

## 2007 California Dietary Practices Survey

**Table 103: 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	Message of the Ads <sup>1</sup>			
		Eat 5 A Day	Eat Fruits and Vegetables	Healthy Habits	Other
<b>Total</b>	<b>70.9</b>	<b>16.9</b>	<b>59.5</b>	<b>11.3</b>	<b>12.4</b>
<i>Sex</i>					
Males	66.0 ***	12.8	64.2	12.3	10.7 **
Females	75.7	20.2	55.6	10.5	13.7
<i>Males</i>					
18 - 24	71.4	11.3	62.0	9.9	16.9
25 - 34	62.5	18.5	57.6	13.0	10.9
35 - 50	61.1	12.3	66.7	15.2	5.8
51 - 64	68.9	12.5	70.0	6.3	11.3
65+	76.6	6.1	63.3	16.3	14.3
<i>Females</i>					
18 - 24	76.8	21.9	50.7	5.5	21.9
25 - 34	74.2	26.9	49.1	10.2	13.9
35 - 50	74.3	18.3	60.0	9.7	12.0
51 - 64	81.4	19.8	58.6	12.1	9.5
65+	70.8	14.3	51.8	17.9	16.1
<i>Ethnicity</i>					
White	70.4 **	19.1	57.2	10.4	13.2
Hispanic	74.0	12.9	62.9	14.0	10.1
Black	78.3	16.7	56.1	15.2	12.1
Asian/Pacific Islander	59.7	18.0	52.5	9.8	19.7
<i>Education</i>					
Less than High School	79.6 ***	8.9	64.9	15.3	10.9 *
High School Graduate	74.3	18.3	59.5	11.1	11.1
Some College	68.6	18.4	56.9	11.8	12.9
College Graduate	64.2	20.3	56.8	8.1	14.8
<i>Income</i>					
Less than \$15,000	73.7 **	13.1	58.8	12.7	15.4 ***
\$15,000 - 24,999	74.3	18.2	62.4	9.9	9.4
\$25,000 - 34,999	76.3	11.3	62.9	22.7	3.1
\$35,000 - 49,999	61.2	22.9	52.9	8.6	15.7
\$50,000+	67.1	22.2	57.1	6.9	13.8
<i>Physically Active</i>					
Did Not Meet Recommendations	72.3	15.2	62.1	11.1	11.6
Met Recommendations	69.9	18.7	56.3	11.8	13.2
<i>Overweight Status</i>					
Overweight/Obese	72.3	16.1	60.6	11.1	12.3
Not Overweight	68.5	17.8	57.5	12.1	12.6
<i>Poverty Index</i>					
SNAP Participant	75.3 **	14.7	60.6	12.0	12.7
All Other/ ≤ 130% FPL	69.1	13.6	63.1	11.7	11.7
All Other/ > 130% - ≤ 185% FPL	74.7	16.4	59.0	14.8	9.8
All Other/ > 185% FPL	66.1	21.6	55.9	9.6	12.9

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

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

## 2007 California Dietary Practices Survey

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

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

Yesterday, did you eat 5 or more servings of fruits and vegetables? (Fruit and vegetable consumption based on 24 hour recall question module)

Awareness of TV Ads	Servings of Fruits & Vegetables, Percent			
	0	1-2	3-4	5+
Yes	9.5	20.0	20.6	50.0
No	11.4	14.7	23.4	50.5

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

Chi Square Test

**2007 California Dietary Practices Survey**

**Table 107: Heard of the Network for a Healthy California**  
*Have you heard of the Network for a Healthy California: Champions for Change?*

	<b>Percent Heard of the Network for a Healthy California</b>
<b>Total</b>	<b>16.6</b>
<b>Sex</b>	
Males	14.0 *
Females	19.0
<b>Males</b>	
18 - 24	13.5
25 - 34	17.0
35 - 50	12.6
51 - 64	14.0
65+	13.3
<b>Females</b>	
18 - 24	24.1
25 - 34	19.0
35 - 50	21.2
51 - 64	18.6
65+	8.9
<b>Ethnicity</b>	
White	15.3 ***
Hispanic	20.1
Black	23.6
Asian/Pacific Islander	7.0
<b>Education</b>	
Less than High School	22.7 ***
High School Graduate	20.4
Some College	16.8
College Graduate	8.2
<b>Income</b>	
Less than \$15,000	21.7 ***
\$15,000 - 24,999	19.3
\$25,000 - 34,999	16.8
\$35,000 - 49,999	11.7
\$50,000+	10.8
<b>Physically Active</b>	
Did Not Meet Recommendations	14.2 *
Met Recommendations	19.1
<b>Overweight Status</b>	
Overweight/Obese	17.2
Not Overweight	15.6
<b>Poverty Index</b>	
SNAP Participant	19.9 ***
All Other/ ≤ 130% FPL	23.0
All Other/ > 130% - ≤ 185% FPL	16.9
All Other/ > 185% FPL	11.4

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

Chi Square Test

\* p<.05

\*\*\* p<.001

**2007 California Dietary Practices Survey**

**CrossTab 108: Heard of *Network for a Healthy California* by Fruit and Vegetable Consumption**

*Have you heard of the Network for a Healthy California: Champions for Change?*

*Yesterday, did you eat 5 or more servings of fruits and vegetables? (Fruit and vegetable consumption based on 24 hour recall question module)*

Heard of the <i>Network for a Healthy California</i>	Servings of Fruits & Vegetables, Percent			
	0	1-2	3-4	5+
Yes	9.9	16.9	22.3	50.8
No	10.2	18.8	21.0	50.0

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

Chi Square Test