



ARIZONA DEPARTMENT OF HEALTH SERVICES
(ADHS)/
ARIZONA NUTRITION NETWORK (AZNN)
“Go Low”
POST CAMPAIGN RESEARCH REPORT

REPORT PREPARED FOR:
ARIZONA DEPARTMENT OF HEALTH SERVICES / AZNN

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Table of Contents

I.	Background & Methodology.....	2
II.	Key Findings & Conclusions.....	5
III.	Summary of Findings.....	7
	A. Grocery Shopping	7
	B. Unaided Ad Awareness – Eating Healthy Foods.....	9
	C. Message Recall – Eating Healthy Foods.....	9
	D. Unaided Ad Awareness – Go Low.....	11
	E. Message Recall – 1% Low Fat or Fat Free Milk	13
	F. Aided Ad Awareness – Go Low.....	15
	G. Main Message – Go Low.....	17
	H. Media Recall	19
	I. Overall Opinion of Advertising	21
	J. Overall Effectiveness	24
	K. “Stage of Readiness”.....	25
	L. Children’s Questions	27
	M. Grow a Healthy Child Pre-Test.....	28

Appendices:

A. Questionnaire

B. Data Tables

I. BACKGROUND & Methodology

The Arizona Nutrition Network (AzNN), a public and private partnership led by the Arizona Department of Health Services' Bureau of USDA Nutrition Programs, was developed to educate all Arizonans, especially lower income residents, on the importance of nutrition and physical activity. The organization's mission is to shape food consumption in a positive way, promote healthy behaviors, and reduce disease among specific target groups – in this case, food stamp applicants and participants living in Arizona. AzNN accomplishes this by promoting basic, consistent messages that help the target audience choose diets rich in nutrients, which includes consumption of fruits and vegetables, drinking 1% low fat and fat free milk, and eating healthy meals and portion sizes.

Moses Anshell implemented three marketing campaigns including a community outreach component for the target audience. Marketing campaigns are developed around the three messages of drinking 1% low fat or fat free milk, increased consumption of fruits and vegetables, and eating meals together as a family. These campaigns were designed to inform and educate the target market about the importance and benefits of living a healthier lifestyle with a goal to influence their nutrition choices. When appropriate, campaign materials are in both English and Spanish.

The primary target for the campaign is women ages 18 to 49 with children ages 2 to 11, with household income equal to 130% of federal poverty level. The secondary target is children 2 to 11.

The subject of this research report is the 2007 *Go Low* campaign, which focuses on drinking 1% low fat or fat free milk. The campaign, which ran September through December 2007, was statewide and included the following media and projects:

- Television
- Outdoor
- Pay phones
- Transit boards
- Door hangers
- Web Site (www.eatwellbewell.org)
- Educational reinforcements (e.g., nutrition-based games and toys)
- Wall Boards (DES offices)
- “Event in a Box” / community events

To test awareness and effectiveness of this campaign, Moses Anshell contracted with WestGroup Research to conduct a study with the target population. The research objectives were as follows:

- Measure awareness of the campaign
- Evaluate exposure to the campaign
- Gauge effectiveness of the advertising

Intercept interviews with 400 women were conducted in four Arizona cities: Phoenix, Tucson, Prescott, and Yuma. In addition, 89 children were “interviewed.” That is, if women had their child/children with them, the child was included in the process. For example, children were asked a few questions about the advertising (e.g., had they seen it, where, did they like it), a few questions about foods they think are good for them, and whether or not they like milk.

Intercepts were conducted at Food City locations in Phoenix, Tucson, and Yuma, and at a Bashas’ grocery store in Prescott (which does not have a Food City). Participants were given the option of completing the interview in English or Spanish. Following the intercept interview, mothers were asked to complete the ADHS demographic questionnaire.

All interviews were completed between January 18 and February 10, 2008.

The following table lists the specific locations of the intercepts and the number of completed interviews at each location. (These locations were selected based on the demographics of the zip codes in which they reside.)

Location	Address	Sample Size	Interview Dates
Food City	4338 W. Thomas Road, Phoenix	100	January 18-20
Food City	1740 W. Ajo Way, Tucson	100	January 25-27
Food City	1240 W. 8th Street, Yuma	100	January 30 – February 1
Bashas	1761 E. Highway 69, Prescott	100	February 8-10

Respondents were given a \$5 bill as a “thank you” for their participation.

It is important to note that although this information is quantitative, it is not necessarily representative of all low-income women between 18 and 49 years old in Arizona. To be representative of that population, respondents would have to have been selected at random. That is, each person in the population would have had an equal chance of being included in the sample. These intercepts were conducted using a *convenience sample* (e.g., those who shop at Food City or Bashas grocery stores). Though this sampling technique is appropriate to meet the study objectives (within the budget guidelines), it does introduce a sampling bias and should be considered when interpreting the findings.

Respondent Profile

	Total n=400	Phoenix n=100	Tucson n=100	Prescott n=100	Yuma n=100
Age					
18 – 25	24%	28%	27%	20%	20%
26 – 35	38%	41%	33%	37%	41%
36 – 49	<u>38%</u>	<u>31%</u>	<u>40%</u>	<u>43%</u>	<u>39%</u>
Total	100%	100%	100%	100%	100%
Ethnicity (by observation)					
Hispanic	64%	70%	83%	24%	79%
Caucasian	26%	15%	11%	67%	12%
Native American	8%	10%	5%	8%	8%
Other	<u>2%</u>	<u>5%</u>	<u>1%</u>	<u>1%</u>	<u>1%</u>
Total	100%	100%	100%	100%	100%

II. Key Findings & Conclusions

- **Over three in four mothers include milk on their grocery lists.** Meat/poultry/fish, vegetables, and bread/rice/pasta/tortillas follow.
 - *Three in four moms reported drinking whole (23%) or 2% milk (53%). Among children, one-third reported drinking whole and nearly half drink 2% reduced fat. About one-quarter (24%) of mothers and 20% of children say they drink 1% low fat or non-fat milk.*
- ***Eating lots of fruits and vegetables* and *5-A-Day* are the most frequently cited messages respondents recall regarding advertising about eating healthy foods. *Eating healthy/well-balanced meals, the food pyramid, and drinking milk/drinking 1% low fat milk* are next.**
- ***Drink 1% low fat milk/1% low fat milk is better for you, and 1% milk has less fat, are the two dominant themes* participants recall when asked about advertising related to drinking 1% low fat or fat free milk. *Helps build strong bones* comes in third.**
- **Unaided awareness is 9%.** *Go Low* related responses from the two unaided awareness questions were totaled. (*In the past few months, have you seen or heard any advertising or public service announcements about eating healthy foods? In the past few months, have you seen or heard any advertising or public service announcements about 1% low fat or fat free milk?*) Then, those who responded “no” to the aided question *Do you recall seeing this or something that looked very similar?* were subtracted. The result is unaided awareness.
- **Aided awareness is 31%. Three in ten moms and six in ten children say they have seen the *Go Low* advertising.** *Aided awareness* is based on responses of all participants. That is, they were all shown the *Go Low* advertising and asked if they recall seeing any advertising “that looked like this.”
- **The dominant message respondents recall (once they have seen the *Go Low* materials) is to *drink 1% or low fat milk/1% low fat milk is better for you.* Over half (56%) of all mothers mention this. An additional 22% believe the main message is that *1% low fat milk has all the vitamins and minerals without the fat.***
- **Mothers like the advertising for a variety of reasons, with *seeing the benefits of drinking 1% milk or encouraging people to drink 1% milk* mentioned most frequently.** Overwhelming, mothers say they like the ad with 84% rating it “5” or “4” on a 5-point scale. One in seven rated it neutral (“3”) and just four women gave the advertising a “2” or “1” rating. All of the children said they liked the advertising, most because the *Alphabet cereal makes the words.*

- *Nearly one in four said something about the alphabet cereal or the letters making words, with slightly fewer saying they like the fact that the commercial is about healthy food and/or the message is educational. Fewer said their kids would like it or it's fun for kids, and that the ad is eye-catching and entertaining.*
- **TV is the #1 medium, with over nine in ten of those who had seen or heard advertising, saying they had seen the ads on TV.** Government offices, which was mentioned by one-quarter of those interviewed, was cited second most often. Other media were rarely mentioned.
 - *Channel 33 in Phoenix and Tucson, Channel 13 in Prescott, and Channel 7 in Yuma were named most frequently by participants.*
- **The Go Low advertising is easy to understand, and for four in ten moms, better than similar advertising.** Nearly all of the mothers interviewed find the advertising easy to understand (97% rate it “5” on understandability), with four in ten (39%) saying it is better than other advertising about the importance of drinking 1% low fat or fat free milk. One half (48%) said the ad is about the same as others.
- **One-third of women say they have thought about trying, tried, or currently drink 1% low fat or fat free milk.** Six percent (6%) of the women interviewed have tried 1% low fat or fat free milk at least once in the past four months, with another 5% saying they have thought about trying this kind of milk. Nearly one-quarter (23%) says they already drink 1% low fat or fat free milk.
 - *Women who reported seeing the Go Low advertising were significantly more likely than those who did not recall the advertising to say they had thought about trying 1% low fat or fat free milk in the past four months – 9.1% and 3.4% respectively.*
- **A large majority of children (86%) help their mothers decide what to have for dinner,** and most are very aware that drinking milk and eating fruits and vegetables are good for them.
- **Eight in ten eat dinner together at least five times each week.** Young families – those under 25 – are significantly less likely to have family meals than are those over 45 (77% vs. 90%).
- **Overwhelmingly, study participants agree with each of the six Grow a Healthy Child pre-test statements.** Over nine in ten strongly agree/agree that they *provide healthy meals to their families* and that *mealtime is a good time to catch up with their families*. Interestingly, the statement to which the fewest number of women agreed (although still a large percentage) was *Families that eat together eat healthier food and more balanced meals*.

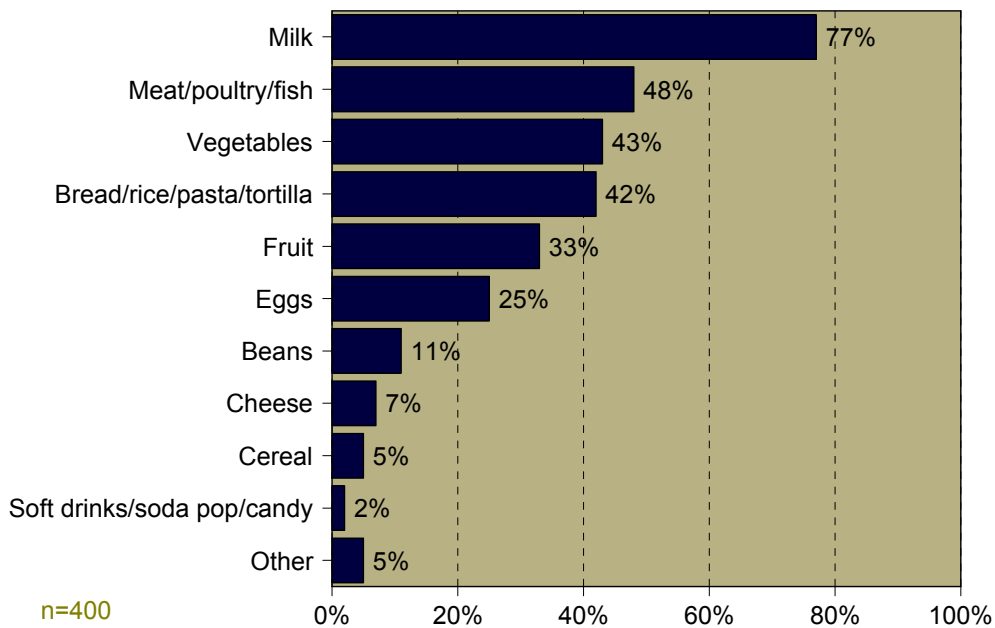
III. SUMMARY of Findings

A. GROCERY SHOPPING

To begin the interview, participants were asked what three things are most likely to be on their grocery lists. Over three-quarters (77%) have milk on their lists. This is followed by meat/poultry/fish (48%), vegetables (43%), and bread/rice/pasta/tortillas (42%).

Items Most Often on Grocery List

What 3 things are most often on your grocery list?

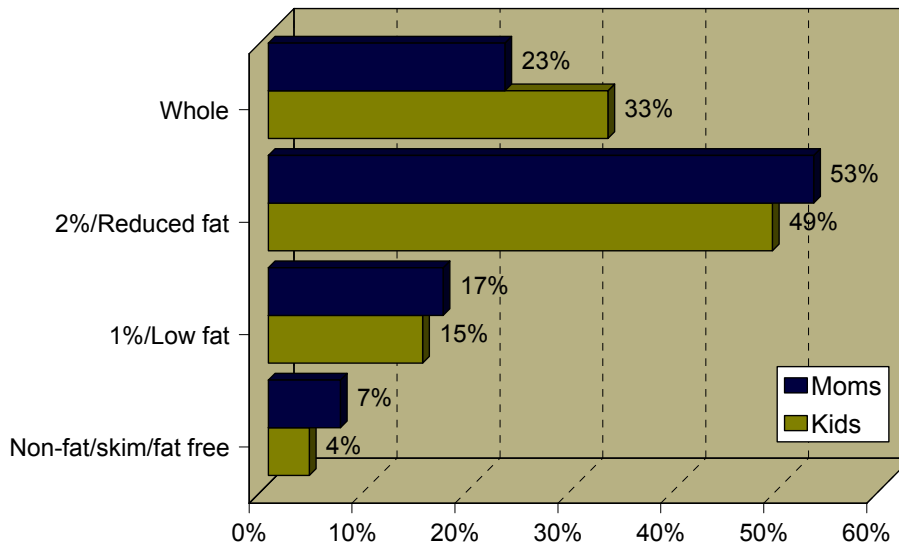


While milk appears on more shopping lists than any other food or drink, moms are split over what kind of milk they give their families as well as what they themselves drink. Three out of four moms (76%) drink whole (23%) or 2%/reduced fat (53%) milk, while one quarter (24%) drink 1%/low fat (17%) or non-fat (7%).

One-third (33%) of children drink whole milk, with nearly one-half (49%) drinking 2%. Just over one in five kids drink 1%/low fat (15%) or non-fat milk (4%).

Type of Milk

What kind of milk do you drink?



n=400

**Table 1: Type of Milk Drink
By Advertising Awareness**

	Advertising Awareness		
	Unaided	Aided	No Recall
Whole	19%	20%	23%
2%	45%	50%	55%
1% low fat	22%	19%	17%
Non fat / Skim	14%	11%	6%
Total*	100%	100%	101%

* May add to more than 100% due to multiple responses.

B. UNaided Ad Awareness – Eating Healthy Foods

Prior to discussing advertising specifically related to drinking 1% low fat or fat free milk, participants were asked if they had seen or heard any advertising or public service announcements about *eating healthy foods*. Over six in ten (62%) said they had, with 37% saying that had not, and 1% saying they did not know. Hispanic women were significantly more likely than Caucasian women to say they had seen advertising for eating healthy foods – 66% and 58% respectively.

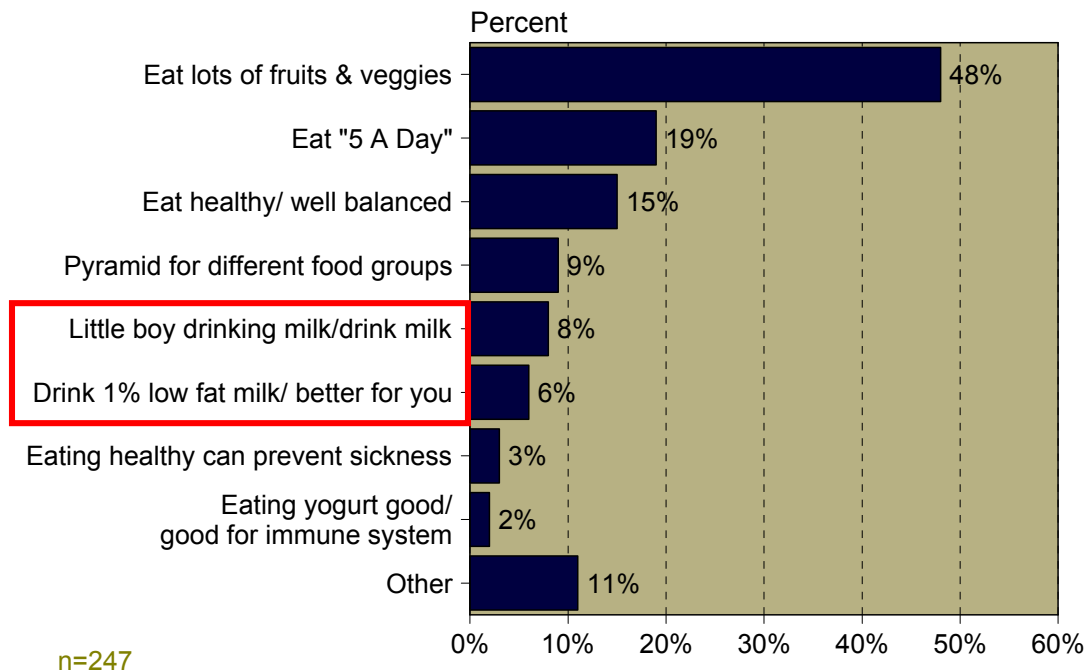
C. MESSAGE RECALL – Eating Healthy Foods

When asked what they remember about this advertising, women were most likely to say the advertising was about *eating lots of fruits and vegetables* (48%), *eating “5 A Day”* (19%), and *eating a healthy/well-balanced diet* (15%). Similarly, 14% said the advertising was about *drinking milk/the little boy drinking milk* (8%) or *drinking 1% low fat or fat free milk* (6%).

Other mentions included messages relating to the *food pyramid* (9%), *eating certain foods can keep you from getting sick/diseases* (3%), and *eating yogurt is good for you/good for your immune system* (2%).

Eating Healthy Foods Message Recall

What do you remember about the advertising?



Demographic Differences

Hispanics are more likely to recall a message related to eating lots of fruits and vegetables, while Caucasians are slightly more likely to recall a more generic message of eating a healthy, well-balanced diet.

**Table 2: Message Recall - Healthy Foods
By Ethnicity**

	Caucasian n=60	Hispanic n=168
Eat lots of fruits and vegetables	30%	55%
Eat 5 a day	25%	17%
Eat healthy/well-balanced	25%	10%
Little boy drinking milk/drink milk	10%	8%
Pyramid for different food groups	8%	10%
Drink low fat/1% milk/better for you	5%	5%
Eating certain foods can keep you from getting sick/diseases	5%	3%
Obesity/watching your weight	3%	--
Yogurt is good for you/good for your immune system	2%	2%
Exercise	--	2%
Drink water	--	2%
Other	8%	7%

BOLD indicates statistically significant differences from others in category/row.

D. Unaided Ad Awareness - Go Low

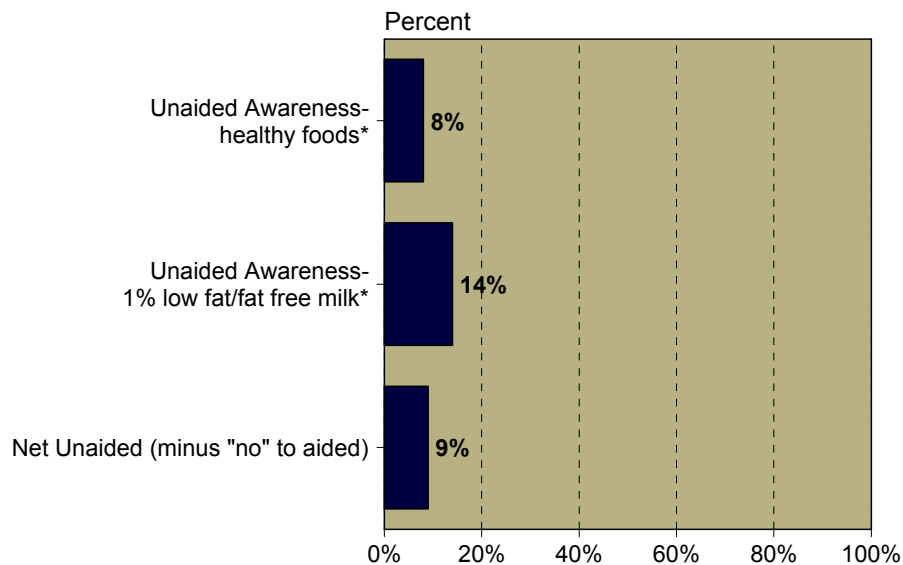
All participants were asked the question regarding advertising or public service announcements about *eating healthy foods*. When asked this *unaided awareness* question, 8% of all respondents said they had seen something related to the *little boy drinking milk/drink milk or drink 1% low fat or fat free milk/1% low fat milk is better for you*.

Next, respondents who did not say the above were asked if they had seen or heard any advertising or public service announcements about *drinking 1% low fat or fat free milk*. At this point, one in seven (14%) responses appeared to relate to the *Go Low* advertising. Examples include: *low fat milk is better/healthier for you, 1% low fat or fat free milk has all the vitamins and minerals, without all of the fat, and drink 1% low fat or fat free milk*. (Note: A more complete list of responses is included in the graph on page 13 of this report.)

However, to get the most accurate measure possible, respondents who said “no” to the aided question *Do you recall seeing this or something that looked very similar?* were then subtracted. The result is unaided awareness, which stands at 9%.

Unaided Awareness - Go Low Advertising

Do you recall seeing or hearing any advertising or PSAs about eating healthy foods? About drinking 1% low fat or fat free milk?



* Mentioned component of Go Low advertising

Among the children who responded to this question, 35% said they had seen such advertising.

Demographic Differences

Women in Phoenix were significantly more likely than those in Prescott and Yuma to say they had seen the *Go Low* advertising on an unaided basis.

The sample sizes for children are too small to look at by city, however the data suggests that, similar to their mothers, children in Phoenix were more likely to have seen such advertising.

**Table 3: Unaided Awareness of 1% Low Fat/Fat Free Advertising
By City**

Phoenix n=100	Tucson n=100	Prescott n=100	Yuma n=100
16%	9%	6%	5%

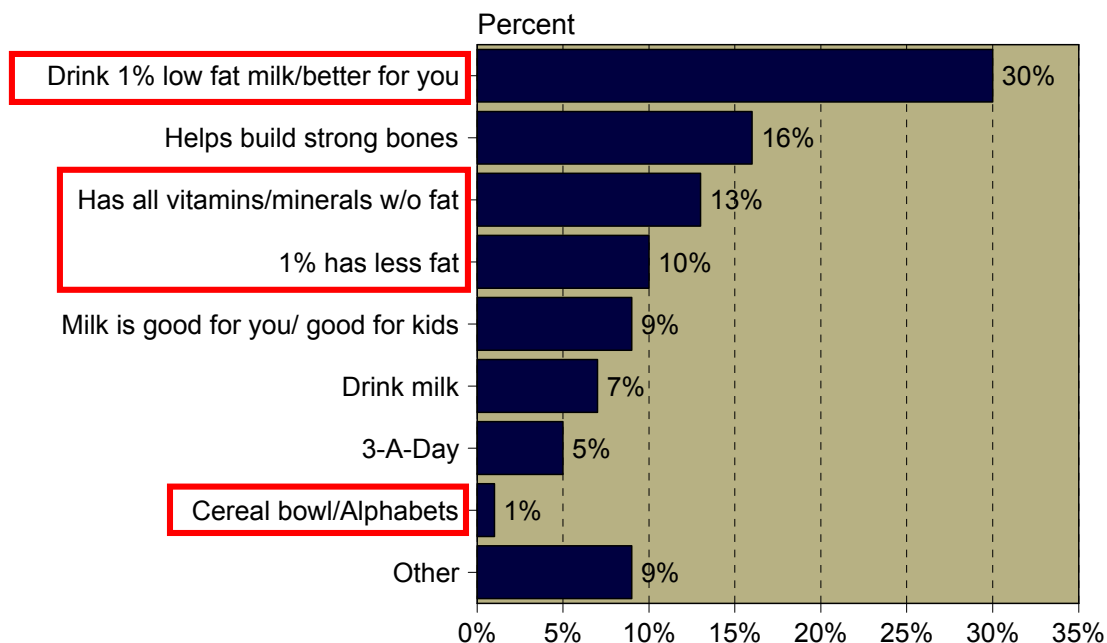
BOLD indicates statistically significant differences from others in category/row.

E. MESSAGE RECALL – 1% LOW FAT OR FAT FREE MILK

Those respondents who recalled advertising about 1% low fat/fat free milk prior to being shown the *Go Low* advertising (unaided awareness) were asked about the main message of the ads. The most frequently cited message received is to *drink 1% low fat milk/1% low fat milk is better/healthier for you*, with three in ten women (30%) saying this is what they remember most. An additional 13% said something along the lines of *1% low fat or fat free milk has all the vitamins and minerals without all the fat*, with 10% saying *1% has less fat*. Drinking milk *helps build strong bones* was mentioned by 16% of respondents. Other messages relating to drinking milk include: milk is good for you/good for your kids (9%), drink milk (7%), and 3-A-Day (5%) referring to the American Dairy Association/National Dairy Council campaign. Just one respondent specifically mentioned cereal bowl/Alphabets at this point.

Drinking Low Fat Milk Message Recall

What do you remember about the advertising?



n=102 (Among those aware of low fat milk advertising.)

Children were most likely to recall that drinking milk *helps to build strong bones/make you strong*, with 13 of 29 reciting this message.

Demographic Differences

Women in Phoenix are more likely than those in Prescott and Tucson to recall the message *1% low fat is good/better/healthier for you*, and more likely than those in Yuma to recall the *build stronger bones* message.

**Table 4: Message Recall
By City**

	Phoenix n=34	Tucson n=23	Prescott n=20	Yuma n=25
Drink 1% low fat milk/ better for you	50%	17%	15%	28%
Helps build strong bones	24%	17%	15%	4%
Has all the vitamins and minerals w/o all the fat	12%	22%	5%	12%
1% has less fat	9%	--	10%	20%
Milk is good for you/good for kids	6%	13%	--	16%
Drink milk	6%	--	10%	12%
3-A-Day	--	--	15%	8%
Cereal bowl/Alphabets	--	1%	--	--

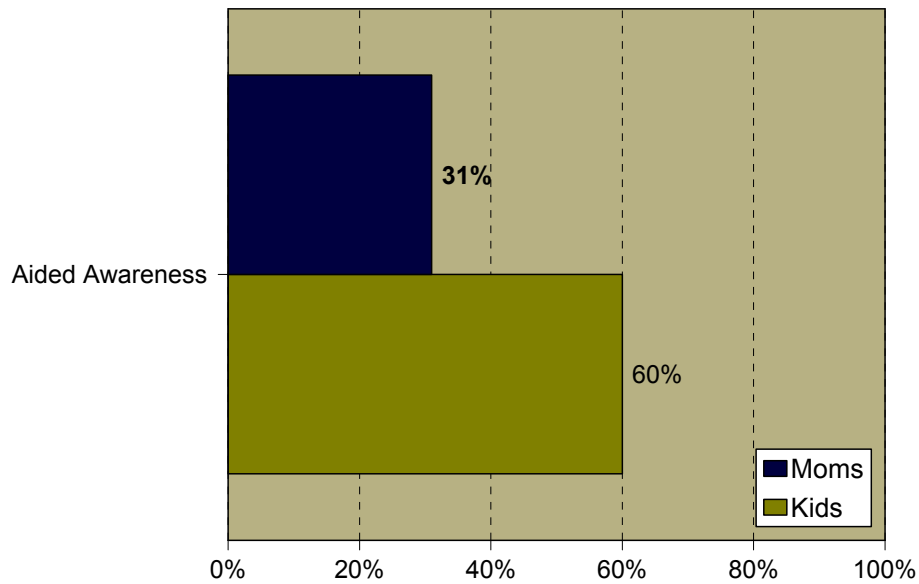
BOLD indicates statistically significant differences from others in category/row.

F. Aided Ad AWARENESS - Go Low

Participants were next shown an example of the *Go Low* advertising campaign (i.e., TV spot, mounted boards with the outdoor graphic), and asked if they recall seeing any advertising that looked similar. Three in ten (31%) mothers said they had seen something similar to the ads shown, while 60% of the children who responded to this question said they had seen something like this.

Aided Awareness of Go Low Advertising

Do you recall seeing this or something that looked very similar?



Demographic Differences

Women in Tucson were significantly more likely than those in Prescott and Yuma to say they had seen the *Go Low* advertising.

**Table 5: Aware of *Go Low* Advertising
By City**

Mothers	Phoenix n=100	Tucson n=100	Prescott n=100	Yuma n=100
Yes	33%	41%	24%	27%
No	65%	59%	75%	73%
DK	<u>2%</u>	<u>--</u>	<u>1%</u>	<u>--</u>
Total	100%	100%	100%	100%

BOLD indicates statistically significant differences from others in category/row.

Although sample sizes are quite small, children in Phoenix were more likely than those in Prescott to have seen the advertising.

**Table 6: Aware of *Go Low* Advertising
By City**

Children	Phoenix n=20	Tucson n=23	Prescott n=21	Yuma n=21
Yes	75%	61%	38%	67%
No	25%	39%	62%	33%
Total	100%	100%	100%	100%

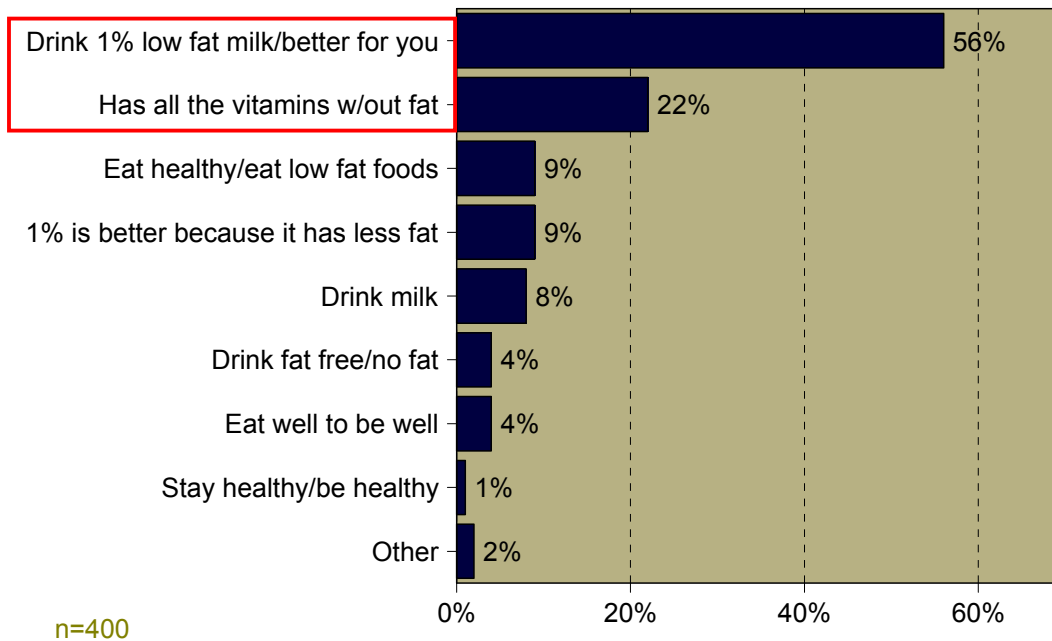
BOLD indicates statistically significant differences from others in category/row.

G. MAIN MESSAGE – GO LOW

Once they had viewed the TV spot and the *Go Low* poster, women were asked what they consider to be the main message of the advertising. The dominant message participants recall is to *drink 1% or low fat milk/1% low fat milk is better for you*, with 56% of women mentioning this. An additional 22% believe the main message is that *1% low fat milk has all the vitamins and minerals without the fat*.

Main Message

What would you say is the main message of this advertising?



Demographic Differences

Participants in Tucson were slightly more likely than those in Yuma to mention the *drink 1% low fat milk/1% low fat milk is better for you* message, however, those in Yuma were more likely than all other cities to be specific about *1% low fat milk having all the vitamins and minerals without the fat*.

**Table 7: Main Message – Go Low
By City**

	Phoenix n=100	Tucson n=100	Prescott n=100	Yuma n=100
Drink 1% low fat milk/better for you	59%	60%	57%	46%
To eat healthy/low fat foods	17%	3%	6%	10%
It has all the vitamins/minerals w/o the fat	13%	19%	22%	32%
Drink milk/milk is healthy	9%	9%	7%	5%
1% low fat has less fat	5%	6%	12%	12%
Drink fat free/no fat milk	4%	1%	9%	3%
Eat Well Be Well/stay healthy be healthy	4%	8%	3%	5%
Strong bones	--	--	--	1%
Other	--	1%	1%	3%

BOLD indicates statistically significant differences from others in category/row.

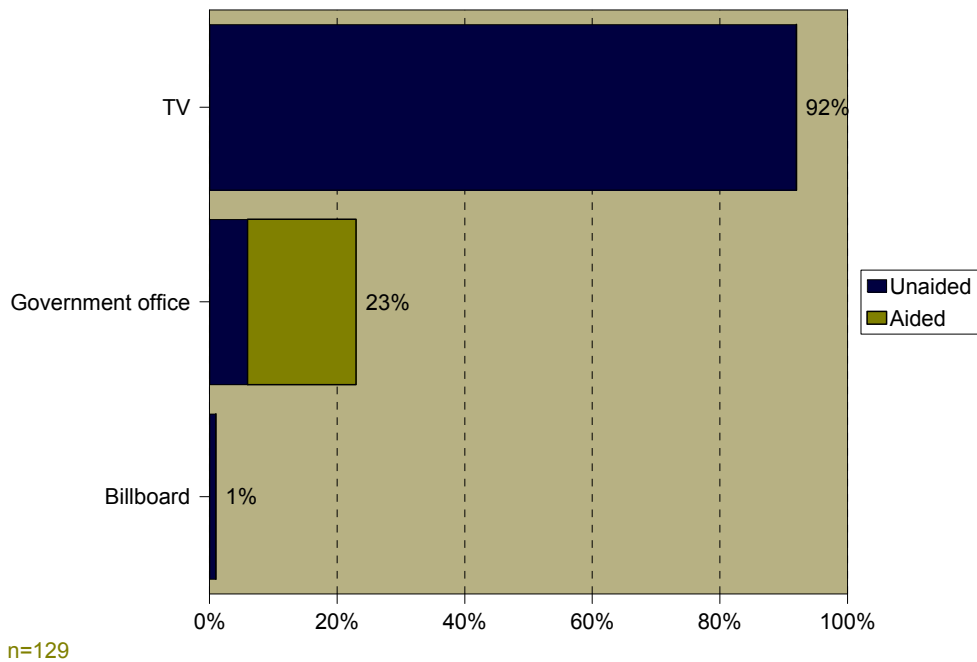
* May add to more than 100% due to multiple responses.

H. Media Recall

Overwhelmingly, respondents were most likely to say they had seen the advertising on TV, with over nine in ten (92%) naming this medium when asked where they had seen or heard the advertising. Government office was cited next most frequently, with nearly one-quarter of survey participants mentioning this. *(Note: It is important to keep in mind that respondents of all ages tend to default to TV when they are unsure of where they have seen or heard advertising.)*

Source of Advertising

Aided + Unaided



Demographic Differences

As suggested, a very high percentage of respondents in all cities say they saw the Go Low advertising on TV, with Tucson being highest (100%) and Prescott lowest (83%). Women in Yuma were significantly more likely than women in other cities to say they had seen the advertising at a government office.

**Table 8: Source of Advertising
By City**

	Phoenix n=38	Tucson n=40	Prescott n=24	Yuma n=27
TV	90%	100%	83%	93%
Government office	3%	30%	25%	41%

BOLD indicates statistically significant differences from others in category/row.

A total of 88 respondents said they had seen the advertising on TV. As expected, there were significant differences by city in the TV stations mentioned. Following is a list of those named most frequently. (*Caution: small sample sizes.*)

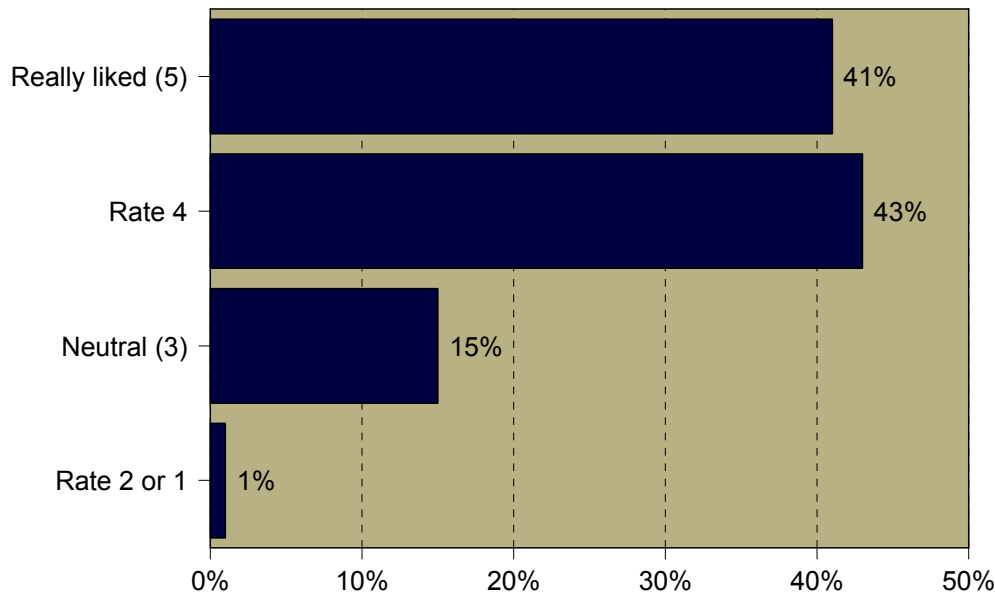
**Table 9: TV Stations
By City**

Phoenix n=35	Tucson n=25	Prescott n=12	Yuma n=16
Channel 33 - 40%	Channel 33 - 52%	Channel 13 - 25%	Channel 7 - 56%
Channel 8 - 31%	Channel 48 - 32%	Channel 45 - 17%	Channel 9 - 13%
Channel 45 - 9%	Channel 6 - 8%	Channel 33 - 17%	
Channel 10 - 9%			
Channel 61 - 6%			
Channel 48 - 6%			

I. Overall Opinion of Advertising

Moms were asked to rate the advertising on a 5-point scale, with “5” meaning they really liked the ad and “1” meaning they did not like it at all. Four in ten (41%) rated the ad “5” with about the same percentage (43%) giving the ad a “4” rating. Fifteen percent (15%) were neutral, and just 1% rated the ad “1” or “2.”

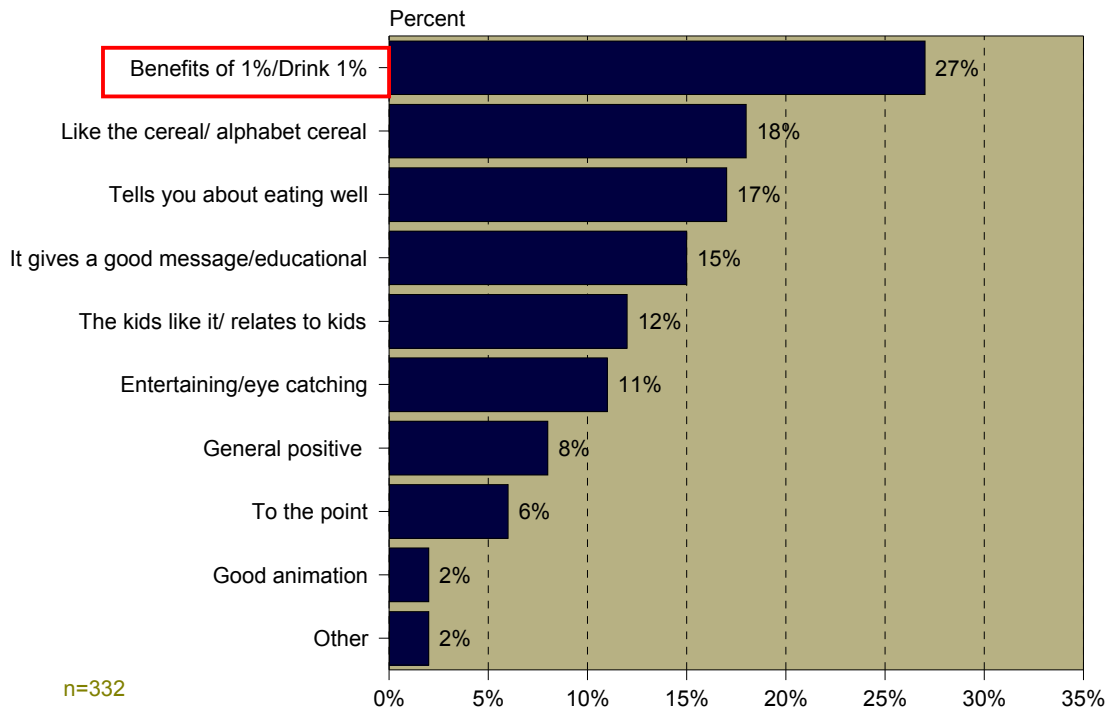
Overall Opinion of Go Low Advertising Among Moms Aware of the Ads



n=396

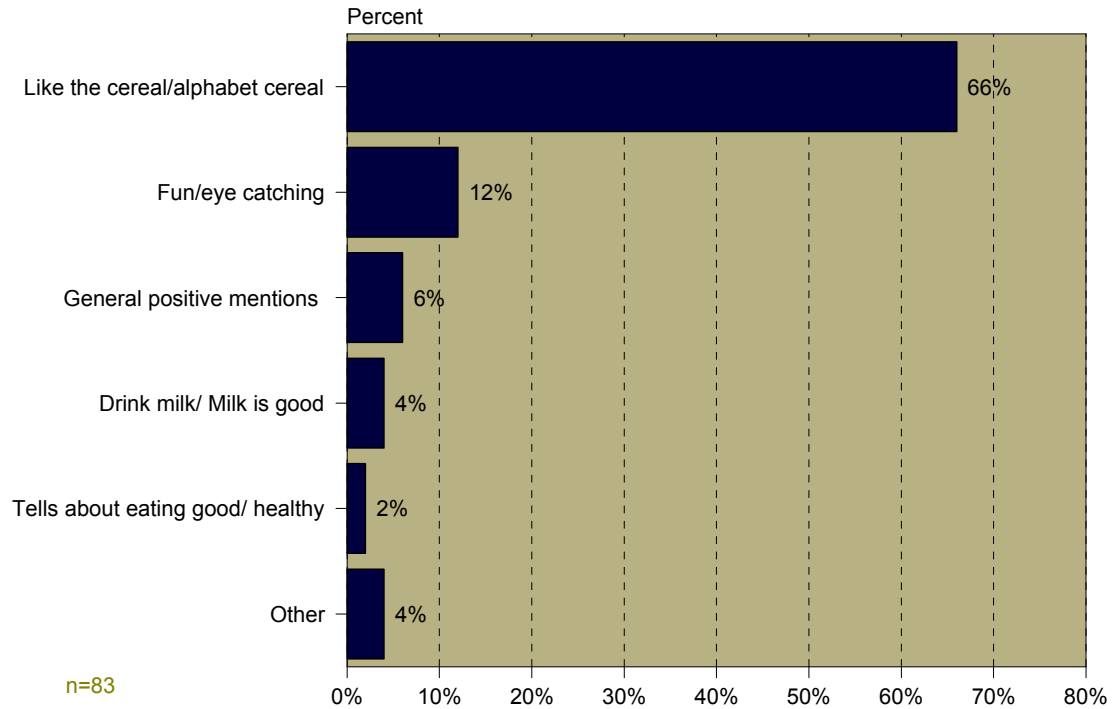
Mothers like the ad for a variety of reasons, with the #1 reason having to do with the benefits of drinking 1% milk or encouraging people to drink 1% milk (27%). Nearly one in four (18%) said something about the alphabet cereal or the letters making words, with slightly fewer (17%) saying they like the fact that the commercial is about healthy food and/or the message is educational (15%). Fewer said their kids would like it or it’s fun for kids (12%) and that the ad is eye-catching and entertaining (11%).

Why Like Advertising Among Mothers



All of the children liked the commercial, with the majority saying they liked it because of the cereal letters making words (66%). Just over one in ten (12%) said they liked it because it was fun, catchy and/or had catchy music. Other mentions included: cute or nice (6%) milk is good for you (4%), and tells you about healthy eating (2%).

Why Like Advertising Among Children

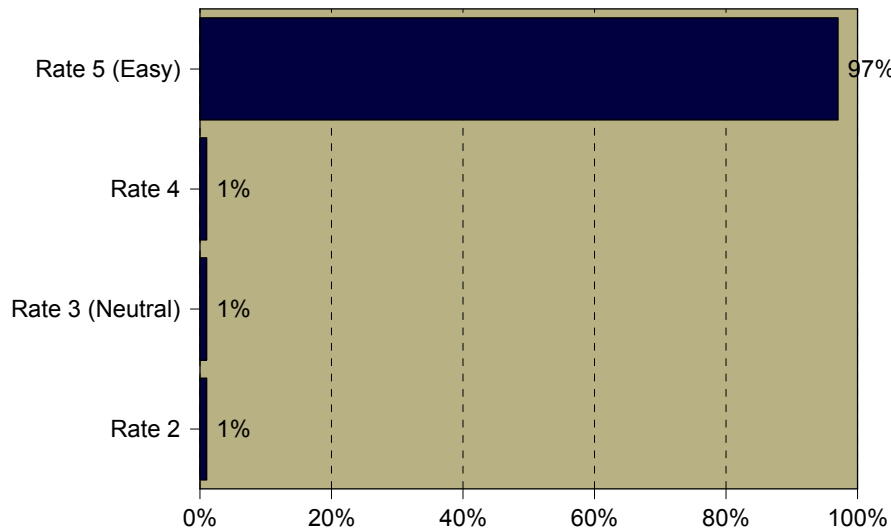


J. Overall Effectiveness

Nearly all of the mothers interviewed find the advertising easy to understand (97% rate it “5” on understandability), with four in ten (39%) saying it is better than other advertising about the importance of drinking 1% low fat or fat free milk. One half (48%) said the ad is about the same as others.

Overall Effectiveness

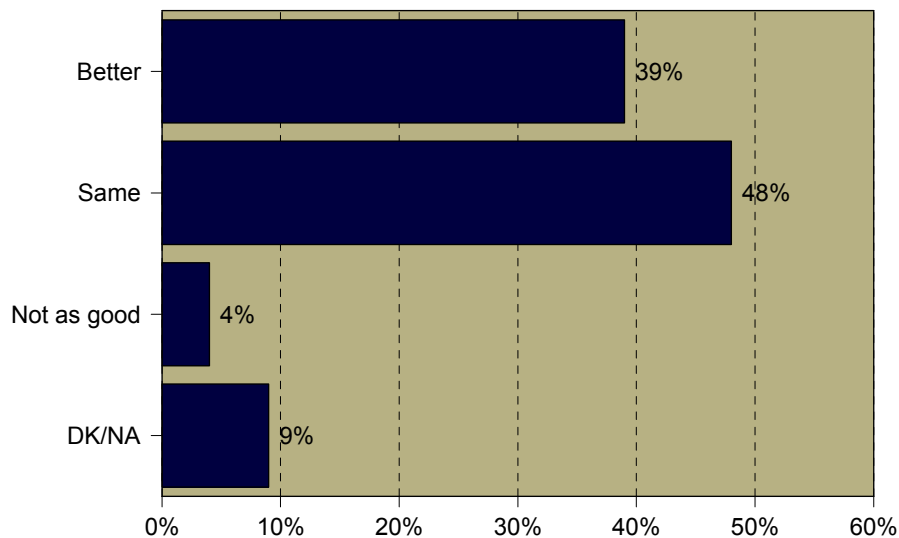
On a scale of 1 to 5, with 1 being hard to understand and 5 being easy to understand, would you say the advertising was...



n=400

Comparison of Go Low Advertising

Would you say this advertising is better than, about the same as, or not as good as the other advertising?



n=400

K. “STAGE OF READINESS”

Go Low study participants were asked a question to help determine their “stage of readiness” with regard to drinking 1% low fat or fat free milk.

The question was as follows:

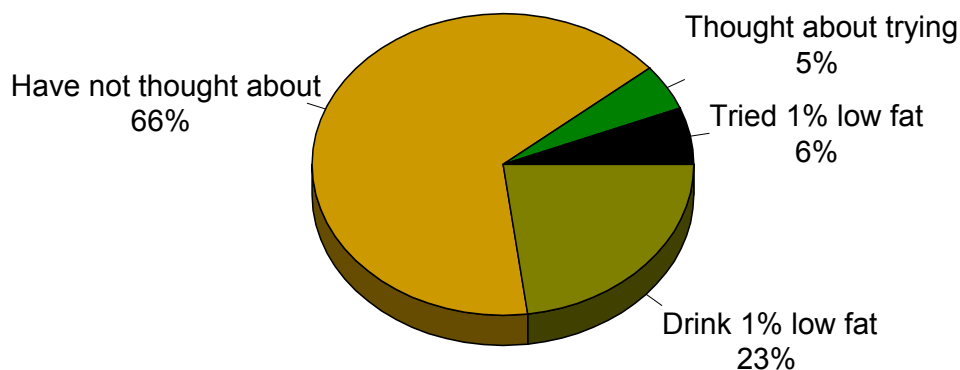
Which of the following statements best represents you?

- In the past 4 months, I have switched to 1% low fat or fat free milk.
- In the past 4 months, I have tried 1% low fat or fat free milk at least once.
- In the past 4 months, I have thought about trying 1% low fat or fat free milk, but I haven’t tried it yet.
- In the past 4 months, I have not thought about trying, tried, or switched to 1% low fat or fat free milk.
- I already drink 1% low fat or fat free milk.

As seen below, 6% of the women interviewed have tried 1% low fat or fat free milk at least once in the past four months, with another 5% saying they have thought about trying this kind of milk. Fully two-thirds (66%) say they have not thought about trying, tried, or switched to 1% low fat or fat free milk in the past four months. Interestingly, nearly one-quarter (23%) say they already drink 1% low fat or fat free milk.

“Stage of Readiness”

Which of the following statements best represents you?



n=400

Following are responses to this question by advertising awareness. As seen in this table, women who reported seeing the *Go Low* advertising on an aided basis were significantly more likely than those who did not recall the advertising to say they had *thought about trying 1% low fat or fat free milk* in the past four months – 9.1% and 3.4% respectively. In addition, those who have no recall of the advertising are significantly more likely than those who were aware of the *Go Low* advertising on an unaided basis, to say they *have not thought about trying, tried or switched to 1% low fat or fat free milk* – 69% compared to 44%.

**Table 10: “Stage of Readiness”
By Type of Milk and Advertising Awareness**

	Advertising Awareness		
	Unaided	Aided	No Recall
Tried 1% at least once	6%	7%	6%
Thought about trying	8%	9%	3%
Have not thought about trying	44%	53%	69%
Already drink 1%	36%	28%	20%
Don’t know/Not sure/Refused	6%	3%	2%

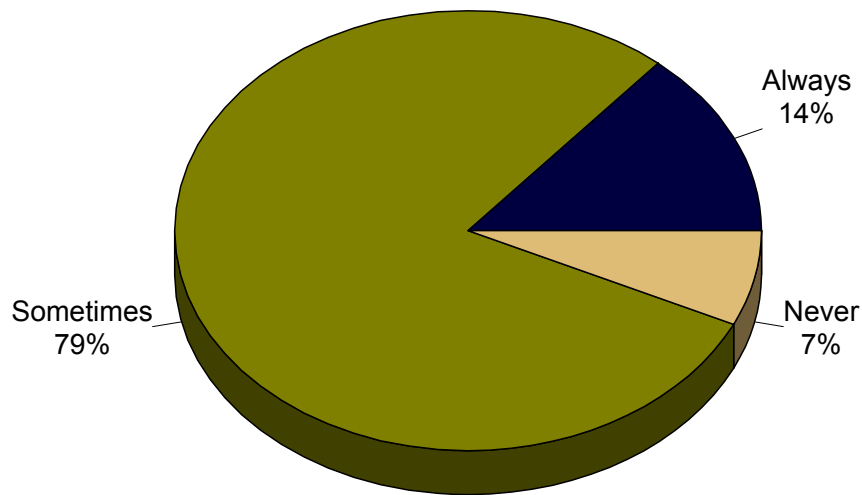
BOLD indicates statistically significant differences from others in category/row.

Those women who have tried or thought about trying 1% low fat or fat free milk, were next asked how much the TV commercials, posters, billboards and other materials influenced their decision to try or think about trying this type of milk. Twenty (20) of 44 respondents gave a “3” rating (on a 5-point scale) and 24 said “2.” (“5” equals “a great deal of influence and “1” no influence.)

L CHILDREN'S QUESTIONS

As mentioned in the introduction, if children were grocery shopping with their mothers, they were included in the interview. Results of their awareness and opinions of the *Go Low* advertising are included throughout the report where applicable. In addition, children were asked a few of their own questions to keep them involved. From these questions, we learned that a large majority of them (93%) help their mothers decide what to have for dinner, and that most are very aware that drinking milk and eating fruits and vegetables are good for them.

Help Decide Dinner Menu Among Children



n=86

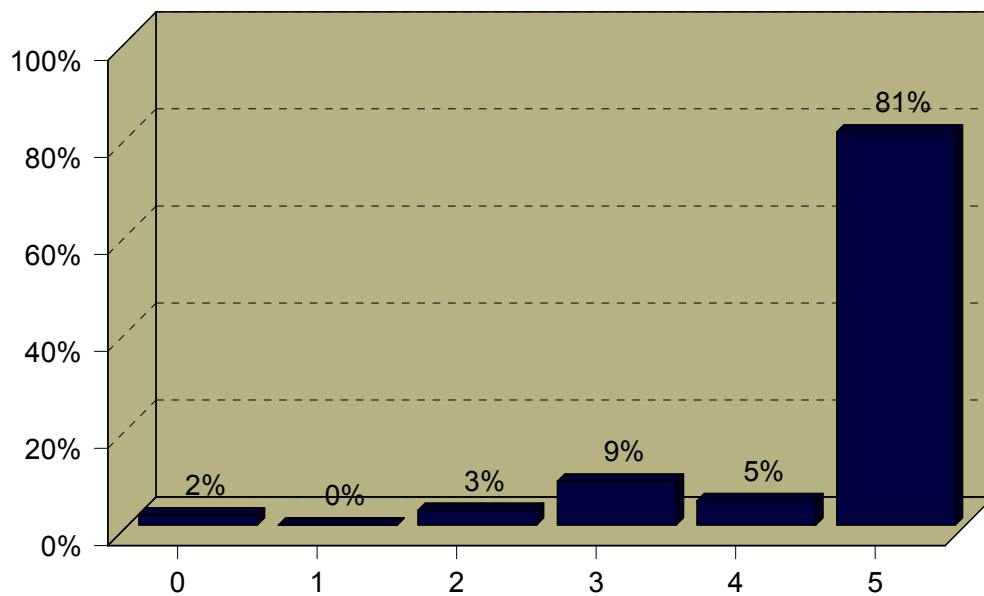
M. GROW A HEALTHY CHILD PRE-TEST

1. FAMILY MEALS

Eight in ten (81%) respondents say they eat dinner together at least five times each week. Young families – those under 25 – are significantly less likely to have family meals than are those over 45 (77% vs. 90%).

Frequency of Eating Dinner as a Family

Over the past 5 days, how many times did you eat dinner together as a family?



n=400

2. AGREE/DISAGREE STATEMENTS

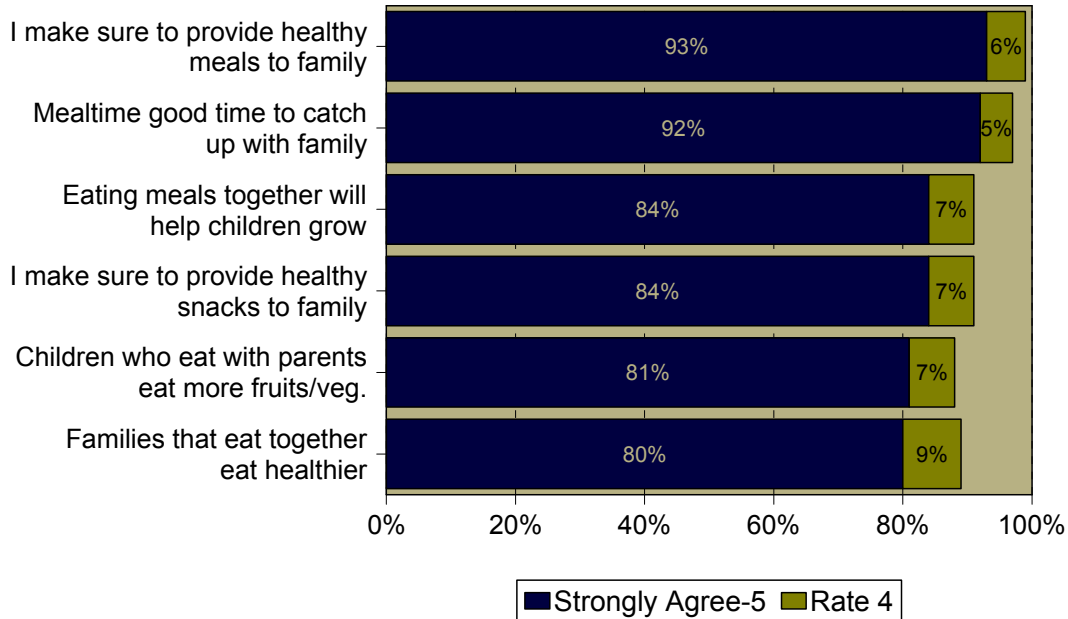
Finally, as a pre-test to the Grow a Healthy Child campaign, women were asked the extent to which they agree or disagree with a series of statements regarding eating meals as a family. Following are the statements:

- *Families that eat together eat healthier food and more balanced meals.*
- *Children who eat meals with their parents regularly tend to eat more fruits and vegetables.*
- *Mealtime is a good time to catch up with my family.*
- *Eating meals as a family will help my child grow into a healthy adult.*
- *I make sure to provide healthy meals to my family.*
- *I make sure to provide healthy snacks to my family.*

Overwhelmingly, study participants agree with each of the six statements. Over nine in ten strongly agree/agree that they *provide healthy meals to their families* and that *mealtime is a good time to catch up with their families*. Interestingly, the statement to which the fewest number of women agreed (although still a large percentage) was *Families that eat together eat healthier food and more balanced meals*.

Agreement with Family Meals Statements

Would you say you strongly agree, agree, disagree, or strongly disagree . . .



n=400