



Produce for Better Health Foundation

**Gen X Moms Study
Report on 2008 Tracking Research**

**Spring 2008 Board of Trustees Meeting
Monterey, CA**

Objectives & Methodology

Research Objectives

- Assess Gen X Moms' attitudes and behaviors in relation to fruits and veggies to help inform and enhance the campaign.
- Track changes in these attitudes over time – especially an orientation towards actions to improve fruit and veggie consumption.
- Measure the progressive impact of the Fruits & Veggies - More Matters campaign.
- Research conducted by OnSurvey.

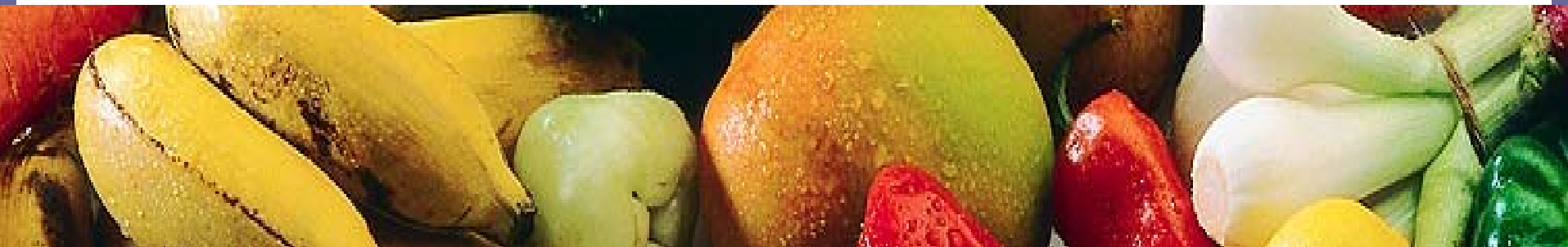
METHODOLOGY			
Wave	Round 1 (2006)	Round 2 (2007)	Round 3 (2008)
Survey Type	Online survey conducted via an online panel	Online survey conducted via an online panel	Online survey conducted via an online panel
Fielding Period	October 3 – 5, 2006	February 2 – 9, 2007	January 18 – 22, 2008
Sample Size	n = 550	n = 1000	n = 1000
Confidence Level	4.2% (19/20 times)	3.1% (19/20 times)	3.1% (19/20 times)
Media Materials Used	None	Logos: Fruits & Veggies—More Matters™ 5-9 a Day	Logos: Fruits & Veggies—More Matters™ 5-9 a Day
RESPONDENT CRITERIA			
Geography	Residents of the United States	Residents of the United States	Residents of the United States
Gender	Women only	Women only	Women only
Age	“Generation X” - born between 1965 and 1981	“Generation X” - born between 1965 and 1981	“Generation X” - born between 1965 and 1979
Additional Criteria	Must have children under the age of 18 living at home	Must have children under the age of 18 living at home	Must have children under the age of 18 living at home



denotes a significant change from 2007 to 2008



Findings



Fruits and Veggies: Consumption and Health Perceptions

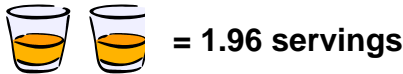


Fruit & Vegetable Consumption

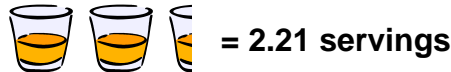
2006

How many servings do you personally consume each day?

Average Servings of Fruits:



Average Servings of Vegetables:

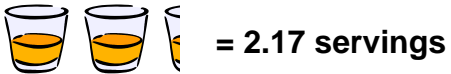


Respondents _{n = 550}

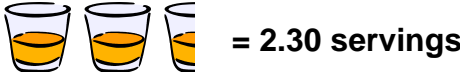
2007

How many servings do you personally consume each day?

Average Servings of Fruits:



Average Servings of Vegetables:



Respondents _{n = 1000}

2008

How many servings do you personally consume each day?

Average Servings of Fruits:



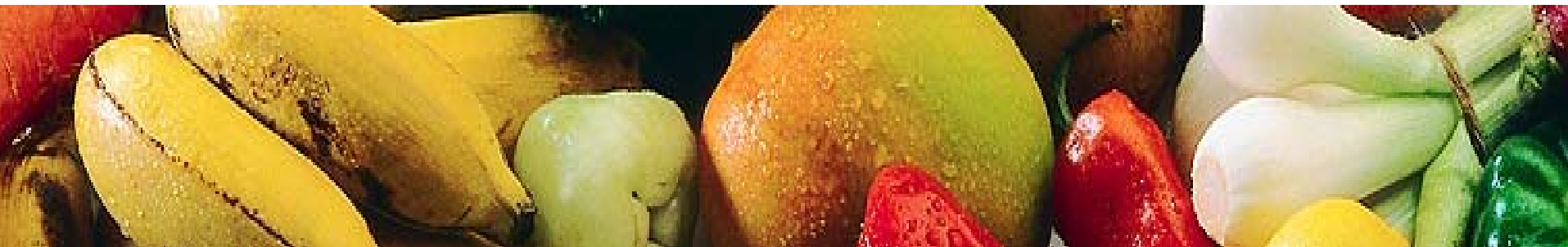
Average Servings of Vegetables:



Respondents _{n = 1000}

Fruits and Vegetables: Consumption and Health Perceptions

- While Moms' attitudes towards the healthfulness of fruits and vegetables moved only slightly upwards in 2008, this is to be expected when the 2007 agreement scores were already in the 90% and higher range.
- Importantly, Moms are significantly more likely to agree that a greater variety of fruits and vegetables is a way to introduce new, colorful and fun ways of eating to the family.
 - It is important that this specific campaign message is resonating.



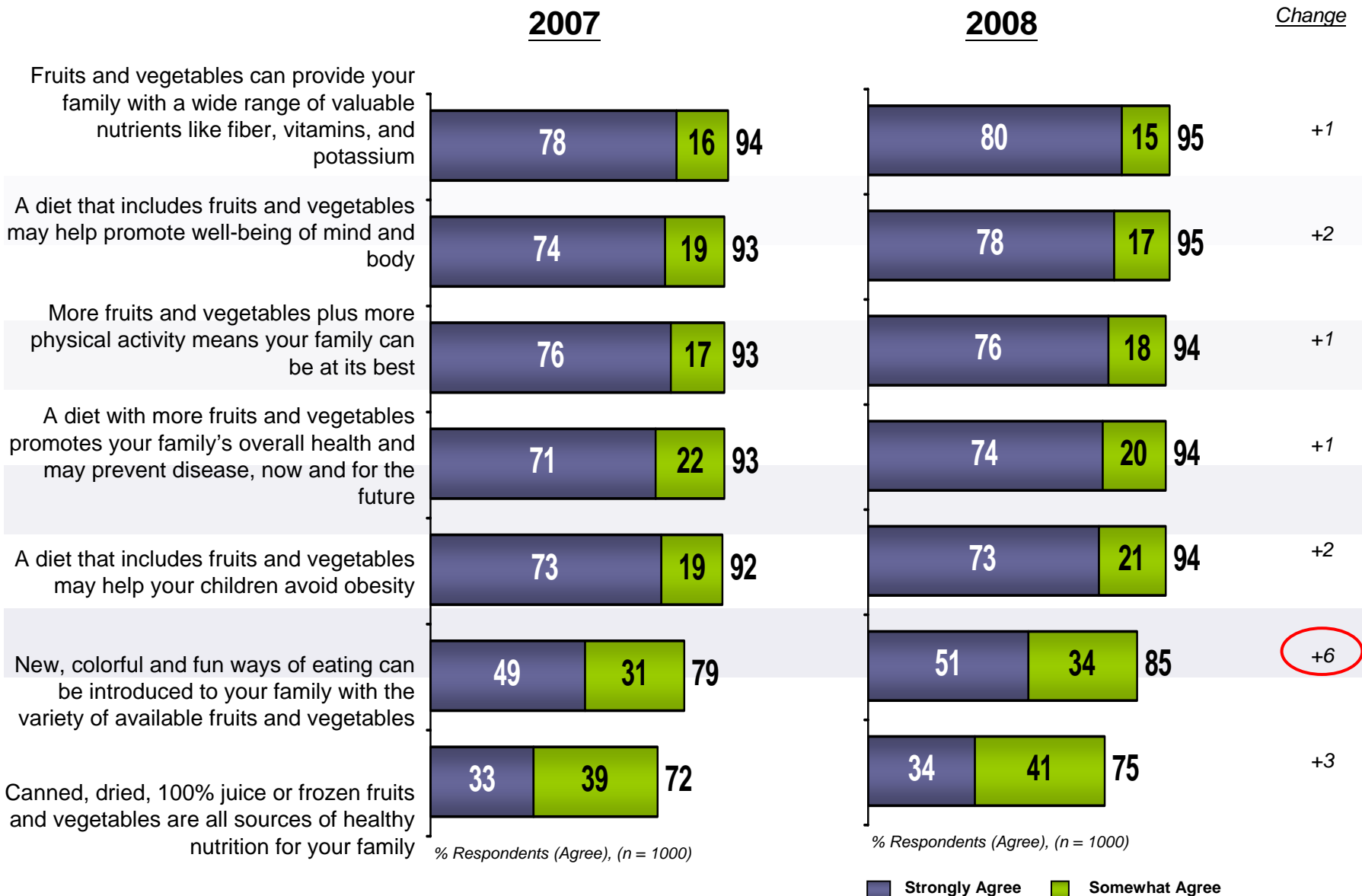
Health Perceptions of Various Forms of Fruits & Vegetables

In general, how healthy do you consider the following foods to be?



Q12. In general, how healthy do you consider the following foods to be?

Perceptions of Fruits/Vegetables and Health/Nutrition Issues



Q20. Please review each of the following statements and tell us your level of agreement or disagreement with each.

Preparing and Serving Fruits and Veggies



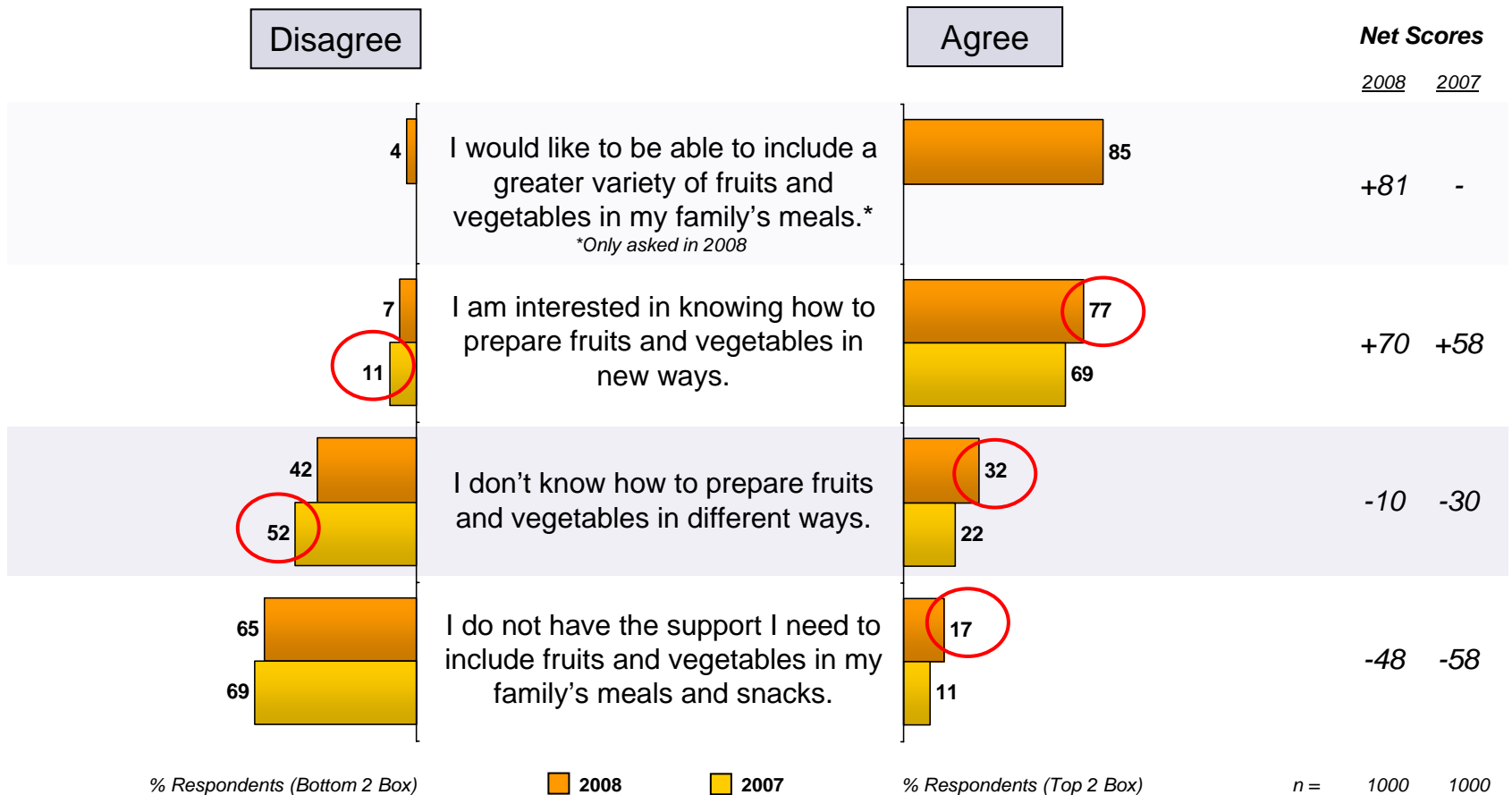
Preparing and Serving Fruits and Veggies

- There has been an important positive movement in Moms' interest in knowing how to prepare fruits and vegetables in interesting ways:
 - 77% agreement in 2008 - up significantly from 69% in 2007.
- Moms continue to feel that they lack knowledge of how to prepare fruits and vegetables in new ways and also that they do not have the support they need to include fruits and vegetables in their families' meals.
 - This may indicate that their higher levels of interest in serving fruits and veggies is resulting in a higher need for support.
 - Thus, this audience is more likely to be receptive to the Fruits & Veggies - More Matters action-oriented messaging.



Preparing and Serving Fruits and Veggies

Please rate your level of agreement or disagreement with the following statements...



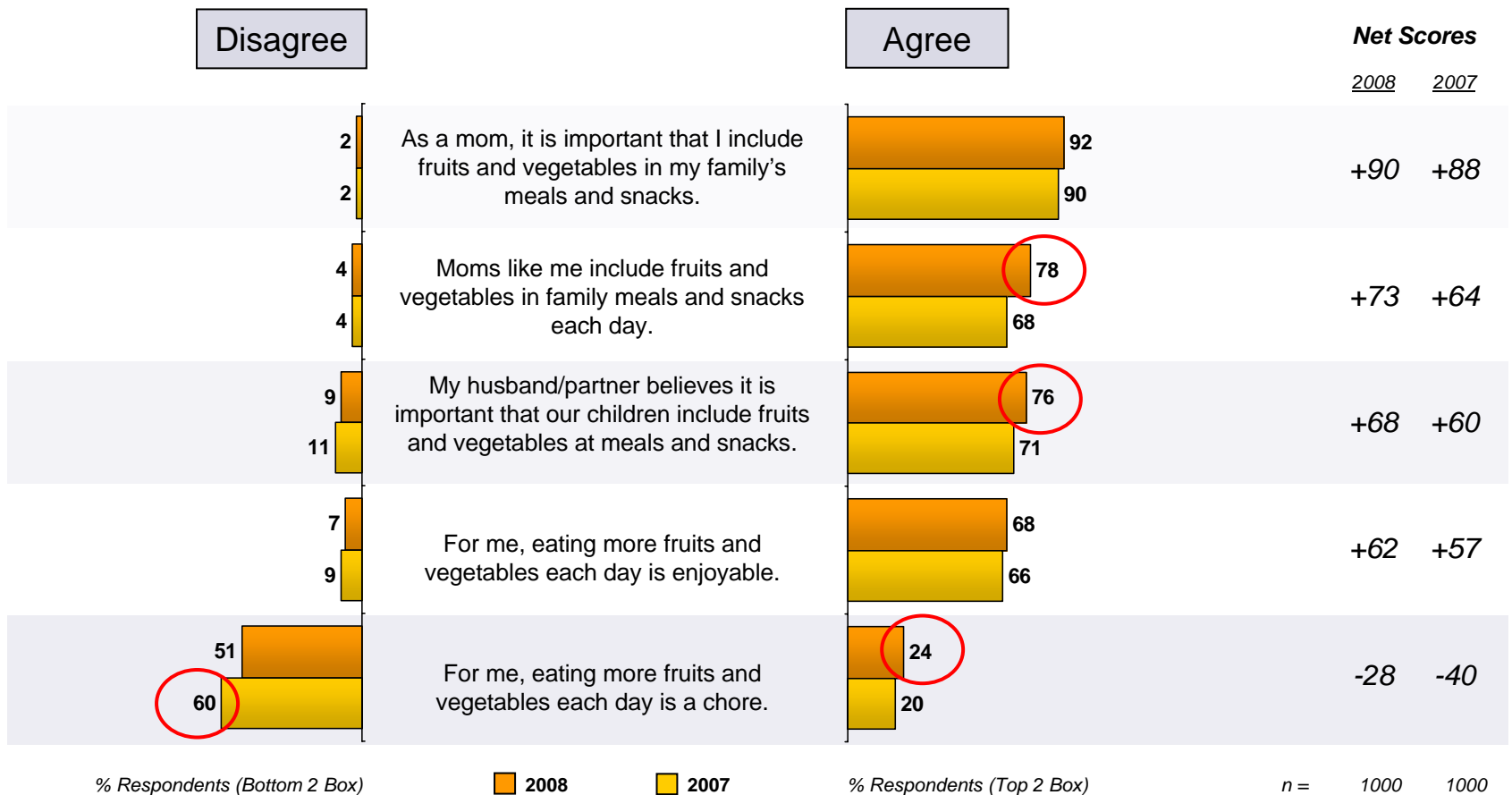
Preparing and Serving Fruits and Veggies

- There is significant improvement between 2007 and 2008 in agreement with identification statements such as “moms like me include fruits and vegetables in family meals and snacks each day” and also in spousal/partner support.
 - Eating more fruits and vegetables is seen as a chore by more Moms in 2008, but this may be indicative of their greater engagement and need to learn more about variety and preparation.



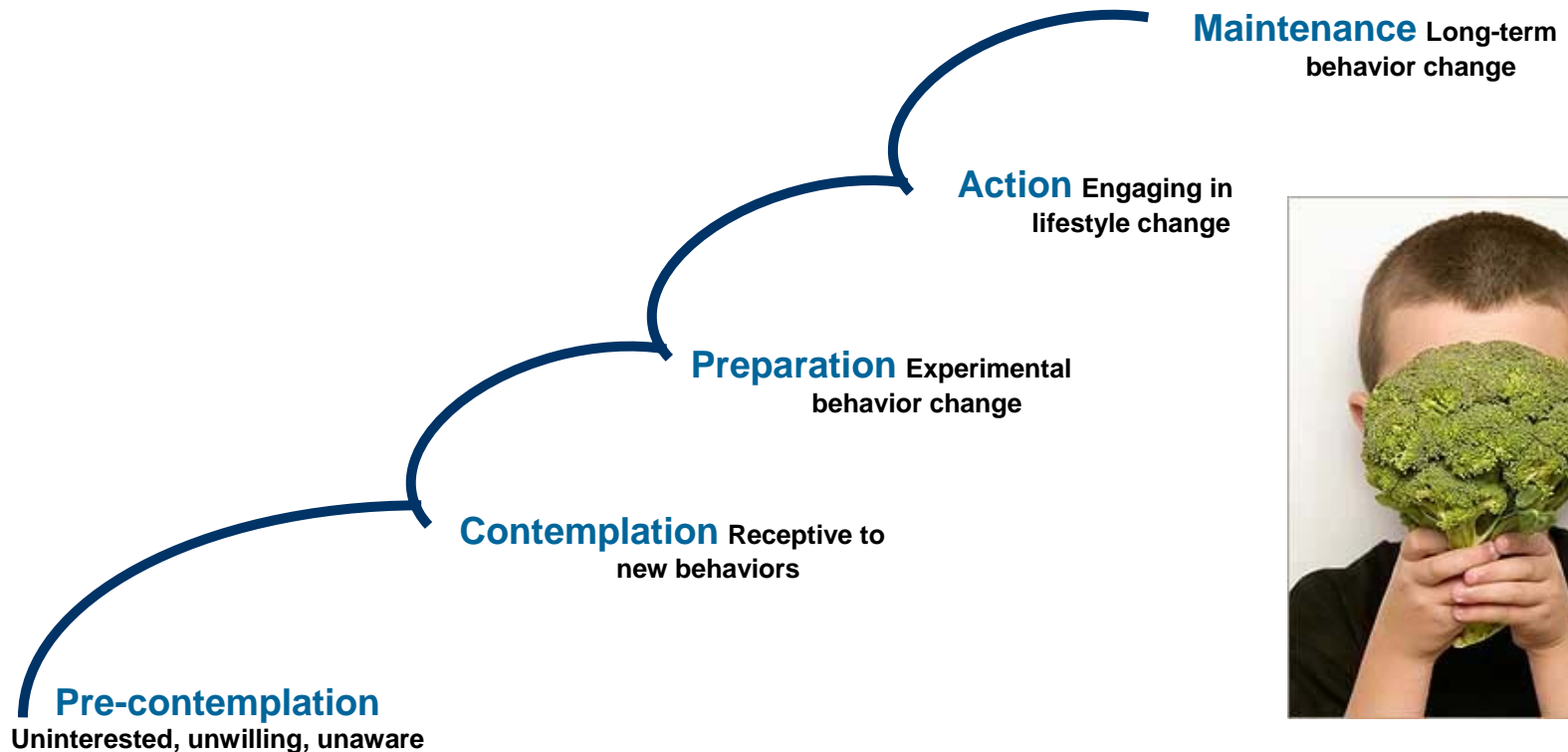
Preparing and Serving Fruits and Veggies

Please rate your level of agreement or disagreement with the following statements...



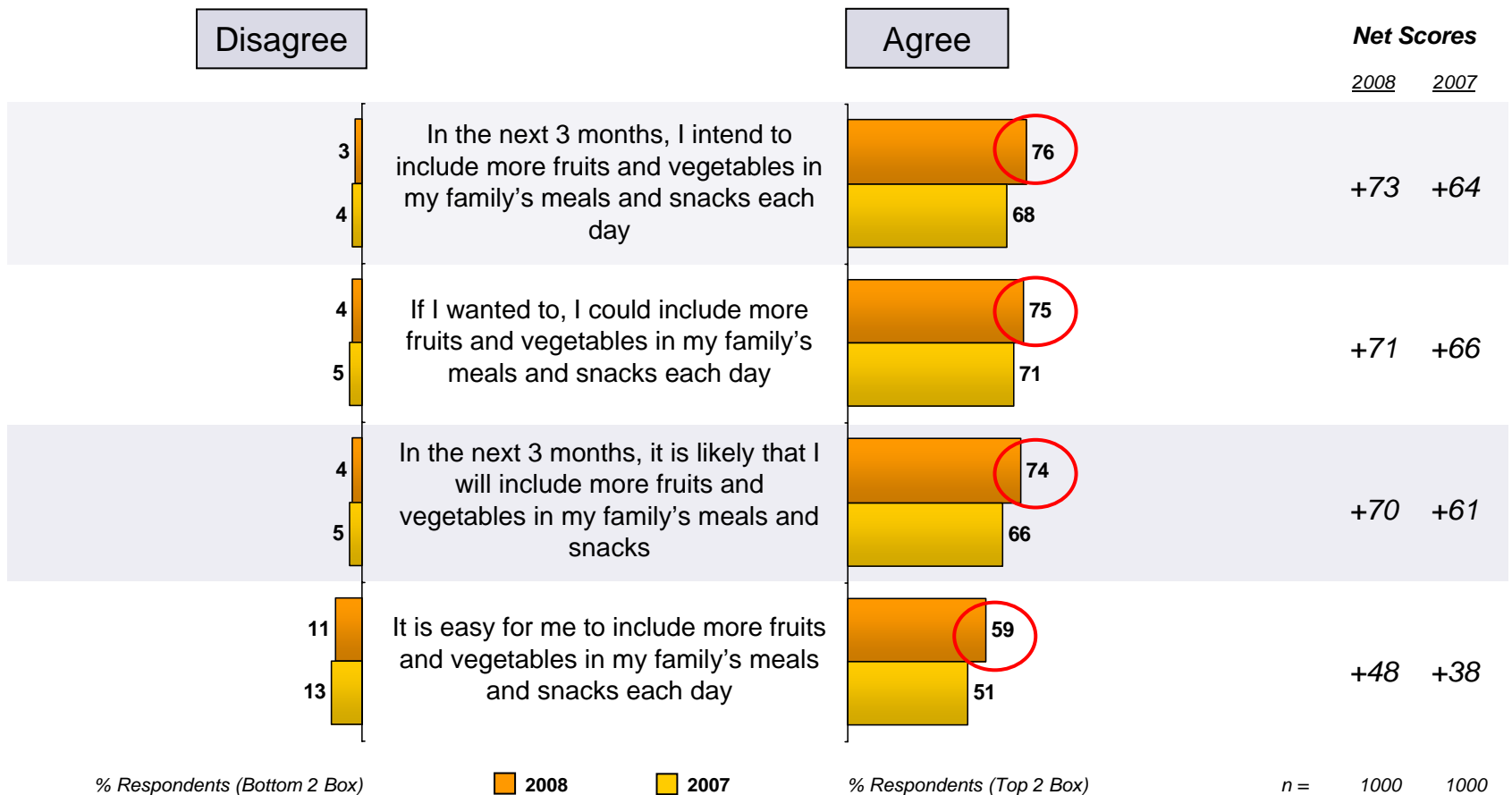
Preparing and Serving Fruits and Veggies

- The scores for “action oriented” attributes all go up significantly from 2007 to 2008. Thus, Moms are clear that they want to, intend to, and expect to, include more fruits and vegetables in their families’ meals everyday.
 - In terms of the “stages of change” model, this was exactly the data that was projected to move with last year’s campaign, therefore the campaign is on the right track.



Preparing and Serving Fruits and Veggies

Please rate your level of agreement or disagreement with the following statements...



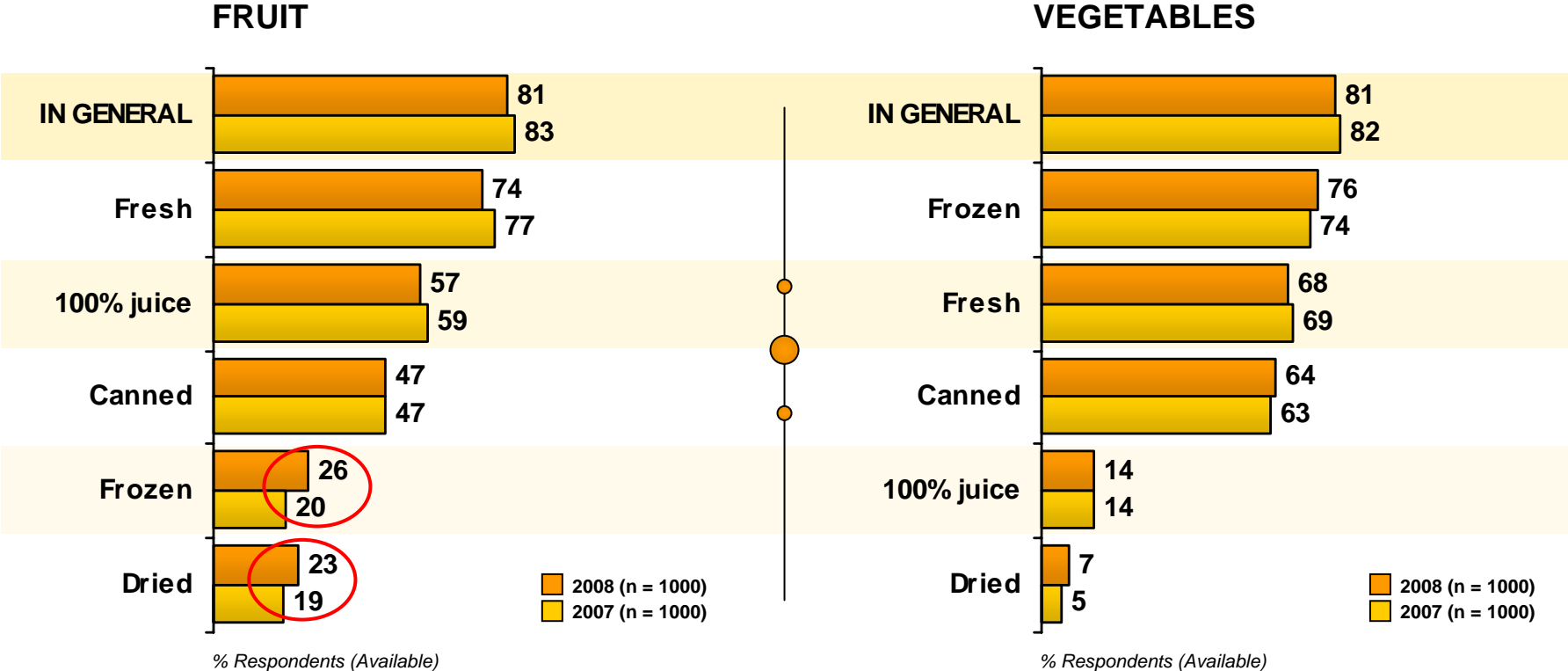
Availability of Fruit and Veggies

- In terms of availability, there is a significant jump in the number of Moms who now have dried and frozen fruit in their homes compared to 2007.
 - This is good news for “all forms count” and it suggests that the Fruits & Veggies - More Matters campaign should focus on helping Moms prepare all forms as well as many varieties.



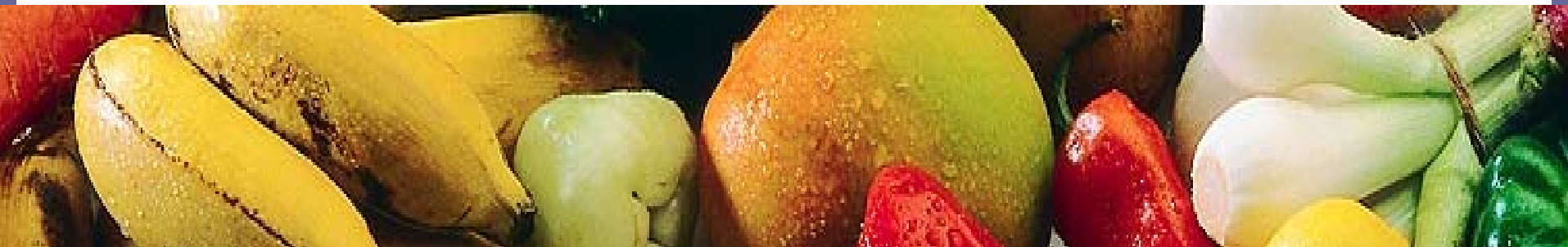
Availability of Fruit and Veggies

How available are fruit and vegetables in your home?





Campaign Awareness & Impressions

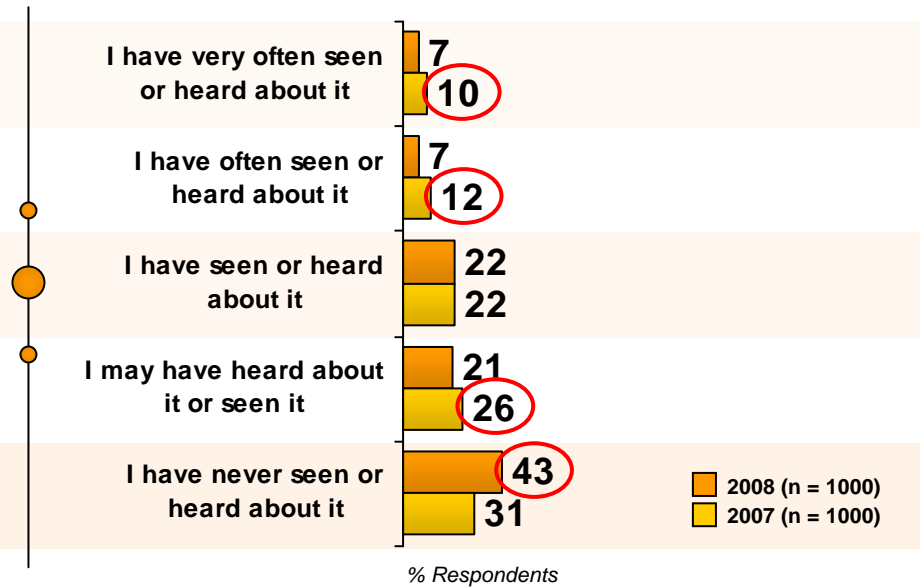
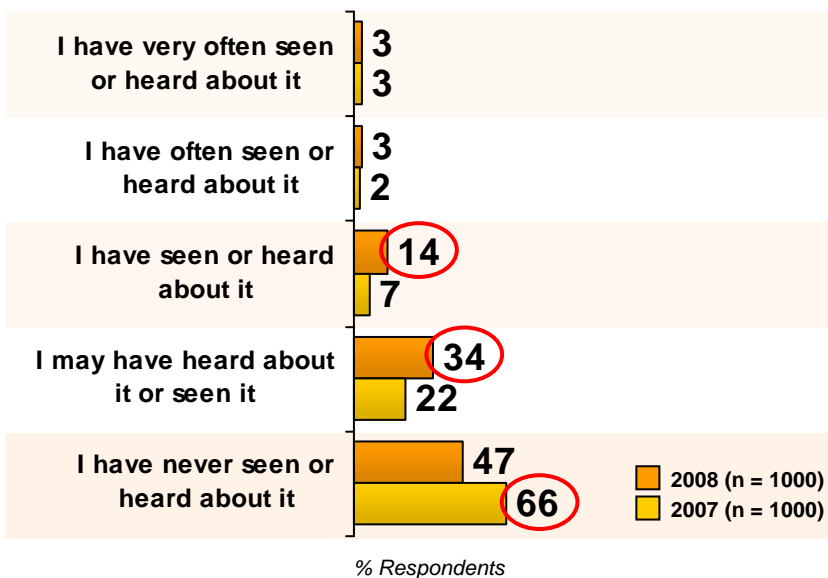


Campaign Awareness and Impressions

- **More are aware of the “5-9 a Day” logo than the “Fruits & Veggies – More Matters” logo.**
 - However, it is clear that the old logo is declining in public awareness and the new logo is increasing. This process will take time.
- **Supermarket displays are the top sources of exposure for the “Fruits & Veggies – More Matters” logo, followed by magazines, ads and packaging.**
 - Whereas exposure through supermarket displays and food packaging has grown significantly since 2007, exposure through magazines and TV has dropped.
 - This is based on 2007 numbers that were “false positives,” and it will be important to look at 2009 tracking data to confirm “true” numbers.
- **The vast majority find the “Fruits & Veggies - More Matters” logo to be ‘extremely’, ‘very’ or ‘somewhat’ motivating.**
 - Those who are more familiar with the logo are more likely to find it motivating than those who are not.
- **Most respondents have not yet visited the www.fruitsandveggiesmorematters.org website.**
 - However, of those who have, nearly all found the information they were looking for and thought it useful.

Campaign Awareness and Impressions

How familiar are you with each of the following logos?



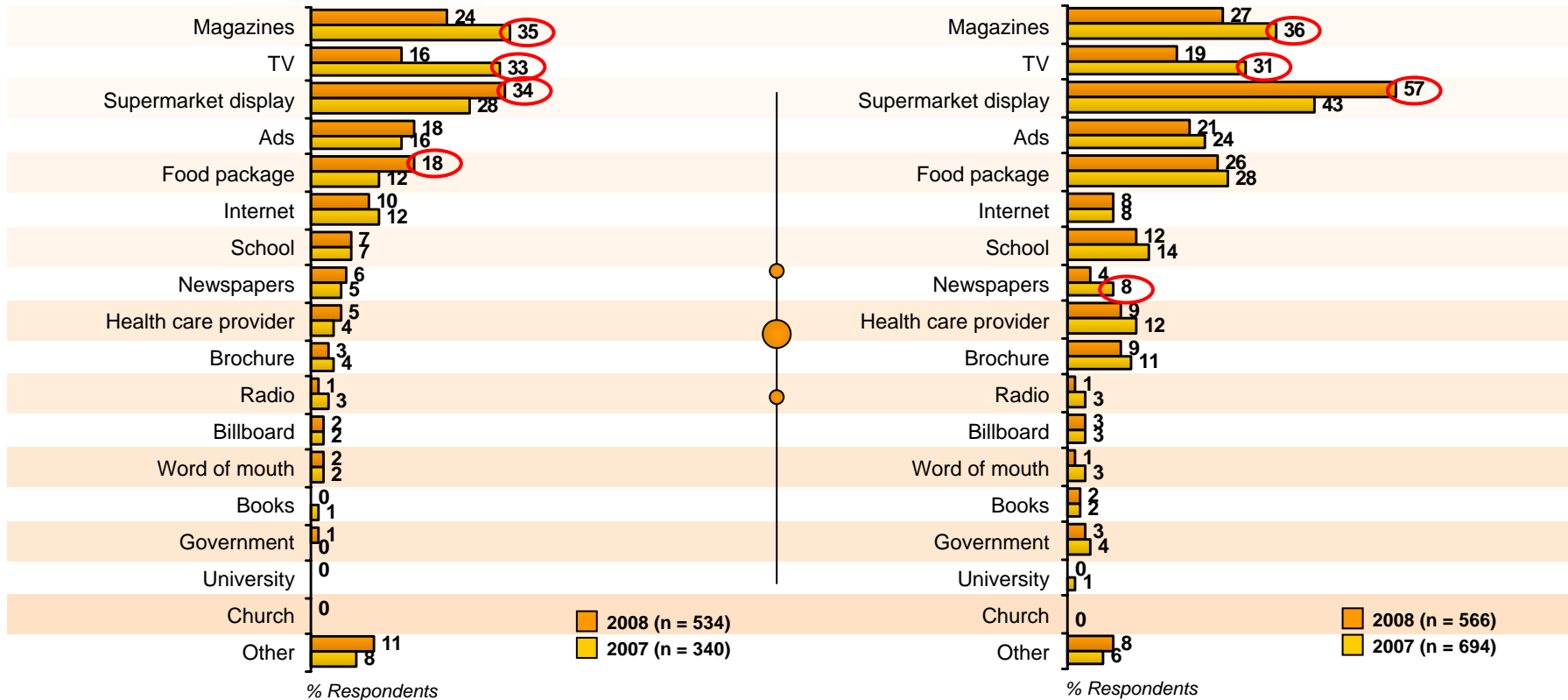
Q26. Which of the following statements best describes your level of familiarity with Fruits & Veggies—More Matters™?

Q33. Which of the following statements best describes your level of familiarity with this logo?

Campaign Awareness and Impressions

How did you become familiar with each logo?

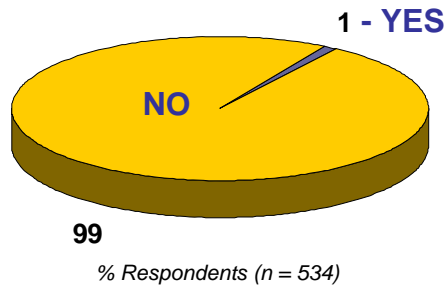
[Asked only of those who have at least heard about or seen the logos]



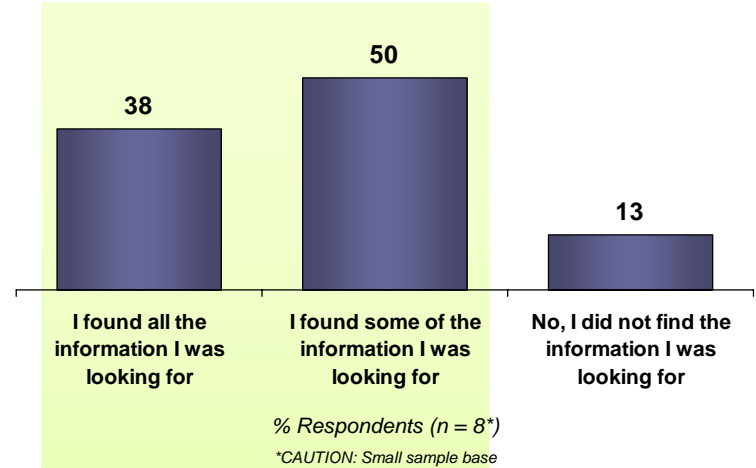
Q27. Where did you see or hear of Fruits & Veggies—More Matters™? (Please select all that apply)

Q34. How did you become familiar with it? (Please select all that apply)

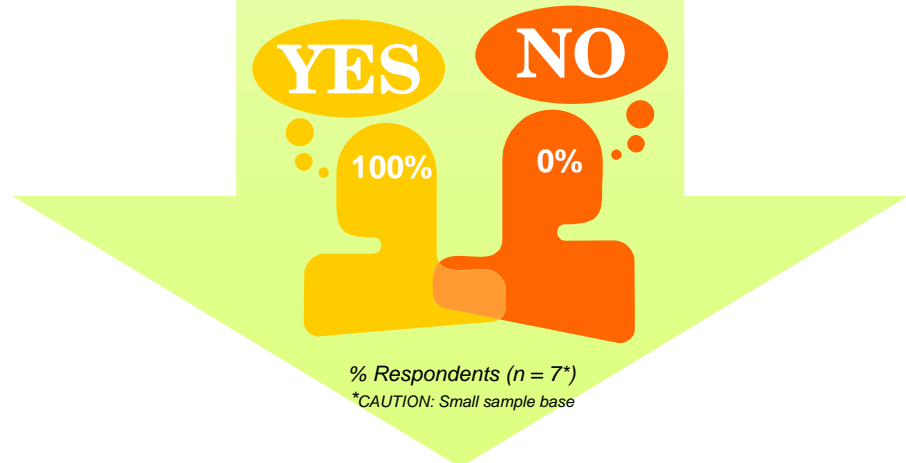
Have you visited www.fruitsandveggiesmorematters.org?



Did you find the information you were looking for?



Did you use the information you obtained from the site?



Q30. Have you visited www.fruitsandveggiesmorematters.org?

Q31. Did you find the information you were looking for?

Q32. Did you use the information you obtained from the site?

Emotions & Eating



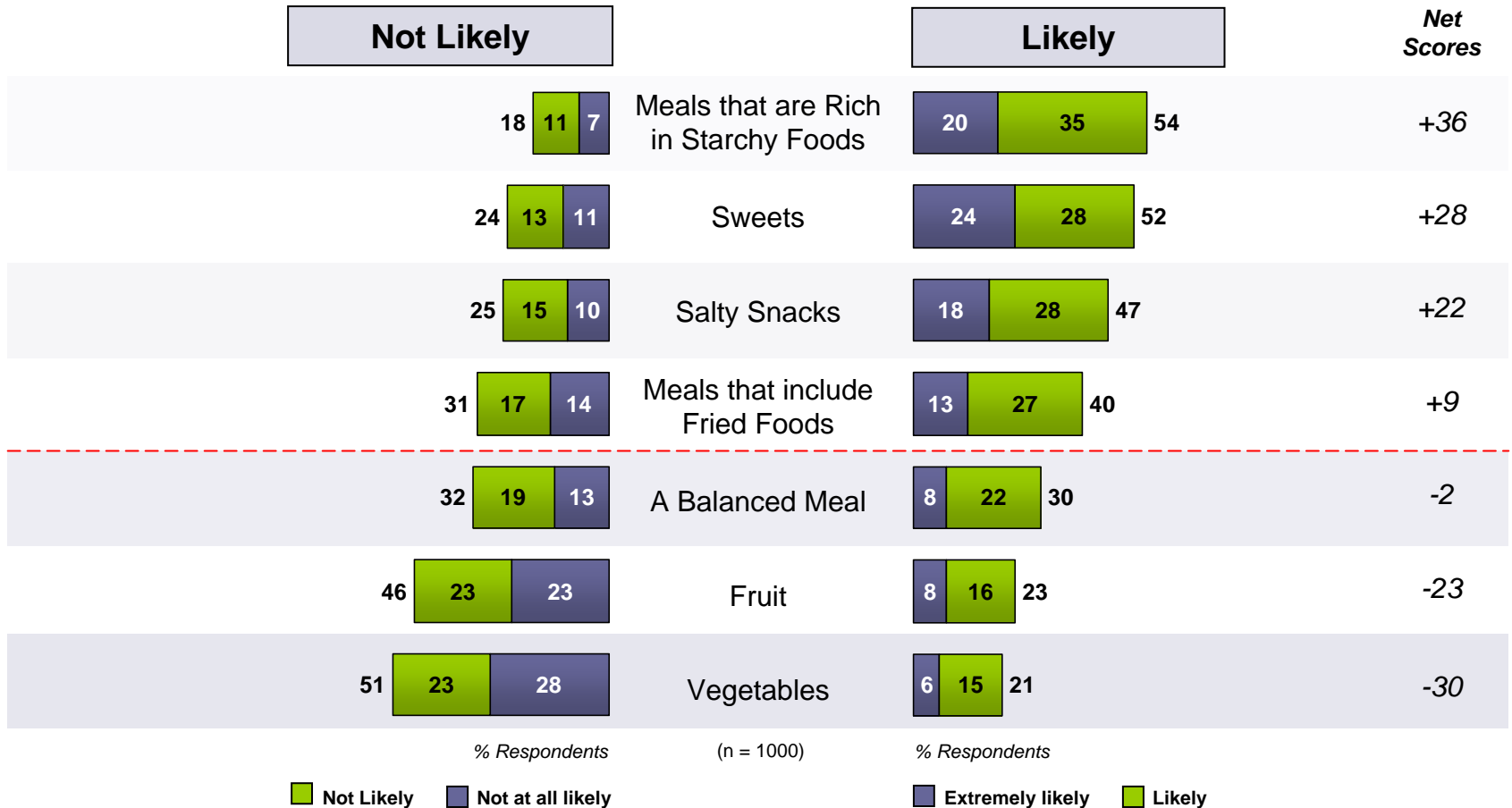
Emotions and Eating

- Moms can come to appreciate the “feel good” factor involved in eating fruits and vegetables.
 - They can also recognize that when they feel bad about themselves is a time when they find it hardest to eat well and benefit from that “feel good” factor.
- Integrating fruits and vegetables in meals appears to be a vital key to moderate eating:
 - While over half of Moms say they are likely to overeat on meals that include starchy foods (54%) and on sweets (5%), less than one quarter say they are likely to overeat on meals that include fruits (24%) and vegetables (21%).



Emotions and Eating

How likely is it that you will overeat when eating each of the following types of foods?



Emotions and Eating

- Eating fruits and vegetables is good for Mom's state of mind – not just their bodies:
 - While almost half of Moms say they feel “guilty” after having overeaten on sweets (46%) and salty snack foods (45%), only 2% say they feel “guilty” after having overeaten on fruits or vegetables.
 - In fact, overeating on fruits and vegetables makes well over half of Moms feel “good” about themselves, and almost a third say they feel “happy” after having overeaten.



Emotions and Eating

How do you typically feel if you have overeaten certain types of food?

	How do you typically feel after you have finished eating?						
	In control	Good about yourself	Happy	Guilty	Bad about yourself	Out of control	Don't know
	%	%	%	%	%	%	%
Fruits	24	55	31	2	2	0	6
Vegetables	24	58	27	2	1	0	7
Sweets, such as candy or cookies	6	3	16	46	29	14	5
Salty snack foods, such as chips	8	4	15	45	27	10	7
A balanced meal that includes protein, such as meat or fish; starchy food, such as pasta or bread; and fruit and/or vegetables	31	48	27	5	3	1	5
Meals that include fried foods	8	4	11	42	34	9	7
Meals that are rich in starchy foods, such as pasta	9	7	27	36	17	6	10

(n = 1000)

Emotions and Eating

- Moms say that state of mind dictates what they put on their plate:
 - Almost half of Moms say they are most likely to eat sweets when they are feeling negative emotions like stress or sadness, and almost a quarter say they turn to salty snack foods and heavy foods like cheeseburgers.
 - Only 6% are most likely to eat healthy food like fruits and vegetables when they feel bad.
 - When Moms are feeling positive emotions like happiness or contentment, a full 70% say they are most likely to eat healthy foods like fruits or vegetables.



Emotions and Eating

Which types of foods are you most likely to eat when you are feeling positive and negative emotions?

	When you feel positive emotions , such as happiness or contentment	When you feel negative emotions , such as stress or sadness
	%	%
SALTY SNACK FOODS <i>(e.g., chips)</i>	6	22
SWEETS <i>(e.g., candy or cookies)</i>	18	47
HEALTHY FOOD <i>(e.g., fruit or vegetables)</i>	70	6
HEAVY FOOD <i>(e.g., cheeseburger or pizza)</i>	7	26
<i>n =</i>	1000	1000

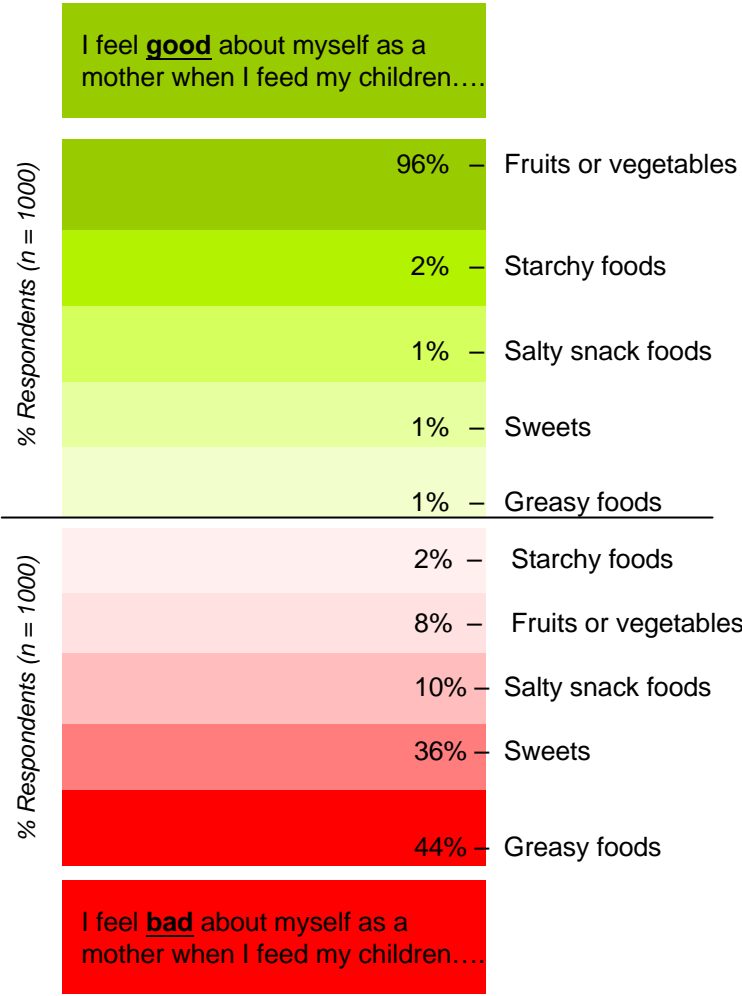
Emotions and Eating

- Feeding kids fruits and vegetables also gives Moms a “feel good” boost:
 - 96% of Moms said they felt like a “good mother” when they feed their children fruits and vegetables – compared to 2% for starchy foods and 1% for sweets or snacks.
 - In contrast, 44% of moms say they feel like a “bad mother” when they feed their kids greasy foods or sweets (36%).



Emotions and Eating

How does your decision to feed your children meals and snacks that include certain types of food impact your perceptions of yourself as a mom?



Q37. I feel good about myself as a mother when I feed my children meals and snacks that include... (Please select one)

Q38. I feel bad about myself as a mother when I feed my children meals and snacks that include... (Please select one)

Conclusions



Conclusions

- The 2007 Fruits & Veggies - More Matters campaign aimed to move Gen X Moms from a state of “contemplation” (knowing fruits and veggies were good and healthy) to “action” (beginning to actually purchase and serve greater amounts).
 - At the same time, the campaign was changing its logo, website and core messaging – an ambitious combination.
- Tracking data confirms a significant increase in “action oriented” intentions and behaviors.
 - It also indicates that specific messages – including “all forms count” and “variety” are being assimilated.
- Logo awareness is rising steadily and the website is well-received
- The 2008 research has also given the campaign an interesting “angle” in the relationship between emotions and eating fruits and veggies.
 - This can be used going forward to add interest and dimension to core messages.

