

## 2001 California Dietary Practices Survey

**Table 93: Californians Who Have Heard About Foods or Drinks that Might Help Prevent Cancer**

Question: *Have you heard about things that people eat or drink that might help PREVENT cancer?*

<b>Total</b>	<b>74</b>
<b>Sex</b>	
Males	69 ***
Females	78
<b>Males</b>	
18 - 24	56 *
25 - 34	66
35 - 50	72
51 - 64	78
65+	70
<b>Females</b>	
18 - 24	61 ***
25 - 34	73
35 - 50	83
51 - 64	90
65+	75
<b>Ethnicity</b>	
White	82 ***
Hispanic	68
Black	66
Asian/ Pacific Islander	65
<b>Education</b>	
Less than high school	61 ***
High school graduate	67
Some college	80
College graduate	84
<b>Income</b>	
Less than \$15,000	68 ***
\$15,000 - 24,999	72
\$25,000 - 34,999	74
\$35,000 - 49,999	80
\$50,000+	82
<b>Physically Active</b>	
Did not meet recommendations	71 ***
Met recommendations	79
<b>Overweight Status</b>	
Overweight/Obese	74
Not overweight	77

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

Chi square test:

\* p<.05

\*\*\* p<.001

## 2001 California Dietary Practices Survey

**Table 94: Californians Who Can Name Fruits and Vegetables as Foods that Reduce Cancer Risk  
Trends 1991-2001**

Question: Have you heard of any foods that may prevent cancer?  
Can you name any of these foods?

	Percent Naming Fruits and Vegetables						Change of Percentage				
	1991	1993	1995	1997	1999	2001	1991-93	1993-95	1995-97	1997-99	1999-01
<b>Total</b>	<b>34</b>	<b>39</b>	<b>49</b>	<b>52</b>	<b>57</b>	<b>51</b>	<b>-5**</b>	<b>10***</b>	<b>3</b>	<b>5**</b>	<b>-6***</b>
<b>Sex</b>											
Males	30*	35**	43***	48**	55	47**	5	8**	5	7**	-8**
Females	37	43	55	56	59	56	*6	12***	1	3	-3
<b>Males</b>											
18 - 24	21**	27**	24**	26***	35***	41	6	-3	2	9	6
25 - 34	24	27	41	40	54	42	3	14*	-1	14**	12*
35 - 50	36	44	53	61	62	52	8	9	8	1	-10*
51 - 64	41	34	49	55	68	53	-7	15*	6	13*	-15*
65+	20	32	38	48	51	42	12	6	10	3	-9
<b>Females</b>											
18 - 24	19**	25***	36**	38***	54***	34***	6	11	2	16*	-20**
25 - 34	34	40	50	52	58	56	6	10	2	6	-2
35 - 50	45	53	63	67	64	64	8	10	4	-3	NC
51 - 64	45	56	62	63	72	71	11	6	1	9	-1
65+	35	33	51	50	47	44	-2	18*	-1	-3	-3
<b>Ethnicity</b>											
White	40***	45***	53	58***	67***	56***	5*	8**	5	9***	-11***
Hispanic	20	28	43	39	39	43	8	15***	-4	NC	4
Black	25	27	50	49	45	45	2	13**	-1	-4	NC
Asian/Pacific Islander					47	47					NC
<b>Education</b>											
Less than high school	20***	27***	34***	32***	37***	32***	7	7	-2	5	-5
High school graduate	26	28	42	43	41	42	2	14***	1	-2	1
Some college	37	41	52	54	60	54	4	11**	2	6	-6
College graduate	43	51	56	63	74	64	8*	5	7	11***	-10***
<b>Income</b>											
Less than \$15,000	25**	26***	40***	40***	40***	38***	1	14**	NC	NC	-2
\$15,000 - 24,999	27	33	41	45	52	47	6	8	4	7	-5
\$25,000 - 34,999	37	43	46	56	68	54	6	3	10	12*	-14*
\$35,000 - 49,999	38	50	55	58	67	48	12*	5	3	9	-19***
\$50,000+	43	49	57	60	72	65	6	8*	3	12***	-7*
<b>Physically Active</b>											
Did not meet recommendations						46***					
Met recommendations						58					
<b>Overweight Status</b>											
Overweight/Obese						49					
Not overweight						54					

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

Chi square test:

\* p<.05

\*\* p<.01

\*\*\* p<.001

## 2001 California Dietary Practices Survey

**Table 95: Californians Who Can Name Whole Grains or Other High Fiber Foods as Foods That Can Reduce Cancer Risk, Trends 1989-2001**

Question: What food have you heard of that people could eat or drink that might help PREVENT cancer?

	Percent Naming High Fiber Foods							Change of Percentage					
	1989	1991	1993	1995	1997	1999	2001	1989-91	1991-93	1993-95	1995-97	1997-99	1999-01
<b>Total</b>	<b>19</b>	<b>26</b>	<b>19</b>	<b>16</b>	<b>12</b>	<b>14</b>	<b>6</b>	<b>7</b>	<b>-7***</b>	<b>-3*</b>	<b>-4**</b>	<b>2*</b>	<b>-8***</b>
<b>Sex</b>													
Males	17	28	20	13	12	14	7	11**	-8**	-7***	-1	2	-7***
Females	20	23	19	19	12	14	5	3	-4	NC	-7***	2	-9***
<b>Males</b>													
18 - 24	8	20	9**	0**	6***	7***	2*	12	-11*	-9**	6*	1	-5*
25 - 34	17	33	21	18	10	10	7	16**	-12*	-3	-8	NC	-3
35 - 50	23	32	25	15	20	18	10	9	-7	-10*	5	-2	-8**
51 - 64	15	30	29	19	8	24	10	15	-1	-10	-11*	16***	-14**
65+	13	17	14	4	5	9	5	4	-3	-10*	1	4	-4
<b>Females</b>													
18 - 24	12*	10*	11**	7	4**	6**	1	-2	1	-4	-3	2	-5*
25 - 34	17	25	18	18	11	14	4	8	-7	NC	-7	3	-10***
35 - 50	29	33	27	29	18	17	6	4	-6	2	-11**	-1	-11***
51 - 64	19	26	22	18	11	21	8	7	-4	-4	-7	10*	-13**
65+	15	13	10	13	11	9	7	-2	-3	3	-2	-2	-2
<b>Ethnicity</b>													
White	24***	30*	23***	18***	14***	18***	8*	6	-7**	-5*	-4*	4*	-10***
Hispanic	9	15	10	9	6	6	3	6	-5	-1	-3	NC	-3*
Black	10	25	15	23	5	8	4	15*	-10	8	-18***	3	-4
Asian/Pacific Islander						14	5						-9*
<b>Education</b>													
Less than high school	7***	9***	7***	5***	2***	4***	3***	2	-2	-2	-3	3	-1
High school graduate	11	13	12	9	4	8	2	2	-1	-3	-5*	4	-6***
Some college	24	28	19	15	12	14	6	4	-9**	-4	-3	2	-8***
College graduate	27	42	31	26	19	23	11	15	-11**	-5	-7*	4	-12***
<b>Income</b>													
Less than \$15,000	10**	13***	9***	8*	3***	6***	3***	3	-4	-1	-5*	3	-3*
\$15,000 - 24,999	14	19	13	12	9	12	4	5	-6	-1	-3	3	-8***
\$25,000 - 34,999	26	25	25	20	6	13	2	-1	NC	-5	-14***	7*	-11***
\$35,000 - 49,999	27	30	25	17	18	16	8	3	-5	-8	1	-2	-8*
\$50,000+	23	44	30	21	17	25	11	21***	-14**	-9**	-4	8**	-14***
<b>Physically Active</b>													
Did not meet recommendations							6						
Met recommendations							7						
<b>Overweight Status</b>													
Overweight/Obese							5						
Not overweight							7						

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Chi square test:

\* p<.05

\*\* p<.01

\*\*\* p<.001

## 2001 California Dietary Practices Survey

**Table 96: Californians Who Can Name Fruits and Vegetables as Foods That Help Prevent Heart Disease, Trends 1993-2001**

Question: *Have you heard of any foods that may prevent heart disease?  
Can you name any of these foods?*

	Percent Naming Fruits and Vegetables					Change of Percentage			
	1993	1995	1997	1999	2001	1993-95	1995-97	1997-99	1999-01
<b>Total</b>	<b>20</b>	<b>24</b>	<b>23</b>	<b>27</b>	<b>23</b>	<b>4*</b>	<b>-1</b>	<b>4*</b>	<b>-4*</b>
<b>Sex</b>									
Males	20	23	21	24	25	3	-2	3	1
Females	19	25	25	30	22	6*	NC	5*	-8***
<b>Males</b>									
18 - 24	21	18	12	14	18	-3	-6	2	4
25 - 34	23	18	20	19	27	-5	2	-1	8
35 - 50	19	28	25	29	29	9*	-3	4	0
51 - 64	17	22	28	33	19	5	6	5	-14*
65+	18	22	16	25	26	4	-6	9	1
<b>Females</b>									
18 - 24	12	11	13	20	15	-1	2	7	-5
25 - 34	17	26	28	31	21	9	2	3	-10*
35 - 50	29	30	28	34	24	1	-2	6	-10*
51 - 64	18	28	32	38	28	10	4	7	-10
65+	14	18	20	22	21	4	2	2	-1
<b>Ethnicity</b>									
White	21	24	24	30	26	3	NC	6**	-4*
Hispanic	14	21	20	19	17	7*	-1	-1	-2
Black	23	23	21	20	19	NC	-2	-1	-1
Asian/Pacific Islander				31	21				-10
<b>Education</b>									
Less than high school	15	16	15	15	11	1	-1	NC	-4
High school graduate	13	19	17	22	18	6*	-2	5	-4
Some college	22	22	23	31	26	NC	1	8**	-5
College graduate	24	31	31	32	31	7*	NC	1	-1
<b>Income</b>									
Less than \$15,000	12	20	15	21	18	8*	-5	6	-3
\$15,000 - 24,999	17	18	23	21	22	1	5	-2	1
\$25,000 - 34,999	24	31	25	34	26	7	-6	9	-8
\$35,000 - 49,999	22	29	29	38	23	7	NC	9	-15**
\$50,000+	23	24	26	33	30	1	2	7*	-3
<b>Physically Active</b>									
Did not meet recommendations				21					
Met recommendations				27					
<b>Overweight Status</b>									
Overweight/Obese					22				
Not overweight					24				

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

Chi square test:

\* p<.05

\*\* p<.01

\*\*\* p<.001

## 2001 California Dietary Practices Survey

**Table 97: Californians Who Can Name Lowfat Foods as Foods that Help Prevent Heart Disease, Trends 1993-2001**

Question: *Have you heard of any foods that may prevent heart disease?  
Can you name any of these foods?*

	Percent Naming Lowfat Foods					Change of Percentage			
	1993	1995	1997	1999	2001	1993-95	1995-97	1997-99	1999-01
<b>Total</b>	<b>39</b>	<b>27</b>	<b>20</b>	<b>22</b>	<b>11</b>	<b>-12***</b>	<b>-7***</b>	<b>2</b>	<b>-11***</b>
<i>Sex</i>									
Males	35***	25	17*	19*	10	-10***	-8***	2	-9***
Females	43	29	24	25	12	-14***	-5*	1	-13***
<i>Males</i>									
18 - 24	30	11*	8***	8***	4**	-19*	-3	NC	-4
25 - 34	28	19	16	18	6	-9	-3	2	-12***
35 - 50	34	31	18	20	12	-3	-13**	2	-8*
51 - 64	44	35	19	31	15	-9	-16**	12*	-16**
65+	49	26	20	19	15	-23**	-6	-1	-4
<i>Females</i>									
18 - 24	26**	8**	10*	14***	4**	-18**	2	4	-10*
25 - 34	36	26	20	22	9	-10	-6	2	-13***
35 - 50	49	32	28	27	15	-17***	-4	-1	-12**
51 - 64	53	33	29	37	20	-20**	-4	8	-17**
65+	41	39	26	22	12	-2	-13*	-4	-10*
<i>Ethnicity</i>									
White	46***	30**	25***	27***	13*	-4***	-5*	2	-14***
Hispanic	25	21	13	13	8	-4	-8**	NC	-5
Black	30	19	12	10	9	-11	-7	-2	-1
Asian/Pacific Islander				21	9				-12*
<i>Education</i>									
Less than high school	19***	16***	9***	11***	9***	-3	-7	2	-2
High school graduate	33	21	10	16	7	-12**	-11***	6**	-9***
Some college	42	26	25	18	9	-16***	-1	-7**	-9***
College graduate	51	37	26	34	17	-14***	-11***	8**	-17***
<i>Income</i>									
Less than \$15,000	28***	18***	17	11***	10	-10*	-1	-6	-1
\$15,000 - 24,999	34	24	17	12	11	-10*	-7	-5	-1
\$25,000 - 34,999	39	25	22	31	11	-14*	-3	9	-20***
\$35,000 - 49,999	44	33	20	23	11	-11*	-13**	3	-12***
\$50,000+	51	34	26	35	15	-17***	-8**	9**	-20***
<i>Physically Active</i>									
Did not meet recommendations					9**				
Met recommendations					14				
<i>Overweight Status</i>									
Overweight/Obese					11				
Not overweight					12				

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

Chi square test:

\* p<.05

\*\* p<.01

\*\*\* p<.001

## 2001 California Dietary Practices Survey

**Table 98: Californians Who Can Name Low Cholesterol Foods that Help Prevent Heart Disease, Trends 1993-2001**

Question: Have you heard of any foods that may prevent heart disease?

Can you name any of these foods?

	Percent Naming Low Cholesterol Foods					Change of Percentage			
	1993	1995	1997	1999	2001	1993-95	1995-97	1997-99	1999-01
<b>Total</b>	<b>22</b>	<b>12</b>	<b>10</b>	<b>11</b>	<b>5</b>	<b>-10***</b>	<b>-2*</b>	<b>1</b>	<b>-6***</b>
<b>Sex</b>									
Males	22	12	10	10	4	-10***	-2	NC	-6***
Females	21	13	9	12	5	-8***	-4*	3	-7***
<b>Males</b>									
18 - 24	20	3	4	6	1	-17***	1	2	-5*
25 - 34	18	13	11	9	4	-5	-2	-2	-5*
35 - 50	24	14	12	10	6	-10*	-2	-2	-4
51 - 64	26	16	7	13	7	-10	-9*	6	-6
65+	26	6	11	11	3	-20**	5	NC	-8*
<b>Females</b>									
18 - 24	18	0	4	10	5	-18***	4	6	-5
25 - 34	18	13	9	10	4	-5	-4	1	-6
35 - 50	24	16	14	11	7	-8	-2	-3	-4
51 - 64	23	15	10	15	6	-8	-5	5	-9
65+	21	17	8	13	5	-4	-9*	5	-8
<b>Ethnicity</b>									
White	24	** 14	13	*** 13	*** 5	-10***	-1	NC	-8***
Hispanic	14	10	3	5	6	-4	-7***	2	1
Black	17	10	7	6	2	-7	-3	NC	-4
Asian/Pacific Islander				10	5				-5
<b>Education</b>									
Less than high school	8	12	* 3	*** 5	*** 3	4	-9**	2	-2
High school graduate	18	8	4	6	4	-10**	-4*	2	-2
Some college	24	10	11	10	4	-14***	1	-1	-6***
College graduate	28	18	13	17	7	-10***	-5	4	-10***
<b>Income</b>									
Less than \$15,000	15	** 10	6	*** 5	*** 2	* -5	-4	-1	-3*
\$15,000 - 24,999	19	9	6	6	6	-10**	-3	NC	0
\$25,000 - 34,999	22	8	7	11	8	-14**	-1	4	-3
\$35,000 - 49,999	23	16	14	12	4	-7	-2	-1	-8**
\$50,000+	28	16	12	17	6	-12***	-4	5*	-11***
<b>Physically Active</b>									
Did not meet recommendations					5				
Met recommendations					5				
<b>Overweight Status</b>									
Overweight/Obese					6				
Not overweight					5				

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

Chi square test:

\* p<.05

\*\* p<.01

\*\*\* p<.001

**2001 California Dietary Practices Survey**

**Cross Tab 99: Awareness of the Diet/Heart Disease Relationship and Knowledge of Specific Foods, Compared to Intake of High Fat Foods**

	Percent Who Ate									
	Deep Fried foods	Fried snacks	Whole milk, 2% (Out of milk drinkers)	Reg Cheese (Out of cheese eaters)	Sweets/desserts	Breakfast pastries	Regular salad dressing (Out of salad eaters)	Fast food (Out of everyone)	Always/Sometimes use butter, margarine, or mayonnaise on bread	Rarely or never trim fat from meat or remove skin from chicken
Aware of diet-heart disease relationship										
Yes	18	24	60 ***	74	43	15	48 *	17	66	14 ***
No	21	23	71	74	40	14	58	17	68	21
Names low cholesterol as preventing heart disease										
Yes	17	17	54	68	45	15	50	12	64	7 *
No	19	24	65	74	41	15	52	17	67	17
Names low fat as preventing heart disease										
Yes	19	23	58	65 *	41	19	42	14	66	11 *
No	19	24	66	75	42	14	54	17	67	18

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

Chi square test:

\* p<.05

\*\*\* p<.001

## 2001 California Dietary Practices Survey

**Table 100: Main Reasons Californians are Eating Less Fat**

Question: *What is the main reason you eat less fat?*

Base: *People who say they are currently eating less fat*

	Percent Agreeing				
	Weight Reduction	Reduce Risk of Disease	Trying to Eat Healthier Foods	Medical Reasons	Other
<b>Total</b>	<b>35</b>	<b>19</b>	<b>14</b>	<b>17</b>	<b>15</b>
<i>Sex</i>					
Males	31	22	15	18	15
Females	38	17	13	16	15
<i>Males</i>					
18 - 24	25	17	22	9	27
25 - 34	38	18	13	14	17
35 - 50	32	24	20	16	9
51 - 64	32	23	2	35	7
65+	20	24	13	21	21
<i>Females</i>					
18 - 24	48	3	21	9	19
25 - 34	45	18	12	9	16
35 - 50	40	20	12	16	12
51 - 64	36	20	13	18	14
65+	24	18	12	26	20
<i>Ethnicity</i>					
White	36	15	16	17	16
Hispanic	31	29	9	16	15
Black	32	18	12	28	11
Asian/ Pacific Islander	30	29	18	13	11
<i>Education</i>					
Less than high school	26	29	5	23	17
High school graduate	36	18	12	16	18
Some college	37	18	14	17	14
College graduate	36	18	17	15	13
<i>Income</i>					
Less than \$15,000	29	23	11	21	16
\$15,000 - 24,999	35	15	12	20	18
\$25,000 - 34,999	35	27	12	15	11
\$35,000 - 49,999	37	20	16	12	15
\$50,000+	37	16	18	16	13
<i>Physically Active</i>					
Did not meet recommendations	36	18	11	20	15
Met recommendations	33	20	17	14	15
<i>Overweight Status</i>					
Overweight/Obese	36	23	13	19	10
Not overweight	34	17	15	14	19

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Chi square test:

\* p<.05

\*\* p<.01

\*\*\* p<.001

## 2001 California Dietary Practices Survey

**Table 101: Why Californians Are NOT Eating Less Fat**

Question: What is the main reason why you or other people DO NOT eat less fat.

	Percent Agreeing			
	Too much Time to Prepare and Cook	Don't Like Taste	Already cut out Enough Fat	Other
<b>Total</b>	<b>16</b>	<b>43</b>	<b>27</b>	<b>15</b>
<i>Sex</i>				
Males	19	42	25	14
Females	11	44	29	15
<i>Males</i>				
18 - 24	20	26	29	24
25 - 34	26	43	22	10
35 - 50	9	49	27	15
51 - 64	33	38	22	6
65+	4	57	27	12
<i>Females</i>				
18 - 24	17	44	30	9
25 - 34	12	33	32	23
35 - 50	7	56	26	11
51 - 64	14	33	38	15
65+	7	54	23	16
<i>Ethnicity</i>				
White	16	46	26	12
Hispanic	18	33	30	19
Black	9	36	25	30
Asian/ Pacific Islander	15	51	34	
<i>Education</i>				
Less than high school	10	39	35	17
High school graduate	7	46	26	21
Some college	22	42	24	12
College graduate	20	43	28	10
<i>Income</i>				
Less than \$15,000	7	37	30	26
\$15,000 - 24,999	17	40	21	21
\$25,000 - 34,999	9	42	44	6
\$35,000 - 49,999	21	35	33	11
\$50,000+	21	49	23	7
<i>Physically Active</i>				
Did not meet recommendations	14	44	27	15
Met recommendations	17	42	27	14
<i>Overweight Status</i>				
Overweight/Obese	19	41	26	14
Not overweight	10	46	31	13

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

Chi square test:

\*\* p<.01

**2001 California Dietary Practices Survey**

**Table 102: Barriers to Eating Low Fat Foods**

Question: For yourself, do you agree or disagree...  
 Its hard to find low fat foods in restaurants.  
 Its hard to find low fat foods at my workplace.  
 Its hard to find low fat foods in fast food places.  
 TV advertising encourages people to eat high-fat foods.  
 TV advertising encourages people to eat too much food.

**Percent Agreeing**

	Hard to find in restaurants	Hard to find at work	Hard to find in fast food places	TV encourages eating high-fat foods	TV encourages eating too much food
<b>Total</b>	<b>53</b>	<b>67</b>	<b>86</b>	<b>70</b>	<b>71</b>
<b>Sex</b>					
Males	51	66	86	66 **	68 **
Females	55	68	86	74	74
<b>Males</b>					
18 - 24	53	56 **	84	67	56 **
25 - 34	51	71	83	69	67
35 - 50	52	63	86	65	66
51 - 64	56	79	90	70	81
65+	42	60	86	55	69
<b>Females</b>					
18 - 24	66	69	93	75	68
25 - 34	54	66	85	77	74
35 - 50	52	66	85	77	78
51 - 64	53	64	86	71	75
65+	54	80	87	68	74
<b>Ethnicity</b>					
White	52	68	88 **	72	75 ***
Hispanic	58	67	81	69	65
Black	56	70	86	73	70
Asian/ Pacific Islander	54	63	82	60	52
<b>Education</b>					
Less than high school	55	73	75 ***	64 ***	62 ***
High school graduate	56	67	86	63	67
Some college	55	68	88	74	76
College graduate	49	63	88	76	75
<b>Income</b>					
Less than \$15,000	57 *	69	83	70 **	67 *
\$15,000 - 24,999	55	69	87	64	68
\$25,000 - 34,999	63	62	88	76	75
\$35,000 - 49,999	49	66	81	68	75
\$50,000+	49	67	89	76	77
<b>Physically Active</b>					
Did not meet recommendations	54	68	86	68	70
Met recommendations	52	65	86	72	72
<b>Overweight Status</b>					
Overweight/Obese	53	68	85	70	72
Not overweight	53	66	87	70	70

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

Chi square test:

\* p<.05

\*\* p<.01

\*\*\* p<.001

**2001 California Dietary Practices Survey**

**Table 103: Message Exposure Through TV Advertisements About 5 a Day and Healthy Eating Behaviors**

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

Base: Out of those who are aware of advertisements currently on television.

	Percent					
	Aware of TV Ads	Message of the Ads				Don't Know, Not Sure
		Eat 5 A Day	Eat Fruits and Vegetables	Healthy Habits	Other	
Total	53	10	37	17	20	16
<b>Sex</b>						
Males	50*	9	40	17	20	14
Females	56	10	35	17	20	17
<b>Males</b>						
18 - 24	46	16	41	10	18	15
25 - 34	42	8	35	21	22	13
35 - 50	53	8	40	21	16	14
51 - 64	50	10	38	13	22	16
65+	58	5	45	10	25	14
<b>Females</b>						
18 - 24	43*	9	40	14	14	24
25 - 34	54	18	27	19	20	16
35 - 50	55	8	41	21	18	12
51 - 64	60	3	39	19	21	17
65+	65	13	29	11	24	23
<b>Ethnicity</b>						
White	51**	12	39	15	20	14*
Hispanic	62	4	38	25	18	18
Black	53	9	30	19	21	18
Asian/ Pacific Islander	42	7	29	20	33	11
<b>Education</b>						
Less than high school	63***	6	32	11	23	27**
High school graduate	59	6	40	19	19	17
Some college	54	14	35	18	21	12
College graduate	44	12	38	18	18	14
<b>Income</b>						
Less than \$15,000	61***	6	33	15	26	20
\$15,000 - 24,999	56	12	37	15	19	17
\$25,000 - 34,999	59	13	36	18	18	15
\$35,000 - 49,999	50	9	41	25	14	11
\$50,000+	46	9	43	16	20	12
<b>Physically Active</b>						
Did not meet recommendations	53	9	35	16	21	18
Met recommendations	54	10	40	18	18	13
<b>Overweight Status</b>						
Overweight/Obese	58**	9	38	17	22	14
Not overweight	50	11	37	17	19	16

<sup>1</sup>A box around a group of numbers signifies that differences observed within this group are statistically significant (Chi Square Test).

<sup>2</sup>Out of those who reported being aware of ads on tv about eating fruits and vegetables

\* p<.05

\*\* p<.01

\*\*\* p<.001

## 2001 California Dietary Practices Survey

**Table 104: Media Campaign Radio Impressions Among California Adults**

Question: Are you aware of advertisements currently on the radio about eating fruits and vegetables?

	Percent Aware of Radio Ads
<b>Total</b>	<b>16</b>
<i>Sex</i>	
Males	16
Females	16
<i>Males</i>	
18 - 24	7 ***
25 - 34	10
35 - 50	22
51 - 64	14
65+	21
<i>Females</i>	
18 - 24	10
25 - 34	20
35 - 50	15
51 - 64	12
65+	20
<i>Ethnicity</i>	
White	14 ***
Hispanic	25
Black	13
Asian/ Pacific Islander	11
<i>Education</i>	
Less than high school	29 ***
High school graduate	17
Some college	16
College graduate	10
<i>Income</i>	
Less than \$15,000	20 *
\$15,000 - 24,999	16
\$25,000 - 34,999	8
\$35,000 - 49,999	18
\$50,000+	14
<i>Physically Active</i>	
Did not meet recommendations	17
Met recommendations	15
<i>Overweight Status</i>	
Overweight/Obese	18
Not overweight	15

A box around a group of numbers signifies that differences observed within this group are statistically significant (Chi Square Test).

Chi Square Test

\* p<.05

\*\*\* p<.001

## 2001 California Dietary Practices Survey

### CrossTab 105: Awareness of TV Advertisements by Fruit and Vegetable Consumption

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

Did you have any fruit, vegetables, salad, or juice yesterday?

Awareness of TV Ads	Percent Servings of Fruits & Vegetables			
	0	1-2	3-4	5+
Yes	10	26	30	35
No	10	29	29	32

## 2001 California Dietary Practices Survey

### CrossTab 106: Awareness of Radio Advertisements by Fruit and Vegetable Consumption

Question: Are you aware of advertisements currently on the radio about eating fruits and vegetables?

Did you have any fruit, vegetables, salad, or juice yesterday?

Awareness of Radio Advertisements	Percent Servings Fruits & Vegetables			
	0	1-2	3-4	5+
Yes	10	26	28	36
No	10	28	29	34

## 2001 California Dietary Practices Survey

**Table 107: Heard of the 5 A Day Program**

Question: Have you heard of the 5 A Day Program?

	Percent Heard of the 5 A Day Program
<b>Total</b>	<b>19</b>
<i>Sex</i>	
Males	17
Females	20
<i>Males</i>	
18 - 24	22 *
25 - 34	18
35 - 50	19
51 - 64	11
65+	9
<i>Females</i>	
18 - 24	16 *
25 - 34	28
35 - 50	23
51 - 64	16
65+	15
<i>Ethnicity</i>	
White	23 ***
Hispanic	8
Black	14
Asian/ Pacific Islander	13
<i>Education</i>	
Less than high school	8 ***
High school graduate	16
Some college	20
College graduate	25
<i>Income</i>	
Less than \$15,000	11 ***
\$15,000 - 24,999	19
\$25,000 - 34,999	21
\$35,000 - 49,999	19
\$50,000+	25
<i>Physically Active</i>	
Did not meet recommendations	17 *
Met recommendations	21
<i>Overweight Status</i>	
Overweight/Obese	19
Not overweight	19

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

Chi Square Test

\* p<.05

\*\*\* p<.001

## 2001 California Dietary Practices Survey

### CrossTab 108: Heard of 5 A Day Program by Fruit and Vegetable Consumption

Question: *Have you heard of the 5 A Day Program?*

*Did you have any fruit, vegetables, salad, or juice yesterday?*

Heard of the 5 A Day Program	Percent Servings of Fruits & Vegetables				
	0	1-2	3-4	5+	
Yes	8	16	32	44	***
No	10	30	29	32	

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

Chi-Square Test

\*\*\* p<.001