



ARIZONA DEPARTMENT OF HEALTH SERVICES
(ADHS)/
ARIZONA NUTRITION NETWORK (AZNN)
"Go Low"
POST CAMPAIGN RESEARCH REPORT

REPORT PREPARED FOR:
ARIZONA DEPARTMENT OF HEALTH SERVICES / AZNN

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I. BACKGROUND & Methodology

The Arizona Nutrition Network (AzNN), a public and private partnership led by the Arizona Department of Health's Office of Chronic Disease Prevention and Nutrition Services, was developed to educate all Arizonans, especially lower income residents, on the importance of nutrition and physical activity. The organization's mission is to shape food consumption in a positive way, promote healthy behaviors, and reduce disease among specific target groups – in this case, food stamp applicants and participants living in Arizona. AzNN accomplishes this by promoting basic, consistent messages that help the target audience choose diets rich in nutrients, which includes consumption of fruits and vegetables, drinking 1% low fat and fat free milk, and eating healthy meals and portion sizes.

Moses Anshell implemented three marketing campaigns including a community outreach component for the target audience. Marketing campaigns are developed around the three messages of drinking 1% low fat or fat free milk, increased consumption of fruits and vegetables, and eating healthy meals and portion sizes. These campaigns were designed to inform and educate the target market about the importance and benefits of living a healthier lifestyle with a goal to influence their nutrition choices. When appropriate, campaign materials are in both English and Spanish.

The primary target for the campaign is women ages 18 to 49 with children ages 2 to 11, with household income equal to 130% of federal poverty level. The secondary target is children 2 to 11.

The subject of this research report is the *Go Low* campaign, which focuses on drinking 1% low fat or fat free milk. The campaign, which ran May to Aug 2006, was statewide and included the following media and projects:

- Television
- Outdoor
- Pay Phone Ads
- Web Site (www.eatwellbewell.org)
- Educational Reinforcements (e.g., games, toys, wristbands, portion plates)
- Fun Food News (newsletter in English and Spanish)
- Recipe Cards
- Wall Boards (DES offices)
- “Event in a Box” / community events

To test awareness and effectiveness of this campaign, Moses Anshell contracted with WestGroup Research to conduct a study with the target population. The research objectives were as follows:

- Measure awareness of the campaign
- Evaluate exposure to the campaign
- Gauge effectiveness of the advertising

Intercept interviews with 401 women were conducted in four Arizona cities: Phoenix, Tucson, Flagstaff, and Yuma. In addition, 145 children were “interviewed.” That is, if women had their child/children with them, the child was included in the process. For example, children were asked a few questions about the advertising (e.g., had they seen it, where, did they like it), a few questions about foods they think are good for them, and whether or not they like milk.

Intercepts were conducted at Food City locations in Phoenix, Tucson, and Yuma, and at a Bashas grocery store in Flagstaff (which does not have a Food City). All interviews were completed between August 13 and August 30, 2006.

The following table lists the specific locations of the intercepts and the number of completed interviews at each location. (These locations were selected based on the demographics of the zip codes in which they reside.)

Location	Address	Sample Size	Interview Dates
Food City	2124 E. McDowell Road, Phoenix	101	August 13-15
Food City	428 West Valencia, Tucson	100	August 22-24
Food City	2600 West 16 th Street, Yuma	99	August 29-31
Bashas	1000 North Humphreys, Flagstaff	101	August 25-27

Following a 10-minute, in-person interview, women participants were asked to complete a self-administered “questionnaire” regarding items they are most likely to purchase when grocery shopping. The self-administered questionnaire was simply a listing of specific fruits, vegetables, dairy products, meats, and breads/tortillas/starch. The primary reason for asking respondents to complete the brief questionnaire was to identify which of the three possible milk choices (non-fat/skim, 1% low fat, or whole) they were most likely to select. *Please note that 2% milk was not included on the grocery list, however respondents wrote it in in some cases.* They were also asked if their “typical” grocery list/purchases had changed over the past six months. This question was asked to measure change in behavior.

Respondents in Phoenix were given a small toy (for their children) for participating in the research. Respondents in Tucson, Yuma, and Flagstaff were given “squishy toys” (e.g., foam fruits and vegetables), which were provided by ADHS.

It is important to note that although this information is quantitative, it is not necessarily representative of all low-income women between 18 and 49 years old in Arizona. To be representative of that population, respondents would have to have been selected at random. That is, each person in the population would have had an equal chance of being included in the sample. These intercepts were conducted using a combination of a *quota sample* (e.g., 80% to 90% Hispanic) and a *convenience sample* (e.g., those who shop at Food City or Bashas grocery stores). Though these sampling techniques were appropriate to meet the study objectives (within the budget guidelines), they do introduce sampling bias and should be considered when interpreting the findings.

Respondent Profile

	Total n=401	Phoenix n=101	Tucson n=100	Flagstaff n=101	Yuma n=99
Age					
18 – 25	23%	24%	28%	17%	23%
26 – 35	41%	40%	36%	44%	46%
36 – 49	<u>36%</u>	<u>36%</u>	<u>36%</u>	<u>39%</u>	<u>31%</u>
Total	100%	100%	100%	100%	100%
Ethnicity (by observation)					
Hispanic	64%	88%	88%	13%	69%
Caucasian	24%	9%	3%	71%	12%
Native American	11%	3%	9%	16%	16%
Other	<u>1%</u>	<u>0%</u>	<u>0%</u>	<u>0%</u>	<u>3%</u>
Total	100%	100%	100%	100%	100%

II. Key Findings & Conclusions

- Two-thirds of the target audience uses a grocery list, with **milk being the most frequently mentioned item on those lists.**
- *Eating lots of fruits and vegetables, eating healthy/well-balanced meals, and drinking 1% low fat or fat free milk* are the most frequently cited messages respondents recall regarding advertising about eating healthy foods.
- **Awareness of 1% low fat/fat free milk advertising, and specifically, awareness of Go Low, is high among mothers – 52% and 57% respectively, with levels in Phoenix and Tucson near 70%.**
 - *Among the 80+ children who were shown the Go Low advertising, an amazing 93% said they had seen it before.*
- **“Better for you,” and “less fat,” are the two dominant themes** recalled by participants when asked the *general question about advertising related to drinking 1% low fat or fat free milk*, with “drink 1% low fat milk” coming in third. Of interest, few (3%) are picking up on the *fat-free/non-fat* message.
- **Participants are able to see the *bigger picture* with the Go Low/Bobby B. campaign**, with 44% saying the main message is to eat healthy/low fat foods. Drinking 1% low fat milk was mentioned by nearly three in ten.
- **Mothers like the fact that the advertising is fun for kids while providing a healthy eating message, while children like Bobby B. and his passion for sports.** One in five kids said the thing they like most about the advertising is Bobby playing sports, with another 14% getting the message that if you drink milk and eat fruits and vegetables, you can play sports.
- **TV is the #1 medium, with over eight in ten of those who had seen or heard advertising, saying they had seen or heard the ads on TV.** Government offices, which was mentioned by one-third of those interviewed, was cited second most often. Other media were rarely mentioned.
 - *Channel 33 in Phoenix, 38 in Tucson, Nick/Nickelodeon/Nick Jr. in Flagstaff, and Cartoon Network in Yuma were named most frequently by participants.*
- **Participants gave their overwhelming approval to the Go Low advertising, with 92% of mothers and 96% of children saying they liked the advertising.** Just 2% said they didn’t like it, with the rest saying they didn’t have an opinion one way or the other.

- **Nearly all (99%) mothers find the advertising easy to understand, with over half saying they are more likely to buy 1% low fat or fat free milk.** Though likely an inflated number, it provides an indication of the impact of the advertising.
- At this point, **mothers included in the study are just as likely to purchase whole milk as they are to purchase 1% low fat milk – 46% and 47% respectively.** Considerably fewer buy non-fat or skim milk.
- A large majority of children (86%) help their mothers decide what to have for dinner, and most are very aware that drinking milk and eating fruits and vegetables are good for them. Nearly all – 96% - say they like milk.

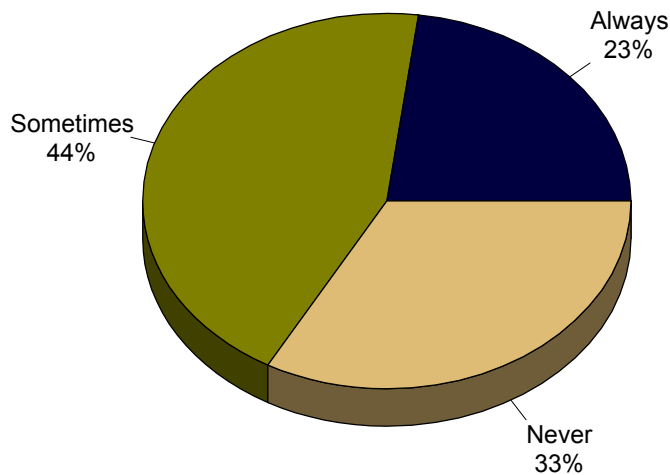
III. SUMMARY of Findings

A. GROCERY SHOPPING

To begin the interview, participants were asked whether or not they use a grocery list and if so, what three things are most likely to be on the list.

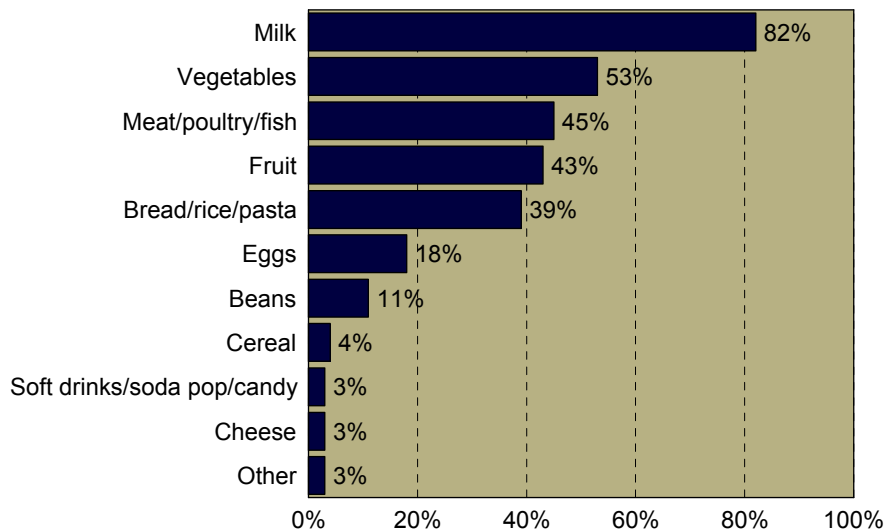
As seen in the following graphs, two-thirds say they always (23%) or sometimes (44%) use a grocery list, with milk being the most frequently mentioned item on those lists.

Use Grocery List



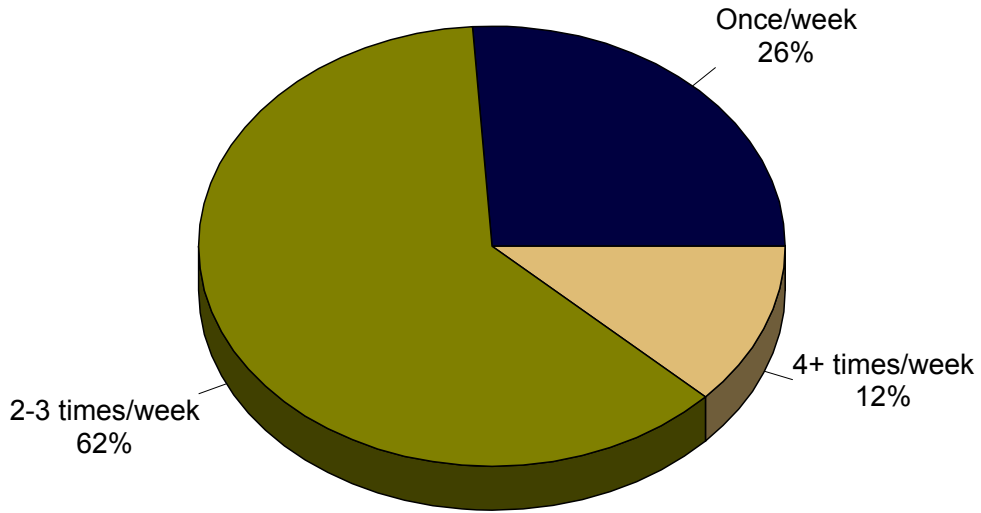
Most Often on List

Among those Using List



Over six in ten (62%) respondents shop two to three times each week, with one quarter (26%) saying they go to the grocery store once a week. One in eight (12%) of those interviewed say they shop for groceries four or more times every week.

Frequency of Grocery Shopping



n=398

B. Ad AWARENESS – Eating Healthy Foods

Prior to discussing advertising specifically related to drinking 1% low fat or fat free milk, participants were asked if they had seen or heard any advertising or public service announcements about *eating healthy foods*. Over six in ten (63%) said they had, with 36% saying that had not, and 1% saying they did not know.

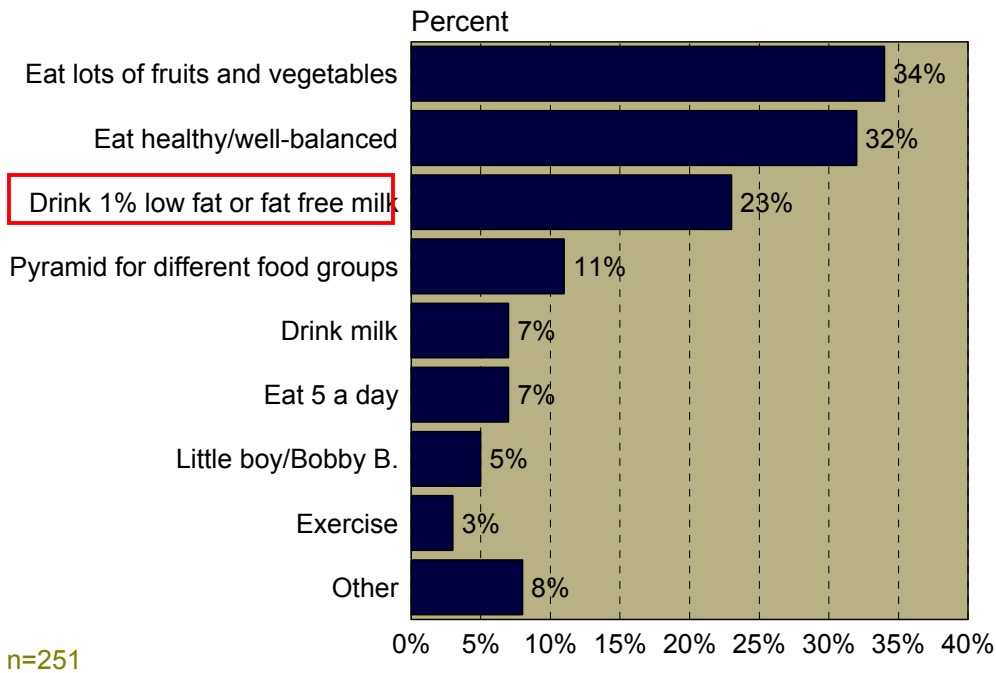
C. MESSAGE RECALL – Eating Healthy Foods

When asked what they remember about this advertising, women were most likely to say the advertising was about *eating lots of fruits and vegetables* (34%), and *eating a healthy/well-balanced diet* (32%). Slightly fewer – 23% - said the advertising was about *drinking 1% low fat or fat free milk*.

Other mentions included messages relating to the food pyramid (11%), drink milk - with no mention of 1% low fat or fat free – (7%), eating five fruits and vegetables a day (7%), references to Bobby B. or the “little boy” (5%), and exercise (3%).

Message Recall

Eating Healthy Foods



Demographic Differences

Participants in Yuma were most likely to say the advertising related to *eating healthy foods* was about eating lots of fruits and vegetables, with over half (53%) saying so. In Flagstaff, fewer respondents related the eating healthy foods advertising to drinking 1% low fat or fat free milk - 9% - than was true in other cities.

**Table 1: Message Recall - Healthy Foods
By City**

	Phoenix n=70	Tucson n=73	Flagstaff n=59	Yuma n=49
Eat lots of fruits and vegetables	27%	37%	24%	53%
Drink 1% low fat or fat free milk	24%	36%	9%	20%
Eat healthy/well-balanced	24%	38%	34%	31%
Pyramid for different food groups	16%	6%	17%	4%
Little boy/Bobby B.	13%	3%	3%	--
Eat 5 a day	10%	3%	10%	4%
Drink milk	7%	14%	--	4%
Exercise	1%	1%	10%	--
Other	4%	8%	3%	22%

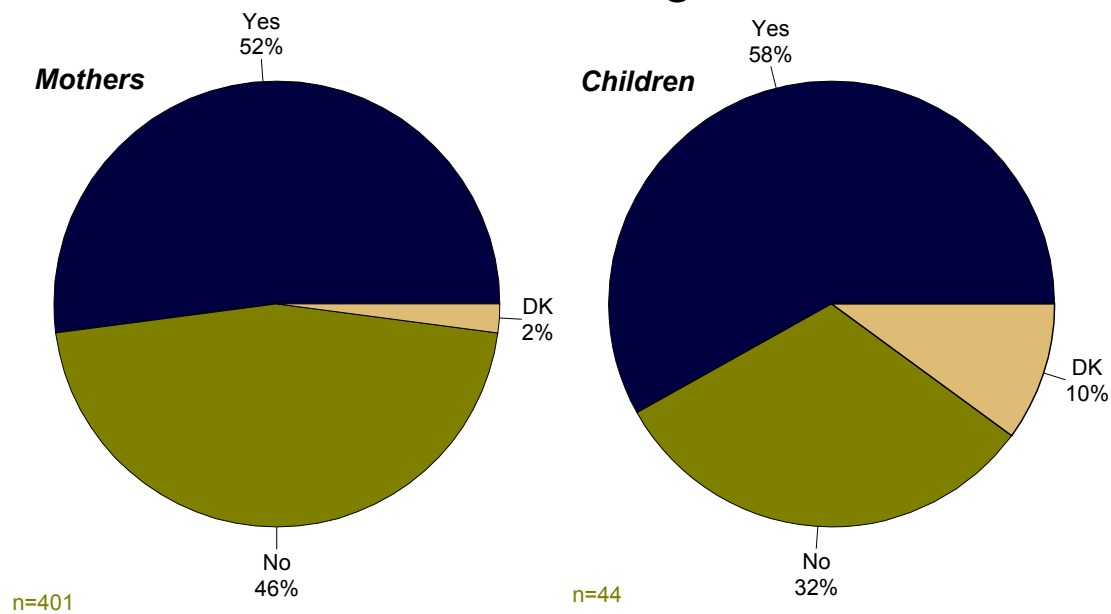
BOLD indicates statistically significant differences from others in category/row

D. Ad AWARENESS – 1% LOW FAT OR FAT FREE Milk

Following the question regarding advertising or public service announcements about eating healthy foods, respondents who did not say something related to drinking 1%/low fat or fat-free milk were asked if they had seen or heard any advertising or public service announcements about *drinking 1% low fat or fat free milk*. Over four in ten (44%) women said they had. In total, just over half (52%) of those interviewed had seen advertising related to drinking 1% low fat or fat free milk, without being prompted with the Bobby B./Go Low graphic.

Among the children who responded to this question, 58% said they had seen such advertising.

Aware of 1% Low Fat/Fat Free Milk Advertising



Demographic Differences

Women in Phoenix and Tucson were significantly more likely than those in Flagstaff and Yuma to say they had seen advertising or public service announcements about drinking 1% low fat or fat free milk.

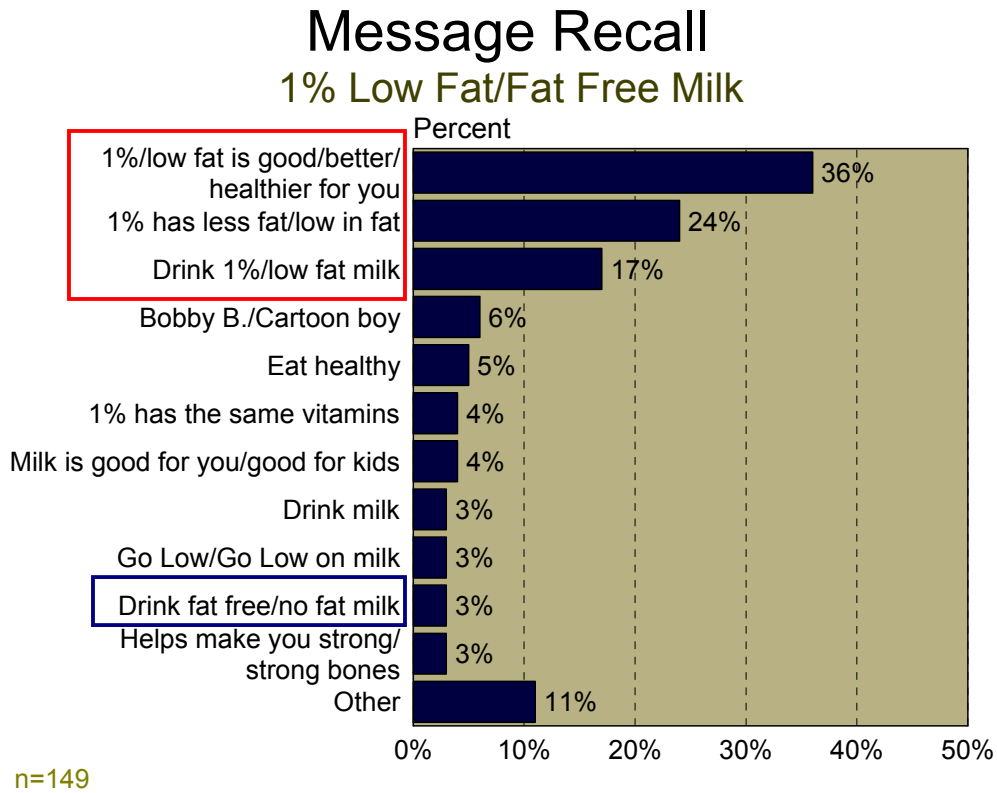
The sample sizes for children are too small to look at by city, however the data suggests that, similar to their mothers, children in Phoenix and Tucson were more likely to have seen such advertising.

**Table 2: Aware of 1% Low Fat/Fat Free Advertising
By City**

Mothers	Phoenix n=101	Tucson n=100	Flagstaff n=101	Yuma n=99
Yes	69%	69%	37%	30%
No	30%	31%	61%	61%
DK	<u>1%</u>	<u>--</u>	<u>2%</u>	<u>9%</u>
Total	100%	100%	100%	100%

E. MESSAGE RECALL – 1% LOW FAT OR FAT FREE MILK

The dominant message received from the 1% low fat or fat free milk advertising is that it is *better/healthier for you*, with over one-third (36%) citing this as what they remember about the advertising. An additional 24% said *1% has less fat or is low in fat*, with 17% saying *drink 1% or low fat milk*. Of interest, just 3% of those interviewed said something about drinking *non-fat or fat free milk*. Other messages relating to 1% low fat or fat free milk include: 1% has the same vitamins (4%), Go Low (3%), and helps make you strong/strong bones (3%). Bobby B./cartoon boy was mentioned by 6% of participants.



Demographic Differences

The only statistically significant difference by city is that participants in Yuma were less likely to mention the *better/healthier for you* message than were those in other cities. However, although not significantly higher, those respondents were more likely to specifically mention that 1% has less fat/is low in fat.

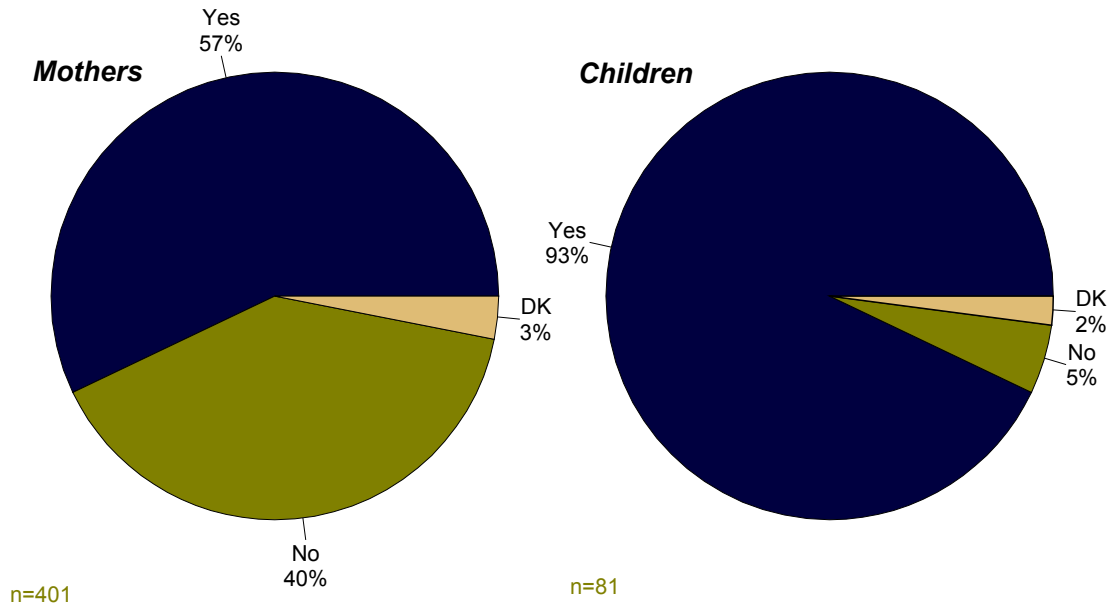
**Table 3: Message Recall
By City**

	Phoenix n=53	Tucson n=44	Flagstaff n=32	Yuma n=20
1% low fat is good/ better/healthier for you	38%	43%	41%	10%
Drink 1% low fat milk	21%	11%	19%	20%
1% has less fat/low in fat	15%	32%	22%	35%
Bobby B./cartoon boy	8%	5%	9%	--
1% has the same vitamins	8%	5%	--	--
Go low/go low on milk	8%	--	--	--
Drink fat free/no fat milk	6%	--	--	5%
Milk is good for you/good for kids	4%	5%	6%	--
Drink milk	4%	2%	6%	--
Helps make you strong/ strong bones	4%	2%	--	5%
Eat healthy	2%	9%	9%	--

F. Ad AWARENESS – Go Low / Bobby B.

Participants were next shown an example of the *Go Low* advertising campaign (i.e., mounted boards with the outdoor graphic), and asked if they recall seeing any advertising that looked similar. Over half (57%) of mothers said they had seen something similar to the boards shown, while an extremely high 93% of the 81 children who responded to this question, said they had seen something like this.

Aware of Go Low Advertising



Demographic Differences

Consistent with awareness of 1% low fat/fat free milk advertising, women in Phoenix and Tucson were significantly more likely than those in Flagstaff and Yuma to say they had seen the *Go Low* advertising.

**Table 4: Aware of *Go Low* Advertising
By City**

Mothers	Phoenix n=101	Tucson n=100	Flagstaff n=101	Yuma n=99
Yes	76%	77%	40%	33%
No	24%	23%	59%	52%
DK	--	--	1%	15%
Total	100%	100%	100%	100%

Interestingly, although sample sizes are again quite small, children in all cities say they have seen the Bobby B. advertising.

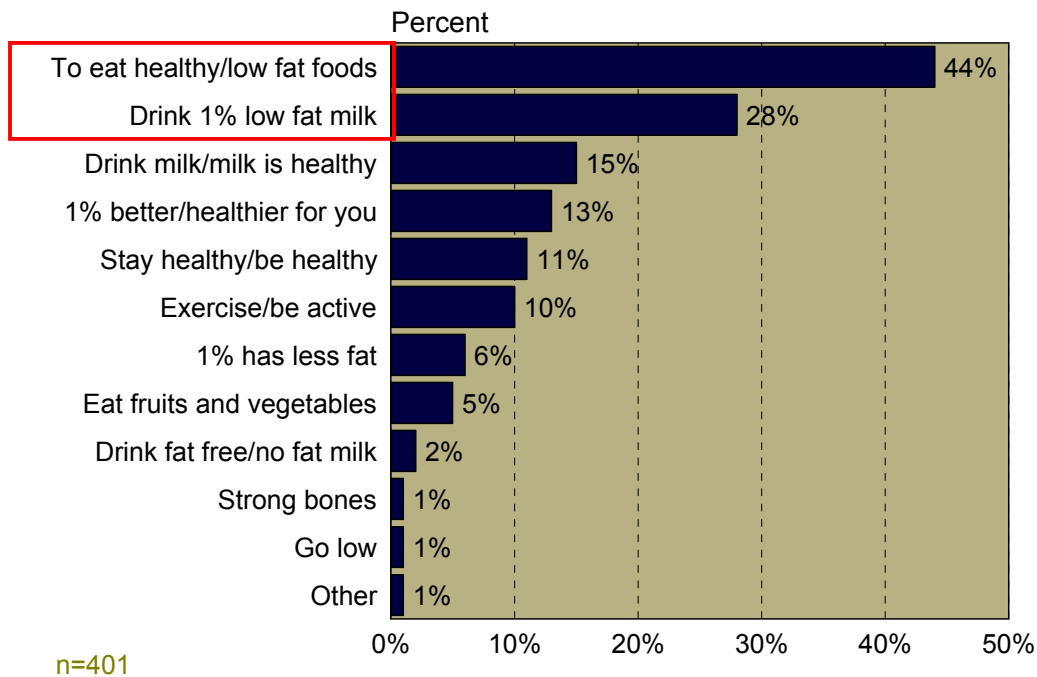
**Table 5: Aware of *Go Low* Advertising
By City**

Children	Phoenix n=32	Tucson n=28	Flagstaff n=8	Yuma n=13
Yes	94%	93%	100%	87%
No	6%	7%	--	--
DK	--	--	--	13%
Total	100%	100%	100%	100%

G. MAIN MESSAGE – Go Low / Bobby B.

When asked what they consider to be the main message of the advertising, 44% of participants said to *eat healthy or low fat foods*, with 28% saying to *drink 1% or low fat milk*. It's interesting to note that a large percentage of those in the study seem to see the bigger picture of the advertising, that is, overall healthy eating and eating low fat *foods*.

Main Message Go Low / Bobby B.



Demographic Differences

Though participants in Phoenix were slightly less likely than those in other cities to cite a general *eat healthy/low fat foods* message, they were significantly more likely to mention something similar to *stay healthy/be healthy*. Flagstaff residents were more likely than those in other cities to mention *exercise and being active*.

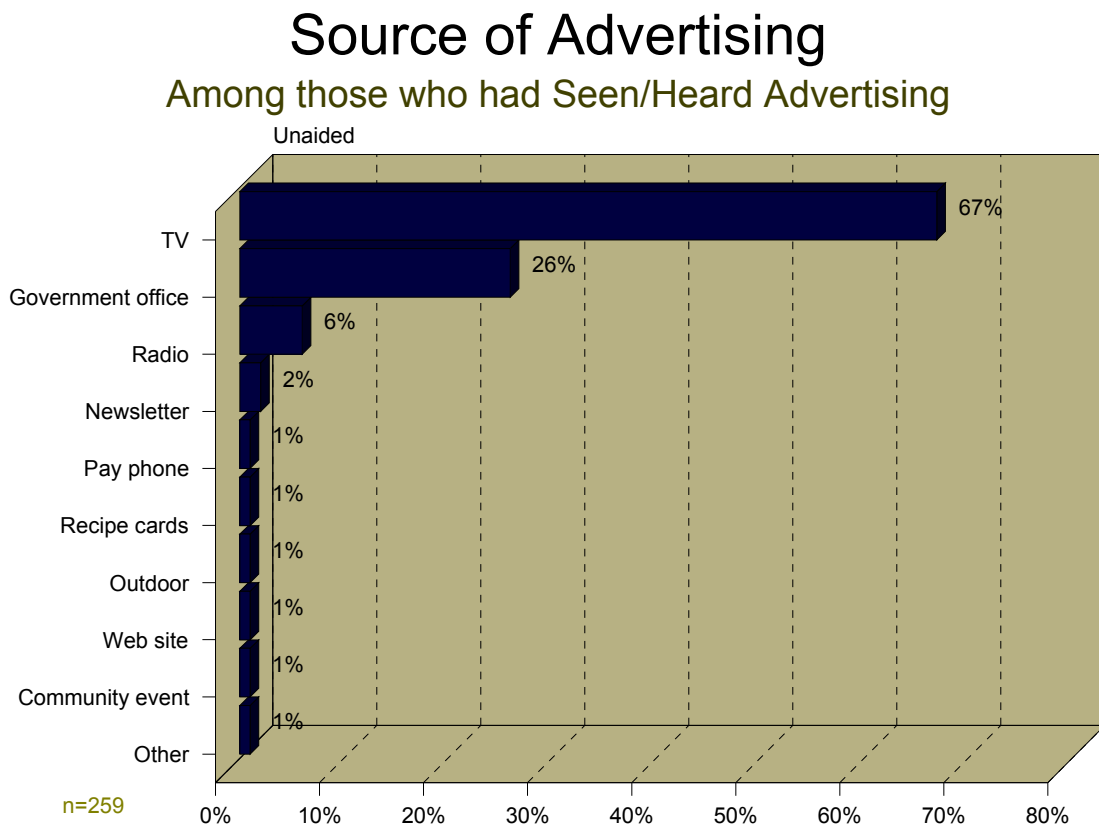
**Table 6: Main Message – Go Low/Bobby B.
By City**

	Phoenix n=101	Tucson n=100	Flagstaff n=101	Yuma n=99
To eat healthy/low fat foods	32%	45%	55%	47%
Drink 1%/low fat milk	29%	29%	29%	25%
Stay healthy/be healthy	19%	7%	10%	9%
1% is better/healthier for you	17%	12%	9%	14%
Drink milk/milk is healthy	15%	22%	7%	15%
Exercise/be active	9%	6%	19%	6%
Eat fruits and vegetables	9%	5%	2%	4%
Drink fat free/no fat milk	6%	--	--	1%
Strong bones	3%	--	--	--
Go low	1%	--	--	1%

H. Media Recall

Overwhelmingly, respondents were most likely to say they had seen the advertising on TV, with over eight in ten (84%) naming this medium when asked where they had seen or heard the advertising. Government office was cited next most frequently, with one-third of survey participants mentioning this. *(Note: It is important to keep in mind that respondents of all ages tend to default to TV when they are unsure of where they have seen or heard advertising.)*

As seen in the chart below, there was little difference between unaided and aided awareness. This seems to suggest that media other than TV and the wall boards in government offices are not making a big impact in consumer's minds. *(Note: Radio was included in the list of media even though the campaign did not run on radio. This is done to provide a "baseline" upon which to compare other electronic media.)*



Demographic Differences

Nearly all Phoenix respondents (who had seen the advertising) said they had seen it on TV, while those in Flagstaff and Yuma were almost twice as likely as Phoenix and Tucson participants to mention they had seen the advertising in a government office.

**Table 7: Source of Advertising
By City**

	Phoenix n=76	Tucson n=76	Flagstaff n=39	Yuma n=39
TV	99%	86%	69%	69%
Government office	24%	28%	44%	49%

A total of 194 respondents said they had seen the advertising on TV. As expected, there were significant differences by city in the TV stations mentioned. Following is a list of those named most frequently.

**Table 8: TV Stations
By City**

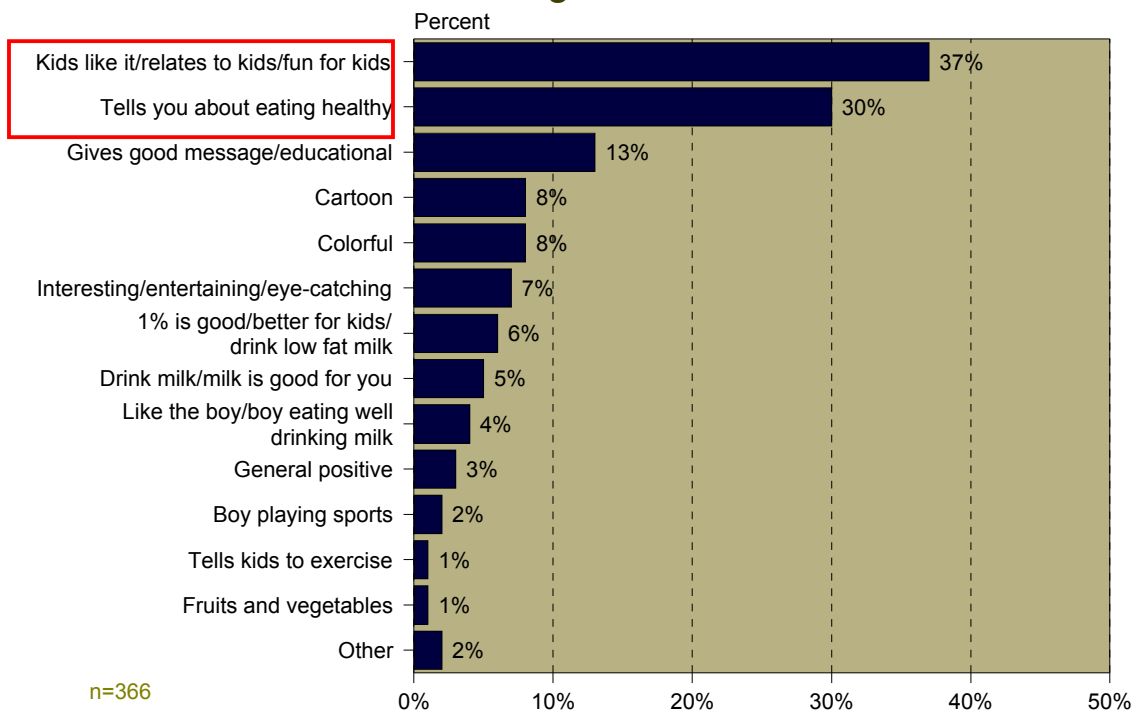
Phoenix n=74	Tucson n=65	Flagstaff n=27	Yuma n=26
Channel 33 - 76%	Channel 38 - 34%	Nick/Nickelodeon/ Nick Jr. - 74% Channel 8 - 11%	Cartoon Network - 23%
Channel 61 - 18%	Channel 5 - 29%		Channel 11 - 15%
Channel 45 - 10%	Channel 40 - 20%		Channel 45 - 12%
Channel 10 - 7%	Channel 46 - 12%		Channel 9 - 12%
Channel 48 - 7%			Channel 27 - 12%

I. Overall Opinion of Advertising

Participants gave their overwhelming approval to the *Go Low* advertising, with 92% of mothers and 96% of children saying they liked the advertising. Just 2% said they didn't like it, with the rest saying they didn't have an opinion one way or the other.

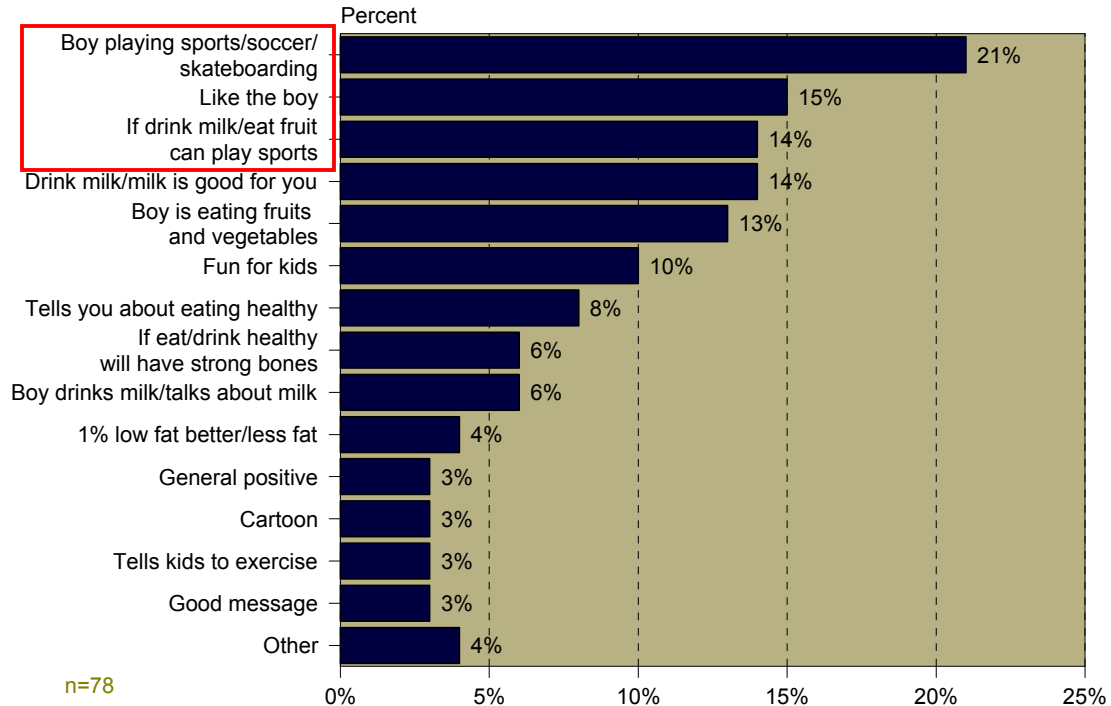
Mothers cited two main reasons for liking the *Go Low* advertising: kids can relate to it/it's fun for kids (37%) and it tells you about eating healthy (30%). The third most frequently cited response had to do with the message being educational (13%).

Why Like Advertising Among Mothers



Just over one in five of the children interviewed (21%) said they like the advertising specifically because of *the boy* playing sports/soccer or skateboarding, with an additional 15% saying they like it because of *the boy* and 14% saying they like the message that *if you drink milk/eat fruits and vegetables, you can play sports*. One in seven (14%) said they like it because *drinking milk is good for you*.

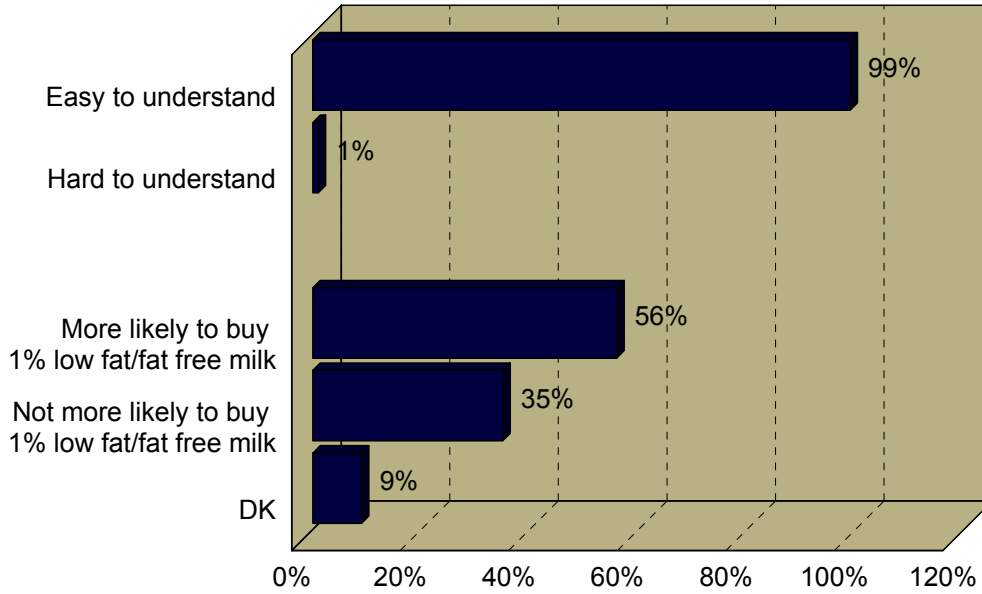
Why Like Advertising Among Children



J. Overall Effectiveness

Nearly all (99%) of the mothers interviewed find the advertising easy to understand, with over half (56%) saying they are more likely to buy 1% low fat or fat free milk.

Overall Effectiveness



n=401

Demographic Differences

Mothers in Phoenix are slightly more likely to say they will buy 1% low fat/fat free milk in the future (64%) than are mothers in Yuma (48%).

**Table 9: Likely to Buy 1% Low Fat/Fat Free Milk
By City**

Children	Phoenix n=101	Tucson n=100	Flagstaff n=101	Yuma n=99
Yes	64%	55%	56%	48%
No	25%	36%	38%	41%
DK	<u>11%</u>	<u>9%</u>	<u>6%</u>	<u>11%</u>
Total	100%	100%	100%	100%

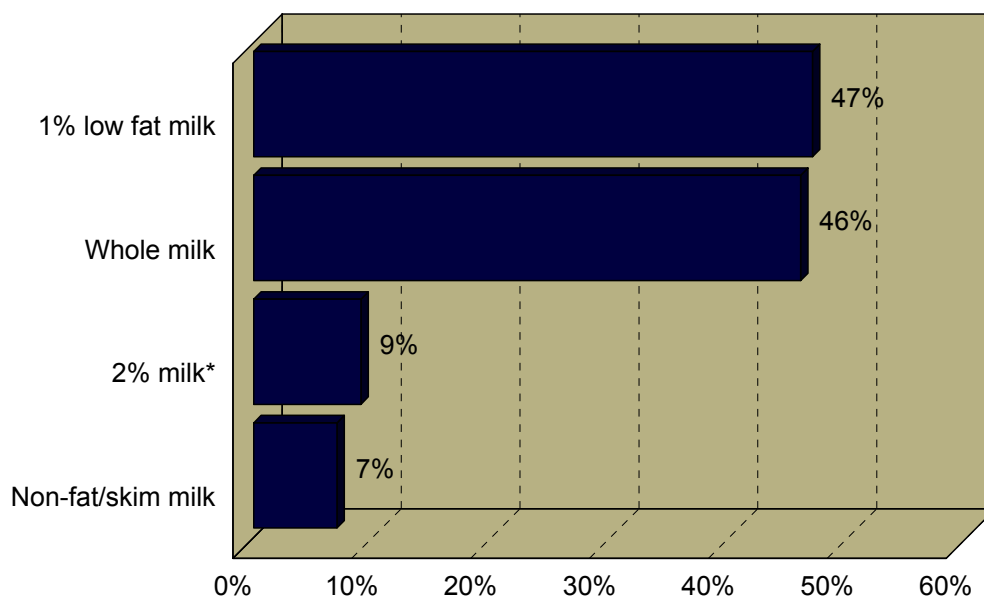
K. Self-Administered Questionnaire

As mentioned in the Background & Methodology section of this report, following the in-person interview, women participants were asked to complete a self-administered “questionnaire” regarding items they are most likely to purchase when grocery shopping. This was simply a listing of specific fruits, vegetables, dairy products, meats, and breads/tortillas/starch.

Participants were most likely to say they purchase chicken and eggs (each at 98%), cheese (95%), and apples, bananas, potatoes, and tomatoes all at 93%.

Included on the “grocery list” were three milk choices: non-fat/skim, 1% low fat, and whole. As seen in the chart below, respondents are equally likely to purchase 1% low fat (47%) and whole milk (46%). Considerably fewer (7%) buy non-fat or skim milk.

Most Likely to Purchase



n=371

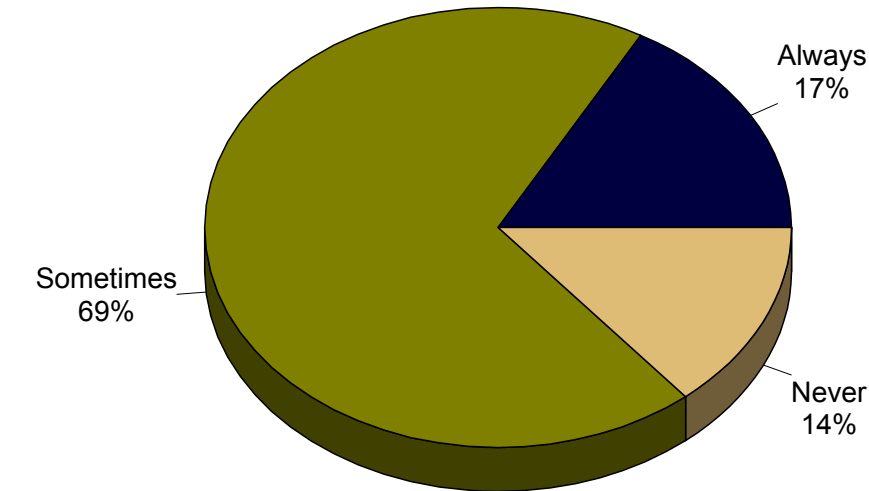
* The portion of respondents who purchase 2% milk is very likely under-represented as it was not on the grocery *list*. Participants, or in some cases, the interviewers, wrote in 2% milk.

Just 5% of those interviewed said their typical grocery list had changed over the past six months. Of those 20 people, five said they are buying more vegetables, three said they are buying more fruit, and two each said they were purchasing more low fat products and generally buying healthier foods. Several other single responses were given.

L CHILDREN'S QUESTIONS

As mentioned in the introduction, if children were grocery shopping with their mothers, they were included in the interview. Results of their awareness and opinions of the *Go Low* advertising are included throughout the report where applicable. In addition, children were asked a few of their own questions to keep them involved. From these questions, we learned that a large majority of them (86%) help their mothers decide what to have for dinner, and that most are very aware that drinking milk and eating fruits and vegetables are good for them. And, nearly all – 96% - say they like milk.

Help Decide Dinner Menu Among Children



n=145