



ARIZONA DEPARTMENT  
OF HEALTH SERVICES



# **AZ Health Zone: Healthy Eating and Physical Activity**

Focus Group Report, November 2022

# Today's Topics

- ❖ Background: Project Goals & Methodology
- ❖ Executive Summary
- ❖ Specific Findings
  - I. Persona Breakout
  - II. A Day in the Life
  - III. Healthy Eating
  - IV. Physical Activity
  - V. Concept Testing
- ❖ Key Takeaways

**Presented by...**

**David Morse & Haylye Plaster**

**Background**

# Project Goals

## Identify

- Gauge perceptions of healthy eating and physical activity among women
- Test creative concepts with AZ Health Zone's target audience in order to gauge relevance, level of connection, and understanding

1

## Apply

- Inform messaging strategies with an understanding of how women view healthy eating and physical activity
- Fine-tune creative concepts in order to better reach female consumers about the benefits of healthy eating and exercise

2

# Methodology

## Groups 1, 2, & 3:

- Conducted in English
- Hispanic and non-Hispanic
- Women
- 18-49 Y/O
- 25% rural minimum
- Must have at least one child between 2 and 11 Y/O
- Segments:
  - Achiever
  - Caregiver
  - Idealist
  - Optimist

## Groups 4, 5, & 6:

- Conducted in Spanish
- Hispanic
- Women
- 18-49 Y/O
- 25% rural minimum
- Must have at least one child between 2 and 11 Y/O
- Segments:
  - Achiever
  - Caregiver
  - Idealist
  - Optimist

The respondents were collected through a screening process that identified them as SNAP-eligible.

# Group Composition

## Group 1: Caregivers (4) September 22<sup>nd</sup>, 3:30 pm

Age	Child(ren)	Ethnicity
24 y/o	1 Child	Hispanic
26 y/o	2 Children	Hispanic
37 y/o	2 Children	White
27 y/o	1 Child	White

## Group 4: Caregivers (6) September 23<sup>rd</sup>, 3:30 pm

Age	Child	Ethnicity
42 y/o	2 Children	Hispanic
40 y/o	2 Children	Hispanic
39 y/o	2 Children	Hispanic
35 y/o	2 Children	Hispanic
34 y/o	2 Children	Hispanic
48 y/o	2 Children	Hispanic

## CAREGIVERS

Mission-driven in their work, they believe that by working hard, a person can overcome the obstacles that life presents. They are open to many ideas and options, as long as it makes sense for them. Most agree that people would describe them as “caregivers.” They are good listeners and go out of their way to help others in need.

# Group Composition

## IDEALIST

Endorse personal values that focus on the future. Visionaries believe their greatest achievements are ahead of them. They are thinkers with an imagination. They would rather be leaders than followers. They listen well and go out of their way to help others.

### Group 2: Idealist (5) September 22<sup>nd</sup>, 5:30 pm

Age	Child(ren)	Ethnicity
28 y/o	2 Children	White
32 y/o	3 Children	White
29 y/o	1 Child	Native American
39 y/o	1 Child	Hispanic
38 y/o	2 Children	Hispanic

### Group 5: Idealist (5) September 23<sup>rd</sup>, 5:30 pm

Age	Child(ren)	Ethnicity
37 y/o	2 Children	Hispanic
35 y/o	1 Child	Hispanic
44 y/o	2 Children	Hispanic

# Group Composition

\* These groups were combined due to the likeness between the two in phase 1

## Group 3: Optimist/Achiever (5) September 22<sup>nd</sup>, 7:30 pm

Age	Child(ren)	Ethnicity
30 y/o	2 Children	Hispanic
27 y/o	1 Child	African American
31 y/o	3 Children	Hispanic
28 y/o	1 Child	Native American
42 y/o	2 Children	White

## Group 6: Optimist/Achiever (5) September 23<sup>rd</sup>, 7:30 pm

Age	Child(ren)	Ethnicity
36 y/o	2 Children	Hispanic
22 y/o	2 Children	Hispanic
Unknown	Unknown	Hispanic
Unknown	Unknown	Hispanic
Unknown	Unknown	Hispanic

## ACHIEVER

Leaders who are self-motivated, career-driven, can change their circumstances, and are goal-oriented. They tend to be confident about their potential success and their ability to overcome obstacles. These career-focused and goal-oriented respondents believe the best is yet to come and they can reach their goals.

## OPTIMIST

Have a positive attitude and see the glass as half full and not half empty. They tend to be hopeful and confident about the future and the potential for success. Most feel that by working hard, a person can overcome the obstacles that life presents. They believe that their greatest achievements are ahead of them. They like to lead and set clear short-and-long-term goals to help them stay focused. They go out of their way to help others and believe they listen well. Food selections and making traditional meals are important.



# **Executive Summary**

# Executive Summary

The respondents are busy, trying to juggle household chores and, often, jobs as well. Although there were exceptions, most had little time for healthy eating or exercise.

While many are trying to feed their families healthy meals, it is often a challenge. Additionally, healthy food, especially during this time of high inflation, can be expensive. While some can spend time preparing meals that are fresh and nutritious, others are forced to take shortcuts. Similarly, while some feel that they get their physical activity from doing chores, others lament that they are unable to carve out more time for exercise.

## **Implication:**

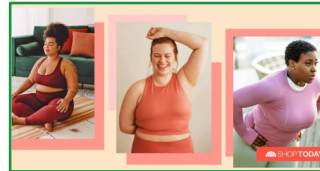
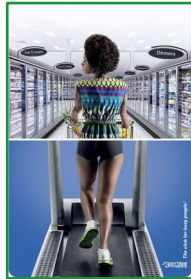
Messaging that recognizes that they are busy, and that household work is exercise, is likely to resonate well. What is also likely to resonate is messaging that offers encouragement or even solutions on healthy eating or ways to exercise that require less time. The desire to eat well and exercise is there; however, for these respondents, it is also a big challenge.

# Executive Summary

All three ad concepts connected with respondents. What offered great appeal was the portrayal of diversity, not just in terms of race/ethnicity, but also showing women of all shapes, sizes, and physical challenges. Respondents also appreciated the visual of a dad lifting his baby for exercise, and the woman shopping while walking on the treadmill. They did not like the Nike ad or the “headless mannequin” in the Under Armor picture.

## Implication:

Each of these ads, with some minor adjustments, is likely to have marked resonance with ADHS target audience.



# Specific Findings

# **A Day in the Life**

## A Day in the Life

- When asked to describe what a day in their life looks like, most respondents spoke primarily of their families and very little about themselves.
- Although some respondents were able to find time for exercise and many did focus on preparing healthy meals for their families, nearly all respondents are simply too busy.

*"You feel like **there aren't enough hours in the day.** You have to say, 'Okay, today I'll do this, tomorrow that.' The day goes by, and I don't know where it went."  
-Caregiver*



*"My daily life begins at 7:30 in the morning. I give breakfast to my son, then breakfast for my husband so he can go to work. I eat with him, then I see about the big meal of the day. The kids will come home from school, and I'll give them food."  
-Optimist/Achiever*

## A Day in the Life

- All mentioned having a daily life that was heavily structured around their children as the top priority.
- Despite this, many can or are working towards being able to maintain a fulfilling work life.
- Very few spoke about health or exercise without being prompted to do so.

"I feel like I'm kind of in-between. Like I'm active and lead an active lifestyle, but it's so hot here during the summer. There are days when I just have a **tiring** day, and you guys know, it's McDonald's or something easy. I'll be like, 'I'm doing great as a **mom** this week,' and then I'll flop for a few days." - Caregiver

"I am very **busy**. Every day is the same, except Sunday. We get up at 4:00 in the morning. I have a routine. I **clean**. I **cook**. I like to bake." - Idealist

"I'm a **single mom** with no help, three kids, my kids go to school online so I'm at home, entertaining my two-year-old, and on top of that, I clean houses." - Idealist

"I don't really have time. I wake up and get the kids ready for **school**, take them there, come back. I **work** from home, pick them up, then do all the nighttime things. Both kids are in music." - Optimist/Achiever

"We get up at 6:00, I get the kids on the bus. I go to **work**. I work until they're off **school** – some days I work longer. I pick them up from the bus and start making dinner immediately. I put the kids to bed at about 7:30." - Idealist

# Healthy Eating



## Healthy eating means different things to different people

- For some, particularly those in the Spanish-speaking groups, healthy eating means fresh, and often, homemade.
- For others, it means lots of fruits and vegetables.
- Still others pointed out that when it comes to healthy eating, we all have individual, unique needs.

*"I don't buy anything in cans. **If it's in a can, it's not healthy. If it's in a box, it's not healthy.** All the preservatives. It's so much sodium. Like soy sauce. Afterwards, I feel bloated."* - Idealist



*"To me, healthy eating means a diet that is **appropriate for you.** It's doing what's in line with your body."* - Optimist/Achiever

## Most are already aware of the necessity of healthy eating

- Most of the women aspire to be eating healthy, but so many find it to be a difficult goal to achieve as life gets in the way.
- Some appreciate the importance of healthy eating but associate it with having to buy expensive foods or food that goes bad quickly.
- Several mentioned the impact of inflation on their budgets.

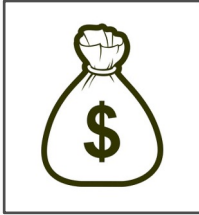
*"I realize that when I don't have time, I do bad things. If I'm running around, doing errands, I'll go to what's closest, like Chick-fil-A. That's been a challenge for me."*

- Idealist



*"I think one reason my family doesn't eat healthy is because veggies go bad so much quicker than a bag of tortillas. If we're going to eat healthy, it depends on how long it lasts." -Caregiver*

# Struggles of Healthy Eating



## Cost

*"I just feel like sometimes eating healthier is more **expensive**... It's a barrier to me, eating healthy."*

- Idealist



## Convenience

*"It's so much harder to eat healthy and so much **easier** to go the unhealthy route. It's just the way things are set up nowadays."*

- Caregiver



## Motivation

*"I feel like my diet could be a lot better because I work nights. It's hard when you're trying to get enough sleep. I'm a skip-a-meal kind of person just because I get **so busy**."*

- Optimist/Achiever.

# What does ideal healthy eating look like?

**Homemade.** Many of the women mentioned they may need to grow their own garden for convenience or need to grow their own garden.

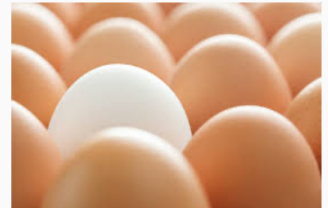
**Balanced.** Others stated that healthy eating is about eating balanced and proportionate meals, not necessarily doing away with fried or fast food entirely.

**Unique.** Ultimately, many agreed that healthy eating can be unique to everyone.

*"I think healthy eating means **no fried foods**. Fresh veggies, steamed, not boiling everything good out of them. I'd love to have a garden and grow my own fresh veggies." - Caregiver*

*"I want to do something **fast**, so every night is not me cooking over a hot stove. I give them a pizza, but with a lot of salad." - Idealist*

*"My husband likes to eat healthy, and he's helped me. I call him all the time to ask him what's healthy, especially for our daughter." -Caregiver*



# Sources of Information on Healthy Eating



*"I'll go to Pinterest, and I'll search for healthy food options. I'll look for dishes with chicken and ground turkey, just to see what comes up. But sometimes the prices are high, and I don't have the budget. Also, TikTok and YouTube." - Caregiver*

- Social media platforms such as TikTok, Pinterest, and YouTube were the most frequently mentioned sources of information on healthy eating.
- Many women also stated that they relied mostly on their own intuition or past experiences.
- Similarly, word-of-mouth and traditions carried on from their mothers were powerful influences.



# Physical Activity

# Physical Activity

**Many respondents view any kind of formalized exercise regimen to be beyond their reach because they are so busy.**

*"If I had a maid, and everything was done, and I didn't have to worry, I could get a job, and a gym membership, and take a run, I definitely would. But you got kids, and that's where all your focus goes. Your health is on the back burner." - Caregiver*

**Still, others are able to fit a routine into their schedules.**

*"Walking. Swimming. Snowboarding. Dancing. Anything that is pumping the heart. Deep cleaning. I'm breaking a sweat when I'm deep cleaning anything. Jogging. Biking." - Idealist*



# Physical Activity



**Others stated that the challenge to doing exercise is that they are simply tired.**

*"So much gets in the way. TV shows, video games, apps on the phone like TikTok. I used to get up super early, but with all that I'm doing now, and the kids, I'm so tired. Even doing like ten minutes of yoga. I don't want to."*

- Idealist



**Others admitted to simple inertia and a lack of motivation.**

*"I'm unmotivated. I wouldn't say I'm lazy. Once I start doing it, the lazy wears out. But what gets me is the premeditated part of it. To me, exercising and getting sweaty doesn't seem like a good 30 minutes."* - Caregiver



# Physical Activity

**Other respondents emphasized that with all the running around they do during the day, they don't need an exercise routine.**

*"With all I have to do, I'm walking and walking and walking. We don't need a gym because we are always walking. I focus on healthy eating."* - Optimist/Achiever



**Still, without a doubt, most understand the benefits to be had from exercise and physical activity.**

*"I think we should [do] more about ourselves. I'm at a point in life where I have to do exercise. Later on, it will [be] late. You get old, the skin gets wrinkled. You have to muster up the enthusiasm, day, night, whenever. Walk or whatever. Being consistent is the word."* - Idealist



# Struggles of Physical Activity



## Time

*"I don't have time to exercise. I work nights, and during the day, my son has soccer practice. And then I have to go home for dinner and get in a little sleep before work."*

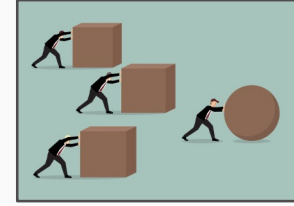
- Optimist/Achiever



## Effort

*"I'm unmotivated. I wouldn't say I'm lazy. Once I start doing it, the lazy wears out. But what gets me is the premeditated part of it. To me, exercising and getting sweaty doesn't seem like a good 30 minutes."*

- Caregiver



## Lack of Necessity

*"I don't have a lot of free time to go to the gym. **But I get exercise.**"*

- Optimist/Achiever

# Physical Activity vs. Healthy Eating

"My head is clearer when I'm active. **Physical activity makes me happy.** When I'm on the couch, I get depressed." - Idealist

"I think that **eating healthy is at least 70% of your overall health.** You still want to be active. But if you're not packing on excess carbs, you won't have to work as hard to work off excess calories." - Idealist

"Scientifically, it's proven that endorphins are released when you do exercise and **take care of the stress.** It could be yoga, or boxing, or walking for a half hour." - Optimist/Achiever

"**They go together.** You have to do exercise to lose weight, but if you come home to a big meal, it's like you didn't work out." - Idealist

- Most agreed that physical activity has a beneficial impact on the mind and overall well-being of a person.
- However, respondents seemed to be mixed in terms of whether they viewed healthy eating or physical activity to be more important, more beneficial.



# Concept Testing

## What Worked:

**Most of the positive feedback focused on inclusion or diversity of all kinds, not just ethnicity or body type.**

*"I liked that they showed all different bodies and skin tones and a disabled person because you never see that."*

- Optimist/Achiever

**People want to see themselves in ads in a way that recognizes them for who they truly are.**

# "Every Move is in the Right Direction"

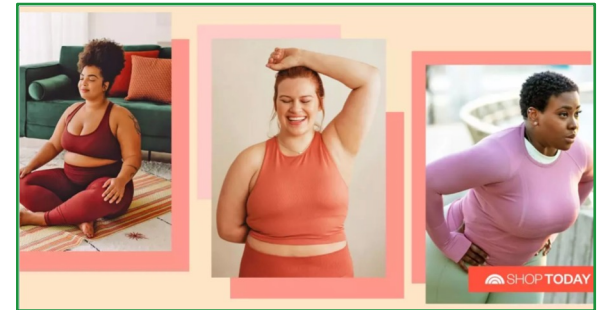


# “Every Move is in the Right Direction”

## What Worked:

The woman in the wheelchair seemed to have the most impact since respondents were easily able to relate it to their own personal struggles.

*"The woman at the top. It's motivational. If she can do it in her predicament, any of us can do it with no excuse."* - Caregiver



# “Every Move is in the Right Direction”

## What Didn't Work:

The women did not feel any tangible connection to the two ads.

*'Be the girl who,' I feel it's derogatory. In the day and age we live in, you don't have to be one or the other.'*

- Caregiver

Many respondents felt that it would be best to be more inclusive, like so much of the rest of the concept.



# “Every Move is in the Right Direction”

## What Didn't Work:

The title of the campaign itself did not sit well with many respondents.

*"I crossed out 'Every move is in the right direction' because I feel like I made a lot of bad moves."*

- Idealist

Messaging that asks consumers to rise to an unrealistic image is likely to intimidate rather than encourage.



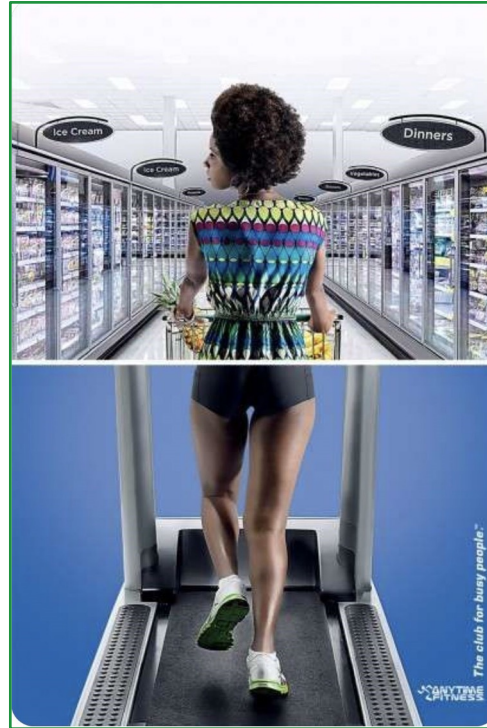


# “What Moves You”

## What Worked:

**Messaging that affirms that parenting or housework can indeed be good exercise resonated very well with respondents.**

“I think this is the most relatable ad that you’ve shown us. The woman embodies all of us. We can’t hop on a treadmill, but we’re definitely in a grocery store. It doesn’t matter what you’re doing, as long as you’re being active.” - Caregiver



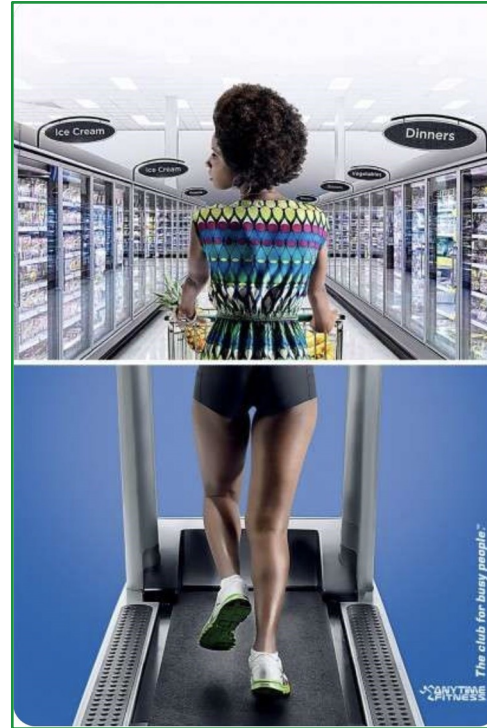
# "What Moves You"

## What Worked:

Many were also appreciative of the dad shown in the picture, some praising their own partners and highlighting that men are not often portrayed as a parent.

*"I like the bonding. I had a lot of bonding with my dad. And at the same time, he's trying to stay physically fit."*

- Optimist/Achiever



# "What Moves You"

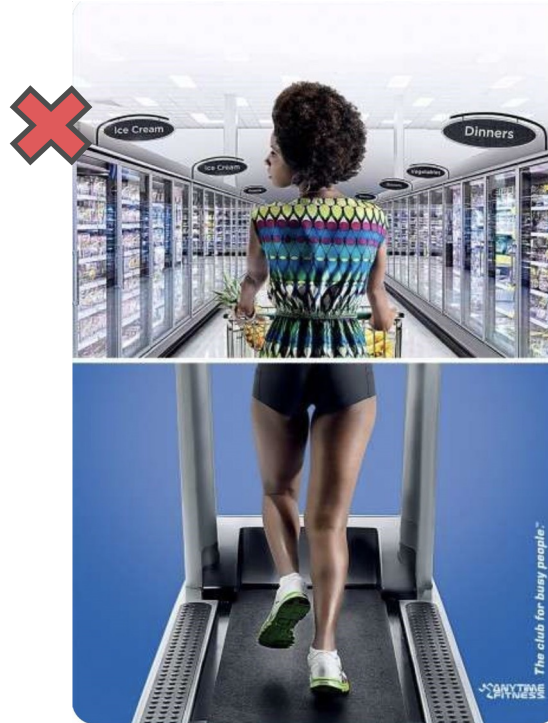
## What Didn't Work:

It's important to be as explicit as possible when employing a creative concept.

The woman shopping in the ice cream section was enough to confuse several respondents.

*"I was a little confused because she's on a treadmill, but she's in the ice cream section, and it's kind of shaming. She's got fruit in her cart. It had me confused."*

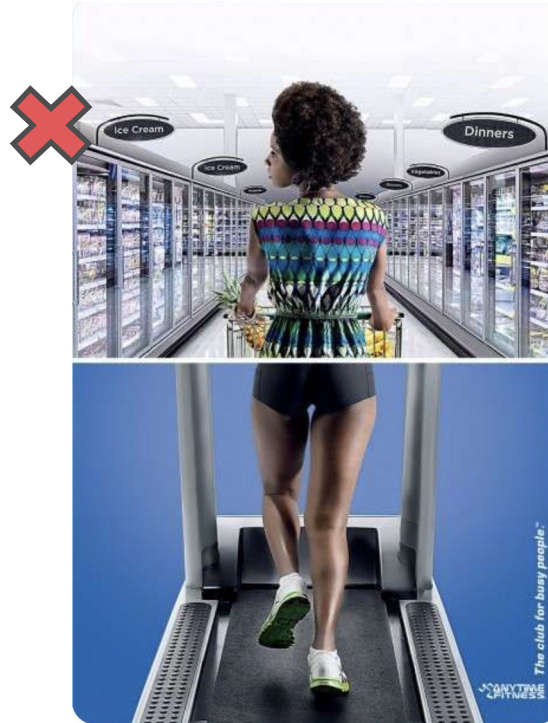
- Optimist/Achiever



# "What Moves You"

## What Didn't Work:

Other elements that respondents did not like included the background of the upper frame of the man holding the baby and the short length of the shorts on the woman.



# “Healthy Food. Healthy You.”

## What Worked:

Again, diverse and personable models were the key drivers in the success of these two ads. *“I think that they’re both represented so beautifully. The artistry accentuates their bodies. And the fact that they’re not super lean. It’s like they’re naturally beautiful.”* - Idealist



# “Healthy Food. Healthy You.”

## What Worked:

Most of the women connected heavily with the photo of the pregnant woman, stating that health during pregnancy is especially important since it affects your baby as well.

*“What you eat is what your baby eats. You have to eat well so your baby is well.”* - Optimist/Achiever



# “Healthy Food. Healthy You.”

## What Didn't Work:

Few respondents felt any real connection with the tennis ad.

*"The picture at the top. I love it. I love that she's pregnant. I love that she's beautiful. I don't like the aggressive guy screaming thing."*

- Optimist/Achiever

Athletes and sports, in general, did not have much of an effect on the women.



# Key Takeaways





# Key Takeaways

- Most of the respondents are already aware of the necessities of eating well and exercising, but many are unable to find the time and energy to pursue it. Many feel that they are doing the best they can and doing more in terms of exercise or eating well are not likely to happen.
- When it comes to creative concepts, diversity and inclusion are the main points of connection. Many responded positively to the idea of expanding the everyday concept of diversity to include much more than race and ethnicity. Additionally, many responded positively to those concepts that recognized them for the good job they are already doing.



# Key Takeaways

- Though each of the segments demonstrated its unique attitudinal characteristics, there seemed to be few differences in terms of behavior regarding healthy eating and physical activity.
- Despite similarities between segments, each segment is likely to respond differently to different types of ads.
- For example, Caregivers spoke often of their families, and ads that emphasize taking care of kids and significant others are likely to resonate well.
- Idealists were very focused on the future, so ads that emphasize future possibilities might work well.
- By contrast, Optimists and Achievers were the most focused on tasks and getting them done – ads with a similar theme are likely to resonate.



ARIZONA DEPARTMENT  
OF HEALTH SERVICES



# Thank You

PHOENIX

---

602-362-5694

3550 N. CENTRAL AVE | STE. 1900  
PHOENIX, AZ 85012