



**Arizona Department of Health Services  
(ADHS)/  
Arizona Nutrition Network (AzNN)  
“Fruits and Veggies - More Matters”  
Post Campaign Research Report**

Report Prepared for:  
Arizona Department of Health Services / AzNN

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## 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 a diet rich in nutrients, which includes consumption of fruits and vegetables, drinking 1% low fat and fat free milk, and eating family meals.

During 2008, 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 this campaign is women ages 18 to 49 with children ages 2 to 11, and who have household incomes equal to or less than 130% of the federal poverty level. The secondary target is children 2 to 11.

The subject of this research report is the 2008 *Fruits and Veggies More Matters (FVMM)* campaign, which focuses on increasing fruit and vegetable consumption. The campaign, which ran September through December 2008, was statewide and included the following media and projects:

- Television
- Outdoor (Billboards)
- Door hangers
- Web Site ([www.eatwellbewell.org](http://www.eatwellbewell.org))
- Educational reinforcements (e.g., nutrition-based games and toys)
- Collateral items (e.g., recipe cards, Fun Food News Newsletter)
- Posters in government offices
- Community events (Event in a Box)

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 were conducted with 804 women between the ages of 18 and 49 who have children ages 2 to 11. The study was conducted at Food City locations in Phoenix, Tucson, and Yuma, at the WIC clinic in Flagstaff, and at the DES office in Winslow.

All interviews were completed between January 16 and January 28, 2009.

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.)

City	Location/Address	Sample Size	Interview Dates
Phoenix	Food City: 4335 W. Glendale 7333 W. Thomas	303	January 16 - 18, January 24
Tucson	Food City: 2950 W. 6 <sup>th</sup> Avenue 3030 E. 22 <sup>nd</sup> Street 1740 W. Ajo Way	299	January 23 - 25
Yuma	Food City: 1240 W. 8th Street 2600 W. 16 <sup>th</sup> Street	100	January 19 - 21
Flagstaff	WIC Clinic: 2625 N. King Street	48	January 26 - 28
Winslow	DES Office: 319 E. Third Street	54	

Participants had the option of completing the interview in English or Spanish and were given a \$5 bill and a coupon holder as a “thank you.”

*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). 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

	<b>Total n=804</b>	<b>Phoenix n=303</b>	<b>Tucson n=299</b>	<b>Flagstaff/ Winslow n=102</b>	<b>Yuma n=100</b>
<b>Age</b>					
18 – 25	17%	20%	14%	17%	18%
26 – 35	43%	43%	45%	43%	39%
36 – 45	27%	27%	27%	27%	26%
46 – 49	<u>13%</u>	<u>10%</u>	<u>14%</u>	<u>13%</u>	<u>17%</u>
Total	100%	100%	100%	100%	100%
<b>Ethnicity</b>					
Hispanic	69%	73%	81%	12%	77%
Caucasian	11%	11%	7%	26%	11%
Native American	11%	4%	5%	53%	5%
African American	6%	10%	5%	1%	2%
Other	<u>3%</u>	<u>2%</u>	<u>2%</u>	<u>8%</u>	<u>5%</u>
Total	100%	100%	100%	100%	100%
<b>Education</b>					
8 <sup>th</sup> Grade or less	9%	10%	12%	2%	2%
Some High School	16%	18%	18%	6%	16%
GED/HS Grad	41%	44%	40%	45%	34%
Some College+	<u>34%</u>	<u>28%</u>	<u>30%</u>	<u>47%</u>	<u>48%</u>
Total	100%	100%	100%	100%	100%
<b>Food Assistance*</b>					
Yes	51%	51%	43%	79%	50%
No	47%	48%	56%	18%	44%
DK/Refused	<u>2%</u>	<u>1%</u>	<u>1%</u>	<u>3%</u>	<u>6%</u>
Total	100%	100%	100%	100%	100%
<b>Food Stamps**</b>	61%	59%	71%	49%	58%
<b>WIC</b>	45%	51%	51%	26%	42%
<b>Other</b>	38%	37%	13%	80%	34%

\* Do you or anyone in your family participate in food assistance programs?

\*\* If yes, which ones? CSFP, Summer Food Program, Food Stamps, School Lunch/School Breakfast, WIC, Other

## II. Executive Summary

### FVMM Advertising

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- **Nearly one-half (46%) of moms recalled the FVMM campaign.** Overall, 25% of mothers recalled the *Fruits and Veggies More Matters* campaign without prompting (unaided) and an additional 21% remembered the campaign once shown the actual advertising (aided).
- **Unaided awareness of “Fruits and Veggies More Matter” advertising is 25%.** FVMM 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? Do you recall seeing or hearing any advertising or public service announcements about eating fruits and vegetables?*) Then, those who responded “no” to the aided question *Do you recall seeing this or something that looked very similar?* were removed from the unaided figure as they were not in fact recalling the FVMM Campaign. The result is total *unaided awareness*.
- **Aided awareness is 21%.** *Aided awareness* is based on responses of all participants. That is, they were all shown the FVMM advertising and asked if they recall seeing any advertising “that looked like this.” (*Aided awareness = Total participants – No recall – unaided awareness.*)
- **Eating healthy and eating fruits and vegetables** are the most frequently cited messages mothers recall regarding advertising they have seen or heard about *eating healthy foods*. *Eat different colors of fruits and vegetables, exercise, and eat colorfully and live healthfully* round out the top five messages recalled.
- **The dominant message respondents recall** (once they have seen the FVMM materials) is to *eat healthy or healthier/better nutrition for kids*, with over half of the women mentioning this. An additional three in ten believe the primary message is to *eat more fruits and vegetables*. More than one in four felt the main message was promoting *exercise and activity*. This is likely due to the fact that the little girl in the TV ad is walking, jumping rope, and playing hopscotch.
  - *Although the majority of comments revolve around the importance of eating healthy and eating fruits and vegetables, there is a clear secondary message of getting exercise and being active.*
- **Most mothers like the advertising and do so for a variety of reasons - the top one being because it is colorful.** More than nine in ten (92%) indicated they like the ad rating it a “5” or “4” on a 5-point scale. Only nine moms gave the ad a low rating.

- **Overwhelmingly, women find the advertising easy to understand, with 97% rating it as such.** In addition, over half (54%) agree it is better than other advertising about the importance of eating fruits and vegetables.
- **TV is the #1 medium, with eight in ten of those who had seen or heard FVMM advertising, saying they had seen the ads on TV.** Government office was mentioned by more than one-half of those interviewed, followed by door hangers, newsletter, and billboards.
- **When asked which of five *Stages of Change* statements best describes them, one half of the women interviewed said they already eat three or more servings of fruits and vegetables daily, putting them in the *Maintenance stage*.** An additional one-third said they are trying to eat more fruits and veggies now (*Action stage*). Fourteen percent (14%) say they definitely *plan to eat more fruits and veggies in the next month (Preparation)*, or are *planning to start eating more within six months (Contemplation)*. Just 3% say they are not thinking about it, putting them in the *Pre-contemplation Stage*.
- **Two-thirds of those who are currently eating or are thinking about eating fruits and vegetables in the near future, maintain the FVMM campaign influenced their behavior or thought process a great deal.**

### **Physical Activities**

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- **Walking is the #1 physical activity moms and kids do together.** Playing ball, running, housework, and riding bikes are in the next tier of activities.
  - *Caucasian moms and kids are significantly more likely than other ethnic groups to report they ride bikes, dance, and swim, while Native American mothers and children are significantly more likely to report doing housework together.*
- **Playing ball and running top the list of what kids do on their own.** Walking is #3.
  - *Kids living in Yuma and Flagstaff/Winslow are more likely than those living in the larger cities of Phoenix and Tucson to do several of these activities on their own. In addition, it is interesting to note that Hispanic children are less likely than Caucasians, and in some cases Native American children, to do these activities on their own. This may reflect the extremely high value Hispanics place on family and community.*
- **Half of moms report doing at least one of these activities every day, with two-thirds stating their children do some sort of physical activity daily.**
  - *Native American women were more likely than mothers in other ethnic groups to report doing some physical activity daily. This is likely a*

*function of the fact that these mothers were more likely than others to say they do housework together with their children.*

- **On average, moms report doing 18.8 hours of some kind of physical activity each week, while reporting their children do 19.3 hours per week.** This equates to just over 2½ hours each day for both.
- **Three in ten mothers say their children would rather play video games, with slightly fewer saying their kids don't have enough time** (when asked what prevents their children from participating in physical activity).
  - *Phoenix moms are significantly more likely to say their kids don't participate in physical activities because they don't have time than are moms in the other cities, while the #1 reason moms in the other three communities say their kids do not participate in physical activities is because they would rather play video games. Similarly, Native American moms are significantly more likely than mothers in other ethnic groups to say their kids don't participate in physical activities because they would rather play video games.*
- **Nearly six in ten moms maintain that when they are not able to participate in some kind of physical activity, it is because they do not have enough time,** with one in four saying they would rather do something else.
  - *Phoenix moms are more likely to report not having enough time than are moms in the other communities, while Tucson respondents are significantly more likely to say they would rather do something else.*

### **Go Low Pretest**

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- **Go Low Pretest** - Just over half of moms say it is true that *1% low fat and fat free milk have the same amount of vitamins and minerals as whole milk.*

Seven in ten mothers agree that *drinking low fat or fat free milk is an important part of a healthy diet.*

### **Grocery Shopping**

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- **Nearly six in ten mothers say veggies are among the three things most often on their grocery lists, while slightly fewer (46%) say fruit.**
  - *Hispanic mothers are significantly more likely to include these items on their grocery lists than are Caucasian mothers. However, Native American mothers are more likely than all other ethnic groups to include veggies on their lists.*



### III. Summary of Findings

#### A. Unaided Ad Awareness and Messages - FVMM

##### 1. Eating Healthy Foods Advertising & Message Recall

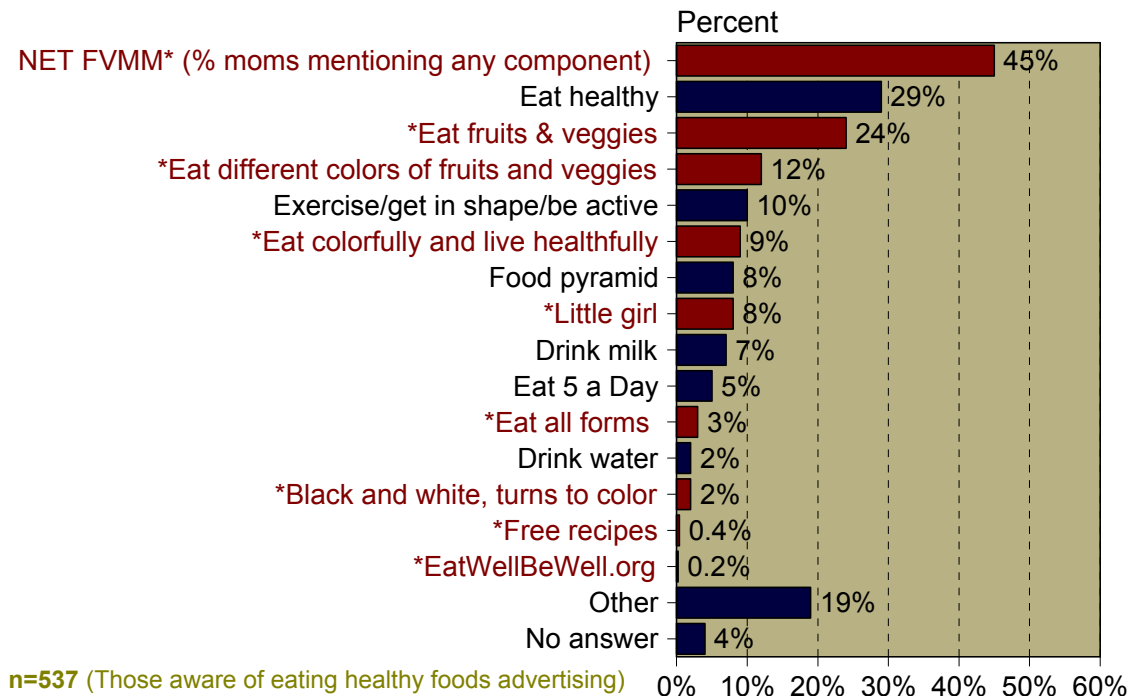
Prior to discussing advertising specifically related to the FVMM campaign, participants were asked if they had seen or heard any advertising or public service announcements about *eating healthy foods*. Two thirds (67%) said they had, with 30% saying they had not, and 3% saying they did not know.

When asked what they remember about *healthy foods* advertising, women were most likely to say the advertising was about *eating healthy* (29%) and *eating fruits and vegetables* (24%). *Eat different colors of fruits and vegetables* (12%), *exercise* (10%) and *eat colorfully and live healthfully* (9%) round out the top five messages recalled.

As seen in the chart below, 45% of mothers aware of advertising related to eating healthy foods mention one or more components of the FVMM campaign, which translates to 30% of all women interviewed.

## Eating Healthy Foods Message Recall

*What do you remember about the advertising?*



### Demographic Differences

Flagstaff/Winslow mothers are significantly more likely than those in other cities to mention an element of the campaign (74% NET campaign awareness vs. 39% to 43% for other cities). The primary difference is driven by the elevated high recall of the *eat fruits and vegetables, eat different colors of fruits and veggies, and eating colorfully* aspects of the *FVMM* advertising among Flagstaff/Winslow moms. See the table below for other differences by city of residence.

There were few significant differences by ethnicity in regards to recall of elements of the ad campaign. However, Native American moms are significantly more likely than Hispanic and Caucasian mothers to recall the *eat colorfully* message and Hispanics stand out for their recall of the *little girl*.

**Table 1: Message Recall - Healthy Foods  
Top Mentions by City and Ethnicity**

Message	City of Residence				Ethnicity		
	Phoenix n=203	Tucson n=203	Flag/ Wnslw n=61	Yuma n=70	Cauc. N=59	Hisp. n=373	Native. Amer. n=52
<b>NET campaign awareness:</b>	<u>42%</u>	<u>39%</u>	<b>74%</b>	<u>43%</u>	41%	45%	58%
Eat fruits and vegetables	<b>29%</b>	<u>14%</u>	<b>38%</b>	<b>26%</b>	27%	24%	25%
Eat different colors of fruits and vegetables	<u>5%</u>	<b>12%</b>	<b>28%</b>	<b>16%</b>	9%	12%	21%
Eat colorfully and live healthfully	<u>3%</u>	<u>7%</u>	<b>36%</b>	<u>9%</u>	<u>9%</u>	<u>7%</u>	<b>31%</b>
Little girl	<b>10%</b>	<b>11%</b>	<u>2%</u>	<u>1%</u>	<u>3%</u>	<b>11%</b>	<u>2%</u>
All forms	2%	2%	5%	11%	5%	3%	4%
Black & white, turns into color	3%	1%	-	-	-	2%	-
Free Recipes	.5%	-	2%	-	-	-	2%
EatWellBeWell.org	.5%	-	-	-	-	.3%	-
<b>Non-campaign messages:</b>							
Eat healthy	<u>27%</u>	<u>22%</u>	<b>51%</b>	<u>33%</u>	29%	<u>27%</u>	<b>42%</b>
Exercise/be active	<b>11%</b>	<b>10%</b>	<u>2%</u>	<b>13%</b>	10%	10%	8%
Food pyramid	<b>11%</b>	<u>4%</u>	12%	10%	<b>17%</b>	<u>6%</u>	14%
Drink milk	6%	10%	3%	6%	5%	<b>8%</b>	<u>2%</u>
Eat five a day	1%	8%	5%	7%	9%	4%	6%
Drink water	3%	2%	2%	4%	3%	2%	-

**BOLD** indicates statistically higher percentage than underlined comparative group(s).

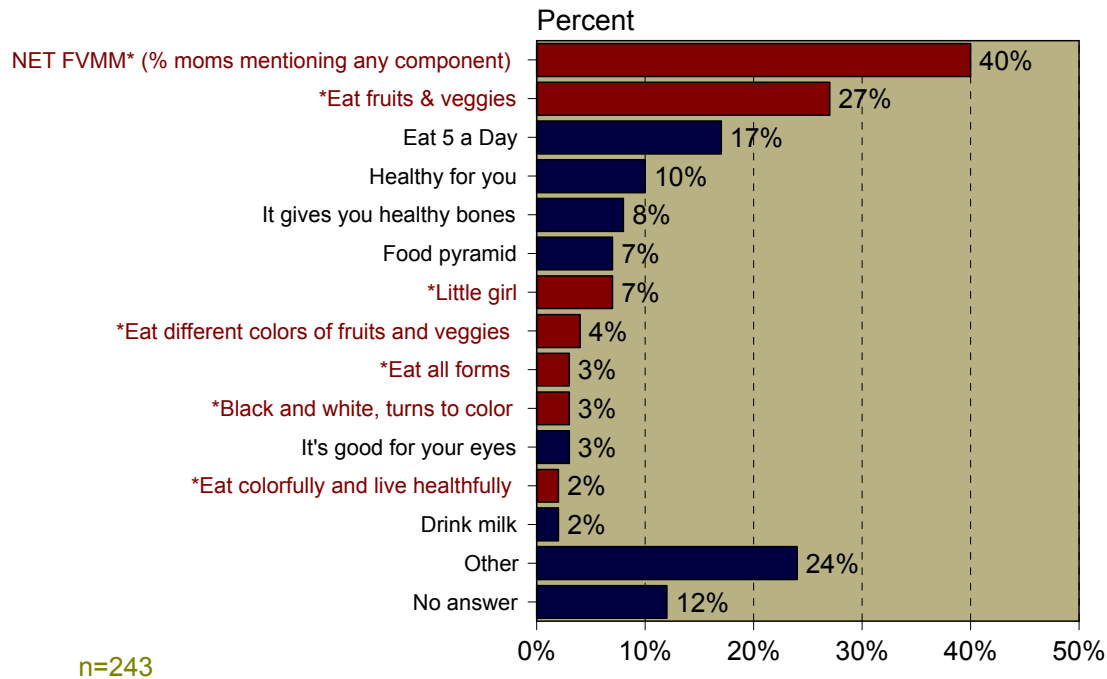
## 2. *Eating Fruits and Vegetables – Message Recall*

Women who did not mention an element of the *FVMM* campaign were asked a more specific question about whether or not they recall seeing or hearing any advertising or public service announcements about *eating fruits and vegetables*. At this point, over four in ten (43%) mothers said they had. These respondents were asked about the main message of the ads.

Four in ten (40%) of these women mentioned an aspect of the *FVMM* advertising, which translates to 12% of all women interviewed. *Eating fruits and vegetables* was the primary campaign component recalled by these moms (27%). The next most frequently recalled messages were *eat 5 a day* (17%) and *it is healthy for you* (10%). The *little girl* was the second most recalled campaign element, with 7% referring to her.

### Eating Fruits and Vegetables Message Recall

*What do you remember about the advertising?*



*Demographic Differences*

NET campaign awareness was highest among Phoenix moms (47%), although this awareness level is not significantly higher than the other three cities (32% to 36%). The main reason Phoenix moms had a somewhat higher net campaign recall was because they were significantly more likely than moms in other cities to recall the ads being about eating *fruits and vegetables* (39% vs. 29% Yuma, 16% Tucson, and 14% Flagstaff/Winslow). Yuma participants were more likely than mothers from other cities to mention concepts not specifically related to the *FVMM* campaign -- *eat 5 a day* (26%), *it is healthy for you* (24%), and *it gives you healthy bones* (16%). (Note the smaller sample sizes in Flagstaff/Winslow and Yuma.)

**Table 2: Message Recall  
Top Mentions by City**

	<b>Phoenix n=95</b>	<b>Tucson n=96</b>	<b>Flagstaff/ Winslow n=14</b>	<b>Yuma n=38</b>
<b>NET Campaign Awareness</b>	47%	35%	36%	32%
Eat fruits and vegetables	<b>39%</b>	<u>16%</u>	<u>14%</u>	29%
Little girl	<b>7%</b>	<b>8%</b>	7%	<u>0%</u>
Eat different colors of fruits/vegetables	2%	<b>7%</b>	<u>0%</u>	3%
Black & white, turns into color	<b>5%</b>	2%	<u>0%</u>	<u>0%</u>
All forms	2%	<b>4%</b>	<u>0%</u>	<u>0%</u>
Eat colorfully and live healthfully	2%	1%	14%	0%
Free recipes	0%	2%	0%	0%
<b>Non-campaign messages:</b>				
Eat five a day	<u>7%</u>	<b>25%</b>	<u>0%</u>	<b>26%</b>
It is healthy for you	<u>7%</u>	<u>8%</u>	<u>0%</u>	<b>24%</b>
It gives you healthy bones	6%	7%	<u>0%</u>	<b>16%</b>
Food pyramid	8%	8%	7%	3%
It is good for your eyes	3%	2%	0%	5%

**BOLD** indicates statistically higher percentage than underlined comparative group(s).

### 3. Total Unaided Ad Awareness – Fruits and Veggies More Matters

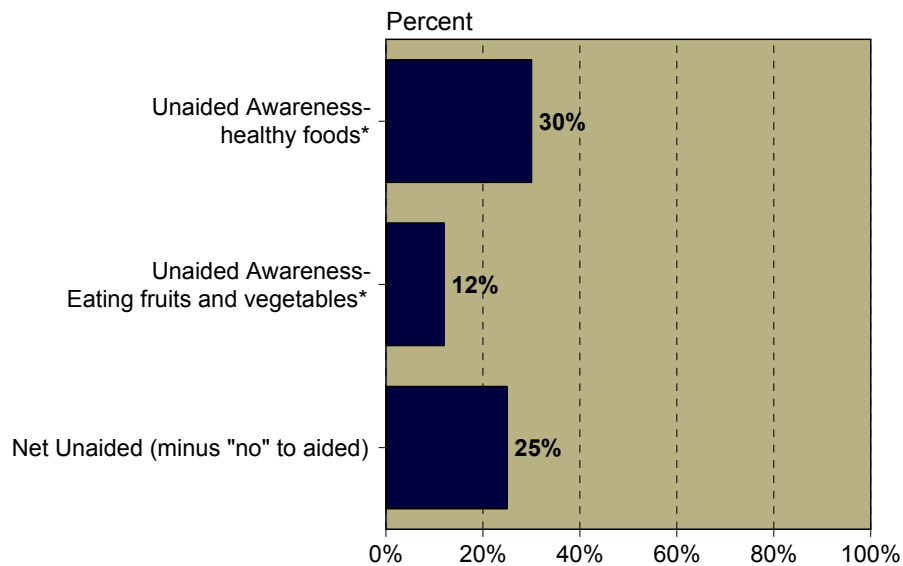
All participants were asked the question regarding advertising or public service announcements about *eating healthy foods*. When asked this *unaided awareness* question, 30% of all respondents indicated they had seen something related to the *FVMM campaign*.

Next, respondents who did not say the above were asked if they had seen or heard any advertising or public service announcements about *eating fruits and vegetables*. At this point, 12% of all respondents gave comments that appeared to relate to the *FVMM* advertising.

However, to get the most accurate measure possible, respondents were shown examples of the actual advertising and those that said “no” to the aided question *Do you recall seeing this or something that looked very similar?* were removed from the unaided figure as they were not in fact recalling the *FVMM* Campaign. **The result is total unaided awareness, which stands at 25%.**

## Unaided Awareness - FVMM Advertising

*Do you recall seeing or hearing any advertising or PSAs about eating healthy foods? About eating fruits and vegetables?*

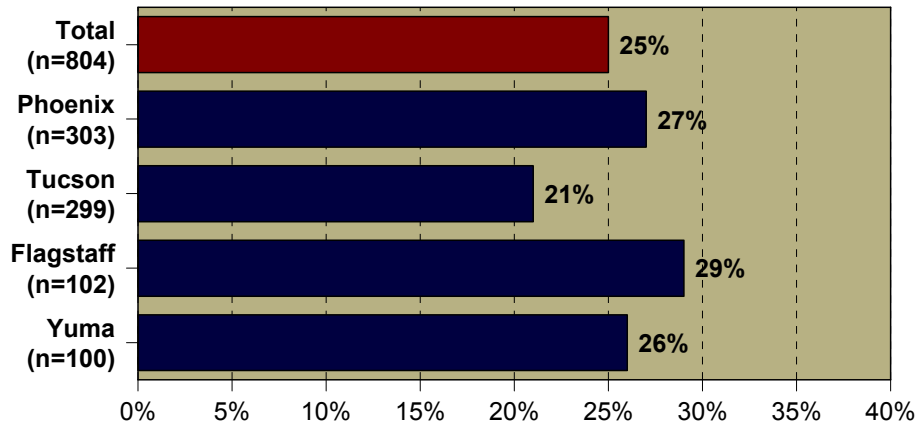


\* Mentioned component of FVMM advertising

*Demographic Differences*

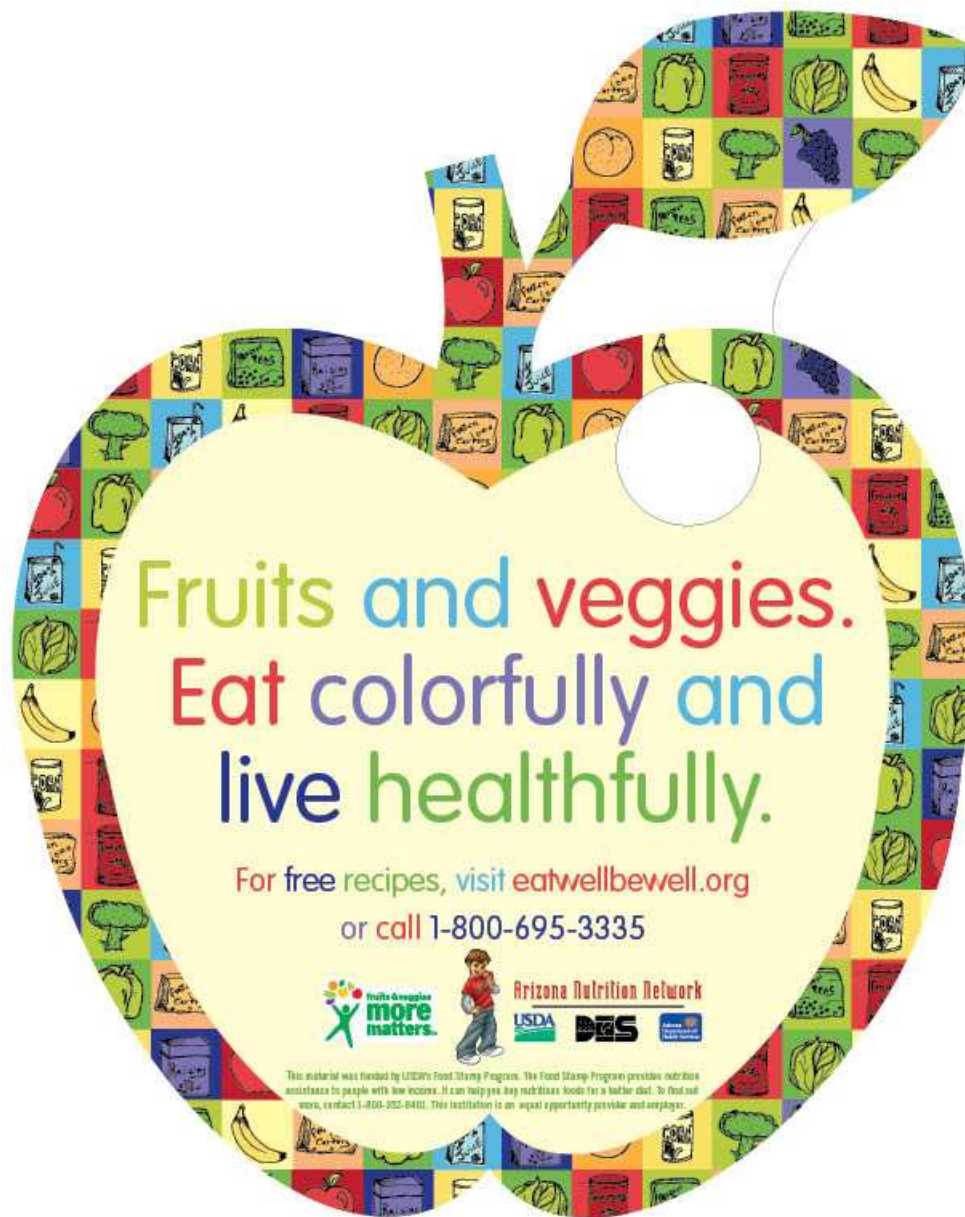
While Flagstaff/Winslow moms are most likely to say they were aware of the campaign, those in Tucson are slightly less likely to be familiar with *FVMM* advertising on an unaided basis. However, there are no significant differences in unaided awareness by city of residence.

## Unaided Awareness of FVMM Campaign By City



## B. Aided/Total Ad Awareness - FVMM

Respondents were then shown a DVD of the thirty-second TV ad as well as a picture of the campaign's door hanger and poster in either English or Spanish, depending on their language preference.



Fruits and veggies.  
Eat colorfully and  
live healthfully.

For free recipes, visit [eatwellbewell.org](http://eatwellbewell.org)  
or call 1-800-695-3335

Arizona Nutrition Network  
USDA DHS Arizona Department of Health Services

fruits & veggies more matters

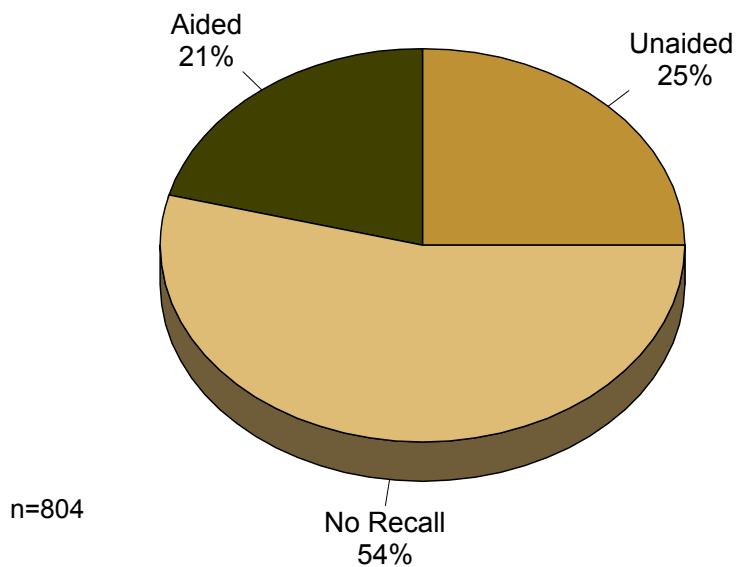
This material was funded by USDA's Food Stamp Program. The Food Stamp Program provides nutrition assistance to people with low income. It can help you buy nutritious foods for a better diet. To find out more, contact 1-800-352-8401. This institution is an equal opportunity provider and employer. Fruits & Veggies — More Matters and the Fruits & Veggies — More Matters logo are trademarks and service marks of Produce for Better Health Foundation and may not be reproduced without prior written consent from Produce for Better Health Foundation.



They were then asked, “Do you recall seeing this or something that looked very similar?” A total of 46% of all women interviewed said they had, with 54% saying they had not. (Aided awareness = Total participants – No recall – unaided awareness.)

Overall, 25% of mothers recalled the *Fruits and Veggies More Matters* campaign without prompting (unaided) and an additional 21% remembered the campaign once shown the actual advertising. In total, nearly one-half (46%) of moms recalled the campaign.

## Awareness of FVMM Advertising

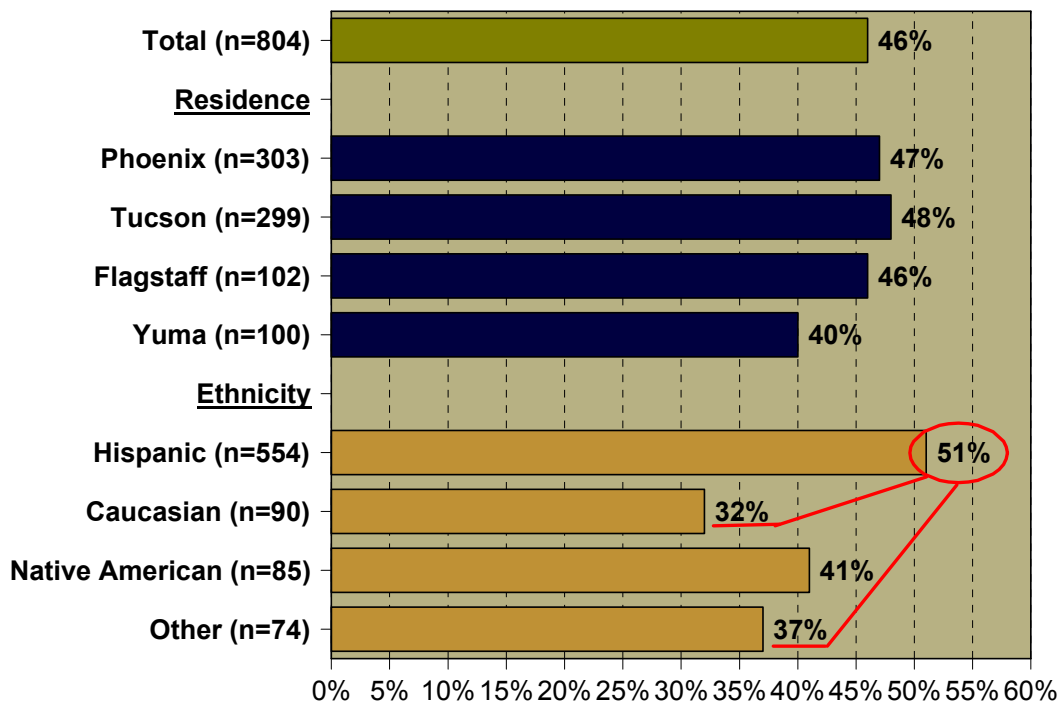


### Demographic Differences

While Yuma moms are somewhat less likely than those residing elsewhere to recall the campaign, there are no significant differences in total awareness by city of residence.

Hispanic moms are significantly more likely than Caucasians or mothers in “other” ethnic groups to recall or recognize *FVMM* advertising (one half vs. approximately one-third).

## Total Awareness of FVMM Campaign By City and Ethnicity



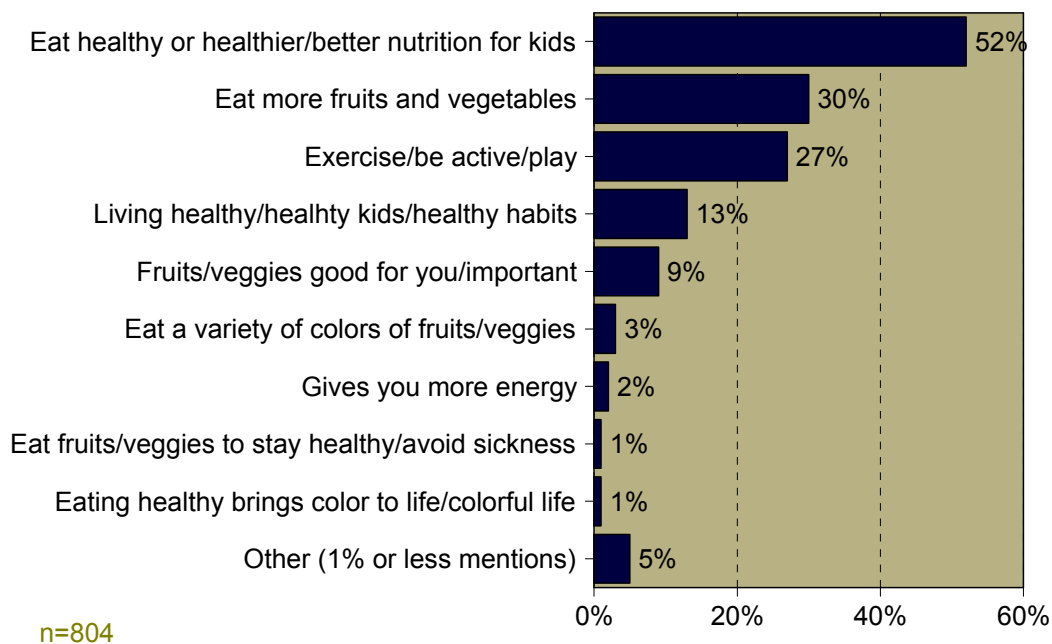
## C. Main Message – FVMM

### 1. Main Message of Advertising

Once they had viewed the TV spot and the FVMM poster, women were asked what they consider to be the main message of the advertising. The dominant message that participants recall is to *eat healthy or healthier/better nutrition for kids*, with 52% of women mentioning this. An additional 30% believe the primary message is to *eat more fruits and vegetables*. More than one in four (27%) felt the main message was promoting *exercise and activity*. Although the vast majority of comments revolve around the importance of eating healthy and eating fruits and vegetables, there is a clear secondary message of getting exercise and being active.

## Main Message

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



### Demographic Differences

There were few relevant differences among moms from different cities. However, moms in Flagstaff/Winslow and Yuma were significantly more likely than those in Phoenix and Tucson to say the message was generally about eating more fruits and vegetables. While Flagstaff/Winslow moms were the least likely to think the main message was about exercise or the importance of fruits and vegetables, they were the most likely to specifically mention “eating a variety of colors of fruits and veggies” (8% vs. 1%-4% for the other cities).

The table below summarizes all of the differences by city.

**Table 3: Main Message – FVMM  
By City**

	<b>Phoenix n=303</b>	<b>Tucson n=299</b>	<b>Flagstaff/ Winslow n=102</b>	<b>Yuma n=100</b>
Eat healthy/healthier/ better nutrition for kids	53%	51%	52%	49%
Eat more fruits and vegetables	<u>26%</u>	<u>21%</u>	<b>51%</b>	<b>43%</b>
Exercise/be active/play	<b>26%</b>	<b>30%</b>	<u>12%</u>	<b>31%</b>
Living healthy/ staying healthy/healthy habits/ healthy kids	<b>13%</b>	<b>15%</b>	11%	<u>6%</u>
Fruits and vegetables are good for you/importance of fruits and vegetables	<b>8%</b>	<b>11%</b>	<u>0%</u>	<b>13%</b>
Eat a variety of colors when eating fruits and vegetables	<u>1%</u>	<u>2%</u>	<b>8%</b>	4%
Other	8%	13%	3%	8%

**BOLD** indicates statistically higher percentage than underlined comparative group(s).

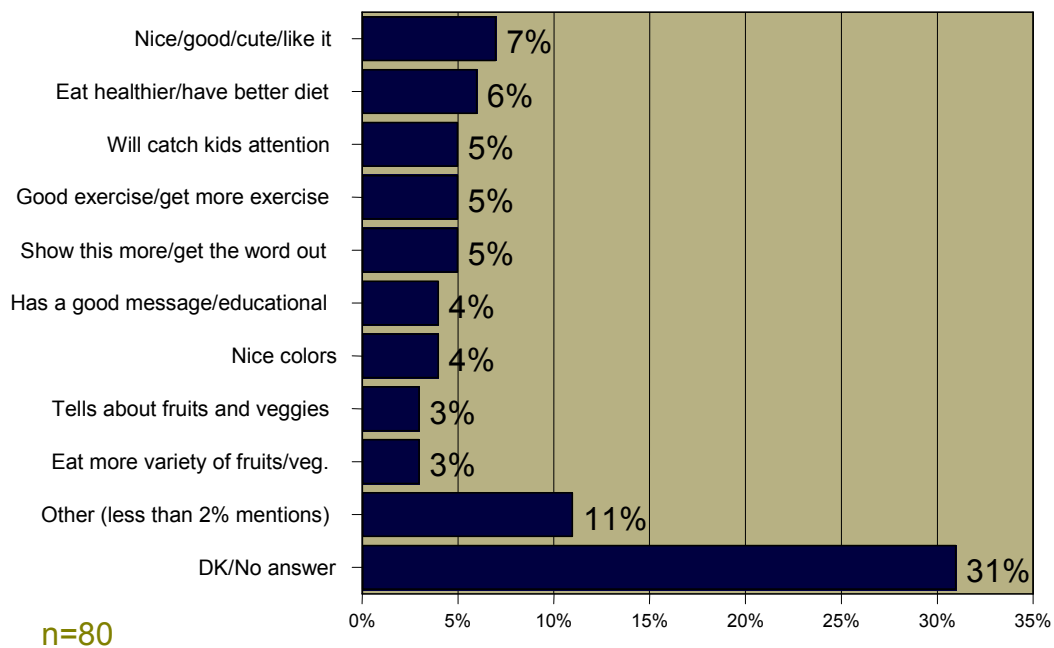
\* May add to more than 100% due to multiple responses.

## 2. Additional Comments about Advertising

Participants were asked to share additional comments and opinions about the advertising. While more than half (54%) had no comments, the remaining 46% mentioned a variety of things. The most prevalent response was that the ad was *nice or good and that they liked it* in general (7%). Six percent (6%) reported that it would help kids *eat healthier* or have a better diet. This was followed by 5% each for *will catch the attention of kids*, *encourages exercise*, and the ad *should be shown more often* to help get the word out.

# Other Comments about Advertising

*What other comments do you have about this advertising?*

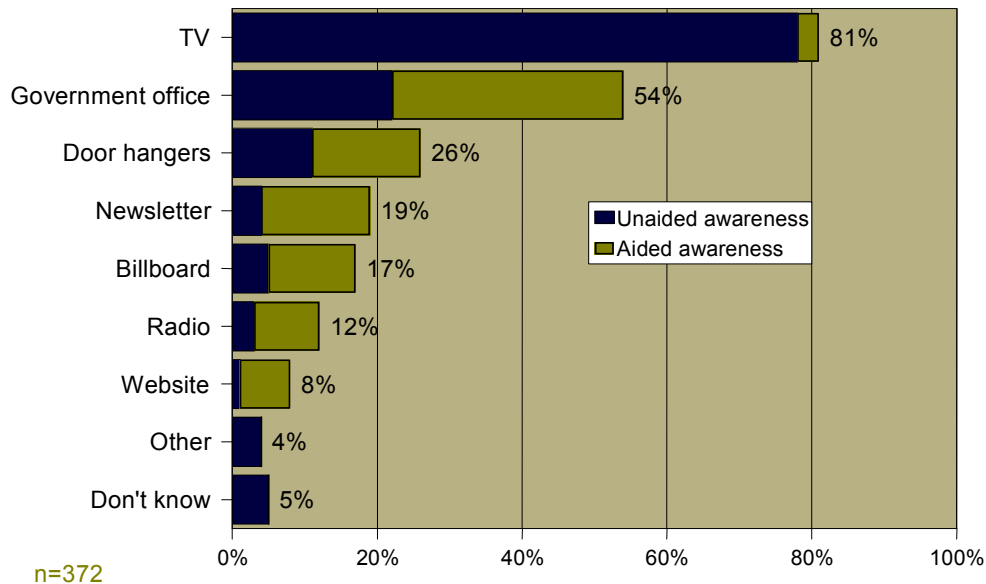


## D. Media Recall

Overwhelmingly, respondents most often recalled seeing advertising on TV, with eight in ten (81%) naming this medium when asked where they had seen or heard the advertising. Government office was cited next most frequently, with more than one-half (54%) of survey participants mentioning this. When asked about specific media, a considerable percentage recalled the messages on door hangers (26%), newsletters (19%), and billboards (17%). Approximately one in ten (12%) remembered hearing *FVMM* messaging on the radio or seeing it on a website (8%). (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 FVMM Advertising

Among those who had seen/heard Advertising-Aided or Unaided



*Demographic Differences*

Participants in Phoenix and Tucson are more likely than those in Flagstaff/Winslow and Yuma to say they saw the *Fruits and Veggies More Matters* advertising on TV and/or heard it on the radio. Flagstaff/Winslow and Yuma moms are more likely to have seen campaign elements at a government office. While recall of door hangers is significantly higher in Yuma than Phoenix and Flagstaff/Winslow, newsletters and billboards stood out most to moms in Flagstaff/Winslow.

**Table 4: Source of Advertising  
By City**

	<b>Phoenix n=142</b>	<b>Tucson n=143</b>	<b>Flagstaff/ Winslow n=47</b>	<b>Yuma n=40</b>
TV	<b>87%</b>	<b>90%</b>	<u>70%</u>	<u>40%</u>
Government office	54%	<u>46%</u>	<b>68%</b>	<b>68%</b>
Door hangers	<u>23%</u>	28%	<u>17%</u>	<b>43%</b>
Newsletter	<b><u>23%</u></b>	<u>13%</u>	<b>38%</b>	<u>5%</u>
Billboard	<u>16%</u>	<u>14%</u>	<b>34%</b>	<u>10%</u>
Radio	<b>18%</b>	<b>12%</b>	<u>4%</u>	<u>0%</u>
Web site	12%	6%	4%	5%

**BOLD** indicates statistically significant higher percentage than underlined comparative group.

A total of 301 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. (*Note the small sample size for Flagstaff/Winslow and Yuma.*)

**Table 5: Top TV Stations  
By City**

<b>Phoenix n=116</b>	<b>Tucson n=128</b>	<b>Flagstaff/Winslow n=32</b>	<b>Yuma n=13</b>
Univision/Ch.33 - 45% PBS/Ch. 8 - 12% CW/Ch. 61 - 9% MNT/Ch. 45 - 5%	Univision/Ch.38/ Ch.46 – 43% Ch. 5 - 10% Telemundo/Ch. 40 - 9% PBS/Ch. 6 - 8%	PBS - 9% Nickelodeon -9%	NBC/Ch. 11 - 23% CBS/Ch. 13 -8% Fox/Ch. 9 - 8% Univision/Ch. 7 - 8%

## E. Evaluation of Advertising

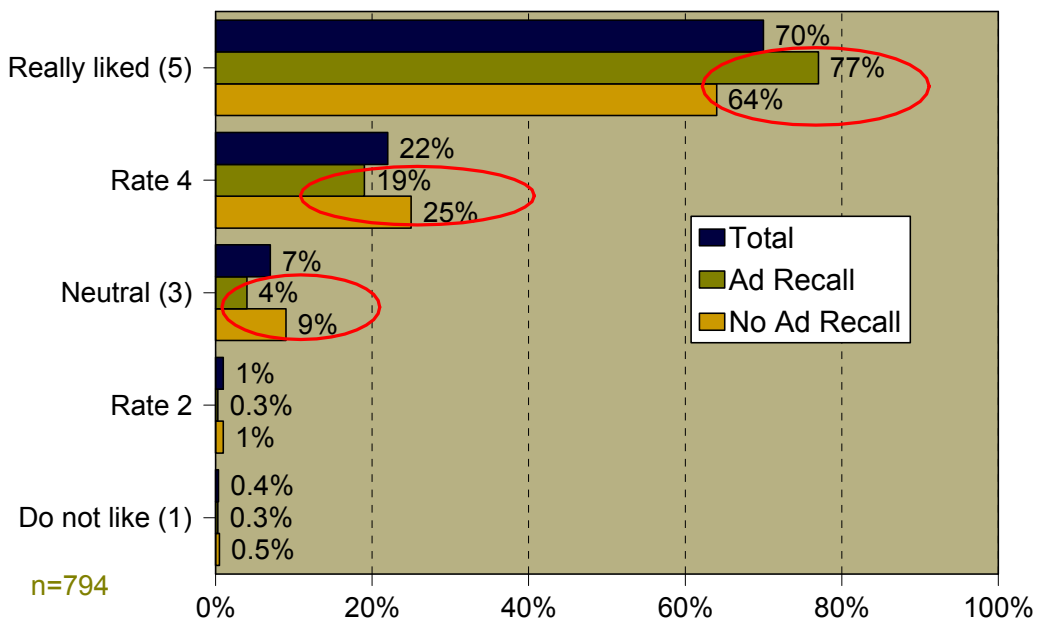
### 1. Overall Opinion of Advertising

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. More than nine in ten (92%) indicated they liked the ad with 70% rating it a “5” and 22% giving the ad a “4” rating. Seven percent (7%) are neutral, and less than 2% rate the ad “1” or “2.”

Mothers who recalled seeing the advertising prior to the interview are significantly more likely to say they “really liked” it (77% vs. 64% with no previous recall). Those with no prior recall are significantly more likely to give a rating of “4” or a neutral rating.

## Overall Opinion of FVMM Advertising

Among All Moms with an Opinion

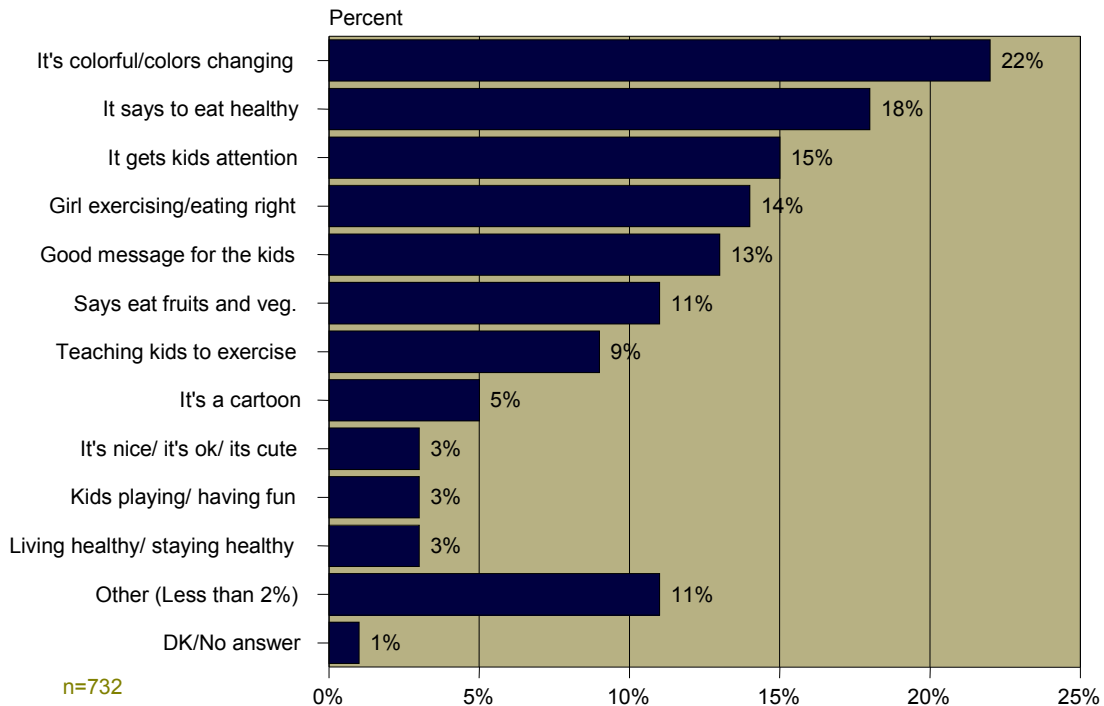




## 2. *Reasons Like Advertising*

Mothers who rated the ad highly (“4” or “5” rating) liked the ad for a variety of reasons, with the top reason being that *it is colorful* (22%). Flagstaff/Winslow and Yuma moms (32% and 33% respectively) were more likely than Phoenix (17%) and Tucson (20%) moms to say the reason they rated the ad highly was because of the colorfulness. This was followed by 18% who said they liked that it says to *eat healthy*, 15% who feel it *gets the attention of kids*, and 14% who liked that it shows the *little girl exercising and eating right*.

## Reasons Why Moms Like Advertising Among Mothers Rating Ad a 4 or 5



## 3. *Reasons Do Not Like Advertising*

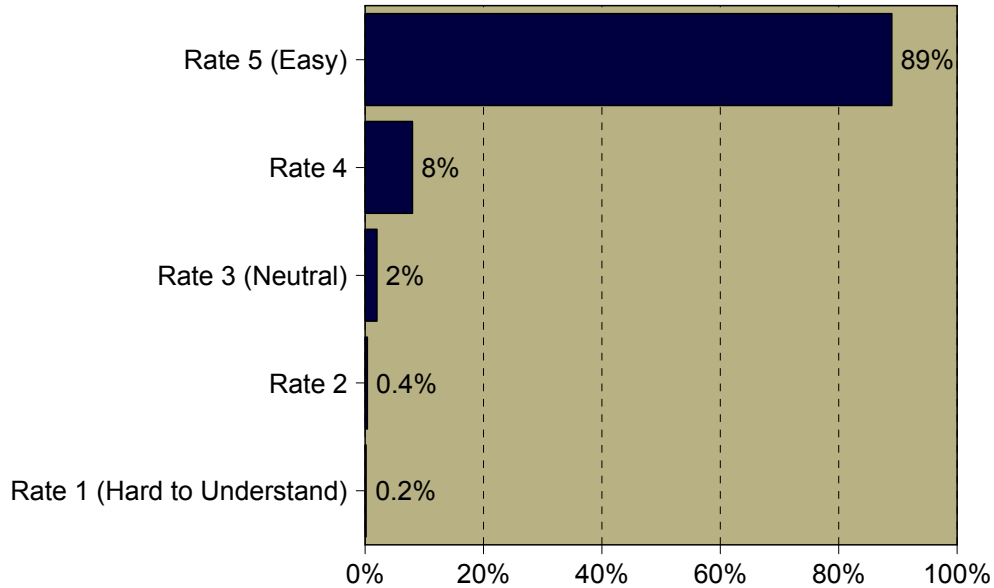
Only nine moms rated the ad poorly. When asked why they disliked it, the top three responses were because it is a cartoon (2), it needs more dialogue (2), and because they did not understand it (2).

#### 4. *Ease of Understanding*

Nearly all mothers interviewed (97%) indicate the advertising is *easy to understand*, with 89% rating it “5” and an additional 8% rating it “4.” Fewer than 1% feel it is hard to understand (“1” or “2” rating).

### Ease of Understanding

*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...*



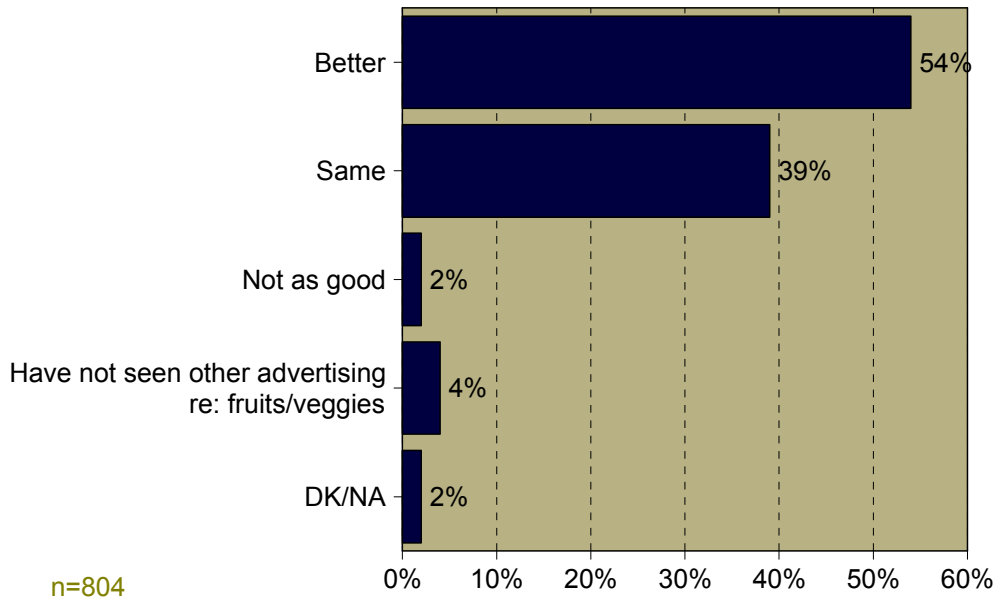
n=804

5. **Comparison of FVMM to other Fruits and Vegetables Advertising**

More than one-half (54%) say the *FVMM* advertising is *better than* other advertising about the importance of eating fruits and vegetables. Four in ten (39%) feel the ad is *about the same* as others. Only 2% rated *FVMM not as good* as other advertising promoting eating fruits and vegetables.

## Comparison of FVMM Advertising

Would you say this advertising is better than, about the same as, or not as good as other advertising about the importance of eating fruits and vegetables?



## F. “Stage of Readiness”

FVMM study participants were asked a question to help determine their *Stage of Readiness* with regard to eating more fruits and vegetables.

The question was as follows:

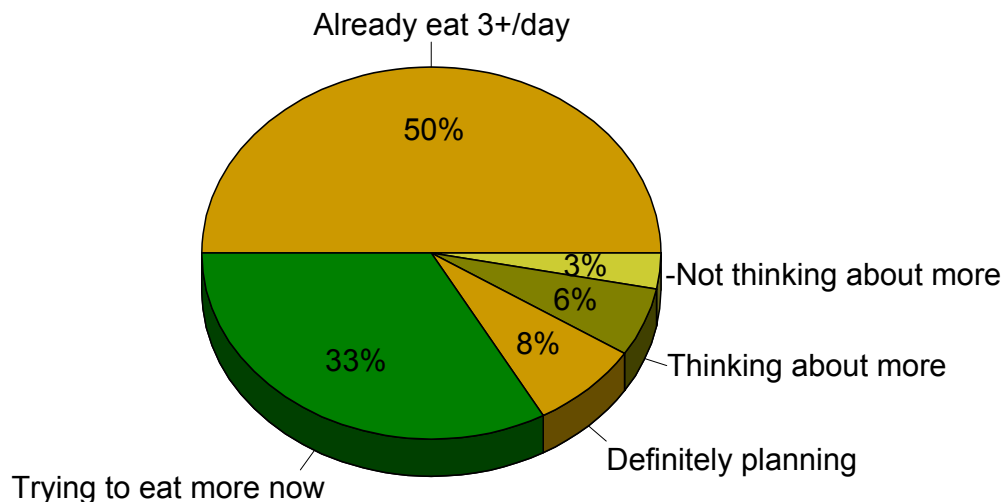
Which of the following statements best represents you?

- I am not thinking about eating more fruits and veggies.
- I am thinking about eating more fruits and veggies . . . planning to start within six months.
- I am definitely planning to eat more fruits and veggies in the next month.
- I am trying to eat more fruits and veggies now.
- I am already eating 3 or more servings of fruits and veggies a day.

As seen below, one-half of the women interviewed indicate they *already eat three or more servings of fruits and vegetables daily*, with another 33% saying they are *trying to eat more fruits and veggies now*. Eight percent (8%) say they *definitely plan to eat more fruits and veggies in the next month*, while 6% report *planning to start eating more in six months*, and 3% saying they are *not thinking about eating more fruits and vegetables*.

## “Stage of Readiness”

*Which of the following statements best represents you?*



n=804

Following are responses to the *Stage of Readiness* question by advertising awareness. As seen in this table, there were few differences in *stage of readiness* between moms aware of *FVMM* advertising and those with no recall of the campaign. However, those familiar with the advertising are significantly more likely to say they are *thinking about eating more fruits and vegetables/planning to start within six months* (8% vs. 4% with no recall), while those with no recall are more likely to say they are *definitely planning to eat more fruits and vegetables beginning in the next month* (10% vs. 6% aware).

**Table 6: “Stage of Readiness”  
By Advertising Awareness**

Stage	Advertising Awareness	
	Total Awareness (n=372)	No Recall (n=432)
Not thinking about eating more fruits and veggies	2%	4%
Thinking about eating more fruits and veggies/planning to start within 6 months	<b>8%</b>	4%
Definitely planning to eat more fruits and veggies in the next month	6%	<b>10%</b>
Trying to eat more fruits and veggies now	32%	34%
Already eating 3 or more servings of fruits and veggies daily	51%	49%

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

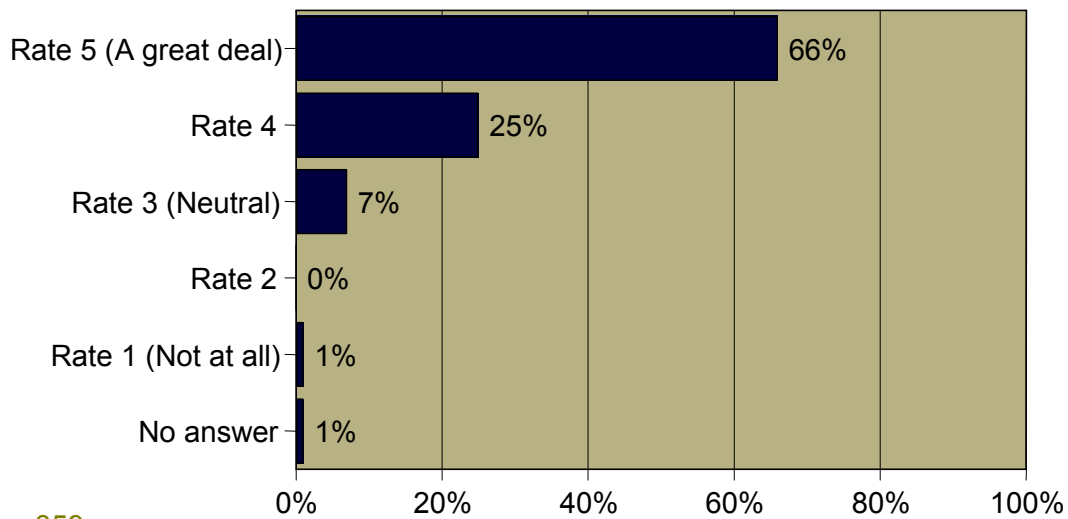
## G. Influence of *FVMM* Advertising

Women who are *currently eating three or more servings of fruits and veggies daily*, are *trying to eat more now*, are *planning to eat more in the next month*, or are *thinking about eating more and planning to start in the next six months* and had seen the advertising, were asked how much the TV commercials, posters, billboards and other materials influenced their decision to try or think about trying to eat more fruits and veggies.

Nearly all mothers (91%) aware of the advertising and who are currently, or are trying or thinking about trying to eat more fruits and vegetables indicate the *FVMM* advertising positively influenced them to do so (4 + 5 rating). Two thirds (66%) say it influenced them *a great deal* (“5” rating). Only 1% say the advertising has *not influenced them at all* to think about eating more fruits and veggies (1 rating).

### Advertising Influence

*On a scale of 1 to 5 with 1 meaning not at all and 5 meaning a great deal, how much have these TV commercials, posters, billboards and other materials helped you think about eating or trying to eat more fruits and veggies?*



n=359

(Those aware of *FVMM* advertising and who either eat 3+ servings of fruits and veggies, are trying to or thinking about trying to eat more f&v.)

## H. Physical Activities

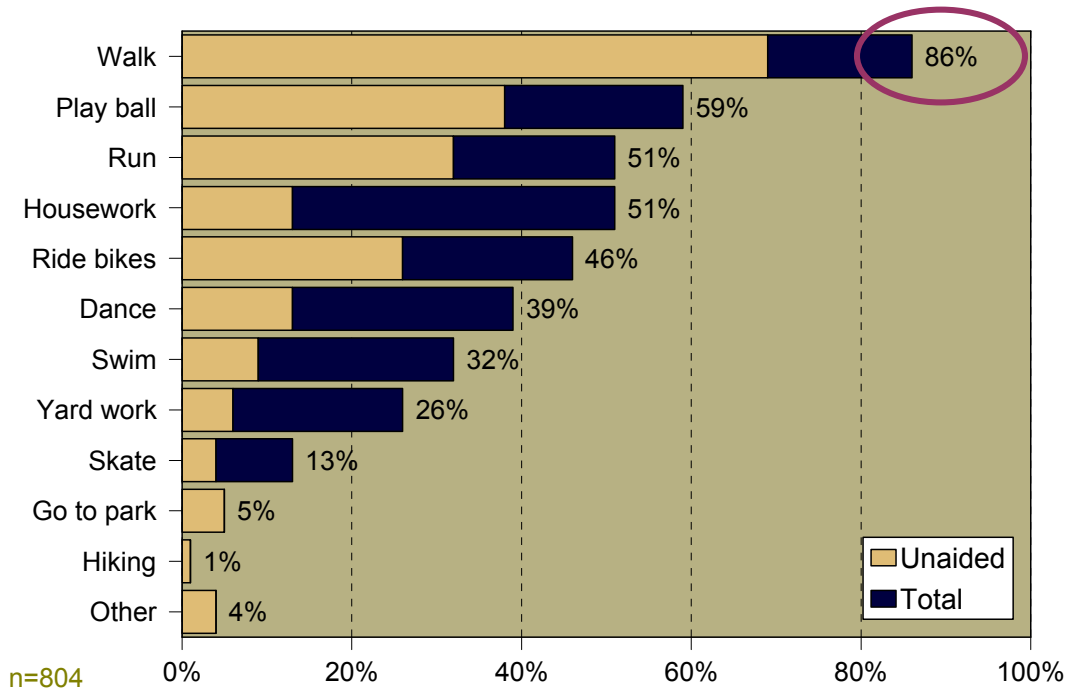
Intercept respondents were asked what activities they participate in with their children as well as what activities their children do on their own. In addition, they were asked how often they and their children participate in these activities and, when they are unable to get involved, what prevents them from doing so.

### 1. Moms and Children Together

Walking is the #1 physical activity moms and kids do together, with nearly nine in ten (86%) saying they participate in this activity. Playing ball (59%), running (51%), housework (51%), and riding bikes (46%) are in the next tier of activities.

## Physical Activities with Children

*What physical activities do you do with your children?*



### Demographic Differences

Tucson moms and kids are slightly more likely to play ball, while moms and their kids living in Flagstaff/Winslow are significantly more likely than moms and kids in the other communities to do housework and go to the park. Yuma families report doing more yard work together than do those in other cities.

Caucasian moms and kids are significantly more likely than other ethnic groups to ride bikes, dance, and swim, while Native American moms and kids are significantly more likely to do housework together. Hispanic moms and kids are more likely than Native American moms and kids, but slightly less likely than Caucasians, to ride bikes and swim.

**Table 7: Participation in Activities – Moms and Children Together  
Top Mentions by City and Ethnicity**

Message	City of Residence				Ethnicity		
	Phoenix n=303	Tucson n=299	Flag/ Winslow n=102	Yuma n=100	Caucasian n=90	Hispanic n=554	Native American N=85
Walk	87%	84%	90%	90%	88%	85%	92%
Play ball	<u>58%</u>	<b>66%</b>	60%	<u>40%</u>	66%	56%	62%
Run	<b>52%</b>	<b>56%</b>	48%	<u>36%</u>	56%	48%	55%
Ride bikes	46%	<b>54%</b>	<u>29%</u>	<u>39%</u>	<b>57%</b>	<b>46%</b>	<u>21%</u>
Housework	<b>58%</b>	<u>35%</u>	<b>76%</b>	<u>55%</u>	<b>63%</b>	<u>45%</u>	<b>71%</b>
Dance	38%	<b>43%</b>	39%	<u>30%</u>	<b>50%</b>	<u>35%</u>	38%
Swim	<b>35%</b>	<b>36%</b>	<u>16%</u>	<b>31%</b>	<b>44%</b>	<b>31%</b>	<u>18%</u>
Yard work	<u>24%</u>	<u>22%</u>	<u>25%</u>	<b>43%</b>	29%	26%	21%
Skate	<b>15%</b>	<b>16%</b>	<u>6%</u>	<u>3%</u>	13%	13%	7%
Go to park	<u>3%</u>	<u>5%</u>	<b>13%</b>	5%	7%	4%	7%

**BOLD** indicates statistically higher percentage than underlined comparative group(s).

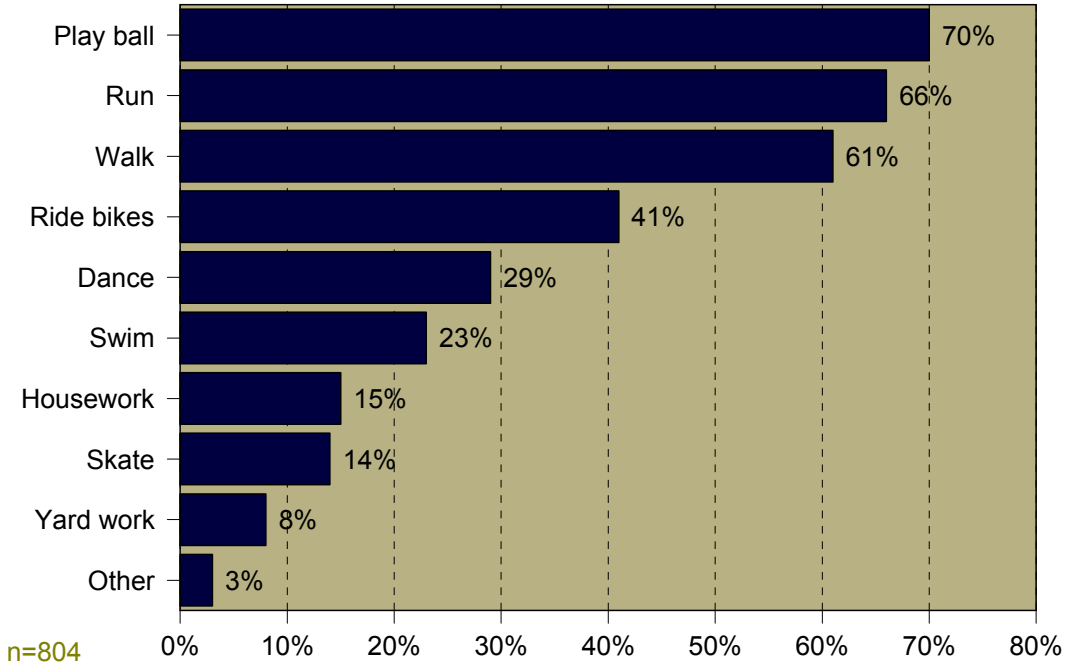


## 2. *Children on their Own*

When asked which of these activities children do on their own, walking drops from the #1 position to #3, while housework drops from #4 to #7. Other results are similar to the previous list of what moms and kids do together.

### Physical Activities Children do on their Own

*Which of these activities do your kids do on their own?*



#### *Demographic Differences*

Kids living in Yuma and Flagstaff/Winslow are more likely than those living in the larger cities of Phoenix and Tucson to do several of these activities on their own. In addition, it's interesting to note that Hispanic kids are less likely than Caucasians, and in some cases Native American children, to do these activities on their own.

**Table 8: Participation in Activities – Children on their Own  
Top Mentions by City and Ethnicity**

Message	City of Residence				Ethnicity		
	Phoenix n=303	Tucson n=299	Flagstaff/ Winslow n=102	Yuma n=100	Caucasian n=90	Hispanic n=554	Native American N=85
Walk	62%	59%	62%	65%	67%	<u>57%</u>	<b>71%</b>
Play ball	<u>65%</u>	<b>74%</b>	74%	70%	72%	69%	75%
Run	<u>60%</u>	<u>65%</u>	<b>78%</b>	<b>79%</b>	<b>74%</b>	<u>62%</u>	<b>79%</b>
Ride bikes	<b>46%</b>	<u>26%</u>	<b>54%</b>	<b>58%</b>	<b>63%</b>	<u>35%</u>	<u>39%</u>
Housework	<b>19%</b>	<b>13%</b>	<u>4%</u>	<b>23%</b>	<b>28%</b>	<u>13%</u>	<u>7%</u>
Dance	27%	27%	32%	33%	<b>40%</b>	<u>24%</u>	34%
Swim	<u>20%</u>	<u>20%</u>	27%	<b>36%</b>	<b>32%</b>	<u>20%</u>	29%
Skate	<b>19%</b>	<u>7%</u>	<b>21%</b>	<b>17%</b>	19%	12%	13%
Yard work	<b>9%</b>	7%	<u>2%</u>	<b>16%</b>	7%	<b>9%</b>	<u>4%</u>

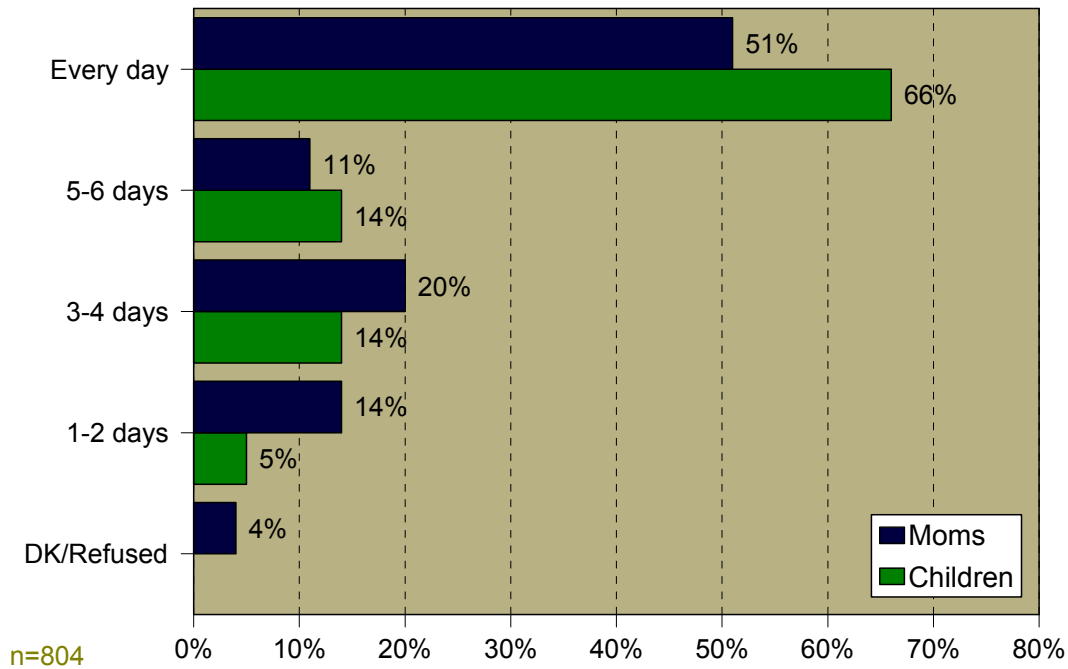
**BOLD** indicates statistically higher percentage than underlined comparative group(s).

### 3. *Frequency of Physical Activity*

Half (51%) of moms report doing at least one of these activities every day, with two-thirds (66%) stating their children do some sort of physical activity daily. Interestingly, 14% of moms admit to participating in one or more of these activities just once or twice a week.

## Frequency of Physical Activities

*How many days each week would you say your kids/you do at least one of these activities?*



#### *Demographic Differences:*

Flagstaff/Winslow moms are more likely than moms in Phoenix, Tucson, and Yuma to do at least one of the activities listed on a daily basis – 69% compared to 44%, 54%, and 47% respectively. Native American women were also more likely to report doing some physical activity daily – 78% compared to Caucasian (49%) and Hispanic women (46%). Results by city were similar when asked how many times each week their kids participate in one of these activities. At this point, it is important to remember that Flagstaff/Winslow mothers and Native American mothers were more likely than those in other cities to say they do housework together with their kids. (64% of the Native American moms interviewed were in the Flagstaff/Winslow area.)

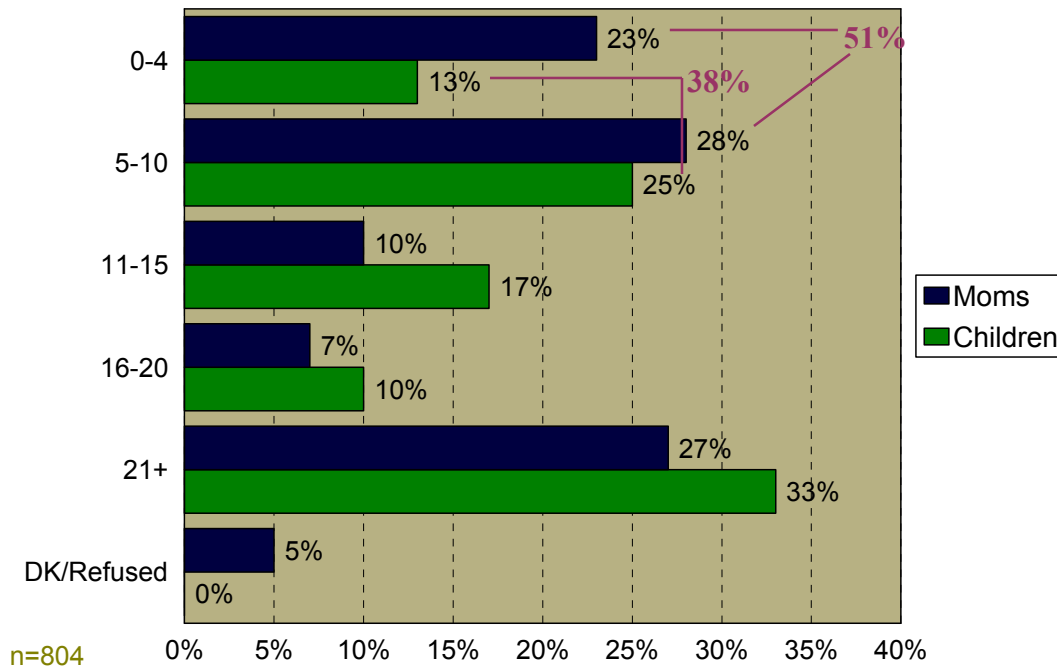
#### 4. Hours Per Week

Half of the mothers interviewed (51%) spend 10 or fewer hours each week doing some kind of physical activity, with nearly four in ten (38%) saying their children participate in physical activities 10 or fewer hours each week. Conversely, over one-quarter of moms (27%) and one-third of their children (33%) spend 21 or more hours each week doing physical activities.

On average, moms report they and their children do about 19 hours of some kind of physical activity each week. (The median number of hours per week moms spend participating in some kind of physical activity is 10, while for kids it is 14. This means that half of moms spend 10 or fewer hours each week while half spend more than 10. Similarly half of the moms interviewed state their kids do 14 or fewer hours of physical activity each week, while half do more than 14 hours.)

### Physical Activity - Average Hours / Week

*On average, how many hours per week would you say you do some kind of physical activity?*



## 5. *Barriers to Physical Activity*

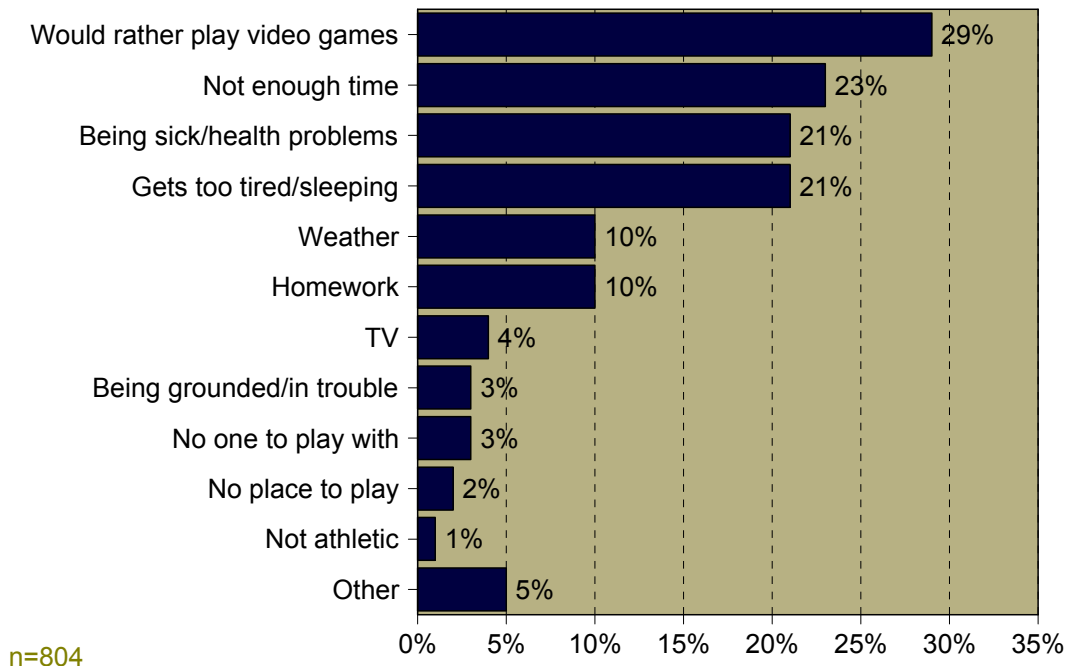
### a. Children

When asked what prevents their children from participating in some kind of physical activity, nearly three in ten (29%) say their children would rather play video games, with slightly fewer saying their kids don't have enough time (23%). Two in ten say that when their children are not able to participate in some kind of physical activity, it is because they are sick/have health problems or they are tired or sleeping, both at 21%.

Interestingly, just 4% report their children do not participate in physical activities because they are watching TV.

## Barriers to Children's Physical Activity

*What prevents your children from doing physical activity? (open-ended)*



### Demographic Differences

There are some interesting differences when looking at barriers to participation by city and by ethnicity. Phoenix moms are significantly more likely to say their kids don't participate in physical activities because they don't have time (37%) than are moms in Tucson (19%), Yuma (9%), and Flagstaff/Winslow (7%). However, the #1 reason moms in the other three communities say their kids do not participate in physical activities is because they would rather play video games. Similarly, Native American moms are significantly more likely than other ethnic groups to say their kids don't participate in physical activities because they would rather play video games (44%). This compares to 29% of Hispanic moms and 17% of Caucasian moms. Flagstaff/Winslow and Native American mothers are also more likely than other groups to report that, when their kids cannot participate in physical activities, it is because they have homework. Also of interest, Caucasian moms are significantly more likely than Hispanic and Native American moms to say that when their kids don't participate, it is because they are too tired or are sleeping. Finally, as might be expected, Flagstaff/Winslow moms are more likely than those in other cities to say their kids don't participate in physical activities because of the weather.

**Table 9: Barriers to Participating in Activities – Children  
Top Mentions by City and Ethnicity**

Message	City of Residence				Ethnicity		
	Phoenix n=303	Tucson n=299	Flagstaff/ Winslow n=102	Yuma n=100	Caucasian n=90	Hispanic n=554	Native American N=85
Rather play video games	<u>21%</u>	<b>31%</b>	<b>40%</b>	<b>34%</b>	<u>17%</u>	<u>29%</u>	<b>44%</b>
No time	<b>37%</b>	<u>19%</u>	<u>7%</u>	<u>9%</u>	18%	24%	17%
Sick	<u>20%</u>	<b>27%</b>	<u>13%</u>	<u>18%</u>	17%	<b>24%</b>	<u>8%</u>
Too tired/ sleeping	22%	21%	19%	19%	<b>41%</b>	<u>16%</u>	<u>25%</u>
Weather	<u>5%</u>	<u>11%</u>	<b>25%</b>	<u>11%</u>	16%	9%	14%
Homework	<u>4%</u>	<u>10%</u>	<b>27%</b>	<u>10%</u>	11%	<u>8%</u>	<b>21%</b>
TV	<u>2%</u>	<b>7%</b>	3%	<u>2%</u>	--	5%	1%

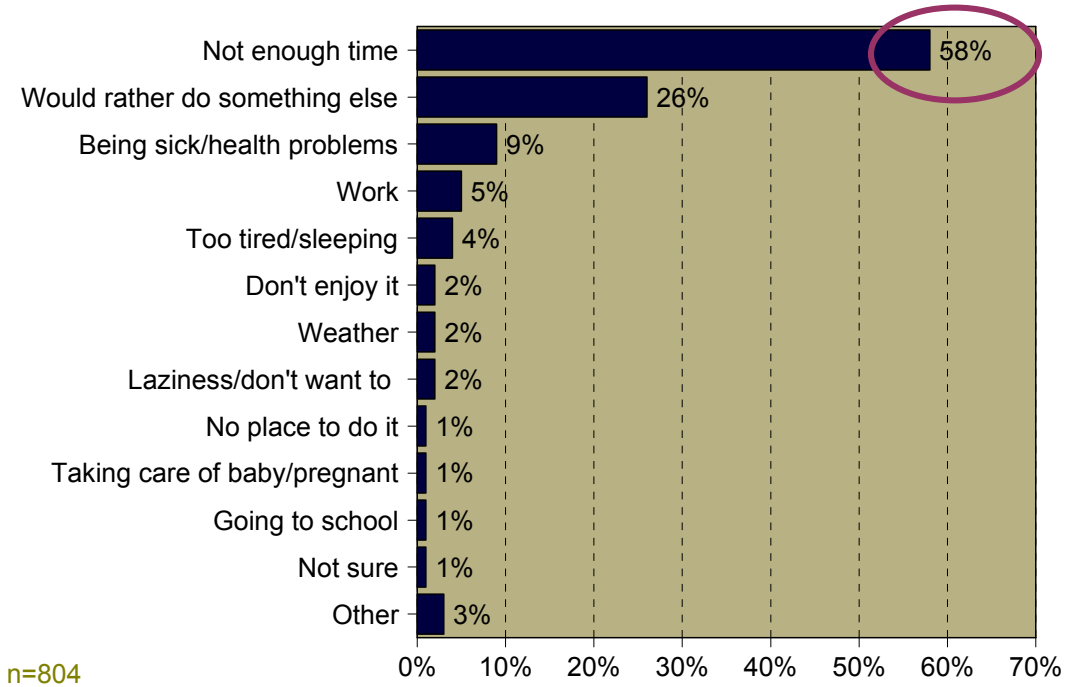
**BOLD** indicates statistically higher percentage than underlined comparative group(s).

b. Mothers

Nearly six in ten moms (58%) interviewed maintain that when they are not able to participate in some kind of physical activity, it is because they do not have enough time, with one in four (26%) saying they would rather do something else.

## Barriers to Moms' Physical Activity

*What prevents you from doing physical activity?*



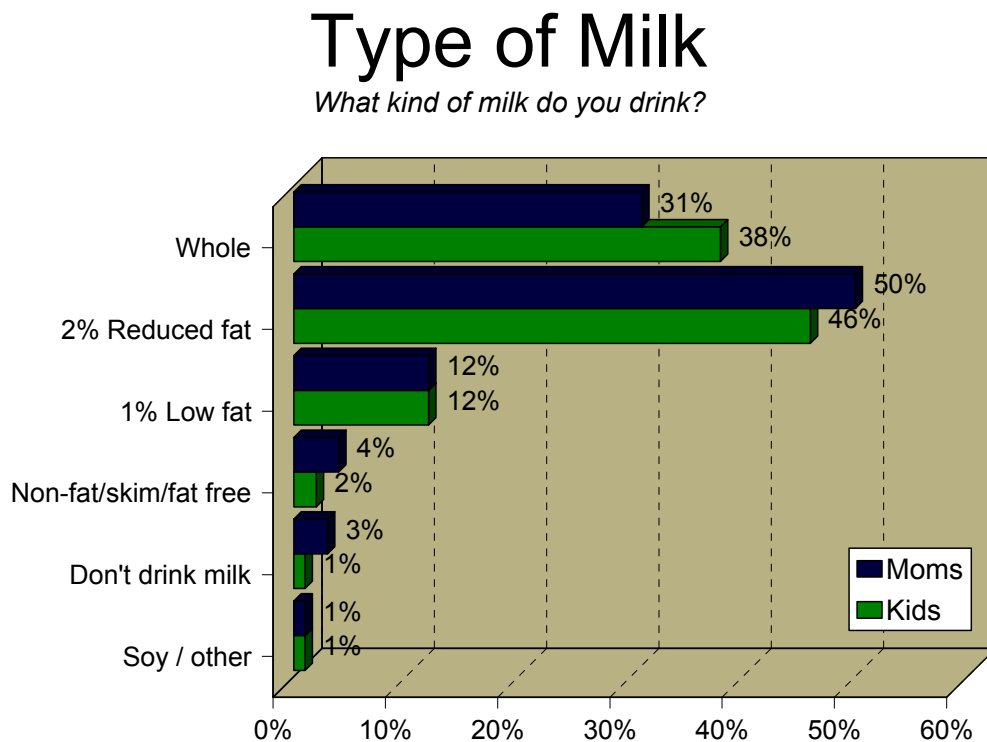
*Demographic Differences:*

Phoenix moms are more likely to report not having enough time than are moms in the other communities – 65%, compared to moms in Tucson (54%), Flagstaff/Winslow (51%), and Yuma (43%). Over one-third (37%) of Tucson respondents say they would rather do something else. This is significantly higher than women in Yuma (25%), Flagstaff/Winslow (23%), and Phoenix (17%).

## I. Go Low Pretest - Milk Consumption/Attitudes about Milk

### 1. Milk Consumption

While milk almost always makes the shopping list, the specific type of milk purchased varies. Mothers are most likely to report they and their children drink 2% milk (50% of moms and 46% of children). Whole milk is the next most popular among moms (31%) and kids (38%). One in six (16%) report personally drinking milk with a lower fat content – 12% drink 1% low fat milk and 4% drink fat free milk. One in seven children are given either 1% low fat milk (12%) or fat free milk (2%).



n=804

#### Demographic Differences:

Women in the “other” ethnic category are significantly more likely to report drinking whole milk (46%), than are Caucasian (32%), Hispanic (29%), and Native American women (25%). Native American mothers are more likely than others to drink 2%/reduced fat milk - 60%, compared to 51% of Hispanics, 41% of Caucasians, and 41% of those in the “other” ethnic category.



2. *Attitudes About Milk*

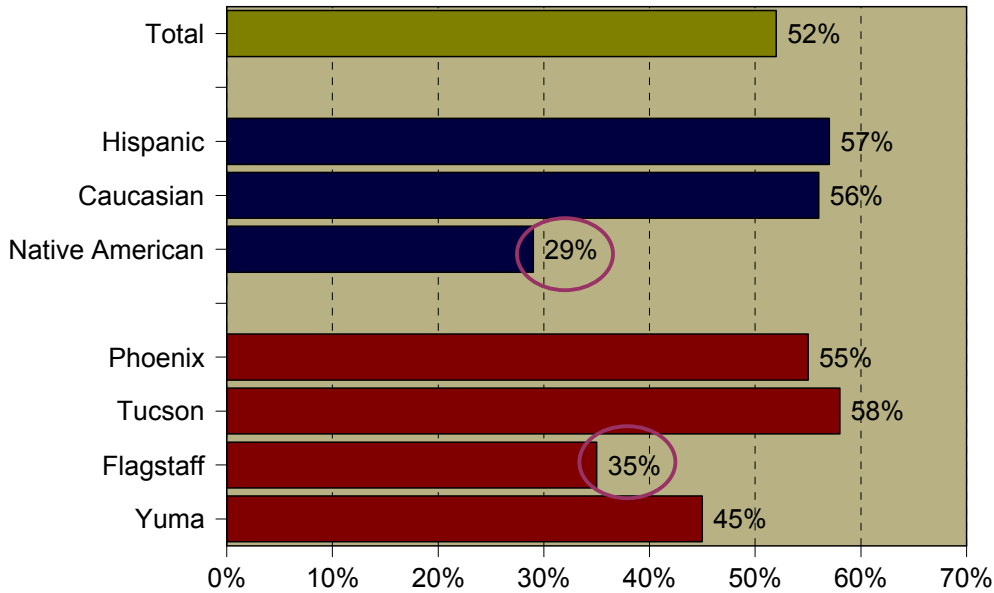
a. Same Amount of Vitamins and Minerals

Just over half of moms (52%) say it is true that *1% low fat and fat free milk have the same amount of vitamins and minerals as whole milk.*

Moms in Flagstaff/Winslow are significantly less likely to feel this statement is true than are those in Phoenix and Tucson (35% vs. 55% and 58%). Looking at the results by ethnicity, we see that Native American women are significantly less likely than Caucasian and Hispanic women to agree with the statement.

1% low fat and fat free milk have the same amount of vitamins and minerals as whole milk

Those Answering True



n=804

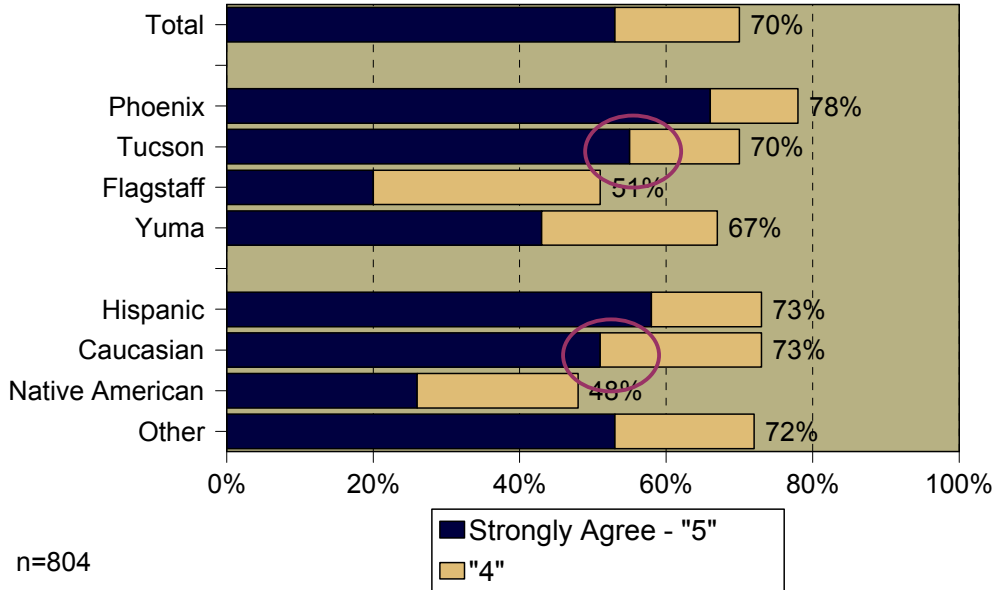
b. Low fat or Fat free Milk Important to Healthy Diet

Seven in ten mothers (70%) agree that *drinking low fat or fat free milk is an important part of a healthy diet*.

Mothers in Phoenix are more likely to agree that *drinking low fat or fat free milk is important to a healthy diet* - 78% versus 70% of moms in Tucson, 67% of those in Yuma, and just 51% of moms in Flagstaff/Winslow. The lower percentage of women in Flagstaff/Winslow who agree with this statement seems to be a function of ethnicity, as just 48% of Native American women agree with the statement. This compares to over seven in ten women in each of the other ethnic groups.

### Drinking low fat or fat free milk is an important part of a healthy diet

4 + 5 Rating, where 5 means "Strongly Agree"

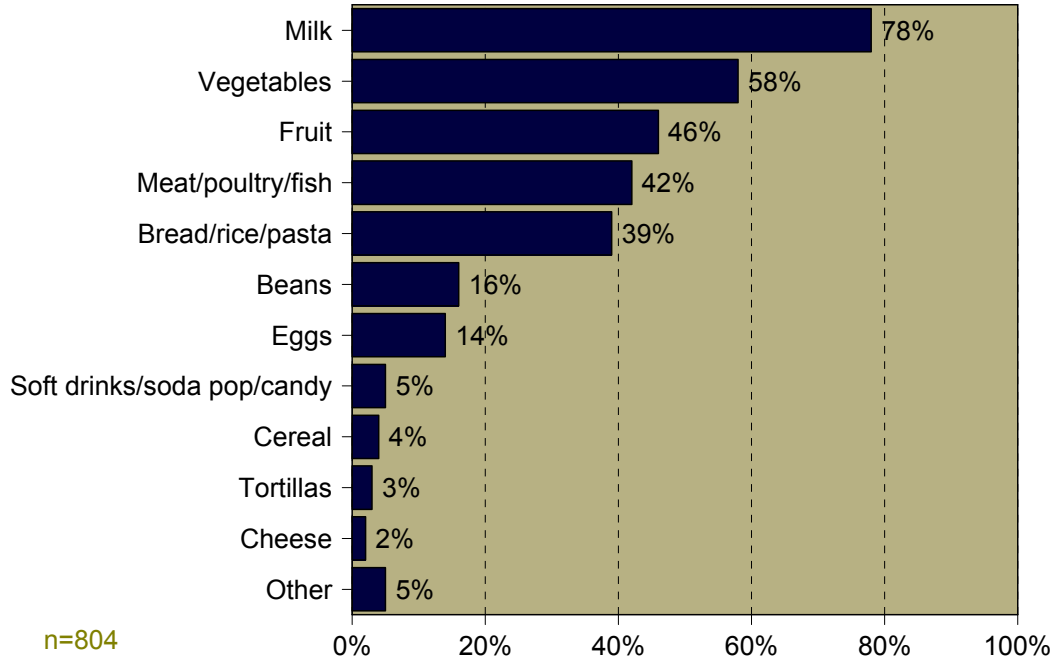


## J. Grocery Shopping

To begin the interview, participants were asked what three things are most likely to be on their grocery lists. More than three in four (78%) mentioned milk. This is followed by vegetables (58%), fruit (46%), meat/poultry/fish (42%), and bread/rice/pasta (39%).

### Items Most Often on Grocery List

*What 3 things are most often on your grocery list?*



#### *Demographic Differences:*

Mothers between the ages of 36 and 45 are significantly more likely to include vegetables on their shopping lists than are younger moms – 66%, compared to 44% of moms between 18 and 25 and 56% of moms between 26 and 35. Hispanic women are more likely than Caucasian women to include both vegetables and fruit. Native American moms are more likely than moms in all other ethnic groups to buy vegetables.

**Table 10: Items on Grocery List  
Fruits and Veggies by Age and Ethnicity**

Food Item	Age				Ethnicity		
	18 - 25 n=138	26 - 35 n=346	36 - 45 n=218	46 - 49 n=102	Caucasian n=90	Hispanic n=554	Native American N=85
Vegetables	<u>44%</u>	<u>56%</u>	<b>66%</b>	62%	<u>48%</u>	<b>59%</b>	<b>66%</b>
Fruits	46%	45%	47%	4%	<u>32%</u>	<b>49%</b>	44%

**BOLD** indicates statistically higher percentage than underlined comparative group(s).