



# **Evaluation of the 2017 ‘Girls Make Your Move’ Physical Activity for Young Women Campaign**

## **Appendix**

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## APPENDIX A: GIRLS QUESTIONNAIRE

### SAMPLE PROFILES

<i>Young women 12-19 years</i>	<b>BM (Feb'16)</b>	<b>BM (Feb'16)</b>	<b>W1 (Apr'16)</b>	<b>W1 (Apr'16)</b>	<b>W2 (Apr'17)</b>	<b>W2 (Apr'17)</b>
<i>n=</i>	<b>1020</b>	<b>1020</b>	<b>1016</b>	<b>1016</b>	<b>1030</b>	<b>1030</b>
Age 12-14 yrs	32%	240	32%	233	32%	216
15-17yrs	41%	400	41%	406	41%	404
18-19yrs	27%	380	27%	377	27%	410
Special audiences – Culturally and linguistically diverse audiences	29%	292	31%	330	31%	322
Those with a disability	10%	113	11%	107	10%	106
Aboriginal and Torres Strait Islander People(s)	2%	24	4%	33	5%	53
Location – Metro	73%	740	73%	794	73%	767
Regional	27%	280	27%	222	27%	263
Current status – At primary school	1%	7	1%	7	1%	7
At secondary/high school/college	70%	622	74%	669	72%	646
At a university or TAFE	22%	287	20%	273	19%	273
At primary school + At secondary/high school/college	71%	629	75%	676	73%	653
Working	6%	76	3%	45	6%	76
Times doing 30mins of physical activity per week – Less than once a week	10%	120	11%	124	15%	178
One to two times a week	29%	298	26%	272	29%	309
Three to four times a week	32%	329	34%	346	31%	316
Five or more times a week	29%	273	29%	274	25%	227



## QUESTIONNAIRE

### Introduction

12-21 year olds, **APPROACHED THROUGH PARENTS INTRO 1 AND THEN INTRO 2**

18-21 year olds, **DIRECT TO PANELLISTS**

12-21 year olds, **DIRECT TO STUDENT PANELS INTRO 2**

**SCREENING & INTRODUCTION FOR PARENTS (via panel)**

**INTRO1 (PARENTAL CONSENT OF 12-17 YEAR OLDS)**

*PC1. Before we start can you confirm if you are*

Please select one response only.

- Aged 21 or under - GO TO INTRO 2
- Aged 22 or above with no children - TERMINATE
- Aged 22 or above with female children in your care - GO TO INTRO 1
- None of the above - TERMINATE

Hello and thank you for taking the time to complete our survey.

The survey is part of an important study being conducted by GfK on behalf of the Australian Government Department of Health. We will be asking what you think about physical activity and sport and what you do or don't do.

The results will be used for research purposes and your answers will be combined with other people's responses. Your parent will have no access to your responses unless of course you want them to.

The survey will take about 16 minutes to complete.

*PC2 Do you have any female children in your care living at home?*

Please select one response only

- Yes, living with you (at least one day a week)
- Yes, but living elsewhere
- No -TERMINATE
- Rather not answer - TERMINATE

**IF HAVE CHILDREN LIVING AT HOME, ASK:**

*PC3 What age are your female children currently living at home with you?*

Please select all that apply

- Under 5 years
- 5 to 11 years



- 12 to 14 years - GO TO PC4
- 15 to 17 years - GO TO PC4
- 18 to 19 years - GO TO PC4
- 20 to 21 years - GO TO PC4
- 22 years and older
- Rather not answer

**IF CODES 3-6 NOT SELECTED, TERMINATE**

**ASK IF 12-21 YEAR OLDS AT HOME (PC3=3-6)**

*PC4 Would you be willing to allow one of your female children to take part in a once off survey?*

The survey is part of an important study being conducted by GfK on behalf of the Australian Government Department of Health. The results from this study will be used to gain a better understanding of children and young women's attitudes and participation in physical activity and sport.

The questionnaire has been tested among children and is appropriate for this age group. Their answers will be held in the strictest confidence and under the Privacy Act all information provided will only be used for research purposes. All participants can choose to not answer any question they do not want to.

The survey will take your child about 16 minutes to complete. Incentives for completing the survey will be assigned to your account.

Please select all that apply

**SHOW 1-4 ACCORDING TO SELECTION FROM PC3.**

- Yes, the 12 to 14 year old
- Yes, the 15 to 17 year old
- Yes, the 18 to 19 year old
- Yes, the 20 to 21 year old
- No, none of these - TERMINATE

**ALLOCATE LEAST FULL TO COMPLETE.**

**IF GIVES CONSENT FOR TO TAKE PART (PC4=1):**

*PC5. Thanks for that! We would like for your female child aged [SHOW ALLOCATION FROM PC4] to participate in the survey. If however she is not available that is ok just let us know what age they are.*

- Yes, the age group indicated
- No (specify age)



**PC6** *That's great. If your child aged [INSERT PC4] years is available to do the survey now, they can click on 'Next' below to continue to the survey. If they can't do it now they can still click on the same link to be brought back to this page. They can then click 'Next' below and it will be ready to go.*

**[IF CHILD 12-14]** Feel free to sit with your child to answer the survey if you think they will need the help

## **INTRO2 (12-21 YEAR OLD RESPONDENTS)**

### **SCREENING & INTRODUCTION FOR 12 TO 21 YEAR OLDS (IE RECRUITED VIA PARENTS)**

#### **INTRO FOR STUDENT PANEL.**

Hello and thank you for taking the time to complete our survey.

The survey is part of an important study being conducted by GfK on behalf of the Australian Government Department of Health. We will be asking what you think about physical activity and sport and what you do or don't do.

The results will be used for research purposes and your answers will be combined with other people's responses. Your parent will have no access to your responses unless of course you want them to.

The survey will take about 16 minutes to complete.

#### **SCREENER SECTION – ALL 12-21 YEARS ASK ALL**

##### **S1. Are you?**

Please select one response only

- Male - TERMINATE
- Female

#### **ASK ALL**

##### **S2. How old are you?**

Please type your age in whole numbers

#### **DP TO CREATE AGE BRACKETS:**

- 12-14 YEARS
- 15-17 YEARS
- 18-19 YEARS
- 20-21 YEARS

#### **IF STUDENT PANEL AND AGED 12-14**



**S2A. Can you please check with your parent that you have approval to answer this survey – it is about physical activity and sport and run by GfK an independent market research company on behalf of the Australian Government.**

***My parent approves***

***My parent does not approve***

***Please enter the following details for your approving parent:***

***First name of Parent***

***Last name of Parent***

***Contact number:***

Where do you live?

Please select one response only.

- Sydney
- Other NSW outside of Sydney
- Melbourne
- Other VIC outside of Melbourne
- Brisbane
- Other QLD outside of Brisbane
- Canberra
- Other ACT outside of Canberra
- Adelaide
- Other SA outside of Adelaide
- Perth
- Other WA outside of Perth
- Darwin
- Other NT outside of Darwin
- Hobart
- Other TAS outside of Hobart
- Outside Australia - TERMINATE

**ASK ALL**

**S4. And are you...**

Please select one response

- At primary school - PRIMARY
- At secondary / high school / college - SECONDARY



- At a university or TAFE
- Working
- Other (specify)

**SCHOOL =1/2**

## **MAIN SURVEY**

### **OVERALL PARTICIPATION**

The following questions are about doing physical activities for sport, exercise or recreation such as walking, jogging, dancing, going to the gym, swimming and sports whether they are organised activities or done as an individual.

**Q1. *In the last 12 months, have you regularly participated in any physical activities or sports? Please include any times you've been physically active through physical activities such as walking, jogging, dancing, going to the gym, swimming and sports whether they are organised activities or done as an individual. Do not include any activities that were part of work or household and garden chores.***

By regularly, we meant at least one activity for around 30 minutes (or more) every week.

### **TO CONFIRM DEFINITION**

Please select one response only.

- Yes, within school hours only - SHOW SCHOOL
- Yes, outside of school hours only - SHOW SCHOOL
- Yes, both within school and outside of school hours - SHOW SCHOOL
- Yes - SHOW ALL EXCEPT SCHOOL
- No, don't participate in any physical activities.

### **PASPORTS=1-4 SELECTED**

#### **IF PASPORTS**

**Q2. *In the last 12 months, which physical activities or sport have you participated in either formally, as part of a club, team or classes or informally / socially?***

Please include activities you have done at least three times or more.

Please click on all that apply

#### **[ROTATE]**

- Aerobics, fitness or gym activities – cardio
- Fitness or gym activities – muscle and toning
- Boxing
- Athletics, track and field





- Basketball
- Bike riding / cycling / BMX
- Bootcamp / Fitness camps / group exercise
- Bushwalking / hiking
- Dancing
- Rugby, AFL, Touch or Oz tag
- Soccer (Indoor or Outdoor)
- Gymnastics or calisthenics
- Hockey
- Walking / Jogging / Running (including to school / uni / work / home / as exercise)
- Martial arts (including Kendo)
- Netball
- Pilates / Yoga
- Roller blading / Skateboarding
- Swimming
- Other water sports (diving/water polo/surfing/stand up paddleboarding)
- Tennis, Squash, Table Tennis, Badminton
- IF SCHOOL: PE (physical education) class at school – compulsory
- Personal training
- Baseball/softball
- Beach volleyball
- Cricket
- Dragon boating or rowing
- Ice skating
- Rock climbing (indoor and outdoor)
- Lawn bowls
- Parkour
- Roller derby
- Triathlon
- Other (please specify)
- None of these

### **ASK SCHOOL**

**Q3A. Would you say the physical activities or sports you do are...?**

Please select one response.

- Mostly at school



- Half at school, half outside of school
- Mostly outside of school

### **ASK PASPORTS**

**Q3. *Would you say the physical activities or sports you do are...?***

Please select one response.

- Mostly compulsory (because your school / parents make you)
- Half compulsory, half voluntarily
- Mostly voluntarily (because you want or choose to)

### **ASK PASPORTS**

**Q4. *When it comes to physical activity or sports, who do you / have you been doing it with...?***

Please select all that apply.

- By yourself (alone with no one else)
- With friends
- With family
- With school / classmates
- With club / sport teams
- Others (specify)
- Not sure

### **ASK ALL**

**Q5. *Who else in your household regularly participates in physical activity or sport? By regularly we mean at least every week.***

Please select all that apply

- Your dad
- Your mum
- Your brother/s
- Your sister/s
- Other (who else?)
- No one else

### **UNPROMPTED ADVERTISING RECALL**

#### **ASK ALL**



**Q6.** *Over the past few months, have you seen or heard any advertising about being physically active, physical activity or sport specifically for girls or young women?*

Please select one only.

- Yes - ADAWARE
- No
- Can't remember / unsure

**ASK ADAWARE**

**Q7.** *What was the advertising about? Please describe it in as much detail as possible – if you've seen more than one, please mention them individually (one per box below)*

Please type your responses in the box below

**BEHAVIOUR CHANGE**

**T0-T2 KILLER QUESTIONS FOR SEGMENTS**

**ASK ALL**

**T10.** *How often do you do any physical activity or sport for at least 30 minutes at a time? (e.g. walking to school, jogging, cycling, aerobics, dance, swimming laps, school sports, tennis)*

**[SINGLE RESPONSE]**

- Less than once a week
- One to two times a week
- Three to four times a week
- Five or more times a week

**ASK ALL**

**T11.** *Which of the following statements best describes how much physical activity you are currently doing compared to how much you were doing around the same time, last year?*

I am currently doing

**[SINGLE RESPONSE]**

- Much more physical activity than I was this time last year
- A little more physical activity than I was this time last year
- About the same amount of physical activity as I was this time last year
- A little less physical activity than I was this time last year
- Much less physical activity than I was this time last year



**ASK IF DO MORE OR MUCH MORE (T11)**

**Q8. What influenced you to be more physically active?**

Please select all that apply

**[ROTATE]**

- Advertising campaigns (specify)
- Compulsory school activities
- Advice from a doctor
- To lose / control weight
- Improve health in general
- To improve fitness
- To join friends
- To do something with your parents
- Your parents are making you
- You felt unhealthy
- Someone bought / gave you a membership or classes
- Training for a particular event
- Tried something new and enjoyed it
- Other (specify)
- Not sure

**ASK IF T11 =1 OR 2 – DOING LESS / MUCH LESS**

**T13 Which of the following best describes the main reasons you are NOT doing more physical activity?**

**[M/R ALLOWED]**

- I would like to do more but don't have time to fit it in
- I'm not very good at it
- I'm a bit self-conscious when I'm active
- I'm not sure how to participate
- I prefer to spend my time doing other things
- IF SCHOOL – We do less in school
- IF 18 PLUS – Because I'm no longer at a school
- I don't like / enjoy it

**ASK IF NOT PRIMARY SCHOOL**

**T12. How much physical activity are you currently doing compared to what you were doing in primary school?**



**IF PRIMARY SCHOOL, SKIP AND CODE AS T11 RESPONSE.**

I am currently doing...

**(NOTE – COG INTERVIEWS SUGGEST THIS IS TYPICALLY THE CASE B/C OF COMPULSORY SPORT / PE CLASSES)**

- Much more physical activity than I was at primary school
- A little more physical activity than I was at primary school
- About the same amount of physical activity as I was at primary school
- A little less physical activity than I was at primary school
- Much less physical activity than I was at primary school

**ASK ALL**

**Q9. Do you think you will increase your physical activity in the next 6 months?**

Please select one response only

- Will do much more - INTENDMORE
- Will do more - INTENDMORE
- No will do the same amount
- Will do less
- Will do much less
- Not sure

**ASK IF INTENDMORE**

**Q10. What are the reasons you are thinking about increasing your physical activity?**

Please select all that apply

**[ROTATE]**

- Advertising campaigns (Specify)
- Compulsory physical activities / sport at school [SHOW SCHOOL ONLY]
- More physical activities / sport available at school [SHOW SCHOOL ONLY]
- Advice from a doctor / health professional
- To lose / control weight
- Improve health in general
- To improve fitness
- To join friends
- To do something with your parents
- Your parents are making you
- You feel unhealthy



- Someone bought / gave you a membership or classes
- Training for a particular event
- Tried something new and enjoyed it
- The sport I do is seasonal (only in winter / summer etc)
- Other (Specify)
- Not sure

**ASK ALL**

**Q11. What type of physical activities or sport would you like to do / do more of?**

Please click on all that apply.

**INSERT FINAL LIST OF ACTIVITIES (Q2).**

Include option for None – I don't want to do anything else

**ASK ALL**

**Q16. How would you describe how you feel about physical activity or playing sport?**

Please select one response.

- I love it
- I like and enjoy it
- It's ok, I do it
- I don't really like it
- I hate it

**ASK ALL**

**Q12. When it comes to physical activity or sport, how confident do you feel about trying something new...?**

Please select one response.

**[ROTATE]**

- Very confident
- Confident
- Moderately
- Confident
- Not very confident
- Not at all confident

**ASK ALL**

**Q13. How physically active are you?**



Please select one response.

- Very physically active
- Physically active
- Moderately
- physically active
- Not very physically active
- Not at all physically active

**ASK ALL**

**Q14.** *If you wanted to be more physically active how easy would it be for you to do more?*

Please select one response.

- Very easy
- Quite easy
- Neither
- Quite difficult
- Very difficult

**ASK ALL**

**Q 15.** *If you wanted to find out information about being more physically active, where / who would you go to?*

Please select all that apply.

**[INFO SOURCES. ROTATE]**

- School
- Internet
- The gym
- Your friends
- Your family
- Your teachers
- Through other classes / sports you do
- Community centre
- Other (specify)
- Not sure
- Not interested

**ASK THOSE WHO DIDN'T SELECT 'NOT INTERESTED' ABOVE**



**Q18a. If you wanted to find out information about being more physically active, what kind of information would you want?**

Please select all that apply.

**[ROTATE]**

- Information on sporting groups / activities available in your area
- Information on memberships (clubs or gyms)
- Information on fitness groups / activities near to you
- Information on exercise plans you can do yourself
- Information on events to participate in (fun runs etc)
- Demonstration videos
- Ideas on parent – child activities / activities you can do with your parents
- Apps about exercise / fitness plans
- Ideas on free activities you can do (don't need to join a class / club)
- Other (specify)
- Not sure

**ASK ALL**

**Q18b. Which of the following best describes whether you...?**

Please select one response for each activity.

**[SINGLE RESPONSE GRID. ROTATE]**

- Have done / Currently do
- Might do
- Neither     Unlikely to do
- Definitely won't do
  - Post / share photos of yourself doing physical activity or sport on social media (Facebook posts, Snapchat etc)
  - Post / share details or updates of yourself doing physical activity or sport on social media (Facebook or Exercise apps etc)
  - Allow exercise apps to post your activity on social media
  - Allow exercise apps to share your activity with contacts / friends

**ASK ALL**

**Q17. Below are some statements about how you feel about yourself. Tell us if you agree or don't agree with these statements.**

Please select one response per row.

**[CAROUSEL. ROTATE]**





- Strongly agree
- Somewhat agree
- Don't agree or disagree
- Somewhat disagree
- Strongly disagree
  - I feel good about my life
  - I feel good about myself physically
  - I have a good self-esteem
  - I lead a healthy lifestyle
  - I do enough physical activity
  - I try to eat healthily by including vegetables and fruit in my everyday diet

## **ATTITUDES TO PHYSICAL ACTIVITY AND SPORT**

### **ASK ALL**

**Q18.** *Below are some statements about being physically active and doing physical activity and sport. Tell us if you agree or don't agree with these statements.*

Please select one response per row.

### **[CAROUSEL. ROTATE]**

#### **(SUGGEST CAPPING TO 8)**

- Strongly agree
- Somewhat agree
- Don't agree or disagree
- Somewhat disagree
- Strongly disagree
  - Physical activity is fun
  - Playing sport is fun
  - Physical activity / sport is good to do with friends or & family
  - Physical activity / sport can be done on your own
  - Sport is competitive
  - Physical activity / sport makes you feel good about yourself
  - There is a type of physical activity / sport to suit everyone
  - Physical activity / sport is just as much for girls as boys
  - It is important for girls / women my age to be physically active
  - Being physically active is important for good health
  - Being physically active is important for your mental health



## **BENEFITS**

### **ASK ALL**

*Q19. What are the main benefits or positives of being physically active for you personally...?*

Please select up to five.

#### **[BENEFITS. ROTATE]**

- Can help reduce stress, anxiety & depression
- Is fun and enjoyable
- Improves your mood and mental alertness / health
- Positive body image
- Makes you feel like you have achieved something
- Feels good to do it
- Helps your self esteem
- Helps your self confidence
- Can have fun with friends/ family
- Helps build teamwork and cooperation
- Can meet new people / friends
- Helps you keep a healthy body weight
- Helps you look good physically
- Can reduce the risk of chronic disease
- Increased strength, stamina & flexibility
- Improves your fitness and heart health
- Feeling energised / increased energy
- Other (specify)
- No benefits

## **BARRIERS**

### **ASK ALL**

*Q20. Below are some things that people have said stopped them from doing more physical activity / sport. Which of these stop you from being more physically active?*

Please select up to five.

#### **[BARRIERS. ROTATE]**

- It's embarrassing
- Not being fit / good enough



- It's not 'me'
- Don't like it
- Too competitive
- Got bored of what I was doing
- Feel like people will judge me
- Is too hard
- No transport options / no way to get there
- I have an injury
- I don't like the way I look when I do it
- Don't like getting sweaty
- I find it hard to get motivated
- Prefer to do other activities / interests
- I don't have time due to other commitments (study, school, work)
- I don't have time due to family commitments
- I don't have the right gear
- Can't afford it (the cost)
- I don't have anyone to do it with
- My parents don't let me / don't encourage it
- Don't know how to / where to
- Isn't anything around that I can do / no facilities
- My friends aren't doing it
- I haven't found something I enjoy
- My school doesn't offer what I'd like to do –SHOW IF SCHOOL
- I had a bad experience at school
- Other (specify)
- Nothing – I do as much physical activity as I need /want to

## **POST CAMPAIGN EVALUATION**

**FOR THE PROMPTED AD QUESTIONS, ROTATE ORDER BY RESPONDENT. REPEAT FOR OTHER ADS IF RELEVANT.**

We are now going to show you some ads from a campaign. For each of the following questions, please indicate if you have seen ads like these before. Please ensure your sound is turned on.

### **TV. SHOW 45 SEC.**

***TVA. Before today, do you recall seeing this video ad (or versions of this video)?***

Please select one response only.



**ALLOW TO STOP WATCHING AFTER 15 SECS.**

- Yes on TV - VIDEO AWARE
- Yes online - VIDEO AWARE
- Yes on social media - VIDEO AWARE
- Yes at the cinema - VIDEO AWARE
- Yes but not sure where I saw it
- Not sure
- No have definitely not seen it

**OUTDOOR. SHOW MONTAGE.**

*ODA. Do you recall seeing any of these or versions of these outdoor ads (on the street, on billboards, at the bus stop or at shops)?*

Please select one response only.

- Yes, I've seen at least one of these before - OUTDOORAWARE
- Not sure
- No have definitely not seen any of these

*ODA2. Here are some other outdoor ads. Do you recall seeing any of these ads?*

Please select one response only.

- Yes, I've seen at least one of these before - OUTDOOR2AWARE
- Not sure
- No have definitely not seen any of these

**DIGITAL. SHOW MONTAGE**

*DGA. Before today, do you recall seeing any of these ads (or versions of these ads) online? Please select one response only*

- Yes - DIGITALAWARE
- Not sure
- No have definitely not seen any of these

**SOCIAL MEDIA. SHOW MONTAGE**

*SMA. Before today, do you recall seeing any of these or versions of these on social media? Please select one response only*

**VIDEOS AND POSTS**

- Yes - SMAWARE
- Not sure
- No have definitely not seen any of these



**ONLINE VIDEO. PLAY WATERPOLO AND SHOW STILLS (HIKING AND ROLLER DERBY)**

*ONLVID. Before today do you recall seeing an online video similar to the one just played or which looks like the pictures shown?*

- Yes - ONLVIDAWARE
- Not sure
- No have definitely not seen any of these

**ONLINE GIF. PLAY GROUP FITNESS AND SHOW ROLLER DERBY STILLS**

*ONLGIF. Before today have you seen a short online ad similar to the example shown or which looks like the pictures below?*

- Yes - ONLGIFAWARE
- Not sure
- No have definitely not seen any of these

**CAMPAIGNAWARE=VIDEO AWARE OR PRINT AWARE OR DIGITAL AWARE, OUTDOOR AWARE OR SM AWARE OR ONLINE VIDEO AWARE OR ONLINE GIF AWARE**

**ASK IF SAW ANY ONLINE/DIGITAL/SOCIAL MEDIA/ONLINE VIDEO/ONLINE GIF AWARE**

*P1. You mentioned you saw the ads online or on social media, where have you see them?*

Please select all that apply.

- YouTube
- Facebook
- Instagram
- Yahoo
- Google
- Pandora
- Spotify
- Online magazines (specify)
- Anywhere else (specify)
- Can't remember

**ASK CAMPAIGN AWARE**

*P2. Thinking about these ads, did anyone (a friend, family member, or someone you follow online) send or share them with you? Did you see someone mention the campaign online?*



Please select all that apply.

- Yes – a friend
- Yes – a family member
- Yes – someone I follow online
- No – MUTUALLY EXCLUSIVE RESPONSE

**IF YES AT P2 (CODES 1-3)**

*P2a And did you share or like the ad yourself?*

- Yes
- No

**ASK IF CAMPAIGNAWARE**

*P3. How many times overall have you seen ads from this campaign (whether it be on TV, online, out and about) ?*

- Once
- 2-3 times
- 4-5 times
- 6-10 times
- 11 or more times
- Can't recall / don't know

**ASK ALL**

*P4. What do you think are the main messages of these ads? What information and ideas do you feel the ads were trying to communicate? Please be as specific as possible.*

Please type your response below.

*P5. How do you feel about the ads?*

Please select one response.

**DP – CONSIDER IMAGES / ICONS**

- I like them a lot
- I like them a little
- Neither
- I didn't like them much
- I don't like them at all

*P6. How clear and vivid is your "mental picture" of this ad?*

Please select one response only.



- Perfectly clear and vivid
- Quite clear and vivid
- More or less clear and vivid
- Vague / not distinct
- I have no image at all

**ASK ALL**

**P7. Can you remember the 'name' of the campaign?**

Please type in the name or tag line

**ASK ALL**

**P8. We are interested in your thoughts about these ads. For each of the following statements, please select how much you agree or disagree with them.**

Please select one response per statement.

**[CAROUSEL STYLE. AD INVOLVEMENT. ROTATE]**

- Strongly Disagree
  - Disagree
  - Neither
  - Agree
  - Strongly agree
- The ad left me with a good feeling about physical activity / sports
  - The ad showed me some interesting activities I hadn't thought of
  - I feel motivated to find out more about different physical activities /
  - I am more likely to start doing / do more physical activity / sport because of this ad
  - The ad made me think that physical activity / sports could be more fun than I thought
  - I now know where to go for more information doing physical activity / sports because of this ad
  - I feel more confident to try physical activity / sports because of this ad
  - I feel all girls and young women should be more physically active for health and social reasons
  - Girls and young women of all fitness abilities can do physical activity / sport

**ASK ALL**

**P9. Here are some more statements. For each, please select how much you agree or disagree with them.**

Please select one response per statement.



The ads...

**[AD INVOLVEMENT. ROTATE]**

- Strongly Disagree
  - Disagree
  - Neither Agree
  - Strongly agree
- Are believable in what they portray or say
  - Are informative
  - Are relevant to me personally
  - Are inspiring
  - Make me think more about how to participate in physical activity or sport
  - Are important for girls and young women to see/hear
  - Are important for parents to see/hear
  - Accurately reflect young Australian women

**ASK ALL**

*P10. This campaign is called 'Girls Make Your Move' and includes the advertising as well as a website and some social media activity.*

Have you heard or interacted with any of the following?

Please select all that apply.

**[ROTATE]**

- Yes heard of only
  - Yes and visited / been to
  - No
- The Girls Make Your Move website - WEBSITE (1/2)
  - The Girls Make Your Move Instagram account - INSTAGRAM (1/2)
  - The Girls Make Your Move Facebook account - FACEBOOK (1/2)
  - The Girls Make Your Move Snapchat filters or lens - SNAPCHAT (1/2)
  - Department of Health Twitter account - TWITTER (1/2)
  - Department of Health YouTube page (with the Girls Make Your Move videos) - YOUTUBE (1/2)
  - Any other Girls make your move information (specify)

*P10a. You mentioned that you have heard or interacted with other 'Girls Make Your Move' information.*

What is that information?





**OPEN ENDED TEXT BOX**

**ONLINEINTERACT= CODES 1 OR 2 FOR CODES 1-4, 6-7 ABOVE**

**ASK ALL**

*P11. Have you..?*

- Please select all that apply
- Shared or liked the ads / website via social media, (Facebook, Twitter, Instagram, YouTube)
- Followed 'Girlsmakeyourmove' on Instagram
- Followed 'Girlsmakeyourmove' on Facebook
- Shared the ads / website via email / text message / Facebook messenger, Snapchat etc.
- Used #Girlsmakeyourmove or #girlsmove
- Watched the ads or videos on YouTube
- Commented on the ads or videos (on Facebook, Instagram etc)
- Tagged a friend on one of the social media ad / campaign posts (like Facebook, Instagram)
- None of these

**ONLINEINTERACT**

*P12. How would you rate the following campaign resources and information ...?*

Please select one per row.

**[ROTATE]**

- Very useful
- Quite useful
- Neither Not useful
- Not at all useful
- Not sure / not applicable
  - WEBSITE/YOU TUBE - Video ads
  - WEBSITE - Tips on how to get started
  - WEBSITE/YOU TUBE - Video stories from other girls
  - WEBSITE - Suggested activities – ideas on what to do
  - WEBSITE - Links to other useful sites / resources
  - IF INSTAGRAM - The @Girlsmakeyourmove Instagram account
  - IF FACEBOOK - The Facebook account, including event pages
  - IF SNAPCHAT - Snapchat filters
  - IF TWITTER - The Department of Health Twitter account \



## **OTHER BEHAVIOUR**

### **ASK CAMPAIGN AWARE**

*P13. As a result of seeing / hearing these ads, have you done any of the following?*

Please select all that apply.

- Talked to friends about doing more physical activity / sports
- Talked to your parents about doing more physical activity / sports
- Thought about ways to be more physically active
- Started doing some / more physical activity / sports
- Looked up information about different physical activity / sports
- Posted / uploaded a photo of you doing physical activity on social media
- Shared activities (i.e. run, workout session, cycle etc) on an app / social media
- Talked to friends about the advertising
- Downloaded the free 30 day YMCA voucher
- Looked for a smartphone app to help me find more activities to get involved in
- Anything else?
- None of these

### **FURTHER DEMOS**

And finally a few questions to help us understand your answers.

*P14. How often do you visit / use the following?*

Please select one response per row

#### **[ROTATE]**

- Never
- Less than once a month
- Every 2-4 weeks
- Once a week
- 2-3 times a week
- 4-7 times a week
- Daily or more
  - Internet (on a desktop / laptop)
  - Internet (on mobile phone)
  - Facebook
  - Instagram
  - Twitter



- YouTube
- Snapchat
- Girlfriend online website or Facebook page

### **ASK IF AT SCHOOL**

#### ***D1. What type of school do you attend?***

Please select one of these.

- A Government school
- A Catholic school
- Another Independent school / Private school
- A Sports school
- Other (specify) Don't go to school
- Not sure

### **ASK IF AT SCHOOL**

#### ***D2. What year are you in at school?***

Please select one only.

- Grade / Year 4
- Grade / Year 5
- Grade / Year 6
- Grade / Year 7
- Grade / Year 8
- Grade / Year 9
- Grade / Year 10
- Grade / Year 11
- Grade / Year 12

### **CHECK QUOTAS.**

#### ***D3. Are you of Aboriginal or Torres Strait Islander origin?***

Please select one response only

- Yes - ATSI
- No

#### ***D4. Do you or your parents speak a language other than English at home?***

Please select one response only

- Yes - CALD
- No



**D5. Do you have a disability or physical impairment that makes it hard for you or stops you doing physical activity or sport?**

Please select one response only

- Yes - DISABILITY
- No

**ASK IF CALD**

**D6. And finally, what other languages do you or people in your household speak?**

Please select all that apply

- Arabic
- Bahasa
- Bosnian
- Cantonese
- Croatian
- Dutch
- Farsi
- Filipino
- French
- German
- Greek
- Hindi
- Hungarian
- Italian
- Khmer
- Korean
- Macedonian
- Maltese
- Mandarin
- Polish
- Portuguese
- Russian
- Serbian
- Sinhalese
- Somali
- Spanish
- Tamil



- Turkish
- Urdu
- Vietnamese
- A language other than those listed above (specify)
- None of these

**CLOSING**

Thank you for taking part in this important survey

**DP TO NOTE IF PARENT OF 12-19 YEAR OLDS CAN BE SENT THE PARENTAL SURVEY. ENSURE ABILITY TO LINK HOUSEHOLDS.**



## APPENDIX B: PARENTS QUESTIONNAIRE

### SAMPLE PROFILES

Parents	Parents BM Feb'16)	Parents Feb'16)	Parents W1 (Apr'16)	Parents W1 (Apr'16)	Parents W2 (Apr'17)	Parents W2 (Apr'17)
<b>n=</b>	<b>827</b>	<b>827</b>	<b>801</b>	<b>801</b>	<b>800</b>	<b>800</b>
Age of daughter - 12-14 yrs	33%	315	32%	303	33%	311
15-17yrs	42%	323	41%	303	39%	281
18 to 19 years	25%	189	27%	195	28%	208
Gender – Male Parent	48%	303	52%	317	45%	248
Female Parent	52%	524	48%	484	55%	552
Location - Metro	68%	553	68%	548	65%	501
Regional	32%	274	32%	253	35%	299
Level of physical activity (self-classified) – Active (total)	35%	271	38%	285	30%	230
Moderately physically active	39%	329	36%	296	38%	306
Not active (total)	26%	227	26%	220	32%	264
Household Income – Below \$70K	32%	281	28%	242	34%	292
\$70K up to \$150K	47%	376	47%	367	43%	335
\$150,000 and above	14%	106	16%	115	13%	95
Other - Culturally and linguistically diverse audiences	16%	122	17%	136	14%	103
Aboriginal and Torres Strait Islander People(s)	4%	31	7%	49	4%	28



## QUESTIONNAIRE

### INTRODUCTION

#### SCREENING & INTRODUCTION FOR PARENTS

Hello and thank you for taking the time to complete our survey.

The survey will take around 16 minutes to complete and is being conducted by GfK, an independent market research company.

Your answers will be held in the strictest confidence and under the Privacy Act. All information provided will only be used for research purposes. The responses of everyone who participates in this survey will be combined for analysis.

#### *PC1 Are you?*

Please select one response only

- Male
- Female

#### *PC1a How old are you?*

Please type your age in whole numbers

#### **DP TO CONSTRUCT AGE BRACKETS.**

- 18-21 years old - TERMINATE
- 22-30 years old - CONTINUE
- 31-34 years old - CONTINUE
- 35-44 years - CONTINUE
- 45-54 years - CONTINUE
- 55-64 years - CONTINUE
- 65 years plus - CONTINUE
- ALL OTHERS - TERMINATE.

#### *PC2 Do you have any female children in your care living at home?*

Please select one response only

- Yes, living with you (at least one day a week)
- Yes, but living elsewhere - TERMINATE
- No - TERMINATE
- Rather not answer - TERMINATE

#### **ASK IF PC2=1**

#### *PC3 What age are your female children currently living at home with you?*



Please select all that apply.

- Under 5 years
- 5 to 11 years
- 12 to 14 years - CONTINUE
- 15 to 17 years - CONTINUE
- 18 to 19 years - CONTINUE
- 20-21 years
- 22 years and older

**MALE PARENT: PC3=3-5 AND MALE**

**FEMALE PARENT: PC3=3-5 AND FEMALE**

**(ASSIGN ONE OF THE AGE GROUPS FROM PC3, LEAST FILLED) [AGE GROUP].**

**CHECK QUOTAS.**

**ASK ALL**

**S 1. Are there any male children in your household aged 12-19 years old?**

Please select one response only.

- Yes - MALECHILD
- No - MALECHILD

**S 2. Where do you live?**

Please select one response only.

- Sydney
- Other NSW outside of Sydney
- Melbourne
- Other VIC outside of Melbourne
- Brisbane
- Other QLD outside of Brisbane
- Canberra
- Other ACT outside of Canberra
- Adelaide
- Other SA outside of Adelaide
- Perth
- Other WA outside of Perth
- Darwin
- Other NT outside of Darwin





- Hobart
- Other TAS outside of Hobart
- Outside Australia - TERMINATE

### **ASK ALL**

#### **S 3. Which one of the following best describes your household?**

Please select one response only

- Single parent - SINGLEPARENT
- Couple with children - COUPLE

### **MAIN SURVEY**

#### **OVERALL PARTICIPATION**

The following questions are about doing physical activities for sport, exercise or recreation such as walking, jogging, dancing, going to the gym, swimming and sports whether they are organised activities or done as an individual.

For the purposes of this survey we will say 'daughter' to refer to female children in your care and 'son' for any male children in your care.

**Q 1. In the last 12 months, who in your household regularly participates in any physical activities or sports? Please include any times you / they've been physically active through physical activities such as walking, jogging, dancing, going to the gym, swimming and sports whether they are organised activities or done as an individual. Do not include any activities that were part of work or household and garden chores.**

By regularly, we meant at least one activity for around 30 minutes (or more) every week.

Please select all that apply.

- SHOW ALL – You - PASPORTS
- SHOW IF COUPLE - Your partner
- SHOW ALL - Your daughter/s - ACTIVECHILD
- SHOW IF MALECHILD - Your son/s
- SHOW ALL - Anyone else (specify)
- SHOW ALL - None of the above

#### **IF PASPORTS**

**Q 2. In the last 12 months, which physical activities or sport have you participated in either formally as part of a club, team or classes or informally / socially?**

Please include activities you have done at least three times or more.

Please click on all that apply



**[ROTATE]**

- Aerobics, fitness or gym activities – cardio
- Fitness or gym activities – muscle and toning
- Boxing
- Athletics, track and field
- Basketball
- Bike riding / cycling / BMX
- Bootcamp / Fitness camps / group exercise
- Bushwalking / hiking
- Dancing
- Rugby, AFL, Touch or Oz tag
- Soccer (Indoor or Outdoor)
- Gymnastics or calisthenics
- Hockey
- Walking / Jogging / Running (including to school / uni / work / home / as exercise)
- Martial arts (including Kendo)
- Netball
- Pilates / Yoga
- Roller blading / Skateboarding
- Swimming
- Other water sports (diving/water polo/surfing/stand up paddleboarding)
- Tennis, Squash, Table Tennis, Badminton
- IF SCHOOL: PE (physical education) class at school – compulsory
- Personal training
- Baseball/softball
- Beach volleyball
- Cricket
- Dragon boating or rowing
- Ice skating
- Rock climbing (indoor and outdoor)
- Lawn bowls
- Parkour
- Roller derby
- Triathlon
- Other (please specify)
- None of these



## UNPROMPTED ADVERTISING RECALL

### ASK ALL

**Q 3.** *Over the past few months, have you seen or heard any advertising about being physically active, physical activity or sport specifically for girls or young women?*

Please select one only.

- Yes - ADAWARE
- No
- Can't remember / unsure

### ASK ADAWARE

**Q 4.** *What was the advertising about? Please describe it in as much detail as possible – if you've seen more than one, please mention them individually.*

Please type your responses in the box below

### ASK ALL

**Q 5.** *How physically active are you?*

Please select one response

- Very Physically active
- Physically active
- Moderately
- physically active
- Not very physically active
- Not at all physically active

### ASK ALL

**Q 6.** *How do you personally feel about physical activity or playing sport?*

Please select one response.

- I love it
- I like and enjoy it
- It's ok, I do it
- I don't really like it
- I hate it

## ATTITUDES TO PHYSICAL ACTIVITY AND SPORT

### ASK ALL



**Q 7. Below are some statements about being physically active and doing physical activity and sport. Tell us if you agree or don't agree with these statements.**

Please select one response per row.

**CAROUSEL**

**ROTATE**

- Strongly agree
  - Somewhat agree
  - Don't agree or disagree
  - Somewhat disagree
  - Strongly disagree
- Physical activity is fun
  - Playing sport is fun
  - Physical activity / sport is good to do with friends or family
  - Sport is competitive
  - Physical activity / sport can be done on your own (doesn't need to be organised or in a class/club)
  - Physical activity / sport makes you feel good about yourself
  - There is a type of physical activity / sport to suit everyone
  - Physical activity / sport is just as much for girls as boys
  - It is important for girls / women to be physically active
  - Being physically active is important for good health
  - Being physically active is important for your mental health

**ASK ALL**

**Q 8. Do you think you will increase your physical activity in the next 6 months?**

Please select one response only

- Will do much more - INTENDMORE
- Will do more - INTENDMORE
- No will do the same amount
- Will do less
- Will do much less
- Not sure

**ASK IF INTENDMORE**

**Q 9. What has influenced you to try to increase your physical activity?**

Please select all that apply



## **ROTATE**

- Advertising campaigns (Specify)
- Advice from a doctor / health professional
- To lose / control weight
- Improve health in general
- To improve fitness
- To join friends
- To do something with your child
- Your child is making you
- You feel unhealthy
- Someone bought / gave you a membership or classes
- Training for a particular event
- Tried something new and enjoyed it
- To be a good role model for your children
- The sport I do is seasonal (only in winter / summer etc)
- Other (Specify)
- Not sure

## **IF PASPORTS**

**Q 10. When it comes to physical activity or sports, who do you do it with...?**

Please select all that apply.

- By yourself (alone with no one else)
- With friends
- With your daughter/s - WITHFMCHILD
- IF MALECHILD - With your son/s - WITHMCHILD
- IF COUPLE - With your partner
- With the whole family - WITHFMCHILD
- With work colleagues
- With clubs / sports teams
- Other (who else?)

## **IF WITHFMCHILD**

**Q 11. What kinds of activities do you do with your daughter/s?**

Please click on all that apply

**SHOW SAME LIST AS Q2.**



For the next questions, we will be asking about your daughter aged INSERT AGE GROUP. Can you give us her first name so that we can tailor the survey questions about her?

**NAME:**

**ASK ALL**

**S 4. And is [INSERT NAME] ...?**

Please select one response

- At primary school - PRIMARY
- At secondary / high school - SECONDARY
- At a university or TAFE
- Working
- Other (specify)

**SCHOOL =1/2**

**T0-T2 KILLER QUESTIONS FOR SEGMENTS**

**ASK ALL**

**T10. How often would you say that [INSERT NAME] does any physical activity or sport for at least 30 minutes at a time? (e.g. walking to school, jogging, cycling, aerobics, dance, swimming laps, school sports, tennis)**

**SINGLE RESPONSE**

- Less than once a week
- One to two times a week
- Three to four times a week
- Five or more times a week

**ASK ALL**

**T11. Which of the following statements best describes how much physical activity [INSERT NAME] is currently doing compared to how much she was doing around the same time, last year?**

She is currently doing...

**SINGLE RESPONSE**

- Much more physical activity than this time last year
- A little more physical activity than this time last year
- About the same amount of physical activity this time last year
- A little less physical activity than this time last year
- Much less physical activity than this time last year



## **ASK IF DO MORE OR MUCH MORE (T11)**

**Q 12. What influenced [INSERT NAME] to be more physically active?**

Please select all that apply

### **ROTATE**

- Advertising campaigns (Specify)
- Compulsory physical activities / sport at school
- More physical activities / sport available at school
- Advice from a doctor/health professional
- To lose / control weight
- Improve health in general
- To improve fitness
- To join friends
- To do something with you / your partner
- You made / encouraged them
- She felt unhealthy
- Someone bought / gave them a membership or classes
- Training for a particular event
- Tried something new and enjoyed it
- The sport she does is seasonal (only in winter / summer etc)
- Other (Specify)
- Not sure

## **ASK IF T11 =1 OR 2 – DOING LESS / MUCH LESS**

**T13 Which of the following best describes the main reasons [INSERT NAME] is NOT doing more physical activity? [M/R ALLOWED]**

### **MULTIPLE RESPONSE**

- She doesn't have time to fit it in
- She isn't very good at it/doesn't think she is
- She is self-conscious about being active
- We're not sure how to participate
- She prefers to spend time doing other things
- IF SCHOOL – She is doing less in school
- IF NOT SCHOOL – She is doing less as she's no longer at school (where there was compulsory physical activity / sport)
- She doesn't like it
- Other (specify)



## **ASK IF NOT PRIMARY SCHOOL**

*T12. How much physical activity is she currently doing compared to what she was doing in primary school?*

IF PRIMARY SCHOOL, SKIP AND CODE AS T11 RESPONSE.

She is currently doing...

### **SINGLE RESPONSE**

- Much more physical activity than at primary school
- A little more physical activity than at primary school
- About the same amount of physical activity as at primary school
- A little less physical activity than at primary school
- Much less physical activity than at primary school

### **DETERMINE SEGMENTS AS FOLLOWS:**

- T10 - TIMES
- T11 - COMPARED LAST YEAR
- T12 - COMPARED TO PRIMARY
- T13 - REASON
  - PASSIONATE
  - WANNABES
  - DISENGAGED
  - EXCLUDED

**GFK – NOTE THE SEGMENTS ARE NOT ALL INCLUSIVE. WE SUGGEST REWORKING USING A MIX OF BEHAVIOUR (I.E. t10), FUTURE INTENT (Q9) AND ATTITUDE TO SPORT (Q16 - LOVE VS HATE ETC) – PERHAPS Q11 IF RELEVANT**

## **ASK ALL**

*Q 13. How do you think [INSERT NAME] feels about physical activity or playing sport?*

Please select one response.

- She loves it
- She likes and enjoys it
- It's ok, she does it
- She doesn't really like it
- She hates it
- Don't know

## **IF FEMALE PARENT**





**Q 14. *How physically active would you say [INSERT NAME] is compared to how physically active you were at the same age?***

**SINGLE RESPONSE**

- Much more physically active
- A little more physically active
- About the same amount
- A little less physically active
- Much less physically active

**ACTIVECHILD**

**Q 15. *How much time do you spend personally taking [INSERT NAME] to physical activity or sport related activities? This includes transport or sitting with them during classes / training.***

Please select one response only.

- No time at all
- Less than one hour a week
- One to two hours a week
- Three to five hours a week
- More than five hours a week

**ASK ALL**

**Q 16. *Would you like [INSERT NAME] to do more physical activity or sport?***

Please select one response only.

- Yes, much more
- Yes, more
- No – the same
- No, less
- No, much less
- Not sure

**ASK ALL**

**Q 17. *Are there any particular types of activities you would like her to get involved in?***

Please select all that apply.

**SHOW Q2 LIST**

**ASK ALL**



**Q 18. Here are some statements about physical activity/ sports and [INSERT NAME]. How strongly do you agree or disagree about each one?**

Please select one response only.

**ROTATE**

- Strongly agree
  - Somewhat agree
  - Don't agree or disagree
  - Somewhat disagree
  - Strongly disagree
- I encourage her to do as much physical activity / sports as she can
  - I talk to her about the benefits of physical activity / sports
  - I don't think being physically active is that important at her age
  - She just doesn't really like doing physical activity / sport
  - She has other commitments that are more important than doing physical activity / sport
  - I want to do more physical activity / sport with her

**ASK ALL**

**Q 19. Do you think [INSERT NAME] would like to do more physical activity or sport?**

Please select one response only.

- Yes, much more
- Yes, more
- No – the same
- No, less
- No, much less
- Not sure

**ASK ALL**

**Q 20. If [INSERT NAME] wanted to be more physically active how easy would it be for them to do more?**

Please select one response.

- Very easy
- Quite easy
- Neither
- Quite difficult
- Very difficult



## **BENEFITS**

### **ASK ALL**

*Q 21. What do you feel are the main benefits or positives of females being physically active ...?*

Please select all that apply.

## **BENEFITS**

### **ROTATE**

- Can help reduce stress, anxiety & depression - EMOTIONAL / MENTAL
- Is fun and enjoyable - EMOTIONAL / MENTAL
- Improves your mood and mental alertness - EMOTIONAL / MENTAL
- Positive body image - EMOTIONAL / MENTAL
- A sense of achievement - EMOTIONAL / MENTAL
- Feels good to do it - EMOTIONAL / MENTAL
- Helps self-esteem - EMOTIONAL / MENTAL
- Helps self-confidence - EMOTIONAL / MENTAL
- Can have fun with friends / family - SOCIAL
- Helps build teamwork and cooperation - SOCIAL
- Can meet new people / friends - SOCIAL
- Helps to keep a healthy body weight - FUNCTIONAL / HEALTH
- Helps to look good physically - FUNCTIONAL / HEALTH
- Can reduce the risk of chronic disease - FUNCTIONAL / HEALTH
- Increased strength, stamina & flexibility - FUNCTIONAL / HEALTH
- Improves fitness and heart health - FUNCTIONAL / HEALTH
- Feeling energised / increased energy - FUNCTIONAL / HEALTH
- Other (specify)
- No benefits

### **ASK ALL**

*Q 22. Below are some things that people have said make it hard to get their daughters to do / do more physical activity / sport....Which apply to your situation?*

Please select up to five.

## **BARRIERS**

### **ROTATE - TO CLASSIFY BASED ON PARENT OR CHILD BARRIERS**

- I don't know what is out there for her - PARENT / FUNCTIONAL



- I don't have time to take her / pick her up PARENT / FUNCTIONAL
- It costs too much / can't afford it PARENT / FUNCTIONAL
- Isn't anything around that she can do / no facilities - PHYSICAL / FUNCTIONAL
- Worried about her safety / getting injured - PARENT
- I'm not confident about doing physical activity / sport personally PARENT
- It's hard to find an activity that doesn't need to be in a team / class/ organised - SOCIAL / PRACTICAL
- I prefer her to do less physically based activities - PARENT
- She doesn't like it - EMOTIONAL
- Too competitive - EMOTIONAL
- She feels like people will judge her - EMOTIONAL
- She has an injury - PHYSICAL / FUNCTIONAL
- She doesn't have time due to other commitments (study, school, work) - SOCIAL / PRACTICAL
- Her friends aren't doing it - SOCIAL / PRACTICAL
- Her school doesn't offer what she'd like to do –SHOW IF SCHOOL
- She had a bad experience at school
- Other (specify) - EMOTIONAL
- Nothing – She does as much physical activity as she needs/wants to

### **ASK ALL**

*Q 24. If you wanted to find out information to help [INSERT NAME] be more physically active, where / who would you go to?*

Please select all that apply.

### **INFO SOURCES**

#### **ROTATE**

- School
- Internet (what would you search for?)
- The gym
- Your friends
- Your children's friends / parents
- Your family
- Through other classes / sports you or they do
- Community centre
- Other (specify)
- Not sure



- Not interested

#### **ASK THOSE WHO DIDN'T SELECT 'NOT INTERESTED' ABOVE**

*Q22a. If you wanted to find out information to help [INSERT NAME] be more physically active, what kind of information would you find useful?*

Please select all that apply.

#### **ROTATE**

- A website with tips and links on being more physically active
- Information on sporting groups / activities available in your area
- Information on memberships (clubs or gyms)
- Information on fitness groups / classes near to you
- Information on exercise plans they can do themselves
- Information on events to participate in (fun runs etc)
- Demonstration videos
- Ideas on parent – child activities / activities you can do with your daughter/s
- Apps about exercise / fitness plans
- FAQ (Frequently asked questions) tip sheet with help on how to encourage your child to be more active
- Ideas on free activities they can do (don't need to join a class / club)
- Other (specify)
- None of these

#### **POST CAMPAIGN EVALUATION**

**FOR THE PROMPTED AD QUESTIONS, ROTATE ORDER BY RESPONDENT. REPEAT FOR OTHER ADS IF RELEVANT.**

We are now going to show you some ads from a campaign. For each of the following questions, please indicate if you have seen ads like these before. Please ensure your sound is turned on.

#### **TV. SHOW 45 SEC.**

*TVA. Before today, do you recall seeing this video ad (or versions of this video)?*

Please select one response only.

#### **ALLOW TO STOP WATCHING AFTER 15 SECS.**

- Yes on TV - VIDEO AWARE
- Yes online - VIDEO AWARE
- Yes on social media - VIDEO AWARE
- Yes at the cinema - VIDEO AWARE



- Yes but not sure where I saw it
- Not sure
- No have definitely not seen it

#### **OUTDOOR. SHOW MONTAGE.**

*ODA. Do you recall seeing any of these or versions of these outdoor ads (on the street, on billboards, at the bus stop or at shops)?*

Please select one response only.

- Yes, I've seen at least one of these before - OUTDOORAWARE
- Not sure
- No have definitely not seen any of these

*ODA2. Here are some other outdoor ads. Do you recall seeing any of these ads?*

Please select one response only.

- Yes, I've seen at least one of these before - OUTDOOR2AWARE
- Not sure
- No have definitely not seen any of these

#### **DIGITAL. SHOW MONTAGE**

*DGA. Before today, do you recall seeing any of these ads (or versions of these ads) online? Please select one response only*

- Yes - DIGITALAWARE
- Not sure
- No have definitely not seen any of these

#### **SOCIAL MEDIA. SHOW MONTAGE**

*SMA. Before today, do you recall seeing any of these or versions of these on social media? Please select one response only*

#### **VIDEOS AND POSTS**

- Yes - SMAWARE
- Not sure
- No have definitely not seen any of these

#### **ONLINE VIDEO. PLAY WATERPOLO AND SHOW STILLS (HIKING AND ROLLER DERBY)**

*ONLVID. Before today do you recall seeing an online video similar to the one just played or which looks like the pictures shown?*

- Yes - ONLVIDAWARE
- Not sure



- No have definitely not seen any of these

**ONLINE GIF. PLAY GROUP FITNESS AND SHOW ROLLER DERBY STILLS**

*ONLGIF. Before today have you seen a short online ad similar to the example shown or which looks like the pictures below?*

- Yes - ONLGIFAWARE
- Not sure
- No have definitely not seen any of these

**CAMPAIGNAWARE=VIDEO AWARE OR PRINT AWARE OR DIGITAL AWARE, OUTDOOR AWARE OR SM AWARE OR ONLINE VIDEO AWARE OR ONLINE GIF AWARE**

**ASK IF SAW ANY ONLINE/DIGITAL/SOCIAL MEDIA/ONLINE VIDEO/ONLINE GIF AWARE**

*P1. You mentioned you saw the ads online or on social media, where have you see them?*

Please select all that apply.

- YouTube
- Facebook
- Instagram
- Yahoo
- Google
- Pandora
- Spotify
- Online magazines (specify)
- Anywhere else (specify)
- Can't remember

**ASK CAMPAIGN AWARE**

*P2. Thinking about these ads, did anyone (a friend, family member, or someone you follow online) send or share them with you? Did you see someone mention the campaign online?*

Please select all that apply.

- Yes – a friend
- Yes – a family member
- Yes – someone I follow online
- No – MUTUALLY EXCLUSIVE RESPONSE

**IF YES AT P2 (CODES 1-3)**



P2a And did you share or like the ad yourself?

- Yes
- No

**ASK IF CAMPAIGNAWARE**

*P 3. How many times overall have you seen ads from this campaign (whether it be on TV, onlineout and about...)?*

- Once
- 2-3 times
- 4-5 times
- 6-10 times
- 11 or more times
- Can't recall / don't know

**ASK ALL**

*P 4. What do you think are the main messages of these ads? What information and ideas do you feel the ads were trying to communicate? Please be as specific as possible.*

Please type your response below.

*P 5. How do you feel about the ads?*

Please select one response.

**DP – CONSIDER IMAGES / ICONS**

- I like them a lot
- I like them a little
- Neither
- I didn't like them much
- I don't like them at all

*P 6. How clear and vivid is your "mental picture" of this ad?*

Please select one response only.

- Perfectly clear and vivid
- Quite clear and vivid
- More or less clear and vivid
- Vague / not distinct
- I have no image at all

**ASK ALL**





**P 7. Can you remember the 'name' of the campaign?**

Please type in the name or tag line

**ASK ALL**

**P 8. We are interested in your thoughts about these ads. For each of the following statements, please select how much you agree or disagree with them.**

Please select one response per statement.

**CAROUSEL STYLE**

**AD INVOLVEMENT**

**ROTATE**

- Strongly Disagree
  - Disagree
  - Neither Agree
  - Strongly agree
- The ad left me with a good feeling about physical activity / sports
  - The ad showed me some interesting activities I hadn't thought of
  - I feel motivated to find out more about different physical activities / sports
  - I am more likely to start doing / do more physical activity / sport because of this ad
  - The ad made me think that physical activity / sports could be more fun than I thought
  - I now know where to go for more information doing physical activity / sports because of this ad
  - I feel more confident to try physical activity / sports because of this ad
  - I feel all girls and young women should be more physically active for health and social reasons
  - Girls and young women of all fitness abilities can do physical activity / sport
  - I am more likely to encourage my daughters to start doing / do more physical activity / sport because of this ad

**ASK ALL**

**P 9. Here are some more statements. For each, please select how much you agree or disagree with them.**

Please select one response per statement.

The ads...

**AD INVOLVEMENT**

**ROTATE**



- Strongly Disagree
- Disagree
- Neither
- Agree
- Strongly agree
  - Are believable in what they portray or say
  - Are informative
  - Is relevant to my situation
  - Are inspiring
  - Make me think more about how to participate in physical activity or sport
  - Are important for girls and young women to see/hear
  - Are important for parents to see/hear
  - Accurately reflect young Australian women

**ASK ALL**

***P10. This campaign is called 'Girls Make Your Move' and includes the advertising as well as a website and some social media activity.***

Have you heard or interacted with any of the following?

Please select all that apply.

**[ROTATE]**

- Yes heard of only
- Yes and visited / been to
- No
  - The Girls Make Your Move website - WEBSITE (1/2)
  - The Girls Make Your Move Instagram account - INSTAGRAM (1/2)
  - The Girls Make Your Move Facebook account - FACEBOOK (1/2)
  - The Girls Make Your Move Snapchat filters or lens - SNAPCHAT (1/2)
  - Department of Health Twitter account - TWITTER (1/2)
  - Department of Health YouTube page (with the Girls Make Your Move videos) - YOUTUBE (1/2)
  - Any other Girls make your move information (specify)

***P10a. You mentioned that you have heard or interacted with other 'Girls Make Your Move' information.***

What is that information?

**OPEN ENDED TEXT BOX**



**ONLINEINTERACT= CODES 1 OR 2 FOR CODES 1-4, 6-7 ABOVE**

**ASK ALL**

*P 11. Have you..? Please select all that apply*

- Shared or liked the ads / website via social media, (Facebook, Twitter, Instagram, YouTube)
- Followed 'Girlsmakeyourmove' on Instagram
- Followed 'Girlsmakeyourmove' on Facebook
- Shared the ads / website via email / text message / Facebook messenger, Snapchat etc.
- Used #Girlsmakeyourmove or #girlsmove
- Watched the ads or videos on YouTube
- Commented on the ads or videos (on Facebook, Instagram etc)
- Tagged a friend on one of the social media ad / campaign posts (like Facebook, Instagram)
- None of these

**ONLINEINTERACT**

*P12. How would you rate the following campaign resources and information ...?*

Please select one per row.

**[ROTATE]**

- Very useful
- Quite useful
- Neither
- Not useful
- Not at all useful
- Not sure / not applicable
  - WEBSITE/YOU TUBE - Video ads
  - WEBSITE -Tips on how to get started
  - WEBSITE/YOU TUBE - Video stories from other girls
  - WEBSITE - Suggested activities – ideas on what to do
  - WEBSITE - Links to other useful sites / resources
  - IF INSTAGRAM - The @Girlsmakeyourmove Instagram account
  - IF FACEBOOK - The Facebook account, including event pages
  - IF SNAPCHAT - Snapchat filters
  - IF TWITTER - The Department of Health Twitter account

**OTHER BEHAVIOUR**



## **ASK CAMPAIGN AWARE**

*P 13. As a result of seeing / hearing these ads, have you done any of the following?*

Please select all that apply.

### **ROTATE**

- Talked to friends about doing more physical activity / sports
- Thought about ways to be more physically active
- Started doing some / more physical activity / sports
- Looked up information about different physical activity / sports
- Posted / uploaded a photo of you doing physical activity on social media
- Shared activities (i.e. run, workout session, cycle etc) on an app / social media
- Talked to friends about the advertising
- Talked to daughters about doing more physical activity / sports
- Signed up / enrolled your daughters in physical activity classes
- Downloaded the free 30 day YMCA voucher
- Looked for a smartphone app to help me find more activities to get involved in
- Anything else?
- None of these

### **FURTHER DEMOS**

And finally a few questions to help us understand your answers.

*P 14. How often do you visit / use the following?*

Please select one response per row

### **ROTATE**

- Never
- Less than once a month
- Every 2-4 weeks
- Once a week
- 2-3 times a week
- 4-7 times a week
- Daily or more
- Internet (on a desktop / laptop)
- Internet (on mobile phone)
- Facebook
- Instagram



- Twitter
- YouTube
- Snapchat
- Girlfriend online website or Facebook page

## **FURTHER DEMOS**

And just a few more questions to help us understand your responses.

## **ADULT DEMOS**

***D 1. Which of the salary brackets does your total annual household income fall into, (gross, before tax)?***

Please select one of these.

- Under \$29,999
- \$30,000 to \$69,999
- \$70,000 - \$109,999
- \$110,000 - \$149,999
- \$150,000 and above
- Don't know
- Refused

***D 2. Which of the following best describes your personal working situation?***

Please select those that best apply.

- Employed full-time
- Employed part-time
- Unemployed
- Retired or on a pension
- A full-time student
- Engaged in home duties
- Other (Specify)
- I'd rather not say

## **CHECK QUOTAS.**

***D 3. Are you of Aboriginal or Torres Strait Islander origin?***

Please select one response only

- Yes - ATSI
- No

***D 4. Do you speak a language other than English at home?***



Please select one response only

- Yes - CALD
- No

**ASK IF CALD**

*D 5. What other languages do you or people in your household speak?*

Please select all that apply

- Arabic
- Bahasa
- Bosnian
- Cantonese
- Croatian
- Dutch
- Farsi
- Filipino
- French
- German
- Greek
- Hindi
- Hungarian
- Italian
- Khmer
- Korean
- Macedonian
- Maltese
- Mandarin
- Polish
- Portuguese
- Russian
- Serbian
- Sinhalese
- Somali
- Spanish
- Tamil
- Turkish
- Urdu



- Vietnamese
- A language other than those listed above (specify)
- None of these

**D 6. Does [INSERT NAME] have a disability or physical impairment that makes it hard for her or stops her doing physical activity or sport?**

Please select one response only

- Yes - DISABILITY
- No

#### **ASK IF CHILD AT SCHOOL**

**D 7. What type of school does [INSERT NAME] attend?**

Please select one of these.

- A Government school
- A Catholic school
- Another Independent school / Private school
- A Sports school
- Other (specify)
- Doesn't go to school
- Not sure

#### **ASK IF AT SCHOOL**

**D 8. What year is [INSERT NAME] in at school?**

Please select one only.

- Grade/Year 4
- Grade/Year 5
- Grade/Year 6
- Grade/Year 7
- Grade/Year 8
- Grade/Year 9
- Grade/Year 10
- Grade/Year 11
- Grade/Year 12

Do you have any female children aged 12-19 that may be willing to participate in a survey about physical activity and sports?

- Yes (you will receive another survey invitation in the near future, please enter your email address:)



- No

## **CLOSING**

Thank you for taking part in this important survey.

**NOTE ADD QUESTION ABOUT HAVING GIRLS AGED 12-19. TO COLLECT ID AND RESEND GIRLS SURVEY.**