

Appendix A: Questionnaire

Parent and Caregiver Survey – Sun Safety and Healthy Eating December 2007

Client: Health Sponsorship Council
Research Company: Premium Research
Fieldwork Company: Reid Research

Research Aims

Sun Safety

Parents and Caregivers

1. To set benchmark measures from which to assess the effectiveness of the 2007/08 SunSmart campaign.
2. To set benchmark measures from which to assess the reach of the 2007/08 SunSmart campaign.
3. -

Children

1. To set benchmark measures from which to assess the effectiveness of the 2007/08 SunSmart campaign.

Healthy Eating

Parents and Caregivers

1. To establish whether the 2007 Feeding our Futures campaign has been successful
 - To determine whether the communications have been seen and/or heard by the target audience groups
 - To determine whether the intended messages have been heard and understood by the target audience groups
 - To determine whether members of the target audience have taken the intended actions
 - To determine whether members of the target audience perceive that they now have an increased awareness and understanding of strategies to provide a healthy diet for their children.
2. To determine how we can use our segment insights (derived from the SMAR qualitative research) to target our populations of interest
 - To determine if our segments are valid
 - To establish the size and demographic composition of our segments
 - To determine the distribution of our target population across our segments
 - To determine which segments the 2007 Feeding our Futures campaign has been successful for.

Introduction – Main Sample, RDD

Hello, my name is ... from Reid Research.

We are undertaking some social research for a health promotion organisation funded by the Ministry of Health. The survey will take about 20 minutes. The survey is about behaviour in the sun and children's eating. Everyone who completes the full survey will be eligible for entry into a prize draw to win \$2,000 worth of vouchers (if asked the vouchers can be for groceries, travel, selected major retailers or petrol). All of your responses will be grouped with other people's responses and will remain confidential.

Could I please ask you a few quick questions just to make sure your household is eligible to undertake this survey?

INTERVIEWER: if asked ...the health promotion organisation is the Health Sponsorship Council, more information can be found at www.hsc.org.nz.

S1 Are there any children living in your household aged between 5 and 16 years?

Yes	SKIP S2, GO TO INTRO	01
No	GO TO S2	02

S2 Do you or any of the adults in your household regularly care for children aged between 5 and 16 years?

Yes	CONTINUE	01
No	THANK AND CLOSE	02

INTRO: May I please speak to the person in your household who spends the most time looking after those children?

If this person is not available ask to speak to any other adult that has regular responsibility for children.

ARRANGE CALL BACK IF NECESSARY

NOTE TO SPEC WRITER: PLEASE INCLUDE THE SHADED TEXT BELOW IF A NEW RESPONDENT NOW COMES ON TO THE TELEPHONE

Hi, I am from Reid Research

We are undertaking some social research for a health promotion organisation funded by the Ministry of Health. The survey will take about 20 minutes. The survey is about behaviour in the sun and children's eating. Everyone who completes the full survey will be eligible for entry into a prize draw to win \$2,000 worth of vouchers (if asked the vouchers can be for groceries, travel, selected major retailers or petrol). All of your responses will be grouped with other people's responses and will remain confidential.

Could I please ask you a few quick questions just to make sure you are eligible to undertake this survey?

INTERVIEWER: if asked, the health promotion organisation is the Health Sponsorship Council, more information can be found at www.hsc.org.nz.

SNR Do you regularly care for any children aged between 5 and 16 years?

Yes	CONTINUE	01
No	THANK AND CLOSE	02

ALL RESPONDENTS

S3 Could you please tell me your ethnicity?

Maori	CONTINUE TO QUOTA OF 109 IF QUOTA REACHED GO TO BOOSTER INTRO
Pacific	CONTINUE TO QUOTA OF 53 IF QUOTA REACHED GO TO BOOSTER INTRO
All other	CONTINUE TO QUOTA OF 579

NOTE TO THE INTERVIEWER: If more than one ethnicity is mentioned prioritise ethnicity on the following basis: if Maori is included code as Maori; if Maori is not included but Pacific is, code as Pacific; if neither Maori nor Pacific are mentioned code as All other.

S4 Are there any children you take care of aged between 8 and 12 years?

Yes	CONTINUE TO QUOTA OF 375	01
No	CONTINUE TO QUOTA OF 366	02

S5 Which region of New Zealand do you live in?

Northland Region	CONTINUE TO QUOTA OF 27	01
Auckland Region	CONTINUE TO QUOTA OF 243	02
Waikato Region	CONTINUE TO QUOTA OF 70	03
Bay of Plenty Region	CONTINUE TO QUOTA OF 47	04
Gisborne Region	CONTINUE TO QUOTA OF 7	05
Hawke's Bay Region	CONTINUE TO QUOTA OF 27	06
Taranaki Region	CONTINUE TO QUOTA OF 18	07
Manawatu-Wanganui Region	CONTINUE TO QUOTA OF 40	08
Wellington Region	CONTINUE TO QUOTA OF 83	09
Tasman Region	CONTINUE TO QUOTA OF 8	10
Nelson Region	CONTINUE TO QUOTA OF 9	11
Marlborough Region	CONTINUE TO QUOTA OF 8	12
West Coast Region	CONTINUE TO QUOTA OF 6	13
Canterbury Region	CONTINUE TO QUOTA OF 96	14
Otago Region	CONTINUE TO QUOTA OF 36	15
Southland Region	CONTINUE TO QUOTA OF 17	16

IF QUOTA FULL THANK AND CLOSE

ARRANGE CALL BACK IF NECESSARY

NOTE TO SPEC WRITER:

WHERE THERE IS A CHILD AGED BETWEEN 8 AND 12 YEARS (YES AT S4) INCLUDE THE FOLLOWING:

When I ask a question about children, could you please think about the children you take care of that are aged between 8 and 12 years?

WHERE THERE IS NO CHILD AGED BETWEEN 8 AND 12 YEARS (NO AT S4) INCLUDE THE FOLLOWING:

When I ask a question about children, could you please think about the children you take care of that are aged between 5 and 16 years?

Introduction – Booster Sample, from supplied telephone number lists

Hello, my name is ... from Reid Research.

We are undertaking some social research for a health promotion organisation funded by the Ministry of Health. The survey will take about 20 minutes. The survey is about behaviour in the sun and children's eating. Everyone who completes the full survey will be eligible for entry into a prize draw to win \$2,000 worth of vouchers (if asked the vouchers can be for groceries, travel, selected major retailers or petrol). All of your responses will be grouped with other people's responses and will remain confidential.

Could I please ask you a few quick questions just to make sure your household is eligible to undertake this survey?

INTERVIEWER: if asked, ...the health promotion organisation is the Health Sponsorship Council, more information can be found at www.hsc.org.nz.

S1 Are there any children living in your household aged between 5 and 16 years?

Yes	SKIP S2, GO TO INTRO	01
No	GO TO S2	02

S2 Do you or any of the adults in your household regularly care for children aged between 5 and 16 years?

Yes	CONTINUE	01
No	THANK AND CLOSE	02

INTRO: May I please speak to the person in your household who spends the most time looking after those children?

If this person is not available ask to speak to any other adult that has regular responsibility for children.

ARRANGE CALL BACK IF NECESSARY

NOTE TO SPEC WRITER: PLEASE INCLUDE THE SHADED TEXT BELOW IF A NEW RESPONDENT NOW COMES ON TO THE TELEPHONE

Hello, I am from Reid research

We are undertaking some social research for a health promotion organisation funded by the Ministry of Health. The survey will take about 20 minutes. The survey is about behaviour in the sun and children's eating. Everyone who completes the full survey will be eligible for entry into a prize draw to win \$2,000 worth of vouchers (if asked the vouchers can be for groceries, travel, selected major retailers or petrol). All of your responses will be grouped with other people's responses and will remain confidential.

Could I please ask you a few quick questions just to make sure you are eligible to undertake this survey?

INTERVIEWER: if asked, the health promotion organisation is the Health Sponsorship Council, more information can be found at www.hsc.org.nz.

SNR Do you regularly care for any children aged between 5 and 16 years?

Yes	CONTINUE	01
No	THANK AND CLOSE	02

ALL RESPONDENTS

S3 Could you please tell me your ethnicity?

Maori	CONTINUE TO QUOTA OF 191
Pacific	CONTINUE TO QUOTA OF 247
All other	THANK AND CLOSE

NOTE TO INTERVIEWER: If more than one ethnicity is mentioned prioritise ethnicity on the following basis: if Maori is included code as Maori; if Maori is not included but Pacific is code as Pacific; if neither Maori nor Pacific are mentioned code as All other.

S4 Are there any children you take care of aged between 8 and 12 years?

Yes	CONTINUE	01
No	CONTINUE	02

S5 Which region of New Zealand do you live in?

Northland Region	01
Auckland Region	02
Waikato Region	03
Bay of Plenty Region	04
Gisborne Region	05
Hawke's Bay Region	06
Taranaki Region	07
Manawatu-Wanganui Region	08
Wellington Region	09
Tasman Region	10
Nelson Region	11
Marlborough Region	12
West Coast Region	13
Canterbury Region	14
Otago Region	15
Southland Region	16

ARRANGE CALL BACK IF NECESSARY

NOTE TO SPEC WRITER:

WHERE THERE IS A CHILD AGED BETWEEN 8 AND 12 YEARS (YES AT S4) INCLUDE THE FOLLOWING:

When I ask a question about children, could you please think about the children you take care of that are aged between 8 and 12 years?

WHERE THERE IS NO CHILD AGED BETWEEN 8 AND 12 YEARS (NO AT S4) INCLUDE THE FOLLOWING:

When I ask a question about children, could you please think about the children you take care of that are aged between 5 and 16 years?

Sun Safety Questions

The first set of questions I am going to ask you are about summer and being in the sun

- Q1 Thinking about **last summer**, by this I mean December 2006 to February 2007, did any of the children in your care get sunburnt to the degree that they got blisters or were in pain for two or more days, while you were looking after them?

Yes	01
No	02
Don't know	99

- Q2 And over that same time, did any of the children in your care get sunburnt at all, by sunburnt we mean any amount of reddening of the skin after being in the sun?

Yes	01
No	02
Don't know	99

- Q3 -
Q4 -

- Q5 Do you recall seeing and/or hearing any advertising in the **last three months** about safety in the sun?

Yes	01	CONTINUE
No	02	
Don't know	99	GO TO Q8

- Q6 What were the messages from the advertising?

DO NOT READ OUT. MULTIPLE RESPONSE POSSIBLE. PROBE TO NO.

Cover up with clothing	01
Wear a hat	02
Wear sunglasses	03
Wear sunscreen	04
Plan outdoor activities outside of the peak sun times of 11-4	05
Reapply sunscreen regularly	06
Seek shade/stay in shade	07
Take extra care between 11am and 4pm/hottest part of the day	08
Slip, Slop, Slap	09
Slip, Slop, Slap and Wrap	10
Never let your child get sunburnt	11
A child's sunburn now can lead to melanoma skin cancer later in life	12
Skin does not have to be bright red to be burnt	13
Any change in colour, even a light pink can lead to sun damage	14
A fake tan is a safer option	15
No sunburn is safe	16
All sunburn causes harm	17
UV index/UV is high	18
Seek shelter from the sun	19
Wear a rash shirt	20
Other (please specify)	98
Don't know	99

Q7 Can you please tell me where you heard or saw this advertising?

DO NOT READ OUT. MULTIPLE RESPONSE POSSIBLE. PROBE TO NO.

Television	01
Radio	02
National Newspaper	03
Community Newspaper	04
Magazine	05
Shop display e.g. at pharmacies	06
Internet/website	07
Other (please specify)	98
Don't know	99

Q8 Please tell me how much you agree with the following statements, where 1 is 'strongly disagree' and 5 is 'strongly agree'.

ROTATE

	Strongly disagree			Strongly agree		DK
	01	02	03	04	05	99
Sunburn at a young age could lead to the development of Melanoma skin cancer later in life	01	02	03	04	05	99
No sunburn is safe, all sunburn causes harm	01	02	03	04	05	99
I'm confident I can make sure the children I care for use sun protection strategies	01	02	03	04	05	99
Children should never get sunburnt, no matter what their skin type	01	02	03	04	05	99
Protecting kids from getting sunburnt stops them enjoying the kiwi summer lifestyle	01	02	03	04	05	99
Parents and caregivers are responsible for making sure their children don't get sunburnt	01	02	03	04	05	99
Any change in skin colour, even a light pink, is sunburn	01	02	03	04	05	99
Skin doesn't have to be bright red to be sunburnt	01	02	03	04	05	99
Children enjoy summer more when they don't have to use sun protection strategies	01	02	03	04	05	99
I understand how to use the UV index (NOTE TO INTERVIEWER: if they say they don't know what UV index is code as 01)	01	02	03	04	05	99
Children should always be protected from the sun	01	02	03	04	05	99

Q9 -

Q10 What are the things you and the children in your care do to protect the children from getting sunburnt?

NOTE TO SPEC WRITER: IF CODE 15 AND/OR 99 AT Q10 SKIP Q11 AND GO TO Q12

Q11 For each strategy mentioned at Q10, ask, do you and the children [ALL MENTIONED AT Q10] always or sometimes to protect the children from the sun?

DO NOT READ. PROBE TO NO

	Q10	Q11 Always	Q11 Sometimes
Cover up with clothing	01	01	01
Wear a hat	02	02	02
Wear sunglasses	03	03	03
Wear sunscreen	04	04	04
Plan outdoor activities outside of the peak sun times of 11-4	05	05	05
Reapply sunscreen regularly	06	06	06
Seek shade/stay in shade	07	07	07
Take extra care between 11am and 4pm/hottest part of the day	08	08	08
Slip, Slop, Slap	09	09	09
Slip, Slop, Slap and Wrap	10	10	10
Apply a fake tan	11	11	11
Wear a rash shirt	12	12	12
Seek shelter from the sun	13	13	13
Have a tan	14	14	14
Nothing	15	15	15
Other (please specify)	98	98	98
Don't know	99	99	

Q12A -

Q12B -

Q12C Please tell me how much you agree with the following statements, where 1 is 'strongly disagree' and 5 is 'strongly agree'

ROTATE

	Strongly disagree			Strongly agree		DK
	01	02	03	04	05	99
I personally use all of the sun protection strategies for myself. Just to be clear when I say sun protection I mean all of the following strategies: applying sunscreen, putting on a hat, covering up, wearing sunglasses, seeking shade and keeping out of the sun in the middle of the day.						

Healthy Eating Questions

The second set of questions I am going to ask you are about eating.

- Q13 Please tell me how much you agree with the following statements, where 1 is 'strongly disagree' and 5 is 'strongly agree'.

DON'T ROTATE

	Strongly disagree			Strongly agree		DK
Compared with a year ago I am now aware of more things I can do to improve my children's diet	01	02	03	04	05	99
Compared with a year ago I now have a better understanding of how to improve my children's diet	01	02	03	04	05	99

- Q14 Have you noticed any advertising in the last six months about the *kinds of things* your family can do to eat and drink more healthily? We are particularly interested in ads about the things families can do to eat and drink more healthily, rather than ads that are about selling products (such as weight loss remedies or particular types of breakfast cereals).

Yes	01	CONTINUE
No	02	READ: I am now going to ask you about a series of TV ads and I am going to ask you if you have seen each of them. GO TO Q18
Don't know	99	

- Q15 Please describe each of the advertisements.

NOTE: IF RESPONDENT STARTS TO DESCRIBE PRODUCTS (EG SPECIFIC FOOD OR DRINK OR WEIGHT LOSS PRODUCTS) REMIND THEM THAT WE ARE ONLY INTERESTED IN ADS ABOUT THE THINGS FAMILIES CAN DO TO EAT AND DRINK MORE HEALTHILY

CODE TO THE FOLLOWING

NOTE TO INTERVIEWER: IF YOU THINK THE RESPONDENT IS MENTIONING ONE OF THESE ADS BUT YOU ARE NOT SURE READ THE DESCRIPTION OF THE AD TO THE RESPONDENT, TO CHECK YOU ARE CODING IT CORRECTLY.

A TV ad showing a girl taking an apple out of her lunchbox and an adult putting it back in; 3 children watching TV with their dinner in front of them and an adult turning the TV off; a child drinking a green drink and an adult replacing it with water; and a child about to bite into a pie and an adult replacing it with a sandwich	01
A TV ad showing children running into the house with Dad following with a box of vegetables and fruit; the end of the ad focuses on children's school and sporting awards	02
A TV ad showing a child in a kitchen putting only meat and kumara on his plate, and his mother sending him back for vegetables. He sits down at the table to join his family for dinner with his plate half full of vegetables	03
A TV ad showing children making popping noises in their mouth in anticipation of the popcorn the mother is cooking	04
A TV ad showing a girl coming home from sports practice and going to eat a cookie, instead her Mum offers her a plate of dinner, and she sits down with her family to eat it	05
A TV ad showing a girl opening frozen peas for her Mum to cook, and a boy wearing a snorkelling mask cutting up onions	06
A TV ad showing two boys standing at a fridge complaining that there is nothing to drink, an adult suggests they drink water or milk	07

A radio ad with tips from Feeding Our Futures about how to get children and families to eat and drink healthily	08
Other (please specify)	98
Don't know	99

Q16 For **[FIRST MENTIONED AT Q15]** can you please tell me where you heard or saw this ad?

Television	01
Radio	02
National Newspaper	03
Community Newspaper	04
Magazine	05
Billboard	06
Bus Shelter	07
Other (Please specify)	98
Don't know	99

Q17 Can you please tell me what **[FIRST MENTIONED AT Q15]** was telling people?

DO NOT READ

Eat together as a family	01
Make half of the plate or meal vegetables	02
Give children vegetables and fruit	03
Give children water or milk rather than sweet drinks	04
Involve children in food preparation	05
Snacks don't need to come in packets	06
Make sure your children eat healthily	07
It's not hard to give your children a healthy diet	08
Feeding our Futures	09
There are simple things you can do to give your children a healthy diet	10
Home prepared snacks are better for kids	11
Eat healthily	12
Eat 5 plus fruit and vegetables every day	13
Exercise / 30 minutes day / Keep active	14
Swap to win/let's beat diabetes	15
Look for the healthy heart tick	16
Other (Please specify)	98
Don't know	99

NOTE TO SPEC WRITER: REPEAT Q16 AND Q17 FOR EACH ADVERTISEMENT MENTIONED AT Q15.

I am now going to ask you about a series of TV ads and I am going to ask you if you have seen each of them. You may have already mentioned the advertisements in the earlier questions but I just need to be sure I have understood you correctly.

ASK ALL RESPONDENTS:

Q18 Have you seen a TV ad showing all of the following 4 scenes: a girl taking an apple out of her lunchbox and an adult putting it back in; 3 children watching TV with their dinner in front of them and an adult turning the TV off; a child drinking a green drink and an adult replacing it with water; and a child about to bite into a pie and an adult replacing it with a sandwich.

Have you seen this ad?

Yes	01
No	02
Don't know	99

ROTATE ORDER OF Q19-Q24

- Q19 A TV ad showing children running into the house with Dad following with a box of vegetables and fruit; the end of the ad focuses on children's school and sporting awards.

Have you seen this ad?

Yes	01
No	02
Don't know	99

- Q20 A TV ad showing a child in a kitchen putting only meat and kumara on his plate, and his mother sending him back for vegetables. He sits down at the table to join his family for dinner with his plate half full of vegetables.

Have you seen this ad?

Yes	01
No	02
Don't know	99

- Q21 A TV ad showing children making popping noises in their mouth in anticipation of the popcorn the mother is cooking.

Have you seen this ad?

Yes	01
No	02
Don't know	99

- Q22 A TV ad showing a girl coming home from sports practice and going to eat a cookie, instead her Mum offers her a plate of dinner, and she sits down with her family to eat it.

Have you seen this ad?

Yes	01
No	02
Don't know	99

- Q23 A TV ad showing a girl opening frozen peas for her Mum to cook, and a boy wearing a snorkelling mask cutting up onions.

Have you seen this ad?

Yes	01
No	02
Don't know	99

Q24 A TV ad showing two boys standing at a fridge complaining that there is nothing to drink, an adult suggests they drink water or milk.

Have you seen this ad?

Yes	01
No	02
Don't know	99

Q25 Now radio, do you recall hearing any radio ads in the last six months, with tips from Feeding Our Futures about how to get children and families to eat and drink healthily?

Yes	01
No	02
Don't know	99

ASK THOSE WHO SAID YES AT Q19

Q26 The key message from one of the ads you said you had seen is that children should be given vegetables and fruit. Which of the following best describes your response to this message?

We mostly do this and the ad hasn't changed this	01
We sometimes do this and the ad has prompted us to do it more often	02
This is something we didn't do and the ad has prompted us to start to do it	03
We don't do this and the ad hasn't changed this	04
Other (Please specify) (DON'T READ)	98
Don't know	99

ASK THOSE WHO SAID YES AT Q20

Q27 The key message from one of the ads you said you had seen is that half a child's dinner plate should be vegetables. Can you please tell me which of the following best describes your response to this message?

We mostly do this and the ad hasn't changed this	01
We sometimes do this and the ad has prompted us to do it more often	02
This is something we didn't do and the ad has prompted us to start to do it	03
We don't do this and the ad hasn't changed this	04
Other (Please specify) (DON'T READ)	98
Don't know	99

ASK THOSE WHO SAID YES AT Q21

Q28 The key message from one of the ads you said you had seen is that snacks don't need to come in packets. Can you please tell me which of the following best describes your response to this message?

We mostly give our children snacks that aren't from packets and the ad hasn't changed this	01
We sometimes give our children snacks that are not from packets and the ad has prompted us to do this more often	02
Most of the snacks we gave our children were from packets but the ad has prompted us to start giving snacks that are not from packets	03
Most of the snacks we give our children are from packets and the ad hasn't changed this	04
Other (Please specify) (DON'T READ)	98
Don't know	99

ASK THOSE WHO SAID YES AT Q22

Q29 The key message from one of the ads you said you had seen is that families should eat together. Can you please tell me which of the following best describes your response to this message?

We mostly do this and the ad hasn't changed this	01
We sometimes do this and the ad has prompted us to do it more often	02
This is something we didn't do and the ad has prompted us to start to do it	03
We don't do this and the ad hasn't changed this	04
Other (Please specify) (DON'T READ)	98
Don't know	99

ASK THOSE WHO SAID YES AT Q23

Q30 The key message from one of the ads you said you had seen is to involve children in food preparation. Can you please tell me which of the following best describes your response to this message?

We mostly do this and the ad hasn't changed this	01
We sometimes do this and the ad has prompted us to do it more often	02
This is something we did not do and the ad has prompted us to start to do it	03
We don't do this and the ad hasn't changed this	04
Other (Please specify) (DON'T READ)	98
Don't know	99

ASK THOSE WHO SAID YES AT Q24

Q31 The key message from one of the ads you said you had seen is to offer children water or milk rather than sweet drinks. Can you please tell me which of the following best describes your response to this message?

We mostly do this and the ad hasn't changed this	01
We sometimes do this and the ad has prompted us to do it more often	02
This is something we didn't do and the ad has prompted us to start to do it	03
We don't do this and the ad hasn't changed this	04
Other (Please specify) (DON'T READ)	98
Don't know	99

Q32 Please tell me the extent to which you agree with the following statements, where 1 is strongly disagree and 5 is strongly agree.

CODES FOR EACH STATEMENT

Strongly disagree 1	2	3	4	Strongly agree 5
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RANDOMISE

I am very strict about what my children do and don't eat (TB)
I am responsible for the health of my children and I closely watch their diet (TB)
I try to make sure that other people who feed my children don't give them unhealthy foods (TB)
Preparing home-made food for my children is a priority (TB & P)
Avoiding convenience foods means we eat healthily on a limited budget (P)
Using local produce or growing our own food keeps our food budget down (P)
Making things from scratch keeps our family healthy (P)
I take better care of my health than in the past because I want to be around for my family in the future (C)
We don't eat healthily all the time but we are trying to do better (C)

I am trying to learn new eating habits and to pass these on to my children (C)
These days I am limiting some of the foods and drinks that my family used to eat a lot (C)
We don't eat healthily all the time, but we do better than a lot of people (CM)
We do eat some unhealthy food, but the healthy food we eat makes up for it (CM)
We rely on convenience foods such as takeaways quite often, perhaps more than we should (CM)
As long as the children are eating their veggies, I don't worry so much about what else they are eating (CM)
I am too busy to spend much time preparing food – it's got to be quick (A)
I am tired of being told what I should and shouldn't eat (A)
I don't want to upset my family by trying to change to eating healthier food (A & I)
Healthy food is too expensive for us to buy (A & I)
I have very limited cooking skills (I)
We don't think much about healthy eating in our family (I)
I know very little about healthy food and why it's important to eat it (I)

Demographics

Q33 This is a standard question I need to ask, are you male or female?

DO NOT READ

Male	01
Female	02
Refused (DON'T READ)	97

Q34 Which of the following age groups best describes you?

READ

15-19 years	01
20-24 years	02
25-34 years	03
35-44 years	04
45-54 years	05
55-64 years	06
65 years plus	07
Refused (DON'T READ)	97

Q35 I need to ask about ethnicity again, just to make sure I have the correct response, which of the following ethnic group or groups do you belong to?

READ. MULTIPLE RESPONSE POSSIBLE.

New Zealand European	01
Māori	02
Samoan	03
Cook Island Māori	04
Tongan	05
Niuean	06
Chinese	07
Indian	08
DON'T READ: Kiwi/New Zealander	09
DON'T READ: Other (please specify)	10
Refused (DON'T READ)	97

Q36 Which of the following best describes the structure of your household?

One adult and one or more children	01
Two adults and one or more children	02
Three or more adults and one or more children	03
Adult or adults only	04
Other (please specify) DON'T READ	05
Refused (DON'T READ)	97

Now I would like to ask you some questions about the children aged 5 to 16 years that you care for

Q37 Can you please tell me the ages of all of the children aged 5 to 16 years that are you care for?

PROBE TO NO

Q38 ASK FOR EACH CHILD: Is that x year old male or female?

Age of children	Gender	
	Male	Female
	01	02
	01	02
	01	02
	01	02
	01	02

Q39 What is the ethnicity of the children you've been talking about?

DO NOT READ. MULTIPLE RESPONSE POSSIBLE.

New Zealand European	01
Māori	02
Samoan	03
Cook Island Māori	04
Tongan	05
Niuean	06
Chinese	07
Indian	08
DON'T READ: Kiwi/New Zealander	09
DON'T READ: Other (please specify)	10
Refused (DON'T READ)	97

Q40 Which of the following best describes the skin type of the children you've been talking about?

READ. MULTIPLE RESPONSE POSSIBLE.

Very fair – Always burning, never tan. IF ASKED sensitive to sun exposure, may have red hair, freckles and may be of Celtic background (Scottish/Irish)	01
Fair – Burns easily, tans minimally. IF ASKED fair skinned, typically have blue, green or grey eyes	02

Medium – Burns moderately, tans gradually. IF ASKED tans to light brown	03
Olive – Burns minimally, tans well. IF ASKED tans to moderately brown, olive skin	04
Dark – Rarely burns, tans to dark. IF ASKED brown skin	05
Very dark – Rarely burns, least sensitive to sun. IF ASKED deeply pigmented skin	06
Refused (DON'T READ)	97

Q41 Could you please tell me what your relationship is to the children you've been talking about?

DO NOT READ. MULTIPLE RESPONSE POSSIBLE.

Mum	01
Dad	02
Aunty	03
Uncle	04
Step Mum	05
Step Dad	06
Grandparent	07
Foster Parent	08
Brother	09
Sister	10
Child carer (include nanny, babysitter, carer)	11
Other (please specify)	98
Refused (DON'T READ)	97

Q42 Finally, I would like to ask you a question about income. Your response is confidential.

Which of the following best describes your total household income, for the last year, before tax?

READ OUT. SINGLE RESPONSE ONLY

\$10,000 or less	03
\$10,001-\$20,000	04
\$20,001-\$30,000	05
\$30,001-\$50,000	06
\$50,001-\$70,000	07
\$70,001-\$100,000	08
\$100,001 or more	09
Don't know	99
Refused	97

ASK FOR AN ADDRESS TO SEND THE PRIZE TO.

NOTE TO SPEC WRITER: PROCEED TO CHILD PERMISSION INTRODUCTION IF HOUSEHOLD INCLUDES A CHILD AGED 8-12 YEARS (YES TO BOTH S1 AND S4)

ALL OTHERS THANK AND CLOSE

Child Permission Introduction

We're also asking a small number of children to answer five questions about sunburn, it will take about four or five minutes. We're sending the children some stickers to thank them.

Would it be okay to interview the child from your household aged x years? **NOTE TO SPEC WRITER: CHOOSE RANDOMLY FROM CHILDREN LISTED AT Q38 THAT ARE AGED BETWEEN 8 AND 12, AND FILL 50/50 QUOTAS FOR 8-10 (125) AND 11-12 (125).**

SKIP Q1-Q4 IF THERE IS ONLY ONE CHILD AT Q38

Q1 Just before I speak to them, could you please tell me, are they male or female?

Male	01
Female	02

Q2 What is their ethnicity?

DO NOT READ. MULTIPLE RESPONSE POSSIBLE.

New Zealand European	01
Māori	02
Samoan	03
Cook Island Māori	04
Tongan	05
Niuean	06
Chinese	07
Indian	08
DON'T READ: Kiwi/New Zealander	09
DON'T READ: Other (please specify)	10
Refused (DON'T READ)	97

Q3 What's their skin type?

READ.

Very fair – Always burning, never tan. IF ASKED sensitive to sun exposure, may have red hair, freckles and may be of Celtic background (Scottish/Irish)	01
Fair – Burns easily, tans minimally. IF ASKED fair skinned, typically have blue, green or grey eyes	02
Medium – Burns moderately, tans gradually. IF ASKED tans to light brown	03
Olive – Burns minimally, tans well. IF ASKED tans to moderately brown, olive skin	04
Dark – Rarely burns, tans to dark. IF ASKED brown skin	05
Very dark – Rarely burns, least sensitive to sun. IF ASKED deeply pigmented skin	06
Refused (DON'T READ)	97

Q4 What's your relationship to them?

DO NOT READ.

Mum	01
Dad	02
Aunty	03
Uncle	04
Step Mum	05
Step Dad	06
Grandparent	07
Foster Parent	08
Brother	09
Sister	10
Child carer (include nanny, babysitter, carer)	11
Other	98
Refused (DON'T READ)	97

Child Interview

Hello, I would like to ask you some questions about spending time in the sun. Is that okay with you?

Q5 In the last year has your skin gone pink or red from being in the sun?

Yes	01
No	02
Don't know	99

Q6 In the last year have you had blisters after spending too much time in the sun?

Yes	01
No	02
Don't know	99

Q7 Do you like to get a sun tan?

Yes	01
No	02
Don't know	99

Q8 Do you try not to get sunburnt?

Yes	01
No	02
Don't know	99

Q9 What do you do to make sure you don't get sunburnt?

DO NOT READ OUT. MULTIPLE RESPONSE POSSIBLE. PROBE TO NO.

Cover up with clothing	01
Wear a hat	02
Wear sunglasses	03
Wear sunscreen	04
Plan outdoor activities outside of the peak sun times of 11-4	05
Reapply sunscreen regularly	06
Seek shade/stay in shade	07
Take extra care between 11am and 4pm/hottest part of the day	08
Slip, Slop, Slap	09
Slip, Slop, Slap and Wrap	10
Never let your child get sunburnt	11
A child's sunburn now can lead to melanoma skin cancer later in life	12
Skin does not have to be bright red to be burnt	13
Any change in colour, even a light pink can lead to sun damage	14
A fake tan is a safer option	15
No sunburn is safe	16
All sunburn causes harm	17
UV index/UV is high	18
Seek shelter	19
Wear a rash shirt	20
Other (please specify)	98
Don't know	99

THANK, ASK FOR NAME AND ADDRESS FOR PRIZE DRAW, AND CLOSE

Appendix B: Explanation of Variables

Table B1: Explanation of Variables

Variable name (heading used in tables)	Variable categories	Variable description	How variable is referred to in text
Age of selected child(ren)	8-12	This refers to the age of the child(ren) the parent/caregiver was referring to when answering the main survey questions.	Talking about child(ren) aged 8-12 years
	5-7 and/or 13-16		Talking about child(ren) aged 5-7 &/or 13-16 years
Ethnicity of parent/caregiver	Māori		Māori
	Pacific		Pacific
	NZ European/Other		NZ European/Other
Household income	\$30,000 or less		In a household with an income of \$30,000 or less
	\$30,001-\$70,000		In a household with an income of \$30,001-\$70,000
	\$70,001 or more		In a household with an income of \$70,001 or more
Gender of parent/caregiver	Male		Male
	Female		Female
Age of parent/caregiver	15-34		15-34 years
	35-44		35-44 years
	45 plus		45 years plus
Ethnicity of child(ren)	Māori	This refers to the ethnicity of the 5 to 16-year-old(s) the parent/caregiver cared for.	Parents and caregivers of Māori child(ren)
	Pacific		Parents and caregivers of Pacific child(ren)
	NZ European/Other		Parents and caregivers of NZ European/Other child(ren)
Relationship to child(ren)*	Parent	This refers to the parent/caregiver's relationship with the 5 to 16-year-old(s) they cared for.	A parent of the child(ren) they cared for
	Adult relative		An adult relative of the child(ren) they cared for
	Sibling		A sibling of the child(ren) they cared for
	Non-familial caregiver		A non-familial caregiver of the child(ren) they cared for
Living arrangement of selected child(ren)	Child lives with parent/caregiver	This refers to whether the child(ren) the parent/caregiver was referring to when answering the main survey questions, lived with the parent/caregiver.	Talking about child(ren) who lived with them
	Child does not live with parent/caregiver		Talking about child(ren) who did not live with them
Household structure	One adult plus one or more children		In a household with one adult plus one or more children
	Two adults plus one or more children		In a household with two adults plus one or more children
	Three adults plus one or more children		In a household with three adults plus one or more children
	Adults only		In a household with adults only

Variable name (heading used in tables)	Variable categories	Variable description	How variable is referred to in text
Area	Auckland		Living in Auckland
	Wellington		Living in Wellington
	Christchurch		Living in Christchurch
	Other North Island		Living in the North Island, outside Auckland and Wellington
	Other South Island		Living in the South Island, outside Christchurch
Parent/caregiver awareness of healthy eating advertising	Yes		Aware of healthy eating advertising
	No		Not aware of healthy eating advertising
Parent/caregiver agreement with the statement: <i>'Compared with a year ago I am now aware of more things I can do to improve my children's diet'</i>	Strongly agree		Those who strongly agreed 'Compared with a year ago I am now aware of more things I can do to improve my children's diet'
	Agree		Those who agreed 'Compared with a year ago I am now aware of more things I can do to improve my children's diet'
	Neither agree nor disagree		Those who neither agreed nor disagreed 'Compared with a year ago I am now aware of more things I can do to improve my children's diet'
	Disagree		Those who disagreed 'Compared with a year ago I am now aware of more things I can do to improve my children's diet'
	Strongly disagree		Those who strongly disagreed 'Compared with a year ago I am now aware of more things I can do to improve my children's diet'
Parent/caregiver agreement with the statement: <i>'Compared with a year ago I now have a better understanding of how to improve my children's diet'</i>	Strongly agree		Those who strongly agreed 'Compared with a year ago I now have a better understanding of how to improve my children's diet'
	Agree		Those who agreed 'Compared with a year ago I now have a better understanding of how to improve my children's diet'
	Neither agree nor disagree		Those who neither agreed nor disagreed 'Compared with a year ago I now have a better understanding of how to improve my children's diet'

Variable name (heading used in tables)	Variable categories	Variable description	How variable is referred to in text
	Disagree		Those who disagreed 'Compared with a year ago I now have a better understanding of how to improve my children's diet'
	Strongly disagree		Those who strongly disagreed 'Compared with a year ago I now have a better understanding of how to improve my children's diet'

* multiple response allowed

Appendix C: Tables

Table C1: Main Sample: Unprompted recall of healthy eating advertising

		Age of selected child(ren)		Ethnicity of parent/caregiver			Household Income		
		8-12	5-7 and/or 13-16	Māori	Pacific	NZ Euro/Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: ALL RESPONDENTS	Total 741 100%	393 100%	348 100%	109 100%	53 100%	579 100%	118 100%	269 100%	293 100%
Q14. SEEN ADVERTISING									
Yes	417 56%	227 58%	190 55%	65 60%	30 57%	322 56%	71 60%	158 59%	160 55%
No	289 39%	149 38%	140 40%	41 38%	21 40%	227 39%	39 33%	96 36%	122 42%
Don't Know	35 5%	17 4%	18 5%	3 3%	2 4%	30 5%	8 7%	15 6%	11 4%

Table C2: Māori Booster Sample: Unprompted recall of healthy eating advertising

		Age of selected child(ren)		Household Income		
		8-12	5-7 and/or 13-16	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: ALL RESPONDENTS	Total	118	73	43	85	28
	100%	100%	100%	100%	100%	100%
Q14. SEEN ADVERTISING						
Yes	95	61	34	21	37	18
	50%	52%	47%	49%	44%	64%
No	80	48	32	19	39	9
	42%	41%	44%	44%	46%	32%
Don't Know	16	9	7	3	9	1
	8%	8%	10%	7%	11%	4%

Table C3: Pacific Booster Sample: Unprompted recall of healthy eating advertising

		Age of selected child(ren)		Ethnicity of parent/caregiver					Household Income		
		8-12	5-7 and/or 13-16	Samoan	Cook Island Māori	Tongan	Niuean	Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: ALL RESPONDENTS	Total	165	82	108	55	44	15	34	54	91	36
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q14. SEEN ADVERTISING											
Yes	111	68	43	47	29	19	6	16	24	42	21
	45%	41%	52%	44%	53%	43%	40%	47%	44%	46%	58%
No	108	77	31	47	20	20	7	14	27	37	13
	44%	47%	38%	44%	36%	45%	47%	41%	50%	41%	36%
Don't Know	28	20	8	14	6	5	2	4	3	12	2
	11%	12%	10%	13%	11%	11%	13%	12%	6%	13%	6%

Table C4: Main Sample: Unprompted recall of Feeding our Futures advertising

	Total	Age of selected child(ren)		Ethnicity of parent/caregiver			Household Income		
		8-12	5-7 and/or 13-16	Māori	Pacific	NZ Euro/Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: SEEN ADS	417 100%	227 100%	190 100%	65 100%	30 100%	322 100%	71 100%	158 100%	160 100%
Q15. DESCRIBE ADS									
Four Scenes	113 27%	58 26%	55 29%	16 25%	10 33%	87 27%	12 17%	49 31%	46 29%
Give children fruit and vegetables	23 6%	15 7%	8 4%	5 8%	2 7%	16 5%	4 6%	10 6%	8 5%
Half the dinner plate should be vegetables	24 6%	14 6%	10 5%	3 5%	- -	21 7%	2 3%	9 6%	9 6%
Snacks don't need to come in packets	18 4%	7 3%	11 6%	4 6%	- -	14 4%	4 6%	2 1%	10 6%
Families should eat together	16 4%	8 4%	8 4%	1 2%	1 3%	14 4%	1 1%	5 3%	8 5%
Involve children in food preparation	11 3%	4 2%	7 4%	1 2%	- -	10 3%	1 1%	4 3%	3 2%

		Age of selected child(ren)		Ethnicity of parent/caregiver			Household Income		
		8-12	5-7 and/or 13-16	Māori	Pacific	NZ Euro/ Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: SEEN ADS	417 100%	227 100%	190 100%	65 100%	30 100%	322 100%	71 100%	158 100%	160 100%
Q15. DESCRIBE ADS									
Offer water or milk to drink	45 11%	23 10%	22 12%	3 5%	3 10%	39 12%	5 7%	16 10%	20 13%
Radio advertising	21 5%	12 5%	9 5%	7 11%	2 7%	12 4%	2 3%	7 4%	9 6%
Don't Know	144 35%	79 35%	65 34%	28 43%	5 17%	111 34%	36 51%**	48 30%	50 31%

Significantly different from the total at the: * 95%, ** 99%, *** 99.9% confidence level

Table C5: Māori Booster Sample: Unprompted recall of Feeding our Futures advertising

		Age of selected child(ren)		Household Income		
		8 to 12	5-7 and/or 13-16	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: SEEN ADS	95 100%	61 100%	34 100%	21 100%	37 100%	18 100%
Q15. DESCRIBE ADS						
Four Scenes	26 27%	18 30%	8 24%	6 29%	9 24%	4 22%
Give children fruit and vegetables	5 5%	4 7%	1 3%	- -	3 8%	1 6%
Half the dinner plate should be vegetables	6 6%	4 7%	2 6%	2 10%	2 5%	- -
Families should eat together	2 2%	1 2%	1 3%	- -	1 3%	- -
Involve children in food preparation	2 2%	1 2%	1 3%	- -	- -	1 6%

		Age of selected child(ren)		Household Income		
		8 to 12	5-7 and/or 13-16	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: SEEN ADS	95 100%	61 100%	34 100%	21 100%	37 100%	18 100%
Q15. DESCRIBE ADS						
Offer water or milk to drink	11 12%	4 7%	7 21%	- -	3 8%	2 11%
Radio advertising	2 2%	1 2%	1 3%	1 5%	1 3%	- -
Don't Know	28 29%	20 33%	8 24%	8 38%	12 32%	5 28%

Table C6: Pacific Booster Sample: Unprompted recall of Feeding our Futures advertising

	Total	Age of selected child(ren)		Ethnicity of parent/caregiver					Household Income		
		8-12	5-7 and/or 13-16	Samoan	Cook Island Māori	Tongan	Niuean	Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: SEEN ADS	111 100%	68 100%	43 100%	47 100%	29 100%	19 100%	6 100%	16 100%	24 100%	42 100%	21 100%
Q15. DESCRIBE ADS											
Four Scenes	21 19%	13 19%	8 19%	12 26%	4 14%	3 16%	1 17%	3 19%	4 17%	8 19%	5 24%
Give children fruit and vegetables	2 2%	2 3%	- -	2 4%	- -	- -	- -	- -	- -	1 2%	- -
Families should eat together	2 2%	1 1%	1 2%	2 4%	- -	- -	- -	- -	- -	2 5%	- -
Involve children in food preparation	2 2%	- -	2 5%	1 2%	- -	1 5%	- -	- -	- -	1 2%	1 5%
Offer water or milk to drink	11 10%	7 10%	4 9%	7 15%	2 7%	1 5%	1 17%	1 6%	3 13%	2 5%	4 19%

		Age of selected child(ren)		Ethnicity of parent/caregiver					Household Income		
		8-12	5-7 and/or 13-16	Samoan	Cook Island Māori	Tongan	Niuean	Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: SEEN ADS	Total	68	43	47	29	19	6	16	24	42	21
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q15. DESCRIBE ADS											
Radio advertising	5	2	3	2	1	1	-	-	-	3	2
	5%	3%	7%	4%	3%	5%	-	-	-	7%	10%
Don't Know	44	26	18	16	10	7	1	10	14	14	6
	40%	38%	42%	34%	34%	37%	17%	63%	58%	33%	29%

Table C7: Main Sample: Messages taken from the Four Scenes ad

	Total	Age of selected child(ren)		Ethnicity of parent/caregiver			Household Income		
		8-12	5-7 and/or 13-16	Māori	Pacific	NZ Euro/ Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: SEEN ADS	113 100%	58 100%	55 100%	16 100%	10 100%	87 100%	12 100%	49 100%	46 100%
Q17. MESSAGE									
Eat together as a family	14 12%	6 10%	8 15%	2 13%		12 14%		6 12%	8 17%
Make half of the plate or meal vegetables	4 4%	1 2%	3 5%		1 10%	3 3%	2 17%	1 2%	1 2%
Give children vegetables and fruit	27 24%	8 14%	19 35%	3 19%	5 50%	19 22%	5 42%	13 27%	7 15%
Give children water or milk rather than sweet drinks	17 15%	7 12%	10 18%	1 6%	3 30%	13 15%	3 25%	7 14%	6 13%
Involve children in food preparation	3 3%	2 3%	1 2%	- -	- -	3 3%	- -	1 2%	2 4%
Snacks don't need to come in packets	2 2%	2 3%	- -	- -	- -	2 2%	1 8%	- -	1 2%
Make sure your children eat healthily	59 52%	30 52%	29 53%	7 44%	6 60%	46 53%	5 42%	25 51%	26 57%

	Total	Age of selected child(ren)		Ethnicity of parent/caregiver			Household Income		
		8-12	5-7 and/or 13-16	Māori	Pacific	NZ Euro/ Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: SEEN ADS	113 100%	58 100%	55 100%	16 100%	10 100%	87 100%	12 100%	49 100%	46 100%
Q17. MESSAGE									
It's not hard to give your children a healthy diet	6 5%	3 5%	3 5%	- -	- -	6 7%	- -	5 10%	1 2%
Feeding our Futures	2 2%	1 2%	1 2%	1 6%	- -	1 1%	- -	1 2%	- -
There are simple things you can do to give your children a healthy diet	11 10%	5 9%	6 11%	1 6%	- -	10 11%	- -	8 16%	3 7%
Home prepared snacks are better for kids	5 4%	5 9%	- -	1 6%	- -	4 5%	1 8%	3 6%	1 2%
Eat healthily	20 18%	11 19%	9 16%	2 13%	1 10%	17 20%	2 17%	9 18%	8 17%
Eat 5 plus fruit and vegetables every day	6 5%	3 5%	3 5%	- -	- -	6 7%	1 8%	2 4%	3 7%
It is the adults responsibility to make sure children eat healthily	13 12%	5 9%	8 15%	2 13%	1 10%	10 11%	2 17%	5 10%	5 11%

		Age of selected child(ren)		Ethnicity of parent/caregiver			Household Income		
		8-12	5-7 and/or 13-16	Māori	Pacific	NZ Euro/Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: SEEN ADS	Total 113 100%	58 100%	55 100%	16 100%	10 100%	87 100%	12 100%	49 100%	46 100%
Q17. MESSAGE Healthier options	4 4%	3 5%	1 2%	1 6%	1 10%	2 2%		1 2%	3 7%
Other	3 3%	2 3%	1 2%	- -	- -	3 3%	- -	1 2%	2 4%
Don't Know	3 3%	3 5%	- -	1 6%	- -	2 2%	1 8%	1 2%	1 2%

Table C8: Māori Booster Sample: Messages taken from the Four Scenes ad

	Total	Age of selected child(ren)		Household Income		
		8-12	5-7 and/or 13-16	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: SEEN ADS	26 100%	18 100%	8 100%	6 100%	9 100%	4 100%
Q17. MESSAGE						
Eat together as a family	3 12%	2 11%	1 13%	- -	- -	1 25%
Make half of the plate or meal vegetables	1 4%	- -	1 13%	- -	- -	1 25%
Give children vegetables and fruit	7 27%	5 28%	2 25%	2 33%	2 22%	- -
Give children water or milk rather than sweet drinks	3 12%	1 6%	2 25%	1 17%	- -	- -
Involve children in food preparation	1 4%	- -	1 13%	- -	- -	- -
Make sure your children eat healthily	13 50%	9 50%	4 50%	6 100%	4 44%	- -

		Age of selected child(ren)		Household Income		
		8-12	5-7 and/or 13-16	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
	Total					
BASE: SEEN ADS	26 100%	18 100%	8 100%	6 100%	9 100%	4 100%
Q17. MESSAGE						
It's not hard to give your children a healthy diet	3 12%	2 11%	1 13%	1 17%	- -	- -
There are simple things you can do to give your children a healthy diet	4 15%	2 11%	2 25%	1 17%	1 11%	- -
Home prepared snacks are better for kids	2 8%	1 6%	1 13%	- -	1 11%	- -
Eat healthily	7 27%	5 28%	2 25%	1 17%	3 33%	1 25%
It is the adults responsibility to make sure children eat healthily	2 8%	1 6%	1 13%	1 17%	- -	1 25%
Healthier options	1 4%	1 6%	- -	- -	- -	1 25%

		Age of selected child(ren)		Household Income			
		8-12	5-7 and/or 13-16	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more	
BASE: SEEN ADS	Total	26	18	8	6	9	4
		100%	100%	100%	100%	100%	100%
Q17. MESSAGE							
Balanced diet		1	1	-	-	1	
		4%	6%	-	-	11%	
Other		1	1	-	-	-	1
		4%	6%	-	-	-	25%
Don't Know		1	1	-	-	1	-
		4%	6%	-	-	11%	-

Table C9: Pacific Booster Sample: Messages taken from the Four Scenes ad

	Total	Age of selected child(ren)		Ethnicity of parent/caregiver					Household Income		
		8-12	5-7 and/or 13-16	Samoan	Cook Island Māori	Tongan	Niuean	Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: SEEN ADS	21 100%	13 100%	8 100%	12 100%	4 100%	3 100%	1 100%	3 100%	4 100%	8 100%	5 100%
Q17. MESSAGE											
Give children vegetables and fruit	7 33%	5 38%	2 25%	5 42%	1 25%	1 33%	- -	- -	1 25%	4 50%	1 20%
Give children water or milk rather than sweet drinks	5 24%	5 38%	- -	4 33%	- -	1 33%	1 100%	- -	- -	3 38%	1 20%
Make sure your children eat healthily	11 52%	5 38%	6 75%	6 50%	3 75%	1 33%	1 100%	1 33%	2 50%	4 50%	4 80%
It's not hard to give your children a healthy diet	3 14%	2 15%	1 13%	- -	1 25%	1 33%	- -	1 33%	- -	2 25%	- -
There are simple things you can do to give your children a healthy diet	1 5%	1 8%	- -	1 8%	- -	- -	1 100%	- -	- -	- -	- -
Eat healthily	7 33%	5 38%	2 25%	5 42%	2 50%	- -	- -	1 33%	3 75%	2 25%	1 20%

	Total	Age of selected child(ren)		Ethnicity of parent/caregiver					Household Income		
		8-12	5-7 and/or 13-16	Samoan	Cook Island Māori	Tongan	Niuean	Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: SEEN ADS	21 100%	13 100%	8 100%	12 100%	4 100%	3 100%	1 100%	3 100%	4 100%	8 100%	5 100%
Q17. MESSAGE Eat 5 plus fruit and vegetables every day	1 5%	- -	1 13%	5 -	1 -	1 33%	- -	- -	- -	- -	1 20%
It is the adults responsibility to make sure children eat healthily	2 10%	- -	2 25%	- -	1 25%	1 33%	- -	- -	- -	1 13%	1 20%
Other	2 10%	1 8%	1 13%	1 8%	1 25%	- -	- -	- -	1 25%	- -	1 20%

Table C10: Main Sample: Location where Four Scenes ad seen or heard

		Age of selected child(ren)		Ethnicity of parent/caregiver			Household Income		
		8-12	5-7 and/or 13-16	Māori	Pacific	NZ Euro/ Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: SEEN ADS	Total 113 100%	58 100%	55 100%	16 100%	10 100%	87 100%	12 100%	49 100%	46 100%
Q16. MEDIA Television	112 99%	58 100%	54 98%	16 100%	10 100%	86 99%	12 100%	49 100%	45 98%
Community Newspaper	2 2%	- -	2 4%	- -	2 20%	- -	2 17%	- -	- -
Internet/website	1 1%	- -	1 2%	1 6%	- -	- -	- -	1 2%	- -
Hospital	1 1%	- -	1 2%	- -	1 10%	- -	1 8%	- -	- -
Don't know	1 1%	- -	1 2%	- -	- -	1 1%	- -	- -	1 2%

Table C11: Māori Booster Sample: Location where Four Scenes ad seen or heard

		Age of selected child(ren)		Household Income		
		8-12	5-7 and/or 13-16	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: SEEN ADS	Total 26 100%	18 100%	8 100%	6 100%	9 100%	4 100%
Q16. MEDIA Television	25 96%	17 94%	8 100%	6 100%	8 89%	4 100%
Radio	1 4%	1 6%	- -	1 17%	- -	- -
Billboard	1 4%	1 6%	- -	- -	1 11%	- -
Posters	1 4%	1 6%	- -	- -	1 11%	- -
Don't know	1 4%	1 6%	- -	- -	1 11%	- -

Table C12: Pacific Booster Sample: Location where Four Scenes ad seen or heard

		Age of selected child(ren)		Ethnicity of parent/caregiver					Household Income			
		8-12	5-7 and/or 13-16	Samoan	Cook Island Māori	Tongan	Niuean	Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more	
BASE: SEEN ADS	Total	21	13	8	12	4	3	1	3	4	8	5
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q16. MEDIA												
Television	20	12	8	11	4	3	1	3	3	8	5	
	95%	92%	100%	92%	100%	100%	100%	100%	75%	100%	100%	
Radio	2	-	2	-	1	1	-	-	-	-	2	
	10%	-	25%	-	25%	33%	-	-	-	-	40%	
Community Newspaper	1	-	1	-	-	1	-	-	-	-	1	
	5%	-	13%	-	-	33%	-	-	-	-	20%	
Shop display e.g. at pharmacies	2	1	1	-	1	-	-	1	-	-	1	
	10%	8%	13%	-	25%	-	-	33%	-	-	20%	
Schools/School newsletter	1	-	1	-	1	-	-	-	-	-	1	
	5%	-	13%	-	25%	-	-	-	-	-	20%	

		Age of selected child(ren)		Ethnicity of parent/caregiver					Household Income		
		8-12	5-7 and/or 13-16	Samoan	Cook Island Māori	Tongan	Niuean	Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
	Total										
Shop/supermarket notices	2 10%	- -	2 25%	- -	1 25%	1 33%	- -	- -	- -	1 13%	1 20%
Hospital	1 5%	- -	1 13%	- -	- -	1 33%	- -	- -	- -	- -	1 20%
Posters	1 5%	- -	1 13%	- -	- -	1 33%	- -	- -	- -	1 13%	- -
Pamphlets/Flyers	1 5%	- -	1 13%	- -	- -	1 33%	- -	- -	- -	- -	1 20%
Other	1 5%	1 8%	- -	1 8%	- -	- -	- -	- -	1 25%	- -	- -

Table C13: Main Sample: Prompted recall of Four Scenes ad

		Age of selected child(ren)		Ethnicity of parent/caregiver			Household Income			
		8-12	5-7 and/or 13-16	Māori	Pacific	NZ Euro/ Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more	
BASE: ALL RESPONDENTS	Total	741	393	348	109	53	579	118	269	293
		100%	100%	100%	100%	100%	100%	100%	100%	100%
Q18. SEEN ADS										
Yes		443	232	211	78	34	331	83	175	156
		60%	59%	61%	72%**	64%	57%	70%*	65%*	53%
No		286	153	133	30	17	239	33	91	131
		39%	39%	38%	28%	32%	41%**	28%	34%	45%**
Don't Know		12	8	4	1	2	9	2	3	6
		2%	2%	1%	1%	4%	2%	2%	1%	2%

Significantly different from the total at the: * 95%, ** 99%, *** 99.9% confidence level

Table C14: Māori Booster Sample: Prompted recall of Four Scenes ad

		Age of selected child(ren)		Household Income		
		8-12	5-7 and/or 13-16	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: ALL RESPONDENTS	Total 191 100%	118 100%	73 100%	43 100%	85 100%	28 100%
Q18. SEEN ADS						
Yes	134 70%	80 68%	54 74%	30 70%	56 66%	20 71%
No	55 29%	36 31%	19 26%	13 30%	28 33%	7 25%
Don't Know	2 1%	2 2%	- -	- -	1 1%	1 4%

Table C15: Pacific Booster Sample: Prompted recall of Four Scenes ad

		Age of selected child(ren)		Ethnicity of parent/caregiver					Household Income		
		8-12	5-7 and/or 13-16	Samoaan	Cook Island Māori	Tongan	Niuean	Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: ALL RESPONDENTS	Total	165	82	108	55	44	15	34	54	91	36
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q18. SEEN ADS											
Yes	159	100	59	68	41	26	13	18	39	61	27
	64%	61%	72%	63%	75%	59%	87%	53%	72%	67%	75%
No	82	61	21	38	11	18	2	15	14	27	9
	33%	37%	26%	35%	20%	41%	13%	44%	26%	30%	25%
Don't Know	6	4	2	2	3	-	-	1	1	3	-
	2%	2%	2%	2%	5%	-	-	3%	2%	3%	-

Table C16: Main Sample: Messages taken from the Give children fruit and vegetables ad

	Total	Age of selected child(ren)		Ethnicity of parent/caregiver			Household Income		
		8-12	5-7 and/or 13-16	Māori	Pacific	NZ Euro/ Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: SEEN ADS	23 100%	15 100%	8 100%	5 100%	2 100%	16 100%	4 100%	10 100%	8 100%
Q17. MESSAGE									
Eat together as a family	4 17%	2 13%	2 25%	- -	- -	4 25%	- -	1 10%	3 38%
Give children vegetables and fruit	4 17%	1 7%	3 38%	- -	2 100%	2 13%	1 25%	2 20%	1 13%
Involve children in food preparation	1 4%	1 7%	- -	1 20%	- -	- -	- -	1 10%	- -
Make sure your children eat healthily	8 35%	5 33%	3 38%	3 60%	- -	5 31%	2 50%	4 40%	1 13%
<i>Feeding our Futures</i>	1 4%	1 7%	- -	- -	- -	1 6%	- -	- -	1 13%
Eat healthily	2 9%	2 13%	- -	1 20%	- -	1 6%	1 25%	- -	1 13%

		Age of selected child(ren)		Ethnicity of parent/caregiver			Household Income		
		8-12	5-7 and/or 13-16	Māori	Pacific	NZ Euro/Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: SEEN ADS	23 100%	15 100%	8 100%	5 100%	2 100%	16 100%	4 100%	10 100%	8 100%
Q17. MESSAGE									
Eat 5 plus fruit and vegetables every day	2 9%	2 13%	- -	1 20%	- -	1 6%	- -	- -	2 25%
It is the adults responsibility to make sure children eat healthily	1 4%	1 7%	- -	1 20%	- -	- -	- -	- -	1 13%
Other	2 9%	2 13%	- -	- -	- -	2 13%	1 25%	- -	1 13%
Don't Know	2 9%	2 13%	- -	- -	- -	2 13%	- -	2 20%	- -

Table C17: Māori Booster Sample: Messages taken from the Give children fruit and vegetables ad

	Total	Age of selected child(ren)		Household Income	
		8-12	5-7 and/or 13-16	\$30,001-\$70,000	\$70,001 or more
BASE: SEEN ADS	5 100%	4 100%	1 100%	3 100%	1 100%
Q17. MESSAGE					
Give children vegetables and fruit	1 20%	- -	1 100%	- -	1 100%
Make sure your children eat healthily	3 60%	3 75%	- -	2 67%	- -
It's not hard to give your children a healthy diet	1 20%	1 25%	- -	- -	- -
There are simple things you can do to give your children a healthy diet	1 20%	1 25%	- -	1 33%	- -
Home prepared snacks are better for kids	1 20%	1 25%	- -	- -	- -
Eat healthily	2 40%	2 50%	- -	1 33%	- -

Table C18: Pacific Booster Sample: Messages taken from the Give children fruit and vegetables ad

		Age of selected child(ren)	Ethnicity of parent/caregiver	Household Income
	Total	8-12	Samoaan	\$30,001-\$70,000
BASE: SEEN ADS	2 100%	2 100%	2 100%	1 100%
Q17. MESSAGE Give children vegetables and fruit	1 50%	1 50%	1 50%	- -
Don't Know	1 50%	1 50%	1 50%	1 100%

Table C19: Main Sample: Location where Give children fruit and vegetables ad seen or heard

		Age of selected child(ren)		Ethnicity of parent/caregiver			Household Income		
		8-12	5-7 and/or 13-16	Māori	Pacific	NZ Euro/ Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: SEEN ADS	Total	15	8	5	2	16	4	10	8
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q16. MEDIA									
Television	18	10	8	3	1	14	3	7	7
	78%	67%	100%	60%	50%	88%	75%	70%	88%
Schools/School newsletter	1	1	-	1	-	-	-	1	-
	4%	7%	-	20%	-	-	-	10%	-
Shop/supermarket notices	1	1	-	-	-	1	1	-	-
	4%	7%	-	-	-	6%	25%	-	-
Don't know	4	4	-	1	1	2	1	2	1
	17%	27%	-	20%	50%	13%	25%	20%	13%

Table C20: Māori Booster Sample: Location where Give children fruit and vegetables ad seen or heard

		Age of selected child(ren)		Household Income	
		8-12	5-7 and/or 13-16	\$30,001-\$70,000	\$70,001 or more
BASE: SEEN ADS	Total 5 100%	4 100%	1 100%	3 100%	1 100%
Q16. MEDIA Television	5 100%	4 100%	1 100%	3 100%	1 100%

Table C21: Pacific Booster Sample: Location where Give children fruit and vegetables ad seen or heard

		Age of selected child(ren)	Ethnicity of parent/caregiver	Household Income
	Total	8-12	Samoaan	\$30,001-\$70,000
BASE: SEEN ADS	2 100%	2 100%	2 100%	1 100%
Q16. MEDIA Television	1 50%	1 50%	1 50%	- -
Don't know	1 50%	1 50%	1 50%	1 100%

Table C22: Main Sample: Prompted recall of Give children fruit and vegetables ad

		Age of selected child(ren)		Ethnicity of parent/caregiver			Household Income			
		8-12	5-7 and/or 13-16	Māori	Pacific	NZ Euro/ Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more	
BASE: ALL RESPONDENTS	Total	741	393	348	109	53	579	118	269	293
		100%	100%	100%	100%	100%	100%	100%	100%	100%
Q19. CHILDREN GIVEN VEGETABLES AND FRUIT										
Yes		146	76	70	27	18	101	36	59	39
		20%	19%	20%	25%	34%	17%	31%**	22%	13%
No		577	306	271	78	33	466	79	202	248
		78%	78%	78%	72%	62%	80%**	67%	75%	85%***
Don't Know		18	11	7	4	2	12	3	8	6
		2%	3%	2%	4%	4%	2%	3%	3%	2%

Significantly different from the total at the: * 95%, ** 99%, *** 99.9% confidence level

Table C23: Māori Booster Sample: Prompted recall of Give children fruit and vegetables ad

		Age of selected child(ren)		Household Income		
		8-12	5-7 and/or 13-16	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: ALL RESPONDENTS	Total	118	73	43	85	28
	191	100%	100%	100%	100%	100%
Q19. CHILDREN GIVEN VEGETABLES AND FRUIT						
Yes	45	33	12	11	18	6
	24%	28%	16%	26%	21%	21%
No	139	80	59	30	64	20
	73%	68%	81%*	70%	75%	71%
Don't Know	7	5	2	2	3	2
	4%	4%	3%	5%	4%	7%

Significantly different from the total at the: * 95%, ** 99%, *** 99.9% confidence level

Table C24: Pacific Booster Sample: Prompted recall of Give children fruit and vegetables ad

		Age of selected child(ren)		Ethnicity of parent/caregiver					Household Income		
		8-12	5-7 and/or 13-16	Samoan	Cook Island Māori	Tongan	Niuean	Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: ALL RESPONDENTS	Total	165	82	108	55	44	15	34	54	91	36
	247	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q19. CHILDREN GIVEN VEGETABLES AND FRUIT											
Yes	69	38	31	27	16	12	4	15	18	29	10
	28%	23%	38%*	25%	29%	27%	27%	44%	33%	32%	28%
No	166	118	48	76	38	27	11	19	33	58	26
	67%	72%*	59%	70%	69%	61%	73%	56%	61%	64%	72%
Don't Know	12	9	3	5	1	5	-	-	3	4	-
	5%	5%	4%	5%	2%	11%	-	-	6%	4%	-

Significantly different from the total at the: * 95%, ** 99%, *** 99.9% confidence level

Table C25: Main Sample: Response to message to Give children fruit and vegetables

	Total	Age of selected child(ren)		Ethnicity of parent/caregiver			Household Income		
		8-12	5-7 and/or 13-16	Māori	Pacific	NZ Euro/ Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: AWARE OF AD	146 100%	76 100%	70 100%	27 100%	18 100%	101 100%	36 100%	59 100%	39 100%
Q26. RESPONSE									
We mostly do this and the ad hasn't changed this	94 64%	53 70%	41 59%	15 56%	5 28%	74 73%***	23 64%	39 66%	26 67%
We sometimes do this and the ad has prompted us to do it more often	40 27%	18 24%	22 31%	9 33%	10 56%	21 21%	11 31%	17 29%	7 18%
This is something we didn't do and the ad has prompted us to start to do it	9 6%	5 7%	4 6%	1 4%	2 11%	6 6%	1 3%	2 3%	6 15%
We don't do this and the ad hasn't changed this	3 2%	- -	3 4%	2 7%	1 6%	- -	1 3%	1 2%	- -

Significantly different from the total at the: * 95%, ** 99%, *** 99.9% confidence level

Table C26: Māori Booster Sample: Response to message to Give children fruit and vegetables

		Age of selected child(ren)		Household Income		
		8-12	5-7 and/or 13-16	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: AWARE OF AD	45 100%	33 100%	12 100%	11 100%	18 100%	6 100%
Q26. RESPONSE						
We mostly do this and the ad hasn't changed this	15 33%	11 33%	4 33%	2 18%	6 33%	4 67%
We sometimes do this and the ad has prompted us to do it more often	21 47%	15 45%	6 50%	6 55%	9 50%	- -
This is something we didn't do and the ad has prompted us to start to do it	7 16%	6 18%	1 8%	3 27%	2 11%	2 33%
We don't do this and the ad hasn't changed this	2 4%	1 3%	1 8%	- -	1 6%	- -

Table C27: Pacific Booster Sample: Response to message to Give children fruit and vegetables

	Total	Age of selected child(ren)		Ethnicity of parent/caregiver					Household Income		
		8-12	5-7 and/or 13-16	Samoaan	Cook Island Māori	Tongan	Niuean	Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: AWARE OF AD	69	38	31	27	16	12	4	15	18	29	10
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q26. RESPONSE											
We mostly do this and the ad hasn't changed this	20	12	8	9	4	3	1	5	6	10	3
	29%	32%	26%	33%	25%	25%	25%	33%	33%	34%	30%
We sometimes do this and the ad has prompted us to do it more often	38	19	19	15	9	5	3	8	8	15	5
	55%	50%	61%	56%	56%	42%	75%	53%	44%	52%	50%
This is something we didn't do and the ad has prompted us to start to do it	8	4	4	2	2	3	-	2	4	1	2
	12%	11%	13%	7%	13%	25%	-	13%	22%	3%	20%
We don't do this and the ad hasn't changed this	3	3	-	1	1	1	-	-	-	3	-
	4%	8%	-	4%	6%	8%	-	-	-	10%	-

Table C28: Main Sample: Messages taken from the Half the dinner plate should be vegetables ad

	Total	Age of selected child(ren)		Ethnicity of parent/caregiver		Household Income		
		8-12	5-7 and/or 13-16	Māori	NZ Euro/ Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: SEEN ADS	24 100%	14 100%	10 100%	3 100%	21 100%	2 100%	9 100%	9 100%
Q17. MESSAGE								
Eat together as a family	3 13%	2 14%	1 10%	- -	3 14%	- -	2 22%	1 11%
Make half of the plate or meal vegetables	13 54%	9 64%	4 40%	1 33%	12 57%	2 100%	5 56%	4 44%
Give children vegetables and fruit	1 4%	- -	1 10%	- -	1 5%	- -	- -	1 11%
Give children water or milk rather than sweet drinks	1 4%	- -	1 10%	1 33%	- -	- -	1 11%	- -
Make sure your children eat healthily	7 29%	3 21%	4 40%	1 33%	6 29%	- -	2 22%	4 44%
There are simple things you can do to give your children a healthy diet	1 4%	- -	1 10%	- -	1 5%	- -	- -	1 11%

	Total	Age of selected child(ren)		Ethnicity of parent/caregiver		Household Income		
		8-12	5-7 and/or 13-16	Māori	NZ Euro/ Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: SEEN ADS	24 100%	14 100%	10 100%	3 100%	21 100%	2 100%	9 100%	9 100%
Q17. MESSAGE								
Eat healthily	1 4%	1 7%	- -	- -	1 5%	- -	- -	1 11%
Eat 5 plus fruit and vegetables every day	4 17%	2 14%	2 20%	- -	4 19%	- -	2 22%	1 11%
Balanced diet	1 4%	1 7%	- -	1 33%	- -	- -	1 11%	- -
Don't Know	1 4%	1 7%	- -	- -	1 5%	- -	- -	- -

Table C29: Māori Booster Sample: Messages taken from the Half the dinner plate should be vegetables ad

	Total	Age of selected child(ren)		Household Income	
		8-12	5-7 and/or 13-16	\$30,000 or less	\$30,001-\$70,000
BASE: SEEN ADS	6 100%	4 100%	2 100%	2 100%	2 100%
Q17. MESSAGE					
Eat together as a family	1 17%	-	1 50%	-	-
Make half of the plate or meal vegetables	2 33%	1 25%	1 50%	-	-
Give children vegetables and fruit	2 33%	1 25%	1 50%	-	1 50%
Give children water or milk rather than sweet drinks	1 17%	-	1 50%	-	-
Make sure your children eat healthily	1 17%	1 25%	-	1 50%	-
It's not hard to give your children a healthy diet	1 17%	1 25%	-	-	1 50%

		Age of selected child(ren)		Household Income	
		8-12	5-7 and/or 13-16	\$30,000 or less	\$30,001-\$70,000
BASE: SEEN ADS	Total	4	2	2	2
		100%	100%	100%	100%
Q17. MESSAGE					
Healthier options	1	-	1	1	-
	17%	-	50%	50%	-

Table C30: Main Sample: Location where Half the dinner plate should be vegetables ad seen or heard

		Age of selected child(ren)		Ethnicity of parent/caregiver		Household Income		
		8-12	5-7 and/or 13-16	Māori	NZ Euro/ Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: SEEN ADS	Total 24 100%	14 100%	10 100%	3 100%	21 100%	2 100%	9 100%	9 100%
Q16. MEDIA Television	23 96%	13 93%	10 100%	3 100%	20 95%	2 100%	9 100%	9 100%
Don't know	1 4%	1 7%	- -	- -	1 5%	- -	- -	- -

Table C31: Māori Booster Sample: Location where Half the dinner plate should be vegetables ad seen or heard

		Age of selected child(ren)		Household Income	
	Total	8-12	5-7 and/or 13-16	\$30,000 or less	\$30,001-\$70,000
BASE: SEEN ADS	6 100%	4 100%	2 100%	2 100%	2 100%
Q16. MEDIA Television	6 100%	4 100%	2 100%	2 100%	2 100%

Table C32: Main Sample: Prompted recall of Half the dinner plate should be vegetables ad

		Age of selected child(ren)		Ethnicity of parent/caregiver			Household Income		
		8-12	5-7 and/or 13-16	Māori	Pacific	NZ Euro/ Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: ALL RESPONDENTS	Total 741 100%	393 100%	348 100%	109 100%	53 100%	579 100%	118 100%	269 100%	293 100%
Q20. HALF THE DINNER PLATE SHOULD BE VEGETABLES									
Yes	226 30%	119 30%	107 31%	40 37%	24 45%	162 28%	38 32%	91 34%	77 26%
No	501 68%	267 68%	234 67%	68 62%	28 53%	405 70%*	77 65%	174 65%	210 72%
Don't Know	14 2%	7 2%	7 2%	1 1%	1 2%	12 2%	3 3%	4 1%	6 2%

Significantly different from the total at the: * 95%, ** 99%, *** 99.9% confidence level

Table C33: Māori Booster Sample: Prompted recall of Half the dinner plate should be vegetables ad

		Age of selected child(ren)		Household Income		
		8-12	5-7 and/or 13-16	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: ALL RESPONDENTS	Total					
	191	118	73	43	85	28
	100%	100%	100%	100%	100%	100%
Q20. HALF THE DINNER PLATE SHOULD BE VEGETABLES						
Yes	85	52	33	25	34	9
	45%	44%	45%	58%	40%	32%
No	103	63	40	17	51	18
	54%	53%	55%	40%	60%	64%
Don't Know	3	3	-	1	-	1
	2%	3%	-	2%	-	4%

Table C34: Pacific Booster Sample: Prompted recall of Half the dinner plate should be vegetables ad

		Age of selected child(ren)		Ethnicity of parent/caregiver					Household Income		
		8-12	5-7 and/or 13-16	Samoan	Cook Island Māori	Tongan	Niuean	Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: ALL RESPONDENTS	Total	165	82	108	55	44	15	34	54	91	36
	247	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q20. HALF THE DINNER PLATE SHOULD BE VEGETABLES											
Yes	109	71	38	46	24	21	8	15	29	44	14
	44%	43%	46%	43%	44%	48%	53%	44%	54%	48%	39%
No	134	90	44	61	29	23	7	18	25	44	21
	54%	55%	54%	56%	53%	52%	47%	53%	46%	48%	58%
Don't Know	4	4	-	1	2	-	-	1	-	3	1
	2%	2%	-	1%	4%	-	-	3%	-	3%	3%

Table C35: Main Sample: Response to message that Half the dinner plate should be vegetables

	Total	Age of selected child(ren)		Ethnicity of parent/caregiver			Household Income		
		8-12	5-7 and/or 13-16	Māori	Pacific	NZ Euro/ Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: AWARE OF AD	226 100%	119 100%	107 100%	40 100%	24 100%	162 100%	38 100%	91 100%	77 100%
Q27. HALF DINNER PLATE SHOULD BE VEGE'S									
We mostly do this and the ad hasn't changed this	143 63%	79 66%	64 60%	23 58%	8 33%	112 69%**	20 53%	52 57%	57 74%*
We sometimes do this and the ad has prompted us to do it more often	62 27%	33 28%	29 27%	12 30%	10 42%	40 25%	13 34%	33 36%*	11 14%
This is something we didn't do and the ad has prompted us to start to do it	10 4%	4 3%	6 6%	3 8%	3 13%	4 2%	2 5%	5 5%	2 3%
We don't do this and the ad hasn't changed this	9 4%	3 3%	6 6%	1 3%	2 8%	6 4%	2 5%	1 1%	6 8%
Don't Know	1 0%	- -	1 1%	- -	1 4%	- -	- -	- -	1 1%
Other	1 0%	- -	1 1%	1 3%	- -	- -	1 3%	- -	- -

Significantly different from the total at the: * 95%, ** 99%, *** 99.9% confidence level

Table C36: Māori Booster Sample: Response to message that Half the dinner plate should be vegetables

		Age of selected child(ren)		Household Income		
		8-12	5-7 and/or 13-16	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: AWARE OF AD	Total 85 100%	52 100%	33 100%	25 100%	34 100%	9 100%
Q27. HALF DINNER PLATE SHOULD BE VEGETABLES						
We mostly do this and the ad hasn't changed this	41 48%	26 50%	15 45%	15 60%	14 41%	4 44%
We sometimes do this and the ad has prompted us to do it more often	33 39%	17 33%	16 48%	7 28%	14 41%	5 56%
This is something we didn't do and the ad has prompted us to start to do it	10 12%	8 15%	2 6%	2 8%	6 18%	- -
We don't do this and the ad hasn't changed this	1 1%	1 2%	- -	1 4%	- -	- -

Table C37: Pacific Booster Sample: Response to message that Half the dinner plate should be vegetables

	Total	Age of selected child(ren)		Ethnicity of parent/caregiver					Household Income		
		8-12	5-7 and/or 13-16	Samoan	Cook Island Māori	Tongan	Niuean	Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: AWARE OF AD	109 100%	71 100%	38 100%	46 100%	24 100%	21 100%	8 100%	15 100%	29 100%	44 100%	14 100%
Q27. HALF DINNER PLATE SHOULD BE VEGETABLES We mostly do this and the ad hasn't changed this	23 21%	16 23%	7 18%	11 24%	5 21%	1 5%	1 13%	5 33%	4 14%	11 25%	4 29%
We sometimes do this and the ad has prompted us to do it more often	59 54%	40 56%	19 50%	23 50%	11 46%	15 71%	6 75%	8 53%	19 66%	20 45%	7 50%
This is something we didn't do and the ad has prompted us to start to do it	17 16%	8 11%	9 24%	7 15%	4 17%	3 14%	1 13%	2 13%	4 14%	8 18%	2 14%
We don't do this and the ad hasn't changed this	8 7%	6 8%	2 5%	4 9%	2 8%	2 10%	- -	- -	2 7%	4 9%	1 7%
Don't Know	2 2%	1 1%	1 3%	1 2%	2 8%	- -	- -	- -	- -	1 2%	- -

Table C38: Main Sample: Messages taken from the Snacks don't need to come in packets ad

	Total	Age of selected child(ren)		Ethnicity of parent/caregiver		Household Income		
		8-12	5-7 and/or 13-16	Māori	NZ Euro/ Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: SEEN ADS	18 100%	7 100%	11 100%	4 100%	14 100%	4 100%	2 100%	10 100%
Q17. MESSAGE								
Eat together as a family	1 6%	- -	1 9%	- -	1 7%	- -	- -	1 10%
Snacks don't need to come in packets	5 28%	2 29%	3 27%	- -	5 36%	2 50%	1 50%	2 20%
Make sure your children eat healthily	5 28%	4 57%	1 9%	1 25%	4 29%	- -	- -	4 40%
It's not hard to give your children a healthy diet	4 22%	2 29%	2 18%	2 50%	2 14%	- -	1 50%	3 30%
<i>Feeding our Futures</i>	1 6%	- -	1 9%	1 25%	- -	- -	- -	- -
There are simple things you can do to give your children a healthy diet	2 11%	- -	2 18%	- -	2 14%	2 50%	- -	- -

		Age of selected child(ren)		Ethnicity of parent/caregiver		Household Income		
		8-12	5-7 and/or 13-16	Māori	NZ Euro/ Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: SEEN ADS	Total 18 100%	7 100%	11 100%	4 100%	14 100%	4 100%	2 100%	10 100%
Q17. MESSAGE Home prepared snacks are better for kids	2 11%	- -	2 18%	- -	2 14%	1 25%	- -	1 10%
Other	2 11%	- -	2 18%	- -	2 14%	- -	- -	2 20%
Don't Know	1 6%	1 14%	- -	- -	1 7%	1 25%	- -	- -

Table C39: Main Sample: Location where Snacks don't need to come in packets ad seen or heard

		Age of selected child(ren)		Ethnicity of parent/caregiver		Household Income		
		8-12	5-7 and/or 13-16	Māori	NZ Euro/ Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: SEEN ADS	Total	18	11	4	14	4	2	10
		100%	100%	100%	100%	100%	100%	100%
Q16. MEDIA								
Television	17	6	11	4	13	3	2	10
	94%	86%	100%	100%	93%	75%	100%	100%
Radio	1	-	1	1	-	-	-	-
	6%	-	9%	25%	-	-	-	-
Don't know	1	1	-	-	1	1	-	-
	6%	14%	-	-	7%	25%	-	-

Table C40: Main Sample: Prompted recall of Snacks don't need to come in packets ad

		Age of selected child(ren)		Ethnicity of parent/caregiver			Household Income			
		8-12	5-7 and/or 13-16	Māori	Pacific	NZ Euro/Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more	
BASE: ALL RESPONDENTS	Total	741	393	348	109	53	579	118	269	293
		100%	100%	100%	100%	100%	100%	100%	100%	100%
Q21. POPCORN AD										
Yes		203	109	94	38	21	144	43	76	66
		27%	28%	27%	35%	40%	25%	36%*	28%	23%
No		530	281	249	69	32	429	73	191	223
		72%	72%	72%	63%	60%	74%**	62%	71%	76%*
Don't Know		8	3	5	2	-	6	2	2	4
		1%	1%	1%	2%	-	1%	2%	1%	1%

Significantly different from the total at the: * 95%, ** 99%, *** 99.9% confidence level

Table C41: Māori Booster Sample: Prompted recall of Snacks don't need to come in packets ad

		Age of selected child(ren)		Household Income		
		8-12	5-7 and/or 13-16	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: ALL RESPONDENTS	Total	118	73	43	85	28
	100%	100%	100%	100%	100%	100%
Q21. POPCORN AD						
Yes	52	34	18	14	20	5
	27%	29%	25%	33%	24%	18%
No	135	81	54	28	62	23
	71%	69%	74%	65%	73%	82%
Don't Know	4	3	1	1	3	-
	2%	3%	1%	2%	4%	-

Table C42: Pacific Booster Sample: Prompted recall of Snacks don't need to come in packets ad

		Age of selected child(ren)		Ethnicity of parent/caregiver					Household Income		
		8-12	5-7 and/or 13-16	Samoan	Cook Island Māori	Tongan	Niuean	Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: ALL RESPONDENTS	Total	165	82	108	55	44	15	34	54	91	36
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q21. POPCORN AD											
Yes	68	45	23	26	19	14	5	7	22	25	8
	28%	27%	28%	24%	35%	32%	33%	21%	41%	27%	22%
No	165	112	53	80	33	25	8	24	31	58	24
	67%	68%	65%	74%*	60%	57%	53%	71%	57%	64%	67%
Don't Know	14	8	6	2	3	5	2	3	1	8	4
	6%	5%	7%	2%	5%	11%	13%	9%	2%	9%	11%

Significantly different from the total at the: * 95%, ** 99%, *** 99.9% confidence level

Table C43: Main Sample: Response to message that Snacks don't need to come in packets

	Total	Age of selected child(ren)		Ethnicity of parent/caregiver			Household Income		
		8-12	5-7 and/or 13-16	Māori	Pacific	NZ Euro/ Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: AWARE OF AD	203 100%	109 100%	94 100%	38 100%	21 100%	144 100%	43 100%	76 100%	66 100%
Q28. SNACKS DON'T NEED TO COME IN PACKETS									
We mostly give our children snacks that aren't from packets and the ad hasn't changed this	67 33%	35 32%	32 34%	7 18%	4 19%	56 39%**	12 28%	22 29%	24 36%
We sometimes give our children snacks that are not from packets and the ad has prompted us to do this more often	78 38%	49 45%*	29 31%	20 53%	7 33%	51 35%	13 30%	31 41%	29 44%
Most of the snacks we gave our children were from packets but the ad has prompted us to start giving snacks that are not from packets	29 14%	14 13%	15 16%	6 16%	2 10%	21 15%	8 19%	15 20%	4 6%
Most of the snacks we give our children are from packets and the ad hasn't changed this	22 11%	7 6%	15 16%	5 13%	5 24%	12 8%	7 16%	7 9%	7 11%
Other	2 1%	1 1%	1 1%	- -	1 5%	1 1%	2 5%	- -	- -
Don't Know	5 2%	3 3%	2 2%	- -	2 10%	3 2%	1 2%	1 1%	2 3%

Significantly different from the total at the: * 95%, ** 99%, *** 99.9% confidence level

Table C44: Māori Booster Sample: Response to message that Snacks don't need to come in packets

	Total	Age of selected child(ren)		Household Income		
		8-12	5-7 and/or 13-16	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: AWARE OF AD	52 100%	34 100%	18 100%	14 100%	20 100%	5 100%
Q28. SNACKS DON'T NEED TO COME IN PACKETS AD We mostly give our children snacks that aren't from packets and the ad hasn't changed this	11 21%	9 26%	2 11%	4 29%	3 15%	1 20%
We sometimes give our children snacks that are not from packets and the ad has prompted us to do this more often	18 35%	9 26%	9 50%	4 29%	7 35%	2 40%
Most of the snacks we gave our children were from packets but the ad has prompted us to start giving snacks that are not from packets	18 35%	13 38%	5 28%	4 29%	8 40%	1 20%
Most of the snacks we give our children are from packets and the ad hasn't changed this	5 10%	3 9%	2 11%	2 14%	2 10%	1 20%

Table C45: Pacific Booster Sample: Response to message that Snacks don't need to come in packets

		Age of selected child(ren)		Ethnicity of parent/caregiver					Household Income		
	Total	8-12	5-7 and/or 13-16	Samoan	Cook Island Māori	Tongan	Niuean	Other	\$30,000 or less	\$30,001 - \$70,000	\$70,001 or more
BASE: AWARE OF AD	68 100%	45 100%	23 100%	26 100%	19 100%	14 100%	5 100%	7 100%	22 100%	25 100%	8 100%
Q28. SNACKS DON'T NEED TO COME IN PACKS We mostly give our children snacks that aren't from packets and the ad hasn't changed this	14 21%	10 22%	4 17%	6 23%	3 16%	2 14%	- -	3 43%	5 23%	5 20%	1 13%
We sometimes give our children snacks that are not from packets and the ad has prompted us to do this more often	24 35%	16 36%	8 35%	9 35%	7 37%	7 50%	2 40%	1 14%	7 32%	8 32%	3 38%
Most of the snacks we gave our children were from packets but the ad has prompted us to start giving snacks that are not from packets	19 28%	14 31%	5 22%	7 27%	5 26%	4 29%	2 40%	1 14%	6 27%	7 28%	3 38%
Most of the snacks we give our children are from packets and the ad hasn't changed this	9 13%	3 7%	6 26%	3 12%	3 16%	1 7%	- -	2 29%	3 14%	4 16%	1 13%
Other	1 1%	1 2%	- -	- -	- -	- -	1 20%	- -	1 5%	- -	- -
Don't Know	1 1%	1 2%	- -	1 4%	1 5%	- -	- -	- -	- -	1 4%	- -

Table C46: Main Sample: Messages taken from the Families should eat together ad

	Total	Age of selected child(ren)		Ethnicity of parent/caregiver			Household Income		
		8-12	5-7 and/or 13-16	Māori	Pacific	NZ Euro/Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: SEEN ADS	16 100%	8 100%	8 100%	1 100%	1 100%	14 100%	1 100%	5 100%	8 100%
Q17. MESSAGE									
Eat together as a family	6 38%	4 50%	2 25%	1 100%	1 100%	4 29%	- -	2 40%	2 25%
Make half of the plate or meal vegetables	1 6%	- -	1 13%	- -	- -	1 7%	- -	1 20%	- -
Give children vegetables and fruit	1 6%	- -	1 13%	- -	- -	1 7%	- -	- -	1 13%
Give children water or milk rather than sweet drinks	1 6%	- -	1 13%	- -	- -	1 7%	1 100%	- -	- -
Involve children in food preparation	2 13%	2 25%	- -	- -	- -	2 14%	- -	1 20%	1 13%
Snacks don't need to come in packets	1 6%	1 13%	- -	- -	- -	1 7%	- -	1 20%	- -

		Age of selected child(ren)		Ethnicity of parent/caregiver			Household Income		
		8-12	5-7 and/or 13-16	Māori	Pacific	NZ Euro/ Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: SEEN ADS	16 100%	8 100%	8 100%	1 100%	1 100%	14 100%	1 100%	5 100%	8 100%
Q17. MESSAGE									
Make sure your children eat healthily	5 31%	1 13%	4 50%	1 100%	- -	4 29%	1 100%	2 40%	2 25%
It's not hard to give your children a healthy diet	1 6%	- -	1 13%	- -	- -	1 7%	- -	- -	1 13%
<i>Feeding our Futures</i>	1 6%	1 13%	- -	- -	- -	1 7%	- -	1 20%	- -
Home prepared snacks are better for kids	1 6%	1 13%	- -	- -	- -	1 7%	- -	1 20%	- -
Eat 5 plus fruit and vegetables every day	1 6%	1 13%	- -	- -	- -	1 7%	- -	1 20%	- -
Balanced diet	1 6%	1 13%	- -	- -	- -	1 7%	- -	1 20%	- -
Other	1 6%	1 13%	- -	- -	- -	1 7%	- -	- -	1 13%
Don't Know	1 6%	- -	1 13%	- -	- -	1 7%	- -	- -	1 13%

Table C47: Māori Booster Sample: Messages taken from the Families should eat together ad

		Age of selected child(ren)		Household Income
		8-12	5-7 and/or 13-16	\$30,001-\$70,000
BASE: SEEN ADS	Total 2 100%	1 100%	1 100%	1 100%
Q17. MESSAGE Eat together as a family	2 100%	1 100%	1 100%	1 100%
Make sure your children eat healthily	1 50%	1 100%	- -	1 100%

Table C48: Pacific Booster Sample: Messages taken from the Families should eat together ad

		Age of selected child(ren)		Ethnicity of parent/caregiver	Household Income
	Total	8-12	5-7 and/or 13-16		
BASE: SEEN ADS	2 100%	1 100%	1 100%	2 100%	2 100%
Q17. MESSAGE There are simple things you can do to give your children a healthy diet	1 50%	1 100%	- -	1 50%	1 50%
Don't Know	1 50%	- -	1 100%	1 50%	1 50%

Table C49: Main Sample: Location where Families should eat together ad seen or heard

		Age of selected child(ren)		Ethnicity of parent/caregiver			Household Income		
		8-12	5-7 and/or 13-16	Māori	Pacific	NZ Euro/Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: SEEN ADS	Total 16 100%	8 100%	8 100%	1 100%	1 100%	14 100%	1 100%	5 100%	8 100%
Q16. MEDIA Television	13 81%	6 75%	7 88%	1 100%	1 100%	11 79%	1 100%	5 100%	5 63%
Launch of <i>Feeding our Futures</i>	1 6%	1 13%	- -	- -	- -	1 7%	- -	- -	1 13%
Don't know	2 13%	1 13%	1 13%	- -	- -	2 14%	- -	- -	2 25%

Table C50: Māori Booster Sample: Location where Families should eat together ad seen or heard

		Age of selected child(ren)		Household Income
	Total	8-12	5-7 and/or 13-16	\$30,001-\$70,000
BASE: SEEN ADS	2 100%	1 100%	1 100%	1 100%
Q16. MEDIA Television	2 100%	1 100%	1 100%	1 100%

Table C51: Pacific Booster Sample: Location where Families should eat together ad seen or heard

		Age of selected child(ren)		Ethnicity of parent/caregiver	Household Income
	Total	8-12	5-7 and/or 13-16		
BASE: SEEN ADS	2 100%	1 100%	1 100%	Samoan 2 100%	\$30,001-\$70,000 2 100%
Q16. MEDIA Television	1 50%	1 100%	- -	1 50%	1 50%
Don't know	1 50%	- -	1 100%	1 50%	1 50%

Table C52: Main Sample: Prompted recall of Families should eat together ad

		Age of selected child(ren)		Ethnicity of parent/caregiver			Household Income			
		8 to 12	5-7 and/or 13-16	Māori	Pacific	NZ Euro/ Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more	
BASE: ALL RESPONDENTS	Total	741	393	348	109	53	579	118	269	293
		100%	100%	100%	100%	100%	100%	100%	100%	100%
Q22. FAMILY AD										
Yes		197	111	86	34	24	139	42	76	58
		27%	28%	25%	31%	45%	24%	36%*	28%	20%
No		529	270	259	74	28	427	75	184	230
		71%	69%	74%	68%	53%	74%**	64%	68%	78%***
Don't Know		15	12	3	1	1	13	1	9	5
		2%	3%	1%	1%	2%	2%	1%	3%	2%

Significantly different from the total at the: * 95%, ** 99%, *** 99.9% confidence level

Table C53: Māori Booster Sample: Prompted recall of Families should eat together ad

		Age of selected child(ren)		Household Income		
		8-12	5-7 and/or 13-16	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: ALL RESPONDENTS	Total	118	73	43	85	28
	100%	100%	100%	100%	100%	100%
Q22. FAMILY AD						
Yes	83	54	29	21	34	12
	43%	46%	40%	49%	40%	43%
No	105	62	43	22	51	13
	55%	53%	59%	51%	60%	46%
Don't Know	3	2	1	-	-	3
	2%	2%	1%	-	-	11%

Table C54: Pacific Booster Sample: Prompted recall of Families should eat together ad

		Age of selected child(ren)		Ethnicity of parent/caregiver					Household Income		
		8-12	5-7 and/or 13-16	Samoan	Cook Island Māori	Tongan	Niuean	Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: ALL RESPONDENTS	Total	165	82	108	55	44	15	34	54	91	36
	247	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q22. FAMILY AD											
Yes	88	57	31	34	23	15	6	10	23	35	14
	36%	35%	38%	31%	42%	34%	40%	29%	43%	38%	39%
No	151	104	47	71	29	28	9	22	30	53	20
	61%	63%	57%	66%	53%	64%	60%	65%	56%	58%	56%
Don't Know	8	4	4	3	3	1	-	2	1	3	2
	3%	2%	5%	3%	5%	2%	-	6%	2%	3%	6%

Table C55: Main Sample: Response to message that Families should eat together

	Total	Age of selected child(ren)		Ethnicity of parent/caregiver			Household Income		
		8-12	5-7 and/or 13-16	Māori	Pacific	NZ Euro/Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: AWARE OF AD	197 100%	111 100%	86 100%	34 100%	24 100%	139 100%	42 100%	76 100%	58 100%
Q29. FAMILIES EAT TOGETHER									
We mostly do this and the ad hasn't changed this	151 77%	83 75%	68 79%	24 71%	13 54%	114 82%**	33 79%	56 74%	46 79%
We sometimes do this and the ad has prompted us to do it more often	30 15%	20 18%	10 12%	4 12%	7 29%	19 14%	6 14%	14 18%	7 12%
This is something we didn't do and the ad has prompted us to start to do it	6 3%	2 2%	4 5%	1 3%	3 13%	2 1%	1 2%	2 3%	3 5%
We don't do this and the ad hasn't changed this	10 5%	6 5%	4 5%	5 15%	1 4%	4 3%	2 5%	4 5%	2 3%

Significantly different from the total at the: * 95%, ** 99%, *** 99.9% confidence level

Table C56: Māori Booster Sample: Response to message that Families should eat together

	Total	Age of selected child(ren)		Household Income		
		8-12	5-7 and/or 13-16	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: AWARE OF AD	83 100%	54 100%	29 100%	21 100%	34 100%	12 100%
Q29. FAMILIES EAT TOGETHER						
We mostly do this and the ad hasn't changed this	48 58%	33 61%	15 52%	13 62%	17 50%	9 75%
We sometimes do this and the ad has prompted us to do it more often	25 30%	16 30%	9 31%	5 24%	12 35%	2 17%
This is something we didn't do and the ad has prompted us to start to do it	8 10%	4 7%	4 14%	2 10%	4 12%	1 8%
We don't do this and the ad hasn't changed this	2 2%	1 2%	1 3%	1 5%	1 3%	- -

Table C57 Pacific Booster Sample: Response to message that Families should eat together

	Total	Age of selected child(ren)		Ethnicity of parent/caregiver					Household Income		
		8-12	5-7 and/or 13-16	Samoan	Cook Island Māori	Tongan	Niuean	Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: AWARE OF AD	88 100%	57 100%	31 100%	34 100%	23 100%	15 100%	6 100%	10 100%	23 100%	35 100%	14 100%
Q29. FAMILIES EAT TOGETHER											
We mostly do this and the ad hasn't changed this	43 49%	27 47%	16 52%	14 41%	12 52%	8 53%	3 50%	6 60%	10 43%	17 49%	7 50%
We sometimes do this and the ad has prompted us to do it more often	27 31%	19 33%	8 26%	12 35%	6 26%	6 40%	2 33%	1 10%	8 35%	12 34%	3 21%
This is something we didn't do and the ad has prompted us to start to do it	12 14%	6 11%	6 19%	6 18%	3 13%	- -	1 17%	2 20%	4 17%	4 11%	2 14%
We don't do this and the ad hasn't changed this	5 6%	4 7%	1 3%	2 6%	2 9%	1 7%	- -	- -	1 4%	2 6%	1 7%
Other	1 1%	1 2%	- -	- -	- -	- -	- -	1 10%	- -	- -	1 7%

Table C58: Main Sample: Messages taken from the Involve children in food preparation ad

		Age of selected child(ren)		Ethnicity of parent/caregiver		Household Income		
		8-12	5-7 and/or 13-16	Māori	NZ Euro/ Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
	Total							
BASE: SEEN ADS	11 100%	4 100%	7 100%	1 100%	10 100%	1 100%	4 100%	3 100%
Q17. MESSAGE								
Eat together as a family	1 9%	1 25%	- -	- -	1 10%	- -	- -	- -
Involve children in food preparation	3 27%	2 50%	1 14%	- -	3 30%	- -	1 25%	2 67%
Make sure your children eat healthily	6 55%	2 50%	4 57%	1 100%	5 50%	1 100%	3 75%	- -
It's not hard to give your children a healthy diet	1 9%	- -	1 14%	- -	1 10%	- -	1 25%	- -
Other	1 9%	- -	1 14%	- -	1 10%	- -	- -	- -
Don't Know	1 9%	- -	1 14%	- -	1 10%	- -	- -	1 33%

Table C59: Māori Booster Sample: Messages taken from the Involve children in food preparation ad

		Age of selected child(ren)		Household Income
	Total	8-12	5-7 and/or 13-16	\$70,001 or more
BASE: SEEN ADS	2	1	1	1
	100%	100%	100%	100%
Q17. MESSAGE Involve children in food preparation	2	1	1	1
	100%	100%	100%	100%

Table C60: Pacific Booster Sample: Messages taken from the Involve children in food preparation ad

		Age of selected child(ren)	Ethnicity of parent/caregiver		Household Income	
			Samoan	Tongan	\$30,001- \$70,000	\$70,001 or more
	Total	5-7 and/or 13-16				
BASE: SEEN ADS	2 100%	2 100%	1 100%	1 100%	1 100%	1 100%
Q17. MESSAGE Involve children in food preparation	1 50%	1 50%	1 100%	- -	1 100%	- -
Eat healthily	1 50%	1 50%	- -	1 100%	- -	1 100%

Table C61: Main Sample: Location where Involve children in food preparation ad seen or heard

		Age of selected child(ren)		Ethnicity of parent/caregiver		Household Income		
		8-12	5-7 and/or 13-16	Māori	NZ Euro/ Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: SEEN ADS	Total 11 100%	4 100%	7 100%	1 100%	10 100%	1 100%	4 100%	3 100%
Q16. MEDIA Television	10 91%	3 75%	7 100%	1 100%	9 90%	1 100%	4 100%	2 67%
Launch of <i>Feeding our Futures</i>	1 9%	1 25%	- -	- -	1 10%	- -	- -	1 33%

Table C62: Māori Booster Sample: Location where Involve children in food preparation ad seen or heard

		Age of selected child(ren)		Household Income
	Total	8-12	5-7 and/or 13-16	\$70,001 or more
BASE: SEEN ADS	2 100%	1 100%	1 100%	1 100%
Q16. MEDIA Television	2 100%	1 100%	1 100%	1 100%

Table C63: Pacific Booster Sample: Location where Involve children in food preparation ad seen or heard

		Age of selected child(ren)	Ethnicity of parent/caregiver		Household Income	
			Samoan	Tongan	\$30,001- \$70,000	\$70,001 or more
	Total	5-7 and/or 13-16				
BASE: SEEN ADS	2 100%	2 100%	1 100%	1 100%	1 100%	1 100%
Q16. MEDIA Television	1 50%	1 50%	- -	1 100%	- -	1 100%
Don't know	1 50%	1 50%	1 100%	- -	1 100%	- -

Table C64: Main Sample: Prompted recall of Involve children in food preparation ad

		Age of selected child(ren)		Ethnicity of parent/caregiver			Household Income		
		8-12	5-7 and/or 13-16	Māori	Pacific	NZ Euro/ Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: ALL RESPONDENTS	Total								
	741	393	348	109	53	579	118	269	293
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q23. SNORKELLING MASK AD									
Yes	250	133	117	42	21	187	45	87	96
	34%	34%	34%	39%	40%	32%	38%	32%	33%
No	473	247	226	62	31	380	70	176	189
	64%	63%	65%	57%	58%	66%	59%	65%	65%
Don't Know	18	13	5	5	1	12	3	6	8
	2%	3%	1%	5%	2%	2%	3%	2%	3%

Table C65: Māori Booster Sample: Prompted recall of Involve children in food preparation ad

		Age of selected child(ren)		Household Income		
		8-12	5-7 and/or 13-16	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: ALL RESPONDENTS	Total	118	73	43	85	28
	100%	100%	100%	100%	100%	100%
Q23. SNORKELLING MASK AD						
Yes	73	46	27	17	29	8
	38%	39%	37%	40%	34%	29%
No	114	71	43	24	54	20
	60%	60%	59%	56%	64%	71%
Don't Know	4	1	3	2	2	-
	2%	1%	4%	5%	2%	-

Table C66: Pacific Booster Sample: Prompted recall of Involve children in food preparation ad

		Age of selected child(ren)		Ethnicity of parent/caregiver					Household Income		
		8-12	5-7 and/or 13-16	Samoan	Cook Island Māori	Tongan	Niuean	Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: ALL RESPONDENTS	Total	165	82	108	55	44	15	34	54	91	36
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q23. SNORKELLING MASK AD											
Yes	76	53	23	30	17	18	6	10	16	33	11
	31%	32%	28%	28%	31%	41%	40%	29%	30%	36%	31%
No	162	108	54	72	36	25	9	24	36	54	24
	66%	65%	66%	67%	65%	57%	60%	71%	67%	59%	67%
Don't Know	9	4	5	6	2	1	-	-	2	4	1
	4%	2%	6%	6%	4%	2%	-	-	4%	4%	3%

Figure C67: Main Sample: Response to message to Involve children in food preparation

	Total	Age of selected child(ren)		Ethnicity of parent/caregiver			Household Income		
		8-12	5-7 and/or 13-16	Māori	Pacific	NZ Euro/ Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: AWARE OF AD	250 100%	133 100%	117 100%	42 100%	21 100%	187 100%	45 100%	87 100%	96 100%
Q30. INVOLVE CHILDREN									
We mostly do this and the ad hasn't changed this	108 43%	58 44%	50 43%	23 55%	6 29%	79 42%	19 42%	28 32%	49 51%*
We sometimes do this and the ad has prompted us to do it more often	95 38%	52 39%	43 37%	11 26%	10 48%	74 40%	16 36%	42 48%*	30 31%
This is something we didn't do and the ad has prompted us to start to do it	17 7%	9 7%	8 7%	3 7%	4 19%	10 5%	5 11%	6 7%	6 6%
We don't do this and the ad hasn't changed this	25 10%	10 8%	15 13%	4 10%	- -	21 11%	4 9%	9 10%	10 10%
Don't Know	3 1%	2 2%	1 1%	1 2%	- -	2 1%	- -	2 2%	- -
Other	2 1%	2 2%	- -	- -	1 5%	1 1%	1 2%	- -	1 1%

Significantly different from the total at the: * 95%, ** 99%, *** 99.9% confidence level

Figure C68: Māori Booster Sample: Response to message to Involve children in food preparation

	Total	Age of selected child(ren)		Household Income		
		8-12	5-7 and/or 13-16	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: AWARE OF AD	73 100%	46 100%	27 100%	17 100%	29 100%	8 100%
Q30. INVOLVE CHILDREN						
We mostly do this and the ad hasn't changed this	33 45%	23 50%	10 37%	8 47%	16 55%	5 63%
We sometimes do this and the ad has prompted us to do it more often	26 36%	18 39%	8 30%	6 35%	11 38%	1 13%
This is something we didn't do and the ad has prompted us to start to do it	9 12%	4 9%	5 19%	1 6%	2 7%	2 25%
We don't do this and the ad hasn't changed this	5 7%	1 2%	4 15%	2 12%	- -	- -

Table C69: Pacific Booster Sample: Response to message to Involve children in food preparation

		Age of selected child(ren)		Ethnicity of parent/caregiver					Household Income		
		8-12	5-7 and/or 13-16	Samoan	Cook Island Māori	Tongan	Niuean	Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: AWARE OF AD	76 100%	53 100%	23 100%	30 100%	17 100%	18 100%	6 100%	10 100%	16 100%	33 100%	11 100%
Q30. INVOLVE CHILDREN											
We mostly do this and the ad hasn't changed this	14 18%	8 15%	6 26%	6 20%	4 24%	3 17%	- -	2 20%	2 13%	10 30%	- -
We sometimes do this and the ad has prompted us to do it more often	39 51%	27 51%	12 52%	15 50%	7 41%	10 56%	4 67%	5 50%	9 56%	13 39%	8 73%
This is something we didn't do and the ad has prompted us to start to do it	16 21%	14 26%	2 9%	6 20%	4 24%	5 28%	2 33%	1 10%	3 19%	7 21%	1 9%
We don't do this and the ad hasn't changed this	7 9%	4 8%	3 13%	3 10%	2 12%	- -	- -	2 20%	2 13%	3 9%	2 18%

Table C70: Main Sample: Messages taken from the Offer water or milk to drink ad

	Total	Age of selected child(ren)		Ethnicity of parent/caregiver			Household Income		
		8-12	5-7 and/or 13-16	Māori	Pacific	NZ Euro/Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: SEEN ADS	45 100%	23 100%	22 100%	3 100%	3 100%	39 100%	5 100%	16 100%	20 100%
Q17. MESSAGE									
Give children vegetables and fruit	1 2%	-	1 5%	-	-	1 3%	-	-	1 5%
Give children water or milk rather than sweet drinks	35 78%	19 83%	16 73%	2 67%	3 100%	30 77%	5 100%	14 88%	13 65%
Make sure your children eat healthily	5 11%	2 9%	3 14%	1 33%	-	4 10%	-	2 13%	3 15%
It's not hard to give your children a healthy diet	2 4%	1 4%	1 5%	-	-	2 5%	1 20%	1 6%	-
<i>Feeding our Futures</i>	1 2%	-	1 5%	-	-	1 3%	-	-	1 5%
There are simple things you can do to give your children a healthy diet	1 2%	-	1 5%	-	-	1 3%	-	-	1 5%

		Age of selected child(ren)		Ethnicity of parent/caregiver			Household Income		
		8-12	5-7 and/or 13-16	Māori	Pacific	NZ Euro/ Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: SEEN ADS	Total	23	22	3	3	39	5	16	20
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q17. MESSAGE									
Eat healthily	1	-	1	-	-	1	-	-	1
	2%	-	5%	-	-	3%	-	-	5%
It is the adults responsibility to make sure children eat healthily	2	2	-	-	-	2	-	1	1
	4%	9%	-	-	-	5%	-	6%	5%
Other	7	3	4	-	1	6	-	1	5
	16%	13%	18%	-	33%	15%	-	6%	25%

Table C71: Māori Booster Sample: Messages taken from the Offer water or milk to drink ad

		Age of selected child(ren)		Household Income	
		8-12	5-7 and/or 13-16	\$30,001-\$70,000	\$70,001 or more
	Total				
BASE: SEEN ADS	11 100%	4 100%	7 100%	3 100%	2 100%
Q17. MESSAGE Give children water or milk rather than sweet drinks	9 82%	2 50%	7 100%	2 67%	1 50%
Eat healthily	1 9%	1 25%	- -	1 33%	- -
Swap to win/let's beat diabetes	1 9%	- -	1 14%	- -	- -
Look for the healthy heart tick	1 9%	- -	1 14%	- -	- -
Don't Know	1 9%	1 25%	- -	- -	1 50%

Table C72: Pacific Booster Sample: Messages taken from the Offer water or milk to drink ad

	Total	Age of selected child(ren)		Ethnicity of parent/caregiver					Household Income		
		8-12	5-7 and/or 13-16	Samoan	Cook Island Māori	Tongan	Niuean	Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: SEEN ADS	11 100%	7 100%	4 100%	7 100%	2 100%	1 100%	1 100%	1 100%	3 100%	2 100%	4 100%
Q17. MESSAGE Give children water or milk rather than sweet drinks	10 91%	7 100%	3 75%	6 86%	2 100%	1 100%	1 100%	1 100%	3 100%	2 100%	3 75%
There are simple things you can do to give your children a healthy diet	1 9%	- -	1 25%	1 14%	- -	- -	- -	- -	- -	- -	1 25%
Eat healthily	1 9%	1 14%	- -	- -	- -	- -	1 100%	- -	- -	- -	- -

Table C73 Main Sample: Location where Offer water or milk to drink ad seen or heard

	Total	Age of selected child(ren)		Ethnicity of parent/caregiver			Household Income		
		8-12	5-7 and/or 13-16	Māori	Pacific	NZ Euro/Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: SEEN ADS	45 100%	23 100%	22 100%	3 100%	3 100%	39 100%	5 100%	16 100%	20 100%
Q16. MEDIA									
Television	43 96%	22 96%	21 95%	3 100%	3 100%	37 95%	5 100%	15 94%	19 95%
Radio	1 2%	1 4%	- -	- -	- -	1 3%	- -	- -	- -
Schools/School newsletter	1 2%	1 4%	- -	1 33%	- -	- -	- -	1 6%	- -
Launch of <i>Feeding our Futures</i>	1 2%	1 4%	- -	- -	- -	1 3%	- -	- -	1 5%
Don't know	1 2%	- -	1 5%	- -	- -	1 3%	- -	1 6%	- -

Table C74: Māori Booster Sample: Location where Offer water or milk to drink ad seen or heard

		Age of selected child(ren)		Household Income	
		8-12	5-7 and/or 13-16	\$30,001-\$70,000	\$70,001 or more
	Total				
BASE: SEEN ADS	11 100%	4 100%	7 100%	3 100%	2 100%
Q16. MEDIA					
Television	11 100%	4 100%	7 100%	3 100%	2 100%
National Newspaper	2 18%	- -	2 29%	1 33%	- -
Community Newspaper	1 9%	- -	1 14%	- -	- -
Magazine	1 9%	- -	1 14%	- -	- -
Shop display e.g at pharmacies	1 9%	- -	1 14%	1 33%	- -
Shop/supermarket notices	1 9%	- -	1 14%	- -	- -

Table C75: Pacific Booster Sample: Location where Offer water or milk to drink ad seen or heard

		Age of selected child(ren)		Ethnicity of parent/caregiver					Household Income		
		8-12	5-7 and/or 13-16	Samoan	Cook Island Māori	Tongan	Niuean	Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: SEEN ADS	Total 11 100%	7 100%	4 100%	7 100%	2 100%	1 100%	1 100%	1 100%	3 100%	2 100%	4 100%
Q16. MEDIA Television	10 91%	6 86%	4 100%	7 100%	1 50%	1 100%	1 100%	1 100%	3 100%	2 100%	3 75%
Shop/supermarket notices	1 9%	1 14%	- -	- -	1 50%	- -	- -	- -	- -	- -	1 25%

Table C76: Main Sample: Prompted recall of Offer water or milk to drink ad

	Total	Age of selected child(ren)		Ethnicity of parent/caregiver			Household Income		
		8-12	5-7 and/or 13-16	Māori	Pacific	NZ Euro/ Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: ALL RESPONDENTS	741 100%	393 100%	348 100%	109 100%	53 100%	579 100%	118 100%	269 100%	293 100%
Q24. NOTHING TO DRINK AD									
Yes	390 53%	202 51%	188 54%	62 57%	33 62%	295 51%	77 65%**	146 54%	134 46%
No	341 46%	185 47%	156 45%	44 40%	19 36%	278 48%*	41 35%	118 44%	154 53%**
Don't Know	10 1%	6 2%	4 1%	3 3%	1 2%	6 1%	- -	5 2%	5 2%

Significantly different from the total at the: * 95%, ** 99%, *** 99.9% confidence level

Table C77: Māori Booster Sample: Prompted recall of Offer water or milk to drink ad

		Age of selected child(ren)		Household Income		
		8-12	5-7 and/or 13-16	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: ALL RESPONDENTS	Total					
	191	118	73	43	85	28
	100%	100%	100%	100%	100%	100%
Q24. NOTHING TO DRINK AD						
Yes	111	63	48	21	51	16
	58%	53%	66%	49%	60%	57%
No	77	54	23	20	34	11
	40%	46%	32%	47%	40%	39%
Don't Know	3	1	2	2	-	1
	2%	1%	3%	5%	-	4%

Table C78: Pacific Booster Sample: Prompted recall of Offer water or milk to drink ad

		Age of selected child(ren)		Ethnicity of parent/caregiver					Household Income		
		8-12	5-7 and/or 13-16	Samoan	Cook Island Māori	Tongan	Niuean	Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: ALL RESPONDENTS	Total	165	82	108	55	44	15	34	54	91	36
Q24. NOTHING TO DRINK AD	247 100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	132 53%	85 52%	47 57%	52 48%	33 60%	20 45%	11 73%	21 62%	31 57%	56 62%	20 56%
No	109 44%	75 45%	34 41%	53 49%	21 38%	21 48%	3 20%	13 38%	20 37%	33 36%	16 44%
Don't Know	6 2%	5 3%	1 1%	3 3%	1 2%	3 7%	1 7%	- -	3 6%	2 2%	- -

Table C79: Main Sample: Response to message to Offer children water or milk to drink

		Age of selected child(ren)		Ethnicity of parent/caregiver			Household Income		
		8-12	5-7 and/or 13-16	Māori	Pacific	NZ Euro/Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: AWARE OF AD	Total 390 100%	202 100%	188 100%	62 100%	33 100%	295 100%	77 100%	146 100%	134 100%
Q31. WATER INSTEAD OF SWEET DRINKS									
We mostly do this and the ad hasn't changed this	251 64%	136 67%	115 61%	36 58%	15 45%	200 68%*	49 64%	84 58%	99 74%**
We sometimes do this and the ad has prompted us to do it more often	108 28%	52 26%	56 30%	20 32%	13 39%	75 25%	19 25%	53 36%**	28 21%
This is something we didn't do and the ad has prompted us to start to do it	14 4%	8 4%	6 3%	4 6%	3 9%	7 2%	5 6%	4 3%	1 1%
We don't do this and the ad hasn't changed this	14 4%	6 3%	8 4%	2 3%	2 6%	10 3%	3 4%	5 3%	5 4%
Don't Know	3 1%	- -	3 2%	- -	- -	3 1%	1 1%	- -	1 1%

Significantly different from the total at the: * 95%, ** 99%, *** 99.9% confidence level

Table C80: Māori Booster Sample: Response to message to Offer children water or milk to drink

		Age of selected child(ren)		Household Income			
		8-12	5-7 and/or 13-16	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more	
BASE: AWARE OF AD	Total	111	63	48	21	51	16
		100%	100%	100%	100%	100%	100%
Q31. WATER INSTEAD OF SWEET DRINKS							
We mostly do this and the ad hasn't changed this		61	38	23	11	29	10
		55%	60%	48%	52%	57%	63%
We sometimes do this and the ad has prompted us to do it more often		40	20	20	8	16	4
		36%	32%	42%	38%	31%	25%
This is something we didn't do and the ad has prompted us to start to do it		8	4	4	2	6	-
		7%	6%	8%	10%	12%	-
We don't do this and the ad hasn't changed this		2	1	1	-	-	2
		2%	2%	2%	-	-	13%

Table C81: Pacific Booster Sample: Response to message to Offer children water or milk to drink

	Total	Age of selected child(ren)		Ethnicity of parent/caregiver					Household Income		
		8-12	5-7 and/or 13-16	Samoan	Cook Island Māori	Tongan	Niuean	Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: AWARE OF AD	132 100%	85 100%	47 100%	52 100%	33 100%	20 100%	11 100%	21 100%	31 100%	56 100%	20 100%
Q31. WATER INSTEAD OF SWEET DRINKS											
We mostly do this and the ad hasn't changed this	46 35%	32 38%	14 30%	18 35%	12 36%	8 40%	2 18%	8 38%	10 32%	20 36%	10 50%
We sometimes do this and the ad has prompted us to do it more often	65 49%	37 44%	28 60%	23 44%	16 48%	11 55%	6 55%	11 52%	17 55%	22 39%	8 40%
This is something we didn't do and the ad has prompted us to start to do it	16 12%	12 14%	4 9%	9 17%	4 12%	1 5%	3 27%	- -	4 13%	10 18%	1 5%
We don't do this and the ad hasn't changed this	5 4%	4 5%	1 2%	2 4%	1 3%	- -	- -	2 10%	- -	4 7%	1 5%

Table C82: Main Sample: Messages taken from Feeding our Futures radio advertising

	Total	Age of selected child(ren)		Ethnicity of parent/caregiver			Household Income		
		8-12	5-7 and/or 13-16	Māori	Pacific	NZ Euro/Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: SEEN ADS	21 100%	12 100%	9 100%	7 100%	2 100%	12 100%	2 100%	7 100%	9 100%
Q17. MESSAGE									
Eat together as a family	2 10%	2 17%	- -	- -	- -	2 17%	- -	1 14%	- -
Give children vegetables and fruit	5 24%	2 17%	3 33%	- -	1 50%	4 33%	1 50%	3 43%	1 11%
Give children water or milk rather than sweet drinks	1 5%	1 8%	- -	- -	- -	1 8%	- -	1 14%	- -
Make sure your children eat healthily	5 24%	2 17%	3 33%	2 29%	1 50%	2 17%	1 50%	2 29%	2 22%
<i>Feeding our Futures</i>	6 29%	3 25%	3 33%	1 14%	1 50%	4 33%	2 100%	2 29%	2 22%
There are simple things you can do to give your children a healthy diet	1 5%	1 8%	- -	- -	- -	1 8%	- -	1 14%	- -

		Age of selected child(ren)		Ethnicity of parent/caregiver			Household Income		
		8-12	5-7 and/or 13-16	Māori	Pacific	NZ Euro/ Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: SEEN ADS	Total 21 100%	12 100%	9 100%	7 100%	2 100%	12 100%	2 100%	7 100%	9 100%
Q17. MESSAGE									
Home prepared snacks are better for kids	1 5%	1 8%	- -	- -	- -	1 8%	- -	- -	1 11%
Eat healthily	5 24%	2 17%	3 33%	2 29%	- -	3 25%	- -	2 29%	1 11%
Eat 5 plus fruit and vegetables every day	2 10%	- -	2 22%	1 14%	- -	1 8%	- -	- -	1 11%
Exercise/30 minutes day/ Keep active	2 10%	1 8%	1 11%	1 14%	- -	1 8%	- -	1 14%	- -
Swap to win/let's beat diabetes	2 10%	- -	2 22%	2 29%	- -	- -	- -	- -	- -
Other	1 5%	- -	1 11%	1 14%	- -	- -	- -	- -	- -
Don't Know	4 19%	3 25%	1 11%	2 29%	- -	2 17%	- -	1 14%	3 33%

Table C83: Māori Booster Sample: Messages taken from Feeding our Futures radio advertising

	Total	Age of selected child(ren)		Household Income	
		8-12	5-7 and/or 13-16	\$30,000 or less	\$30,001-\$70,000
BASE: SEEN ADS	2 100%	1 100%	1 100%	1 100%	1 100%
Q17. MESSAGE					
Give children vegetables and fruit	1 50%	1 100%	- -	1 100%	- -
Give children water or milk rather than sweet drinks	1 50%	- -	1 100%	- -	1 100%
Involve children in food preparation	1 50%	- -	1 100%	- -	1 100%
Make sure your children eat healthily	1 50%	1 100%	- -	1 100%	- -
<i>Feeding our Futures</i>	1 50%	- -	1 100%	- -	1 100%
Eat healthily	1 50%	1 100%	- -	1 100%	- -
Eat 5 plus fruit and vegetables every day	1 50%	1 100%	- -	1 100%	- -

Table C84: Pacific Booster Sample: Messages taken from Feeding our Futures radio advertising

		Age of selected child(ren)		Ethnicity of parent/caregiver			Household Income	
		8-12	5-7 and/or 13-16	Samoan	Cook Island Māori	Tongan	\$30,001-\$70,000	\$70,001 or more
BASE: SEEN ADS	Total 5 100%	2 100%	3 100%	2 100%	1 100%	1 100%	3 100%	2 100%
Q17. MESSAGE Give children vegetables and fruit	1 20%	1 50%	- -	- -	- -	- -	1 33%	- -
Make sure your children eat healthily	2 40%	- -	2 67%	1 50%	1 100%	- -	1 33%	1 50%
<i>Feeding our Futures</i>	3 60%	1 50%	2 67%	1 50%	1 100%	- -	2 67%	1 50%
Eat healthily	2 40%	1 50%	1 33%	1 50%	- -	1 100%	1 33%	1 50%

Table C85: Main Sample: Prompted recall of Feeding our Futures radio advertising

	Total	Age of selected child(ren)		Ethnicity of parent/caregiver			Household Income		
		8-12	5-7 and/or 13-16	Māori	Pacific	NZ Euro/ Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: ALL RESPONDENTS	741 100%	393 100%	348 100%	109 100%	53 100%	579 100%	118 100%	269 100%	293 100%
Q25. RADIO ADVERTISING									
Yes	128 17%	63 16%	65 19%	22 20%	20 38%	86 15%	26 22%	42 16%	43 15%
No	578 78%	311 79%	267 77%	80 73%	32 60%	466 80%**	86 73%	216 80%	235 80%
Don't Know	35 5%	19 5%	16 5%	7 6%	1 2%	27 5%	6 5%	11 4%	15 5%

Significantly different from the total at the: * 95%, ** 99%, *** 99.9% confidence level

Table C86: Māori Booster Sample: Prompted recall of Feeding our Futures radio advertising

		Age of selected child(ren)		Household Income		
		8-12	5-7 and/or 13-16	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: ALL RESPONDENTS	Total	118	73	43	85	28
	100%	100%	100%	100%	100%	100%
Q25. RADIO ADVERTISING						
Yes	51	34	17	10	22	13
	27%	29%	23%	23%	26%	46%
No	128	78	50	27	58	15
	67%	66%	68%	63%	68%	54%
Don't Know	12	6	6	6	5	-
	6%	5%	8%	14%	6%	-

Table C87: Pacific Booster Sample: Prompted recall of Feeding our Futures radio advertising

	Total	Age of selected child(ren)		Ethnicity of parent/caregiver					Household Income		
		8-12	5-7 and/or 13-16	Samoan	Cook Island Māori	Tongan	Niuean	Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: ALL RESPONDENTS	247 100%	165 100%	82 100%	108 100%	55 100%	44 100%	15 100%	34 100%	54 100%	91 100%	36 100%
Q25. RADIO ADVERTISING											
Yes	87 35%	57 35%	30 37%	29 27%	15 27%	22 50%	10 67%	15 44%	23 43%	33 36%	10 28%
No	147 60%	102 62%	45 55%	72 67%*	37 67%	21 48%	3 20%	17 50%	30 56%	53 58%	23 64%
Don't Know	13 5%	6 4%	7 9%	7 6%	3 5%	1 2%	2 13%	2 6%	1 2%	5 5%	3 8%

Significantly different from the total at the: * 95%, ** 99%, *** 99.9% confidence level

Table C88: Main Sample: Parent/caregiver agreement with the statement: "Compared with a year ago I am now aware of more things I can do to improve my children's diet"

	Total	Age of selected child(ren)		Ethnicity of parent/caregiver			Household Income		
		8-12	5-7 and/or 13-16	Māori	Pacific	NZ Euro/ Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: ALL RESPONDENTS	741 100%	393 100%	348 100%	109 100%	53 100%	579 100%	118 100%	269 100%	293 100%
Q13. STATEMENTS									
1 - Strongly disagree	117 16%	60 15%	57 16%	9 8%	2 4%	106 18%***	13 11%	37 14%	59 20%**
2	73 10%	41 10%	32 9%	10 9%	2 4%	61 11%	6 5%	26 10%	35 12%
3	144 19%	78 20%	66 19%	17 16%	12 23%	115 20%	14 12%	53 20%	62 21%
4	151 20%	78 20%	73 21%	21 19%	14 26%	116 20%	30 25%	52 19%	55 19%
5 - Strongly agree	254 34%	135 34%	119 34%	52 48%**	23 43%	179 31%	55 47%**	100 37%	81 28%
Don't Know	2 0%	1 0%	1 0%	- -	- -	2 0%	- -	1 0%	1 0%
MEANS	3.5	3.5	3.5	3.9	4	3.3	3.9	3.6	3.2

Significantly different from the total at the: * 95%, ** 99%, *** 99.9% confidence level

Table C89: Māori Booster Sample: Parent/caregiver agreement with the statement: "Compared with a year ago I am now aware of more things I can do to improve my children's diet"

		Age of selected child(ren)		Household Income		
		8-12	5-7 and/or 13-16	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: ALL RESPONDENTS	Total 191 100%	118 100%	73 100%	43 100%	85 100%	28 100%
Q13. STATEMENTS						
1 - Strongly disagree	6 3%	5 4%	1 1%	- -	5 6%	- -
2	8 4%	7 6%	1 1%	4 9%	2 2%	- -
3	23 12%	13 11%	10 14%	6 14%	7 8%	5 18%
4	32 17%	13 11%	19 26%	2 5%	19 22%	4 14%
5 - Strongly agree	121 63%	79 67%	42 58%	30 70%	52 61%	19 68%
Don't Know	1 1%	1 1%	- -	1 2%	- -	- -
MEANS	4.3	4.3	4.4	4.4	4.3	4.5

Table C90: Pacific Booster Sample: Parent/caregiver agreement with the statement: "Compared with a year ago I am now aware of more things I can do to improve my children's diet"

	Total	Age of selected child(ren)		Ethnicity of parent/caregiver					Household Income		
		8-12	5-7 and/or 13-16	Samoan	Cook Island Māori	Tongan	Niuean	Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: ALL RESPONDENTS	247 100%	165 100%	82 100%	108 100%	55 100%	44 100%	15 100%	34 100%	54 100%	91 100%	36 100%
Q13. STATEMENTS											
1 - Strongly disagree	8 3%	6 4%	2 2%	3 3%	3 5%	1 2%	- -	1 3%	1 2%	2 2%	3 8%
2	6 2%	3 2%	3 4%	2 2%	1 2%	1 2%	- -	2 6%	2 4%	3 3%	1 3%
3	24 10%	17 10%	7 9%	10 9%	6 11%	5 11%	1 7%	2 6%	4 7%	6 7%	4 11%
4	53 21%	39 24%	14 17%	18 17%	14 25%	6 14%	5 33%	8 24%	10 19%	20 22%	11 31%
5 - Strongly agree	152 62%	97 59%	55 67%	74 69%*	29 53%	31 70%	9 60%	20 59%	36 67%	59 65%	17 47%
Don't Know	4 2%	3 2%	1 1%	1 1%	2 4%	- -	- -	1 3%	1 2%	1 1%	- -
MEANS	4.4	4.3	4.4						4.5	4.5	4.1

Significantly different from the total at the: * 95%, ** 99%, *** 99.9% confidence level

Table C91: Main Sample: Parent/caregiver agreement with the statement: "Compared with a year ago I now have a better understanding of how to improve my children's diet"

		Age of selected child(ren)		Ethnicity of parent/caregiver			Household Income		
		8-12	5-7 and/or 13-16	Māori	Pacific	NZ Euro/ Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: ALL RESPONDENTS	Total 741 100%	393 100%	348 100%	109 100%	53 100%	579 100%	118 100%	269 100%	293 100%
Q13. STATEMENTS									
1 - Strongly disagree	125 17%	61 16%	64 18%	9 8%	4 8%	112 19%***	14 12%	39 14%	64 22%**
2	83 11%	49 12%	34 10%	12 11%	1 2%	70 12%	10 8%	31 12%	36 12%
3	156 21%	88 22%	68 20%	21 19%	11 21%	124 21%	17 14%	55 20%	67 23%
4	147 20%	81 21%	66 19%	26 24%	15 28%	106 18%	25 21%	53 20%	58 20%
5 - Strongly agree	225 30%	111 28%	114 33%	41 38%	22 42%	162 28%	52 44%***	90 33%	64 22%
Don't Know	5 1%	3 1%	2 1%	- -	- -	5 1%	- -	1 0%	4 1%
MEANS	3.4	3.3	3.4	3.7	3.9	3.2	3.8	3.5	3.1

Significantly different from the total at the: * 95%, ** 99%, *** 99.9% confidence level

Table C92: Māori Booster Sample: Parent/caregiver agreement with the statement: "Compared with a year ago I now have a better understanding of how to improve my children's diet"

		Age of selected child(ren)		Household Income		
		8-12	5-7 and/or 13-16	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: ALL RESPONDENTS	Total 191 100%	118 100%	73 100%	43 100%	85 100%	28 100%
Q13. STATEMENTS						
1 - Strongly disagree	8 4%	7 6%	1 1%	1 2%	6 7%	- -
2	8 4%	5 4%	3 4%	4 9%	2 2%	- -
3	22 12%	13 11%	9 12%	3 7%	9 11%	6 21%
4	32 17%	15 13%	17 23%	3 7%	17 20%	4 14%
5 - Strongly agree	121 63%	78 66%	43 59%	32 74%	51 60%	18 64%
MEANS	4.3	4.3	4.3	4.4	4.2	4.4

Table C93 Pacific Booster Sample: Parent/caregiver agreement with the statement: "Compared with a year ago I now have a better understanding of how to improve my children's diet"

	Total	Age of selected child(ren)		Ethnicity of parent/caregiver					Household Income		
		8-12	5-7 and/or 13-16	Samoan	Cook Island Māori	Tongan	Niuean	Other	\$30,000 or less	\$30,001-\$70,000	\$70,001 or more
BASE: ALL RESPONDENTS	247 100%	165 100%	82 100%	108 100%	55 100%	44 100%	15 100%	34 100%	54 100%	91 100%	36 100%
Q13. STATEMENTS											
1 - Strongly disagree	7 3%	4 2%	3 4%	2 2%	4 7%	- -	- -	1 3%	1 2%	2 2%	2 6%
2	4 2%	2 1%	2 2%	1 1%	1 2%	- -	- -	2 6%	- -	1 1%	2 6%
3	16 6%	11 7%	5 6%	8 7%	3 5%	3 7%	1 7%	2 6%	2 4%	5 5%	3 8%
4	54 22%	39 24%	15 18%	18 17%	11 20%	9 20%	7 47%	7 21%	12 22%	21 23%	7 19%
5 - Strongly agree	164 66%	107 65%	57 70%	79 73%	34 62%	32 73%	7 47%	22 65%	39 72%	62 68%	22 61%
Don't Know	2 1%	2 1%	- -	- -	2 4%	- -	- -	- -	- -	- -	- -
MEANS	4.5	4.5	4.5	-	-	-	-	-	4.6	4.5	4.3

