

## 8. AWARENESS AND VIEWS OF ADVERTISING AND PROMOTION

### 8.1 Awareness of advertising for parents and caregivers about ways they can help children eat and drink healthily

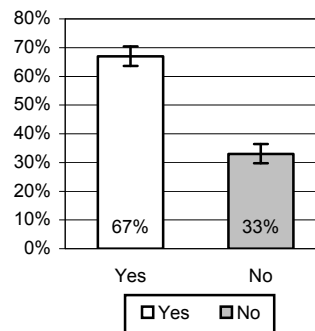
#### 8.1.1 Whether parents and caregivers have seen or heard any type of advertising in the last 3 months

Parents and caregivers were asked whether, in the last three months, they had seen or heard any advertising, or noticed any leaflets or posters, that explained ways that they can help their children eat and drink healthily. The charts alongside and the tables following show their answers.

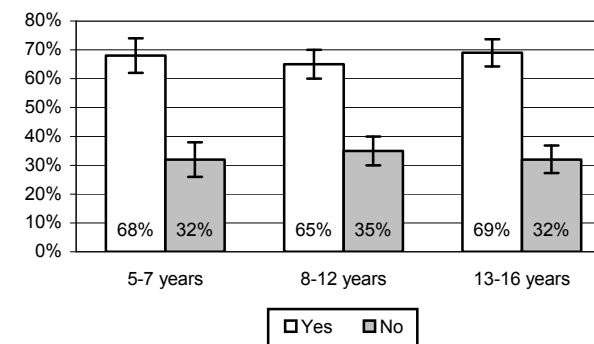
- Over two-thirds (67%) of parents and caregivers said that, in the last three months, they had seen or heard some advertising, or noticed leaflets or posters, that explained ways they can help their children eat and drink healthily. One-third (33%) said that they hadn't seen any advertisements of this type.
- There was little variation in the answers to this question by parents and caregivers talking about children in the three different age groups.
- Similarly, there was little variation in the responses of parents and caregivers living in areas with different levels of deprivation.

*In the last three months, have you seen or heard any advertising, or noticed any leaflets or posters that explain to parents or caregivers ways they can help their children eat and drink healthily?*

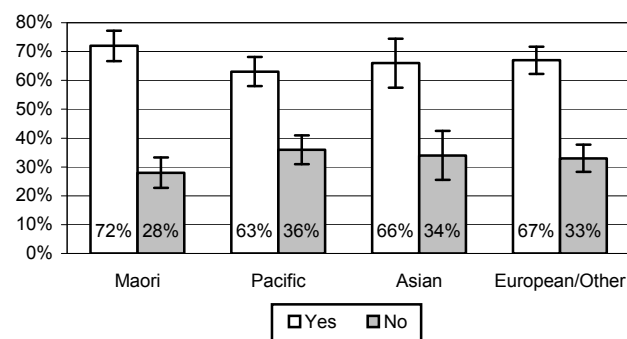
*All parents/caregivers*



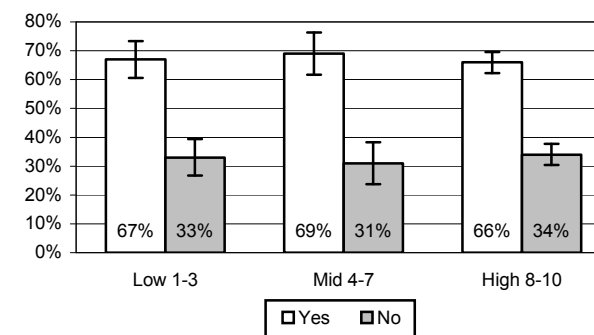
*By age of nominated child*



*By ethnicity of parents and caregivers*



*By deprivation index*



Unweighted base = 1133 – all parents/caregivers

- Maori parents and caregivers (72%) were more likely than Pacific parents and caregivers (63%), and slightly more likely than Asian parents and caregivers (66%) and those of European/Other ethnicity (67%), to say that they had seen this type of advertising in the last three months.
- Female parents and caregivers were more likely than male parents and caregivers to say that they had seen or heard some advertising in the last three months that explained ways that they could help their children eat and drink healthily.
- Parents and caregivers living in rural areas were slightly more likely than those living in urban areas to say that they had seen or heard this type of advertising in the last three months.
- Parents and caregivers living in *other households* were more likely than those living in *extended families*, and slightly more likely than those living in *2-parent families*, to say that they had seen or heard this type of advertising in the last three months.
- Parents and caregivers whose annual household income was between \$40,000 and \$60,000 were slightly more likely than other parents and caregivers to say yes, they had seen or heard this type of advertising in the last three months.

***In the last three months, have you seen or heard any advertising, or noticed any leaflets or posters that explain to parents or caregivers ways they can help their children eat and drink healthily?***

	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	57	69	64	69	67	68	65	69	66	73	67
No	43	31	36	31	33	32	35	32	34	27	33
<b>Base</b>	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	72	63	66	67	71	66	64	74	67
No	28	36	34	33	29	34	36	26	33
<b>Base</b>	287	330	78	437	253	645	156	79	1133

	Household income				Deprivation index			Total
	Less than \$20k %	\$20-40k %	\$40-60k %	Over \$60k %	Low 1-3 %	Mid 4-7 %	High 8-10 %	%
Yes	64	68	73	65	67	69	66	67
No	36	32	27	35	33	31	34	33
<b>Base</b>	180	322	224	368	228	199	706	1133

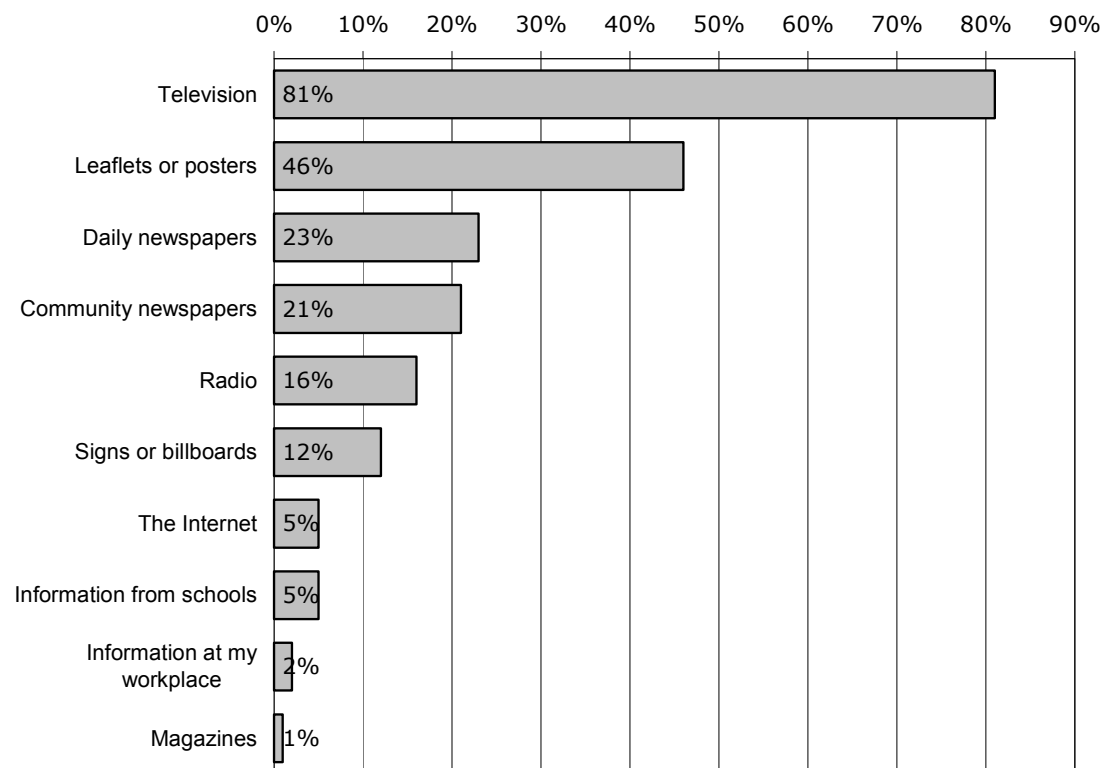
Note: "Don't know" responses are not shown in tables where the figures are <1%.

### 8.1.2 Types of advertising/information seen

Parents and caregivers were asked what types of advertising or information they had seen. The chart alongside shows the top ten types mentioned.

- Just over four-fifths (81%) of parents and caregivers mentioned *television*, while just under one-half (46%) mentioned *leaflets or posters*. Just under one-quarter (23%) mentioned *daily newspapers* and around one-fifth (21%) mentioned *community newspapers*.
- Parents and caregivers talking about children in the two younger age groups were more likely than parents and caregivers talking about 13 to 16-year-olds to mention *leaflets or posters*, *radio*, *signs or billboards*, and *information from schools*. Parents and caregivers talking about children in the two older age groups were more likely than parents and caregivers talking about 5 to 7-year-olds to mention *the Internet*. Parents and caregivers of 8 to 12-year-olds were more likely to mention *daily newspapers* than other parents and caregivers.
- Pacific parents and caregivers were more likely to mention *daily newspapers*, *community newspapers*, and *radio* than parents and caregivers of other ethnicities. Maori parents and caregivers were more likely than other parents and caregivers to mention *signs or billboards*, and *leaflets or posters*, while Asian parents and caregivers were more likely to mention *the Internet* than other parents and caregivers.

**What types of advertising/information have you seen? ... Top 10 mentions**



- Parents and caregivers living in areas of mid-deprivation were more likely than those in the least deprived areas to mention *television*. Parents and caregivers living in the most deprived areas were slightly more likely than those in the least deprived areas to mention *television*.

Parents and caregivers living in areas of mid-deprivation were less likely than parents and caregivers in other areas to mention *leaflets or posters*.

Parents and caregivers in the most deprived areas were more likely than those in less deprived areas (low and mid) to mention *community newspapers* and *information from schools*. Parents and caregivers in the more deprived areas (mid and high) were more likely to mention *signs or billboards* than those in the least deprived areas.

### What types of advertising/information have you seen? ... 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 %	%
Television	77	80	86	78	89	76	81	75	86	83	81
Leaflets or posters	49	49	38	56	40	30	46	51	38	47	46
Daily newspapers	19	29	19	23	28	22	22	27	17	23	23
Community newspapers	19	24	21	19	32	19	21	19	20	26	21
Radio	19	18	12	16	36	16	14	16	15	17	16
Signs or billboards	11	16	8	19	11	12	10	8	14	14	12
The Internet	3	6	6	7	5	14	3	4	6	6	5
Information from schools	6	8	1	9	5	-	5	4	3	9	5
Information at my workplace	2	1	2	1	1	2	2	2	1	2	2
Magazines	1	1	1	1	-	-	2	1	1	1	1
<b>Base</b>	241	301	215	203	211	48	294	155	140	462	757

Other answers were:

*"Information at the doctors." "Word of mouth from relatives/friends." "Supermarket." "Cooking books." "One-on-one meetings with Green Prescription counsellor." "Demonstration in the supermarket." "The food triangle at the back of the bread packet." "Career expos." "The kids fair – get active." "On cereal boxes." "Hospital resources." "Stickers." "Community programmes."*

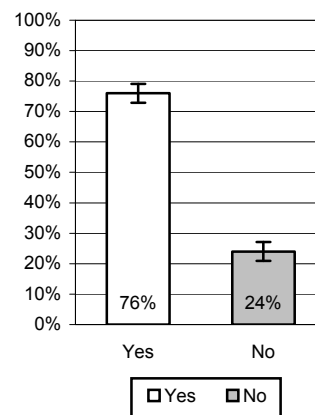
### 8.1.3 Whether parents and caregivers could describe the advertising they had seen or heard

Parents and caregivers were asked whether they could describe the advertising, leaflets or posters they had seen or heard. The charts alongside and the tables following show their answers.

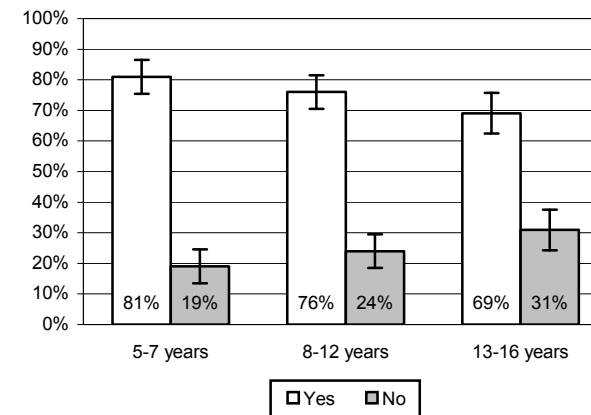
- Just over three-quarters (76%) of parents and caregivers said that they could describe the advertising they had seen or heard, while just under one-quarter (24%) said that they could not.
- Parents and caregivers talking about 5 to 7-year-olds (81%) and 8 to 12-year-olds (76%) were more likely than parents and caregivers talking about 13 to 16-year-olds (69%) to say that they could describe the advertising they had seen or heard.
- Pacific parents and caregivers were slightly more likely (81%) to say that they could describe the advertising they had seen or heard than Maori (77%) and Asian (76%) parents and caregivers and those of European/Other ethnicity (75%).
- There was little variation in the answer to this question for parents and caregivers living in areas with different levels of deprivation.

### Can you describe the advertising, leaflet or poster?

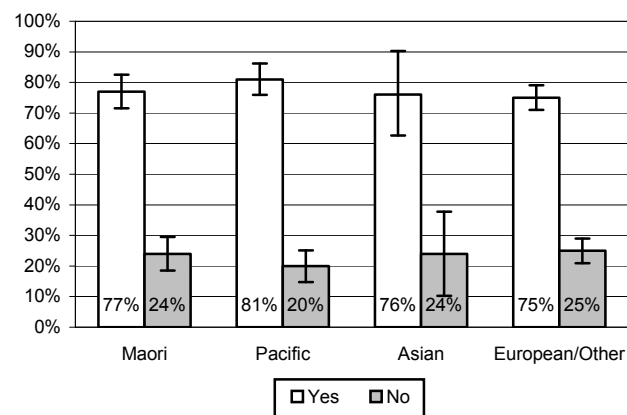
All parents/caregivers



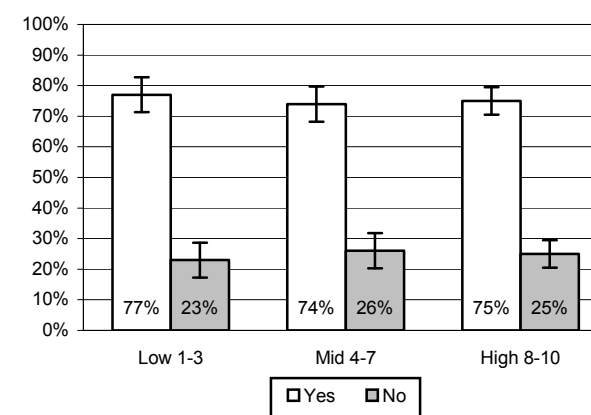
By age of nominated child



By ethnicity of parents and caregivers



By deprivation index



Unweighted base = 1133 – all parents/caregivers

- Female parents and caregivers were more likely than male parents and caregivers to say that they could describe the advertising they had seen or heard.
- Parents and caregivers in the two younger age groups were more likely than those aged 45 years and over to say that they could describe the advertising they had seen or heard.
- Parents and caregivers living in urban areas were more likely than those living in rural areas to say that they could describe the advertising.
- Parents and caregivers whose annual household income was over \$20,000 were slightly more likely than those whose annual household income was less than \$20,000 to say that they could describe the advertising they had seen or heard.
- Parents and caregivers living in *other households* were more likely to be able to describe the advertising than parents and caregivers living in other types of household.

**Can you describe the advertising, leaflet or poster?**

	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	69	76	76	80	68	81	76	69	78	69	76
No	31	24	24	20	32	19	24	31	22	31	24
<b>Base</b>	90	641	224	332	198	240	301	215	615	141	756

	Ethnicity of parent/caregiver				Household composition				Total
	Maori %	Pacific %	Asian %	Euro/Other %	1-parent family %	2-parent family %	Extended family %	Other household %	%
Yes	77	81	76	75	77	74	76	85	76
No	24	20	24	25	23	26	24	15	24
<b>Base</b>	203	210	48	294	175	425	96	60	756

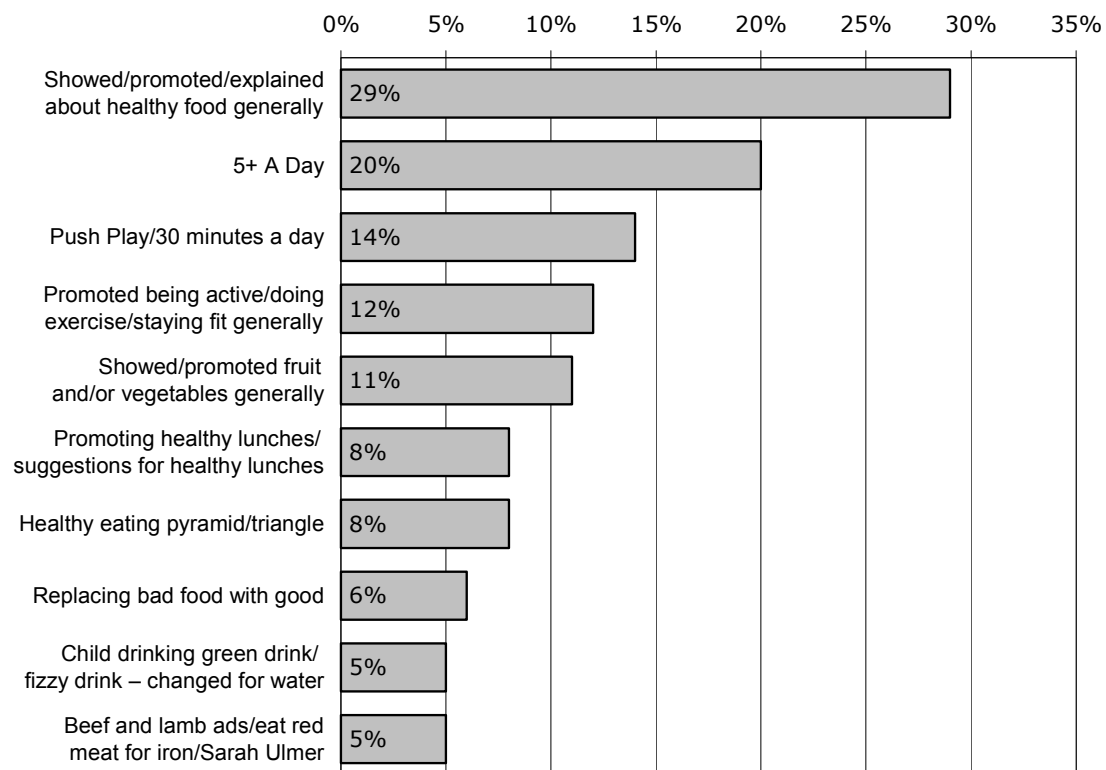
	Household income				Deprivation index			Total
	Less than \$20k %	\$20-40k %	\$40-60k %	Over \$60k %	Low 1-3 %	Mid 4-7 %	High 8-10 %	%
Yes	69	79	75	76	77	74	75	76
No	31	22	25	24	23	26	25	24
<b>Base</b>	122	211	156	244	155	139	462	756

### 8.1.4 Messages conveyed by advertising, leaflets and posters

Parents and caregivers were asked what the advertising, leaflet or poster said or showed. The table alongside shows the top ten messages mentioned.

- Just under three out of ten parents and caregivers (29%) said the advertising *showed/promoted/ explained about healthy food generally*. Two out of ten (20%) parents and caregivers mentioned *5+ A Day*, while over one in ten mentioned *Push Play [exercise] /30 minutes a day* (14%), *promoted being active/doing exercise/staying fit generally* (12%), and *showed/promoted fruit and/or vegetables* (11%).

**What did the advertising, leaflet or poster say? ... Top 10 mentions**



**What did the advertising, leaflet or poster say? ... Top 10 mentions**

- Parents and caregivers talking about children in the two younger age groups were more likely than those talking about 13 to 16-year-olds to mention *showed/ promoted/ explained about healthy food generally*. Parents and caregivers talking about 5 to 7-year-olds were more likely to mention *promoting healthy lunches/suggestions for healthy lunches*, and *healthy eating pyramid/triangle* than parents and caregivers of 8 to 12-year-olds.
- Pacific and Asian parents and caregivers were more likely to mention *showed/promoted/ explained about healthy food generally*, and less likely to mention *5+ A Day* and *Push Play [exercise] /30 minutes a day* than Maori parents and caregivers and those of European/Other ethnicity. Parents and caregivers of European/Other ethnicity were less likely than other parents and caregivers to say *promoted being active/doing exercise/staying fit generally*, and *showed/promoted fruit and/or vegetables generally*. Maori parents and caregivers were more likely than parents and caregivers of all other ethnicities to mention *healthy eating pyramid/triangle*.
- Parents and caregivers living in areas of mid-deprivation were more likely than those in other areas to mention *5+ A Day*, *child drinking green drink/fizzy drink – changed for water*, and *beef and lamb ads/eat red meat for iron/Sarah Ulmer*. Parents and caregivers in the most deprived areas were more likely than those in less deprived areas (mid and low) to mention *promoted being active/doing exercises/staying fit generally*. Those living in more deprived areas (mid and high) were more likely than those living in the least deprived areas to mention *Push Play/30 minutes a day*. Those living in the most deprived areas were more likely than those living in the least deprived areas to mention *showed/promoted fruit and/or vegetables generally*.

	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 %	%
Shown/promoted/ explained about healthy food generally	32	30	24	26	38	34	28	29	27	31	29
5+ A Day	23	19	19	29	12	16	20	16	27	19	20
Push Play/30 minutes a day	12	16	15	20	9	3	16	11	16	17	14
Promoted being active/doing exercise/staying fit generally	12	12	12	16	16	18	9	9	9	19	12
Shown/promoted fruit and/or vegetables generally	12	9	11	11	17	16	8	8	10	14	11
Promoting healthy lunches/suggestions for healthy lunches	12	8	5	8	4	5	10	8	11	6	8
Healthy eating pyramid/triangle	12	6	4	13	3	-	8	9	7	7	8
Replacing bad food with good	4	7	7	5	9	4	6	6	4	7	6
Child drinking green drink/fizzy drink – changed for water	4	6	6	8	11	7	4	3	9	5	5
Beef and lamb ads/eat red meat for iron/Sarah Ulmer	5	5	7	3	6	2	7	4	8	4	5
<b>Base</b>	194	231	152	148	170	38	221	122	102	353	577

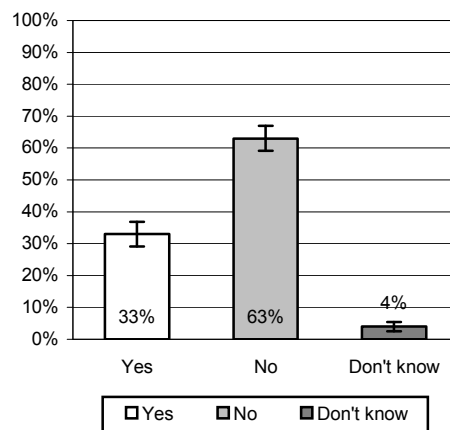
### 8.1.5 Whether a celebrity featured in the advertising

Parents and caregivers were asked whether a celebrity person featured in the advertising, leaflet or poster that they saw or heard. The charts alongside and the table following show their answers.

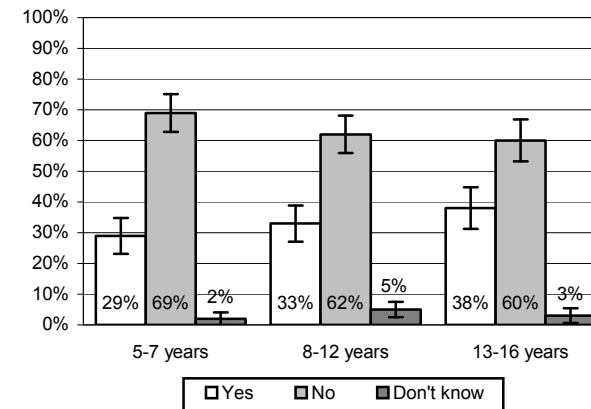
- One-third (33%) of parents and caregivers said *yes*, a celebrity person featured in the advertising they had seen or heard, while just under two-thirds (63%) said *no*. Four percent (4%) did not know.
- Parents and caregivers talking about 13 to 16-year-olds were more likely (38%) than those talking about younger children to have said *yes* (29% for parents and caregivers of 5 to 7-year-olds and 33% for parents and caregivers of 8 to 12-year-olds).
- Pacific (44%) and Maori (36%) parents and caregivers and those of European/Other ethnicity (35%) were more likely than Asian parents and caregivers (10%) to have said *yes*, a celebrity person featured in the advertising.
- Parents and caregivers living in the most deprived areas were more likely (39%) than those in the least deprived areas (29%) and areas of mid-deprivation (33%) to have said *yes*, a celebrity person featured in the advertising they had seen or heard.

### Was a celebrity person featured in that advertising, leaflet or poster?

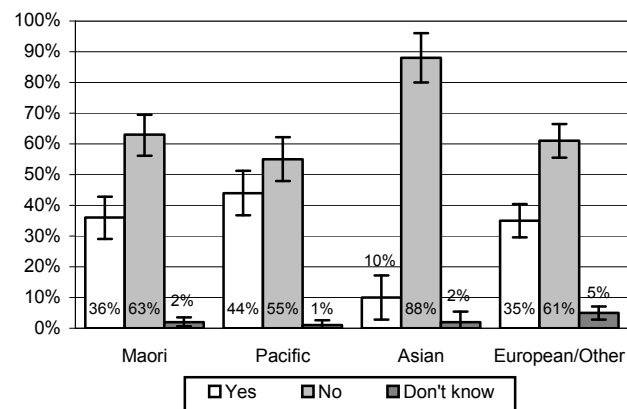
All parents/caregivers



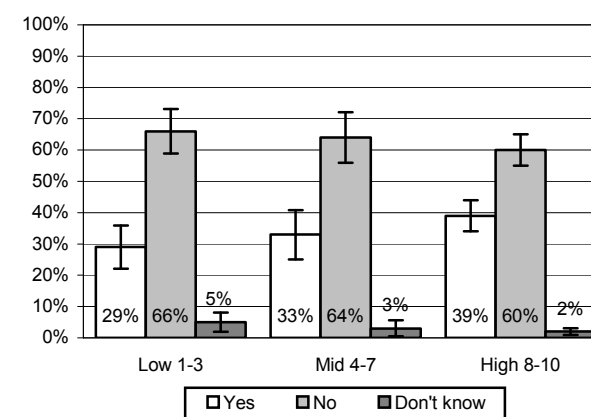
By age of nominated child



By ethnicity of parents and caregivers



By deprivation index



Unweighted base = 1133 – all parents/caregivers

- Parents and caregivers living in rural areas were more likely to have said *yes*, a celebrity person featured in the advertising, than those living in urban areas.
- Parents and caregivers in *1-parent families* were more likely than those living in *other households* to have said that a celebrity person featured in the advertising.
- Parents and caregivers whose annual household income was over \$20,000 were more likely than those whose annual household income was below \$20,000 to have said that a celebrity person featured in the advertising.

**Was a celebrity person featured in that advertising, leaflet or poster?**

	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	30	33	35	33	33	29	33	38	32	39	33
No	68	63	62	65	62	69	62	60	66	54	63
Don't know	2	4	3	3	5	2	5	3	3	7	4
<b>Base</b>	90	641	224	332	198	240	301	215	615	141	756

	Ethnicity of parent/caregiver				Household composition				Total
	Maori %	Pacific %	Asian %	Euro/Other %	1-parent family %	2-parent family %	Extended family %	Other household %	%
Yes	36	44	10	35	35	33	34	30	33
No	63	55	88	61	63	63	62	70	63
Don't know	2	1	2	5	2	4	4	-	4
<b>Base</b>	203	210	48	294	175	425	96	60	756

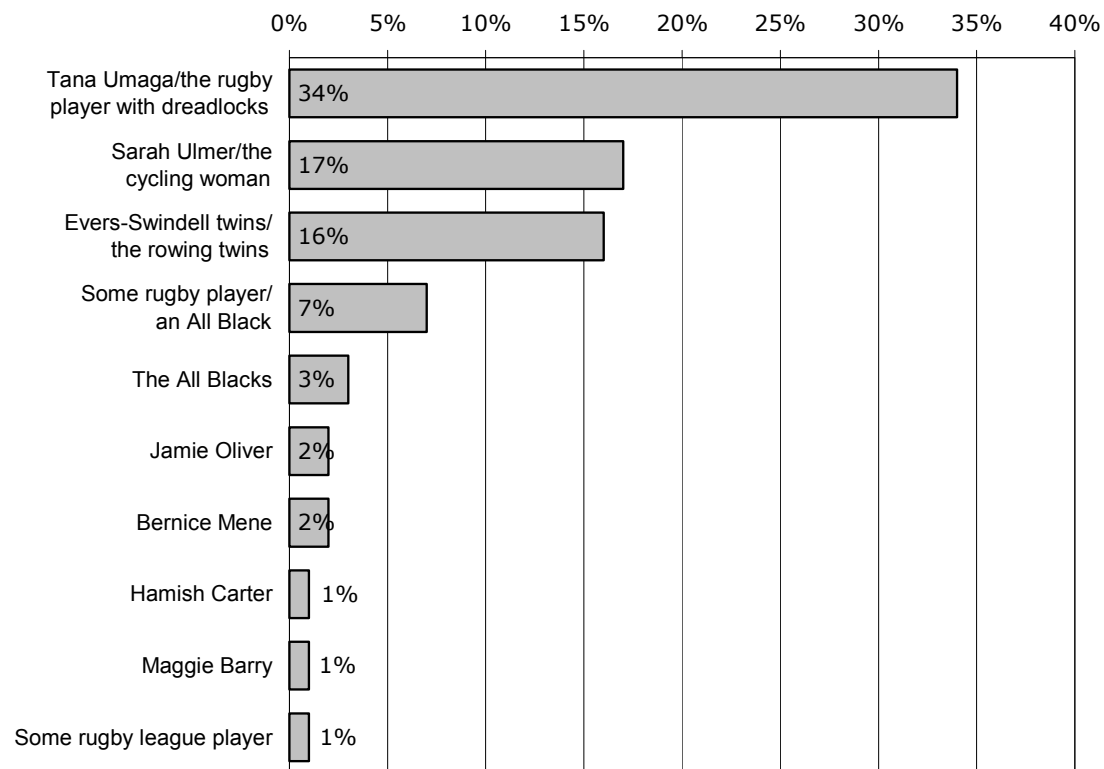
	Household income				Deprivation index			Total
	Less than \$20k %	\$20-40k %	\$40-60k %	Over \$60k %	Low 1-3 %	Mid 4-7 %	High 8-10 %	%
Yes	29	34	36	33	29	33	39	33
No	66	64	62	63	66	64	60	63
Don't know	5	2	3	4	5	3	2	4
<b>Base</b>	122	211	156	244	155	139	462	756

### 8.1.6 Celebrities featured in advertising, leaflets and posters

Parents and caregivers who said that a celebrity person featured in the advertising that they had seen or heard were asked who the celebrity was. The top ten celebrities mentioned are shown in the table alongside.

- Just over one-third (34%) said *Tana Umaga/the ruby player with dreadlocks*. Around one-sixth said *Sarah Ulmer/the cycling woman* (17%) and the *Evers-Swindell twins/the rowing twins* (16%), while 7% mentioned *some rugby player/an All Black*.

**Who was the celebrity? ... Top 10 mentions\***



\* Does not include "other" and "don't know" answers.

- Parents and caregivers talking about 5 to 7-year-olds were more likely than other parents and caregivers to mention *some rugby player/an All Black*.

Parents and caregivers talking about 8 to 12-year-olds were more likely than other parents and caregivers to mention *Tana Umaga/the rugby player with dreadlocks*.

Parents and caregivers talking about 13 to 16-year-olds were more likely to mention the *Evers-Swindell twins/the rowing twins* than other parents and caregivers.

- Asian parents and caregivers were more likely to mention *Tana Umaga* and *some rugby player/an All Black* than parents and caregivers of other ethnicities.

- Parents and caregivers living in areas of mid-deprivation were more likely to mention *Tana Umaga* and *Sara Ulmer/the cycling woman* than parents and caregivers living in other areas.

Parents and caregivers living in the most deprived areas were more likely to mention *some rugby player/an All Black* than those living in other areas.

### Who was the celebrity? ... 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 %	%
Tana Umaga/the rugby player with dreadlocks	31	43	28	44	44	80	28	31	39	34	34
Sarah Ulmer/the cycling woman	14	12	25	4	7	-	24	18	24	11	17
Evers-Swindell twins/the rowing twins	11	9	27	7	10	-	21	16	17	15	16
Some rugby player/an All Black	12	5	6	6	3	20	7	6	5	10	7
The All Blacks	2	3	2	4	-	-	3	2	4	2	3
Jamie Oliver	5	1	-	1	1	-	2	3	-	2	2
Bernice Mene	3	-	3	1	4	-	1	1	-	3	2
Hamish Carter	-	1	3	-	-	-	2	-	3	1	1
Maggie Barry	4	1	-	1	1	-	2	3	-	1	1
Some rugby league player	-	-	3	4	-	-	-	-	3	1	1
<b>Base</b>	80	107	86	72	93	6	101	44	49	180	273

\* Does not include 'other' and 'don't know' answers.

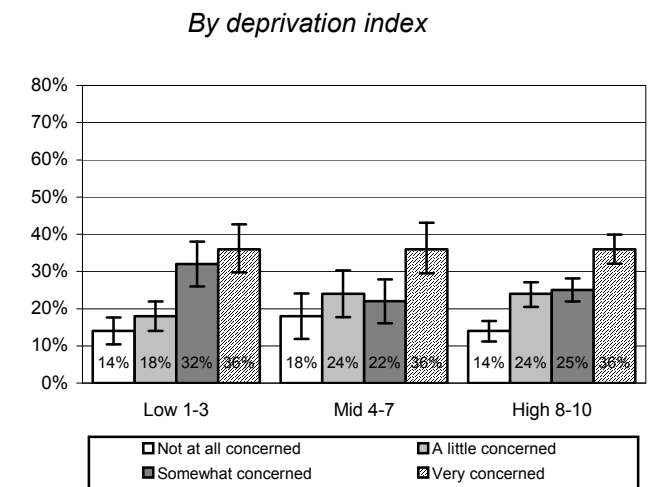
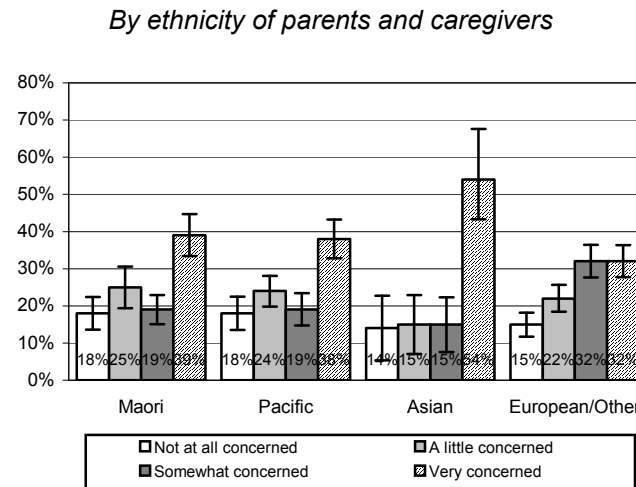
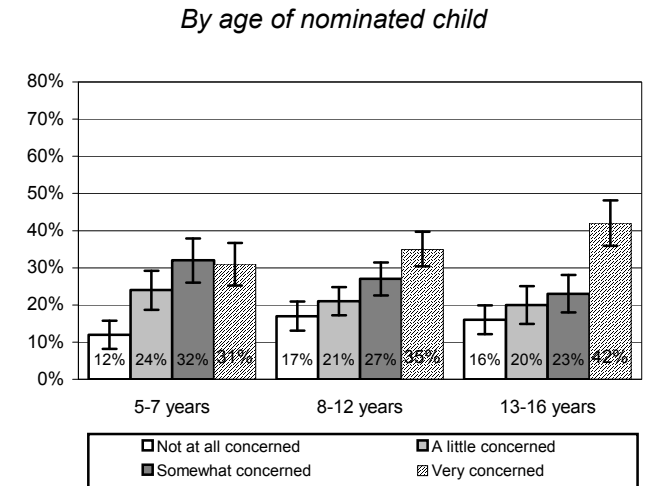
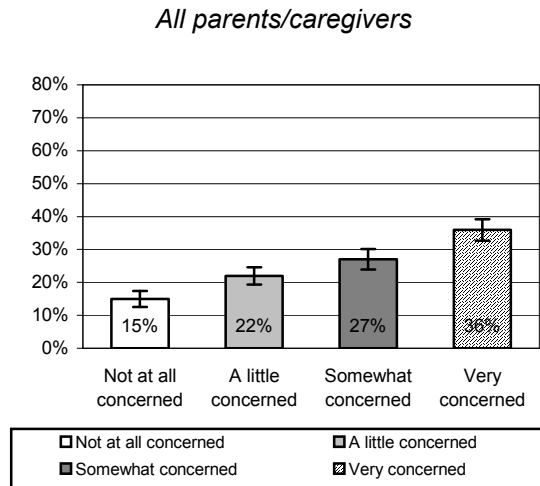
## 8.2 Concern about TV advertising of unhealthy food targeted at children

Parents and caregivers were asked to what extent, if at all, they were concerned about advertising of unhealthy food products at times when children watch TV. The chart alongside and the tables following show their answers.

- Over one-third (36%) of parents and caregivers said that they were *very concerned*, while over one-quarter (27%) said that they were *somewhat concerned*. Just over one-fifth (22%) said that they were *a little concerned*, and just under one-sixth (15%) said that they were *not at all concerned*. Less than 1% did not know.
- Parents and caregivers talking about 5 to 7-year-olds were more likely (32%) than other parents and caregivers to say that they were *somewhat concerned* (27% for parents and caregivers of 8 to 12-year-olds and 23% for those of 13 to 16-year-olds), while parents and caregivers talking about 13 to 16-year-olds were more likely (42%) than other parents and caregivers to say that they were *very concerned* (35% for parents and caregivers of 8 to 12-year-olds and 31% for those of 5 to 7-year-olds).
- Asian parents and caregivers were more likely (54%) to say that they were *very concerned* than parents and caregivers of other ethnicities (39% for Maori parents and caregivers, 38% for Pacific parents and caregivers, and 32% for those of European/Other ethnicity).

Parents and caregivers of European/Other ethnicity were more likely than other parents and caregivers to say that they were *somewhat concerned* (32%, compared with 15% for Asian, and 19%, each, for Maori and Pacific parents and caregivers).

**To what extent, if at all, are you concerned about advertising of unhealthy food products at times when children watch TV?**



Charts do not include "don't know" answers, which were 2% or less.

Unweighted base = 1133 – all parents/caregivers

- Parents and caregivers living in the least deprived areas were less likely (18%) to say that they were *a little concerned* than those living in more deprived areas (24%, each, for mid and high). Parents and caregivers living in the least deprived areas were more likely (32%) than those living in more deprived areas (25% for high and 22% for mid) to say that they were *somewhat concerned*.

- Male parents and caregivers were more likely to say that they were *not at all concerned*, and less likely to say that they were *somewhat concerned*, compared with female parents and caregivers.

- Parents and caregivers who were aged between 15 and 34 years were more likely to say that they were *a little concerned*, and less likely to say that they were *very concerned*, than parents and caregivers who were aged 35 years and over.

- Parents and caregivers living in urban areas were more likely to say that they were *very concerned*, and less likely to say that they were *somewhat concerned* and *not at all concerned*, than those living in rural areas.

- Parents and caregivers in *extended families* were more likely to say that they were *not at all concerned*, and less likely to say that they were *very concerned*, than those living in other types of household.

Parents and caregivers in *2-parent families* and *extended families* were more likely than those in *1-parent families* and *other households* to say that they were *somewhat concerned*.

Parents and caregivers in *other households* were more likely than those in *1-parent* and *2-parent families* to say that they were *a little concerned*.

**To what extent, if at all, are you concerned about the advertising of unhealthy food products at times when children watch TV?**

	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 %	%
Not at all concerned	19	15	15	16	15	12	17	16	14	19	15
A little concerned	24	21	27	20	20	24	21	20	22	19	22
Somewhat concerned	22	28	27	27	27	32	27	23	25	34	27
Very concerned	33	36	31	37	38	31	35	42	38	29	36
Don't know	1	<1	<1	-	1	1	<1	-	<1	-	<1
<b>Base</b>	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 %	%
Not at all concerned	18	18	14	15	16	15	21	14	15
A little concerned	25	24	15	22	22	21	25	28	22
Somewhat concerned	19	19	15	32	20	30	25	20	27
Very concerned	39	38	54	32	42	35	30	38	36
Don't know	-	1	2	-	<1	<1	-	-	<1
<b>Base</b>	287	330	78	437	253	645	156	79	1133

- Parents and caregivers whose annual household income was between \$20,000 and \$40,000 were more likely than other parents and caregivers to say that they were *not at all concerned*. Parents and caregivers whose annual household income was less than \$20,000 were more likely than those whose annual household income was above \$20,000 to say that they were *a little concerned*.
- Parents and caregivers whose annual household income was above \$60,000 were more likely than those whose income was below \$60,000 to say that they were *somewhat concerned*, while those who had an annual household income of between \$20,000 and \$60,000 were more likely than those whose annual household income was below \$20,000 to say that they were *very concerned*.

***To what extent, if at all, are you concerned about the advertising of unhealthy food products at times when children watch TV?***

	Household income				Deprivation index			Total
	Less than \$20k %	\$20-40k %	\$40-60k %	Over \$60k %	Low 1-3 %	Mid 4-7 %	High 8-10 %	%
Not at all concerned	14	20	16	12	14	18	14	15
A little concerned	28	23	21	20	18	24	24	22
Somewhat concerned	25	19	26	33	32	22	25	27
Very concerned	33	38	38	35	36	36	36	36
Don't know	-	<1	-	-	1	-	<1	<1
<b>Base</b>	180	322	224	368	228	199	706	1133

### 8.3 Views about regulating TV advertising

Parents and caregivers were asked whether they supported or opposed various types of bans on food advertising on TV. The summary table alongside shows their answers, while the following sections show the responses to these questions by the characteristics of parents and caregivers.

- Few parents and caregivers (12%) said that they *support* a total ban on **all** food advertising on TV. Just over three out of ten (31%) said they had no view either way (*neither support nor oppose*), while almost six out of ten (56%) parents and caregivers said that they *oppose* such a ban.

Three out of ten (30%) parents and caregivers said that they *support* a total ban on **all** food advertising at times when **children** watch TV, while four out of ten (40%) said that they *oppose* this type of ban and three out of ten (30%) had no view either way.

Almost six out of ten (56%) parents and caregivers said that they *support* a total ban on advertising **unhealthy foods**, while one-fifth (20%) said that they *oppose* such a ban and around one-quarter (24%) had no view either way.

Just under three-quarters (73%) of parents and caregivers *support* a total ban on advertising **unhealthy foods** at times when **children** watch TV. Around one in ten parents and caregivers (12%) said that they *oppose* such a ban, and just under one-sixth (15%) had no view either way.

#### Do you support or oppose these types of bans on food advertising?

	Total ban on all food advertising %	Total ban on all food advertising at times when children watch TV %	Total ban on advertising unhealthy foods %	Total ban on advertising unhealthy foods at times when children watch TV %
Support	12	30	56	73
Neither support nor oppose	31	30	24	15
Oppose	56	40	20	12
<b>Base</b>	1133			

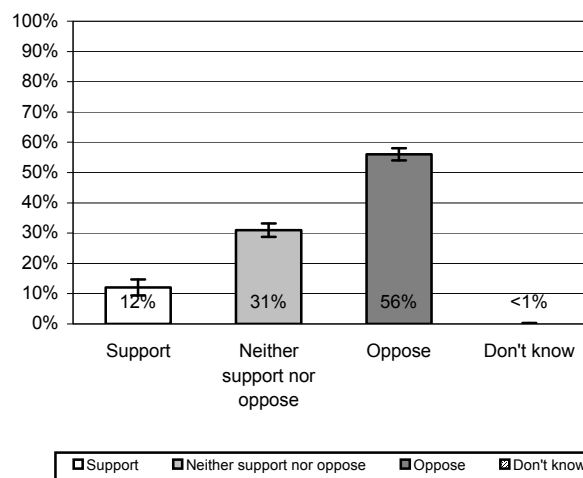
### 8.3.1 Support for a total ban on all food advertising

Parents and caregivers were asked whether they supported or opposed a total ban on all food advertising. The charts alongside and the tables following show their answers.

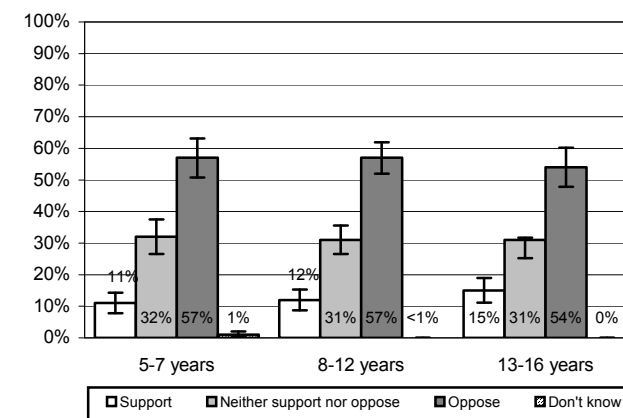
- Almost six out of ten (56%) parents and caregivers *oppose* a total ban on all food advertising, with 40% saying *oppose* and 16% saying *strongly oppose*. Just over three out of ten (31%) said that they *neither oppose nor support* a total ban on all food advertising, while around one in ten (12%) parents and caregivers said that they *support* such a ban, with 9% saying *support* and 3% saying *strongly support*. Less than 1% did not know.
- Parents and caregivers talking about 13 to 16-year-olds (15%) were slightly more likely than parents and caregivers talking about 5 to 7-year-olds (11%) and 8 to 12-year-olds (12%) to say that they *support* a total ban on all food advertising.
- Pacific (27%) and Asian (28%) parents and caregivers were more likely than Maori (11%) parents and caregivers and those of European/Other ethnicity (8%) to say that they *support* a total ban on all food advertising. Conversely, Maori parents and caregivers (50%) and those of European/Other ethnicity (62%) were more likely than Pacific (42%) and Asian (42%) parents and caregivers to say that they *oppose* a total ban on all food advertising.
- Maori parents and caregivers (40%) were more likely than Pacific (31%) and Asian (28%) parents and caregivers and those of European/Other ethnicity (30%) to say that they *neither support nor oppose* a total ban on all food advertising.

### Do you support or oppose a total ban on all food advertising?

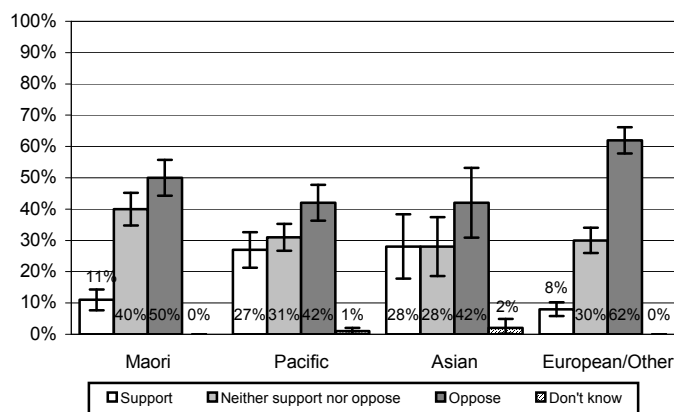
All parents/caregivers



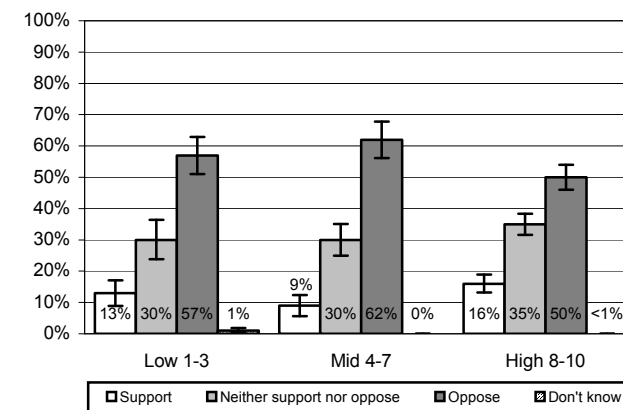
By age of nominated child



By ethnicity of parents and caregivers



By deprivation index



Unweighted base = 1133 – all parents/caregivers

- Parents and caregivers living in areas of mid-deprivation (9%) were less likely than those living in the least deprived areas (13%) and most deprived areas (16%) to say that they *support* a total ban on all food advertising.

Those living in the most deprived areas (35%) were more likely than those living in less deprived areas (30%, each, for mid and low) to say that they *neither support nor oppose* a total ban on all food advertising. Parents and caregivers living in areas of mid-deprivation (62%) were more likely than those living in the most deprived areas (50%) to say that they *oppose* a total ban on all food advertising.

- Parents and caregivers who were male were more likely than those who were female to say that they *support* a total ban on all food advertising.
- Parents and caregivers 15 to 34 years old were more likely than those aged 35 years and over to say that they *neither support nor oppose* a total ban on all food advertising. Parents and caregivers aged 35 to 44 years were more likely than those aged 15 to 34 years to say that they *oppose* a total ban.
- Parents and caregivers living in rural areas were more likely than those living in urban areas to say that they *neither support nor oppose* a total ban on all food advertising, and less likely to say that they *oppose* this.
- Parents and caregivers in *extended families* were more likely to say that they *neither support nor oppose* a total ban on all food advertising, and less likely to say that they *oppose* this, than other parents and caregivers.

### Do you support or oppose a total ban on all food advertising?

	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 %	%
<b>Support</b>	16	11	11	12	15	11	12	15	12	13	12
Strongly support	5	3	2	4	3	3	3	4	4	2	3
Support	11	8	9	7	12	8	8	11	9	11	9
<b>Neither support nor oppose</b>	30	32	39	28	31	32	31	31	30	39	31
<b>Oppose</b>	53	57	50	60	54	57	57	54	58	49	56
Oppose	29	42	34	44	38	42	41	37	40	37	40
Strongly oppose	25	15	16	16	16	15	16	17	18	11	16
Don't know	1	<1	<1	-	1	1	<1	-	<1	-	<1
<b>Base</b>	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 %	%
<b>Support</b>	11	27	28	8	12	13	10	14	12
Strongly support	3	9	12	1	3	3	3	7	3
Support	7	18	17	7	9	10	7	7	9
<b>Neither support nor oppose</b>	40	31	28	30	35	29	48	27	31
<b>Oppose</b>	50	42	42	62	53	58	42	59	56
Oppose	32	28	28	46	40	42	25	36	40
Strongly oppose	18	14	14	16	13	17	17	23	16
Don't know	-	1	2	-	<1	<1	-	-	<1
<b>Base</b>	287	330	78	437	253	645	156	79	1133

- Parents and caregivers whose annual household income was below \$40,000 were more likely than those whose annual household income was above \$40,000 to say that they *support* a total ban on all food advertising. Parents and caregivers whose annual household income was less than \$20,000 were more likely than other parents and caregivers to say that they *neither support nor oppose* a total ban, and less likely to say that they *oppose* this.

***Do you support or oppose a total ban on all food advertising?***

	Household income				Deprivation index			Total
	Less than \$20k %	\$20-40k %	\$40-60k %	Over \$60k %	Low 1-3 %	Mid 4-7 %	High 8-10 %	%
<b>Support</b>	15	15	10	11	13	9	16	12
Strongly support	5	4	2	3	4	2	4	3
Support	10	11	9	7	9	7	11	9
<b>Neither support nor oppose</b>	44	35	31	27	30	30	35	31
<b>Oppose</b>	41	50	59	63	57	62	50	56
Oppose	30	36	47	43	39	46	36	40
Strongly oppose	12	14	12	20	18	16	14	16
Don't know	-	<1	-	-	1	-	<1	<1
<b>Base</b>	180	322	224	368	228	199	706	1133

### 8.3.2 Support for a total ban on all food advertising at times when children watch TV

Parents and caregivers were asked whether they supported or opposed a total ban on all food advertising at times when children watch TV. The charts alongside and the tables following show their answers.

- Four out of ten (40%) parents and caregivers *oppose* a total ban on all food advertising at times when children watch TV, with 32% saying they *oppose* and 8% saying they *strongly oppose* this. Three out of ten (30%) parents and caregivers *neither support nor oppose* a total ban on all food advertising at times when children watch TV.

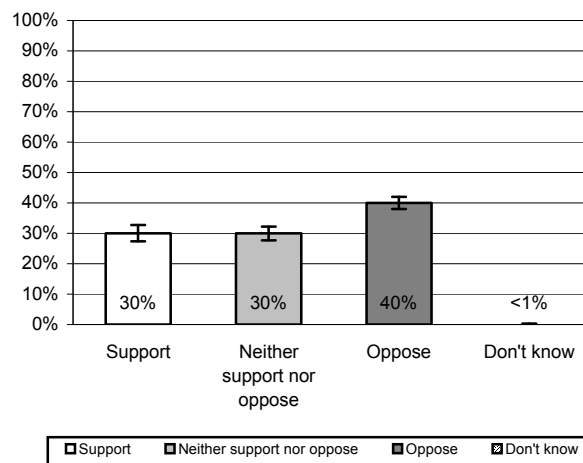
Three out of ten (30%) parents and caregivers *support* a total ban on all food advertising at times when children watch TV, with 19% saying *support* and 10% saying *strongly support*. Less than 1% did not know.

- There was little variation in the answers to this question by parents and caregivers talking about children in the three different age groups.

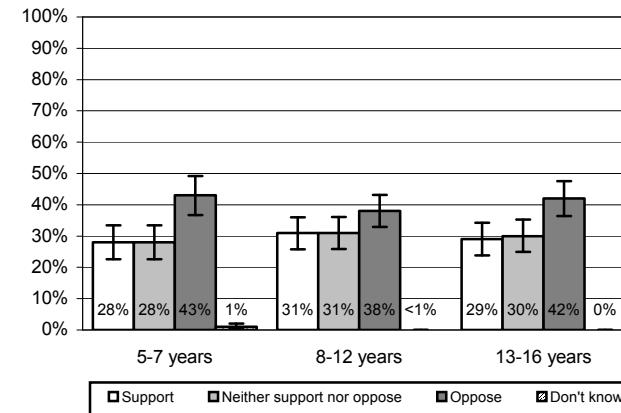
- Maori parents and caregivers (24%) were less likely than parents and caregivers of other ethnicities (European/Other 30%; Asian 32%; and Pacific 35%) to *support* a total ban on all food advertising at times when children watch TV. Maori parents and caregivers (42%) and those of European/Other ethnicity (41%) were more likely than Asian (37%) and Pacific (34%) parents and caregivers to *oppose* this kind of ban.

### Do you support or oppose a total ban on all food advertising at times when children watch TV?

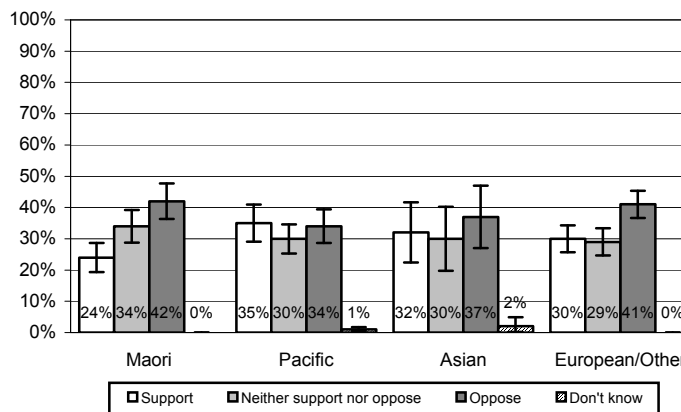
All parents/caregivers



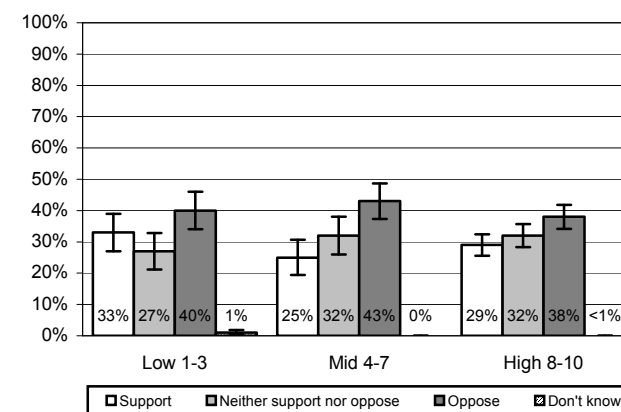
By age of nominated child



By ethnicity of parents and caregivers



By deprivation index



Unweighted base = 1133 – all parents/caregivers

- Parents and caregivers living in the least deprived areas (33%) were more likely than those living in areas of mid-deprivation (25%), and slightly more likely than those living in the most deprived areas (29%), to say that they *support* a total ban on all food advertising at times when children watch TV. Those living in more deprived areas (32%, each, for mid and high deprivation) were more likely than those living in the least deprived areas (27%) to say that they *neither support nor oppose* this kind of ban.
- Female parents and caregivers were more likely than male parents and caregivers to say that they *neither support nor oppose* a total ban on all food advertising at times when children watch TV.
- Parents and caregivers aged 15 to 34 years old were more likely than those aged 35 years and over to say that they *neither support nor oppose* a total ban on all food advertising at times when children watch TV.
- Parents and caregivers living in urban areas were more likely than those living in rural areas to say that they *oppose*, and less likely to say that they *neither support nor oppose*, a total ban on all food advertising at times when children watch TV.
- Parents and caregivers in *extended families* were more likely than those living in other types of household to say that they *neither support nor oppose* a total ban on all food advertising at times when children watch TV. Those living in *2-parent families* were more likely than those in *extended families* to say that they *oppose* such a ban.

**Do you support or oppose a total ban on all food advertising at times when children watch TV?**

	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 %	%
<b>Support</b>	32	29	27	31	29	28	31	29	29	30	30
Strongly support	13	10	7	11	11	11	10	10	10	13	10
Support	19	19	20	20	18	17	21	19	20	17	19
<b>Neither support nor oppose</b>	23	31	35	29	29	28	31	30	29	34	30
<b>Oppose</b>	43	40	38	41	41	43	38	42	41	36	40
Oppose	31	33	32	32	34	35	31	32	33	30	32
Strongly oppose	12	7	6	9	8	8	7	10	8	7	8
Don't know	1	<1	-	-	1	1	<1	-	<1	-	<1
<b>Base</b>	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 %	%
<b>Support</b>	24	35	32	30	33	29	28	30	30
Strongly support	7	15	10	11	9	11	7	10	10
Support	17	20	22	19	24	17	21	21	19
<b>Neither support nor oppose</b>	34	30	30	29	28	30	36	31	30
<b>Oppose</b>	42	34	37	41	39	41	36	39	40
Oppose	31	28	30	34	29	34	31	27	32
Strongly oppose	12	7	6	8	10	7	6	12	8
Don't know	-	1	2	-	<1	<1	-	-	<1
<b>Base</b>	287	330	78	437	253	645	156	79	1133

- Parents and caregivers whose annual household income was less than \$20,000 were more likely to say that they *neither support nor oppose* a total ban on all food advertising at times when children watch TV, and less likely to say that they *oppose* such a ban, than those whose annual household income was over \$20,000.

**Do you support or oppose a total ban on all food advertising at times when children watch TV?**

	Household income				Deprivation index			Total
	Less than \$20k %	\$20-40k %	\$40-60k %	Over \$60k %	Low 1-3 %	Mid 4-7 %	High 8-10 %	%
<b>Support</b>	32	29	32	29	33	25	29	30
Strongly support	7	9	12	11	13	7	10	10
Support	26	20	19	17	21	18	19	19
<b>Neither support nor oppose</b>	38	32	31	27	27	32	32	30
<b>Oppose</b>	30	39	38	45	40	43	38	40
Oppose	23	30	34	35	31	34	32	32
Strongly oppose	7	9	3	9	8	9	7	8
Don't know	-	-	-	-	1	-	<1	<1
<b>Base</b>	180	322	224	368	228	199	706	1133

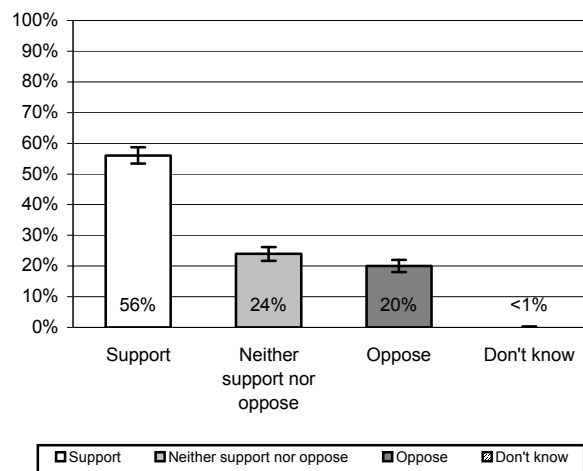
### 8.3.3 Support for a total ban on advertising of unhealthy foods

Parents and caregivers were asked whether they supported or opposed a total ban on advertising **unhealthy** foods. The charts alongside and the tables following show their answers.

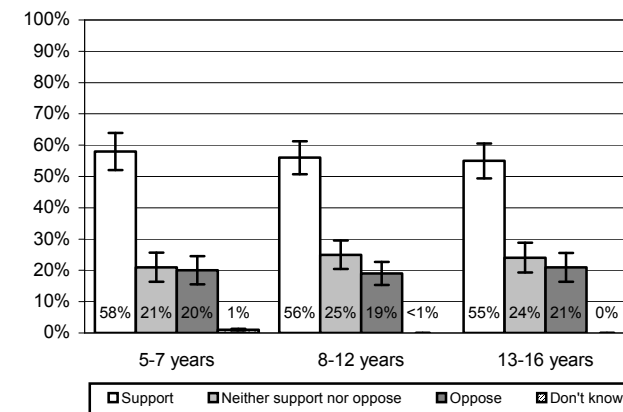
- Almost six out of ten (56%) parents and caregiver said that they *support* a total ban on advertising unhealthy foods, with 32% saying *support* and 25% saying *strongly support*. Just under one-quarter (24%) said that they *neither support nor oppose* such a ban. One-fifth (20%) said that they *oppose* this kind of ban, with 16% saying they *oppose* and 4% saying that they *strongly oppose* this. Less than 1% did not know.
- There was little variation in the answers to this question by parents and caregivers talking about children in the three different age groups.
- Asian parents and caregivers (29%) were more likely to *oppose* a total ban on advertising unhealthy foods than Maori (22%) and Pacific (18%) parents and caregivers and those of European/Other ethnicity (18%).
- Parents and caregivers living in areas of mid-deprivation (24%) and in the most deprived areas (21%) were more likely than those living in the least deprived areas (17%) to *oppose* a total ban on advertising unhealthy foods.

### Do you support or oppose a total ban on advertising unhealthy foods?

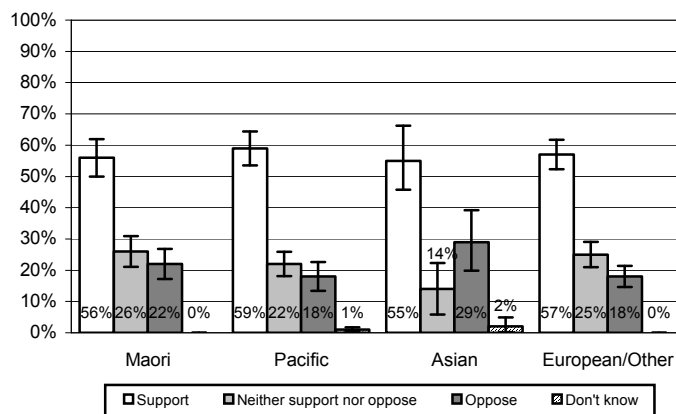
All parents/caregivers



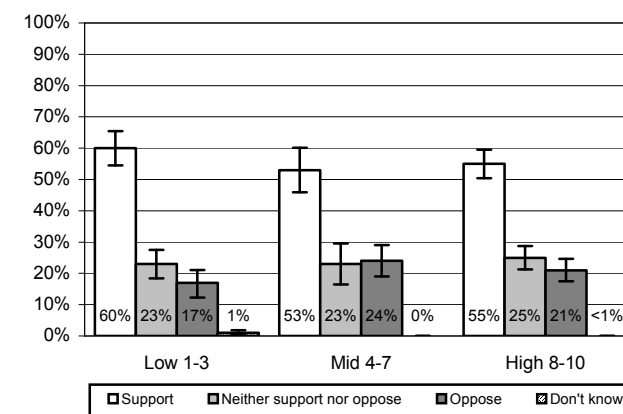
By age of nominated child



By ethnicity of parents and caregivers



By deprivation index



Unweighted base = 1133 – all parents/caregivers

- Female parents and caregivers were more likely to *support* a total ban on advertising unhealthy foods, and less likely to *oppose* such a ban, than male parents and caregivers.
- Parents and caregivers aged 15 to 34 years were more likely to say that they *neither support nor oppose* a total ban on advertising unhealthy foods than those aged 35 years and over.
- Parents and caregivers living in urban areas were more likely than those living in rural areas to say that they *oppose* a total ban on advertising unhealthy foods.
- Parents and caregivers living in *extended families* were less likely than parents and caregivers living in other types of household to *support* a total ban on advertising unhealthy foods. Parents and caregivers living in *extended families* were more likely than parents and caregivers in other types of household to say that they *neither support nor oppose* such a ban.

**Do you support or oppose a total ban on advertising unhealthy foods?**

	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 %	%
<b>Support</b>	49	58	51	59	56	58	56	55	55	60	56
Strongly support	21	25	21	28	23	26	23	26	24	27	25
Support	28	32	30	31	33	33	33	29	31	33	32
<b>Neither support nor oppose</b>	21	24	28	22	23	21	25	24	23	25	24
<b>Oppose</b>	28	19	22	19	21	20	19	21	21	15	20
Oppose	24	15	17	15	18	15	17	16	18	10	16
Strongly oppose	4	4	5	4	3	4	2	5	4	5	4
Don't know	1	<1	-	-	1	1	<1	-	<1	-	<1
<b>Base</b>	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 %	%
<b>Support</b>	52	59	55	57	57	57	47	57	56
Strongly support	28	25	31	23	26	25	24	24	25
Support	25	34	24	34	32	32	24	32	32
<b>Neither support nor oppose</b>	26	22	14	25	23	23	36	25	24
<b>Oppose</b>	22	18	29	18	20	20	17	19	20
Oppose	17	14	24	15	15	17	15	18	16
Strongly oppose	4	4	5	3	5	4	2	1	4
Don't know	-	1	2	-	<1	<1	-	-	<1
<b>Base</b>	287	330	78	437	253	645	156	79	1133

- There was little variation in the answers to this question by parents and caregivers with different levels of annual household income.

**Do you support or oppose a total ban on advertising unhealthy foods?**

	Household income				Deprivation index			Total
	Less than \$20k %	\$20-40k %	\$40-60k %	Over \$60k %	Low 1-3 %	Mid 4-7 %	High 8-10 %	%
<b>Support</b>	59	57	58	56	60	53	55	56
Strongly support	21	22	26	27	24	27	23	25
Support	38	34	32	29	36	27	31	32
<b>Neither support nor oppose</b>	21	24	23	25	23	23	25	24
<b>Oppose</b>	20	20	20	20	17	24	21	20
Oppose	14	14	19	17	14	20	16	16
Strongly oppose	6	6	1	3	3	4	5	4
Don't know	-	-	-	-	1	-	<1	<1
<b>Base</b>	180	322	224	368	228	199	706	1133

### 8.3.4 Support for a total ban on advertising of unhealthy foods at times when children watch TV

Parents and caregivers were asked whether they supported or opposed a total ban on advertising **unhealthy** foods at times when **children** watch TV. The charts alongside and the tables following show their answers.

- Just under three-quarters (73%) of parents and caregivers *support* a total ban on advertising unhealthy foods at times when children watch TV, with 31% saying *support* and 41% saying *strongly support*. Just under one-sixth (15%) of parents and caregivers said that they *neither support nor oppose* such a ban and around one-tenth (12%) said that they *oppose* this, with 10% saying *oppose* and 3% saying *strongly oppose*. Less than 1% did not know.

- There was little variation in the answers to this question by parents and caregivers talking about children in the three different age groups.

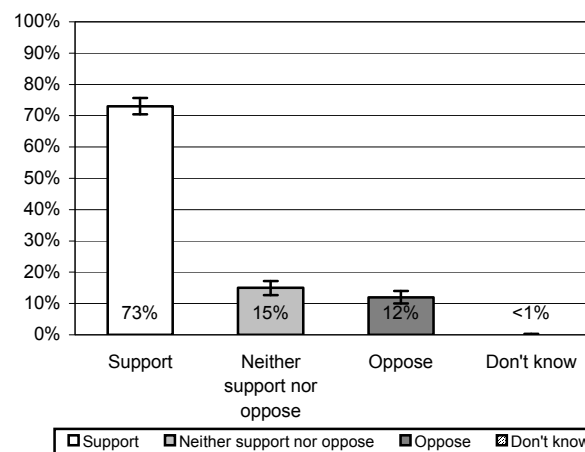
- Parents and caregivers of European/Other ethnicity (77%) and Asian parents and caregivers (71%) were more likely than those who are Maori (61%) to say that they *support* a total ban on advertising unhealthy foods at times when children watch TV.

Maori (23%) and Pacific (20%) parents and caregivers were more likely than Asian (12%) parents and caregivers and those of European/Other ethnicity (13%) to say that they *neither support nor oppose* such a ban.

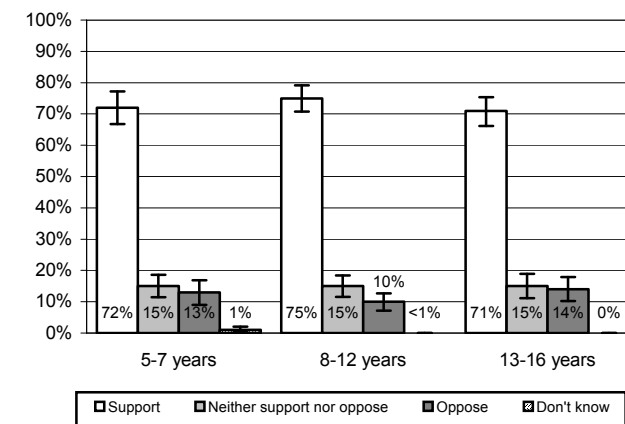
Parents and caregivers of European/Other ethnicity (10%) were less likely than Maori (17%) and Asian (15%) parents and caregivers, and slightly less likely than Pacific (13%) parents and caregivers, to say that they *oppose* such a ban.

### Do you support or oppose a total ban on advertising unhealthy foods at times when children watch TV?

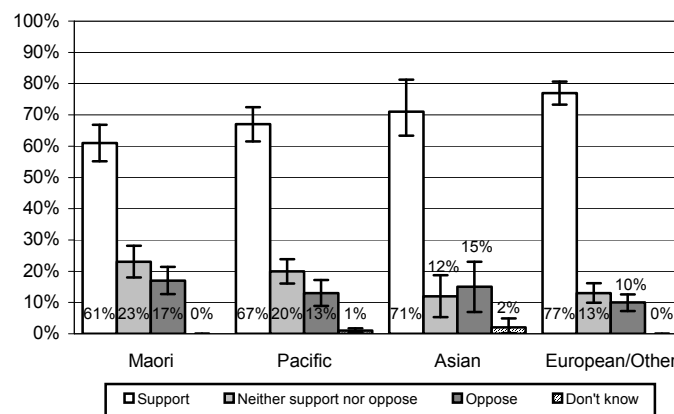
All parents/caregivers



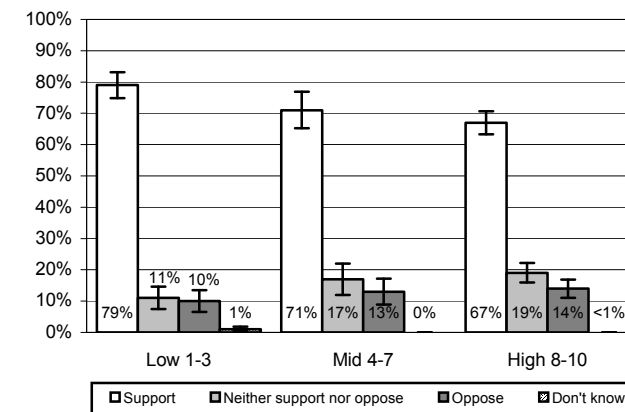
By age of nominated child



By ethnicity of parents and caregivers



By deprivation index



Unweighted base = 1133 – all parents/caregivers

- Parents and caregivers living in the least deprived areas (79%) were more likely than those living in areas of mid-deprivation (71%) and in the most deprived areas (67%) to say that they *support* a total ban on advertising unhealthy foods at times when children watch TV. Parents and caregivers living in the most deprived areas (14%) were more likely than those living in the least deprived areas (10%) to say that they *oppose* such a ban.

- Parents and caregivers aged 15 to 34 years old were more likely than those aged 35 years and over to say that they *oppose* a total ban on advertising unhealthy foods at times when children watch TV.
- Parents and caregivers living in *extended families* were more likely than parents and caregivers in other types of household to say that they *neither support nor oppose* a total ban on advertising unhealthy foods at times when children watch TV.

**Do you support or oppose a total ban on advertising unhealthy foods at times when children watch TV?**

	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 %	%
<b>Support</b>	72	73	65	78	70	72	75	71	73	73	73
Strongly support	32	43	30	48	38	42	40	42	41	43	41
Support	40	30	35	29	32	30	35	29	32	30	31
<b>Neither support nor oppose</b>	13	15	19	12	17	15	15	15	15	17	15
<b>Oppose</b>	13	12	16	10	12	13	10	14	13	11	12
Oppose	12	9	12	8	10	9	9	11	10	6	10
Strongly oppose	1	3	4	3	2	4	1	3	2	4	3
Don't know	1	<1	-	-	1	1	<1	-	<1	-	<1
<b>Base</b>	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 %	%
<b>Support</b>	61	67	71	77	73	73	67	73	73
Strongly support	34	38	39	44	40	43	32	37	41
Support	27	28	33	33	33	30	35	36	31
<b>Neither support nor oppose</b>	23	20	12	13	14	14	25	16	15
<b>Oppose</b>	17	13	15	10	13	12	9	11	12
Oppose	13	10	11	8	9	10	7	9	10
Strongly oppose	3	3	4	2	4	2	2	1	3
Don't know	-	1	2	-	<1	<1	-	-	<1
<b>Base</b>	287	330	78	437	253	645	156	79	1133

- Those whose annual household income was less than \$20,000 were more likely than parents and caregivers whose annual household income was \$40,000 and over to say that they *neither support nor oppose* a total ban on advertising unhealthy foods at times when children watch TV.

**Do you support or oppose a total ban on advertising unhealthy foods at times when children watch TV?**

	Household income				Deprivation index			Total
	Less than \$20k %	\$20-40k %	\$40-60k %	Over \$60k %	Low 1-3 %	Mid 4-7 %	High 8-10 %	%
<b>Support</b>	68	73	75	74	79	71	67	73
Strongly support	29	38	44	46	46	41	36	41
Support	39	35	31	29	33	30	31	31
<b>Neither support nor oppose</b>	20	17	13	14	11	17	19	15
<b>Oppose</b>	12	10	12	12	10	13	14	12
Oppose	7	7	11	11	8	11	11	10
Strongly oppose	5	3	1	1	2	2	3	3
Don't know	-	-	-	-	1	-	<1	<1
<b>Base</b>	180	322	224	368	228	199	706	1133