



**Arizona Department of Health Services  
(ADHS)/  
Arizona Nutrition Network (AzNN)  
“Go Low”  
Post Campaign Research Report**

Report Prepared for:  
Arizona Department of Health Services / AzNN

Date: September 2008

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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, Supplemental Nutrition Assistance Program (SNAP) applicants and participants living in Arizona. AzNN accomplishes this by promoting basic, consistent messages that help the target audience choose diets rich in nutrients, which includes consumption of fruits and vegetables, drinking 1% low fat and fat free milk, and eating healthy meals.

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 healthy 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, 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 *Go Low* campaign, which focuses on drinking 1% low fat or fat free milk. The campaign, which ran June through September 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 803 women between the ages of 18 and 49, who have children ages 2 to 11, with incomes equal to or less than 130% of federal poverty level. The study was conducted at Food City locations in Phoenix, Tucson, and Yuma, and at the WIC clinic in Flagstaff. In addition, 100 of 300 Phoenix interviews were conducted at a retail store located at 19<sup>th</sup> Avenue and Indian School.

All interviews were completed between August 27\* and September 10, 2008. (*\*A pre-test was conducted at Gonzales Tax & Insurance to determine whether or not this would be a suitable location for conducting 100 of the Phoenix interviews. Twenty-five (25) surveys were completed and reviewed before deciding that the clientele at this retail store met the demographic requirements of the study. The official start date for the interviews was August 30.*)

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: 3514 W. Glendale 7333 W. Thomas 2036 E. Thomas	200	August 27 – September 10
	Gonzales Tax & Insurance: 4000 North 19 <sup>th</sup> Avenue		
Tucson	Food City: 2950 W. 6 <sup>th</sup> Avenue 3030 E. 22 <sup>nd</sup> Street 1740 W. Ajo Way	301	September 2 - 5
Yuma	Food City: 1240 W. 8 <sup>th</sup> Street 2600 W. 16 <sup>th</sup> Street	95	September 3 - 5
Flagstaff	WIC Clinic: 2625 N. King Street	107	September 8 -10

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=803</b>	<b>Phoenix n=300</b>	<b>Tucson n=301</b>	<b>Flagstaff n=95</b>	<b>Yuma n=107</b>
<b>Age</b>					
18 – 25	24%	25%	19%	38%	23%
26 – 35	35%	38%	24%	40%	49%
36 – 45	25%	23%	29%	20%	22%
46 – 49	<u>16%</u>	<u>14%</u>	<u>28%</u>	<u>2%</u>	<u>6%</u>
Total	100%	100%	100%	100%	100%
<b>Ethnicity (by observation)</b>					
Hispanic	71%	80%	78%	15%	76%
Caucasian	14%	7%	14%	36%	17%
Native American	6%	1%	6%	32%	--
African American	4%	6%	1%	11%	1%
Other	<u>5%</u>	<u>6%</u>	<u>1%</u>	<u>6%</u>	<u>6%</u>
Total	100%	100%	100%	100%	100%

## II. Key Findings & Conclusions

- **Nearly nine in ten mothers include milk on their grocery lists.**  
Vegetables, meat/poultry/fish, fruit and bread/rice/pasta/tortillas follow.
- **Based on findings from this research, it appears a portion of moms in the target audience have shifted from 2% reduced fat to 1% low fat milk.**
  - *More than one-third (37%) of the women interviewed report drinking 1% low fat milk. This is significantly higher than reported in past studies.*
  - *Three in ten moms (31%) report drinking 2% reduced fat milk. This is significantly lower than we have seen in the past.*
  - *Consistent with previous research, one in four moms say they drink whole milk, while fewer than 5% say they drink fat free milk.*
- **A vast majority of moms report buying corn tortillas, 100% whole wheat bread, and oatmeal (87%, 87% and 84%).** Somewhat fewer purchase brown rice (38%) and 100% whole wheat tortillas (25%). Nearly one-half (48%) of mothers interviewed say their families eat 100% whole wheat or whole grain bread daily
  - *When asked why they do not purchase more whole grain foods, moms most often say it is because they already eat enough (48%). However, a considerable proportion report not liking the taste (27%) and/or feeling that they cost too much (22%).*
- **Three quarters of moms agree that low fat/fat free milk is an important part of a healthy diet, while just over one half agree that it has the same vitamins and minerals as whole milk.**
  - *Hispanics are significantly more likely than Caucasians and Native Americans to believe the latter statement is true (58% vs. 47% and 43%).*
- ***Eat lots of fruits and vegetables and eat a healthy/well-balanced diet*** are the most frequently cited messages respondents recall regarding advertising about eating healthy foods. *Eating “5 A Day”* and the *food pyramid* follow.
- ***1% low fat milk is better for you, drink 1% low fat milk, and 1% low fat milk has all the vitamins and minerals without the fat*** were mentioned most frequently when asked about advertising related to drinking milk. The *QVC themed ad* and *it helps build strong bones* follow.

- **Unaided awareness is 8%.** *Go Low* related responses from the two unaided awareness questions were totaled. (*In the past few months, have you seen or heard any advertising or public service announcements about eating healthy foods? Do you recall seeing or hearing any advertising or public service announcements about drinking milk?*) 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 *Go Low* Campaign. The result is total *unaided awareness*.
- **Aided awareness is 26%.** *Aided awareness* is based on responses of all participants. That is, they were all shown the *Go Low* advertising and asked if they recall seeing any advertising “that looked like this.”
  - *Total awareness is 34%.*
- **The dominant message respondents recall** (once they have seen the *Go Low* materials) **is to drink 1% or low fat milk/1% low fat milk is better for you.** Over half (51%) of all mothers mention this. An additional 25% believe the main message is that *1% low fat milk has all the vitamins and minerals without the fat.*
- **Mothers like the advertising for a variety of reasons, with it is a good message/ is educational mentioned most frequently.** A majority of mothers say they like the ad with 74% rating it “5” or “4” on a 5-point scale. Fifteen percent (15%) rated it neutral (“3”) and 11% gave the advertising a “2” or “1” rating. Mothers who have a low opinion of the ad (rated it a “1” or “2”) most often say it is because it is bland or boring.
- **TV is the #1 medium, with seven in ten of those who had seen or heard advertising, saying they had seen the ads on TV.** Government offices, which was mentioned by one-quarter of those interviewed, was cited second most often. Other media were mentioned by fewer than one in ten.
  - *Channel 33 in Phoenix, Channel 38 in Tucson, Channel 33 in Flagstaff, and Channel 7 in Yuma were named most frequently by participants.*
- **The *Go Low* advertising is easy to understand with nearly nine in ten (87%) mothers interviewed rating it a “5” or “4” on understandability.** Nearly one-third (31%) say it is better than other advertising about the importance of drinking milk.

- **Three in ten women say they have thought about trying, tried, or switched to 1% low fat or fat free milk.** Fifteen percent (15%) of the women interviewed have tried 1% low fat or fat free milk at least once in the past three months, with another 11% saying they have thought about trying this kind of milk, and 3% reporting they have switched to 1% low fat or fat free milk in the past three months. One in four (24%) say they have not thought about trying, tried, or switched to 1% low fat or fat free milk. Interestingly, more than four in ten (42%) say they already drink 1% low fat or fat free milk. A few (5%) indicate they do not drink milk at all.
  - *Women who reported seeing the Go Low advertising were significantly more likely than those who did not recall the advertising to say they already drink 1% low fat or fat free milk (48% vs. 39%).*
  
- **Go Low advertising positively influenced women to switch to, try or think about trying 1% low fat or fat free milk in the past three months.**
  - *Nearly one-half (48%) indicate the Go Low advertising positively influenced them to switch to, try or think about trying 1% low fat or fat free milk in the past three months. One in five (20%) say it influenced them “a great deal.” Three in ten (30%) indicate the advertising really has not affected their milk drinking behavior.*
  
- **These moms appreciate free recipes.** When asked if they had any additional comments about the advertising, the most prevalent response was about their appreciation for the free recipes (10%).
  
- **Overwhelmingly, study participants agree with the four positive FVMM pre-test statements.** Although mothers appear to clearly understand the importance of eating fruits and vegetables (92% to 100% agreement), more than one-half (55%) of all moms interviewed also agree that it is too expensive to eat them.

### III. Summary of Findings

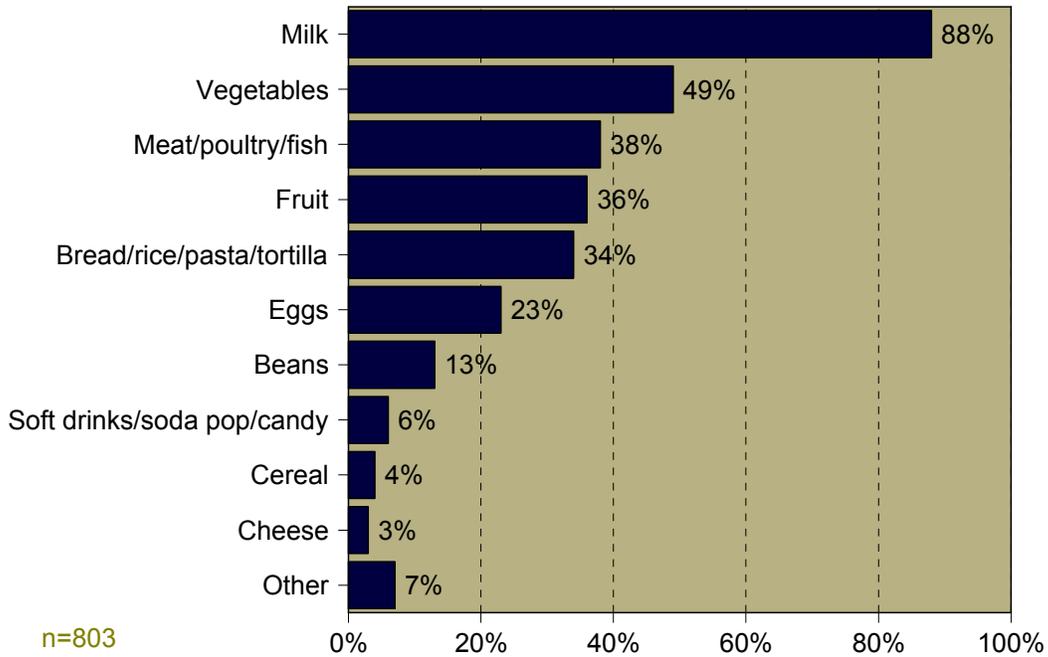
#### A. Grocery Shopping

##### 1. General Grocery Shopping

To begin the interview, participants were asked what three things are most likely to be on their grocery lists. Seven in eight (88%) have milk on their lists. This is followed by vegetables (49%), meat/poultry/fish (38%), fruit (36%) and bread/rice/pasta/tortillas (34%).

## Items Most Often on Grocery List

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

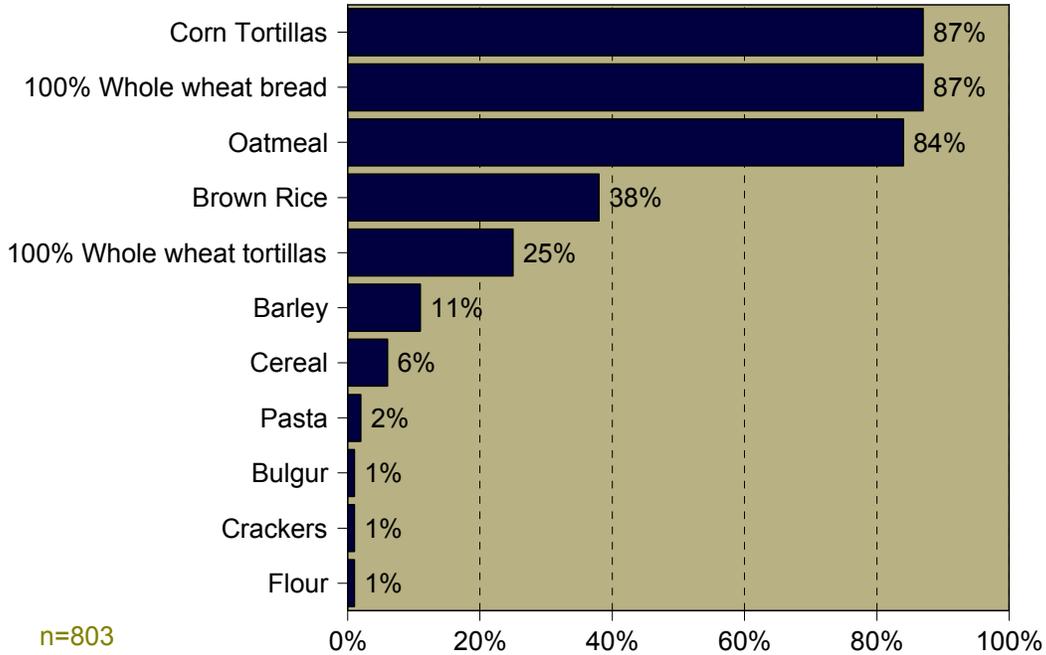


## 2. Whole Grain Foods

A vast majority of moms report buying corn tortillas, 100% whole wheat bread, and oatmeal (87%, 87% and 84%). Nearly four in ten purchase brown rice (38%) and one in four buy 100% whole wheat tortillas (25%).

# Whole Grain Food Purchase

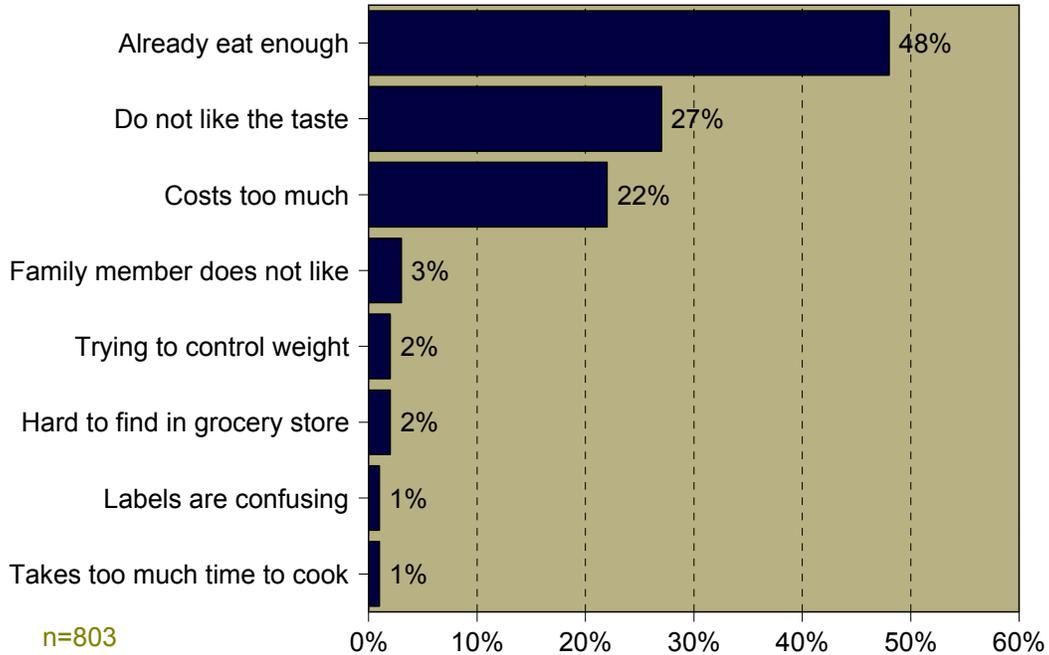
*Which of these whole grain foods do you currently buy?*



When asked why they do not purchase more whole grain foods, moms most often say it is because they already eat enough (48%). However, approximately one in four report not liking the taste (27%) and/or feeling that they cost too much (22%). A few moms think they are hard to find in the grocery store, that labels are confusing or that they take too long to cook (1%-2%).

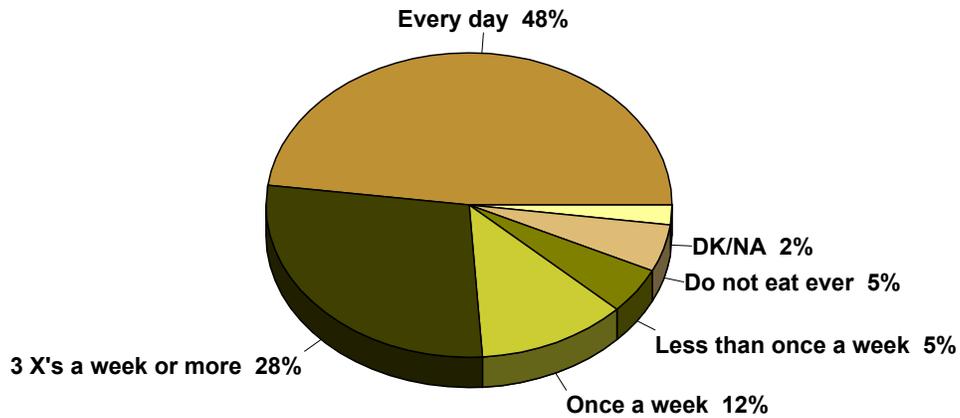
## Reasons do not Buy More Whole Grains

*What is the reason you don't buy more whole grain foods?*



Nearly one-half (48%) of mothers interviewed say their families eat 100% whole wheat or whole grain bread daily. An additional 28% report consuming whole wheat or grain bread at least three times a week and 12% say their family does so once a week. Only a few (5%) indicate that their family never eats whole wheat or whole grain bread.

## Frequency of Eating 100% whole wheat or whole grain bread



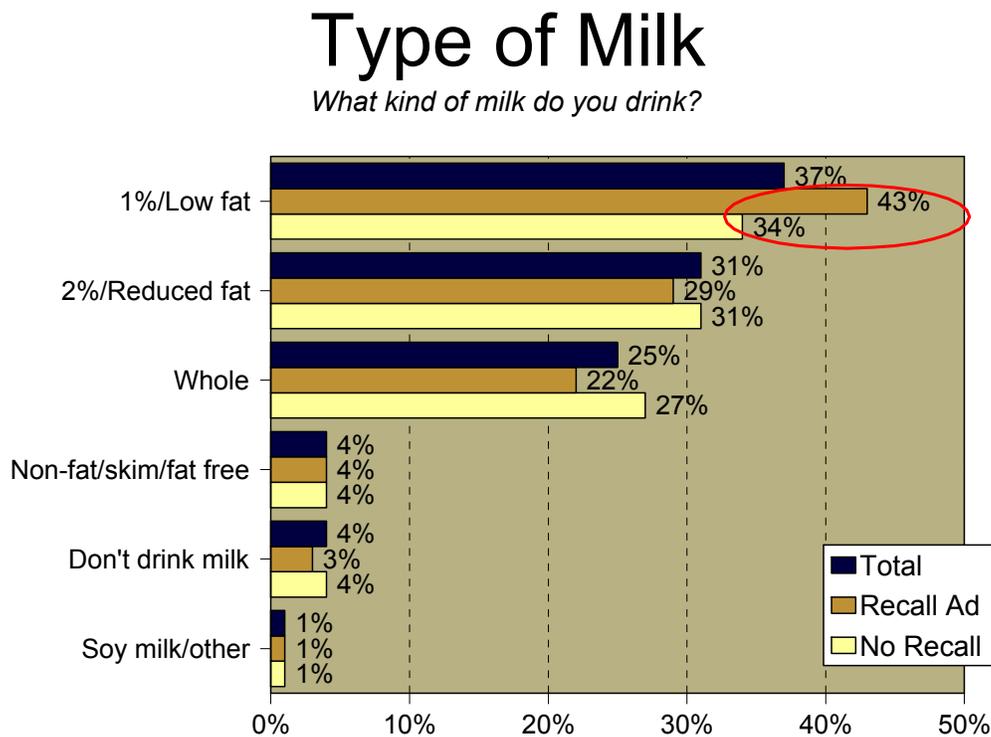
n=803

## B. Milk Consumption/Attitudes about Milk

### 1. Milk Consumption

More than one-third (37%) of the women interviewed report drinking 1% low fat milk. This is significantly higher than reported in past studies. Three in ten moms (31%) report drinking 2% reduced fat milk. This is significantly lower than we have seen in the past. Based on findings from this research, it appears a portion of moms in the target audience have shifted from 2% reduced fat to 1% low fat milk. One in four moms say they drink whole milk, while fewer than 5% say they drink fat free milk. These findings are consistent with previous research

Mothers who recall *Go Low* advertising are significantly more likely than those who did not recall it or recognize it to report drinking 1% low fat milk (43% vs. 34%). Flagstaff moms are significantly more likely than those in Phoenix or Tucson to report drinking 1% low fat or non-fat milk (56% vs. 34% and 43%, respectively). Of interest, consumption of 1% or fat free milk does not vary by age or ethnicity; however, Hispanics are more likely than Caucasians to drink whole or 2% milk (59% vs. 46%), and Caucasians are more likely to report not drinking milk at all (10% vs. 2% Hispanics).



n=803

2. *Attitudes About Milk*

a. *Same Amount of Vitamins and Minerals*

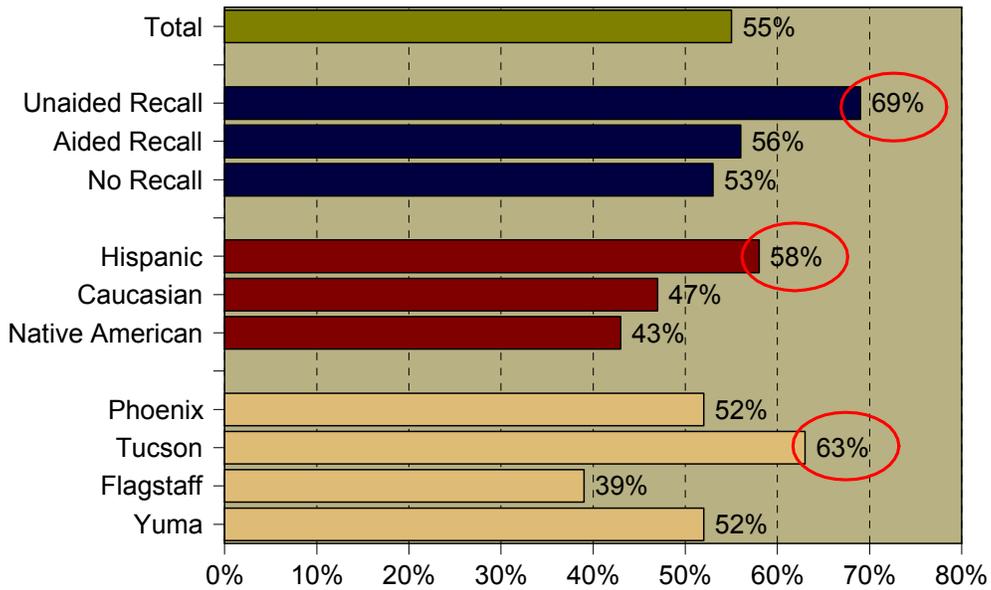
More than one-half of moms (55%) say it is true that *1% low fat and fat free milk have the same amount of vitamins and minerals as whole milk*. Those with unaided recall of *Go Low* advertising are significantly more likely than those with aided or no recall to believe this is a true statement (69% vs. 56% and 53%, respectively).

Moms in Tucson are significantly more likely than those in Phoenix or Flagstaff to feel this statement is true (63% vs. 52% and 39%).

Hispanics are significantly more likely than Caucasians and Native Americans to believe this statement is true (58% vs. 47% and 43%). Additionally, older mothers (ages 36 to 49) are significantly more likely than those ages 18 to 25 to think it is true (60% vs. 48%).

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

Those Answering True



n=803

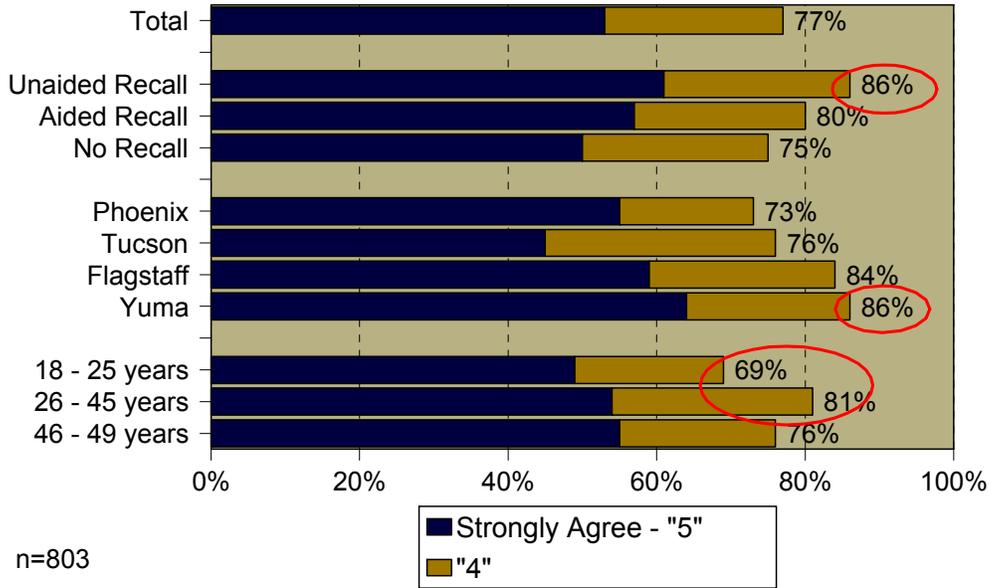
**b. Low fat or Fat free Milk Important to Healthy Diet**

More than three-fourths of moms (77%) agree that *drinking low fat or fat free milk is an important part of a healthy diet*. Mothers with unaided recall of the campaign are significantly more likely than those with no recall to agree with this statement (86% vs. 75%).

Mothers in Flagstaff and Yuma are more likely than those in Phoenix and Tucson to agree that drinking low fat or fat free milk is important to a healthy diet (84% and 86% vs. 73% and 76%, respectively). Additionally, mothers between the ages of 26 and 45 are significantly more likely to indicate agreement than are younger moms (81% vs. 69% for moms ages 18 to 25).

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

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



## C. Unaided Ad Awareness and Messages

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

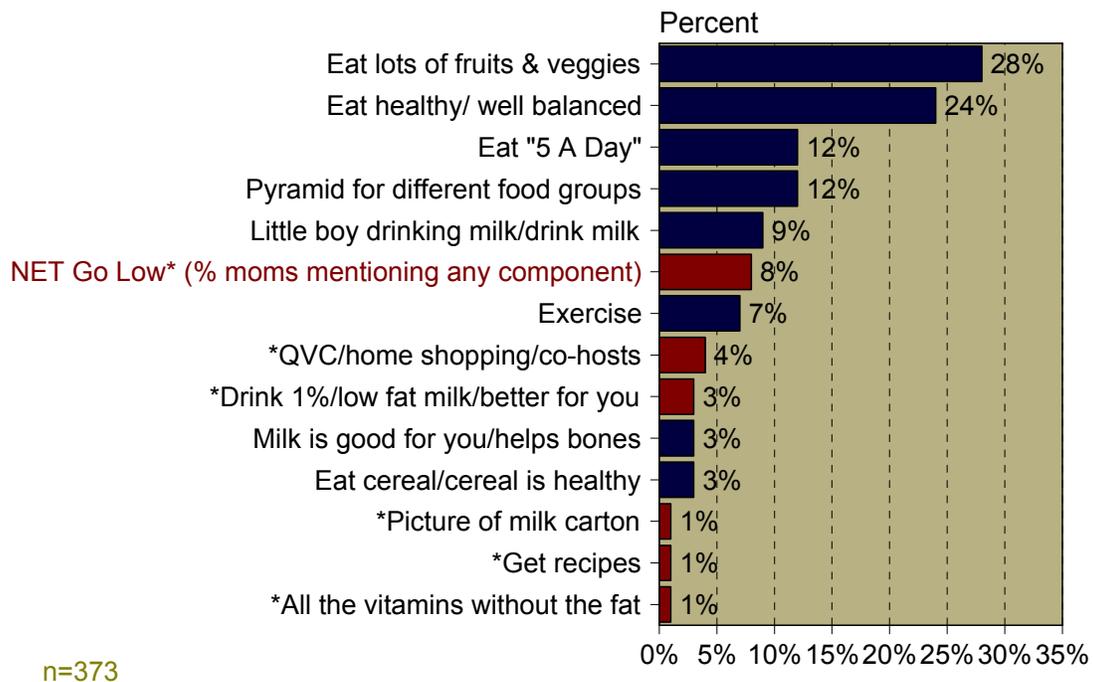
Prior to discussing advertising specifically related to drinking 1% low fat or fat free milk, participants were asked if they had seen or heard any advertising or public service announcements about *eating healthy foods*. Nearly one-half (47%) said they had, with 52% saying that had not, and 1% saying they did not know. Women in Yuma were the most likely to recall such television spots (66%) and those in Tucson were the least likely to recall seeing them (32%).

When asked what they remember about *healthy foods* advertising, women were most likely to say the advertising was about *eating lots of fruits and vegetables* (28%) and *eating a healthy/well-balanced diet* (24%). Eating “5 A Day” (12%) and *the food pyramid* (12%) round out the top four mentions.

As seen in the chart below, in total 8% of mothers mention one or more specific components of the *Go Low* advertising or something about drinking 1% low fat milk, which translates to 4% of all women interviewed. In addition, 9% of respondents referenced the “little boy drinking milk,” which may be a reference to the Nutrition Network mascot, Bobby B. Well.

## Eating Healthy Foods Message Recall

What do you remember about the advertising?



*Demographic Differences*

Tucson mothers are significantly more likely than those in other cities to mention an element of the *Go Low* campaign (16% vs. 7% in Yuma, 5% in Phoenix and 2% in Flagstaff). The primary difference is driven by the high recall of the QVC aspect of the advertising among Tucson moms (14% vs. 4% in Yuma and none in Phoenix or Flagstaff). See the table below for other differences by residence.

Hispanics are significantly more likely to recall a message related to eating lots of fruits and vegetables (32%) and exercising (10%), while Caucasians are more likely to recall the “Eat 5 a Day” slogan (23%). Unaided recall of *Go Low* advertising is the same (when comparing Caucasians to Hispanics).

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

Message	City of Residence				Ethnicity	
	Phx n=156	Tuc n=95	Flag n=51	Yuma n=71	Caucasian n=52	Hispanic n=263
Eat lots of fruits and vegetables	<b>33%</b>	<b>28%</b>	<u>14%</u>	25%	<u>15%</u>	<b>32%</b>
Eat healthy/well-balanced	22	24	24	27	17	25
Pyramid for different food groups	<b>19</b>	<u>2</u>	10	<b>13</b>	12	13
Eat 5 a day	<u>5</u>	<u>6</u>	<b>33</b>	<b>18</b>	<b>23</b>	<u>7</u>
Little boy drinking milk/drink milk	10	<b>14</b>	<u>4</u>	7	12	9
<b>NET Go Low</b>	<u>5</u>	<b>16</b>	<u>2</u>	7	8	8
QVC/home shopping/co-hosts	--	<b>14</b>	--	4	2	5
Drink low fat/1% milk/better for you	3	4	2	1	2	3
Picture of milk carton	1	--	--	1	2	--
Get recipes	2	--	--	--	--	1
All the vitamins and calcium without the fat	1	--	--	--	2	--
Exercise	<b>7</b>	<b>12</b>	--	<b>7</b>	--	<b>10</b>
Milk is good for you/strong bones and teeth	3	3	4	3	4	3
Eat cereal/cereal is healthy	<u>1</u>	<b>7</b>	--	1	2	3

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

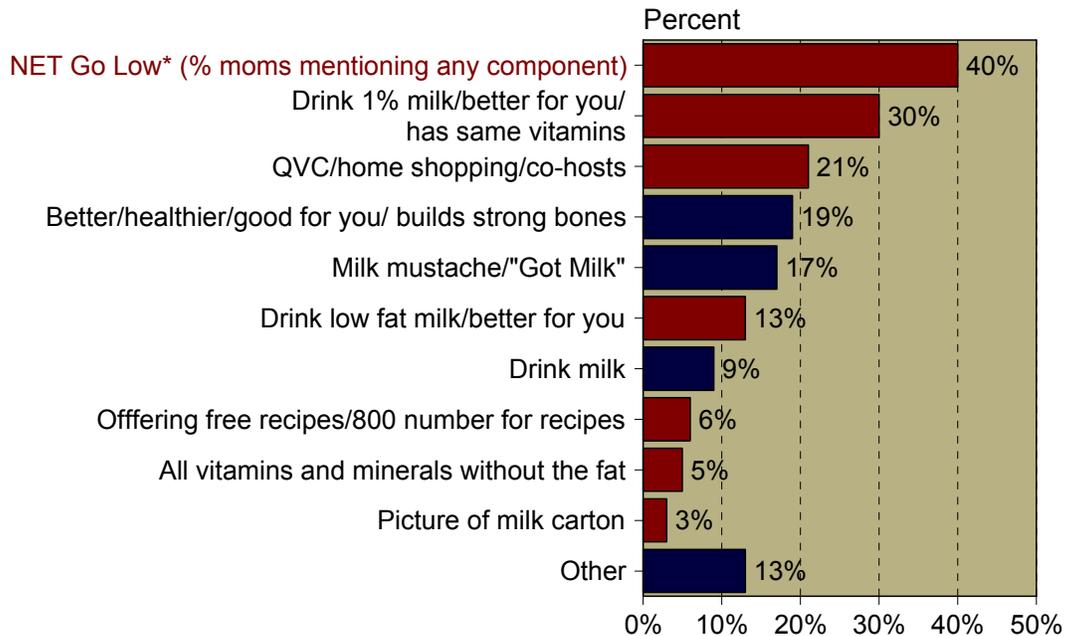
## 2. 1% Low Fat or Fat Free Milk – Message Recall

Those respondents who recalled advertising about drinking milk prior to being shown the Go Low advertising (unaided awareness) were asked about the main message of the ads.

In total, 40% of women asked this question mentioned a component related to *Go Low* advertising, which translates to 7.5% of all women interviewed. One fifth (21%) of these women remember a QVC-type ad using co-hosts, with 6% saying something about getting free recipes and 3% saying they saw a picture of a milk carton. In addition to these specific components of the campaign, three in ten (30%) recited something about drinking 1% milk/1% milk is better for you, with 13% using the phrase “low fat milk” in their recall of the ad, and 5% mentioning that this milk has all the vitamins and minerals without all of the fat.

### Drink Milk Message Recall

What do you remember about the advertising?



n=151 (Among those aware of milk advertising.)

*Demographic Differences*

Women in Tucson are significantly more likely than those in Phoenix, Flagstaff, and Yuma to recall components of the *Go Low* advertising campaign. In fact, Tucson moms more often mention each of the specific campaign elements. *(Note the small sample sizes in Flagstaff and Yuma.)*

**Table 2: Message Recall – Top Mentions By City**

	<b>Phoenix n=58</b>	<b>Tucson n=64</b>	<b>Flagstaff n=16</b>	<b>Yuma n=13</b>
<b>NET Go Low</b>	<u>17%</u>	<b>70%</b>	<u>6%</u>	<u>31%</u>
Drink 1% milk/better for you/has same vitamins	<u>19%</u>	<b>44%</b>	<u>19%</u>	23%
QVC/home shopping/cable TV/co-hosts	<u>10%</u>	<b>36%</b>	--	15%
Drink low fat milk/better for you	<u>5%</u>	<b>22%</b>	6%	15%
Offering free recipes/800 number for recipes	3%	<b>11%</b>	--	--
Has all the vitamins and minerals without all the fat	--	<b>13%</b>	--	--
Picture of milk carton	2%	3%	--	15%
Better/healthier/good for you/build strong bones	26%	14%	19%	15%
Milk mustache/“Got Milk”	14%	17%	31%	15%
Drink milk	10%	5%	13%	15%

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

### 3. Total Unaided Ad Awareness – Go Low

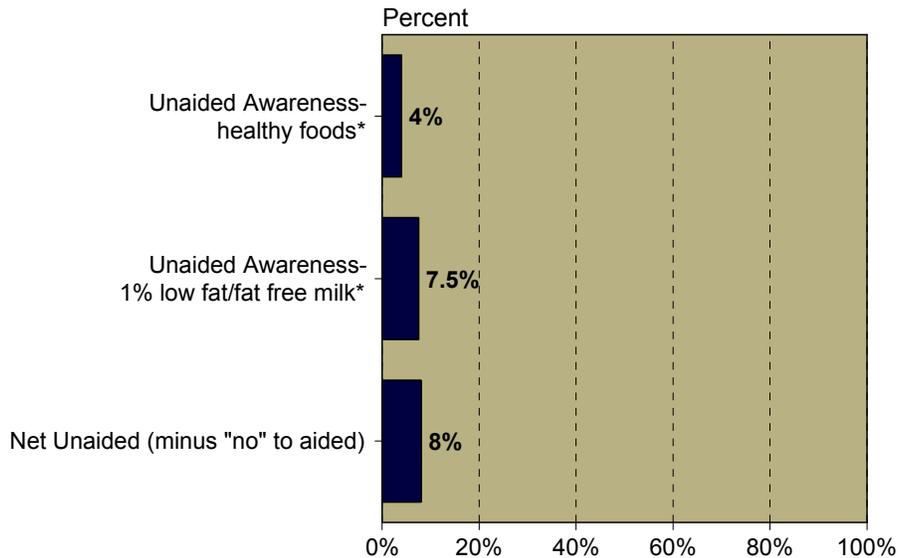
All participants were asked the question regarding advertising or public service announcements about *eating healthy foods*. When asked this *unaided awareness* question, 4% of all respondents indicated they had seen something related to the *Go Low* campaign.

Next, respondents who did not say the above were asked if they had seen or heard any advertising or public service announcements about *drinking milk*. At this point, 7.5% of responses appeared to relate to the *Go Low* advertising.

However, to get the most accurate measure possible, respondents were shown demonstrations 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 *Go Low* Campaign. **The result is total unaided awareness, which stands at 8%.**

## Unaided Awareness - Go Low Advertising

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

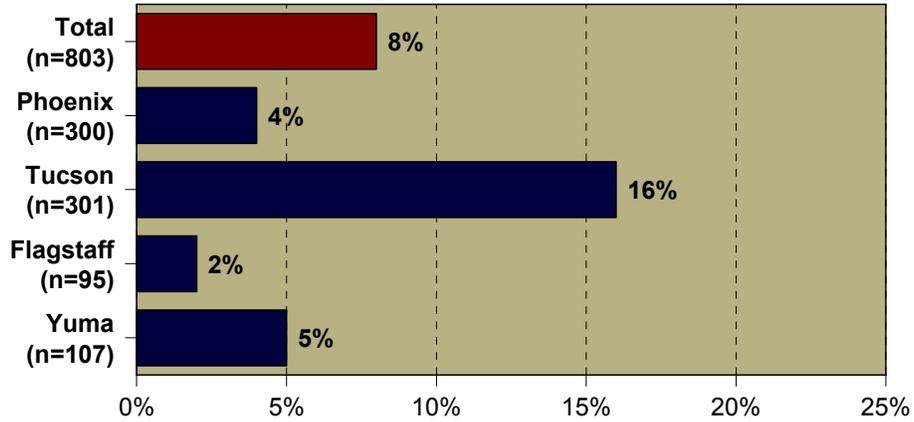


\* Mentioned component of Go Low advertising

*Demographic Differences*

Women in Tucson are significantly more likely than those in Phoenix, Flagstaff and Yuma to indicate seeing *Go Low* advertising on an unaided basis.

## Unaided Awareness of Go Low Campaign By City



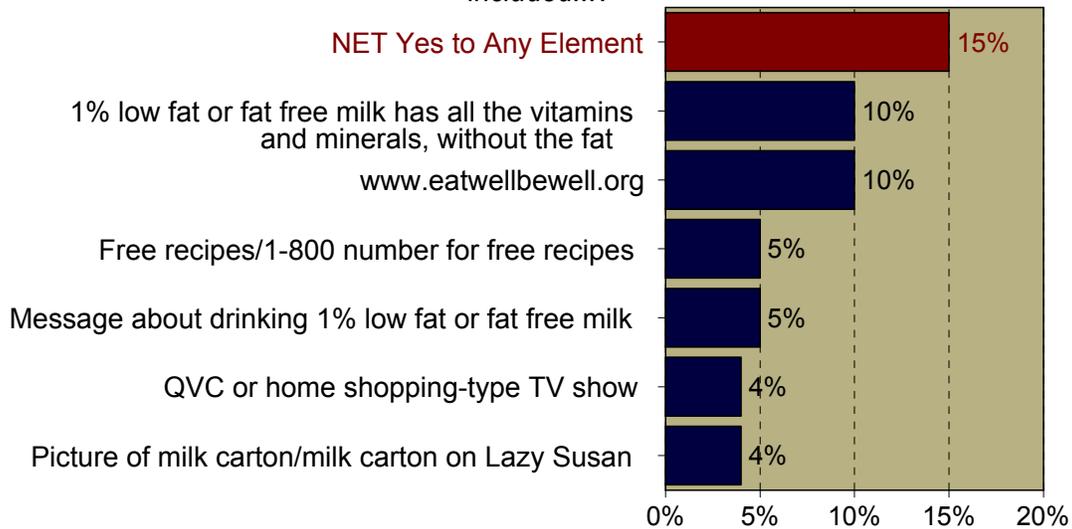
#### D. Aided Ad Awareness - Go Low Elements

Participants who did not indicate unaided awareness of the *Go Low* campaign were asked if they had seen six specific elements of the advertising. When prompted, 15% of these mothers remembered seeing one or more of the *Go Low* advertising components.

One in ten mothers remembered advertising that promoted [www.eatwellbewell.com](http://www.eatwellbewell.com) (10%) and/or the message that 1% low fat or fat free milk has all the vitamins and minerals without the fat (10%). Five percent (5%) recalled the free recipe offer and/or the message about drinking 1% low fat or fat free milk. The QVC or home shopping-type TV show was remembered by 4%, as was a picture of a milk carton or a milk carton on a lazy Susan.

## Aided Recall of Go Low Advertising

*Do you recall seeing or hearing any advertising or public service announcements that included...?*



n=379 (Among those with no unaided recall of Go Low advertising)

**E. Total Ad Recognition/Ad Awareness - *Go Low***

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



Artículo 18006953335

### La Leche 1% Baja en Grasa y Descremada:

Todas las vitaminas  
y minerales de la  
leche entera, sin  
toda la grasa.



Arizona Nutrition Network | eatwellbewell.org | 1-800-695-3335 | Llame ahora para recetas GRATIS

Esta material se desarrolla con fondos proporcionados por el Programa de Alimentos para Miembros del Departamento de Agricultura de los EE.UU. (USDA) para sus siglas en inglés. El Programa de Alimentos para Miembros ofrece asistencia relacionada a la actividad para gente con bajos ingresos. Le puede ayudar a comprar comida nutritiva para su hogar diario. Para obtener más información, comuníquese al 1-800-352-3461. Esta institución ofrece igualdad de oportunidades en el empleo y en los servicios que provee.

Artículo 18006953335

### La Leche 1% Baja en Grasa y Descremada:

Todas las vitaminas  
y minerales de la  
leche entera, sin  
toda la grasa.



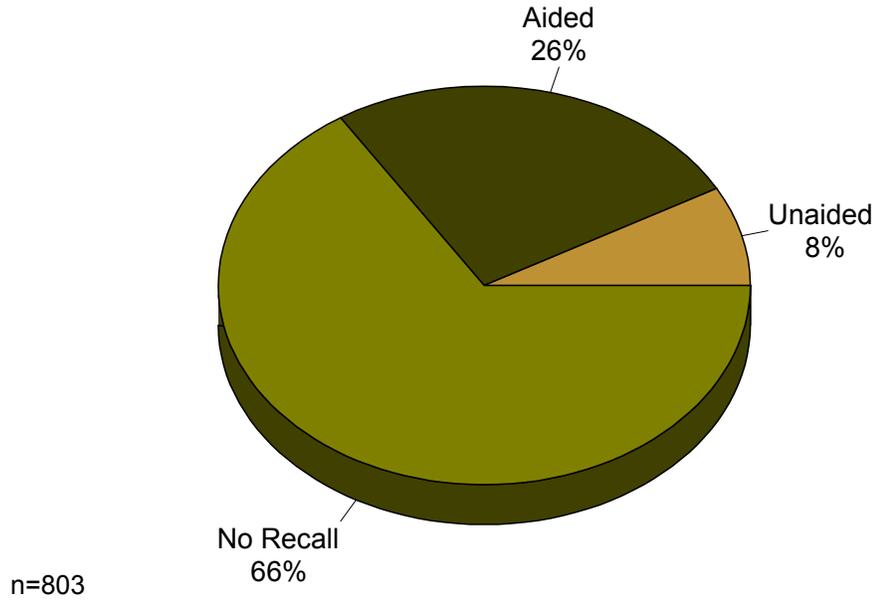
Arizona Nutrition Network | eatwellbewell.org | 1-800-695-3335 | Llame ahora para recetas GRATIS

Este material se desarrolla con fondos proporcionados por el Programa de Alimentos para Miembros del Departamento de Agricultura de los EE.UU. (USDA) para sus siglas en inglés. El Programa de Alimentos para Miembros ofrece asistencia relacionada a la actividad para gente con bajos ingresos. Le puede ayudar a comprar comida nutritiva para su hogar diario. Para obtener más información, comuníquese al 1-800-352-3461. Esta institución ofrece igualdad de oportunidades en el empleo y en los servicios que provee.

They were then asked, “Do you recall seeing this or something that looked very similar?”

Overall, 8% of mothers recalled the *Go Low* campaign without prompting (unaided) and an additional 26% remembered the campaign once asked the aided questions. In total, one-third (34%) of moms recalled the campaign.

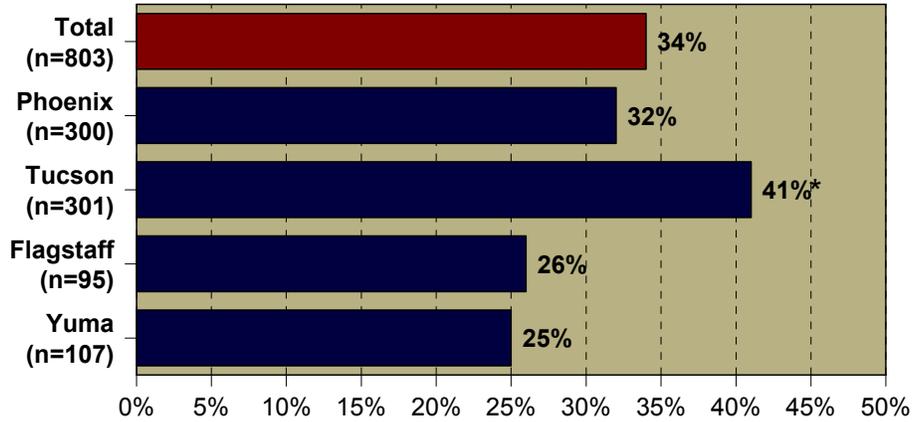
## Awareness of Go Low Advertising



*Demographic Differences*

Women in Tucson are significantly more likely than those in Phoenix, Flagstaff and Yuma to say they recognized the *Go Low* advertising after they were physically shown components of the campaign.

## Total Awareness of Go Low Campaign By City



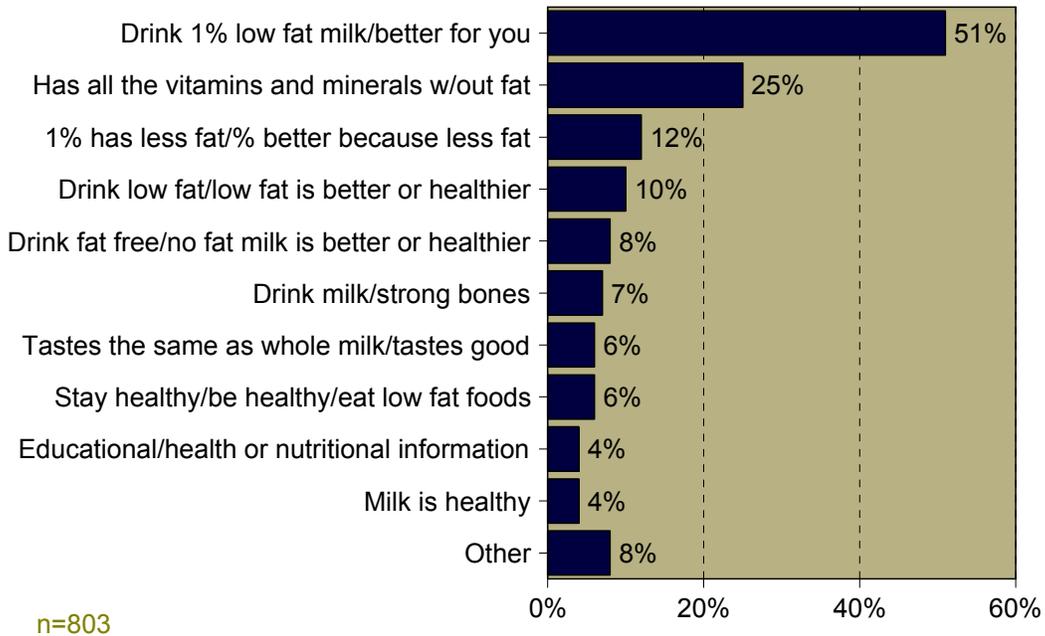
**F. Main Message – Go Low**

**1. Main Message of Advertising**

Once they had viewed the TV spot and the *Go Low* poster, women were asked what they consider to be the main message of the advertising. The dominant message that participants recall is to *drink 1% low fat milk/1% low fat milk is better for you*, with 51% of women mentioning this. An additional 25% believe the main message is that *1% low fat milk has all the vitamins and minerals without the fat*. The vast majority of comments revolve around the benefits of drinking 1% or low fat milk

# Main Message

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



*Demographic Differences*

Participants in Phoenix and Tucson are significantly more likely than those in Flagstaff and Yuma to specifically refer to the idea that *1% low fat milk has all the vitamins and minerals without the fat*. Tucson moms are significantly less likely than women in other cities to mention *drink low fat milk/low fat is better or healthier*. Mothers in Flagstaff and Yuma recall the message to *drink fat free/no fat milk* significantly more than those in Phoenix or Tucson.

The table below demonstrates all of the differences by city.

**Table 3: Main Message – Go Low  
By City**

	<b>Phoenix n=300</b>	<b>Tucson n=301</b>	<b>Flagstaff n=95</b>	<b>Yuma n=107</b>
Drink 1% milk/1% better/healthier for you	48%	54%	53%	48%
It has all the vitamins/minerals w/o the fat	<b>30%</b>	<b>25%</b>	<u>15%</u>	<u>19%</u>
Drink low fat/low fat is better/healthier	<b>11%</b>	<u>6%</u>	<b>18%</b>	<b>13%</b>
Drink fat free/no fat milk/better/healthier for you	<u>3%</u>	<u>1%</u>	<b>31%</b>	<b>21%</b>
Strong bones	<b>9%</b>	<u>4%</u>	6%	<b>10%</b>
Tastes the same as whole milk/tastes good	<u>5%</u>	<b>10%</b>	<u>2%</u>	5%
Drink milk/milk is healthy/good for you	<b>9%</b>	<u>3%</u>	10%	5%
Stay healthy/be healthy/eat healthy/eat low fat foods	<b>5%</b>	<b>8%</b>	<u>1%</u>	<b>8%</b>
Very educational/gives health/nutrition information	<u>2%</u>	<b>8%</b>	<u>0%</u>	<u>1%</u>
Free recipes/ask for recipes	2%	1%	1%	0%
Other	3%	3%	5%	3%

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

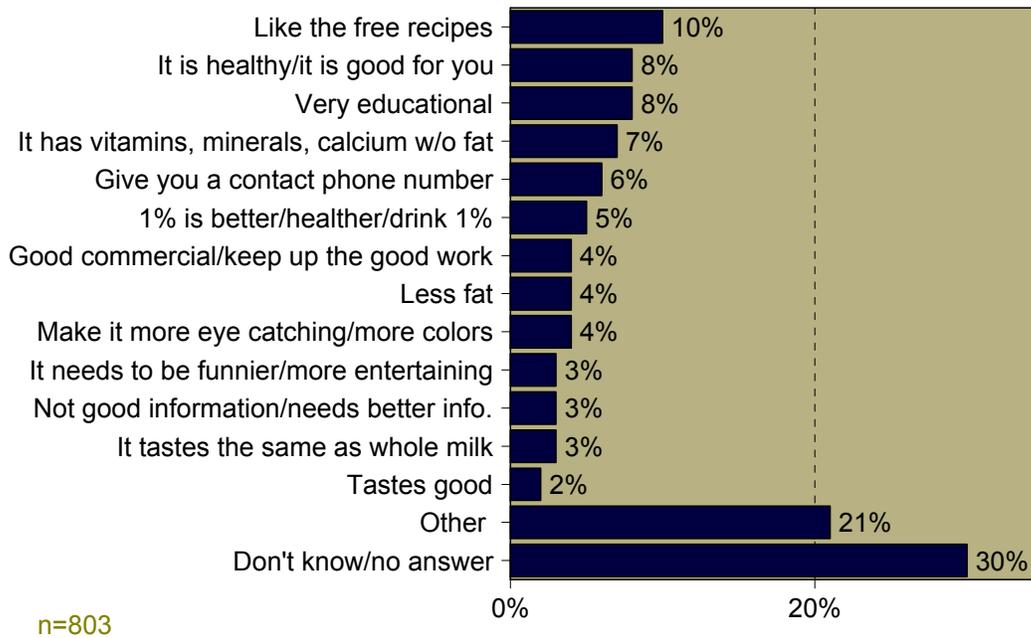
\* May add to more than 100% due to multiple responses.

## 2. *Additional Comments about Advertising*

Participants were asked to share additional comments and opinions about the advertising. While 30% made no comment, the remaining 70% mentioned a variety of things. The most prevalent comment was about their appreciation for the free recipes (10%). Others agree that 1%/non-fat milk is healthy and good for you and that the advertisement is educational (each mentioned by 8%). Seven percent (7%) brought up the fact that it has all the vitamins without the fat. Six percent (6%) like that there was a phone number provided.

# Other Comments about Advertising

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

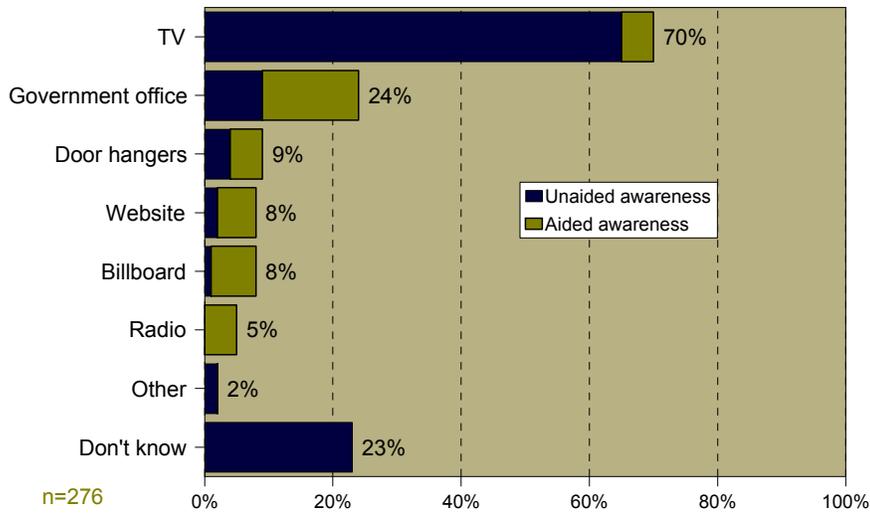


## G. Media Recall

Overwhelmingly, respondents were most likely to say they had seen the advertising on TV, with seven in ten (70%) naming this medium when asked where they had seen or heard the advertising. Government office was cited next most frequently, with nearly one-quarter (24%) of survey participants mentioning this. Nearly one in ten remembered door hangers, website and billboard advertising. (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 Go Low Advertising

Among those who had Seen/Heard Advertising- Aided or Unaided



*Demographic Differences*

Participants in Phoenix and Tucson are most likely to say they saw the *Go Low* advertising on TV, whereas those in Flagstaff and Yuma are more likely to cite seeing it at a government office. While recall of door hangers and newsletters is significantly higher in Yuma than in all other cities, billboards stood out most to moms in Flagstaff.

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

	<b>Phoenix n=97</b>	<b>Tucson n=127</b>	<b>Flagstaff n=25</b>	<b>Yuma n=27</b>
TV	<b>74%</b>	<b>72%</b>	68%	<u>44%</u>
Government office	<u>32%</u>	<u>2%</u>	<b>72%</b>	<b>52%</b>
Door hangers	<u>10%</u>	<u>2%</u>	<u>8%</u>	<b>37%</b>
Outdoor Billboard	<b>13%</b>	<u>0%</u>	<b>20%</b>	11%
Web site	<b>19%</b>	<u>0%</u>	<u>4%</u>	7%
Newsletter	<u>7%</u>	<u>0%</u>	<u>4%</u>	<b>22%</b>
Radio	<u>11%</u>	<u>0%</u>	8%	<u>0%</u>

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

A total of 194 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 sizes.)*

**Table 5: TV Stations  
By City**

<b>Phoenix n=72</b>	<b>Tucson n=93</b>	<b>Flagstaff n=17</b>	<b>Yuma n=12</b>
Channel 33 - 31% Channel 45 - 19% Channel 61 - 15% Channel 39 - 8% Channel 10 - 6%	Channel 38 - 30% Channel 40 - 33% Channel 13 - 14%	Channel 33 - 18% Channel 3 - 12%	Channel 7 - 42% Channel 35 - 17%

## H. Evaluation of Advertising

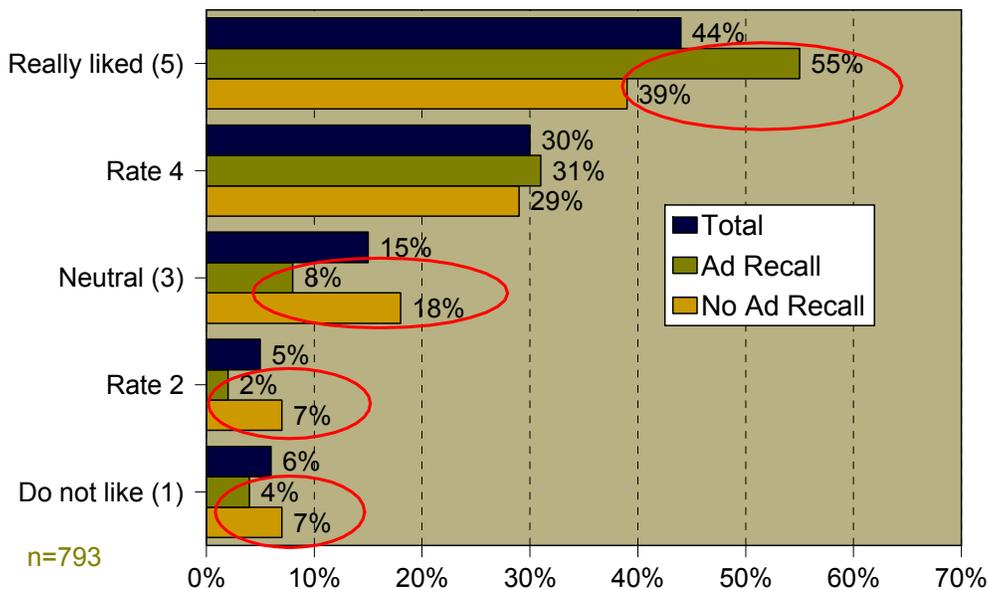
### 1. Overall Opinion of Advertising

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. Approximately three in four (74%) indicated they like the ad with 44% rating it a “5” and 30% giving the ad a “4” rating. Fifteen percent (15%) are neutral, and 11% 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 (55% vs. 39% with no previous recall). Those with no prior recall are significantly more likely to give a neutral or low rating.

## Overall Opinion of Go Low Advertising

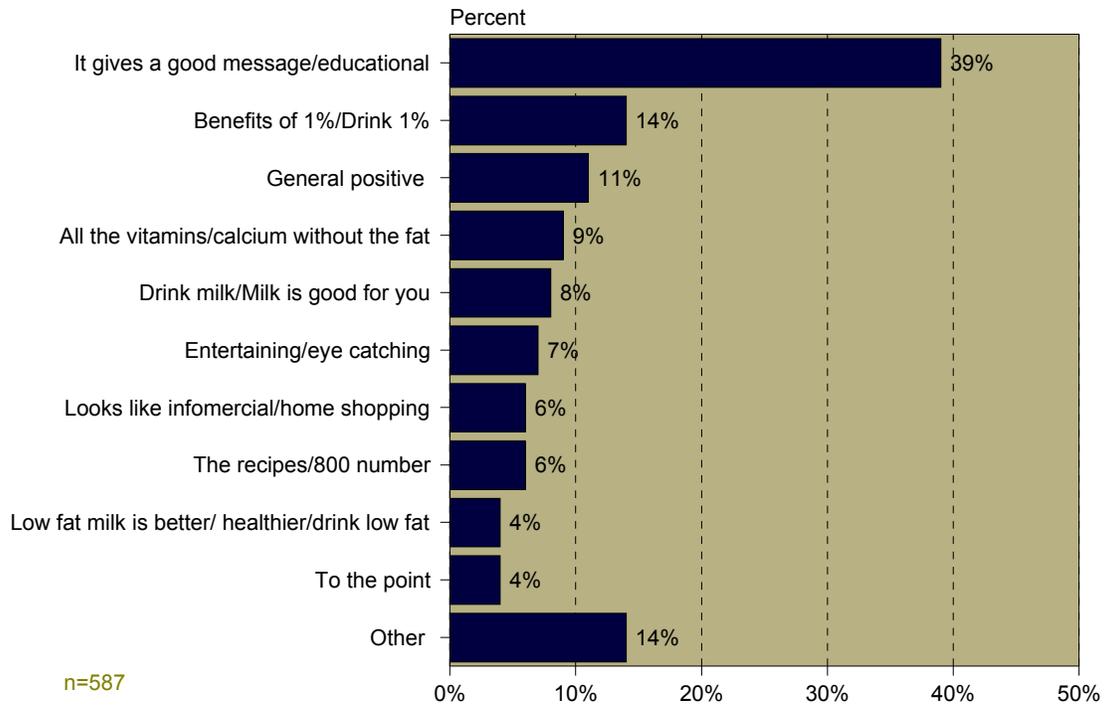
Among All Moms with an Opinion



## 2. *Reasons Like Advertising*

Mothers who rated the ad highly (4 or 5 rating) liked the ad for a variety of reasons, with the #1 reason being that the message is good/it is educational (39%). Fourteen percent (14%) like that the ad discusses the benefits of drinking 1% milk or encouraging people to drink 1% milk. Approximately one in ten made generally positive comments (11%), with slightly fewer saying they liked the point that it has all the vitamins/minerals/ calcium without the fat (9%), and that milk is good for you (8%). A few find it entertaining (7%) and like that it looks like an infomercial (6%). Six percent (6%) like the offer for free recipes. Six percent (6%) like the offer for free recipes.

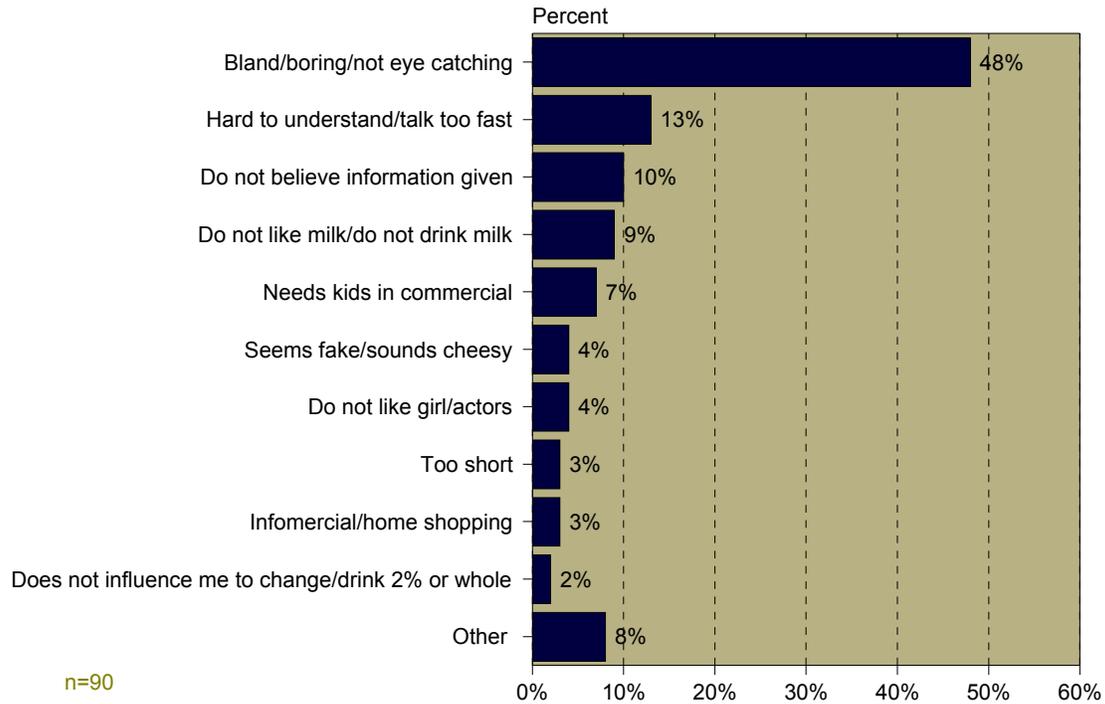
### Why Like Advertising Among Mothers Rating Ad a 4 or 5



### 3. *Reasons Do Not Like Advertising*

Just one in ten mothers (11%) rated the ad “1” or “2.” Those who did most often say they don’t care for it because it is bland or boring (48%). Some feel it is hard to understand or that the actors talk too fast (13%) and one in ten do not feel the information is credible (10% do not believe). Nine percent (9%) do not like or drink milk. A few (7%) suggest that children should be in the commercial.

## Why Dislike Advertising Among Mothers Rating Ad “1” or “2”

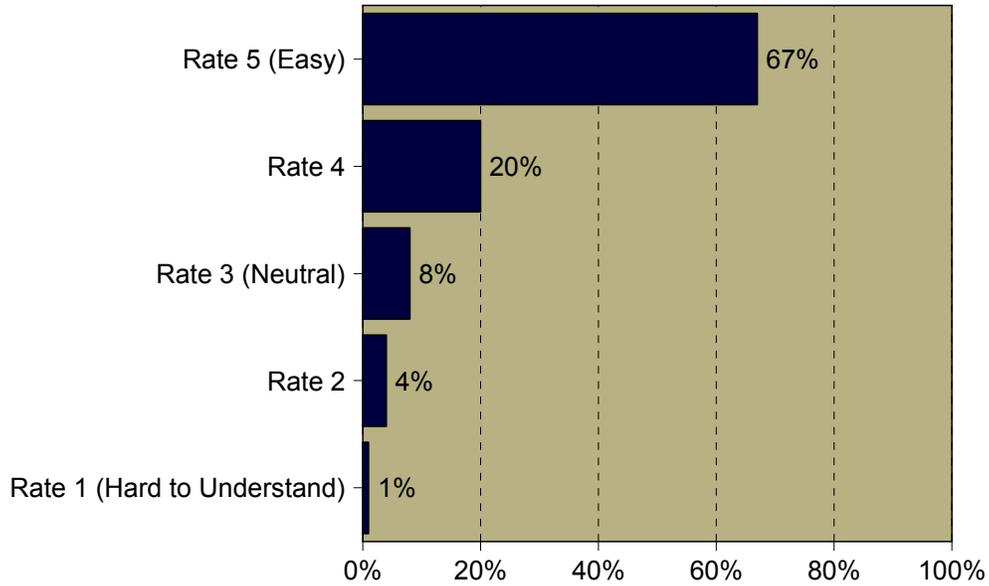


#### 4. *Ease of Understanding*

Nearly nine in ten (87%) mothers interviewed indicate the advertising is easy to understand (67% rate it “5” with an additional 20% rating it a “4”). Only 1% feels it is “hard to understand.”

### 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...*



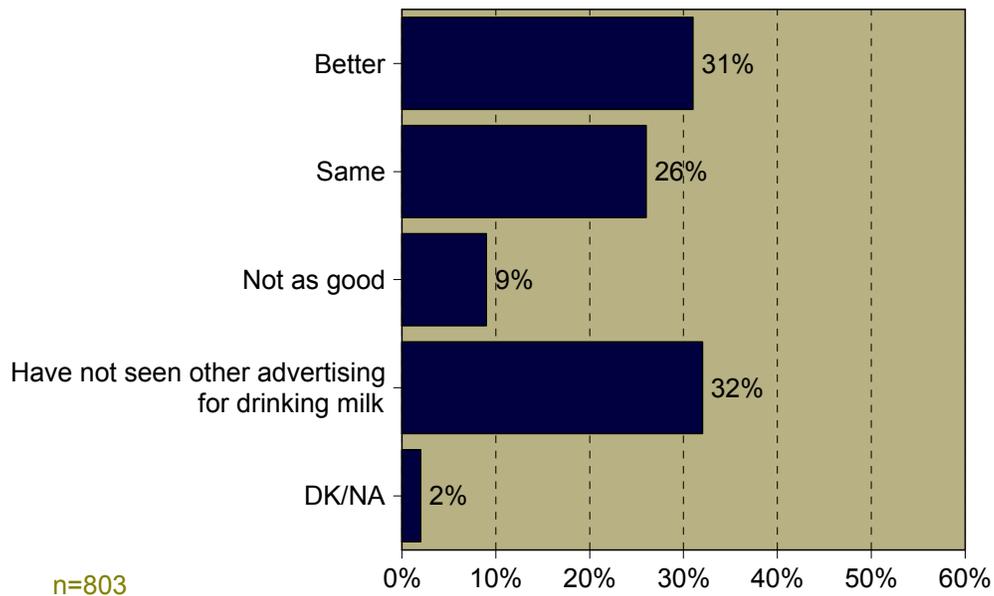
n=803

## 5. Comparison of Go Low to other Milk Advertising

Three in ten (31%) say the *Go Low* advertising is better than other advertising about the importance of drinking 1% low fat or fat free milk. While 26% say the ad is about the same as others, 32% report they have not seen other advertising about drinking milk. One in ten (9%) rated *Go Low* as not as good as other advertising promoting milk.

### Comparison of Go Low Advertising

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



## I. “Stage of Readiness”

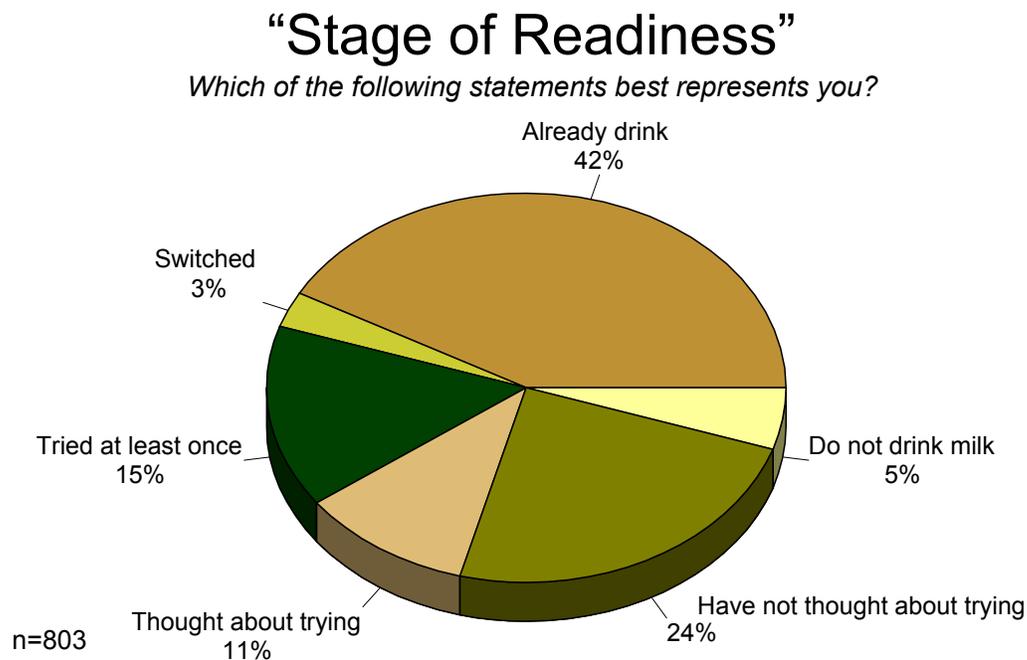
Go Low study participants were asked a question to help determine their “Stage of Readiness” with regard to drinking 1% low fat or fat free milk.

The question was as follows:

Which of the following statements best represents you?

- In the past 3 months, I have switched to 1% low fat or fat free milk.
- In the past 3 months, I have tried 1% low fat or fat free milk at least once.
- In the past 3 months, I have thought about trying 1% low fat or fat free milk, but I haven’t tried it yet.
- In the past 3 months, I have not thought about trying, tried, or switched to 1% low fat or fat free milk.
- I already drink 1% low fat or fat free milk.
- I don’t drink milk.

As seen below, 15% of the women interviewed have tried 1% low fat or fat free milk at least once in the past three months, with another 11% saying they have thought about trying this kind of milk. One in four (24%) say they have not thought about trying, tried, or switched to 1% low fat or fat free milk in the past three months. Interestingly, four in ten (42%) say they already drink 1% low fat or fat free milk and 3% report they have switched to 1% low fat or fat free milk in the past three months. A few (5%) indicate they do not drink milk at all.



Following are responses to the *Stage of Readiness* question by advertising awareness. As seen in this table, women aware of *Go Low* advertising are significantly more likely than those who did not recall the advertising to say they *already drink 1% low fat or fat free milk* (48% vs. 39%). Conversely, those who have no recall of the advertising are significantly more likely than those who are aware of the *Go Low* advertising, to say they *have not thought about trying 1% low fat or fat free milk* – 28% compared to 17%.

The only notable difference between those with Unaided and Aided awareness is that those with aided recall make up a significantly higher proportion of those who said they *have thought about trying 1% low fat or non-fat milk but have not yet done so* (14% vs. 5% of those with unaided recall).

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

Stage	Advertising Awareness	
	Total Awareness (n=276)	No Recall (n=527)
Switched to 1%/fat free	4%	3%
Tried 1%/fat free at least once	15%	15%
Thought about trying	12%	11%
Have not thought about trying	17%	<b>28%</b>
Already drink 1%/fat free	<b>48%</b>	39%
Do not drink Milk	4%	5%

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

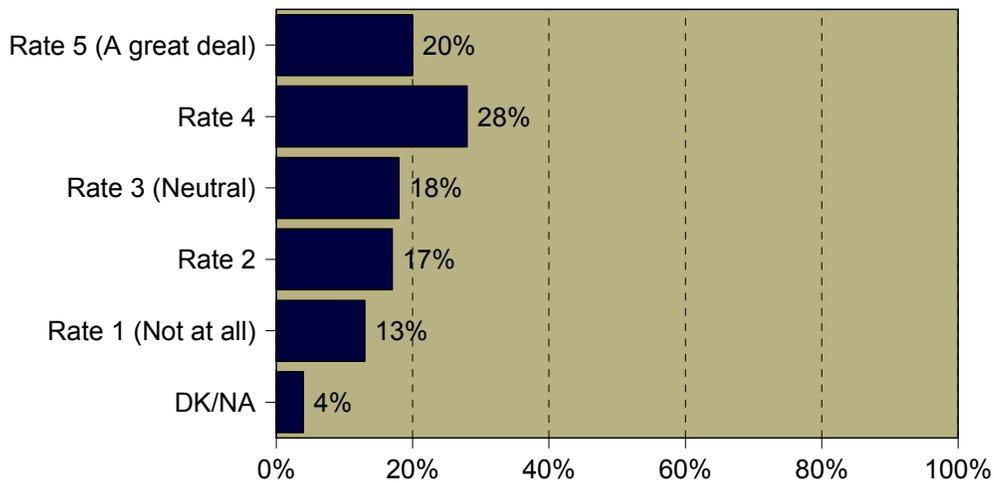
## J. Influence of *Go Low* Advertising

Women who switched to 1% low fat or fat free milk, or have tried or thought about trying 1% low fat or fat free milk in past three 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 this type of milk.

Nearly one-half (48%) of women aware of the advertising and who switched to, tried or thought about trying low fat or fat free milk indicate the *Go Low* advertising positively influenced them to do so (4 + 5 rating). One in five (20%) say it influenced them “a great deal” (“5” rating). Three in ten (30%) say the advertising really has not affected their milk drinking behavior (1 + 2 rating).

### Advertisement 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 changing, planning to change, or changing to 1% low fat or fat free milk?*



n=230  
(Those aware of *Go Low* advertising and who had tried or thought about trying 1% low fat or fat free milk)

## K. Fruit & Vegetable Pre-test

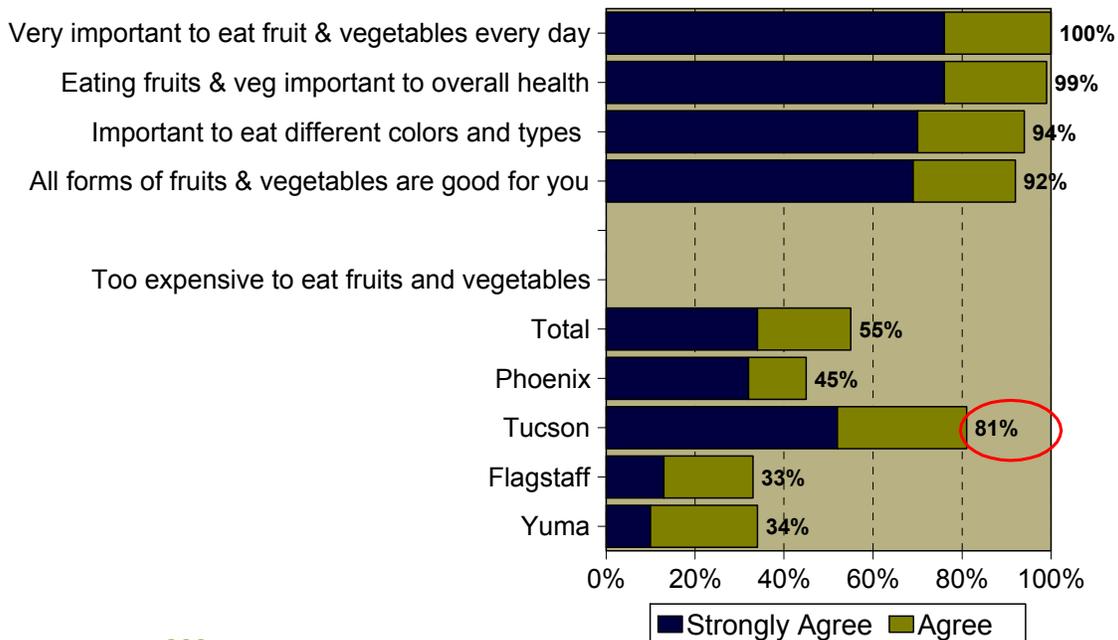
Virtually all moms strongly agree or agree it *is important to eat fruits and vegetables every day* (100%) and that *eating fruits and vegetables is important to my overall health* (99%). A vast majority also agree it is *important to different colors and types of fruits and vegetables* (94%) and that *all forms of fruits and vegetables are good for you including fresh, frozen, dried, canned and 100% juice* (92%).

Although mothers appear to clearly understand the importance of eating fruits and vegetables, more than one-half (55%) of all moms interviewed also agree that it is too expensive to eat them. This is particularly true for Hispanic and Native American mothers (60% and 67% vs. 46% of Caucasians) and for older moms (63% of those ages 36 to 49 vs. 50% of younger moms).

As shown below, Tucson moms are by far the most likely to indicate cost can be a barrier to eating fruits and vegetables (81% with 53% strongly agreeing -- significantly higher than moms elsewhere). Moms in Phoenix are significantly more likely than those in Flagstaff and Yuma to feel they are too expensive.

### Agreement with Fruit and Vegetable Statements

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



n=803