

AFFIX
STAMP
HERE

**Slimming World Magazine
2004 Survey**
c/o NSM Research
PO Box 368
Oxford
OX2 7XU

the Slimming World MAGAZINE

survey 2004

Please tell us how you feel about Slimming World Magazine, Food Optimising and Body Magic, so that we can continue to improve our service to you. Every response we receive is valuable to us; thank you for taking part. And who knows: a few minutes of your time now could win you a whole three days of pampering!

Win a Champneys spa break!

Complete and return our survey by 9 September 2004 and you could be the lucky winner of our prize draw for a two-night, mid-week stay for two at one of Champneys' four top health spas: Champneys Tring, Henlow Grange, Forest Mere or Springs. The choice is yours!

The prize includes:

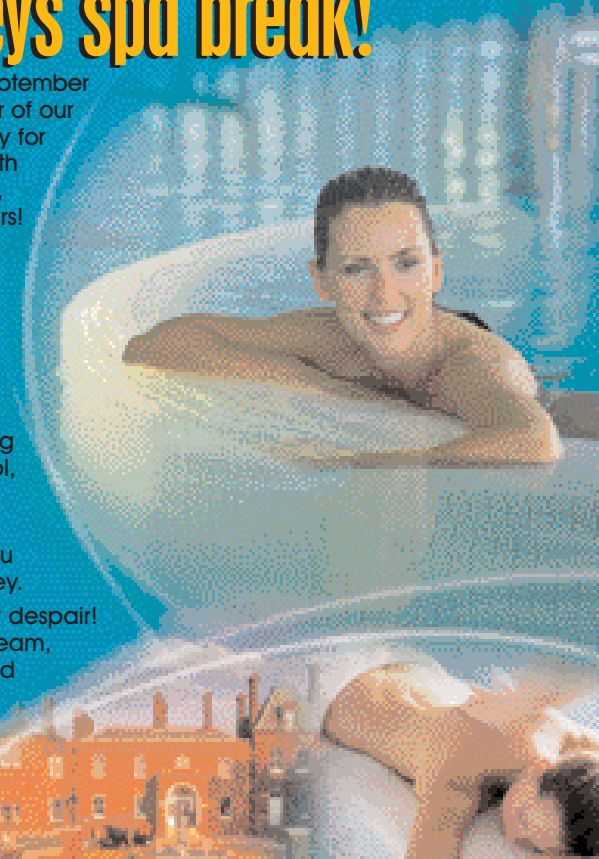
- Luxury accommodation for you and a friend in a twin room
- All meals
- One body massage and facial per person
- Unlimited use of all facilities including a 25-metre swimming pool, whirlpool, sauna and steam rooms and exercise/relaxation classes

To enter the draw, please make sure you fill in your details at the end of the survey.

If you can't wait to be pampered, don't despair! Call Champneys' friendly reservations team, who can advise you on all the 'day' and 'stay' packages available.

Ring 08703 300 300 or visit the website at www.champneys.com

The prize is valid for 12 months.



Please complete the survey in BLOCK capitals and ✓ where relevant.

- 1** Are you a member of Slimming World?
Yes, currently 1
Yes, I am a Consultant or Manager 2
No, never 3
No, lapsed 4
*If yes, please go to question 2;
if no, please go to question 5*
- 8** Does anyone else regularly read your copy of Slimming World Magazine?
Yes, my partner 1 Yes, a family member 2
Yes, a friend or friends 3 No, just myself 4
- 9** When you have finished reading this magazine, what will you do with it?
Cut out my favourite items 1
Keep it 2
Pass it on to someone else 3
Throw it away 4

For current Slimming World members only:

- 2** How long have you been attending your current group?
Less than one month 1
Between one and three months 2
Between three and six months 3
More than six months 4
- 3** Are you a first-time Slimming World member?
Yes 1
No, I have joined groups before 2
- 4** Where did you get this copy of Slimming World Magazine?
From my Consultant 1
From the newsagent's 2
On subscription 3
As a postal member 4
- 10** What do you think of the advertisements in Slimming World Magazine?
They are very useful and relevant to me 1
They are quite useful and relevant to me 2
They are not very useful or relevant to me 3
They are not at all useful or relevant to me 4
- 11** How likely are you to buy a product you have seen advertised in Slimming World Magazine?
Very likely 1 Quite likely 2
Not very likely 3 Not at all likely 4
- 12** Do you ever use the money-off coupons in advertisements in Slimming World Magazine?
Yes, regularly 1
Yes, occasionally 2
No, I prefer to keep my magazine intact 3

Slimming World Magazine – general

- 5** Do you buy Slimming World Magazine regularly?
This is the first copy I've bought 1
I buy two or three issues a year 2
I buy every issue 3
- 6** Where did you first see Slimming World Magazine?
In my Slimming World group 1
At the newsagent's 2
At a friend's or relative's house 3
In the doctor's surgery 4
Other.....
(please state)
- 7** How do you rate Slimming World Magazine in terms of value for money?
Very good 1 Good 2
Poor 3 Very poor 4
- ### Other magazines
- 13** Do you regularly read (eg 3 out of 4 issues) any of these magazines?
ASDA Magazine 01
BBC Good Food 02
Health & Fitness 03
Rosemary Conley Diet & Fitness 04
Sainsbury's Magazine 05
Slimmer 06
Slimming 07
Top Santé 08
Weight Watchers 09
Zest 10

- 14** Do you belong to any other weight loss group, other than Slimming World?
 Yes 1

 (please state)
 No 2
- 15** Compared to other health and diet magazines, would you say Slimming World Magazine is:
 Best of the ones I have read 1
 As good as others I have read 2
 Not as good as others I have read 3
- 16** Do you use any of these websites?
 Slimming World 1
 Our World 2
 LifelineOnline 3
 BodyOptimise 4
 Any other slimming or health websites 5

 (please state)
 No, I am not aware of any 6
 No, I don't have internet access 7

Exercise

- 17** How often do you take exercise?
 Four times a week or more 1
 Between once and three times a week 2
 Once a month 3
 I never take exercise 4

Food shopping

- 18** Where do you usually buy food?
 ASDA 1 Marks & Spencer 2
 Morrisons 3 Sainsbury's 4
 Sainsbury's 5 Somerfield 6
 Tesco 7 Waitrose 8
 Other.....
 (please state)

You and Food Optimising

In this part of the survey we'd love you to tell us how Food Optimising influences the way you shop, eat and cook!

- 19** Are you following Food Optimising?
 Yes 1 No 2
 If no, please go to question **32**
- 20** How long have you been Food Optimising?
 Less than one month 1 Between one month and one year 2
 More than one year 3
- 21** How easy do you find Food Optimising to follow, compared to other diets?
 Easier to follow 1 Harder to follow 2
 About the same 3
- 22** How easy do you find Food Optimising to stick to, compared to other diets?
 Easier to stick to 1 Harder to stick to 2
 About the same 3
- 23** Which of the following statements describe how Food Optimising has changed your lifestyle? (please tick as many as apply)
 I buy more fresh fruit and vegetables 01
 I eat less fatty food 02
 I spend more time cooking and preparing food 03

You and Body Magic

Body Magic is a scheme that encourages Slimming World members to become fitter and healthier by recognising and rewarding members' progress as they become more active in everyday life.

- 32** Are you aware of Slimming World's Body Magic scheme?
 Yes 1 No 2
 If no, please go to question **42**
- 33** Are you participating in Body Magic in your Slimming World group?
 Yes 1 No 2
- 34** If you ticked yes, which stage have you reached?
 Working towards 1 Bronze 2
 Silver 3 Gold 4
 Platinum 5
- 35** Since learning about Body Magic, has your awareness of your personal activity changed?
 Yes 1 No 2

- I eat fewer sugary foods 04
 I buy more low-fat dairy products 05
 I enjoy my food more 06
 I drink more water 07
 I buy more high-fibre foods 08
 I look better 09
 The family eats more healthily 10
 I spend more time planning my meals 11
 I buy fewer ready meals and takeaways 12
 I drink less alcohol 13
 I feel better about myself 14
- 24** How many people do you buy food or cook for?
 Just myself 1 Myself and partner 2
 Myself and child/children 3 All of the above 4
- 25** Do any other members of your family Food Optimise (whether they are Slimming World members or not)?
 Yes, partner 1 Yes, child/children 2
 Yes, other 3 No 4
- 26** Would you say you have ever influenced other people to make healthy food choices because of your knowledge of Food Optimising?
 Yes 1 No 2

- 36** How would you describe your lifestyle before Body Magic?
 Sedentary (inactive) 1 Not very active 2
 Averagely active 3 Very active 4
- 37** And how would you describe it now?
 Sedentary (inactive) 1 Not very active 2
 Averagely active 3 Very active 4
- 38** Which of the following statements describe how Body Magic has changed your lifestyle? (please tick as many as apply)
 I have more energy these days 01
 I enjoy taking exercise more 02
 I feel more confident than I used to 03
 I am more mobile in daily life 04
 My weight loss has improved 05
 My blood pressure has gone down 06
 I feel less tired in the evenings 07
 My overall mood has improved 08
 I sleep better 09
 I feel calmer and less stressed 10

- 27** Do you pass on Food Optimising tips and recipes? (please tick as many as apply)
 Yes, to family members 1
 Yes, to friends 2
 Yes, to work colleagues 3
 Yes, to fellow Slimming World members 4
 No 5
- 28** How do you pass on Food Optimising tips and recipes? (please tick as many as apply)
 Word of mouth 1 E-mail 2
 Letter 3 Sharing books or magazines 4
 Sharing a meal you have cooked 5
- 29** Do you consider Food Optimising has... (please tick as many as apply)
 Improved your health 1
 Improved your partner's health 2
 Improved your child/children's health 3
- 30** If you ticked yes to any of the above, please could you give brief details?

- 31** Since you began Food Optimising, has your doctor advised that you can stop or cut down on taking any medication?
 Yes 1 No 2
 If you ticked yes, what condition was this for?

- My shape/posture has improved 11
 I have fewer aches and pains 12
 We do more activities as a family 13
- 39** Have you become more active in your daily life since learning about Body Magic?
 Yes 1 No 2
- 40** If yes, does your regular activity involve other people?
 Yes, partner 1
 Yes, child/children 2
 Yes, friend or relative 3
 Yes, work colleague/s 4
 No 5
- 41** Have you discussed the benefits of Body Magic or activity with anyone else?
 Yes, partner 1
 Yes, child/children 2
 Yes, friend or relative 3
 Yes, work colleague/s 4
 No 5

Your lifestyle

- 42** Are you:
 Male 1 Female 2
- 43** Are you:
 Single 1 Married 2
 Living with partner 3 Separated 4
 Divorced 5 Widowed 6
- 44** Your age
 Under 24 1 25-34 2
 35-44 3 45-54 4
 55-65 5 Over 65 6
- 45** Do you have children living at home?
 Yes, one or more under 16 1
 Yes, one or more over 16 2
 No, children have left home 3
 No, no children 4
- 46** Do you have a child under 16 at home whose weight concerns you?
 Yes, one or more 1 No 2
- 47** Are you:
 Employed (or self-employed) full-time 1
 Employed (or self-employed) part-time 2
 Full-time home-maker 3
 Retired 4
 Student 5
 Unemployed 6

You and slimming

- 48** If you're currently trying to lose weight, how much weight do you want to lose?
 Less than 1st 1 1st-1st 13lbs 2
 2st-2st 13lbs 3 3st-3st 13lbs 4
 4st-4st 13lbs 5 More than 5st 6
- 49** What is the main reason you want to lose weight? (tick one only)
 To improve your health 1
 For a specific occasion eg wedding 2
 After having a baby 3
 To look better in clothes 4
 To improve your energy/fitness 5
 To improve your relationship with your partner 6
 To make you more attractive to the opposite sex 7
 To improve your career prospects 8
 To have an operation/doctor's advice 9

Thank you for taking part in this survey – your views are very important to us!

prize draw!

Please complete your name and address if you wish to be entered for the prize draw.

Name

Address

.....

.....

.....

.....

Postcode

Daytime telephone number

Your replies will remain confidential and we will not pass on your details to any third parties. But we do need your name and address if you wish to be entered for our great prize draw!

If you would be willing to take part in more detailed research in future, please ✓ this box

The data submitted in this survey will be processed by Slimming World, Clover Nook Road, Alfreton, Derbyshire DE55 4RF and NSM Research, PO Box 368, Oxford OX2 7XU, who are both registered as Data Controllers under the Data Protection Act 1998. The information will not be passed on to any third parties.