The Good Food Karma Index

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OVERVIEW

What is the Good Food Karma Index?

The *Good Food Karma Index* is Australia's only analysis of the food consumption purchasing patterns of Australians and their relationship with food on a 20 dimensional index. The *Good Food Karma Index* is an individually calculated score which incorporates a person's food behaviour and attitudes with national datasets and social data to give each Australian an overall Good Food Karma rating. The higher the number, the better a person's 'Good Food Karma'.

How is the Good Food Karma Index derived?

Several data sources were utilised in the creation of the *Good Food Karma Index*:

PRIMARY SOURCES

Survey 1 to the Australian public: McCrindle

This nationally representative survey collected data from 2,036 members of the Australian public from 17th April to 24th April 2014 on their attitudes towards food consumption, decisions about the foods they eat, and their food purchasing habits. There were 1,019 male respondents and 1,017 female respondents.

Survey 2 to the Australian public: McCrindle

This nationally representative survey of 510 Australian delivered a snapshot of the nation's food consumption sentiment and digestive balance health outcomes, collecting data from 9th May to 12th May. There were 252 male respondents and 258 female respondents.

SECONDARY SOURCES

Secondary data sources: Department of Agriculture, Fisheries and Forestry and Coles and Woolworths

Datasets such as Coles and Woolworths' health food sales scan data and Australia's takeaway food outlets turnover were analysed to provide the Good Food Karma Index score.

Social data: Lexer

Social media, published content, and blog mentions of Food Karma related key terms were monitored over a 50 day period.

GOOD FOOD KARMA INDEX

The *Good Food Karma Index* is comprised of 20 inputs covering five key areas regarding one's relationship to food and food consumption. The five key areas are behavioural, attitudinal, relational, financial (purchasing) and environmental (location). Each of these inputs gives a score out of a maximum of 4 and the overall calculation creates a perfect Good Food Karma score of 100. Note that while theoretically possible, a perfect score would require a perfect score across all 20 measures.

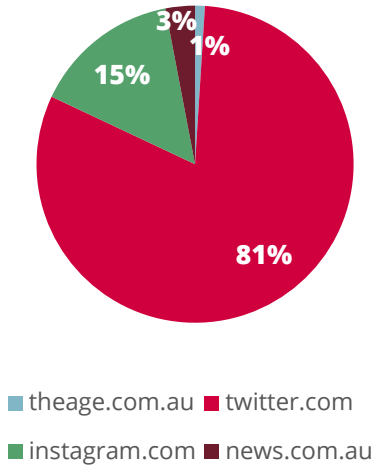
Social data: Lexer

Analysis of social data is incorporated into this index in addition to primary and secondary source data.

Lexer collected data over a 50 day period from 13th March to 1st May 2014, monitoring social media, published content, and blogs for mentions of Food Karma-related keywords, such as 'skip breakfast', 'diet', 'deep-fried' before using search terms to narrow down the results.

For example, terms associated with 'Good Foods' in Sydney were found to be mentioned 2,617 times across social and online media channels. 159 of these, however, were mentioned in a negative way e.g. 'I hate carrots.' Negative mentions were subtracted from positive mentions of the 'Good Foods.'

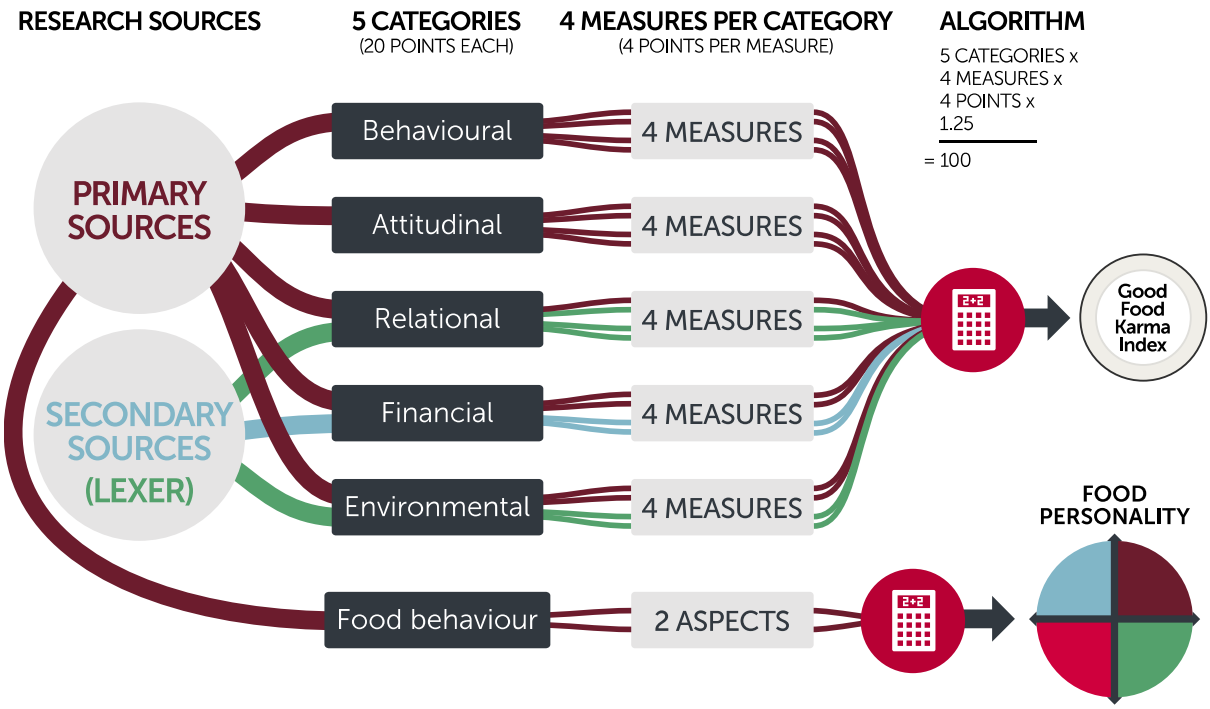
Major Mention Sources



Source	Mentions
twitter.com	110k
instagram.com	20k
news.com.au	4.7k
theage.com.au	1.2k
	135.9k

The *Good Food Karma Index* is a "pure" metric in that it is unweighted, similar to academic results. Therefore the *Good Food Karma Index* mirrors the academic rating system and so a score of 65 is very good (a credit) and a score of 75 or above is exceptional (distinction).

The full list of questions that comprised the algorithm is found in Appendix B.



The average Australian Good Food Karma score is 71.

How the genders compare

Males had a higher Food Karma score than females. Females tended to score higher in some of the good food areas such as eating healthy snacks and eating breakfast more per week. Males scored higher in areas pertaining to more holistic health such as feeling less guilt about what they eat, being less likely to hide what they eat from family and friends and feeling bloated and unhealthy less often.

Males	Females
73	70

State scores compared

There were differences in each state scores which are outlined below. Tasmania had the highest Food Karma and NSW had the lowest.

NSW	VIC	QLD	WA	SA	TAS
70	71	71	71	74	75

Generation scores compared

The older the generation, the higher their average Food Karma score.

Y 20-34	X 35-49	BB 50-68	B 69+
66	68	75	78

Occupation scores compared

There was range of scores amongst those who worked in different occupations. Australians working in sales had the lowest Food Karma score with 66.

Manager	70
Professional	70
Technician or Trades Worker	68
Community or Personal Service	69
Clerical or Admin Worker	68
Sales	66
Machinery Operator or Driver	70
Labourer	71

AUSTRALIA'S FOOD KARMA REVEALED

Here are the top results across the nation featuring the relationship Australians have with the food they eat:

	The more educated Australians are, the more **dependent they are on chocolate**.
	The average Australian will **travel 16km for a fast food fix**.
	13% of Australians think **bacon is a superfood**.
	For 3 in 5 Australians (61%), their everyday emotions dictate what they **eat or drink.**
	3 in 10 Australians (27%) say they **need chocolate every day.**
	2 in 5 Australians (40%) skip breakfast at **least once a week**, and half this number (20%) **skip breakfast most days.**
	4 in 5 Australians (82%) would rather **eat their favourite meal** than watch their favourite TV show.
	Of meals consumed at home, over one third of Australians (36%) eat **most of their meals on the sofa while watching TV.**
	9 in 10 Australians (94%) **don't have just one favourite food.**
	2 in 5 Australians (39%) admit that they get **late-night take-away** (after 10pm) when they're really hungry. More than half (56%) avoid it at all costs, and 6% think it's awesome.
	Top 5 Junk Food Traps: Australians are most likely to buy junk food when they're in a rush (78%), really hungry (72%), tired (64%), have a discount coupon (61%) or see the junk food on special (59%).
	3 in 5 Australians (62%) **regularly do not feel confident with their body.**
	1 in 4 Australians (24%) have **unbuttoned their pants during a meal** and then continued eating.
	1 in 4 (25%) Australians do their food shopping **ad-hoc and as needed.**

	Over half of Australians (54%) go down the **health food aisle** as part of their weekly shop.
	For 1 in 3 (31%) of Australians, chocolate, rather than kale, is their chosen '**superfood**'.
	91% of Australians are able to **correctly identify silverbeet**.
	Australians use an average of **8.5** squares of toilet paper each time they go to the toilet.
	1 in 8 Australians (12%) use a **fibre supplement** every day.
	3 in 10 Australians (29%) hear their **stomach grumble** 2 or more times per day.

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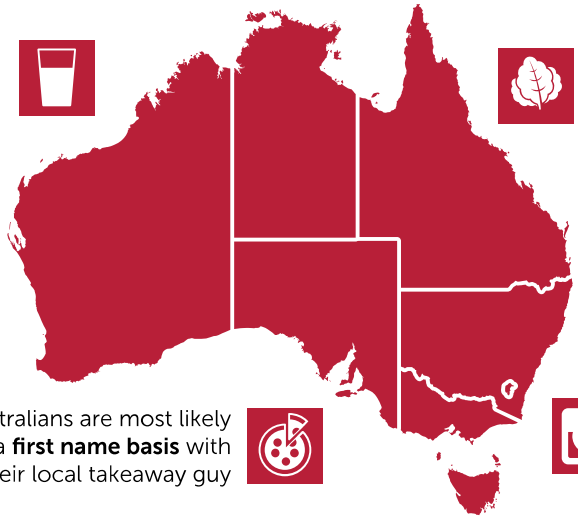
State by State

The Northern Territory has the **highest take away turnover** in Australia per person

Western Australia shell out the most for **health juices and drinks**



Queensland is the **superfood capital**, spending more on superfoods per capita than any other state *(Coles and Woolworths)*

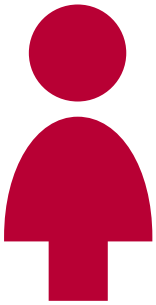
New South Welshmen are **4 times more willing** than Queenslanders to do **something illegal for cake**

South Australians are most likely to be on a **first name basis** with their local takeaway guy

Sydneysiders post about junk food **40% more** than Melbournites

Tasmania has Australia's highest Good Food Karma with a score of **75**

Men versus Women



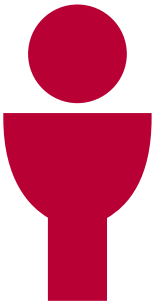
Women are willing to travel **1km further** on average than men for a fast food fix and **5km further** for health food

Men are more likely to be on a **first-name basis** with those at their local takeaway **(23%)** than women **(13%)**

Women are more likely to avoid **late-night takeaway** than men, with **3 in 5 (61%)** avoiding it at all costs compared to **51%** of men

Men use more toilet paper than women at an average of **9.7 squares** per use compared to **7.3 squares** for women.

More women than men admit to **unbuttoning their pants** so they can eat more



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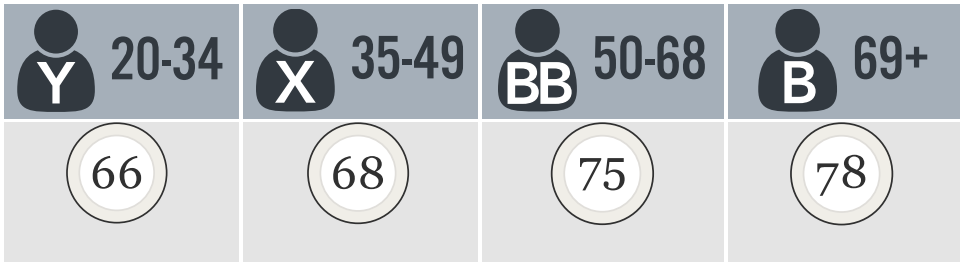
Generation by Generation



Gen Y have the greatest desire to **eat meals with others** and are least likely to enjoy eating alone.

On average, Gen Y **skip breakfast** twice a week, and Australia's oldest generation, the Builders, don't skip breakfast at all.

Only half of Gen Y (50%) **eat most of their meals at the dinner table** while three quarters of Builders (74%) do so.

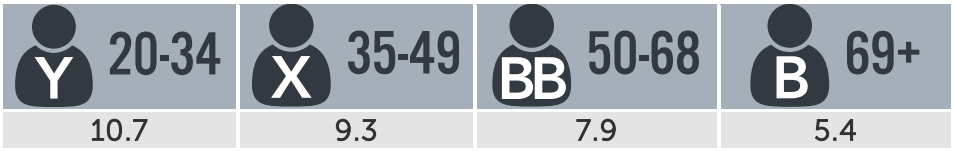
Gen Y are more likely to go down the **health food aisle** as part of their weekly shop (60%) than Gen X (50%), Baby Boomers (57%), or Builders (49%).

Gen Y are the most likely generation to do something **illegal for cake** (8%).

44% of Gen Y **choose kale** over chocolate, bacon, or watermelon as their superfood of choice, compared to 42% Gen X, 29% Baby Boomers, and 21% of Builders.

Only 78% of Gen Ys can **identify silverbeet** (compared to 92% Gen X, 95% Boomers, and 100% Builders).

Gen Y use twice as much **toilet paper** as Builders, 33% more than Boomers, and 15% more than Gen X:



By Occupation

Tradies will travel the furthest for a **fast food fix** (more than 20km, 4km further than the national average).

Professionals are more likely to **need chocolate everyday** than Australians in other occupations.

A higher proportion of community or personal service workers (79%) **eat or drink in response to their everyday emotions** than the national average (61%).

AUSTRALIA'S FOOD KARMA PERSONALITIES

Four Australian food personalities emerge from the *Good Food Karma Index*.

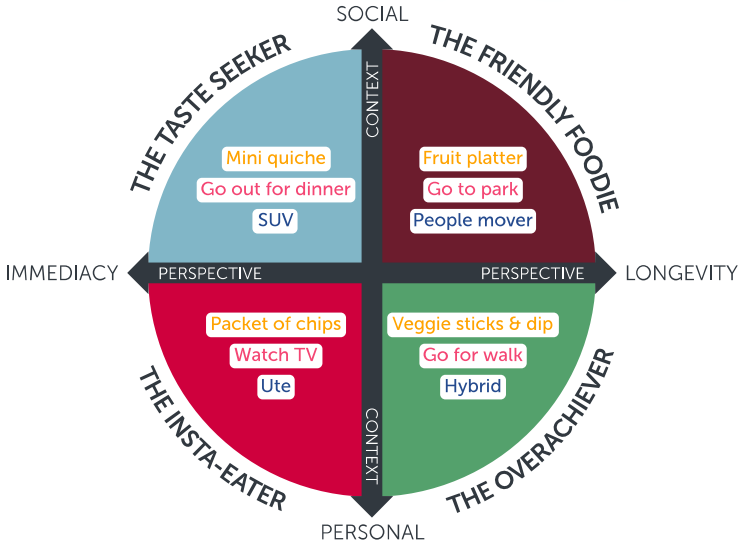
These personalities define how Australians interact with food on the measures of perspective versus context. Perspective determines whether an individual makes choices motivated by immediacy or for long-term benefit, and context establishes whether food is consumed in a more social or personal setting.

Friendly Foodies make up 21% of the Australian population. You're about the social side of food – your meals go hand in hand with friends' events and you keep up to date with the wider food community. A social glass of wine would never go astray whether you're dining out or hosting, and your choices are made for the good of the group. When it comes to the menu, you'll always try to choose the healthier option, regardless of price, and you'll always choose Yum Cha if it means a social outing. Oh, and you're pretty likely to upload #foodporn.

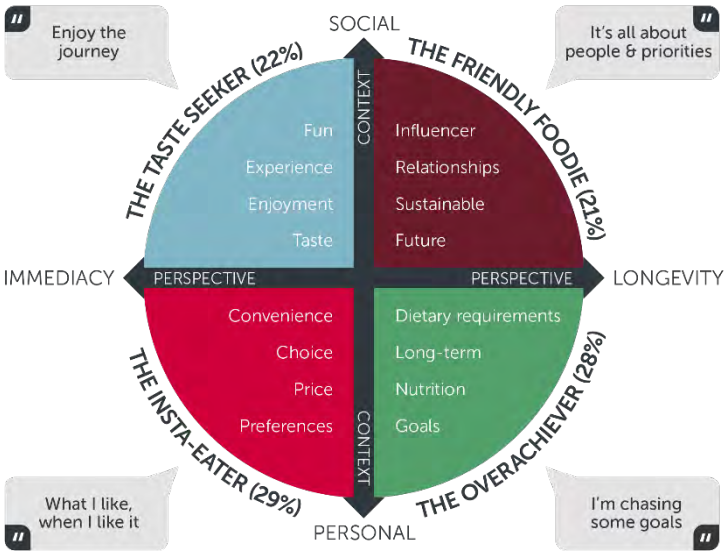
Overachievers make up 28% of the Australian population. When it comes to food and nutrition, you're chasing goals. You're the one who will cut up carrot sticks at midnight if it means you'll have healthy snacks for tomorrow. You won't show up to the grocery store without a list, and you know exactly what you need in your diet. There's little chance you'll skip your kale energy salad even for the sake of a social meal, and you're unfazed by the price or time it takes to make a healthy option.

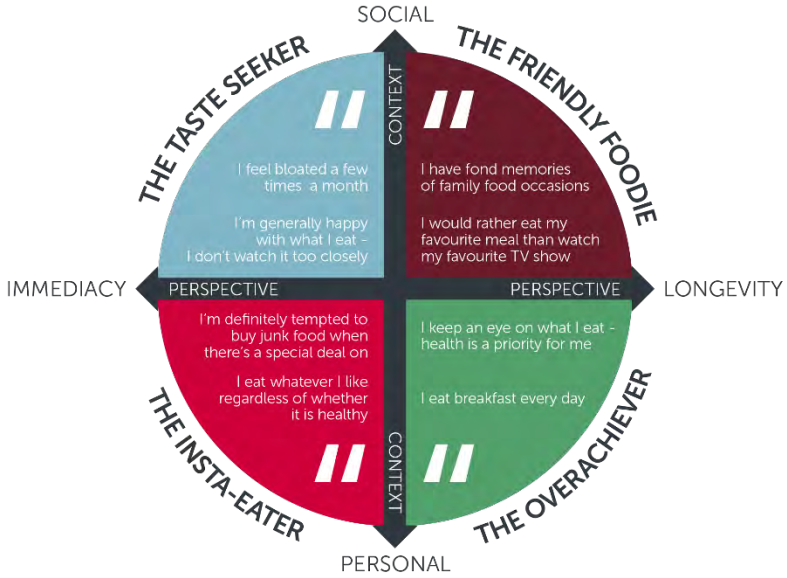
Insta-Eaters make up 29% of the Australian population. You know what you want and how you want it – whether that's fish and chips from up the road or ice cream from your freezer. Immediacy and price are at the top of your priority list, and you love a buffet of options. You're not concerned with what your friends think of your food choices, either. While you know how to get what you want nutritionally from the food you eat, you admit you could probably go to more effort to ensure you're eating right.

Taste Seekers make up 22% of Australia's population. More than anything else, you enjoy the experience of eating. For you, food is a source of enjoyment, not a chore or a mere human necessity. Your idea of fun is sinking your teeth into a world-class macaroon. You'll choose the restaurant before you decide who you're eating with, and you'll drive across town for the latest food trend. You also side with taste over nutrition – bacon and eggs will beat oatmeal any day.



KEY: most likely to... Bring to a gathering | Do for recreation | Drive





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INTRODUCING THE EXPERTS

Mark McCrindle

Mark McCrindle is a social researcher with an international renown for tracking emerging issues, researching social trends and analysing customer segments.

Mark's understanding of the key social trends as well as his engaging communication style places him in high demand in the press, on radio and on television shows.

He is an award-winning social researcher, best-selling author, and principal of McCrindle Research, which is regularly commissioned to conduct research projects and deliver strategy and advice to many of Australia's leading organisations.

Dr Joanna McMillan

Adopted by the nation as an honorary Aussie, Dr Joanna McMillan's ever-growing following is the result of her high profile within the media, health and fitness industries, and through her roles as Vice President of the Australian Lifestyle Medicine Association (ALMA), Ambassador for Diabetes Australia, and Ambassador for Australian Pineapples (to name a few).

Dr Joanna is the founder of Get Lean, a regular on the Nine Network and the official nutritionist for TODAY. She is also the author of several books, has a weekly column in Sunday Life and a blogger for Woolworths Baby & Toddler Club.

The philosophy of this down-to-earth Scot is simple. She believes that having a good healthy relationship with food is just as important as eating nutritious foods, and she regards food as more than the nutrients it contains; rather, it is part of our social connection, our culture and a great source of pleasure in life.

Maz Compton

Maz Compton is one of Australia's foremost entertainment reporters and presenters. She has joined the Southern Cross Austereo with Dan Debuf where the hot young duo are sky rocketing as the join the biggest line-up of national shows ever seen on the Today Network with their 6pm-8pm weekday shift of ***The Dan and Maz Show.*** Prior to joining the Today Network, Maz hosted the Maz, Dan and Shane breakfast show for Nova 919 and has also been spotted on the weekly Metro Whip on The Project (Network Ten). Maz was regarded as the most experienced VJ on MTV, delivering live broadcasts globally and anchoring the red carpet for each of the MTV Australia Video Music Awards. She is also a regular guest on Channel Seven's Sunrise and The Morning Show programs.

WHERE WE GO FROM HERE

Freedom Foods is on a mission to improve the Good Food Karma of Australia: helping everyone eat better to feel better.

To launch the cause, they've created goodfoodkarmaindex.com.au – where users can go to see how they stack up against the rest of Australia. By taking the Good Food Karma Survey, participants will receive a score against the average and discover their 'food personality'.

Their own unique Good Food Karma report will also include personalised dietary tips and advice from Dr Joanna McMillan.

Contacts

To arrange an interview with any of the three experts or to find out more information about the *Good Food Karma Index* please contact:

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Website: StraightUpPR.com.au

Appendix A: Survey 1 and 2 Demographics

	Survey 1 #	Survey 1 %	Survey 2 #	Survey 2 %	National % of population aged 18+
GENDER					
Male	1,019	50%	252	49%	50%
Female	1,017	50%	258	51%	50%
TOTAL	2,036	100%	510	100%	100%
AGE					
18-19	18	1%	18	4%	3%
20-34	508	25%	92	18%	28%
35-49	517	25%	114	22%	27%
50-68	689	34%	215	42%	29%
69+	304	15%	71	14%	14%
TOTAL	2,036	100%	510	100%	100%
STATE					
NSW	682	33%	147	29%	32.1%
VIC	506	25%	152	30%	24.8%
QLD	400	20%	108	21%	20.1%
TAS	57	3%	16	3%	2.2%
NT	8	0%	4	1%	1.0%
SA	159	8%	38	7%	7.2%
WA	186	9%	39	8%	10.8%
ACT	31	2%	5	1%	1.8%
TOTAL	2,036	100%	510	100%	100%

Appendix B: Algorithm Survey Questions

Behavioural

1. How much do you agree with the following statement: 'I need chocolate everyday.'
2. How much do you agree with the following statement: 'I always have a healthy snack like nuts on me in case I get hungry.'
3. Please indicate how many days you eat breakfast in a week.
4. Do you often eat or drink (including alcohol) in response to everyday emotions (as opposed to serious emotional responses such as grief, divorce etc.)?

Attitudinal

1. Which of the following best describes your eating habits? (Whether respondents keep an eye on what they eat or don't watch it too closely)
2. Which of the following statements best describes you? (Do you feel guilty about what you eat and do you hide what you eat from family and friends?)
3. Please indicate how often you feel the following health characteristics: 'unhealthy' or 'bloated'.
4. How much do you agree with the following statement: 'Enjoying food is one of the most important pleasures in my life.'

Relational

1. How much do you agree with the following statement: 'I have fond memories of family food occasions.'

Purchasing

1. If you found a $10 note on the ground and you had the option of buying 1 of 4 different foods, all $10 each for lunch. Which of the following foods would you buy?
2. Please indicate how much the following factors influence how likely you are to buy junk food: 'When I have a discount coupon for the junk food' or 'When the junk food is cheaper than usual.'

Geographical

1. Please indicate the maximum distance that you have travelled to the following locations to purchase food: 'Favourite fast food restaurant.'
2. Please indicate the maximum distance that you have travelled to the following locations to purchase food: 'Health food store/Fresh food markets/ Farmers markets.'