements? Would you say ... READ OUT	1. Very relevant (GO TO Q14a) 2. Somewhat relevant (GO TO Q14a) 3. Not at all relevant (GO TO Q13b) 4. Don't know / no opinion
Q13b. Why is that? PROBE	RECORD COMMENTS VERBATIM
Q14a. How BELIEVABLE do you find what is being put across in these TV advertisements? Would you say ... READ OUT	1. Very believable (GO TO Q15) 2. I'm inclined to believe what they say (GO TO Q15) 3. I would have to check it out before I believed it (GO TO Q14b) 4. I find it difficult to believe (GO TO Q14b) 5. Don't know / no opinion (GO TO Q14b)
Q14b. Why is that? PROBE	RECORD COMMENTS VERBATIM

THE SLOGAN – Find Thirty every day

Q15. Do you recall a slogan that was used in the TV advertisements?	1. Yes 2. No (GO TO Q17)
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Q16. What was the slogan? DO NOT READ	1. Find Thirty every day (GO TO Q18) 2. Find thirty 3. Other (SPECIFY)
Q17. Have you heard the slogan 'Find Thirty every day'?	1. Yes 2. No (GO TO QD1 <u>OR</u> IF Q16 = 2, GO TO Q18) 3. Don't know (GO TO Q18a)
Q18. Where else have you seen or heard the slogan? DO NOT READ OUT MULTIPLE RESPONSE	1. In an information leaflet at my GP or other health professional 2. In an information leaflet at my local community centre 3. On the side of a bus 4. On posters in my workplace 5. On promotional items (such as caps, water bottles etc) 6. On a website 7. On the back of a pharmacy script 8. On the radio 9. Other (SPECIFY) 10. None/ can't recall
Q18a. Have you seen or heard the slogan in any of the following? PROBE FULLY (ONLY READ OUT CHOICES NOT MENTIONED IN Q18) MULTIPLE RESPONSE	1. In an information leaflet at my GP or other health professional 2. In an information leaflet at my local community centre 3. On the side of a bus 4. On posters in my workplace 5. On promotional items (such as caps, water bottles etc) 6. On a website 7. On the back of a pharmacy script 8. On the radio 9. Other (SPECIFY) 10. None/ can't recall
Q19. Did seeing this campaign make you THINK about the level of physical activity that you do?	1. Yes 2. No (GO TO Q20) 3. Don't know (GO TO Q20)
Q19a. In what way did the campaign make you think about the level of physical activity that you do?	RECORD COMMENTS VERBATIM
Q20. Did seeing this campaign make you CHANGE the level of physical activity that you do?	1. Yes 2. No 3. Don't know
Q21. Why / Why not?	RECORD COMMENTS VERBATIM

Demographics

Q22.Which suburb or town do you live in?	RECORD SUBURB
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Thank you for assisting us with this survey. I'd just like to remind you that this survey has been conducted by EMRS on behalf of the Premier's Physical Activity Council and carried out in accordance with national privacy legislation that respects the rights of all respondents. May I please have your first name to validate that this interview took place?

If you have any questions about this survey you can contact my supervisor at EMRS on 62 111 222.

Thank you again for your time.