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Australia's Nation-wide Research Organisation

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What People Eat and Drink and

Attitudes Toward Nutrition

- Prepared for -

National Heart Foundation Nutrition Seminar

Check-out Nutrition - A Recipe for Success

Wednesday, October 14, 1992

Harbourside Room,
Darling Harbour,
Sydney, N.S.W., 2000.

- Presented by -

Gary C. Morgan,
Executive Chairman,
The Roy Morgan Research Centre Pty. Ltd.

REF:L:GCM:Nutrition Seminar

What Do Australians Eat and Drink

When I was asked to speak to the National Heart Foundation seminar I wondered what we as a research company could contribute.

We could ask people questions about how concerned they were about heart disease and good health, or how healthy their diets were.

But the real issue goes beyond knowledge and good intentions. What really counts is:

What's in the average Australian's shopping list?

What do people like eating?

What do people eat most of?

What about take-away food?

What about drinks - what people drink can be as damaging as what they eat?

From our data we find, a wide variety of grocery products is bought by Australian households, but many food items are purchased regularly by most households. Cheese is on 82% (see Table 1) of grocery buyer's shopping lists - more so on younger shopper's lists than older shopper's lists (86% c.f. 78%). In a month, 75% of shoppers will buy chicken and 74% margarine. (Less than half (46%) will buy butter).

Food most people liked (see Table 2) is seafood (71%), including fish and chips (51%), followed by chicken (64%), salads (64%), chinese (60%) and Italian pasta (51%). Only 18% say they like health food.

Fast-food outlets have a major influence on Australian's nutritional intake - especially younger people (see Table 3). 59% of all Australians report going to a fast-food outlet in any given four-week period, but this breaks down into 84% of 18-24 year olds, 70% of 25-44 year olds, 43% of 45-64 year olds and only 20% of people aged 65 years or over. 29% of all people - or half of those who eat fast-food regularly - eat McDonalds. 21% eat KFC, 17% Pizza Hut, 9% Sizzler and 9% Hungry Jacks. 8% of the (17%) Pizza Hut purchases are by home delivery which is part of a total of 16% home delivery pizza.

Soft drink (mentioned by 65% of people) tops the list of beverages drunk in the last seven days (see Table 4), ahead of all alcoholic drinks (62%) and fruit juice (53%). However, 85% of young (18-24 year old) people are likely to drink soft drink, compared to 72% of 25-44 year olds, 53% of 45-64 year olds and 39% of people aged 65 or over. The most commonly drunk alcoholic beverage is, of course, beer. 38% of all people aged over 18 will have a beer in any given seven day period, but 78% will be men.

A break-down of soft drinks consumed (see Table 5) shows "Cola" to be the major choice. 42% of Australians will have had a "Cola" in seven days. Coca-Cola (30%) comprises most of this intake and Diet Coke 15%, while only 10% mentioned Pepsi - 5% Pepsi Cola and 5% Diet Pepsi. Only 25% of people regularly drink low calorie soft drinks - 27% of women c.f. 22% of men and 30% of 18-24 year olds.

AUSTRALIAN READERSHIP & PRODUCT DATA APR 1991 - MAR 1992

Table 1 (popn. in '000), %

	AGE OF GROCERY BUYER				AGE OF GROCERY BUYER				AGE OF GROCERY BUYER		
	18 and over	18-44	45 and over		18 and over	18-44	45 and over		18 and over	18-44	45 and over
(unweighted) (popn. in '000)	19788 7430.	11188 4060.	8600 3369.	(unweighted) (popn. in '000)	19788 7430.	11188 4060.	8600 3369.	(unweighted) (popn. in '000)	19788 7430.	11188 4060.	8600 3369.
FOOD PERSONALLY BOUGHT IN LAST 4 WEEKS				Lamb or Mutton	4010 54%	2090 51%	1921 57%	Jams, Conserves & Marmelades	3730 50%	2068 51%	1662 49%
Milk - powdered	899 12%	356 9%	543 16%	Pork, Ham or Bacon	4682 63%	2657 65%	2025 60%	Bread	6704 90%	3723 92%	2981 88%
Milk - evaporated	436 6%	221 5%	215 6%	Single/multi-serve Frozen Meals	888 12%	548 14%	340 10%	Biscuits/Crackers	5638 76%	3151 78%	2487 74%
Milk - condensed	600 8%	343 8%	257 8%	Frozen Vegetables	4202 57%	2387 59%	1815 54%	Muesli/Health Bars, Fruit Slices	1807 24%	1328 33%	480 14%
Milk - UHT	623 8%	347 9%	276 8%	Canned Vegetables	1971 27%	1272 31%	698 21%	Savoury Snacks, Crisps or nibbles	2928 39%	2055 51%	873 26%
Cream	3209 43%	1859 46%	1351 40%	Canned Fruit	3118 42%	1725 42%	1393 41%	Nuts	2160 29%	1227 30%	933 28%
Yoghurt	3083 42%	1904 47%	1179 35%	Rice	3969 53%	2304 57%	1666 49%	Breakfast Cereal, Muesli, Porridge	5828 78%	3261 80%	2567 76%
Ice cream, ice confections - taken home	3967 53%	2255 56%	1712 51%	Pasta	4020 54%	2689 66%	1331 39%	Packet Tea, Tea Bags	5043 68%	2578 64%	2464 73%
Cheese - incl. grated, cottage etc	6110 82%	3474 86%	2637 78%	Spaghetti/Pasta Sauce	3214 43%	2158 53%	1056 31%	Coffee	5060 68%	2792 69%	2268 67%
Butter	3357 45%	1866 46%	1491 44%	Soups - canned, instant, packet	2979 40%	1757 43%	1222 36%	Fruit Juices	4716 63%	2884 71%	1831 54%
Margarine	5500 74%	2965 73%	2535 75%	Stock cubes/powder	1910 26%	1110 27%	800 24%	Cordial	2881 39%	2015 50%	866 26%
Dairy Spread	1122 15%	682 17%	439 13%	Salad Dressings, Mayonnaise	2822 38%	1651 41%	1171 35%	Cola Soft Drinks	3275 44%	2259 56%	1016 30%
Chicken	5538 75%	3132 77%	2406 71%	Cooking Oils	3878 52%	2226 55%	1651 49%	Other Carbonated Soft Drinks	1830 25%	1081 27%	749 22%
Beef	4780 64%	2664 66%	2117 63%	Baby Food - tin	387 5%	330 8%	57 2%	Milk Flavouring - powdered/syrup	1102 15%	839 21%	263 8%
				Baby Food - jar	259 3%	206 5%	53 2%	Frozen Desserts - not ice cream	978 13%	639 16%	339 10%
				Baby Food - packet	144 2%	121 3%	23 1%	Cake Mixes	1376 19%	963 24%	413 12%

Table 2 (popn. in '000), V%

BASE: AGED 18 AND OVER

	TOTAL	SEX Men	Women	18-24	25-44	AGE 45-64	65 and over
(unweighted) (popn. in '000)	30849 12329.	15313 6065.	15536 6264.	3960 1985.	14217 5258.	8114 3533.	4558 1554.

TYPES OF FAST-FOOD LIKE							
Total Chinese	7370 60%	3640 60%	3730 60%	1295 65%	3494 66%	1998 57%	582 37%
Spring Rolls	2922 24%	1678 28%	1244 20%	692 35%	1488 28%	594 17%	148 10%
Other Chinese	6815 55%	3319 55%	3496 56%	1158 58%	3246 62%	1878 53%	533 34%
Total Chicken	7875 64%	4011 66%	3864 62%	1428 72%	3538 67%	2073 59%	837 54%
BBQ Chicken	6011 49%	2993 49%	3018 48%	1046 53%	2788 53%	1601 45%	575 37%
Fried Chicken	3974 32%	2346 39%	1627 26%	867 44%	1806 34%	925 26%	376 24%
Chicken Burger - Rolls	2079 17%	1221 20%	858 14%	702 35%	1048 20%	268 8%	61 4%
Chicken Nuggets	2040 17%	1166 19%	873 14%	573 29%	966 18%	356 10%	145 9%
Total Seafood	8698 71%	4497 74%	4202 67%	1400 71%	3901 74%	2420 68%	977 63%
Fish & Chips	6229 51%	3397 56%	2832 45%	1075 54%	2853 54%	1611 46%	690 44%
Other Seafood	5872 48%	3116 51%	2756 44%	911 46%	2730 52%	1659 47%	573 37%
Hamburger	4513 37%	2695 44%	1819 29%	1077 54%	2287 44%	910 26%	240 15%
Meat Pies	4132 34%	2580 43%	1551 25%	846 43%	1820 35%	987 28%	478 31%

AUSTRALIAN READERSHIP & PRODUCT DATA APR 1991 - MAR 1992

	TOTAL (unweighted) (popn. in '000)	SEX		AGE			
		Men	Women	18-24	25-44	45-64	65 and over
	30849 12329.	15313 6065.	15536 6264.	3960 1985.	14217 5258.	8114 3533.	4558 1554.
Pizzas	5953 48%	3085 51%	2868 46%	1363 69%	3181 60%	1178 33%	232 15%
Italian Pasta	6239 51%	2882 48%	3357 54%	1221 62%	3174 60%	1509 43%	335 22%
Lebanese Food	1809 15%	904 15%	905 14%	273 14%	1096 21%	389 11%	50 3%
Mexican	2810 23%	1458 24%	1353 22%	656 33%	1658 32%	442 13%	54 3%
French Food	2233 18%	1051 17%	1182 19%	275 14%	1218 23%	634 18%	106 7%
Greek Food	1978 16%	996 16%	982 16%	317 16%	1126 21%	470 13%	65 4%
Indian Food	2559 21%	1339 22%	1220 19%	386 19%	1480 28%	591 17%	102 7%
Other Asian	3148 26%	1644 27%	1504 24%	494 25%	1744 33%	788 22%	120 8%
Health Food	2906 24%	1066 18%	1840 29%	556 28%	1408 27%	743 21%	198 13%
Soups	5623 46%	2691 44%	2933 47%	743 37%	2394 46%	1681 48%	806 52%
Salads	7920 64%	3508 58%	4412 70%	1247 63%	3463 66%	2297 65%	913 59%

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Table 3 (popn. in '000), V%

BASE: AGED 18 AND OVER

	TOTAL	SEX		AGE			
		Men	Women	18-24	25-44	45-64	65 and over
(unweighted)	30849	15313	15536	3960	14217	8114	4558
(popn. in '000)	12329.	6065.	6264.	1985.	5258.	3533.	1554.
<hr/>							
FAST FOOD IN LAST 4 WEEKS							
Big Rooster	453 4%	251 4%	202 3%	134 7%	221 4%	85 2%	13 1%
Kentucky Fried Chicken	2537 21%	1362 22%	1175 19%	803 40%	1250 24%	408 12%	76 5%
Red Rooster	814 7%	425 7%	388 6%	208 10%	409 8%	159 5%	37 2%
Hungry Jacks	1096 9%	631 10%	465 7%	381 19%	552 10%	147 4%	16 1%
McDonalds	3602 29%	1874 31%	1728 28%	1031 52%	1902 36%	577 16%	93 6%
Total Pizza Hut	2064 17%	1088 18%	977 16%	599 30%	1087 21%	336 10%	43 3%
Pizza Hut Restaurants	1257 10%	660 11%	597 10%	369 19%	645 12%	213 6%	30 2%
Pizza Hut delivery	953 8%	506 8%	447 7%	296 15%	508 10%	136 4%	14 1%
Other Pizza delivery	1134 9%	625 10%	509 8%	323 16%	649 12%	151 4%	11 1%
Total Home Delivery Pizza	1973 16%	1052 17%	921 15%	562 28%	1106 21%	280 8%	25 2%
Sizzler	1116 9%	533 9%	583 9%	255 13%	465 9%	299 8%	97 6%
TOTAL Been Last 4 Weeks	7213 59%	3655 60%	3558 57%	1673 84%	3706 70%	1517 43%	317 20%
Not in Last 4 Weeks	5116 41%	2410 40%	2706 43%	311 16%	1552 30%	2016 57%	1237 80%

AUSTRALIAN READERSHIP & PRODUCT DATA APR 1991 - MAR 1992

Table 4 (popn. in '000), V%

BASE: AGED 18 AND OVER

	TOTAL	SEX		AGE			
		Men	Women	18-24	25-44	45-64	65 and over
(unweighted)	30849	15313	15536	3960	14217	8114	4558
(popn. in '000)	12329.	6065.	6264.	1985.	5258.	3533.	1554.

BEVERAGES DRUNK LAST 7 DAYS							
Soft Drink	7959 65%	4098 68%	3861 62%	1689 85%	3800 72%	1860 53%	611 39%
Mineral Water	2153 17%	1020 17%	1133 18%	432 22%	1018 19%	533 15%	170 11%
Fruit Juice	6514 53%	3165 52%	3348 53%	1266 64%	2947 56%	1684 48%	617 40%
Pre-Mixed Flavored Milk	1518 12%	905 15%	613 10%	510 26%	750 14%	204 6%	54 3%
Non Alcoholic Cider	186 2%	89 1%	97 2%	39 2%	64 1%	66 2%	17 1%
Total Alcoholic Drinks	7700 62%	4454 73%	3246 52%	1252 63%	3483 66%	2157 61%	808 52%
Alcoholic Cider	161 1%	84 1%	78 1%	56 3%	76 1%	25 1%	5 0%
Beer - Stout	4672 38%	3640 60%	1032 16%	808 41%	2212 42%	1204 34%	448 29%
Spirits	2705 22%	1522 25%	1184 19%	633 32%	1126 21%	681 19%	265 17%
Liqueur	606 5%	280 5%	327 5%	174 9%	285 5%	113 3%	34 2%
Fortified Wines	1088 9%	680 11%	408 7%	106 5%	470 9%	352 10%	161 10%
Total Table Wines	3719 30%	1777 29%	1941 31%	409 21%	1785 34%	1172 33%	353 23%
Still Table Wines	3308 27%	1628 27%	1680 27%	322 16%	1585 30%	1077 30%	323 21%
Sparkling Table Wines	971 8%	391 6%	580 9%	161 8%	508 10%	243 7%	60 4%
Wine Cooler	239 2%	68 1%	171 3%	69 3%	102 2%	52 1%	15 1%

Table 5 (popn. in '000), V%

BASE: AGED 18 AND OVER

	TOTAL	SEX		AGE			
		Men	Women	18-24	25-44	45-64	65 and over
(unweighted) (popn. in '000)	30849 12329.	15313 6065.	15536 6264.	3960 1985.	14217 5258.	8114 3533.	4558 1554.
<hr/>							
SOFT DRINK DRUNK IN LAST 7 DAYS							
Low Calorie Soft Drink	3055 25%	1349 22%	1706 27%	596 30%	1443 27%	790 22%	227 15%
Total Normal Soft Drink	5856 47%	3302 54%	2554 41%	1441 73%	2849 54%	1183 33%	383 25%
Diet Coke	1788 15%	806 13%	982 16%	360 18%	920 18%	424 12%	84 5%
TAB	48 0%	16 0%	32 1%	6 0%	21 0%	17 0%	4 0%
Diet Pepsi	640 5%	291 5%	349 6%	135 7%	349 7%	137 4%	18 1%
Diet Schweppes Cola	151 1%	93 2%	58 1%	55 3%	76 1%	16 0%	5 0%
Other Lo. Cal. Cola	84 1%	35 1%	48 1%	16 1%	39 1%	25 1%	4 0%
Coca Cola	3716 30%	2278 38%	1438 23%	1116 56%	1946 37%	581 16%	73 5%
Pepsi Cola	633 5%	400 7%	233 4%	240 12%	313 6%	74 2%	6 0%
Pepsi Free	13 0%	6 0%	7 0%	5 0%	5 0%	3 0%	0 0%
Schweppes Cola	103 1%	47 1%	57 1%	22 1%	54 1%	22 1%	5 0%
Other Cola	134 1%	79 1%	55 1%	24 1%	76 1%	27 1%	7 0%
Total Coke	5172 42%	2887 48%	2285 36%	1358 68%	2703 51%	955 27%	156 10%

AUSTRALIAN READERSHIP & PRODUCT DATA APR 1991 - MAR 1992

	TOTAL	SEX		AGE			
		Men	Women	18-24	25-44	45-64	65 and over
(unweighted) (popn. in '000)	30849 12329.	15313 6065.	15536 6264.	3960 1985.	14217 5258.	8114 3533.	4558 1554.
Total Pepsi	1219 10%	654 11%	564 9%	357 18%	633 12%	203 6%	25 2%
Diet/Lo-cal Sunkist	184 1%	83 1%	102 2%	52 3%	86 2%	39 1%	8 0%
Diet/Lo-cal Fanta	154 1%	61 1%	92 1%	37 2%	72 1%	37 1%	7 0%
Other Lo-cal Orange fizzy soft drink	85 1%	49 1%	36 1%	10 0%	32 1%	32 1%	12 1%
Sunkist	300 2%	177 3%	123 2%	105 5%	143 3%	34 1%	19 1%
Fanta	581 5%	337 6%	244 4%	226 11%	249 5%	81 2%	25 2%
Other Orange fizzy soft drink	288 2%	173 3%	115 2%	52 3%	124 2%	84 2%	29 2%
Diet/Lo-cal Sprite	324 3%	125 2%	200 3%	71 4%	153 3%	81 2%	19 1%
Diet/Lo-cal 7-Up	124 1%	48 1%	76 1%	33 2%	59 1%	24 1%	8 0%
Lo-cal Schweppes Lemonade	218 2%	82 1%	136 2%	31 2%	82 2%	69 2%	37 2%
Other Lo-cal Lemonade	244 2%	94 2%	150 2%	24 1%	100 2%	92 3%	28 2%
Sprite	567 5%	287 5%	280 4%	173 9%	262 5%	100 3%	31 2%
7-Up	192 2%	115 2%	77 1%	69 3%	88 2%	27 1%	8 0%
Schweppes Lemonade	731 6%	363 6%	368 6%	175 9%	291 6%	164 5%	101 6%
Other Lemonade	675 5%	335 6%	341 5%	95 5%	300 6%	188 5%	93 6%
Diet Solo	200 2%	85 1%	115 2%	42 2%	75 1%	62 2%	22 1%

AUSTRALIAN READERSHIP & PRODUCT DATA APR 1991 - MAR 1992

	TOTAL	SEX		AGE			
		Men	Women	18-24	25-44	45-64	65 and over
(unweighted) (popn. in '000)	30849 12329.	15313 6065.	15536 6264.	3960 1985.	14217 5258.	8114 3533.	4558 1554.
Diet Lift	129 1%	51 1%	78 1%	38 2%	56 1%	27 1%	8 1%
Other Diet Lemon Fizzy Soft Drink	97 1%	47 1%	49 1%	17 1%	36 1%	31 1%	13 1%
Solo	639 5%	383 6%	256 4%	216 11%	270 5%	122 3%	31 2%
Lift	238 2%	128 2%	110 2%	94 5%	105 2%	34 1%	6 0%
Other Lemon Fizzy Soft Drink	270 2%	156 3%	115 2%	41 2%	136 3%	66 2%	27 2%
Other Lo. Cal. Soft Drink	120 1%	56 1%	65 1%	31 2%	53 1%	29 1%	7 0%
Other Soft Drink	335 3%	178 3%	157 3%	69 3%	157 3%	82 2%	27 2%
Dry Ginger - drunk by itself	572 5%	275 5%	297 5%	77 4%	189 4%	205 6%	101 7%
Tonic Water - drunk by itself	232 2%	105 2%	128 2%	21 1%	95 2%	85 2%	31 2%
Bitter Lemon - drunk by itself	226 2%	122 2%	104 2%	30 1%	87 2%	76 2%	34 2%

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Attitudes Toward Nutrition

Almost half the population (48%) consider themselves to be overweight, including 12% who say they are "definitely overweight" as opposed to 36% who describe themselves as "a little overweight". Women are twice as likely as men to describe themselves as "definitely overweight" (16% c.f. 8%).

In conjunction with this critical weight self-assessment is the statement by 44% of people that they do not exercise regularly, including 9% who have no intention of starting. Although this last group is comprised mostly of older people (23% of people aged over 65 years do not intend to start exercising regularly compared to only 4% of 18-24 year olds), older people are in fact more likely than all others to exercise regularly.

The type of exercise, however, varies greatly. 54% of people aged under 45 said they exercised vigorously (exercise which made them breathe harder or puff and pant) in the two weeks prior to the survey, compared to only 22% of people aged over 45 who said they exercised vigorously.

When it comes to diet, the overwhelming majority of Australians (86%) believe they eat a healthy diet - one which does not have too much fat, is varied and has plenty of fruits, vegetables and breads. Women are more likely than men to believe they eat a healthy diet (88% c.f. 83%), as are those aged 45 years or over (93%) compared to under 45's (81%).

Foods which people would avoid in order to reduce their blood cholesterol level were: fried food (mentioned by 86%), dairy food (61%), salt (52%), alcohol (46%) and meat (33% - although not lean meat, mentioned by only 2%).

Quitting smoking completely was mentioned most often, by 78%, as an action which would have a large effect on preventing heart disease. Reducing smoking was mentioned least often, by 24%. Other actions regarded as having a large effect on preventing heart disease were: lowering high blood pressure (mentioned by 75%), reducing overweight (74%), lowering high blood cholesterol (70%), eating fewer high-fat foods (69%), reducing stress (65%), eating fewer high-cholesterol foods (64%), eating more cereals, fruits and vegetables (62%) and increasing exercise (53%). Drinking less alcohol was mentioned by 38% and eating less salt by 37%.

These are the main findings of a special survey on community attitudes to health, conducted for the National Heart Foundation by The Roy Morgan Research Centre. 2,359 people aged 14 years or over were interviewed face-to-face across Australia on the weekend of May 25/26 and June 1/2, 1991.

Healthy Diet

Respondents were told: "People say that a healthy diet is one which does not have too much fat, is varied, and has plenty of fruits, vegetables and breads". They were then asked: "In general, do you think that you eat this type of healthy diet now?"

The following table shows that 86% of Australians believe they are eating a healthy diet - a belief held more strongly by women (88%) than men (83%). Older people (those aged 45 years or over) are also more likely to believe they eat a healthy diet than those aged under 45 - 93% c.f. 81%.

	Total	Sex		Age			
		Male	Female	18 - 24	25 - 44	45 - 64	65 +
	%	%	%	%	%	%	%
<u>Are you eating a healthy diet:</u>							
Yes	86	83	88	74	84	91	98
No	14	17	12	26	16	9	2
	100	100	100	100	100	100	100

Lowering Blood Cholesterol

Respondents were then shown a card listing various foods and asked: "If your doctor told you that you had to lower your blood cholesterol level, which, if any, of the foods on that card would you avoid having?"

Fried food (mentioned by 86%) was cited most often as a food to avoid in order to lower blood cholesterol levels, followed by dairy foods (61%) and salt (52%). Alcohol was mentioned by 46% and meat by 33% (although only 2% mentioned lean meat), while 2% or less mentioned fish, cereals/bread and vegetables.

<u>Foods to avoid to lower cholesterol:</u>	<u>Total</u> %	<u>Sex</u>		<u>Age</u>			
		<u>Male</u> %	<u>Female</u> %	<u>18 - 24</u> %	<u>25 - 44</u> %	<u>45 - 64</u> %	<u>65 +</u> %
Fried food	86	82	90	86	86	86	83
Dairy food	54	53	55	43	56	60	49
Low fat dairy food	7	6	7	5	5	9	9
Total dairy food	61	59	62	48	61	69	58
Salt	52	50	55	53	51	53	53
Alcohol	46	44	48	53	42	46	47
Lean meat	2	3	2	1	3	3	2
Other meat	31	31	31	26	33	38	20
Total meat	33	34	33	27	36	41	22
Fish	2	2	2	2	1	2	2
Cereal/bread	2	2	2	2	3	2	2
Vegetables	*	*	*	-	*	*	*

* mentioned by less than 0.5%.

- not mentioned.

Prevention of Heart Disease

Respondents were read a list of actions that people might take to prevent heart disease. They were asked to say for each one whether they thought that action would have little or no effect, a moderate effect, or a large effect on preventing heart disease. The following table shows the actions which people believe would have a large effect on the prevention of heart disease.

<u>Actions which will have a large effect on preventing heart disease:</u>	<u>Total</u> %	<u>Sex</u>		<u>Age</u>			
		<u>Male</u> %	<u>Female</u> %	<u>18 - 24</u> %	<u>25 - 44</u> %	<u>45 - 64</u> %	<u>65 +</u> %
Quitting smoking completely	78	75	81	81	77	79	78
Lowering high blood pressure	75	72	77	68	77	78	71
Reducing overweight	74	70	78	73	76	76	68
Lowering high blood cholesterol	70	69	71	73	70	71	65
Eating fewer high-fat foods	69	65	73	71	68	70	68
Reducing stress	65	62	68	55	69	68	60
Eating fewer high-cholesterol foods	64	60	68	66	62	66	61
Eating more cereals, fruits and vegetables	62	55	68	63	60	62	64
Increasing exercise	53	51	54	62	53	50	39
Fewer alcoholic beverages	38	31	44	41	33	39	45
Eating less salt	37	34	41	38	36	39	35
Reducing smoking	24	22	27	21	23	28	29