

Friday, 12 September 2014

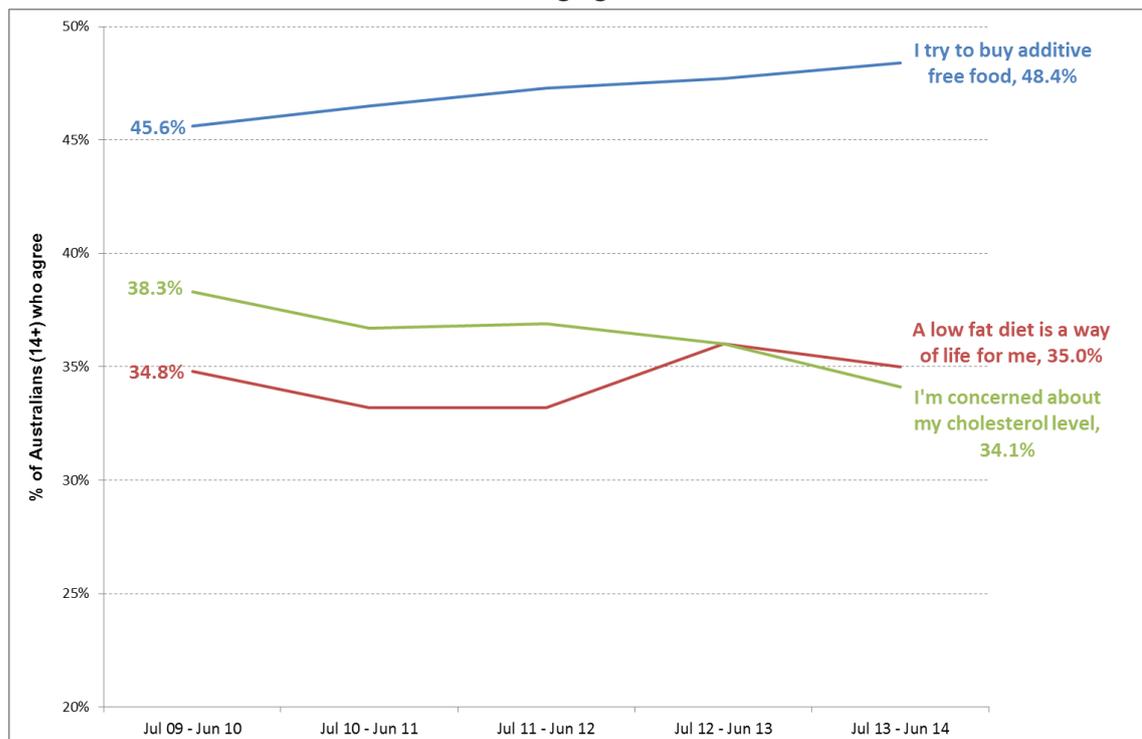
Fewer Australians concerned with cholesterol

Australians are today less concerned with their cholesterol levels and more likely to try to eat less fat and additives, the latest data from Roy Morgan Research shows.

In the year to June 2010, more Australians (14+) agreed they were “concerned about my cholesterol level” (38.3%) than agreed that “a low fat diet is a way of life for me” (34.8%). However since then, concern for cholesterol levels has dropped over 4% points to 34.1% in the year to June 2014, while the proportion living a low fat life now sits higher at 35.0%.

During the period, the proportion of Australians who agree that they “try to buy additive free food” has grown steadily from 45.6% to 48.4%.

Australians’ changing health attitudes



Source: Roy Morgan Single Source, July 2009 – June 2014, average annual sample = 18,912 Australians 14+

Men trail women when it comes to trying to reduce intake of fat and additives, so it’s perhaps no surprise they are more likely to be concerned about their cholesterol levels.

In the year to June 2014, well over half of women said they try to buy additive free food (55.3%)—14% points clear of men (41.3%). 38.9% of ladies live a low fat life, compared with just 31.0% of gentlemen.

The outcome? Aussie men are over 17% more likely than women to be concerned about their cholesterol levels, with 36.8% agreeing compared with 31.4% of women.

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Norman Morris, Industry Communications Director, Roy Morgan Research, says:

"Australians are clearly becoming more mindful of what they put in their mouths, with an increasing number choosing to avoid foods with excessive fat content or additives.

"We would therefore hope that the decreasing national concern with cholesterol is indeed a consequence of such dietary changes rather than a tendency toward apathy.

"Over the past five years alone, Roy Morgan Research's Single Source survey has collected the personal attitudes of almost 100,000 Australians aged 14+ about everything from governmental policy to shopping preferences, eating habits, finance, travel, health, technology, and advertising.

"Whether trended over time or broken down into demographic segments, these attitudes can provide businesses with valuable insights into the core beliefs that drive behaviour."

For comments or more information please contact:

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About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years' experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2



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