

2005 California Dietary Practices Survey

Table 65: Message Exposure Through Television Advertisements About 5 A Day and Healthy Eating Behaviors

Are you aware of advertisements currently on television about eating fruits and vegetables?
What is the message in the advertisements?

| | Percent | | | |
|-----------------------------------|-----------------|-------------------------------------|---------------------------|----------------------|
| | Aware of TV Ads | Main Message of TV Ads ¹ | | |
| | | Eat 5 A Day | Eat Fruits and Vegetables | Healthy Habits/Other |
| Total | 66 | 15 | 68 | 17 |
| Sex | | | | |
| Males | 62 ** | 11 | 70 | 19 ** |
| Females | 70 | 19 | 66 | 15 |
| Males | | | | |
| 18 - 24 | 73 | 26 | 63 | 12 *** |
| 25 - 34 | 57 | 4 | 78 | 18 |
| 35 - 50 | 63 | 6 | 75 | 19 |
| 51 - 64 | 60 | 8 | 65 | 27 |
| 65+ | 60 | 15 | 62 | 23 |
| Females | | | | |
| 18 - 24 | 63 | 24 | 62 | 14 |
| 25 - 34 | 70 | 29 | 56 | 15 |
| 35 - 50 | 70 | 16 | 68 | 16 |
| 51 - 64 | 75 | 14 | 68 | 18 |
| 65+ | 75 | 14 | 74 | 12 |
| Ethnicity | | | | |
| White | 60 *** | 19 | 68 | 14 ** |
| Hispanic | 81 | 9 | 69 | 22 |
| Black | 71 | 14 | 70 | 16 |
| Asian/Pacific Islander | 48 | 26 | 59 | 15 |
| Education | | | | |
| Less than High School | 79 *** | 9 | 74 | 17 |
| High School Graduate | 72 | 16 | 65 | 19 |
| Some College | 63 | 16 | 67 | 16 |
| College Graduate | 56 | 18 | 66 | 15 |
| Income | | | | |
| Less than \$15,000 | 72 *** | 12 | 69 | 19 *** |
| \$15,000 - 24,999 | 74 | 11 | 68 | 20 |
| \$25,000 - 34,999 | 64 | 11 | 63 | 26 |
| \$35,000 - 49,999 | 57 | 18 | 61 | 21 |
| \$50,000+ | 61 | 22 | 69 | 10 |
| Physically Active | | | | |
| Did Not Meet Recommendations | 68 | 11 | 74 | 16 *** |
| Met Recommendations | 65 | 20 | 62 | 18 |
| Overweight Status | | | | |
| Overweight/Obese | 70 *** | 14 | 70 | 16 |
| Not Overweight | 61 | 17 | 65 | 18 |
| Poverty Index | | | | |
| Food Stamp Participants | 74 *** | 9 | 72 | 19 *** |
| All Other Respondents/ ≤ 130% FPL | 74 | 9 | 68 | 23 |
| All Other Respondents/ > 130% FPL | 61 | 20 | 66 | 14 |

¹Out of those who reported being aware of ads on TV about eating fruits and vegetables.

Rows may not add up to 100 percent due to rounding.

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

** p<.01

*** p<.001

2005 California Dietary Practices Survey

Crosstab 66: Awareness of Television Advertisements by Fruit and Vegetable Consumption

Are you aware of advertisements currently on television about eating fruits and vegetables?

Did you have any fruit, vegetables, salad, or juice for your [meal or snack] yesterday?

Which fruit, vegetables, salad or juice did you have at your [meal or snack] yesterday?

How many servings of (each fruit, vegetable, juice or salad) did you eat for your [meal or snack]?

| Awareness of TV Ads | Servings of Fruits & Vegetables, Percent | | | |
|------------------------|--|-----|-----|----|
| | 0 | 1-2 | 3-4 | 5+ |
| Yes | 9 | 22 | 27 | 41 |
| No | 9 | 22 | 26 | 42 |

Rows may not add up to 100 percent due to rounding.

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2005 California Dietary Practices Survey

Table 67: Heard of the 5 A Day Program
Have you heard of the 5 A Day Program?

| | Heard of the 5 A Day Program, Percent |
|-----------------------------------|--|
| Total | 36 |
| <i>Sex</i> | |
| Males | 28 *** |
| Females | 43 |
| <i>Males</i> | |
| 18 - 24 | 35 *** |
| 25 - 34 | 21 |
| 35 - 50 | 36 |
| 51 - 64 | 28 |
| 65+ | 14 |
| <i>Females</i> | |
| 18 - 24 | 46 *** |
| 25 - 34 | 57 |
| 35 - 50 | 44 |
| 51 - 64 | 37 |
| 65+ | 29 |
| <i>Ethnicity</i> | |
| White | 43 *** |
| Hispanic | 24 |
| Black | 33 |
| Asian/Pacific Islander | 35 |
| <i>Education</i> | |
| Less than High School | 20 *** |
| High School Graduate | 35 |
| Some College | 40 |
| College Graduate | 44 |
| <i>Income</i> | |
| Less than \$15,000 | 27 *** |
| \$15,000 - 24,999 | 33 |
| \$25,000 - 34,999 | 39 |
| \$35,000 - 49,999 | 37 |
| \$50,000+ | 44 |
| <i>Physically Active</i> | |
| Did Not Meet Recommendations | 28 *** |
| Met Recommendations | 43 |
| <i>Overweight Status</i> | |
| Overweight/Obese | 32 *** |
| Not Overweight | 41 |
| <i>Poverty Index</i> | |
| Food Stamp Participants | 32 *** |
| All Other Respondents/ ≤ 130% FPL | 21 |
| All Other Respondents/ > 130% FPL | 42 |

A box around a group of numbers signifies that differences observed within this group are statistically significant.
 Chi Square Test
 *** p<.001

2005 California Dietary Practices Survey

Crosstab 68: Heard of 5 A Day Program by Fruit and Vegetable Consumption

Have you heard of the 5 A Day Program?

Did you have any fruit, vegetables, salad, or juice for your [meal or snack] yesterday?

Which fruit, vegetables, salad or juice did you have at your [meal or snack] yesterday?

How many servings of (each fruit, vegetable, juice or salad) did you eat for your [meal or snack]?

| Heard of the 5 A Day Program | Servings of Fruits & Vegetables, Percent | | | |
|------------------------------|--|-----|-----|----|
| | 0 | 1-2 | 3-4 | 5+ |
| Yes | 6 | 21 | 25 | 48 |
| No | 11 | 23 | 28 | 38 |

Rows may not add up to 100 percent due to rounding.

A box around a group of numbers signifies that differences observed within this group are statistically significant.

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*** p<.001