



Evaluation of the 2016 'Girls Make Your Move' Physical Activity for Young Women Campaign

Appendix

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Australian Government Department of Health

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APPENDIX A: SAMPLE PROFILE

Sample profiles

Girl's survey sample profile

	BM (Feb'16) %	BM (Feb'16) Sample size	W1 (Apr'16) %	W1 (Apr'16) Sample size
N=	1020	1020	1016	1016
Age				
12-14yrs	32%	240	32%	233
15-17yrs	41%	400	41%	406
18-19yrs	27%	380	27%	377
Special audiences				
Culturally and linguistically diverse audiences	29%	292	31%	330
Disability	10%	113	11%	107
Aboriginal and Torres Straight Islanders	2%	24	4%	33
Location				
Metro	73%	740	73%	794
Regional	27%	280	27%	222
Current status				
At primary school	1%	7	1%	7
At secondary/high school/college	70%	622	74%	669
At a university or TAFE	22%	287	20%	273
Working	6%	76	3%	45
Times doing 30mins of physical activity per week				
Less than once a week	10%	120	11%	124
One to two times a week	29%	298	26%	272
Three to four times a week	32%	329	34%	346
Five or more times a week	29%	273	29%	274
12-14yrs	32%	240	32%	233



APPENDIX B: GIRLS QUESTIONNAIRE

POST-CAMPAIGN QUESTIONNAIRE

- N=1000 females aged 12-19
- N=800 parents of females aged 12-19
- N=200 females aged 20-21

Audience group

- Total n=1800
- Females aged 12-19 n=1000
- Parents of females aged 12-19 n=800
- Females aged 12-14, n=200
- Females aged 15-17, 18-19 n=350
- Parents of females aged 12-14,15-17,18-19 n=200
- Females aged 20-21 n=200 (quota)

CALD and ATSI will be included as per population representation. Expect circa 20% CALD.

PARENTAL APPROVAL: Ensure parental approval for individuals aged under 18 years old going direct to parents to ask approval for their child to complete the survey.

ALLOW MULTIPLE HOUSEHOLD (CHILD AND PARENT).

CHILD TO ANSWER SURVEY THEMSELVES

INTRODUCTION

- 12-21 year olds, APPROACHED THROUGH PARENTS, INTRO 1 AND THEN INTRO 2
- 18-21 year olds– DIRECT TO PANELLISTS, INTRO 2
- 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 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.

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 15-17 year old
- Yes, the 18-19 year old
- Yes, the 20-21 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. They can click on the same link and press next to continue to the survey. If they can't do it now they can still click on the same link and click next 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

S 1. Are you?

Please select one response only

- Male – TERMINATE
- Female

ASK ALL

S 2. 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.

If your parent approves can you please type in their full name and contact number below:

Name of approving parent:

Contact number:

S 3. 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

- SHOW SCHOOL 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 ALL EXCEPT SCHOOL Yes
- No, don't participate in any physical activities



PASPORTS=1-4 SELECTED.

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
- Bushwalking/hiking
- Dancing
- Rugby
- Aussie Rules Football
- Oz Tag
- Gymnastics or calisthenics
- Hockey
- Jogging/running
- Martial arts
- Netball
- Pilates/Yoga
- Roller blading/Skateboarding
- Soccer (indoor or outdoor)
- Swimming
- Other water sports (diving/water polo/surfing)
- Tennis
- Walking (including walking to school/uni/work/home/as exercise)

IF SCHOOL:

- PE (physical education) class at school – compulsory
- Personal training



- Other (please specify?)
- Other (please specify?)
- 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
- 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.

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)

SR

- 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

SR

- 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]

MR

- 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

SR

- 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

Q15. 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? Have done / Currently do, Might do, Neither, Unlikely to do, Definitely won't do.

Please select one response for each activity.

GRID

ROTATE

- 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 Strongly agree, Somewhat agree, Don't agree or disagree, Somewhat disagree, Strongly disagree with these statements.

Please select one response per row.

CAROUSEL

ROTATE

- 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 Strongly agree, Somewhat agree, Don't agree or disagree, Somewhat disagree, Strongly disagree with these statements.

Please select one response per row.

CAROUSEL

- 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.

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

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
- Yes online – VIDEO AWARE
- Yes on social media – VIDEO AWARE
- Yes but not sure where I saw it – VIDEO AWARE
- 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

PRINT. SHOW MONTAGE.

*PRA. Do you recall seeing any of these or versions of these **print ads in magazines?**
Please select one response only.*

- Yes, I've seen at least one of these before – PRINTAWARE
- 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, the ads - SMAWARE



- Yes, promotional stories/posts - SMAWARE
- Not sure
- No have definitely not seen any of these

CAMPAIGNAWARE=VIDEO AWARE OR PRINT AWARE OR DIGITAL AWARE, OUTDOOR AWARE OR SM AWARE.

ASK IF SAW ANY ONLINE/DIGITAL/SOCIAL MEDIA 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, Facebook friend, or someone you follow) send or share them with you?

Please select one response only.

- Yes
- No

P3. How many times overall have you seen ads from this campaign (whether it be on TV, online, in a magazine, 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.

P 5. How do you feel about the ads?

Please select one response.

- 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

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 Strongly disagree, Disagree, Neither, Agree, Strongly agree with them.

Please select one response per statement.

CAROUSEL STYLE

ROTATE

- 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

ASK ALL

P 9. Here are some more statements. For each, please select how much you Strongly disagree, Disagree, Neither, Agree, Strongly agree with them.

Please select one response per statement.

The ads

ROTATE

- 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

P 10. 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.

	Yes heard of only	Yes and visited/been to	No	CODE AS
The Girls Make Your Move website	1	2	9	WEBSITE (1/2)
The Girls Make Your Move Instagram account	1	2	9	INSTAGRAM (1/2)
Department of Health Twitter account	1	2	9	TWITTER (1/2)
Department of Health YouTube page (with the Girls Make Your Move videos)	1	2	9	YOUTUBE (1/2)
Any other Girls Make Your Move information (specify)	1	2	9	



ONLINEINTERACT= CODES 1 OR 2 FOR CODES 1-4 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
- 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?

Please select one per row.

The video ads

Tips on how to get started

Video stories from other girls

Suggested activities – ideas on what to do

Links to other useful sites/resources

The @Girlsmakeyourmove Instagram account

The Twitter account

Row options

- Very useful 5
- Quite useful 4
- Neither 3
- Not useful 2
- Not at all useful 1
- Not sure/not applicable 99



ASK CAMPAIGN AWARE

P13. 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
- 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
- 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? 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.

Please select one response per row

ROTATE

- Internet (on a desktop/laptop)
- Internet (on mobile phone)
- Facebook
- Instagram
- Twitter
- YouTube
- Snapchat



P15. How often do you read the following? Never, Rarely, Occasionally but not every issue, Often most issues, Every issue

Please select one response per row

ROTATE

- Cosmopolitan
- Dolly
- Elle
- Famous
- Girlfriend
- OK!
- Frankie

ASK IF AT SCHOOL

D 1. 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
- 97. Other (specify)Don't go to school
- 99. Not sure

ASK IF AT SCHOOL

D 2. 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