



**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 2009

Table of Contents

I. Background & Methodology	3
II. Key Findings & Conclusions	7
III. Summary of Findings	13
A. Unaided Ad Awareness & Messages – 2009 <i>Go Low</i>	13
B. Aided/Total Ad Awareness.....	19
C. Main Message – <i>Go Low</i>	21
D. Evaluation of Advertising.....	24
E. Media Recall	27
F. Stage of Readiness.....	29
G. Influence of <i>Go Low</i> Advertising	30
H. Type of Milk Consumed.....	31
I. Attitudes About Milk	33
J. Conversations About Milk.....	35
K. Sources of Information	37
L. Whole Grain Food Habits	41
M. FVMM Pretest.....	44
N. Educational Reinforcements.....	48
O. Items on Grocery List	49

Appendices:

- A. Questionnaire
- B. Data Tables

I. Background & Methodology

The Arizona Nutrition Network (AzNN), a public and private partnership led by the Arizona Department of Health Services' Bureau of USDA Nutrition Programs, was developed to educate all Arizonans, especially lower income residents, on the importance of nutrition and physical activity. The organization's mission is to shape food consumption in a positive way, promote healthy behaviors, and reduce disease among specific target groups – in this case, 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 drinking 1% low fat and fat free milk, increased consumption of fruits and vegetables, and family togetherness.

Moses Anshell has developed social marketing campaigns around the three messages of drinking 1% low fat or fat free milk, increased consumption of fruits and vegetables, and family togetherness. These campaigns are 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 2009 *Go Low* campaign, which focuses on drinking 1% low fat or fat free milk. The campaign, which ran April through August 2009, was statewide and included the following media and projects:

- Television
- Outdoor (Billboards)
- Door hangers
- Website (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 814 women between the ages of 18 and 49, who have children ages 2 to 11. The study was conducted at Food City locations in Phoenix, Tucson, and Yuma, and at the WIC clinic, DES Office, and Flagstaff Farmers Market in Flagstaff. All interviews were completed between September 5 and September 23, 2009.

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

City	Location/Address	Sample Size	Interview Dates
Phoenix	<i>Food City:</i> 12321 W. Grande Avenue (El Mirage) 7333 W. Thomas (Phoenix) 822 S. Alma School Road (Mesa)	305	September 5 - 7, 19 - 23
Tucson	<i>Food City:</i> 1221 W. Irvington Road 3030 E. 22 nd Street 1740 W. Ajo Way 428 W. Valencia	307	September 11 - 13, 19 - 20
Yuma	<i>Food City:</i> 1240 W. 8th Street 2600 W. 16 th Street	100	September 8 - 10
Flagstaff	<i>WIC Clinic:</i> 2625 N. King Street <i>DES Office:</i> 397 S. Malpais <i>Flagstaff Farmers Market:</i> 1901 N. 4 th Street	102	September 15 - 17

All survey participants met the following screening criteria:

- S1. Do you have any children between the ages of 2 and 11?
 Yes
 No (THANK & TERMINATE)
- S2. Which of the following categories best describes your age?
 18 to 25
 26 to 35
 36 to 45
 45 to 49

- _____ over 49 (THANK & TERMINATE)
- S3. How many people are there living in your household?
- _____ 2
- _____ 3
- _____ 4
- _____ 5
- _____ 6 or more

- S4. What is your household income? You can give that to me as a weekly income, every 2 weeks, monthly, or yearly income. *(Must be under these to qualify.)*

Family Size	Weekly Income	2-Week Income	Monthly Income	Yearly Income
1	\$ 385	\$ 770	\$1,670	\$20,036
2	\$ 518	\$1,036	\$2,246	\$26,955
3	\$ 651	\$1,302	\$2,823	\$33,874
4	\$ 784	\$1,568	\$3,399	\$40,793
5	\$ 917	\$1,834	\$3,976	\$47,712
6	\$1,050	\$2,101	\$4,553	\$54,631

Participants had the option of completing the interview in English or Spanish and were given a \$5 Food City/Bashas gift certificate 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

	Total n=814	Phoenix n=305	Tucson n=307	Flagstaff n=102	Yuma n=100
Age					
18 – 25	18%	17%	17%	24%	19%
26 – 35	47%	49%	47%	41%	49%
36 – 45	25%	22%	27%	30%	23%
46 – 49	<u>10%</u>	<u>12%</u>	<u>9%</u>	<u>5%</u>	<u>9%</u>
Total	100%	100%	100%	100%	100%
Ethnicity					
Hispanic	69%	78%	79%	18%	66%
Caucasian	11%	6%	7%	31%	15%
Native American	10%	3%	9%	41%	4%
African American	4%	7%	1%	6%	4%
Multi-Racial	3%	3%	3%	2%	6%
Other	1%	1%	1%	1%	3%
Refused	<u>2%</u>	<u>2%</u>	<u>0%</u>	<u>1%</u>	<u>2%</u>
Total	100%	100%	100%	100%	100%
Primary Language					
English	44%	34%	39%	90%	47%
Spanish	21%	28%	21%	--	24%
Both	<u>35%</u>	<u>38%</u>	<u>40%</u>	<u>10%</u>	<u>29%</u>
Total	100%	100%	100%	100%	100%
Education					
8 th Grade or less	8%	13%	7%	1%	4%
Some High School	19%	20%	17%	22%	21%
GED/HS Grad	42%	41%	40%	38%	57%
Some College+	<u>31%</u>	<u>26%</u>	<u>36%</u>	<u>39%</u>	<u>18%</u>
Total	100%	100%	100%	100%	100%
Food Assistance*					
Yes	67%	62%	64%	85%	70%
No	28%	33%	30%	11%	24%
DK/Refused	<u>5%</u>	<u>5%</u>	<u>6%</u>	<u>4%</u>	<u>6%</u>
Total	100%	100%	100%	100%	100%
Food Stamps/ SNAP**	69%	61%	64%	81%	90%
WIC	58%	58%	62%	54%	50%
Other	57%	56%	56%	56%	61%

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

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

II. Key Findings & Conclusions

Go Low Advertising

- **Over four in ten mothers (44%) recalled the Go Low campaign.** Overall, 20% of mothers recalled the *Go Low* campaign without prompting (unaided) and an additional 24% remembered the campaign once shown the actual advertising (aided). (Refer to p. 20)
 - *In the 2008 Go Low Post Campaign Study, total awareness was 34%.*
- **Unaided awareness of Go Low advertising is 20%.** This compares to unaided awareness of 13% in the 2008 study. *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 any of these advertisements?* were removed from the unaided figure as they were not in fact recalling the *Go Low* Campaign. The result is total *unaided awareness*. (Refer to p. 17)
 - *One in ten (10%) moms mentioned a component of the Go Low campaign when asked if they had seen advertising about healthy foods. **This translates to 6% of all women interviewed.** (Refer to p. 13)*
 - *Over one-quarter (26%) of women who were asked about messages received from advertising about drinking milk mentioned a component of the Go Low campaign, **which translates to 14% of all women interviewed.** (Refer to p. 15)*
 - *Moms in Phoenix and Tucson are significantly more likely than those in Flagstaff and Yuma to be aware of the Go Low campaign (on an unaided basis). In addition, Spanish-speaking participants were significantly more likely to recall the campaign before being prompted than were English-speaking women. (Refer to p. 18)*
- **Aided awareness is 24%.** *Aided awareness* is based on responses of all participants. That is, all were shown the *Go Low* advertising and asked if they recall seeing “any of these advertisements.” (*Aided awareness = Total participants – No recall – unaided awareness.*) (Refer to p. 20)
- **The dominant message respondents recall (once they have seen the Go Low materials) is to drink 1% low fat milk/1% low fat milk is better for you, with over six in ten women (62%) mentioning this.** An additional one in ten believes the primary message is to drink low fat or fat free milk (without referring to a specific percentage – 1%, 2%, etc.). Combining these results, **nearly three-**

quarters (73%) of those interviewed said the main message is that (1%) low fat milk is better for you and to drink it. (Refer to p. 21)

- *English-speaking moms are significantly more likely to feel the main message has to do with 1% low fat milk having all the vitamins and minerals without the fat of whole milk, while Spanish-speaking moms are more likely to hear an overall health message. In addition, Spanish-speaking moms are less likely to specify fat content (e.g., 1%, 2%) than are English-speaking moms. (Refer to p. 22)*

- **Most mothers like the advertising and do so for a variety of reasons - the top one being it is educational/gives a good message.** More than nine in ten (91%) indicated they like the ad, rating it a “5” or “4” on a 5-point scale. Only eight moms gave the ad a low rating (“2” or “1”). (Refer to pp. 24, 25)
- **Overwhelmingly, women find the advertising easy to understand, with 98% rating it as such.** In addition, nearly half (47%) agree it is better than other advertising for milk. (Refer to pp. 25, 26)
- **TV is the #1 medium, with over eight in ten (86%) of those who had seen or heard Go Low advertising, saying they had seen the ads on TV.** Government office was mentioned by nearly one-half of those interviewed, followed by radio, door hangers, billboards, website, and newsletters. (Refer to p. 27)
 - *Univision (Channel 33 in Phoenix, Channel 38 in Tucson, Channel 13/33 in Flagstaff) and Channel 7 in Yuma were named most frequently by participants.* (Refer to p. 28)
- **Three in ten women say they have thought about trying, tried, or switched to 1% low fat or fat free milk.** Nineteen percent (19%) of the women interviewed have tried 1% low fat or fat free milk at least once in the past three months, with another 9% 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 five (21%) say they not thought about trying, tried, or switched to 1% low fat or fat free milk. Interestingly, more than four in ten (46%) say they already drink 1% low fat or fat free milk. A few (2%) indicate they do not drink milk at all. (Refer to pg. 29)
- **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.** (Refer to p. 30)
 - *Two-thirds (67%) of those who switched to 1% low fat or fat free milk, tried 1% low fat or fat free milk, or thought about trying 1% low fat or fat free milk and saw the Go Low advertising indicate the advertising positively influenced them to switch to, try, or think about trying 1% low*

fat or fat free milk in the past three months. Over four in ten (44%) say it influenced them “a great deal,” with an additional 23% giving a “4” rating. (Refer to p. 30)

Implications:

- ✓ *Awareness and recall of Go Low advertising has increased over the past couple of years, in part because of the cumulative effect of several campaigns during that time period. This is evident in the message recall as well as the attitudinal statements about 1% low fat and fat free milk.*
- ✓ *The target audience finds the Go Low advertising likable, educational, and easy to understand. They also believe the message is clear, that is, to drink 1% low fat milk/1% low fat milk is healthier for you.*
- ✓ *Interestingly, this research suggests that English-speaking mothers are more likely to recall specific messages, including 1% low fat milk has all the vitamins and minerals without the fat of whole milk, while Spanish-speaking moms are more likely to hear an overall health message. In addition, Spanish-speaking moms are less likely to refer to a specific percentage of fat content (e.g., 1% or 2%), suggesting there may be some confusion about exactly what constitutes “low fat” milk.*
- ✓ *These moms maintain that the Go Low advertising has influenced their decisions to switch to, try, or think about trying 1% low fat or fat free milk.*

Milk Consumption/Attitudes About Milk

- **Over eight in ten mothers (82%) include milk on their grocery lists.** Bread/rice/pasta/tortillas, meat/poultry/fish, vegetables, and fruit follow. (Refer to p. 49)
- **This research is consistent with recent qualitative research that suggests that some moms are switching from whole milk to 2% reduced fat milk.** Nearly four in ten (39%) women interviewed report drinking 1% low fat milk. This is consistent with the 2008 *Go Low* study (37%), and higher than previous *Go Low* studies. Nearly that many moms - 37% - report drinking 2% reduced fat milk, slightly higher than the 31% measured in last year’s post-test. One in six moms (17%) say they drink whole milk, significantly lower than the 25% reported last year. (Refer to p. 31)
- **Two-thirds of moms (67%) say it is true that 1% low fat and fat free milk have the same amount of vitamins and minerals as whole milk.** This is a significant increase over the 2008 *Go Low* study in which 55% of those interviewed said this is a true statement. (Refer to p. 33)

- *Moms between 36 and 45 and Hispanics are significantly more likely than others in their categories to believe this statement is true. (Refer to p. 33)*
- **Over eight in ten mothers (87%) agree that *drinking 1% low fat or fat free milk is an important part of a healthy diet.*** This, too, is a significant increase over last year's results in which 77% said they strongly agree or agree with this statement. *(Refer to p. 34)*
 - *Hispanic women are significantly more likely than Caucasian and Native American women to strongly agree or agree with this statement. (Refer to p. 34)*
- **One-third (32%) of these moms talk with friends or family members about milk.** Participants are most likely to talk about *how fatty milk/whole milk is not good for you* and *how milk is important for good health.* *(Refer to pp. 35, 36)*

Implications:

- ✓ *As mentioned above, there is clear evidence that women are getting the message that 1% low fat and fat free milk have the same amount of vitamins and minerals as whole milk (but without the fat), as there has been a significant increase in those who believe this statement is true. Similarly, more moms agree that drinking 1% low fat or fat free milk is an important part of a healthy diet.*
- ✓ *Consistent with previous research, Hispanic women are more likely than Caucasian women to believe these statements. This may be a function of the “courtesy bias,” which maintains that some cultures are predisposed to giving positive responses so that the interviewer is not distressed or disappointed in any way. However, it may also be due to participants not really hearing the “1%” qualifier to low fat milk.*

Sources of Information about Healthy Eating/Healthy Foods

- **Government offices, doctor's offices, TV, and magazines are important sources of information about healthy eating.** Approximately half of the women interviewed report getting information on these topics from each of these sources. TV is considered the best way to get information about healthy eating. *(Refer to pp. 37 – 39)*
 - *Nearly three in ten (28%) of those who said they get information from government offices report getting it from WIC.*
 - *TV commercials were mentioned most frequently when asked what moms saw on TV regarding these topics.*
 - *Parents/Padres was the magazine cited most often.*
 - *The Kraft website as well as WEBMD and www.foodpyramid.com were named most often among websites used for information on healthy eating.*

- *Radio stations 88.1, 105.9, 96.1, and KTAR were cited more than other radio stations.*
- **Moms are fairly evenly divided regarding their likelihood of calling a toll-free number (45%) and going to a website (42%) for additional information on a topic (if advertising they saw or heard asked them to do so).** *(Refer to pp. 39, 40)*
 - *Younger moms and Caucasians are more likely than others in their categories to prefer going to a website, while older moms and non-whites are more likely to call a toll-free number.* *(Refer to p. 40)*

Implications:

- ✓ *As might be expected, a variety of media is needed to touch all of the women in this fairly broad target audience. Government offices (including WIC and DES), doctor's offices, TV, magazines, and other media are all considered resources for information on healthy eating.*
- ✓ *Advertising/promotional pieces should include both a toll-free number and a website for additional information as each appeals to a different sub-segment of the target audience.*

Whole Grain Food Consumption

- **Nearly nine in ten moms report buying corn tortillas, oatmeal, and 100% whole wheat bread, with over four in ten reporting that their family eats 100% whole wheat bread or whole grain bread every day.** Just 6% of those interviewed state they do not eat whole wheat or whole grain bread at all. *(Refer to pp. 41 - 43)*

FVMM Pretest

- **The overwhelming majority of women interviewed say they strongly agree or agree with four of the fruits and veggies statements,** with three in ten saying they strongly agree or agree that *it is too expensive to eat fruits and vegetables.* *(Refer to p. 44)*
 - *Flagstaff moms are significantly more likely to strongly agree with the fruits and veggies statements than are mothers in Phoenix and Tucson. In addition, younger mothers - those between 18 and 25 - are significantly more likely to say they strongly agree with the fruits and veggies statements than are their older counterparts. Finally, Hispanic women are less likely to say they strongly agree with the statements than are moms in the other ethnic groups.* *(Refer to pp. 44 - 46)*

Implications:

- ✓ *Moms in Flagstaff seem to be ahead of the curve in terms of healthy eating. Their recall of the Go Low message – has all the vitamins and minerals without the fat – their consumption of 1% low fat/fat free milk, and their strong belief that fruits and veggies are an important part of a healthy diet, suggest they may be more health conscious than those in other Arizona cities.*

Educational Reinforcement Items

- **A strong majority of study participants find the reusable grocery bag and the measuring cups useful, with seven in ten saying they need them and would like them.** Slightly fewer – but still over half – are interested in the color-changing spoon. (*Refer to p. 48*)

III. Summary of Findings

A. Unaided Ad Awareness and Messages – 2009 Go Low

1. Eating Healthy Foods Advertising & Message Recall

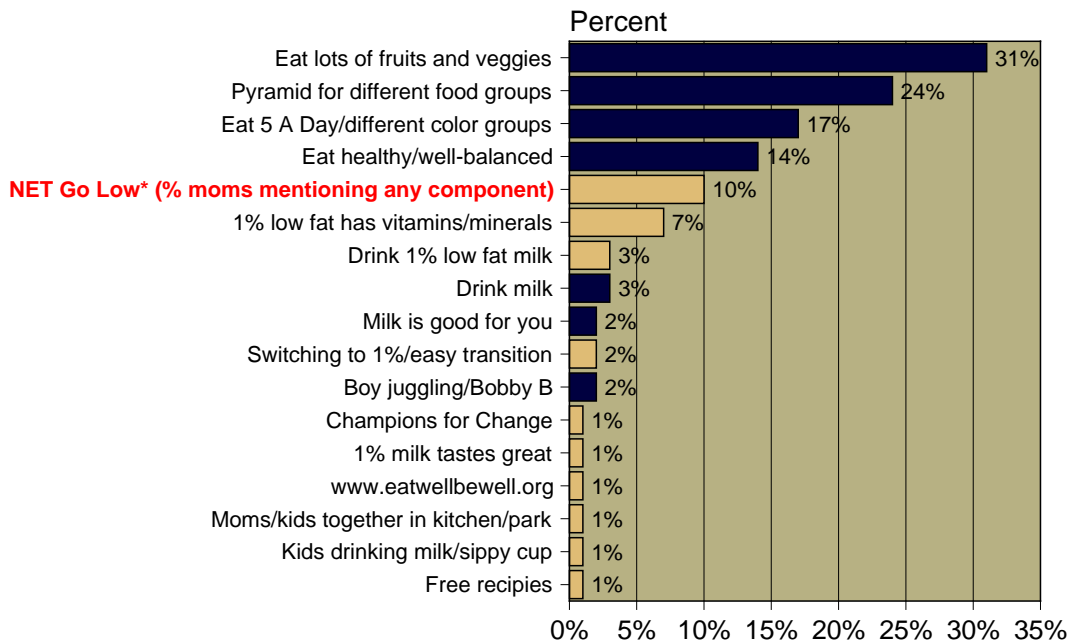
Prior to discussing advertising specifically related to the *Go Low* campaign, participants were asked if they had seen or heard any advertising or public service announcements about *eating healthy foods*. Just over six in ten (62%) said they had, with 35% saying they had not, and 3% saying they did not know.

Women were most likely to say the advertising they saw about eating healthy foods was about *eating lots of fruits and vegetables* (31%). One in four (24%) recalled something related to the *food pyramid*, while one in six (17%) said something about *eating 5 A Day/different colors of fruits and vegetables*, and 14% recalled something about *eating healthy/well-balanced meals*.

One in ten (10%) moms mentioned a component of the *Go Low* campaign when asked if they had seen advertising about healthy foods. This translates to 6% of all women interviewed. In the 2008 study, 2% of all women interviewed mentioned a component of *Go Low* advertising at this point in the interview.

Healthy Eating Message Recall

What do you remember about the advertising?



n=507 (Among those aware of healthy eating advertising.)

Demographic Differences:

Phoenix and Tucson mothers are significantly more likely than those in Flagstaff to mention an element of the *Go Low* campaign (14% and 11% NET campaign awareness compared to 2%). Similarly, moms in Phoenix and Tucson were more likely than those in the other two cities to recall advertising about *eating fruits and vegetables*, while those in Flagstaff were significantly more likely to recall advertising relating to the *food pyramid*, and those in Yuma were more likely to say something about eating *5 A Day*.

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

Message	City of Residence				Language		
	Phoenix n=183	Tucson n=207	Flagstaff n=58	Yuma n=59	English n=195	Spanish n=115	Both n=178
NET <i>Go Low</i> awareness:	14%	11%	<u>2%</u>	5%	9%	12%	12%
Non-campaign messages:							
Eat fruits & veggies	40%	30%	<u>16%</u>	<u>19%</u>	<u>21%</u>	38%	36%
Food pyramid	<u>17%</u>	<u>26%</u>	43%	<u>17%</u>	28%	<u>17%</u>	22%
Eat 5 A Day	<u>12%</u>	<u>16%</u>	<u>12%</u>	46%	19%	21%	15%

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

2. Go Low – Message Recall

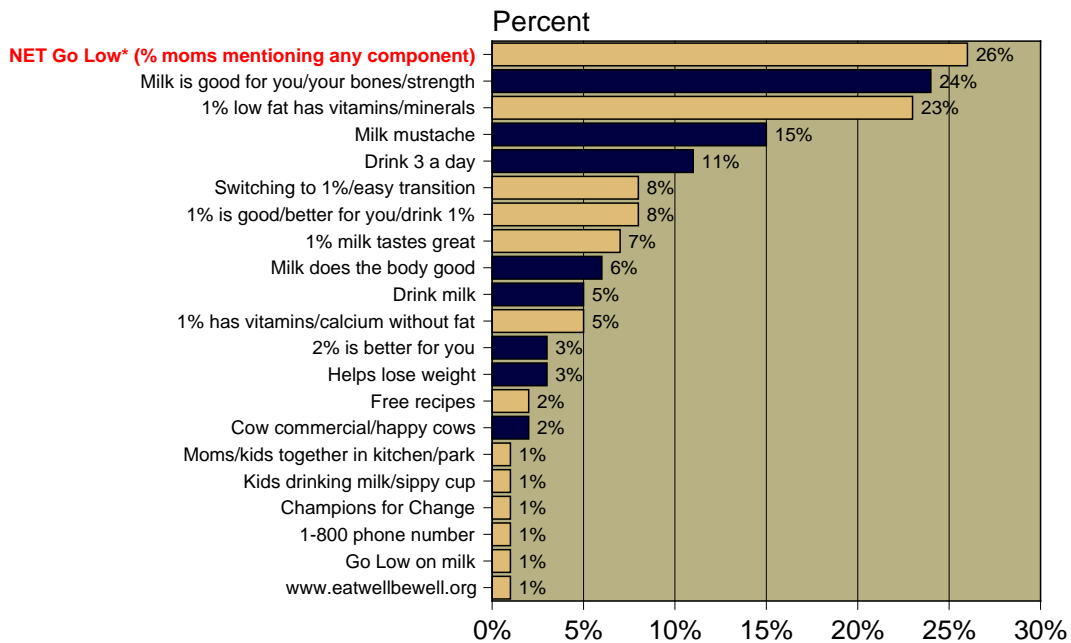
Women who did not mention an element of the *Go Low* campaign were asked a more specific question about whether or not they recall seeing or hearing any advertising or public service announcements about *drinking milk*. At this point, over half (57%) said they had. These respondents were asked about the main message of the ads.

The specific campaign elements moms mentioned most frequently included: *something about switching/easy transition* (8%), and *1% low fat milk tastes great* (7%). Other elements specific to this campaign - *Champions for Change/Champion Mom* (1%) and *moms and kids together in the kitchen/at park* (1%) - were mentioned by a few moms.

In addition to elements specific to this campaign, participants recalled the following messages relating to *Go Low* advertising: *1% low fat milk has all the vitamins and minerals without the fat* (23%), *drink 1% low fat milk/low fat milk/fat free milk is healthier/better for you* (8%), *has all the vitamins and calcium without the fat* (5%), *free recipes* (2%), *1-800 phone number* (1%), and *www.eatwellbewell.org* (1%). **In total 26% of women who were asked this question mentioned a component related to *Go Low* advertising, which translates to 14% of all women interviewed.** In the 2008 *Go Low* study, 11% of all women interviewed mentioned a component of *Go Low* at this point in the interview.

Drinking Milk Message Recall

What do you remember about the advertising?



n=421 (Among those aware of drinking milk advertising.)

Demographic Differences:

Phoenix and Tucson mothers are significantly more likely than those in Flagstaff to mention an element of the campaign (29% and 28% NET campaign awareness vs. 14%), while Yuma moms were significantly more likely than those in Phoenix and Flagstaff to recall a more general message about *milk being good for you*.

There were no statistically significant differences in NET campaign awareness by language spoken at home; however, English-speaking moms were more likely to recall the “milk mustache” advertising than were Spanish-speaking participants.

**Table 2: Message Recall – Drinking Milk
Top Mentions by City and Language**

Message	City of Residence				Language		
	Phoenix n=160	Tucson n=162	Flagstaff n=49	Yuma n=50	English N=171	Spanish n=85	Both n=142
NET <i>Go Low</i> awareness:	29%	28%	<u>14%</u>	18%	23%	29%	25%
Non-campaign messages:							
Milk is good for you	<u>21%</u>	24%	<u>18%</u>	38%	28%	29%	<u>16%</u>
Milk mustache	13%	17%	25%	10%	19%	<u>8%</u>	14%

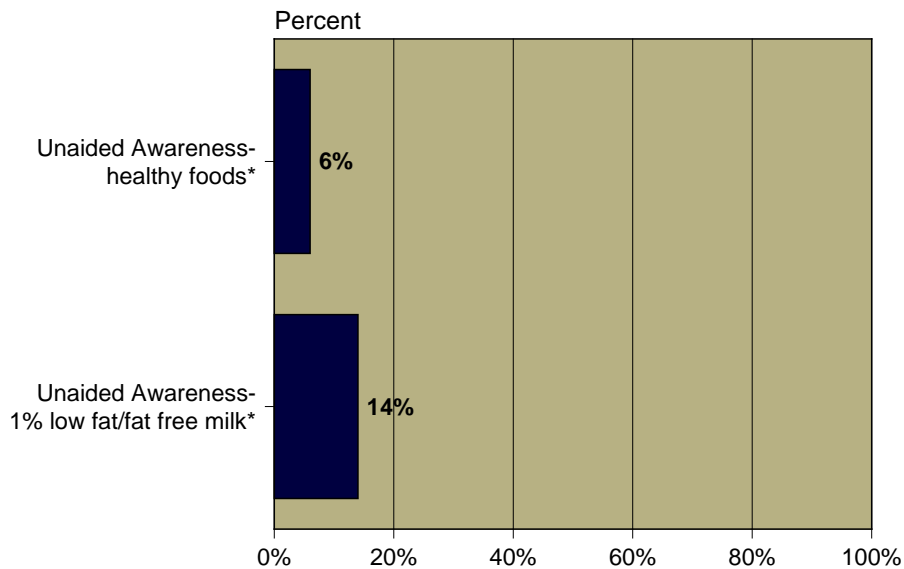
BOLD indicates statistically higher percentage than underlined comparative group(s).

3. Total Unaided Awareness - Go Low

Two in ten mothers described an element of the *Go Low* campaign when asked about advertising they had seen or heard about eating healthy foods (6%) or about drinking milk (14%). (Note: 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 any of these advertisements?* 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 20%. This compares to 13% last year.**

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?

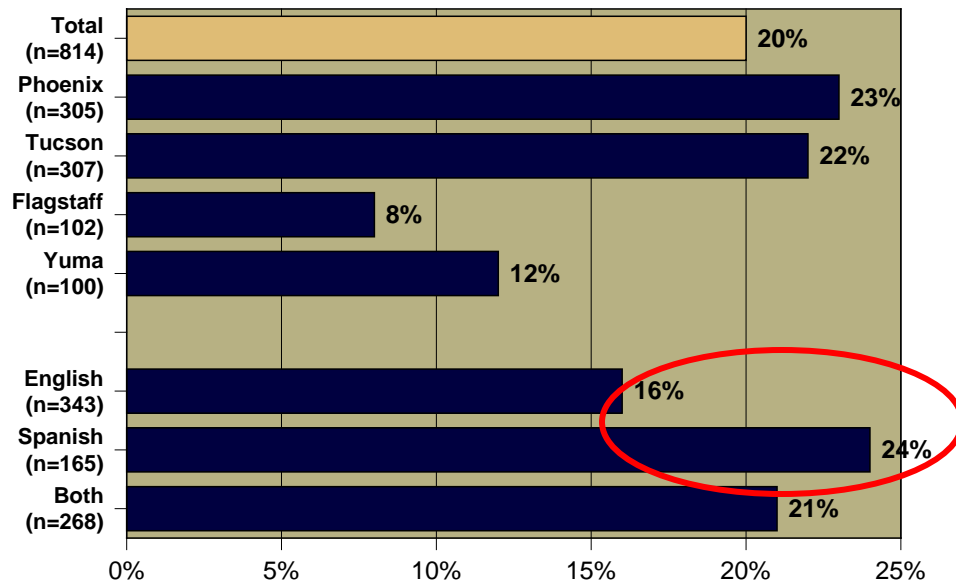


* Mentioned component of Go Low advertising

Demographic Differences:

As seen in the chart below, moms in Phoenix and Tucson are significantly more likely than those in Flagstaff and Yuma to be aware of the *Go Low* campaign on an unaided basis. In addition, Spanish-speaking participants were significantly more likely to recall the campaign before being prompted than were English-speaking women.

Unaided Awareness of Go Low Campaign By City



B. Aided/Total 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 door hanger and poster in either English or Spanish, depending on their language preference.

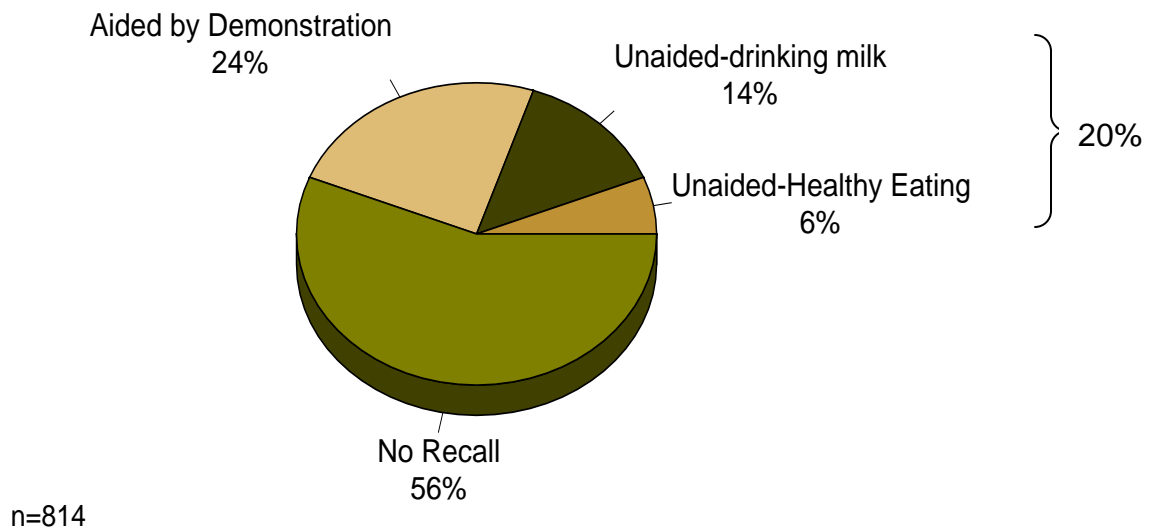


(Will add other posters/door-hangers in final report.)

They were then asked, “Do you recall seeing this or something that looked very similar?” A total of 44% of all women interviewed said they had, with 56% *saying they had not*. (*Aided awareness = Total participants – No recall – unaided awareness.*)

Overall, 20% of mothers recalled the *Go Low* campaign without prompting (unaided) and an additional 24% remembered the campaign once they were shown the actual advertising. **In total, 44% of moms recalled the campaign. This is up from 34% in the 2008 study.**

Awareness of Go Low Advertising



C. Main Message – *Go Low*

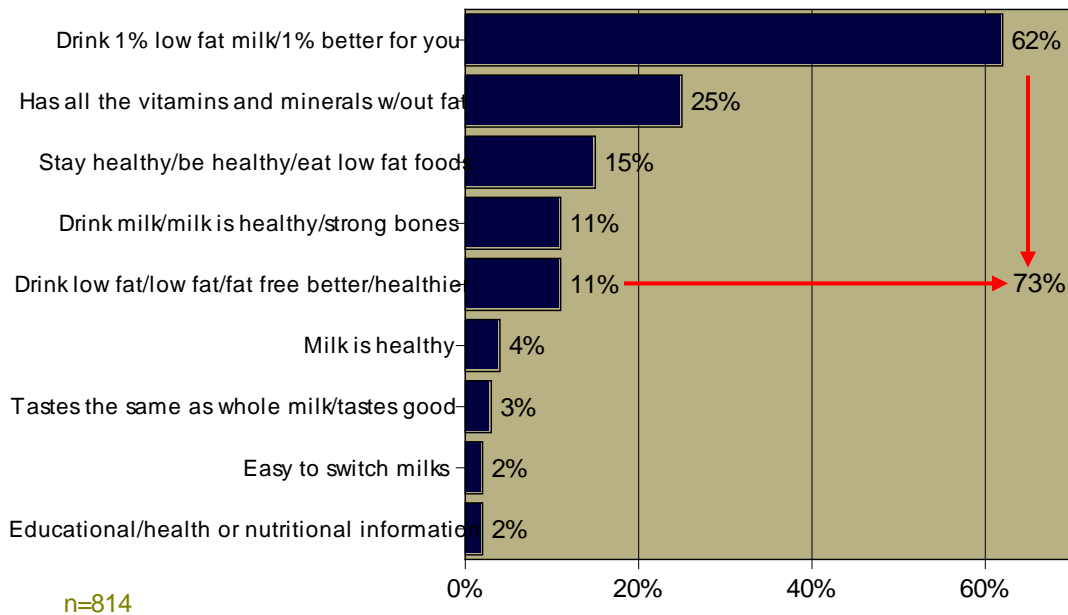
1. Main Message of Advertising

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. By far, the dominant message that participants recall is to *drink 1% low fat milk/1% low fat milk is better for you*, with 62% of women mentioning this. An additional one in ten (11%) said the message is to *drink low fat or fat free milk*, without referring to a specific percentage (e.g., 1%, 2%). Combining these results, nearly three-quarters (73%) of those interviewed said the main message is that (1%) low fat milk is *better for you* and to *drink it*.

One-quarter (25%) believes the primary message is that this kind of milk *has all the vitamins and minerals without the fat of whole milk*, with one in ten (11%) saying the main message is to *drink milk/milk is healthy/milk helps you build strong bones*.

Main Message

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



Demographic Differences:

All demographic groups consider the main message to be *drink 1% low fat milk/1% low fat milk is better for you*. However, there are some interesting differences by city of residence and language spoken in the home. For example, moms in Flagstaff and Yuma are more likely to consider *1% low fat milk has all the vitamins/minerals/calcium without the fat* to be the main message than were those in the two major cities, while those in the larger cities were more likely to believe the message is to *stay healthy*, or to *drink or switch to low fat milk*.

English-speaking moms are significantly more likely to feel the main message has to do with *1% low fat milk having all the vitamins and minerals but without the fat of whole milk*, while Spanish-speaking moms are more likely to hear an *overall health message*. In addition, Spanish-speaking moms are less likely to specify fat content (e.g., 1%, 2%) than are English-speaking moms.

The table below summarizes all of the differences by city.

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

Message	City of Residence				Language		
	Phoenix n=305	Tucson n=307	Flagstaff n=102	Yuma n=100	English N=343	Spanish N=165	Both n=268
Drink 1%/better for you/ has less fat	65%	62%	61%	57%	64%	56%	64%
1% has all the vitamins/minerals/calcium without the fat	<u>19%</u>	<u>22%</u>	41%	33%	33%	<u>18%</u>	<u>19%</u>
Stay healthy/be healthy/eat low fat foods	16%	17%	<u>8%</u>	13%	<u>13%</u>	24%	<u>12%</u>
Drink low fat milk/fat free/switch to low fat milk	14%	14%	<u>2%</u>	<u>1%</u>	<u>4%</u>	21%	13%

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

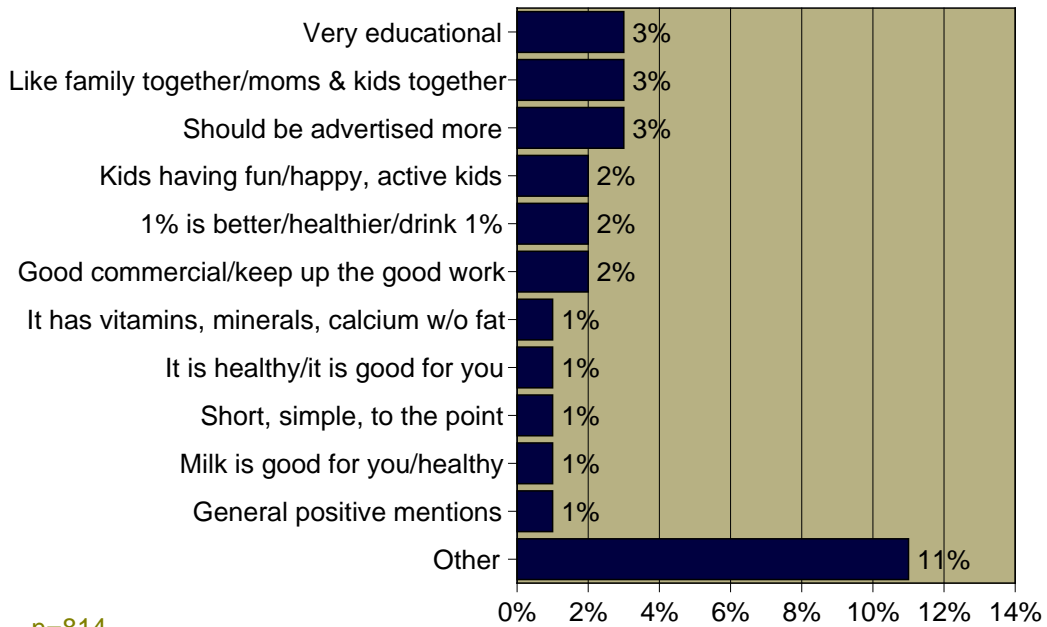
* May add to more than 100% due to multiple responses.

2. Additional Comments about Advertising

Participants were asked to share additional comments and opinions about the advertising. While most (74%) had no comments, the remaining 26% mentioned a variety of things. The most frequent responses were that the ad is *educational*, *it's nice to see the family together*, and *it should be advertised more*, all at 3%.

Other Comments about Advertising

What other comments do you have about this advertising?



D. Evaluation of Advertising

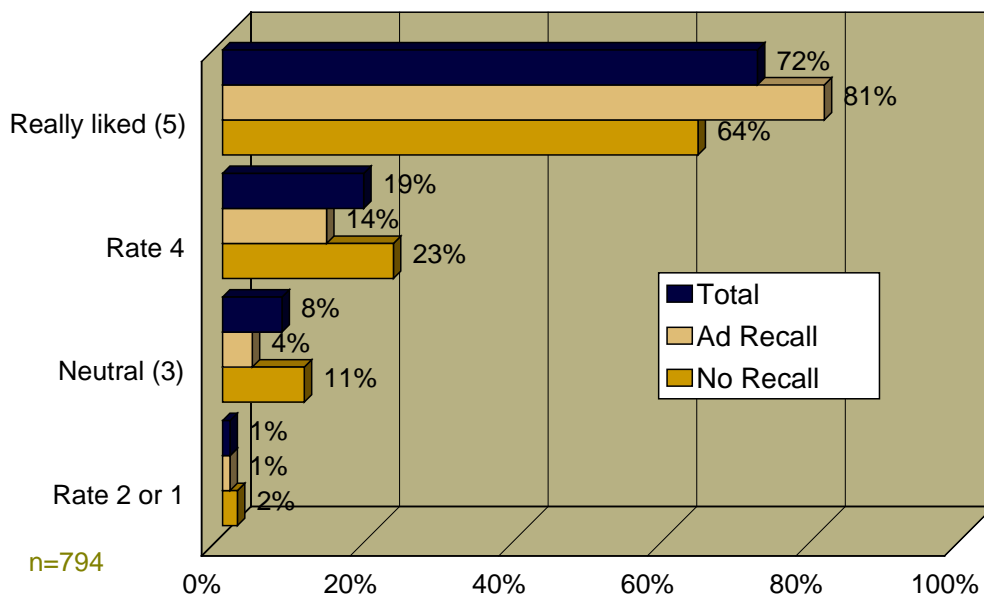
1. Overall Opinion of Advertising

Moms were asked to rate the advertising on a 5-point scale, with “5” meaning they really liked the ad and “1” meaning they did not like it at all. More than nine in ten (91%) indicated they liked the ad with 72% rating it a “5” and 19% giving the ad a “4” rating. Eight percent (8%) are neutral, and just 1% rated the ad “2” or “1.”

Mothers who recalled seeing the advertising prior to the interview are significantly more likely to say they “really liked” it (81% vs. 64% with no previous recall). Those with no prior recall are significantly more likely to give a rating of “4” or a neutral rating.

Overall Opinion of Go Low Advertising

Among All Moms with an Opinion



Demographic Differences:

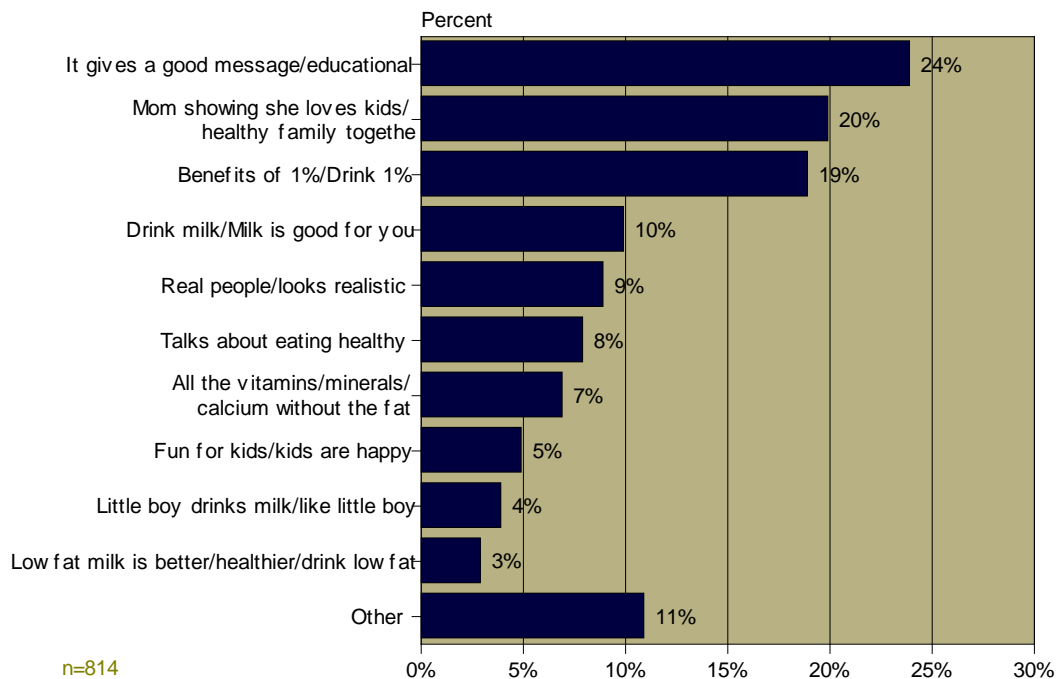
Spanish-speaking moms gave slightly higher ratings to the *Go Low* advertising than English-speaking mothers – 96% compared to 86% rated the ad “5” or “4.” This is likely due to a *courtesy bias*, often seen in this type of research.

2. *Reasons Why Moms Like Advertising*

Nearly one-quarter (24%) of those rating the ad “5” or “4” on likeability said they liked the ad because it gives a *good message/is educational*. In addition, one in five moms (20%) said they liked it because it shows a *mom showing how much she loves her kids* and the *importance of a healthy family*, with nearly the same portion (19%) making a comment about how *1% low fat milk is better for kids* and that people *should drink it*. Other reasons moms mentioned include: it *encourages families to drink milk* (10%), it seems *realistic or uses real people* in the ad (9%), it *talks about healthy eating* (8%), it tells you how *milk has vitamins, minerals, and calcium without the fat* (7%), among other responses.

The few who did not care for the ad said it *didn’t catch their attention* or was boring/plain (10% of those who rated the ad “3,” “2,” or “1”).

Reasons Why Moms Like Advertising



3. *Ease of Understanding*

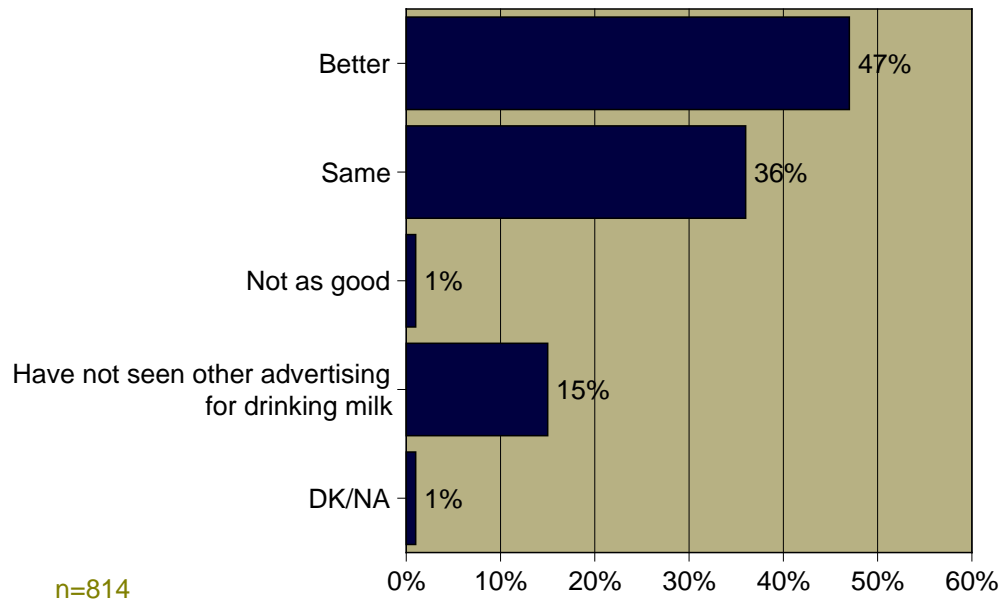
Nearly all mothers interviewed (98%) indicate the advertising is *easy to understand*, with 91% rating it “5” and an additional 7% rating it “4.” Less than 1% feels it is *hard to understand* (“1” or “2” rating). Native American moms are slightly less likely to rate the advertising a “5” on understandability - 82% compared to 93% of Hispanics and 91% of Caucasian moms.

4. Comparison of Go Low to other Milk Advertising

Nearly one-half (47%) say the *Go Low* advertising is *better than* other advertising, with 36% saying they feel the ad is *about the same* as others. Less than 1% rated the *Go Low* ad *not as good* as other advertising about the importance of drinking milk.

Comparison of Go Low Advertising

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



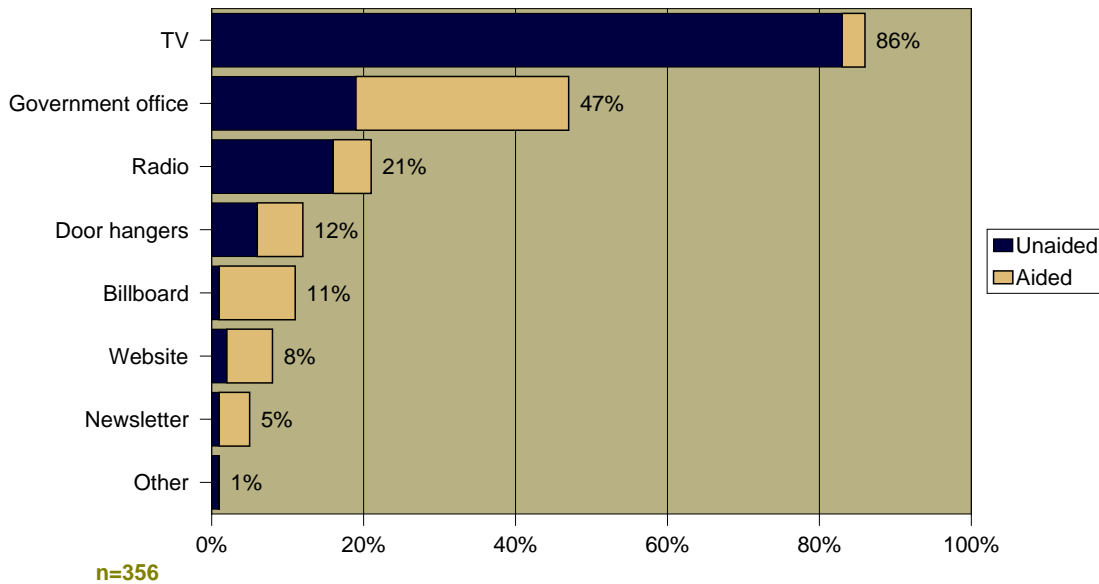
Demographic Differences:

Hispanic participants were significantly more likely to say the *Go Low* advertising is better than other advertising they have seen about drinking milk – 53% compared to 34% of Native American mothers and 30% of Caucasian women.

E. Media Recall

Overwhelmingly, respondents most often recalled seeing advertising on TV, with 86% naming this medium when asked where they had seen or heard the advertising. Government office was cited next most frequently, with nearly one-half (47%) of survey participants mentioning this. One in five moms (21%) said they heard a *Go Low* ad on the radio. In addition, approximately one in ten recalled the messages on door hangers (12%), billboards (11%), and the website (8%), with 5% saying they recall the newsletter. (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 Combined Unaided and Aided



Demographic Differences:

There were few differences by city, however those in Yuma were significantly less likely to have seen the ads on TV than were those from the other three cities, while English-speaking moms were significantly more likely to have gone to the www.eatwellbewell.org website than were Spanish-speaking moms (14% compared to 5%).

A total of 303 respondents said they had seen the advertising on TV. As expected, there were significant differences by city in the TV stations mentioned. Following is a list of those named most frequently. (*Note the small sample size for Flagstaff and Yuma.*)

**Table 4: Top TV Stations
By City**

Phoenix n=138	Tucson n=123	Flagstaff n=17	Yuma n=25
Univision/Ch.33 - 60% FOX/Ch. 10 - 8% Telemundo - 4% Channel 45 - 4% Channel 3 – 4%	Univision/Ch.38/ Channel 46 – 37% ABC/Ch. 9 – 15% CBS/Ch.13 - 11% Telemundo/Ch. 40 - 11%	Univision/Ch.13 – 35%	Channel 7 (El Centro) – 12% CBS/Ch. 13 - 8%

F. “Stage of Readiness”

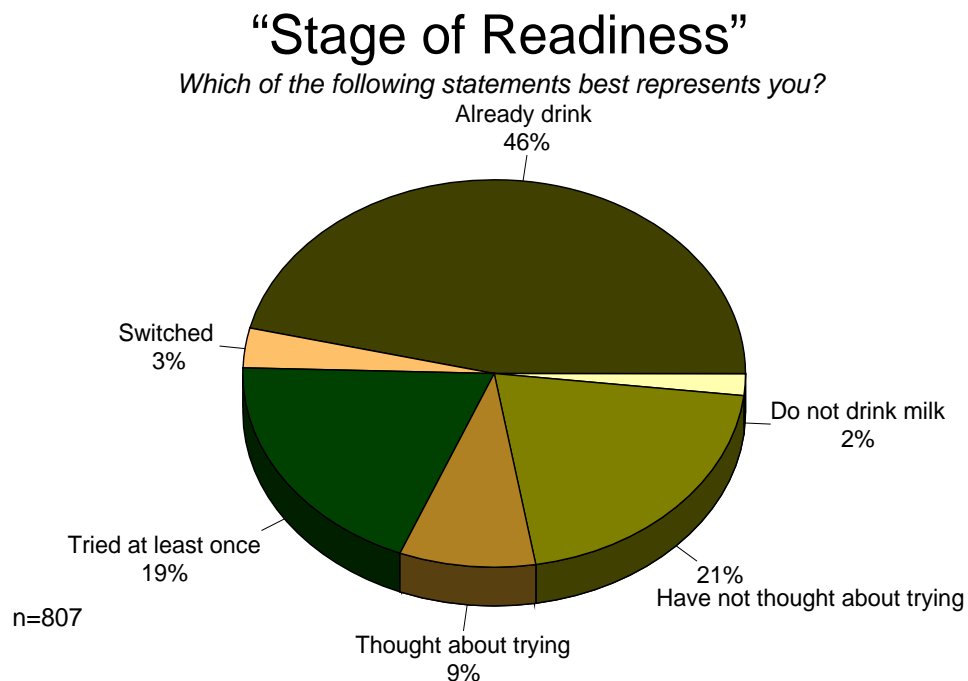
Go Low study participants were asked a question to help determine their “Stage of Readiness” with regard to drinking 1% low fat or fat free milk.

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, one in five women (19%) interviewed say they have tried 1% low fat or fat free milk at least once in the past three months, with another 9% saying they have thought about trying this kind of milk. One in five (21%) say they have not thought about trying, tried, or switched to 1% low fat or fat free milk in the past three months. Interestingly, over four in ten (46%) 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 (2%) indicate they do not drink milk at all.



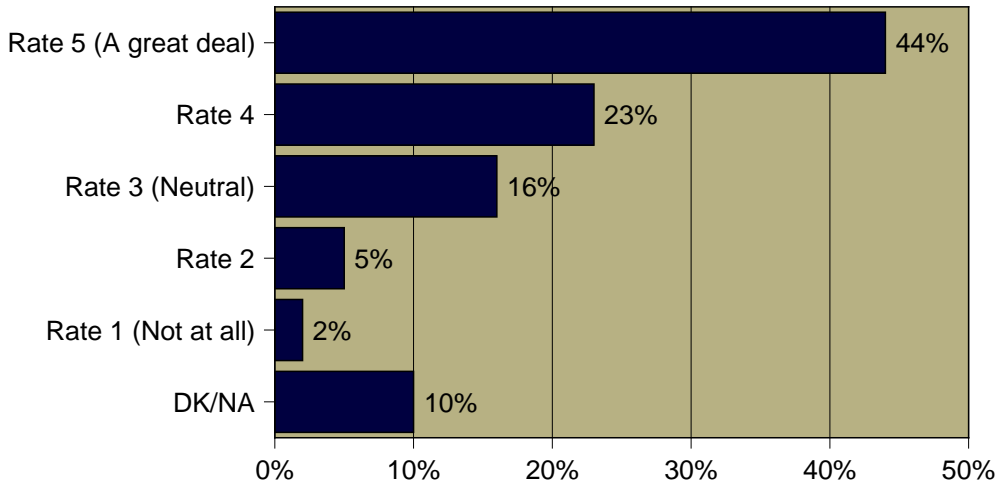
G. Influence of *Go Low* Advertising

Women who have *switched to 1% low fat or fat free milk in the past three months*, have *tried 1% low fat or fat free milk at least once in the past three months*, or have *thought about trying 1% low fat or fat free milk, but haven't done so yet* and had seen the advertising, were asked how much the TV commercials, posters, billboards and other materials influenced their decision to try or think about trying to drink 1% low fat or fat free milk.

Two-thirds of mothers (67%) aware of the advertising and who are currently drinking, have tried, or who have thought about trying to drink 1% low fat or fat free milk indicate the *Go Low* advertising positively influenced them to do so (“4” and “5” ratings). Forty-four percent (44%) say it influenced them *a great deal* (“5” rating), with an additional 23% giving a “4” rating. Only 6% said the advertising has *not influenced them* to think about drinking 1% low fat or fat free milk (“2” or “1” 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?

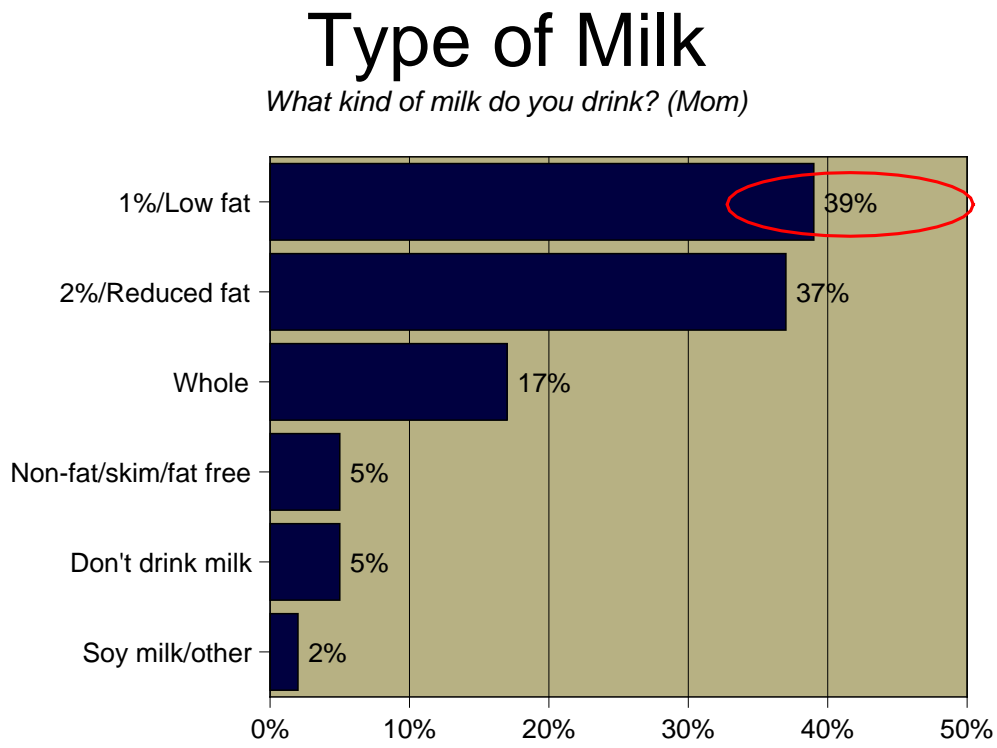


n=111
(Those aware of *Go Low* advertising and who had tried or thought about trying 1% low fat or fat free milk)

There were no statistically significant differences by demographics.

H. Type of Milk Consumed

Nearly four in ten (39%) women interviewed report drinking 1% low fat milk. This is consistent with the 2008 *Go Low* study (37%), and higher than previous *Go Low* studies. Nearly that many moms - 37% - report drinking 2% reduced fat milk, slightly higher than the 31% measured in last year's post-test. One in six moms (17%) say they drink whole milk, significantly lower than the 25% reported last year. This research is consistent with recent qualitative research that suggests that some moms are *switching* from whole milk to 2% reduced fat milk.



n=814

Demographic Differences:

Moms in Flagstaff and Native American moms are significantly more likely to drink 1% low fat or fat free milk than others in their category, while Hispanic mothers are more likely than those in all other ethnic groups to report drinking 2% reduced fat milk. Interestingly, moms in the “other” ethnic group (most likely African American moms) are significantly more likely than others to say they drink whole milk. Caucasian moms are more likely than all other ethnic groups to not drink milk at all.

**Table 5: Type of Milk Consumed
By City and Ethnicity**

Milk	City of Residence				Ethnicity			
	Phoenix n=305	Tucson n=307	Flagstaff n=102	Yuma n=100	Caucasian n=88	Hispanic n=565	Native American n=83	Other n=69
1% low fat/ fat free	<u>33%</u>	<u>37%</u>	58%	<u>43%</u>	<u>39%</u>	<u>37%</u>	54%	<u>29%</u>
2% reduced fat	42%	39%	<u>17%</u>	34%	<u>25%</u>	42%	<u>22%</u>	<u>25%</u>
Whole	23%	<u>15%</u>	<u>9%</u>	<u>9%</u>	<u>11%</u>	<u>16%</u>	<u>16%</u>	32%
Non-fat	<u>2%</u>	7%	4%	7%	9%	4%	4%	9%
Soy/other	1%	2%	5%	2%	6%	<u>1%</u>	2%	7%
Don't drink milk	<u>2%</u>	4%	10%	10%	13%	<u>3%</u>	8%	6%

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

I. Attitudes About Milk

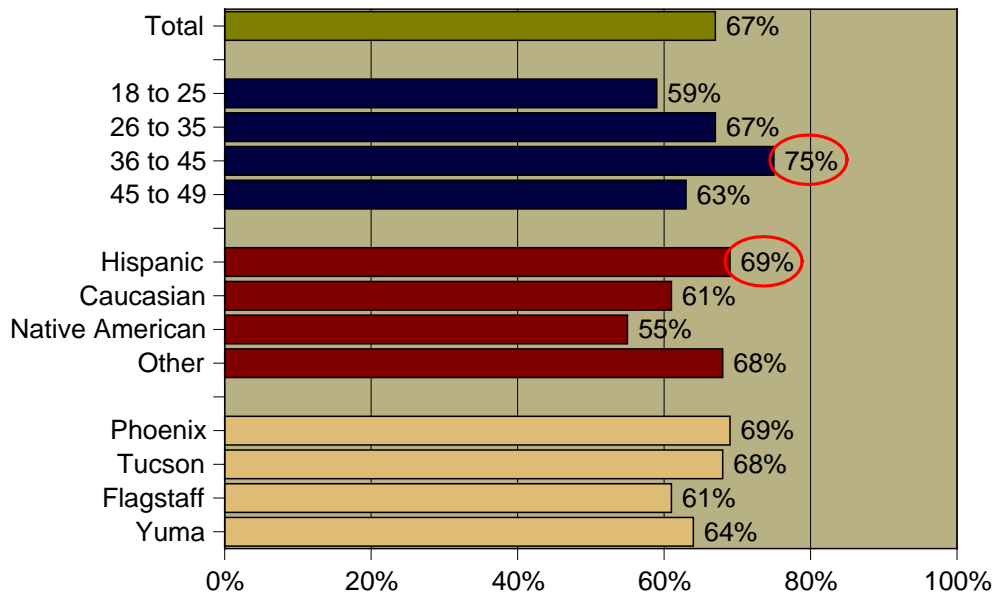
a. Same Amount of Vitamins and Minerals

Two-thirds of moms (67%) say it is true that *1% low fat and fat free milk have the same amount of vitamins and minerals as whole milk*. This is a significant increase over the 2008 *Go Low* study in which 55% of those interviewed said this is a true statement.

Moms between 36 and 45 and Hispanics are significantly more likely than others in their categories to believe this statement is true.

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

Those Answering True

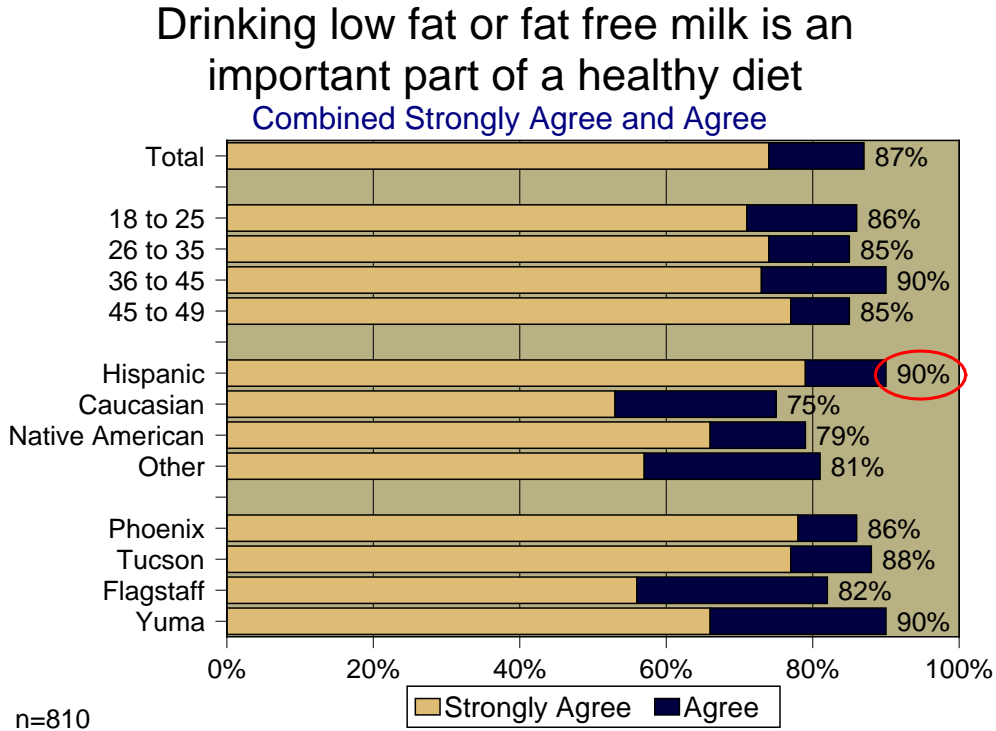


n=814

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

Over eight in ten mothers (87%) agree that *drinking low fat or fat free milk is an important part of a healthy diet*. This, too, is a significant increase over last year's results in which 77% said they strongly agree or agree with this statement.

As seen in the graph below, Hispanic women are significantly more likely than Caucasian and Native American women to strongly agree or agree with this statement.

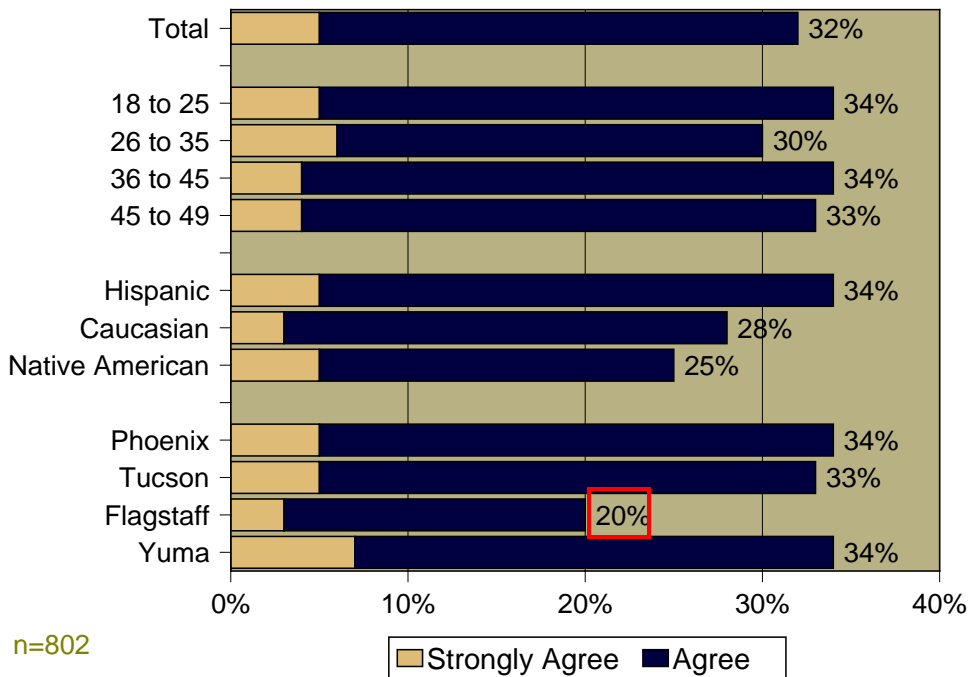


J. Conversations About Milk

In a new question this year, participants were asked if they have discussions about milk with friends and family members. One-third (32%) strongly agreed or agreed with the statement – *I sometimes talk with friends and family members about the milk we all drink*. Demographically, the only statistically significant difference is that moms in Flagstaff are less likely to have conversations about milk than those in the three other cities.

I sometimes talk with friends and family members about the kind of milk we drink

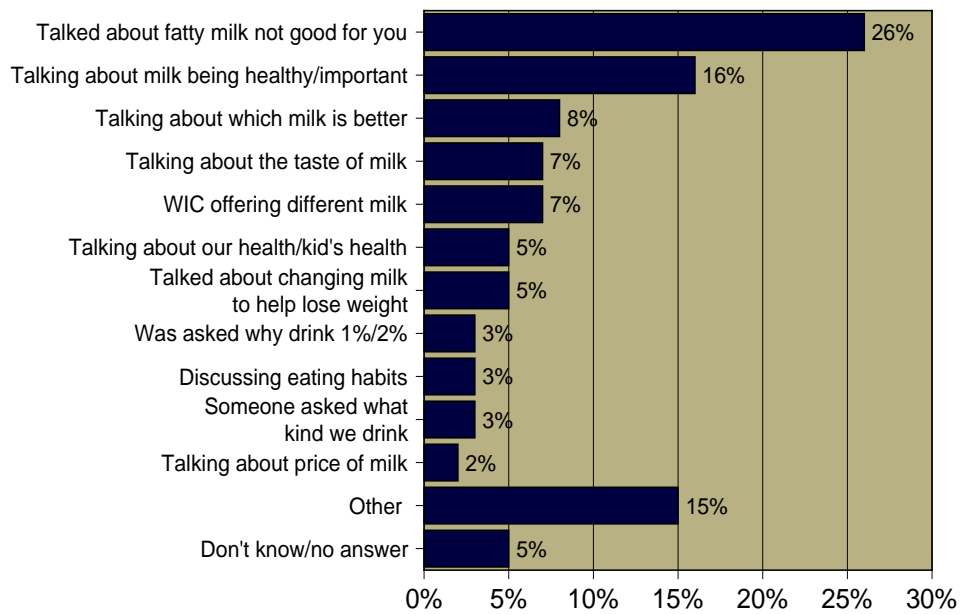
Combined Strongly Agree and Agree



When asked how or why these discussions come up, one in four moms (26%) said they talk to their friends and family about *how whole milk is not good for you* or that *it's too fatty*, and that *it's better to drink 1% (or 2%) low fat milk*. An additional 16% say they talk about how *milk is healthy for you and important for good health*. Moms also say they *compare different types of milk and talk about which is better for you* (8%), have discussions about the *taste of milk* (7%), and talk about how *WIC is going to be changing the milk they provide moms* (7%).

How Milk Conversations Come Up

How or why have these conversations about milk come up?



n=802

K. Sources of Information

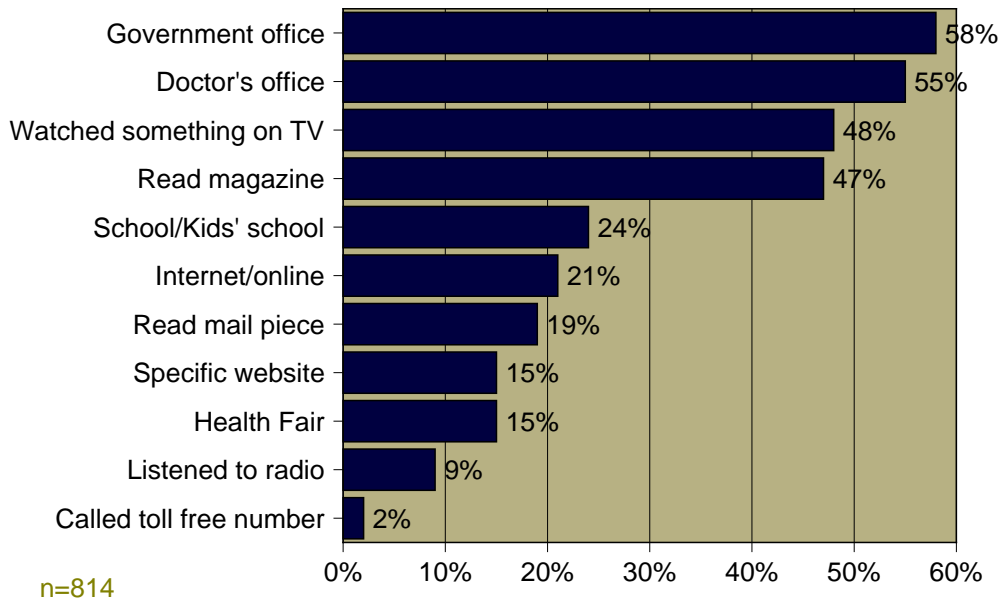
1. Sources Used for Information on Healthy Eating

Moms were asked where they get information about healthy foods or healthy eating for their families. This was an *aided* question, meaning interviewers read a list of 11 information sources and asked moms if they had used that method to get information on the topic.

Nearly six in ten (58%) mothers said they have gotten information about healthy foods or healthy eating for their families from government offices, with slightly fewer (55%) saying they have received information on this topic from their doctors. Nearly half say they have seen something on TV (48%), with a similar portion saying they have read magazine articles about healthy eating (47%). Between one-fifth and one-fourth also mention getting information from their children's school (24%), online (21%), and in the mail (19%).

Sources of Information

There are many ways people can get information about healthy foods or healthy eating for their families. Which of the following ways have you used?



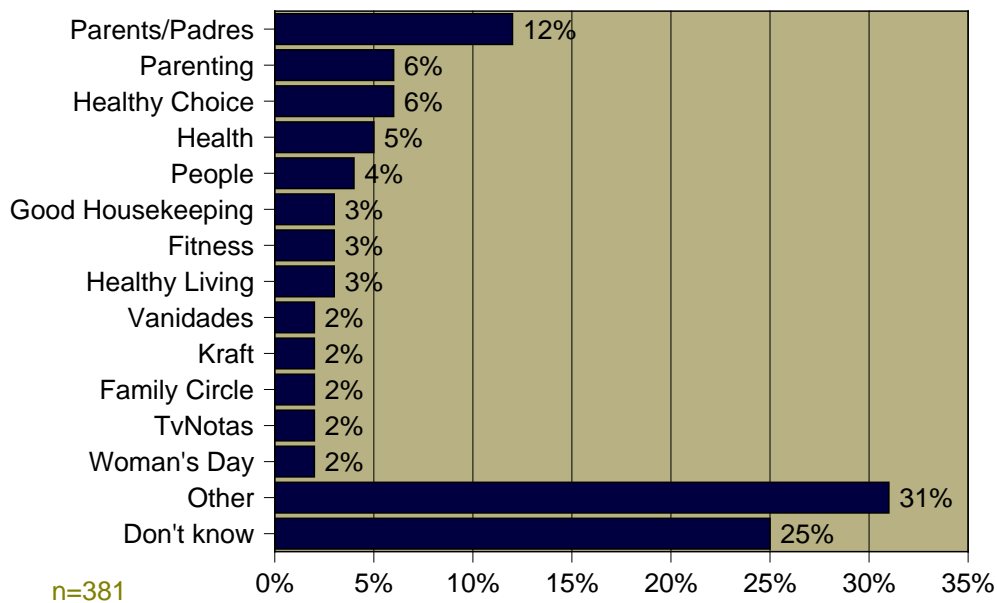
Those moms who mentioned they had gotten information from government offices were most likely to have received the information from WIC (28%) and DES (11%). Nearly two-thirds did not recall which government office provided the information.

Commercials was the most frequent response when moms were asked what they watched on TV that gave them information about healthy eating, with 15% mentioning this. The most frequently cited TV programs/stations were *Food Network* and *Health Channel/Network*, each mentioned by 5% of those responding. Other mentions included: *news*, *Channel 33*, *Go Low commercials*, “*Got Milk*” commercials, *cooking shows* and *Univision*, among others.

When asked which magazines they read for this kind of information, *Parents* was named most frequently, followed by *Parenting*, *Healthy Choice*, and *Health*.

Magazines

Which magazines have you used to get information about healthy foods or healthy eating for your family?



Moms who get information on healthy eating online were most likely to say they get information from the Kraft website (8%), WEBMD (7%), www.Foodpyramid.com (7%), Food Network (6%), Rachel Ray (3%), and www.eatwellbewell.org (3%), among others.

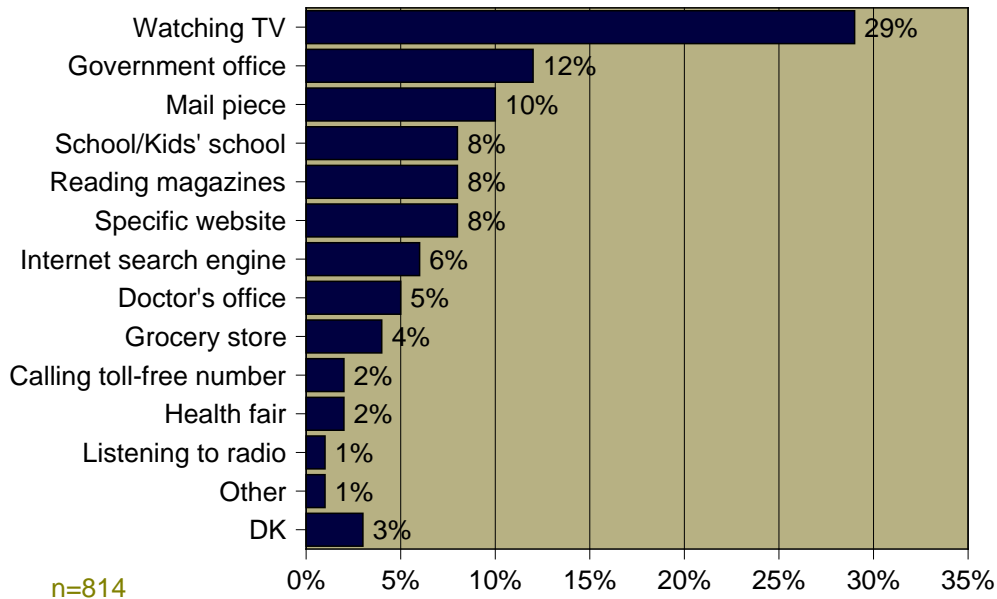
The most commonly mentioned radio stations were 88.3, 105.9, 96.1, and KTAR, all mentioned by fewer than 5% of those answering.

2. *Best Source of Information on Healthy Eating*

When asked which of these sources they think is the best way to get information about healthy eating, nearly three in ten (29%) said TV. Government office, direct mail, their kids' schools, magazines, specific websites, and searching online follow.

Best Source of Information

Which of these is the best way for you to get information about healthy eating for your family?

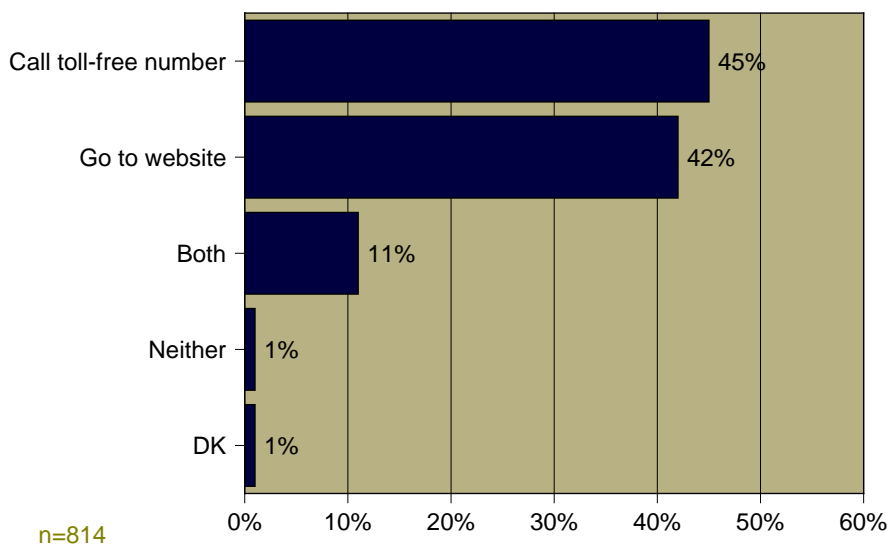


3. *Prefer Toll-free Number or Website*

Moms were asked if they would be more likely to call a toll-free number or go to a website to get additional information on a topic (if they saw or heard advertising that asked them to do so). Overall, the responses were fairly evenly split, with 45% saying they would prefer to call a toll-free number and 42% saying they would rather go to a website to get additional information.

Prefer Toll-free Number or Website

Would you be more likely to call the toll-free number or go to a website to get additional information on a topic?



Demographic Differences:

Younger moms and Caucasians are more likely than others in their categories to prefer going to a website, while those over 26 years of age – particularly those over 36 – and non-whites are more likely to say they would call a toll-free number to get additional information on a topic.

**Table 6: Prefer Toll-free Number or Website
By City of Age and Ethnicity**

Preference	Age				Ethnicity			
	18-25 n=147	26-35 n=383	36-45 n=206	45-49 n=78	Caucasian n=88	Hispanic n=565	Native American n=83	Other n=69
Call toll-free number	<u>33%</u>	44%	52%	47%	<u>22%</u>	51%	36%	36%
Go to website	54%	43%	<u>34%</u>	<u>36%</u>	55%	<u>41%</u>	42%	<u>38%</u>
Both	10%	10%	10%	15%	17%	<u>7%</u>	17%	25%

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

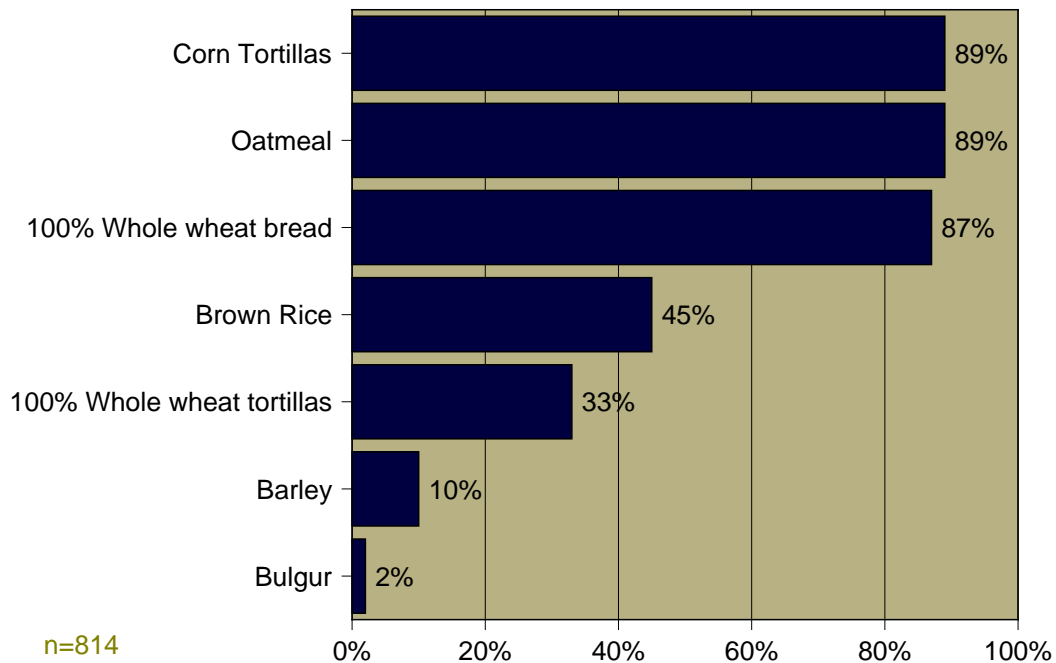
L. Whole Grain Food Habits

1. Whole Grain Food Purchase Behavior

Study participants were asked which whole grain foods they currently buy. Nine in ten (89%) said they purchase corn tortillas and oatmeal, with slightly fewer (87%) saying they buy 100% whole wheat bread.

Whole Grain Food Purchase

Which of these whole grain foods do you currently buy?



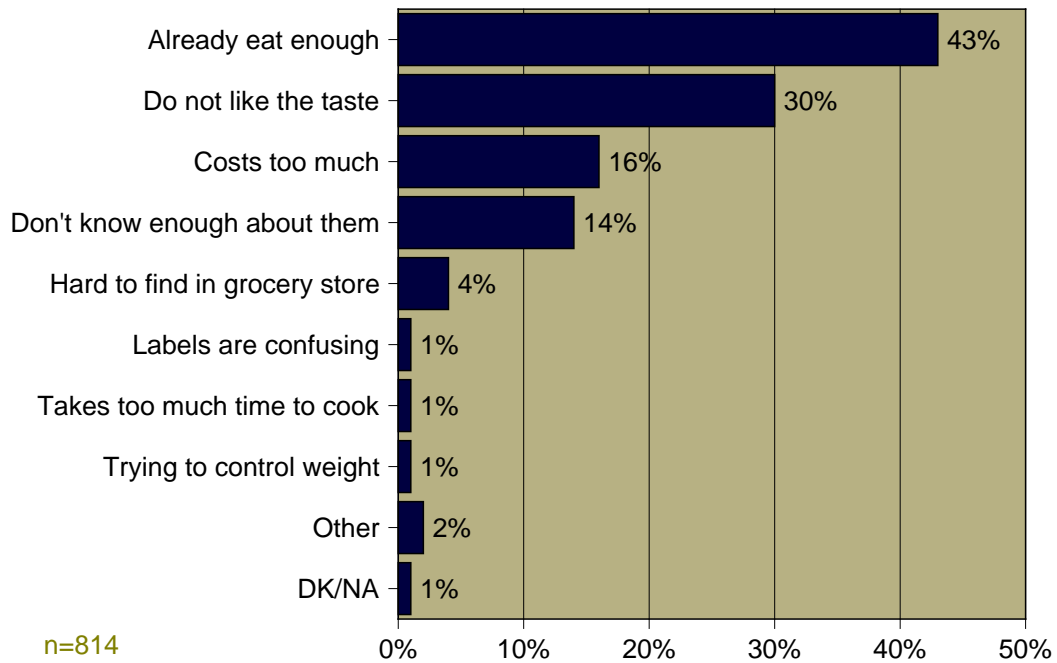
Demographic Differences:

Hispanic women are significantly more likely to buy corn tortillas than are those in other ethnic groups.

When asked why they don't buy more whole grain foods, 43% said they feel they *already eat enough*. Three in ten (30%) moms said they *do not like the taste*, with 16% saying they *cost too much* and 14% saying they *don't know enough about the importance of eating whole grain foods*.

Reasons do not Buy More Whole Grains

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



Demographic Differences:

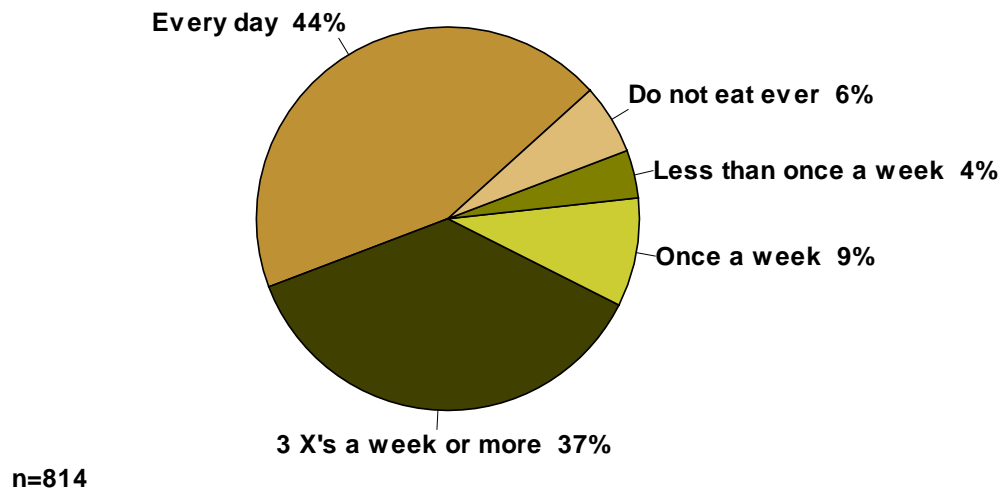
Interestingly, mothers from Yuma were significantly more likely than those from the other three cities to say they *don't like the taste of whole grain foods*, with Flagstaff moms more likely to say whole grain foods are *hard to find in the grocery store*.

2. *Frequency of Eating Whole Grain/Whole Wheat Bread*

Over four in ten moms (44%) report that their family eats 100% whole wheat bread or whole grain bread *every day*, with an additional 37% saying they eat it *at least three times a week*. One in ten (9%) eat whole grain or whole wheat bread *at least once a week*, and 4% say they eat it *less than once a week*. Just 6% of those interviewed state they *do not eat whole wheat or whole grain bread at all*.

Yuma mothers are significantly less likely to eat whole grain or whole wheat bread than are mothers from the other cities.

Frequency of Eating 100% Whole Wheat or Whole Grain Bread



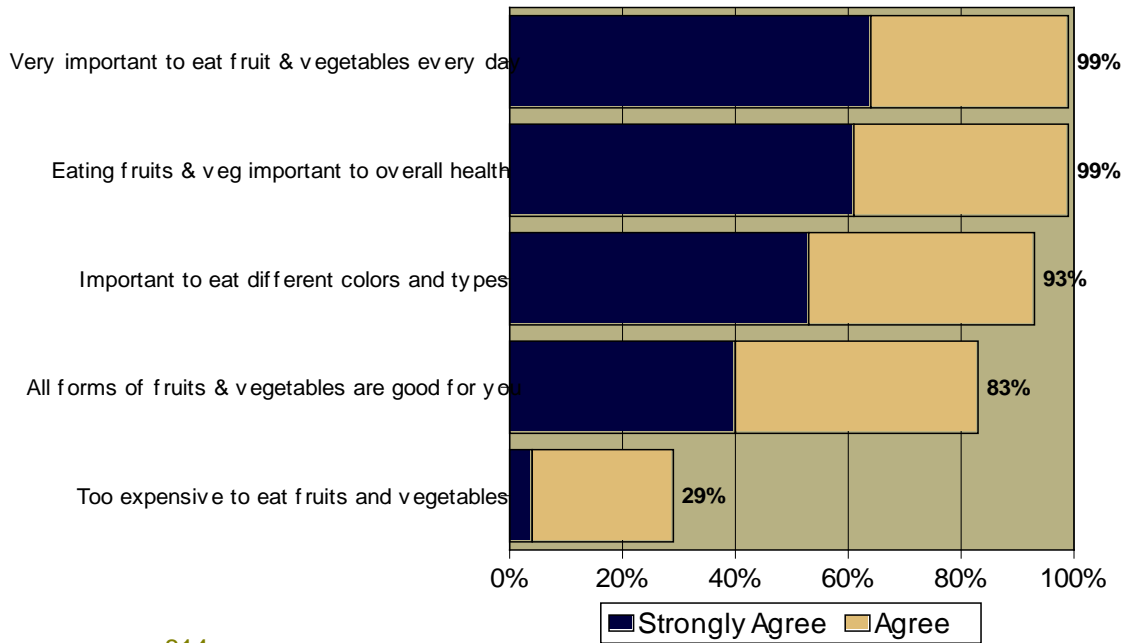
M. FVMM Pretest

I. Agreement with Fruit and Veggie Statements

The overwhelming majority of women interviewed say they strongly agree or agree with four of the fruits and veggies statements, with three in ten (29%) saying they strongly agree or agree that *it is too expensive to eat fruits and vegetables*.

Agreement with Fruit and Veggie Statements

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

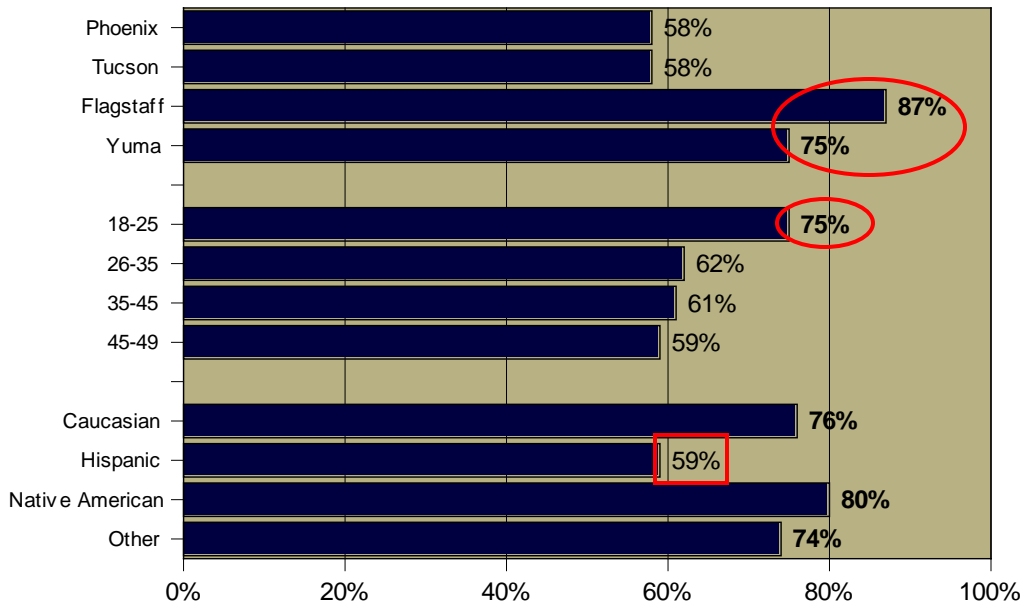


Demographic Differences:

As seen in the following charts, Flagstaff moms are significantly more likely to *strongly agree* with the fruits and veggies statements than are mothers in Phoenix and Tucson. And, in three of the four statements, Yuma moms are also more likely to *strongly agree* with these statements than are those in Phoenix and Tucson. In addition, younger mothers - those between 18 and 25 - are significantly more likely to say they *strongly agree* with the fruits and veggies statements than are their older counterparts. Finally, Hispanic women are less likely to say they *strongly agree* with the statements than are moms in the other ethnic groups.

Important to Eat Fruits & Veggies Every Day

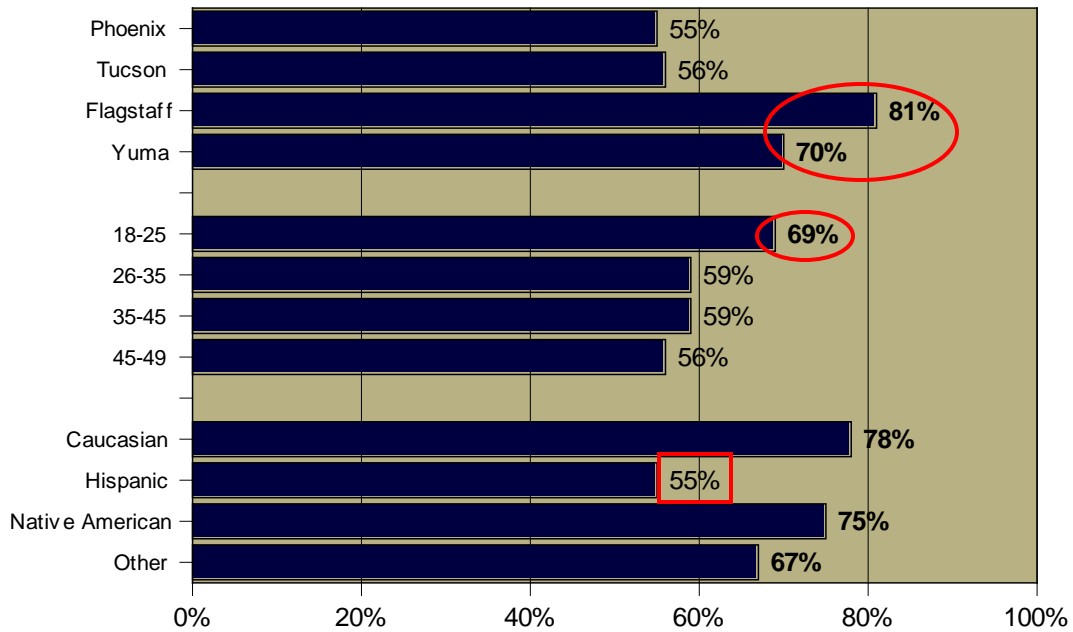
Strongly Agree By Demographics



n=814

Eating Fruits & Veggies - Important for Overall Health

Strongly Agree By Demographics

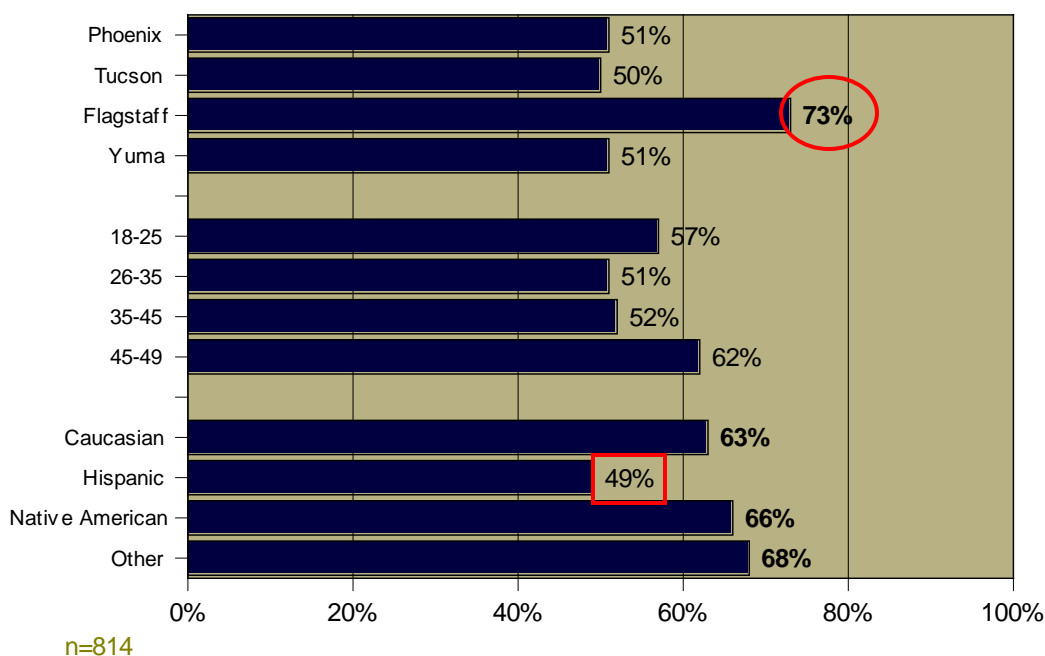


n=814

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

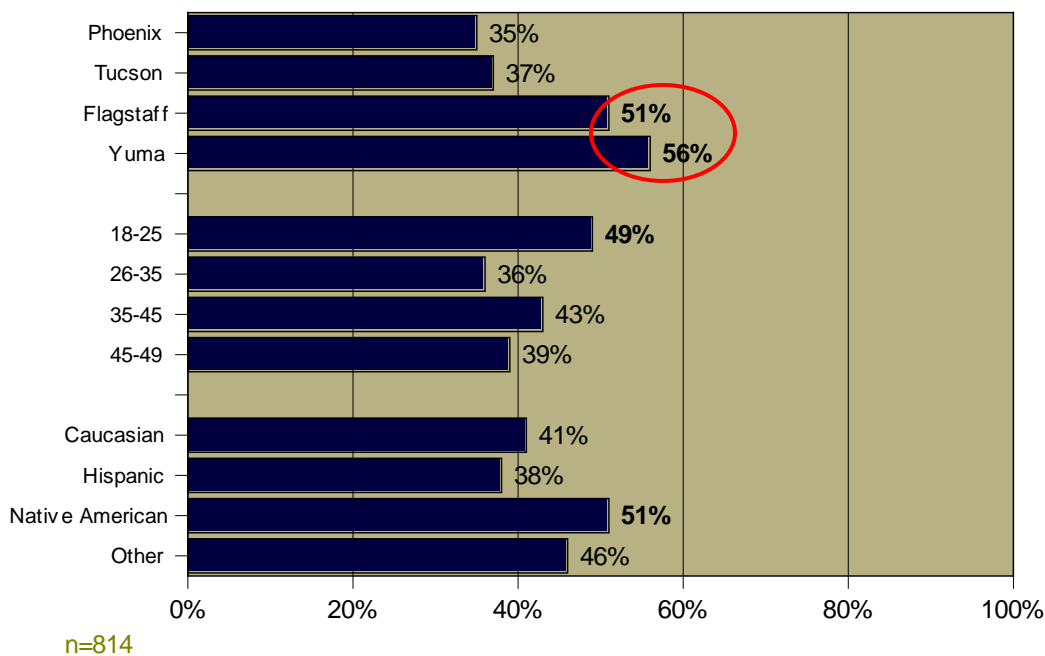
Important to Eat Different Colors

Strongly Agree By Demographics



All Forms of Fruits & Veggies are Good for You

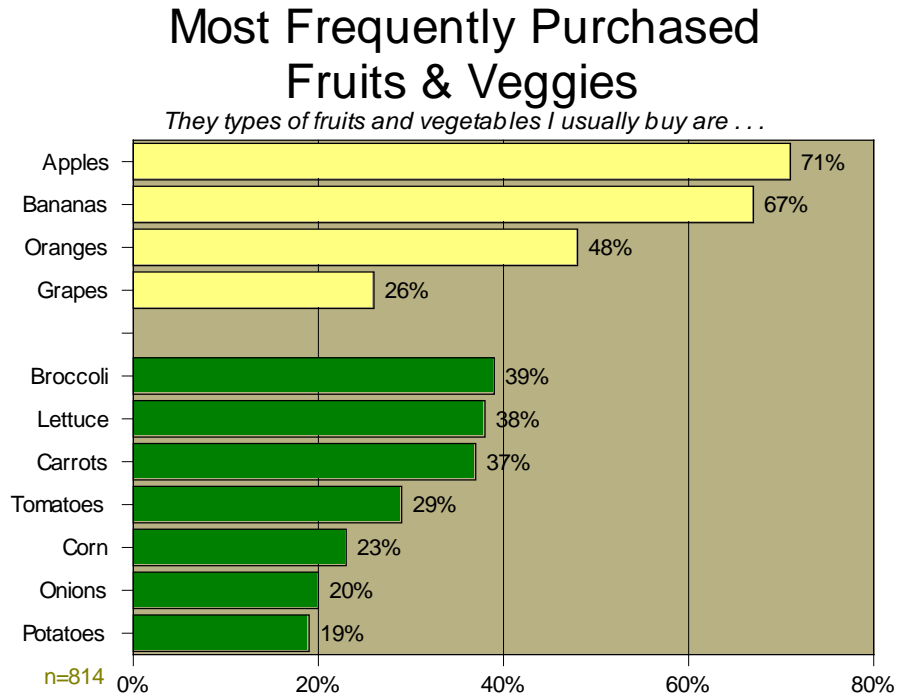
Strongly Agree By Demographics



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

2. *Fruits & Veggies Purchased Most Frequently*

When asked which fruits and veggies they usually buy, moms were most likely to say apples, bananas, oranges, and grapes, and broccoli, lettuce, and carrots.



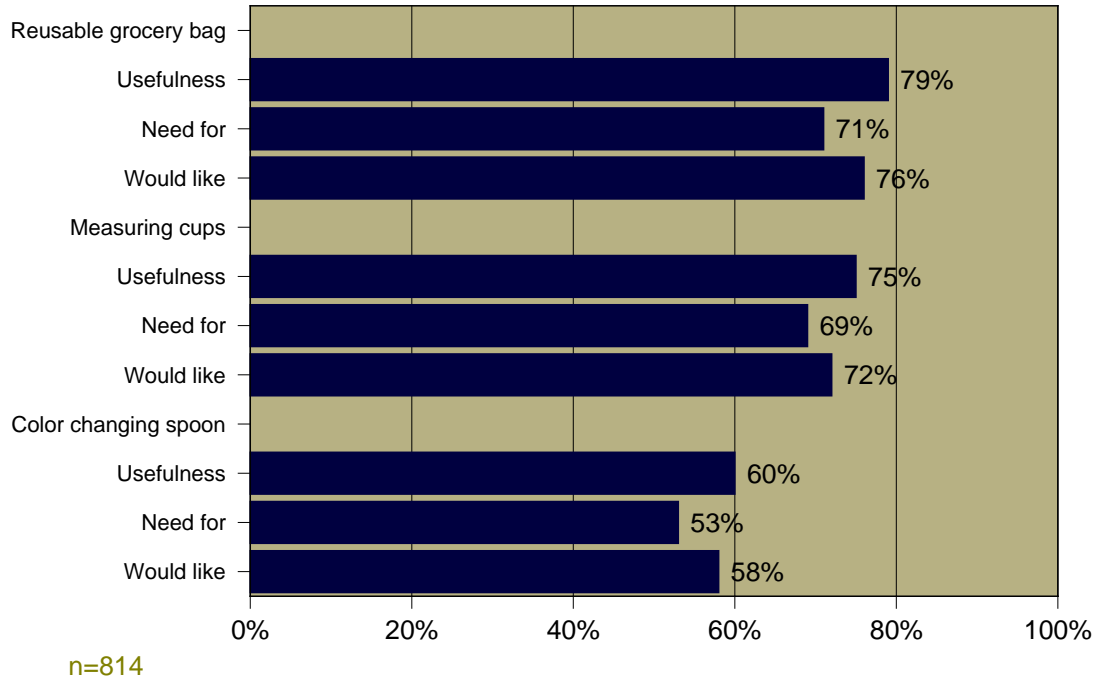
Demographic Differences:

Hispanic mothers are significantly more likely to purchase apples than are Caucasian mothers. In addition, Hispanic moms are more likely to buy several different vegetables than are Caucasian moms, including: lettuce, carrots, tomatoes, and cucumbers.

N. Educational Reinforcements

A strong majority of study participants find the reusable grocery bag and the measuring cups useful, with seven in ten saying they need them and would like them. Slightly fewer – but still over half – are interested in the color-changing spoon.

Educational Reinforcements Very + Somewhat



Demographic Differences:

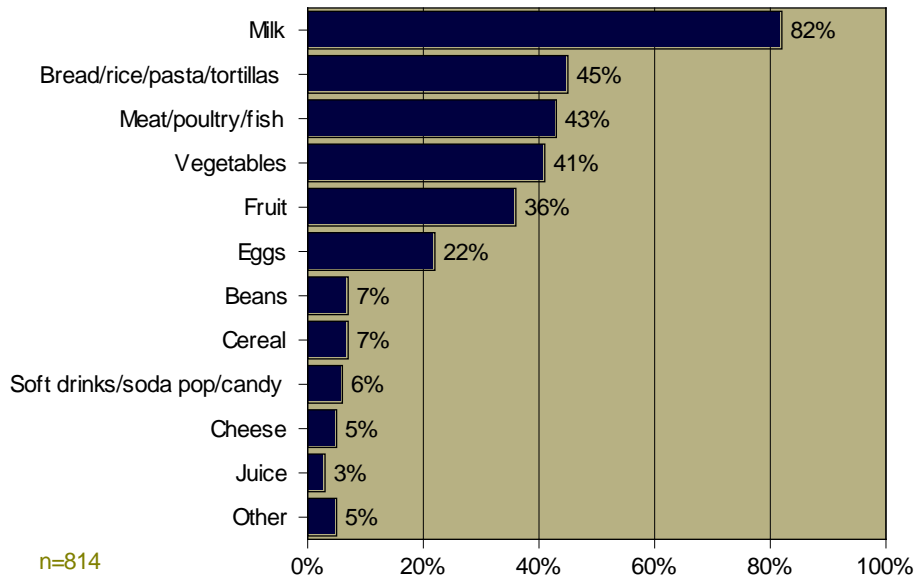
Phoenix and Tucson moms rated the measuring cups and color-changing spoon slightly higher than moms in Yuma and Flagstaff. Similarly, Hispanic women rated these items higher than women in other ethnic groups.

O. Items on Grocery List

At the beginning of the interview, participants were asked what three things are most likely to be on their grocery lists. Over eight in ten (82%) mothers mentioned milk. This is followed by vegetables bread/rice/pasta/tortillas (45%), meat/poultry/fish (43%), vegetables (41%), and fruit (36%).

Items Most Often on Grocery List

What 3 things are most often on your grocery list?



Demographic Differences:

Mothers in Yuma are significantly more likely to include milk on their lists than those in Phoenix and Tucson – 92% compared to 79% and 80% respectively. Tucson moms are significantly more likely to put veggies on their lists – 48% - than are mothers in Phoenix (38%) and Yuma (32%).