



*a Wirthlin inspired consultancy*



**Envision  
Utah** How we grow matters.

# Utah Health Priorities Research

Prepared for and in conjunction with Envision Utah

March 2017

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A decorative graphic on the right side of the page consisting of overlapping squares in shades of gray, blue, red, and black, with a red crosshair overlaid on the bottom-right square.

WITH INNOVATIVE RESEARCH WE  
YOU UNDERSTAND HOW TO ENG  
THE HEARTS AND MINDS OF PE  
WITH INNOVATIVE RESEARCH WE  
YOU UNDERSTAND HOW TO ENG  
THE HEARTS AND MINDS OF PE

# 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



MODE

Online Survey



LENGTH

18 minutes



DATES

January 25 – February 2, 2017



AUDIENCE

n=1,012 General Public



GEOGRAPHY

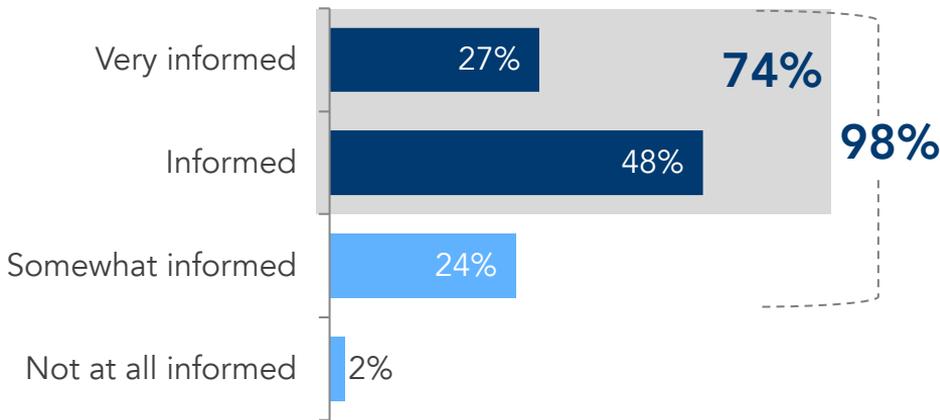
Utah residents



# KEY FINDINGS: UTAHNS AND HEALTH

# Utahns believe they are in good health and well informed about health issues

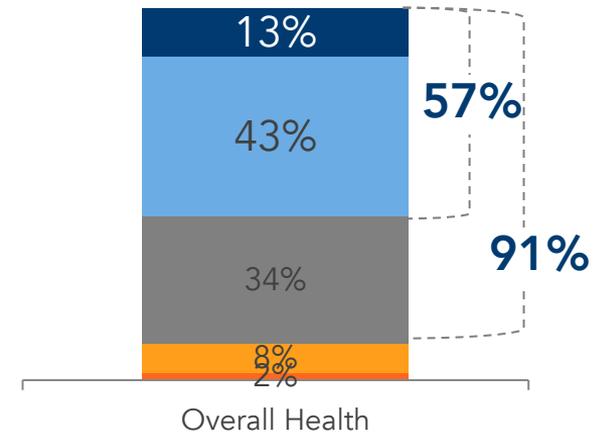
## Informed about Health Issues



### Very Informed/Informed:

83% HHI \$75K-\$100K  
 83% HHI \$100K-\$150K  
 82% College Grad  
 80% Age 65+

- Excellent
- Very Good
- Good
- Fair
- Poor



### Excellent/Very Good:

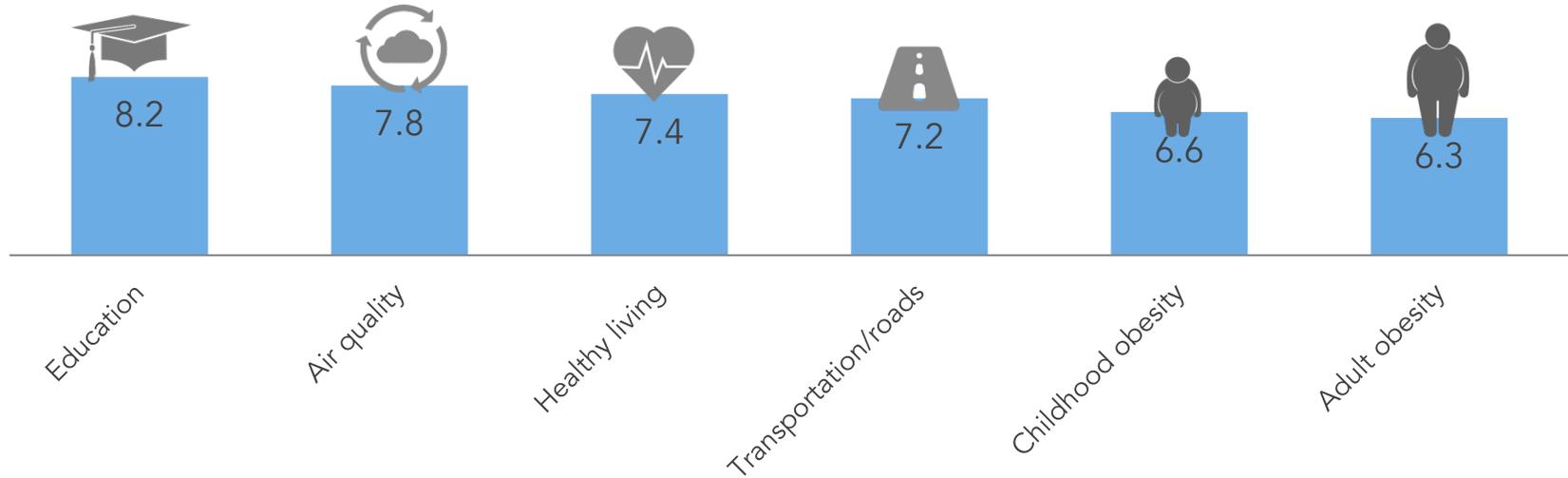
75% HHI \$150K+  
 74% BMI 18.5-24.9  
 69% HHI \$100K-\$150K  
 68% Ages 65+  
 65% Ages 25-34  
 65% College Grad

BASE: All Respondents (n=1012)  
 Q210. How informed do you consider yourself to be regarding health issues?  
 Q220. In general, would you say your health is...?

# Obesity not a priority—healthy living scores higher



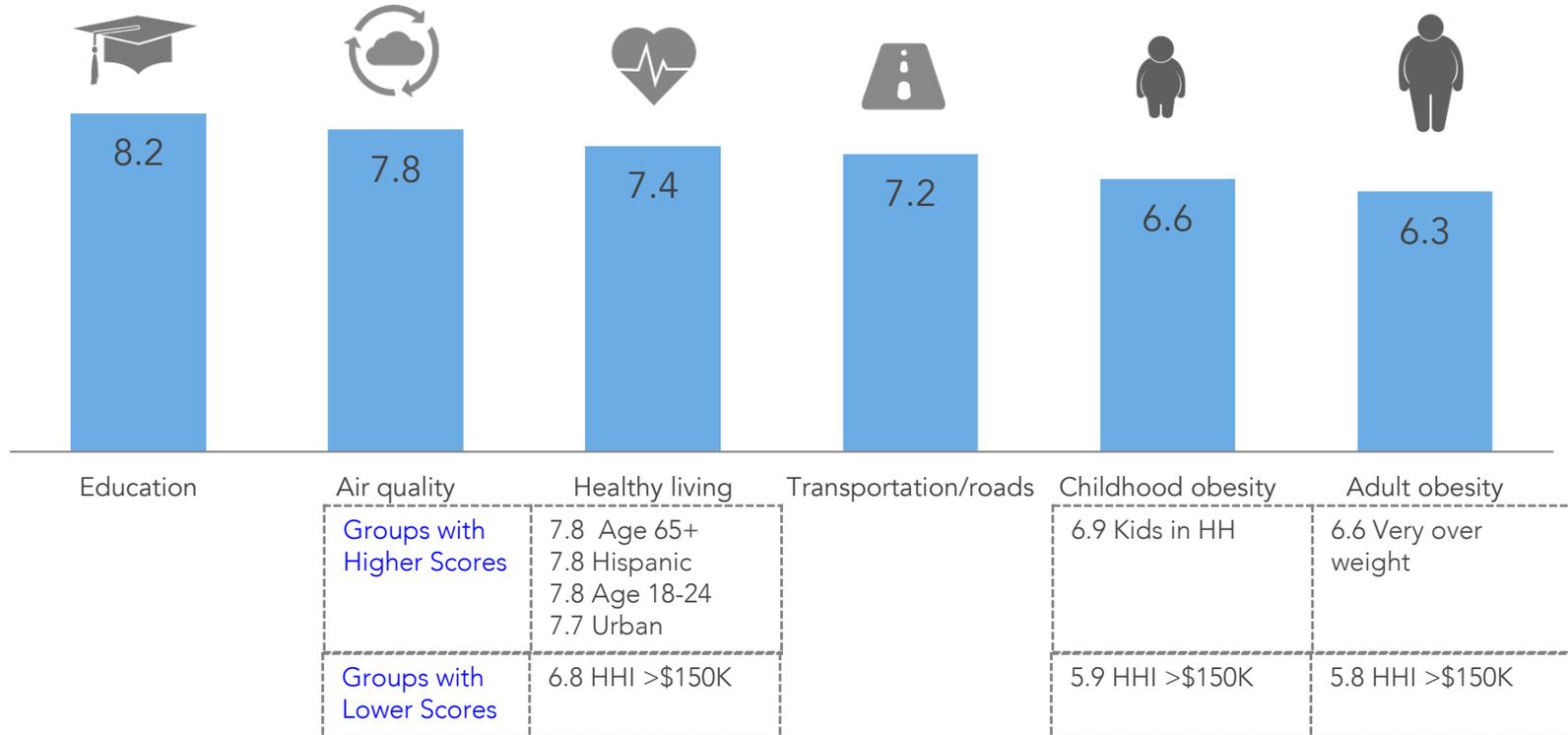
Important for the State of Utah to Focus On  
Mean Score (out of 10)



# Obesity not a priority—healthy living scores higher



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

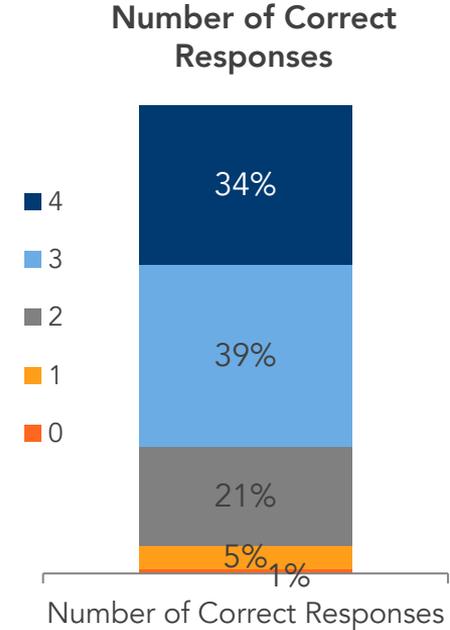


BASE: All Respondents (n=1012)

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.

| Statement<br>(Each respondent answered 4)  | Correct Answer | % Correct | Groups More Likely to be Wrong (% Correct)     |
|--|----------------|-----------|--|
| Foods and drinks with added sugar increase your risk for being overweight or obese.                          | TRUE           | 92%       | Hispanics (85%)                                |
| Eating regular family meals leads to better health.  | TRUE           | 92%       | Hispanics (84%), Urban (84%), Liberals (83%)   |
| It is recommended that individuals consume 5 to 9 servings of fruits and vegetables each day.                | TRUE           | 89%       | HS or Less (85%)                               |
| Adults need at least 150 minutes of physical activity a week and children need at least 60 minutes each day. | TRUE           | 88%       | 35-44 (82%)                                    |
| There is no evidence linking fast food with being overweight or obese.                                       | FALSE          | 85%       | HHI > \$150K (76%)<br>65+ (79%)                |
| One of the best ways to lose weight and improve health is to avoid carbohydrates of any kind.                | FALSE          | 68%       | 45-54 (56%), Urban (57%), Hispanics (62%)      |
| Organic foods are much healthier than other foods.   | FALSE          | 46%       | Hispanics (22%), HS or less (36%), Urban (33%) |
| Low-fat diets are good for weight loss.  | FALSE          | 43%       | Hispanics (32%), 65+ (33%), HS or less (33%)   |



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.

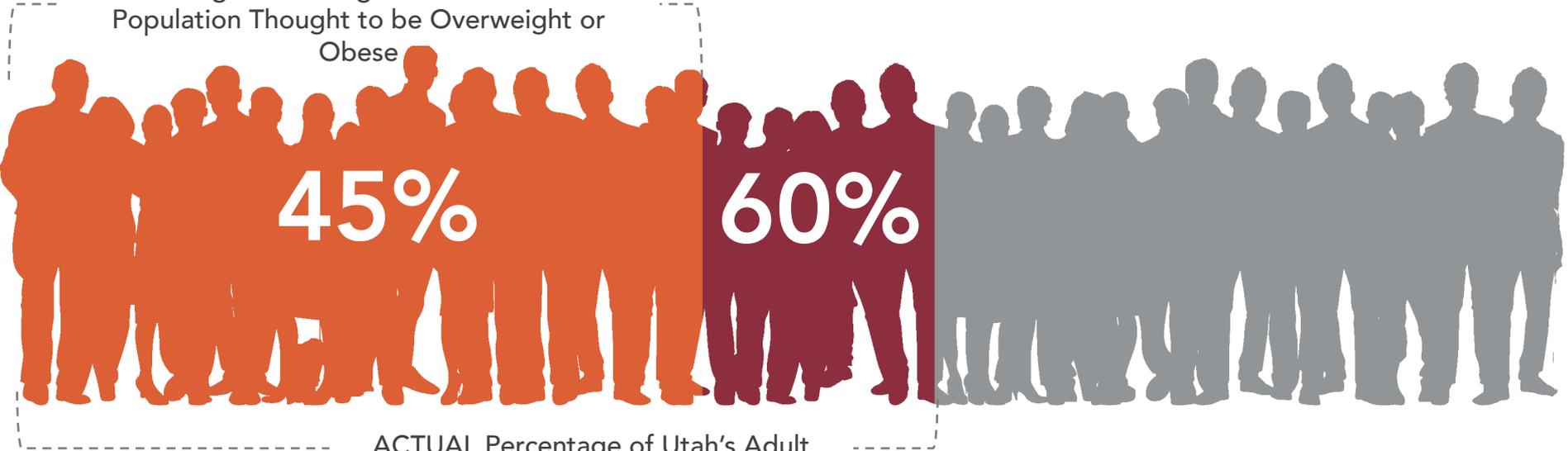
# Utahns underestimate the state weight problem

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

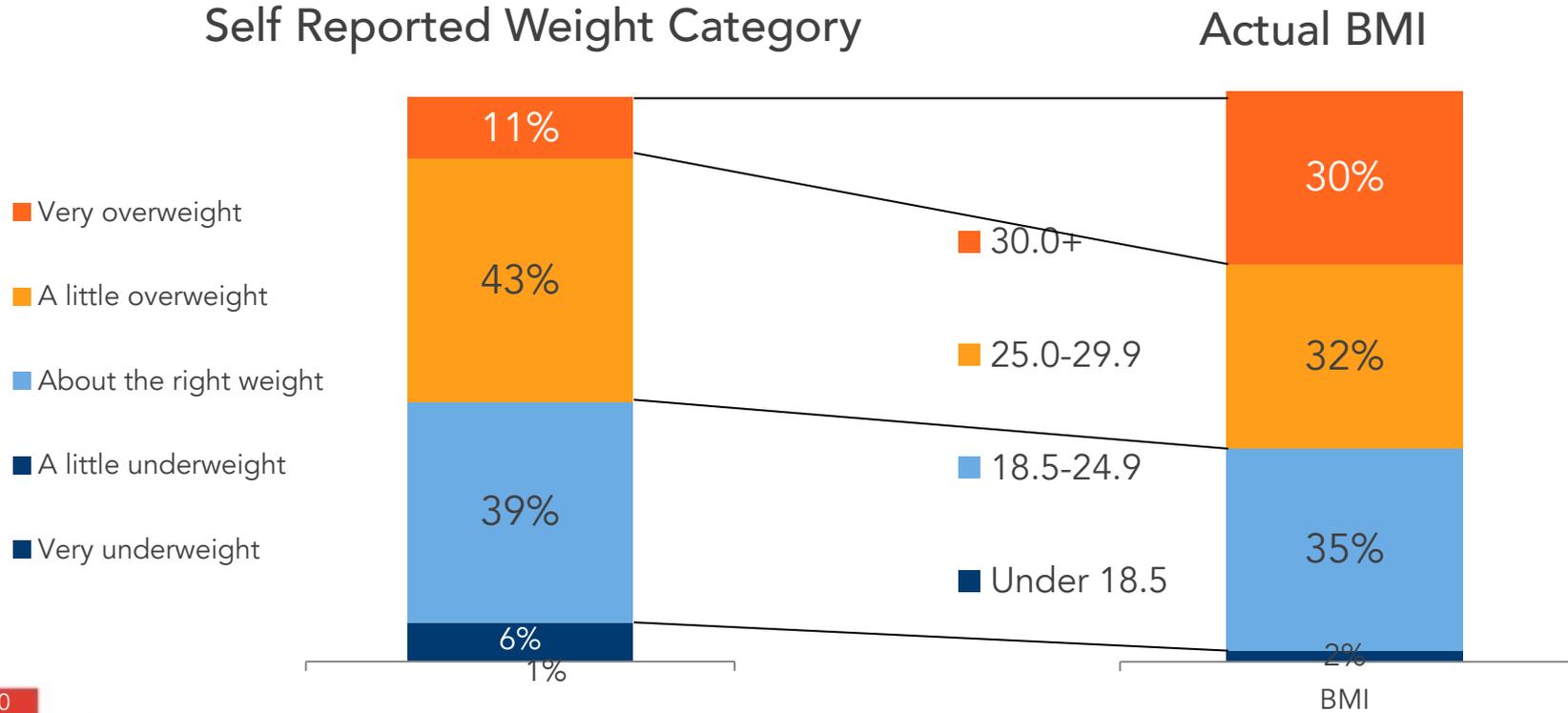
45%

60%

ACTUAL Percentage of Utah's Adult Population Overweight or Obese



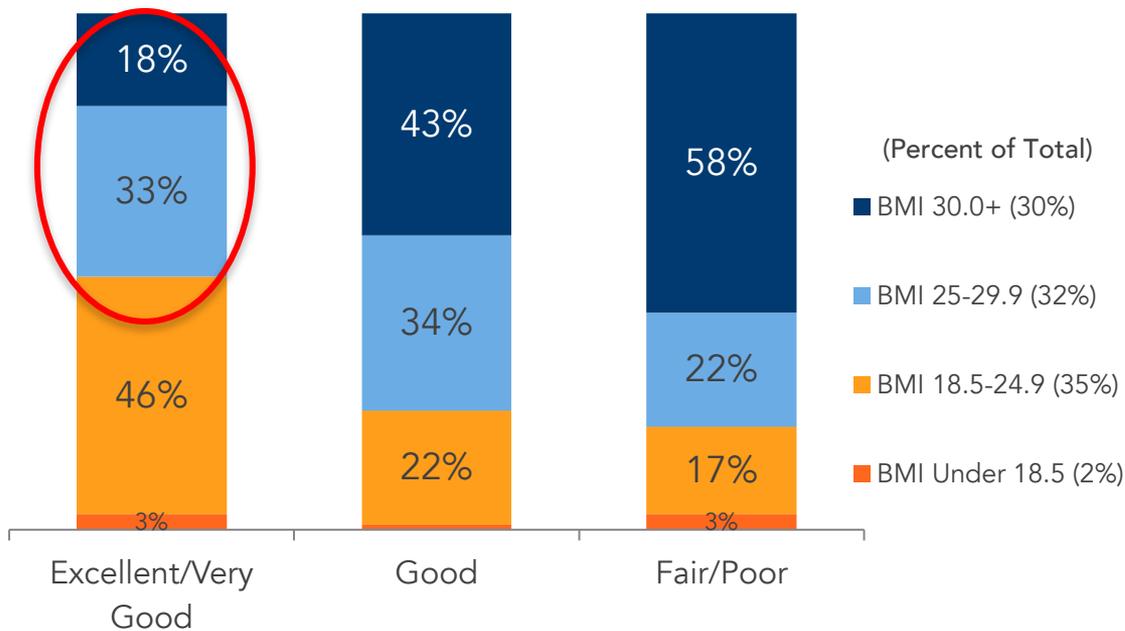
# ...And under-report their own weight situation



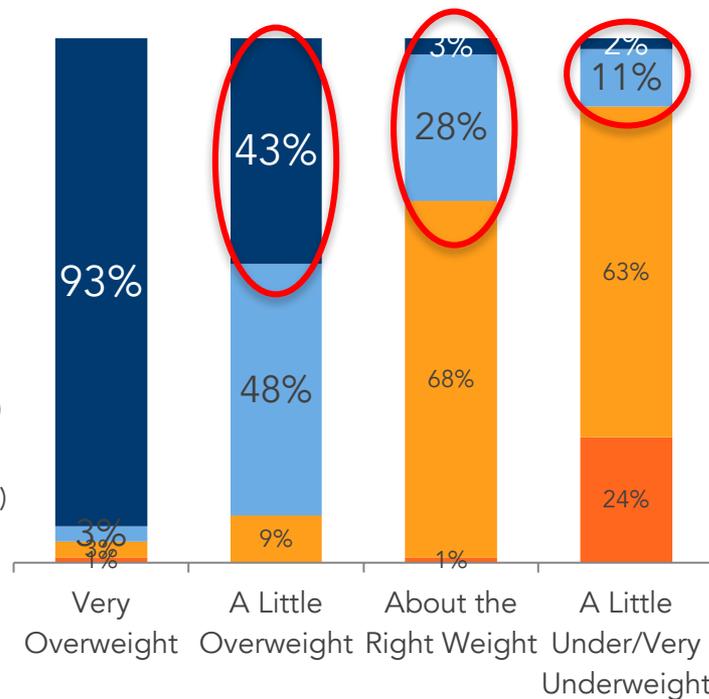
BASE: All Respondents (n=1012)  
Q225. Do you consider yourself to be overweight, underweight or about the right weight?  
Q1200. How tall are you without shoes?  
Q1205. How much do you weigh without shoes?

# A disconnect between health and weight— Half of Utahns report excellent or good health but are overweight/obese

## BMI by Self Reported Health



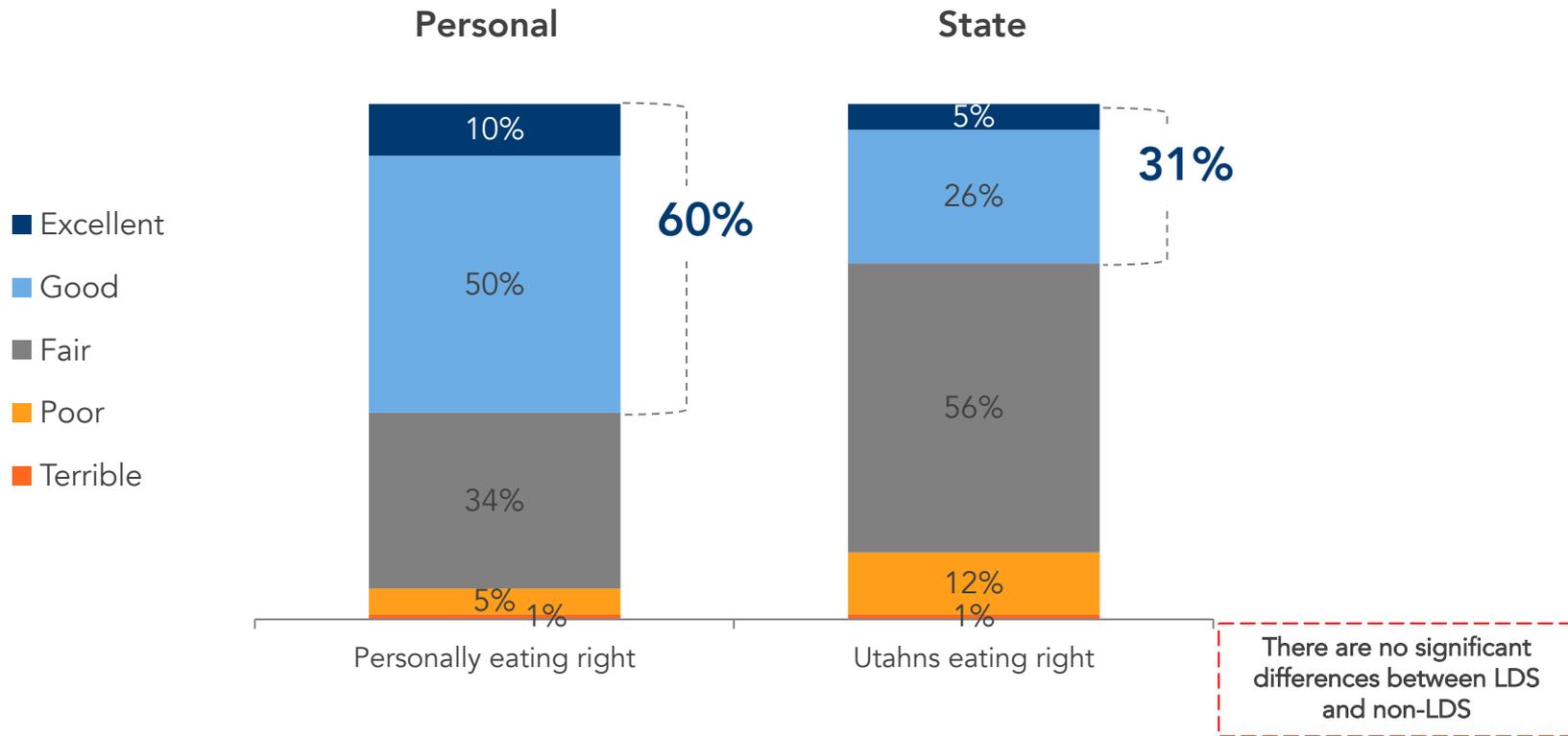
## BMI by Self Reported Weight



**A majority (69%) of people who self-identify as being "Very Overweight" say they are in Good, Very Good or Excellent Health**

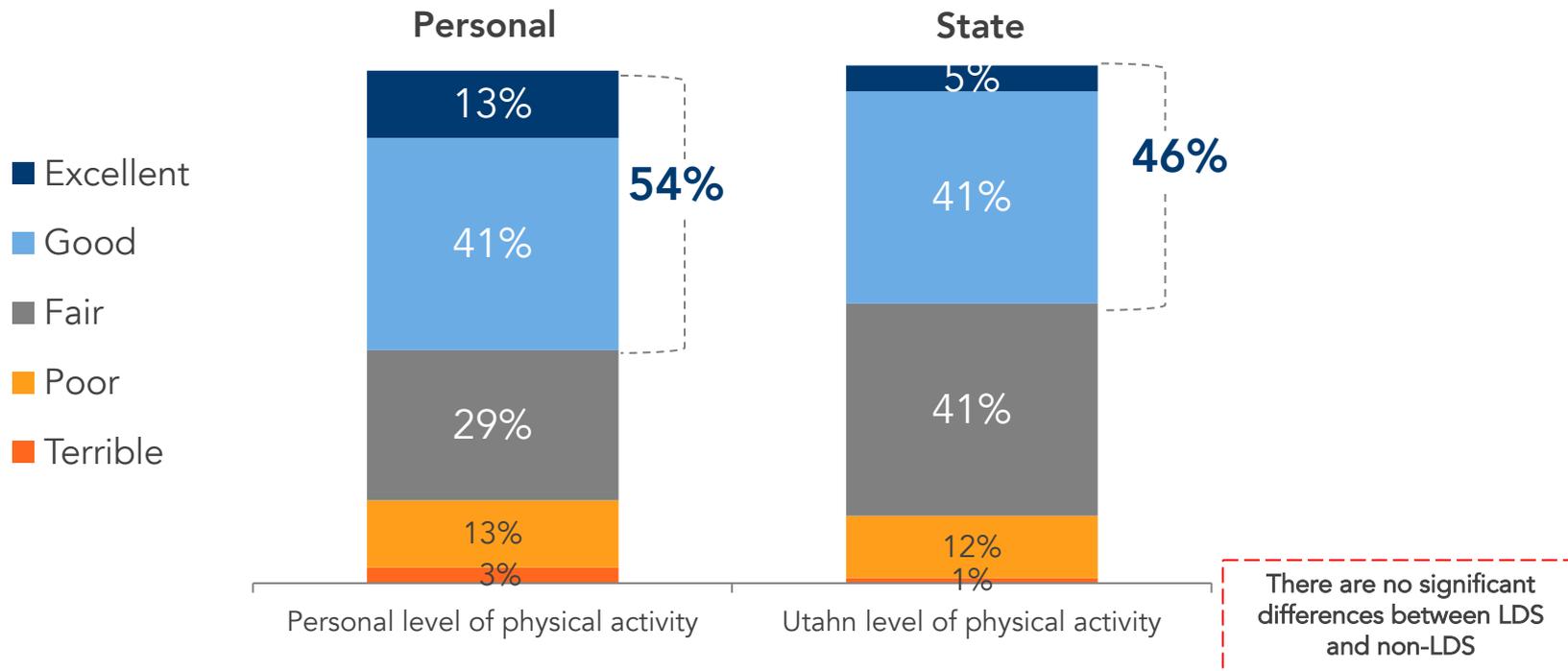
# Its not me...Utahns believe they are doing much better personally than their fellow citizens on eating right

## Eating Right



# Utahns believe they are doing slightly better on exercising than people in the state as a whole

## Exercising



BASE: (n=1012)

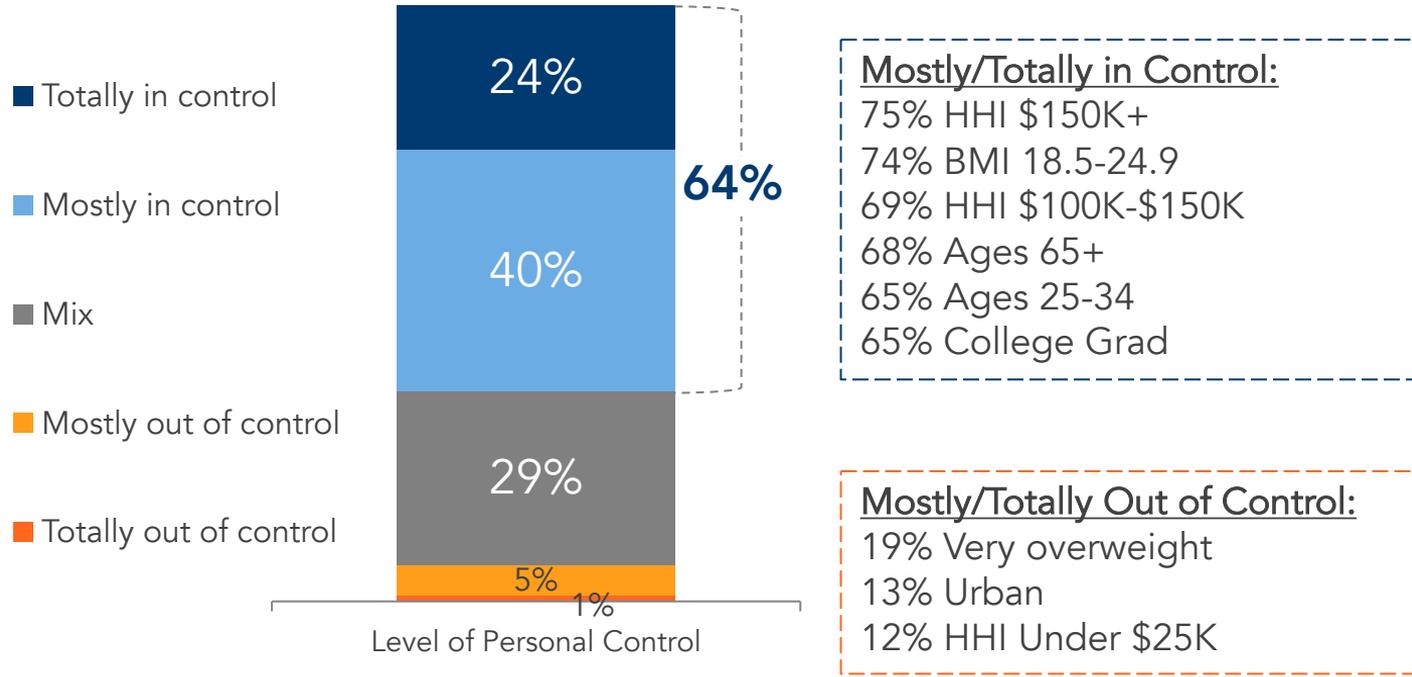
Q235: When it comes to the level of physical activity you do to stay healthy, which of the following best describes how you feel you are doing personally?

BASE: Split Sample (n=509)

Q245: Now thinking about the health and wellness of people here in the state of Utah, when it comes to the level of physical activity people do here in Utah, which of the following best describes how we are doing as Utahns?

# Utahns believe their weight is within personal control despite a majority being overweight or obese

## Personal Control Over Weight



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

Very concerning   Extremely concerning   TOP 2 BOX

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

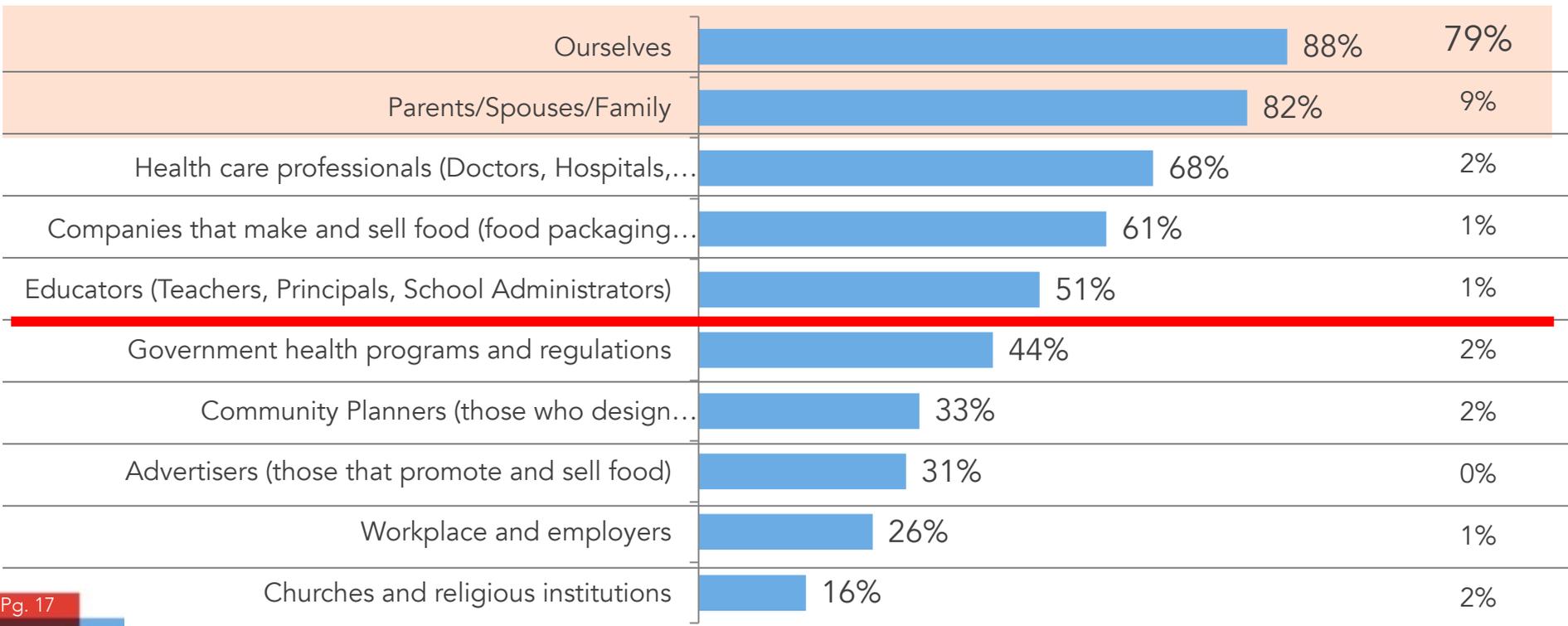
37%

45%

82%

# Utahns overwhelmingly believe individuals have the most responsibly for their health

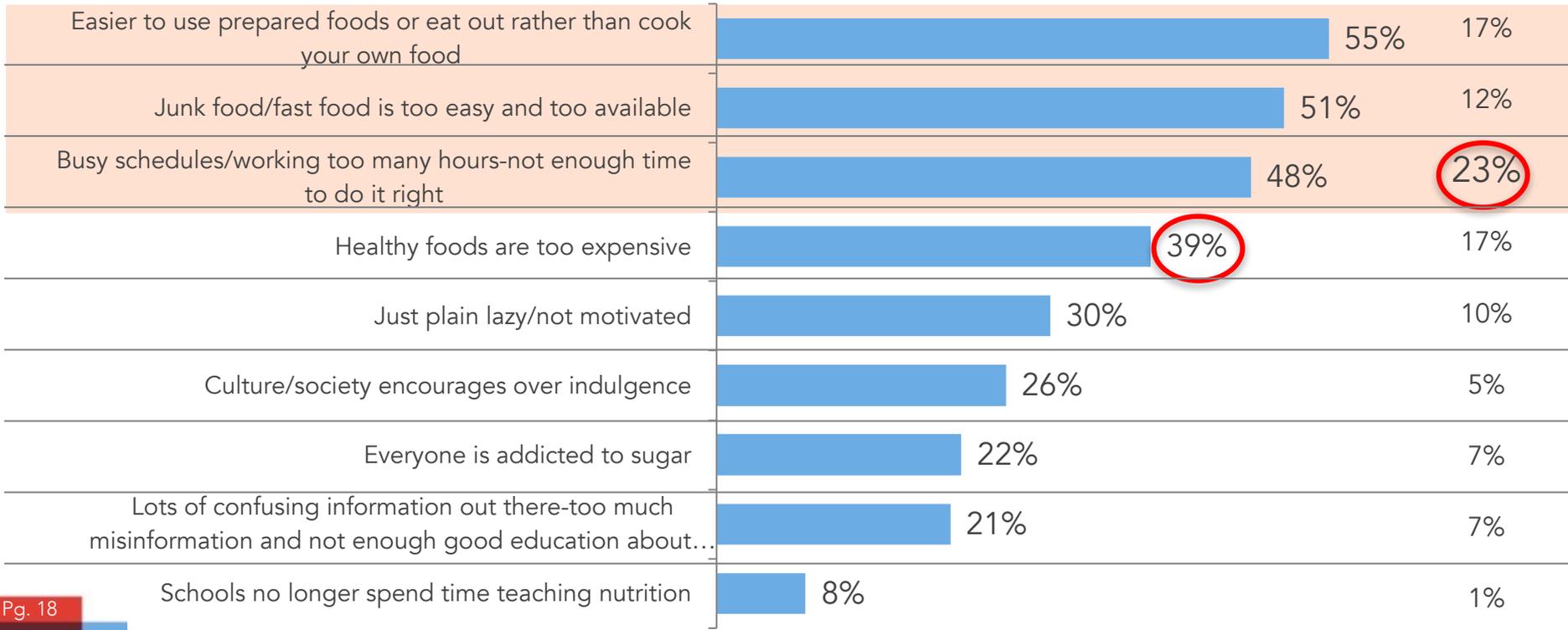
Most Responsibility



# Time and convenience lead Utahns away from preparing their own food

## Barriers to Eating Right

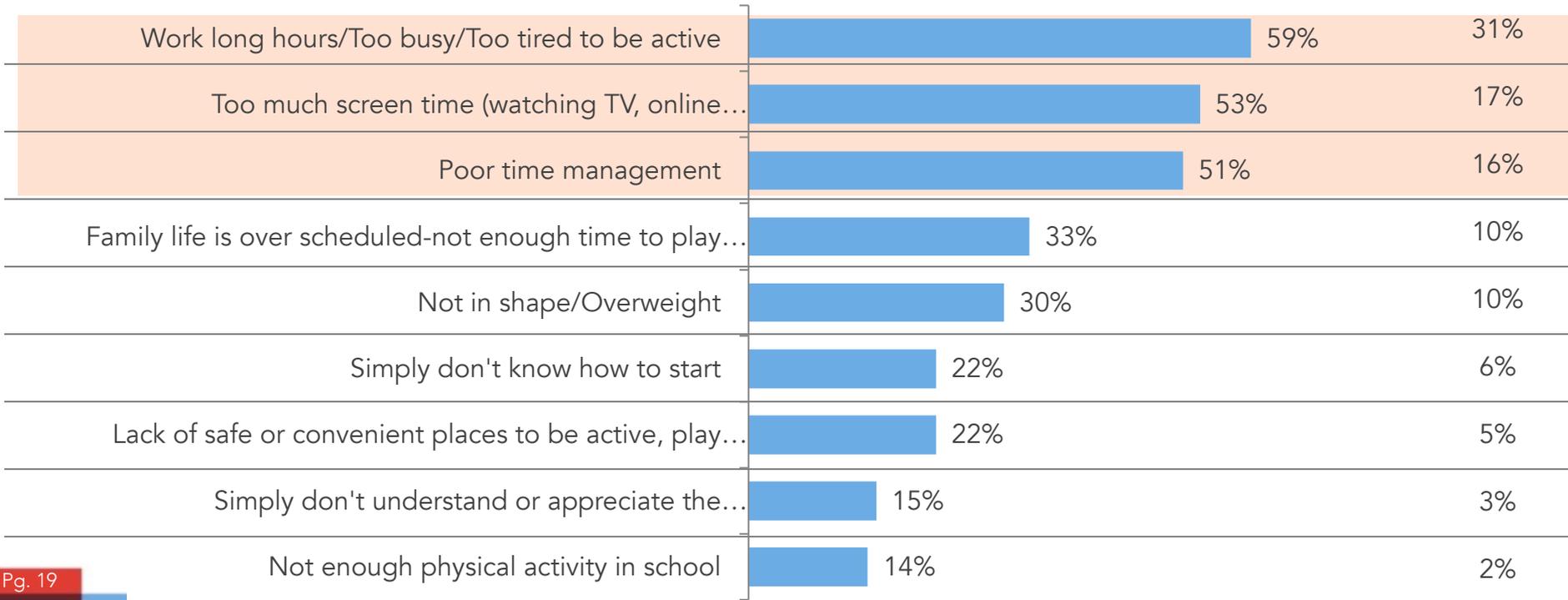
Most Important



# A lack of time and energy is the top reason Utahns do not exercise more

## Barriers to Exercising

Most Important

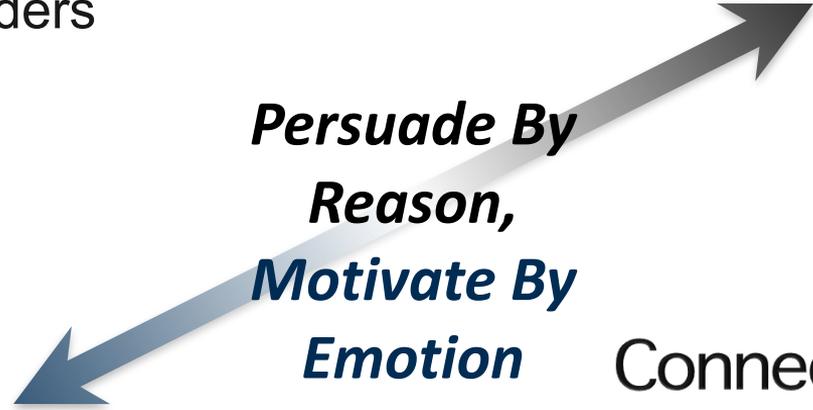




# KEY FINDINGS: THE PERSONAL VALUES OF EATING RIGHT AND EXERCISING

# Personal Values Tell Us How to Impact Behavior & Attitudes

The focus of Values research is to insure that the Brand or Issue is anchored upon the core values of your key stakeholders



***Persuade By  
Reason,  
Motivate By  
Emotion***

Connect emotionally  
by tapping into  
personal values



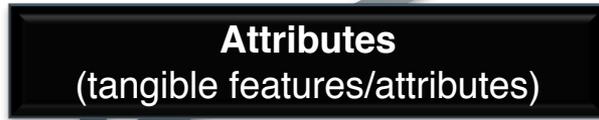
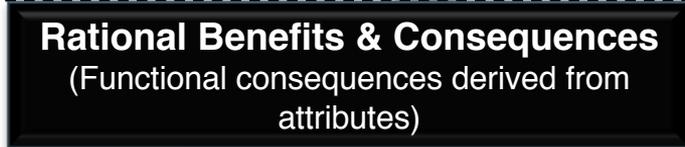
Source: *Understanding Consumer Decision Making; Neuroscience Association; Means-End Theory*

# 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.

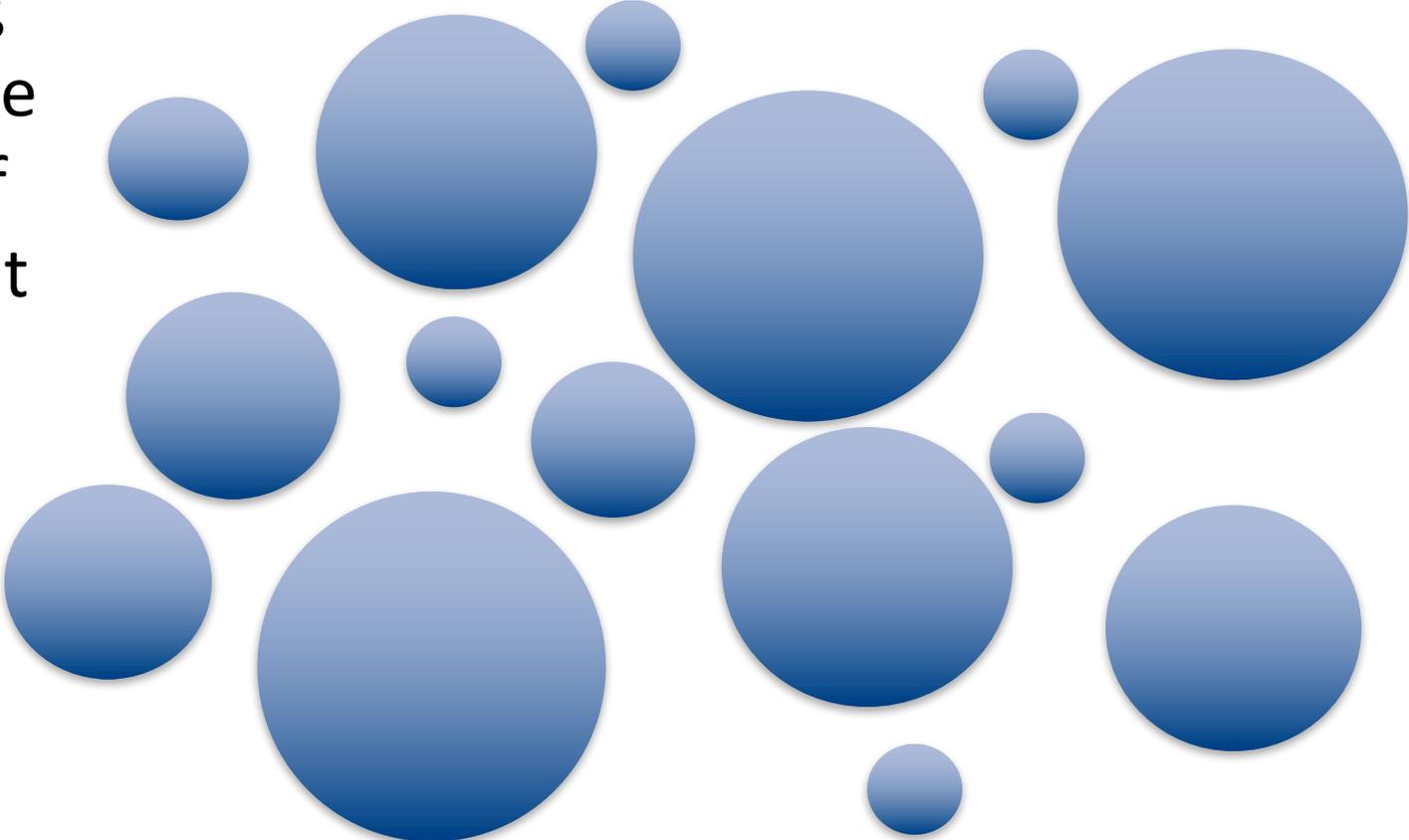


## Rational Level

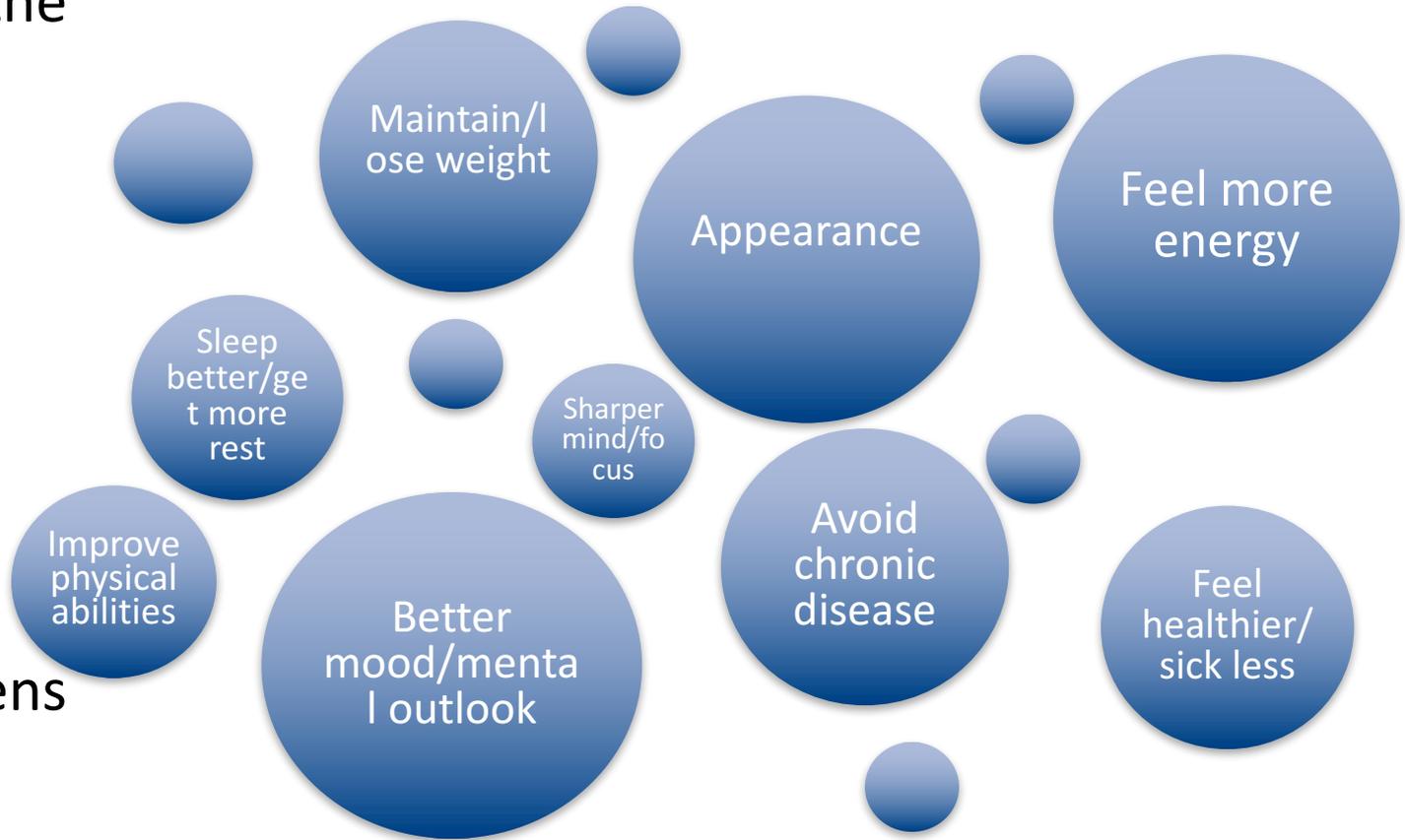
What matters most to your key stakeholders.



Identifying  
the positive  
benefits of  
eating right  
and being  
physically  
active

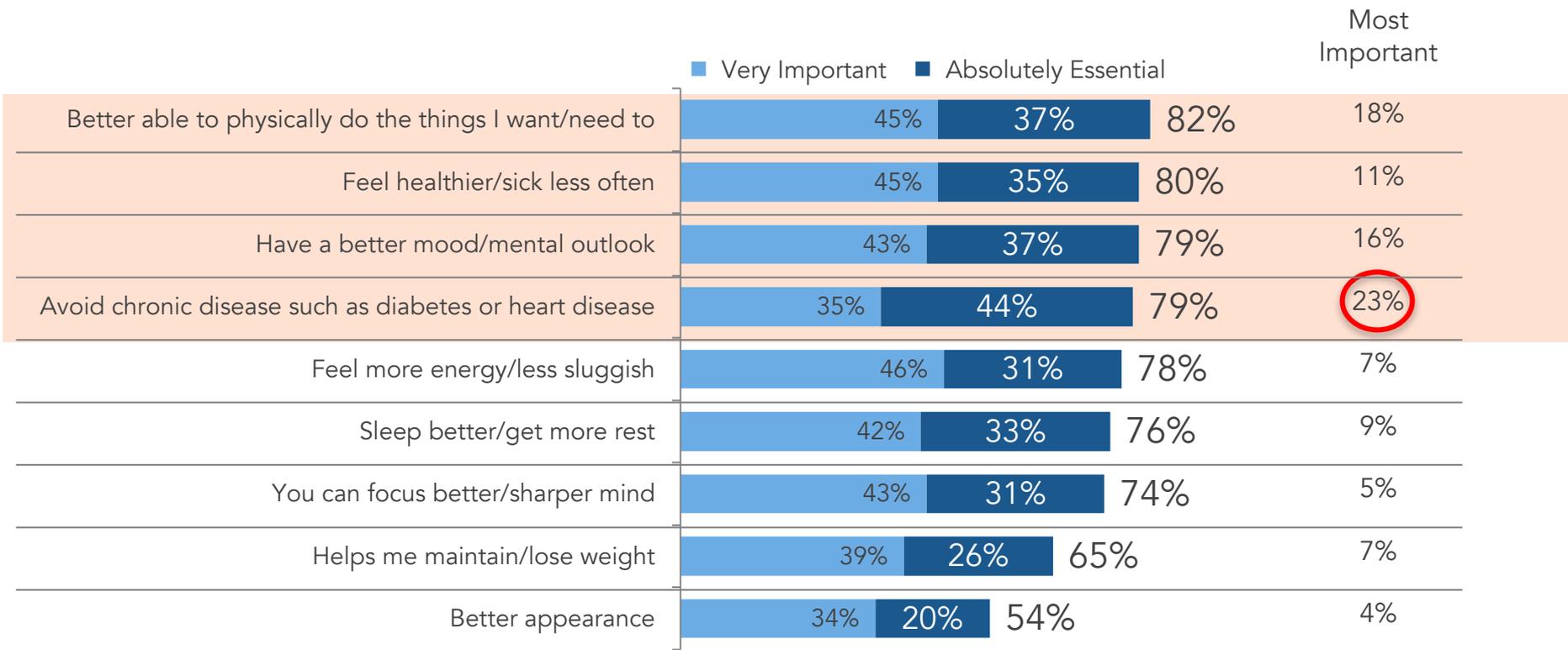


Identifying the positive benefits of eating right and being physically active.



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

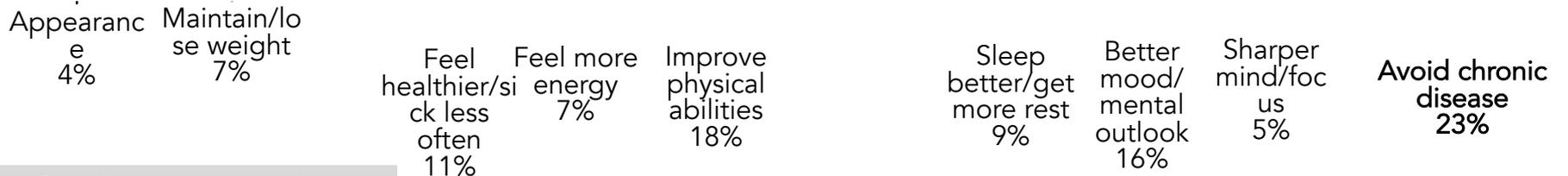


Base: All Respondents (n=1012)

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:

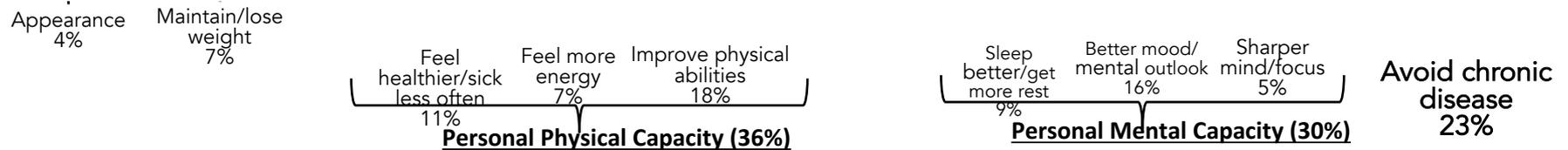
Q601. You rated each of the items below as ...". Please select the one item that you think is most important for you personally."

## What happens to my body...



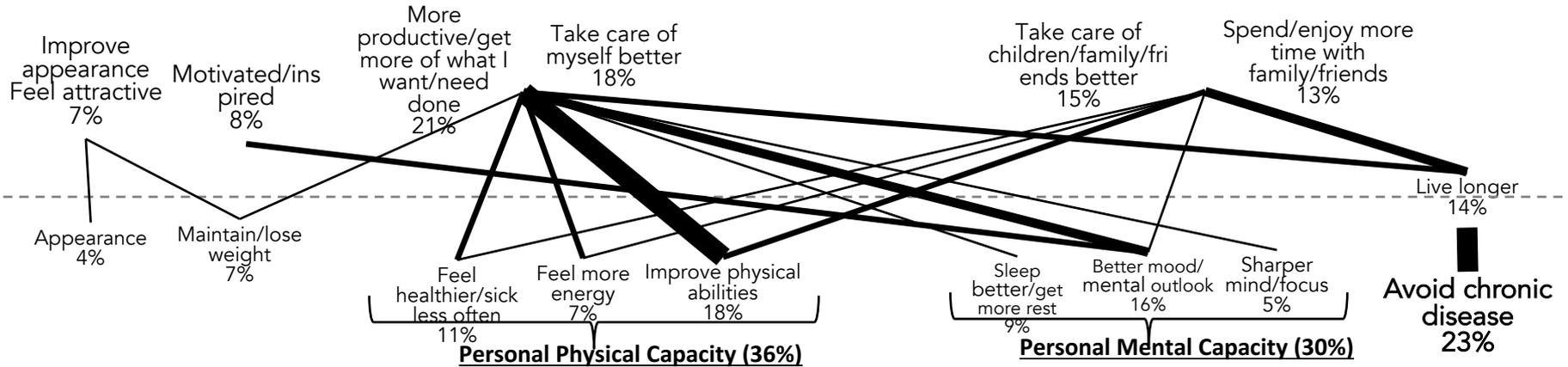
# Utah Health Values Map

## What happens to my body...



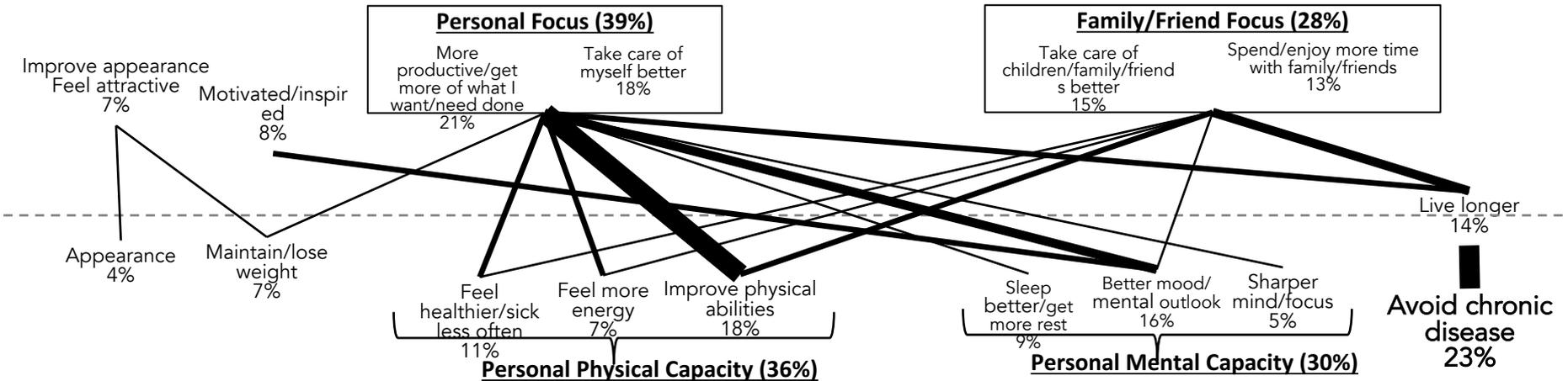
# Utah Health Values Map

## What it allows me to do as a person...



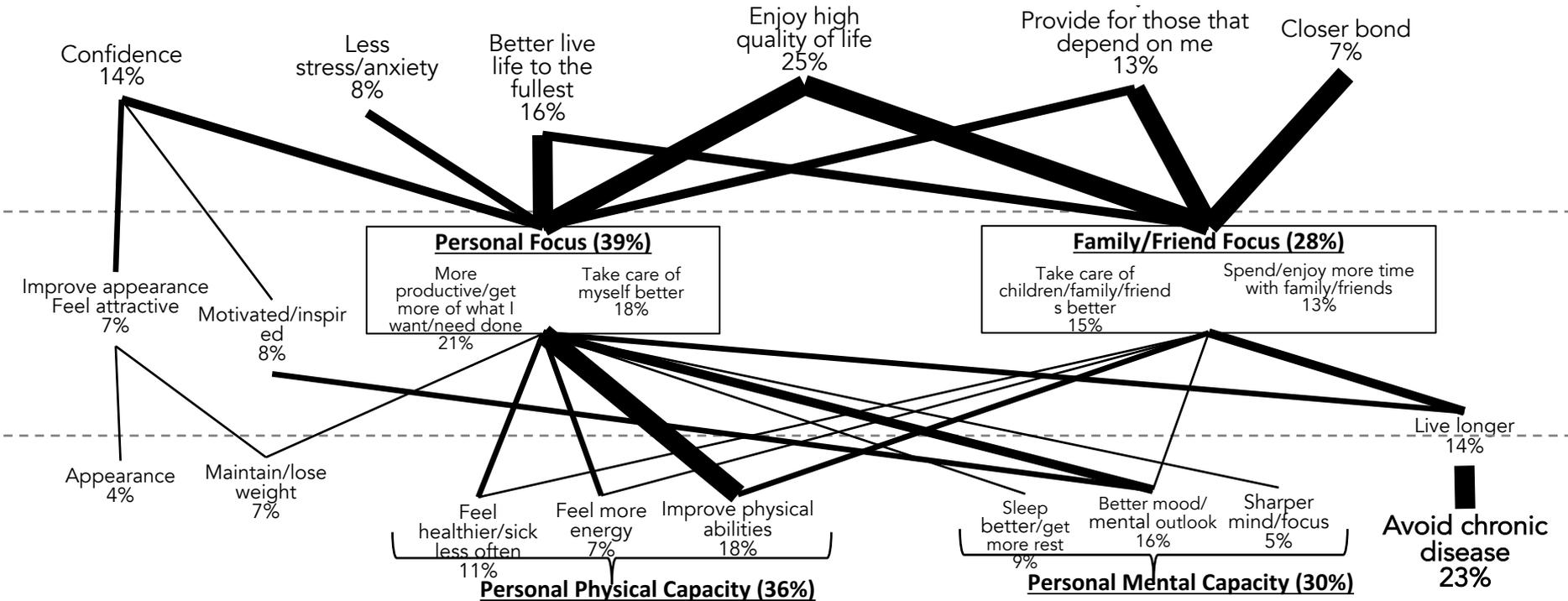
# Utah Health Values Map

## What it allows me to do as a person...

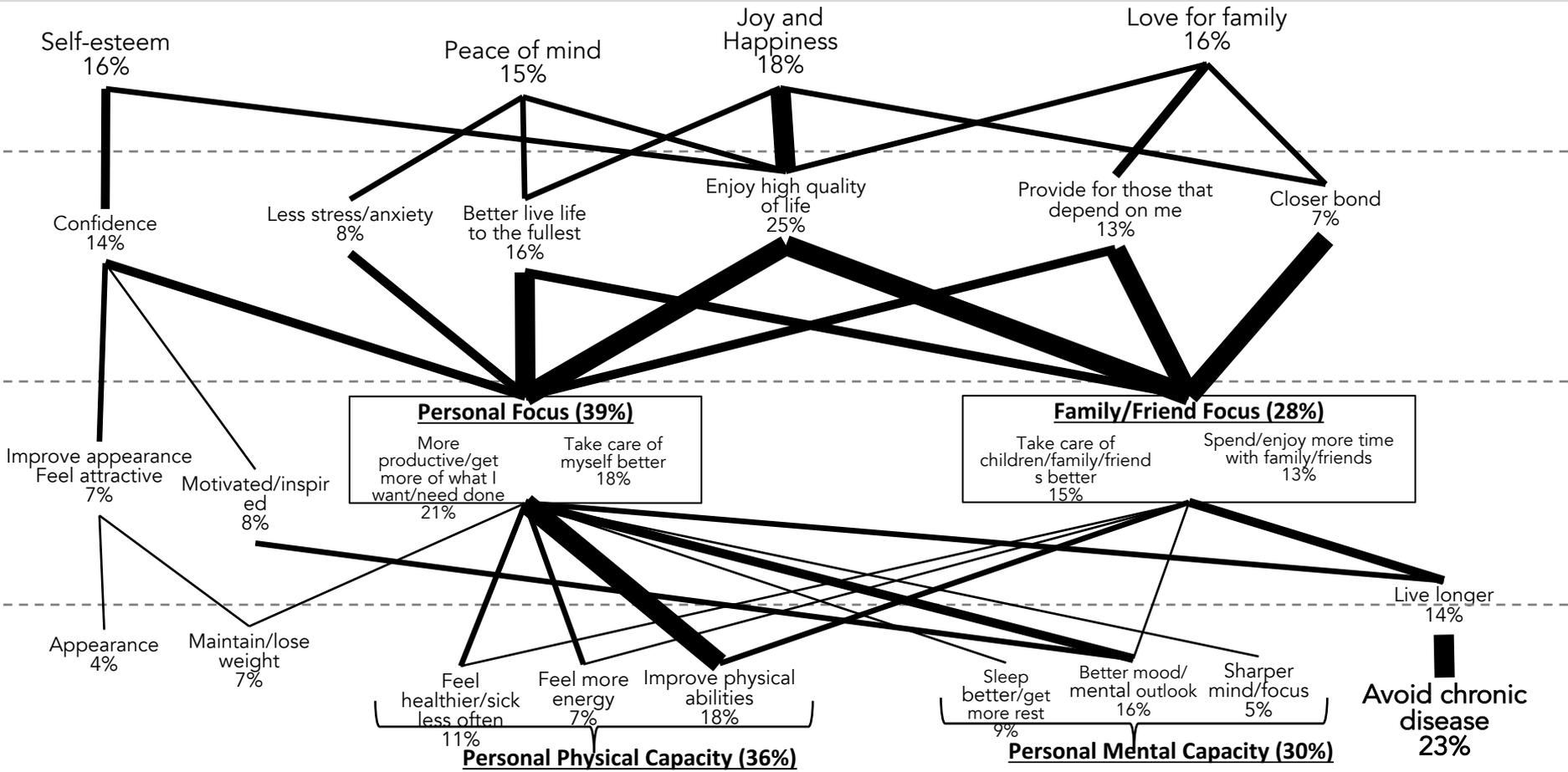


# Utah Health Values Map

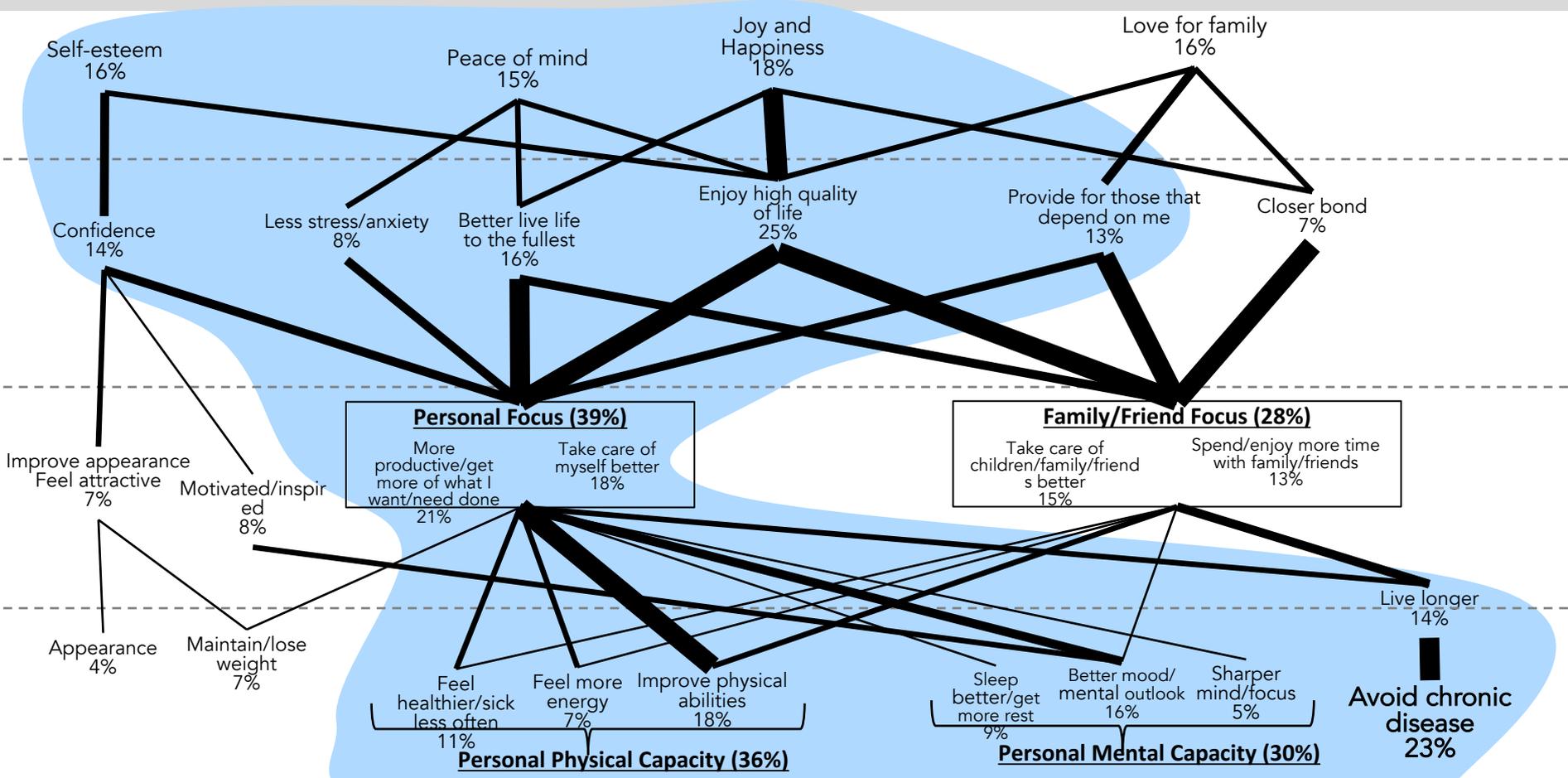
## How it impacts my life...



# Utah Health Values Map



# Health Values Map: Personal Focus (39%)



Based on Most Important Issues

# 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.

Avoid Disease  
Improve Physical  
Abilities

Be more productive/  
Get more done  
Better Care of Myself

High Quality of Life  
Live Life to Fullest

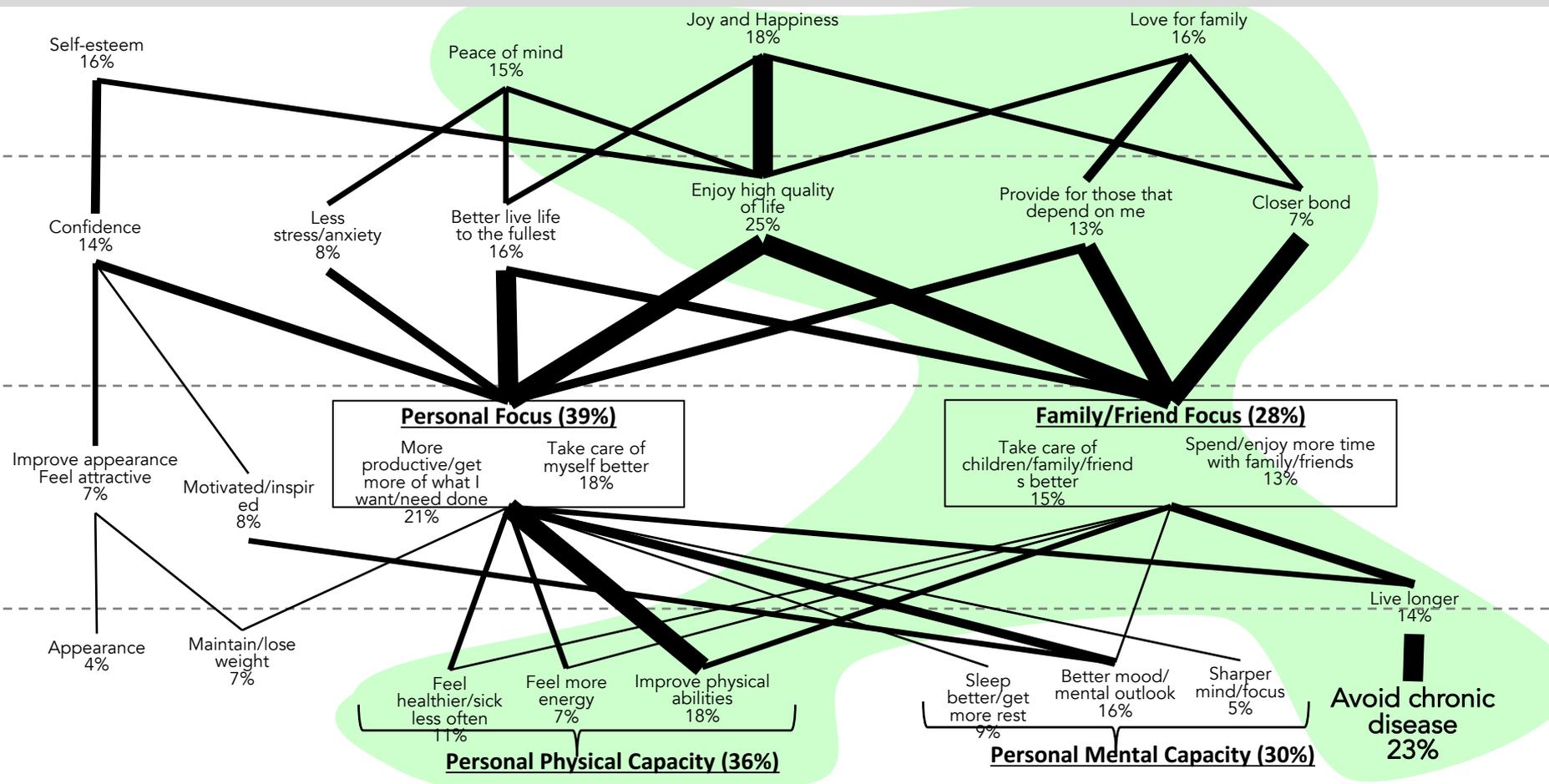
Joy/Happiness  
Peace of Mind

Utah Values

Health Priorities

Focus among  
Younger and Older

# Health Values Map: Family/Friend Focus (28%)



# 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.

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

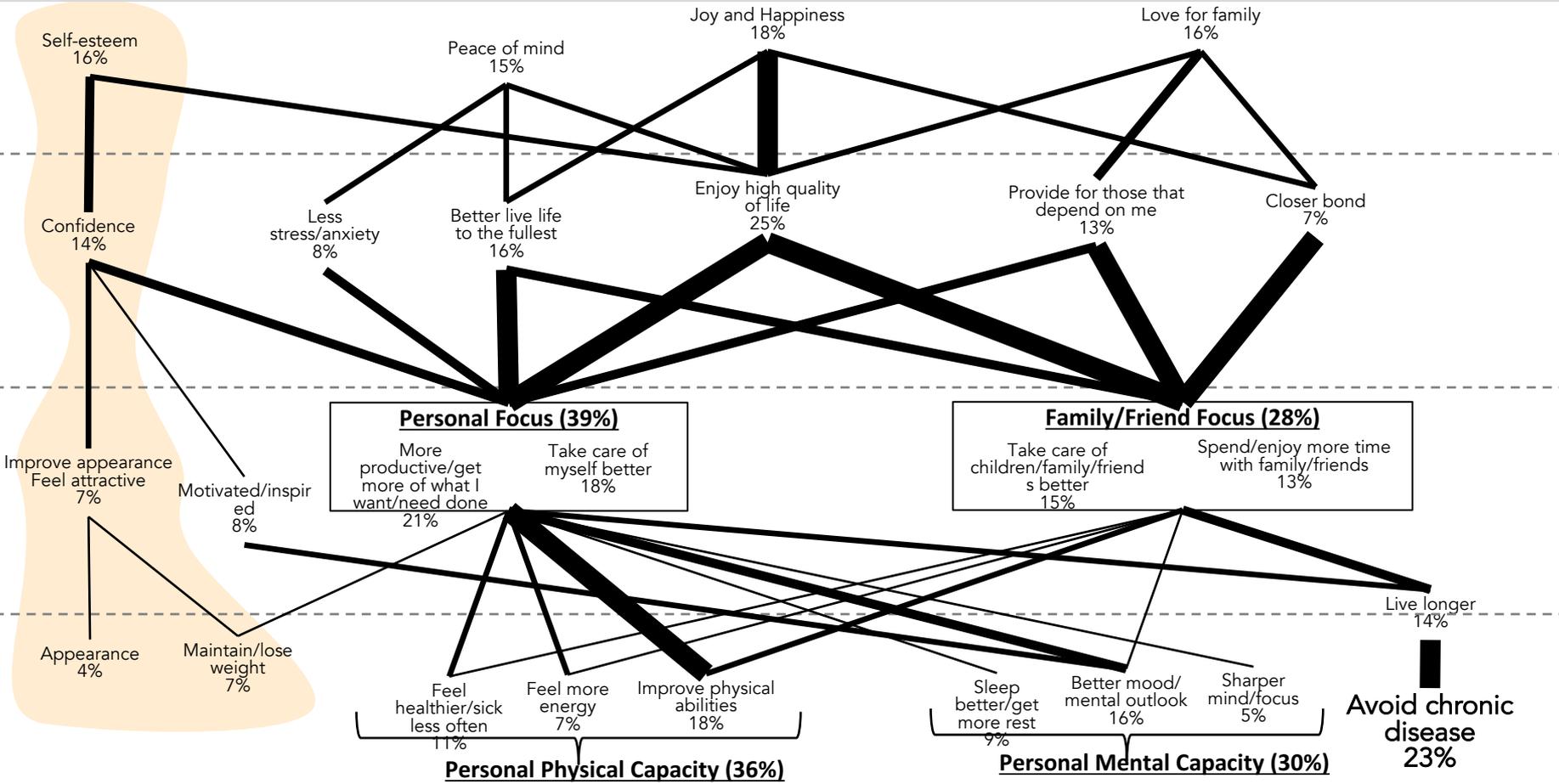
Joy/Happiness  
Family Love  
Peace of Mind

Utah Values

Health Priorities

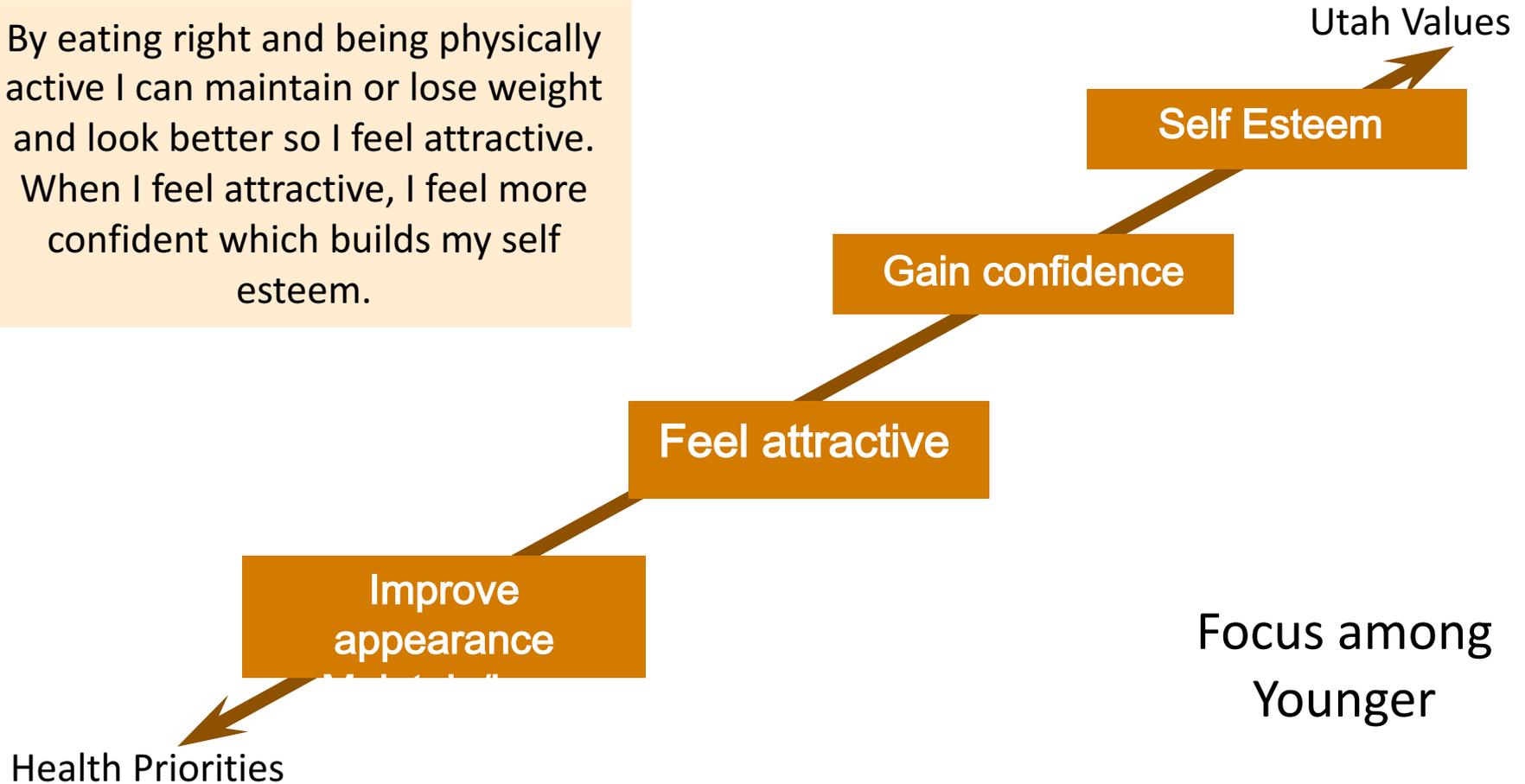
Focus among  
Middle Aged

# Health Values Map: Appearance/Confidence (7%)



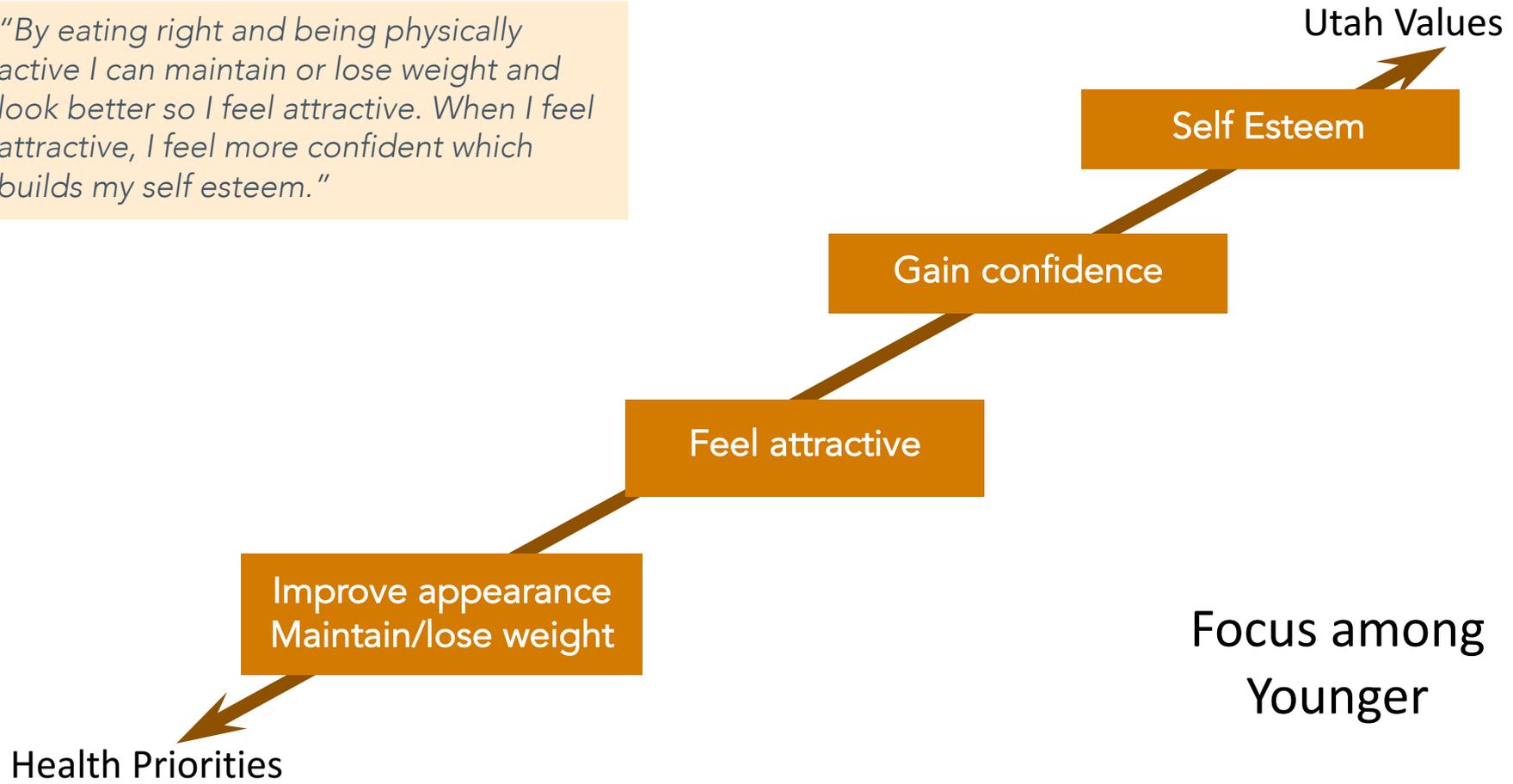
# Personal Appearance 7%

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.



# 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."*



# 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."*

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

Utah Values

Health Priorities

Focus among  
Younger and Older

# 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."*

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

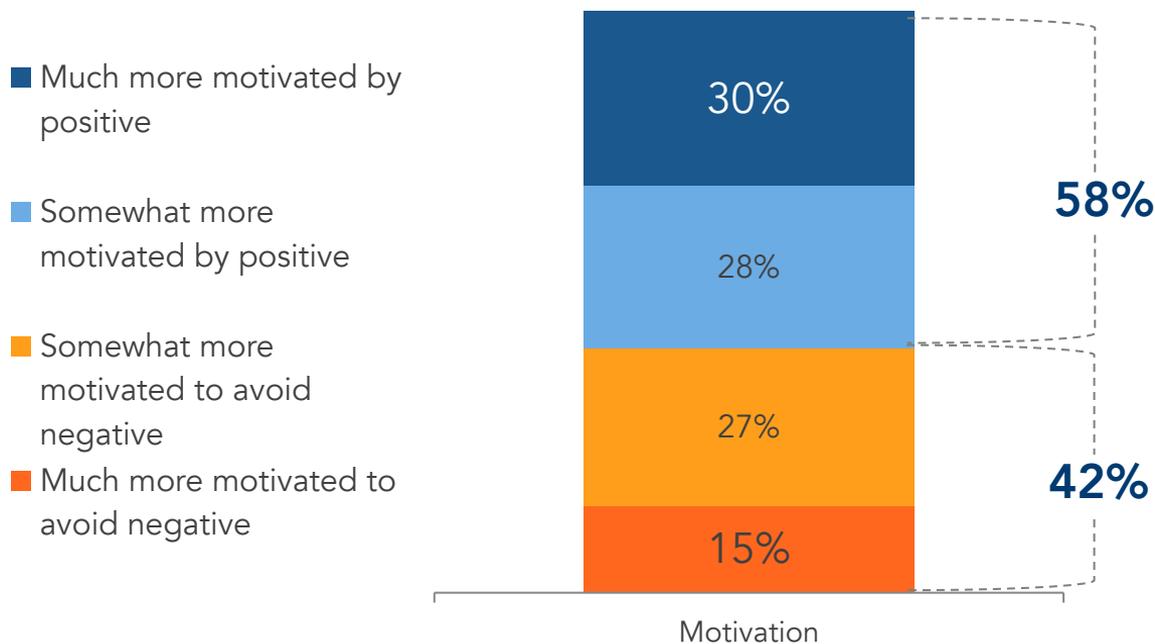
Health Priorities

Focus among  
Middle Aged

# Utahns are slightly more motivated by positive consequences of eating right and exercising

There are no meaningful demographic differences

## Positive vs. Negative Motivation





# KEY FINDINGS: HEALTH COMMUNICATIONS STRATEGIES



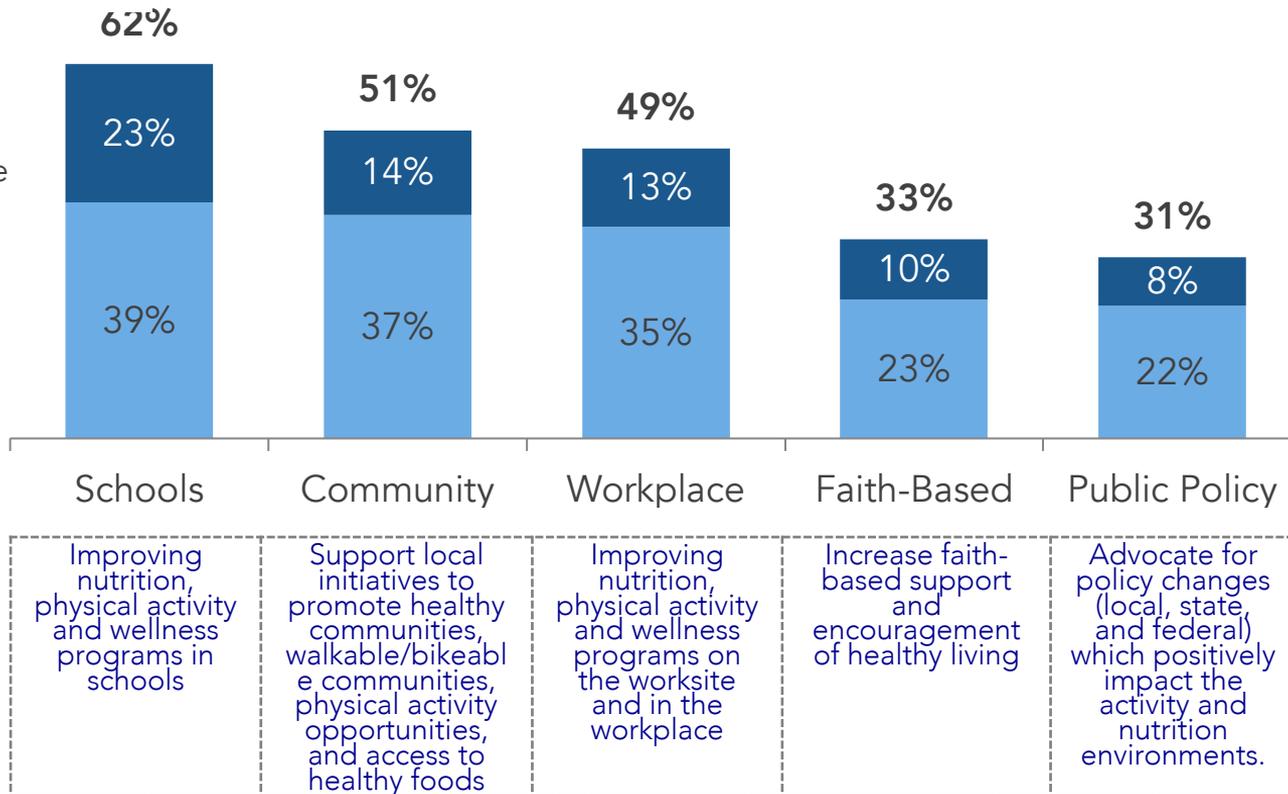
# Schools are seen as the key to reducing obesity; public policy is seen as the least impactful avenue

## Most Influential Health Strategies

TOP 2 Box

■ One of most impactful/influential

■ Good amount of impact/influence



BASE: n=1012

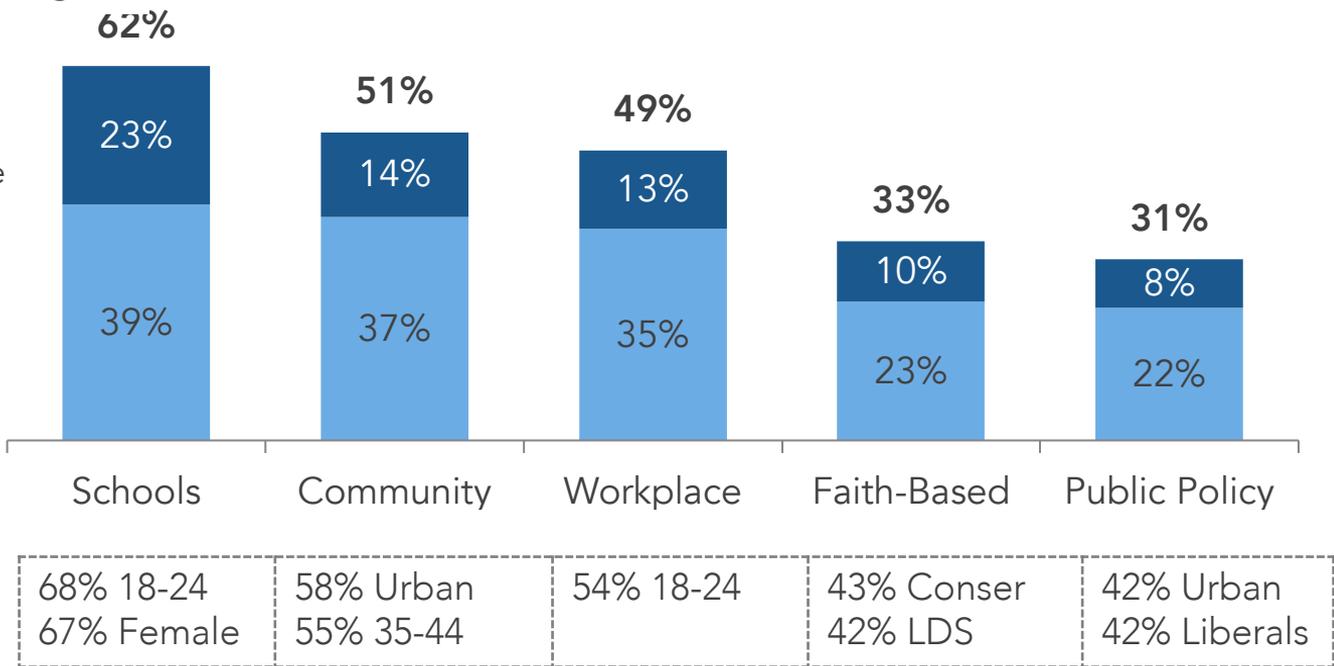
Q1000. There are many different strategies for reducing obesity and increasing healthy eating and physical activity. For each of the following strategies, please indicate the level of impact or influence you think it would have.

# Schools are seen as the key to reducing obesity; public policy is seen as the least impactful avenue

## Most Influential Health Strategies

TOP 2 Box

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

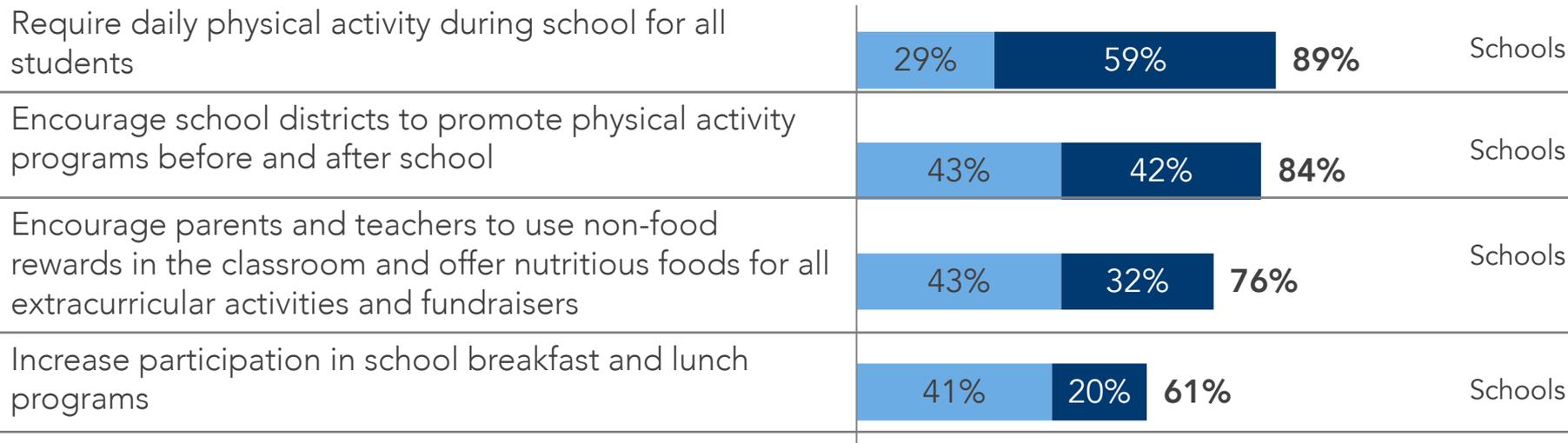


# School Strategies

## Most Influential Health Strategies: Schools

■ Good amount of impact/influence   ■ One of the most impactful/influential

Category



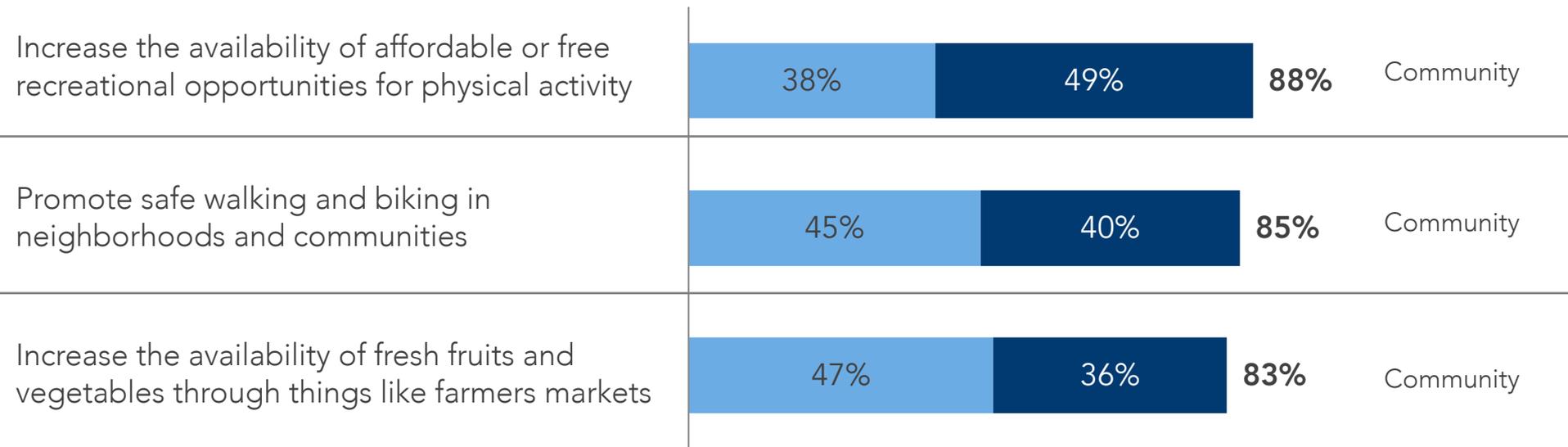
# Community Strategies

## Most Influential Health Strategies: Community

■ Good amount of impact/influence

■ One of the most impactful/influential

Category



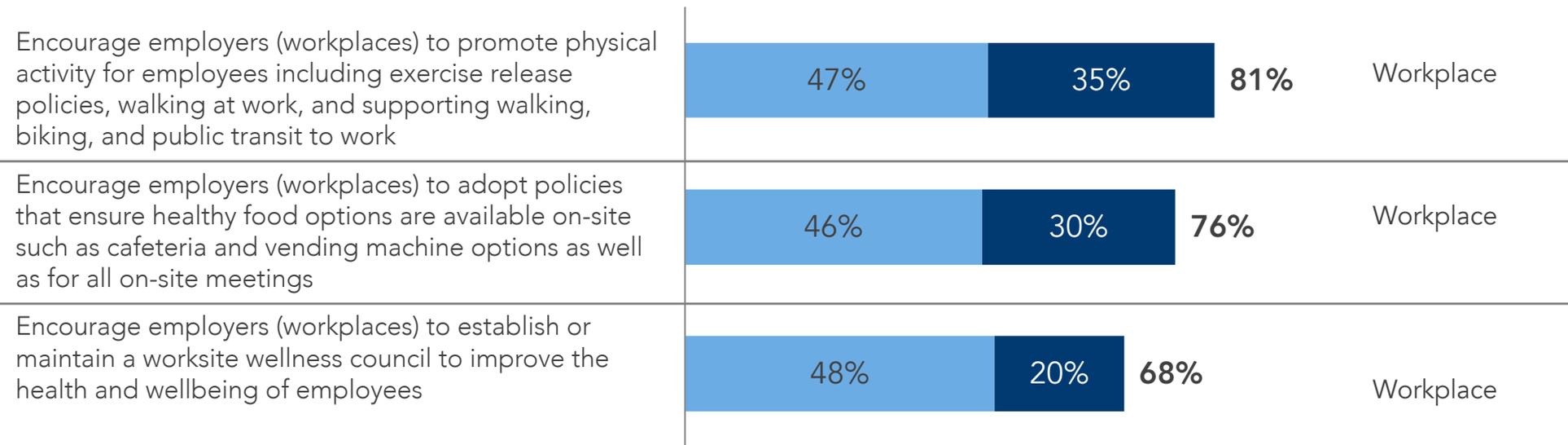
# Workplace Strategies

## Most Influential Health Strategies: Workplace

■ Good amount of impact/influence

■ One of the most impactful/influential

Category

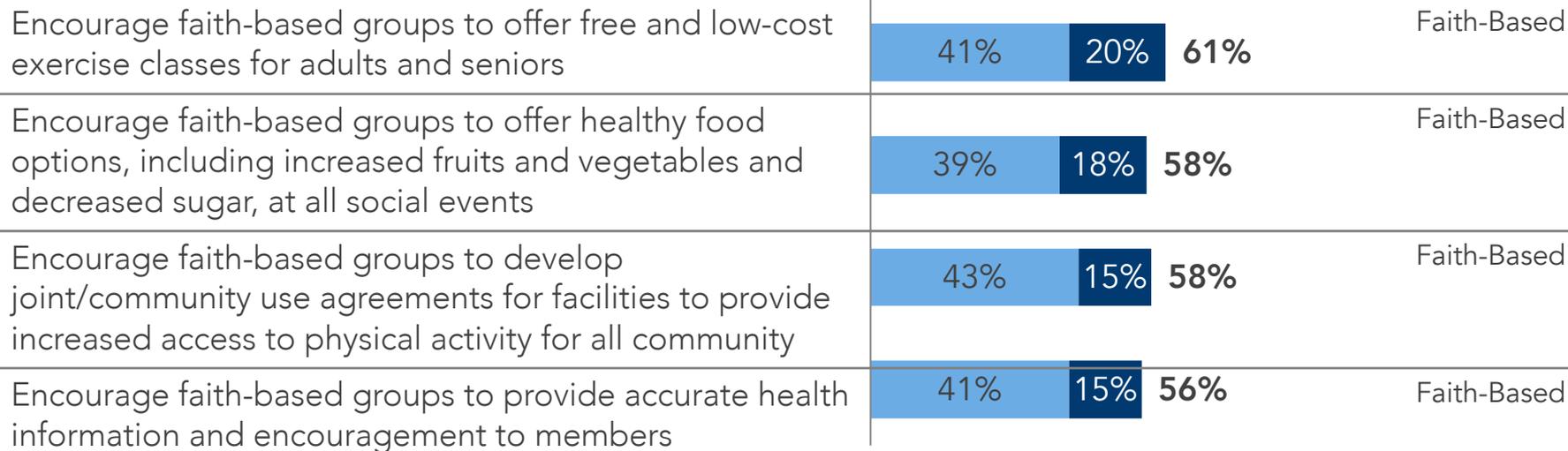


# Faith-Based Strategies

## Most Influential Health Strategies: Faith-Based

■ Good amount of impact/influence    
 ■ One of the most impactful/influential

Category



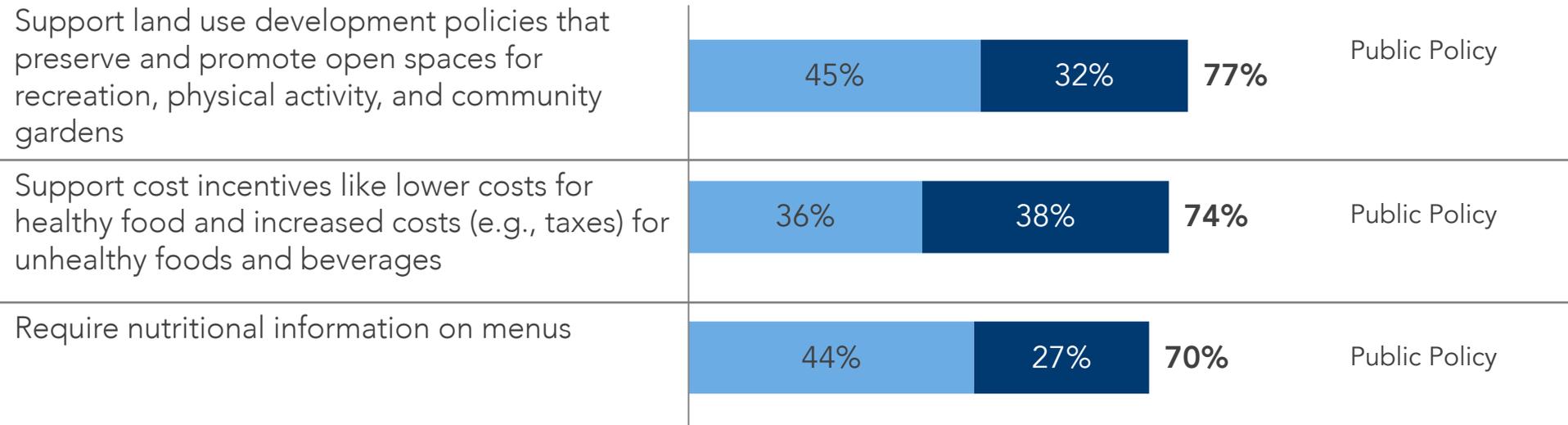
# Public Policy Strategies

## Most Influential Health Strategies: Public Policy

■ Good amount of impact/influence

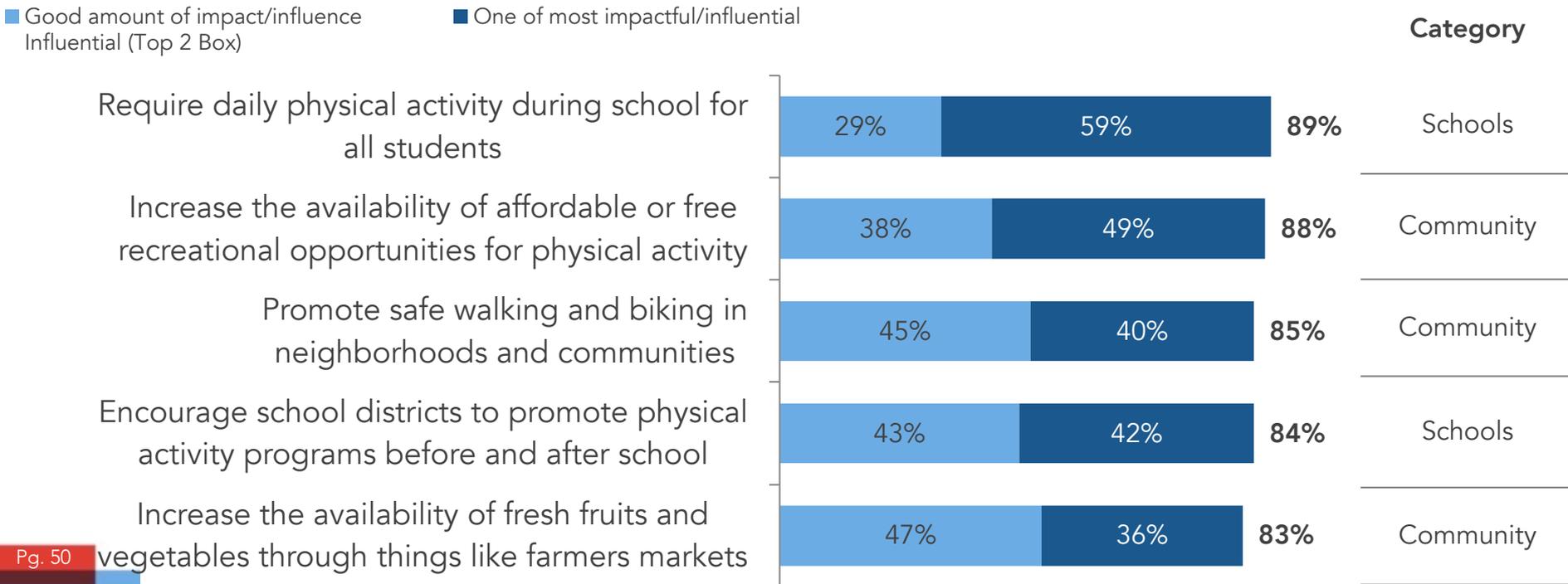
■ One of the most impactful/influential

Category



# The most impactful initiatives increase opportunity for exercise and healthy eating

## Most Influential Health Strategies (1)



# The most impactful initiatives increase opportunity for exercise and healthy eating

## Most Influential Health Strategies (1)

■ Good amount of impact/influence  
Influential (Top 2 Box)

■ One of most impactful/influential

Category

Require daily physical activity during school for all students



Schools

Increase the availability of affordable or free recreational opportunities for physical activity



Community

Promote safe walking and biking in neighborhoods and communities



Community

Encourage school districts to promote physical activity programs before and after school



Schools

Increase the availability of fresh fruits and vegetables through things like farmers markets



Community

Encourage employers to promote physical activity for employees (exercise release policies; walking at work; walking, biking, public transit to work)



Workplace

Support land use development policies that preserve and promote open spaces for recreation, physical activity, and community gardens



Public Policy

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?

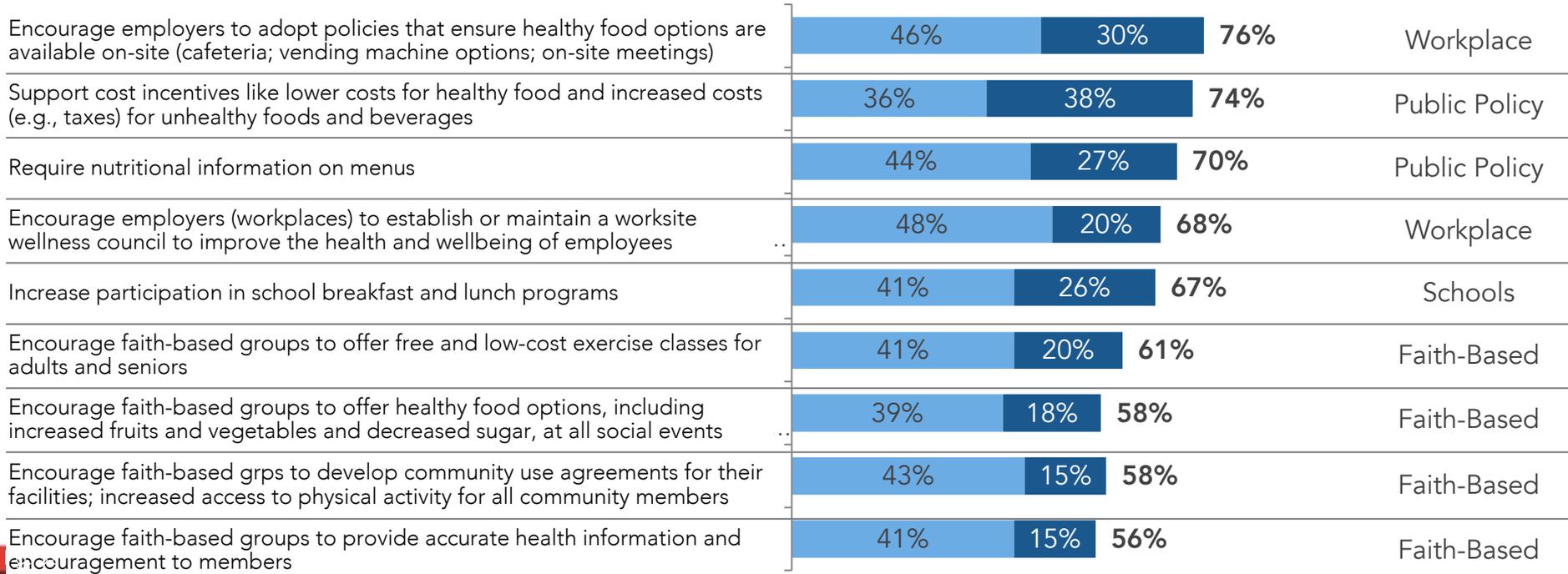
# Specific faith-based policies are seen as having the least potential impact

## Most Influential Health Strategies (2)

■ Good amount of impact/influence  
Influential (Top 2 Box)

■ One of most impactful/influential

Category



BASE: n=1012

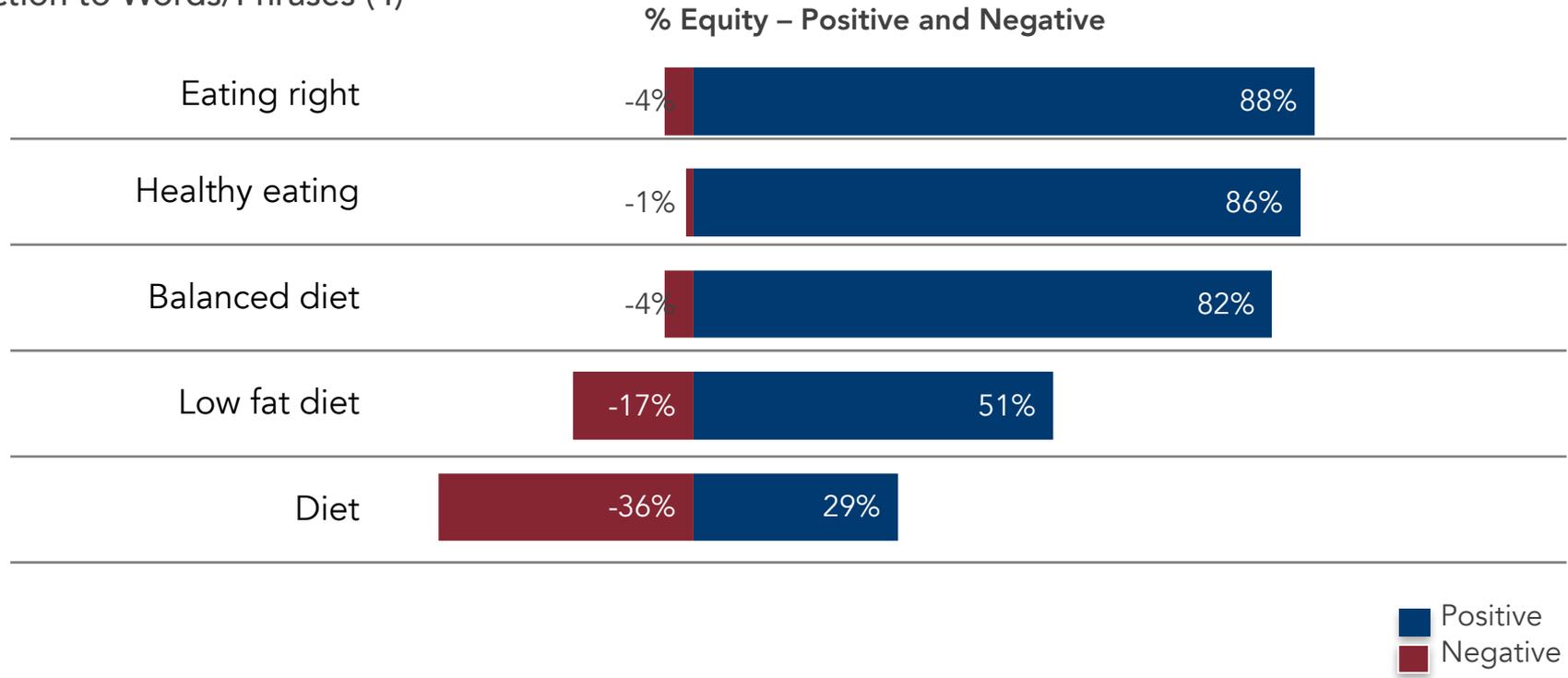
Q1005 – Q1025. Thinking about some of the things that can be done in the <strategy>, how important and influential do you think each of the following strategies is?



# KEY FINDINGS: WORDS AND PHRASES TO USE

# The Language of Diet

## Reaction to Words/Phrases (4)

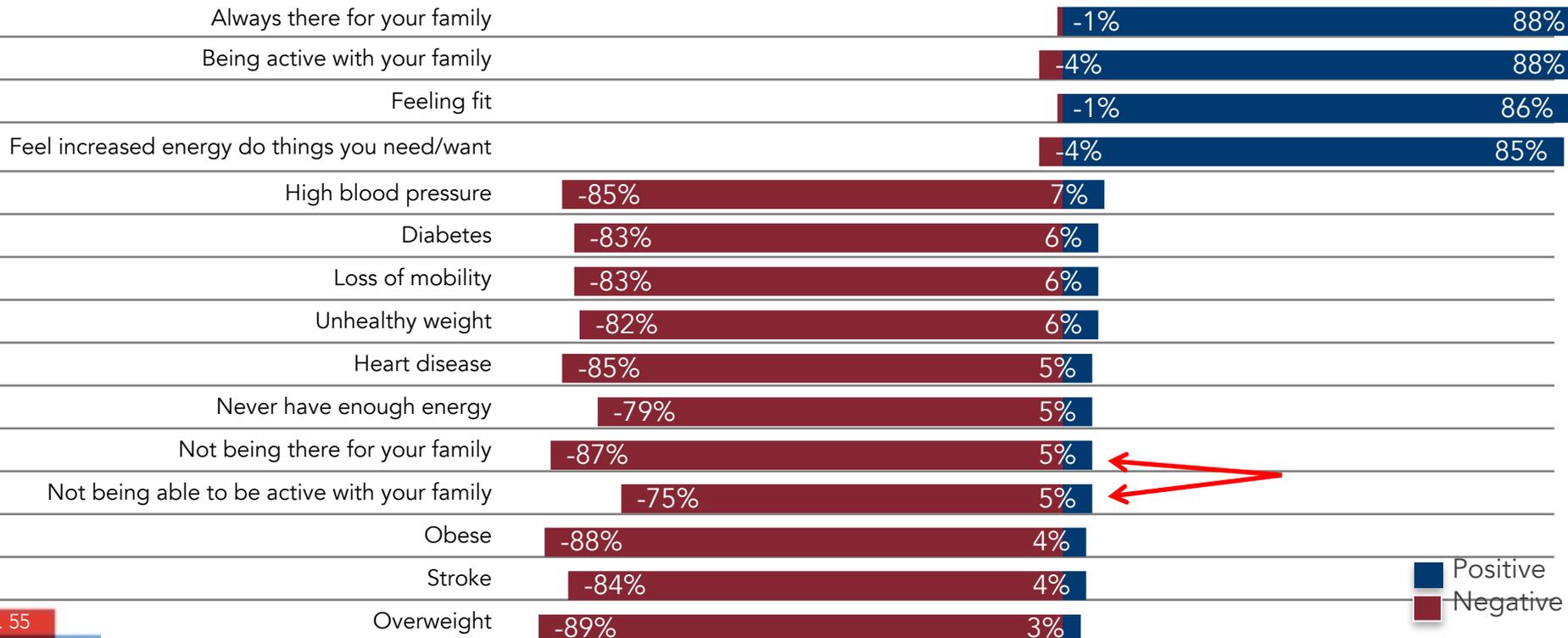


Positive  
Negative

# The Language of Consequences

## Reaction to Words/Phrases (3)

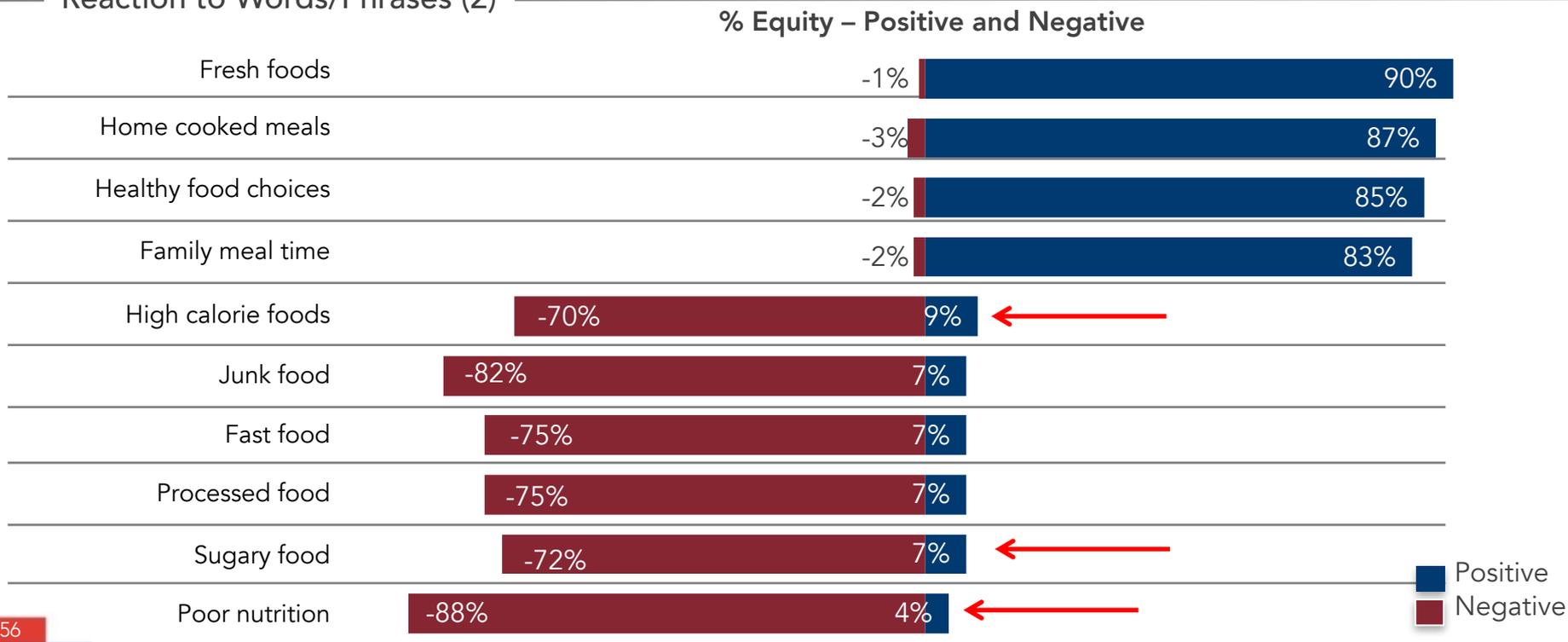
### % Equity – Positive and Negative



■ Positive  
■ Negative

# The Language of Food

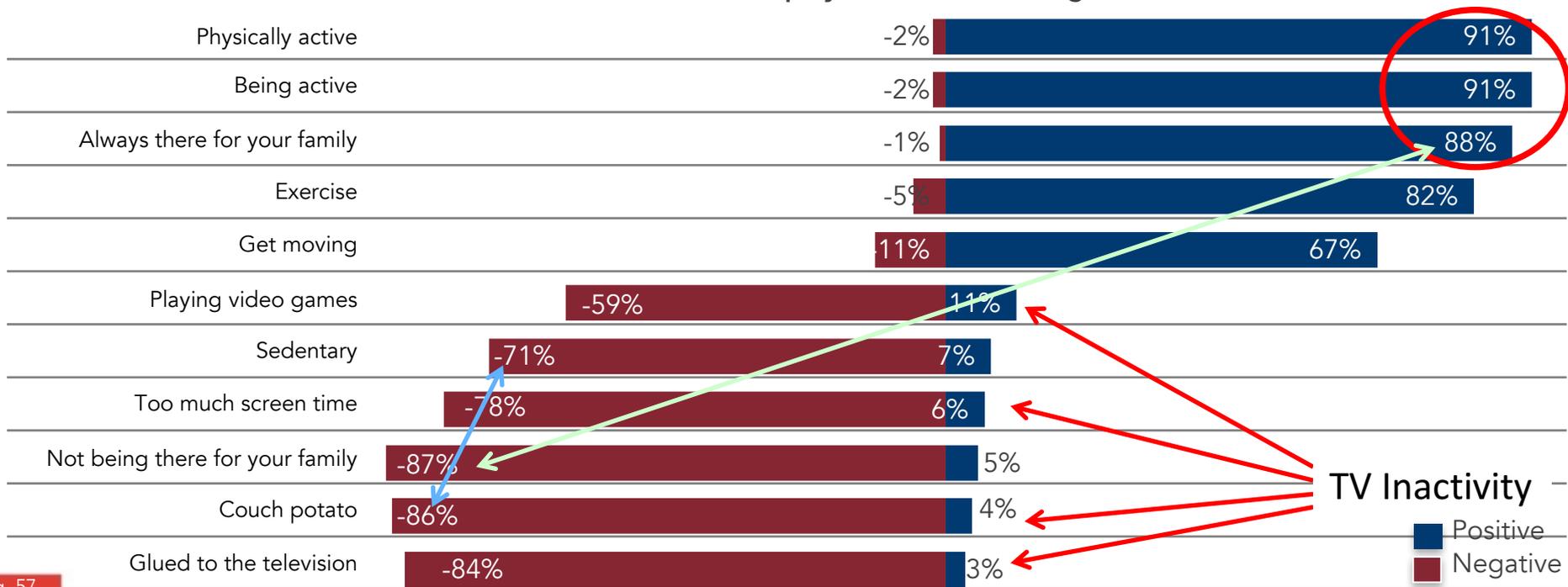
## Reaction to Words/Phrases (2)



# The Language of Activity

## Reaction to Words/Phrases (1)

### % Equity – Positive and Negative





# EXECUTIVE SUMMARY



# 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 than focusing on the negative



*a Wirthlin inspired consultancy*



**Envision  
Utah** How we grow matters.

# Utah Health Priorities Research

Prepared for and in conjunction with Envision Utah

March 2017

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A decorative graphic on the right side of the page consisting of several overlapping squares in shades of gray, blue, red, and black. A red crosshair is centered over the black square.

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