

2003 California Dietary Practices Survey

Table 70: 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.

	Aware of TV Ads	Message of the Ads, Percent <sup>1</sup>			
		Eat 5 a Day	and Vegetables	Healthy Habits	Other
<b>Total</b>	<b>62</b>	<b>22</b>	<b>51</b>	<b>15</b>	<b>12</b>
<i>Sex</i>					
Males	56 ***	17	58	13	12 ***
Females	67	27	45	16	12
<i>Males</i>					
18 - 24	55	15	65	0	20 **
25 - 34	50	11	59	19	11
35 - 50	55		52	12	13
51 - 64	62	19	62	16	4
65+	67	12	58	18	12
<i>Females</i>					
18 - 24	64	23	36	21	19 **
25 - 34	71	39	36	15	10
35 - 50	65	28	44	19	10
51 - 64	63	19	54	18	8
65+	70	19	58	7	16
<i>Ethnicity</i>					
White	59 **	26	51	12	11 ***
Hispanic	69	13	53	23	11
Black	72	27	47	19	7
Asian/ Pacific Islander	60	11	52	8	28
<i>Education</i>					
Less than high school	71 ***	11	51	21	16 ***
High school graduate	66	17	53	17	12
Some college	65	31	47	12	10
College graduate	53	26	52	12	9
<i>Income</i>					
Less than \$15,000	63 ***	18	55	19	9 *
\$15,000 - 24,999	69	19	47	19	14
\$25,000 - 34,999	68	21	57	14	9
\$35,000 - 49,999	68	33	39	16	12
\$50,000+	54	26	52	10	11
<i>Physically Active</i>					
Did not meet recommendations	64	23	52	15	11
Met recommendations	60	24	51	14	12
<i>Overweight Status</i>					
Overweight/Obese	66 **	24	50	16	9 *
Not overweight	57	20	52	13	15
<i>Poverty Index</i>					
Food Stamp users	76 **	14	46	26	14 **
Non Food Stamp users/ <130% FPL	64	16	56	17	11
Non Food Stamp users/ >130% FPL	58	27	49	13	10

FPL=Federal Poverty Level

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

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

Chi-Square Test:

\* p<.05

\*\* p<.01

\*\*\*p<.001

## 2003 California Dietary Practices Survey

### Cross Tab 71: 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	Servings of Fruits & Vegetables, Percent			
	0	1-2	3-4	5+
Yes	8	27	30	35
No	6	23	28	42

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

\* p<.05

**2003 California Dietary Practices Survey**  
**Table 72: Heard of the 5 a Day Program**

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

	Percent
<b>Total</b>	<b>33</b>
<i>Sex</i>	
Males	27 ***
Females	39
<i>Males</i>	
18 - 24	32
25 - 34	30
35 - 50	26
51 - 64	26
65+	18
<i>Females</i>	
18 - 24	36
25 - 34	44
35 - 50	42
51 - 64	35
65+	32
<i>Ethnicity</i>	
White	37 ***
Hispanic	22
Black	38
Asian/ Pacific Islander	23
<i>Education</i>	
Less than high school	16 ***
High school graduate	33
Some college	37
College graduate	37
<i>Income</i>	
Less than \$15,000	24 **
\$15,000 - 24,999	30
\$25,000 - 34,999	31
\$35,000 - 49,999	42
\$50,000+	37
<i>Physically Active</i>	
Did not meet recommendations	31
Met recommendations	35
<i>Overweight Status</i>	
Overweight/Obese	33
Not overweight	34
<i>Poverty Index</i>	
Food Stamp users	27 ***
Non Food Stamp users/ <130% FPL	24
Non Food Stamp users/ >130% FPL	36

FPL= Federal Poverty Level

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

Chi-Square Test:

\*\*p<.01

\*\*\*p<.001

**2003 California Dietary Practices Survey**  
**CrossTab 73: 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	Servings of Fruits & Vegetables, Percent				
	0	1-2	3-4	5+	
Yes	7	21	28	45	***
No	8	28	30	34	

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

Chi-Square Test:

\*\*\* p<.001