

## 4. DECISION-MAKING, MONITORING AND ROLE MODELLING

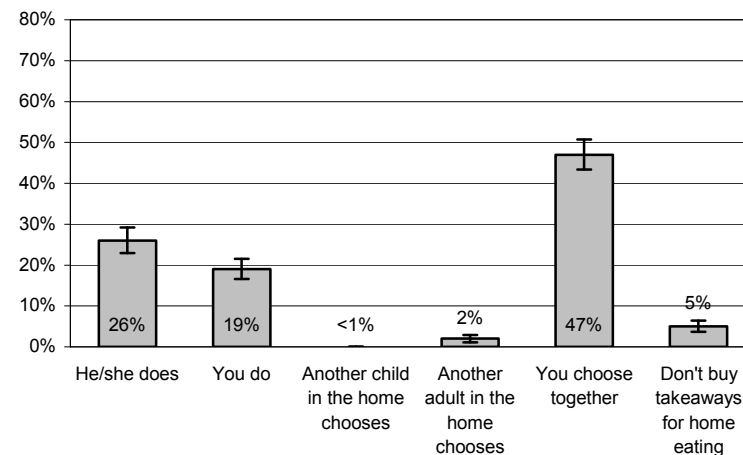
### 4.1 Decision-making

#### 4.1.1 Who chooses the type of takeaway food eaten by children?

Parents and caregivers were asked who chooses what type of takeaway foods their child has for eating at home. The chart alongside and the table on the following page show their answers.

- Just under one-half (47%) of parents and caregivers said that they *choose together* the type of takeaway foods that their child ate at home. Just over one-quarter (26%) of parents and caregivers said that their child chooses (*he/she does*), 19% said that they choose (*you do*), while 5% said that *they don't buy takeaways for home eating*. Very few parents and caregivers said that *another adult in the home chooses* (2%) or that *another child in the home chooses* (less than 1%).

*When [nominated child] has takeaway foods bought for eating at home, which of these people chooses what type to have?*



Unweighted base = 1133 – all parents/caregivers

- Parents and caregivers talking about 13 to 16-year olds were more likely than parents and caregivers talking about younger children to say their child chooses (*he/she does*) what type of takeaway foods to eat at home. Parents and caregivers talking about 5 to 7-year-olds were more likely than parents and caregivers of 8 to 12-year-olds, and much more likely than parents and caregivers of 13 to 16-year olds, to say that they choose (*you do*) these foods.

Parents and caregivers talking about 8 to 12-year olds were more slightly more likely than those talking about 5 to 7-year-olds and 13 to 16-year-olds to say that they *choose together*. Parents and caregivers talking about 5 to 7-year-olds were more likely than those talking about 8 to 12-year-olds, and slightly more likely than those talking about 13 to 16-year-olds, to say that they *don't buy takeaways for home eating*.

- Maori parents and caregivers were more likely to say that their child chooses (*he/she does*) what type of takeaway foods to eat at home, and less likely to say that they *don't buy takeaways for home eating*, than parents and caregivers of other ethnicities. Asian parents and caregivers were more likely than parents and caregivers of other ethnicities to say that they *don't buy takeaways for home eating*.

Pacific parents and caregivers were more likely than other parents and caregivers to say that they choose what type of takeaway foods their child eats at home. Pacific and Asian parents and caregivers were more likely than Maori parents and caregivers and those of European/Other ethnicity to say that *another adult in the home chooses*. Parents and caregivers of European/Other ethnicity were more likely than parents and caregivers of other ethnicities to say that they *choose together*.

**When [nominated child] has takeaway foods bought for eating at home, which of these people chooses what type to have?**

	Parent/caregiver of child aged			Ethnicity of parent/caregiver				Deprivation index			Total
	5-7 years %	8-12 years %	13-16 years %	Maori %	Pacific %	Asian %	Euro/Other %	Low 1-3 %	Mid 4-7 %	High 8-10 %	%
He/she does	19	23	36	32	23	23	25	24	27	27	26
You do	27	19	12	24	30	19	16	16	22	21	19
Another child in the home chooses	<1	<1	<1	-	1	-	-	-	-	<1	<1
Another adult in the home chooses	2	2	2	1	5	9	1	3	1	3	2
You choose together	44	52	44	41	36	36	53	51	47	43	47
Don't buy takeaways for home eating	7	3	4	2	5	10	5	5	2	6	5
Other answers	1	1	1	1	1	4	1	1	2	<1	1
<b>Base</b>	346	454	333	287	330	78	437	228	199	706	1133

- Parents and caregivers living in more deprived areas (mid and high) were more likely than those living in the least deprived areas to say that they choose what type of takeaway foods their child eats at home. Parents and caregivers living in areas of mid-deprivation were less likely than those living in other areas to say that they *don't buy takeaways for home eating* and less likely to say that *another adult in the home chooses*.

Other answers to this question were:

*"Sometimes he chooses and sometimes his older brother chooses."*

*"It depends, if his grandparents take him, he chooses, but if I take him, I choose."*

*"Sometimes he does, sometimes his parents."*

*"Our children have points system for behaviour – we only have takeaways about once a month if a child choose(s to)."*

*"Due to allergy she has no choice – only fish and chips."*

*"Depends, if it's someone's birthday, they choose, if someone's done well at school or sports, then they choose."*

*"Randomly, we sort of take turns, sometimes [I'm] the deciding authority (Mum)."*

*"Depends on circumstances – different people chose at different times."*

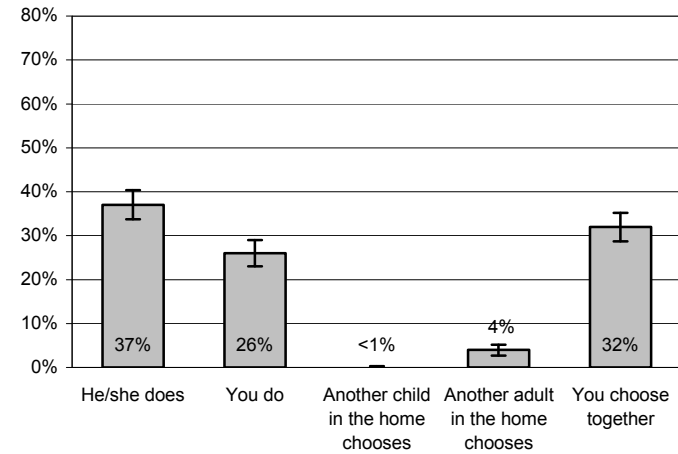
*"We take turns to choose."*

#### 4.1.2 Who chooses what children eat other than the main meal at home?

Parents and caregivers were asked who chooses what their child eats, other than the main meal at home. The chart alongside and the table on the following page show their answers.

- Around one-third of parents and caregivers said that their child chooses (*he/she does* – 37%) or that they *choose together* (32%) what their child eats, other than the main meal at home. Just over one-quarter (26%) of parents and caregivers said that they choose (*you do*). Few parents and caregivers (4%) said that *another adult in the home chooses*, while less than 1% of parents and caregivers said that *another child in the home chooses* what their child eats, other than the main meal.

#### Other than the main meal at home, who chooses what [nominated child] eats?



Unweighted base = 1133 – all parents/caregivers

- Parents and caregivers talking about 13 to 16-year-olds were more likely than those talking about younger children to say that their child makes these choices (*he/she does*), and less likely to say that they choose (*you do*), that *another adult in the home chooses*, and that *they choose together*.

- Asian parents and caregivers were less likely than parents and caregivers of other ethnicities to say that their child chooses what he or she eats, other than the main meal at home. Maori and Pacific parents and caregivers were more likely to say that they made these choices, and less likely to say that they *choose together*, than Asian parents and caregivers and those of European/Other ethnicity.

Pacific and Asian parents and caregivers were more likely than Maori parents and caregivers and those of European/Other ethnicity to say that *another adult in the home chooses*.

- Parents and caregivers living in more deprived areas were more likely to say that their child chooses (*he/she does*) and that they choose what their child eats, other than the main meal, and less likely to say that they *choose together*, than parents and caregivers living in the least deprived areas. Parents and caregivers living in areas of mid-deprivation were less likely than those living in other areas to say that *another adult in the home chooses*.

**Other than the main meal at home, who chooses what [nominated child] eats?**

	Parent/caregiver of child aged			Ethnicity of parent/caregiver				Deprivation index			Total
	5-7 years %	8-12 years %	13-16 years %	Maori %	Pacific %	Asian %	Euro/Other %	Low 1-3 %	Mid 4-7 %	High 8-10 %	%
He/she does	17	32	64	40	38	31	38	32	43	39	37
You do	42	25	11	32	36	27	22	22	28	28	26
Another child in the home chooses	1	<1	<1	1	1	-	-	-	1	1	<1
Another adult in the home chooses	4	5	2	2	7	9	3	6	2	4	4
You choose together	37	36	22	24	18	32	36	41	26	28	32
Other answers	<1	1	<1	1	1	-	1	<1	1	1	1
<b>Base</b>	346	454	333	287	330	78	437	228	199	706	1133

Other answers to this question were:

*"They eat at Nana's and Nana chooses and when at home [the nominated child] chooses from what's available."*

*"Sometimes his sports coach gives him nutritional talks with the rowing on the types of food he should or should not be eating for his training."*

*"Sometimes me, sometimes her."*

*"Sometimes he does, sometimes I do, it just depends."*

*"[the nominated child] often lives away from home and chooses what to eat."*

*"Hard to answer that because he goes to after-school care."*

*"Sometimes myself, sometimes [the nominated child] but she asks permission."*

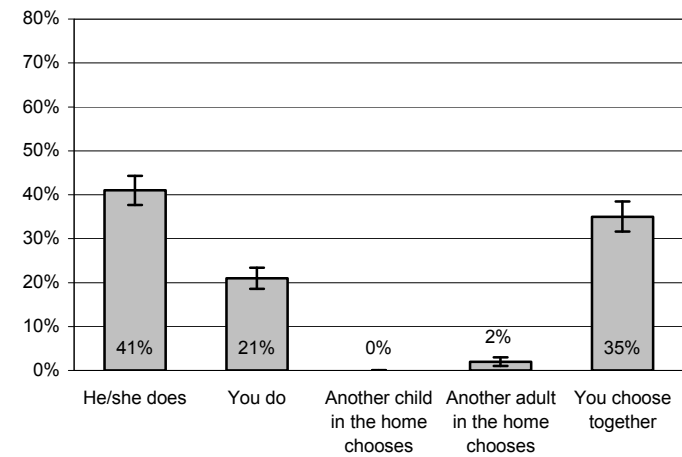
*"Has school lunch at prep school."*

#### 4.1.3 Who chooses what snacks children eat?

Parents and caregivers were asked who chooses what their child eats for his or her snacks. The chart alongside and the table on the following page show their answers.

- Just over two-fifths (41%) of parents and caregivers said that their child chooses (*he/she does*) what they eat for snacks, while over one-third (35%) said that they *choose together*. Just over one-fifth (21%) of parents and caregivers said that they choose (*you do*), and 2% said that *another adult in the home chooses*.

*For her/his snacks, who chooses what [nominated child] eats?*



Unweighted base = 1133 – all parents/caregivers

- Parents and caregivers talking about 13 to 16-year olds were much more likely to say that their child chooses (*he/she does*) what they eat for snacks, and much less likely to say that they choose and that they *choose together*, than parents and caregivers of younger children.

- Maori and Pacific parents and caregivers were more likely than Asian parents and caregivers and those of European/Other ethnicity to say that their child chooses the snacks they eat. Pacific and Asian parents and caregivers were more likely than those of European/Other ethnicity, and slightly more likely than Maori parents and caregivers, to say that they choose the snacks their child eats.

Asian parents and caregivers were more likely than other parents and caregivers to say that *another adult in the home chooses*, while parents and caregivers of European/Other ethnicity were more likely than other parents and caregivers to say that they *choose together*.

- Parents and caregivers living in more deprived areas were more likely to say that their child chooses the snacks they eat (*he/she does*) and that they make these choices (*you do*), and less likely to say that they *choose together*, than parents and caregivers living in the least deprived areas.

Other answers were:

*"Whoever is around."*

*"If I'm in a hurry I just chuck things in for her, other times she chooses herself."*

### **For her/his snacks, who chooses what [nominated child] eats?**

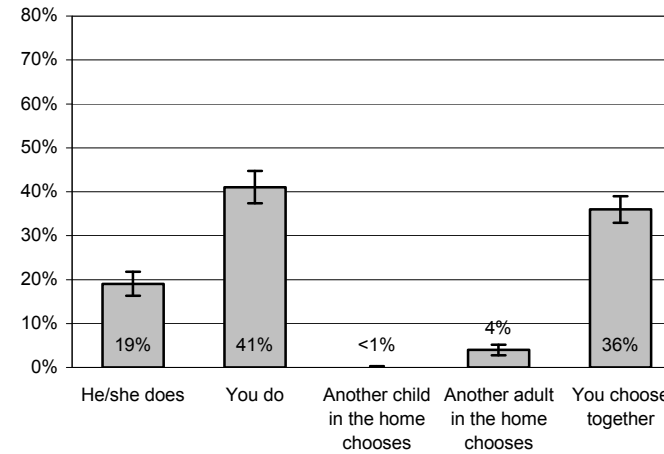
	Parent/caregiver of child aged			Ethnicity of parent/caregiver				Deprivation index			Total
	5-7 years %	8-12 years %	13-16 years %	Maori %	Pacific %	Asian %	Euro/Other %	Low 1-3 %	Mid 4-7 %	High 8-10 %	%
He/she does	21	36	67	48	50	36	38	33	42	49	41
You do	31	22	11	23	27	28	19	18	25	22	21
Another child in the home chooses	-	<1	-	-	<1	-	-	-	-	<1	-
Another adult in the home chooses	2	2	3	1	2	8	1	2	1	3	2
You choose together	46	40	19	25	19	25	42	46	31	25	35
Other answers	<1	<1	-	1	-	-	-	<1	-	<1	<1
Don't know	<1	1	1	1	1	3	-	<1	1	1	1
<b>Base</b>	346	454	333	287	330	78	437	228	199	706	1133

#### 4.1.4 Who chooses what food children take to school?

Parents and caregivers were asked who chooses what food their child takes to school from home. The chart alongside and the table on the following page show their answers.

- Just over four out of ten (41%) parents and caregivers said that they choose (*you do*) what food their child takes to school from home, while a similar proportion (36%) said that they *choose together*. Just under one-fifth (19%) said that their child chooses (*he/she does*), 4% said that *another adult in the home chooses*, and less than 1% said that *another child in the home chooses*.

#### Who chooses what food [nominated child] takes to school from home?



Unweighted base = 1016 – all parents/caregivers who said that their child takes food to school from home

- Parents and caregivers talking about 13 to 16-year-olds were much more likely than parents and caregivers of younger children to say that their child chooses (*he/she does*) what food he or she takes to school from home. Parents and caregivers talking about 5 to 7-year-old children were more likely than those talking about older children to say that they made these choices (*you do*). Parents and caregivers of 8 to 12-year-old children were more likely than parents and caregivers of 5 to 7-year olds and those of 13 to 16-year-olds to say that they *choose together*.

- Maori parents and caregivers were more likely than other parents and caregivers to say that their *child chooses* what food he or she takes to school from home, while Pacific parents and caregivers were more likely than other parents and caregivers to say that they made these choices.

Pacific and Asian parents and caregivers were more likely than Maori parents and caregivers and those of European/Other ethnicity to say that *another adult in the home chooses*. Parents and caregivers of European/Other ethnicity were more likely than other parents and caregivers to say that they *choose together*.

- Parents and caregivers living in more deprived areas were more likely to say that their child chooses what food he or she takes to school from home, and less likely to say they choose together, than parents and caregivers living in the least deprived areas. Parents and caregivers living in areas of mid-deprivation were less likely than those living in other areas to say that another adult in the home chooses, and that they made these choices.

Other answers were:

*"Sometimes he makes his lunch and sometimes I make his lunch."*

*"Sometimes we do, sometimes he does."*

### Who chooses what food [nominated child] takes to school from home?

	Parent/caregiver of child aged			Ethnicity of parent/caregiver				Deprivation index			Total
	5-7 years %	8-12 years %	13-16 years %	Maori %	Pacific %	Asian %	Euro/Other %	Low 1-3 %	Mid 4-7 %	High 8-10 %	%
He/she does	6	15	40	28	19	17	17	13	26	21	19
You do	59	37	28	40	48	37	41	43	37	43	41
Another child in the home chooses	<1	<1	-	1	1	-	-	-	1	<1	<1
Another adult in the home chooses	4	4	3	1	10	12	2	5	2	4	4
You choose together	31	43	30	30	22	32	40	40	34	32	36
Other answers	-	1	<1	-	<1	2	-	-	1	<1	<1
<b>Base</b>	333	424	259	255	277	73	410	222	183	611	1016

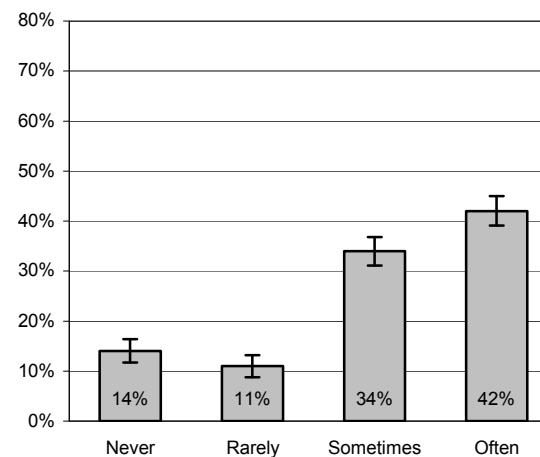
## 4.2 Monitoring

### 4.2.1 Extent to which parents/caregivers monitor foods and drinks children have away from home

Parents and caregivers were asked whether they ask their child what foods and drinks she or he has when they are away from home. The chart alongside and the table on the following page show their answers.

- Just over four out of ten (42%) parents and caregivers said that they asked their child what foods or drinks they have when they are away from home *often*. Just over three out of ten (34%) said that they asked their child *sometimes*. Over one in ten (11%) said *rarely* and a similar proportion (14%) said that they *never* asked their child.

***Do you ask [nominated child] what foods and drinks she/he has when she/he is away from home?***



Unweighted base = 1133 – all parents/caregivers

**Do you ask [nominated child] what foods and drinks she/he has when she/he is away from home?**

	Parent/caregiver of child aged			Ethnicity of parent/caregiver				Deprivation index			Total
	5-7 years %	8-12 years %	13-16 years %	Maori %	Pacific %	Asian %	Euro/Other %	Low 1-3 %	Mid 4-7 %	High 8-10 %	%
Never	15	11	17	20	10	13	13	14	10	18	14
Rarely	13	7	12	12	7	10	11	12	13	7	11
Sometimes	28	37	36	26	38	26	37	34	34	34	34
Often	44	45	35	41	45	52	40	41	44	41	42
<b>Base</b>	346	454	333	287	330	78	437	228	199	706	1133

- Parents and caregivers talking about younger children (5 to 7-year-olds and 8 to 12-year-olds) were more likely than parents and caregivers talking about 13 to 16-year-olds to say that they asked their child what foods and drinks they had when they are away from home *often*. Parents and caregivers talking about older children (8 to 12-year-olds and 13 to 16-year-olds) were more likely than parents and caregivers talking about 5 to 7-year-olds to say that they asked their child *sometimes*.

Parents and caregivers talking about 5 to 7-year-olds and those talking about 13 to 16-year-olds were more likely to say that they asked their child *rarely* and *never* than parents and caregivers talking about 8 to 12-year-olds.

- Maori parents and caregivers were more likely than parents and caregivers of other ethnicities to say that they *never* asked their child what foods and drinks he or she has when they are away from home.

Pacific parents and caregivers and those of European/Other ethnicity were more likely than Maori and Asian parents and caregivers to say that they asked their child *sometimes*. Asian parents and caregivers were more likely than Maori parents and caregivers and those of European/Other ethnicity, and slightly more likely than Pacific parents and caregivers, to say that they asked their child *often*.

- Parents and caregivers living in the least and most deprived areas were more likely than those living in areas of mid-deprivation to say they *never* asked their child what foods and drinks he or she has when they are away from home.

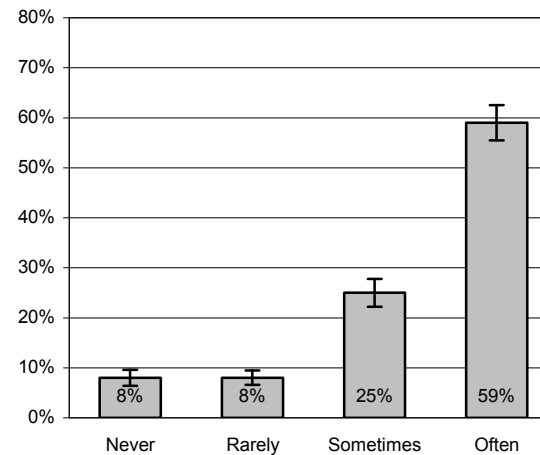
Parents and caregivers living in less deprived areas (low and mid deprivation) were more likely than those living in the most deprived areas to say that they asked their child about this *rarely*.

#### 4.2.2 Extent to which parents/caregivers monitor foods eaten by children between meals

Parents and caregivers were asked, not counting the main meal, to what extent they keep a check on what foods and drinks their child has at home between meals. The chart alongside and the table on the following page show their answers.

- Just under six out of ten (59%) parents and caregivers said that they keep a check on what foods and drinks their child has at home between meals *often*. One-quarter (25%) of parents and caregivers said that they keep a check *sometimes*, while 8% said *rarely* and 8% said *never*.

***Not counting the main meals, do you keep a check on what foods and drinks she/he has between meals here at home?***



Unweighted base = 1133 – all parents/caregivers

**Not counting the main meals, do you keep a check on what foods and drinks she/he has between meals here at home?**

	Parent/caregiver of child aged			Ethnicity of parent/caregiver				Deprivation index			Total
	5-7 years %	8-12 years %	13-16 years %	Maori %	Pacific %	Asian %	Euro/Other %	Low 1-3 %	Mid 4-7 %	High 8-10 %	%
Never	5	6	15	15	11	9	6	6	7	12	8
Rarely	7	7	10	11	10	3	8	7	7	11	8
Sometimes	19	25	31	25	42	34	21	23	23	30	25
Often	70	62	44	49	37	54	65	64	64	48	59
<b>Base</b>	346	454	333	287	330	78	437	228	199	706	1133

- Parents and caregivers talking about 13 to 16-year-olds were more likely than those talking about younger children to say that they keep a check on what foods and drinks their child has at home between meals *never* and *sometimes*, and less likely to say that they keep a check *often*.

- Maori parents and caregivers were more likely than parents and caregivers of other ethnicities to say that they *never* keep a check on what foods and drinks their child has at home between meals. Asian parent and caregivers were less likely than parents and caregivers of other ethnicities to say that they keep a check *rarely*.

Pacific and Asian parents and caregivers were more likely than Maori parents and caregivers and those of European/Other ethnicity to say that they keep a check *sometimes*, while parents and caregivers of European/Other ethnicity were more likely than other parents and caregivers to say that they keep a check *often*.

- Parents and caregivers living in the most deprived areas were more likely than those living in less deprived areas to say that they *never* or *sometimes* keep a check on what foods and drinks their child has at home between meals. These parents and caregivers also were slightly more likely to say that they keep a check *rarely*, and less likely to say that they keep a check *often*, than other parents and caregivers.

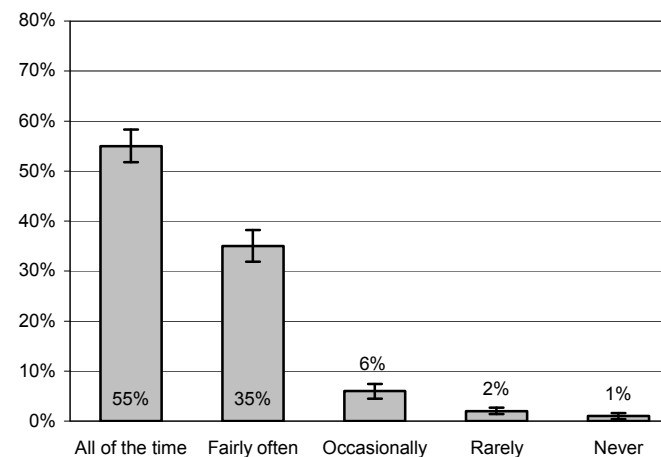
### 4.3 Role modelling

#### 4.3.1 Extent to which parents and caregivers set a good example at home

Parents and caregivers were asked how often they try to set a good example at home by what they eat or drink. The chart alongside and the table on the following page show their answers.

- Over one-half (55%) of parents and caregivers said that they try to set a good example at home by what they eat or drink *all of the time*. Just over one-third (35%) said that they try to set a good example *fairly often*. Smaller proportions said they tried to do this *occasionally* (6%), *rarely* (2%), and *never* (1%).

*How often do you try to set a good example at home by what you eat and drink?*



Unweighted base = 1133 – all parents/caregivers

- The responses to this question by parents and caregivers talking about children in the three different age groups were very similar.

- Asian parents and caregivers were more likely than parents and caregivers of other ethnicities to say that they try to set a good example at home by what they eat and drink *all of the time*.

Maori parents and caregivers and those of European/Other ethnicity were more likely than Pacific and Asian parents and caregivers to say that they try to set a good example *fairly often*.

Pacific and Maori parents and caregivers were more likely than other parents and caregivers to say that they try to set a good example *occasionally* and *rarely*.

- Parents and caregivers living in the least deprived areas were more likely than those living in more deprived areas to say that they try to set a good example at home by what they eat and drink *fairly often*.

Parents and caregivers living in the most deprived areas were more likely than those living in less deprived areas to say they *rarely* try to set a good example at home by what they eat and drink.

**How often do you try to set a good example at home by what you eat and drink?**

	Parent/caregiver of child aged			Ethnicity of parent/caregiver				Deprivation index			Total
	5-7 years %	8-12 years %	13-16 years %	Maori %	Pacific %	Asian %	Euro/Other %	Low 1-3 %	Mid 4-7 %	High 8-10 %	%
All of the time	56	55	56	45	52	66	57	56	58	53	55
Fairly often	35	35	35	38	28	25	37	38	33	33	35
Occasionally	5	7	6	9	13	4	5	5	6	9	6
Rarely	3	2	2	6	5	2	<1	1	2	4	2
Never	1	1	1	3	1	3	<1	1	2	1	1
<b>Base</b>	346	454	333	287	330	78	437	228	199	706	1133

#### 4.3.2 Reasons why parents and caregivers do and do not try to set a good example at home by what they eat and drink

Parents and caregivers were asked what were the reasons why they tried to set a good example at home.

##### 4.3.2.1 All of the time

The table alongside shows the top ten reasons mentioned by parents and caregivers who said that they try to set a good example at home by what they eat and drink *all of the time*.

- For parents and caregivers who said that they try to set a good example at home by what they eat or drink *all of the time* the most commonly mentioned reasons were: *I like to set a good example/want them to follow my example* (47%), *to encourage them to eat healthily* (26%), and *I want them to be healthy/don't want them to be overweight* (21%).

- Parents and caregivers talking about 5 to 7-year-olds were more likely than parents and caregivers talking about older children (8 to 12-year-olds and 13 to 16-year-olds) to say the reasons were *I like to set a good example/want them to follow my example* and *to encourage them to eat healthily*.

Parents and caregivers talking about older children were more likely than those talking about younger children (5 to 7-year-olds) to say the reasons were: *I want to be healthy/need to eat healthily/have health problems*, *I like to eat healthy food*, and because it is *my responsibility/my job as a parent*.

**The reasons why parents/caregivers try to set a good example at home all of the time ... top 10 mentions**

	Parent/caregiver of child aged			Ethnicity of parent/caregiver				Deprivation index			Total
	5-7 years %	8-12 years %	13-16 years %	Maori %	Pacific %	Asian %	Euro/Other %	Low 1-3 %	Mid 4-7 %	High 8-10 %	%
I like to set a good example/ want them to follow my example	57	46	40	53	34	37	50	49	57	37	47
To encourage them to eat healthily	32	25	23	17	29	31	27	30	26	22	26
I want them to be healthy/don't want them to be overweight	18	23	22	24	28	30	16	21	14	28	21
I want to be healthy/ need to eat healthily/ have health problems	10	16	20	15	15	13	16	13	16	18	15
I like to eat healthy food	4	9	13	7	6	9	9	9	5	11	9
My responsibility/my job as a parent	1	6	6	4	4	-	5	3	8	2	4
We all eat the same thing/always eat the same food	6	3	5	7	2	5	4	3	4	6	4
It's the way I was brought up/how I was raised	1	2	8	1	1	-	5	4	4	3	4
Don't always follow my example/don't always like same things	2	2	<1	1	1	2	2	2	2	1	2
When I eat/drink unhealthily I hide it from the children	<1	2	1	3	1	2	1	3	-	1	1
<b>Base</b>	183	233	174	128	167	52	243	121	111	358	590

- Maori parents and caregivers and those of European/Other ethnicity were more likely than Pacific and Asian parents and caregivers to say *I like to set a good example/want them to follow my example*.

Maori parents and caregivers were less likely, than parents and caregivers of other ethnicities to say the reason was *to encourage them to eat healthily*.

Parents and caregivers of European/Other ethnicity were less likely to say *I want them to be healthy/don't want them to be overweight* than parents and caregivers of other ethnicities.

- Parents and caregivers living in less deprived areas (low and mid deprivation) were more likely than those living in the most deprived areas to say *I like to set a good example/want them to follow my example* and *to encourage them to eat healthily*. Those in the most deprived areas were more likely than those in less deprived areas to say the reason they tried to set a good example *all of the time* was because *I want them to be healthy/don't want them to be overweight*.

#### 4.3.2.2 Fairly Often

The table alongside shows the top ten reasons mentioned by parents and caregivers who said that they try to set a good example at home by what they eat and drink *fairly often*.

- For parents and caregivers who said that they try to set a good example at home by what they eat or drink *fairly often* the most commonly mentioned reasons were *I like to set a good example/want them to follow my example* (44%) and *to encourage them to eat healthily* (26%).
- Parents and caregivers talking about 5 to 7-year-olds were more likely to say *I like to set a good example/want them to follow my example*, and less likely to say *I want them to be healthy/don't want them to be overweight*, than those talking about older children (8 to 12-year-olds and 13 to 16-year-olds).
- Parents and caregivers talking about 8 to 12-year-olds were more likely than parents and caregivers talking about children of other ages to say the reason for trying to set a good example *fairly often* was *to encourage them to eat healthily*.  
Parents and caregivers talking about 13 to 16-year-olds were more likely than those talking about younger children to say the reason why they only tried to set a good example *fairly often* was because *I eat unhealthy food/drinks/don't like health food*.

**The reasons why parents/caregivers try to set a good example at home fairly often ... top 10 mentions**

	Parent/caregiver of child aged			Ethnicity of parent/caregiver				Deprivation index			Total
	5-7 years %	8-12 years %	13-16 years %	Maori %	Pacific %	Asian %	Euro/Other %	Low 1-3 %	Mid 4-7 %	High 8-10 %	%
I like to set a good example/ want them to follow my example	49	42	42	41	31	33	48	58	33	35	44
To encourage them to eat healthily	22	32	23	19	40	40	26	25	28	27	26
I want them to be healthy/don't want them to be overweight	14	20	20	23	27	20	16	16	22	19	18
I want to be healthy/ need to eat healthily/ have health problems	13	10	10	6	13	13	12	11	7	14	11
I eat unhealthy food/drinks/don't like health food	7	6	11	7	10	9	8	4	13	9	8
I like to eat healthy food	7	6	4	6	4	10	6	7	7	3	6
My responsibility/my job as a parent	3	5	8	3	9	-	6	8	3	3	5
We all eat the same thing/always eat the same food	3	4	4	6	5	-	4	1	5	6	4
Don't always provide healthy food/ occasional treats OK	-	1	5	2	<1	8	1	2	3	1	2
Don't always follow my example/don't always like same things	1	3	1	2	2	6	1	3	-	3	2
<b>Base</b>	117	157	111	102	99	20	163	92	69	224	385

- Parents and caregivers of European/Other ethnicity were more likely than Pacific and Asian parents and caregivers to say *I like to set a good example/want them to follow my example*.

Pacific and Asian parents and caregivers were more likely than Maori parents and caregivers and those of European/Other ethnicity to say the reason was *to encourage them to eat healthily*.

Pacific parents and caregivers were more likely than those of European/Other ethnicity to say they set a good example *fairly often* because *I want them to be healthy/don't want them to be overweight*.

Maori parents and caregivers were less likely than other parents and caregivers to say the reason they tried to set a good example *fairly often* was because *I want to be healthy/need to eat healthily/have health problems*.

- Parents and caregivers living in the least deprived areas were more likely than parents and caregivers living in more deprived areas (mid and high deprivation) to say the reason that they tried to set a good example *fairly often* was because *I like to set a good example/want them to follow my example*. These parents and caregivers also were less likely to say the reason was *I eat unhealthy food/drinks/don't like health food* than parents and caregivers in more deprived areas.

Parents and caregivers living in the most deprived areas were less likely than other parents and caregivers to say the reason was *I like to eat healthy food*.

Parents and caregivers living in areas of mid-deprivation were less likely than parents and caregivers in other areas to say the reason was *I want to be healthy/need to eat healthily/have health problems*.

#### 4.3.2.3 Occasionally

The table alongside shows the top five reasons mentioned by parents and caregivers who said that they try to set a good example at home by what they eat and drink *occasionally*.

- For parents and caregivers who said that they try to set a good example at home by what they eat or drink *occasionally* the most commonly mentioned reasons were: *I like to set a good example/want them to follow my example* (20%), *I eat unhealthy food/drinks/don't like health food* (13%), and *to encourage them to eat healthily* (11%).
- Parents and caregivers talking about 8 to 12-year-olds were more likely than those talking about 5 to 7-year-olds to say the reasons were *I eat unhealthy food/drinks/don't like health food*, *I want them to be healthy/don't want them to be overweight*, and *to encourage them to eat healthily*.
- Parents and caregivers talking about 5 to 7-year-olds were more likely than those talking about 8 to 12-year-olds to say the reason was *don't always follow my example/don't always like same things*.

**The reasons why parents/caregivers try to set a good example at home occasionally ... top 5 mentions**

	Parent/caregiver of child aged			Ethnicity of parent/caregiver				Deprivation index			Total
	5-7 years %	8-12 years %	13-16 years %	Maori %	Pacific %	Asian %	Euro/Other %	Low 1-3 %	Mid 4-7 %	High 8-10 %	%
I like to set a good example/ want them to follow my example	15	16	29	13	14	-	28	30	21	13	20
I eat unhealthy food/drinks/don't like health food	2	18	12	6	13	-	17	14	10	13	13
To encourage them to eat healthily	7	13	12	9	7	17	14	9	11	13	11
Don't always follow my example/don't always like same things	19	7	11	3	9	62	10	13	20	5	11
I want them to be healthy/don't want them to be overweight	3	18	1	5	17	-	10	-	11	15	9
<b>Base*</b>	31	40	28	29	42	3	25	12	12	75	99

Note: when the base is less than 30, the results should be interpreted with care.

#### 4.3.2.4 Rarely/Never

The table alongside shows the top five reasons mentioned by parents and caregivers who said that they try to set a good example at home by what they eat and drink *rarely* or *never*.

- For parents and caregivers who said that they *rarely* or *never* tried to set a good example at home by what they eat and drink the most commonly mentioned reasons were: *I eat unhealthy food/drinks/don't like healthy food* (20%), *to encourage them to eat healthily* (16%), and *don't have meals together* (14%).
- The bases are too small to compare the responses of parents and caregivers with different characteristics.

**The reasons why parents/caregivers try to set a good example at home rarely/never ... top 5 mentions**

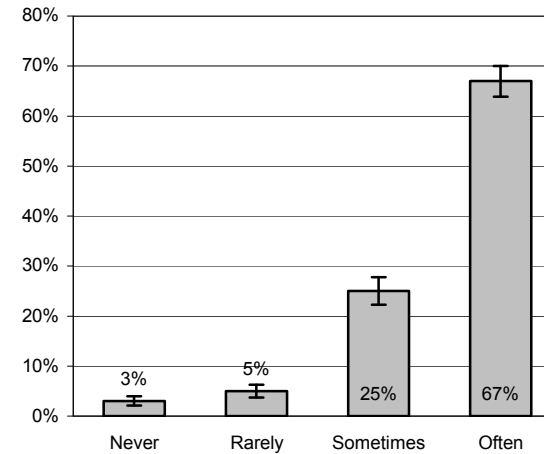
	Parent/caregiver of child aged			Ethnicity of parent/caregiver				Deprivation index			Total
	5-7 years %	8-12 years %	13-16 years %	Maori %	Pacific %	Asian %	Euro/Other %	Low 1-3 %	Mid 4-7 %	High 8-10 %	%
I eat unhealthy food/drinks/don't like healthy food	15	13	34	14	22	-	57	20	14	23	20
To encourage them to eat healthily	17	30	-	3	-	87	-	45	27	3	16
Don't have meals together	7	13	23	20	22	-	-	-	18	15	14
Just do it/don't think about it	8	16	9	20	9	-	-	-	14	12	11
We all eat the same thing/always eat the same food	7	12	5	6	18	-	9	-	5	11	8
<b>Base</b>	15	23	20	28	21	3	6	3	7	48	58

#### 4.3.3 Whether parents and caregivers talk to children about healthy and unhealthy foods

Parents and caregivers were asked whether they talk to their child about foods that may be good for them or not good for them. The chart alongside and the table on the following page show their answers.

- Just over two-thirds (67%) of parents and caregivers said that they talk to their child about foods that may or may not be good for them *often*, while one-quarter (25%) said that they talk to their child about this *sometimes*. Much smaller proportions said they did this *rarely* (5%) and *never* (3%).

*Do you talk to [nominated child] about foods that may be good for her/him or not good for her/him?*



Unweighted base = 1133 – all parents/caregivers

**Do you talk to [nominated child] about foods that may be good for her/him or not good for her/him?**

	Parent/caregiver of child aged			Ethnicity of parent/caregiver				Deprivation index			Total
	5-7 years %	8-12 years %	13-16 years %	Maori %	Pacific %	Asian %	Euro/Other %	Low 1-3 %	Mid 4-7 %	High 8-10 %	%
Never	2	2	4	5	4	3	2	2	3	4	3
Rarely	4	5	7	11	5	2	4	2	6	8	5
Sometimes	28	25	24	31	38	21	23	22	26	30	25
Often	67	68	65	53	52	74	71	74	66	59	67
<b>Base</b>	346	454	333	287	330	78	437	228	199	706	1133

- Parents and caregivers talking about 13 to 16-year-olds were more likely than parents and caregivers talking about younger children to say that they *never* talk to their child about foods that may or may not be good for them.

- Maori and Pacific parents and caregivers were more likely than Asian parents and caregivers and those of European/Other ethnicity to say that they talk to their child about foods that may or may not be good for them *sometimes*, and less likely to say that they talk to them about this *often*.

Maori parents and caregivers were more likely than parents and caregivers of other ethnicities to say that they talk to their child about this *rarely*. Maori and Pacific parents and caregivers were more likely than parents and caregivers of European/Other ethnicity to say that they *never* talk to their child about this.

- Parents and caregivers living in more deprived areas (mid and high) were more likely than those living in the least deprived areas to say that they talk to their child about foods that may or may not be good for them *rarely*.

Parents and caregivers living in the most deprived areas were more likely than those living in the least deprived areas, and slightly more likely than those living in areas of mid-deprivation, to say that they talk to their child about this *sometimes*.

Parents and caregivers living in the least deprived areas were more likely than those living in the most deprived areas, and slightly more likely than those living in areas of mid-deprivation, to say that they talk to their child about this *often*.