

REF: FOI:15-09



Dear 

I refer to your application under the ACT *Freedom of Information Act 1989* (the Act), received by ACT Health on 18 March 2015, in which you requested access to summary reports written or held by ACT Health relating to Newspoll Omnibus surveys.

As Chief Health Officer, I am an officer authorised to make a decision in respect of a request for information, under section 22 of the Act.

After conducting a search of the relevant records, ACT Health has identified three Summary Reports in its possession that meet the scope of your request, as identified in the schedule attached to this letter.

Both the Community Services Directorate and the Education and Training Directorate have provided advice that they each only have one Summary Report that was commissioned by ACT Health and forms part of our response. Therefore those directorates transferred the requests received to ACT Health and these form part of this response.

I have decided that all documents are to be fully released in accordance with provisions under the Act, as outlined in the Schedule of Documents.

My decision is appealable under the Act. This means that if you are dissatisfied with this outcome you have a right to seek a review under section 59 of the Act. This right of review extends to a review of the adequacy of the search for documents undertaken by ACT Health. If you wish to seek a review you should write to:

The Principal Officer
c/- FOI Coordinator
Executive Coordination
ACT Health
GPO Box 825
CANBERRA ACT 2601

You have 28 days from the date of this letter to seek a review of the outcome or such other period as the Principal Officer permits.

Under section 54 of the Act, if you are concerned about the processing of your request or related administrative matters, you may complain to the Ombudsman, who may conduct an independent investigation into your complaint. There is no fee for this, and the contact details are as follows:

The Ombudsman
GPO Box 442
CANBERRA ACT 2601

If you have any queries concerning the processing of your request, or would like further information, please contact our Freedom of Information Officer on (02) 6205 1340 or via email at HealthFOI@act.gov.au

Yours sincerely



Dr Paul Kelly
Chief Health Officer
ACT Health

14 April 2015

Canberra Omnibus Survey

February 2014

Summary Report

7 March 2014 140219

Newspoll contact

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Canberra Omnibus

February 2014 Summary Report for ACT Government

The Newpoll Canberra Omnibus is a quarterly multi-client telephone survey of 1,000 adults.

Quotas are used to structure the raw sample, with statistical weighting by age, gender, area and education to ABS population estimates then used to provide the most accurate representation of the population. The survey is conducted by landline telephone using random selection of households within the seven geographic districts in Canberra, and using the 'last birthday' method to randomise the selection of respondents within the household.

Surveying for the February 2014 round was conducted from 24 February to 2 March.

This Summary Report covers the results for all sections in the survey commissioned by the ACT Government. Additional detail about the survey methodology and results can be obtained from the Newpoll and ACT Government contacts identified on the cover.

Note: Margins of Error

All surveys have a range of different types of error associated with them.

Newpoll's omnibus methodology has been designed to minimise error associated with measurement, coverage, non-response and process. Through the benefit of being able to review our survey results to election outcomes on average twice per year for the last 29 years, we know that this methodology largely works.

Sampling error refers to how confident we can be that the survey result reflects the 'real' result. In a probability sample as used in the Omnibus, we can estimate the sample error associated with the full sample size and with various subgroups. The table below shows the estimated maximum sample errors at the 95% confidence level (that is, we would expect the real result to be within $\pm X\%$ of the survey result 95% of the time).

Size		Estimated maximum margin of error
1,000	Full sample	$\pm 3\%$
500	eg: Males / Females	$\pm 4\%$
400	$\pm 5\%$
300	$\pm 6\%$
200	eg: Belconnen, Tuggeranong	$\pm 7\%$
150	eg: Gungahlin, Inner North	$\pm 8\%$
100	eg: Inner South, Woden, Weston Creek	$\pm 10\%$

Samples smaller than 100 should be treated with some caution (ie: samples smaller than 10% of the total sample in this survey), and results should be considered indicative only. This includes samples such as "ACT Government employees", of which there are 65 in the sample.

Samples of less than 30 are generally considered insufficient for even indicative consideration.

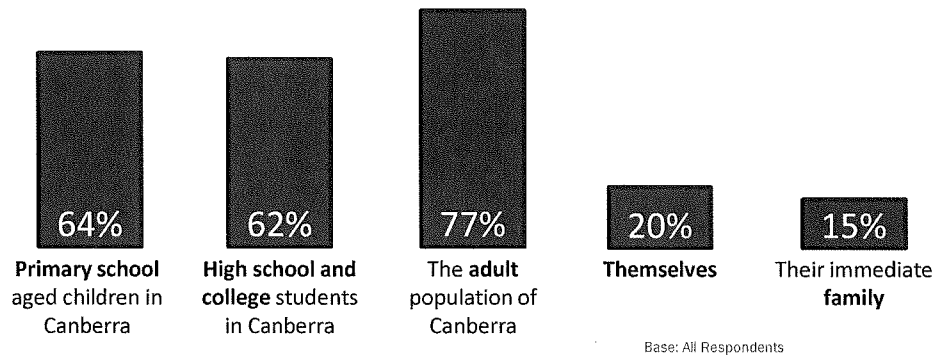
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1. Overweight and Obesity

Overweight and obesity **is** considered a significant problem in the ACT ^{C7}, though only a minority believe it is a major or critical problem for themselves or their immediate families.

% who feel overweight and obesity is a major problem or critical problem for:



This perception of a significant problem is supported by the reported BMI of respondents ^{C8}. 45% reported a height and weight that gave a BMI of underweight or normal (<25) – but 50% came in at 25+, with 18% classified as obese at 30+. Males (54%) were more likely to be at a BMI of 25+ than females (45%).

Note: the other 5% either refused to provide height and / or weight estimates, or were unable to.

The **community strongly supports the ACT Government taking active steps** to reduce levels of overweight and obesity in the ACT population.

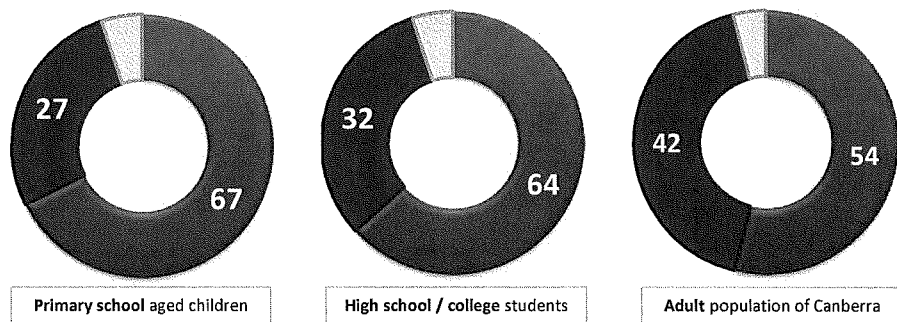
- There is 93% support doing this for children ^{C1A}; and
- 91% support for doing this for adults ^{C1B}.

Not only does the community support taking active steps in general, there is also quite strong support for going beyond just promoting a healthy lifestyle and using active regulations and controls to reduce overweight and obesity ^{C3}. Support for using regulations and controls is highest when targeted at younger children, but even for adults more than half the community support this approach. Support is highest amongst the younger adults (18-34), and a little lower amongst the 50+ group.

Are you comfortable with the ACT Government using active regulations and controls to reduce overweight and obesity for:

Base: All respondents

- Comfortable
- Not comfortable
- Don't know



There was a lot of community support for **all** of the specific actions canvassed – but particularly for those relating to children, and especially those targeted at schools ^{C2}. Steps relating to physical activity rather than calorific consumption were also amongst the most supported.

Level of support for the ACT Government:	Strongly Support	Total Support
Ensuring school canteens carry a wide range of healthy food and drink options	85%	98%
Increasing the amount of physical activity children participate in at school	73%	96%
Promoting 'active transport for children' such as riding or walking to school	69%	95%
Limiting the sale of unhealthy food and drink in school canteens	69%	90%
Taking actions to reduce children's consumption of sugary drinks	67%	90%
Restricting the advertising of unhealthy food generally, especially around child-oriented places	66%	88%
Promoting physical activity in workplaces	62%	93%
Reducing the amount of unhealthy food advertised and displayed specifically around supermarket checkouts	59%	85%
Providing incentives to reduce car use and increase public transport use, particularly around town centres	51%	85%
Taking actions to reduce adult's consumption of sugary drinks	46%	76%

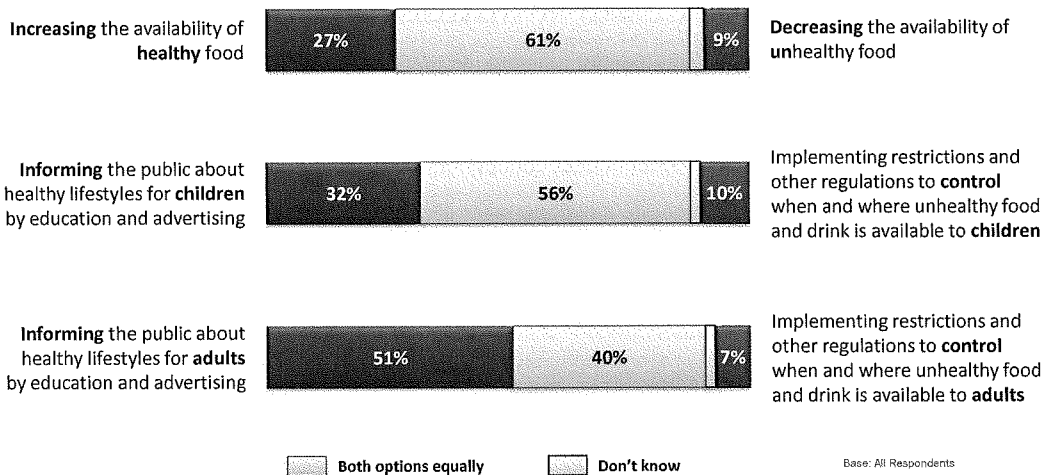
Base = all respondents

The community generally supported addressing overweight and obesity from multiple directions.

There was more support for increasing the availability of food options than for decreasing the availability of unhealthy food – but nearly two thirds supported doing both equally.

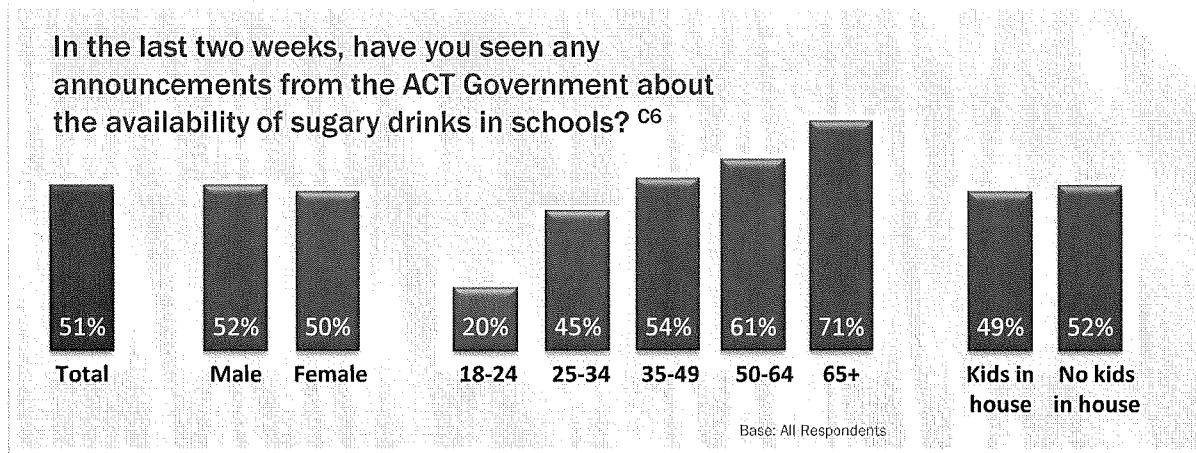
For both children and adults, if the ACT Government was going to only do one of providing information about healthy lifestyles or implementing restrictions and regulations to control unhealthy food, more would prefer the information option. However, especially for children, large proportions felt that both options should be pursued equally.

For each of the following options, which one would you prefer the ACT Government to focus on in the next 12 months to address overweight and obesity? ^{C5}



Around half the community reported having seen or heard an announcement from the ACT Government about the availability of sugary drinks in schools in the two weeks before the survey ^{C6}.

The announcement was made on February 20th, several days before the survey commenced



Aside from the sharp increase in awareness of the announcement with increasing age, there was a tendency for people who felt that overweight and obesity was a bigger problem in the ACT or who were overweight or obese themselves ^{based on BMI calculations} to be a little more likely to have seen or heard it.

Conclusions

- Overweight and obesity is considered a significant problem in the ACT, for both the adult population and children.
- A significant proportion of the Canberra population likely have a BMI that classifies them as overweight or obese, but do *not* believe that overweight or obesity is a significant problem for themselves.
- There is broad community support for the ACT Government being active in seeking to reduce the incidence of overweight and obesity.
- Particularly for children, but also to a considerable extent for the adult population, the community is comfortable with the ACT Government going beyond simply using information oriented strategies and looking at 'harder' measures such as regulations and restrictions to address this issue. Interventions based around schools and around physical activity have particular appeal to the community.
- If the Government was to implement such 'hard' strategies to address this issue, most people would prefer that this was in conjunction with softer information based strategies about healthy lifestyles rather than just being the dominant approach.

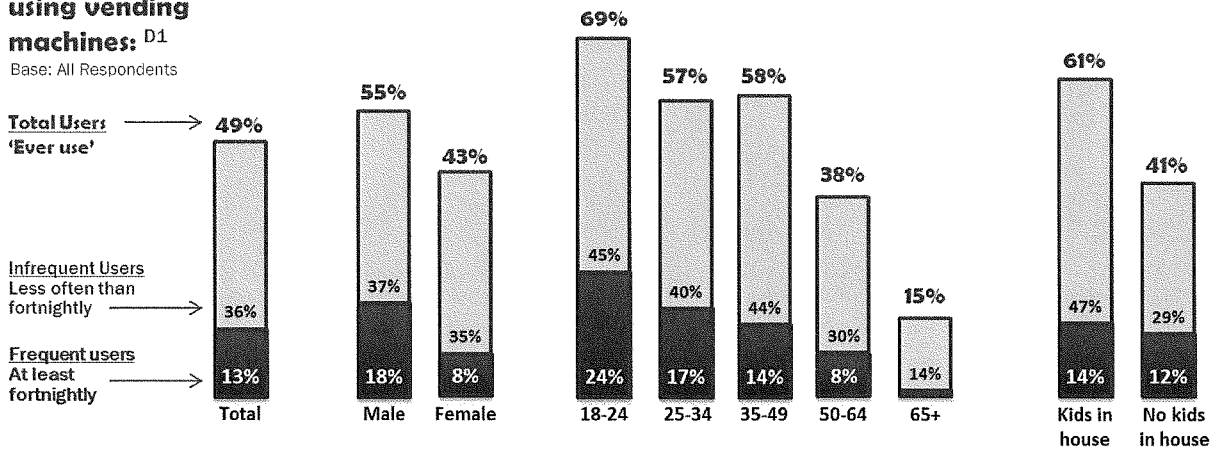
2. Vending Machines

About half the adult population in Canberra report 'ever' using vending machines (49%) ^{D1}, with 13% who report using them at least fortnightly ('frequent users').

Males and younger people (18-24 year olds) make the most frequent use of vending machines. People who have children in their household are more likely to use vending machines infrequently than those who do not have children in the household (ie: use them, but less often than fortnightly).

Frequency of using vending machines: ^{D1}

Base: All Respondents



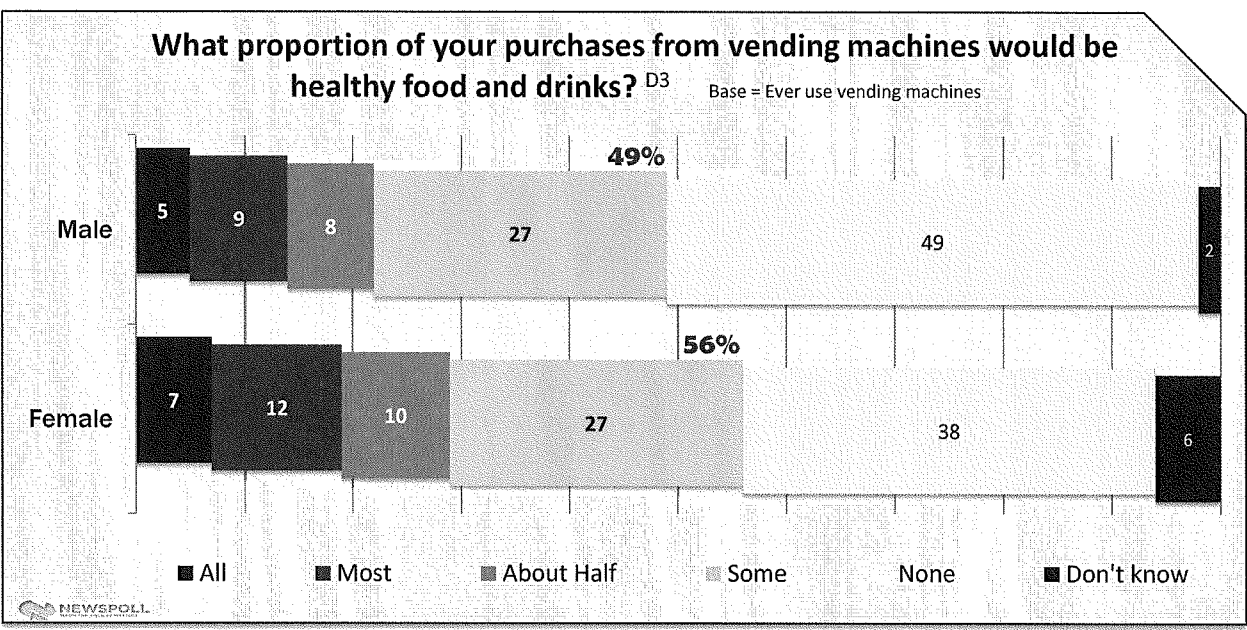
The use of vending machines is a relevant issue for the ACT Government. Not only is the availability of healthy food and drink in vending machines a salient consideration ^{see following questions} – 38% of people who ever use vending machines have used them in the last 12 months while visiting ACT Government facilities ^{D4}. Work locations and shopping centres are the other two most common places.

Places where vending machines have been used in the last 12 months: ^{D4}	% of Vending Machine Users <small>Base = ever use vending machines</small>	% of Canberra adult population
Visiting ACT Government facilities like hospitals, health centres and community centres	38%*	18%
At work	37%	18%
In shopping centres	31%	15%
At tourist attractions or cultural institutions like galleries and museums	16%	8%
At sporting events	12%	6%
In car parks	9%	4%
At any other place	20%	10%
None		51%

* 45% of females who report using vending machines have done so when visiting ACT Government facilities in the last 12 months, compared to 32% of males.

There is some use of and demand for healthy choices in Canberra vending machines. Around half of all vending machine users (53%) have at some point purchased healthy food and drinks ^{D3}, and the availability of healthy options is of *at least some importance* to a majority of users ^{D2}.

Of the 55% of males who ever use vending machines, 49% report that at least some of their purchases would be healthy options ^{D3}. A slightly higher proportion of the 43% of females who are vending machine users did, at 56%. (Most of the difference lay in the infrequent users – with infrequent male users being the least likely to have made healthy choices.)



Overall, 28% of the Canberra adult population consider that it's *extremely important* or *very important* that healthy food and drinks are available in vending machines ^{D2}, and 48% consider it *at least somewhat important*. Slightly more women (32%) and slightly more of the 50-64 year olds (35%) said it was *very or extremely important* to them - noting that these are groups which currently make amongst the *least* use of vending machines.

However, of those people who currently use vending machines, there was much higher interest in having healthy options available - and this was higher with more frequent usage. 44% of frequent users (ie: those who use vending machines at least fortnightly) thought healthy options were *extremely or very important* to be available, and 79% that it was *at least somewhat important*. For infrequent users the equivalent figures were 29% and 53%; while for non-users they were 24% and 37%.

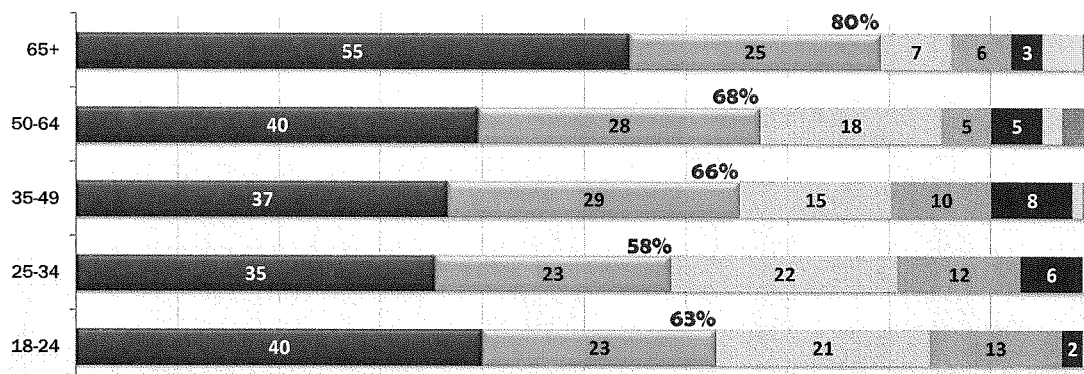
Conclusions

- Vending machines have been used by a large number of people in Canberra, especially males and younger people. Machines in ACT Government sites are among the most commonly used.
- Healthy options in vending machines have been used at some point by around half of all users
- The more frequently people use vending machines, the more likely they are to feel it's important that healthy options are available. A majority of both frequent and infrequent vending machine users thought it was *at least somewhat important* healthy options were available.

3. Tap Water

Most Canberrans have a preference for drinking tap water that they carry with them or get while out, rather than buying and drinking bottled water. In total, 66% either *always* dark blue bars in the chart below or *generally* light blue bars prefer to drink tap water if they can get it – with females (70%) slightly more likely than males (63%) to do so. Preference does also vary somewhat with age, with preferences for tap water lowest in the 25-34 age group (58%) and highest in the 65+ age group (80%).

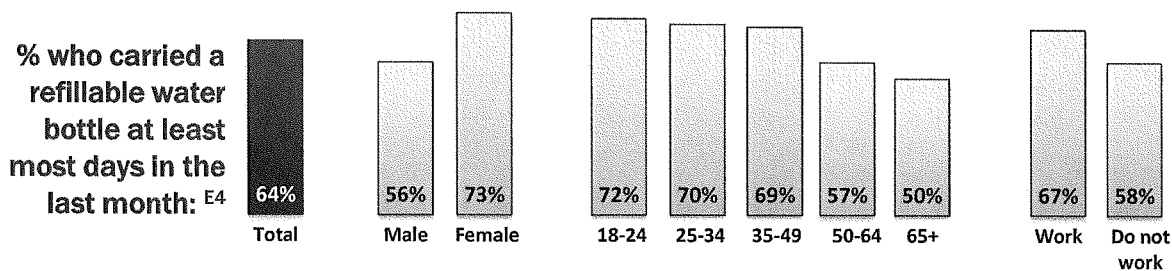
Thinking specifically now about drinking water when you are out and away from home, do you...? E2



- Always drink tap water that you carry with you or get while out unless your only choice is to buy bottled water
- Generally prefer to drink tap water you carry with you or get while out
- Have an equal preference for tap water you carry with you or get while you are out and for buying bottled water
- Generally prefer to buy bottled water
- Always buy bottled water if you can get it
- Never drink water away from home
- Don't know

Note: There was a suggestion in the data that respondents who reported a height and weight that gave them a BMI classified as obese (18% of respondents scored >30) may have amongst the lowest preferences for tap water of any individual group.

This was backed up by nearly two thirds of the respondents reporting having carried a refillable water bottle with them at least most days in the month prior to the survey which included a period of very hot weather. Men, people aged over 50 and those who do not work were the least likely to do so, as were those with an estimated BMI over 30 (57%).



Base: All Respondents

The **biggest problems with carrying water bottles**, regardless of how often people have recently been carrying one, are **remembering it** and **keeping it cool**. These are both bigger issues for the people who haven't carried bottles as often or at all than they are for the people who regularly carry one. Refilling is an issue for regular carriers (especially women), while the real or imagined weight and / or bulk of water bottles is a barrier to irregular or non-carriers.

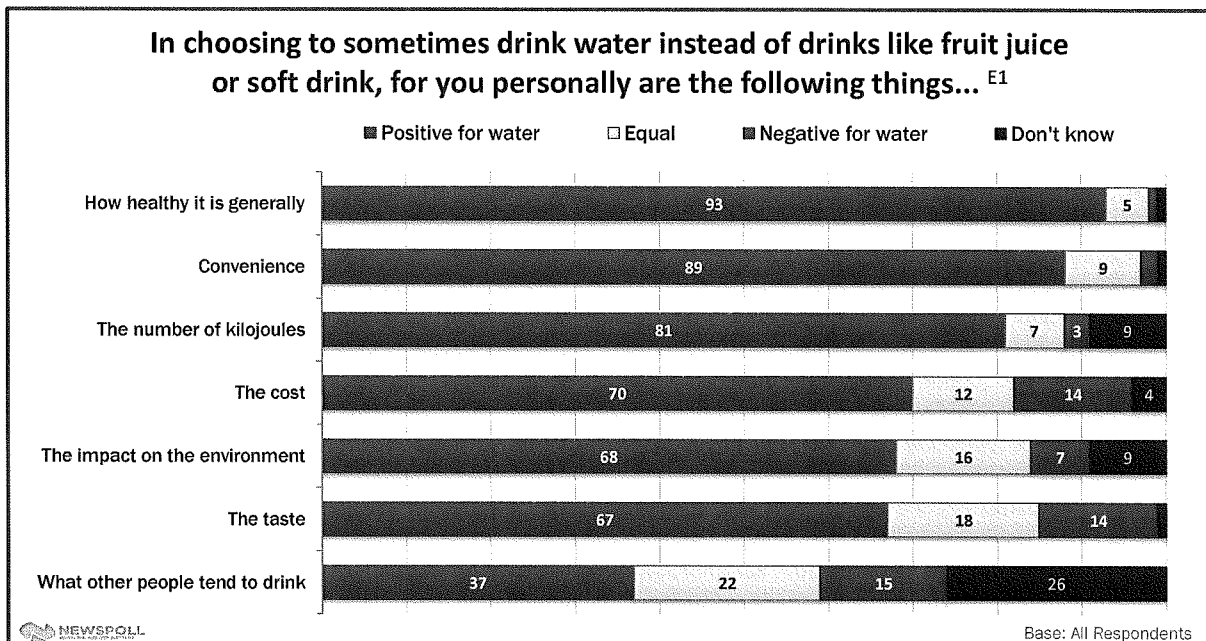
Problems with carrying a refillable water bottle: E5 - % 'Big Problem' + 'Small Problem'

	Always or mostly carried a bottle in the last month	Sometimes or rarely carried a bottle in the last month	Never carried a bottle in the last month
Remembering	47%	77%	56%
Keeping it cool	47%	59%	60%
Refilling	46%	50%	40%
Weight / bulk	37%	55%	54%
Leaking / condensation	34%	50%	44%
Hygiene	16%	23%	33%
How it looks to others	4%	10%	8%

Base: All Respondents

Parents identified remembering, refilling and leaking as bigger problems than non-parents; while full-time workers and those from white collar households find remembering, cooling and leaking bigger problems.

There are many **reasons that Canberrans will sometimes choose to drink water instead of sugary drinks** such as juices and soft drinks. Good health, convenience and low kilojoules are the most common positives seen in water, with explicit recognition of social influences the least common.



Conclusions

- Around two thirds of Canberrans have a preference for tap water over bottled water to drink while out. Preference for tap water is slightly lower amongst males and the 25-34 age group, but not to a substantial extent.
- A similar proportion reported having carried a water bottle every or most days when they were away from home in the month prior to the survey (which was late January and February 2014, which included a very hot period of weather). Males, the over 50s and those not working were a little less likely to carry water bottles regularly.
- For those who carry a bottle regularly, remembering to carry it, keeping the water cool and refilling were the most common issues – with refilling considered a *big problem* by twice as many females as males.
 - For those who do not carry bottles regularly or at all, the weight or bulk of water bottles was also viewed as a problem.
 - Parents identified remembering, refilling and leaking as higher than average problems; while workers and people in white collar households found remembering, cooling and leaking bigger than average problems.
- The biggest positives of water by comparison to sugary drinks was felt to be the health implications and the convenience of drinking water.
- The biggest positives of tap water by comparison to bottled water were the cost and environmental impact, as well as convenience. However, for those people who have a preference for bottled water, the taste and hygiene dimensions were seen as the most substantial negatives of tap water.

The Questionnaire

SECTION C - PROG NOTE: ASK ALL RESPONDENTS

C1 Thinking now about overweight and obesity. Would you **strongly support**, **somewhat support**, **somewhat oppose** or **strongly oppose** the ACT Government...? **DO NOT READ**

PROG NOTE:

- SINGLE RESPONSE PER ROW
- RANDOMISE A-B

		Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
A	Taking active steps to reduce levels of overweight and obesity in children in the ACT	1	2	3	4	99
B	Taking active steps to reduce levels of overweight and obesity in adults in the ACT	1	2	3	4	99

C2 And using the same scale, would you **strongly support**, **somewhat support**, **somewhat oppose** or **strongly oppose** the ACT Government doing any or all of the following **specific** things? Firstly... **DO NOT READ**

PROG NOTE:

- SINGLE RESPONSE PER ROW
- RANDOMISE A-J, MAINTAINING ORDER OF A-B AND C-D

		Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
A	Taking actions to reduce children's consumption of sugary drinks	1	2	3	4	99
B	Taking actions to reduce adult's consumption of sugary drinks	1	2	3	4	99
C	Restricting the advertising of unhealthy food generally, especially around child-oriented places	1	2	3	4	99
D	Reducing the amount of unhealthy food advertised and displayed specifically around supermarket checkouts	1	2	3	4	99
E	Ensuring school canteens carry a wide range of healthy food and drink options	1	2	3	4	99
F	Limiting the sale of unhealthy food and drink in school canteens	1	2	3	4	99
G	Providing incentives to reduce car use and increase public transport use, particularly around town centres	1	2	3	4	99
H	Promoting physical activity in workplaces	1	2	3	4	99
I	Increasing the amount of physical activity children participate in at school	1	2	3	4	99
J	Promoting 'active transport for children' such as riding or walking to school	1	2	3	4	99

C3 Are you comfortable or not comfortable with the ACT Government going beyond just promoting healthy lifestyles and using **active** regulations and controls to reduce overweight and obesity...? **DO NOT READ**

PROG NOTE:

- SINGLE RESPONSE PER ROW

		Comfortable	Not comfortable	Don't know
A	For primary school aged children in Canberra	1	2	99
B	For high school and college students in Canberra	1	2	99
C	For the adult population of Canberra	1	2	99

- C4 If the ACT Government was to focus on **one** of the following things to reduce overweight and obesity in the ACT in the next 12 months, which would **you** like it to be? **READ OUT**

PROG NOTE:

- **SINGLE RESPONSE**
- **RANDOMISE 1-4 THEN 99 LAST**

1	Actions to reduce children's consumption of sugary drinks
2	Restricting the advertising of unhealthy foods generally, especially around child-oriented places
3	Limiting the sale of unhealthy food in school canteens
4	Reducing the amount of unhealthy food advertised and displayed specifically around supermarket checkouts
99	DO NOT READ None \ don't know

- C5(a) For each of the following options, which **one** would you prefer the ACT Government to focus on in the next 12 months to address overweight and obesity? Firstly... **READ OUT**

PROG NOTE:

- **SINGLE RESPONSE**
- **RANDOMISE 1-2 THEN 3-99 LAST**

1	Increasing the availability of healthy food
2	Decreasing the availability of unhealthy food
3	Or, both equally
99	DO NOT READ Don't know

- C5(b) And next...? **READ OUT**

REPEAT IF NECESSARY Which **one** would you prefer the ACT Government to focus on in the next 12 months to address overweight and obesity?

PROG NOTE:

- **SINGLE RESPONSE**
- **RANDOMISE 1-2 THEN 3-99 LAST**

1	Informing the public about healthy lifestyles for children by education and advertising
2	Implementing restrictions and other regulations to control when and where unhealthy food and drink is available to children
3	Or, both equally
99	DO NOT READ Don't know

- C5(c) And next...? **READ OUT**

REPEAT IF NECESSARY Which **one** would you prefer the ACT Government to focus on in the next 12 months to address overweight and obesity?

PROG NOTE:

- **SINGLE RESPONSE**
- **RANDOMISE 1-2 THEN 3-99 LAST**

1	Informing the public about healthy lifestyles for adults by education and advertising
2	Implementing restrictions and other regulations to control when and where unhealthy food and drink is available to adults
3	Or, both equally
99	DO NOT READ Don't know

- C6 In the last two weeks, have you seen or heard of any announcements from the ACT Government about the availability of sugary drinks in schools? **DO NOT READ**

PROG NOTE:

- **SINGLE RESPONSE**

1	Yes
2	No
99	Don't know

- C7 Would you say that overweight and obesity is **no** problem, a **minor** problem, a **major** problem or a **critical** problem for...?
DO NOT READ

PROG NOTE:

- SINGLE RESPONSE PER ROW

		No problem	A minor problem	A major problem	A critical problem	Refused	Don't know
A	Primary school aged children in Canberra	1	2	3	4	97	99
B	High school and college students in Canberra	1	2	3	4	97	99
C	The adult population of Canberra	1	2	3	4	97	99
D	You personally	1	2	3	4	97	99
E	Your immediate family	1	2	3	4	97	99

- C8(a) A useful part of our analysis of the community's answers to these questions is to be able to calculate the Body Mass Index - or BMI - of the people we spoke to. That is a simple calculation based on each person's height and weight.

Firstly, being as accurate as you can, can you please tell me your **height** in centimetres? **RECORD "DON'T KNOW" AS 999**

IF UNSURE Approximately what do you think it would be, either in centimetres, or feet and inches?
IF RANGE GIVEN, RECORD MIDPOINT
IF HEIGHT GIVEN IN FEET \ INCHES, CHECK CONVERSION CHART THEN RECORD IN CENTIMETRES

PROG NOTE:

- SINGLE RESPONSE
- ALLOW FOR THREE DIGIT RESPONSE IN RANGE 1-999
- IF 1-39, 226-998 DISPLAY "UNLIKELY RESPONSE"

— — —

- C8(b) And being as accurate as you can, please tell me your **weight** in kilograms? **RECORD "DON'T KNOW" AS 999**

IF UNSURE Approximately what do you think it would be, either in kilograms, or stones and pounds?
IF RANGE GIVEN, RECORD MIDPOINT
IF WEIGHT GIVEN IN STONES \ POUNDS, CHECK CONVERSION CHART THEN RECORD IN KILOGRAMS

PROG NOTE:

- SINGLE RESPONSE
- ALLOW FOR THREE DIGIT RESPONSE IN RANGE 1-999
- IF 1-29, 301-998 DISPLAY "UNLIKELY RESPONSE"

SECTION D - **PROG NOTE: ASK ALL RESPONDENTS**

- D1 Thinking now about food and drink vending machines. How often, if ever, would you buy food or drink from a vending machine? Would it be...? **READ OUT**

PROG NOTE:

- SINGLE RESPONSE

1	Every day
2	A couple of times a week
3	About once a week
4	About once a fortnight
5	Less often
6	Or, never
99	DO NOT READ Don't know

- D2 Healthy food and drinks provide a good source of nutrients that are important for health, and are generally low in kilojoules, saturated fat, salt and added sugar. How important would you say it is to you personally that **healthy** food or drink is available in vending machines? Would you say it is...? **READ OUT**

PROG NOTE:
- **SINGLE RESPONSE**

1	Extremely important to you personally
2	Very important
3	Somewhat important
4	Not very important
5	Or, not at all important to you personally
99	DO NOT READ Don't know

PROG NOTE: ASK IF EVER USE VENDING MACHINES IE CODE 1-5 IN D1. OTHERS GO TO NEXT SECT

- D3 What proportion of your purchases from vending machines would be **healthy** food and drinks? Would you say it was...? **READ OUT**

PROG NOTE:
- **SINGLE RESPONSE**

1	All of your purchases from vending machines
2	Most of your purchases
3	About half of your purchases
4	Only some of your purchases
5	Or, none of your purchases from vending machines
99	DO NOT READ Don't know

- D4 In the last 12 months, have you used vending machines in the ACT...? **READ OUT**

PROG NOTE:
- **MULTI RESPONSE**
- **IF 1-7 SELECETD THEN CANNOT SELECT 99**
- **RANDOMISE 1-6 THEN 7-99 LAST**

1	(PROG NOTE: SHOW IF CODE 1-2 IN Q5) At work
2	In shopping centres
3	In car parks
4	At sporting events
5	Visiting ACT Government facilities like hospitals, health centres and community centres
6	At tourist attractions or cultural institutions like galleries and museums
7	At any other place
99	DO NOT READ None \ don't know

SECTION E - **PROG NOTE: ASK ALL RESPONDENTS**

- E1 Thinking now about something else. In choosing to sometimes drink water instead of drinks like fruit juice or soft drink, for you personally are the following things a **positive** about water, **equal** between water and other drinks, or a **negative** about water? Firstly... **DO NOT READ**

PROG NOTE:
- **SINGLE RESPONSE PER ROW**
- **RANDOMISE A-G MAINTAINING ORDER OF D-E**

		Positive for water	Equal	Negative for water	Don't know
A	The taste	1	2	3	99
B	The cost	1	2	3	99
C	Convenience	1	2	3	99
D	How healthy it is generally	1	2	3	99
E	The number of kilojoules	1	2	3	99
F	The impact on the environment	1	2	3	99
G	What other people tend to drink	1	2	3	99

E2 Thinking specifically now about drinking water when you are out and away from home, do you...? **READ OUT**

PROG NOTE:

- **SINGLE RESPONSE**
- **ROTATE BETWEEN 1,2,3,4,5,98,99 AND 5,4,3,2,1,98,99**

1	Always buy bottled water if you can get it
2	Generally prefer to buy bottled water
3	Have an equal preference for tap water you carry with you or get while you are out and for buying bottled water
4	Generally prefer to drink tap water you carry with you or get while out
5	Always drink tap water that you carry with you or get while out unless your only choice is to buy bottled water
98	DO NOT READ Never drink water away from home
99	DO NOT READ Don't know

E3 In choosing to drink **tap** water instead of **bottled** water that you can buy, for you personally are the following a **positive** about tap water, **equal** between tap water and bottled water, or a **negative** about tap water? Firstly... **DO NOT READ**

PROG NOTE:

- **SINGLE RESPONSE PER ROW**
- **RANDOMISE A-H**

		Positive for tap water	Equal	Negative for tap water	Don't know
A	The taste	1	2	3	99
B	The cost	1	2	3	99
C	Convenience	1	2	3	99
D	How healthy it is generally	1	2	3	99
F	The impact on the environment	1	2	3	99
G	What other people tend to drink	1	2	3	99
H	How hygienic it is	1	2	3	99

E4 In the last month, how often have you carried a refillable water bottle with you when you go out? Would it be...? **READ OUT**

PROG NOTE:

- **SINGLE RESPONSE**

1	Every day
2	Most days
3	Sometimes
4	Hardly ever
5	Or, not at all
99	DO NOT READ Don't know

E5 And thinking about carrying a refillable water bottle with you when you are away from home, do you feel each of the following is a **big** problem, a **small** problem or **no** problem for you personally? Firstly... **DO NOT READ**

PROG NOTE:

- **SINGLE RESPONSE PER ROW**
- **RANDOMISE A-H**

		Big problem	Small problem	No problem	Don't know
A	Remembering to take it	1	2	3	99
B	How heavy or bulky a water bottle is to carry	1	2	3	99
C	How hygienic it is	1	2	3	99
D	Being able to refill it	1	2	3	99
F	Keeping water cool	1	2	3	99
G	Leaking and condensation making things wet	1	2	3	99
H	How it looks to other people if you carry a water bottle	1	2	3	99

DEMOGRAPHICS

1 To make sure we're speaking to a cross-section of people, please tell me if you are aged...?

1	18-19
2	20-24
3	25-29
4	30-34
5	35-39
6	40-44
7	45-49
8	50-54
9	55-59
10	60-64
11	65+
12	Refused

2 **RECORD SEX**

1	Male
2	Female

3 Are you the person who is **most** responsible for doing the household grocery shopping?
IF UNSURE \ SHARED EQUALLY WITH SOMEONE ELSE CODE AS "YES"

1	Yes
2	No

4(a) How many people aged 18 years or over live in your household, including yourself?

1	One
2	Two
3	Three
4	Four
5	Five
6	Six or more
8	Don't know \ refused

4(b) And how many children aged 17 years or younger live in your household?

1	One
2	Two
3	Three
4	Four
5	Five
6	Six or more
7	None
8	Don't know \ refused

5 Are you in paid employment full time, part time or not at all?
IF UNSURE \ CASUAL \ SELF EMPLOYED Is that closer to full time or part time hours?

1	Full time
2	Part time
3	Not at all
4	Don't know \ refused

PROG NOTE: ASK IF WORK FULL \ PART TIME IE CODE 1-2 IN Q5

6 And do you personally work for...

1	A Federal Government department
2	The ACT Government
3	Or, somewhere else
99	Don't know

Z1 For classification, could you tell me the highest level of primary or secondary school you personally have completed? Was it ...?

1	Year 9 or below
2	Year 10
3	Or, year 11 or 12
4	Don't know \ refused
5	Other (SPECIFY)

Z2 And **apart** from primary and secondary school, what is the highest level of education you personally have **completed**? Was it...?

1	A diploma or certificate from a college or TAFE, including an apprenticeship
2	A degree or diploma from a university
3	Or, none of these
4	Refused \ don't know

Z3 Which **one** of these best describes your present marital status?

1	Never married
2	Defacto or live together
3	Married
4	Separated but not divorced
5	Divorced
6	Widowed
7	Refused

Z4 What is the occupation of the main income earner of your household?
IF NECESSARY Could I also have the position or job title of your household's main income earner.

Z5(a) Is your household's combined annual income from all sources, before tax...

	Under 50 thousand dollars
1	Under 30 thousand
2	30 to 39
4	Or, 40 to 49 thousand dollars
95	Refused \ don't know
	50 to 89
5	50 to 59 thousand
6	60 to 69
7	70 to 79
9	Or, 80 to 89 thousand dollars
96	Refused \ don't know
	Or, 90 thousand dollars or more
10	90 to 99 thousand
11	100 to 109
12	110 to 119
13	Or, 120 thousand dollars or more
97	Refused \ don't know
	Refused
98	

Canberra Omnibus Survey

May 2014

Summary Report

6 June 2014 140219

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Canberra Omnibus

May 2014 Summary Report for ACT Government

The Newspoll Canberra Omnibus is a quarterly multi-client telephone survey of 1,000 adults.

Quotas are used to structure the raw sample, with statistical weighting by age, gender, area and education to ABS population estimates then used to provide the most accurate representation of the population. The survey is conducted by landline telephone using random selection of households within the seven geographic districts in Canberra, and using the 'last birthday' method to randomise the selection of respondents within the household.

Surveying for the May 2014 round was conducted from 26 May to 1 June.

This Summary Report covers the results for all sections in the survey commissioned by the ACT Government. Additional detail about the survey methodology and results can be obtained from the Newspoll and ACT Government contacts identified on the cover.

Note: Margins of Error

All surveys have a range of different types of error associated with them.

Newspoll's omnibus methodology has been designed to minimise error associated with measurement, coverage, non-response and process. Through the benefit of being able to review our survey results to election outcomes on average twice per year for the last 29 years, we know that this methodology largely works.

Sampling error refers to how confident we can be that the survey result reflects the 'real' result. In a probability sample as used in the Omnibus, we can estimate the sample error associated with the full sample size and with various subgroups. The table below shows the estimated maximum sample errors at the 95% confidence level (that is, we would expect the real result to be within $\pm X\%$ of the survey result 95% of the time).

Size		Estimated maximum margin of error
1,000	Full sample	$\pm 3\%$
500	eg: Males / Females.....	$\pm 4\%$
400	$\pm 5\%$
300	$\pm 6\%$
200	eg: Belconnen, Tuggeranong.....	$\pm 7\%$
150	eg: Gungahlin, Inner North	$\pm 8\%$
100	eg: Inner South, Woden, Weston Creek.....	$\pm 10\%$

Samples smaller than 100 should be treated with some caution (ie: samples smaller than 10% of the total sample in this survey), and results should be considered indicative only. This includes samples such as "ACT Government employees", of which there are typically around 60-80 in the sample.

Samples of less than 30 are generally considered insufficient for even indicative consideration.

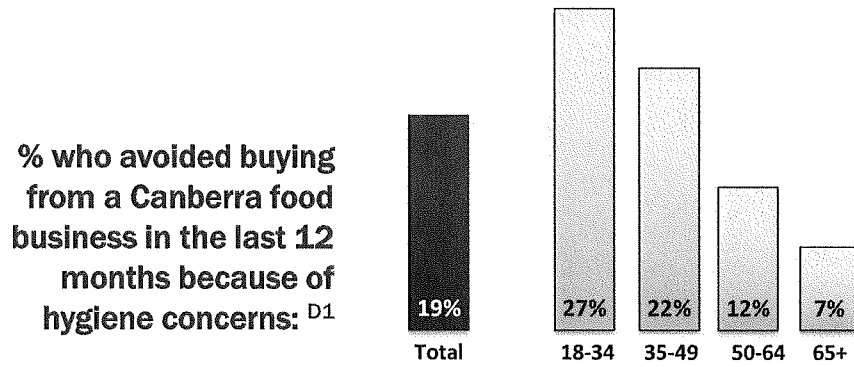
Sections:

1. "Scores on doors" 1

Questionnaire (Section D) 4

1. "Scores on doors"

Nearly 1-in-5 Canberrans had avoided buying food from a Canberra food business at least once in the previous 12 months because of a lack of confidence about food hygiene standards ^{D1}. The concern was highest amongst younger adults, and declined with age.

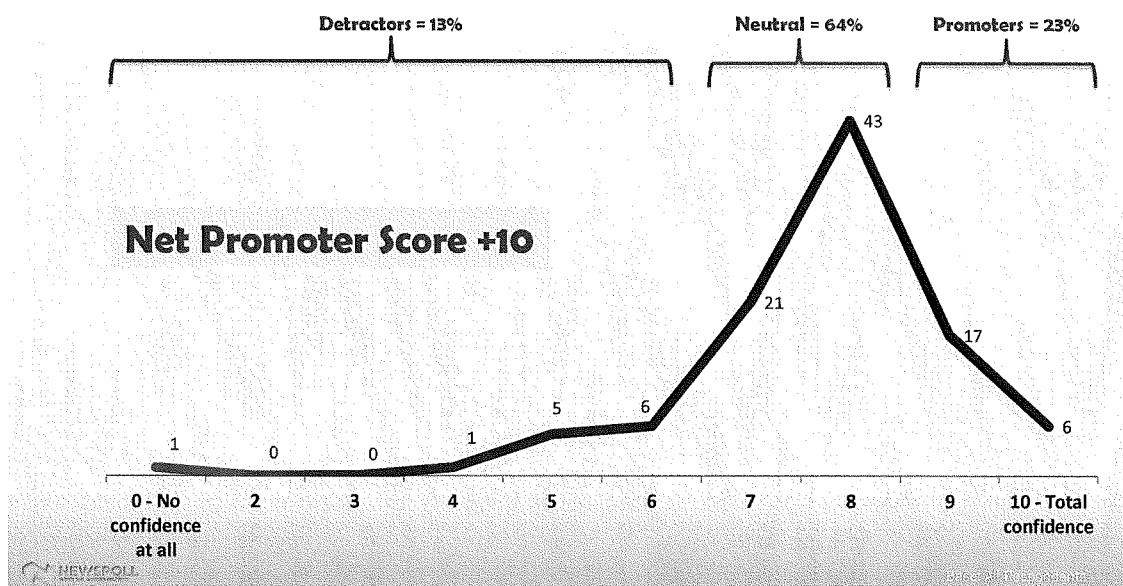


Base: All Respondents

Interestingly, people who work full time (25%), have a university degree (23%) and / or live in a household with an income over \$90,000 (23%) were the most likely to have concerns.

Canberrans are quite confident about the overall hygiene standard of Canberra's food businesses – though only 6% had 10/10 confidence. Using the Net Promoter Score concept (subtracting the proportion of 0-6 ratings from the 9-10 ratings) gives a +10 NPS ^{D2}. Interestingly, despite the age effect seen in avoidance of businesses, overall confidence was unchanged across age groups.

How confident are you in the overall standard of food hygiene achieved by Canberra's food businesses ^{D2}

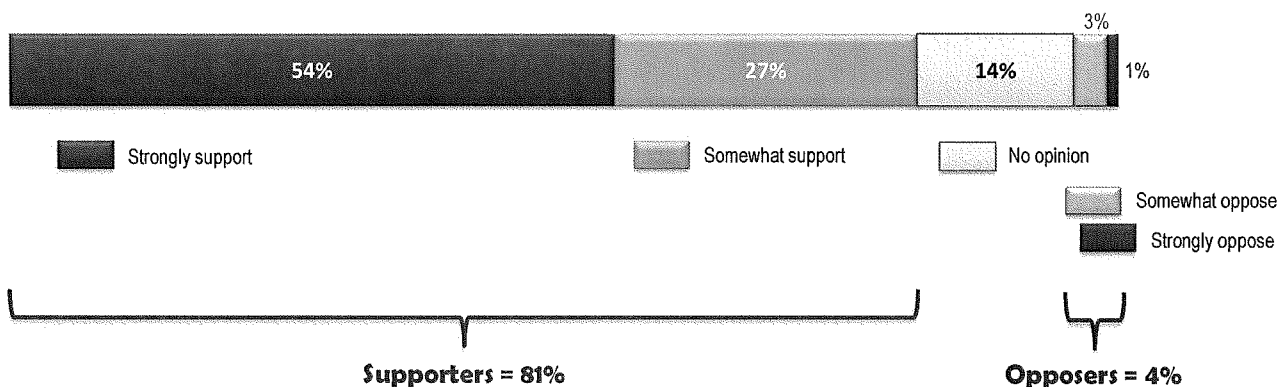


11% of people felt that in the last few weeks before the survey that they had seen or heard of any announcements from the ACT Government about making food hygiene grades available to the public, a program which is sometimes called 'scores-on-doors'. As no formal announcement was made during that time, this suggests that these people have either seen some other recent news coverage of food hygiene issues, or are merely familiar with the idea without any clear timeframe alongside their recollection. It is not uncommon for this type of 'false recall' to be observed, and this result establishes a baseline against which post-announcement measures could be interpreted.

There was **very strong support for the ACT Government making food businesses hygiene grades public**. 54% of the community *strongly support* doing this, and 81% *at least somewhat support* it ^{D4}. These levels of support are consistent across all demographic groups.

Would you strongly support, somewhat support, somewhat oppose or strongly oppose... the ACT Government making the hygiene grades for food businesses public or do you not have an opinion either way? ^{D4}

Base: All Respondents



Making food hygiene grades publicly available would have a substantial positive impact on the confidence of Canberrans in their city's food industry. 65% of all respondents said that it would make them feel more confident – 31% said it would make no difference and just 3% said it would make them less confident ^{D5}.

- Unsurprisingly, supporters of the concept expected the biggest positive impact on their confidence. 74% of people who supported the idea said it would give them more confidence.
- Of the smaller group of people who had no opinion either way about making the grades public, 28% said it would make them more confident and 64% said it would make no difference.
- There were only a small number of respondents who opposed the idea, but of this group around three quarters said that they thought it would make no difference to their confidence, and the remainder were evenly split between thinking it would increase or decrease their confidence.

Not only would **making food hygiene grades public** increase the community's confidence in the city's food industry – it **is expected to have a positive impact on total consumption**. 13% of respondents thought that if grades were made public that they would personally use Canberra food businesses more often in a typical year, and just 2% said that they would expect to make less frequent use ^{D6}.

While this type of intentional indicator is not always a reliable predictor of actual behaviour, it is highly suggestive that such a move would be likely to encourage rather than discourage use of the industry generally.

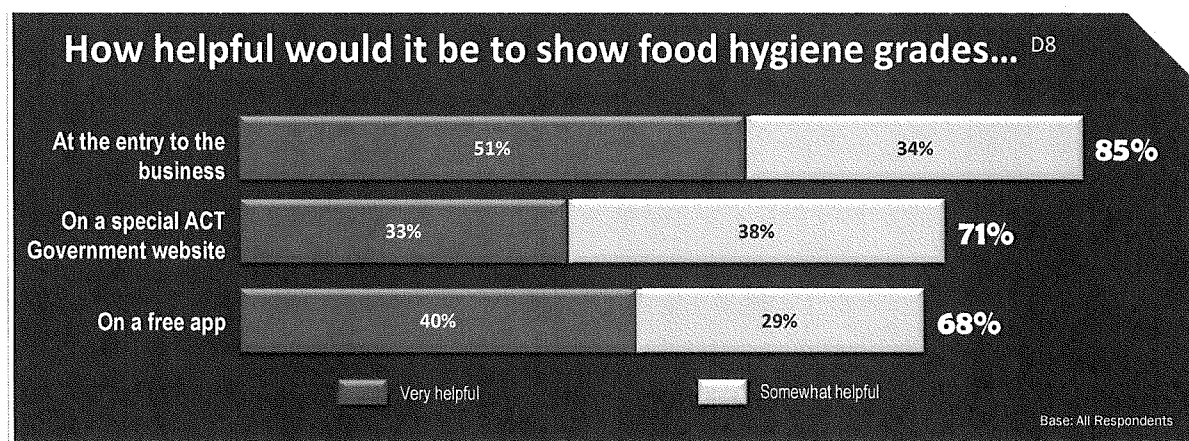
- 14% of those people who support the idea expect to use food businesses more often. Of those who had no opinion either way, 9% said they thought they would use food businesses more often, and 4% less often. For the small group who were opposed, none said they would expect to use food businesses more often, but only a very small number said that they would expect to use them less often.

Respondents also thought that if the food hygiene grades were public that they **would make wide use** of them ^{D7}:

- 80% said that they would be likely to look at the grades before visiting a food business that they had not previously visited; and
- 70% said they were likely to look at the grades before visiting a food business that they had previously been to.
- 71% said that they would be likely to look at the grades when choosing which food business to visit.

While only to a small extent, males and older people (65+) least often felt they would be likely to look at the grades in each of these situations.

Respondents felt that the **most helpful place to show food hygiene grades would be at the entry to food businesses**. However, there was also strong interest in having them on a special ACT Government website, and (especially from younger people) through a smartphone or mobile app ^{D8}.



Questionnaire (Section D)

- D1 In these next few questions we are talking about “**food businesses**”. A food business is **any** business that sells prepared food for consumption – including small shops and stalls, cafes, restaurants, clubs and any other place where food is prepared or sold. **(PAUSE)**

In the last 12 months, have you ever deliberately avoided or chosen not to buy food from a Canberra food business because you were not confident of its food hygiene standards? **DO NOT READ**

PROG NOTE:
- **SINGLE RESPONSE**

1	Yes
2	No
99	Don't know

- D2 On a scale from 0 to 10 where 0 means no confidence at all and 10 means total confidence, how confident are you in the **overall** standard of food hygiene achieved by Canberra's food businesses? **DO NOT READ**

PROG NOTE:
- **SINGLE RESPONSE**

0	0 – No confidence at all
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10 – Total confidence
99	Don't know

- D3 The ACT Government is looking at making the grades from regular hygiene inspections of food businesses available to the public. **(PAUSE)** In the last few weeks, have you seen or heard of any announcements from the ACT Government about making food hygiene grades available to the public, a program which is sometimes called ‘scores-on-doors’? **DO NOT READ**

PROG NOTE:
- **SINGLE RESPONSE**

1	Yes
2	No
99	Don't know

- D4 Would you **strongly** support, **somewhat** support, somewhat **oppose** or **strongly** oppose the ACT Government making the hygiene grades for food businesses public, (**PAUSE**) or do you not have an opinion either way? **DO NOT READ**

PROG NOTE:
- **SINGLE RESPONSE**

1	Strongly support
2	Somewhat support
3	Somewhat oppose
4	Strongly oppose
5	No opinion either way
99	Don't know

- D5 Thinking about the food industry in Canberra generally. (**PAUSE**) If food hygiene grades were made publicly available, do you think you would have **more** confidence in the industry, **less** confidence in the industry, or would it make **no difference** to your confidence? **DO NOT READ**

PROG NOTE:
- **SINGLE RESPONSE**

1	More confidence
2	Less confidence
3	Would make no difference
99	Don't know

- D6 If food hygiene grades were made publicly available, do you think you would be likely to **increase** how often you used Canberra food businesses overall in a typical year, **decrease** how often you used them in a typical year, or would it make **no difference** to you? **DO NOT READ**

PROG NOTE:
- **SINGLE RESPONSE**

1	Increase
2	Decrease
3	Would make no difference
99	Don't know

- D7 If food hygiene grades **were** available for food businesses, would you be likely or not likely to look at them...? **DO NOT READ**

PROG NOTE:
- **SINGLE RESPONSE PER ROW**

		Likely	Not likely	Don't know
A	Before visiting a food business that you had previously visited	1	2	99
B	Before visiting a food business that you had not previously visited	1	2	99
C	When choosing which food business to visit	1	2	99

- D8 Thinking about places where you could read the hygiene grades for food businesses if they were made available. For each of the following places, can you tell me whether you personally would find it **very** helpful, **somewhat** helpful, or **not** helpful? Firstly... **DO NOT READ**

PROG NOTE:

- SINGLE RESPONSE PER ROW
- RANDOMISE A-C

		Very helpful	Somewhat helpful	Not helpful	Don't know
A	Displaying the grade at the entry to the business	1	2	3	99
B	On a special ACT Government website	1	2	3	99
C	On a free app for smartphones and other mobile devices	1	2	3	99

DEMOGRAPHICS

- 1 To make sure we're speaking to a cross-section of people, please tell me if you are aged...?

1	18-19
2	20-24
3	25-29
4	30-34
5	35-39
6	40-44
7	45-49
8	50-54
9	55-59
10	60-64
11	65+
12	Refused

- 2 **RECORD SEX**

1	Male
2	Female

- 3 Are you the person who is **most** responsible for doing the household grocery shopping?
IF UNSURE \ SHARED EQUALLY WITH SOMEONE ELSE CODE AS "YES"

1	Yes
2	No

- 4(a) How many people aged 18 years or over live in your household, including yourself?

1	One
2	Two
3	Three
4	Four
5	Five
6	Six or more
8	Don't know \ refused

- 4(b) And how many children aged 17 years or younger live in your household?

1	One
2	Two
3	Three
4	Four
5	Five
6	Six or more
7	None
8	Don't know \ refused

- 5 Are you in paid employment full time, part time or not at all?
IF UNSURE \ CASUAL \ SELF EMPLOYED Is that closer to full time or part time hours?

1	Full time
2	Part time
3	Not at all
4	Don't know \ refused

PROG NOTE: ASK IF WORK FULL \ PART TIME IE CODE 1-2 IN Q5

- 6 And do you personally work for...

1	A Federal Government department
2	The ACT Government
3	Or, somewhere else
99	Don't know

- Z1 For classification, could you tell me the highest level of primary or secondary school you personally have completed? Was it ?

1	Year 9 or below
2	Year 10
3	Or, year 11 or 12
4	Don't know \ refused
5	Other (SPECIFY)

- Z2 And **apart** from primary and secondary school, what is the highest level of education you personally have **completed**? Was it...?

1	A diploma or certificate from a college or TAFE, including an apprenticeship
2	A degree or diploma from a university
3	Or, none of these
4	Refused \ don't know

- Z3 Which **one** of these best describes your present marital status?

1	Never married
2	Defacto or live together
3	Married
4	Separated but not divorced
5	Divorced
6	Widowed
7	Refused

- Z4 What is the occupation of the main income earner of your household?
IF NECESSARY Could I also have the position or job title of your household's main income earner. _____

- Z5(a) Is your household's combined annual income from all sources, before tax...

	Under 50 thousand dollars
1	Under 30 thousand
2	30 to 39
4	Or, 40 to 49 thousand dollars
95	Refused \ don't know
	50 to 89
5	50 to 59 thousand
6	60 to 69
7	70 to 79
9	Or, 80 to 89 thousand dollars
96	Refused \ don't know
	Or, 90 thousand dollars or more
10	90 to 99 thousand
11	100 to 109
12	110 to 119
13	Or, 120 thousand dollars or more
97	Refused \ don't know
98	Refused

Canberra Omnibus Survey

August 2014

Summary Report

August 2014 140819

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Lesley Paton



Canberra Omnibus

August 2014 Summary Report for ACT Government

The Newspoll Canberra Omnibus is a quarterly multi-client telephone survey of 1,000 adults.

Quotas are used to structure the raw sample, with statistical weighting by age, gender, area and education to ABS population estimates then used to provide the most accurate representation of the population. The survey is conducted by landline telephone using random selection of households within the seven geographic districts in Canberra.

Surveying for the August 2014 round was conducted from 22-26 August.

The demographic profile of the August sample is as follows:

	Raw sample	Weighted sample
Gender – Male	50%	49%
Gender – Female	50%	51%
Age – 18-24	10%	15%
Age – 25-34	11%	19%
Age – 35-49	42%	31%
Age – 50-64	18%	22%
Age – 65+	19%	14%
Work – full time	46%	45%
Work – part time	24%	25%
Work - Do not work	31%	29%
Education – School only	20%	26%
Education – TAFE / apprenticeship	21%	25%
Education - University	59%	49%
Income – under \$50K	11%	13%
Income – \$50K-\$90K	17%	17%
Income – \$90K+	60%	57%

43% of the weighted sample were households with at least one child aged 17 or under. 64% of respondents were the main or equal main grocery buyer in their household. 6% were ACT Government employees (and 27% were Federal Government employees).

This Summary Report covers the results for all sections in the survey commissioned by the ACT Government. Additional detail about the survey methodology and results can be obtained from the Newspoll and ACT Government contacts identified on the cover.

A number of the questions in this August survey deliberately used identical or similar formats to questions from the February round (Ref: 140219). Where relevant, comparisons to these questions are included in the text here, with references given to February question numbers.

Note: Margins of Error

All surveys have a range of different types of error associated with them.

Newspoll’s omnibus methodology has been designed to minimise error associated with measurement, coverage, non-response and process. Through the benefit of being able to review our survey results to election outcomes on average twice per year for the last 29 years, we know that this methodology largely works.

Sampling error refers to how confident we can be that the survey result reflects the ‘real’ result. In a probability sample as used in the Omnibus, we can estimate the sample error associated with the full sample size and with various subgroups. The table below shows the estimated maximum sample errors at the 95% confidence level (that is, we would expect the real result to be within ±X% of the survey result 95% of the time).

Size		Estimated maximum margin of error
1,000	Full sample	±3%
500	eg: Males / Females.....	±4%
400	±5%
300	±6%
200	eg: Belconnen, Tuggeranong.....	±7%
150	eg: Gungahlin, Inner North.....	±8%
100	eg: Inner South, Woden, Weston Creek.....	±10%

Samples smaller than 150 should be treated with some caution (ie: samples smaller than 15% of the total sample in this survey), and individual results should be considered indicative only unless they fit in to a larger pattern. This includes samples such as “ACT Government employees”, of which there are typically around 60 in the sample.

Samples of less than 30 are generally considered insufficient for even indicative consideration.

Sections:

1. Marketing of unhealthy food and drink to children in the ACT 1

The Questionnaire 7

1. Marketing of unhealthy food and drink to children in the ACT

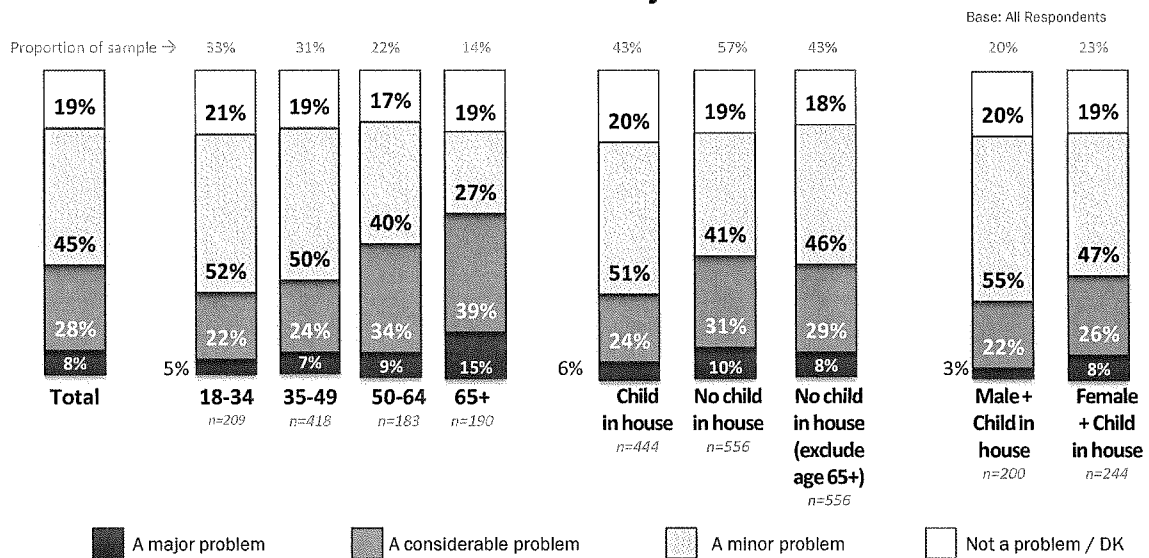
A third of respondents felt that the marketing of unhealthy food and drink to children is currently a considerable (28%) or major (8%) problem.^{A2} Another 45% considered it a minor problem. See footnote 1

The sense that marketing unhealthy food and drinks to children is “at least a considerable problem” increased with age, being highest in the over 65 age group (54%).

Interestingly, more adults who do not have children living in their household considered it a *major* or *considerable* problem than those who do have children living with them (41% compared to 30%). This is partly a reflection of the fact that respondents in the over 65 age group typically do not have children living in the household. However, even after excluding the over 65s, there were still 37% of those without children living with them who felt it was *at least a considerable problem*.

Amongst the 43% of respondents who *do* have children in the household, marketing of unhealthy food and drinks was considered more of a problem by the women (34%) than by the men (25%).

Overall, would you say that in Canberra at the moment, the marketing of unhealthy food and drink to children is : A2

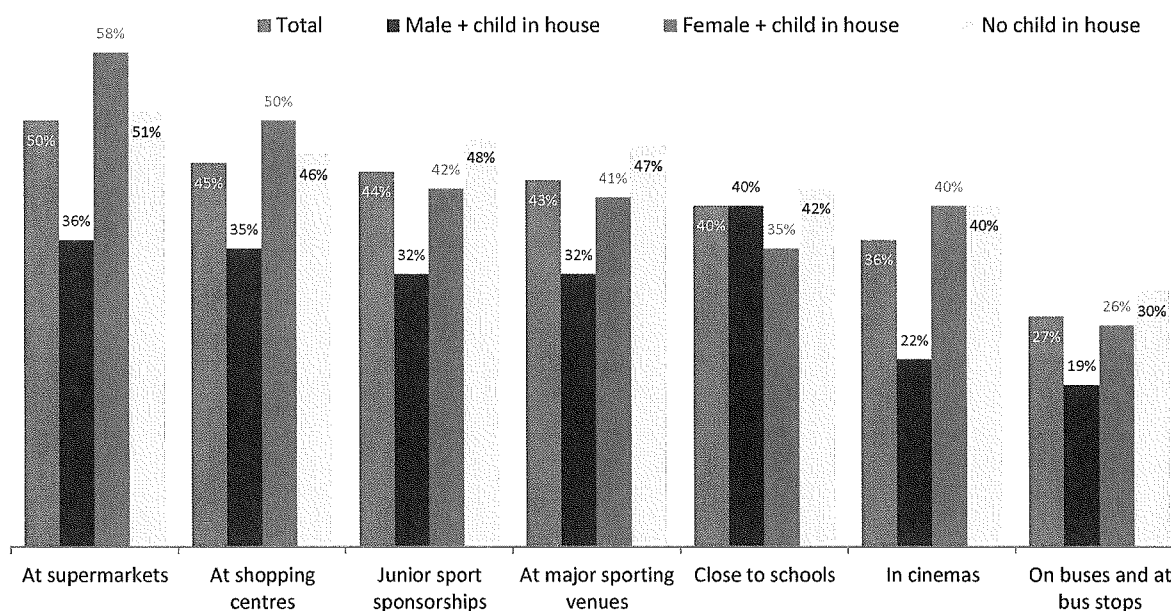


¹ In the February 2014 Omnibus 64% of people indicated they felt that overweight and obesity was a major or critical problem for primary school-aged children in Canberra, and 62% that this was the case for high school-aged children (ref: 140219 question C7).

Females with children in their household showed more concern across several potentially concerning types of marketing than their male counterparts or people with no children in their household.^{A3} Their level of concern also varied more across these different types.

Respondents were asked to rate their concern with seven ways or places that unhealthy food and drinks could be marketed to children. Ratings of concern were given on a scale from 0 (none) to 10 (extreme) – and the following chart shows the proportion who gave a rating of 7 or higher.

On a scale from 0 to 10, where 0 means “not concerned at all” and 10 means “extremely concerned”, how concerned are you personally about the marketing of unhealthy food to Canberra children in the following places and ways? ^{A3} – Chart shows % who gave a rating of 7+ out of 10



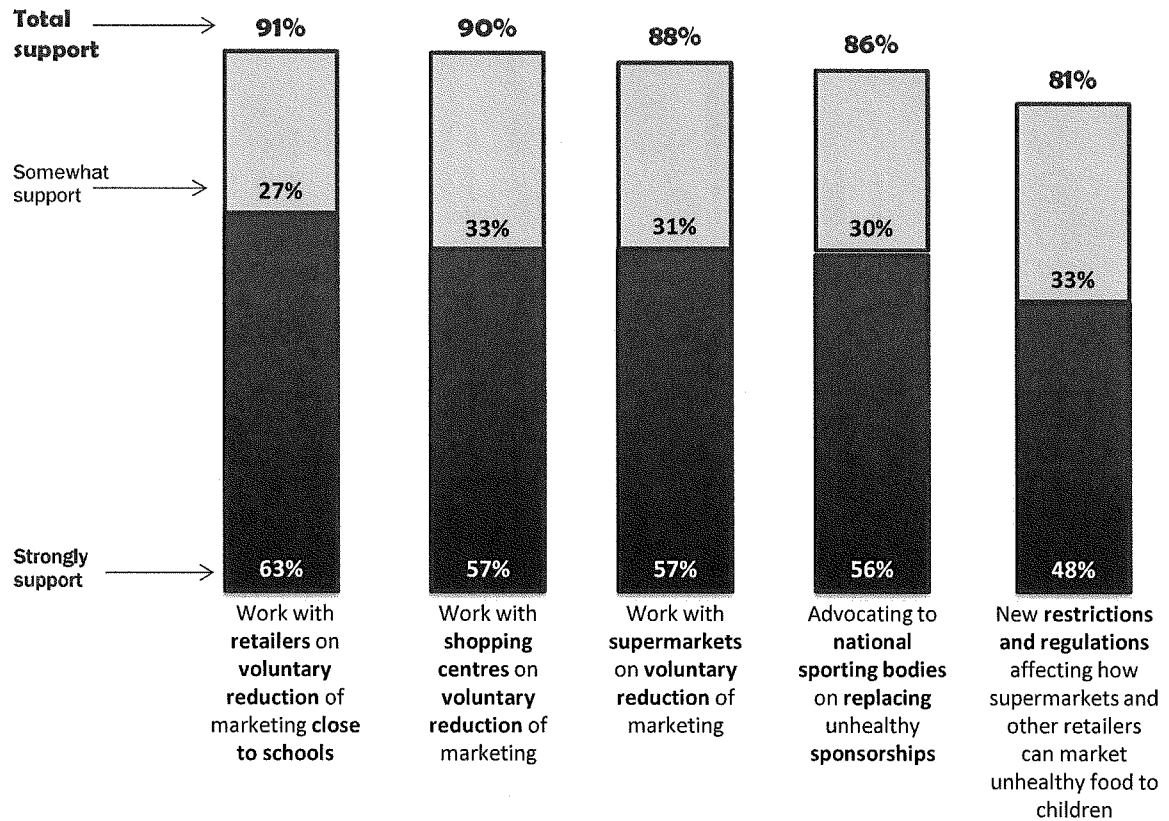
Females with children in their household were most likely to be concerned about marketing of unhealthy food and drinks to children at supermarkets (58%) and shopping centres (50%) – both substantially higher than their male counterparts (at 36% and 35% respectively). 40% of females with children in their household were concerned about marketing in cinemas, compared to just 22% of the male group.

The only aspect where males were more concerned than females was marketing close to schools – which was also the aspect males were *most* concerned about (40%).

Those people with no children in their household (especially the over 65 group) were the most concerned about the marketing of unhealthy food and drink to children – but they were not very specific about *where* their concern lay. Other than being less concerned about marketing at bus stops and on buses they differentiated little across the different types of marketing.

There was **strong support from the community for the ACT Government to take steps to reduce the marketing of unhealthy food and drinks to children, including for the introduction of restrictions or regulations.** ^{A4} Between 81% and 91% of respondents at least somewhat supported each of five possible actions the ACT Government might consider, with 48% to 63% who *strongly supported* each of them.

Support for ACT Government taking action: ^{A4}



Fairly naturally, those people and groups who were more concerned about the marketing of unhealthy food and drinks to children were more likely to *strongly support* each of these possible actions – meaning that support was a little higher amongst females who have children in their household, and amongst older Canberrans.

It is interesting to consider these figures alongside those from the February 2014 omnibus on a similar topic – that of the ACT Government taking steps to reduce overweight and obesity amongst children in Canberra. At that time, 93% of the community supported the Government taking active steps to address overweight and obesity in children ^{Ref: February question C1}; with around two thirds being comfortable with the ACT Government going beyond just promoting a healthy lifestyle and using active regulations and controls to reduce overweight and obesity. ^{Ref: February question C3}

All respondents were asked to choose their **most preferred strategy for the ACT Government to focus on in the next 12 months to reduce marketing of unhealthy food and drink to children.**^{A5} Of four possible options, *changing the placement of unhealthy food and drink options in supermarkets* and *reducing the marketing of unhealthy food and drinks near schools* resonated most.

However, as the table below shows, while those two were about equal in preference across the whole community, amongst men and women who have children in their households there were quite different views. Females were more interested in supermarket placements, while males were more interested in reducing marketing close to schools (which was actually the *least preferred focus* amongst the females).

Responses from people who did not have any children in their household were evenly spread across all options other than reducing marketing in shopping centres, which was least favoured.

If the ACT Government was to focus on one of the following four things over the next 12 months, which would you like it to be? ^{A5}	Changing the placement of healthy and unhealthy choices in supermarkets	Reducing the marketing of unhealthy foods and drinks in shopping centres	Reducing the marketing of unhealthy food and drinks near schools	Putting displays and brochures about healthy choices for young people into shops where food and drinks are sold	Can't say
Total <i>n=1,000</i>	30%	17%	28%	23%	2%
Males with children in the household <i>20% of sample / n=200</i>	27%	14%	39%	19%	1%
Females with children in the household <i>23% of sample / n=244</i>	36%	26%	17%	21%	0%
No Children in the household <i>57% of sample / n=556</i>	29%	14%	28%	25%	1%

Finally, many Canberra consumers appeared predisposed to altering (or at least intending to alter) their behaviour in response to actions supermarkets might take to either reduce promotion of unhealthy food and drinks to children or to increase the promotion of healthy options.

For eight suggested actions, between 35% and 54% of the respondents indicated the actions would have a “big impact” on how much they would try to shop there compared to other supermarkets that they could equally easily shop at.^{A6} Between 65% and 78% said that each of these would have at least *some* impact on where they would try to shop.

If you knew that a particular supermarket did the following things, would it have a big impact, a small impact or no real impact on how much you would try to shop there compared to other supermarkets that you could just as easily shop at? ^{A6}

		% this would have a “big impact”				
		Total	Males with children in household	Females with children in household	Main grocery buyer	Marketing to children is a considerable or major problem
Sample size →		1,000	200	244	676	365
E	Pricing that encourages children to make healthy food and drink choices	54%	50%	63%	57%	63%
A	Confectionary-free checkout options	49%	40%	55%	52%	60%
C	More prominent marketing and in-store placement of healthy food and drinks	46%	32%	54%	51%	62%
D	Reduced shelf space for sugary drinks	45%	29%	50%	48%	59%
F	Displays and information on healthy meal and snack options	41%	34%	50%	46%	52%
G	Healthy cooking demonstrations and taste tests	41%	31%	39%	42%	52%
B	Less prominent marketing and in-store placement of <u>un</u> healthy food and drinks	40%	33%	44%	44%	53%
H	A nutritionist available to answer questions on healthy eating	35%	25%	36%	35%	44%

As the table above shows, females with children in their household and respondents most concerned about the marketing of unhealthy food and drinks to children were those more likely to say that these changes would have a “big impact” on their intended supermarket choice.

Technically it is possible that a respondent could interpret this question in either direction (ie, the change could either increase *or* reduce their likelihood of choosing a particular supermarket). However, the higher proportions seen from the groups who were most concerned about the marketing of unhealthy food and drinks to children strongly suggests that most of the change would be towards a higher rather than lower intention to use supermarkets taking these steps.

While statements of behavioural intent in surveys rarely translate perfectly into actual behavioural choices, it does suggest that supermarkets which adopted some or all of these strategies would have a message that would be positively received by substantial proportions of the Canberra community.

It is interesting to note from this table that more prominent placement of healthy choices ^{option C} was more impactful to females with children in the household than was less prominent placement of unhealthy choices ^{option B} – but that the two were equally impactful to males. However, the specific example of confectionary-free checkouts ^{option C} was equally appealing to females with children in the household as the more prominent placement of healthy choices, and *more* appealing to males than either of the more general options.

The actual provision of information on healthy meals through displays, demonstrations and expert advice were anticipated to be relatively less impactful strategies. If these types of strategies are pursued, they would need to be well promoted to ensure take-up by the community.

Conclusions

- The marketing of unhealthy food and drinks to children in the ACT was considered a moderate problem. 36% of people felt that it was a *considerable or major problem*, with 8% feeling that it was a “major problem”.^{A2}
 - It was seen as a bigger problem by older Canberrans (particularly the over 65s).
 - It was seen as a bigger issue by females who have children in their household (34%) than by males with children in their household (25%).
- There was strong support in the Canberra community for the ACT Government to take steps to reduce the marketing of unhealthy food and drink to children. Between 81% and 91% of respondents at least somewhat supported each of the five options canvassed, with 81% who at least somewhat support “*the introduction of new restrictions and regulations*”.^{A4}
- There were substantial differences between the views of males and females who have children in their households. Females were quite strongly focussed on issues ^{A3} and solutions ^{A4 / A5} relating to supermarkets. Males were less concerned overall, and particularly interested in the marketing of unhealthy food and drinks close to schools.
- There is likely to be a receptive audience for supermarkets to communicate strategies they adopt to make their stores more health oriented towards children.^{A6} Many respondents said that such actions would have at least some impact on how much they would try to use a particular supermarket compared to others that they could equally easily use. While the effect could be in either direction, females with children in their household and people who were most concerned about the marketing of unhealthy food and drink to children were the *most* likely to indicate it would have an effect on their choices. This pattern strongly suggests that they would be trying to make relatively *more* use of these supermarkets. Providing information on healthy meals, demonstrations and the availability of nutritionists in supermarkets were relatively less enticing to people. If these types of strategies are pursued, they would need to be well promoted to ensure take-up by the community.

The Questionnaire

SECTION A - PROG NOTE: ASK ALL RESPONDENTS

A1 In this next section we are going to be talking about the ways that unhealthy food and drinks are marketed to children in the ACT.

In answering these questions, we are **only** thinking about types of marketing that the ACT Government can influence – (**PAUSE**) which includes the use of signs and posters, product placements in shops and supermarkets, local sponsorships, and advertising in cinemas. It does **not** include national marketing activity like television or online advertising, social media, magazines or packaging.

A2 Firstly, thinking about these types of issues, overall would you say that in Canberra at the moment, the marketing of unhealthy food and drink to children is...? **READ OUT**

PROG NOTE:
- **SINGLE RESPONSE**

1	Not a problem at all
2	A minor problem
3	A considerable problem
4	Or a major problem
99	DO NOT READ None \ don't know

A3 And on a scale from 0 to 10, where 0 means “not concerned at all” and 10 means “extremely concerned”, how concerned are you personally about the marketing of unhealthy food to Canberra children in the following places and ways? Firstly... **READ SCALE AS NECESSARY**

PROG NOTE:
- **SINGLE RESPONSE PER ROW**
- **RANDOMISE A-G MAINTAINING ORDER A-B**

		0 – not concerned at all	1	2	3	4	5	6	7	8	9	10 – extremely concerned	DO NOT READ Don't know
A	At supermarkets	0	1	2	3	4	5	6	7	8	9	10	99
B	At shopping centres more generally	0	1	2	3	4	5	6	7	8	9	10	99
C	On buses and at bus stops	0	1	2	3	4	5	6	7	8	9	10	99
D	At major sporting venues	0	1	2	3	4	5	6	7	8	9	10	99
E	Through sponsorships of junior sport, including awards, free samples and logos on club facilities and uniforms	0	1	2	3	4	5	6	7	8	9	10	99
F	Close to schools	0	1	2	3	4	5	6	7	8	9	10	99
G	In cinemas	0	1	2	3	4	5	6	7	8	9	10	99

A4 Would you **strongly** support, **somewhat** support, somewhat **oppose** or **strongly** oppose the ACT Government...? **READ SCALE AS NECESSARY**

PROG NOTE:
 - **SINGLE RESPONSE PER ROW**
 - **RANDOMISE A-E MAINTAINING ORDER A-B**

		Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	DO NOT READ None \ don't know
A	Working with supermarkets on a voluntary reduction of marketing of unhealthy food and drinks to children	1	2	3	4	99
B	Working with shopping centres on a voluntary reduction of marketing of unhealthy food and drinks to children	1	2	3	4	99
C	Advocating to national sporting bodies on replacing unhealthy food and drink sponsorships with other forms of sponsorship	1	2	3	4	99
D	Working with supermarkets and other food retailers to voluntarily reduce the marketing of unhealthy food and drinks close to schools	1	2	3	4	99
E	Introducing new restrictions or regulations affecting how supermarkets and other food retailers can market unhealthy food and drinks to children	1	2	3	4	99

A5 If the ACT Government was to focus on **one** of the following **four** things over the next 12 months, which would **you** like it to be? **READ OUT**

PROG NOTE:
 - **SINGLE RESPONSE**
 - **RANDOMISE 1-4 THEN 99 LAST**

1	Changing the placement of healthy and unhealthy choices in supermarkets
2	Reducing the marketing of unhealthy foods and drinks in shopping centres
3	Reducing the marketing of unhealthy food and drinks near schools
4	Putting displays and brochures about healthy choices for young people into shops where food and drinks are sold
99	DO NOT READ None \ don't know

A6 If you knew that a **particular** supermarket did the following things, would it have a **big** impact, a **small** impact or **no real** impact on how much you would try to shop there compared to other supermarkets that you could just as easily shop at? **READ SCALE AS NECESSARY**

PROG NOTE:
 - **SINGLE RESPONSE PER ROW**
 - **RANDOMISE A-H**

		A big impact	A small impact	No real impact	DO NOT READ None \ don't know
A	Confectionary-free checkout options	1	2	3	99
B	Less prominent marketing and in-store placement of unhealthy food and drinks	1	2	3	99
C	More prominent marketing and in-store placement of healthy food and drinks	1	2	3	99
D	Reduced shelf space for sugary drinks	1	2	3	99
E	Pricing that encourages children to make healthy food and drink choices	1	2	3	99
F	Displays and information on healthy meal and snack options	1	2	3	99
G	Healthy cooking demonstrations and taste tests	1	2	3	99
H	A nutritionist available to answer questions on healthy eating	1	2	3	99

DEMOGRAPHICS

1 To make sure we're speaking to a cross-section of people, please tell me if you are aged...?

1	18-19
2	20-24
3	25-29
4	30-34
5	35-39
6	40-44
7	45-49
8	50-54
9	55-59
10	60-64
11	65+
12	Refused

2 **RECORD SEX**

1	Male
2	Female

3 Are you the person who is **most** responsible for doing the household grocery shopping?
IF UNSURE \ SHARED EQUALLY WITH SOMEONE ELSE CODE AS "YES"

1	Yes
2	No

4(a) How many people aged 18 years or over live in your household, including yourself?

1	One
2	Two
3	Three
4	Four
5	Five
6	Six or more
8	Don't know \ refused

4(b) And how many children aged 17 years or younger live in your household?

1	One
2	Two
3	Three
4	Four
5	Five
6	Six or more
7	None
8	Don't know \ refused

5 Are you in paid employment full time, part time or not at all?
IF UNSURE \ CASUAL \ SELF EMPLOYED Is that closer to full time or part time hours?

1	Full time
2	Part time
3	Not at all
4	Don't know \ refused

PROG NOTE: ASK IF WORK FULL \ PART TIME IE CODE 1-2 IN Q5

6 And do you personally work for...

1	A Federal Government department
2	The ACT Government
3	Or, somewhere else
99	Don't know

Z1 For classification, could you tell me the highest level of primary or secondary school you personally have completed? Was it ...?

1	Year 9 or below
2	Year 10
3	Or, year 11 or 12
4	Don't know \ refused
5	Other (SPECIFY)

Z2 And **apart** from primary and secondary school, what is the highest level of education you personally have **completed**? Was it...?

1	A diploma or certificate from a college or TAFE, including an apprenticeship
2	A degree or diploma from a university
3	Or, none of these
4	Refused \ don't know

Z3 Which **one** of these best describes your present marital status?

1	Never married
2	Defacto or live together
3	Married
4	Separated but not divorced
5	Divorced
6	Widowed
7	Refused

Z4 What is the occupation of the main income earner of your household?
IF NECESSARY Could I also have the position or job title of your household's main income earner.

Z5(a) Is your household's combined annual income from all sources, before tax...

	Under 50 thousand dollars
1	Under 30 thousand
2	30 to 39
4	Or, 40 to 49 thousand dollars
95	Refused \ don't know
	50 to 89
5	50 to 59 thousand
6	60 to 69
7	70 to 79
9	Or, 80 to 89 thousand dollars
96	Refused \ don't know
	Or, 90 thousand dollars or more
10	90 to 99 thousand
11	100 to 109
12	110 to 119
13	Or, 120 thousand dollars or more
97	Refused \ don't know
98	Refused