THE FIVE COUNTRY STUDY 2014

Report 1: Food Marketing and Communication
Preliminary Findings

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INTRODUCTION

During December 2013 and January 2014, a detailed online survey was conducted among approximately 800 household food providers in each of Indonesia, Melbourne, Shanghai, Singapore and Vietnam, by Global Market Insights, a leading online market research company.

The broad aims of the study were:

1. To describe household food providers' food and health behaviours and habits with respect to the nutrition transition, with reference to main food groups and EDNP products.
2. To describe their views and opinions about the food supply, especially marketing, retailing and consumption.
3. To describe their views of the future and policies which need to be enacted to enable them to behave in ways which sustain their health and well being

In this report, preliminary findings are provided related to household food providers' experiences and views of food marketing. Future reports will examine other findings from the survey such as consumers' views of the causes of obesity, the impacts of supermarkets, their beliefs about the food knowledge and skills children should have when they leave school, their recent dietary habits and their views of the healthiness of selected products. Further analyses are planned which will examine the relationships of the consumers' responses with their personal and demographic characteristics. In addition we would like to produce individual country reports.

It was our aim to find out more about food consumers who would be likely to be most affected by the economic transition occurring in Asia, i.e. younger, better educated people. We expected that the use of online survey techniques would reach mainly well educated, better off people. This was the case.

BACKGROUND CHARACTERISTICS OF THE SAMPLES

Gender	Melbourne n=769	Shanghai n=807	Indonesia n=788	Singapore n=771	Vietnam n=810	Total % n=3945
% Female	58.4	57.2	59.5	49.3	60.5	57.3
Age (range: 18-64)						
Mean	41.43	37.81	32.97	37.45	29.25	35.72
Std. Deviation	12.698	10.527	9.071	11.682	7.353	11.232
What is your marital status?						
Married/defacto	61.0	77.4	57.2	55.3	51.4	60.4
Single & separated, divorced, widowed	38. 7	22.5	42.3	44.8	47.9	39.2
Education						
Bachelor degree/ Graduate Diploma / Graduate Certificate/pg degree	58.9	89.5	80.8	74.2	90.7	78.8
Residential accommodation						
House (detached, terraced or semi-detached)	73.7	12.8	76.5	8.0	61.5	46.5
Flat or apartment	12.4	59.5	4.4	87.9	19.8	36.7
Unit (one of a group of small ground floor houses)	12.1	27.1	15.4	2.2	14.4	14.4
Own or rent accommodation						
Fully own – no mortgage/loan	26.4	66.8	51.4	43.2	67.4	51.4
Own – have a mortgage (buying with a loan)	39.4	22.4	15.7	41.9	6.4	24.9
Rent – private accommodation	29.0	7.9	24.7	5.4	22.0	17.8
Rent – public or government housing	5.2	2.9	1.5	9.5	4.2	4.6
How many people reside in the accommodation						
Number of adults (including respondent)	2.28	2.86	3.37	3.26	3.79	3.12
Number of children between 0 and 5 years	0.34	0.36	0.54	0.37	0.76	0.48
Number of children between 6 and 12	0.26	0.17	0.41	0.30	0.38	0.30
Number of children between 13 and 18	0.21	0.15	0.32	0.29	0.30	0.25
Pregnant or lactating women in the household						
Yes	7.7	8.4	17.4	9.5	24.4	13.6
People in the household 60 years and over						

Yes	16.8	29.0	25.6	29.8	34.4	27.2
How many people 60 years and over (mean)	1.4	1.6	1.3	1.4	1.4	1.4
Items in the home						
Smartphone/ Android phone	1.7	2.2	2.2	2.7	2.0	2.2
Computers (desktop or laptop)	1.9	2.0	1.7	2.3	1.8	2.0
TV's	2.1	2.0	1.9	1.8	1.8	1.9
DVD/VCD players	1.4	0.9	1.1	1.1	1.0	1.1
Ipad/Samsung tablets, etc.	0.8	1.0	0.9	1.1	0.7	0.9
Video game players (e.g. Playstation®, Nintendo DS)	1.0	0.6	0.5	0.7	0.4	0.6
CVD/VCD recorders (include Foxtel IQ and TiVo)	0.5	0.4	0.3	0.4	0.5	0.4
BMI	Melbourne n=750	Shanghai n=807	Indonesia n=778	Singapore n=704	Vietnam n=790	Total mean n=3829
Mean	26.89	23.60	23.11	23.08	20.81	23.47
Std. Deviation	7.03	6.92	5.17	4.53	3.32	5.91

Note: numbers in columns are percentages, except where stated.

Table 1. The reported background characteristics of the respondents in the five countries.

Points to note:

- We aimed for the samples to be composed of 40-50% men on the expectation that in these highly educated samples men would undertake household food provision. This proved to be so.
- Cultural sensitivities and biases in the reporting of background characteristics (such as education and ownership of possessions) should be borne in mind when interpreting country differences.
- These samples appear to be highly educated and well off. Fewer Melbournians claimed to be university educated.
- Melbournians were the oldest respondents, the Vietnamese, the youngest.
- Over one third of the respondents were single (including divorced separated, widowed). Most singles were Vietnamese, the lowest proportion was in Shanghai.
- BMIs were highest in Melbourne and lowest in Vietnam. This is likely to be associated with stature; different BMI cut-offs are used in Asian and Caucasian populations.
- Residential accommodation appears to reflect known differences in accommodation arrangements in these countries
- Reported residential ownership appears to confirm the high financial wealth of the Asian samples.

- More adults resided in household in Singapore, Indonesia and Vietnam than in Melbourne and Shanghai. This may reflect different family forms in these cultures.
- There were more pregnant women in households in Indonesia and Vietnam than in Melbourne and Shanghai. This may reflect higher birth rates and younger population profiles in these countries.
- Similarly, more people over 60 were reported to live in the Asian households than in Melbourne. Again this may reflect cultural preferences.
- Penetration of consumer electronic devices was high and similar in all five countries, confirming the view that these are well off and affected by consumerist society.

Planned multivariate analyses will use some of the background characteristics (such as gender and age) to adjust the responses to the items in the following sections.

PENETRATION OF FOOD MARKETING INTO THE HOUSEHOLD

Question: During the past three months about how often did someone in your immediate household (e.g. you, your spouse or your child) see a special offer, competition or giveaway for a food or drink product:

(Scale: Not in the last month, Once a month, Twice a month, Three times a month, Four or more times.)

	Melbourne n=769	Shanghai n=807	Indonesia n=788	Singapore n=771	Vietnam n=810	Total n=3945	Chi Sq	P
On public transport (e.g. bus, train, tram)?	13.5	39.4	21.2	20.9	39.4	27.1	489.021	<0.001
In a magazine	14.7	27.8	23.4	16.7	44.7	25.7	505.476	<0.001
Received via email	13.0	28.6	22.6	15.3	33.6	22.8	314.273	<0.001
Buy an extra food or drink product on display at the supermarket checkout	12.4	25.8	15.9	17.6	31.7	20.8	323.760	<0.001
At school (e.g. canteen, sports event)?	7.2	23.3	15.5	10.2	31.6	17.7	514.242	<0.001
Received via sms	5.7	24.4	17.5	10.8	17.3	15.3	376.817	<0.001
Buy food or drinks from a vending machine?	7.8	25.4	7.2	17.6	17.9	15.3	281.809	<0.001
Receive a free sample of a food or drink product at a train station, shopping centre, supermarket, etc.?	4.9	17.8	10.0	12.7	21.2	13.5	256.097	<0.001
Play a game or enter a competition on the Internet that was related to a food or drink product?	7.3	16.7	8.0	9.6	17.0	11.8	270.213	<0.001
Enter a competition you saw on food or drink packaging	5.7	13.8	7.9	10.5	15.2	10.7	117.099	<0.001

Table 2. Household food providers' experience during the past 3 months with nutrition-related marketing (%>3 times per month).

Points to Note:

- Reported exposure to food marketing was widespread, especially in the Asian countries.
- There were major differences in frequent exposures to marketing (> 3 times per month) between the countries, respondents in Vietnam and Shanghai reporting more examples of food marketing than those in Indonesia and Singapore, Melbournians reporting the lowest numbers.
- Generally, marketing on public transport, in magazines, emails and at supermarket checkout were most common and playing games or entering competitions the least frequent.
- Multivariate analyses are required to identify the main demographic associations of these forms of food marketing.

CREDIBILITY OF MANUFACTURERS' FOOD CLAIMS

Questions: These questions are about the claims food manufacturers may make about their products. How likely are these claims to be true?

(Scale: (5 point Not at all Likely (1) to Very Likely (5)).

	Melbourne n=769	Shanghai n=807	Indonesia n=788	Singapore n=771	Vietnam n=810	Total n=3945	Chi Sq	P
A company says that a product contains a vitamin.	37.2	48.3	51.9	35.1	54.0	45.4	107.853	<0.001
A company says a product has less salt, sugar or fat	31.3	48.1	40.5	30.9	37.8	37.8	88.348	<0.001
A company says this product is good for bone health	27.3	37.4	47.5	30.0	43.7	37.3	134.95	<0.001
A company labels its product as 'healthy'	17.8	35.7	37.7	25.7	33.7	30.2	131.550	<0.001
A company says that a product will help reduce cholesterol	23.4	30.7	37.1	21.0	32.7	29.1	78.095	<0.001
A company claims this product will help reduce your chances of getting heart disease	20.9	27.9	34.6	21.1	28.3	26.6	83.138	<0.001
A company claims this product will help reduce your body weight	13.8	26.6	34.0	16.0	24.8	23.1	184.242	<0.001

Table 3. Food providers' perceptions of the truthfulness of manufacturers' nutrition claims (% Likely to be true, ratings 3+4)).

Points to note:

- The majority of respondents did not view these claims are truthful.
- Country differences were observed but these were not as pronounced as the food marketing differences.
- Vietnamese and Indonesian respondents and to a lesser extent those in Shanghai, appeared to accept the truthfulness of manufacturers’ claims more than respondents in Melbourne and Singapore. (This may support our hypothesis that duration of countries’ exposure to the nutrition transition influences responses to food marketing.
- Overall, claims about vitamin content, lower salt, sugar and fat content and bone health promoting properties were seen to be more truthful than claims about ‘healthiness’, cholesterol reduction, and body weight reduction.

APPROVAL OF FOOD INDUSTRY FOOD FORTIFICATION PRACTICES

Question: How much do you approve (or disapprove) of the following industry practices?

(Scale: 5 point Strongly Disapprove (1) Not sure (3) Strongly approve (5); % Approve = ratings 4 +5)

	Melbourne n=769	Shanghai n=807	Indonesia n=788	Singapore n=771	Vietnam n=810	Total n=3945	Chi Sq	P
Adding fish oil extracts to food products (e.g. soy milk fortified with omega-3)	50.2	69.8	67.9	64.7	81.5	67.0	203.010	<0.001
Adding vitamins and minerals to plain bread or rice	49.4	67.7	67.5	61.1	77.8	64.9	197.183	<0.001
Replacing vitamins and minerals lost during food processing	50.2	57.4	60.8	53.7	69.9	58.5	122.393	<0.001
Adding vitamins to breakfast cereals which contain large amounts of fats, sugar or salt	26.7	42.0	35.8	34.8	64.0	40.9	281.897	<0.001
Adding vitamins and minerals to sugar sweetened fizzy drinks (e.g. Pepsi cola)	21.5	38.8	21.6	25.7	45.9	30.9	201.706	<0.001

Table 4. Food providers’ approval of industry fortification practices (% Approve).

Points to note:

- There were major country differences. Generally, Melbournians and Singaporeans reported lower approval of these fortification practices than those in Vietnam, Shanghai and Indonesia.
- Overall there was more support (over half the respondents) for adding fish oil extracts to food products and vitamins and minerals to bread or rice or as replacements for those lost in processing than for adding vitamins to breakfast cereals high in fats, sugars or salt, or to sugar sweetened fizzy drinks

APPROVAL OF FOOD INDUSTRY FOOD MARKETING PRACTICES

Question: How much do you approve or disapprove of the following industry practices?

(Scale: 5 point: Strongly disapprove, Disapprove, Not Sure/ Neutral, Approve, Strongly approve; % Approve = ratings 4+5).

	Melbourne n=769	Shanghai n=807	Indonesia n=788	Singapore n=771	Vietnam n=810	Total n=3945	Chi Sq	P
The marketing of fruit and vegetables	84.1	81.4	92.4	76.5	85.4	84.0	81.966	<0.001
The marketing of milk and dairy products	80.9	76.7	86.4	76.9	80.6	80.3	37.217	<0.001
The promotion of water to children	86.7	52.5	93.5	81.5	65.9	75.8	516.046	<0.001
The marketing of fresh meat	79.7	65.3	83.8	72.1	63.2	72.7	155.551	<0.001
Nutrition education in schools or on TV provided by soft drink or fast food companies	49.4	38.5	65.7	51.9	73.2	55.8	303.120	<0.001
The marketing and promotion of infant formula (including ‘follow on’ and ’growing up’ milk)	39.3	53.5	58.2	49.3	63.7	53.0	121.001	<0.001
Promotion of confectionery and soft drinks in supermarkets	16.5	29.2	36.2	21.0	49.4	30.7	425.033	<0.001
Fast food company sponsorship of children’s sports or educational programs	15.5	34.0	30.5	21.0	41.2	28.6	251.745	<0.001
Two for one pricing or upsizing of fast foods and drinks	13.4	28.1	25.1	17.9	37.8	24.6	263.570	<0.001
Fast food companies’ sponsorship of children’s websites	11.2	27.3	17.8	16.9	28.9	20.5	179.883	<0.001
Vending machines (with sugar sweetened beverages or confectionery) in schools	11.8	24.0	9.6	16.1	35.9	19.7	344.984	<0.001
Positioning of fast food outlets (e.g. McDonald, KFC) nr schools	12.2	21.1	16.1	15.2	29.5	18.9	142.964	<0.001

Soft drink advertising aimed at children	8.1	23.5	15.5	12.6	32.8	18.7	331.782	<0.001
Alcohol/tobacco companies' sponsorship of sports events & teams	17.0	26.6	11.8	15.7	21.7	18.7	100.469	<0.001
Alcohol advertising in newspapers and magazines	22.0	23.9	5.8	17.9	16.5	17.2	312.654	<0.001
Alcohol advertising on TV	20.9	24.7	6.9	15.7	16.5	17.0	289.331	<0.001
The advertising of foods and drinks that contain a lot of sugar on TV/ radio	14.3	22.1	9.5	15.8	22.0	16.8	127.605	<0.001
Cigarette advertising in newspapers and magazines	9.2	13.9	9.6	10.8	10.2	10.8	49.738	<0.001
Cigarette advertising on TV	9.0	14.1	6.1	9.6	9.9	9.8	57.376	<0.001

Table 5 Food providers' approval of industry food marketing practices (% Approve).

Points to note:

- The most approved practice (by 70-80%) were the marketing of fruit and vegetables, milk and dairy products, fresh meat and the promotion of water to children.
- Nutrition education in schools or on TV provided by soft drink or fast food companies was also widey approved especially in Vietnam and Indonesia.
- Similarly the promotion of infant formula was also widely approved especially in Vietnam and Indonesia.
- Around 70-80% did not approve of (in increasing order of disapproval) the promotion of chocolate and confectionery in supermarkets, fast food company sponsorship of children's sports or educational programs or websites, two for one pricing or upsizing of fast foods and drinks, vending machine in schools, fats food outlets near schools, and soft drink adverting aimed at children'
- Even greater percentages of respondents did not approve of (in increasing order) alcohol or tobacco companies' sponsorship of sports events and sports teams, alcohol advertising in newspapers, magazines or TV; advertising of foods and drinks that contain a lot of sugar on TV/ radio, cigarette advertising in newspapers and magazines or TV.
- However, there were some major country differences for example:
  - Low approval of the promotion of water to children in Shanghai and Vietnam.
  - High support for nutrition education sponsored by fast food or soft drink companies in Vietnam, Indonesia and to a lesser extent in Singapore.
  - Greater approval for fast food company sponsorship of children's sports, education programs or website and two for one pricing or upsizing of fast foods and drinks in Vietnam, Shanghai and Indonesia compared to Melbourne and Singapore.
  - Greater support in Vietnam and Shanghai, compared to Melbourne, Singapore and Indonesia for vending machines, positioning of fast food outlets near schools, and soft drink advertising aimed at children and alcohol or tobacco companies' sponsorship of sports events and sports teams.

- The lowest approval in Indonesia (followed by Singapore and Vietnam) for alcohol advertising in newspapers, magazines and TV.
- The lowest approval in Indonesia (followed by Melbourne and Singapore) for the advertising of foods and drinks that contain a lot of sugar on TV/ radio.
- Somewhat greater support for cigarette advertising (in newspapers, magazine and TV) in Shanghai.

TRUST IN SOURCES OF NUTRITION INFORMATION

Question: In general, how much do you trust nutrition information from these sources?

(Scale: 5 point Strongly distrust, Distrust, Not Sure/Neutral, Trust, Strongly Trust; & Trust = ratings 4+5.)

	Melbourne n=769	Shanghai n=807	Indonesia n=788	Singapore n=771	Vietnam n=810	Total n=3945	Chi Sq	P
Medical doctors (general practitioners)	76.7	78.4	79.7	67.8	74.0	75.4	56.514	<0.001
Health/organisations (e.g. Heart Foundation)	68.5	69.0	81.7	69.4	79.1	73.6	85.488	<0.001
Dietitians/Nutritionists	68.5	70.1	81.9	61.1	82.7	73.0	150.123	<0.001
Adult family members	52.1	83.0	67.1	50.3	73.5	65.5	289.095	<0.001
Government health departments	56.6	59.7	69.8	66.5	69.0	64.4	82.902	<0.001
Friends	42.4	72.6	49.1	41.5	59.0	53.2	240.938	<0.001
Traditional healers (e.g. herbalists, naturopaths, traditional medical practitioners)	34.6	58.7	42.3	38.8	43.5	43.7	126.823	<0.001
Food industry associations	26.9	51.9	44.4	32.0	59.3	43.2	262.683	<0.001
Food labels	31.5	49.8	33.1	35.4	23.8	34.8	191.168	<0.001
Dieting Websites	17.8	25.4	39.5	19.3	36.4	27.8	276.097	<0.001
Food manufacturers	18.1	27.3	16.0	18.2	26.0	21.2	94.693	<0.001
Soft drink manufacturers	12.1	23.2	11.8	12.1	22.3	16.4	223.755	<0.001
Food Retailers	14.3	26.0	8.2	18.2	13.1	16.0	199.795	<0.001
Food advertising and promotion	10.7	19.8	12.9	17.0	14.6	15.0	112.585	<0.001

Note: small numbers of respondents also mentioned other sources; these are available from the authors

Table 6. Food providers' trust in sources of nutrition information (% Trust).

Points to note:

- Overall approximately two thirds of respondents indicated that medical doctors, health organisations, dietitians and nutritionists, adult family members and government organisations provided trustworthy information about nutrition.
- Between one third and half of the respondents reported trusting nutrition information from friends, traditional healers, food industry associations, and food labels.
- The least trustworthy sources were dieting websites, food and soft drink manufacturers and food retailers and food advertising and promotion.
- Again there were some major country differences including:
    - Higher trust in nutritionists and dietitians in Indonesia, Vietnam, Shanghai, (and Melbourne).
    - Higher trust in adult family members, friends and traditional healers in Shanghai, Vietnam and Indonesia.
    - Lowest trust in food industry organisations in Melbourne and Singapore.
    - Highest trust in food label information in Shanghai and lowest in Melbourne.
    - Higher trust in dieting websites in Indonesia and Vietnam.
    - Higher trust in food and soft drink manufacturers' information in Shanghai and Vietnam.
    - Lowest trust in food retailers; information in Indonesia, Vietnam and Melbourne.
    - Greater trust in food advertising and promotion in Shanghai and Singapore, lowest trust in Melbourne.

- Multivariate analyses may examine whether different types of trust exist in the respondents' minds and which factors influence these forms of trust.

SUPPORT FOR POSSIBLE GOVERNMENT POLICY INITIATIVES

Question: What can governments do to help us consume healthier foods and drinks?

(Scale: 5 point Strongly Disagree, Disagree, Not sure, Neutral Agree Strongly Agree; % Agreement = ratings 4+5.)

	Melbourne n=769	Shanghai n=807	Indonesia n=788	Singapore n=771	Vietnam n=810	Total n=3945	Chi Sq	P
Conduct media campaigns to encourage people to eat healthier foods, like fruit and vegetables.	83.0	91.7	94.4	81.2	89.4	88.0	103.118	<0.001
Make food labels carry clearer information about the content of foods	81.9	89.1	91.1	80.8	88.3	86.3	63.000	<0.001
Enforce the regulations on food safety in shops, markets and restaurants	78.3	89.1	91.9	78.3	90.5	85.7	120.336	<0.001
Subsidise the sales of fruits & vegetables, making them cheaper.	79.3	88.6	92.8	78.0	87.0	85.2	113.198	<0.001
Strictly enforce food safety regulations	76.5	90.7	90.2	75.9	89.0	84.6	146.342	<0.001
Provide incentives to encourage consumers to make healthier choices	75.2	86.9	81.0	75.7	85.4	80.9	75.141	<0.001
Ensure that children learn how to purchase and cook foods at school	78.7	86.5	78.6	74.7	84.1	80.6	57.189	<0.001
Help companies to reformulate foods to contain less salt, sugar and saturated fat	74.0	84.1	82.4	74.1	81.7	79.3	46.633	<0.001
Allow vending machines to contain only healthy food & drinks	56.8	76.5	81.9	67.7	74.1	71.5	170.697	<0.001
Establish sms systems to remind people when to eat healthier foods	28.5	79.9	75.9	48.0	72.2	61.3	891.288	<0.001
Ban vending machines selling unhealthy food or drinks in schools	61.6	68.6	60.2	54.3	51.7	59.3	85.635	<0.001
Put a 20% tax on fizzy sugar sweetened beverages (e.g. CC)	39.5	66.7	60.5	42.5	50.6	52.1	295.991	<0.001
There is little governments should do about the availability of foods and beverages	22.8	36.7	21.6	33.5	66.8	36.5	615.253	<0.001
Ban the advertising of <u>any</u> food products to children	38.1	43.4	27.8	34.0	27.0	34.0	132.899	<0.001
Ban all advertising of fizzy sugar sweetened beverages (e.g. C.C)	38.2	44.1	26.9	35.8	24.6	33.9	163.059	<0.001

Note: CC = Coca Cola

Table 7. Food providers' agreement with possible government actions to help the population consumer healthier food and drinks (% Agreement).

Points to note:

- The most popular proposals endorsed by over three quarters of the respondents were: media campaigns to encourage people to eat healthier foods, making food labels carry clearer information about the content of foods, enforcement of the regulations on food safety in shops, markets and restaurants, subsidisation of the sales of fruits and vegetables, strict enforcement of food safety regulations, provision of incentives to encourage consumers to make healthier choices, ensuring that children learn how to purchase and cook foods at school and help for companies to reformulate foods to contain less salt, sugar and saturated fat.
- Around one third of respondents supported the banning of the advertising of any food products to children or the banning of all advertising of fizzy sugar sweetened beverages. However, approximately one third of respondents reported that there is little governments should do about the availability of foods and beverages.
- Generally more women than men supported all the proposed actions except for the provision of incentives to encourage consumers to make healthier choices, allowing vending machines to contain only healthy food and drinks, establishment of sms systems to remind people when to eat healthier foods, levying a 20% tax on fizzy sugar sweetened beverages (e.g. Coca Cola), banning the advertising of any food products to children, and the banning of all advertising of fizzy sugar sweetened beverages.
- There were some major differences between the endorsements given by the residents of the various countries, including:
    - Conduct media campaigns to encourage people to eat healthier foods, like fruit and vegetables. More support in Shanghai, Indonesia and Vietnam than in Melbourne and Singapore.
    - Make food labels carry clearer information about the content of foods. More support in Shanghai, Indonesia and Vietnam than in Melbourne and Singapore.
    - Enforce the regulations on food safety in shops, markets and restaurants. More support in Shanghai, Indonesia and Vietnam than in Melbourne and Singapore.
    - Subsidise the sales of fruits and vegetables, making them cheaper. More support in Shanghai, Indonesia and Vietnam than in Melbourne and Singapore.
    - Strictly enforce food safety regulations. More support in Shanghai, Indonesia and Vietnam than in Melbourne and Singapore.
    - Provide incentives to encourage consumers to make healthier choices. More support in Shanghai, Indonesia and Vietnam than in Melbourne and Singapore.
    - Ensure that children learn how to purchase and cook foods at school. Strongest support in Shanghai and Vietnam.
    - Help companies to reformulate foods to contain less salt, sugar and saturated fat. More support in Shanghai, Indonesia and Vietnam than in Melbourne and Singapore.
    - Allow vending machines to contain only healthy food and drinks. Strongest support in Indonesia, followed by Shanghai and Vietnam.

- Establish sms systems to remind people when to eat healthier foods. Much more support in Shanghai, Indonesia and Vietnam than in Singapore and Melbourne.
    - Ban vending machines selling unhealthy food or drinks in schools. Highest support in Shanghai, Indonesia and Melbourne.
    - Put a 20% tax on fizzy sugar sweetened beverages (e.g. Coca Cola). More support in Shanghai, Indonesia and Vietnam than Singapore or Melbourne.
    - There is little governments should do about the availability of foods and beverage The most widespread agreement with this proposition was seen in Vietnam, and to lesser extents, in Shanghai and Indonesia.
    - Ban the advertising of any food products to children, and a) Ban all advertising of fizzy sugar sweetened beverages (e.g. Coca Cola). These proposals were supported most in Shanghai, Melbourne and Singapore.
- In summary, most support for the majority of these proposals, particularly those relating to food safety, was seen in Shanghai, Indonesia and Vietnam

SOME CONCLUSIONS AND FUTURE DIRECTIONS

The respondents to this survey represent well educated better off members of their communities. They and their families appear to have been impacted by food marketing especially in Vietnam, Shanghai and Indonesia.

Generally, the respondents from all five countries do not approve of many of the activities of food and beverage marketers especially when they impact on children, families and schools. They place relatively little trust in the information provided by the food and beverage industries and would support measures which would protect children and children's education.

Despite these cross country similarities there are some major differences which suggest that the residents of Melbourne and Singapore are generally more distrustful of the food marketing than those in Vietnam, Shanghai and Indonesia. However, it is the last three jurisdictions that there is more support for control and regulation of food marketing activities

Future work

Further analyses will be conducted on these data in order to identify key demographic, economic and personal value factor with which they may be associated.

It would be useful to repeat this survey in the future (e.g. every two years) to examine changes over time, as the economics/nutrition transition progresses and as new national food and nutrition policies take effect.

It is important to extend the survey to other cities and countries which are undergoing rapid economic change in order to identify successful policy initiatives which ameliorate the negative effects of economic change (and globalisation of food) on population health and nutrition.

It will also be important to attempt to examine the experiences and views of less educated and well off groups in the community.