Utah Health Priorities Research Goals

- What is perception of current situation? Is there a sense of need to change or problem awareness?
- Do people have good information? What do they know or think they know?
- What are the perceived underlying causes/barriers?
- Where are their hearts and minds on these issues? What do they care most about? What do they value? What motivates them?
- What actions and strategies do they recommend?
## Methodology

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MODE</strong></td>
<td>Online Survey</td>
</tr>
<tr>
<td><strong>LENGTH</strong></td>
<td>18 minutes</td>
</tr>
<tr>
<td><strong>DATES</strong></td>
<td>January 25 – February 2, 2017</td>
</tr>
<tr>
<td><strong>AUDIENCE</strong></td>
<td>n=1,012 General Public</td>
</tr>
<tr>
<td><strong>GEOGRAPHY</strong></td>
<td>Utah residents</td>
</tr>
</tbody>
</table>
KEY FINDINGS: UTAHNS AND HEALTH
Utahns believe they are in good health and well informed about health issues

**Informed about Health Issues**

- **Very informed**: 27%—74%
- **Informed**: 48%—98%
- **Somewhat informed**: 24%
- **Not at all informed**: 2%

**Very Informed/Informed:**
- 83% HHI $75K-$100K
- 83% HHI $100K-$150K
- 82% College Grad
- 80% Age 65+

**Overall Health**

- **Excellent/Very Good**: 13%—57%
- **Very Good**: 43%
- **Good**: 34%
- **Fair**: 8%
- **Poor**: 2%

**Excellent/Very Good:**
- 75% HHI $150K+
- 74% BMI 18.5-24.9
- 69% HHI $100K-$150K
- 68% Ages 65+
- 65% Ages 25-34
- 65% College Grad
Obesity not a priority—healthy living scores higher

Important for the State of Utah to Focus On
Mean Score (out of 10)

<table>
<thead>
<tr>
<th>Area</th>
<th>Mean Score (out of 10)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>8.2</td>
</tr>
<tr>
<td>Air quality</td>
<td>7.8</td>
</tr>
<tr>
<td>Healthy living</td>
<td>7.4</td>
</tr>
<tr>
<td>Transportation/roads</td>
<td>7.2</td>
</tr>
<tr>
<td>Childhood obesity</td>
<td>6.6</td>
</tr>
<tr>
<td>Adult obesity</td>
<td>6.3</td>
</tr>
</tbody>
</table>

BASE: All Respondents (n=1012)
Q200. Please indicate how important you feel each of the following things are for the state of Utah to focus on, using a scale of 1 to 10 where 1 means “not at all important” and 10 means it is “extremely important”. You can use any number from 1 to 10.
Obesity not a priority—healthy living scores higher

**Important for the State of Utah to Focus On**

<table>
<thead>
<tr>
<th>Mean Score (out of 10)</th>
<th>Education</th>
<th>Air quality</th>
<th>Healthy living</th>
<th>Transportation/roads</th>
<th>Childhood obesity</th>
<th>Adult obesity</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.2</td>
<td></td>
<td>7.8</td>
<td>7.4</td>
<td>7.2</td>
<td>6.6</td>
<td>6.3</td>
</tr>
</tbody>
</table>

**Groups with Higher Scores**
- Education: Age 65+
- Air quality: Hispanic, Age 18-24, Urban
- Healthy living: 6.8 HHI >$150K
- Transportation/roads: 5.9 HHI >$150K
- Childhood obesity: kids in HH
- Adult obesity: Very over weight

**Groups with Lower Scores**
- Education: HH >$150K
- Air quality: HHI >$150K
- Healthy living: HHI >$150K

**BASE:** All Respondents (n=1012)

Q200. Please indicate how important you feel each of the following things are for the state of Utah to focus on, using a scale of 1 to 10 where 1 means “not at all important” and 10 means it is “extremely important”. You can use any number from 1 to 10.
Two-thirds of Utahns incorrect about at least one health fact. Minorities and less educated Utahns wrong more often.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Correct Answer</th>
<th>% Correct</th>
<th>Groups More Likely to be Wrong (% Correct)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foods and drinks with added sugar increase your risk for being overweight or obese.</td>
<td>TRUE</td>
<td>92%</td>
<td>Hispanics (85%)</td>
</tr>
<tr>
<td>Eating regular family meals leads to better health.</td>
<td>TRUE</td>
<td>92%</td>
<td>Hispanics (84%), Urban (84%), Liberals (83%)</td>
</tr>
<tr>
<td>It is recommended that individuals consume 5 to 9 servings of fruits and vegetables each day.</td>
<td>TRUE</td>
<td>89%</td>
<td>HS or Less (85%)</td>
</tr>
<tr>
<td>Adults need at least 150 minutes of physical activity a week and children need at least 60 minutes each day.</td>
<td>TRUE</td>
<td>88%</td>
<td>35-44 (82%)</td>
</tr>
<tr>
<td>There is no evidence linking fast food with being overweight or obese.</td>
<td>FALSE</td>
<td>85%</td>
<td>HHI&gt; $150K (76%), 65+ (79%)</td>
</tr>
<tr>
<td>One of the best ways to lose weight and improve health is to avoid carbohydrates of any kind.</td>
<td>FALSE</td>
<td>68%</td>
<td>45-54 (56%), Urban (57%), Hispanics (62%)</td>
</tr>
<tr>
<td>Organic foods are much healthier than other foods.</td>
<td>FALSE</td>
<td>46%</td>
<td>Hispanics (22%), HS or less (36%), Urban (33%)</td>
</tr>
<tr>
<td>Low-fat diets are good for weight loss.</td>
<td>FALSE</td>
<td>43%</td>
<td>Hispanics (32%), 65+ (33%), HS or less (33%)</td>
</tr>
</tbody>
</table>

BASE: All Respondents (n=1012)
Q700 There is a huge amount of information about eating right and getting good physical activity in the news, media, books, magazines, online, and from friends and family. Some of it is good and some of it is not. For each of the following please indicate your feeling about whether the information is true or false.
Utahns underestimate the state weight problem

Average Percentage of Utah’s Adult Population Thought to be Overweight or Obese

45%

ACTUAL Percentage of Utah’s Adult Population Overweight or Obese

60%

BASE: All Respondents (n=1012)
Q250. If you were to guess, about what percent of Utah’s adult population is overweight or obese?
...And under-report their own weight situation

Self Reported Weight Category

- Very overweight: 11%
- A little overweight: 43%
- About the right weight: 39%
- A little underweight: 6%
- Very underweight: 1%

Actual BMI

- 30.0+ BMI: 30%
- 25.0-29.9 BMI: 32%
- 18.5-24.9 BMI: 35%
- Under 18.5 BMI: 2%

BASE: All Respondents (n=1012)
Q225. Do you consider yourself to be overweight, underweight or about the right weight?
Q1200. How tall are you without shoes?
Q1205. How much do you weigh without shoes?
A disconnect between health and weight—Half of Utahns report excellent or good health but are overweight/obese

A majority (69%) of people who self-identify as being “Very Overweight” say they are in Good, Very Good or Excellent Health
It's not me...Utahns believe they are doing much better personally than their fellow citizens on eating right.

**Eating Right**

- **Personal**
  - Excellent: 10%
  - Good: 50%
  - Fair: 34%
  - Poor: 5%
  - Terrible: 1%

- **State**
  - Excellent: 5%
  - Good: 26%
  - Fair: 56%
  - Poor: 12%
  - Terrible: 1%

There are no significant differences between LDS and non-LDS.

**Q230.** When it comes to eating right, which of the following best describes how you feel you are doing personally?

**Q240.** Now thinking about the health and wellness of people here in the state of Utah, when it comes to eating right, which of the following best describes how we are doing as Utahns?
Utahns believe they are doing slightly better on exercising than people in the state as a whole.
Utahns believe their weight is within personal control despite a majority being overweight or obese

**Personal Control Over Weight**

- **Totally in control**: 24%
- **Mostly in control**: 40%
- **Mix**: 6%
- **Mostly out of control**: 29%
- **Totally out of control**: 5%

**Mostly/Totally in Control:**
- 75% HHI $150K+
- 74% BMI 18.5-24.9
- 69% HHI $100K-$150K
- 68% Ages 65+
- 65% Ages 25-34
- 65% College Grad

**Mostly/Totally Out of Control:**
- 19% Very overweight
- 13% Urban
- 12% HHI Under $25K

BASE: All Respondents (n=1012)
Q420. To what extent do you feel you have control over your own weight?
KEY FINDINGS:
CONCERNS, RESPONSIBILITY, BARRIERS
Connecting obesity and chronic illness creates the most concern

Obesity increases your risk for developing diabetes, cardiovascular disease, high blood pressure, depression, cancer, asthma and sleep apnea.

- Very concerning: 37%
- Extremely concerning: 45%
- Total: 82%

BASE: All Respondents (n=varies)
Q800: You will now see a list of facts about obesity. For each one, indicate how concerning you find that fact.

Obesity increases your risk for developing diabetes, cardiovascular disease, high blood pressure, depression, cancer, asthma and sleep apnea.
Utahns overwhelmingly believe individuals have the most responsibility for their health

<table>
<thead>
<tr>
<th>Role</th>
<th>Most Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ourselves</td>
<td>88%</td>
</tr>
<tr>
<td>Parents/Spouses/Family</td>
<td>82%</td>
</tr>
<tr>
<td>Health care professionals (Doctors, Hospitals,…)</td>
<td>68%</td>
</tr>
<tr>
<td>Companies that make and sell food (food packaging…)</td>
<td>61%</td>
</tr>
<tr>
<td>Educators (Teachers, Principals, School Administrators)</td>
<td>51%</td>
</tr>
<tr>
<td>Government health programs and regulations</td>
<td>44%</td>
</tr>
<tr>
<td>Community Planners (those who design…)</td>
<td>33%</td>
</tr>
<tr>
<td>Advertisers (those that promote and sell food)</td>
<td>31%</td>
</tr>
<tr>
<td>Workplace and employers</td>
<td>26%</td>
</tr>
<tr>
<td>Churches and religious institutions</td>
<td>16%</td>
</tr>
</tbody>
</table>
Time and convenience lead Utahns away from preparing their own food

### Barriers to Eating Right

<table>
<thead>
<tr>
<th>Barriers to Eating Right</th>
<th>Most Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easier to use prepared foods or eat out rather than cook your own food</td>
<td>55% 17%</td>
</tr>
<tr>
<td>Junk food/fast food is too easy and too available</td>
<td>51% 12%</td>
</tr>
<tr>
<td>Busy schedules/working too many hours-not enough time to do it right</td>
<td>48% 23%</td>
</tr>
<tr>
<td>Healthy foods are too expensive</td>
<td>39% 17%</td>
</tr>
<tr>
<td>Just plain lazy/not motivated</td>
<td>30% 10%</td>
</tr>
<tr>
<td>Culture/society encourages over indulgence</td>
<td>26% 5%</td>
</tr>
<tr>
<td>Everyone is addicted to sugar</td>
<td>22% 7%</td>
</tr>
<tr>
<td>Lots of confusing information out there-too much misinformation and not enough good education about…</td>
<td>21% 7%</td>
</tr>
<tr>
<td>Schools no longer spend time teaching nutrition</td>
<td>8% 1%</td>
</tr>
</tbody>
</table>

BASE: n=510
Q900. There are a number of things that get in the way or make it harder for you and your family to eat right. From the list below, please select the three you feel are the biggest barriers to you and your family eating right or following a healthy diet.
A lack of time and energy is the top reason Utahns do not exercise more

### Barriers to Exercising

<table>
<thead>
<tr>
<th>Barrier</th>
<th>Most Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work long hours/Too busy/Too tired to be active</td>
<td>59% 31%</td>
</tr>
<tr>
<td>Too much screen time (watching TV, online…</td>
<td>53% 17%</td>
</tr>
<tr>
<td>Poor time management</td>
<td>51% 16%</td>
</tr>
<tr>
<td>Family life is over scheduled—not enough time to play…</td>
<td>33% 10%</td>
</tr>
<tr>
<td>Not in shape/Overweight</td>
<td>30% 10%</td>
</tr>
<tr>
<td>Simply don’t know how to start</td>
<td>22% 6%</td>
</tr>
<tr>
<td>Lack of safe or convenient places to be active, play…</td>
<td>22% 5%</td>
</tr>
<tr>
<td>Simply don’t understand or appreciate the…</td>
<td>15% 3%</td>
</tr>
<tr>
<td>Not enough physical activity in school</td>
<td>14% 2%</td>
</tr>
</tbody>
</table>

BASE: n=502
Q920. Let's change focus now and get your thoughts about the things that get in the way or make it harder for you and your family to get the physical activity you need. From the list below, please select the three you feel are the biggest barriers to you and your family getting the physical activity you need.
KEY FINDINGS:
THE PERSONAL VALUES OF EATING RIGHT AND EXERCISING
The focus of Values research is to insure that the Brand or Issue is anchored upon the core values of your key stakeholders.

**Personal Values Tell Us How to Impact Behavior & Attitudes**

*Connect emotionally by tapping into personal values*

*Persuade By Reason, Motivate By Emotion*

Source: Understanding Consumer Decision Making; Neuroscience Association; Means-End Theory
Values Based Research: The Path to Effective Communications

Emotional Level

How your Brand/Issue/Product identifies with the stakeholders’ feelings and personal experience to elicit emotional responses aligned with the core personal values, needs, and wants.

Rational Level

What matters most to your key stakeholders.

Personal Values
(Stable, enduring personal goals)

Emotional Benefits & Consequences
(Emotional or social consequences derived from the functional consequences)

Rational Benefits & Consequences
(Functional consequences derived from attributes)

Attributes
(tangible features/attributes)
Identifying the positive benefits of eating right and being physically active
Identifying the positive benefits of eating right and being physically active.

What happens to my body.
Avoiding chronic disease is the most important reason to eat well and exercise; having greater physical ability and feeling better are also top reasons. 

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Very Important</th>
<th>Absolutely Essential</th>
<th>Most Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Better able to physically do the things I want/need to do</td>
<td>45%</td>
<td>37%</td>
<td>82%</td>
</tr>
<tr>
<td>Feel healthier/sick less often</td>
<td>45%</td>
<td>35%</td>
<td>80%</td>
</tr>
<tr>
<td>Have a better mood/mental outlook</td>
<td>43%</td>
<td>37%</td>
<td>79%</td>
</tr>
<tr>
<td>Avoid chronic disease such as diabetes or heart disease</td>
<td>35%</td>
<td>44%</td>
<td>79%</td>
</tr>
<tr>
<td>Feel more energy/less sluggish</td>
<td>46%</td>
<td>31%</td>
<td>78%</td>
</tr>
<tr>
<td>Sleep better/get more rest</td>
<td>42%</td>
<td>33%</td>
<td>76%</td>
</tr>
<tr>
<td>You can focus better/sharper mind</td>
<td>43%</td>
<td>31%</td>
<td>74%</td>
</tr>
<tr>
<td>Helps me maintain/lose weight</td>
<td>39%</td>
<td>26%</td>
<td>65%</td>
</tr>
<tr>
<td>Better appearance</td>
<td>34%</td>
<td>20%</td>
<td>54%</td>
</tr>
</tbody>
</table>

Base: All Respondents (n=1012)

Q600. There are different benefits or consequences that are connected to eating right and being physically active. Thinking about your own personal situation, for each of the following, please rate how important it is to you personally using the five response options:

Q601. You rated each of the items below as .... Please select the one item that you think is most important for you personally.
<table>
<thead>
<tr>
<th>Issue</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avoid chronic disease</td>
<td>23%</td>
</tr>
<tr>
<td>Live longer</td>
<td>14%</td>
</tr>
<tr>
<td>Provide for those that depend on me</td>
<td>13%</td>
</tr>
<tr>
<td>Confidence</td>
<td>14%</td>
</tr>
<tr>
<td>Better live life</td>
<td>16%</td>
</tr>
<tr>
<td>Enjoy high quality of life</td>
<td>25%</td>
</tr>
<tr>
<td>Self-esteem</td>
<td>16%</td>
</tr>
<tr>
<td>Love for family</td>
<td>16%</td>
</tr>
<tr>
<td>Peace of mind</td>
<td>15%</td>
</tr>
<tr>
<td>Joy and happiness</td>
<td>18%</td>
</tr>
<tr>
<td>Maintain/lose weight</td>
<td>7%</td>
</tr>
<tr>
<td>Appearance</td>
<td>4%</td>
</tr>
<tr>
<td>Feel healthier/sick less often</td>
<td>11%</td>
</tr>
<tr>
<td>Feel more energy</td>
<td>7%</td>
</tr>
<tr>
<td>Improve physical abilities</td>
<td>18%</td>
</tr>
<tr>
<td>Sleep better/get more rest</td>
<td>9%</td>
</tr>
<tr>
<td>Better mood/mental outlook</td>
<td>16%</td>
</tr>
<tr>
<td>Sharper mind/focus</td>
<td>5%</td>
</tr>
<tr>
<td>What happens to my body...</td>
<td></td>
</tr>
</tbody>
</table>

Based on Most Important Issues
Utah Health Values Map

What happens to my body...

Appearance 4%
Maintain/lose weight 7%
Feel healthier/sick less often 11%
Feel more energy 7%
Improve physical abilities 18%
Personal Physical Capacity (36%)

Sleep better/get more rest 9%
Better mood/mental outlook 16%
Sharper mind/focus 5%
Personal Mental Capacity (30%)

Avoid chronic disease 23%

Based on Most Important Issues
What it allows me to do as a person...

- Personal Physical Capacity (36%)
  - Improve appearance
  - Motivated/inspired
  - Feel healthier/sick less often
  - Feel more energy
  - Improve physical abilities

- Personal Mental Capacity (30%)
  - Take care of children/family/friends better
  - Spend/enjoy more time with family/friends
  - Sleep better/get more rest
  - Better mood/mental outlook
  - Sharper mind/focus

- Avoid chronic disease (23%)
  - Live longer
  - More productive/get more of what I want/need done
  - Take care of myself better
  - Better live life to the fullest
  - Enjoy high quality of life

- Self-esteem (16%)
  - Love for family

- Confidence (14%)
  - Peace of mind

- Maintain/lose weight (7%)
  - Appearance

- Less stress/anxiety (8%)

- Personal	Physical	Capacity (36%)
  - Better mood/mental outlook
  - Sleep better/get more rest
  - Feel healthier/sick less often
  - Feel more energy
  - Improve physical abilities

- Personal	Mental	Capacity (30%)
  - Sharper mind/focus
  - Better mood/mental outlook
  - Sleep better/get more rest

- Utah Health Values Map

Based on Most Important Issues
What it allows me to do as a person...

**Personal Focus (39%)**
- More productive/get more of what I want/need done (23%)
- Take care of myself better (21%)
- Feel healthier/sick less often (18%)
- Feel more energy (7%)
- Improve physical abilities (6%)

**Personal Physical Capacity (36%)**
- Sleep better/get more rest (9%
- Feel healthier/sick less often (11%
- Feel more energy (7%)
- Improve physical abilities (18%)

**Personal Mental Capacity (30%)**
- Better mood/mental outlook (16%)
- Sharper mind/focus (5%)
- Better mood/mental outlook (16%)

**Family/Friend Focus (28%)**
- Take care of children/family/friends better (15%)
- Spend/enjoy more time with family/friends (13%)

**Avoid chronic disease (23%)**
- Live longer (14%)

- Maintain/lose weight (7%)
- Appearance (4%)

- Motivated/inspired (8%)
- Feel attractive (7%)

- Personal Physical Capacity (36%)

- Personal Mental Capacity (30%)

Based on Most Important Issues

Utah Health Values Map
Based on Most Important Issues

How it impacts my life...

---

**Utah Health Values Map**

**Personal Focus (39%)**
- Feel healthier/sicker less often: 11%
- Feel more energy: 7%
- Improve physical abilities: 18%

**Family/Friend Focus (28%)**
- Spend/enjoy more time with family/friends: 15%
- Better mood/mental outlook: 16%
- Sharper mind/focus: 5%

**Personal Physical Capacity (36%)**
- More productive/get more of what I want/need done: 21%

**Personal Mental Capacity (30%)**
- Take care of myself better: 18%
- Sleep better/get more rest: 9%
- Better mood/mental outlook: 16%

---

**Avoid chronic disease**
- 23%

**Live longer**
- 14%

**Confidence**
- 14%

**Less stress/anxiety**
- 8%

**Better live life to the fullest**
- 16%

**Enjoy high quality of life**
- 25%

**Provide for those that depend on me**
- 13%

**Closer bond**
- 7%

**Improve appearance**
- 7%

**Motivated/inspired**
- 8%

**Feeling attractive**
- 7%

**Maintain/lose weight**
- 7%

**Personal Physical Capacity**
- 36%

**Less stress/anxiety**
- 8%

**Better live life to the fullest**
- 16%

**Provide for those that depend on me**
- 13%

**Closer bond**
- 7%

**Confidence**
- 14%

**Less stress/anxiety**
- 8%

**Better live life to the fullest**
- 16%

**Provide for those that depend on me**
- 13%

**Closer bond**
- 7%

**Feeling attractive**
- 7%

**Personal Physical Capacity**
- 36%

**Less stress/anxiety**
- 8%

**Better live life to the fullest**
- 16%

**Provide for those that depend on me**
- 13%

**Closer bond**
- 7%

**Confidence**
- 14%

**Less stress/anxiety**
- 8%

**Better live life to the fullest**
- 16%

**Provide for those that depend on me**
- 13%

**Closer bond**
- 7%

**Feeling attractive**
- 7%

**Personal Physical Capacity**
- 36%
Avoid chronic disease 23%

Live longer 14%

Provide for those that depend on me 13%

Closer bond 7%

Enjoy high quality of life 25%

Better live life to the fullest 16%

Less stress/anxiety 8%

Confidence 14%

Self-esteem 16%

Better mood/mental outlook 16%

Sleep better/get more rest 9%

Feel more energy 7%

Improve physical abilities 18%

Feel healthier/sick less often 11%

Personal Physical Capacity (36%)

Personal Focus (39%)

Motivated/inspired 8%

Personal Mental Capacity (30%)

Maintain/lose weight 7%

More productive/get more of what I want/need done 21%

Take care of myself better 18%

Spend/enjoy more time with family/friends 13%

Family/Friend Focus (28%)

Feel healthy/sick less often 11%

Love for family 16%

Joy and Happiness 18%

Peace of mind 15%

Confidence 14%

Peace of mind 15%

Better live life to the fullest 16%

Utah Health Values Map

Based on Most Important Issues
Health Values Map: Personal Focus (39%)

- Self-esteem (16%)
- Confidence (14%)
- Love for family (16%)
- Close bond (7%)
- Moving forward (14%)
- Less stress/anxiety (8%)
- Better life to the fullest (16%)
- Enjoy high quality of life (25%)
- Provide for those that depend on me (13%)
- Improve appearance (7%)
- Feel attractive (7%)
- Motivated/inspired (8%)
- Appearance (4%)
- Maintain/lose weight (7%)
- Take care of myself better (18%)
- Feel healthier/sick less often (11%)
- Feel more energy (7%)
- Improve physical abilities (18%)

Personal Physical Capacity (36%)

- Sleep better/get more rest (9%)
- Better mood/mental outlook (16%)
- Sharper mind/focus (5%)

Personal Mental Capacity (30%)

- Spend/enjoy more time with family/friends (13%)
- Take care of children/family/friends better (15%)
- Spend/enjoy more time with family/friends (13%)
- Better mood/mental outlook (16%)
- Sharper mind/focus (5%)

Avoid chronic disease (23%)

- Feel healthier/sick less often (11%)
- Feel more energy (7%)
- Improve physical abilities (18%)

Personal Physical Capacity (36%)

- Sleep better/get more rest (9%)
- Better mood/mental outlook (16%)
- Sharper mind/focus (5%)

Personal Mental Capacity (30%)
Personal Focus (39%)

By eating right and being physically active I will not only avoid debilitating diseases, but I will improve my physical abilities and mental outlook so I can do the things that help me live a high quality of life—living life to the fullest—helping me to enjoy greater peace of mind and a sense of joy and happiness.
Health Values Map: Family/Friend Focus (28%)

Personal Focus (39%)
- Personal Physical Capacity (36%)
  - Feel healthier/sick less often 11%
  - Feel more energy 7%
  - Improve physical abilities 18%
- Personal Mental Capacity (30%)
  - Better mood/mental outlook 16%
  - Sharper mind/focus 5%
- Take care of myself better 18%
- More productive/get more of what I want/need done 21%

Family/Friend Focus (28%)
- Spend/enjoy more time with family/friends 13%
- Take care of children/family/friends better 15%
- Less stress/anxiety 8%
- Closer bond 7%
- Enjoy high quality of life 25%
- Provide for those that depend on me 13%
- Live longer 14%

Based on Most Important Issues
Family/Friend Focus 28%

By eating right and being physically active I will avoid disease, live longer and improve my physical abilities so I can spend more time with family/friends and provide for their needs. This leads to a higher quality of life and a chance to deepen my bonds and love with those I care about giving me a sense of joy and peace of mind.

Health Priorities

Avoid Disease
Improve Physical Abilities

Taking care of/
Spending more time with children/family/friends

High Quality of Life
Providing for and strengthening bonds with those I care about

Joy/Happiness
Family Love
Peace of Mind

Utah Values

Focus among Middle Aged
Based on Most Important Issues

Avoid chronic disease 23%
Live longer 14%
Provide for those that depend on me 13%
Better live life to the fullest 16%
Enjoy high quality of life 25%

Health Values Map: Appearance/Confidence (7%)

Self-esteem 16%
Confidence 14%

Personal Focus (39%)
- More productive/get more of what I want/need done 21%
- Take care of myself better 18%

Family/Friend Focus (28%)
- Take care of children/family/friends better 15%
- Spend/enjoy more time with family/friends 13%

Personal Physical Capacity (36%)
- Feel healthier/sick less often 11%
- Feel more energy 7%
- Improve physical abilities 18%

Personal Mental Capacity (30%)
- Sleep better/get more rest 9%
- Better mood/mental outlook 16%
- Sharper mind/focus 5%
Personal Appearance 7%

By eating right and being physically active I can maintain or lose weight and look better so I feel attractive. When I feel attractive, I feel more confident which builds my self esteem.

Utah Values

Focus among Younger
“By eating right and being physically active I can maintain or lose weight and look better so I feel attractive. When I feel attractive, I feel more confident which builds my self esteem.”
Personal Focus (39%)

“By eating right and being physically active I will not only avoid debilitating diseases, but I will improve my physical abilities and mental outlook so I can do the things that help me live a high quality of life—living life to the fullest—helping me to enjoy greater peace of mind and a sense of joy and happiness.”

Health Priorities

Avoid disease; Improve physical abilities; Mental outlook

Be more productive/ Get more done; Better care for myself

High quality of life; Live life to fullest

Joy/Happiness; Peace of mind

Focus among Younger and Older

Utah Values
“By eating right and being physically active I will avoid disease, live longer and improve my physical abilities so I can spend more time with family/friends and provide for their needs. This leads to a higher quality of life and a chance to deepen my bonds and love with those I care about giving me a sense of joy and peace of mind.”
Utahns are slightly more motivated by positive consequences of eating right and exercising.

There are no meaningful demographic differences.

### Positive vs. Negative Motivation

- **Much more motivated by positive**: 30%
- **Somewhat more motivated by positive**: 28%
- **Somewhat more motivated to avoid negative**: 27%
- **Much more motivated to avoid negative**: 15%

**BASE**: All Respondents (n=1012)

Q630 Some people are motivated more [by positive/to avoid negative] consequences and some are more motivated [to avoid negative/by positive] consequences. Being honest with yourself, when it comes to your personal health, which of the following best describes what motivates you most.
KEY FINDINGS: HEALTH COMMUNICATIONS STRATEGIES
Schools are seen as the key to reducing obesity; public policy is seen as the least impactful avenue.

**Most Influential Health Strategies**

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Impact</th>
<th>Baseline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improving nutrition, physical activity and wellness programs in schools</td>
<td>62%</td>
<td>39%</td>
</tr>
<tr>
<td>Support local initiatives to promote healthy communities, walkable/bikeable communities, physical activity opportunities, and access to healthy foods</td>
<td>51%</td>
<td>37%</td>
</tr>
<tr>
<td>Improving nutrition, physical activity and wellness programs on the worksite and in the workplace</td>
<td>49%</td>
<td>35%</td>
</tr>
<tr>
<td>Increase faith-based support and encouragement of healthy living</td>
<td>33%</td>
<td>23%</td>
</tr>
<tr>
<td>Advocate for policy changes (local, state, and federal) which positively impact the activity and nutrition environments.</td>
<td>31%</td>
<td>22%</td>
</tr>
</tbody>
</table>

**TOP 2 Box**

- One of most impactful/influential
- Good amount of impact/influence

---

BASE: n=1012
Q1000. There are many different strategies for reducing obesity and increasing healthy eating and physical activity. For each of the following strategies, please indicate the level of impact or influence you think it would have.
Schools are seen as the key to reducing obesity; public policy is seen as the least impactful avenue.

**Most Influential Health Strategies**

<table>
<thead>
<tr>
<th>Strategy</th>
<th>One of most impactful/influential</th>
<th>Good amount of impact/influence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Schools</td>
<td>23%</td>
<td>39%</td>
</tr>
<tr>
<td>Community</td>
<td>14%</td>
<td>37%</td>
</tr>
<tr>
<td>Workplace</td>
<td>13%</td>
<td>35%</td>
</tr>
<tr>
<td>Faith-Based</td>
<td>33%</td>
<td>23%</td>
</tr>
<tr>
<td>Public Policy</td>
<td>31%</td>
<td>22%</td>
</tr>
</tbody>
</table>

**TOP 2 Box**
- One of most impactful/influential
- Good amount of impact/influence

**BASE:** n=1012

Q1000. There are many different strategies for reducing obesity and increasing healthy eating and physical activity. For each of the following strategies, please indicate the level of impact or influence you think it would have.
## School Strategies

### Most Influential Health Strategies: Schools

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Good amount of impact/influence</th>
<th>One of the most impactful/influential</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Require daily physical activity during school for all students</td>
<td>29%</td>
<td>59%</td>
<td>89%</td>
</tr>
<tr>
<td>Encourage school districts to promote physical activity programs before and after school</td>
<td>43%</td>
<td>42%</td>
<td>84%</td>
</tr>
<tr>
<td>Encourage parents and teachers to use non-food rewards in the classroom and offer nutritious foods for all extracurricular activities and fundraisers</td>
<td>43%</td>
<td>32%</td>
<td>76%</td>
</tr>
<tr>
<td>Increase participation in school breakfast and lunch programs</td>
<td>41%</td>
<td>20%</td>
<td>61%</td>
</tr>
</tbody>
</table>

**BASE: n=1012**

Q1005 Thinking about some of the things the schools can do, how important and influential do you think each of the following strategies is?
## Most Influential Health Strategies: Community

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Good amount of impact/influence</th>
<th>One of the most impactful/influential</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase the availability of affordable or free recreational opportunities for physical activity</td>
<td>38%</td>
<td>49%</td>
<td>88%</td>
</tr>
<tr>
<td>Promote safe walking and biking in neighborhoods and communities</td>
<td>45%</td>
<td>40%</td>
<td>85%</td>
</tr>
<tr>
<td>Increase the availability of fresh fruits and vegetables through things like farmers markets</td>
<td>47%</td>
<td>36%</td>
<td>83%</td>
</tr>
</tbody>
</table>

BASE: n=1012
Q1025 Thinking about some of the things the local community can do, how important and influential do you think each of the following strategies is?
### Workplace Strategies

#### Most Influential Health Strategies: Workplace

<table>
<thead>
<tr>
<th>Category</th>
<th>Good amount of impact/influence</th>
<th>One of the most impactful/influential</th>
</tr>
</thead>
<tbody>
<tr>
<td>Encourage employers (workplaces) to promote physical activity for employees including exercise release policies, walking at work, and supporting walking, biking, and public transit to work</td>
<td>47%</td>
<td>35%</td>
</tr>
<tr>
<td>Encourage employers (workplaces) to adopt policies that ensure healthy food options are available on-site such as cafeteria and vending machine options as well as for all on-site meetings</td>
<td>46%</td>
<td>30%</td>
</tr>
<tr>
<td>Encourage employers (workplaces) to establish or maintain a worksite wellness council to improve the health and wellbeing of employees</td>
<td>48%</td>
<td>20%</td>
</tr>
</tbody>
</table>

**BASE:** n=1012

Q1010 Thinking about some of the things that can be done in the workplace, how important and influential do you think each of the following strategies is?
## Faith-Based Strategies

### Most Influential Health Strategies: Faith-Based

<table>
<thead>
<tr>
<th>Category</th>
<th>Good amount of impact/influence</th>
<th>One of the most impactful/influential</th>
</tr>
</thead>
<tbody>
<tr>
<td>Encourage faith-based groups to offer free and low-cost exercise classes for adults and seniors</td>
<td>41%</td>
<td>20%</td>
</tr>
<tr>
<td>Encourage faith-based groups to offer healthy food options, including increased fruits and vegetables and decreased sugar, at all social events</td>
<td>39%</td>
<td>18%</td>
</tr>
<tr>
<td>Encourage faith-based groups to develop joint/community use agreements for facilities to provide increased access to physical activity for all community</td>
<td>43%</td>
<td>15%</td>
</tr>
<tr>
<td>Encourage faith-based groups to provide accurate health information and encouragement to members</td>
<td>41%</td>
<td>15%</td>
</tr>
</tbody>
</table>

**BASE:** n=1012

Q1015 Thinking about some of the things faith-based organizations can do, how important and influential do you think each of the following strategies is?
### Public Policy Strategies

#### Most Influential Health Strategies: Public Policy

<table>
<thead>
<tr>
<th>Category</th>
<th>Impact/Influence</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support land use development policies that preserve and promote open spaces for recreation, physical activity, and community gardens</td>
<td>Good amount of impact/influence</td>
<td>45%</td>
</tr>
<tr>
<td></td>
<td>One of the most impactful/influential</td>
<td>32%</td>
</tr>
<tr>
<td></td>
<td>Category</td>
<td>77%</td>
</tr>
<tr>
<td>Support cost incentives like lower costs for healthy food and increased costs (e.g., taxes) for unhealthy foods and beverages</td>
<td>Good amount of impact/influence</td>
<td>36%</td>
</tr>
<tr>
<td></td>
<td>One of the most impactful/influential</td>
<td>38%</td>
</tr>
<tr>
<td></td>
<td>Category</td>
<td>74%</td>
</tr>
<tr>
<td>Require nutritional information on menus</td>
<td>Good amount of impact/influence</td>
<td>44%</td>
</tr>
<tr>
<td></td>
<td>One of the most impactful/influential</td>
<td>27%</td>
</tr>
<tr>
<td></td>
<td>Category</td>
<td>70%</td>
</tr>
</tbody>
</table>

**BASE:** n=1012

Q1020 Thinking about some of the public policy things that can be done, how important and influential do you think each of the following strategies is?
Require daily physical activity during school for all students
Increase the availability of affordable or free recreational opportunities for physical activity
Promote safe walking and biking in neighborhoods and communities
Encourage school districts to promote physical activity programs before and after school
Increase the availability of fresh fruits and vegetables through things like farmers markets

The most impactful initiatives increase opportunity for exercise and healthy eating

Most Influential Health Strategies (1)

- **Schools**
  - Require daily physical activity during school for all students: 89%
  - Encourage school districts to promote physical activity programs before and after school: 84%
- **Community**
  - Increase the availability of affordable or free recreational opportunities for physical activity: 88%
  - Promote safe walking and biking in neighborhoods and communities: 85%
  - Increase the availability of fresh fruits and vegetables through things like farmers markets: 83%

**BASE:** n=1012
Q1005 – Q1025. Thinking about some of the things that can be done in the <strategy>, how important and influential do you think each of the following strategies is?
The most impactful initiatives increase opportunity for exercise and healthy eating.

### Most Influential Health Strategies (1)

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Percentage (Good Amount of Impact/Influence)</th>
<th>Percentage (One of Most Impactful/Influential)</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Require daily physical activity during school for all students</td>
<td>29%</td>
<td>59%</td>
<td>Schools</td>
</tr>
<tr>
<td>Increase the availability of affordable or free recreational opportunities for physical activity</td>
<td>38%</td>
<td>49%</td>
<td>Community</td>
</tr>
<tr>
<td>Promote safe walking and biking in neighborhoods and communities</td>
<td>45%</td>
<td>40%</td>
<td>Community</td>
</tr>
<tr>
<td>Encourage school districts to promote physical activity programs before and after school</td>
<td>43%</td>
<td>42%</td>
<td>Schools</td>
</tr>
<tr>
<td>Increase the availability of fresh fruits and vegetables through things like farmers markets</td>
<td>47%</td>
<td>36%</td>
<td>Community</td>
</tr>
<tr>
<td>Encourage employers to promote physical activity for employees (exercise release policies; walking at work; walking, biking, public transit to work)</td>
<td>47%</td>
<td>35%</td>
<td>Workplace</td>
</tr>
<tr>
<td>Support land use development policies that preserve and promote open spaces for recreation, physical activity, and community gardens</td>
<td>45%</td>
<td>32%</td>
<td>Public Policy</td>
</tr>
</tbody>
</table>

**BASE:** n=1012
Q1005 – Q1025. Thinking about some of the things that can be done in the <strategy>, how important and influential do you think each of the following strategies is?
Specific faith-based policies are seen as having the least potential impact

<table>
<thead>
<tr>
<th>Most Influential Health Strategies (2)</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Encourage employers to adopt policies that ensure healthy food options are available on-site (cafeteria; vending machine options; on-site meetings)</td>
<td>46%</td>
</tr>
<tr>
<td>Support cost incentives like lower costs for healthy food and increased costs (e.g., taxes) for unhealthy foods and beverages</td>
<td>36%</td>
</tr>
<tr>
<td>Require nutritional information on menus</td>
<td>44%</td>
</tr>
<tr>
<td>Encourage employers (workplaces) to establish or maintain a worksite wellness council to improve the health and wellbeing of employees</td>
<td>48%</td>
</tr>
<tr>
<td>Increase participation in school breakfast and lunch programs</td>
<td>41%</td>
</tr>
<tr>
<td>Encourage faith-based groups to offer free and low-cost exercise classes for adults and seniors</td>
<td>41%</td>
</tr>
<tr>
<td>Encourage faith-based groups to offer healthy food options, including increased fruits and vegetables and decreased sugar, at all social events</td>
<td>39%</td>
</tr>
<tr>
<td>Encourage faith-based groups to develop community use agreements for their facilities; increased access to physical activity for all community members</td>
<td>43%</td>
</tr>
<tr>
<td>Encourage faith-based groups to provide accurate health information and encouragement to members</td>
<td>41%</td>
</tr>
</tbody>
</table>

BASE: n=1012
Q1005 – Q1025. Thinking about some of the things that can be done in the <strategy>, how important and influential do you think each of the following strategies is?
KEY FINDINGS:
WORDS AND PHRASES TO USE
# The Language of Diet

## Reaction to Words/Phrases (4)

<table>
<thead>
<tr>
<th>Eating right</th>
<th>% Equity – Positive and Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>-4%</td>
<td>88%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Healthy eating</th>
<th>% Equity – Positive and Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>-1%</td>
<td>86%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Balanced diet</th>
<th>% Equity – Positive and Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>-4%</td>
<td>82%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Low fat diet</th>
<th>% Equity – Positive and Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>-17%</td>
<td>51%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Diet</th>
<th>% Equity – Positive and Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>-36%</td>
<td>29%</td>
</tr>
</tbody>
</table>

---

**BASE: All Respondents (n=varies)**

Q300: In this next section, please think about the words and phrases that are sometimes used when people talk about health issues. Please indicate whether each of the following has a positive, negative or neutral connotation.
# The Language of Consequences

## Reaction to Words/Phrases (3)

<table>
<thead>
<tr>
<th>Issue</th>
<th>Positive</th>
<th>Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Always there for your family</td>
<td>-1%</td>
<td>88%</td>
</tr>
<tr>
<td>Being active with your family</td>
<td>-4%</td>
<td>88%</td>
</tr>
<tr>
<td>Feeling fit</td>
<td>-1%</td>
<td>86%</td>
</tr>
<tr>
<td>Feel increased energy do things you need/want</td>
<td>-4%</td>
<td>85%</td>
</tr>
<tr>
<td>High blood pressure</td>
<td>-85%</td>
<td>7%</td>
</tr>
<tr>
<td>Diabetes</td>
<td>-83%</td>
<td>6%</td>
</tr>
<tr>
<td>Loss of mobility</td>
<td>-83%</td>
<td>6%</td>
</tr>
<tr>
<td>Unhealthy weight</td>
<td>-82%</td>
<td>6%</td>
</tr>
<tr>
<td>Heart disease</td>
<td>-85%</td>
<td>5%</td>
</tr>
<tr>
<td>Never have enough energy</td>
<td>-79%</td>
<td>5%</td>
</tr>
<tr>
<td>Not being there for your family</td>
<td>-87%</td>
<td>5%</td>
</tr>
<tr>
<td>Not being able to be active with your family</td>
<td>-75%</td>
<td>5%</td>
</tr>
<tr>
<td>Obese</td>
<td>-88%</td>
<td>4%</td>
</tr>
<tr>
<td>Stroke</td>
<td>-84%</td>
<td>4%</td>
</tr>
<tr>
<td>Overweight</td>
<td>-89%</td>
<td>3%</td>
</tr>
</tbody>
</table>

**BASE: All Respondents (n=varies)**

Q300. In this next section, please think about the words and phrases that are sometimes used when people talk about health issues. Please indicate whether each of the following has a positive, negative or neutral connotation.
The Language of Food

<table>
<thead>
<tr>
<th>Reaction to Words/Phrases (2)</th>
<th>% Equity – Positive and Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fresh foods</td>
<td>-1% 90%</td>
</tr>
<tr>
<td>Home cooked meals</td>
<td>-3% 87%</td>
</tr>
<tr>
<td>Healthy food choices</td>
<td>-2% 85%</td>
</tr>
<tr>
<td>Family meal time</td>
<td>-2% 83%</td>
</tr>
<tr>
<td>High calorie foods</td>
<td>-70% 9%</td>
</tr>
<tr>
<td>Junk food</td>
<td>-82% 7%</td>
</tr>
<tr>
<td>Fast food</td>
<td>-75% 7%</td>
</tr>
<tr>
<td>Processed food</td>
<td>-75% 7%</td>
</tr>
<tr>
<td>Sugary food</td>
<td>-72% 7%</td>
</tr>
<tr>
<td>Poor nutrition</td>
<td>-88% 4%</td>
</tr>
</tbody>
</table>

BASE: All Respondents (n=varies)
Q300. In this next section, please think about the words and phrases that are sometimes used when people talk about health issues. Please indicate whether each of the following has a positive, negative or neutral connotation.
### The Language of Activity

#### Reaction to Words/Phrases (1)

<table>
<thead>
<tr>
<th>Activity</th>
<th>% Equity – Positive and Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physically active</td>
<td>-2% 91%</td>
</tr>
<tr>
<td>Being active</td>
<td>-2% 91%</td>
</tr>
<tr>
<td>Always there for your family</td>
<td>-1% 88%</td>
</tr>
<tr>
<td>Exercise</td>
<td>-5% 82%</td>
</tr>
<tr>
<td>Get moving</td>
<td>11% 67%</td>
</tr>
<tr>
<td>Playing video games</td>
<td>-59% 11%</td>
</tr>
<tr>
<td>Sedentary</td>
<td>-71% 7%</td>
</tr>
<tr>
<td>Too much screen time</td>
<td>-8% 6%</td>
</tr>
<tr>
<td>Not being there for your family</td>
<td>-87% 5%</td>
</tr>
<tr>
<td>Couch potato</td>
<td>-86% 4%</td>
</tr>
<tr>
<td>Glued to the television</td>
<td>-84% 3%</td>
</tr>
</tbody>
</table>

**TV Inactivity**

*Reaction to Words/Phrases (1)*

*Q330: In this next section, please think about the words and phrases that are sometimes used when people talk about health issues. Please indicate whether each of the following has a positive, negative or neutral connotation.*
Recap

• Seems to be a problem awareness problem—many Utahns are not making the connection between high weight and poor health

• A lack of time, energy and convenience leads people to make less than optimal food and activity choices

• The most impactful initiatives/strategies increase opportunity for exercise and healthy eating

• There are powerful personal values that will motivate positive change
  • Joy and happiness come from living a full quality life (more productive/better physical capability/mental outlook)

• Positive benefits slightly more impactful that focusing on the negative
Utah Health Priorities Research
Prepared for and in conjunction with Envision Utah

March 2017

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