

2007 California Children's Healthy Eating and Exercise Practices Survey

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

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

| | Aware of the <i>Campaign's</i> Television Spots, Percent |
|--------------------------|---|
| Total | 37.1 |
| Gender | |
| Males | 36.7 |
| Females | 37.4 |
| Ethnicity | |
| White | 32.4 |
| African American | 33.3 |
| Latino | 44.3 |
| Asian/Other | 26.3 |
| Food Stamp/FPL | |
| Food Stamp Participant | 36.4 |
| No FS/ ≤130% FPL | 40.7 |
| No FS/ >130%-≤185% FPL | 48.9 |
| No FS/ >185% FPL | 34.6 |
| Overweight Status | |
| Not Overweight | 38.4 |
| Overweight/Obese | 34.2 |
| Physical Activity | |
| ≥60 minutes | 35.2 |
| <60 minutes | 38.6 |
| School Breakfast | |
| Yes | 41.5 |
| No | 35.8 |
| School Lunch | |
| Yes | 34.7 |
| No | 40.5 |
| Nutrition Lesson | |
| Yes | 40.2 |
| No | 32.8 |
| Exercise Lesson | |
| Yes | 36.4 |
| No | 54.5 |

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

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

| | <i>Aware of the Campaign</i> Other than Television Spots, Percent |
|--------------------------|--|
| Total | 18.9 |
| Gender | |
| Males | 18.6 |
| Females | 19.1 |
| Ethnicity | |
| White | 15.4 |
| African American | 37.5 |
| Latino | 19.1 |
| Asian/Other | 18.3 |
| Food Stamp/FPL | |
| Food Stamp Participant | 29.8 |
| No FS/ ≤130% FPL | 24.1 |
| No FS/ >130%-≤185% FPL | 32.7 |
| No FS/ >185% FPL | 13.7 |
| Overweight Status | |
| Not Overweight | 15.9 |
| Overweight/Obese | 23.6 |
| Physical Activity | |
| ≥60 minutes | 18.2 |
| <60 minutes | 19.4 |
| School Breakfast | |
| Yes | 23.8 |
| No | 17.5 |
| School Lunch | |
| Yes | 20.7 |
| No | 16.2 |
| Nutrition Lesson | |
| Yes | 20.3 |
| No | 16.8 |
| Exercise Lesson | |
| Yes | 18.5 |
| No | 28.2 |

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

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

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

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

| | Aware of the <i>Campaign</i> , Percent |
|--------------------------|--|
| Total | 47.4 |
| Gender | |
| Males | 46.8 |
| Females | 47.9 |
| Ethnicity | |
| White | 42.4 |
| African American | 54.2 |
| Latino | 52.9 |
| Asian/Other | 38.4 |
| Food Stamp/FPL | |
| Food Stamp Participant | 49.3 |
| No FS/ ≤130% FPL | 51.4 |
| No FS/ >130%-≤185% FPL | 55.5 |
| No FS/ >185% FPL | 45.0 |
| Overweight Status | |
| Not Overweight | 47.7 |
| Overweight/Obese | 45.6 |
| Physical Activity | |
| ≥60 minutes | 44.0 |
| <60 minutes | 50.1 |
| School Breakfast | |
| Yes | 48.9 |
| No | 46.9 |
| School Lunch | |
| Yes | 45.0 |
| No | 50.8 |
| Nutrition Lesson | |
| Yes | 51.7 |
| No | 41.4 |
| Exercise Lesson | |
| Yes | 47.1 |
| No | 54.5 |

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Table PP! 6: California Children Reporting Awareness of the *Power Play!* Campaign¹ and Associations with Fruit and Vegetable Intake (Phone Sample)

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

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</i> , Percent ² | |
|---|--|--------|
| | Yes | No |
| 2 or More Servings of Fruits and Juices | | |
| Yes | 43.4 | 47.6 |
| No | 56.6 | 52.4 |
| 3 or More Servings of Vegetables and Salads | | |
| Yes | 13.4 | 13.1 |
| No | 86.6 | 86.9 |
| Both 2 or More Servings of Fruits/Juices and 3 or More Servings of Vegetables/Salads | | |
| Yes | 9.7 | 8.1 |
| No | 90.3 | 91.9 |
| 5 or More Servings of Any Fruits and Vegetables | | |
| Yes | 22.5 | 24.2 |
| No | 77.5 | 75.8 |
| | | |
| | Aware of the <i>Campaign</i> , Mean ³ | |
| | Yes | No |
| Servings of Fruits and Vegetables | 3.2 | 3.4 |
| Servings of Fruits and Juices | 1.7 | 2.0 * |
| Servings of Vegetables and Salads | 1.5 | 1.4 |
| Servings of Fruits | 1.1 | 1.5 ** |
| Servings of Juices | 0.6 | 0.5 |
| Servings of Vegetables | 1.2 | 1.1 |
| 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.

² Chi Square Test

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Table PP! 6a: California Children Reporting Awareness of the *Power Play!* Campaign¹ and Associations with Fruit and Vegetable Consumption Based on the MyPyramid Recommendations (Phone Sample)

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

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

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 Campaign, Percent | |
|---|--------------------------------|------|
| | Yes | No |
| Met Recommendation for Cups of Fruit | | |
| Yes | 29.6 | 32.3 |
| No | 70.4 | 67.7 |
| Met Recommendation for Cups of Vegetables | | |
| Yes | 13.1 | 9.7 |
| No | 86.9 | 90.3 |
| Met Recommendation for Cups of Fruits and Vegetables | | |
| Yes | 5.7 | 5.6 |
| No | 94.3 | 94.4 |

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

Based on the 2005 *Dietary Guidelines for Americans*; Recommendations vary by age, gender, and level of physical activity.

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

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