



ARIZONA DEPARTMENT OF HEALTH SERVICES
(ADHS)/
ARIZONA NUTRITION NETWORK (AZNN)
“GROW A HEALTHY CHILD”
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 encourage the consumption of fruits and vegetables, drinking 1% low fat and fat free milk, and eating family meals.

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 or less than 130% of federal poverty level. The secondary target is children 2 to 11.

The subject of this research report is the 2008 *Grow a Healthy Child* campaign, which focuses on eating meals together as a family. The campaign, which ran January through April 2008, was statewide and included the following media and projects:

- Television
- Outdoor
- Door hangers
- Web Site (www.eatwellbewell.org)
- Educational reinforcements (e.g., nutrition-based games and toys)
- 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 with 400 women were conducted in four Arizona cities: Phoenix, Tucson, Flagstaff, and Yuma. In addition, 125 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 the DES office in Flagstaff (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 May 23 and May 31, 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	5114 W. McDowell Road, Phoenix	100	May 23, 31
Food City	2600 W. 16 th Street, Yuma	100	May 25 - 26
Food City	1221 W. Irvington, Tucson	100	May 27 - 28
DES	397 Malpais Lane, Flagstaff	100	May 29 - 30

Respondents were given a \$5 bill and a coupon holder 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). 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	Yuma n=100	Flagstaff n=100
Age					
18 – 25	17%	22%	15%	14%	16%
26 – 35	39%	32%	41%	41%	43%
36 – 45	29%	31%	30%	32%	23%
46 – 49	<u>15%</u>	<u>15%</u>	<u>14%</u>	<u>13%</u>	<u>18%</u>
Total	100%	100%	100%	100%	100%
Education					
8 th Grade or less	18%	26%	12%	18%	16%
Some High School	16%	19%	18%	9%	18%
GED/HS Grad	44%	48%	33%	52%	43%
Some College+	<u>22%</u>	<u>7%</u>	<u>37%</u>	<u>21%</u>	<u>23%</u>
Total	100%	100%	100%	100%	100%
Ethnicity					
Hispanic	61%	68%	85%	66%	26%
Caucasian	21%	17%	7%	26%	34%
Native American	11%	5%	5%	2%	31%
Other	<u>7%</u>	<u>10%</u>	<u>3%</u>	<u>6%</u>	<u>9%</u>
Total	100%	100%	100%	100%	100%
Food Assistance					
Yes	55%	50%	47%	43%	80%
No	<u>45%</u>	<u>50%</u>	<u>53%</u>	<u>57%</u>	<u>20%</u>
Total	100%	100%	100%	100%	100%
Food Stamps*	71%	48%	75%	61%	89%
WIC	69%	90%	51%	71%	64%
Other	20%	6%	32%	20%	22%

* Among those receiving assistance

I. Key Findings & Conclusions

- **Over three in four mothers include milk on their grocery lists.** Meat/poultry/fish, vegetables, bread/rice/pasta, and fruit follow.
 - *2% milk is the most common milk drank among moms (50%) and children (46%). Whole milk is the second listed with moms (26%) and kids (34%). Lastly, 1% low fat and fat free milk are listed with moms (25%) and children (20%).*
 - *Two-thirds (66%) of women interviewed believe that 1% low fat and fat free milk have the same amount of vitamins and minerals as whole milk.*
 - *Four in five moms (81%) indicate strong agreement with the statement – “drinking 1% low fat or fat free milk is an important part of a healthy diet.”*
- **Nearly two-thirds of women (64%) report they have eaten together as a family five times out of the past five days.**
 - *When asked about television viewing during family meal times, just over one half (54%) reported the TV was on at least once during recent family meal times. Two in five (39%) indicate the TV was on for three or more family meals.*
- ***Eating lots of fruits and vegetables*** is the most frequently cited message respondents recall regarding advertising about eating healthy foods (mentioned by 44%). *Eating a healthy/well-balanced diet* (20%), *the food pyramid* (13%) and eating “*5 A Day*” (10%) round out the top four mentions.
- ***A family sitting down for a meal together/sharing a meal is the dominant theme*** participants recall when asked about *advertising related to eating together as a family* (mentioned by two-thirds). *Kids and adults together* and *nutritious meals/healthy meals* come in a distant second and third.
- **Unaided awareness is 12%.** *Grow a Healthy Child* 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 together as a family/sharing meals together as a family?*) 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.
- **Total aided awareness is 32%. One third of moms and just over one-half of children say they have seen the *Grow a Healthy Child* advertising.** *Aided*

awareness is based on responses of all participants. That is, they were all shown the *Grow a Healthy Child* advertising and asked if they recall seeing any advertising “that looked like this.”

- **The dominant message respondents recall (once they have seen the *Grow a Healthy Child* materials) is to eat as a family, spend time together, and/or bond as a family** (mentioned by 81% of mothers).
 - *More than one-third feel the primary message was that kids need to eat healthy in order to grow up healthy (35%) and similarly 10% said the message was that kids needed fruits and vegetables in order to grow up healthy.*

- **The top two reasons mothers liked the advertising were the image of the family eating together/family togetherness and seeing the family getting older and growing up healthy** (mentioned by 56% and 27% respectively). Overwhelmingly, mothers say they like the ad, with 92% rating it “5” or “4” on a 5-point scale. Six percent (6%) gave the advertising a neutral rating (“3”), and just 2% gave the advertising a “2” or “1” rating.
 - *Nearly all of the children said they liked the advertising and were most likely to mention liking the puppy begging (32%). Nearly one in five mentioned enjoying the happy family and/or the family eating together. An additional 13% liked the music. Approximately one in ten children liked seeing the family growing up healthy (11%), the design and animation in the ad (10%), and that it teaches kids to eat fruits and veggies (9%). Six percent (6%) liked seeing the dad take the apple.*

- **TV is the #1 medium, with nearly nine in ten (89%) of those who had seen or heard advertising saying they had seen the ads on TV.** Government offices was cited second most often, but mentioned by only 7%. Other media were rarely mentioned.
 - *Channel 33 in Phoenix, Univision in Tucson and Flagstaff, and the Disney Channel in Yuma were named most frequently by participants.*

- **The *Grow a Healthy Child* advertising is easy to understand.** A vast majority of mothers interviewed find the advertising easy to understand (89% rate it a “5” on “easy to understand”).

- **Nearly all women interviewed indicated they either already frequently eat together as a family (50%), have taken steps to do so more often (34% have tried to, 10% have been), or have thought about having more family meals (5%).** Just 1% said they have not thought about eating more meals together as a family.

- **A vast majority of women interviewed reported already serving healthy meals every day (44%) or having taken steps to do so more often (37% have tried to, 10% have been), or have thought about it (7%).** Just 2% said they have not thought about serving more healthy meals to their families.

- **Mothers are open to emailed recipes and tips.** Nearly three in four (75%) mothers with email addresses indicated being likely to take advantage of recipes and tips for healthy eating if they were emailed to them. However, two-thirds of those interviewed do not have email addresses.

- **A large majority of children (91%) 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.

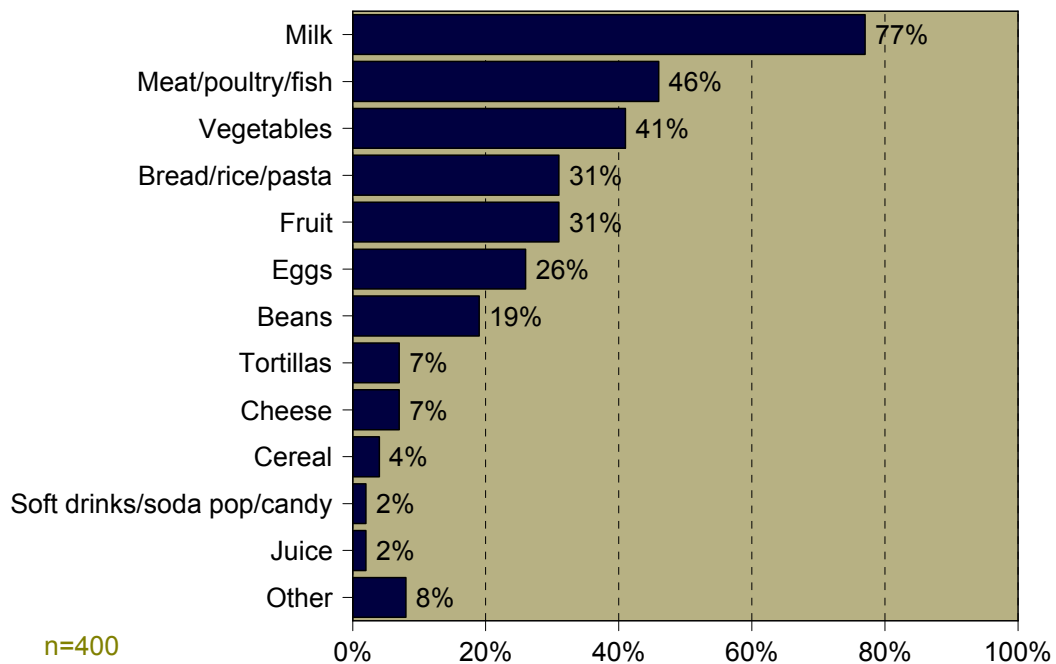
III. SUMMARY of Findings

A. GROCERY SHOPPING

To begin the interview, participants were asked what three things are most likely to be on their grocery lists. More than three in four (77%) typically have milk on their lists. This is followed by meat/poultry/fish (46%), vegetables (41%), bread/rice/pasta (31%) and fruit (31%).

Items Most Often on Grocery List

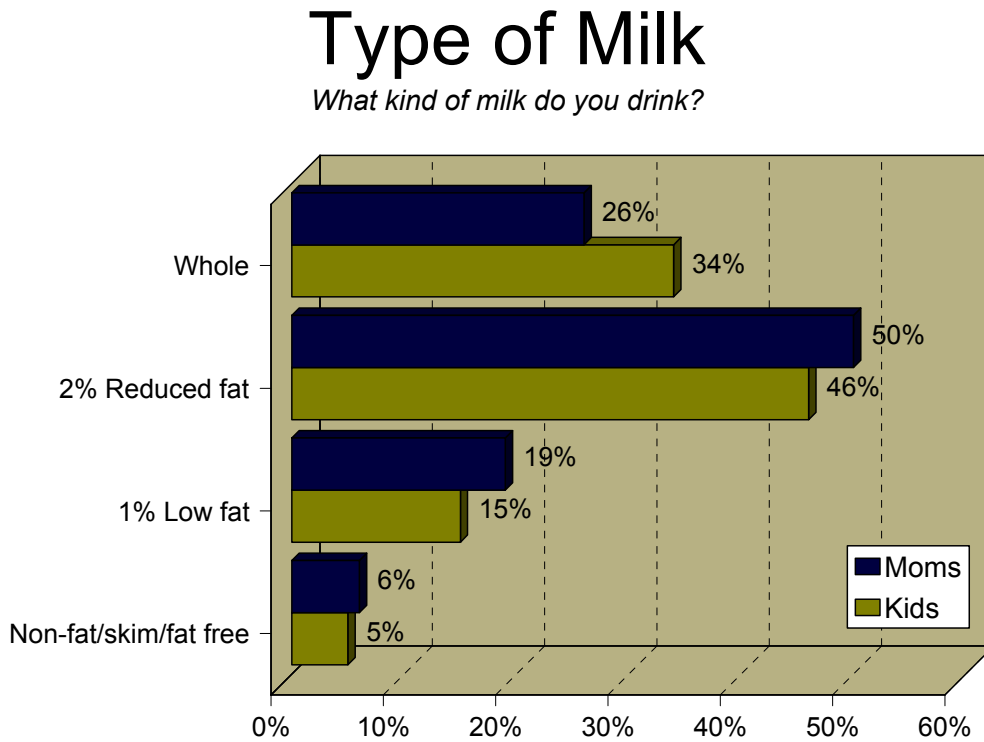
What 3 things are most often on your grocery list?



B. Types of Milk Consumed and Attitudes about Low Fat and Non-Fat Milk

1. Type of Milk

While milk nearly 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 (26%) and kids (34%). One in four (25%) report personally drinking milk with a lower fat content – 19% drink 1% low fat milk and 6% drink fat free milk. Similarly, one in five children are given either 1% low fat milk (15%) or fat free milk (5%).

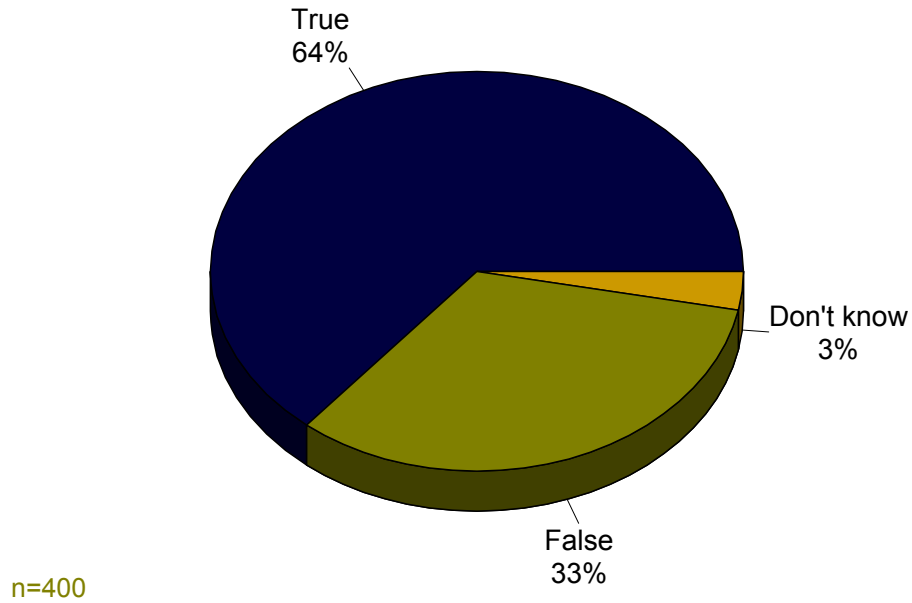


n=395

2. Low and Non-Fat Milk - Vitamin and Mineral Content Same as Whole Milk

Nearly two-thirds of women (64%) interviewed believe that 1% low fat and fat free milk have the same amount of vitamins and minerals as whole milk. Conversely, one-third (33%) thinks this statement is false. Three percent (3%) said they don't know.

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

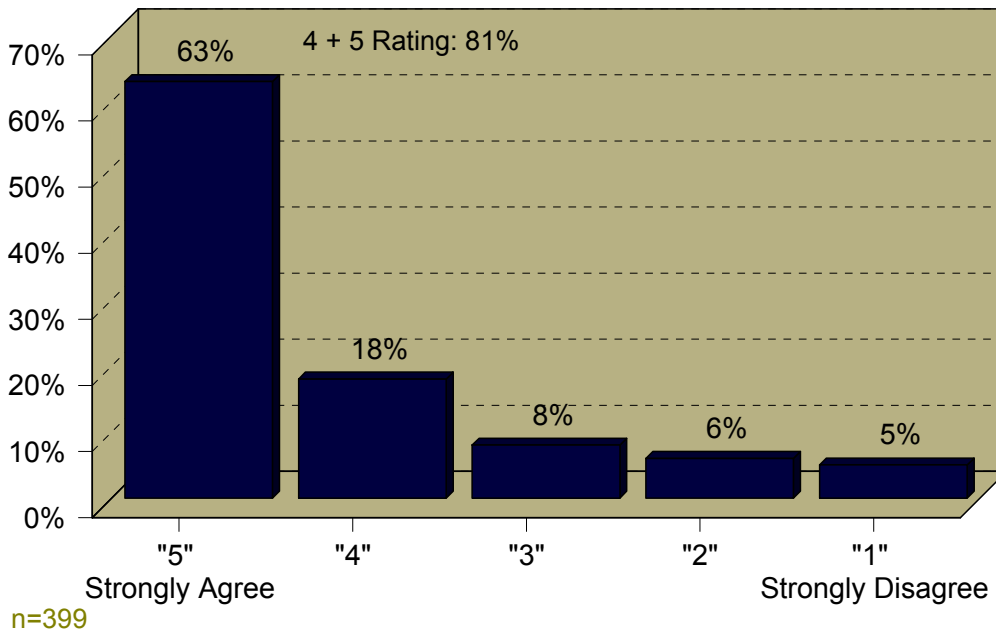


3. *Low and Non-Fat Milk - Important to Healthy Diet*

Overall, four in five moms (81%) indicate strong agreement with the statement – *drinking 1% low fat or fat free milk is an important part of a healthy diet*. However, there were the following statistically significant differences by campaign awareness and ethnicity:

- Agreement with the statement is significantly higher among those aware of the *Grow a Healthy Child* campaign than among those with no recall - 87% vs. 78%.
- Conversely, disagreement is stronger among those who did not recall the campaign – 14% vs. 6%.
- Hispanic women are more likely to agree with the statement than Caucasian women – 84% and 72% respectively.
- Caucasian women are significantly more likely than Hispanic women to indicate disagreement (21% of Caucasian women give a rating of 1 or 2 vs. 9% of Hispanics).

Drinking 1% low fat or fat free milk is an important part of a healthy diet.

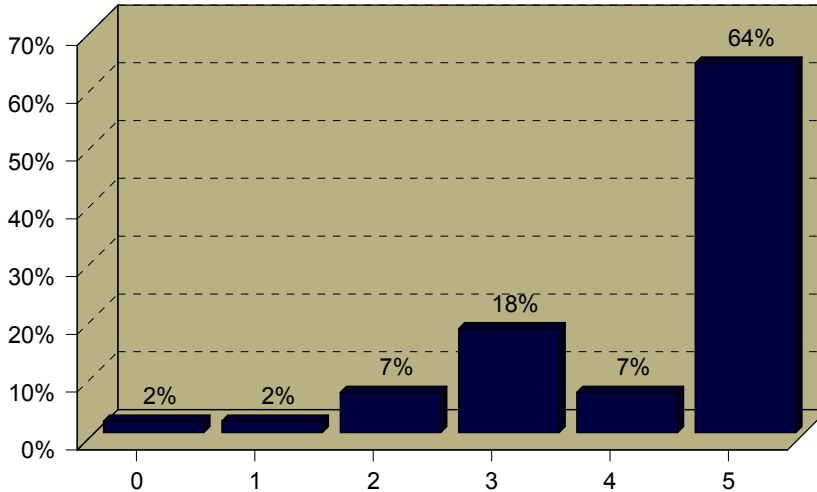


C. Family MEALS

Nearly two-thirds of women (64%) report they have eaten together as a family five times out of the past five days. This percentage was somewhat higher among those with unaided recall of the *Grow a Healthy Child* campaign (76% vs. 63% with no recall).

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

When asked about television viewing during family meal times, over half of those who had eaten dinner together only once and a similar portion of those who had eaten together five out of the past five evenings, reported eating “TV-free” during meal time – 56% and 54% respectively. By contrast, approximately one-third of those who had eaten together two, three, or four times in the past five days, did so without TV.

Families who had dinner together three times in the past five days were most likely to have been watching TV each time they ate together – 65% report three out of three times.

**Table 1: Times Eaten Together as a Family
By Times TV is on**

		Times Eaten Together as a Family					
Times TV is on	0 n=6	1 n=9	2 n=29	3 n=71	4 n=27	5 n=258	
0	NA	56%	31%	27%	33%	54%	
1	NA	44%	17%	1%	7%	2%	
2	NA	(100%)	52%	7%	19%	7%	
3	NA		(100%)	65%	7%	9%	
4	NA			(100%)	33%	1%	
5	NA				(100%)	27%	
						(100%)	

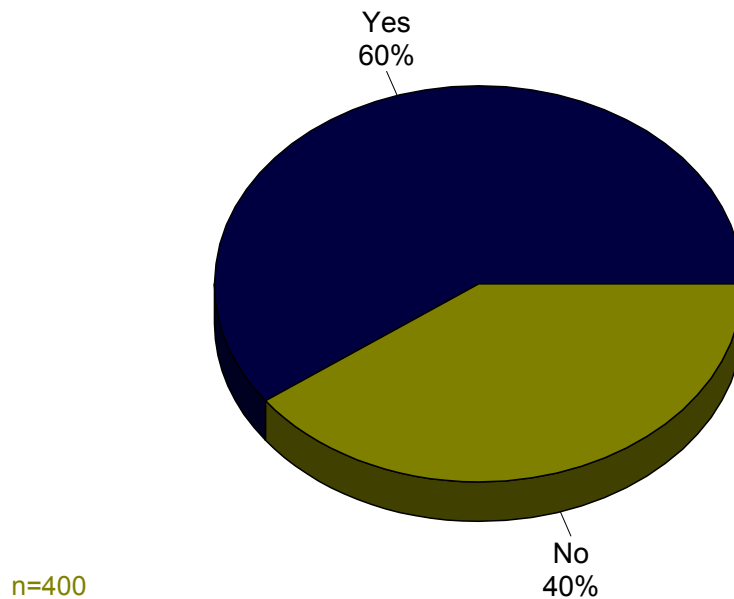
D. UNAIDED Ad AWARENESS – EATING Healthy Foods

Prior to discussing advertising specifically related to eating meals together as a family, participants were asked if they had seen or heard any advertising or public service announcements about *eating healthy foods*.

Three in five (60%) indicated awareness of general advertising or PSAs about *eating healthy foods*. Hispanic women were significantly more likely than Caucasian women to say they had seen advertising for eating healthy foods – 66% and 46%, respectively. Awareness was also significantly higher among those with some college or more education (74% compared to 56% with less education).

Aware of Healthy Eating Advertising

In the past few months, have you seen or heard any advertising or PSAs about eating healthy foods?



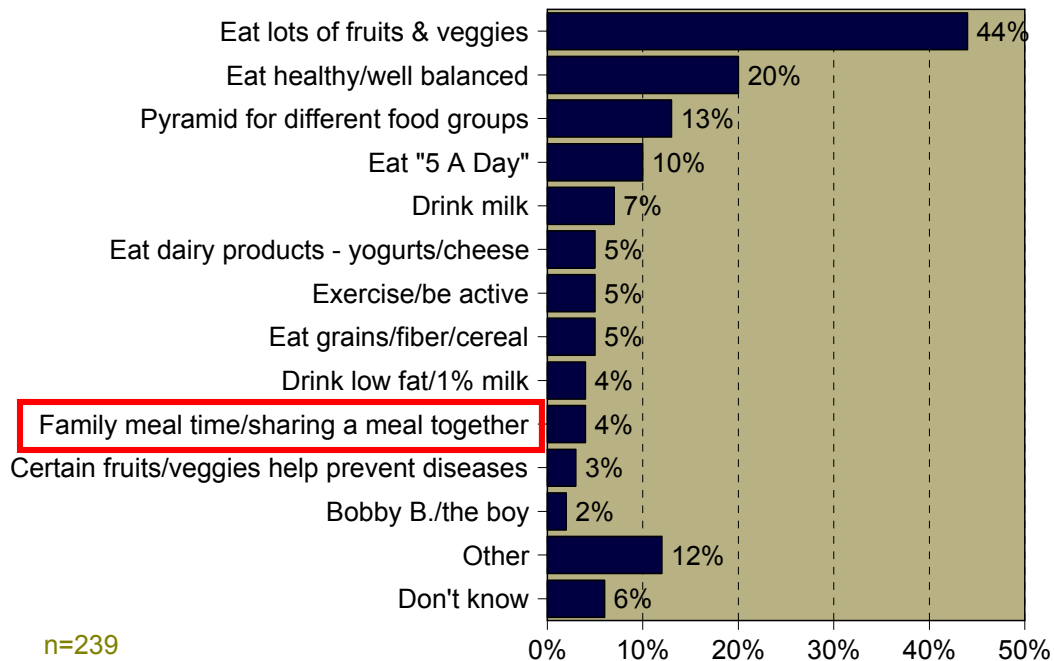
E. MESSAGE RECALL – EATING HEALTHY FOODS

When asked what they remember about this advertising, women were most likely to say the advertising was about *eating lots of fruits and vegetables* (44%). *Eating a healthy/well-balanced diet* (20%), *the food pyramid* (13%) and eating “*5 A Day*” (10%) round out the top four mentions. There were also a number of references to milk: 7% - *drink milk*, 4% - *drink low fat milk*, 1% - *milk does a body good*, 1% - *milk helps control your weight*.

Among those who recall eating healthy food messaging, four percent (4%) mentioned messages related to the *Grow a Healthy Child* campaign. Specifically, 4% recalled messages encouraging *eating meals together as a family*, 1% mentioned *nutritious meals/healthy meals* and just under one-half percent recalled *pictures on the wall* as an element of the advertising. These specific mentions add to more than 4% because a few individuals named more than one element of the *Grow a Healthy Child* campaign.

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 healthy/well-balanced meals and the national *Eat 5 a Day* campaign message, while Caucasians are significantly more likely to recall learning that certain fruits and vegetables prevent diseases.

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

	Hispanic n=160	Caucasian n=38
Eat lots of fruits and vegetables	43%	42%
Eat healthy/well-balanced	23%	11%
Pyramid for different food groups	11%	18%
Eat 5 a day	13%	3%
Drink milk	8%	--
Eat dairy products	5%	8%
Exercise/Be active	4%	3%
Eat grains/fiber/cereal	4%	8%
Drink low fat/1% milk	4%	5%
NET Grow a Healthy Child Campaign Messaging	4%	5%
Family meal time/sharing a meal together	4%	5%
Nutritious meals/healthy meals	2%	--
Picture on wall/wall hangings	.6%	--
Certain fruits/veggies prevent diseases	1%	13%
Bobby B/the boy	1%	3%
Other	2%	--
Don't know	5%	10%

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

F. UNaided Ad Awareness – *Grow a Healthy Child*

Due to the nature of the advertising (concept based rather than company based or for a unique product), measuring unaided awareness requires uncovering it in layers through a series of questions that reveal unaided recall of specific elements of the advertising and then validating perceived unaided awareness with the aided question.

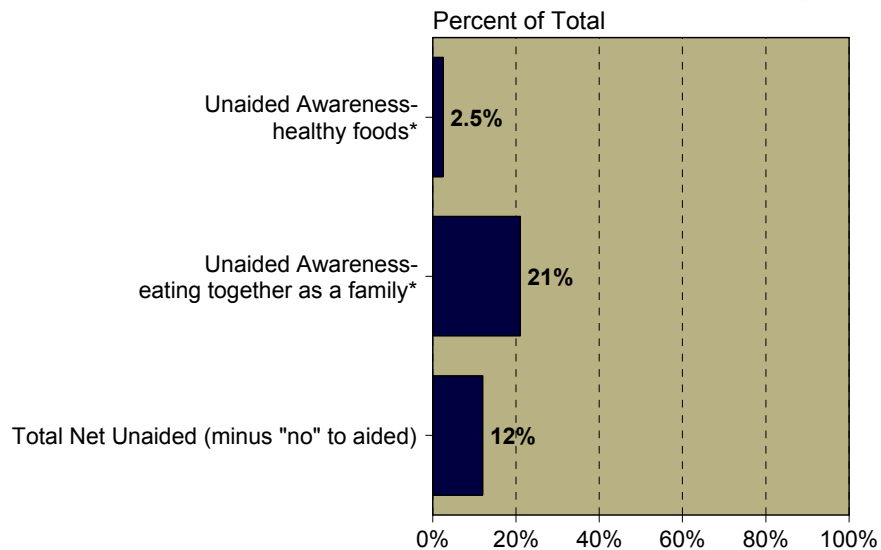
All participants were asked the question regarding advertising or public service announcements about *eating healthy foods*. When asked this *unaided awareness* question, 2.5% of all respondents indicated they had seen something related to the *Grow a Healthy Child* campaign.

Next, respondents who did not say the above were asked if they had seen or heard any advertising or public service announcements about *eating together as a family/sharing meals together as a family*. At this point, one in five (21%) additional respondents appeared to refer to *Grow a Healthy Child* advertising. Examples include: *family sitting down for dinner, sharing a meal, eating together, kids and adults together, bonding as a family, time lapse photography, picture on wall*.

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 removed from the unaided figure as they were not in fact recalling the *Grow a Healthy Child* Campaign. **The result is total unaided awareness, which stands at 12%.**

Unaided Awareness Grow a Healthy Child Advertising

*Have you seen or heard any advertising or PSAs about eating healthy foods?
Do you recall seeing or hearing any advertising or PSAs about eating together as a family/sharing meals together as a family?
If Yes to either: What do you remember about the advertising?*



Demographic Differences

Women in Phoenix and Tucson were significantly more likely than those in Flagstaff to indicate they had seen *Grow a Healthy Child* advertising on an unaided basis.

Table 3: Unaided Awareness of Growing a Healthy Child Advertising By City

Total (n=400)	Phoenix n=100	Tucson n=100	Yuma n=100	Flagstaff n=100
12%	16%	17%	8%	<u>5%</u>

BOLD indicates a significantly higher percentage than the comparative underlined percentage.

G. MESSAGE RECALL – FAMILY MEALS

Those respondents who recalled advertising about eating together as a family prior to being shown the *Grow a Healthy Child* advertising (unaided awareness) were asked about the main message of the ads.

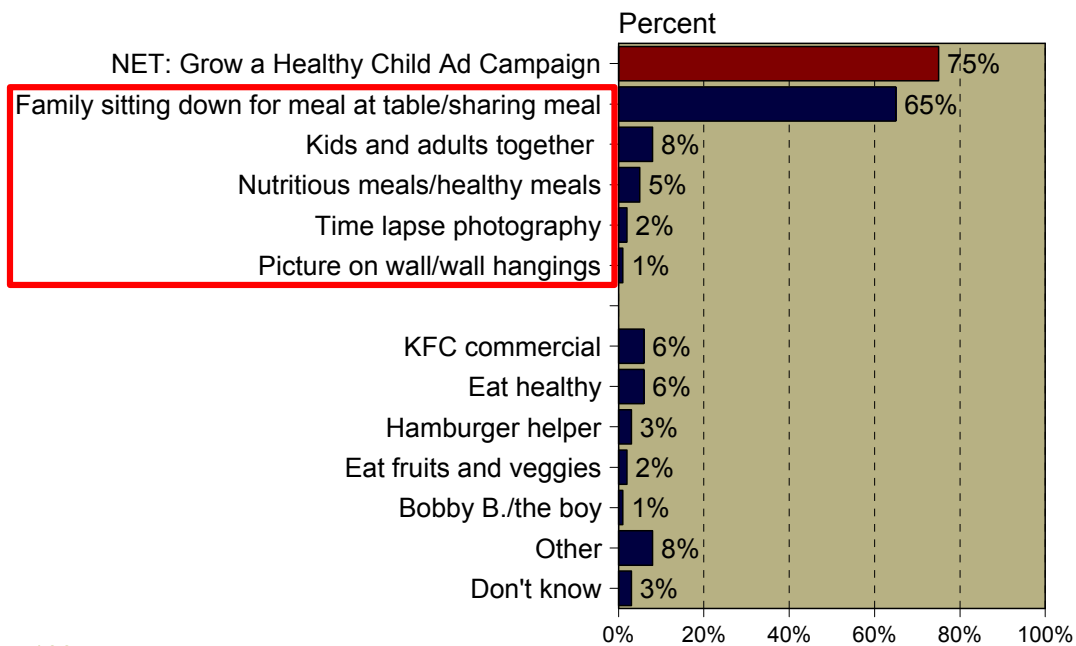
In total, 75% of respondents who recalled advertising about *eating together as a family* mentioned what appeared to be a specific element of the *Grow a Healthy Child* campaign. As might be expected, the most frequently cited message was simply the concept related in the question - *families eating together/sharing a meal* - with nearly two-thirds of women (65%) saying this is what they remember most. An additional 8% mentioned *kids and adults together* or *several family members together*. Five percent (5%) mentioned the idea of *nutritious or healthy meals*. Other specific *Grow a Healthy Child* ad messages recalled were – *time lapse photography* (2%), *pictures on wall/wall hangings* (1%).

Non-campaign related messages recalled were advertisements for food products such as KFC commercials (6%) and an ad for Hamburger Helper (3%). Six percent (6%) also recalled a generic message about eating healthy.

Only ten children recalled advertising about eating together as a family and, while they all recalled different messages, three recalled elements specific to the *Grow a Healthy Child* campaign.

Family Meals Message Recall

What do you remember about the advertising?



n=109 (Among moms aware of eating together as a family advertising/not asked of those who mentioned eating together message when asked about eating healthy foods advertising)

Demographic Differences

Women in Yuma were the least likely to recall specific *Grow a Healthy Child* campaign messages or elements and they were significantly less likely to mention a *family sitting down together to share a meal*. Due to small samples, no other geographic differences are statistically relevant.

**Table 4: Message Recall Among those Aware of Advertising
By City**

	Total n=109	Phoenix n=23	Tucson n=37	Yuma n=34	Flagstaff n=15
NET Grow a Healthy Child	75%	83%	81%	62%	80%
Family sitting down for meal at table/ sharing meal together	65%	83%	73%	<u>41%</u>	73%
Kids and adults together	8%	--	8%	15%	7%
Nutritious meals/ healthy meals	5%	4%	5%	3%	7%
Time lapse photography	2%	4%	--	3%	--
Picture on wall/wall hangings	1%	--	--	3%	--
KFC commercial	6%	9%	8%	3%	7%
Eat healthy	6%	--	5%	12%	--
Hamburger helper	3%	4%	--	6%	--
Eat fruits and veggies	2%	4%	--	3%	--
Bobby B./the boy	1%	--	--	3%	--
Other	8%	4%	11%	15%	--
Don't know	3%	4%	--	--	13%

BOLD indicates a significantly higher percentage than the comparative underlined percentage.

H. Aided Ad AWARENESS - GROW A HEALTHY CHILD

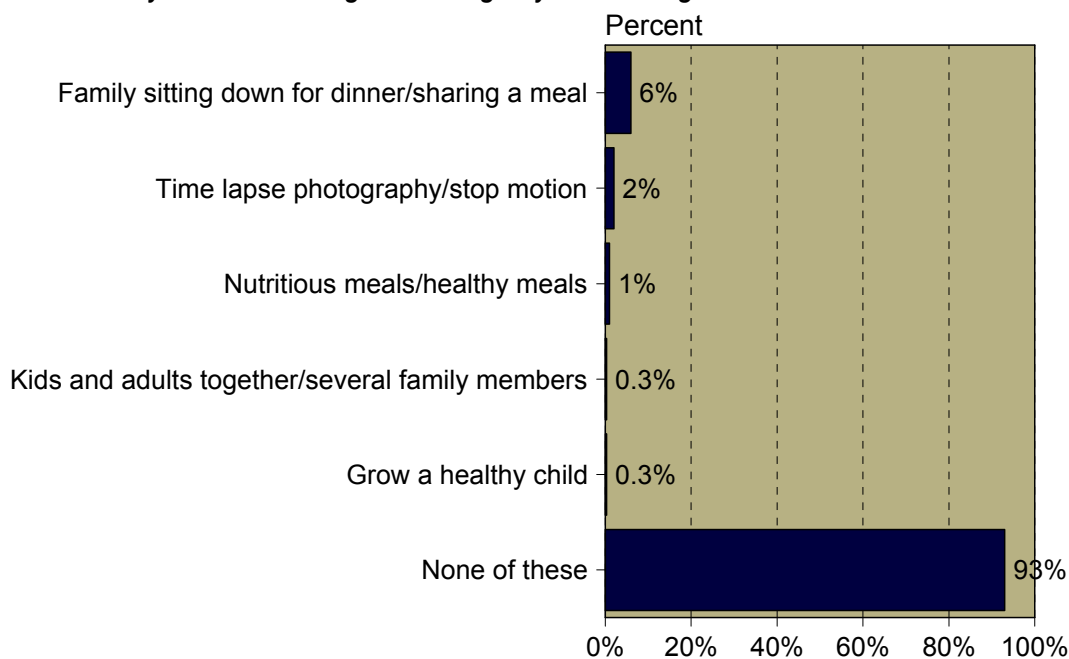
1. Verbally Aided Awareness (Among those not aware unaided)

Respondents who did not indicate unaided awareness of the *Grow a Healthy Child* campaign were asked about specific messages and elements of the advertising. Seven percent (7%) of this sub group or 5% of all respondents indicated seeing or hearing advertising or PSAs related to the campaign once they were read specific advertising elements.

They were most likely to recall the idea of a family sharing a meal together (6%). A few remembered the time-lapse photography and the promotion of nutritious (2 total mentions) or healthy meals (1 mention). One each recalled kids and adults together and the *Grow a Healthy Child* message.

Aided Recall of Grow a Healthy Child Advertising

Do you recall seeing or hearing any advertising or PSAs that included?



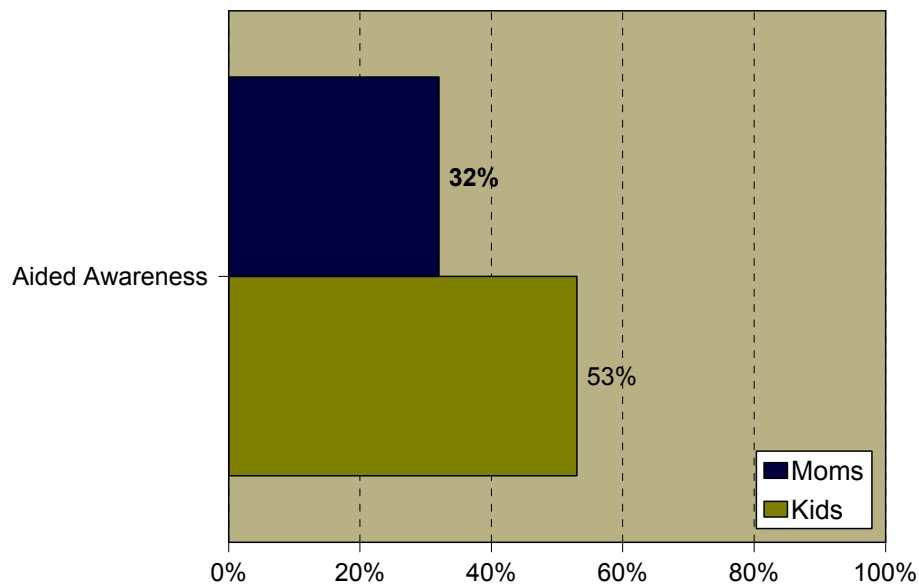
n=302 (Those who did not indicate unaided awareness of *Grow a Healthy Child* advertising elements in prior questions).

2. Visually Aided Awareness (Among All)

In order to validate unaided awareness and to achieve the most accurate measure of aided awareness, all participants were shown an example of the *Grow a Healthy Child* advertising campaign (i.e., TV spot, mounted boards with the outdoor graphic), and asked if they recalled seeing any advertising that looked similar. Nearly one-third of women (32%) said they had seen something similar to the ads shown, while 53% of the children who responded to this question said they had seen something like this.

Aided Awareness: Recognition of Actual Grow a Healthy Child Advertising

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



Families who had eaten together two times in the past five days were significantly less likely to recall the *Grow a Healthy Child* advertising than were those who had eaten five out of five dinners together.

**Table 5: Advertising Awareness
By Times Eaten Together as a Family**

	Total N=400	Times Eaten Together as a Family					
		0 n=6	1 n=9	2 n=29	3 n=71	4 n=27	5 n=258
Unaided	12%	17%	11%	10%	3%	15%	14%
Total	32%	33%	22%	17%	33%	30%	34%
No recall	68%	67%	78%	83%	67%	70%	66%

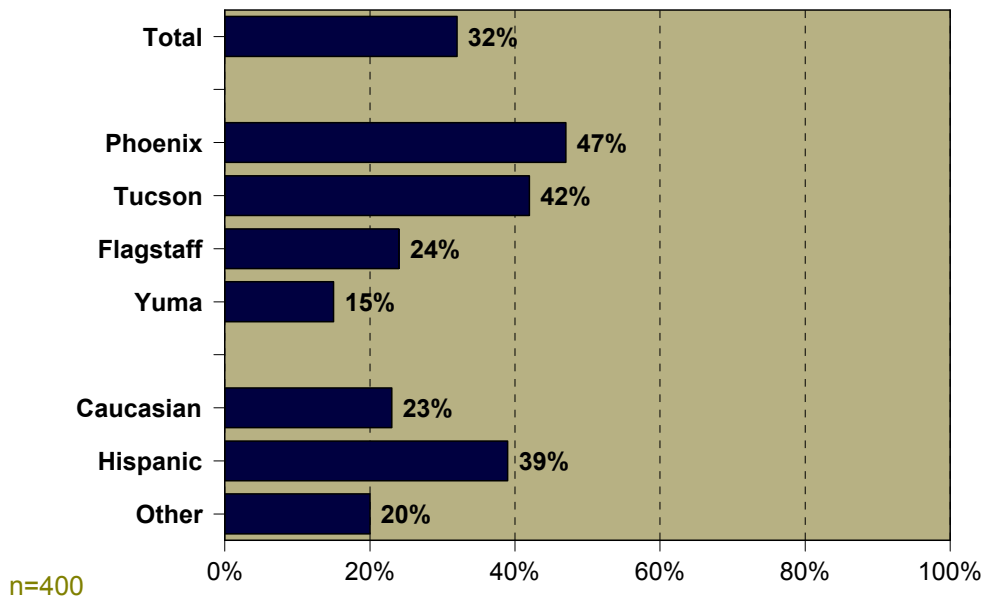
BOLD indicates statistically significant differences from others in category/row.

Demographic Differences

Mothers in Phoenix and Tucson were significantly more likely than those in Flagstaff and Yuma to have seen *Grow a Healthy Child* advertising. Hispanic moms were significantly more likely than those of other ethnicities to report seeing this advertising.

Aided Awareness By City & Ethnicity: Recognition of Actual Grow a Healthy Child Advertising Among Mothers

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



Although sample sizes are quite small, children in Yuma were significantly less likely than those living in Phoenix, Tucson or Flagstaff to recognize advertising.

**Table 6: Aware of *Grow a Healthy Child* Advertising
Child Responses By City**

Children	Total n=123	Phoenix n=37	Yuma n=37	Tucson n=26	Flagstaff n=23
Yes	53%	65%	<u>22%</u>	73%	61%
No	46%	32%	76%	27%	39%
Don't know	<u>1%</u>	<u>3%</u>	<u>2%</u>	<u>0%</u>	<u>0%</u>
Total	100%	100%	100%	100%	100%

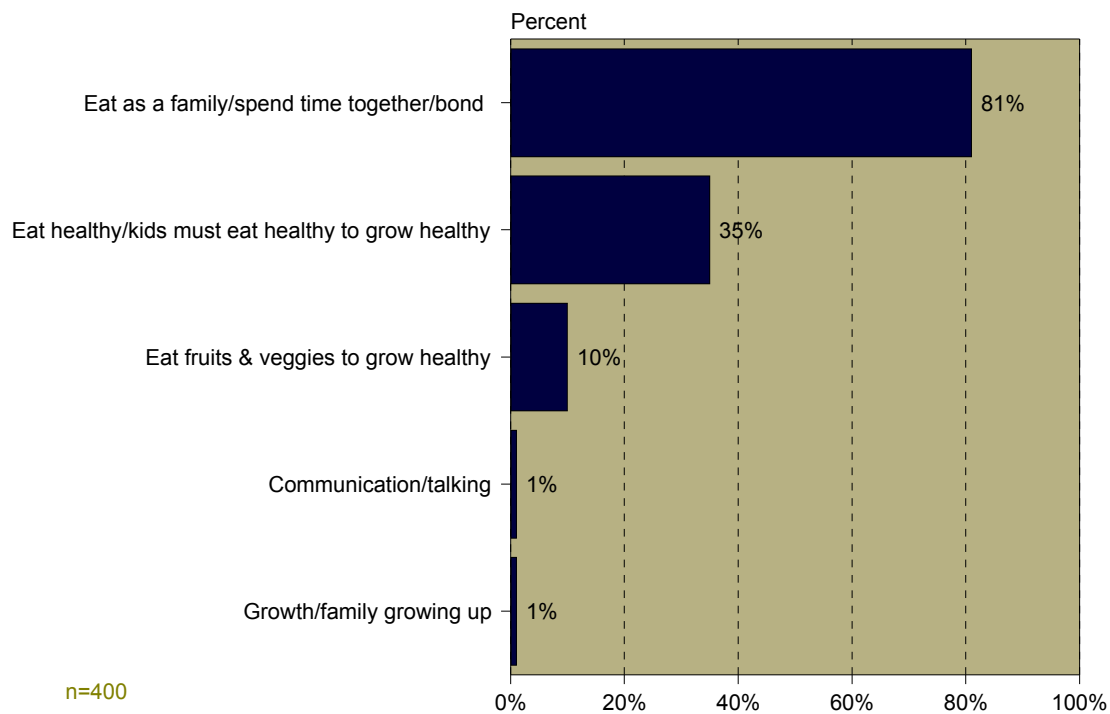
BOLD indicates a significantly higher percentage than the comparative underlined percentage.

I. MAIN MESSAGE – GROW A Healthy Child

Mothers were most likely to think the main message of the advertising shown was to eat as a family, spend time together, and/or bond as a family (81% mentioned). More than one-third felt the primary message was that kids need to eat healthy in order to grow up healthy (35%) and, similarly, 10% said the message was that kids needed fruits and vegetables in order to grow up healthy.

Main Message

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

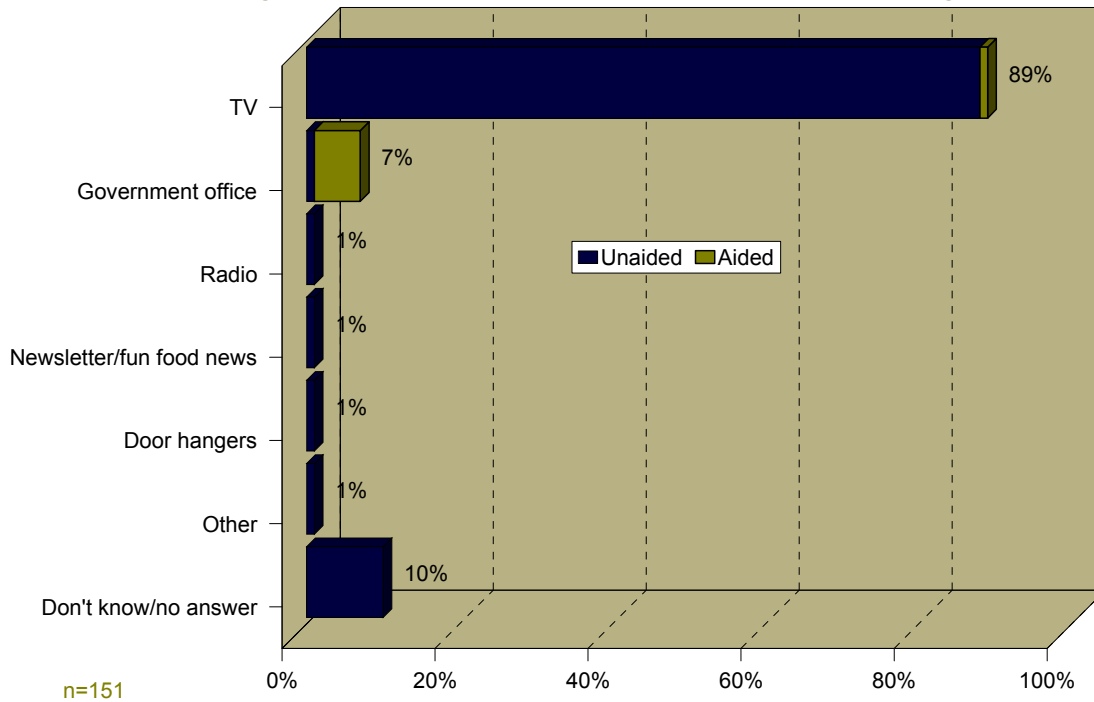


J. Media Recall

Overwhelmingly, respondents were most likely to say they had seen the advertising on TV, with nearly nine in ten (89%) naming this medium when asked where they had seen or heard the advertising. Government office was cited next most frequently, with 7% of survey participants mentioning this (most recalled it aided – 6%). (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 Grow a Healthy Child Advertising

Among those who have Seen/Heard Advertising



Demographic Differences

As expected, a very high percentage of respondents in all cities say they saw *Grow a Healthy Child* advertising on TV, with Phoenix and Yuma being the highest (96% and 94%) and Flagstaff the lowest (79%). Women in Yuma were notably more likely than women in other cities to say they had seen the advertising at a government office; however, due to the small sample size in Yuma (16), this is not a statistically significant finding.

**Table 7: Source of Advertising
By City**

	Total n=151	Phoenix n=54	Tucson n=48	Yuma n=16	Flagstaff n=33
TV	89%	96%	85%	94%	79%
Government office	7%	7%	8%	13%	3%

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

A total of 134 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: small sample sizes.*)

**Table 8: TV Stations
By City**

Phoenix n=52	Tucson n=41	Yuma n=15	Flagstaff n=26
Channel 33 – 52%	Univision - 42%	Disney – 20%	Univision – 28%
Channel 10 – 12%	Channel 5 - 10%	Univision – 13%	Channel 2 – 20%
Channel 45 – 10%	Nickelodeon - 7%	Nickelodeon - 13%	Channel 8 – 16%
Channel 61 – 8%	Disney - 5%		Disney – 16%
Channel 8 – 6%	Telemundo - 5%		
	Channel 13 – 5%		

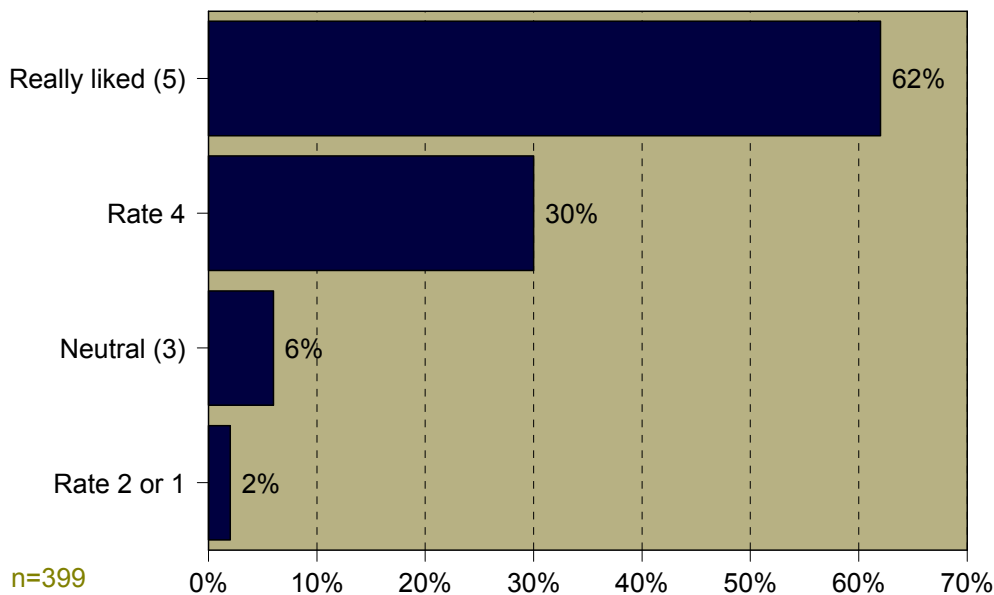
K. Overall Opinion of Advertising

1. Rating of 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. A vast majority (92%) of moms gave a high rating to the *Grow a Healthy Child* advertising (rated it a “4” or “5”). More than three in five (62%) indicated they “really liked” the ad, rating it a “5.” An additional 30% also indicated a favorable opinion of the advertisement by awarding it a “4” rating. Six percent (6%) were neutral, and just 2% rated the ad “1” or “2.”

Those aware of the campaign (unaided or aided) were significantly more likely to rate it favorably (97% rated 4 + 5 vs. 90% with no recall).

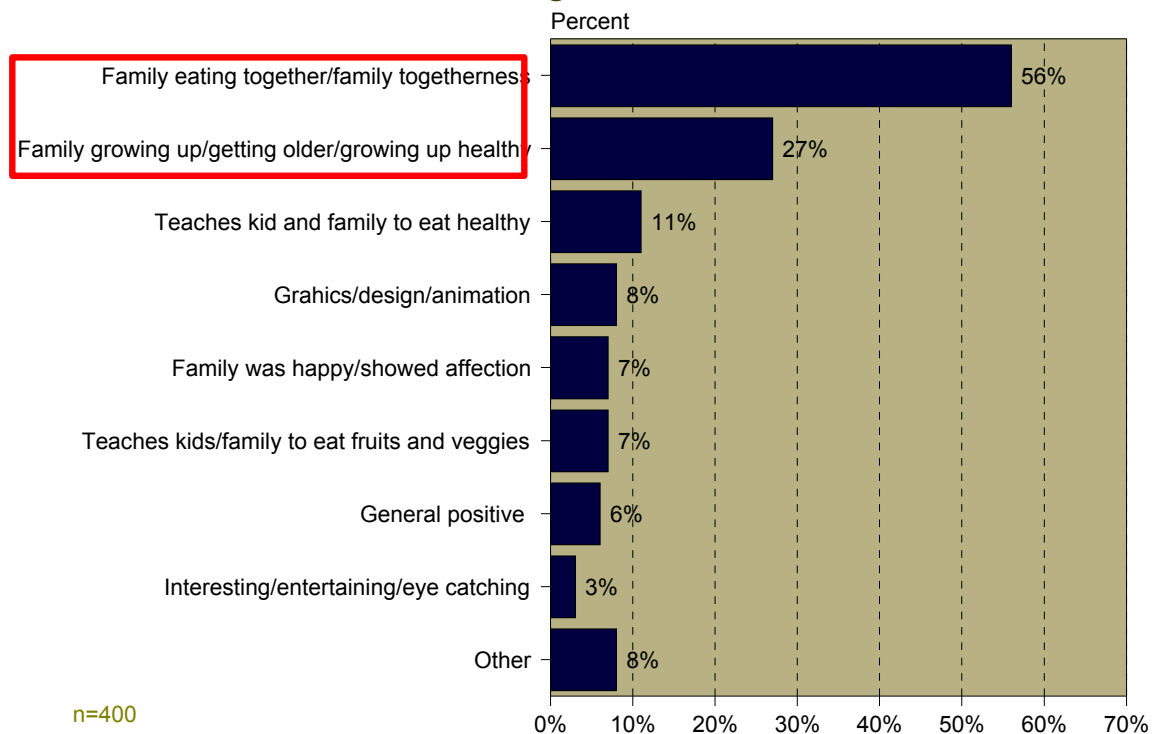
Overall Opinion of Grow a Healthy Child Advertising Among All Moms



2. *Why Mothers Like Advertising*

Mothers like the ad for a variety of reasons; however, the top two reasons were the image of the family eating together/family togetherness mentioned by more than one-half (56%) and seeing the family getting older and growing up healthy (27%). Approximately one in ten mentioned appreciating that it teaches kids to eat healthy (11%) and/or enjoying the design and animation elements of the advertising (8%).

Why Like Advertising Among Mothers

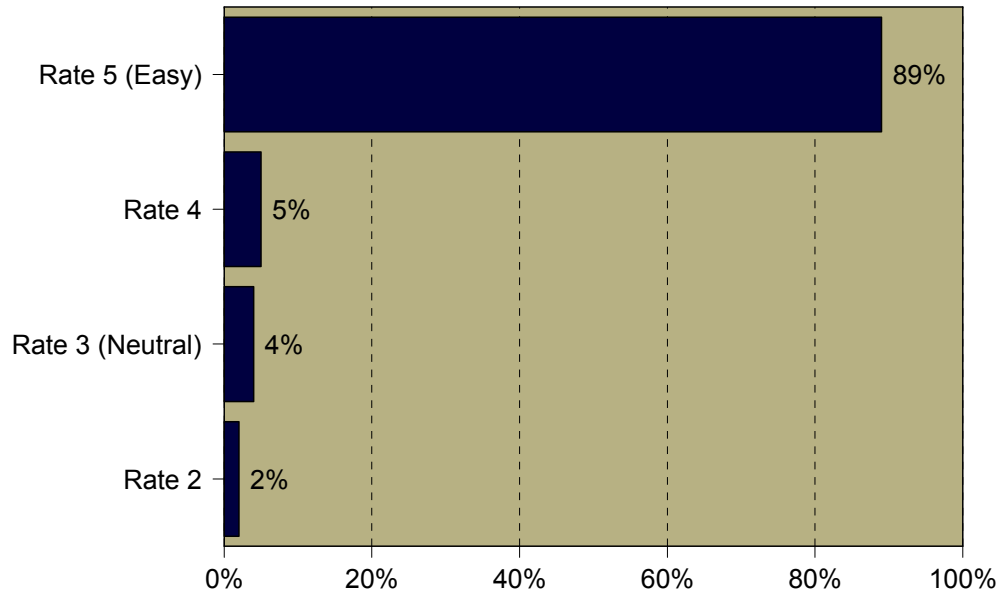


L. Overall Effectiveness

A vast majority (94%) of the mothers interviewed found the advertising easy to understand (89% rate it “5” or “easy to understand” and 5% rate it a “4”). Only 2% indicated they may have found it somewhat hard to understand (gave a rating of “2”).

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=399

M. "STAGE OF READINESS"

1. Readiness to Eat Together as a Family

Grow a Healthy Child study participants were asked a question to help determine their "stage of readiness" with regard to eating more meals together as a family.

The question was as follows:

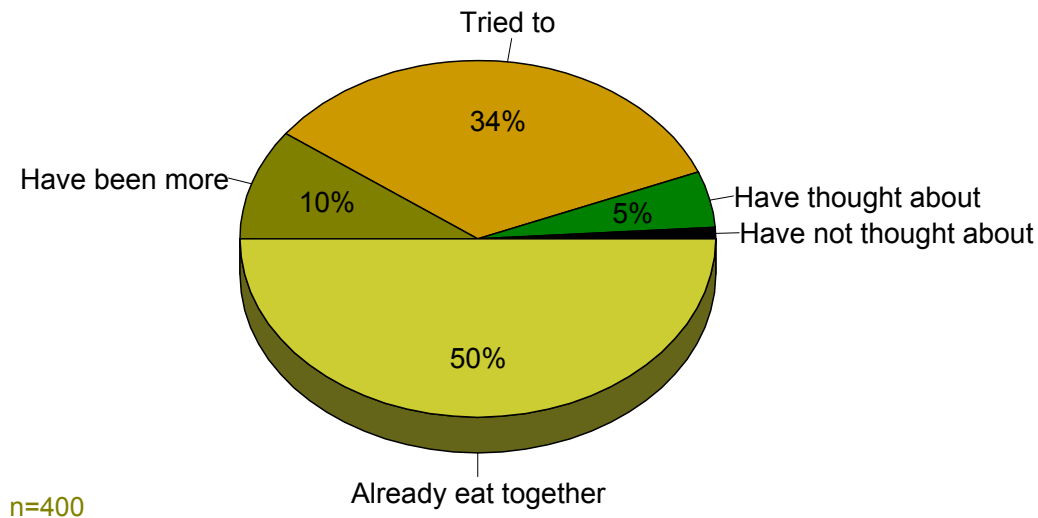
Which of the following statements best represents you?

- In the past 5 months, I have not thought about eating more meals together as a family.
- In the past 5 months, I have thought about eating more meals together as a family.
- In the past 5 months, I have tried to eat more meals together as a family.
- In the past 5 months, I have been eating more meals together as a family.
- My family already eats together 5 or more times each week.

As seen below, nearly all women interviewed (99%) indicated they already frequently eat together as a family or that they are interested in doing so more often. One-half (50%) of respondents already eat together with their family five or more times per week. An additional 10% said they have been eating more meals together in the past five months and one-third (34%) have been trying to have more family meals. While five percent (5%) have thought about eating more meals together, 1% said they have not even thought about doing so.

Eating More Meals Together "Stage of Readiness"

Which of the following statements best represents you?



There were no statistically significant differences by those who recalled seeing the advertising and those who did not among either Caucasian or Hispanic women.

**Table 9: “Stage of Readiness”
By Ethnicity and Awareness**

	Caucasian				Hispanic			
	Advertising Awareness				Advertising Awareness			
	Un-Aided N=5	Aided N=13	Total N=18	No Rec. N=63	Un-Aided N=35	Aided N=57	Total N=93	No Rec. N=147
Have not thought about eating more meals together as a family	-	-	-	2%	3%	2%	2%	-
Thought about eating more meals together as a family	-	-	-	8%	3%	5%	4%	6%
Tried eating more meals together as a family	20%	38%	33%	38%	36%	32%	33%	33%
Eating more meals together as a family	20%	8%	11%	8%	14%	9%	11%	13%
Family already eats together	60%	54%	56%	44%	44%	53%	50%	48%

2. *Readiness to Serve Healthier Meals*

Participants were also asked a question to help determine their “stage of readiness” with regard to serving their families healthier meals.

The question was as follows:

Which of the following statements best represents you?

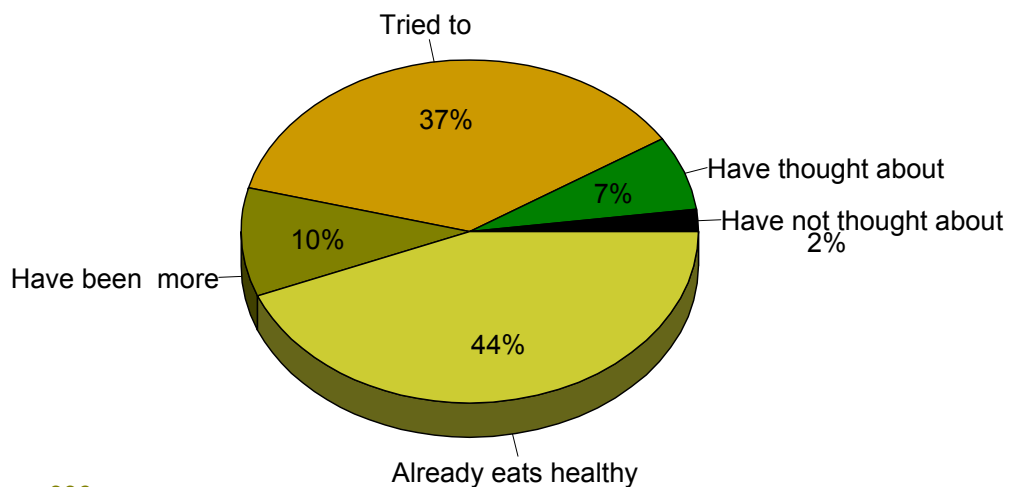
- In the past 5 months, I have not thought about serving more healthy meals to my family.
- In the past 5 months, I have thought about serving more healthy meals to my family.
- In the past 5 months, I have tried to serving more healthy meals to my family.
- In the past 5 months, I have served more healthy meals to my family.
- My family already eats healthy meals every day.

As seen below, nearly all women interviewed (98%) indicated they already serve healthy meals every day or are interested in doing so more often. Four in nine (44%) mothers say their family eats healthy meals every day. An additional 10% said they have been serving more healthy meals over the past five months, and nearly two in five (37%) have been trying to serve them more often. While seven percent (7%) have thought about serving more healthy meals, 2% indicate that they have not considered it.

Mothers in Flagstaff were significantly more likely than those in Yuma and Tucson to say their families already eat healthy meals every day (58% vs. 36% and 37%, respectively).

Serving More Healthy Meals “Stage of Readiness”

Which of the following statements best represents you?



As seen in the table below, the only statistically significant difference is among Hispanic women who have seen the advertising on an aided versus an unaided basis. Those who recalled seeing the advertising after being shown the TV spot were significantly more likely to say their families already eat healthy meals than were those who recalled seeing the advertising without being prompted – 56% compared to 34%.

**Table 10: “Stage of Readiness”
By Ethnicity and Awareness**

	Caucasian				Hispanic			
	Advertising Awareness				Advertising Awareness			
	Un-Aided N=5	Aided N=13	Total N=18	No Rec. N=63	Un-Aided N=35	Aided N=57	Total N=93	No Rec. N=147
Have not thought about serving more healthy meals to my family	-	-	-	5%	-	2%	1%	1%
Thought about serving more healthy meals to my family	20%	8%	11%	5%	9%	9%	9%	6%
Tried serving more healthy meals to my family	20%	31%	28%	49%	37%	23%	28%	36%
Serving more healthy meals to my family	-	8%	6%	5%	20%	10%	14%	14%
Family already eats healthy meals	60%	54%	55%	36%	34%	56%	48%	43%

BOLD indicates statistically significant differences from others in category

N. LIKELIHOOD TO READ RECIPES AND TIPS SENT VIA E-MAIL

Just under one-third (32%) of those interviewed report having email addresses. Nearly three in four of those with email addresses indicated being likely to take advantage of recipes and tips for healthy eating if they were emailed to them (73% very or somewhat likely). More than one-third said they would be “very likely” to read them. Only 4% reported being “not at all likely” to read the content of such emails.

Likely to Read Recipes and Tips

How likely would you be to read recipes and tips for healthy eating if you received them via email? Would you say you are ... ?

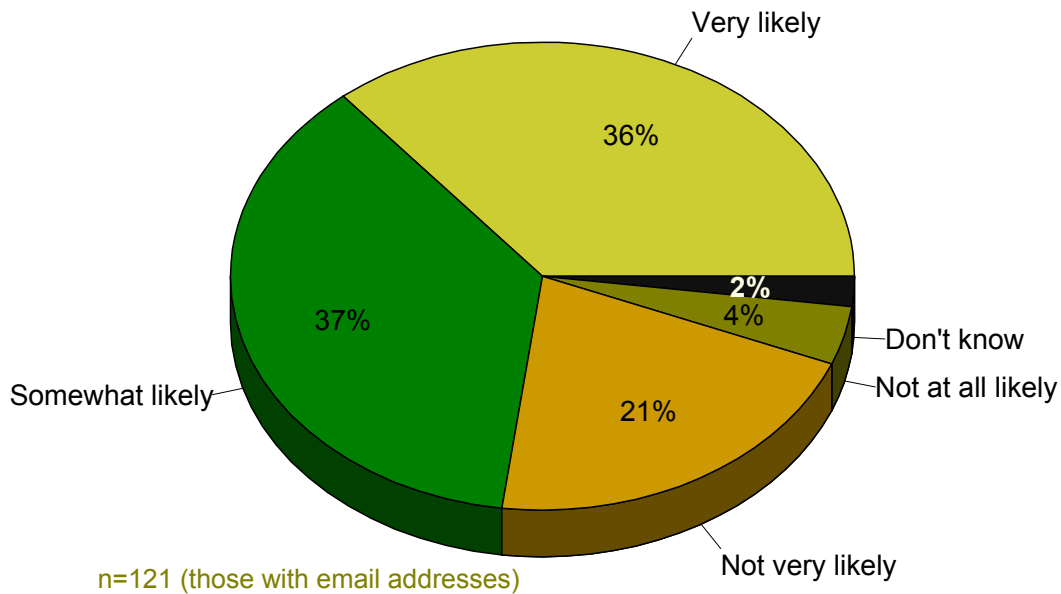


Table 11: Likely to Read Recipes and Tips By Ethnicity

	Caucasian N=32	Hispanic N=66	Other N=23
Very likely	38%	33%	39%
Somewhat likely	34%	39%	35%
Not very likely	25%	21%	18%
Not at all likely	3%	5%	4%
Don't know	-	2%	4%

O. 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 *Grow a Healthy Child* advertising are included throughout the report where applicable. In addition, children were asked a few of their own questions to keep them involved. As in the past, we learned that a vast majority of children (91%) help their mothers decide what to have for dinner and most (99%) are aware that drinking milk and eating fruits and vegetables are good for them.

Help Decide Dinner Menu Among Children

