

6. VIEWS AND CONCERNS ABOUT CHILDREN'S DIETS

6.1 Parents and caregivers' views about children eating healthily

Parents and caregivers were asked what they thought children eating and drinking healthily means and what the benefits of healthy eating are for children.

6.1.1 Parents and caregivers' views about what children eating and drinking healthily means

The main things that parents and caregivers said counted in their mind as having their child eating and drinking healthily were when they: *eat plenty of fruit and vegetables* (66%); *drink plenty of water* (40%); *eat balanced meals/a variety of food from all food groups* (24%); and *eat meat/red meat* (21%).

- Parents and caregivers talking about 13 to 16-year-olds were less likely than those talking about younger children to mention *plenty of fruit and vegetables* and *drink plenty of water* as the types of things that meant children were eating and drinking healthily. Parents and caregivers of 8 to 12-year-olds were more likely than other parents and caregivers to say that *drinking milk* is healthy.
- Pacific parents and caregivers were more likely than Asian parents and caregivers to say that eating healthily meant eating *plenty of fruit and vegetables*. Parents and caregivers of European/Other ethnicity were more likely to say that children eating and drinking healthily meant eating *balanced meals/a variety of food from all food groups* and limiting *sugary foods like sweets, biscuits, lollies* than parents and caregivers of other ethnicities.

What counts in your mind as having [nominated child] eating and drinking healthily? ... 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 % | % |
| Eat plenty of fruit and vegetables | 67 | 71 | 59 | 64 | 71 | 59 | 67 | 62 | 66 | 71 | 66 |
| Drink plenty of water | 43 | 43 | 34 | 46 | 60 | 32 | 38 | 36 | 39 | 47 | 40 |
| Eat balanced meals/a variety of food from all food groups | 25 | 23 | 24 | 16 | 10 | 15 | 29 | 32 | 23 | 14 | 24 |
| Eat meat/red meat | 22 | 22 | 17 | 20 | 25 | 29 | 19 | 16 | 22 | 25 | 21 |
| Eat healthy food not junk food | 14 | 13 | 19 | 19 | 14 | 17 | 14 | 16 | 14 | 14 | 15 |
| Eat three proper meals a day with/without snacks | 15 | 10 | 15 | 11 | 6 | 10 | 14 | 16 | 16 | 6 | 13 |
| Drink milk | 10 | 16 | 9 | 8 | 16 | 23 | 10 | 13 | 9 | 13 | 12 |
| Limit sugary foods like sweets, biscuits, lollies, etc | 11 | 13 | 9 | 7 | 6 | 1 | 15 | 12 | 12 | 9 | 11 |
| Limit fizzy drinks/juice/other sugary drinks | 10 | 13 | 9 | 8 | 13 | 10 | 12 | 13 | 10 | 9 | 11 |
| Eat cereals/cereals for breakfast | 7 | 11 | 10 | 12 | 12 | 11 | 9 | 9 | 10 | 10 | 10 |
| Base | 346 | 454 | 333 | 287 | 330 | 78 | 437 | 228 | 199 | 706 | 1133 |

- Parents and caregivers living in the least deprived areas were more likely to say that eating *balanced meals/a variety of food from all groups*, and less likely to say that eating *meat/red meat*, were healthy ways for children to eat and drink than parents and caregivers living in more deprived areas (areas of mid and high deprivation).

6.1.2 Parents and caregivers' views about the benefits of children eating and drinking healthily

Parents and caregivers were asked what the benefits were of children eating and drinking healthily. Their responses are shown in the table alongside.

The benefits of children eating and drinking healthily most commonly mentioned by parents and caregivers were: children having *more energy/able to be more active/more stamina* (44%); children having a *healthy body/better health and fitness* (44%); and children being *less susceptible to illness* (24%).

- Parents and caregivers talking about 5 to 7-year-olds were less likely than parents and caregivers talking about older children to say that children who ate and drank in healthy ways would have a *healthy body*, and more likely to say that children would *concentrate better/be more alert and focused at school*.

Parents and caregivers talking about children aged 13 to 16 years were more likely than those talking about younger children to mention *maintaining good body weight*, and less likely to mention *developing good eating habits*, as the benefits of children eating and drinking healthily.

- Pacific and Asian parents and caregivers were more likely than Maori parents and caregivers and those of European/Other ethnicity to say that by eating and drinking healthily their children would have *better health and fitness*. Maori and Pacific parents and caregivers were less likely than Asian parents and caregivers and those of European/Other ethnicity to say that their children would *grow properly* if they eat and drink in healthy ways.

When children do eat and drink in healthy ways, what benefits do you think they get from doing that? ... 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 % | % |
| Have more energy/able to be more active/more stamina | 43 | 42 | 47 | 47 | 31 | 30 | 47 | 43 | 47 | 42 | 44 |
| Healthy body/better health and fitness/improved well-being | 38 | 46 | 47 | 37 | 55 | 53 | 42 | 41 | 49 | 42 | 44 |
| Don't get sick/less susceptible to illness | 24 | 24 | 22 | 14 | 31 | 32 | 24 | 25 | 23 | 22 | 24 |
| Concentrate better/more alert and focused at school | 26 | 21 | 21 | 24 | 15 | 11 | 25 | 26 | 22 | 19 | 22 |
| Better brain function/study/learn better at school | 20 | 21 | 21 | 23 | 23 | 25 | 19 | 20 | 22 | 21 | 21 |
| Happier/not so grumpy/better temperament/less moody | 15 | 16 | 16 | 14 | 11 | 6 | 19 | 16 | 17 | 15 | 16 |
| Grow properly/good for body development | 15 | 14 | 12 | 4 | 8 | 17 | 17 | 17 | 14 | 10 | 14 |
| Maintain good body weight/not overweight/prevent obesity | 10 | 11 | 17 | 9 | 14 | 22 | 12 | 10 | 15 | 14 | 13 |
| Develop good eating habits/learn to make healthy choices | 10 | 9 | 4 | 5 | 7 | 4 | 10 | 11 | 6 | 6 | 8 |
| Get good nutrition/vitamins, minerals, iron, etc | 6 | 6 | 7 | 4 | 3 | 11 | 7 | 5 | 9 | 6 | 6 |
| Base | 346 | 454 | 333 | 287 | 330 | 78 | 437 | 228 | 199 | 706 | 1133 |

- Parents and caregivers living in the least deprived areas were more likely than those living in more deprived areas (mid and high deprivation) to mention that their children *developed good eating habits* by eating and drinking healthily. Parents and caregivers living in the most deprived areas were less likely than those living in other areas (low and mid deprivation) to say that their children *grew properly* when they were eating and drinking in healthy ways.

The main benefits of children eating and drinking healthily mentioned by parents and caregivers were as follows:

Have more energy/able to be more active/more stamina (mentioned by 44% of parents and caregivers) ...

- "Increased energy levels."* (m)
- "Needs good food for energy."* (m)
- "Energetic, full of life."* (m)
- "Able to cope better with sports."* (m)
- "More active, energy lasts longer."* (m)
- "Bad food means lethargic, energy level higher."* (p)
- "Not so sluggish."* (o)
- "Lots of energy, move around a lot."* (p)
- "Lively during the day."* (p)
- "It keeps them going, gives them more stamina."* (m)
- "Better stamina, do more sports."* (o)

Healthy body/better health and fitness/improved general wellbeing (mentioned by 44% of parents and caregivers) ...

- "Being fit and healthy."* (m)
- "Grow more healthy."* (a)
- "Better wellbeing."* (m)
- "Healthy body, fit body."* (m)
- "Better sense of wellbeing."* (o)
- "General health improves."* (m)
- "Overall good health."* (m)

Don't get sick/less susceptible to illness/good immune system (mentioned by 24% of parents and caregivers) ...

- "Get sick less often."* (o)
- "Less likely to get sick."* (m)
- "Immune system good, hardly gets ill."* (m)
- "Helps keep them free from illness."* (o)
- "Prevents getting adult and child illnesses."* (m)
- "Protect from sickness."* (p)
- "Less infections and bugs."* (o)
- "Reduce the chance of infection."* (a)
- "Rarely have to take them to the doctor."* (p)

Concentrate better/more alert and focused at school (mentioned by 22% of parents and caregivers) ...

- "More concentration."* (m)
- "Good concentration."* (m)
- "Longer concentration spans."* (m)
- "Can concentrate better at school."* (o)
- "More alert and focused."* (m)
- "Good attention at school."* (m)
- "Attention span longer."* (p)
- "More alert at school."* (o)
- "Able to focus in the morning at school."* (m)
- "Alert, longer attention span."* (m)

Better brain function/study/learn better at school (mentioned by 21% of parents and caregivers) ...

- "Brain will work better." (o)
- "Keeping brain working." (m)
- "More memory power." (a)
- "Makes your brain work better, keeps your mind active." (p)
- "Brain functions properly." (o)
- "Learn better, a bit more productive." (m)
- "Doesn't have brain blocks." (m)
- "At school think clearly." (p)
- "Helps to study well." (p)
- "Learn better at school." (o)
- "Mind will function properly." (a)
- "Feeds the mind." (m)
- "Thinks about things more, thinks about his answers." (m)
- "Keeps the brain working." (m)

Happier/not so grumpy/better temperament/less moody (mentioned by 16% of parents and caregivers) ...

- "Less tears and grumps." (m)
- "Happier, bright smiling, rather than grumpy and morose." (m)
- "Don't get as stroppy." (o)
- "Temperament better." (p)
- "Grumpy if they eat a lot of rubbish." (o)
- "Not cranky." (p)
- "Attitude becomes better." (p)

Grow properly/good for body development (mentioned by 14% of parents and caregivers) ...

- "Able to grow." (m)
- "Body will grow properly." (o)
- "Helps body develop in favourable ways." (o)
- "Good development." (o)
- "Develop body in a healthy way." (o)
- "Important for their development." (a)
- "Grow in a healthy way." (o)
- "Helps development." (m)
- "Helps them to grow." (p)
- "Growth optimal." (o)

Maintain good body weight/not overweight/prevent obesity (mentioned by 13% of parents and caregivers) ...

- "Better chance against obesity." (m)
- "Don't get fat." (o)
- "Keep weight at a good level." (o)
- "More balanced weight." (p)
- "Won't become overweight." (a)
- "Lost a lot of weight when she improved her diet." (o)
- "Be skinny when she grows up." (p)
- "Keeps him trim." (p)
- "She will be slim." (o)

Develop good eating habits/learn to make healthy choices for life (mentioned by 8% of parents and caregivers) ...

- "They learn healthy eating and benefit in the future." (p)
- "Sets up habits for later in life." (o)
- "More aware of health and will make healthy choices to enhance his life." (m)
- "Better example for future years." (m)
- "Hope she passes these habits to her children." (o)
- "Learning to look after herself and not eat junk." (p)
- "A positive influence, continue with healthy choices." (p)

Get good nutrition/vitamins, minerals, iron etc (mentioned by 6% of parents and caregivers) ...

- "Feeding their bodies something good." (o)
- "Nutritional intake better." (o)
- "They get the nutrition that they need." (o)
- "Getting nutrients, vitamins and proteins." (o)
- "Gets proteins, calcium and vitamins for growth." (a)
- "Helps his blood iron." (p)
- "Gets all her vitamins and minerals." (o)
- "Good fuel for their body." (p)
- "Don't get deficiencies." (a)

Key: m = Maori, p = Pacific peoples, a = Asian peoples, o = European/Other

Other mentions of benefits of children eating and drinking healthily given by less than 6% of parents and caregivers were ...

- Better behaved/easier to control.
- No sugar rushes/not hyperactive/calmer.
- Less skin irritations/rashes/sores.
- Less risk of diabetes.
- Less risk of high cholesterol/high blood pressure/heart disease.
- Grow stronger/has strength in body.
- Sleep better/better sleeping patterns.
- Not so tired/more awake.
- Live longer.
- Good healthy teeth and gums.
- Good strong bones.
- Healthy glowing skin/better complexion/less acne.
- Healthy clear eyes/good eyesight.
- Keeps bowels good and regular.
- Better for digestive system/no bloating.
- Feeling of fullness for longer/need less snacks.
- More sociable/ more talkative/ more communicative with others.
- More motivated/more proactive/not so lazy.
- Feel better about themselves/better self esteem.
- Improves or controls their health concern.
- Generally look good/look healthy/can see it in their faces.

- Able to cope with everyday life/functions better.
- Healthy hair/shiny/curly hair.

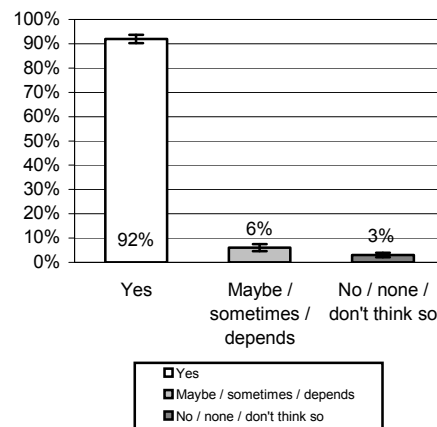
6.1.3 Parents and caregivers' views about whether problems can arise from child not eating and drinking healthily

Parents and caregivers were asked if they thought that children could get problems when they don't eat and drink in healthy ways. Their responses are shown in the charts alongside and in the tables on the following page.

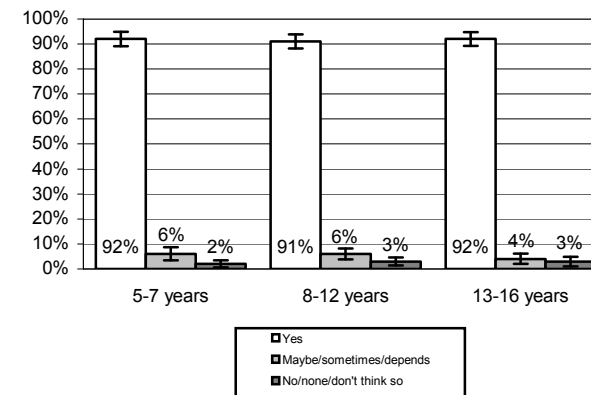
- The majority (92%) of parents and caregivers said that children could get problems when they don't eat and drink healthily. Six percent (6%) said that by not eating and drinking in healthy ways their children could get problems *maybe/sometimes/depends*, while 3% said *no/none/don't think so*.
- There was little variation in the responses to this question for parents and caregivers talking about children in the three different age groups.
- Pacific parents and caregivers were slightly less likely to say that problems could arise from children not eating or drinking healthily than Maori parents and caregivers and those of European/Other ethnicity (85% of Pacific parent and caregivers, compared with 92% and 94%, respectively, for Maori parents and caregivers and those of European/Other ethnicity).
- Parents and caregivers living in the most deprived areas were slightly less likely (87%) to say that children could get problems when they didn't eat and drink in healthy ways than other parents and caregivers (93% for those living in the least deprived areas and 95% for those living in areas of mid-deprivation).

When children like [nominated child] don't eat and drink in healthy ways, do you think they can get problems from that?

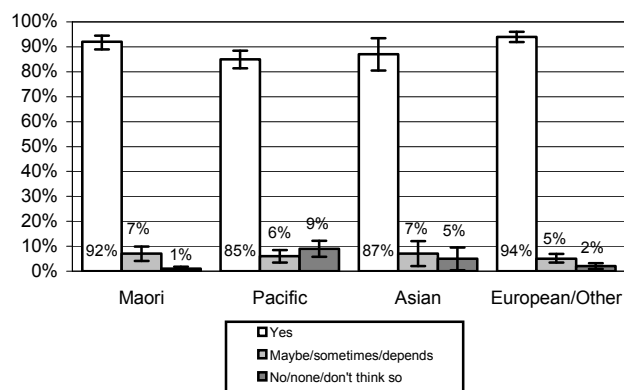
All parents/caregivers



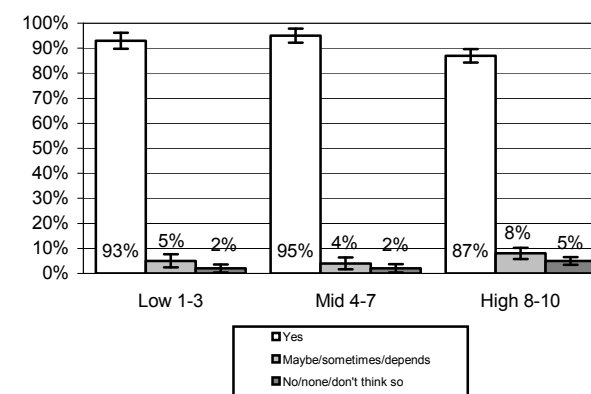
By age of nominated child



By ethnicity of parents and caregivers



By deprivation index



Unweighted base = 1133 – all parents/caregivers

- Male parents and caregivers were more likely than female parents and caregivers to say that when children didn't eat and drink in healthy ways they *sometimes* got problems.
- Parents and caregivers living in *extended families* were more likely than those living in *1-parent families* to say that they didn't think that children could get problems when they didn't eat and drink healthily.

When children like [nominated child] don't eat and drink in healthy ways, do you think they can get problems from that?

| | Gender of parent/caregiver | | Age of parent/caregiver (in years) | | | Parent/caregiver of child aged | | | Location | | Total |
|-------------------------|----------------------------|----------|------------------------------------|---------|-------|--------------------------------|--------------|---------------|----------|---------|-------|
| | Male % | Female % | 15-34 % | 35-44 % | 45+ % | 5-7 years % | 8-12 years % | 13-16 years % | Urban % | Rural % | % |
| Yes | 86 | 93 | 92 | 92 | 91 | 92 | 91 | 92 | 92 | 93 | 92 |
| Maybe/sometimes/depends | 10 | 5 | 7 | 5 | 6 | 6 | 6 | 4 | 6 | 6 | 6 |
| No/none/don't think so | 4 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 3 |
| Base | 156 | 939 | 342 | 479 | 307 | 346 | 454 | 333 | 933 | 200 | 1133 |

| | Ethnicity of parent/caregiver | | | | Household composition | | | | Total |
|-------------------------|-------------------------------|-----------|---------|--------------|-----------------------|-------------------|-------------------|-------------------|-------|
| | Maori % | Pacific % | Asian % | Euro/Other % | 1-parent family % | 2-parent family % | Extended family % | Other household % | % |
| Yes | 92 | 85 | 87 | 94 | 95 | 91 | 87 | 93 | 92 |
| Maybe/sometimes/depends | 7 | 6 | 7 | 5 | 4 | 6 | 7 | 6 | 6 |
| No/none/don't think so | 1 | 9 | 5 | 2 | 1 | 3 | 6 | 2 | 3 |
| Base | 287 | 330 | 78 | 437 | 253 | 645 | 156 | 79 | 1133 |

- Parents and caregivers with an annual household income of \$20-40,000 were more likely than those with an income of \$40-60,000 to say that *maybe/sometimes* children could get problems when they didn't eat and drink in healthy ways.

When children like [nominated child] don't eat and drink in healthy ways, do you think they can get problems from that?

| | Household income | | | | Deprivation index | | | Total |
|-------------------------|-------------------|------------|------------|--------------|-------------------|-----------|-------------|-------|
| | Less than \$20k % | \$20-40k % | \$40-60k % | Over \$60k % | Low 1-3 % | Mid 4-7 % | High 8-10 % | % |
| Yes | 91 | 89 | 94 | 93 | 93 | 95 | 87 | 92 |
| Maybe/sometimes/depends | 7 | 8 | 4 | 5 | 5 | 4 | 8 | 6 |
| No/none/don't think so | 2 | 4 | 2 | 2 | 2 | 2 | 5 | 3 |
| Base | 180 | 322 | 224 | 368 | 228 | 199 | 706 | 1133 |

6.1.4 Parents and caregivers' views about the problems that arise when children don't eat and drink healthily

Parents and caregivers who said that problems could arise when children don't eat and drink in healthy ways were asked what they thought these problems might be.

- The problem that most parents and caregivers said children could experience when they didn't eat and drink healthily was that they *tend to gain weight/will be overweight/ lead to obesity*; this was mentioned by almost four out of ten (38%) parents and caregivers. Over three out of ten (31%) said that children were *more susceptible to illness*, while a similar proportion (27%) said that children had *lack of energy* when they didn't eat and drink healthily.
- Parents and caregivers talking about 5 to 7-year-olds were less likely to say that children *tended to gain weight*, and more likely to say that they could have *bad teeth and gums* when they didn't eat and drink in healthy ways, than parents and caregivers of older children (8 to 12-year-olds and 13 to 16-year-olds).
- Pacific and Asian parents and caregivers were less likely than Maori parents and caregivers and those of European/Other ethnicity to say that when children didn't eat and drink healthily they *had an attitude problem, were grumpy/moody/irritable*. Asian parents and caregivers were less likely than parents and caregivers of other ethnicities to say that children *were always tired* when they didn't eat or drink in healthy ways.
- Pacific parents and caregivers were more likely than those of other ethnicities to say that children *get sick/are more susceptible to illness*, and were less likely to say that they *lack energy/are not as active/have low stamina*, when they didn't eat and drink healthily.

Problems the parents/caregivers think children can get when they don't eat and drink in healthy ways ... 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 % | % |
| Tend to gain weight/ will be overweight/ lead to obesity | 28 | 43 | 40 | 30 | 38 | 36 | 40 | 39 | 38 | 36 | 38 |
| Gets sick/more susceptible to illness/ poor immune system | 32 | 33 | 28 | 28 | 45 | 37 | 29 | 29 | 31 | 35 | 31 |
| Lack of energy/not as active/low stamina | 30 | 23 | 28 | 31 | 16 | 22 | 27 | 28 | 27 | 24 | 27 |
| Unhappy/grumpy/ moody/irritable/ attitude problem | 19 | 19 | 22 | 27 | 11 | 7 | 22 | 20 | 23 | 18 | 20 |
| Lack of concentration/ poor attention span/ distracted ... | 22 | 19 | 15 | 18 | 13 | 21 | 19 | 26 | 14 | 14 | 19 |
| Always tired/fatigued | 15 | 17 | 15 | 22 | 19 | 8 | 15 | 14 | 19 | 15 | 16 |
| Unhealthy body/poor health and fitness/ wellbeing not good | 16 | 15 | 15 | 14 | 17 | 11 | 16 | 16 | 13 | 17 | 15 |
| Bad teeth and gums/ tooth decay, etc | 21 | 13 | 8 | 12 | 5 | 5 | 17 | 15 | 13 | 13 | 14 |
| Risk of diabetes | 12 | 12 | 15 | 13 | 15 | 10 | 13 | 12 | 11 | 16 | 13 |
| Poor brain function/ thinking not clear/ poor school learning | 7 | 14 | 13 | 9 | 14 | 14 | 11 | 11 | 12 | 11 | 11 |
| Base | 334 | 432 | 318 | 282 | 299 | 73 | 429 | 224 | 196 | 664 | 1084 |

- Parents and caregivers living in the least deprived areas were less likely than those living in the most deprived areas to say that children were *more susceptible to illness* when they didn't eat or drink healthily. Parents and caregivers from the least derived areas were more likely than those from more deprived areas (mid and high deprivation) to mention *lack of concentration* as a problem children could experience when they didn't eat and drink healthily.

The main problems the parents and caregivers thought children could get when they didn't eat and drink in healthy ways were:

Tend to gain weight/will be overweight/could lead to obesity (mentioned by 38% of parents and caregivers) ...

- "End up obese." (m)
- "Getting fat." (m)
- "They tend to gain more weight." (p)
- "Probably overweight problems." (m)
- "Too much weight." (m)
- "She gets bulky." (a)
- "Get fat and chubby." (a)

Gets sick/more susceptible to illness/poor immune system (mentioned by 31% of parents and caregivers) ...

- "Become sick." (p)
- "They can get the flu and colds." (m)
- "Less immunity to colds." (o)
- "More body deterioration eg the immune system." (m)
- "If she gets sick she won't be able to get better, not quick to fight it off." (o)
- "Catch infections easily." (m)
- "Tend to be sick more often." (p)
- "More susceptible to infections, low immune system." (o)

Lack of energy/not as active/low stamina (mentioned by 27% of parents and caregivers) ...

- "No energy." (m)
- "Listlessness." (m)
- "Low energy." (m)
- "Lethargic." (m)
- "Become less active, don't have the energy to participate in physical activity." (m)
- "Don't want to do physical stuff because they have no energy." (m)
- "Not as active." (m)
- "Energy just goes down." (p)
- "Slow down on everything if they don't eat right." (p)

Unhappy/ grumpy/ moody/ irritable/ attitude problem (mentioned by 20% of parents and caregivers) ...

- "They will get easily irritated." (m)
- "Mood swings, fiery temper." (p)
- "Won't be happy." (p)
- "Grumpiness." (m)
- "Grizzly." (p)
- "Can get tearful." (o)
- "Become crabby and irritable." (o)
- "Cranky." (m)
- "Sad." (p)
- "Gets an attitude problem." (m)

Lack of concentration/poor attention span/distracted/unfocused (mentioned by 19% of parents and caregivers) ...

"Attention span not so good, easily distracted." (m)

"Can't focus well at school." (o)

"Concentration and attention span would be worse." (p)

"Lack of attention." (m)

"Distracted, unfocused." (m)

"Can't concentrate at school in the mornings when they have hard core lessons." (m)

"Don't pay attention." (m)

"Don't listen, don't seem to concentrate." (o)

Always tired/fatigued (mentioned by 16% of parents and caregivers) ...

"Get tired easily." (a)

"Fatigue, even if he's getting enough sleep." (o)

"They get tired before the end of the day." (p)

"Always tired." (o)

"Sleeps and can't wake up." (p)

"Feel sleepy." (p)

"The body just gets tired very quickly." (p)

Unhealthy body/poor health and fitness/general wellbeing not good (mentioned by 15% of parents and caregivers) ...

"If they don't eat healthy, they wouldn't be healthy." (p)

"Health goes down." (m)

"Just general poor health." (p)

"Not good for their health." (p)

"Their all round wellbeing is not good." (o)

"Fitness levels down." (o)

"Not as fit as they should be." (m)

"Health problems." (m)

"Unfit for sports or any other events she may have to be healthy for." (p)

Bad teeth and gums/tooth decay etc (mentioned by 14% of parents and caregivers) ...

"Too much sugar causes tooth decay." (m)

"Maybe bad teeth, bad gums." (m)

"Dental care is more frequent." (m)

"Holes in their teeth." (m)

"Teeth can get spoilt." (a)

"Oral health is not good." (p)

"Rotten teeth." (p)

"Dental problems." (p)

Risk of diabetes (mentioned by 13% of parents and caregivers) ...

"High blood sugar." (m)

"They will get some sickness like diabetes." (p)

"It can cause diabetes." (o)

"They can become diabetic." (p)

"They can get diabetes type 2." (a)

Poor brain function/thinking not clear/poor learning at school (mentioned by 11% of parents and caregivers) ...

"Doesn't help with their learning." (p)

"Schoolwork suffers." (p)

"Learning ability affected." (o)

"Their way of thinking isn't as clear as that of a healthy person." (p)

"Brain not functioning." (p)

"Homework suffers." (m)

"Would not think so logically." (m)

"Slow at school." (p)

"Brain won't work especially in studies." (p)

"Don't do good at school." (p)

"Poor study result." (a)

"Reduces cognitive capacity." (o)

Key: m = Maori, p = Pacific peoples,
a = Asian peoples, o = European/Other

Other mentions of problems the parents and caregivers thought children could experience when they didn't eat and drink in healthy ways given by less than 11% of parents and caregivers were:

- Behaves badly/hard to control.
- Sugar rushes/hyperactive/restless.
- Skin irritations/rashes/sores.
- Risk of high cholesterol/high blood pressure/heart disease.
- Bad eating habits/craves unhealthy food/picky eater.
- Poor body growth/impeded body development/don't put on weight.
- Weak/not a strong body/weak bones etc.
- Sleep badly/poor quality of sleep.
- Health problems in later life/problems with vital organs/cancer etc.
- Malnutrition/dehydration/lack vitamins, minerals, iron etc.
- Poor skin condition/unhealthy complexion/ acne.
- Bowel problems/constipation/diarrhoea/ farting.
- Upset digestive system/sore tummy/vomiting.
- Not sociable/lack friends/uncommunicative with others.
- Lazy/lack motivation/don't want to get involved.
- Poor self esteem/lack confidence/get taunted/ teased.
- Unable to cope with everyday life/functions poorly.
- Risk of asthma/breathing problems.
- Headaches/migraines.
- Develop food allergies.
- Mental health problems/emotional problems/ depression.

6.1.5 Parents and caregivers' views about how healthy selected foods and drinks are

Parents and caregivers were asked how healthy they thought certain foods and drinks were (note: this is the same list of foods and drinks that parents and caregivers were asked about in relation to availability and consumption). This section describes their answers to these questions. The section begins with a description of the responses of all parents and caregivers, and then describes their responses in relation to the three children's age groups, their ethnicity, and the deprivation index of the area that they live in.

6.1.5.1 Views about how healthy selected foods and drinks are – overall

Beverages

The table alongside shows the overall responses of parents and caregivers when they were asked how healthy or unhealthy selected drinks were for children.

- **Tap water** – the majority (95%) of parents and caregivers thought that this was healthy (with 78% saying *very healthy* and 17% saying *healthy*).
- **Bottled water** – nine out of ten (90%) parents and caregivers thought that this was healthy (with 57% saying *very healthy* and 34% saying *healthy*).
- **Flavoured water** – over four out of ten (44%) parents and caregivers thought that these types of drinks were healthy, while over two-thirds (36%) said *neither healthy nor unhealthy* and almost one-fifth (19%) said they were unhealthy.

We would like to ask you how healthy these foods and drinks are for children of [nominated child's] age:

| | Total Healthy % | Very healthy % | Healthy % | Neither healthy/unhealthy % | Total Unhealthy % | Unhealthy % | Very unhealthy % | Base |
|------------------------------|-----------------|----------------|-----------|-----------------------------|-------------------|-------------|------------------|------|
| BEVERAGES | | | | | | | | |
| Tap water | 95 | 78 | 17 | 3 | 2 | 1 | 1 | |
| Bottled water | 90 | 57 | 34 | 8 | 2 | 1 | 1 | |
| Flavoured water | 44 | 12 | 32 | 36 | 19 | 16 | 3 | |
| Diet carbonated drinks | 2 | <1 | 2 | 14 | 84 | 41 | 43 | |
| Full-sugar carbonated drinks | 1 | <1 | <1 | 4 | 95 | 36 | 60 | 1133 |
| Fruit juice | 38 | 5 | 33 | 35 | 27 | 23 | 4 | |
| Other juice* | 6 | <1 | 5 | 20 | 75 | 42 | 33 | |
| Low-fat/soy milk | 89 | 42 | 47 | 8 | 2 | 2 | <1 | |
| Full-fat milk | 75 | 24 | 51 | 17 | 8 | 7 | 1 | |
| Flavoured milk | 22 | 2 | 20 | 33 | 45 | 36 | 9 | |

* Other juice includes juice from concentrate, powder and cordials

- **Diet carbonated drinks** – the majority (84%) of parents and caregivers thought that these drinks were unhealthy (with 41% saying *unhealthy* and 43% saying *very unhealthy*).
- **Full-sugar carbonated drinks** – the majority of parents and caregivers (95%) thought that these drinks were unhealthy, with six out of ten (60%) saying they thought they were *very unhealthy*.
- **Fruit juice** – was considered healthy by almost four out of ten (38%) parents and caregivers, while over one-third (35%) said it was *neither healthy nor unhealthy* and over one-quarter (27%) said fruit juice was unhealthy.
- **Other juice** – three-quarters (75%) of parents and caregivers thought that this was unhealthy (with 42% saying *unhealthy* and 33% saying *very unhealthy*).
- **Low-fat/soy milk** – almost nine out of ten (89%) parents and caregivers thought that this was healthy (with 42% saying *very healthy* and 47% saying *healthy*).
- **Full-fat milk** – three-quarters (75%) of parents and caregivers thought that this type of milk was healthy (with 24% saying *very healthy* and 51% saying *healthy*), while less than one-tenth (8%) thought this type of milk was unhealthy and the remaining 17% thought it was *neither healthy nor unhealthy*.
- **Flavoured milk** – almost one-half (45%) of parents and caregivers thought that this was unhealthy (with 36% saying *unhealthy* and 9% saying *very unhealthy*). Just over one-fifth (22%) of parents and caregivers thought that this type of milk was healthy, while one-third (33%) thought it was *neither healthy nor unhealthy*.

Fruit and vegetables

The table alongside shows the overall responses that parents and caregivers gave when they were asked how healthy different types of fruit and vegetables were.

- **Fresh fruit** – all parents and caregivers (100%) thought that fresh fruit was healthy (with 94% saying *very healthy* and 6% saying *healthy*).
- **Tinned/frozen fruit** – was considered healthy by six out of ten (60%) parents and caregivers (with 8% saying *very healthy* and 51% saying *healthy*). Around three out of ten parents and caregivers (32%) did not have a view either way – saying *neither healthy nor unhealthy*. Less than one in ten (8%) parents and caregivers thought tinned or frozen fruit was unhealthy.
- **Fresh vegetables** – all parents and caregivers thought that these were healthy (with 94% saying *very healthy* and 5% saying *healthy*).
- **Tinned/frozen vegetables** – these were considered healthy by the majority (88%) of parents and caregivers, while 12% thought these were *neither healthy nor unhealthy* and only 1% thought these types of vegetables were unhealthy.
- **Taro/kumara/potatoes** – the majority (93%) of parents and caregivers thought these were healthy (with 51% saying *very healthy* and 42% saying *healthy*).
- **Fried potatoes** – these were considered unhealthy by two-thirds (66%) of parents and caregivers (with 49% saying *unhealthy* and 17% saying *very unhealthy*), while just over one-quarter (27%) thought fried potatoes were *neither healthy nor unhealthy* and 7% thought they were *healthy*.

We would like to ask you how healthy these foods and drinks are for children of [nominated child's] age:

| | Total Healthy % | Very healthy % | Healthy % | Neither healthy/unhealthy % | Total Unhealthy % | Unhealthy % | Very unhealthy % | Base |
|-------------------------------|-----------------|----------------|-----------|-----------------------------|-------------------|-------------|------------------|------|
| FRUIT & VEGETABLES | | | | | | | | |
| Fresh fruit | 100 | 94 | 6 | - | <1 | <1 | - | 1133 |
| Tinned/frozen fruit | 60 | 8 | 51 | 32 | 8 | 8 | 1 | |
| Fresh vegetables | 100 | 94 | 5 | <1 | <1 | - | <1 | |
| Tinned/frozen vegetables | 88 | 27 | 61 | 12 | 1 | 1 | <1 | |
| Taro/kumara/potatoes* | 93 | 51 | 42 | 7 | 1 | 1 | <1 | |
| Fried potatoes** | 7 | <1 | 7 | 27 | 66 | 49 | 17 | |

* Boiled or baked

** Hot potato or kumara chips, French Fries, wedges and hash browns

The table alongside and the one on the next page show the overall responses that parents and caregivers gave when they were asked how healthy different types of meats and fish, and pies, pastries, snacks and sweets were.

Meats and fish

- **Burgers and sausages** – more than two-fifths (42%) of parents and caregivers thought these were *neither healthy nor unhealthy*, while one-third (33%) thought that these foods were unhealthy and one-quarter (25%) thought that they were healthy.
- **Fried chicken or nuggets** – the majority (84%) of parents and caregivers said these were unhealthy (with 42% saying *unhealthy* and 42% saying *very unhealthy*).
- **Fried fish** – more than three-quarters (76%) of parents and caregivers thought that this was unhealthy (with 43% saying *unhealthy* and 33% saying *very unhealthy*). Almost one-fifth (18%) of parents and caregivers considered this type of food *neither healthy nor unhealthy*, while only 7% thought it was healthy.

We would like to ask you how healthy these foods and drinks are for children of [nominated child's] age:

| | Total Healthy % | Very healthy % | Healthy % | Neither healthy/unhealthy % | Total Unhealthy % | Unhealthy % | Very unhealthy % | Base |
|--------------------------|-----------------|----------------|-----------|-----------------------------|-------------------|-------------|------------------|------|
| MEATS & FISH | | | | | | | | |
| Burgers & sausages | 25 | 3 | 22 | 42 | 33 | 27 | 7 | 1133 |
| Fried chicken or nuggets | 4 | <1 | 4 | 12 | 84 | 42 | 42 | |
| Fried fish* | 7 | 1 | 6 | 18 | 76 | 43 | 33 | |

* Including fish and chips

Pies, pastries, snacks and sweets

- **Pies and pastries** – these were considered unhealthy by the majority (85%) of parents and caregivers (with 44% saying *unhealthy* and 41% saying *very unhealthy*), while 12% said these were *neither healthy nor unhealthy*. The remaining 3% thought that pies and pastries were healthy.
- **Potato/corn crisps and snacks** – eight out of ten (80%) parents and caregivers thought these foods were unhealthy (with 52% saying *unhealthy* and 28% saying *very unhealthy*). Almost one in five (19%) parents and caregivers said these foods were *neither healthy nor unhealthy*, while only 1% thought they were healthy.
- **Sweets/lollies/chocolates** – nine out of ten (90%) parents and caregivers thought that these were unhealthy (with 41% saying *unhealthy* and 49% saying *very unhealthy*); 9% considered them *neither healthy nor unhealthy*, while only 1% said these were healthy.

We would like to ask you how healthy these foods and drinks are for children of [nominated child's] age:

| | Total Healthy % | Very healthy % | Healthy % | Neither healthy/unhealthy % | Total Unhealthy % | Unhealthy % | Very unhealthy % | Base |
|------------------------------------|-----------------|----------------|-----------|-----------------------------|-------------------|-------------|------------------|------|
| PIES/PASTRIES/SNACKS/SWEETS | | | | | | | | |
| Pies & pastries* | 3 | <1 | 3 | 12 | 85 | 44 | 41 | 1133 |
| Potato/corn crisps & snacks | 1 | <1 | 1 | 19 | 80 | 52 | 28 | |
| Sweets/lollies/chocolates | 1 | <1 | 1 | 9 | 90 | 41 | 49 | |

* Savoury and sweet

6.1.5.2 How healthy certain foods and drinks are – by age of child

Beverages

The table alongside shows how healthy parents and caregivers thought different types of drinks were for each of the three children's age groups.

Parents and caregivers responses tended to be similar when analysed by the age of their child. The main differences that can be seen from the figures alongside are:

- Parents and caregivers talking about 13 to 16-year-olds were less likely to say that **diet carbonated drinks** were *unhealthy* and more likely to say that **fruit juice** and **flavoured milk** were *healthy* than parents and caregivers talking about younger children.
- Parents and caregivers talking about 5 to 7-year-olds were less likely to say that **full-fat milk** was *unhealthy* and slightly more likely to say that **other juice** was *unhealthy* than parents and caregivers talking about older children.
- Parents and caregivers talking about 13 to 16-year-olds were slightly more likely than parents and caregivers of younger children to say that **low-fat/soy milk** was *healthy*.

We would like to ask you how healthy these foods and drinks are:

| | Parent/caregiver of child 5-7 years old | | | Parent/caregiver of child 8-12 years old | | | Parent/caregiver of child 13-16 years old | | |
|------------------------------|---|-----------------------------|-------------|--|-----------------------------|-------------|---|-----------------------------|-------------|
| | Healthy % | Neither healthy/unhealthy % | Unhealthy % | Healthy % | Neither Healthy/unhealthy % | Unhealthy % | Healthy % | Neither healthy/unhealthy % | Unhealthy % |
| BEVERAGES | | | | | | | | | |
| Tap water | 96 | 3 | 1 | 95 | 3 | 2 | 93 | 5 | 2 |
| Bottled water | 93 | 5 | 2 | 90 | 8 | 2 | 89 | 10 | 1 |
| Flavoured water | 45 | 35 | 19 | 45 | 34 | 22 | 42 | 41 | 17 |
| Diet carbonated drinks | 2 | 11 | 87 | 2 | 13 | 85 | 3 | 19 | 79 |
| Full-sugar carbonated drinks | 1 | 3 | 97 | 1 | 5 | 94 | 1 | 4 | 96 |
| Fruit juice | 36 | 38 | 27 | 35 | 38 | 28 | 43 | 30 | 27 |
| Other juice* | 4 | 18 | 78 | 7 | 20 | 73 | 5 | 21 | 74 |
| Low-fat/soy milk | 89 | 10 | 1 | 86 | 10 | 4 | 94 | 5 | 2 |
| Full-fat milk | 77 | 19 | 4 | 77 | 14 | 9 | 72 | 18 | 10 |
| Flavoured milk | 18 | 36 | 46 | 22 | 33 | 46 | 25 | 31 | 44 |
| Base | | 346 | | | 454 | | | 333 | |

* Other juice includes juice from concentrate, powder and cordials

Reader Note: *The text describes some of the more notable differences in parents and caregivers' responses, rather than all of the differences.*

Fruit and vegetables

The table alongside shows how healthy parents and caregivers thought different types of fruit and vegetables were for each of three age groups.

- Parents and caregivers talking about 5 to 7-year-olds were more likely than parents and caregivers talking about 8 to 12-year-olds and slightly more likely than parents and caregivers talking about 13 to 16-year-olds to say that **tinned or frozen fruit** was *healthy*.
- Parents and caregivers talking about 5 to 7-year-olds were less likely than parents and caregivers talking about older children to say that **taro, kumara or potatoes** were *neither healthy nor unhealthy*.
- Parents and caregivers talking about 8 to 12-year-olds were more likely than parents and caregivers talking about older children and slightly more likely than parents and caregivers talking about younger children to say that **fried potatoes** were *unhealthy*.

We would like to ask you how healthy these foods and drinks are:

| | Parent/caregiver of child 5-7 years old | | | Parent/caregiver of child 8-12 years old | | | Parent/caregiver of child 13-16 years old | | |
|-------------------------------|---|-----------------------------|-------------|--|-----------------------------|-------------|---|-----------------------------|-------------|
| | Healthy % | Neither healthy/unhealthy % | Unhealthy % | Healthy % | Neither Healthy/unhealthy % | Unhealthy % | Healthy % | Neither healthy/unhealthy % | Unhealthy % |
| FRUIT & VEGETABLES | | | | | | | | | |
| Fresh fruit | 100 | - | - | 100 | - | <1 | 100 | <1 | <1 |
| Tinned/frozen fruit | 64 | 29 | 7 | 56 | 35 | 9 | 60 | 31 | 9 |
| Fresh vegetables | 99 | - | 1 | 100 | <1 | <1 | 100 | - | - |
| Tinned/frozen vegetables | 88 | 11 | 1 | 88 | 11 | 1 | 87 | 12 | 1 |
| Taro/kumara/potatoes* | 95 | 4 | 1 | 93 | 7 | 1 | 90 | 9 | 1 |
| Fried potatoes** | 7 | 28 | 65 | 8 | 22 | 71 | 5 | 34 | 61 |
| Base | | 346 | | | 454 | | | 333 | |

* Boiled or baked

** Hot potato or kumara chips, French Fries, wedges and hash browns

Reader Note: The text describes some of the more notable differences in parents and caregivers' responses, rather than all of the differences.

The table alongside shows how healthy parents and caregivers thought different types of meat and fish, and pies, pastries, snacks and sweets were for each of three age groups.

Meats and fish

- Parents and caregivers talking about 13 to 16-year-olds were less likely to say that **burgers and sausages** were *healthy* and slightly more likely to say that **fried chicken or nuggets** were *unhealthy* than parents and caregivers talking about younger children.

Pies, pastries, snacks and sweets

- Parents and caregivers talking about 8 to 12-years were slightly less likely than other parents and caregivers to say that **pies and pastries** were *unhealthy*.
- Parents and caregivers talking about 5 to 7-year-olds were slightly less likely than parents and caregivers talking about older children to say that **potato or corn crisps and snacks** were *unhealthy*.

We would like to ask you how healthy these foods and drinks are:

| | Parent/caregiver of child 5-7 years old | | | Parent/caregiver of child 8-12 years old | | | Parent/caregiver of child 13-16 years old | | |
|------------------------------------|---|-----------------------------|-------------|--|-----------------------------|-------------|---|-----------------------------|-------------|
| | Healthy % | Neither healthy/unhealthy % | Unhealthy % | Healthy % | Neither Healthy/unhealthy % | Unhealthy % | Healthy % | Neither healthy/unhealthy % | Unhealthy % |
| MEATS & FISH | | | | | | | | | |
| Burgers & sausages | 27 | 46 | 27 | 27 | 40 | 33 | 20 | 40 | 40 |
| Fried chicken or nuggets | 5 | 14 | 81 | 3 | 14 | 83 | 3 | 10 | 87 |
| Fried fish* | 5 | 18 | 77 | 8 | 16 | 76 | 6 | 20 | 74 |
| PIES/PASTRIES/SNACKS/SWEETS | | | | | | | | | |
| Pies & pastries** | 2 | 12 | 86 | 6 | 12 | 82 | 2 | 11 | 87 |
| Potato/corn crisps & snacks | 2 | 22 | 76 | 1 | 19 | 80 | 1 | 15 | 84 |
| Sweets/lollies/chocolates | 1 | 9 | 90 | 2 | 10 | 89 | 2 | 7 | 91 |
| Base | | 346 | | | 454 | | | 333 | |

* Including fish and chips

** Savoury and sweet

Reader Note: The text describes some of the more notable differences in parents and caregivers' responses, rather than all of the differences.

6.1.5.3 How healthy certain foods and drinks are – by ethnicity of parent/caregiver

Beverages

The table alongside shows how healthy parents and caregivers thought different types of drinks were by the ethnicity of parents and caregivers.

- Parents and caregivers of European/Other ethnicity were slightly more likely than other parents and caregivers to say that **tap water** was healthy.
- Asian parents and caregivers were less likely to say that **bottled water** was healthy and more likely to say that **flavoured milk** was healthy than parents and caregivers of other ethnicities.
- Pacific parents and caregivers were more likely than parents and caregivers of other ethnicities to say that **flavoured water** was healthy.
- Parents and caregivers of European/Other ethnicity were slightly more likely to say that **full-sugar carbonated drinks** were unhealthy than other parents and caregivers.
- Maori parents and caregivers were less likely than Pacific and European/Other parents and caregivers and, in particular, Asian parents and caregivers to say that **fruit juice** was healthy.
- Maori parents and caregivers and those of European/Other ethnicity were more likely than Pacific and Asian parents and caregivers to say that **other juice** was unhealthy.
- Maori parents and caregivers were less likely than European/Other and slightly less likely than Asian and Pacific parents and caregivers to say that **low fat/soy milk** was healthy.
- Parents and caregivers of European/Other ethnicity and Asian parents and caregivers were more likely to say that **full-fat milk** was healthy than Maori and Pacific parents and caregivers.

We would like to ask you how healthy these foods and drinks are:

| | Maori | | | Pacific | | | Asian | | | Euro/Other | | |
|------------------------------|-----------|-----------------------------|--------------|-----------|-----------------------------|--------------|-----------|-----------------------------|--------------|------------|-----------------------------|--------------|
| | Healthy % | Neither healthy/unhealthy % | Un-healthy % | Healthy % | Neither Healthy/unhealthy % | Un-healthy % | Healthy % | Neither Healthy/unhealthy % | Un-healthy % | Healthy % | Neither healthy/unhealthy % | Un-healthy % |
| BEVERAGES | | | | | | | | | | | | |
| Tap water | 89 | 6 | 5 | 92 | 5 | 3 | 91 | 8 | 1 | 97 | 2 | 1 |
| Bottled water | 90 | 9 | 1 | 92 | 6 | 2 | 81 | 15 | 4 | 92 | 7 | 2 |
| Flavoured water | 41 | 37 | 21 | 63 | 25 | 12 | 37 | 38 | 25 | 44 | 37 | 19 |
| Diet carbonated drinks | 3 | 17 | 81 | 5 | 12 | 83 | 3 | 18 | 79 | 1 | 13 | 86 |
| Full-sugar carbonated drinks | 2 | 8 | 91 | 1 | 7 | 92 | 1 | 8 | 91 | <1 | 2 | 98 |
| Fruit juice | 29 | 31 | 40 | 48 | 30 | 21 | 53 | 37 | 11 | 36 | 37 | 27 |
| Other juice* | 4 | 19 | 77 | 16 | 33 | 51 | 15 | 25 | 61 | 3 | 17 | 80 |
| Low-fat/soy milk | 84 | 15 | 2 | 88 | 10 | 3 | 91 | 7 | 1 | 97 | 7 | 3 |
| Full-fat milk | 66 | 25 | 9 | 62 | 22 | 16 | 75 | 19 | 6 | 80 | 14 | 6 |
| Flavoured milk | 15 | 31 | 54 | 23 | 39 | 38 | 47 | 34 | 19 | 19 | 33 | 49 |
| Base | | 287 | | | 330 | | | 78 | | | 437 | |

* Other juice includes juice from concentrate, powder and cordials

Reader Note: *The text describes some of the more notable differences in parents and caregivers' responses, rather than all of the differences.*

Fruit and vegetables

The table alongside shows how healthy parents and caregivers thought different types of fruit and vegetables were by the ethnicity of parents and caregivers.

- Parents and caregivers of European/Other ethnicity and Pacific parents and caregivers were more likely than Maori and Asian parents and caregivers to say that **tinned or frozen fruit** and **tinned or frozen vegetables** were *healthy*.
- Asian parents and caregivers and those of European/Other ethnicity were more likely than Maori and Pacific parents and caregivers to say that **taro, kumara or potatoes** were *healthy*.
- Parents and caregivers of European/Other ethnicity were less likely than other parents and caregivers to say that **fried potatoes** were *healthy*.

We would like to ask you how healthy these foods and drinks are:

| | Maori | | | Pacific | | | Asian | | | Euro/Other | | |
|-------------------------------|-----------|-----------------------------|--------------|-----------|-----------------------------|--------------|-----------|-----------------------------|--------------|------------|-----------------------------|--------------|
| | Healthy % | Neither healthy/unhealthy % | Un-healthy % | Healthy % | Neither Healthy/unhealthy % | Un-healthy % | Healthy % | Neither Healthy/unhealthy % | Un-healthy % | Healthy % | Neither healthy/unhealthy % | Un-healthy % |
| FRUIT & VEGETABLES | | | | | | | | | | | | |
| Fresh fruit | 100 | <1 | <1 | 100 | - | - | 100 | - | - | 100 | - | <1 |
| Tinned/frozen fruit | 42 | 42 | 16 | 63 | 28 | 9 | 32 | 46 | 23 | 69 | 27 | 4 |
| Fresh vegetables | 99 | <1 | 1 | 100 | - | 1 | 100 | - | - | 100 | - | - |
| Tinned/frozen vegetables | 82 | 16 | 2 | 91 | 6 | 2 | 82 | 18 | 1 | 90 | 10 | <1 |
| Taro/kumara/potatoes* | 87 | 11 | 2 | 85 | 12 | 3 | 94 | 6 | 1 | 95 | 5 | <1 |
| Fried potatoes** | 8 | 25 | 68 | 11 | 21 | 68 | 10 | 25 | 66 | 5 | 30 | 65 |
| Base | 287 | | | 330 | | | 78 | | | 437 | | |

* Boiled or baked

** Hot potato or kumara chips, French Fries, wedges and hash browns

Reader Note: The text describes some of the more notable differences in parents and caregivers' responses, rather than all of the differences.

The table alongside shows how healthy parents and caregivers thought different types of meat and fish, and pies, pastries, snacks and sweets were, by the ethnicity of parents and caregivers.

We would like to ask you how healthy these foods and drinks are:

Meats and fish

- Asian parents and caregivers were less likely than parents and caregivers of other ethnicities to say that **fried chicken or nuggets** and **fried fish** were *unhealthy*.
- Parents and caregivers of European/Other ethnicity were less likely than Maori and, in particular, Pacific and Asian parents and caregivers to say that **burgers and sausages** were *healthy*.

Pies, pastries, snacks and sweets

- Asian parents and caregivers were less likely than parents and caregivers of other ethnicities to say that **pies and pastries** and **sweets, lollies and chocolates** were *unhealthy*.
- Parents and caregivers of European/Other ethnicity were more likely than Maori, Pacific and, in particular, Asian parents and caregivers to say that **potato or corn crisps and snacks** were *unhealthy*.

| | Maori | | | Pacific | | | Asian | | | Euro/Other | | |
|-------------------------------------|-----------|-----------------------------|--------------|-----------|-----------------------------|--------------|-----------|-----------------------------|--------------|------------|-----------------------------|--------------|
| | Healthy % | Neither healthy/unhealthy % | Un-healthy % | Healthy % | Neither Healthy/unhealthy % | Un-healthy % | Healthy % | Neither Healthy/unhealthy % | Un-healthy % | Healthy % | Neither healthy/unhealthy % | Un-healthy % |
| MEATS & FISH | | | | | | | | | | | | |
| Burgers & sausages | 28 | 38 | 34 | 42 | 34 | 25 | 37 | 41 | 22 | 20 | 44 | 36 |
| Fried chicken or nuggets | 3 | 12 | 84 | 6 | 14 | 81 | 15 | 32 | 53 | 2 | 9 | 89 |
| Fried fish* | 5 | 14 | 80 | 6 | 13 | 81 | 18 | 24 | 58 | 5 | 19 | 76 |
| PIES/PASTRIES/ SNACKS/SWEETS | | | | | | | | | | | | |
| Pies & pastries** | 3 | 10 | 87 | 3 | 16 | 80 | 15 | 17 | 68 | 2 | 10 | 88 |
| Potato/corn crisps & snacks | 3 | 25 | 72 | 4 | 19 | 77 | 2 | 31 | 66 | <1 | 15 | 85 |
| Sweets/lollies/ chocolates | 2 | 10 | 89 | 2 | 6 | 92 | 7 | 22 | 71 | <1 | 7 | 93 |
| Base | | 287 | | | 330 | | | 78 | | | 437 | |

* Including fish and chips

** Savoury and sweet

Reader Note: The text describes some of the more notable differences in parents and caregivers' responses, rather than all of the differences.

6.1.5.4 How healthy certain foods and drinks are – by deprivation index

Beverages

The table alongside shows how healthy parents and caregivers thought different types of drinks were by the deprivation index of the area that parents and caregivers lived in.

- Parents and caregivers living in the most deprived areas were slightly less likely than those living in less deprived areas (low and mid) to say that **tap water** and **full-fat milk** were *healthy*.
- Parents and caregivers living in the most deprived areas were less likely than those living in areas of mid-deprivation and, in particular, those living in the least deprived areas to say that **other juice** was *unhealthy*.
- Parents and caregivers living in the least deprived areas were less likely than those living in the most deprived areas to say that **flavoured milk** was *healthy*.
- Parents and caregivers living in the least deprived areas were less likely than those living in more deprived areas (mid and high) to say that **flavoured water** was *healthy*.
- Parents and caregivers living in areas of mid-deprivation were less likely than those living in the most deprived areas, and slightly less likely than those living in the least deprived areas, to say that **fruit juice** was *healthy*.

We would like to ask you how healthy these foods and drinks are:

| | Deprivation Index 1-3 | | | Deprivation Index 4-7 | | | Deprivation Index 8-10 | | |
|------------------------------|-----------------------|-----------------------------|-------------|-----------------------|-----------------------------|-------------|------------------------|-----------------------------|-------------|
| | Healthy % | Neither healthy/unhealthy % | Unhealthy % | Healthy % | Neither healthy/unhealthy % | Unhealthy % | Healthy % | Neither healthy/unhealthy % | Unhealthy % |
| BEVERAGES | | | | | | | | | |
| Tap water | 96 | 4 | <1 | 97 | 1 | 2 | 91 | 6 | 4 |
| Bottled water | 91 | 7 | 2 | 90 | 10 | 1 | 90 | 8 | 3 |
| Flavoured water | 36 | 40 | 24 | 47 | 33 | 19 | 51 | 35 | 13 |
| Diet carbonated drinks | 2 | 14 | 84 | 1 | 14 | 85 | 3 | 15 | 83 |
| Full-sugar carbonated drinks | - | 3 | 97 | - | 4 | 96 | 2 | 5 | 93 |
| Fruit juice | 38 | 38 | 25 | 34 | 38 | 27 | 41 | 30 | 29 |
| Other juice* | 2 | 15 | 83 | 6 | 21 | 72 | 9 | 24 | 67 |
| Low-fat/soy milk | 90 | 7 | 3 | 91 | 8 | 2 | 87 | 11 | 2 |
| Full-fat milk | 79 | 14 | 7 | 76 | 18 | 6 | 70 | 19 | 10 |
| Flavoured milk | 18 | 35 | 47 | 21 | 35 | 45 | 27 | 30 | 43 |
| Base | | 228 | | | 199 | | | 706 | |

* Other juice includes juice from concentrate, powder and cordials

Reader Note: *The text describes some of the more notable differences in parents and caregivers' responses, rather than all of the differences.*

Fruit and vegetables

The table alongside shows how healthy parents and caregivers thought different types of fruit and vegetables were by the deprivation index of the area that parents and caregivers lived in.

- Parents and caregivers living in the least deprived areas were more likely to say that **tinned or frozen fruit** was *healthy* and slightly more likely to say that **taro, kumara or potatoes** were *healthy* than parents and caregivers living in more deprived areas.
- Parents and caregivers living in the most deprived areas were slightly less likely than those living in less deprived areas (low and mid) to say that **tinned or frozen vegetables** were *healthy*.
- Parents and caregivers living in areas of mid-deprivation were slightly less likely than those living in other areas of deprivation to say that **fried potatoes** were *unhealthy*.

We would like to ask you how healthy these foods and drinks are:

| | Deprivation Index 1-3 | | | Deprivation Index 4-7 | | | Deprivation Index 8-10 | | |
|-------------------------------|-----------------------|-----------------------------|-------------|-----------------------|-----------------------------|-------------|------------------------|-----------------------------|-------------|
| | Healthy % | Neither healthy/unhealthy % | Unhealthy % | Healthy % | Neither healthy/unhealthy % | Unhealthy % | Healthy % | Neither healthy/unhealthy % | Unhealthy % |
| FRUIT & VEGETABLES | | | | | | | | | |
| Fresh fruit | 100 | - | - | 100 | - | - | 100 | <1 | <1 |
| Tinned/frozen fruit | 67 | 28 | 6 | 58 | 33 | 8 | 52 | 36 | 12 |
| Fresh vegetables | 100 | - | - | 100 | - | <1 | 99 | <1 | <1 |
| Tinned/frozen vegetables | 89 | 11 | - | 89 | 11 | <1 | 85 | 13 | 2 |
| Taro/kumara/potatoes* | 95 | 4 | 1 | 91 | 8 | <1 | 90 | 8 | 2 |
| Fried potatoes** | 6 | 27 | 67 | 6 | 32 | 63 | 8 | 24 | 68 |
| Base | | 228 | | | 199 | | | 706 | |

* Boiled or baked

** Hot potato or kumara chips, French Fries, wedges and hash browns

Reader Note: The text describes some of the more notable differences in parents and caregivers' responses, rather than all of the differences.

The table alongside shows how healthy parents and caregivers thought different types of meats and fish, and pies, pastries, snacks and sweets were by the deprivation index of the area that parents and caregivers lived in.

Meats and fish

- Parents and caregivers living in the most deprived areas were more likely to say that **burgers and sausages** were *healthy* than those living in less deprived areas (low and mid).
- Parents and caregivers living in the least deprived areas were slightly less likely than those living in more deprived areas (mid and high) to say that **fried fish** was *unhealthy*.

Pies, pastries, snacks and sweets

- Parents and caregivers living in areas of mid-deprivation were slightly more likely than those living in other areas of deprivation to say that **pies and pastries** were *unhealthy*.

We would like to ask you how healthy these foods and drinks are:

| | Deprivation Index 1-3 | | | Deprivation Index 4-7 | | | Deprivation Index 8-10 | | |
|------------------------------------|-----------------------|-----------------------------|-------------|-----------------------|-----------------------------|-------------|------------------------|-----------------------------|-------------|
| | Healthy % | Neither healthy/unhealthy % | Unhealthy % | Healthy % | Neither healthy/unhealthy % | Unhealthy % | Healthy % | Neither healthy/unhealthy % | Unhealthy % |
| MEATS & FISH | | | | | | | | | |
| Burgers & sausages | 19 | 44 | 36 | 24 | 43 | 33 | 32 | 37 | 31 |
| Fried chicken or nuggets | 4 | 11 | 85 | 2 | 15 | 83 | 6 | 12 | 83 |
| Fried fish* | 8 | 18 | 74 | 2 | 21 | 77 | 9 | 15 | 77 |
| PIES/PASTRIES/SNACKS/SWEETS | | | | | | | | | |
| Pies & pastries** | 5 | 12 | 83 | 1 | 9 | 90 | 4 | 14 | 83 |
| Potato/corn crisps & snacks | 1 | 16 | 83 | 1 | 20 | 79 | 3 | 20 | 77 |
| Sweets/lollies/chocolates | 1 | 10 | 89 | <1 | 7 | 93 | 4 | 8 | 88 |
| Base | | 228 | | | 199 | | | 706 | |

* Including fish and chips

** Savoury and sweet

Reader Note: The text describes some of the more notable differences in parents and caregivers' responses, rather than all of the differences.

6.2 Parents and caregivers' concerns about their children's weight

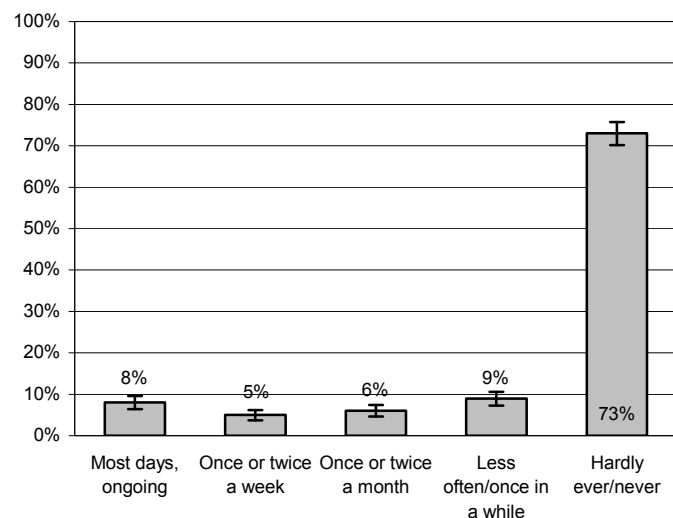
Parents and caregivers were asked whether they were concerned about their children's weight.

6.2.1 Frequency of worrying about children gaining more weight or weighing more than is best for them

Parents and caregivers were asked how often they worried that their child was gaining more weight or weighed more than was best for her/him. The chart alongside and the table on the following page show their answers.

- Almost three-quarters (73%) of parents and caregivers said they were concerned about their child gaining more weight *hardly ever or never*. Almost one in ten (9%) said they worried *less often* than once or twice a month, while 8% said they worried *most days* that their child was gaining more weight than was best for her/him. Six percent (6%) said this happened *once or twice a month*, and 5% said *once or twice a week*.

How often do you worry that [nominated child] is gaining more weight or weighs more than is best for her/him?



Unweighted base = 1133 – all parents/caregivers

- Parents and caregivers aged 35 to 44 years were less likely to say they worried about their child gaining more weight *once or twice a month* and more likely to say that they worried *hardly ever/never* than parents and caregivers aged 45 years and over.
- Parents and caregivers talking about 5 to 7-year-olds were less likely to say they were concerned *less often* than once or twice a month and more likely to say they were worried *hardly ever/never* than parents and caregivers of older children.
- Parents and caregivers living in urban areas were more likely than those living in rural areas to say that they were worried about their child gaining more weight than is best for her/him *most days* and less likely to be worried *hardly ever/never*.
- Pacific parents and caregivers were more likely than parents and caregivers of other ethnicities to say that they were concerned about their child gaining more weight *most days*. Parents and caregivers of European/Other ethnicity were more likely than Pacific and Asian parents and caregivers to say that they were worried about their child gaining more weight *hardly ever/never*.
- Parents and caregivers living in *other households* and *extended families* were more likely than those living in *1-parent* and *2-parent families* to say that they worried *most days*.

How often do you worry that [nominated child] is gaining more weight or weighs more than is best for her/him?

| | Gender of parent/caregiver | | Age of parent/caregiver (in years) | | | Parent/caregiver of child aged | | | Location | | Total |
|----------------------------|----------------------------|----------|------------------------------------|---------|-------|--------------------------------|--------------|---------------|----------|---------|-------|
| | Male % | Female % | 15-34 % | 35-44 % | 45+ % | 5-7 years % | 8-12 years % | 13-16 years % | Urban % | Rural % | % |
| Most days, ongoing | 6 | 8 | 7 | 7 | 9 | 3 | 9 | 11 | 9 | 4 | 8 |
| Once or twice a week | 7 | 4 | 6 | 4 | 4 | 3 | 5 | 6 | 5 | 1 | 5 |
| Once or twice a month | 6 | 6 | 7 | 4 | 8 | 4 | 5 | 8 | 6 | 5 | 6 |
| Less often/once in a while | 5 | 10 | 10 | 8 | 10 | 5 | 12 | 10 | 9 | 10 | 9 |
| Hardly ever/never | 76 | 73 | 70 | 77 | 68 | 85 | 70 | 65 | 71 | 80 | 73 |
| Base | 156 | 939 | 342 | 479 | 307 | 346 | 454 | 333 | 933 | 200 | 1133 |

| | Ethnicity of parent/caregiver | | | | Household composition | | | | Total |
|----------------------------|-------------------------------|-----------|---------|--------------|-----------------------|-------------------|-------------------|-------------------|-------|
| | Maori % | Pacific % | Asian % | Euro/Other % | 1-parent family % | 2-parent family % | Extended family % | Other household % | % |
| Most days, ongoing | 8 | 24 | 14 | 5 | 8 | 7 | 14 | 16 | 8 |
| Once or twice a week | 5 | 8 | 6 | 4 | 7 | 4 | 6 | - | 5 |
| Once or twice a month | 6 | 7 | 7 | 5 | 7 | 6 | 4 | 8 | 6 |
| Less often/once in a while | 11 | 10 | 11 | 8 | 7 | 10 | 11 | 7 | 9 |
| Hardly ever/never | 70 | 51 | 62 | 78 | 72 | 74 | 67 | 69 | 73 |
| Base | 287 | 330 | 78 | 437 | 253 | 645 | 156 | 79 | 1133 |

- Parents and caregivers with an annual household income of \$40-60,000 were less likely than those with an annual household income of less than \$40,000 to say that they were concerned about their child gaining more weight *most days*. Those with an annual household income of less than \$20,000 were less likely to say that they were worried *less often/once in a while* than parents and caregivers living in households with an annual income between \$40-60,000.
- Parents and caregivers living in the most deprived areas were more likely than those living in less deprived areas (low and mid deprivation) to say that they were concerned *most days*.

How often do you worry that [nominated child] is gaining more weight or weighs more than is best for her/him?

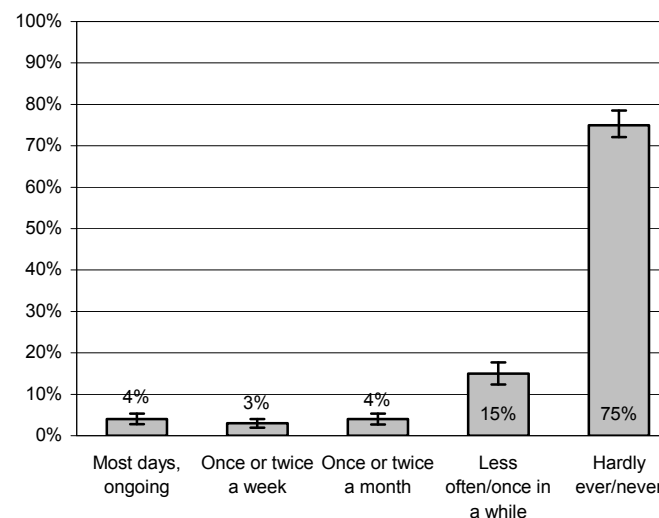
| | Household income | | | | Deprivation index | | | Total |
|----------------------------|-------------------|------------|------------|--------------|-------------------|-----------|-------------|-------|
| | Less than \$20k % | \$20-40k % | \$40-60k % | Over \$60k % | Low 1-3 % | Mid 4-7 % | High 8-10 % | % |
| Most days, ongoing | 12 | 10 | 5 | 7 | 5 | 6 | 14 | 8 |
| Once or twice a week | 4 | 5 | 6 | 4 | 4 | 6 | 4 | 5 |
| Once or twice a month | 7 | 8 | 5 | 5 | 5 | 8 | 5 | 6 |
| Less often/once in a while | 6 | 9 | 11 | 10 | 10 | 7 | 9 | 9 |
| Hardly ever/never | 71 | 68 | 73 | 75 | 76 | 74 | 68 | 73 |
| Base | 180 | 322 | 224 | 368 | 228 | 199 | 706 | 1133 |

6.2.2 Frequency of worrying about children gaining less weight or weighing less than is best for them

Parents and caregivers who were **not** worried about their children gaining weight or weighing more than was best for her/him were asked if they worried about their child gaining less weight or weighing less than was best for her/him. The chart alongside and the tables on the following pages show their answers.

- Three-quarters (75%) of parents and caregivers who were asked this question said that they were concerned about their child gaining less weight than was best for her/him *hardly ever/never*. Almost one-sixth (15%) of these parents and caregivers said this happened *less often* than once or twice a month. Few of these parents and caregivers said they worried that their child gained less weight than is best for her/him: *most days* (4%); *once or twice a month* (4%); and *once or twice a week* (3%).

How often do you worry that [nominated child] is gaining less weight or weighs less than is best for her/him?



Unweighted base = 858 – all parents/caregivers who said they worried about their children gaining more weight or weighing more than is best for her/him less than once or twice a month or hardly ever/never

- Male parents and caregivers were more likely than female parents and caregivers to say that they worried about their child gaining less weight or weighing less than is best for them *once or twice a week*.
- Parents and caregivers of 13 to 16-year-olds were slightly less likely than those of 8 to 12-year-olds to say they were concerned *less often* than once or twice a month about their child gaining less weight or weighing less than is best for them.
- Pacific and Asian parents and caregivers were more likely to say that they were worried about this *once or twice a week*, and less likely to say that they were worried *hardly ever/never*, than Maori parents and caregivers and those of and European/Other ethnicity.

How often do you worry that [nominated child] is gaining less weight or weighs less than is best for her/him?

| | Gender of parent/caregiver | | Age of parent/caregiver (in years) | | | Parent/caregiver of child aged | | | Location | | Total |
|----------------------------|----------------------------|----------|------------------------------------|---------|-------|--------------------------------|--------------|---------------|----------|---------|-------|
| | Male % | Female % | 15-34 % | 35-44 % | 45+ % | 5-7 years % | 8-12 years % | 13-16 years % | Urban % | Rural % | % |
| Most days, ongoing | 3 | 4 | 6 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| Once or twice a week | 6 | 2 | 4 | 3 | 1 | 2 | 3 | 4 | 3 | 1 | 3 |
| Once or twice a month | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 4 |
| Less often/once in a while | 13 | 15 | 13 | 15 | 16 | 14 | 17 | 13 | 15 | 15 | 15 |
| Hardly ever/never | 73 | 75 | 73 | 76 | 75 | 77 | 73 | 75 | 74 | 76 | 75 |
| Base | 109 | 727 | 259 | 376 | 218 | 290 | 344 | 224 | 681 | 177 | 858 |

| | Ethnicity of parent/caregiver | | | | Household composition | | | | Total |
|----------------------------|-------------------------------|-----------|---------|--------------|-----------------------|-------------------|-------------------|-------------------|-------|
| | Maori % | Pacific % | Asian % | Euro/Other % | 1-parent family % | 2-parent family % | Extended family % | Other household % | % |
| Most days, ongoing | 4 | 6 | 9 | 3 | 4 | 3 | 9 | 8 | 4 |
| Once or twice a week | 1 | 6 | 10 | 2 | 3 | 3 | 5 | - | 3 |
| Once or twice a month | 6 | 6 | 2 | 4 | 6 | 4 | 5 | 3 | 4 |
| Less often/once in a while | 15 | 15 | 16 | 14 | 18 | 15 | 11 | 7 | 15 |
| Hardly ever/never | 74 | 66 | 64 | 77 | 70 | 76 | 70 | 82 | 75 |
| Base | 231 | 193 | 57 | 377 | 190 | 501 | 106 | 61 | 858 |

- Parents and caregivers with an annual household income less than \$20,000 were less likely to say that they were concerned about their child gaining less weight, or weighing less, than was best for her/him *less often* than once or twice a month, compared with parents and caregivers with an annual household income higher than \$20,000.
- Parents and caregivers living in the most deprived areas were more likely than those living in less deprived areas to say that they were concerned about this *most days*.

How often do you worry that [nominated child] is gaining less weight or weighs less than is best for her/him?

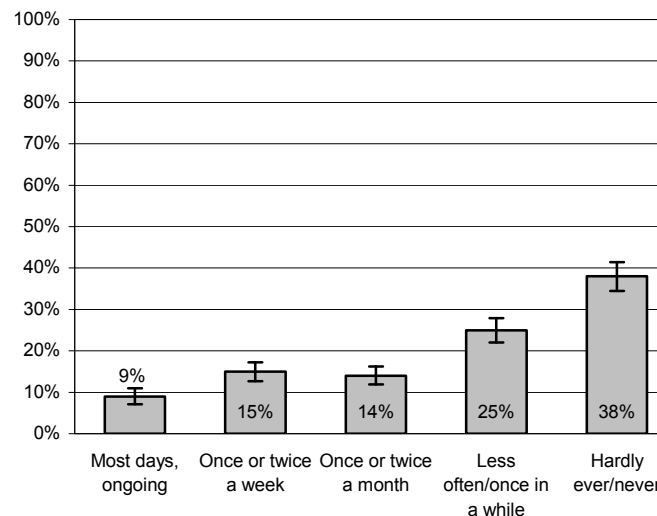
| | Household income | | | | Deprivation index | | | Total |
|----------------------------|-------------------|------------|------------|--------------|-------------------|-----------|-------------|-------|
| | Less than \$20k % | \$20-40k % | \$40-60k % | Over \$60k % | Low 1-3 % | Mid 4-7 % | High 8-10 % | % |
| Most days, ongoing | 6 | 6 | 4 | 2 | 2 | 3 | 7 | 4 |
| Once or twice a week | 2 | 3 | 4 | 3 | 2 | 2 | 5 | 3 |
| Once or twice a month | 5 | 4 | 3 | 5 | 4 | 5 | 4 | 4 |
| Less often/once in a while | 10 | 17 | 14 | 14 | 16 | 14 | 13 | 15 |
| Hardly ever/never | 78 | 70 | 75 | 76 | 76 | 76 | 71 | 75 |
| Base | 131 | 233 | 176 | 290 | 194 | 161 | 503 | 858 |

6.2.3 Frequency of worrying about children having too much of the unhealthy kinds of foods and drinks

Parents and caregivers were asked how often they worried that their child was having too much of the unhealthy kinds of foods and drinks. The chart alongside and the tables on the following pages show their answers.

Almost two-fifths (38%) of parents and caregivers said that they were concerned about their child eating or drinking too much of the unhealthy kinds of foods and drinks *hardly ever/never*, while one-quarter (25%) said they worried about this *less often* than once or twice a month. Almost one-sixth (15%) of parents and caregivers said they worried *once or twice a week* and a similar proportion (14%) said they worried *once or twice a month*. Around one in ten (9%) parents and caregivers said that they worried about their child having too much of the unhealthy kinds of foods and drinks *most days*.

How often do you worry that [nominated child] is having too much of the unhealthy kinds of foods and drinks?



Unweighted base = 1133 – all parents/caregivers

How often do you worry that [nominated child] is having too much of the unhealthy kinds of foods and drinks?

- Males parents and caregivers were more likely to say that they were worried that their child ate or drank too much of the unhealthy kinds of foods and drinks *hardly ever/never*, and less likely to say they were worried *once in a while*, than females parents and caregivers.
- Parents and caregivers aged 15 to 34 years were less likely than those in the two older age groups to say that they were worried *less often* than once or twice a month.
- Parents and caregivers talking about 13 to 16-year-olds were more likely to say that they worried about their child having too much of the unhealthy foods and drinks *most days*, and less likely to be worried *hardly ever/never*, than parents and caregivers of younger children.
- Pacific parents and caregivers were more likely than other parents and caregivers to say they worried about this *most days*.

Pacific parents and caregivers were less likely than other parents and caregivers to say that they worried about their child gaining more weight *hardly ever/never*.

- Parents and caregivers living in *1-parent families* and *2-parent families* were less likely than those living in *extended families* and *other households* to say that they were worried that their child ate and drank too much of the unhealthy kinds of foods and drinks *most days*. Those living in *1-parent families* were more likely than other parents and caregivers to say they were concerned *hardly ever/never*.

| | Gender of parent/caregiver | | Age of parent/caregiver (in years) | | | Parent/caregiver of child aged | | | Location | | Total |
|----------------------------|----------------------------|----------|------------------------------------|---------|-------|--------------------------------|--------------|---------------|----------|---------|-------|
| | Male % | Female % | 15-34 % | 35-44 % | 45+ % | 5-7 years % | 8-12 years % | 13-16 years % | Urban % | Rural % | % |
| Most days, ongoing | 13 | 9 | 12 | 7 | 11 | 8 | 8 | 13 | 10 | 9 | 9 |
| Once or twice a week | 12 | 16 | 15 | 17 | 12 | 12 | 17 | 16 | 16 | 13 | 15 |
| Once or twice a month | 11 | 14 | 15 | 14 | 12 | 11 | 14 | 16 | 14 | 11 | 14 |
| Less often/once in a while | 18 | 26 | 20 | 26 | 26 | 31 | 20 | 24 | 24 | 28 | 25 |
| Hardly ever/never | 47 | 36 | 37 | 37 | 39 | 39 | 41 | 32 | 37 | 40 | 38 |
| Base | 156 | 939 | 342 | 479 | 307 | 346 | 454 | 333 | 933 | 200 | 1133 |

| | Ethnicity of parent/caregiver | | | | Household composition | | | | Total |
|----------------------------|-------------------------------|-----------|---------|--------------|-----------------------|-------------------|-------------------|-------------------|-------|
| | Maori % | Pacific % | Asian % | Euro/Other % | 1-parent family % | 2-parent family % | Extended family % | Other household % | % |
| Most days, ongoing | 10 | 30 | 16 | 5 | 5 | 9 | 21 | 16 | 9 |
| Once or twice a week | 17 | 20 | 11 | 14 | 17 | 15 | 10 | 11 | 15 |
| Once or twice a month | 15 | 14 | 15 | 13 | 13 | 13 | 18 | 14 | 14 |
| Less often/once in a while | 19 | 14 | 23 | 28 | 20 | 26 | 23 | 25 | 25 |
| Hardly ever/never | 39 | 21 | 35 | 40 | 44 | 36 | 29 | 35 | 38 |
| Base | 287 | 330 | 78 | 437 | 253 | 645 | 156 | 79 | 1133 |

- Parents and caregivers with an annual household income of \$20-40,000 were more likely than other parents and caregivers to say that they were worried about their child having too much of the unhealthy foods and drinks *most days*. Those with an annual household income of less than \$40,000 were less likely than those with an annual household income of over \$40,000 to say that they were worried about this *less often* than once or twice a month.
- Parents and caregivers living in the most deprived areas were more likely to say they were concerned about their children having too much of the unhealthy kinds of foods and drinks *most days* than those living in less deprived areas (low and mid deprivation). Those living in the least deprived areas were more likely to say they were worried *less often* than once or twice a month than those from more deprived areas (mid and high).

How often do you worry that [nominated child] is having too much of the unhealthy kinds of foods and drinks?

| | Household income | | | | Deprivation index | | | Total |
|----------------------------|-------------------|------------|------------|--------------|-------------------|-----------|-------------|-------|
| | Less than \$20k % | \$20-40k % | \$40-60k % | Over \$60k % | Low 1-3 % | Mid 4-7 % | High 8-10 % | % |
| Most days, ongoing | 9 | 14 | 8 | 8 | 7 | 6 | 16 | 9 |
| Once or twice a week | 13 | 17 | 14 | 15 | 13 | 18 | 16 | 15 |
| Once or twice a month | 17 | 11 | 16 | 13 | 12 | 17 | 12 | 14 |
| Less often/once in a while | 20 | 21 | 25 | 28 | 30 | 23 | 20 | 25 |
| Hardly ever/never | 42 | 39 | 37 | 36 | 39 | 37 | 36 | 38 |
| Base | 180 | 322 | 224 | 368 | 228 | 199 | 706 | 1133 |