

2005 California Children's Healthy Eating and Exercise Practices Survey

Table PP! 3: Proportion of Children Who Reported Eating 1 or More Servings of Fruits and Vegetables by Meal Times and for Snacks (Diary Sample)

How many servings of each (fruits, vegetables, 100% juices (vegetable or fruit), salads, high fat snacks) did your child eat/drink in this category?

Meal Times	Percent of Children Eating 1 or More Servings of...				
	Fruits and Juices	Vegetables and Salads	Vegetables and Salads ¹	Fruits and Vegetables	Fruits and Vegetables ¹
Breakfast	24	2	1	25	25
Lunch	38	19	15	60	56
Dinner	17	52	45	66	61
Snacks	20	2	1	24	23

¹ Excludes fried vegetables, which primarily consisted of fried potatoes.

2005 California Children's Healthy Eating and Exercise Practices Survey

Table PP! 5: Percentage of California Children Reporting Awareness of the Campaign's Television Spots (Phone Sample)

Do you remember seeing or hearing any TV commercials about *5 a Day-Power Play!*?

	Aware of the <i>Campaign's</i> Television Spots, Percent of Children
Total	46
Gender	
Males	48
Females	43
Ethnicity	
White	43
African American	53
Latino	46
Asian/Other	58
Income	
<\$15,000	50
\$15,000 - \$24,999	62
\$25,000 - \$34,999	52
\$35,000 - \$49,999	50
\$50,000 - \$74,999	43
≥\$75,000	40
Food Stamps	
Yes	50
No	45
Food Stamp Eligible	
FS and/or ≤130% FPL	53
No FS or >130% FPL	44
Food Stamp/FPL	
Food Stamp Participant	50
No FS/ ≤130% FPL	54
No FS/ >130%-≤185% FPL	40
No FS/ >185% FPL	45
Federal Poverty Level	
≤ 185% FPL	48
> 185% FPL	45
Overweight Status	
Not at Risk	45
At Risk/Overweight	46
Physical Activity	
≥60 minutes	46
<60 minutes	46
School Breakfast	
Yes	50
No	45
School Lunch	
Yes	50
No	39
Nutrition Lesson	
Yes	44
No	47
Exercise Lesson	
Yes	46
No	46

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

Chi Square Test

* p<.05

2005 California Children's Healthy Eating and Exercise Practices Survey

Table PP! 5a: Percentage of California Children Reporting Awareness of the Campaign Other Than Television Spots (Phone Sample)

Other than TV commercials, have you seen or heard about *5 a Day-Power Play!* anywhere else?

	Aware of the Campaign Other than Television Spots, Percent of Children
Total	29
Gender	
Males	32
Females	25
Ethnicity	
White	24
African American	48
Latino	31
Asian/Other	27
Income	
<\$15,000	21
\$15,000 - \$24,999	35
\$25,000 - \$34,999	32
\$35,000 - \$49,999	34
\$50,000 - \$74,999	24
≥\$75,000	26
Food Stamps	
Yes	31
No	28
Food Stamp Eligible	
FS and/or ≤130% FPL	31
No FS or >130% FPL	28
Food Stamp/FPL	
Food Stamp Participant	31
No FS/ ≤130% FPL	33
No FS/ >130%-≤185% FPL	28
No FS/ >185% FPL	28
Federal Poverty Level	
≤ 185% FPL	29
> 185% FPL	28
Overweight Status	
Not at Risk	28
At Risk/Overweight	30
Physical Activity	
≥60 minutes	31
<60 minutes	27
School Breakfast	
Yes	40*
No	26
School Lunch	
Yes	29
No	28
Nutrition Lesson	
Yes	29
No	28
Exercise Lesson	
Yes	30
No	26

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

Chi Square Test

* p<.05

2005 California Children's Healthy Eating and Exercise Practices Survey

Table PP! 5b: Percentage of California Children Reporting Awareness of the Campaign (Phone Sample)

Do you remember seeing or hearing any TV commercials about *5 a Day-Power Play!*?
 Other than TV commercials, have you seen or heard about *5 a Day-Power Play!* anywhere else?

	Aware of the Campaign, Percent of Children
Total	58
Gender	
Males	64
Females	51
Ethnicity	
White	52
African American	72
Latino	61
Asian/Other	58
Income	
<\$15,000	62
\$15,000 - \$24,999	63
\$25,000 - \$34,999	70
\$35,000 - \$49,999	61
\$50,000 - \$74,999	54
≥\$75,000	51
Food Stamps	
Yes	58
No	58
Food Stamp Eligible	
FS and/or ≤130% FPL	64
No FS or >130% FPL	56
Food Stamp/FPL	
Food Stamp Participant	58
No FS/ ≤130% FPL	67
No FS/ >130%-≤185% FPL	54
No FS/ >185% FPL	57
Federal Poverty Level	
≤ 185% FPL	61
> 185% FPL	56
Overweight Status	
Not at Risk	56
At Risk/Overweight	60
Physical Activity	
≥60 minutes	61
<60 minutes	55
School Breakfast	
Yes	72
No	55
School Lunch	
Yes	62
No	52
Nutrition Lesson	
Yes	57
No	59
Exercise Lesson	
Yes	56
No	61

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

* p<.05

** p<.01

2005 California Children's Healthy Eating and Exercise Practices Survey

Table PP! 5c: Distribution of California Children Reporting Points of Contact with the Campaign (Phone Sample)

Do you remember seeing or hearing any TV commercials about *5 a Day-Power Play!*?
Other than TV commercials, have you seen or heard about *5 a Day-Power Play!* anywhere else?

	Points of Contact with the Campaign, Percent of Children		
	0	1	2+
Total	45	38	18
Gender			
Males	38	41	20
Females	52	34	15
Ethnicity			
White	49	36	15
African American	36	44	20
Latino	43	40	17
Asian/Other	42	31	27
Income			
<\$15,000	48	52	0
\$15,000 - \$24,999	43	30	27
\$25,000 - \$34,999	30	43	28
\$35,000 - \$49,999	42	42	17
\$50,000 - \$74,999	46	37	16
≥\$75,000	52	33	15
Food Stamps			
Yes	50	34	16
No	44	38	18
Food Stamp Eligible			
FS and/or ≤130% FPL	41	41	18
No FS or >130% FPL	45	37	18
Food Stamp/FPL			
Food Stamp Participant	50	34	16
No FS/ ≤130% FPL	37	45	18
No FS/ >130%-≤185% FPL	45	40	16
No FS/ >185% FPL	45	37	18
Federal Poverty Level			
≤ 185% FPL	43	40	17
> 185% FPL	46	36	18
Overweight Status			
Not at Risk	45	36	19
At Risk/Overweight	44	42	14
Physical Activity			
≥60 minutes	41	39	20
<60 minutes	48	36	16
School Breakfast			
Yes	31	47	22
No	47	36	17
School Lunch			
Yes	42	41	17
No	49	32	18
Nutrition Lesson			
Yes	47	35	18
No	42	41	16
Exercise Lesson			
Yes	46	34	20
No	42	46	12

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

Chi Square Test

* p<.05

2005 California Children's Healthy Eating and Exercise Practices Survey

Table PP! 6: California Children Reporting Awareness of the *Campaign's* Television Spots¹ Associated with Fruit and Vegetable Intake (Phone Sample)

Do you remember seeing or hearing any TV commercials about *5 a Day—Power Play!*?

How many servings of each (fruits, vegetables, 100% juices (vegetable or fruit), salads, high fat snacks) did your child eat/drink in this category?

	Aware of the <i>Campaign's</i> Television Spots, Percent	
	Yes	No
2 or More Servings of Fruits and Juices		
Yes	39	40
No	61	60
3 or More Servings of Vegetables and Salads		
Yes	8	5
No	92	95
Both 2 or More Servings of Fruits/Juices and 3 or More Servings of Vegetables/Salads		
Yes	5	2
No	95	98
5 or More Servings of Any Fruits and Vegetables		
Yes	11	7
No	89	93
	Aware of the <i>Campaign's</i> Television Spots, Mean	
	Yes	No
Servings of Fruits and Vegetables	2.9	2.6
Servings of Fruits and Juices	1.6	1.6
Servings of Vegetables and Salads	1.3	1.0**
Servings of Fruits	1.1	1.1
Servings of Juices	0.5	0.5
Servings of Vegetables	1.0	0.9
Servings of Salads	0.2	0.2

¹ Not aware includes those reporting "no" and "don't know."

Column percents may not add up to 100% due to rounding.

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

Chi Square Test

ANOVA

** p<.01

2005 California Children's Healthy Eating and Exercise Practices Survey

Table PP! 6a: California Children Reporting Awareness of the *Campaign's* Television Spots¹ Associated with Fruit and Vegetable Consumption Based on the MyPyramid Recommendations (Phone Sample)

Do you remember seeing or hearing any TV commercials about *5 a Day—Power Play!*?

How many servings of each (fruits, vegetables, 100% juices (vegetable or fruit), salads, high fat snacks) did your child eat/drink in this category?

	Aware of the <i>Campaign's</i> Television Spots, Percent	
	Yes	No
Met Recommendation for Cups of Fruit		
Yes	26	23
No	74	77
Met Recommendation for Cups of Vegetables		
Yes	12	3 **
No	88	97
Met Recommendation for Cups of Fruits and Vegetables		
Yes	6	1 *
No	94	99

¹ Not aware includes those reporting "no" and "don't know."

Column percents may not add up to 100% due to rounding.

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

Chi Square Test

ANOVA

* p<.05

** p<.01

2005 California Children's Healthy Eating and Exercise Practices Survey

Table PP! 7: Range in Number of Servings of Fruits and Vegetables Consumed by Awareness of the Campaign's Television Spots¹ (Phone Sample)

How many servings of each (fruits, vegetables, 100% juices (vegetable or fruit), salads) did your child eat/drink in this category?

Do you remember seeing or hearing any TV commercials about *5 a Day-Power Play!*?

		Servings of Fruits and Vegetables, Percent of Children			
		0 ²	1-2	3-4	5+
Total	Percent	7	43	40	9
Aware of the Campaign's Television Spots					
Yes	47	6	42	41	11
No	53	8	44	39	8

¹ Not aware includes those reporting "no" and "don't know."

² Categorized as having 0.5 servings or less.

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

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

2005 California Children's Healthy Eating and Exercise Practices Survey

Table PP! 7a: Range in Number of Servings of Fruits and Vegetables Consumed by Awareness of the Campaign¹ (Phone Sample)

How many servings of each (fruits, vegetables, 100% juices (vegetable or fruit), salads) did your child eat/drink in this category?

Do you remember seeing or hearing any TV commercials about *5 a Day-Power Play!*?

Other than TV commercials, have you seen or heard about *5 a Day-Power Play!* anywhere else?

		Servings of Fruits and Vegetables, Percent of Children			
		0 ²	1-2	3-4	5+
Total	Percent	7	43	40	9
Aware of the Campaign					
Yes	58	6	42	41	11
No	42	8	46	39	7

¹ Not aware includes those reporting "no" and "don't know."

² Categorized as having 0.5 servings or less.

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

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

2005 California Children's Healthy Eating and Exercise Practices Survey

Table PP! 8: Belief About the Number of Servings of Fruits and Vegetables Needed for Good Health by Awareness of the *Campaign's* Television Spots¹ (Phone Sample)

How many total servings of fruits and vegetables do you think you should eat every day for good health?
Do you remember seeing or hearing any TV commercials about *5 a Day-Power Play!*?

		Servings of Fruits and Vegetables Believed Needed ² , Percent of Children		
		1-2	3-4	5+
Total	Percent	13	35	52
Aware of the <i>Campaign's</i> Television Spots				
Yes	46	9	32	59 *
No	54	16	37	47

¹ Not aware includes those reporting "no" and "don't know."

² Excludes those reporting "don't know."

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

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

Chi Square Test

* p<.05

2005 California Children's Healthy Eating and Exercise Practices Survey

Table PP! 8a: Belief About the Number of Servings of Fruits and Vegetables Needed for Good Health by Awareness of the *Campaign*¹ (Phone Sample)

How many total servings of fruits, and vegetables do you think you should eat every day for good health?
 Do you remember seeing or hearing any TV commercials *5 a Day-Power Play!*?
 Other than TV commercials, have you seen or heard about *5 a Day-Power Play!* anywhere else?

		Servings of Fruits and Vegetables Believed Needed ² , Percent of Children		
		1-2	3-4	5+
Total	Percent	13	35	52
Aware of the <i>Campaign</i>				
Yes	58	10	34	56
No	42	17	36	48

¹ Not aware includes those reporting "no" and "don't know."

² Excludes those reporting "don't know."

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

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

Chi Square Test

2005 California Children's Healthy Eating and Exercise Practices Survey

Table PP! 10: California Children Reporting Awareness of the Campaign's Television Spots¹ Associated with Food Preference, Peer Norms, Outcome Expectations, and Self-Efficacy (Phone Sample)

Do you recall seeing or hearing any commercials that promoted an educational program called *5 a Day-Power Play!*?

	Aware of the Campaign's Television Spots, Percent	
	Yes	No
Food Preference		
Want Fruit for Afternoon Snack		
Agree	93	86
Disagree	7	14
Like to Try New Kinds of Vegetables		
Agree	81	69
Disagree	19	31
Like Most Kinds of Vegetables		
Agree	78	67
Disagree	22	33
Peer Norms		
Friends Exercise or Are Active		
Agree	95	88
Disagree	5	12
Outcome Expectations		
If You Eat 5 Servings of Fruits and Vegetables, You Will Think Better in Class		
Agree	93	82
Disagree	7	18
Self-Efficacy		
Confidence in Eating 2 or More Servings of Fruit Each Day		
Not Confident	2	4
Confident	34	46
Very Confident	64	50
Confidence in Eating 5 or More Servings of Fruit and Vegetables Each Day		
Not Confident	5	15
Confident	56	54
Very Confident	38	31

¹ Not aware includes those reporting "no" and "don't know."

Only statistically significant findings reported.

Column percents may not add up to 100% due to rounding.

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

Chi Square Test

* p<.05

** p<.01

2005 California Children's Healthy Eating and Exercise Practices Survey

Table PP! 11: California Children Reporting Awareness of the Campaign's Television Spots¹ Associated with Physical and Sedentary Activities² (Phone Sample)

Do you remember seeing or hearing any TV commercials about 5 a Day—Power Play?
 Did your child exercise or was he/she physically active any time during this part of the day (morning, afternoon, evening)?
 Number of minutes you/your child spent doing each exercise or activity.
 How vigorously did you/your child participate in this exercise or activity?
 How many minutes did you/your child watch TV/videos for fun or play computer games or play video games for fun during each of the three major parts of the day?
 About how many minutes do you think you should exercise or be active each day for good health?
 About how many days each week do you think you should exercise or be active?

	Aware of the Campaign's Television Spots, Mean	
	Yes	No
Minutes Exercised by Intensity		
Light Exercise	13	14
Moderate Exercise	26	28
Vigorous Exercise	38	31
Total Minutes Exercised	78	74
Minutes Watched Television and Played Video Games	88	77

	Aware of the Campaign's Television Spots, Percent	
	Yes	No
Sedentary Activity		
≤2 Hours	77	82
>2 Hours	23	18
Total Minutes Exercised		
<30 Minutes	13	16
30-59 Minutes	28	24
60+ Minutes	59	60
Physical Activity Believed Needed		
<7 Days/<60 Minutes	71	70
7 Days/60+ Minutes	29	30

¹ Not aware includes those reporting "no" and "don't know."

² This includes time spent watching television/videos and playing video/computer games for fun.

Column percents may not add up to 100% due to rounding.

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

ANOVA

Chi Square Test