

2003 California Children's Healthy Eating and Exercise Practices Survey

Table PP! 1: Source of Food Consumed During Weekday Meals and Snacks (Diary Sample)¹

Where did you get the food for breakfast, lunch, dinner and snacks?

Food Source	Percent of Children Receiving Food From Each Source by Meals and Snacks					
	Breakfast	Lunch	Dinner	Morning Snack	Midday Snack	Evening Snack
Home	82	43	83	80	78	93
School cafeteria	15	51	0	11	5	0
Day care provider or facility/friend's house	1	0	1	0	7	♦
Fast food restaurant or food court	1	2	9	0	1	2
Served by fast food at school	♦	1	0	0	1	0
Miscellaneous ²	2	2	7	9	7	5

¹ Reports the responses based on the average over two days.

² Miscellaneous represents nine collapsed categories including school vending machine, convenience store, other type of restaurant, other, other family member's home, social event/party, concession stand/vending machine at sports event, other at school, and friend/trade with friend.

0% represents one-half of one percent or less.

♦ No one represented.

Columns may add up to more than 100% due to multiple responses.

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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 fruits, vegetables, 100% juices, or salads did you eat/drink?

Meal Times	Percent of Children Eating 1 or More Servings of...			
	Fruits and Juices	Vegetables and Salads	Fruits and Vegetables	Fruits and Vegetables ¹
Breakfast	29	1	31	30
Lunch	39	20	60	56
Dinner	18	55	70	65
Snacks	21	2	25	24

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

0% represents one-half of one percent or less

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

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

	Aware of the <i>Campaign's</i> Television Spots, Percent of Children
Total	40
Gender	
Males	44
Females	36
Ethnicity	
White	35
African American	35
Latino	43
Asian/Other	47
Income	
≤\$19,999	56 *
\$20,000 - \$49,999	40
≥\$50,000	36
Federal Poverty Level	
≤ 185%	51 **
> 185%	35
Food Stamps	
Yes	35
No	41
Overweight Status	
Not at Risk	37
At Risk/Overweight	46
Physical Activity	
≥60 minutes	38
<60 minutes	43
School Breakfast	
Yes	39
No	40
School Lunch	
Yes	41
No	39
Nutrition Lesson	
Yes	40
No	41
Exercise Lesson	
Yes	42
No	36

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

Chi Square Test

* p<.05

** p<.01

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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 <i>Campaign Other than Television Spots, Percent of Children</i>
Total	24
Gender	
Males	26
Females	21
Ethnicity	
White	18 **
African American	37
Latino	30
Asian/Other	13
Income	
≤\$19,999	42 **
\$20,000 - \$49,999	19
≥\$50,000	22
Federal Poverty Level	
≤ 185%	30 *
> 185%	20
Food Stamps	
Yes	25
No	24
Overweight Status	
Not at Risk	26
At Risk/Overweight	20
Physical Activity	
≥60 minutes	24
<60 minutes	22
School Breakfast	
Yes	18
No	25
School Lunch	
Yes	24
No	24
Nutrition Lesson	
Yes	20 *
No	30
Exercise Lesson	
Yes	22
No	28

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

Chi Square Test

* p<.05

** p<.01

2003 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 ~~recall~~ remember seeing or hearing any TV commercials ~~that promoted an educational program called 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	48
Gender	
Males	50
Females	46
Ethnicity	
White	43
African American	54
Latino	52
Asian/Other	47
Income	
≤\$19,999	57
\$20,000 - \$49,999	45
≥\$50,000	48
Federal Poverty Level	
≤ 185%	56
> 185%	45
Food Stamps	
Yes	39
No	49
Overweight Status	
Not at Risk	47
At Risk/Overweight	52
Physical Activity	
≥60 minutes	46
<60 minutes	51
School Breakfast	
Yes	45
No	49
School Lunch	
Yes	48
No	49
Nutrition Lesson	
Yes	46
No	51
Exercise Lesson	
Yes	48
No	48

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

Chi Square Test

* p<.05

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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	54	31	15
Gender			
Males	51	31	17
Females	58	30	12
Ethnicity			
White	59	31	10
African American	65	15	19
Latino	49	32	19
Asian/Other	53	34	13
Income			
≤\$19,999	44	17	38
\$20,000 - \$49,999	55	33	11
≥\$50,000	56	33	11
Federal Poverty Level			
≤ 185%	45	32	23
> 185%	59	31	11
Food Stamps			
Yes	62	17	21
No	53	32	15
Overweight Status			
Not at Risk	55	28	17
At Risk/Overweight	51	38	11
Physical Activity			
≥60 minutes	57	27	16
<60 minutes	51	36	13
School Breakfast			
Yes	57	33	10
No	54	30	16
School Lunch			
Yes	55	31	14
No	53	31	15
Nutrition Lesson			
Yes	56	31	13
No	52	30	17
Exercise Lesson			
Yes	53	31	16
No	57	31	13

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

Chi Square Test

** p<.01

*** P<.001

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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) 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	50	42
No	50	58
3 or More Servings of Vegetables and Salads		
Yes	15	14
No	85	86
Both 2 or More Servings of Fruits/Juices and 3 or More Servings of Vegetables/Salads		
Yes	8	5
No	92	95
5 or More Servings of Any Fruits and Vegetables		
Yes	20	20
No	80	80
	Aware of the <i>Campaign's</i> Television Spots, Mean	
	Yes	No
Servings of Fruits and Vegetables	3.4	3.2
Servings of Fruits and Juices	2.1	1.7
Servings of Vegetables and Salads	1.3	1.5
Servings of Fruits	1.5	1.1
Servings of Juices	0.6	0.6
Servings of Vegetables	1.1	1.2
Servings of Salads	0.2	0.3

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

2003 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) - 2007 CORRECTED TABLE²

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

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

		Servings of Fruits and Vegetables, Percent of Children			
		0 ²	1-2	3-4	5+
Total	Percent	6	37	37	20
Aware of the Campaign's Television Spots					
Yes	40	5	29	44	22
No	60	7	42	32	19

¹ This table was corrected to address a coding error found in the categorization of servings. The error artificially inflated the higher serving categories. For example, when categorizing <5 vs. 5+ servings of fruits and vegetables consumed, the measure placed more children into the 5+ servings category (i.e., those with a mean consumption of 4.5+ versus those with a mean consumption of 4.4999+ over the two survey days). This may appear to be small but because a usual serving size is 1 serving when averaged over two days many children have mean servings ending in (.5).

² Not aware includes those reporting "no" and "don't know."

³ Categorized as having 0.5 servings or less.

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

Chi Square Test

* p<.05

2003 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) - 2007 CORRECTED TABLE²

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

Do you ~~recall~~ remember seeing or hearing any TV commercials ~~that promoted an educational program called~~ 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 ³	1-2	3-4	5+
Total	Percent	6	37	36	20
Aware of the Campaign					
Yes	48	5	34	41	20
No	52	7	40	32	20

¹ This table was corrected to address a coding error found in the categorization of servings. The error artificially inflated the higher serving categories. For example, when categorizing <5 vs. 5+ servings of fruits and vegetables consumed, the measure placed more children into the 5+ servings category (i.e., those with a mean consumption of 4.5+ versus those with a mean consumption of 4.4999+ over the two survey days). This may appear to be small but because a usual serving size is 1 serving when averaged over two days many children have mean servings ending in (.5).

² Not aware includes those reporting "no" and "don't know."

³ Categorized as having 0.5 servings or less.

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

2003 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, ~~fruit juice, and~~ vegetables ~~or salads~~ do you think you should eat every day for good health?

Do you ~~recall~~ remember seeing or hearing any TV commercials ~~that promoted an educational program called 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	32	55
Aware of the Campaign's Television Spots				
Yes	40	7	29	64
No	60	18	34	49

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<.01

2003 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 Campaign¹ (Phone Sample)

How many total servings of fruits, ~~fruit juice, and~~ vegetables ~~or salads~~ do you think you should eat every day for good health?

Do you ~~recall~~ remember seeing or hearing any TV commercials ~~that promoted an educational program called 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 Believed Needed ² , Percent of Children		
		1-2	3-4	5+
Total	Percent	13	32	55
Aware of the Campaign				
Yes	48	7	30	63
No	52	19	34	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

** p<.01

2003 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, Behavioral Capacity, 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 <i>Campaign's</i> Television Spots, Percent	
	Yes	No
<u>Food Preference</u>		
Like to Try New Kinds of Vegetables		
Agree	76	66
Disagree	24	34
Like Most Kinds of Fruits		
Agree	96	88
Disagree	4	12
Like Most Kinds of Vegetables		
Agree	77	66
Disagree	23	34
<u>Behavioral Capacity</u>		
Worked in a School Garden to Grow Fruits and Vegetables		
Yes	33	20
No	67	80
<u>Self-Efficacy</u>		
Confidence in Eating 5 or More Servings of Fruit and Vegetables Each Day		
Not Confident	11	15
Confident	41	52
Very Confident	48	33

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.

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Chi Square Test

* p<.05

** p<.01

2003 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 your child spent doing each exercise or activity.

How vigorously did your child participate in this exercise or activity?

How many minutes did 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 physically active each day for good health?

	Aware of the <i>Campaign's</i> Television Spots, Mean	
	Yes	No
Minutes Exercised by Intensity		
Light Exercise	13	16
Moderate Exercise	29	31
Vigorous Exercise	56	48
Total Minutes Exercised	100	97
Minutes Watched Television and Played Video Games	101	78 *
	Aware of the <i>Campaign's</i>	
	Yes	No
Sedentary Activity		
≤2 Hours	80	84
>2 Hours	20	16
Total Minutes Exercised		
<30 Minutes	7	7
30-59 Minutes	25	22
60+ Minutes	68	72
Physical Activity Believed Needed		
<7 Days/<60 Minutes	80	73
7 Days/60+ Minutes	20	27

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

* p<.05