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 8

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

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) 6

7. How do you rate Slimming World Magazine in terms of value for money?
   - Very good 1
   - Good 2
   - Poor 3
   - Very poor 4

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

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

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 No

15 Compared to other health and diet magazines, would you say Slimming World Magazine is:
Best of the ones I have read As good as others I have read Not as good as others I have read

16 Do you use any of these websites? Slimming World Our World LifelineOnline Body Optimise Any other slimming or health websites

Exercise
17 How often do you take exercise? Four times a week or more Three times a week Twice a week or less Once a week Once a week or less

18 Where do you usually buy food? ASDA Marks & Spencer Morrisons Sainsbury’s Somerfield Tesco Other

Food shopping
19 If you ticked yes, which stage have you reached?

You and Slimming World
20 Are you aware of Slimming World’s Body Magic scheme?

You and Body Magic
21 Are you participating in Body Magic in your Slimming World group? Yes No

Food Optimising
22 How easy do you find Food Optimising to stick to compared to other diets?

23 Which of the following statements describe how Food Optimising has changed your lifestyle?

24 How many people do you buy food for or with?

25 Do you say that you have been influenced to make healthy food choices because of your knowledge of Food Optimising?

26 Since you began Food Optimising, has your overall mood improved?

27 Do you pass on Food Optimising tips and recipes (please tick as many as apply)

28 How do you pass on Food Optimising tips and recipes (please tick as many as apply)?

29 Do you consider Food Optimising has...

30 If you ticked yes to any of the above, please could you give brief details?

31 Since you began Food Optimising, has your body shape/posture changed?

32 What is the main reason you want to lose weight?

33 How many times a week do you take exercise?

34 How often do you take exercise?

35 Since learning about Body Magic, has your awareness of your personal activity changed?

You and Body Magic
36 How would you describe your lifestyle before Body Magic?

37 And how would you describe it now?

38 Which of the following statements describe how Body Magic has changed your lifestyle (please tick as many as apply)?

39 Have you become more active in your daily life since learning about Body Magic?

40 If yes, do you regularly involve other people?

41 Have you discussed the benefits of Food Magic or activity with anyone else?

42 Are you:

43 Are you:

Food shopping
44 Your preferred website (please state)

Exercise
45 How often do you do Body Magic to follow, commented on to other?

46 How easy do you find Food Optimising to stick to compared to other diets?

47 Which of the following statements describe how Food Optimising has changed your lifestyle (please tick as many as apply)?

48 How many people do you buy food for or with?

49 Do you say that you have been influenced to make healthy food choices because of your knowledge of Food Optimising?

50 Since you began Food Optimising, has your overall mood improved?

51 What is the main reason you want to lose weight?

52 How much weight do you want to lose?

53 After having a baby

54 To improve your relationship with your partner

55 To make you more attractive to the opposite sex

56 To improve your career prospects

57 To have an operation/doctor’s advice

58 To have an operation/doctor’s advice

59 You and Body Magic

60 How would you describe your lifestyle before Body Magic?

61 And how would you describe it now?

62 Which of the following statements describe how Body Magic has changed your lifestyle (please tick as many as apply)?

63 Have you become more active in your daily life since learning about Body Magic?

64 If yes, do you regularly involve other people?

65 Have you discussed the benefits of Food Magic or activity with anyone else?

66 What is the main reason you want to lose weight?

67 How much weight do you want to lose?

68 After having a baby

69 To improve your health

70 For a specific occasion eg wedding

71 To look better in clothes

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

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 tick the box

The data submitted in this survey will be processed by Slimming World, Clover Nook Road, Alfreton, Derbyshire DE55 1PH and Not researched. ICAI Board. Oxford OX17 4XU, who are both processors as defined by The Data Protection Act 1998. The information will not be passed onto any third parties.

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