

1999-2005 California Children's Healthy Eating and Exercise Practices Survey

Table PP! 5b: Trends in the Proportion of Children Reporting Awareness of the California Children's Power Play! Campaign (Phone Sample)

	Percentage				Trend Analysis			
	1999	2001	2003	2005	99-01	01-03	03-05	99-05
<b>Total</b>	25.0%	30.5%	48.3%	57.8%	5.5%	17.9%	9.5%	32.9%
<b>Gender</b>								
Males	33.1%	36.7%	50.0%	63.7%	3.6%	13.3%	13.7%	30.6%
Females	17.7%	24.0%	46.2%	51.4%	6.3%	22.2%	5.2%	33.7%
<b>Ethnicity</b>								
White	23.3%	23.9%	42.7%	52.3%	0.6%	18.8%	9.6%	29.0%
African American	48.2%	28.4%	53.8%	72.4%	-19.9%	25.4%	18.7%	24.2%
Latino	22.9%	39.9%	52.5%	60.4%	17.0%	12.6%	8.0%	37.5%
Asian/ Other	24.2%	25.0%	47.2%	57.8%	0.8%	22.2%	10.6%	33.6%
<b>FSNE Eligibility</b>								
≤130% FPL w/FS	14.0%	42.4%	39.4%	57.8%	28.4%	-3.0%	18.3%	43.8%
≤130% FPL w/o FS	50.4%	33.6%	67.8%	67.5%	-16.8%	34.2%	-0.2%	17.1%
>130%-≤185% FPL	13.3%	36.5%	47.9%	54.6%	23.2%	11.4%	6.6%	41.3%
>185% FPL	21.9%	26.3%	45.6%	56.8%	4.4%	19.3%	11.2%	34.9%
<b>Overweight Status</b>								
Not at Risk	23.5%	27.8%	46.8%	56.2%	4.3%	18.9%	9.4%	32.7%
At Risk/Overweight	28.4%	37.4%	52.6%	60.7%	8.9%	15.2%	8.2%	32.3%
<b>Physical Activity</b>								
≥60 minutes	26.6%	28.1%	46.2%	60.9%	1.5%	18.2%	14.7%	34.3%
<60 minutes	23.5%	33.2%	50.9%	55.2%	9.6%	17.8%	4.3%	31.7%

Z-test

* p<.05
** p<.01
*** p<.001