

DEPARTMENT OF HEALTH

***GIRLS MAKE YOUR MOVE* CAMPAIGN
EVALUATION RESEARCH**

COMPREHENSIVE EVALUATION REPORT – FINAL

(APPENDICES)

Appendix A: KPI Framework

KPI Framework

The KPI Framework used to evaluate Phase 3 of the *Girls Make Your Move* campaign has been detailed in the table below.

Table 1: KPI framework

SHORT TERM KEY PERFORMANCE INDICATORS
<p>KPI 1: AWARENESS (0-100 index points) Calculated as an average of KPI 1a, KPI 1b and KPI 1c</p>
<p>The 'awareness' index measure has the property that a score of '0' indicates complete lack of awareness of / strong disagreement with the items covered in the relevant questions, while a score of '100' indicates awareness of / strong agreement with all of the items covered (i.e. complete awareness).</p>
<p>KPI 1a: Awareness of the benefits Calculated as a sum of index points allocated to:</p> <ul style="list-style-type: none"> ◆ Q26. What are the main benefits or positives of being physically active for you personally? Please select up to five options. (Focus on benefits emphasised in key messaging in Phase 3 – Is fun and enjoyable, Improves your mood and mental alertness / health, Feels good to do it, Helps your self-confidence, Can have fun with friends / family, Increased strength, stamina and flexibility, Improves your fitness and heart health, Feeling energised / increased energy) <ul style="list-style-type: none"> ▪ Allocated 0-20 index points – 0 index points if not aware of any listed benefits, and up to 20 index points if aware of all listed benefits. ◆ Q25. Below are some statements about being physically active and doing physical activity and sport. Please tell us how much you agree or disagree with these statements. Q25.6 Physical activity makes you feel good about yourself Q25.10 Being physical active is important for good health Q25.11 Being physical active is important for your mental health <ul style="list-style-type: none"> ▪ Transformed into 0-80 index points – 0 index points if 'strongly disagree' and 80 index points if 'strongly agree'.
<p>KPI 1b: Awareness of the range of activities and sport available Calculated as an average of index points allocated to:</p> <ul style="list-style-type: none"> ◆ Q25.7 There is a type of physical activity / sport to suit everyone ◆ NEW STATEMENT: Q25.12 There are many ways to be physically active <ul style="list-style-type: none"> ▪ Transformed into 0-100 index points – 0 index points if 'strongly disagree' and 100 index points if 'strongly agree'.
<p>KPI 1c: Awareness of the ease of access to activities and sport Calculated as an average of index points allocated to:</p> <ul style="list-style-type: none"> ◆ Q25.3 Physical activity / sport is good to do with friends or family ◆ Q25.4 Physical activity / sport can be done on your own ◆ Q25.8 Physical activity is just as much for girls as boys

- ◆ **NEW STATEMENT:** Q25.13 It's easy to find an activity / sport that works for you
- ◆ **NEW STATEMENT:** Q25.14 It's easy to find time do physical activity / sport
 - Transformed into 0-100 index points – 0 index points if 'strongly disagree' and 100 index points if 'strongly agree'.

SHORT TERM KEY PERFORMANCE INDICATORS

KPI 2: CALL-TO-ACTION (0-100 index points)

Calculated as an average of KPI 2a, KPI 2b and KPI 2c

The call-to-action index measure has the property that a score of '**0**' indicates **no actions** undertaken as a result of campaign exposure, and **no interaction** with the campaign website / social media. A score of '**100**' indicates all respondents have **undertaken all actions** covered, and **interacted with campaign** website / all social media content.

KPI 2a: Actions taken as a result of campaign exposure

Calculated as a sum of index points allocated to:

- ◆ Q47. As a result of seeing / hearing these ads, have you done any of the following?
[LIST: Nothing, 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]
- Allocated 0-100 index points – 0 index points if no exposure or no action undertaken, and up to 100 index points if all actions listed were undertaken.

KPI 2b: Engagement with the campaign website / social media

Calculated as a sum of index points allocated to:

- ◆ Q45. Have you heard or interacted with any of the following?
[LIST: The *Girls Make Your Move* website, The *Girls Make Your Move* Instagram account, The *Girls Make Your Move* Facebook account, The *Girls Make Your Move* Snapchat filters or lens, Social Media Influencers on Facebook or Instagram who have promoted *Girls Make Your Move*, The *Girls Make Your Move* YouTube page (with *Girls Make Your Move* videos)]
- Allocated 0-50 index points – 0 index points if no interaction with any social media content, and up to 50 index points if interacted with all social media content listed.
- ◆ Q46. Have you...?
[LIST: Shared or liked the ads / website via social media, (Facebook, 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), Shared, liked or commented on a post by a Social Media Influencer on Facebook or Instagram who have promoted *Girls Make Your Move*, None of these]
- Allocated 0-50 index points – 0 index points if no action undertaken as a result of campaign exposure, and up to 50 index points if all action listed were undertaken.

SHORT TERM KEY PERFORMANCE INDICATORS

KPI 3: INTENTIONS (0-100 index points) Calculated as an average of KPI 3a and KPI 3b

The intentions index measure has the property that a score of **'0'** indicates strong intentions to **do less** physical activity / being very unlikely to seek information about different types of physical activity. Conversely, a score of **'100'** indicates strong intentions to **do more** physical activity / to seek information about different physical activity.

KPI 3a: Intentions to participate in physical activity and sport

- ◆ Q13. Do you think you will increase your physical activity in the next 6 months? [adjusted by Q6. How often do you do any physical activity or sport for at least 30 minutes at a time?]
- Allocated 0-100 index points – 0 index points if no intention to increase activity to more than 'less than once a week', and up to 100 index points if are currently active 'three or more times a week' and intend to maintain or increase this level.

KPI 3b: Intentions to seek information about types of physical activity available

- ◆ **NEW QUESTION:** Q49. Thinking about the next 6 months, how likely are you to seek information about different types of physical activity / sports available?
- Transformed into 0-100 index points – 0 index points if 'very unlikely' to seek information, and 100 index points if 'very likely'.

LONGER TERM KEY PERFORMANCE INDICATORS

KPI 4: ATTITUDES (0-100 index points) Calculated as an average of KPI 4a, KPI 4b, KPI 4c and KPI 4d

The attitude index measure has the property that a score of **'0'** indicates **strong disagreement** with items covered in the relevant questions, **high perceived barriers** to participating in sport and **low levels of confidence** / ability to do new / more physical activity. Conversely, **'100'** indicates **strong agreement** with items covered in the relevant questions, **no perceived barriers** and **high levels of confidence** / ability to do new / more physical activity.

KPI 4a: Attitudes towards participating in physical activity and sport

Calculated as an average of index points allocated to:

- ◆ Q25.1 Physical activity is fun
- ◆ Q25.2 Playing sport is fun
- ◆ Q25.9 It is important for girls / women my age to be physically active
 - Transformed into 0-100 index points – 0 index points if 'strongly disagree' and 100 index points if 'strongly agree'.

KPI 4b: Barriers to participating

- ◆ Q27. 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 options.
 - Allocated 0-100 index points – 100 index points if selected 'Nothing', and 20 index points deducted from 100 per barrier selected.

KPI 4c: Confidence to participate (try something new)

- ◆ Q15. When it comes to physical activity or sport, how confident do you feel trying something new?
 - Transformed into 0-100 index points – 0 index points if ‘Not at all confident’ and 100 index points if ‘very confident’.

KPI 4d: Ability to participate

- ◆ Q16. If you wanted to be more physically active how easy would it be for you to do more?
 - Transformed into 0-100 index points – 0 index points if ‘very difficult’ and 100 index points if ‘very easy’.

LONGER TERM KEY PERFORMANCE INDICATORS**KPI 5: BEHAVIOURS (0-100 index points)****KPI 5: Participation in physical activity and sport**

- ◆ Q6. How often do you do any physical activity or sport for at least 30 minutes at a time?
 - Transformed into 0-100 index points – 0 index points if ‘less than once a week’ or ‘do not do any physical activity or sport’, and 100 index points if ‘five or more times a week’.

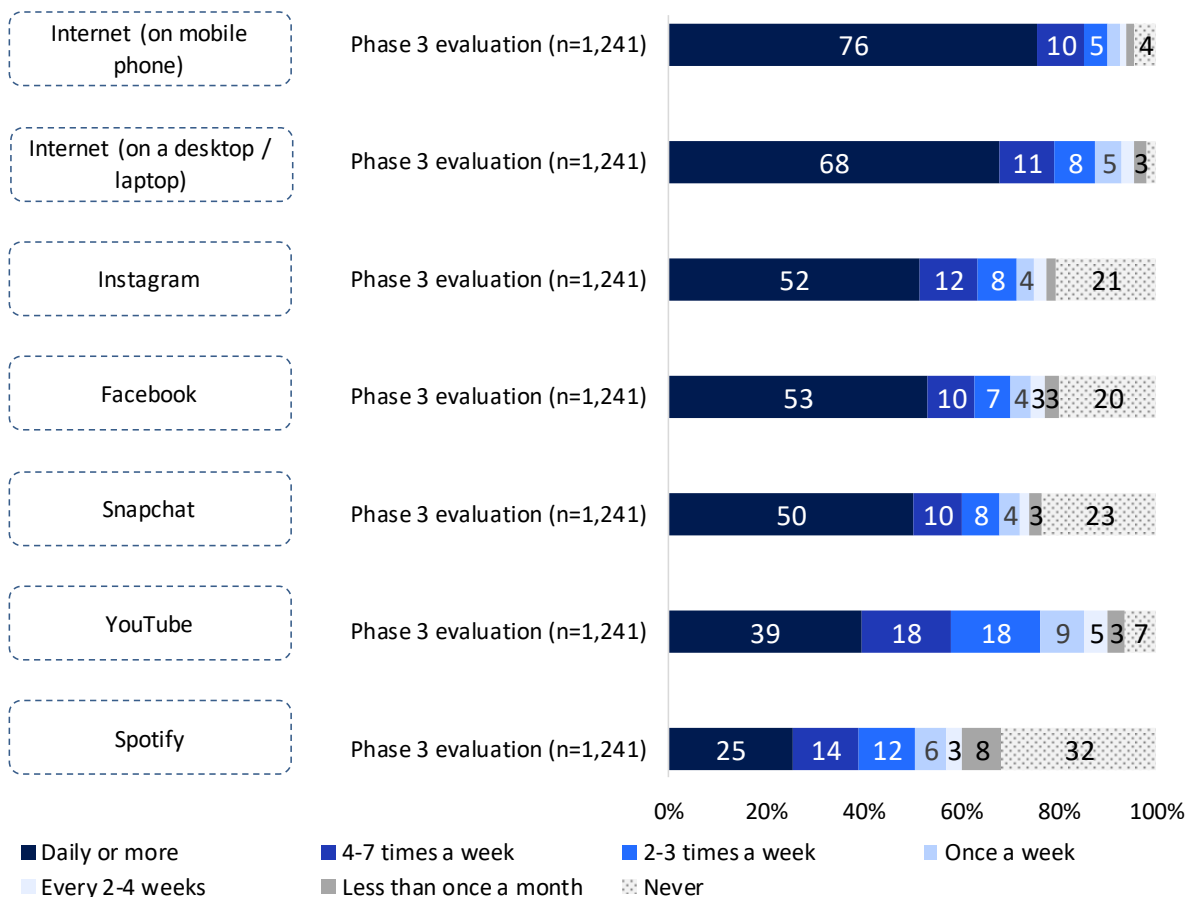
Appendix B: Demographic profiles

Girls aged 12-21 and aged 22-24

Below are the demographic profile of girls aged 12-21 and 22-24 in the Phase 3 evaluation survey.

Figure 1: Frequency of internet access and social media use – girls aged 12-21

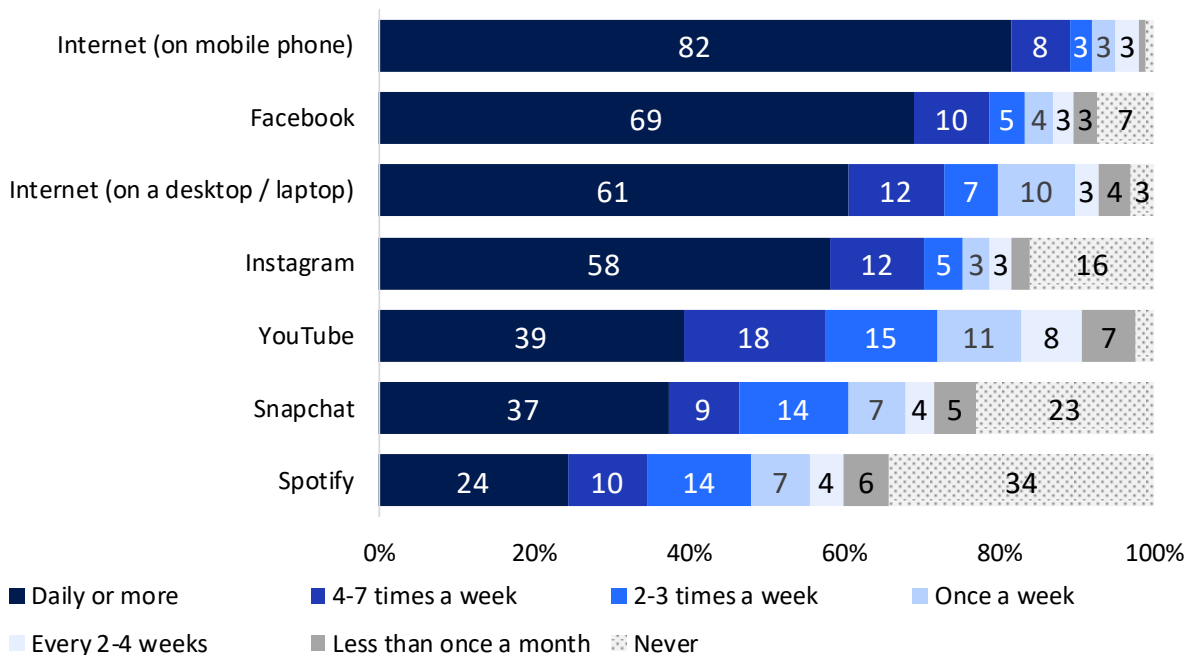
(Base: Girls aged 12-21)



Q50. How often do you typically visit / use...

Figure 2: Frequency of internet access and social media use – girls aged 22-24

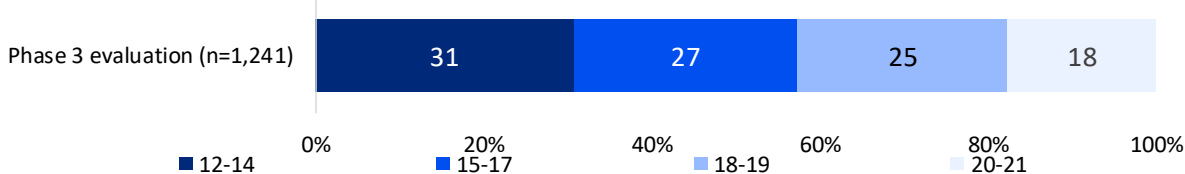
(Base: Girls aged 22-24, Phase 3 evaluation n=216)



Q50. How often do you typically visit / use...

Figure 3: Age breakdown of girls aged 12-21

(Base: Girls aged 12-21, Phase 3 evaluation)



Q2. How old are you?

Figure 4: State / territories

(Base: Girls aged 12-24)

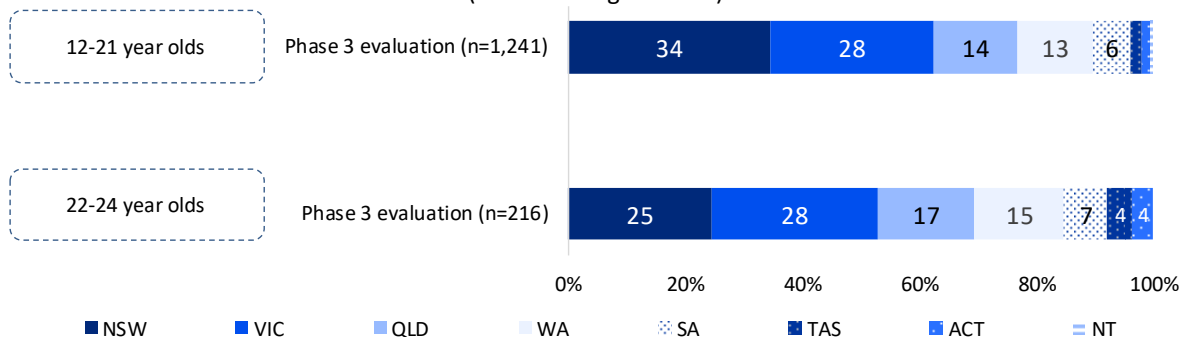


Figure 5: Remoteness areas

(Base: Girls aged 12-24)

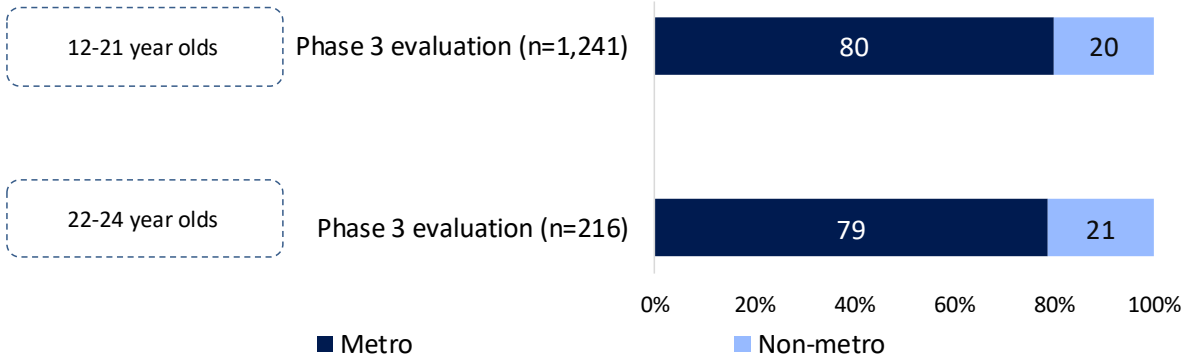
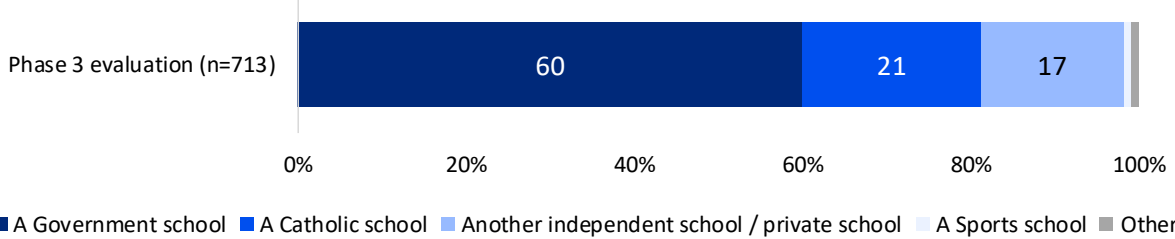


Figure 6: Type of school attended

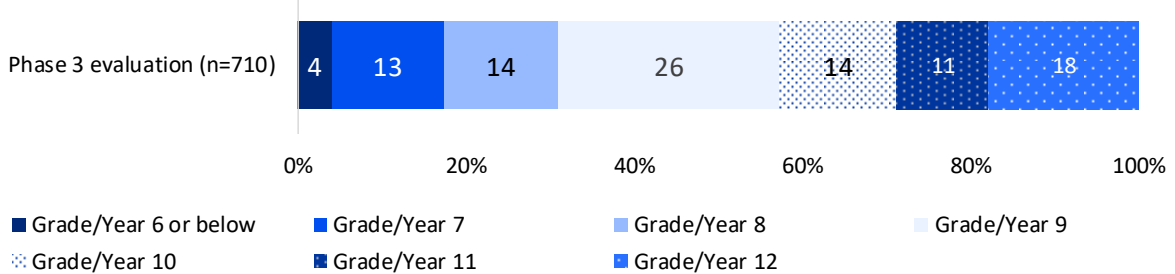
(Base: Girls aged 12-21 that were attending school)



Q51. What type of school do you attend?

Figure 7: School year level / grade

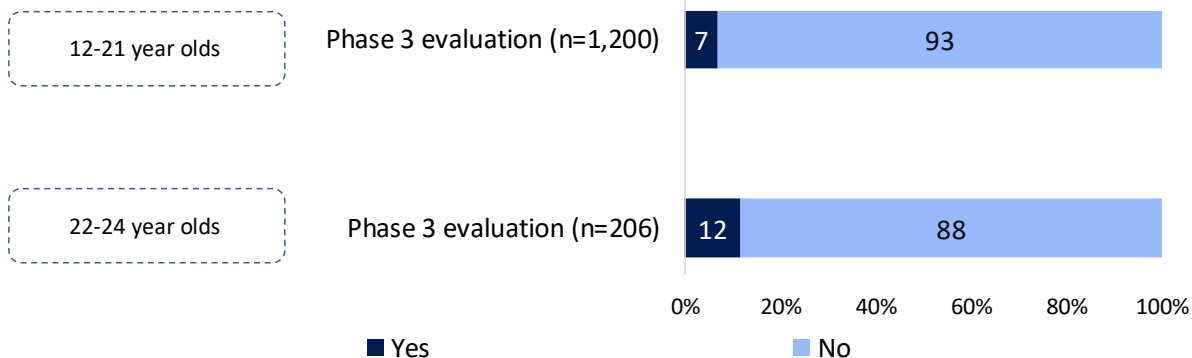
(Base: Girls aged 12-21 that were attending school)



Q52. What school year level / grade are you in?

Figure 8: Whether they have a disability that would limit their ability to do physical activity or sport

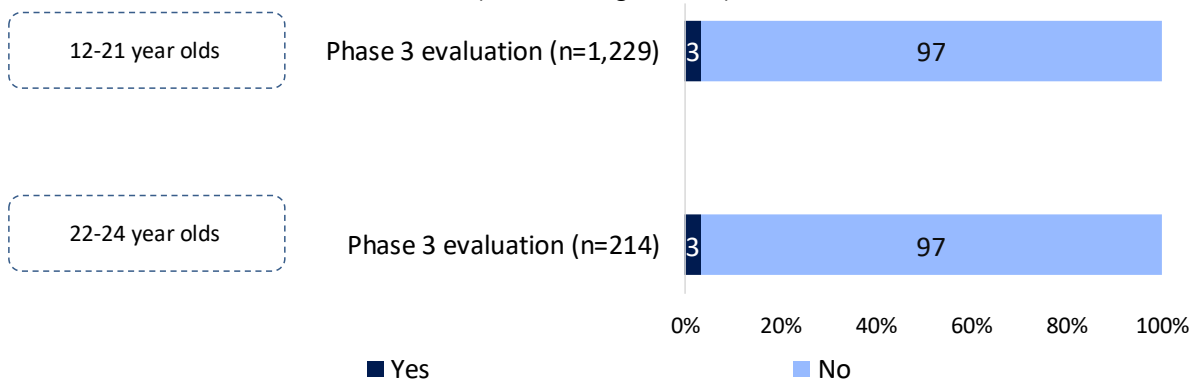
(Base: Girls aged 12-24)



Q53. Do you have a disability that would limit your ability to do physical activity or sport?

Figure 9: Aboriginal or Torres Strait Islander status

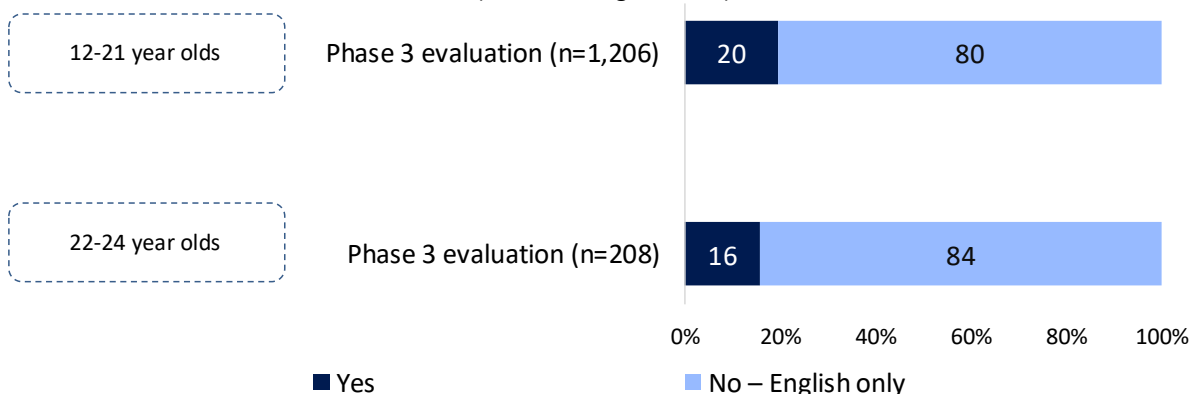
(Base: Girls aged 12-24)



Q54. Are you of Aboriginal or Torres Strait Islander origin?

Figure 10: Whether a language other than English is spoken at home

(Base: Girls aged 12-24)



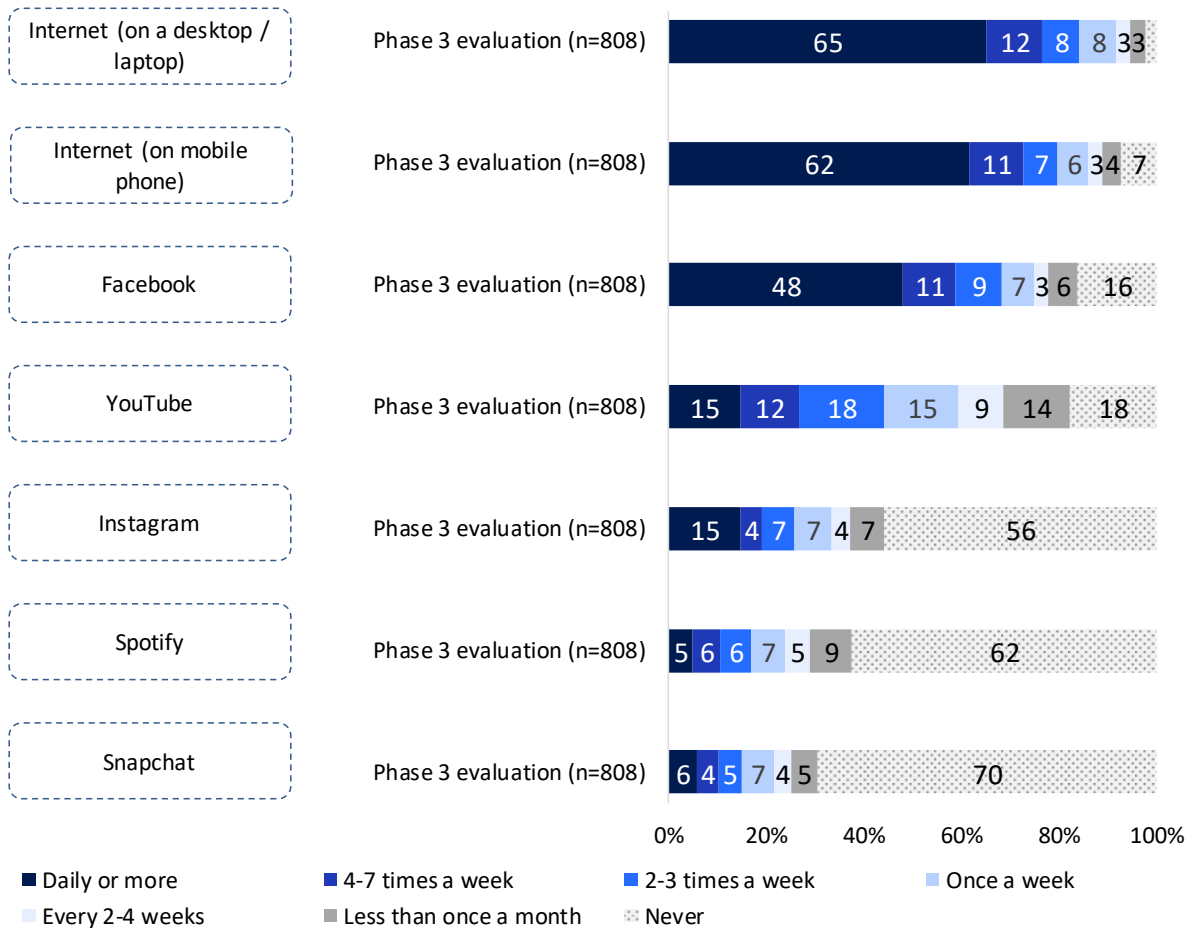
Q55. Do you or your parents speak a language other than English at home?

Parents of girls aged 12-19

Below are the demographic profile of the parents of girls aged 12-19 in the Phase 3 evaluation survey.

Figure 11: Frequency of internet access and social media use

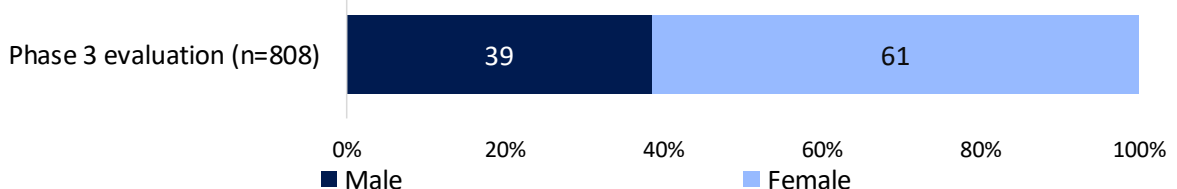
(Base: Parents of girls aged 12-19)



Q50. How often do you typically visit / use...

Figure 12: Gender

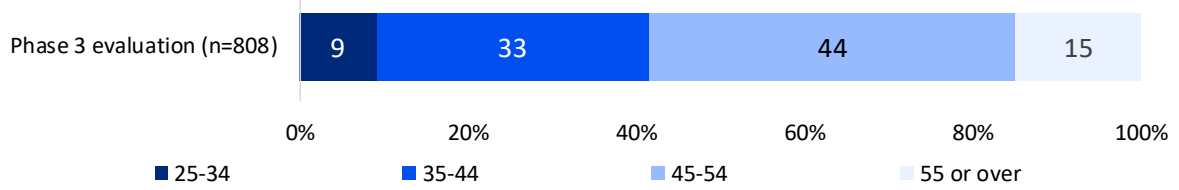
(Base: Parents of girls aged 12-19)



Q1. Are you...

Figure 13: Age

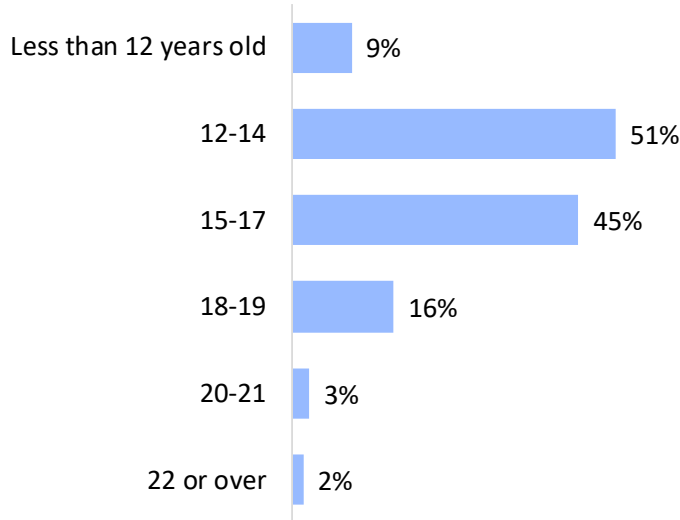
(Base: Parents of girls aged 12-19)



Q2. To which of the following age categories do you belong?

Figure 14: Ages of female children that live with the parent

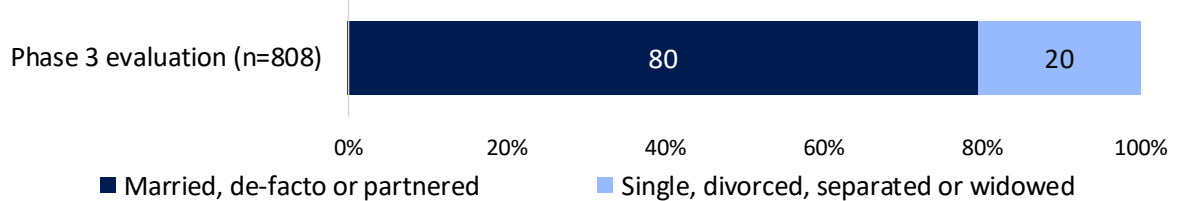
(Base: Parents of girls aged 12-19, Phase 3 evaluation n=808) (Multiple response)



Q5. And how old are these female children? Please select all that apply

Figure 15: Relationship status of the parent

(Base: Parents of girls aged 12-19)



Q6. Which of the following best describes you?

Figure 16: States / territories

(Base: Parents of girls aged 12-19)

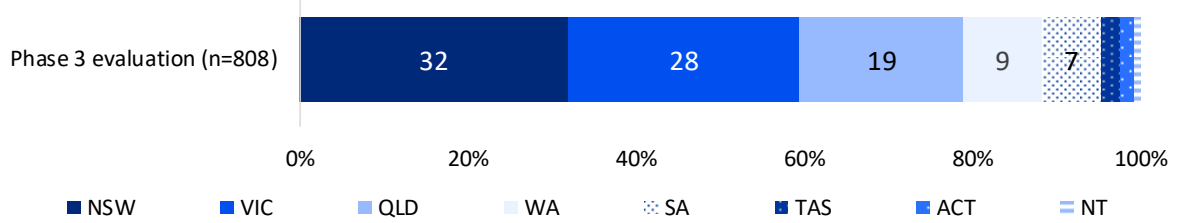


Figure 17: Remoteness areas

(Base: Parents of girls aged 12-19)

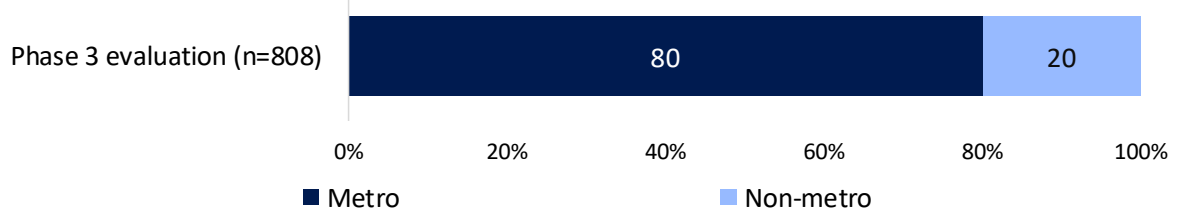
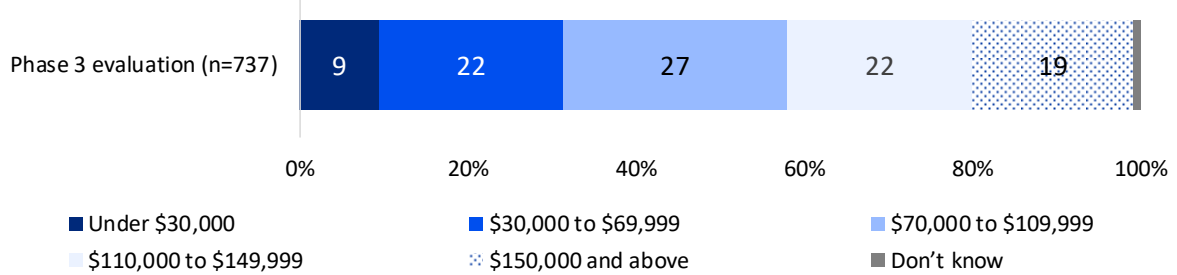


Figure 18: Household income

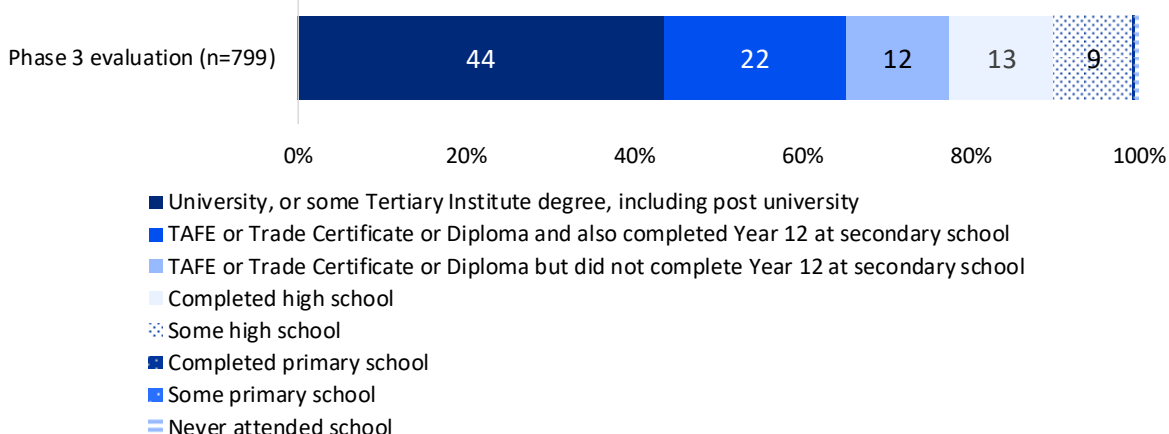
(Base: Parents of girls aged 12-19)



Q51. Which of the following salary brackets does your total annual household income fall into (gross, before tax)?

Figure 19: Highest level of education

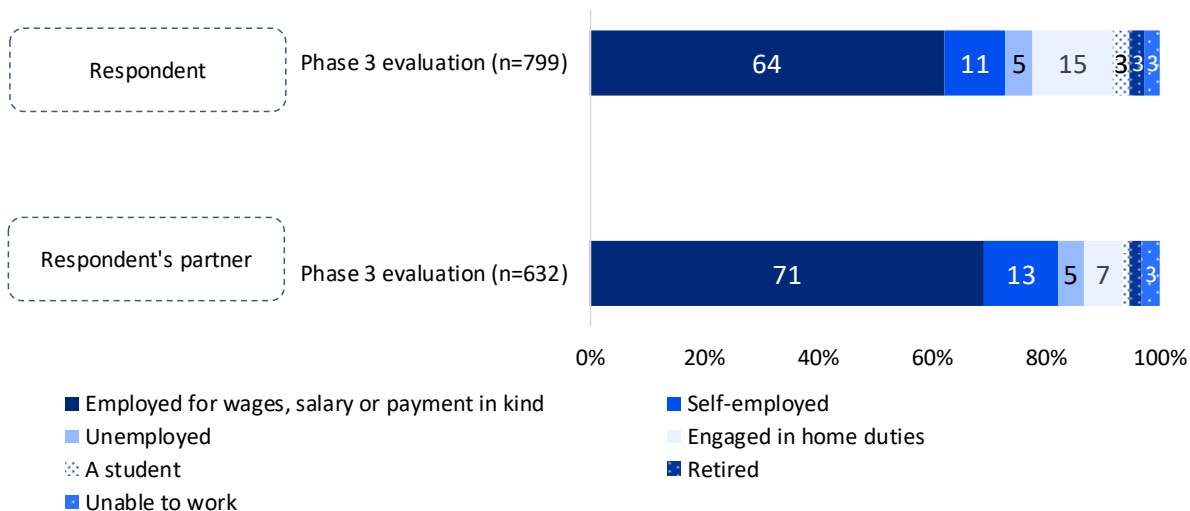
(Base: Parents of girls aged 12-19)



Q52. What is the highest level of education that you have completed? Please select one only.

Figure 20: Employment status

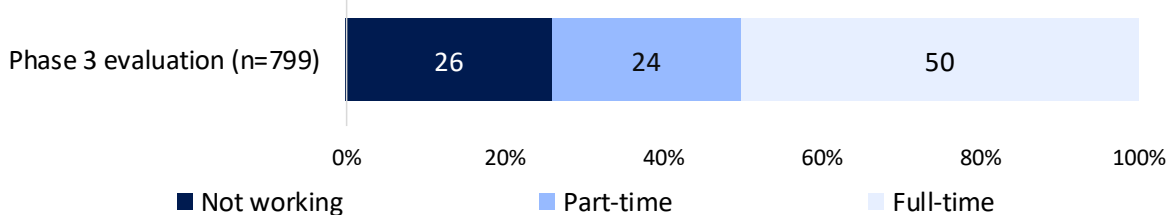
(Base: Parents of girls aged 12-19; parents that are partnered)



Q53. Which of these best describes your and your partner's current main activity? Are you...? Please select all that apply.

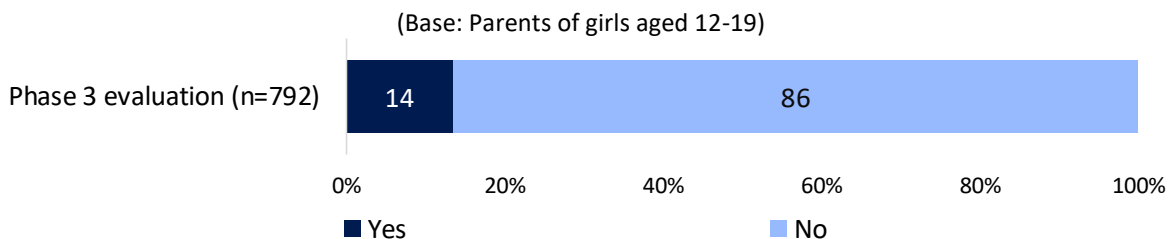
Figure 21: Employment status – hours worked

(Base: Parents of girls aged 12-19)



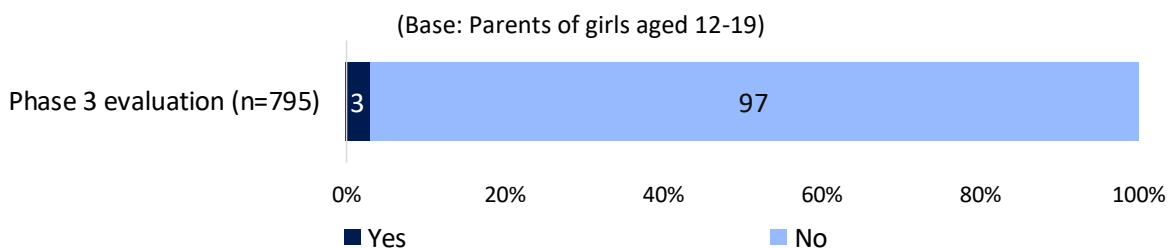
Q54. How many hours do you usually worked per week in your job(s)?

Figure 22: Whether any female children aged 12-19 have a long-term disability, health condition or injury



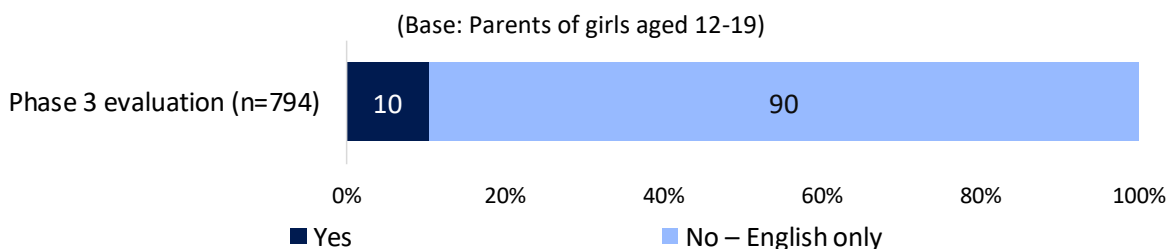
Q55. Do any of your female children aged 12-19 years have a disability, health condition or injury that has lasted or is likely to last, 6 months or more which restricts their everyday activities?

Figure 23: Aboriginal or Torres Strait Islander status



Q56. Are you of Aboriginal or Torres Strait Islander origin?

Figure 24: Whether a language other than English is spoken at home



Q57. Do you speak a language other than English at home?

Appendix C: Questionnaires

Girls / Young women post-campaign survey questionnaire

May 2018

Thank you for agreeing to participate in this survey.

The survey is being conducted by ORIMA Research, an independent social research company, on behalf of the Australian Government Department of Health. The purpose of the survey is to find out what you think about physical activity and sport and what you do and don't do.

The survey should take around 20 minutes to complete.

Your participation in the survey is voluntary and the information and feedback you provide will be treated as private and confidential. Your parents will have no access to your answers unless you want them to. No individual will be able to be identified from the research results.

[In online survey, do not show following section heading labels to respondents – specify only Section B, Section C etc.]

Screening questions

1. Are you...

1. Male **THANK AND END**
2. Female

2. How old are you? Please type your age in whole numbers (i.e. if you are 16 years old, please type in 16 below)

IF Q2<12 OR Q2>24 THANK AND END

3. What is the postcode of your home address?

ACCEPT VALID AUSTRALIAN POSTCODES ONLY

4. And are you...?

1. At primary school
2. At secondary / high school / college
3. At university or TAFE
4. Working
5. Other (please specify)

IF Q4=1 THEN CODE AS PRIMARY

IF Q4=2 THEN CODE AS SECONDARY

IF Q4<3 THEN CODE AS SCHOOL

5. [RESERVED]

['Thank and end' script:

Thank you for answering these initial questions. Unfortunately, you are not part of the target audience for this survey. Thanks again for your interest in participating.

Survey continuation script:

Thank you for answering these initial questions. We are pleased to confirm that you are part of the target audience for the survey.]

Physical activity

The next few 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.

6. How often do you do any physical activity or sport for at least 30 minutes at a time?
This may include walking to school, jogging, cycling, aerobics, dance, swimming laps, school sports, tennis, 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.
 1. Less than once a week
 2. One to two times a week
 3. Three to four times a week
 4. Five or more times a week
 5. I don't do any physical activity or sport [GO TO Q10](#)

7. In the past 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 select all that apply. [\[Multiple response\]](#)
[RANDOMISE OPTIONS – KEEP CODE 21 AND 22 TOGETHER](#)
 1. Aerobics, fitness or gym activities – cardio
 2. Fitness or gym activities – muscle and toning
 3. Boxing
 4. Athletics, track and field
 5. Basketball

6. Bike riding / cycling / BMX
7. Bootcamp / fitness camps / group exercise
8. Bushwalking / hiking
9. Dancing
10. Rugby
11. AFL (Aussie Rules Football)
12. Oz Tag
13. Gymnastics or calisthenics
14. Hockey
15. Jogging / running
16. Martial arts
17. Netball
18. Pilates / yoga
19. Roller blading / skateboarding
20. Soccer (indoor or outdoor)
21. Swimming
22. Other water sports (diving / water polo / surfing / stand-up paddle boarding)
23. Tennis / squash / table tennis / badminton
24. Walking (including walking to school / uni / work / home / as exercise)
25. **ONLY SHOW IF SCHOOL:** PE (physical education) class at school – compulsory
26. Personal training
27. Baseball / softball
28. Beach volleyball
29. Cricket
30. Dragon boating / rowing
31. Ice skating
32. Rock climbing (indoor and outdoor)
33. Lawn bowls
34. Parkour
35. Roller derby
36. Triathlon
96. Other (please specify)
99. Don't know / can't remember

ASK Q8 AND Q9 IF SCHOOL

8. Would you say the physical activities or sports you do are...?
 1. Mostly at school

2. Half at school, half outside of school
 3. Mostly outside of school
9. And would you say the physical activities or sports you do are...?
1. Mostly compulsory (because your school / parents make you)
 2. Half compulsory, half voluntarily
 3. Mostly voluntarily (because you want or choose to)
10. 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?
1. Much more
 2. A little more
 3. About the same amount
 4. A little less
 5. Much less

ASK Q11 IF Q10=1-2

11. What influenced you to be more physically active? Please select all that apply. [Multiple response]

RANDOMISE OPTIONS

1. Advertising campaigns (please specify)
2. Compulsory school activities **ONLY SHOW IF SCHOOL**
3. Advice from a doctor / health professional
4. To lose / control weight
5. Improve health in general
6. To improve fitness
7. To join friends
8. To do something with your parents
9. Your parents are making you
10. You felt unhealthy
11. Someone bought / gave you a membership or classes
12. Training for a particular event
13. Tried something new and enjoyed it
96. Other (please specify)
99. Don't know / not sure

ASK Q12 IF Q10=3-5

12. Which of the following best describes the main reasons why you are NOT doing more physical activity? Please select all that apply. [Multiple response]

RANDOMISE OPTIONS

1. I would like to do more but don't have time to fit it in
2. I'm not very good at it
3. I'm a bit self-conscious when I'm active
4. I'm not sure how to participate
5. I prefer to spend my time doing other things
6. IF SCHOOL – We do less in school
7. IF 18 PLUS – Because I'm no longer at a school
8. I don't like / enjoy it
96. Other (please specify)
99. Don't know / not sure

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

1. Will do much more
2. Will do more
3. No, will do the same amount
4. Will do less
5. Will do much less
6. Don't know / not sure

ASK Q14 IF Q13=1-2

14. What are the reasons why you are thinking about increasing your physical activity? Please select all that apply. [Multiple response]

RANDOMISE OPTIONS – KEEP CODE 2 AND 3 TOGETHER

1. Advertising campaigns (please specify)
2. Compulsory school activities / sport at school ONLY SHOW IF SCHOOL
3. More school physical activities / sport available at school ONLY SHOW IF SCHOOL
4. Advice from a doctor / health professional
5. To lose / control weight
6. Improve health in general
7. To improve fitness
8. To join friends
9. To do something with your parents
10. Your parents are making you
11. You feel unhealthy
12. Someone bought / gave you a membership or classes

13. Training for a particular event
 14. Tried something new and enjoyed it
 15. The sport that I do is seasonal (only in winter / summer etc.)
 96. Other (please specify)
 99. Don't know / not sure
15. When it comes to physical activity or sport, how confident do you feel about trying something new?
1. Very confident
 2. Confident
 3. Moderately confident
 4. Not very confident
 5. Not at all confident
16. If you wanted to be more physically active, how easy would it be for you to do more?
1. Very easy
 2. Quite easy
 3. Neither
 4. Quite difficult
 5. Very difficult
17. [RESERVED]
18. [RESERVED]
19. [RESERVED]
20. [RESERVED]
21. [RESERVED]
22. [RESERVED]

Unprompted advertising recall

23. Over the past few months, have you seen or heard any advertising about being physically active, physical activity or sport especially for girls or young women?
1. Yes
 2. No [GO TO SECTION D](#)
 3. Don't know / not sure [GO TO SECTION D](#)

ASK Q24 IF Q23=1

24. What advertisements have you seen or heard?

Please describe it in as much detail as possible – if you've seen more than one, please mention them individually (one per box below)

Attitudes and perceptions

25. Below are some statements about being physically active and doing physical activity and sport. Please tell how much you agree or disagree with these statements.

RANDOMISE STATEMENTS

(STATEMENTS)

1. Physical activity is fun
2. Playing sport is fun
3. Physical activity / sport is good to do with friends and/or family
4. Physical activity / sport can be done on your own
5. Sport is competitive
6. Physical activity / sport makes you feel good about yourself
7. There is a type of physical activity / sport to suit everyone
8. Physical activity / sport is just as much for girls as boys
9. It is important for girls / women my age to be physically active
10. Being physically active is important for good health
11. Being physically active is important for your mental health
12. There are many ways to be physically active
13. It's easy to find an activity / sport that works for you
14. It's easy to find time to do physical activity / sport
15. Physical activity / sport should be done every day

(RESPONSE FRAME)

1. Strongly agree
2. Somewhat agree
3. Don't agree or disagree
4. Somewhat disagree
5. Strongly disagree

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

Please select up to five options. [Multiple response]

RANDOMISE OPTIONS

1. No benefits
2. Can help reduce stress, anxiety & depression
3. Is fun and enjoyable
4. Improves your mood and mental alertness / health

5. Positive body image
 6. Makes you feel like you have achieved something
 7. Feels good to do it
 8. Helps your self esteem
 9. Helps your self confidence
 10. Can have fun with friends / family
 11. Helps build teamwork and cooperation
 12. Can meet new people / friends
 13. Helps you keep a healthy body weight
 14. Helps you look good physically
 15. Can reduce the risk of chronic disease
 16. increased strength, stamina and flexibility
 17. Improves your fitness and heart health
 18. Feeling energised / increased energy
 96. Other (please specify)
 99. Don't know / not sure
27. 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 options. [\[Multiple response\]](#)
- RANDOMISE OPTIONS**
1. Nothing – I do as much physical activity as I need / want to
 2. It's embarrassing
 3. Not being fit / good enough
 4. It's not 'me'
 5. Don't like it
 6. Too competitive
 7. Got bored of what I was doing
 8. Feel like people will judge me
 9. Is too hard
 10. No transport options / no way to get there
 11. I have an injury
 12. I don't like the way I look when I do it
 13. Don't like getting sweaty
 14. I find it hard to get motivated
 15. Prefer to do other activities / interests
 16. I don't have time due to other commitments (study, school, work)
 17. I don't have time due to family commitments
 18. I don't have the right gear

- 19. Can't afford it (the cost)
- 20. I don't have anyone to do it with
- 21. My parents don't let me / don't encourage it
- 22. Don't know how to / where to
- 23. Isn't anything around that I can do / no facilities
- 24. My friends aren't doing it
- 25. I haven't found something I enjoy
- 26. My school doesn't offer what I'd like to do **ONLY SHOW IF SCHOOL**
- 27. I had a bad experience at school
- 96. Other (please specify)
- 99. Don't know / not sure

28. [RESERVED]

29. [RESERVED]

Campaign diagnostics

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.

SHOW TVC (30s)

30. Before today, do you recall seeing this video ad (or versions of this video ad)? Please select all that apply. [\[Multiple response\]](#)

RANDOMISE OPTIONS

- 1. Yes on TV
- 2. Yes online
- 3. Yes on social media
- 4. Yes at the cinema
- 5. Yes, but not sure where I saw it
- 6. Not sure
- 7. No, I have definitely not seen it

SHOW DIGITAL COMPILATION

30. Before today, do you recall seeing any of these ads (or versions of these ads) online?

- 1. Yes
- 2. Not sure
- 3. No, I have definitely not seen any of these

SHOW SOCIAL MEDIA COMPILATION

31. Before today, do you recall seeing any of these ads (or versions of these ads) on social media?

1. Yes
2. Not sure
3. No, I have definitely not seen any of these

SHOW OUTDOOR COMPILATION

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

1. Yes
2. Not sure
3. No, I have definitely not seen any of these

CAMPAIGN_AWARE=IF YES AT ANY OF Q30-Q33

ASK Q34 IF Q30=2-3 OR IF YES AT ANY OF Q31-Q32

33. You mentioned that you saw the ads online or on social media, where have you seen them? Please select all that apply. [Multiple response]

RANDOMISE OPTIONS

1. YouTube
2. Facebook
3. Instagram
4. Yahoo
5. Spotify
6. Online magazines (please specify)
96. Other (please specify)
99. Not sure / can't remember

ASK Q35 IF CAMPAIGN_AWARE

34. 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. [Multiple response]

RANDOMISE OPTIONS

1. Yes – a friend
2. Yes – a family member
3. Yes – someone I follow online

4. No
5. Not sure / can't remember

ASK Q36 IF Q35=3

35. Did you see any campaign content / materials being shared or mentioned by any of the following? Please select all that apply. [Multiple response]

RANDOMISE STATEMENTS

1. Ashleigh Maree Ross
2. Sarah Jane Betts
3. Laura Henshaw
4. Steph Claire Smith
5. Brittany Lee Saunders
96. Other Social Media Influencer (please specify)
99. Don't know / can't remember

ASK Q37 IF Q35=1-3, I.E. 'YES'

36. And did you share or like the campaign ads yourself?

1. Yes
2. No

ASK Q38 IF CAMPAIGN_AWARE

37. 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.

ASK Q39 IF CAMPAIGN_AWARE

38. Can you remember the 'name' of the campaign? Please type in the name or tagline.

ASK Q40 IF CAMPAIGN_AWARE

39. 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.

RANDOMISE STATEMENTS

(STATEMENTS)

1. The ads left me with a good feeling about physical activity / sports
2. The ads showed me some interesting activities I hadn't thought of
3. I feel motivated to find out more about different physical activities / sports
4. I am more likely to start doing / do more physical activity / sport because of this ad
5. The ads made me think that physical activity / sports could be more fun than I thought

6. I now know where to go for more information about doing physical activity / sports because of this ad
7. I feel more confident to try physical activity / sports because of this ad
8. I feel all girls and young women should be more physically active for health and social reasons
9. Girls and young women of all fitness abilities can do physical activity / sport

(RESPONSE FRAME)

1. Strongly agree
2. Somewhat agree
3. Don't agree or disagree
4. Somewhat disagree
5. Strongly disagree

ASK Q41 IF CAMPAIGN_AWARE

40. Here are some more statements. For each, please select how much you agree or disagree with them. The ads:

RANDOMISE STATEMENTS

(STATEMENTS)

1. Are believable in what they portray or say
2. Are informative
3. Are relevant to me personally
4. Are inspiring
5. Make me think more about how to participate in physical activity or sport
6. Are important for girls and young women to see / hear
7. Are important for parents to see / hear
8. Accurately reflect young Australian women

(RESPONSE FRAME)

1. Strongly agree
2. Somewhat agree
3. Don't agree or disagree
4. Somewhat disagree
5. Strongly disagree

ASK Q42 IF CAMPAIGN_AWARE

41. And to what extent do you feel that girls / young women like you are represented by the 'Girls Make Your Move' campaign?

1. Very

2. Moderately
3. Somewhat
4. A little
5. Not at all

ASK Q43 IF CAMPAIGN_AWARE

42. Why do you say that?

44. [RESERVED]

Call-to-action

43. The campaign is called 'Girls Make Your Move' and includes the advertising as well as a website and some social media activity. Have you heard of, or interacted with, any of the following '?'

RANDOMISE STATEMENTS

(STATEMENTS)

1. The Girls Make Your Move website
2. The Girls Make Your Move Instagram account
3. The Girls Make Your Move Facebook account
4. The Girls Make Your Move Snapchat filters or lens
5. Social Media Influencers on Facebook or Instagram who have promoted Girls Make Your Move
6. The Girls Make Your Move YouTube page (with Girls Make Your Move videos)
7. Other Girls Make Your Move information (please specify)

(RESPONSE FRAME)

1. Yes, heard of only
2. Yes, visited / been to / used / interacted with
3. No

44. Have you...? Please select all that apply.

RANDOMISE OPTIONS

1. Shared or liked the ads / website via social media, (Facebook, Instagram, YouTube)
2. Followed 'Girlsmakeyourmove' on Instagram
3. Followed 'Girlsmakeyourmove' on Facebook
4. Shared the ads / website via email / text message / Facebook messenger, Snapchat etc.
5. Used #Girlsmakeyourmove or #girlsmove
6. Watched the ads or videos on YouTube

7. Commented on the ads or videos (on Facebook, Instagram etc.)
8. Tagged a friend on one of the social media ad / campaign posts (like Facebook, Instagram)
9. Shared, liked or commented on a post by a Social Media Influencer on Facebook or Instagram who have promoted Girls Make Your Move
10. None of these
96. Other (please specify)
99. Don't know / not sure

ASK Q47 IF CAMPAIGN_AWARE

45. What, if anything, have you done as a result of seeing / hearing the 'Girls Make Your Move' advertising? Please select all that apply.

RANDOMISE OPTIONS

1. Nothing
2. Talked to friends about doing more physical activity / sports
3. Talked to your parents about doing more physical activity / sports
4. Thought about ways to be more physically active
5. Started doing some / more physical activity / sports
6. Looked up information about different physical activity / sports
7. Posted / uploaded a photo of you doing physical activity on social media
8. Shared activities (i.e. run, workout session, cycle etc.) on an app / social media
9. Talked to friends about the advertising
96. Other (please specify)
99. Don't know / not sure

46. Have you heard of, or taken up, any of the following 'Girls Make Your Move' offers?

RANDOMISE

(STATEMENTS)

1. Free 30 day YMCA gym membership
2. Free 30 day Jazzercise membership
3. She Went Wild film ticket offer
4. Women's Rugby World Cup Tickets offer

(RESPONSE FRAME)

1. Yes, heard of only
2. Yes, taken up
3. No
4. Don't know / Not sure

Intentions

47. Thinking about the next 6 months, how likely are you to...?

RANDOMISE STATEMENTS

(STATEMENTS)

1. Look for information about different types of physical activity / sports available?
2. Start doing a new activity / sport?

(RESPONSE FRAME)

1. Very likely
2. Likely
3. Moderately likely
4. Unlikely
5. Very unlikely

About you

The next few questions are about you.

48. How often do you typically visit / use...

(OPTIONS)

1. Internet (on a desktop / laptop)
2. Internet (on mobile phone)
3. Facebook
4. Instagram
5. YouTube
6. Snapchat
7. Spotify

(RESPONSE FRAME)

1. Never
2. Less than once a month
3. Every 2-4 weeks
4. Once a week
5. 2-3 times a week
6. 4-7 times a week
7. Daily or more

ASK IF SCHOOL

49. What type of school do you attend?

1. Government school
2. Catholic school
3. Another independent school / private school
4. A Sports school
96. Other (please specify)
98. Prefer not to say/ don't know

ASK IF SCHOOL

50. What school year level / grade are you in?

1. Grade/Year 4 SHOW IF Q4=1
2. Grade/Year 5 SHOW IF Q4=1
3. Grade/Year 6 SHOW IF Q4=1
4. Grade/Year 7 SHOW IF Q4=1 OR 2
5. Grade/Year 8 SHOW IF Q4=2
6. Grade/Year 9 SHOW IF Q4=2
7. Grade/Year 10 SHOW IF Q4=2
8. Grade/Year 11 SHOW IF Q4=2
9. Grade/Year 12 SHOW IF Q4=2
98. Prefer not to say/ don't know

51. Do you have a disability that would limit your ability to do physical activity or sport?

1. Yes
2. No
98. Prefer not to say

52. Are you of Aboriginal or Torres Strait Islander origin?

1. Yes
2. No
98. Prefer not to say

53. Do you or your parents speak a language other than English at home?

1. Yes (please specify)
2. No – English only
98. Prefer not to say

Parents of girls aged 12-19 post-campaign survey questionnaire

May 2018

Thank you for agreeing to participate in this survey.

The survey is being conducted by ORIMA Research, an independent social research company, on behalf of the Australian Government Department of Health. The purpose of the survey is to find out what you think about physical activity and sport, and what you and your family do and don't do.

The survey should take around 20 minutes to complete.

Your participation in the survey is voluntary and the information and feedback you provide will be treated as private and confidential. No individual will be able to be identified from the research results.

[In online survey, do not show following section heading labels to respondents – specify only Section B, Section C etc.]

Screening questions

1. Are you...
 1. Male
 2. Female

2. To which of the following age categories do you belong?
 1. Less than 18 years old THANK AND END
 2. 18-19 THANK AND END
 3. 20-24 THANK AND END
 4. 25-29
 5. 30-34
 6. 35-39
 7. 40-44
 8. 45-49
 9. 50-54
 10. 55-59
 11. 60-64
 12. 65 or over

3. What is the postcode of your home address?

ACCEPT VALID AUSTRALIAN POSTCODES ONLY

4. Are you a parent, a primary carer or a guardian to any female children aged 12-19 years who live with you (i.e. at least one day a week)?
 1. Yes
 2. No THANK AND END
 3. Prefer not to say THANK AND END

5. And how old are these female children? Please select all that apply
 1. Less than 12 years old THANK AND END IF CHOSEN ALONE
 2. 12-14
 3. 15-17
 4. 18-19
 5. 20-21 THANK AND END IF CHOSEN ALONE
 6. 22 or over THANK AND END IF CHOSEN ALONE

6. Which of the following best describes you?
 1. Married, de-facto or partnered
 2. Single, divorced, separated or widowed
 3. Prefer not to say

7. [RESERVED]

8. [RESERVED]

['Thank and end' script: Thank you for answering these initial questions. Unfortunately, you are not part of the target audience for this survey. Thanks again for your interest in participating.]

Survey continuation script: Thank you for answering these initial questions. We are pleased to confirm that you are part of the target audience for the survey.]

Physical activity

The next few 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.

9. How physically active are you?
 1. Very physically active
 2. Physically active
 3. Moderately physically active
 4. Not very physically active

5. Not at all physically active
10. How often do you do any physical activity or sport for at least 30 minutes at a time?
This may include walking to work / shopping, jogging, cycling, aerobics, dance, swimming laps, school sports, tennis, 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.
1. Less than once a week
 2. One to two times a week
 3. Three to four times a week
 4. Five or more times a week
 5. I don't do any physical activity or sport
11. In the past 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 select all that apply. Please include activities that you have done at least three times or more.

[Multiple response]

RANDOMISE OPTIONS

KEEP CODE 19 AND 20 TOGETHER

1. Aerobics, fitness or gym activities – cardio
2. Fitness or gym activities – muscle and toning
3. Boxing
4. Athletics, track and field
5. Basketball
6. Bike riding / cycling / BMX
7. Bootcamp / fitness camps / group exercise
8. Bushwalking / hiking
9. Dancing
10. Rugby, AFL, touch football or Oz tag
11. Soccer (indoor or outdoor)
12. Gymnastics or calisthenics
13. Hockey
14. Walking / jogging / running (including to school / uni / work / home / as exercise)
15. Martial arts
16. Netball
17. Pilates / yoga
18. Roller blading / skateboarding
19. Swimming
20. Other water sports (diving / water polo / surfing / stand-up paddleboarding)

21. Tennis / squash / table tennis / badminton
 22. Personal training
 23. Baseball / softball
 24. Beach volleyball
 25. Cricket
 26. Dragon boating or rowing
 27. Ice skating
 28. Rock climbing (indoor and outdoor)
 29. Lawn bowls
 30. Parkour
 31. Roller derby
 32. Triathlon
 96. Other (please specify)
 99. None of these
12. [RESERVED]
13. [RESERVED]
14. Do you think you will increase your physical activity in the next 6 months?
1. Will do much more
 2. Will do more
 3. No, will do the same amount
 4. Will do less
 5. Will do much less
 6. Don't know / not sure
- ASK Q15 IF Q14=1,2
15. What influenced you to consider increasing your levels of physical activity? Please select all that apply. [Multiple response]
RANDOMISE OPTIONS
1. Advertising campaigns (please specify)
 2. Advice from a doctor / health professional
 3. To lose / control weight
 4. Improve health in general
 5. To improve fitness
 6. To join friends
 7. To do something with your child
 8. Your child is making you

9. You feel unhealthy
 10. Someone bought / gave you a membership or classes
 11. Training for a particular event
 12. Tried something new and enjoyed it
 13. The sport that I do is seasonal (only in winter / summer etc.)
 96. Other (please specify)
 99. Don't know / not sure
16. When it comes to physical activity or sport, how confident do you feel about trying something new?
1. Very confident
 2. Confident
 3. Moderately confident
 4. Not very confident
 5. Not at all confident
17. If you wanted to be more physically active, how easy would it be for you to do more?
1. Very easy
 2. Quite easy
 3. Neither
 4. Quite difficult
 5. Very difficult

For the next few questions, we will be asking about your youngest (or only) female child aged 12-19 years. Can you give us her first name so that we can tailor the survey questions about her?

18. How often would you say that [INSERT NAME] does any physical activity or sport for at least 30 minutes at a time? This may include walking to school, jogging, cycling, aerobics, dance, swimming laps, school sports, tennis, 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.
1. Less than once a week
 2. One to two times a week
 3. Three to four times a week
 4. Five or more times a week
 5. She doesn't do any physical activity or sport
19. Below some statements about physical activity / sports and [INSERT NAME]. Please indicate how much you agree or disagree with these statements.
- RANDOMISE STATEMENTS**

(STATEMENTS)

1. I encourage her to do as much physical activity / sports as she can
2. I talk to her about the benefits of physical activity / sports
3. I don't think being physically active is that important at her age
4. She just doesn't really like doing physical activity / sport
5. She has other commitments that are more important than doing physical activity / sport
6. I want to do more physical activity / sport with her

(RESPONSE FRAME)

1. Strongly agree
2. Somewhat agree
3. Don't agree or disagree
4. Somewhat disagree
5. Strongly disagree

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

1. Yes, much more
2. Yes, more
3. No – the same
4. No, less
5. No, much less

21. If [INSERT NAME] wanted to be more physically active, how easy would it be for her to do more?

1. Very easy
2. Quite easy
3. Neither
4. Quite difficult
5. Very difficult

22. [RESERVED]

Unprompted advertising recall

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

1. Yes
2. No [GO TO SECTION D](#)
3. Don't know / not sure [GO TO SECTION D](#)

ASK Q24 IF Q23=1

24. What advertisements have you seen or heard? Please describe it in as much detail as possible – if you've seen more than one, please mention them individually (one per box below)

Attitudes and perceptions

25. Below are some statements about being physically active and doing physical activity and sport. Please indicate how much you agree or disagree with these statements.

RANDOMISE

(STATEMENTS)

1. Physical activity is fun
2. Playing sport is fun
3. Physical activity / sport is good to do with friends and/or family
4. Physical activity / sport can be done on your own
5. Sport is competitive
6. Physical activity / sport makes you feel good about yourself
7. There is a type of physical activity / sport to suit everyone
8. Physical activity / sport is just as much for girls as boys
9. It is important for girls / women to be physically active
10. Being physically active is important for good health
11. Being physically active is important for your mental health
12. There are many ways to be physically active
13. It's easy to find an activity / sport that works for you
14. It's easy to find time to do physical activity / sport
15. Physical activity / sport should be done every day

(RESPONSE FRAME)

1. Strongly agree
2. Somewhat agree
3. Don't agree or disagree
4. Somewhat disagree
5. Strongly disagree

26. What do you feel are the main benefits or positives of females being physically active? Please select up to five options. [Multiple response]

RANDOMISE OPTIONS

1. No benefits
2. Can help reduce stress, anxiety & depression

3. Is fun and enjoyable
 4. Improves your mood and mental alertness / health
 5. Positive body image
 6. Makes you feel like you have achieved something
 7. Feels good to do it
 8. Helps your self esteem
 9. Helps your self confidence
 10. Can have fun with friends / family
 11. Helps build teamwork and cooperation
 12. Can meet new people / friends
 13. Helps you keep a healthy body weight
 14. Helps you look good physically
 15. Can reduce the risk of chronic disease
 16. Increased strength, stamina and flexibility
 17. Improves your fitness and heart health
 18. Feeling energised / increased energy
 96. Other (please specify)
 99. Don't know / not sure
27. Below are some things people have said make it hard to get their daughter(s) to do / do more physical activity / sport. Which apply to your situation? Please select up to five options. [\[Multiple response\]](#)
- RANDOMISE OPTIONS**
1. Nothing – she does as much physical activity as she needs / wants to
 2. I don't know what is out there for her
 3. I don't have time to take her / pick her up
 4. It costs too much / can't afford it
 5. Isn't anything around that she can do / no facilities
 6. Worried about her safety / getting injured
 7. I'm not confident about doing physical activity / sport personally
 8. It's hard to find an activity that doesn't need to be in a team / class / organised
 9. I prefer her to do less physically based activities
 10. She doesn't like it
 11. It's too competitive
 12. She feels like people will judge her
 13. She has an injury
 14. She doesn't have time due to other commitments (study, school, work)
 15. Her friends aren't doing it
 16. Her school doesn't offer what she'd like to do

- 17. She had a bad experience at school
- 96. Other (please specify)
- 99. Don't know / not sure

28. [RESERVED]

29. [RESERVED]

Campaign diagnostics

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.

SHOW TVC (30s)

30. Before today, do you recall seeing this video ad (or versions of this video ad)? Please select all that apply. [Multiple response]

RANDOMISE OPTIONS

- 1. Yes on TV
- 2. Yes online
- 3. Yes on social media
- 4. Yes at the cinema
- 5. Yes, but not sure where I saw it
- 6. Not sure
- 7. No, I have definitely not seen it

SHOW DIGITAL COMPILATION

31. Before today, do you recall seeing any of these ads (or versions of these ads) online?

- 1. Yes
- 2. Not sure
- 3. No, I have definitely not seen any of these

SHOW SOCIAL MEDIA COMPILATION

32. Before today, do you recall seeing any of these ads (or versions of these ads) on social media?

- 1. Yes
- 2. Not sure
- 3. No, I have definitely not seen any of these

SHOW OUTDOOR COMPILATION

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

1. Yes
2. Not sure
3. No, I have definitely not seen any of these

CAMPAIGN_AWARE=IF YES AT ANY OF Q30-Q33

ASK Q34 IF Q30=2-3 OR IF YES AT ANY OF Q31-Q32

34. You mentioned that you saw the ads online or on social media, where have you seen them? Please select all that apply. [Multiple response]

RANDOMISE OPTIONS

1. YouTube
2. Facebook
3. Instagram
4. Yahoo
5. Spotify
6. Online magazines (please specify)
96. Other (please specify)
99. Not sure / can't remember

ASK Q35 IF CAMPAIGN_AWARE

35. 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. [Multiple response]

RANDOMISE OPTIONS

1. Yes – a friend
2. Yes – a family member
3. Yes – someone I follow online
4. No
5. Not sure / can't remember

ASK Q36 IF Q35=3

36. Did you see any campaign content / materials being shared or mentioned by any of the following? Please select all that apply. [Multiple response]

RANDOMISE STATEMENTS

1. Ashleigh Maree Ross
2. Sarah Jane Betts

3. Laura Henshaw
4. Steph Claire Smith
5. Brittany Lee Saunders
96. Other Social Media Influencer (please specify)
99. Don't know / can't remember

ASK Q37 IF Q35=1-3, I.E. 'YES'

37. And did you share or like the campaign ads yourself?

1. Yes
2. No

ASK Q38 IF CAMPAIGN_AWARE

38. 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.

ASK Q39 IF CAMPAIGN_AWARE

39. Can you remember the 'name' of the campaign? Please type in the name or tagline.

ASK Q40 IF CAMPAIGN_AWARE

40. 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.

RANDOMISE
(STATEMENTS)

1. The ads left me with a good feeling about physical activity / sports
2. The ads showed me some interesting activities I hadn't thought of
3. I feel motivated to find out more about different physical activities / sports
4. I am more likely to start doing / do more physical activity / sport because of these ads
5. The ads made me think that physical activity / sports could be more fun than I thought
6. I now know where to go for more information about doing physical activity / sports because of these ads
7. I feel more confident to try physical activity / sports because of these ads
8. I feel all girls and young women should be more physically active for health and social reasons
9. Girls and young women of all fitness abilities can do physical activity / sport
10. I am more likely to encourage my daughters to start doing / do more physical activity / sport because of these ads

(RESPONSE FRAME)

1. Strongly agree
2. Somewhat agree
3. Don't agree or disagree
4. Somewhat disagree
5. Strongly disagree

ASK Q41 IF CAMPAIGN_AWARE

41. Here are some more statements. For each, please select how much you agree or disagree with them. The ads:

RANDOMISE STATEMENTS

(STATEMENTS)

1. Are believable in what they portray or say
2. Are informative
3. Are relevant to my situation
4. Are inspiring
5. Make me think more about how to participate in physical activity or sport
6. Are important for girls and young women to see / hear
7. Are important for parents to see / hear
8. Accurately reflect young Australian women

(RESPONSE FRAME)

1. Strongly agree
2. Somewhat agree
3. Don't agree or disagree
4. Somewhat disagree
5. Strongly disagree

ASK Q42 IF CAMPAIGN_AWARE

42. And to what extent do you feel that girls / young women like your daughter are represented by the 'Girls Make Your Move' campaign?

1. Very
2. Moderately
3. Somewhat
4. A little
5. Not at all

ASK Q43 IF CAMPAIGN_AWARE

43. Why do you say that?

44. [RESERVED]

Call-to-action

45. The campaign is called 'Girls Make Your Move' and includes the advertising as well as a website and some social media activity. Have you heard of, or interacted with, any of the following?

RANDOMISE STATEMENTS (STATEMENTS)

1. The Girls Make Your Move website
2. The Girls Make Your Move Instagram account
3. The Girls Make Your Move Facebook account
4. The Girls Make Your Move Snapchat filters or lens
5. Social Media Influencers on Facebook or Instagram who have promoted Girls Make Your Move
6. The Girls Make Your Move YouTube page (with Girls Make Your Move videos)
7. Other Girls Make Your Move information (please specify)

(RESPONSE FRAME)

1. Yes, heard of only
2. Yes, visited / been to / used / interacted with
3. No

46. Have you...? Please select all that apply. [Multiple response]

RANDOMISE OPTIONS

1. Shared or liked the ads / website via social media, (Facebook, Instagram, YouTube)
2. Followed 'Girlsmakeyourmove' on Instagram
3. Followed 'Girlsmakeyourmove' on Facebook
4. Shared the ads / website via email / text message / Facebook messenger, Snapchat etc.
5. Used #Girlsmakeyourmove or #girlsmove
6. Watched the ads or videos on YouTube
7. Commented on the ads or videos (on Facebook, Instagram etc)
8. Tagged a friend on one of the social media ad / campaign posts (like Facebook, Instagram)
9. Shared, liked or commented on a post by a Social Media Influencer on Facebook or Instagram who have promoted Girls Make Your Move
10. None of these
96. Other (please specify)

99. Don't know / not sure

ASK Q47 IF CAMPAIGN_AWARE

47. What, if anything, have you done as a result of seeing / hearing the 'Girls Make Your Move' advertising? Please select all that apply. [Multiple response]

RANDOMISE OPTIONS

1. Nothing
2. Talked to friends about doing more physical activity / sports
3. Talked to your daughter(s) about doing more physical activity / sports
4. Signed up / enrolled your daughter(s) in physical activity classes
5. Thought about ways to be more physically active
6. Started doing some / more physical activity / sports
7. Looked up information about different physical activity / sports
8. Posted / uploaded a photo of you doing physical activity on social media
9. Shared activities (i.e. run, workout session, cycle etc.) on an app / social media
10. Talked to friends about the advertising
11. Looked for a smartphone app to help you find more activities to get involved in
96. Other (please specify)
99. Don't know / not sure

48. [RESERVED]

Intentions

49. Thinking about the next 6 months, how likely are you to...?

RANDOMISE STATEMENTS

(STATEMENTS)

1. Look for information about different types of physical activity / sports available?
2. Encourage [INSERT NAME] to start doing a new activity / sport?

(RESPONSE FRAME)

1. Very likely
2. Likely
3. Moderately likely
4. Unlikely
5. Very unlikely

About you

The next few questions are about you.

50. How often do you typically visit / use...

(STATEMENTS)

1. Internet (on a desktop / laptop)
2. Internet (on mobile phone)
3. Facebook
4. Instagram
5. YouTube
6. Snapchat
7. Spotify

(RESPONSE FRAME)

1. Never
2. Less than once a month
3. Every 2-4 weeks
4. Once a week
5. 2-3 times a week
6. 4-7 times a week
7. Daily or more

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

1. Under \$30,000
2. \$30,000 to \$69,999
3. \$70,000 to \$109,999
4. \$110,000 to \$149,999
5. \$150,000 and above
6. Don't know
7. Prefer not to answer

52. What is the highest level of education that you have completed? Please select one only

1. University, or some Tertiary Institute degree, including post university (i.e. postgraduate diploma, Master's degree, PhD)
2. TAFE or Trade Certificate or Diploma and also completed Year 12 at secondary school
3. TAFE or Trade Certificate or Diploma but did not complete Year 12 at secondary school
4. Completed high school (i.e. Year 12, Form 6, HSC)
5. Some high school (i.e. Year 7 to Year 12, Form 1 to Form 5)
6. Completed primary school

- 7. Some primary school
- 8. Never attended school
- 96. Other (please specify)
- 99. Prefer not to answer

53. Which of these best describes your [INSERT “and your partner’s” IF Q6=1] current main activity? Are you...? Please select all that apply. [MULTIPLE RESPONSE]

YOU

YOUR PARTNER [SHOW IF Q6=1]

- 1. Self-employed
- 2. Employed for wages, salary or payment in kind
- 3. Unemployed
- 4. Engaged in home duties
- 5. A student
- 6. Retired
- 7. Unable to work
- 96. Other (please specify)
- 99. Don't know
- 98. Prefer not to answer

ASK Q54 IF Q53=1-2

54. How many hours do you usually work per week in your job(s)?

ACCEPT VALID NUMBERS ONLY (MAX 140)

55. Do any of your female children aged 12-19 years have a disability, health condition or injury that has lasted or is likely to last, 6 months or more which restricts their everyday activities?

- 1. Yes
- 2. No
- 98. Prefer not to answer

56. Are you of Aboriginal or Torres Strait Islander origin?

- 1. Yes
- 2. No
- 98. Prefer not to say

57. Do you speak a language other than English at home?

- 1. Yes (please specify)

2. No – English only
98. Prefer not to say

Closing

Thank you for taking the time to participate in this important survey.

We would now like to ask [INSERT NAME] some questions about physical activity and sport.

58. Can you please confirm the following and hand the survey over to her to complete?

ONLY SHOW CODES 3-5 IF CHILD UNDER 18

1. Your child is eligible and able to participate in the survey now
2. Your child is eligible and able to participate in the survey later
3. You give your consent for your child to participate in the survey
4. Your child agrees to participate on a voluntary basis
5. You have not / will not influence your child's participation in the survey

IF CODES 1, 3-5 SELECTED THEN PROCEED TO GIRLS SURVEY

IF CODE 2 SELECTED THEN SAY:

We will send you a link to the survey for [INSERT NAME] to complete at a later stage. The link will be sent to the same email address we used to invite you for this survey.