



ARIZONA DEPARTMENT OF HEALTH SERVICES
(ADHS)/
ARIZONA NUTRITION NETWORK (AZNN)
“FRUITS & VEGETABLES”
POST CAMPAIGN RESEARCH REPORT

REPORT PREPARED FOR:
ARIZONA DEPARTMENT OF HEALTH SERVICES / AZNN

OCTOBER 2007

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I. BACKGROUND & METHODOLOGY

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

Moses Anshell implemented three marketing campaigns including a community outreach component for the target audience. Marketing campaigns are developed around the three messages of drinking 1% low fat or fat free milk, increased consumption of fruits and vegetables, and eating 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 the campaign is women ages 18 to 49 with children ages 2 to 11, with household income equal to 130% of federal poverty level. The secondary target is children ages 2 to 11.

The subject of this research report is the *Fruits and Vegetables* campaign, which focuses on eating more fruits and vegetables. The campaign, which ran for the months of June through September, was statewide and included the following media and projects:

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

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

- Measure awareness of the campaign
- Evaluate exposure to the campaign
- Gauge effectiveness of the advertising
- Measure attitudes about eating fruits and vegetables

Intercept interviews with 400 women were conducted in four Arizona cities: Phoenix, Tucson, Cottonwood and Yuma. In addition, 93 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), and whether or not they help their mothers decide on what to have for dinner.

Intercepts were conducted at Food City grocery store locations in Phoenix, Tucson, Cottonwood and Yuma. All interviews were completed between September 4 and September 20, 2007.

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 Women | Sample Size Children | Interview Dates |
|-----------|---|-------------------|----------------------|-------------------|
| Food City | 4344 W. Indian School Road, Phoenix | 100 | 17 | September 11 - 19 |
| Food City | 3030 E. 22 nd Street, Tucson | 100 | 25 | September 8 - 9 |
| Food City | 2600 W. 16 th Street, Yuma | 100 | 15 | September 15 - 16 |
| Food City | 1501 E. Highway 89A, Cottonwood | 100 | 36 | September 4 - 5 |

Following a 10-minute, in-person interview, women participants were asked to complete a self-administered “questionnaire” regarding items they are most likely to purchase when grocery shopping. The questionnaire was simply a listing of specific fruits, vegetables, dairy products, meats, and breads/tortillas/starch. Respondents checked those items they are most likely to purchase. They were also asked if their “typical” grocery list/purchases had changed over the past six months. This question was asked to measure change in behavior.

Respondents were given \$5 as a thank you for participating in the survey.

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 combination of a *quota sample* (e.g., 80% Hispanic) and a *convenience sample* (e.g., those who shop at Food City grocery stores). Though these sampling techniques were appropriate to meet the study objectives (within the budget guidelines), they do introduce sampling bias and should be considered when interpreting the findings.

Respondent Profile

| | Total (n=400) | Phoenix (n=100) | Tucson (n=100) | Cottonwood (n=100) | Yuma (n=100) |
|---------------------------------------|------------------|--------------------|-------------------|-----------------------|-----------------|
| Age | | | | | |
| 18 – 25 | 20% | 19% | 18% | 21% | 20% |
| 26 – 35 | 33% | 36% | 35% | 31% | 29% |
| 36 – 45 | 31% | 28% | 29% | 37% | 31% |
| 46 -- 49 | <u>16%</u> | <u>17%</u> | <u>17%</u> | <u>11%</u> | <u>20%</u> |
| Total | 100% | 100% | 100% | 100% | 100% |
| Ethnicity (by observation) | | | | | |
| Hispanic | 70% | 68% | 80% | 65% | 66% |
| Caucasian | 19% | 16% | 10% | 21% | 28% |
| Native American | 7% | 8% | 6% | 9% | 4% |
| Other | <u>5%</u> | <u>8%</u> | <u>3%</u> | <u>6%</u> | <u>2%</u> |
| Total | 100% | 100% | 100% | 100% | 100% |

II. Key Findings & Conclusions

- **Six in ten women in the target audience use a grocery list**, with milk being the most frequently mentioned item on those lists. Nearly half (47%) of these respondents shop two to three times each week, with over one-third (37%) saying they go to the grocery store once a week.
- **Women report an increase in fruit and vegetable consumption.** Approximately half (53%) of the respondents indicated they are eating more fruits and vegetables now than they were six months ago.
- **The target audience is split on whether or not fruits and veggies are too expensive to eat.** Approximately four in ten agree, with the same portion saying they disagree. Agreement with statements about fruits and vegetables was strongest for the following two statements: *It is very important for me to include fruits and vegetables in my daily diet and I believe eating fruits and vegetables is important for my overall health.*
- **Two-thirds of women have seen advertising for fruits & vegetables (on an unaided basis).** Four in ten children said they had.

Women in Yuma were significantly less likely to say they had seen advertising about eating fruits and veggies than were women in Phoenix, Tucson and Cottonwood.

- **Eat five servings each day and darker/colorful fruits and vegetables are better** are the dominant messages mothers recall.

Conservatively, 12% of women cited something very specific to the Fruits and Vegetables campaign on an unaided basis. That is, 12% of women said something about the explorer/zoo theme, colorful or a variety of fruits and veggies, eating fruits and veggies will make you/your child strong and/or more matters. This does not include those who said eat more fruits and vegetables, eat 5 a day, fruits and vegetables keep you from getting sick, or something about the food pyramid.

- **One-third, or 34%, indicated they had seen the *Fruits and Veggies More Matters* logo.** When asked where they had seen it, most said the DES/WIC office (38%).
- **Four in ten (40%) moms said they recalled the ads on an aided basis.** Awareness among mothers living in Yuma was significantly lower than the other cities tested.
- **Participants gave their overwhelming approval to the *Fruits and Vegetables* advertising, with 94% of mothers and 91% of children saying they liked the advertising.** Just two moms said they did not like it, with the rest saying they didn't have an opinion one way or the other.
- **Mothers like the fact that the ads are educational and eye catching.** Kids were most likely to mention the treasure chest/hunt as their reason for liking the ad.

- **TV is the #1 medium, with nearly all of those who had seen or heard advertising, saying they had seen or heard the ads on TV.** Government offices, the second most frequently cited medium, was mentioned by three in ten of those interviewed. Other media were rarely mentioned.
 - *Univision was mentioned most frequently in all cities.*
- **Nearly all (99%) mothers find the advertising easy to understand; three-quarters say it is better than other ads for fruits and veggies.**
- **The majority of moms and kids drink 2% or whole milk, but over one-quarter (of moms) say 1% or fat free.** Slightly fewer children (than mothers) drink 1% or fat free.
- **Most children mention fruit when asked about food that is good for them with significantly fewer giving examples of vegetables.** In addition, most children help their mothers decide what to have for dinner.
- **Chicken, eggs, bananas and lettuce, are among the most frequently purchased food items by the target market.** Apples, potatoes, cheese and tomatoes are also very likely to be in the target audiences' food baskets.

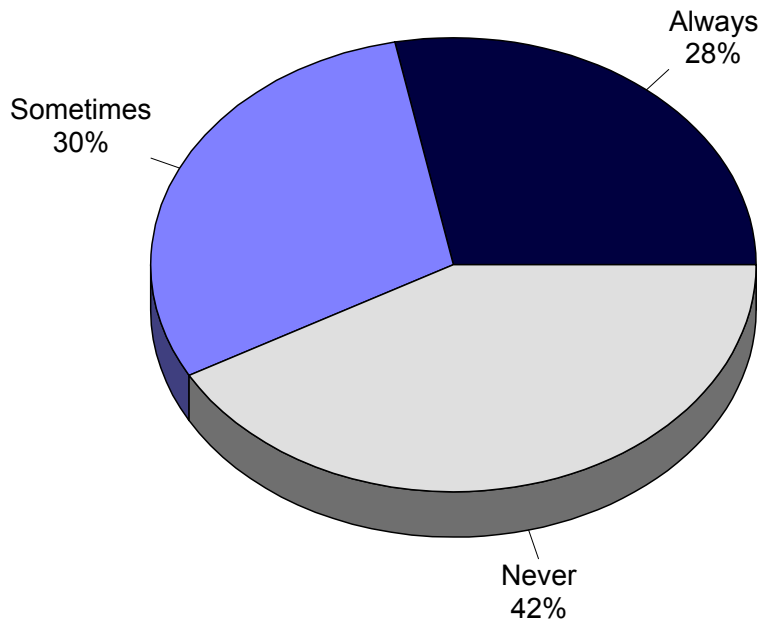
III. GROCERY SHOPPING

A. USE GROCERY LIST

To begin the interview, participants were asked whether or not they use a grocery list and if so, what three things are most likely to be on the list.

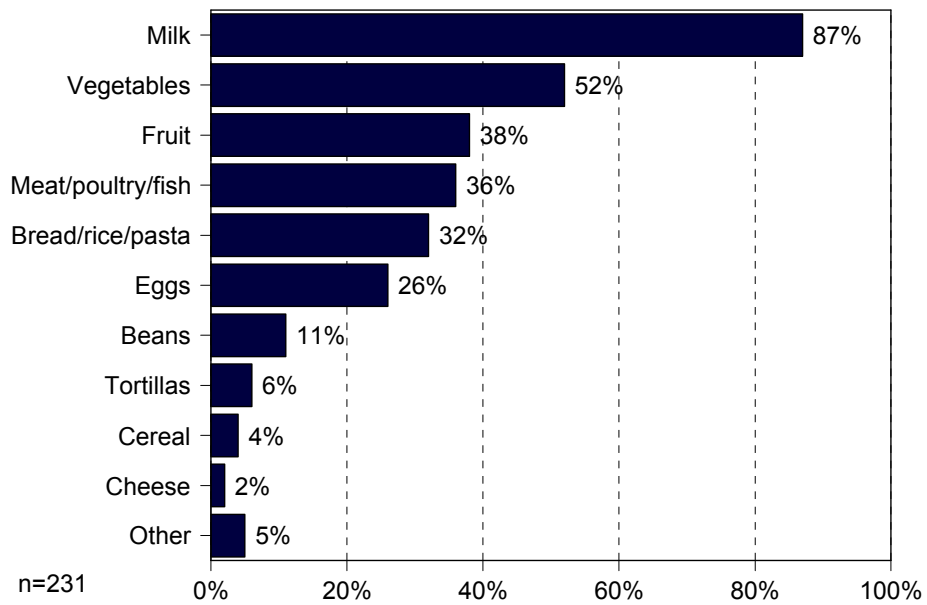
As seen in the following charts, nearly six in ten say they always (28%) or sometimes (30%) use a grocery list, with milk (87%) being the most frequently mentioned item on those lists. Use of a list increases as the age of the mother increases. For example, only 18% of those aged 18 to 25 said they “always” use a list. In comparison, 39% of those between the ages of 46 and 49 “always” use a shopping list.

Use Grocery List



Items Most Often on List

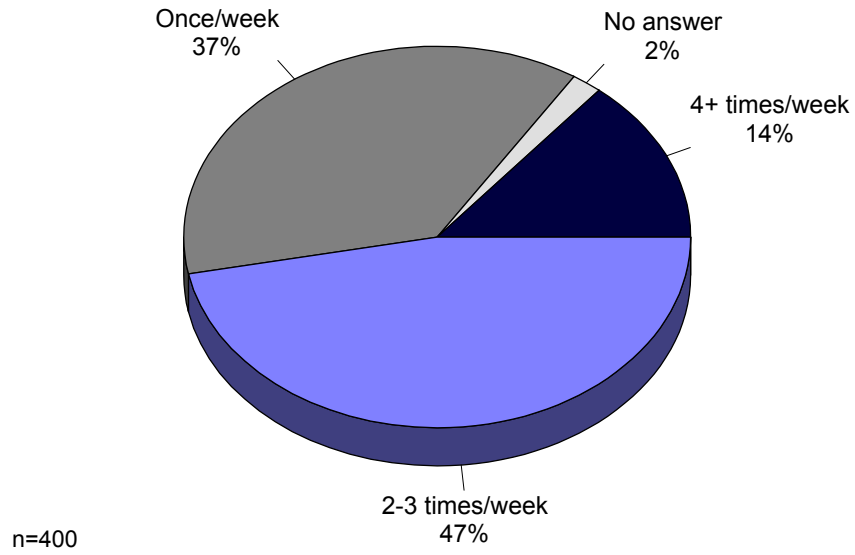
(Among those Using List)



B. FREQUENCY of GROCERY SHOPPING

Just under half (47%) of these respondents shop two to three times each week, with over one-third (37%) saying they go to the grocery store once a week. Fourteen percent (14%) of those interviewed say they shop for groceries four or more times every week.

Frequency of Grocery Shopping

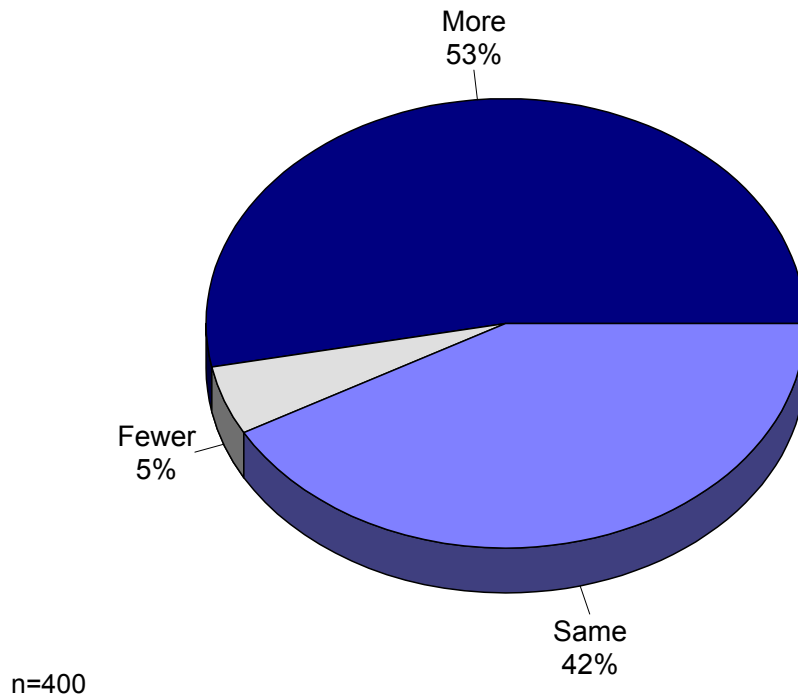


IV. ATTITUDINAL MEASURES

A. RECENT CHANGES IN EATING HABITS

Approximately one half (53%) of the respondents indicated they are eating more fruits and vegetables now than they were six months ago, with four in ten (42%) saying they have the same habits now as they did six months ago. Yuma residents were slightly less likely to report an increase in fruits and vegetables consumption over the past six months.

Changes in Eating Fruits & Vegetables



Changes in Eating Fruits and Vegetables

| | Total Sample (n=400) | Phoenix (n=100) | Tucson (n=100) | Cottonwood (n=100) | Yuma (n=100) |
|-------|-------------------------|--------------------|-------------------|-----------------------|-----------------|
| More | 53% | 58% | 56% | 51% | 46% |
| Same | 42% | 36% | 42% | 44% | 45% |
| Fewer | 5% | 5% | 2% | 5% | 6% |

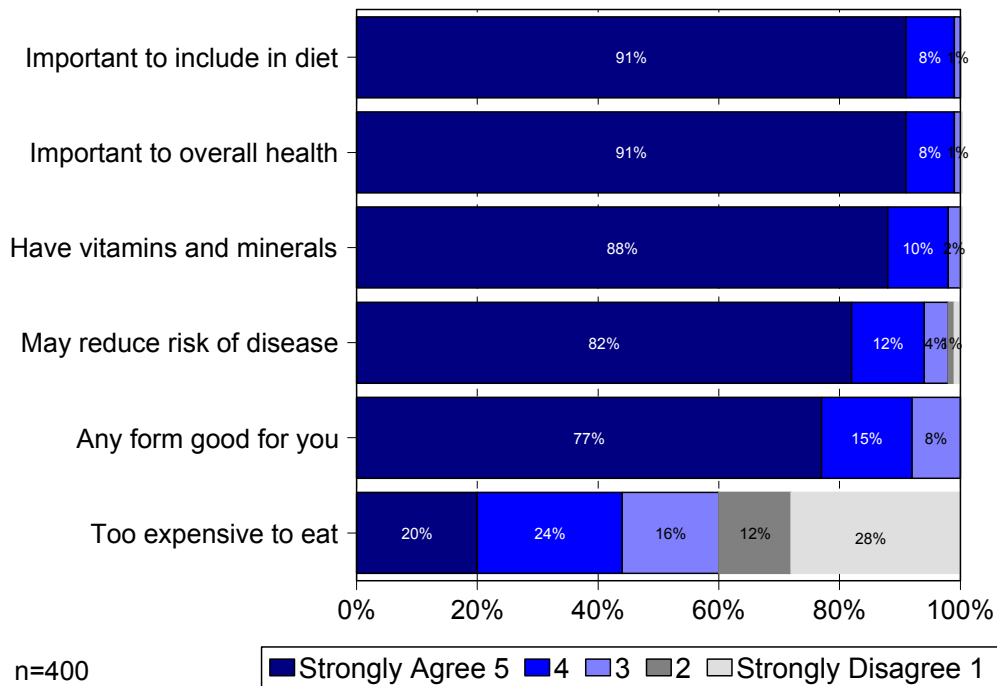
Would you say you are eating more fruits and vegetables, fewer fruits and vegetables, or about the same amount of fruits and vegetables as you were six months ago?

B. AGREEMENT WITH ATTITUDINAL STATEMENTS

Respondents were asked to rate a series of six attitudinal statements describing thoughts and perceptions about eating fruits and vegetables. Ratings were completed on a scale of 1 to 5, where 5 meant “strongly agree,” 1 meant “strongly disagree,” and 3 meant “neutral.”

A strong majority of participants agreed with five of the six statements, although agreement was strongest for two of them: *It is very important for me to include fruits and vegetables in my daily diet and I believe eating fruits and vegetables is important for my overall health.* Slightly fewer said they strongly agree with the statement *Fruits and vegetables have many vitamins and minerals which have powerful benefits.* The target audience is somewhat divided on whether or not fruits and veggies are too expensive to eat – 44% said they strongly agree/agree with the statement with slightly fewer (38%) saying they strongly disagree/disagree.

Ratings of Attitudinal Statements



As seen in the chart below, those over 35 are slightly more knowledgeable about fruits and veggies than are those under 35, especially when it comes to reducing the risk of disease. Also of interest, those between the ages of 26 and 35 are least likely to be discouraged from eating fruits and vegetables by price.

Agreement with Attitudinal Statements

| % Rate 4 or 5-strongly agree Average rating | Total (n=400) | Age 18-25 (n=78) | Age 26-35 (n=131) | Age 36-45 (n=125) | Age 46-49 (n=65) |
|--|------------------|---------------------|----------------------|----------------------|---------------------|
| It is important to include fruit/veg. in diet | 99% 4.90 | 97% 4.87 | 99% 4.89 | 100% 4.91 | 100% 4.91 |
| I believe eating fruit/veg. is important to health | 99% 4.89 | 97% 4.88 | 98% 4.88 | 100% 4.90 | 100% 4.92 |
| Fruit/vegetables have many vitamins/minerals | 98% 4.86 | 95% 4.82 | 99% 4.87 | 99% 4.85 | 100% 4.91 |
| Eating fruit/veg. may reduce risk of disease | 94% 4.74 | 87% 4.60 | 92% 4.70 | 98% 4.82 | 99% 4.85 |
| Eating any form of fruit/vegetables good for you | 90% 4.65 | 83% 4.56 | 91% 4.72 | 93% 4.64 | 92% 4.65 |
| It is too expensive to eat fruits/vegetables | 44% 2.95 | 45% 3.01 | 31% 2.54 | 46% 3.14 | 60% 3.31 |

Rated on a scale of 1 to 5, where 5 meant “strongly agree,” 1 meant “strongly disagree,” and 3 meant “neutral.”

V. ADVERTISING AWARENESS, RECALL & EFFECTIVENESS

A. Ad AWARENESS – Eating Healthy Foods

Prior to discussing advertising specifically related to *eating more fruits and vegetables*, participants were asked if they had seen or heard any advertising or public service announcements about *eating healthy foods*. Nearly six in ten (58%) said they had, with 40% saying that had not, and 2% saying they did not know.

Awareness is highest among those between the ages of 26 and 35 (66%) and Caucasian respondents (72%).

Advertising Awareness – Eating Healthy Foods

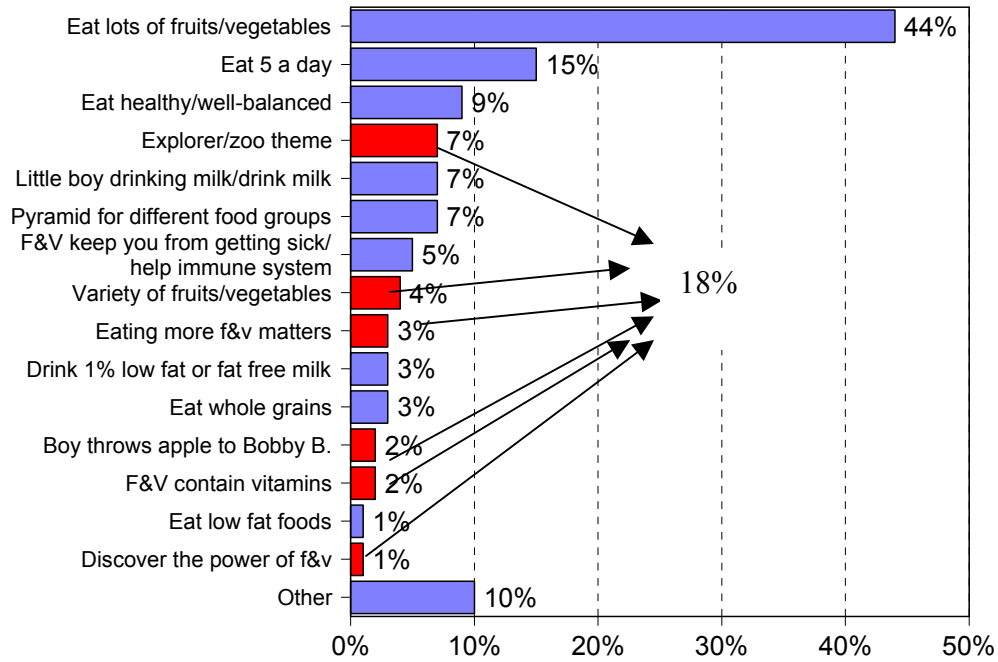
| | 2007 Total (n=400) | 18-25 (n=78) | 26-35 (N=131) | 36-45 (n=125) | 46-49 (n=65) | Cauc. (n=75) | Hisp. (n=279) | Nat.Am (27) |
|---------------|--------------------------|-----------------|------------------|------------------|-----------------|-----------------|------------------|----------------|
| Aware | 58% | 53% | 66% | 54% | 54% | 72% | 56% | 44% |
| Not aware | 40% | 46% | 34% | 41% | 45% | 27% | 42% | 48% |
| Don't know/NA | 2% | 1% | -- | 5% | 1% | 1% | 2% | 8% |

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

B. MESSAGE RECALL – EATING HEALTHY FOODS

Women were most likely to say the advertising they had seen about eating healthy foods related to *eating lots of fruits and vegetables*, with over four in ten (44%) saying that’s what they remember most. *Eat 5 a day* was the single response mentioned next most frequently. However, 18% of the responses were specific to the *Fruits & Vegetables More Matters* campaign, with the explorer/zoo theme mentioned by 7% of participants.

Message Recall -- Eating Healthy Foods

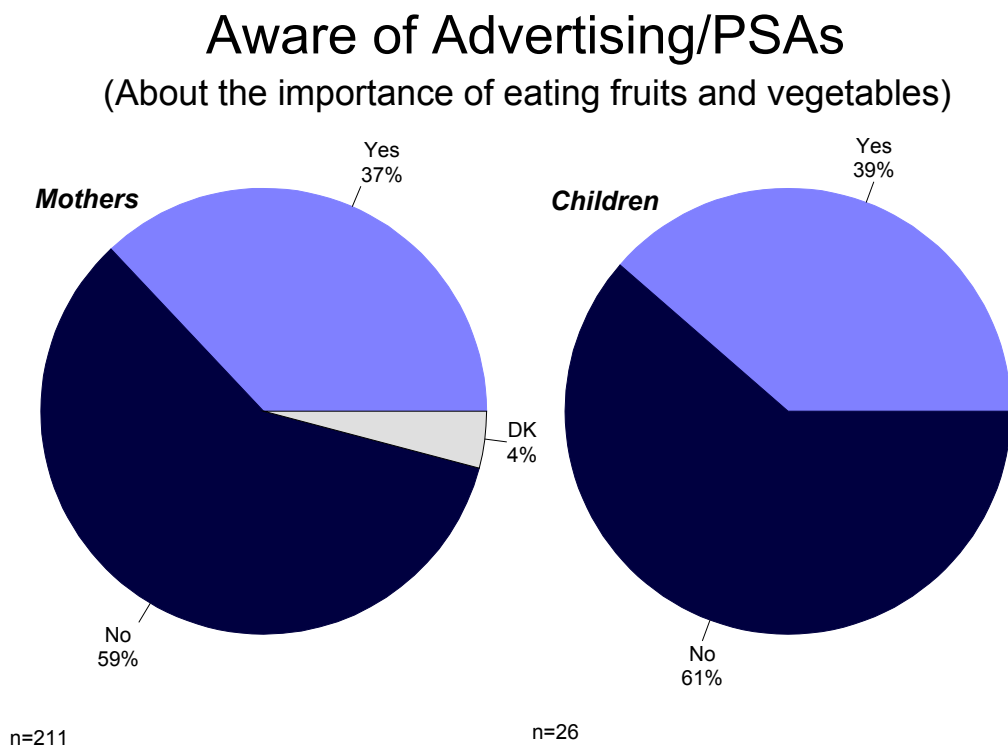


n=231 (Among those aware of advertising.)
 Highlighted responses specific to current advertising

C. Ad AWARENESS – FRUITS AND VEGETABLES

Following the question regarding advertising or public service announcements about *eating healthy foods*, respondents who did not say something related to eating fruits and vegetables were specifically asked if they had seen or heard any advertising or public service announcements about the *importance of eating more fruits and vegetables*. More than one-third (37%) of these mothers said they had. In total, two thirds (66%) of women said they had seen advertising related to eating fruits and vegetables, without being prompted with the *Fruits & Vegetables* collateral.

Among the children who responded to this question, 39% (10 of 26) said they had seen such advertising.



Demographic Differences

Women in Yuma were significantly less likely to say they had seen advertising about eating fruits and vegetables than were women in Phoenix, Tucson and Cottonwood.

The sample sizes for children are too small to look at by city.

**Aware of Fruits & Vegetables Advertising
By City**

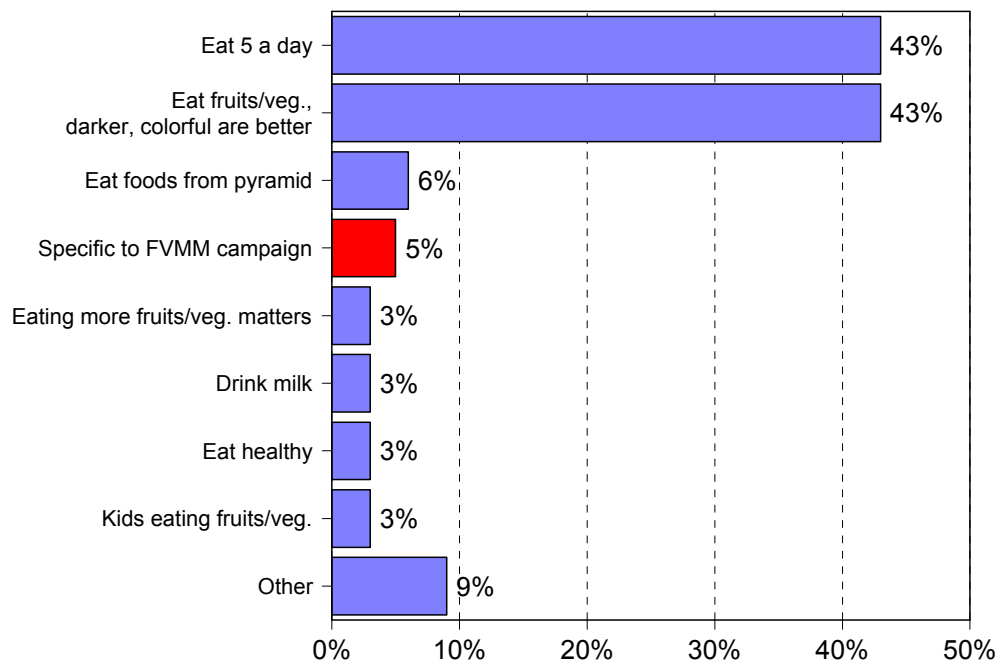
| Mothers | Phoenix n=100 | Tucson n=100 | Cottonwood n=100 | Yuma n=100 |
|----------------|--------------------------|-------------------------|-----------------------------|-----------------------|
| Yes | 66% | 71% | 70% | 59% |
| No | 33% | 29% | 26% | 36% |
| DK | 1% | | 4% | 5% |
| Total | 100% | 100% | 100% | 100% |

D. MESSAGE RECALL – FRUITS AND VEGETABLES

There are two dominant messages respondents recall with regard to the ads stressing the importance of eating fruits and vegetables: *eat five servings each day* and *darker, colorful fruits and vegetables are better* (43% each). The next most frequently cited message was to *eat foods from the pyramid* (6%), with 5% saying something specific to the *Fruits & Vegetables* campaign.

Children aware of these ads were also asked what they remembered about them. Three of the 16 children said they just remember the ads said to *eat fruits and vegetables*. Three also recalled the ads said eating fruits and vegetables *make you strong*. The explorer/zoo theme was mentioned by one child. It is important to note that the children's results are **not** included in the graph below.

Message Recall -- Fruits & Veggies



n=79 (Among those aware of advertising.)

Conservatively, 12% of women cited something very specific to the FVMM campaign on an unaided basis. That is, 12% of women said something about the explorer/zoo theme, colorful or a variety of fruits and veggies, eating fruits and veggies will make you/your child strong and/or more matters. This does not include those who said eat more fruits and vegetables, eat 5 a day, fruits and vegetables keep you from getting sick, or something about the food pyramid.

Because the overall sample size for this question was relatively small (79), comparisons among cities cannot be made. (Note: It is important to remember that participants were only asked this follow-up question if they did not say something related to fruits and vegetables in the eating healthy foods question.)

E. AWARENESS OF MORE MATTERS LOGO

All participants were shown a copy of the *Fruits & Veggies More Matters* logo and asked if they had seen it before. One-third, or 34%, indicated they had seen the logo previously. (This is consistent with numbers seen in late May/early June 2007.) Although there were no differences in awareness of the logo by city, those of Caucasian (44%) and Hispanic (33%) ethnicity were significantly more likely than Native Americans (15%) to indicate awareness of the *Fruits & Veggies More Matters* logo.

Those who had seen the logo were asked where they had seen it. The highest proportion of those aware said they had seen the *Fruits & Veggies More Matters* logo at the DES/WIC office (38%). This was followed by television (22%).

Awareness of More Matters Logo

| | % Total Sample (n=400) |
|-----------------------------------|---------------------------|
| Aware of More Matters Logo | 34% |
| Where Saw Logo | (n=136) |
| DES/WIC office | 38% |
| Television | 22% |
| Billboard | 3% |
| Door hanger | 1% |
| Bus stop | 1% |
| Pay phone | 1% |
| Other | 34% |

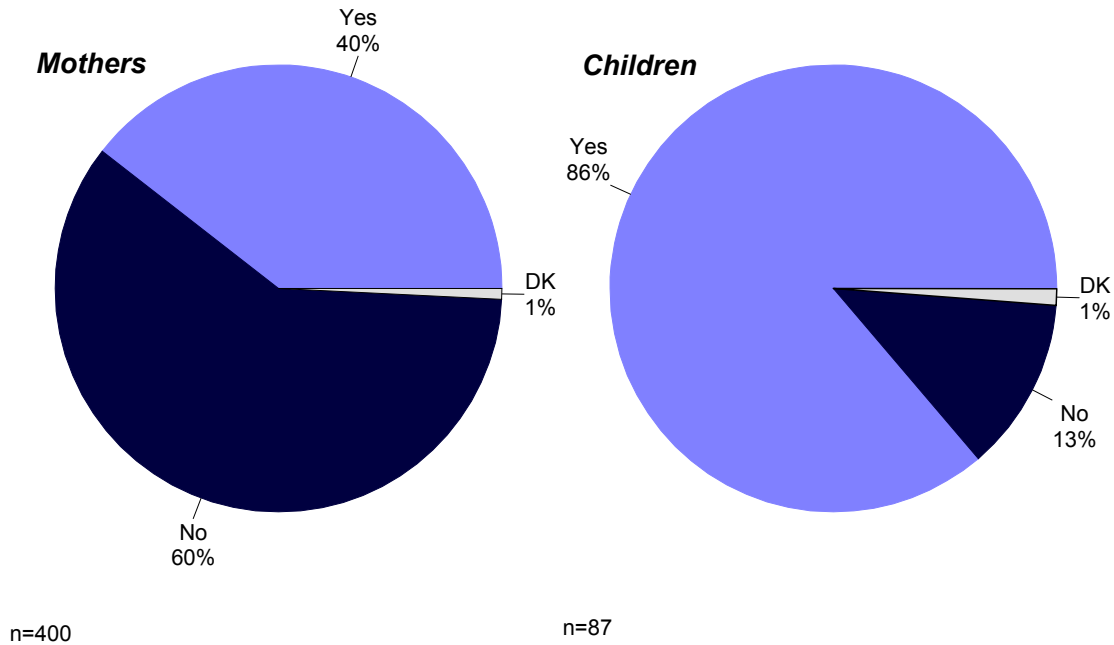
Have you seen this logo before? (If yes) Where do you recall seeing this?

F. Ad AWARENESS - FRUITS AND VEGETABLES MORE MATTERS

All participants were shown an example of the *Fruits & Vegetables* advertising campaign (i.e., TV spots, mounted boards with the outdoor graphic), and asked if they recalled seeing advertising that looked similar. Four in ten (40%) moms said they recalled the ads when shown the TV spot and boards. This is somewhat lower than seen in past studies. However, awareness among children was very high, with 86% saying they remembered the ads.

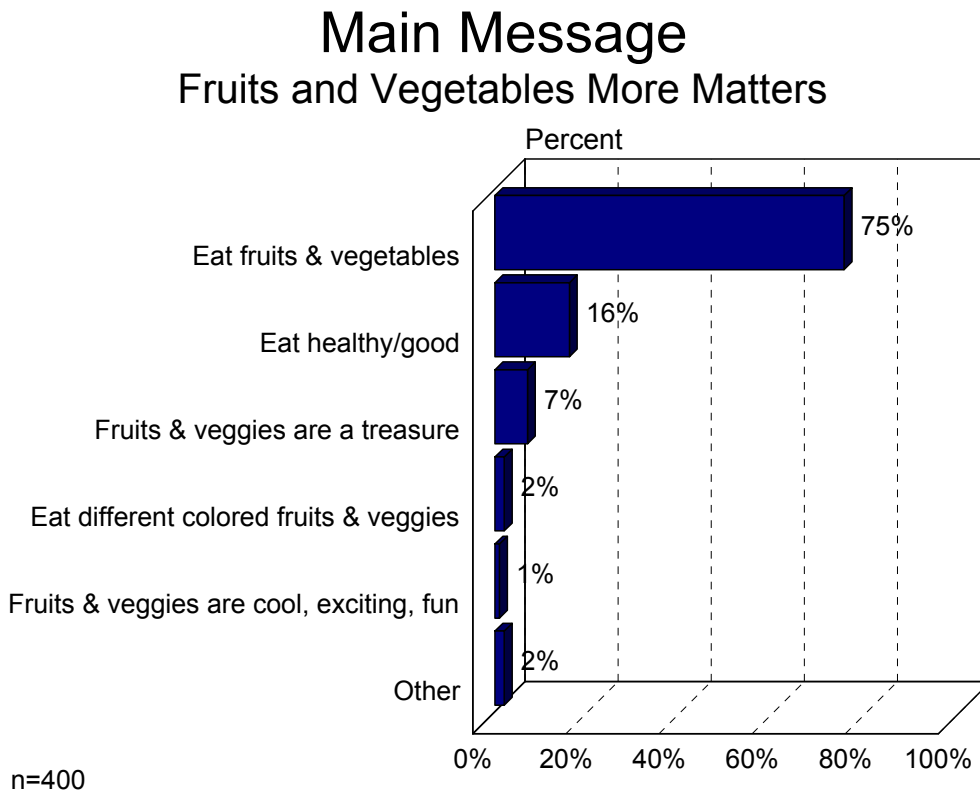
Awareness among mothers living in Yuma was significantly lower than the three other cities tested (26% in Yuma vs. 48% in Cottonwood, 44% in Tucson and 40% in Phoenix). Children from Yuma were also somewhat less likely to indicate they had seen or heard the ads (79% Yuma vs. 94% in Phoenix, 91% in Tucson and 82% in Cottonwood).

Aided Awareness of Advertising



G. MAIN MESSAGE – FRUITS & VEGGIES MORE MATTERS

When asked about the main message of the ads, these mothers clearly interpreted the message to be *eat fruits and vegetables* (75%). An additional 16% said the ads suggested *you should eat good/healthy or low fat foods*. Seven percent (7%) said the ads tell people that *fruits and vegetables are treasures*. Although there were no differences in the top two main messages of the ads by city, those in Cottonwood (10%) and Yuma (11%) were significantly more likely to report the main message was that *fruits and vegetables are treasures* (vs. 3% in Phoenix and Tucson).



Participants were asked if they had any other comments about the advertising. Few said they did, although several reiterated things they mentioned previously (e.g., eat fruit veggies, eat healthy foods, it's good that the ads are directed to kids, etc.)

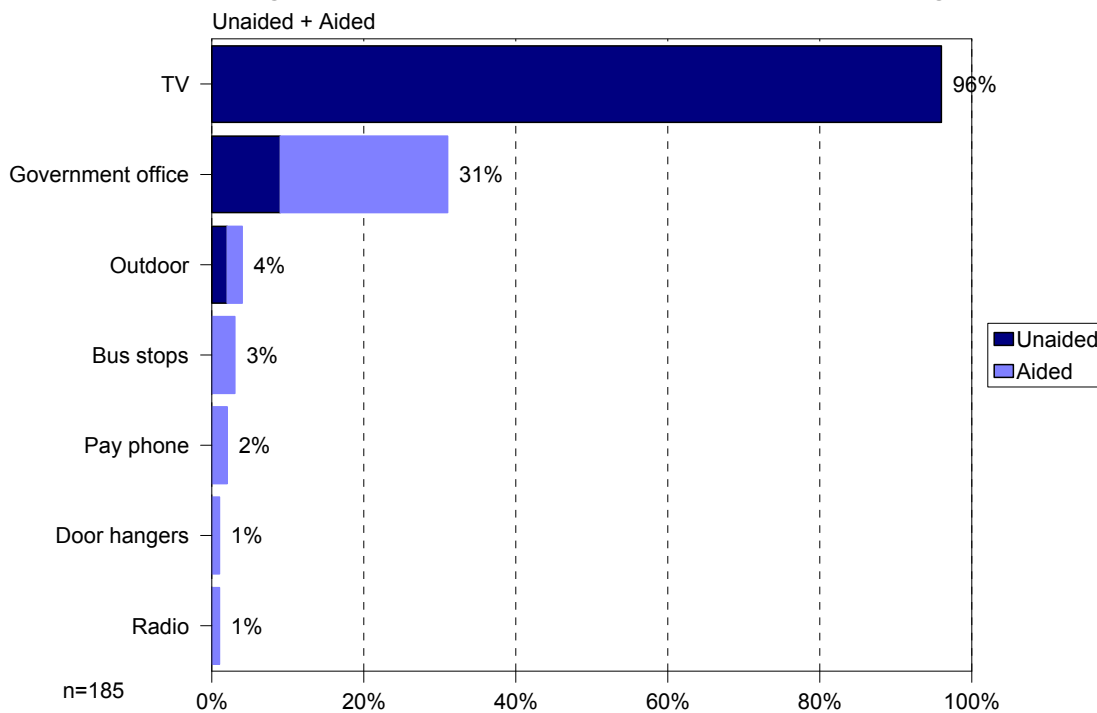
H. Media Recall

When asked (unaided) where they had seen or heard the ads, the vast majority indicated they had seen the ads on television (96%). Government offices (9%) and billboard (2%) were the only other responses mentioned. Government offices were mentioned in Cottonwood (15%) and Yuma (19%) significantly more frequently than Phoenix (3%) and in Tucson (2%).

In addition to asking those aware a general question measuring where they had seen or heard the ads, they were also asked specifically if they had seen/heard the ads in the nine locations the ads had been placed. Government office (WIC) showed the greatest improvement in awareness when participants were prompted, increasing to 31% overall.

Source of Advertising

Among those who had Seen/Heard Advertising



TV Stations by City

| Phoenix (n=39) | Tucson (n=43) | Cottonwood (n=43) | Yuma (n=24) |
|--|---|---|--|
| Univision - 33% Channel 33 - 21% Nickelodeon - 13% | Univision - 51% Channel 40 - 9% Cartoon Net. - 7% | Univision - 49% Channel 33 - 12% Telemundo - 7% | Univision - 25% Nickelodeon - 17% Channel 9 - 8% |

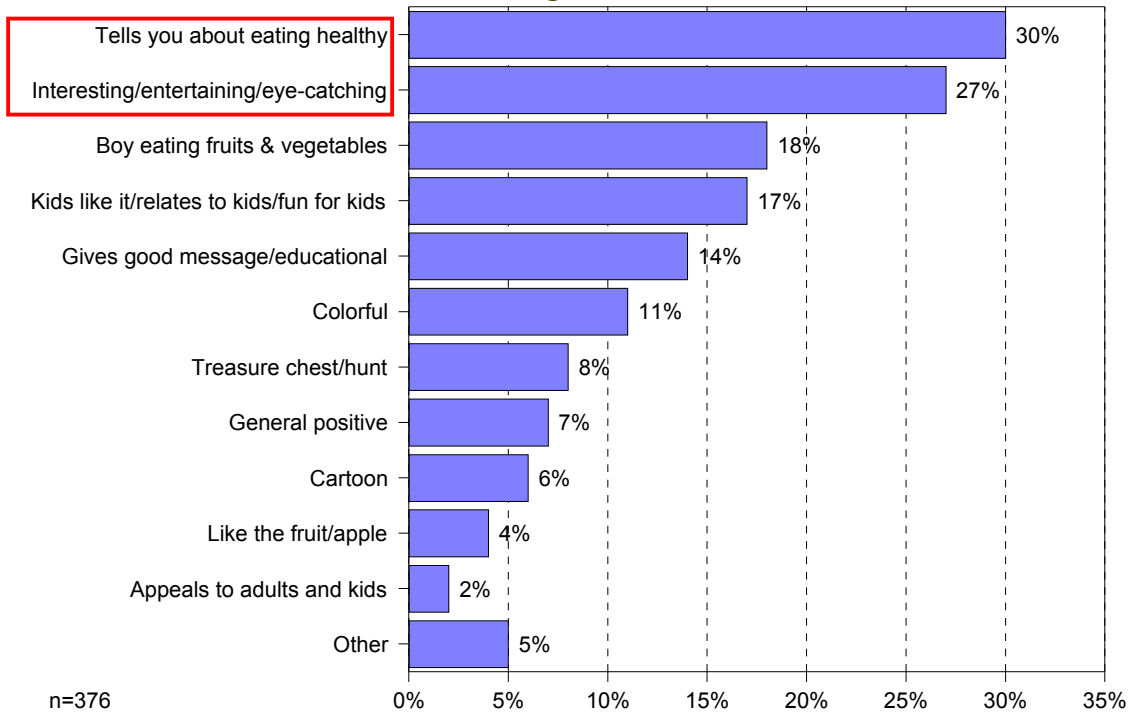


I. Overall Opinion of Advertising

More than nine in ten mothers indicated they like the fruits and vegetables advertising campaign (94% rate it 4 or 5 on a 5-point scale). Tucson mothers were significantly more likely than Phoenix mothers to rate the ads with 5 or “really like” ratings (78% vs. 64%, respectively). Nearly all of the children interviewed (91%) like the advertising.

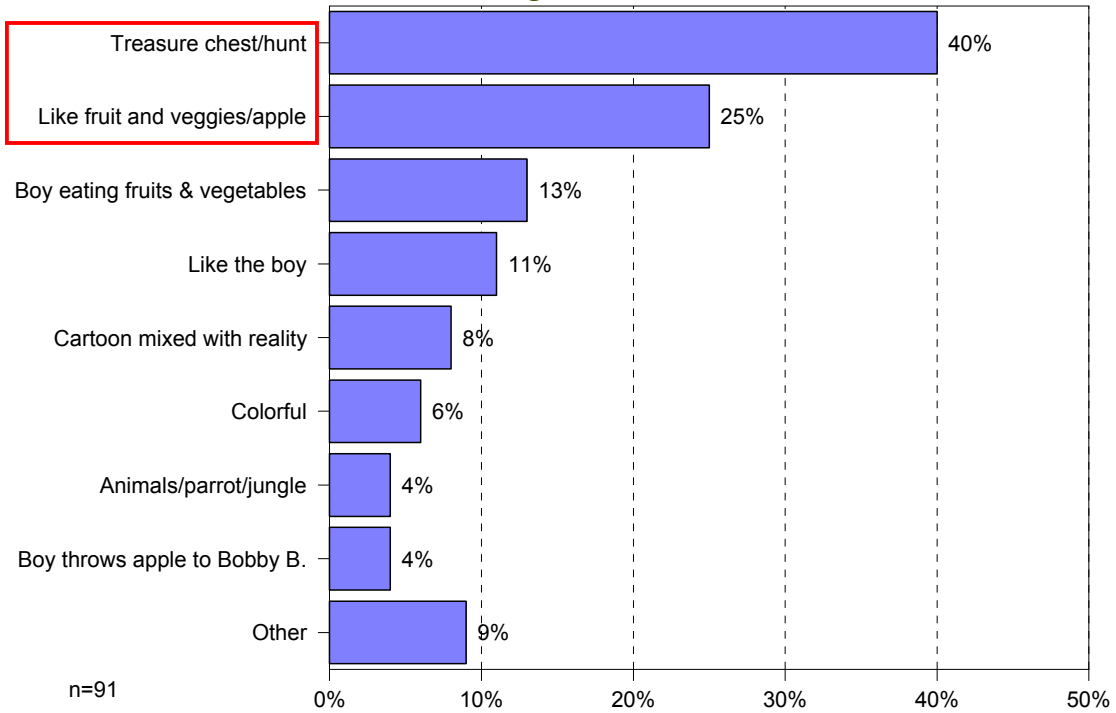
Mothers cited two main reasons for liking the fruits and vegetables advertising: *it tells kids about healthy eating habits/my kids ask for healthy foods* (30%) and *it is interesting and eye-catching* (27%). *Bobby B. eating fruits and vegetables* was mentioned by (18%) of the women as the third main reason for liking the ads, followed by the *kids like it* (17%) and *it’s educational* (14%).

**Why Like Advertising
Among Mothers**



Four in ten (40%) of the children interviewed said they like the advertising because of the *treasure chest and treasure hunt*, with another 25% saying they like *the fruits and vegetables, especially the apple*.

Why Like Advertising Among Children



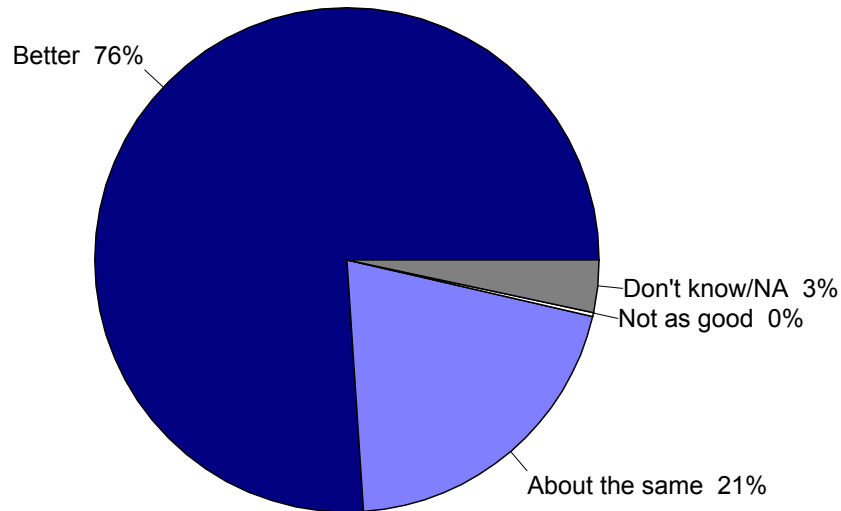
J. OVERALL EFFECTIVENESS

Nearly all (99%) of the mothers interviewed find the advertising easy to understand.

When asked to compare these ads to other advertising they had seen or heard about eating more fruits and veggies, three-fourths (76%) said these ads were better. Mothers between the ages of 46 and 49 were most likely to feel the ads are “better” (85% vs. 74% of those between ages 18 and 45).

Ads Compared to Others

Thinking about other advertising you may have seen or heard about eating more fruits and vegetables, would you say this is... as the other advertising?



n=400

VI. EATING HABITS IN THE HOME

A. Milk Usage

A majority of mothers drink 2% (57%) or whole milk (18%), with one in five (21%) saying they drink 1% and 6% saying fat free. Among children, 27% drink whole milk and 55% drink 2%, 18% drink 1% and 1% drink fat free. Mothers in Phoenix and Yuma are more likely to drink 1% or fat free milk than are mothers in Tucson and Cottonwood (35% vs. 20%).

Milk Usage

| | Total (n=400) | Phoenix (n=100) | Tucson (n=100) | Cottonwood (n=100) | Yuma (n=100) |
|------------------------|------------------|--------------------|-------------------|-----------------------|-----------------|
| <u>Mothers</u> | | | | | |
| Whole | 18% | 16% | 22% | 17% | 18% |
| 2% | 57% | 50% | 62% | 66% | 49% |
| 1% | 21% | 26% | 16% | 14% | 29% |
| Non-fat | 6% | 9% | 4% | 6% | 6% |
| Soy | 1% | - | 1% | - | 2% |
| <u>Children</u> | | | | | |
| Whole | 27% | 25% | 27% | 29% | 25% |
| 2% | 55% | 52% | 62% | 59% | 46% |
| 1% | 18% | 22% | 11% | 12% | 28% |
| Non-fat | 1% | 3% | - | - | 1% |
| Soy | 1% | - | 1% | - | 2% |

What kind of milk do you drink? **BOLDED** numbers indicate a statistically higher result.

Interestingly, slightly more than half (57%) of respondents believe 1% and fat free milk have the same amount of vitamins and minerals as whole milk, with a significant proportion – 22% - saying they do not. One in five (22%) are uncertain.

Understanding of Vitamins and Minerals in Milk

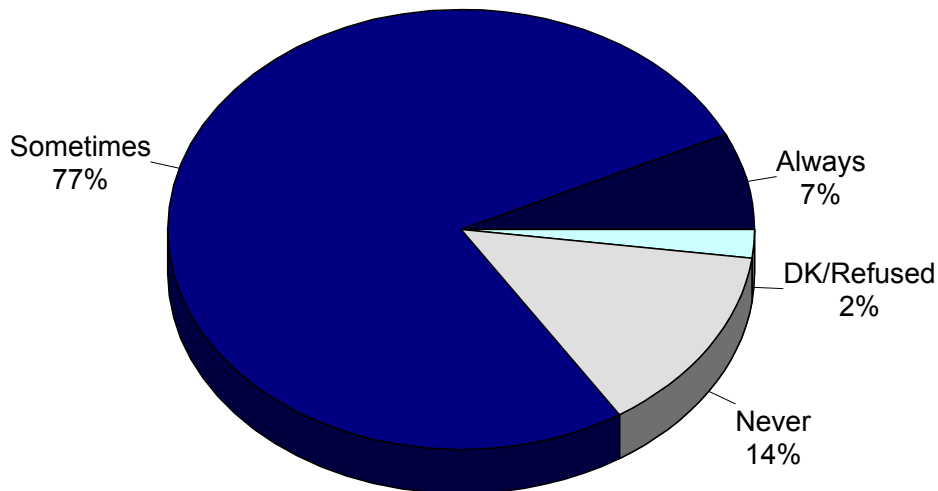
| | Total (n=400) | Phoenix (n=100) | Tucson (n=100) | Cottonwood (n=100) | Yuma (n=100) |
|------------|------------------|--------------------|-------------------|-----------------------|-----------------|
| True | 57% | 58% | 52% | 67% | 51% |
| False | 22% | 12% | 28% | 19% | 27% |
| Don't know | 22% | 30% | 20% | 14% | 22% |

Is the following statement true or false: 1% and fat free milk have the same amount of vitamins and minerals as whole milk.

B. Child's INFLUENCE ON MEAL PLANNING/PREPARATION

Children often have an impact on what is served in the home for dinner. In fact, 7% of children say they “always” help their mother decide what to fix for dinner, with the majority (77%) indicating they help “sometimes.”

Help Decide Dinner Menu Among Children



n=93

C. Child's PERCEPTION of Healthy Foods

When asked to name (unaided) some foods that are good for people to eat, the children most often said fruits (93%), followed by milk (86%). Only 7% said soda or candy. An aided question asking children if milk was good for them yielded positive responses from nearly all of the kids (98%).

Healthy Foods

| | Total (n=91) |
|-------------------------------|-----------------|
| Fruits | 93% |
| Milk | 86% |
| Vegetables | 53% |
| Meat/poultry/fish | 26% |
| Beans | 21% |
| Soft drinks/soda/candy | 7% |
| Bread/pasta/rice | 2% |
| Milk is "good for you" | 98% |

Are there certain foods that are good for you to eat? Name some of them. How about drinking milk, is that good for you?

D. GROCERY PURCHASES

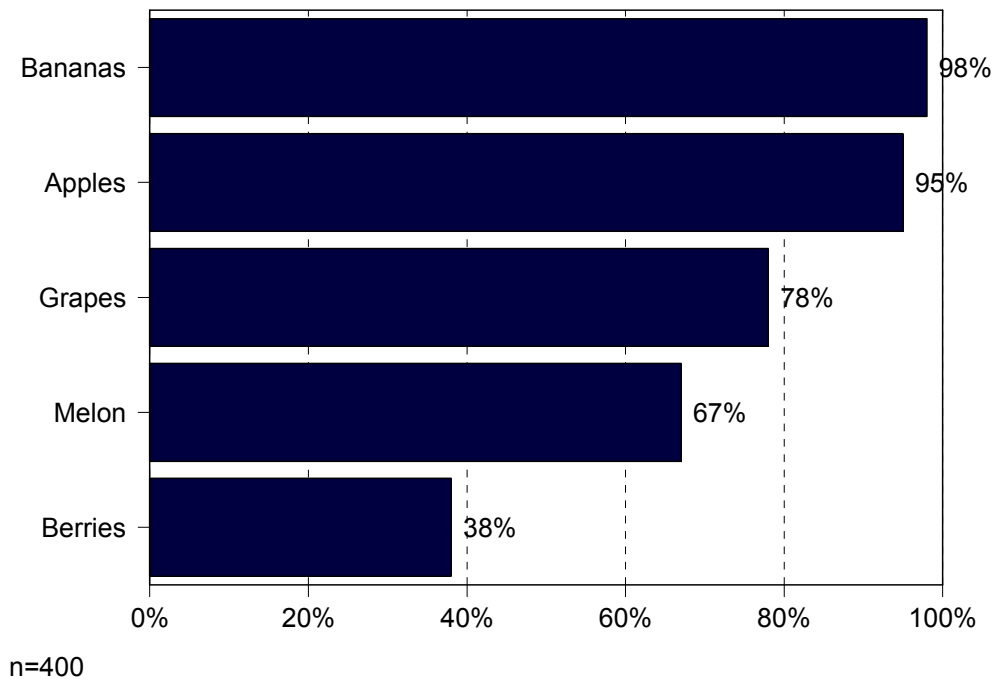
As mentioned in the Background & Methodology section of this report, following the in-person interview, women participants were asked to complete a self-administered “questionnaire” regarding items they are most likely to purchase when grocery shopping. This was simply a listing of specific fruits, vegetables, dairy products, meats, and breads/tortillas/starch.

Participants were most likely to say they purchase chicken (99%), eggs (98%), and bananas (98%) and lettuce (96%).

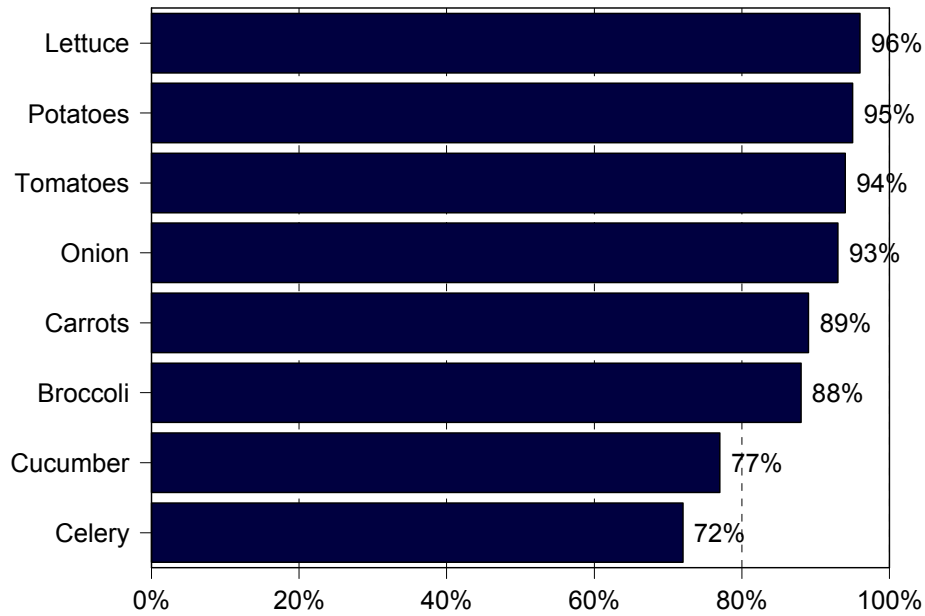
By category, these women are most likely to buy bananas (98%) and apples (95%) among the fruits listed, and lettuce (96%) and potatoes (95%) among those vegetables listed.

Nine percent (9%) of those interviewed said their typical grocery list had changed over the past six months. Of those 35 people, 12 said they are buying more fruit, eight are buying more vegetables, five said they generally buying healthier foods. Nine “other” responses were given.

Most Frequently Purchased Fruits

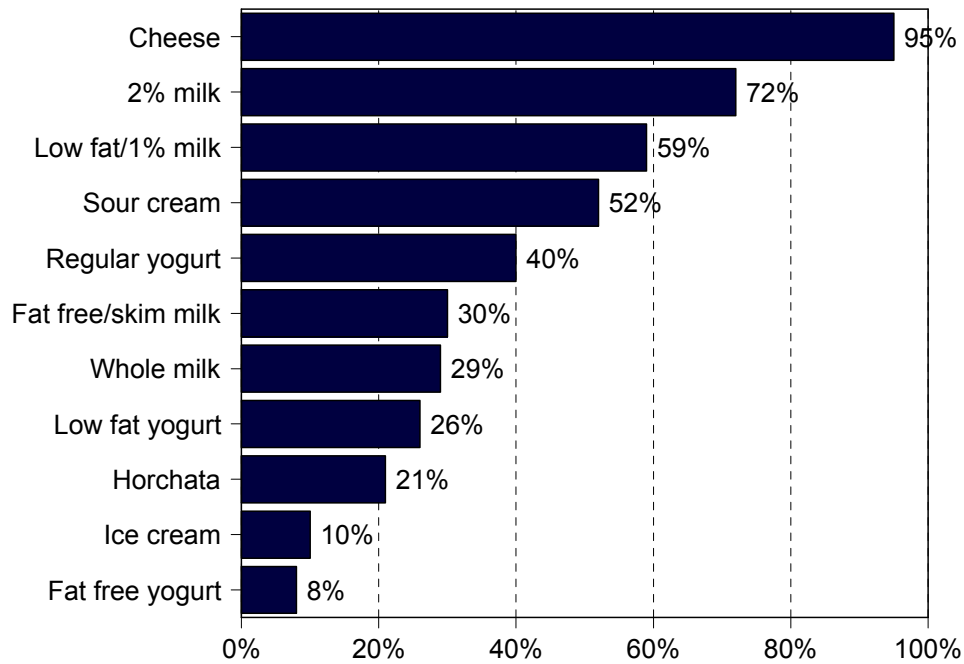


Most Frequently Purchased Vegetables



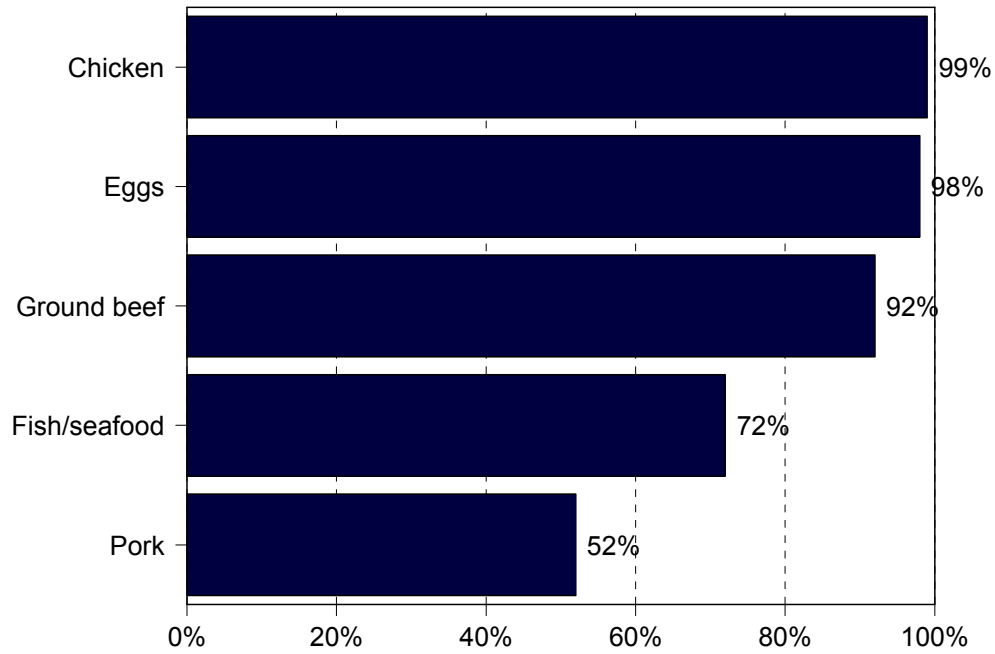
n=400

Most Frequently Purchased Dairy



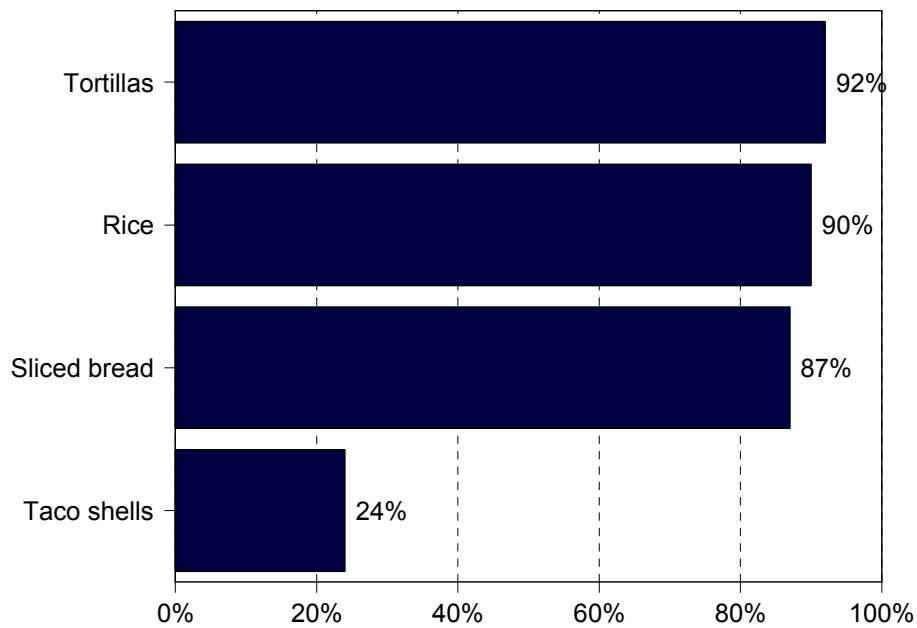
n=400

Most Frequently Purchased Meats/Protein



n=400

Most Frequently Purchased Bread/Starch



n=400