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**UNH Cooperative Extension  
2011 Marketing Campaign Survey**

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Submitted to:

**UNH Cooperative Extension**  
315 Daniel Webster Highway  
Boscawen, New Hampshire 03303

Submitted by:

**RKM Research and Communications, Inc.**

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## **Project Summary**

### **Situation Analysis**

The purpose of the research is to explore issues surrounding the nutritional quality of respondents' diets, track changes in these issues over time and to measure the scope and effectiveness of a social marketing campaign. The results of the research will be reported to the federal government and be used to focus and direct ongoing educational efforts toward the target population of SNAP recipients.

Primary goals of the research include:

1. Gauge SNAP recipients' nutritional health, knowledge of healthy dietary habits and attitudes toward living a healthy lifestyle.
2. Measure SNAP recipients' exposure to a social marketing campaign and estimate the effect of exposure to the social marketing campaign on recipients' attitudes and awareness of healthy dietary and exercise habits.
3. Estimate SNAP recipients' readiness to adopt healthy eating and exercise habits.

### **Methodology**

The results of this report are based on a telephone survey commissioned by UNH Cooperative Extension. The survey was administered by RKM Research and Communications, Inc., September 27 – October 09, 2011. A random probabilistic technique was used to select respondents from a complete list of SNAP recipients in New Hampshire.

The survey is based on complete and useable interviews with 305 current SNAP recipients in New Hampshire. The maximum margin of error for a survey of 305 respondents is +/- 5.6 percent. That means, in theory, in 19 times out of 20, the results found in the sample will differ by no more than plus or minus 5.6 percentage points from what would be obtained by interviewing all New Hampshire SNAP recipients.

The survey was administered using a computer-assisted telephone interviewing (CATI) system. The CATI system allows data to be entered directly into a computerized database as interviews are conducted, providing a highly reliable system of data collection. A central polling facility in Portsmouth, New Hampshire was used to administer the survey. All interviews were conducted by paid, trained and professionally supervised interviewers.

This report makes frequent comparisons between this year's results and the results from the 2003, 2004, 2005, 2006, 2007, 2008, 2009 and 2010 SNAP Recipient Surveys, as well as comparisons between respondents who have been exposed to the newsletters and/or TV ads of the Smart Choices marketing campaign, and respondents who have not been exposed to the campaign.

### **Organization of this Report**

One of the most important goals of this project is to ensure that the data are accessible to everyone interested in the results of the study. The first step in understanding the data is to review the questionnaire used to conduct the survey, since it is through this tool that the results are gathered. This instrument can be found in Appendix C.

This report presents the results of the study in three ways. First, the report includes a descriptive narration of substantive findings organized into chapters. Notably, the narrative section of the report is followed by a summary and analysis chapter that can be used to quickly identify the most important findings — as well as their significance. Second, a copy of the slide show used to present the results to staff at University of New Hampshire Cooperative Extension can be found in Appendix A. Finally, the advanced analyst can find detailed cross-tabulation tables with appropriate statistical tests in Appendix B.

Because the specific questions found in the questionnaire are often abbreviated or paraphrased in the narrative, graphic and cross-tabulation sections of the report, it is particularly important to reference the actual questionnaire wording when analyzing the results.

## Campaign Exposure

**More respondents recalled receiving the “Smart Choices” newsletter than in previous years.**

Respondents were asked if they received any copies of a newsletter called “Smart Choices”. In 2011, a higher proportion of respondents (57%) recalled receiving a newsletter than in previous years.

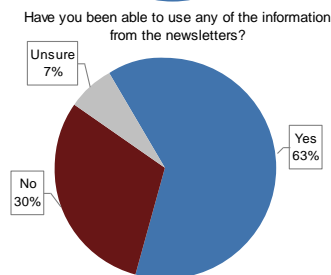
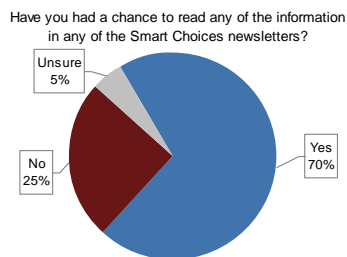
**Among respondents who recalled receiving the “Smart Choices” newsletter, the majority read it and found its information to be useful.**

Respondents who recalled receiving at least one copy of the newsletter in the past year were asked whether or not they read any of the information in the newsletter. Most respondents who received a newsletter *read the information in the newsletter (70%)*. Sixty-three percent of respondents who read at least one newsletter used or applied some of the information from newsletters, or were motivated to change their diet or exercise habits.

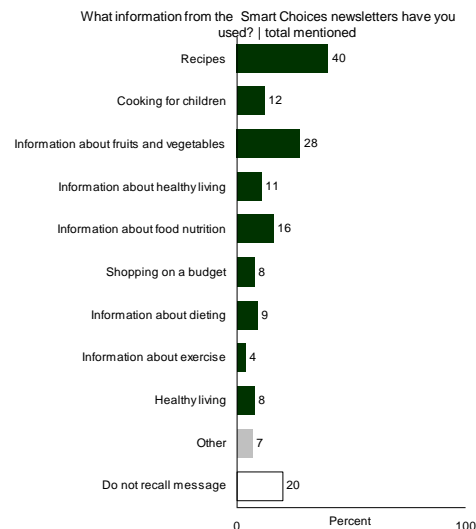
**Among respondents who recall specific information in the newsletter, information on recipes, fruits and vegetables and food nutrition were the most memorable topics.**

Respondents were asked which topics they recall reading about in the newsletters they received. Among those who read a newsletter, 40 percent recalled reading about *recipes*, 28 percent recalled reading about *fruits and vegetables* and 16 percent recalled reading about *food nutrition*. Twenty percent *do not recall* any specific information.

### “Smart Choices” newsletter:



Among: all respondents

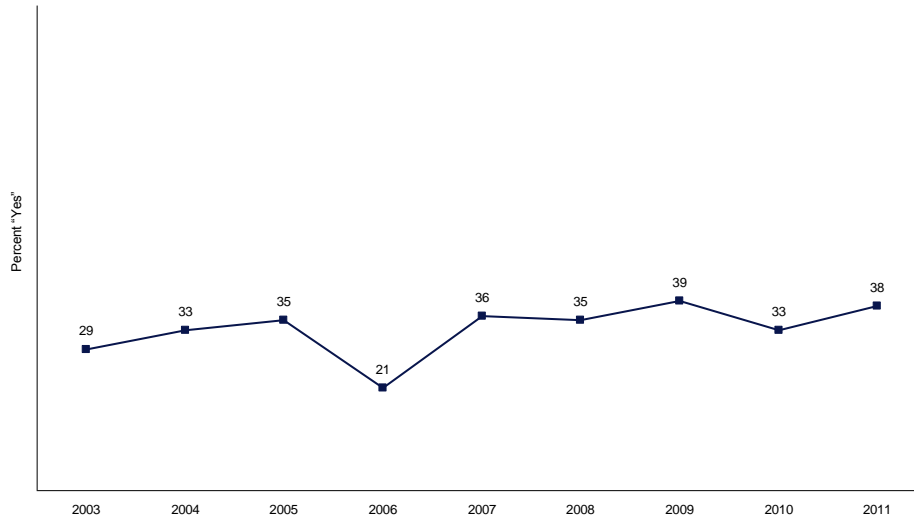


**Exposure to Miss Smarty television ads rebounded in 2011.**

Respondents were asked if they recalled viewing commercials on television featuring “Miss Smarty,” who offers dietary and nutritional information and advice. In 2011, 38 percent of respondents recalled viewing a “Miss Smarty” commercial. This represents a five-point increase, following a six-point decrease in 2010.

**Have you seen TV commercials featuring Miss Smarty?**

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Among: all respondents | compared over time

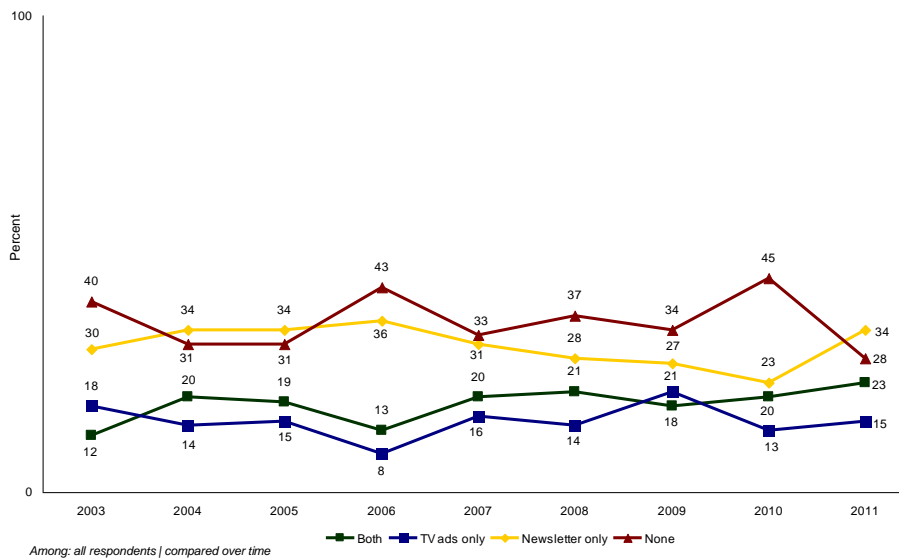
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**Overall exposure to the campaign increased from 2010 to 2011.**

In 2011, 23 percent of respondents were exposed to *both* the newsletter and the TV ads, 34 percent were exposed to only the *newsletter* and 15 percent were exposed to only *TV ads*. Twenty-eight percent of respondents were exposed to *neither* the newsletters nor the TV ads.

Notably, the proportion of respondents who were exposed to only newsletters increased 11 points from 23 percent in 2010 to 34 percent in 2011, and the proportion of respondents who were not exposed to either newsletters or TV ads decreased 17 points from 45 percent in 2010 to 28 percent in 2011.

**Campaign exposure:**

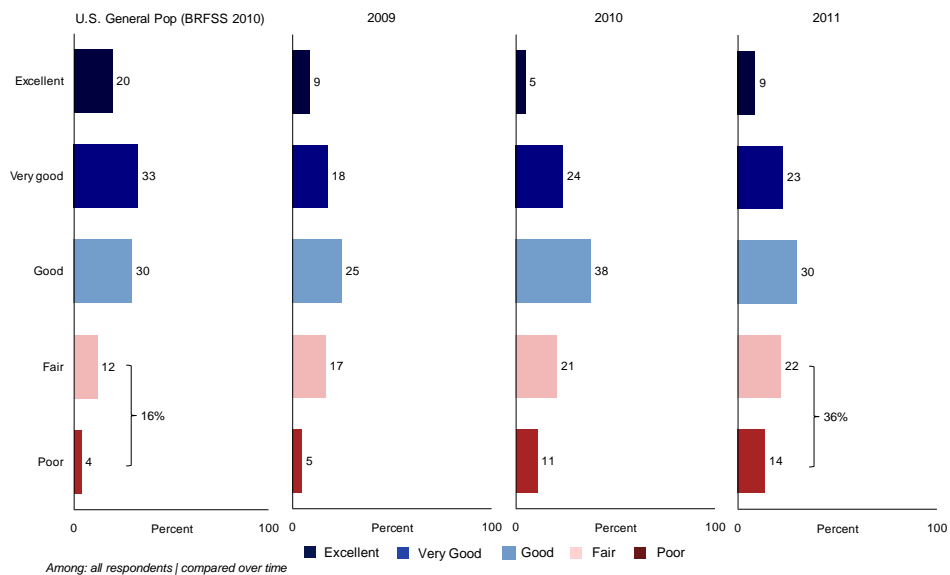


## Health and Nutrition

***In 2011, a slightly larger proportion of respondents rated their overall health poorly than in 2010.***

Respondents were asked to describe the quality of their health. Over time, the results indicate that SNAP benefit recipients consistently describe their overall health less favorably than the general U.S. population. While the proportion of respondents who rated their overall health as *excellent* or *very good* increased slightly from 2009 (27%), to 2010 (29%), to 2011 (32%), the proportion of respondents who rated their overall health as *fair* or *poor* has continually increased from 2009 (22%), to 2010 (32%), to 2011 (36%).

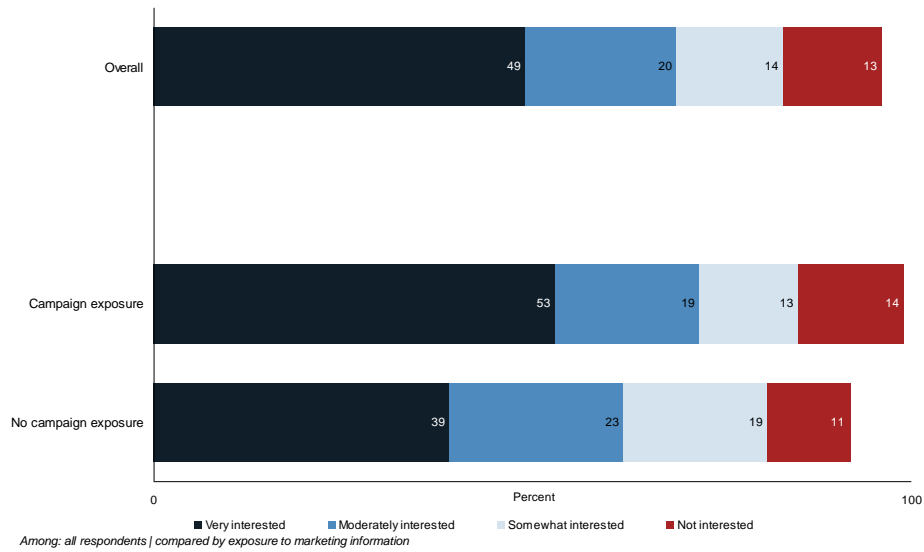
### How would you rate the quality of your overall health?



**A majority of respondents are interested in improving the overall quality of their health.**

Respondents were asked how interested they are in improving the quality of their health. Overall, 83 percent of respondents are *very* (49%), *moderately* (20%) or *somewhat* (14%) *interested* in improving the quality of their health. Thirteen percent are *not interested* in improving the quality of their health. Notably, respondents exposed to the Smart Choices campaign (53%) were more likely to be *very interested* in improving the quality of their health than respondents who were not exposed to the campaign (39%).

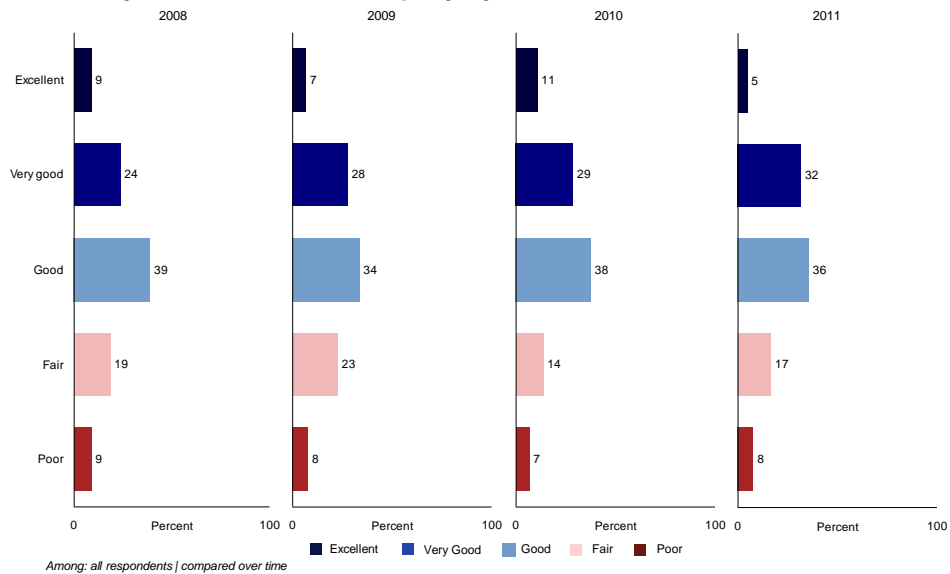
**How interested are you in improving the quality of your health?**



**Most respondents rated the overall nutritional quality of their diet as good or better.**

Respondents were asked to rate the nutritional quality of their diet. Seventy-three percent of respondents said that the nutritional quality of their diet is either *excellent* (5%), *very good* (32%) or *good* (36%). Twenty-five percent of respondents said that the nutritional quality of their diet is *fair* (17%) or *poor* (8%), representing a slight increase from 2010 (21%).

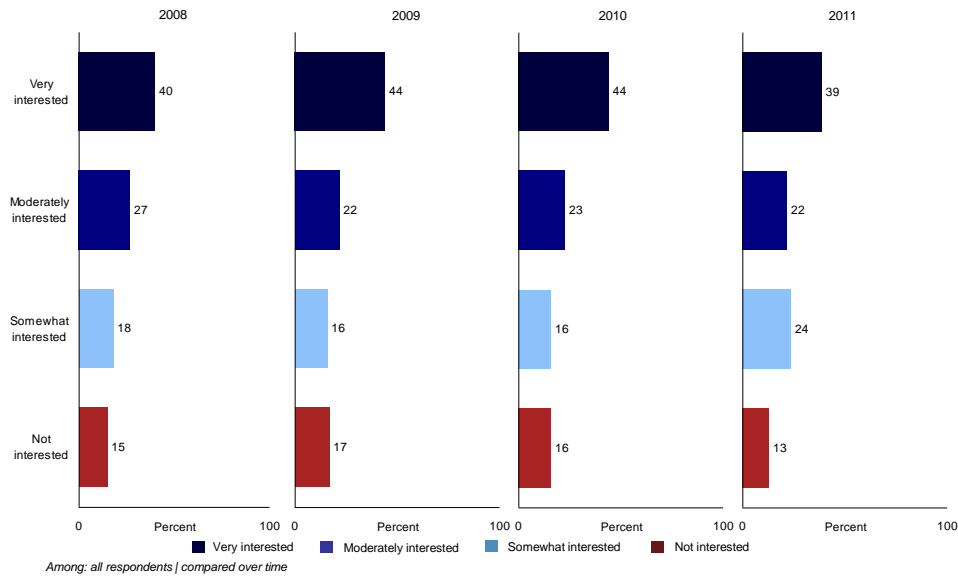
**How would you rate the nutritional quality of your overall diet?**



**Most respondents are interested in improving the nutritional quality of their diet.**

Respondents were asked how interested they are in improving the nutritional quality of their diet. In 2011, 61 percent of respondents said that they are *very* (39%) or *moderately* (22%) interested in improving the nutritional quality of their diet, compared to a somewhat larger proportion in 2010 (67%). Fewer respondents reported being *somewhat interested* (24%) or *not interested* (13%).

**How interested are you in improving the nutritional quality of your diet?**

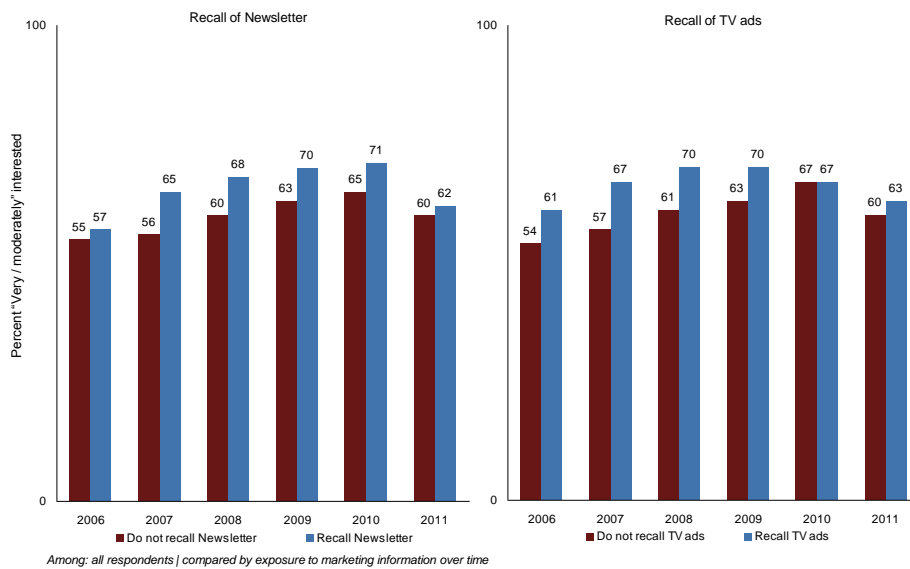


Respondents who are 55-64 years old were most likely to report being *very interested* (68%) in improving the nutritional quality of their diet, while respondents who are 18-34 years old were least likely to be *very interested* (34%) in improving the nutritional quality of their diet.

***In 2011, respondents who were exposed to the Smart Choices campaign and respondents who were not exposed to the campaign were similarly likely to report being interested in improving the quality of their diet.***

Respondents were asked how interested they are in improving the nutritional quality of their diet. In previous years, respondents who recalled the newsletter or TV ads were more likely to be *very* or *moderately interested* in improving the nutritional quality of their diet than those who did not recall the newsletter or ads. In 2011, however, respondents who recalled seeing the newsletter (62%) or TV ads (63%) were similarly likely to report being *very* or *moderately interested* in improving the nutritional quality of their diet as respondents who did not recall the newsletter (60%) or TV ads (60%).

**Interest in improving nutritional quality of diet by marketing information:**

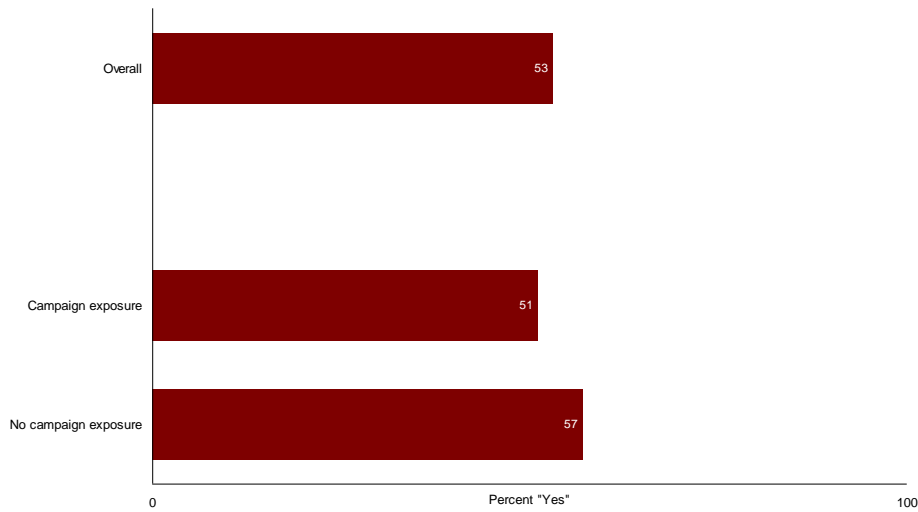


## Food Security

***Almost one-half of SNAP benefit recipients have reduced or skipped meals in the past year because there was not enough money.***

Respondents were asked whether they ever cut the size of meals or skipped meals in the past year because they did not have enough money. In 2011, 53 percent of respondents *have* reduced or skipped meals because of a lack of money. Respondents who were exposed to the campaign (51%) were slightly less likely to report that they *have* reduced the size of, or skipped, meals because there was not enough money than respondents who were not exposed to the campaign (57%).

### **Have you cut the size of meals / skipped meals because there wasn't enough money?**



*Among: all respondents | compared by exposure to marketing information*

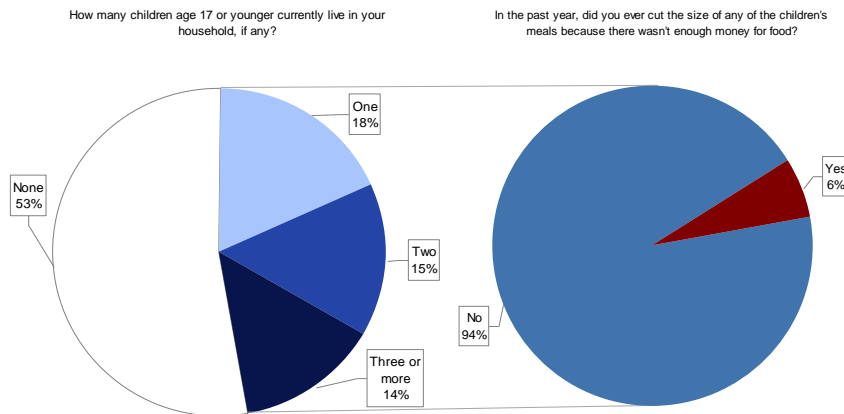
**The vast majority of SNAP benefit recipients with children have not cut the size of their children's meals because there was not enough money for food.**

SNAP benefit recipients were asked to identify how many children age 17 or younger currently live in their household. Respondents with children were then asked whether or not, in the past year, they have ever cut the size of any of their children's meals because there was not enough money for food.

Nearly one-half of SNAP benefit recipients (47%) have *at least one* child age 17 or younger living with them in their household. Thirty-three percent of respondents have *one* (18%) or *two* (15%) children, while fewer have *three or more* (14%). Among the respondents who have children, the vast majority of them reported that they *have not* cut the size of any of their children's meals in the past year (94%), however, six percent of respondents indicated that they *have*.

**Food security among children:**

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Among: All respondents

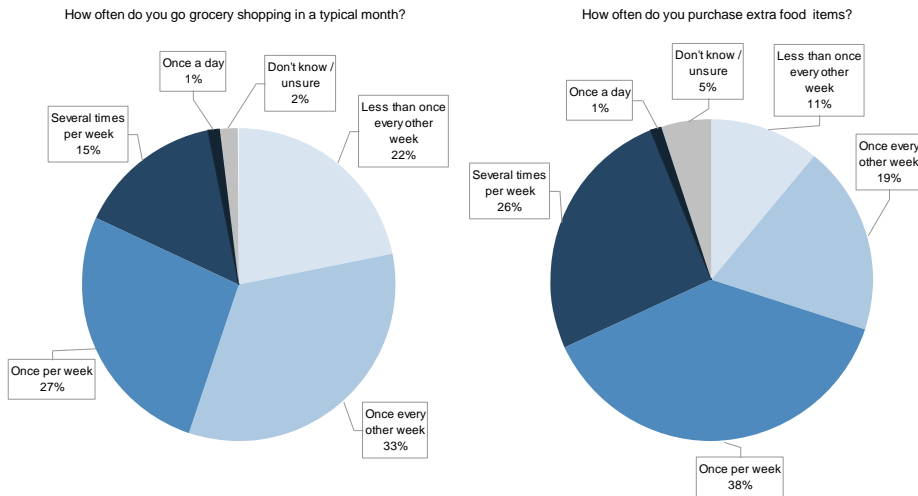
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**Less than one-half of respondents go grocery shopping at least once per week.**

Respondents were asked how often they go grocery shopping in a typical month. Sixteen percent of respondents reported that they go grocery shopping *once a day* (1%) or *several times per week* (15%). Twenty-seven percent reported that they go grocery shopping *once per week*, 33 percent of respondents reported that they go *once every other week*, and 22 percent reported that they go *less than once every other week*.

Respondents were also asked how often they purchase extra food items like milk or bread. Twenty-seven percent of respondents reported that they purchase extra food items *once a day* (1%) or *several times per week* (26%). Sixty-eight percent of respondents reported that they purchase extra food items *once per week* (38%), *once every other week* (19%) and *less than once every other week* (11%).

**Grocery Shopping Habits:**



Among: all respondents

## Diet and Weight Control

### Body Mass Index.

Respondents can be classified as underweight, overweight, obese or as having a healthy weight using the National Institute of Health's Body Mass Index (BMI). The following formula is used:

$$\text{BMI} = (\text{Weight (lbs)} \times 703) \div (\text{Height (in)}^2)$$

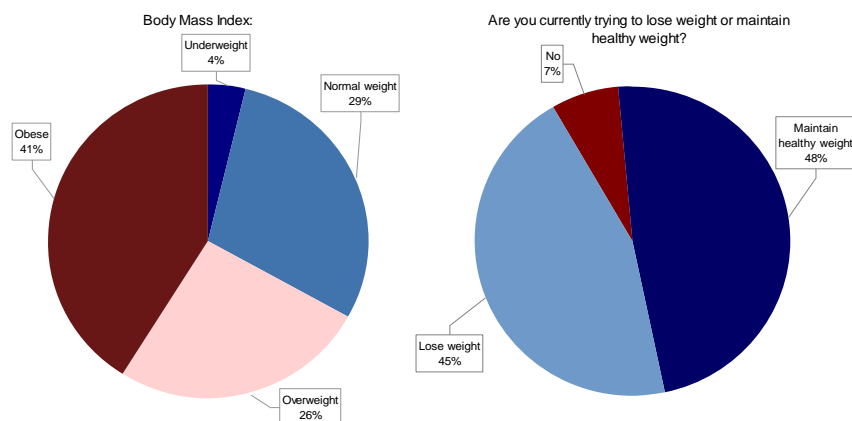
Where...	< 18.5	is underweight
	18.5 - 24.9	is a healthy weight
	25.0 – 29.9	is overweight
	≥30.0	is obese

### According to the Body Mass Index, the majority of SNAP benefit recipients are overweight or obese.

Application of the Body Mass Index formula to self-reported height and weight data shows that over one-fourth of SNAP benefit recipients (29%) enjoy a healthy weight. Sixty-seven percent of SNAP benefit recipients are overweight (26%) or obese (41%). Only four percent of respondents are underweight according to the Body Mass Index.

Respondents were asked if they are currently trying to lose weight or maintain a healthy weight. Forty-five percent of respondents are trying to *lose weight*, while 48 percent of respondents are trying to *maintain a healthy weight*. Seven percent of respondents are not currently trying to lose weight or maintain a healthy weight.

### Body Mass Index:



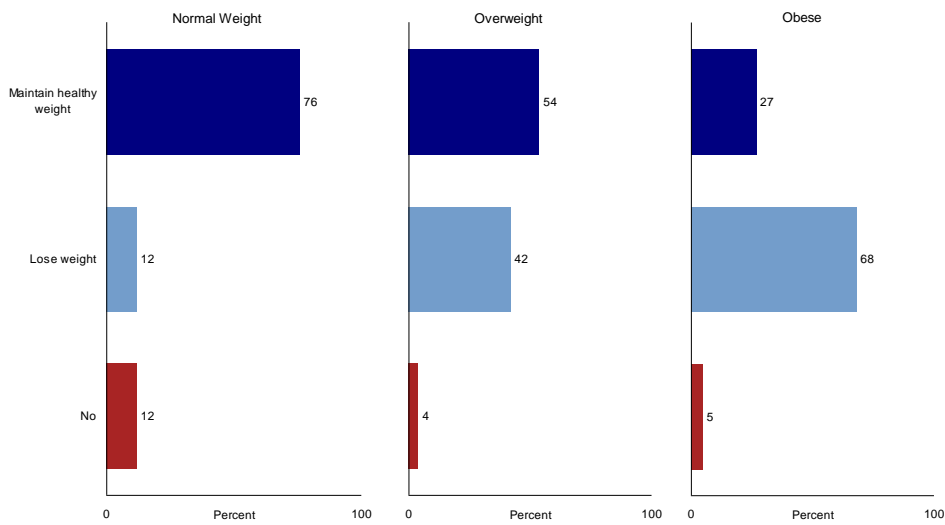
Among: all respondents

**Nearly all overweight and obese respondents are currently trying to lose weight, or to maintain a healthy weight.**

Respondents were asked if they are currently trying to lose weight, or maintain a healthy weight. Approximately three-fourths of respondents with a normal weight (76%) are trying to *maintain a healthy weight*, while fewer are trying to *lose weight* (12%) or are not trying to do either (12%). Among overweight respondents, over one-half (54%) are trying to *maintain a healthy weight*, while 42 percent are trying to *lose weight* and four percent are not trying to do either. Among obese respondents, about two-thirds (68%) are trying to *lose weight*, while approximately one-fourth are trying to *maintain a healthy weight* (27%) and five percent are not trying to do either.

These results suggest that most respondents in all three weight classes are striving to achieve or maintain a healthy weight.

**Currently trying to lose weight or maintain a healthy weight?**

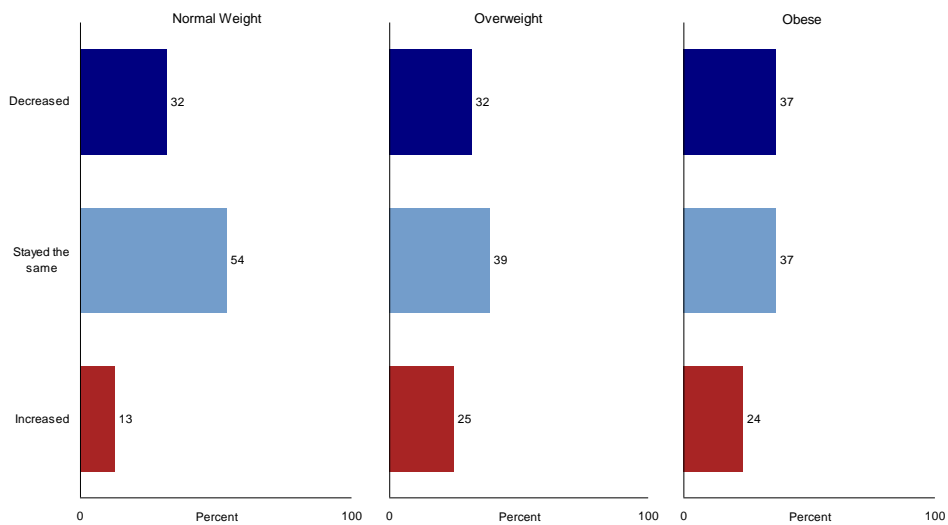


Among: all respondents | compared by BMI

**Overweight and obese respondents are more likely to report that their weight increased in the past 12 months than respondents with a normal weight.**

Respondents were asked if their weight has increased, decreased or stayed about the same in the past 12 months. Among respondents who have a normal weight, 13 percent said that their weight *increased*, 54 percent said that their weight *stayed the same* and 32 percent said that their weight *decreased*. Among respondents who are overweight, 25 percent said that their weight *increased*, 39 percent said it *stayed the same* and 32 percent said that it *decreased*. Among respondents who are obese, 24 percent said that their weight *increased*, 37 percent said it *stayed the same* and 37 percent said that it *decreased*. These results suggest that overweight and obese respondents are having the most difficulty achieving a healthy body weight.

**Has your weight increased, decreased or stayed about the same in the past 12 months?**



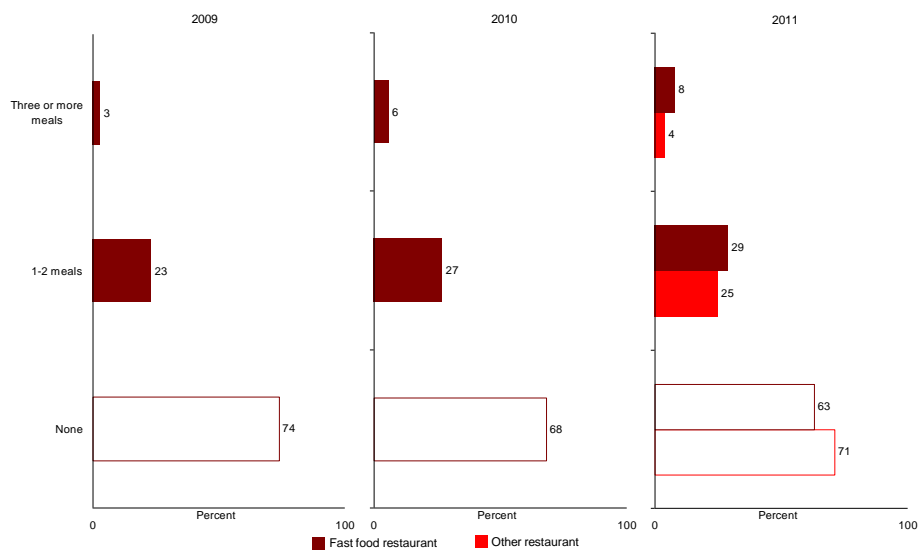
Among: all respondents | compared by BMI

**Most respondents did not eat any meals at a fast food restaurant or any other type of restaurant in the past seven days.**

Respondents were asked how many meals they ate at a fast food restaurant in the past seven days. Sixty-three percent of respondents did not eat any meals at a fast food restaurant, while 29 percent of respondents ate *one to two* meals and eight percent ate *three or more* meals. This represents a slight increase in fast food consumption from previous years.

Respondents were also asked how many meals they ate at any other restaurant in the past seven days. Seventy-one percent of respondents did not eat any meals at a restaurant, while 25 percent of respondents ate *one to two* meals and four percent ate *three or more* meals.

**How many meals have you eaten at a fast food restaurant in the past 7 days, if any?**

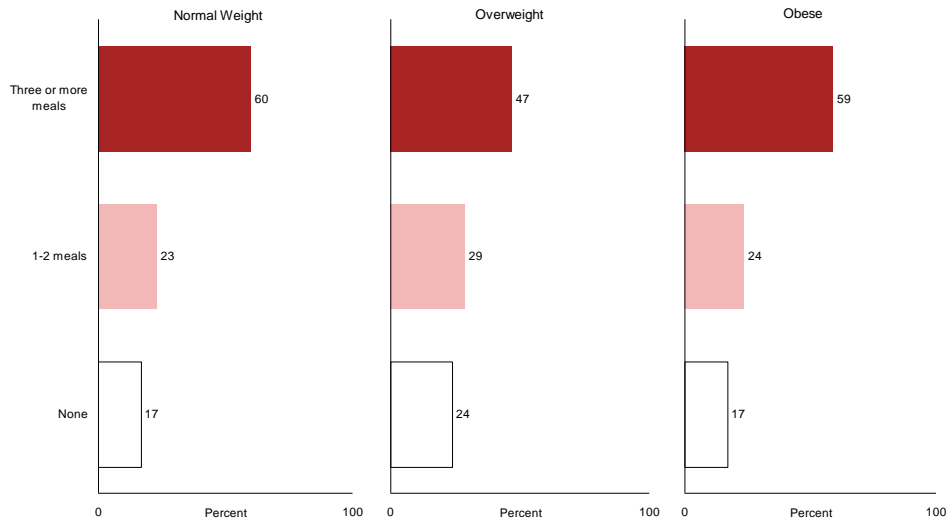


Among: all respondents | compared over time

**Overweight respondents were more likely than normal weight or obese respondents to have purchased snacks or light meals at least once in the past seven days.**

Respondents were asked how many times they purchased snacks or light meals in the past seven days, if any. Eighty-three percent of both normal weight respondents and obese respondents purchased snacks or light meals at least once in the past seven days. Fewer overweight respondents (76%) purchased snacks or light meals at least once in the past seven days.

**How many times have you purchased snacks or light meals in the past 7 days, if any?**

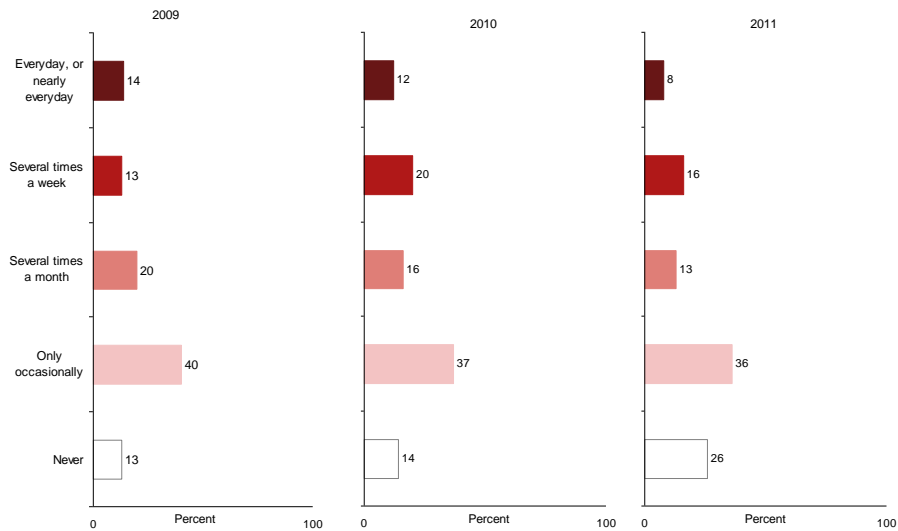


Among: all respondents | compared by BMI

**Respondents ate pre-packaged meals less frequently in 2011 than they did in 2010.**

Respondents were asked how often they eat meals that are either pre-packaged in a box or a bag mix. In 2011, 24 percent of respondents ate pre-packaged meals *everyday, or nearly everyday* (8%) or *several times a week* (16%). Seventy-five percent of respondents ate pre-packaged meals *several times a month* (13%), *only occasionally* (36%) or *never* (26%). In 2010, 32 percent of respondents ate pre-packaged meals *everyday, or nearly everyday* (12%) or *several times a week* (20%), while 67 percent of respondents ate pre-packaged meals *several times a month* (16%), *only occasionally* (37%) or *never* (14%).

**How often do you eat meals that are pre-packaged in a box or a bag mix?**

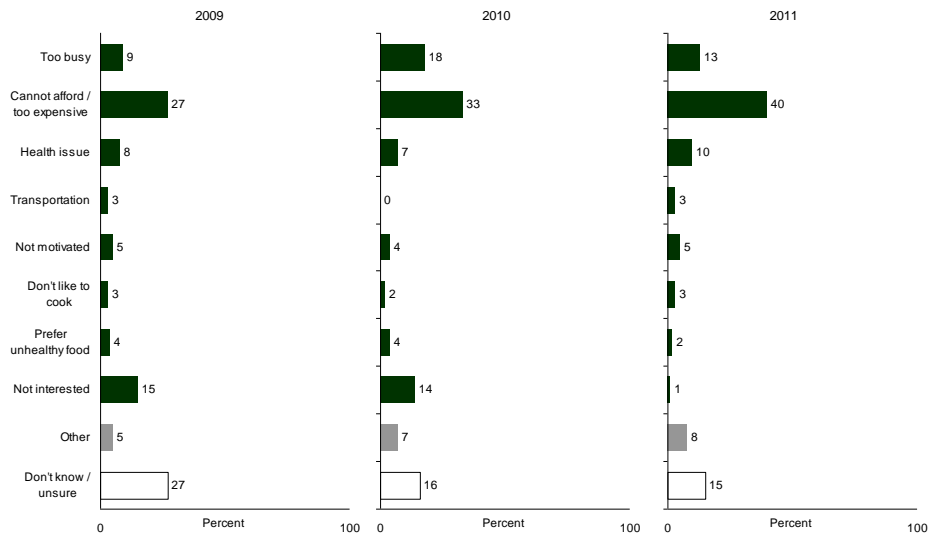


Among: all respondents | compared over time

**Many respondents reported that they cannot afford to eat a more nutritious diet.**

Respondents were asked what the main barriers are that prevent from eating a more nutritious diet. *Cost* (40%) remained the most important barrier to eating a more nutritious diet. Other respondents reported being *too busy* (13%) and *having a health issue* (10%), among other reasons. Notably, in 2011, fewer respondents indicated *not being interested* (1%) in eating a more nutritious diet than in 2010 (14%) and 2009 (15%).

**What are the main barriers preventing you from eating a more nutritious diet?**



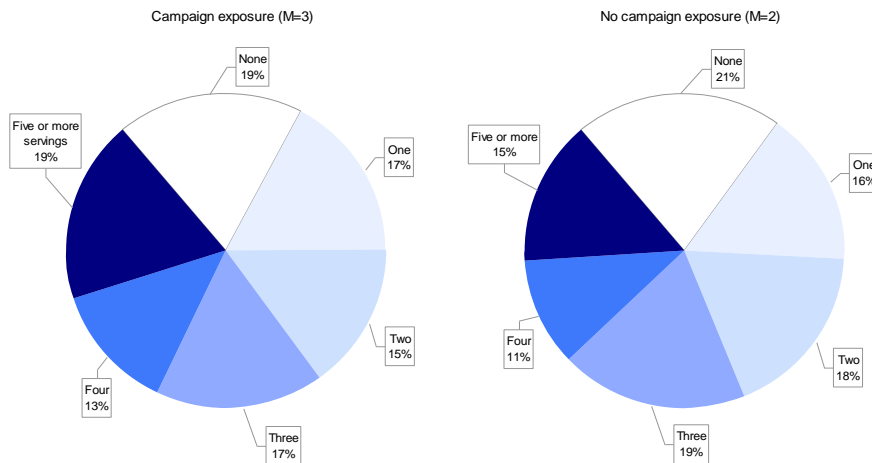
Among: all respondents | compared over time

## Future Dietary Change

***On average, respondents exposed to the Smart Choices campaign have eaten approximately three servings of fruits and vegetables in the past 24 hours.***

Respondents were asked how many servings of fruits and vegetables they have eaten in the past 24 hours. Among respondents who have been exposed to the Smart Choices campaign, 17 percent ate *one serving* and 15 percent ate *two servings*, while nearly one-half ate *three* (17%), *four* (13%) or *five or more* (19%) *servings*. Among those not exposed to the campaign, 16 percent ate *one serving* and 18 percent ate *two servings*, while less than one-half ate *three* (19%), *four* (11%) or *five or more* (15%) *servings*.

### Servings of fruits and vegetables in the past 24 hours:



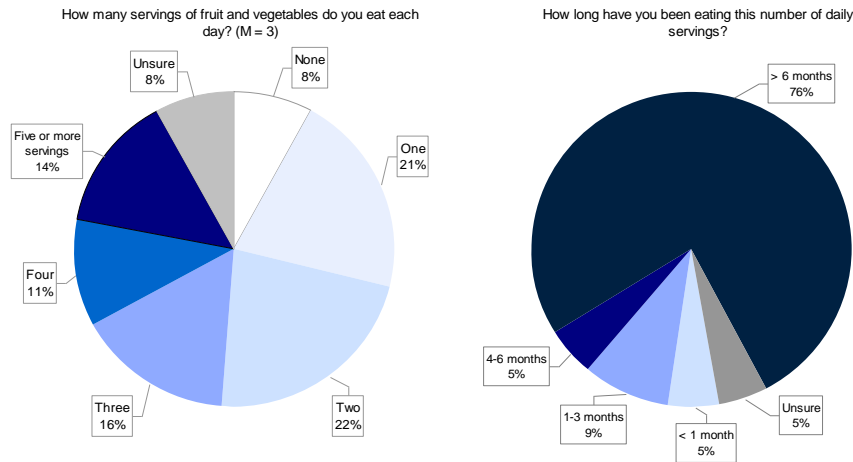
*Among: all respondents | compared by exposure to marketing information*

**On average, respondents eat approximately three servings of fruits and vegetables a day.**

Respondents were asked how many servings of fruit and vegetables they eat each day. Fourteen percent of respondents eat *five or more* servings each day, 11 percent eat *four* servings and 16 percent eat *three* servings. Forty-three percent of respondents eat *one* (21%) or *two* (22%) servings each day, while eight percent *do not eat any* daily servings of fruits or vegetables.

Respondents were also asked to identify how long they have been eating their current amount of daily fruit and vegetable servings. Over three-fourths of respondents (76%) reported that they have been eating their current amount of daily fruit and vegetable servings for *more than six months*. Nineteen percent of respondents have only been eating that many servings for *four to six months* (5%), *one to three months* (9%) or *less than one month* (5%).

**Servings of fruits and vegetables:**



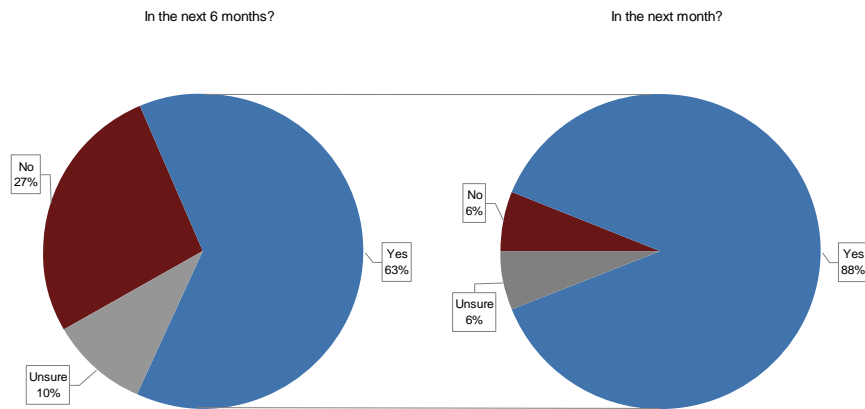
Among: all respondents

**The majority of respondents say that they are planning to eat more fruits and vegetables in the next six months.**

Respondents were asked if they are planning to eat more servings of fruits and vegetables in the next six months. Those who reported that they are planning to eat more servings in the next six months, were then asked if they planned to enact this change in the next month.

Nearly two-thirds of respondents (63%) said that they *are* planning to eat more fruits and vegetables in the next six months. Among respondents who plan to increase their intake of fruits and vegetables in the next six months, 88 percent said that they *are* planning to do so in the next month.

**Are you planning to eat more servings of fruits and vegetables... ?**



Among: all respondents

***Stages of Change dietary assessment.***

In order to evaluate SNAP benefit recipients' readiness to make positive dietary changes, and to measure changes that have been made, recipients were asked four questions that can be used to construct a Stages of Change Model of Behavior for eating habits. These questions, which investigate the eating habits of respondents, divide the process of behavioral change into the following five stages:

- Pre-contemplation

Individuals in this stage eat fewer than five servings of vegetables and fruit each day and have no plans to eat more servings within the next six months.

- Contemplation

Individuals in this stage consume less than five servings of vegetables and fruit each day, and they are thinking about eating more servings, but not in the immediate future.

- Preparation

Individuals in this stage eat less than five servings of vegetables and fruit each day, but they are thinking about eating more servings of vegetables and fruit within the next month.

- Action

Individuals in the action stage eat at least five servings of vegetables and fruit each day, but they have been doing so for less than six months.

- Maintenance

These individuals eat at least five servings of vegetables and fruit each day, and they have been doing so for over six months.

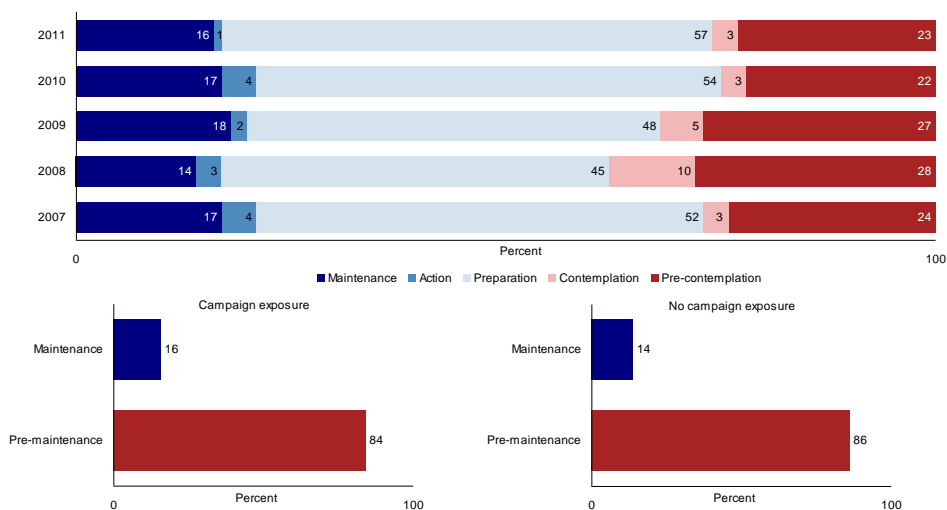
**SNAP benefit recipients are more likely to be in the preparation stage of change than any other stage.**

The results indicate that among SNAP benefit recipients who answered all of the stages of change questions, more respondents are in the *preparation* stage of change (57%) than any other stage. Sixteen percent of respondents are in the *maintenance* stage, one percent are in the *action* stage, three percent are in the *contemplation* stage and 23 percent are in the *pre-contemplation* stage.

The proportion of respondents in the *preparation* stage of change has increased steadily over time from 45 percent in 2008 to 57 percent in 2011, while the proportion in the *pre-contemplation* stage has decreased over time from 28 percent in 2008 to 23 percent in 2011.

The proportion of respondents who have been exposed to the Smart Choices campaign that are in the *maintenance* phase (16%) is similar to that of those who have not been exposed to the campaign (14%).

**Stages of Change dietary assessment:**



Among: all respondents | compared over time and by exposure to marketing information

Respondents who recalled receiving both a newsletter and seeing a commercial featuring Miss Smarty are more likely to be in the *maintenance* stage of change (20%) than respondents who saw only newsletters (15%), who saw only TV ads (14%) or who did not see any type of advertising (14%).

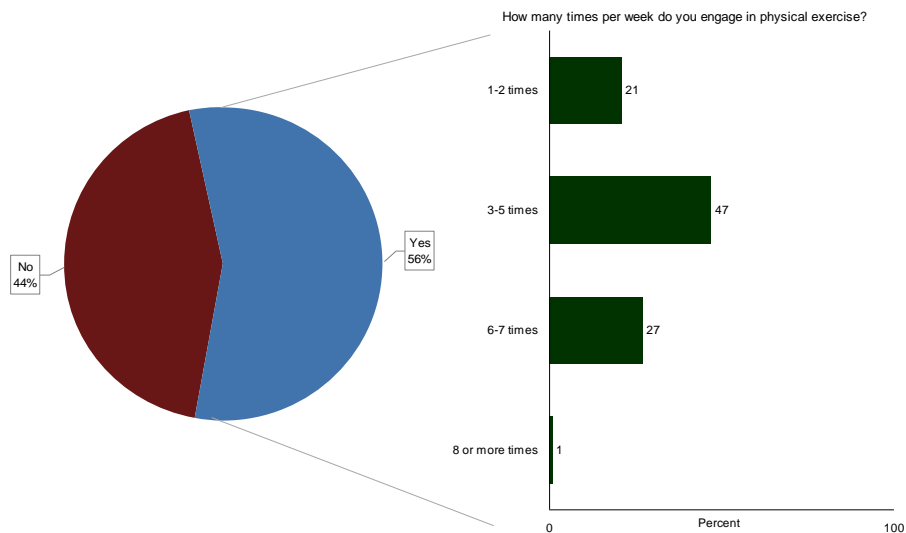
## Future Physical Activity Change

**More than one-half of respondents engage in regular physical exercise.**

Respondents were asked whether or not they currently engage in regular physical exercise. Overall, 56 percent of respondents reported that they *do* currently engage in regular physical exercise, while fewer (44%) reported that they *do not*.

Respondents who reported that they engage in regular physical exercise were then asked how many times per week they engage in physical exercise. Twenty-one percent of respondents reported that they engage in physical exercise *one to two times* per week, 47 percent of respondents reported that they engage in physical exercise *three to five times* per week and 28 percent reported that they engage in physical exercise *six to seven times* (27%) or *eight or more times* (1%) per week.

### Do you currently engage in regular physical exercise?

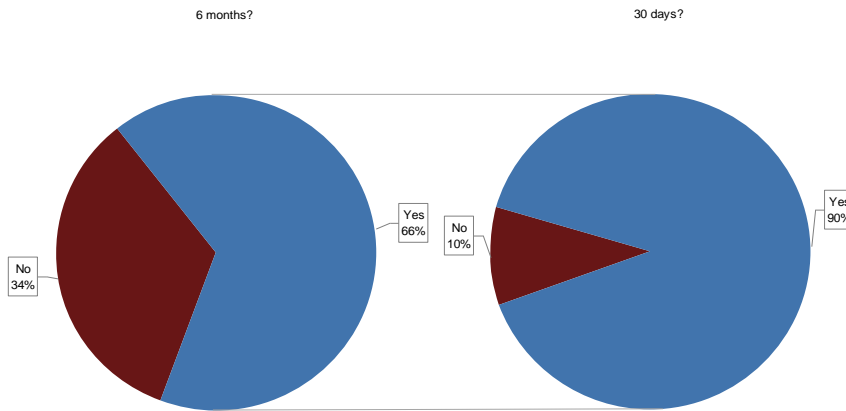


**A majority of respondents said that they intend to engage in regular physical exercise in the next six months.**

Respondents were asked whether or not they intend to engage in regular physical exercise in the next six months. Sixty-six percent of respondents *intend* to engage in regular physical exercise within the next six months, while fewer *do not* (34%). The participants who intend on engaging in regular exercise in the next six months were asked if they intend on engaging in regular physical exercise in the next 30 days. Among those respondents, 90 percent said *yes*, while 10 percent said *no*.

**Do you intend to engage in regular physical exercise ...?**

---



Among: all respondents

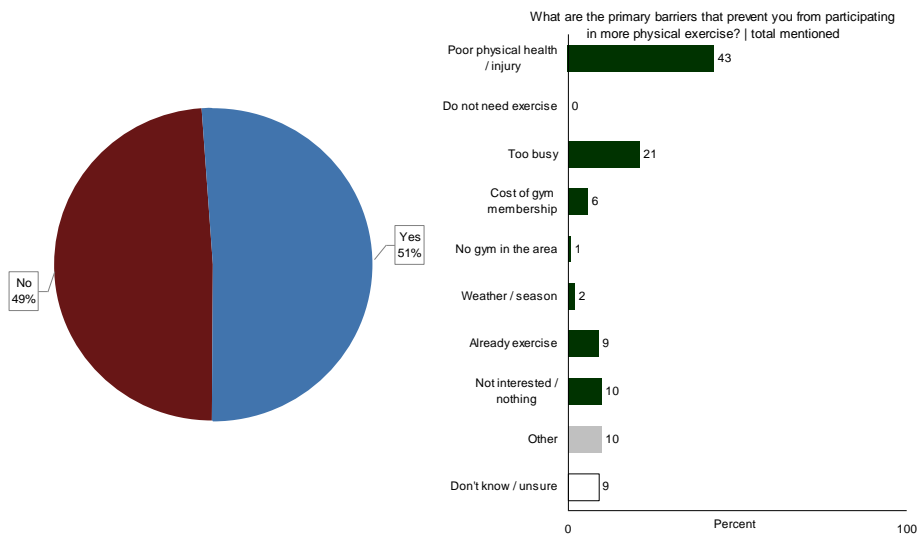
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**Approximately one-half of respondents have been exercising on a regular basis for the past six months.**

Respondents were asked whether or not they have been physically exercising on a regular basis for the past six months. Fifty-one percent of respondents indicated that they *have* been physically exercising on a regular basis for the past six months.

Respondents were also asked to identify the primary barriers that prevent them from participating in more physical exercise. Respondents were most likely to identify *poor physical health or an injury* (43%) and *being too busy* (21%) as barriers that prevent them from participating in more exercise.

**Have you been physically exercising on a regular basis for the past 6 months?**



***Physical exercise assessment.***

In order to evaluate SNAP benefit recipients' readiness to make positive physical exercise changes, and to measure changes that have been made, recipients were asked four questions that can be used to construct a Physical Exercise Scoring Tool. These questions, which investigate respondents' level of physical exercise, divide the process of behavioral change into the following five stages:

- Pre-contemplation

Individuals in this stage do not engage in regular physical exercise and have no plans to engage in more physical exercise within the next six months.

- Contemplation

Individuals in this stage do not engage in regular physical exercise, and they are thinking about engaging in regular physical exercise, but not in the immediate future.

- Preparation

Individuals in this stage do not engage in regular physical exercise, but they are thinking about engaging in regular physical exercise within the next month.

- Action

Individuals in the action stage engage in regular physical exercise, but they have been doing so for less than six months.

- Maintenance

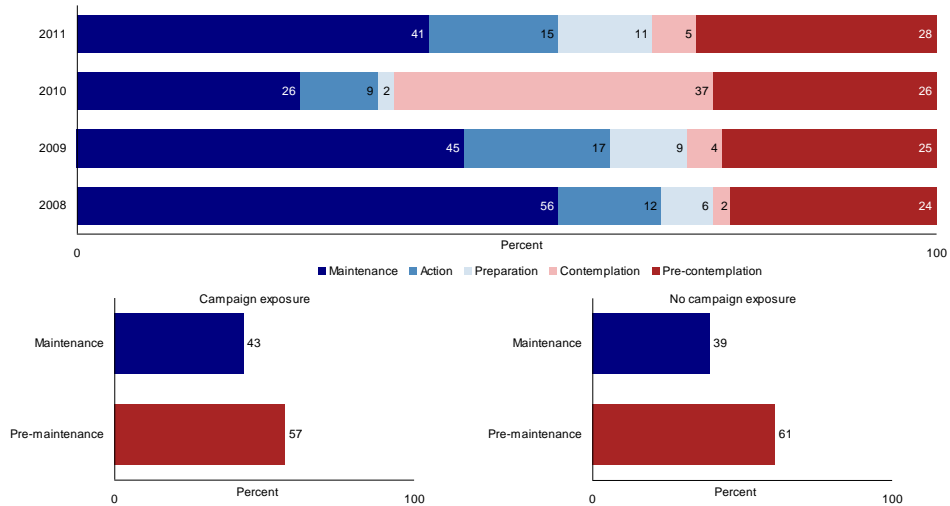
These individuals engage in regular physical exercise, and they have been doing so for over six months.

**Respondents are more likely to be in the maintenance stage of physical activity than any other stage.**

Among respondents who answered all of the Physical Exercise Assessment questions, more respondents are in the *maintenance* stage (41%) than any other stage. Fifteen percent of respondents are in the *action* stage, 11 percent are in the *preparation* stage, five percent are in the *contemplation* stage and 28 percent are in the *pre-contemplation* stage.

Notably, respondents who have been exposed to both the newsletter and TV ads (60%) or only to the newsletter (58%) are more likely to be in the *maintenance* or *action* stage than respondents who have been exposed to neither TV ads nor the newsletter (53%), or to only TV ads (51%).

**Physical Exercise Assessment Scoring Tool:**



Among: all respondents | compared over time and by exposure to marketing information

## SNAP Coverage

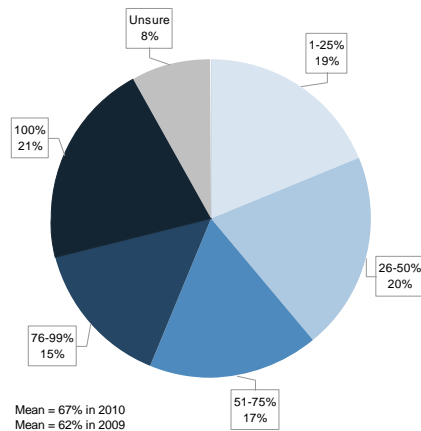
**On average, respondents use their SNAP benefits to cover about two-thirds of their monthly food expenses**

Respondents were asked what percentage of their monthly food expenses are covered by their SNAP benefits. Overall, 19 percent of respondents reported that *1 to 25 percent* of their monthly food expenses are covered by their SNAP benefits, 20 percent of respondents reported that *26 to 50 percent* of their monthly food expenses are covered, 17 percent of respondents reported that *51 to 75 percent* of their monthly food expenses are covered, 15 percent reported that *76 to 99 percent* of their monthly food expenses are covered and 21 percent reported that *100 percent* of their monthly food expenses are covered by their SNAP benefits. On average, SNAP benefits cover 63 percent of respondents' monthly food expenses.

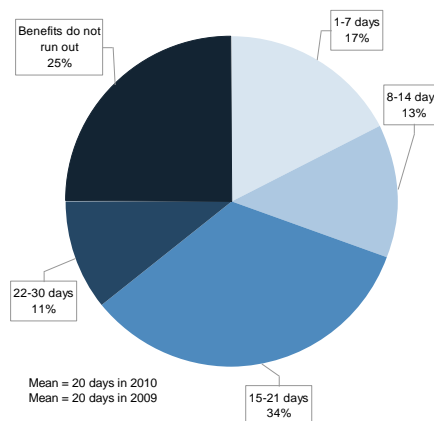
Respondents were then asked how many days they have before they have to start buying food out of their own pocket. Overall, 16 percent of respondents reported that their SNAP benefits run out within *1 to 7 days*, 12 percent reported that their benefits run out within *8 to 14 days*, 31 percent reported that their benefits run out within *15 to 21 days*, 10 percent reported that their benefits ran out within *22 to 30 days* and 23 percent reported that their *benefits do not run out*.

### What percentage of your monthly food expenses are covered by your SNAP benefits?

What percentage of your monthly food expenses are covered by your SNAP benefits? (M = 63%)



How many days before you have to start buying food out of your own pocket? (M = 20 days)

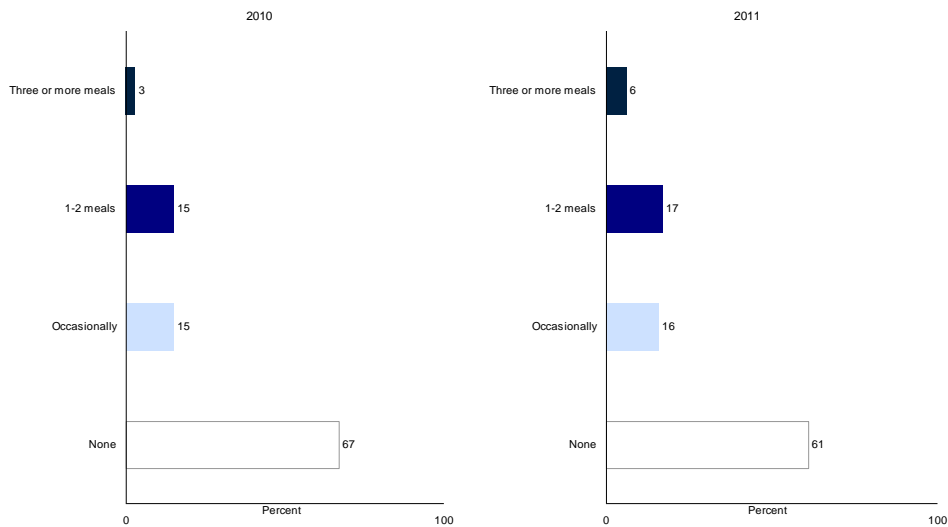


Among: all respondents

**A significant minority of respondents get free meals from food pantries, soup kitchens, meal centers or religious organizations.**

Respondents were asked how many times they go to a food pantry, soup kitchen, meal center, church or religious organization for free meals in a typical month. Sixty-one percent of respondents *never* receive free meals. Sixteen percent *occasionally* receive free meals, while 23 percent of respondents regularly receive free meals *1-2 times* (17%) or *three or more times* (6%) a month. More respondents received free meals from food pantries, soup kitchens, meal centers or religious organizations in 2011 (39%) than in 2010 (33%).

**How often do you eat meals at a food pantry, soup kitchen, meal center or religious organization in a typical month?**



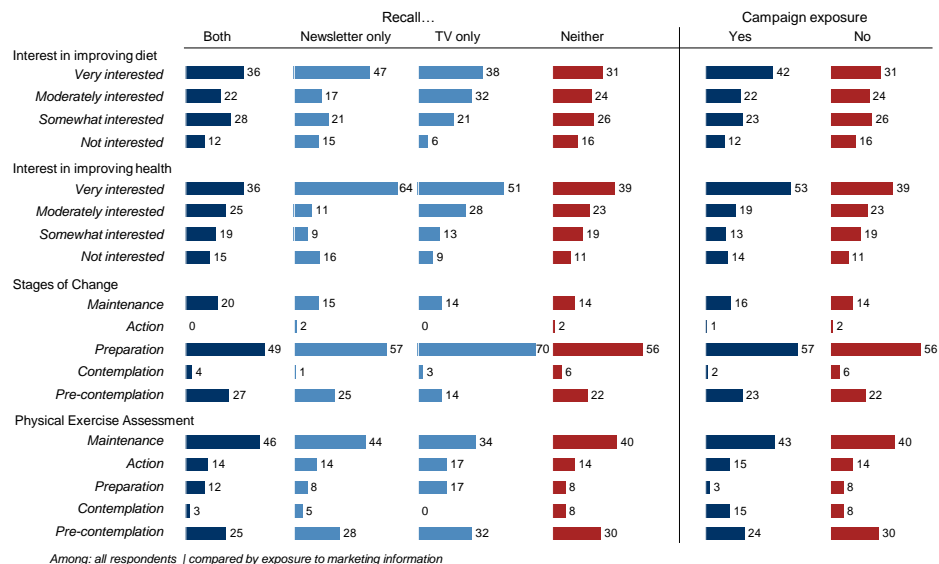
Among: all respondents | compared over time

## Summary Analysis

**The results suggest that exposure to the social marketing campaign positively impacts SNAP benefits recipients' nutritional interest, as well as their dietary behavior.**

Among respondents who recall the newsletter or viewing the Miss Smarty TV ad, 64 percent are *moderately* (22%) or *very* (42%) *interested* in improving their diet, and 72 percent are *moderately* (19%) or *very* (53%) *interested* in improving their overall health. In contrast, respondents who recall neither the newsletters nor the Miss Smarty TV ads are less likely to say that they are *moderately* (24%) or *very* (31%) *interested* in improving their diet (55%), or *moderately* (23%) or *very* (39%) *interested* in improving their overall health (62%). Similarly, respondents who recall both the newsletter and the Miss Smarty TV ads are more likely to be in the *maintenance* stage (20%) of the Stages of Change dietary assessment than respondents who recall neither (14%), though notably, they are also more likely to be in the *pre-contemplation* stage (27%) than respondents who do not recall either marketing channel (22%). These results suggest that exposure to the social marketing campaign is positively related to interest in improving one's diet, improving one's health and consuming five or more servings of vegetables and fruits on a daily basis.

### Campaign exposure impact:



**Overall, recall of the newsletters and TV ads increased in 2011.**

The proportion of respondents who recalled receiving the newsletter increased 15 points in 2011, after a steady decline from 51 percent in 2007 to 42 percent in 2010. Recall of the television commercials featuring Miss Smarty rebounded to 38 percent in 2011, from 33 percent in 2010. Overall, the proportion of SNAP benefit recipients who reported exposure to at least one campaign tool increased steeply from a low of 55 percent in 2010, to a high of 72 percent in 2011.

**The Smart Choices campaign is effective in helping SNAP benefit recipients cover more of their monthly food expenses with their benefits, and in helping them to make healthier choices.**

Overall campaign exposure has increased from previous years. In 2011, 72 percent of respondents recalled Miss Smarty TV ads or the Smart Choices newsletter, compared with fewer in 2010 (55%), 2009 (66%) and 2008 (63%).

Respondents who were exposed to the Smart Choices campaign, on average, reported being able to cover a larger percentage of their monthly food expenses with SNAP benefits. Additionally, respondents who were exposed to the campaign are more likely to want to improve the nutritional quality of their diet, are more likely to report eating at least four servings of fruits and vegetables in the last 24 hours and are less likely to eat pre-packaged meals. This suggests that respondents are using the information that they get from the newsletters and from the television ads to help them make better purchasing and eating decisions.

**SNAP benefit recipients rate their overall health poorly, but are interested in improving the quality of their health and diet.**

Overall, respondents generally rated their health below the national average. Thirty-six percent of respondents rated their health as *fair* (22%) or *poor* (14%), compared to slightly fewer (32%) who rated their health as *very good* (23%) or *excellent* (9%). In comparison, in the CDC's 2010 Behavioral Risk Factor Surveillance System survey of the United States general population, only 16 percent rated their overall health as *fair* or *poor*, while 53 percent rated their overall health as *very good* or *excellent*. When asked how interested they are in improving the quality of their health and diet, over two-thirds of SNAP benefit recipients (69%) were *very* (49%) or *moderately* (20%) *interested* in improving the quality of their health, and over one-half reported being *very* (39%) or *moderately* (22%) *interested* in improving the nutritional quality of their diet. Additionally, only one percent of respondents reported *not being interested* as a barrier to eating a more nutritious diet.

**Most respondents are currently overweight and are trying to maintain or decrease their current weight.**

Only 29 percent of respondents have a healthy weight according to the Body Mass Index. Sixty-seven percent of respondents are overweight or obese, and four percent are underweight. Notably, respondents who have been exposed to the Smart Choices campaign are slightly less likely to be overweight (66%) than respondents who have not been exposed to the campaign (71%). This suggests that the campaign may give respondents information that helps them improve their weight and overall health.

The results also indicate that 93 percent of SNAP benefits recipients are currently trying to *lose weight* (45%) or *maintain a healthy weight* (48%). This suggests that weight issues and efforts to manage body weight are common, but that recipients are striving to achieve a healthy weight.

***Fast food consumption among SNAP benefit recipients increased slightly from 2009 and 2010.***

The proportion of respondents who reported eating at least one meal at a fast food restaurant in the last seven days increased from 26 percent in 2009, 32 percent in 2010, to 37 percent in 2011. In 2011, over one-third of respondents reported eating *one to two* (29%) or *three or more* (8%) meals at a fast food restaurant in the past seven days. Additionally, one-quarter of respondents (25%) eat meals that are pre-packaged in a box or bag mix *several times a week* (16%) or *everyday, or nearly everyday* (8%).

Many respondents identified being *too busy* (13%) as a barrier preventing them from eating a more nutritious diet. The marketing campaign should include quick recipes, and tips for making healthy meals easier to prepare, that SNAP benefits recipients can prepare quickly when they are busy.

***The Smart Choices campaign is successful in interesting respondents to improve the quality of their health, however many respondents believe that they cannot afford to eat a healthy diet.***

Respondents who were exposed to the campaign were more likely to report being *very interested* (53%) in improving the quality of their health than respondents who were not exposed to the campaign (39%). Likewise, respondents who were exposed to the campaign were also more likely to report being *very interested* (42%) in improving the nutritional quality of their diet than respondents who were not exposed to the campaign (31%). However, a significant minority of respondents (40%) said that eating a more nutritious diet was *too expensive*, and a majority of respondents' benefits run out within three weeks (64%) during a typical month.

***Cost is the most significant barrier to SNAP benefit recipients' food security and ability to adopt a more nutritious diet.***

Over one-half of respondents (53%) have reduced or skipped meals in the past year because they did not have enough money for food, and six percent of respondents with children in their household have had to cut the size of a child's meal in the past year because there was not enough money for food.

Cost is the most frequently cited reason among all respondents (40%) as the primary barrier preventing them from eating a more nutritious diet. Forty-five percent of respondents who have been exposed to the campaign, and 52 percent of respondents who have not been exposed to the campaign, indicated that they *cannot afford* to eat a more nutritious diet. The proportion of respondents who reported that cost was a barrier increased steadily from 2009 (27%) and 2010 (33%). Adding information about how to shop on a budget and cost-effective options for preparing healthy meals to campaign materials may help SNAP benefits recipients adopt healthier diets.

***On average, recipients cover about two-thirds of their monthly food expenses using SNAP benefits, and these benefits last 20 days on average before recipients have to start buying food out of their own pocket.***

Fifty-three percent of SNAP benefit recipients currently cover more than one-half of their monthly food expenses using their benefits, while 20 percent cover between 26 percent and 50 percent of their expenses, and 19 percent cover between 1 percent and 25 percent of their expenses using their benefits. On average, recipients cover 63 percent of their monthly food expenses using SNAP benefits. The results suggest that respondents who are not exposed to the Smart Choices campaign cover slightly less of their monthly food expenses with SNAP benefits (59% on average) than respondents who are exposed to the campaign (65% on average).

When asked how many days their SNAP benefits last before they start having to buy food out of their own pocket, 23 percent of respondents report that their SNAP benefits last all month, which is down seven points from 2010. Other respondents' benefits last 22 to 30 days (10%), 15 to 21 days (31%), 8 to 14 days (12%) and 1 to 7 days (16%). Notably, respondents who have not been exposed to the campaign are more likely to report that their SNAP benefits *do not run out* (25%) than respondents who have been exposed (19%).

The SNAP benefits of respondents who do not have children last slightly longer than those of respondents who have one or more children. Respondents with no children are more likely to go at least 22 days before buying food out of their own pocket (42%) than respondents with one or two children (30%), or respondents with three or more children (28%).

***The Smart Choices campaign is generally effective.***

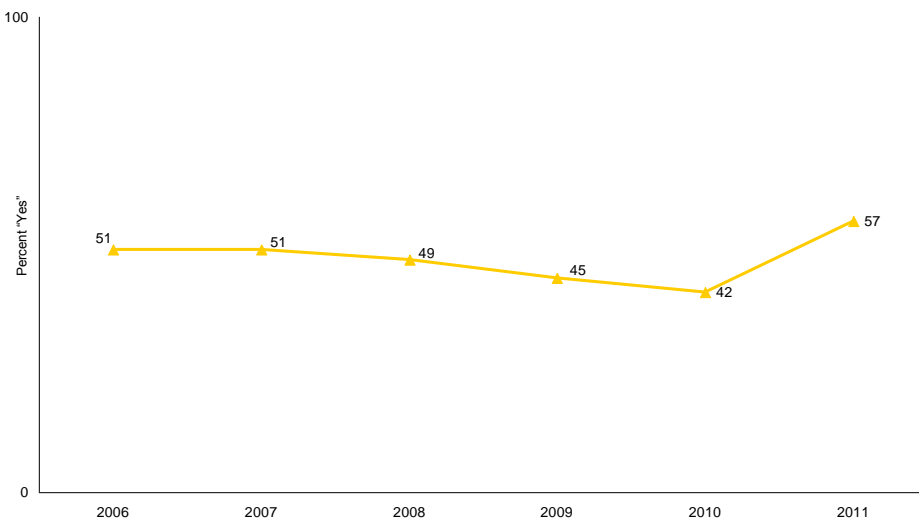
The results from the survey indicate that exposure to the Smart Choices campaign increases interest in a more healthy lifestyle, encourages more healthy behaviors and helps recipients better manage the benefits that they receive. There is also some evidence that the newsletter is a more effective channel than television.

## **Appendix A: Graphic Presentation**



- Systematic survey of 305 respondents
  - 246 adults age 18-64 who receive SNAP benefits
  - 59 adults age 65+ who receive SNAP benefits
- Purpose
  - Evaluate the nutritional quality of respondents' diets
  - Investigate the relationship between diet and overall health
  - Evaluate the impact of marketing initiatives
  - Measure respondents' readiness to make healthy dietary changes
- CATI administration
- All interviews conducted by paid, trained and professionally supervised interviewers
- Administered: September 27 - October 09, 2011

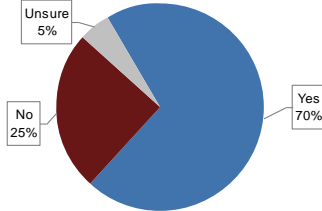
**Recall receiving a Smart Choices newsletter in the past 12 months?**



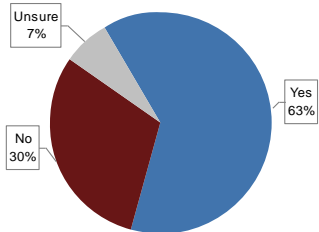
*Among: all respondents | compared over time*

**Have you had a chance to read any of the information in the newsletter?**

Have you had a chance to read any of the information in any of the Smart Choices newsletters? (57%)

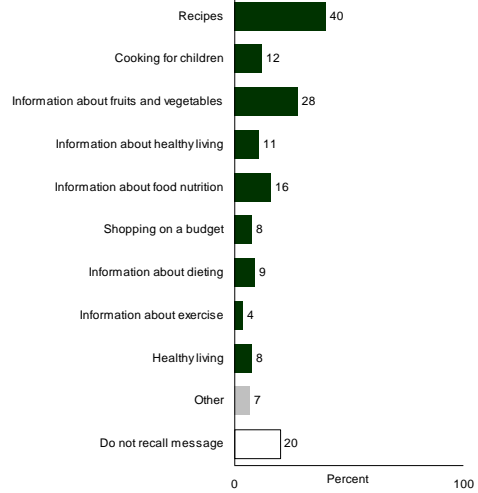


Have you been able to use any of the information from the newsletters? (70%)

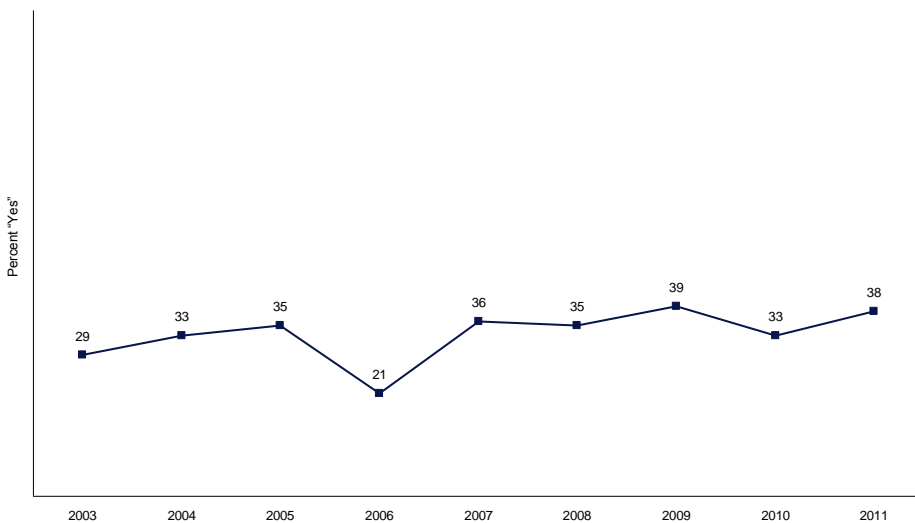


Among: all respondents

What information from the Smart Choices newsletters have you used? (63% | total mentioned)

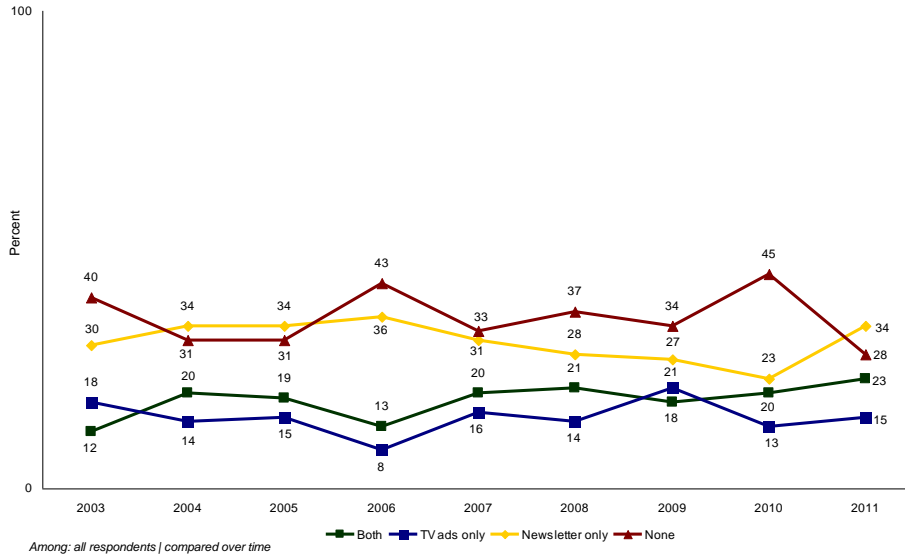


**Have you seen TV commercials featuring Miss Smarty?**

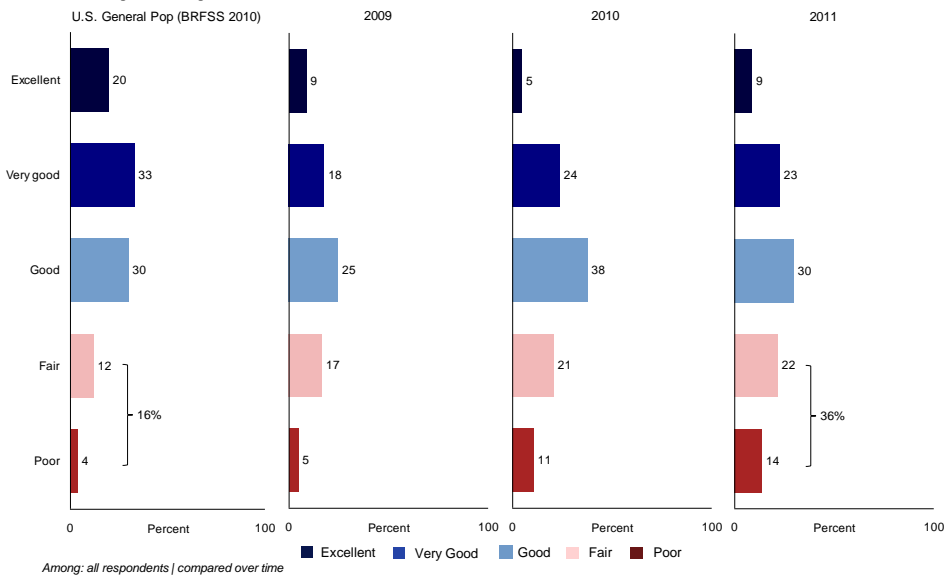


Among: all respondents | compared over time

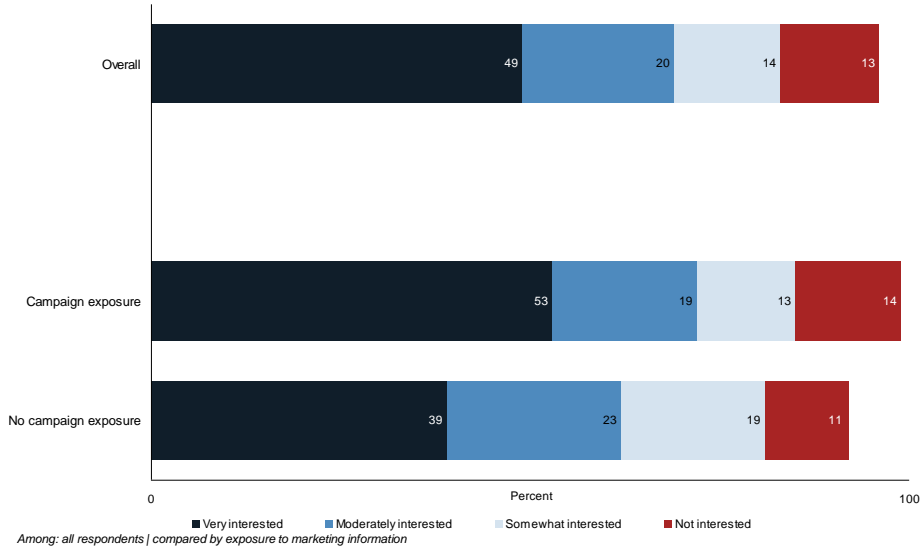
**Campaign exposure:**



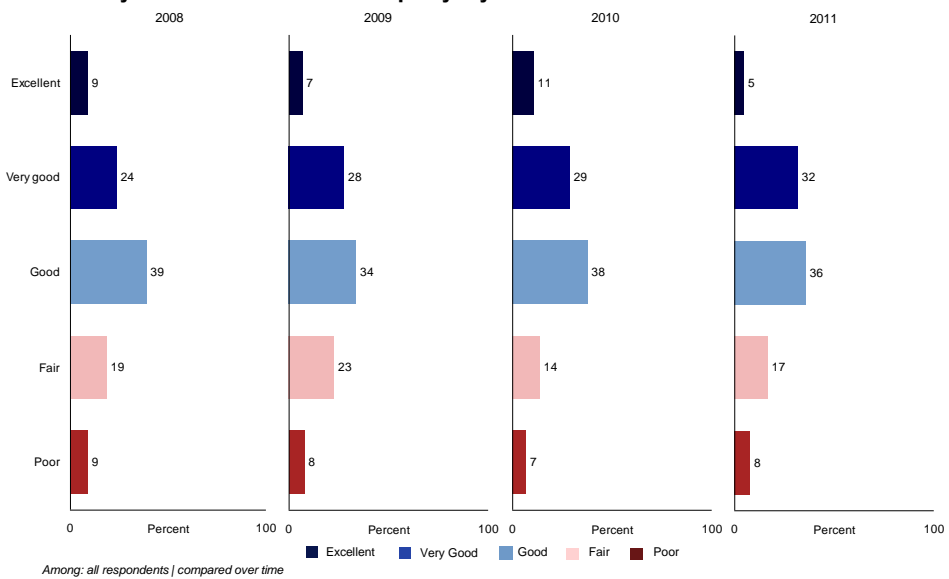
**How would you rate your overall health?**



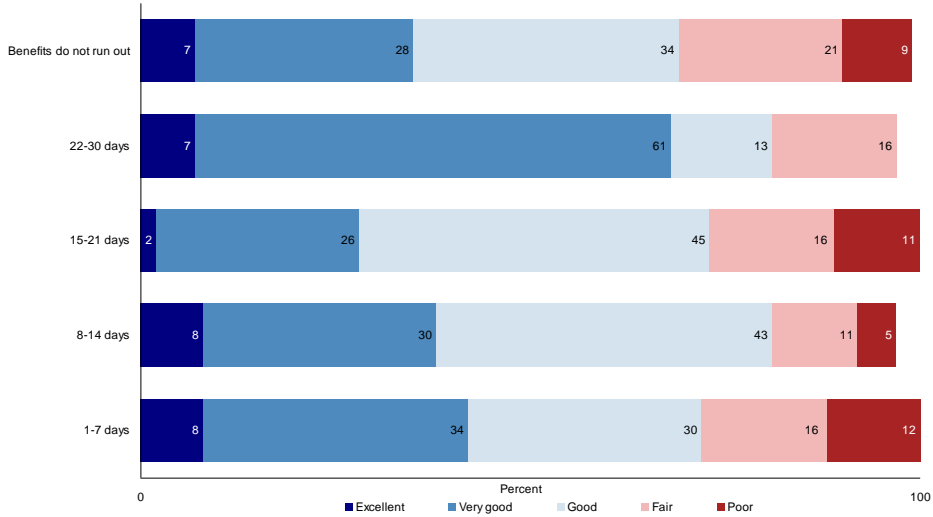
**How interested are you in improving the quality of your health?**



**How would you rate the overall nutritional quality of your diet?**

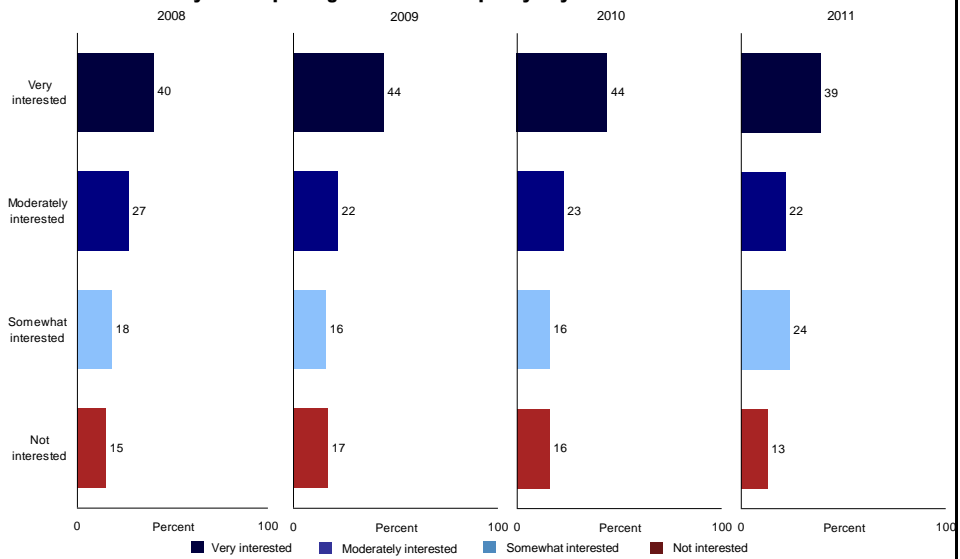


**How would you rate the overall nutritional quality of your diet?**



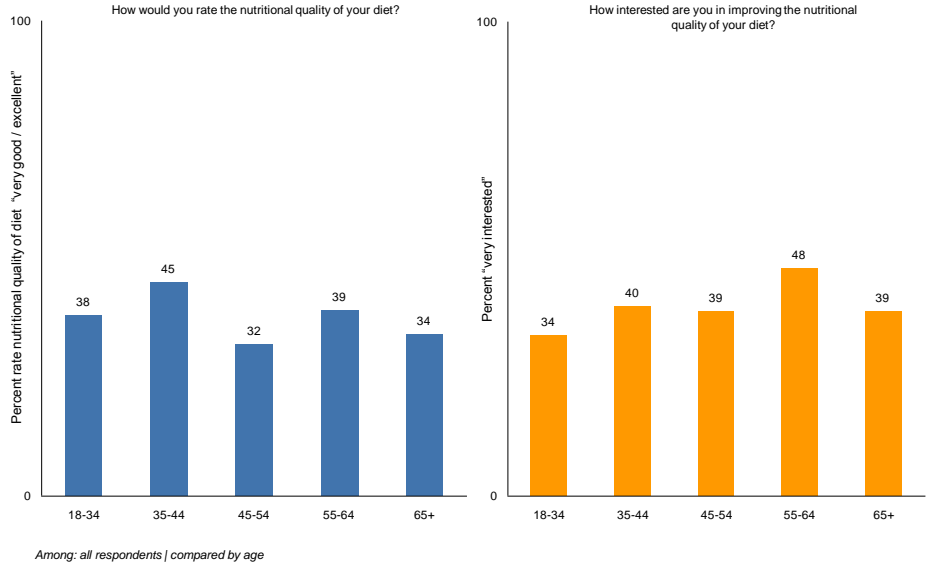
Among: all respondents | compared by number of days SNAP benefits last

**How interested are you in improving the nutritional quality of your diet?**

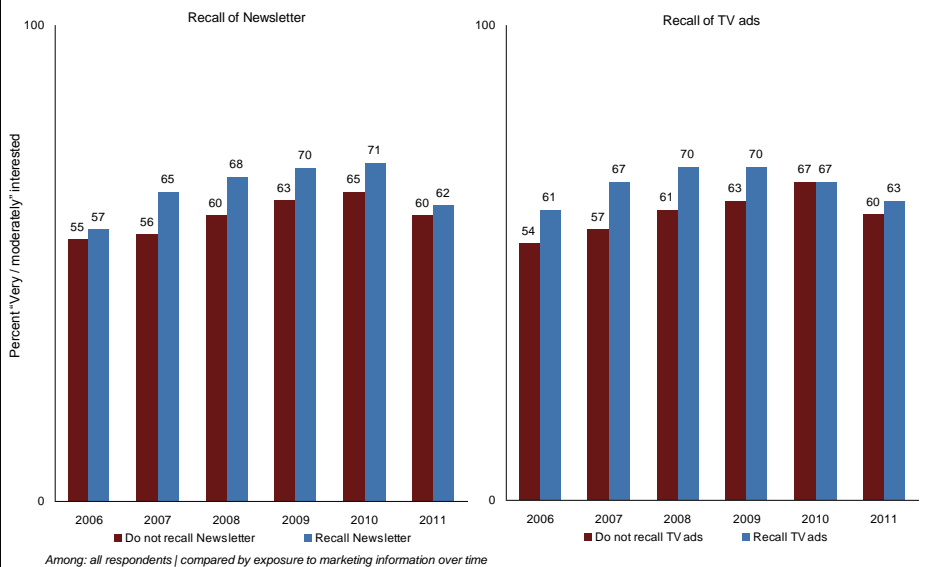


Among: all respondents | compared over time

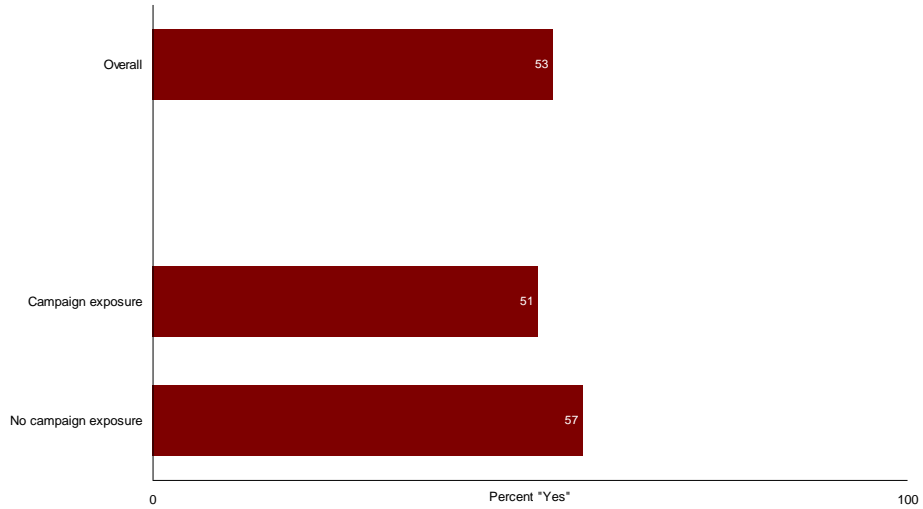
**Nutritional quality of diet and interest in improving nutritional quality of diet by age group:**



**How interested are you in improving the nutritional quality of your diet?**



**In the past year, have you or any adult in your household, ever cut the size of your meals or skipped meals because there wasn't enough money for food?**

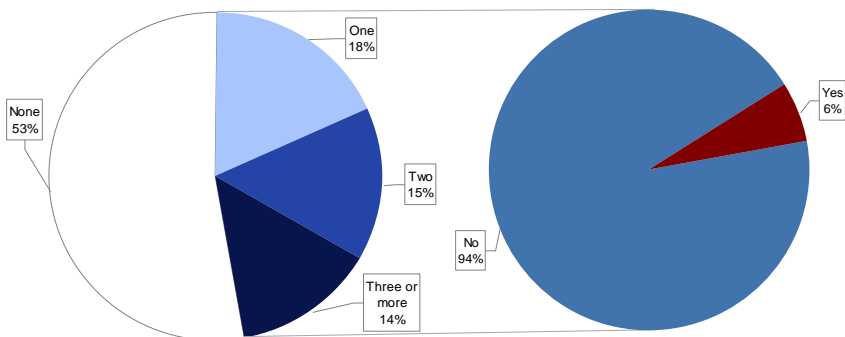


Among: all respondents | compared by exposure to marketing information

**Food security among children:**

How many children age 17 or younger currently live in your household, if any?

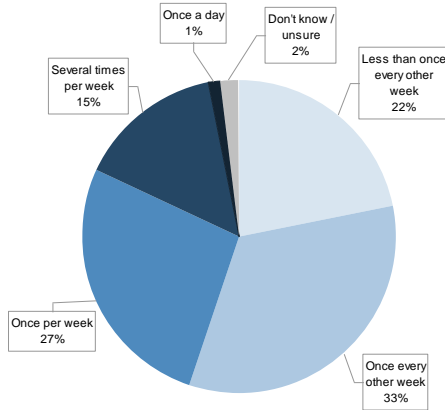
In the past year, did you ever cut the size of any of the children's meals because there wasn't enough money for food?



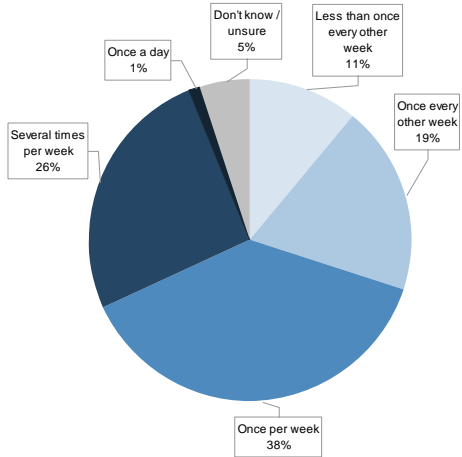
Among: All respondents

**Grocery Shopping Habits:**

How often do you go grocery shopping in a typical month?



How often do you purchase extra food items?



Among: all respondents

**Body Mass Index (BMI):**

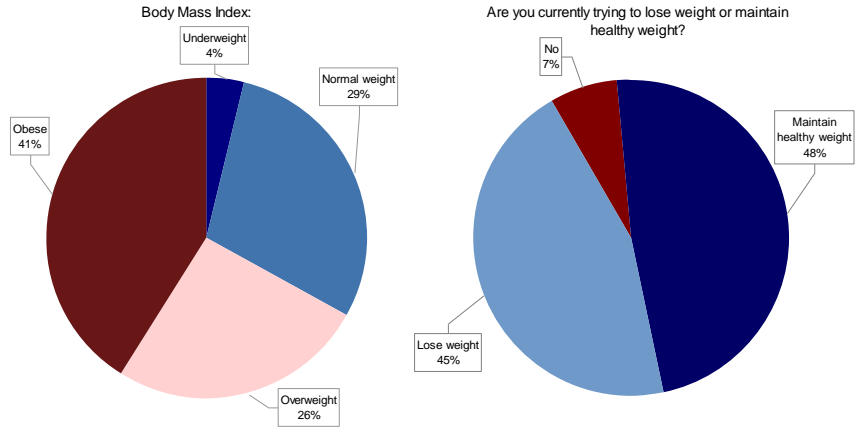
**The Body Mass Index is based on the following formula:**

$$\text{BMI} = (\text{Weight (lbs)} \times 703) / (\text{Height (in)}^2)$$

**Defined as:**

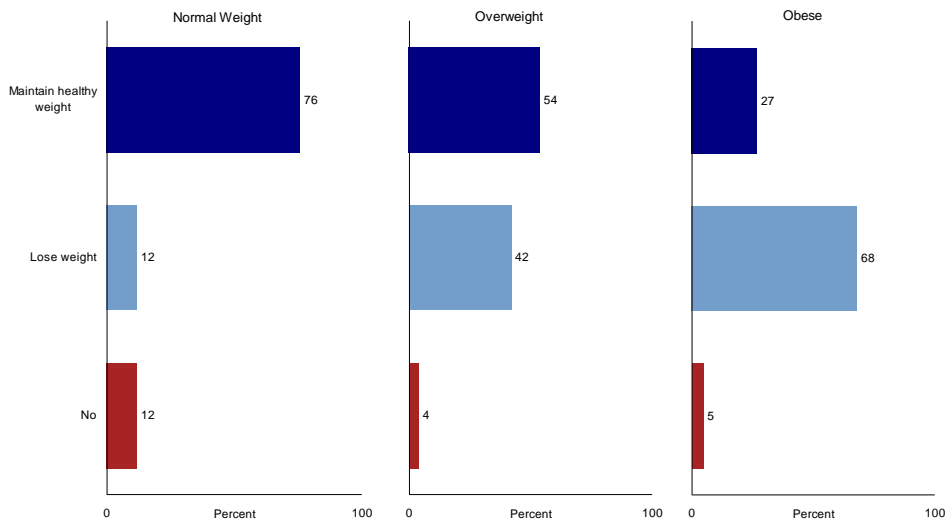
- < 18.5 is underweight
- 18.5 - 24.9 is a healthy weight
- 25.0 - 29.9 is overweight
- ≥ 30.0 is obese

**Body Mass Index:**



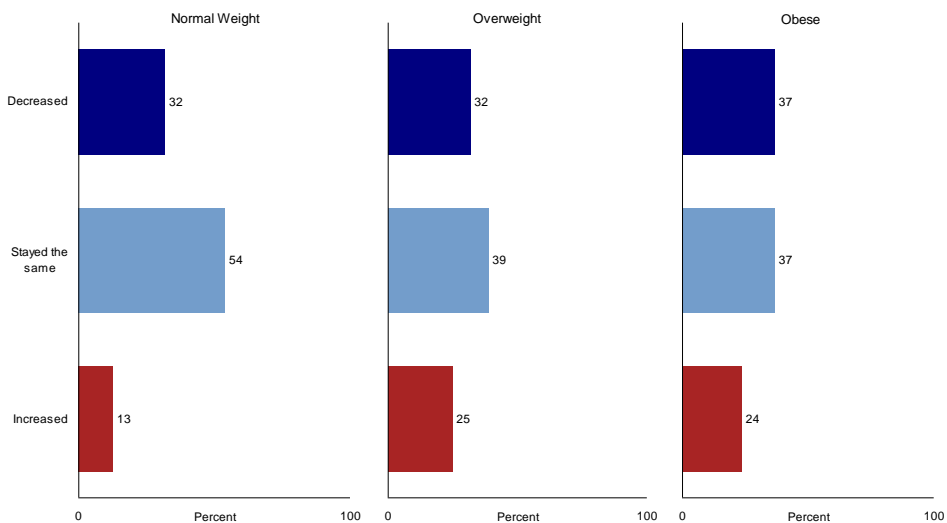
Among: all respondents

**Are you currently trying to lose weight or maintain a healthy weight?**



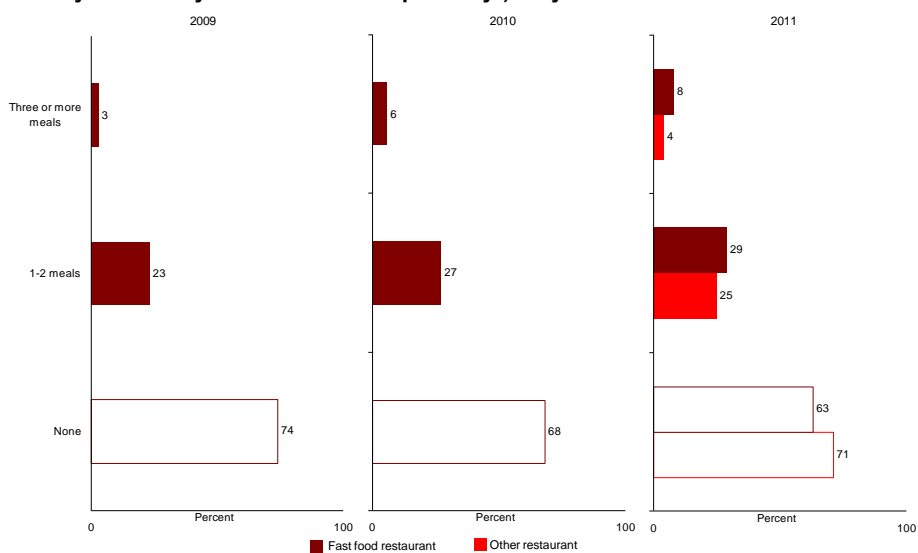
Among: all respondents | compared by BMI

**Has your weight increased, decreased or stayed about the same in the past 12 months?**



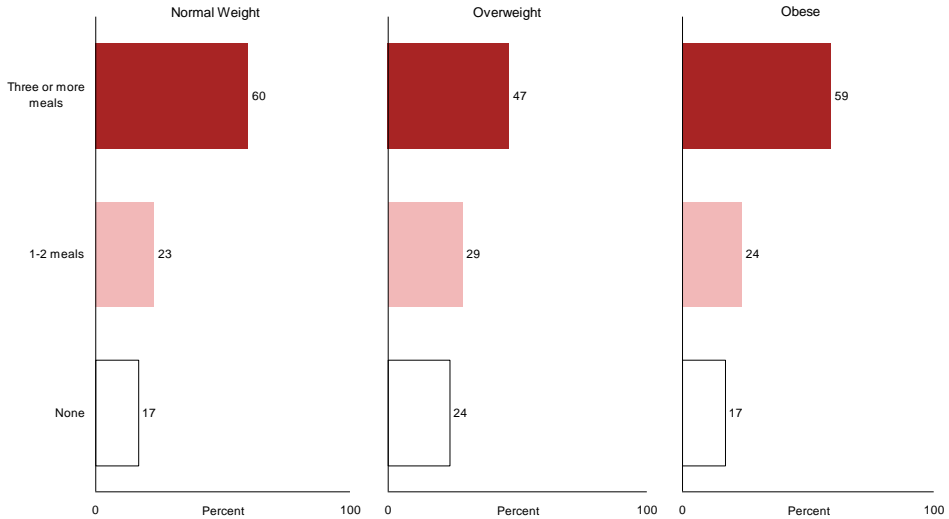
Among: all respondents | compared by BMI

**How many meals have you eaten at a ... in the past 7 days, if any?**



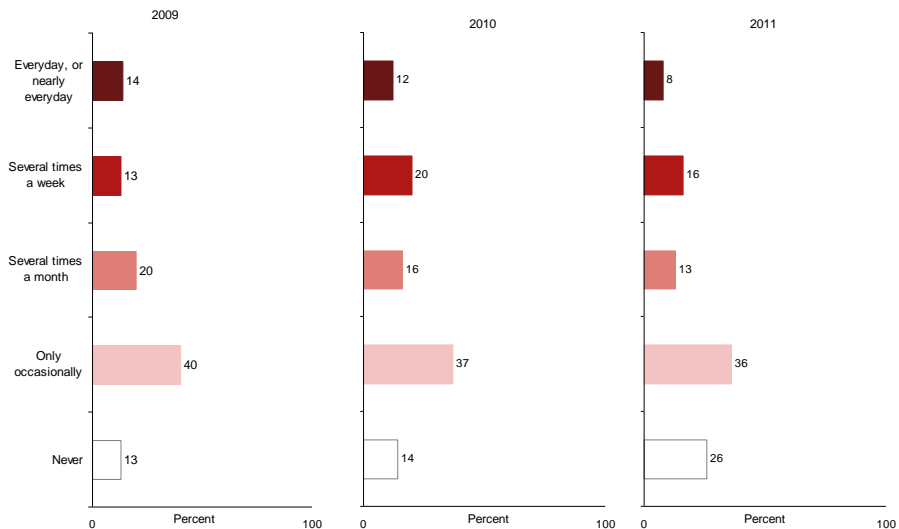
Among: all respondents | compared over time

**How many times have you purchased snacks or light meals in the past 7 days, if any?**



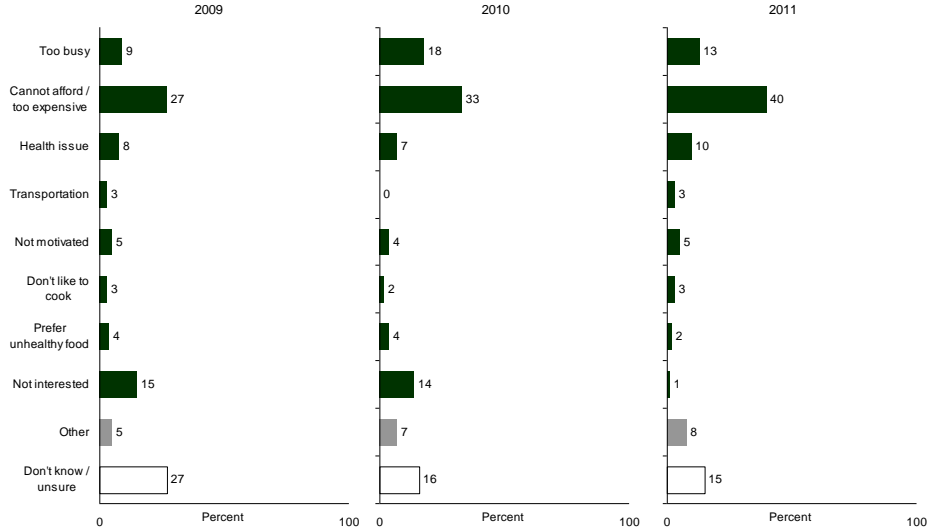
Among: all respondents | compared by BMI

**How often do you eat meals that are pre-packaged in a box or a bag mix?**



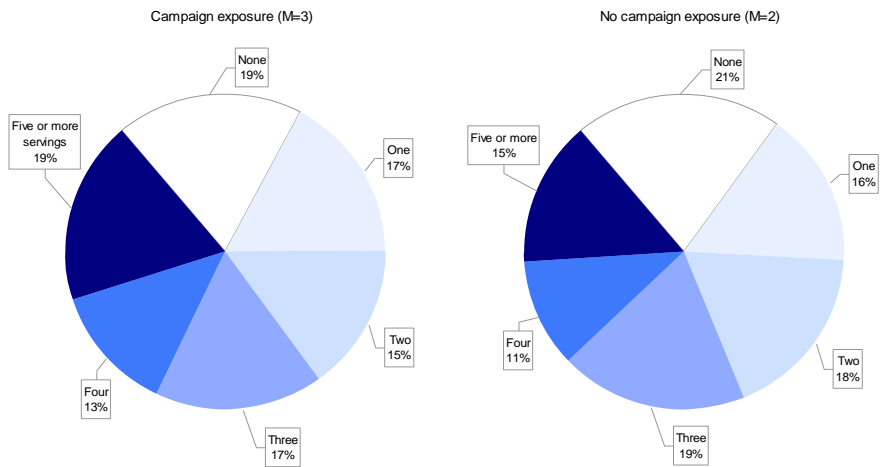
Among: all respondents | compared over time

**What are the main barriers preventing you from eating a more nutritious diet?**



Among: all respondents | compared over time

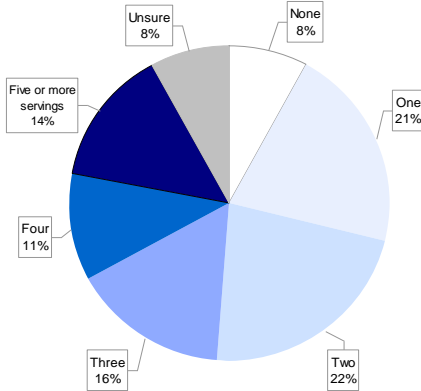
**How many individual servings of fruits and vegetables have you eaten in the past 24 hours?**



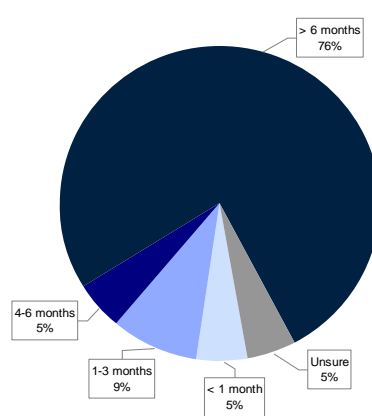
Among: all respondents | compared by exposure to marketing information

**Servings of fruits and vegetables:**

How many servings of fruit and vegetables do you eat each day? (M = 3)



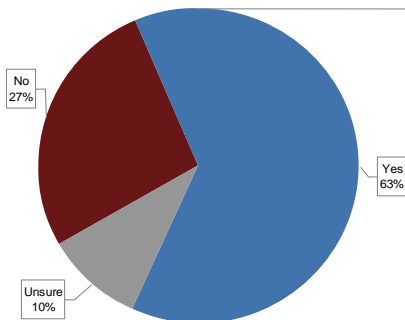
How long have you been eating this number of daily servings?



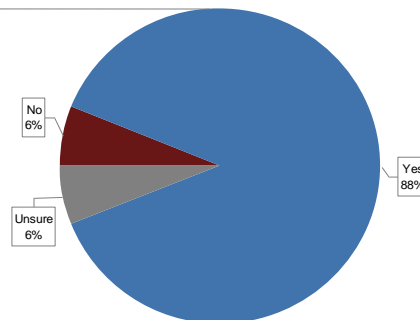
Among: all respondents

**Are you planning to eat more servings of fruits and vegetables ... ?**

In the next 6 months?



In the next month?



Among: all respondents

**Stages of Change Model of Behavior:**

**Pre-contemplation**

Respondents who eat less than 5 servings of vegetables and fruit each day and who do not intend to start eating more servings in the next 6 months.

**Contemplation**

Respondents who eat less than 5 servings of vegetables and fruit each day and who are thinking about eating more servings, but not in the immediate future.

**Preparation**

Respondents who eat less than 5 servings of vegetables and fruit each day and who are thinking about eating more servings within the next month.

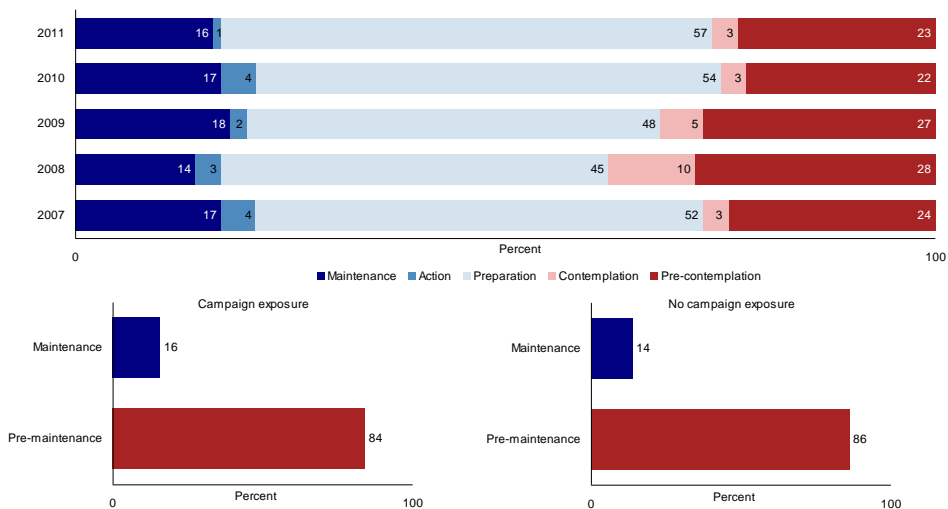
**Action**

Respondents who eat at least 5 servings of vegetables and fruit each day, but who have been doing so for no longer than 6 months.

**Maintenance**

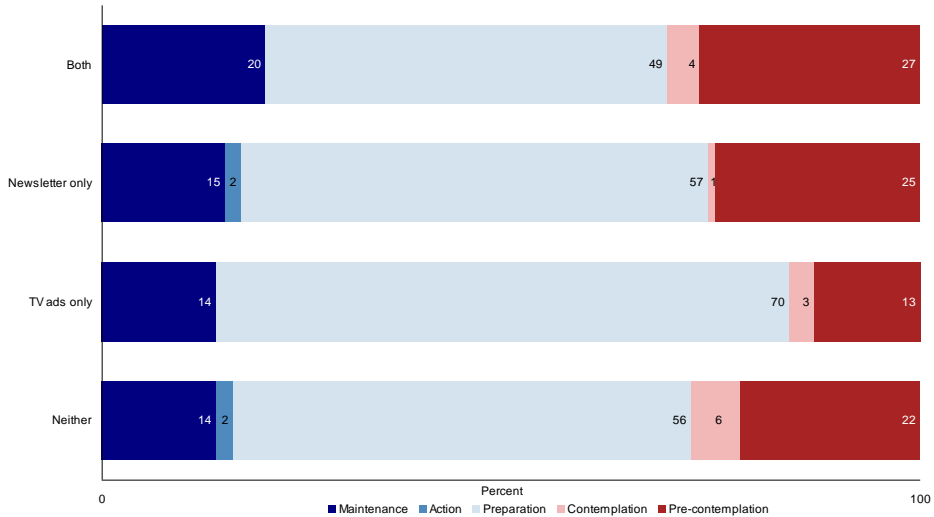
Respondents who eat at least 5 servings of vegetables and fruit each day and who have been doing so for over 6 months.

**Stages of Change Model of Behavior:**



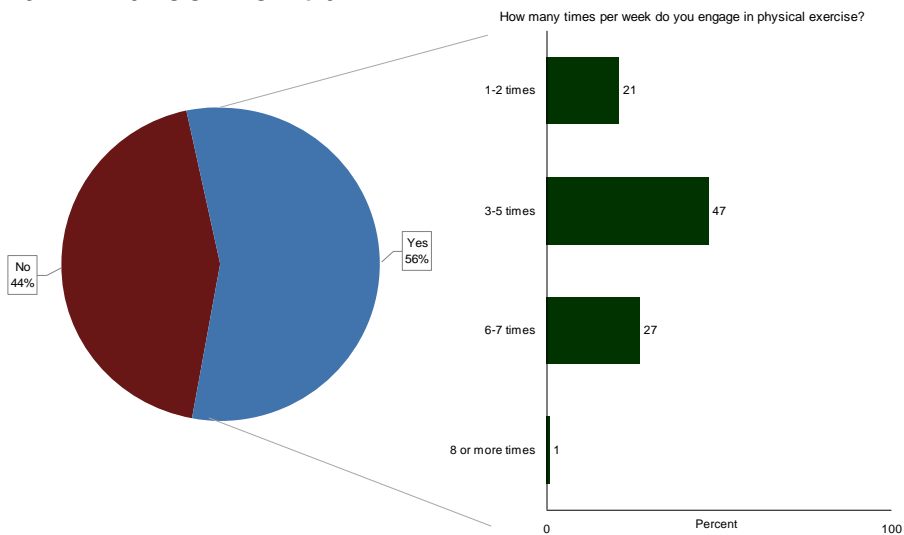
Among: all respondents | compared over time and by exposure to marketing information

**Stages of Change Model of Behavior:**



Among: all respondents | compared by exposure to marketing information

**Do you currently engage in regular physical exercise?**



Among: all respondents



**Physical Exercise Assessment Scoring Tool:**

**Pre-contemplation**

Respondents who do not currently engage in regular physical exercise and who do not intend to engage in regular physical exercise in the next 6 months.

**Contemplation**

Respondents who do not currently engage in regular physical exercise and who are intending to engage in regular physical exercise, but not in the immediate future.

**Preparation**

Respondents who do not engage in regular physical exercise and who are intending to engage in regular physical exercise within the next month.

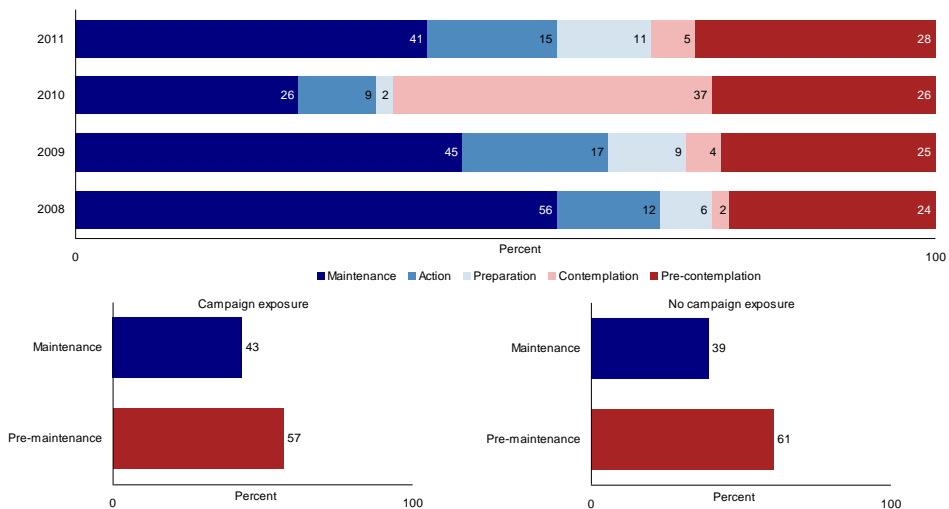
**Action**

Respondents who currently engage in regular physical exercise, but who have been doing so for no longer than 6 months.

**Maintenance**

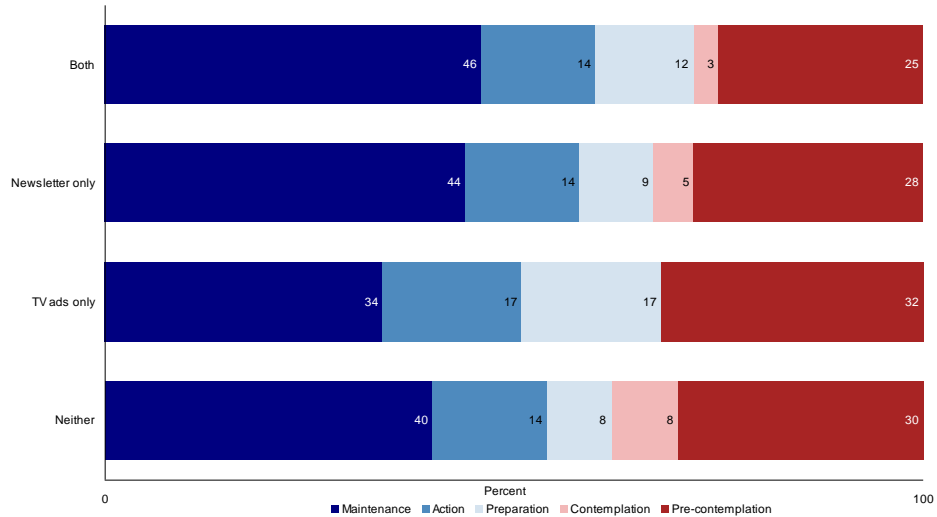
Respondents who currently engage in regular physical exercise and who have been doing so for over 6 months.

**Physical Exercise Assessment Scoring Tool:**



Among: all respondents | compared over time and by exposure to marketing information

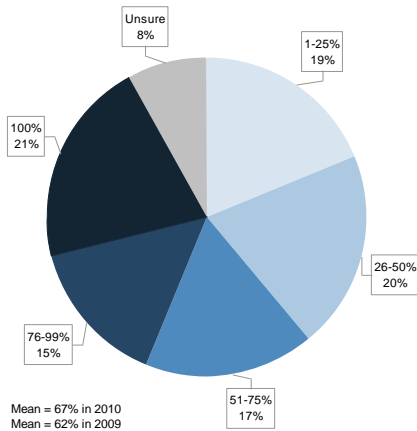
**Physical Exercise Assessment Scoring Tool:**



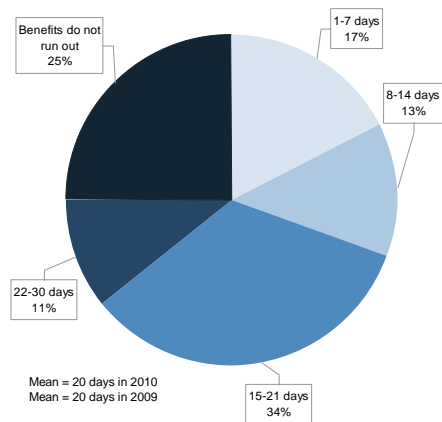
Among: all respondents | compared by exposure to marketing information

**SNAP Coverage:**

What percentage of your monthly food expenses are covered by your SNAP benefits? (M = 63%)

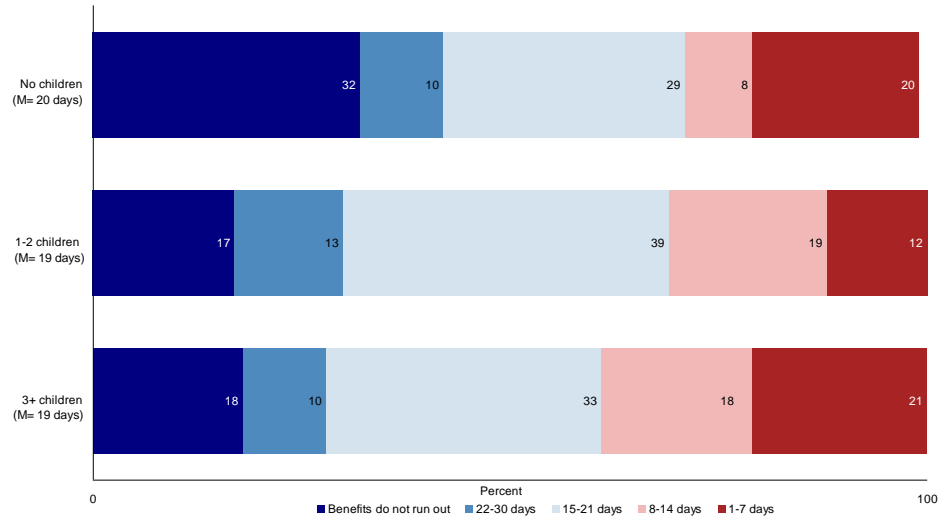


How many days before you have to start buying food out of your own pocket? (M = 20 days)



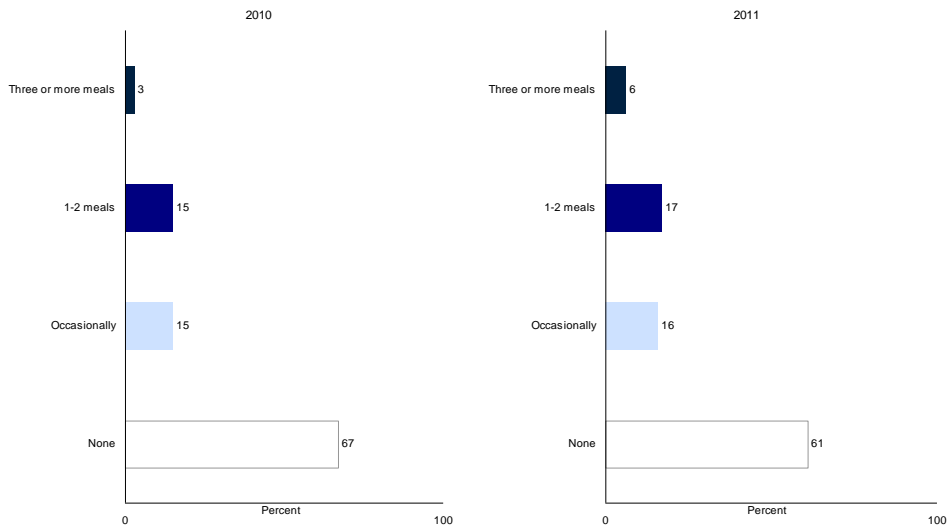
Among: all respondents

**How many days before you have to start buying food out of your own pocket?**



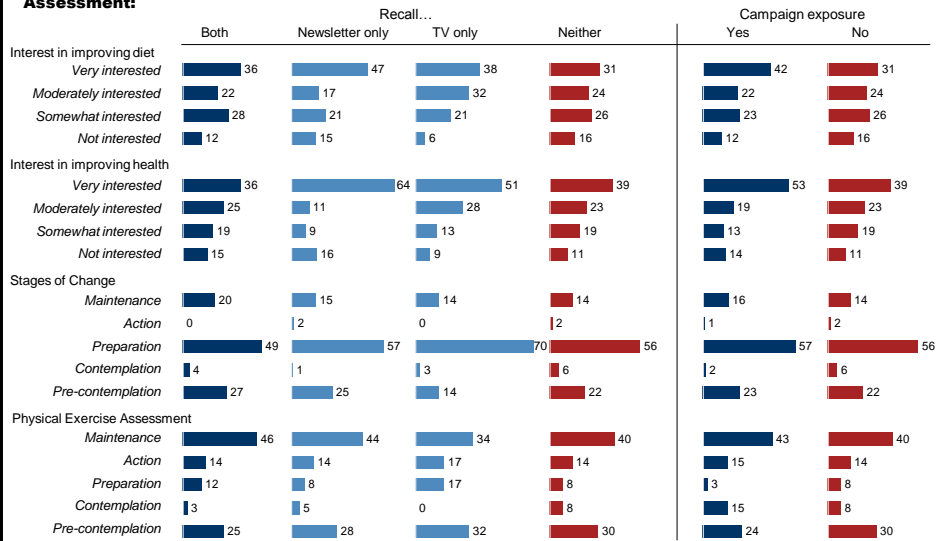
Among: all respondents | compared by number of children in household

**How many times do you go to a food pantry, soup kitchen, or meal center in a typical month if ever?**



Among: all respondents | compared over time

**Effect of social marketing campaign on interest in improving diet, Stages of Change and Physical Exercise**  
**Assessment:**



Among: all respondents | compared by exposure to marketing information

## **Appendix B: Detailed Cross-Tabulations**

### **Data Analysis**

The results presented in the cross-tabulation tables include univariate and bivariate analyses of the data. A frequency distribution for each individual item, or descriptive statistic, is shown in the "total" column.

Frequency distributions for each item included on the questionnaire are shown in the tables. In all cases, cross-tabulation results are also shown. This type of bivariate analysis examines differences between subgroups of the overall population. In cases where cross-tabulation results are presented, a chi-square test, an independent t-test for means, or a Z-test for independent percentages is shown. In most cases, a chi-square test is used where comparisons are made for categorical and ordinal variables. A t-test (or means test) is used in cases where comparisons are made for measurement variables. A Z-test is used in cases where comparisons are made between independent population percentages (i.e., multiple response options).

The purpose of these statistical tests is to determine whether or not the observed difference between sub-groups in the sample is due to sampling error or whether it is due to a real difference in the population. When the results are statistically significant, it strongly suggests that the observed difference between sub-groups is due to a real difference in the population, and not due to sampling error.

A chi-square significance level of .05 indicates significance at the 95 percent level. In other words, it is 95 percent likely that the results are due to a real difference between comparison subgroups. A chi-square significance level of .01 indicates significance at the 99 percent level. When a t-test or a Z-test is shown, lower- and upper-case letters indicate significance at the 90 and 95 percent levels, respectively.

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Q01: Including yourself, how many adults age 18 or older live in your home?  
 Compared by Selected Characteristics

	NEWSLETTER			TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK	
	TOTAL	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
1	187	115	72	68	119	49	70	23	45	138	49	7	47	121	77	110	67	120
	61.3%	66.1%	55.0%	58.6%	63.0%	58.3%	66.7%	48.9%	65.2%	62.4%	58.3%	70.0%	57.3%	64.7%	56.6%	65.1%	59.8%	62.2%
2	86	45	41	32	54	26	28	15	17	60	26	1	30	46	42	44	29	57
	28.2%	25.9%	31.3%	27.6%	28.6%	31.0%	26.7%	31.9%	24.6%	27.1%	31.0%	10.0%	36.6%	24.6%	30.9%	26.0%	25.9%	29.5%
3	20	10	10	11	9	4	5	6	5	16	4	2	2	13	11	9	10	10
	6.6%	5.7%	7.6%	9.5%	4.8%	4.8%	4.8%	12.8%	7.2%	7.2%	4.8%	20.0%	2.4%	7.0%	8.1%	5.3%	8.9%	5.2%
4	7	1	6	3	4	4	-	2	1	3	4	-	2	4	2	5	3	4
	2.3%	0.6%	4.6%	2.6%	2.1%	4.8%		4.3%	1.4%	1.4%	4.8%		2.4%	2.1%	1.5%	3.0%	2.7%	2.1%
5	2	1	1	2	-	-	-	1	1	2	-	-	-	1	2	-	1	1
	0.7%	0.6%	0.8%	1.7%				2.1%	1.4%	0.9%				0.5%	1.5%		0.9%	0.5%
6	2	1	1	-	2	1	1	-	-	1	1	-	-	2	1	1	1	1
	0.7%	0.6%	0.8%		1.1%	1.2%	1.0%			0.5%	1.2%			1.1%	0.7%	0.6%	0.9%	0.5%
Refusal	1	1	-	-	1	-	1	-	-	1	-	-	1	-	1	-	1	-
	0.3%	0.6%			0.5%		1.0%			0.5%			1.2%		0.7%		0.9%	
MEAN	304	173	131	116	188	84	104	47	69	220	84	10	81	187	135	169	111	193
	1.54	1.45	1.67	1.61	1.50	1.61	1.41	1.79	1.49	1.52	1.61	1.50	1.49	1.52	1.61	1.49	1.60	1.51

Comparison Groups: BC/DE/FGHI/JK/LMN/OP/QR  
 Independent T-Test for Means (equal variances)  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Q02: How many children age 17 or younger currently live in your household, if any?  
 Compared by Selected Characteristics

	NEWSLETTER		TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK		
	TOTAL	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
No children in Household	161	98	63	65	96	40	56	23	42	121	40	4	36	105	76	85	54	107
	52.8%	56.3%	48.1%	56.0%	50.8%	47.6%	53.3%	48.9%	60.9%	54.8%	47.6%	40.0%	43.9%	56.1%	55.9%	50.3%	48.2%	55.4%
1	57	31	26	21	36	17	19	9	12	40	17	1	21	35	26	31	25	32
	18.7%	17.8%	19.8%	18.1%	19.0%	20.2%	18.1%	19.1%	17.4%	18.1%	20.2%	10.0%	25.6%	18.7%	19.1%	18.3%	22.3%	16.6%
2	45	21	24	14	31	15	16	9	5	30	15	4	12	23	14	31	18	27
	14.8%	12.1%	18.3%	12.1%	16.4%	17.9%	15.2%	19.1%	7.2%	13.6%	17.9%	40.0%	14.6%	12.3%	10.3%	18.3%	16.1%	14.0%
3	32	16	16	15	17	10	7	6	9	22	10	1	10	18	15	17	13	19
	10.5%	9.2%	12.2%	12.9%	9.0%	11.9%	6.7%	12.8%	13.0%	10.0%	11.9%	10.0%	12.2%	9.6%	11.0%	10.1%	11.6%	9.8%
4	9	7	2	1	8	2	6	-	1	7	2	-	2	6	4	5	2	7
	3.0%	4.0%	1.5%	0.9%	4.2%	2.4%	5.7%	-	1.4%	3.2%	2.4%	-	2.4%	3.2%	2.9%	3.0%	1.8%	3.6%
5	1	1	-	-	1	-	1	-	-	1	-	-	1	-	1	-	-	1
	0.3%	0.6%	-	-	0.5%	-	1.0%	-	-	0.5%	-	-	1.2%	-	0.7%	-	-	0.5%
Refusal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	0.93	0.89	0.99	0.84	0.98	1.01	0.96	0.96	0.77	0.90	1.01	1.20	1.07	0.85	0.88	0.97	0.96	0.91

Comparison Groups: BC/DE/FGHI/JK/LMN/OP/QR  
 Independent T-Test for Means (equal variances)  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Q03: How would you rate your overall health?  
Compared by Selected Characteristics

	NEWSLETTER		TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK		
	TOTAL	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Excellent	28	19	9	12	16	4	12	5	7	24	4	2	16	9	7	21	8	20
	9.2%	10.9%	6.9%	10.3%	8.5%	4.8%	11.4%	10.6%	10.1%	10.9%	4.8%	20.0%	19.5%	4.8%	5.1%	12.4%	7.1%	10.4%
Very Good	71	39	32	20	51	26	25	6	14	45	26	2	21	42	29	42	29	42
	23.3%	22.4%	24.4%	17.2%	27.0%	31.0%	23.8%	12.8%	20.3%	20.4%	31.0%	20.0%	25.6%	22.5%	21.3%	24.9%	25.9%	21.8%
Good	91	47	44	37	54	26	28	18	19	65	26	2	20	60	37	54	34	57
	29.8%	27.0%	33.6%	31.9%	28.6%	31.0%	26.7%	38.3%	27.5%	29.4%	31.0%	20.0%	24.4%	32.1%	27.2%	32.0%	30.4%	29.5%
Fair	68	39	29	23	45	19	26	10	13	49	19	2	16	45	36	32	25	43
	22.3%	22.4%	22.1%	19.8%	23.8%	22.6%	24.8%	21.3%	18.8%	22.2%	22.6%	20.0%	19.5%	24.1%	26.5%	18.9%	22.3%	22.3%
Poor	44	29	15	23	21	7	14	8	15	37	7	2	8	30	26	18	16	28
	14.4%	16.7%	11.5%	19.8%	11.1%	8.3%	13.3%	17.0%	21.7%	16.7%	8.3%	20.0%	9.8%	16.0%	19.1%	10.7%	14.3%	14.5%
Don't know / Unsure	3	1	2	1	2	2	-	-	1	1	2	-	1	1	1	2	-	3
	1.0%	0.6%	1.5%	0.9%	1.1%	2.4%	-	-	1.4%	0.5%	2.4%	-	1.2%	0.5%	0.7%	1.2%	-	1.6%
CHI-SQUARE SIGNIFICANCE	<-----4.649----->	<-----7.799----->	<-----17.838----->	<-----10.736----->	<-----18.425----->	<-----11.139----->	<-----3.079----->											
	.4602	.1677	.2713*	.0569*	.0482*	.0487	.6877											

Comparison Groups: BC/DE/FGHI/JK/LMN/OP/QR

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Q03: How would you rate your overall health?  
Compared by Selected Demographics

	GENDER		CABLE TV		AGE							EDUCATION				USE INFO IN NEWSLETTER?		USE INFO IN TV ADS?		
	TOTAL	Male	Female	Yes	No	18-24	25-34	35-44	45-54	55-64	65-74	75+	< H.S.	High School	Some College	Post-Scdary	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL	305	85	220	189	116	27	65	53	57	44	38	21	73	130	47	52	76	229	48	257
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	27.9	72.1	62.0	38.0	8.9	21.3	17.4	18.7	14.4	12.5	6.9	23.9	42.6	15.4	17.0	24.9	75.1	15.7	84.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	85	220	189	116	27	65	53	57	44	38	21	73	130	47	52	76	229	48	257
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Excellent	28	3	25	17	11	6	5	5	5	1	3	3	2	13	3	10	8	20	7	21
	9.2%	3.5%	11.4%	9.0%	9.5%	22.2%	7.7%	9.4%	8.8%	2.3%	7.9%	14.3%	2.7%	10.0%	6.4%	19.2%	10.5%	8.7%	14.6%	8.2%
Very Good	71	19	52	43	28	7	21	13	10	9	6	5	12	31	10	17	23	48	8	63
	23.3%	22.4%	23.6%	22.8%	24.1%	25.9%	32.3%	24.5%	17.5%	20.5%	15.8%	23.8%	16.4%	23.8%	21.3%	32.7%	30.3%	21.0%	16.7%	24.5%
Good	91	23	68	56	35	8	26	20	13	7	10	7	20	43	15	13	15	76	14	77
	29.8%	27.1%	30.9%	29.6%	30.2%	29.6%	40.0%	37.7%	22.8%	15.9%	26.3%	33.3%	27.4%	33.1%	31.9%	25.0%	19.7%	33.2%	29.2%	30.0%
Fair	68	22	46	37	31	3	8	14	19	13	8	3	22	32	8	5	17	51	9	59
	22.3%	25.9%	20.9%	19.6%	26.7%	11.1%	12.3%	26.4%	33.3%	29.5%	21.1%	14.3%	30.1%	24.6%	17.0%	9.6%	22.4%	22.3%	18.8%	23.0%
Poor	44	16	28	34	10	3	5	1	9	13	10	3	15	11	11	6	12	32	10	34
	14.4%	18.8%	12.7%	18.0%	8.6%	11.1%	7.7%	1.9%	15.8%	29.5%	26.3%	14.3%	20.5%	8.5%	23.4%	11.5%	15.8%	14.0%	20.8%	13.2%
Don't know / Unsure	3	2	1	2	1	-	-	-	1	1	1	-	2	-	-	1	1	2	-	3
	1.0%	2.4%	0.5%	1.1%	0.9%	-	-	-	1.8%	2.3%	2.6%	-	2.7%	-	-	1.9%	1.3%	0.9%	-	1.2%
CHI-SQUARE SIGNIFICANCE	<---8.953--->		<---6.134--->		<-----51.974----->							<-----33.313----->				<---6.025--->		<---5.392--->		
	.1109*		.2934		.0077*							.0042*				.3037*		.3699*		

Comparison Groups: BC/DE/FGHIJKL/MNOF/QR/ST

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

RKM RESEARCH AND COMMUNICATIONS INC.

(UNH Cooperative Extension: 2011 Smart Choices Survey)

Q04: How interested are you in improving the quality of your health? Would you say:  
Compared by Selected Characteristics

	NEWSLETTER		TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK		
	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Very interested	149	92	57	49	100	33	67	24	25	116	33	4	40	94	77	72	56	93
	48.9%	52.9%	43.5%	42.2%	52.9%	39.3%	63.8%	51.1%	36.2%	52.5%	39.3%	40.0%	48.8%	50.3%	56.6%	42.6%	50.0%	48.2%
Moderately interested	61	29	32	30	31	19	12	13	17	42	19	2	16	39	30	31	24	37
	20.0%	16.7%	24.4%	25.9%	16.4%	22.6%	11.4%	27.7%	24.6%	19.0%	22.6%	20.0%	19.5%	20.9%	22.1%	18.3%	21.4%	19.2%
Somewhat interested	44	22	22	19	25	16	9	6	13	28	16	3	11	27	14	30	20	24
	14.4%	12.6%	16.8%	16.4%	13.2%	19.0%	8.6%	12.8%	18.8%	12.7%	19.0%	30.0%	13.4%	14.4%	10.3%	17.8%	17.9%	12.4%
Not interested	40	27	13	14	26	9	17	4	10	31	9	1	12	20	13	27	10	30
	13.1%	15.5%	9.9%	12.1%	13.8%	10.7%	16.2%	8.5%	14.5%	14.0%	10.7%	10.0%	14.6%	10.7%	9.6%	16.0%	8.9%	15.5%
Don't know / unsure	11	4	7	4	7	7	-	-	4	4	7	-	3	7	2	9	2	9
	3.6%	2.3%	5.3%	3.4%	3.7%	8.3%			5.8%	1.8%	8.3%		3.7%	3.7%	1.5%	5.3%	1.8%	4.7%
CHI-SQUARE SIGNIFICANCE	<---8.188--->		<---5.555--->		<-----33.295----->				<---11.977--->		<-----3.108----->			<---11.926--->		<---5.665--->		
	.0849		.2349		.0009				.0175		.9274*			.0179		.2256		

Comparison Groups: BC/DE/FGHI/JK/LMN/OP/QR

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

RKM RESEARCH AND COMMUNICATIONS INC.

(UNH Cooperative Extension: 2011 Smart Choices Survey)

Q04: How interested are you in improving the quality of your health? Would you say:  
Compared by Selected Demographics

	GENDER		CABLE TV		AGE							EDUCATION				USE INFO IN NEWSLETTER?		USE INFO IN TV ADS?		
	TOTAL	Male	Female	Yes	No	18-24	25-34	35-44	45-54	55-64	65-74	75+	< H.S.	High School	Some College	Post-Scdary	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL	305	85	220	189	116	27	65	53	57	44	38	21	73	130	47	52	76	229	48	257
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	27.9	72.1	62.0	38.0	8.9	21.3	17.4	18.7	14.4	12.5	6.9	23.9	42.6	15.4	17.0	24.9	75.1	15.7	84.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	85	220	189	116	27	65	53	57	44	38	21	73	130	47	52	76	229	48	257
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Very interested	149	44	105	97	52	13	27	28	26	29	16	10	26	65	26	31	40	109	26	123
	48.9%	51.8%	47.7%	51.3%	44.8%	48.1%	41.5%	52.8%	45.6%	65.9%	42.1%	47.6%	35.6%	50.0%	55.3%	59.6%	52.6%	47.6%	54.2%	47.9%
Moderately interested	61	12	49	36	25	6	15	12	12	5	8	3	15	22	14	10	16	45	13	48
	20.0%	14.1%	22.3%	19.0%	21.6%	22.2%	23.1%	22.6%	21.1%	11.4%	21.1%	14.3%	20.5%	16.9%	29.8%	19.2%	21.1%	19.7%	27.1%	18.7%
Somewhat interested	44	9	35	24	20	6	12	9	9	3	4	1	11	21	7	5	9	35	6	38
	14.4%	10.6%	15.9%	12.7%	17.2%	22.2%	18.5%	17.0%	15.8%	6.8%	10.5%	4.8%	15.1%	16.2%	14.9%	9.6%	11.8%	15.3%	12.5%	14.8%
Not interested	40	14	26	25	15	2	11	2	10	7	5	3	18	19	-	3	10	30	2	38
	13.1%	16.5%	11.8%	13.2%	12.9%	7.4%	16.9%	3.8%	17.5%	15.9%	13.2%	14.3%	24.7%	14.6%		5.8%	13.2%	13.1%	4.2%	14.8%
Don't know / unsure	11	6	5	7	4	-	-	2	-	-	5	4	3	3	-	3	1	10	1	10
	3.6%	7.1%	2.3%	3.7%	3.4%			3.8%			13.2%	19.0%	4.1%	2.3%		5.8%	1.3%	4.4%	2.1%	3.9%
CHI-SQUARE SIGNIFICANCE	<---8.353--->		<---1.892--->		<-----48.807----->							<-----27.297----->				<---2.293--->		<---5.749--->		
	.0795		.7556		.002*							.007				.682		.2187		

Comparison Groups: BC/DE/FGHIJKL/MNOF/QR/ST

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Q05: How would you rate the nutritional quality of your overall diet?  
Compared by Selected Characteristics

	NEWSLETTER		TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK		
	TOTAL	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Excellent	16	8	8	6	10	6	4	2	4	10	6	-	8	7	4	12	4	12
	5.2%	4.6%	6.1%	5.2%	5.3%	7.1%	3.8%	4.3%	5.8%	4.5%	7.1%		9.8%	3.7%	2.9%	7.1%	3.6%	6.2%
Very Good	98	62	36	43	55	26	29	10	33	72	26	3	27	60	41	57	31	67
	32.1%	35.6%	27.5%	37.1%	29.1%	31.0%	27.6%	21.3%	47.8%	32.6%	31.0%	30.0%	32.9%	32.1%	30.1%	33.7%	27.7%	34.7%
Good	111	62	49	35	76	30	46	19	16	81	30	3	32	67	50	61	42	69
	36.4%	35.6%	37.4%	30.2%	40.2%	35.7%	43.8%	40.4%	23.2%	36.7%	35.7%	30.0%	39.0%	35.8%	36.8%	36.1%	37.5%	35.8%
Fair	51	25	26	20	31	15	16	11	9	36	15	2	9	35	28	23	23	28
	16.7%	14.4%	19.8%	17.2%	16.4%	17.9%	15.2%	23.4%	13.0%	16.3%	17.9%	20.0%	11.0%	18.7%	20.6%	13.6%	20.5%	14.5%
Poor	25	14	11	11	14	7	7	4	7	18	7	2	5	18	11	14	10	15
	8.2%	8.0%	8.4%	9.5%	7.4%	8.3%	6.7%	8.5%	10.1%	8.1%	8.3%	20.0%	6.1%	9.6%	8.1%	8.3%	8.9%	7.8%
Don't know / unsure	4	3	1	1	3	-	3	1	-	4	-	-	1	-	2	2	2	2
	1.3%	1.7%	0.8%	0.9%	1.6%		2.9%	2.1%		1.8%			1.2%		1.5%	1.2%	1.8%	1.0%
CHI-SQUARE SIGNIFICANCE	<-----3.814----->		<-----4.109----->		<-----20.747----->				<-----2.472----->		<-----11.455----->			<-----5.041----->		<-----4.057----->		
	.5766		.5338		.1451*				.7806*		.3232*			.4109		.5413		

Comparison Groups: BC/DE/FGHI/JK/LMN/OP/QR

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Q05: How would you rate the nutritional quality of your overall diet?  
Compared by Selected Demographics

	GENDER		CABLE TV		AGE							EDUCATION				USE INFO IN NEWSLETTER?		USE INFO IN TV ADS?		
	TOTAL	Male	Female	Yes	No	18-24	25-34	35-44	45-54	55-64	65-74	75+	< H.S.	High School	Some College	Post-Scdary	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL	305	85	220	189	116	27	65	53	57	44	38	21	73	130	47	52	76	229	48	257
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	27.9	72.1	62.0	38.0	8.9	21.3	17.4	18.7	14.4	12.5	6.9	23.9	42.6	15.4	17.0	24.9	75.1	15.7	84.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	85	220	189	116	27	65	53	57	44	38	21	73	130	47	52	76	229	48	257
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Excellent	16	6	10	9	7	3	2	3	4	-	1	3	2	3	3	8	4	12	3	13
	5.2%	7.1%	4.5%	4.8%	6.0%	11.1%	3.1%	5.7%	7.0%		2.6%	14.3%	2.7%	2.3%	6.4%	15.4%	5.3%	5.2%	6.3%	5.1%
Very Good	98	24	74	60	38	6	24	21	14	17	10	6	12	52	11	22	31	67	26	72
	32.1%	28.2%	33.6%	31.7%	32.8%	22.2%	36.9%	39.6%	24.6%	38.6%	26.3%	28.6%	16.4%	40.0%	23.4%	42.3%	40.8%	29.3%	54.2%	28.0%
Good	111	31	80	70	41	14	29	15	20	12	14	7	29	45	23	14	30	81	10	101
	36.4%	36.5%	36.4%	37.0%	35.3%	51.9%	44.6%	28.3%	35.1%	27.3%	36.8%	33.3%	39.7%	34.6%	48.9%	26.9%	39.5%	35.4%	20.8%	39.3%
Fair	51	14	37	37	14	4	6	11	12	9	7	2	21	16	7	5	6	45	7	44
	16.7%	16.5%	16.8%	19.6%	12.1%	14.8%	9.2%	20.8%	21.1%	20.5%	18.4%	9.5%	28.8%	12.3%	14.9%	9.6%	7.9%	19.7%	14.6%	17.1%
Poor	25	8	17	12	13	-	3	2	7	5	6	2	8	12	2	3	4	21	2	23
	8.2%	9.4%	7.7%	6.3%	11.2%		4.6%	3.8%	12.3%	11.4%	15.8%	9.5%	11.0%	9.2%	4.3%	5.8%	5.3%	9.2%	4.2%	8.9%
Don't know / unsure	4	2	2	1	3	-	1	1	-	1	-	1	1	2	1	-	1	3	-	4
	1.3%	2.4%	0.9%	0.5%	2.6%		1.5%	1.9%		2.3%		4.8%	1.4%	1.5%	2.1%		1.3%	1.3%		1.6%
CHI-SQUARE SIGNIFICANCE	<---2.486--->		<---7.113--->		<-----35.468----->							<-----40.495----->				<---8.405--->		<---14.539--->		
	.7785*		.2124		.226*							.0004*				.1353*		.0125*		

Comparison Groups: BC/DE/FGHIJKL/MNOF/QR/ST

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Q06: How interested are you in improving the nutritional quality of your diet? Would you say:  
Compared by Selected Characteristics

	NEWSLETTER		TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK		
	TOTAL	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Very interested	118	74	44	43	75	26	49	18	25	92	26	4	33	74	62	56	47	71
	38.7%	42.5%	33.6%	37.1%	39.7%	31.0%	46.7%	38.3%	36.2%	41.6%	31.0%	40.0%	40.2%	39.6%	45.6%	33.1%	42.0%	36.8%
Moderately interested	68	33	35	30	38	20	18	15	15	48	20	2	22	38	33	35	23	45
	22.3%	19.0%	26.7%	25.9%	20.1%	23.8%	17.1%	31.9%	21.7%	21.7%	23.8%	20.0%	26.8%	20.3%	24.3%	20.7%	20.5%	23.3%
Somewhat interested	73	41	32	29	44	22	22	10	19	51	22	3	17	47	28	45	31	42
	23.9%	23.6%	24.4%	25.0%	23.3%	26.2%	21.0%	21.3%	27.5%	23.1%	26.2%	30.0%	20.7%	25.1%	20.6%	26.6%	27.7%	21.8%
Not interested	40	24	16	11	29	13	16	3	8	27	13	1	9	24	11	29	10	30
	13.1%	13.8%	12.2%	9.5%	15.3%	15.5%	15.2%	6.4%	11.6%	12.2%	15.5%	10.0%	11.0%	12.8%	8.1%	17.2%	8.9%	15.5%
Don't know / unsure	6	2	4	3	3	3	-	1	2	3	3	-	1	4	2	4	1	5
	2.0%	1.1%	3.1%	2.6%	1.6%	3.6%	-	2.1%	2.9%	1.4%	3.6%	-	1.2%	2.1%	1.5%	2.4%	0.9%	2.6%
CHI-SQUARE SIGNIFICANCE	<-----5.101----->		<-----3.532----->		<-----13.453----->				<-----4.169----->		<-----2.388----->			<-----9.632----->		<-----5.177----->		
	.2771		.4731		.337*				.3837		.9667*			.0471		.2696		

Comparison Groups: BC/DE/FGHI/JK/LMN/OP/QR

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Q06: How interested are you in improving the nutritional quality of your diet? Would you say:  
Compared by Selected Demographics

	GENDER		CABLE TV		AGE							EDUCATION				USE INFO IN NEWSLETTER?		USE INFO IN TV ADS?		
	TOTAL	Male	Female	Yes	No	18-24	25-34	35-44	45-54	55-64	65-74	75+	< H.S.	High School	Some Collge	Post-Scdary	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL	305	85	220	189	116	27	65	53	57	44	38	21	73	130	47	52	76	229	48	257
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	27.9	72.1	62.0	38.0	8.9	21.3	17.4	18.7	14.4	12.5	6.9	23.9	42.6	15.4	17.0	24.9	75.1	15.7	84.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	85	220	189	116	27	65	53	57	44	38	21	73	130	47	52	76	229	48	257
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Very interested	118	33	85	78	40	11	20	21	22	21	14	9	21	52	19	26	34	84	23	95
	38.7%	38.8%	38.6%	41.3%	34.5%	40.7%	30.8%	39.6%	38.6%	47.7%	36.8%	42.9%	28.8%	40.0%	40.4%	50.0%	44.7%	36.7%	47.9%	37.0%
Moderately interested	68	16	52	41	27	7	16	17	13	6	5	4	10	28	15	14	17	51	8	60
	22.3%	18.8%	23.6%	21.7%	23.3%	25.9%	24.6%	32.1%	22.8%	13.6%	13.2%	19.0%	13.7%	21.5%	31.9%	26.9%	22.4%	22.3%	16.7%	23.3%
Somewhat interested	73	19	54	42	31	8	19	8	15	8	12	3	19	36	10	8	16	57	12	61
	23.9%	22.4%	24.5%	22.2%	26.7%	29.6%	29.2%	15.1%	26.3%	18.2%	31.6%	14.3%	26.0%	27.7%	21.3%	15.4%	21.1%	24.9%	25.0%	23.7%
Not interested	40	14	26	23	17	1	10	7	7	9	4	2	19	14	3	4	9	31	5	35
	13.1%	16.5%	11.8%	12.2%	14.7%	3.7%	15.4%	13.2%	12.3%	20.5%	10.5%	9.5%	26.0%	10.8%	6.4%	7.7%	11.8%	13.5%	10.4%	13.6%
Don't know / unsure	6	3	3	5	1	-	-	-	-	-	3	3	4	-	-	-	-	6	-	6
	2.0%	3.5%	1.4%	2.6%	0.9%	-	-	-	-	-	7.9%	14.3%	5.5%	-	-	-	-	2.6%	-	2.3%
CHI-SQUARE SIGNIFICANCE	<---3.234--->		<---3.046--->		<-----45.24----->							<-----36.181----->				<---3.425--->		<---3.527--->		
	.5194		.5501		.0055*							.0003*				.4894		.4738*		

Comparison Groups: BC/DE/FGHIJKL/MNOF/QR/ST

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Q07: How many servings of fruits and vegetables have you eaten in the past 24 hours?  
Compared by Selected Characteristics

	NEWSLETTER		TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK		
	TOTAL	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
None	59	31	28	21	38	18	20	10	11	41	18	2	19	33	28	31	27	32
	19.3%	17.8%	21.4%	18.1%	20.1%	21.4%	19.0%	21.3%	15.9%	18.6%	21.4%	20.0%	23.2%	17.6%	20.6%	18.3%	24.1%	16.6%
1	50	28	22	19	31	13	18	9	10	37	13	3	13	30	25	25	12	38
	16.4%	16.1%	16.8%	16.4%	16.4%	15.5%	17.1%	19.1%	14.5%	16.7%	15.5%	30.0%	15.9%	16.0%	18.4%	14.8%	10.7%	19.7%
2	49	26	23	19	30	15	15	8	11	34	15	-	13	31	21	28	24	25
	16.1%	14.9%	17.6%	16.4%	15.9%	17.9%	14.3%	17.0%	15.9%	15.4%	17.9%	-	15.9%	16.6%	15.4%	16.6%	21.4%	13.0%
3	53	26	27	21	32	16	16	11	10	37	16	3	14	35	25	28	22	31
	17.4%	14.9%	20.6%	18.1%	16.9%	19.0%	15.2%	23.4%	14.5%	16.7%	19.0%	30.0%	17.1%	18.7%	18.4%	16.6%	19.6%	16.1%
4	38	26	12	14	24	9	15	3	11	29	9	-	9	26	13	25	12	26
	12.5%	14.9%	9.2%	12.1%	12.7%	10.7%	14.3%	6.4%	15.9%	13.1%	10.7%	-	11.0%	13.9%	9.6%	14.8%	10.7%	13.5%
5	24	15	9	6	18	7	11	2	4	17	7	1	6	16	9	15	8	16
	7.9%	8.6%	6.9%	5.2%	9.5%	8.3%	10.5%	4.3%	5.8%	7.7%	8.3%	10.0%	7.3%	8.6%	6.6%	8.9%	7.1%	8.3%
6	19	11	8	12	7	4	3	4	8	15	4	-	4	12	9	10	4	15
	6.2%	6.3%	6.1%	10.3%	3.7%	4.8%	2.9%	8.5%	11.6%	6.8%	4.8%	-	4.9%	6.4%	6.6%	5.9%	3.6%	7.8%
7	5	5	-	1	4	-	4	-	1	5	-	-	2	2	4	1	3	2
	1.6%	2.9%	-	0.9%	2.1%	-	3.8%	-	1.4%	2.3%	-	-	2.4%	1.1%	2.9%	0.6%	2.7%	1.0%
8	5	5	-	3	2	-	2	-	3	5	-	1	1	-	2	3	-	5
	1.6%	2.9%	-	2.6%	1.1%	-	1.9%	-	4.3%	2.3%	-	10.0%	1.2%	-	1.5%	1.8%	-	2.6%
9	3	1	2	-	3	2	1	-	-	1	2	-	1	2	-	3	-	3
	1.0%	0.6%	1.5%	-	1.6%	2.4%	1.0%	-	-	0.5%	2.4%	-	1.2%	1.1%	-	1.8%	-	1.6%
10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	2.61	2.80	2.35	2.66	2.57	2.43	2.69	2.21	2.97	2.67	2.43	2.50	2.46	2.59	2.48	2.71	2.31	2.78
		c							h									q

Comparison Groups: BC/DE/FGHI/JK/LMN/OP/QR  
Independent T-Test for Means (equal variances)  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q07: How many servings of fruits and vegetables have you eaten in the past 24 hours?  
Compared by Selected Demographics

	GENDER		CABLE TV		AGE							EDUCATION				USE INFO IN NEWSLETTER?		USE INFO IN TV ADS?		
	TOTAL	Male	Female	Yes	No	18-24	25-34	35-44	45-54	55-64	65-74	75+	< H.S.	High School	Some Collge	Post-Scdary	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL	305	85	220	189	116	27	65	53	57	44	38	21	73	130	47	52	76	229	48	257
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	27.9	72.1	62.0	38.0	8.9	21.3	17.4	18.7	14.4	12.5	6.9	23.9	42.6	15.4	17.0	24.9	75.1	15.7	84.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	85	220	189	116	27	65	53	57	44	38	21	73	130	47	52	76	229	48	257
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
None	59	18	41	40	19	9	11	3	14	12	9	1	15	33	3	6	9	50	6	53
	19.3%	21.2%	18.6%	21.2%	16.4%	33.3%	16.9%	5.7%	24.6%	27.3%	23.7%	4.8%	20.5%	25.4%	6.4%	11.5%	11.8%	21.8%	12.5%	20.6%
1	50	15	35	35	15	4	7	8	10	9	8	4	14	18	8	10	11	39	7	43
	16.4%	17.6%	15.9%	18.5%	12.9%	14.8%	10.8%	15.1%	17.5%	20.5%	21.1%	19.0%	19.2%	13.8%	17.0%	19.2%	14.5%	17.0%	14.6%	16.7%
2	49	16	33	28	21	3	8	8	8	8	7	7	12	20	10	6	13	36	6	43
	16.1%	18.8%	15.0%	14.8%	18.1%	11.1%	12.3%	15.1%	14.0%	18.2%	18.4%	33.3%	16.4%	15.4%	21.3%	11.5%	17.1%	15.7%	12.5%	16.7%
3	53	13	40	29	24	6	13	11	8	5	5	5	14	21	9	9	12	41	10	43
	17.4%	15.3%	18.2%	15.3%	20.7%	22.2%	20.0%	20.8%	14.0%	11.4%	13.2%	23.8%	19.2%	16.2%	19.1%	17.3%	15.8%	17.9%	20.8%	16.7%
4	38	9	29	26	12	1	9	11	7	3	6	1	8	14	9	7	13	25	7	31
	12.5%	10.6%	13.2%	13.8%	10.3%	3.7%	13.8%	20.8%	12.3%	6.8%	15.8%	4.8%	11.0%	10.8%	19.1%	13.5%	17.1%	10.9%	14.6%	12.1%
5	24	6	18	12	12	1	10	5	3	3	-	2	5	12	4	3	6	18	3	21
	7.9%	7.1%	8.2%	6.3%	10.3%	3.7%	15.4%	9.4%	5.3%	6.8%	-	9.5%	6.8%	9.2%	8.5%	5.8%	7.9%	7.9%	6.3%	8.2%
6	19	4	15	13	6	1	4	5	5	2	1	1	4	7	1	7	7	12	7	12
	6.2%	4.7%	6.8%	6.9%	5.2%	3.7%	6.2%	9.4%	8.8%	4.5%	2.6%	4.8%	5.5%	5.4%	2.1%	13.5%	9.2%	5.2%	14.6%	4.7%
7	5	2	3	2	3	-	-	2	1	1	1	-	-	4	-	1	3	2	1	4
	1.6%	2.4%	1.4%	1.1%	2.6%	-	-	3.8%	1.8%	2.3%	2.6%	-	-	3.1%	-	1.9%	3.9%	0.9%	2.1%	1.6%
8	5	-	5	3	2	1	3	-	-	-	1	-	-	-	2	3	2	3	1	4
	1.6%	-	2.3%	1.6%	1.7%	3.7%	4.6%	-	-	-	2.6%	-	-	-	4.3%	5.8%	2.6%	1.3%	2.1%	1.6%
9	3	2	1	1	2	1	-	-	1	1	-	-	1	1	1	-	-	3	-	3
	1.0%	2.4%	0.5%	0.5%	1.7%	3.7%	-	-	1.8%	2.3%	-	-	1.4%	0.8%	2.1%	-	-	1.3%	-	1.2%
10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	305	85	220	189	116	27	65	53	57	44	38	21	73	130	47	52	76	229	48	257
	2.61	2.45	2.67	2.47	2.83	2.22	3.02	3.21	2.44	2.16	2.16	2.52	2.33	2.43	3.02	3.17	3.08	2.45	3.10	2.51
							JK	FIJK							mn	MN	R		t	

Comparison Groups: BC/DE/FGHIJKL/MNOF/QR/ST  
Independent T-Test for Means (equal variances)  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q08: How many servings of vegetables and fruits do you eat each day?  
Compared by Selected Characteristics

	NEWSLETTER		TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK		
	TOTAL	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
None	24	15	9	9	15	7	8	2	7	17	7	2	5	16	10	14	9	15
	7.9%	8.6%	6.9%	7.8%	7.9%	8.3%	7.6%	4.3%	10.1%	7.7%	8.3%	20.0%	6.1%	8.6%	7.4%	8.3%	8.0%	7.8%
1	65	32	33	23	42	20	22	13	10	45	20	3	16	41	30	35	25	40
	21.3%	18.4%	25.2%	19.8%	22.2%	23.8%	21.0%	27.7%	14.5%	20.4%	23.8%	30.0%	19.5%	21.9%	22.1%	20.7%	22.3%	20.7%
2	66	36	30	25	41	20	21	10	15	46	20	1	19	40	31	35	28	38
	21.6%	20.7%	22.9%	21.6%	21.7%	23.8%	20.0%	21.3%	21.7%	20.8%	23.8%	10.0%	23.2%	21.4%	22.8%	20.7%	25.0%	19.7%
3	48	30	18	17	31	12	19	6	11	36	12	3	16	25	18	30	16	32
	15.7%	17.2%	13.7%	14.7%	16.4%	14.3%	18.1%	12.8%	15.9%	16.3%	14.3%	30.0%	19.5%	13.4%	13.2%	17.8%	14.3%	16.6%
4	35	22	13	18	17	6	11	7	11	29	6	-	8	23	15	20	16	19
	11.5%	12.6%	9.9%	15.5%	9.0%	7.1%	10.5%	14.9%	15.9%	13.1%	7.1%	-	9.8%	12.3%	11.0%	11.8%	14.3%	9.8%
5 or more	43	26	17	17	26	11	15	6	11	32	11	1	11	30	19	24	9	34
	14.1%	14.9%	13.0%	14.7%	13.8%	13.1%	14.3%	12.8%	15.9%	14.5%	13.1%	10.0%	13.4%	16.0%	14.0%	14.2%	8.0%	17.6%
Don't know / unsure	24	13	11	7	17	8	9	3	4	16	8	-	7	12	13	11	9	15
	7.9%	7.5%	8.4%	6.0%	9.0%	9.5%	8.6%	6.4%	5.8%	7.2%	9.5%	-	8.5%	6.4%	9.6%	6.5%	8.0%	7.8%
MEAN	281	161	120	109	172	76	96	44	65	205	76	10	75	175	123	158	103	178
	2.60	2.68	2.49	2.71	2.53	2.39	2.65	2.66	2.74	2.68	2.39	2.20	2.63	2.64	2.61	2.59	2.42	2.71

Comparison Groups: BC/DE/FGHI/JK/LMN/OP/QR  
Independent T-Test for Means (equal variances)  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q08: How many servings of vegetables and fruits do you eat each day?  
Compared by Selected Demographics

	GENDER		CABLE TV		AGE							EDUCATION				USE INFO IN NEWSLETTER?		USE INFO IN TV ADS?		
	TOTAL	Male	Female	Yes	No	18-24	25-34	35-44	45-54	55-64	65-74	75+	< H.S.	High School	Some College	Post-Scdary	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL	305	85	220	189	116	27	65	53	57	44	38	21	73	130	47	52	76	229	48	257
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	27.9	72.1	62.0	38.0	8.9	21.3	17.4	18.7	14.4	12.5	6.9	23.9	42.6	15.4	17.0	24.9	75.1	15.7	84.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	85	220	189	116	27	65	53	57	44	38	21	73	130	47	52	76	229	48	257
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
None	24	9	15	15	9	1	3	-	7	7	5	1	6	12	2	3	3	21	1	23
	7.9%	10.6%	6.8%	7.9%	7.8%	3.7%	4.6%		12.3%	15.9%	13.2%	4.8%	8.2%	9.2%	4.3%	5.8%	3.9%	9.2%	2.1%	8.9%
1	65	18	47	45	20	8	9	8	14	11	9	6	14	30	10	10	11	54	8	57
	21.3%	21.2%	21.4%	23.8%	17.2%	29.6%	13.8%	15.1%	24.6%	25.0%	23.7%	28.6%	19.2%	23.1%	21.3%	19.2%	14.5%	23.6%	16.7%	22.2%
2	66	17	49	43	23	4	13	15	15	7	9	3	18	29	12	7	19	47	13	53
	21.6%	20.0%	22.3%	22.8%	19.8%	14.8%	20.0%	28.3%	26.3%	15.9%	23.7%	14.3%	24.7%	22.3%	25.5%	13.5%	25.0%	20.5%	27.1%	20.6%
3	48	15	33	32	16	6	14	9	6	6	3	4	15	15	8	10	17	31	7	41
	15.7%	17.6%	15.0%	16.9%	13.8%	22.2%	21.5%	17.0%	10.5%	13.6%	7.9%	19.0%	20.5%	11.5%	17.0%	19.2%	22.4%	13.5%	14.6%	16.0%
4	35	5	30	17	18	3	14	8	6	2	1	1	5	13	9	8	9	26	9	26
	11.5%	5.9%	13.6%	9.0%	15.5%	11.1%	21.5%	15.1%	10.5%	4.5%	2.6%	4.8%	6.8%	10.0%	19.1%	15.4%	11.8%	11.4%	18.8%	10.1%
5 or more	43	10	33	25	18	4	8	11	5	7	6	2	8	22	4	9	15	28	10	33
	14.1%	11.8%	15.0%	13.2%	15.5%	14.8%	12.3%	20.8%	8.8%	15.9%	15.8%	9.5%	11.0%	16.9%	8.5%	17.3%	19.7%	12.2%	20.8%	12.8%
Don't know / unsure	24	11	13	12	12	1	4	2	4	4	5	4	7	9	2	5	2	22	-	24
	7.9%	12.9%	5.9%	6.3%	10.3%	3.7%	6.2%	3.8%	7.0%	9.1%	13.2%	19.0%	9.6%	6.9%	4.3%	9.6%	2.6%	9.6%		9.3%
MEAN	281	74	207	177	104	26	61	51	53	40	33	17	66	121	45	47	74	207	48	233
	2.60	2.45	2.66	2.48	2.81	2.77	2.93	3.16	2.15	2.33	2.24	2.24	2.45	2.56	2.64	2.96	3.03	2.45	3.15	2.49

Comparison Groups: BC/DE/FGHIJKL/MNOF/QR/ST  
Independent T-Test for Means (equal variances)  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q09: About how long have you been eating this number of daily servings of vegetables and fruit?  
Compared by Selected Characteristics

	NEWSLETTER		TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK		
	TOTAL	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Less than 1 month	14	7	7	6	8	4	4	3	3	10	4	1	1	10	7	7	7	7
	4.6%	4.0%	5.3%	5.2%	4.2%	4.8%	3.8%	6.4%	4.3%	4.5%	4.8%	10.0%	1.2%	5.3%	5.1%	4.1%	6.3%	3.6%
1-3 months	29	19	10	11	18	6	12	4	7	23	6	1	13	14	13	16	15	14
	9.5%	10.9%	7.6%	9.5%	9.5%	7.1%	11.4%	8.5%	10.1%	10.4%	7.1%	10.0%	15.9%	7.5%	9.6%	9.5%	13.4%	7.3%
4-6 months	17	12	5	8	9	2	7	3	5	15	2	-	4	13	8	9	8	9
	5.6%	6.9%	3.8%	6.9%	4.8%	2.4%	6.7%	6.4%	7.2%	6.8%	2.4%	-	4.9%	7.0%	5.9%	5.3%	7.1%	4.7%
Longer than 6 months	231	132	99	88	143	65	78	34	54	166	65	8	61	142	98	133	76	155
	75.7%	75.9%	75.6%	75.9%	75.7%	77.4%	74.3%	72.3%	78.3%	75.1%	77.4%	80.0%	74.4%	75.9%	72.1%	78.7%	67.9%	80.3%
Don't know / unsure	14	4	10	3	11	7	4	3	-	7	7	-	3	8	10	4	6	8
	4.6%	2.3%	7.6%	2.6%	5.8%	8.3%	3.8%	6.4%	-	3.2%	8.3%	-	3.7%	4.3%	7.4%	2.4%	5.4%	4.1%
CHI-SQUARE SIGNIFICANCE	<----7.039---->		<----2.364---->		<-----10.014----->				<----6.39---->		<-----8.561----->			<----4.728---->		<----6.331---->		
	.1339		.6691		.6147*				.1719*		.3807*			.3163		.1757		

Comparison Groups: BC/DE/FGHI/JK/LMN/OP/QR

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Q10: Are you seriously thinking about eating more servings of vegetables and fruit, starting sometime in the next 6 months?  
 Compared by Selected Characteristics

TOTAL	NEWSLETTER		TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK		
	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Yes	193	107	86	75	118	52	66	34	41	141	52	4	55	118	99	94	78	115
	63.3%	61.5%	65.6%	64.7%	62.4%	61.9%	62.9%	72.3%	59.4%	63.8%	61.9%	40.0%	67.1%	63.1%	72.8%	55.6%	69.6%	59.6%
No	82	52	30	30	52	21	31	9	21	61	21	4	24	49	24	58	25	57
	26.9%	29.9%	22.9%	25.9%	27.5%	25.0%	29.5%	19.1%	30.4%	27.6%	25.0%	40.0%	29.3%	26.2%	17.6%	34.3%	22.3%	29.5%
Don't know / unsure	30	15	15	11	19	11	8	4	7	19	11	2	3	20	13	17	9	21
	9.8%	8.6%	11.5%	9.5%	10.1%	13.1%	7.6%	8.5%	10.1%	8.6%	13.1%	20.0%	3.7%	10.7%	9.6%	10.1%	8.0%	10.9%
CHI-SQUARE SIGNIFICANCE	<---2.168--->		<---.153--->		<---4.075--->				<---1.44--->		<---6.373--->			<---11.322--->		<---3.087--->		
	.3382		.9265		.6665				.4868		.173*			.0035		.2136		

Comparison Groups: BC/DE/FGHI/JK/LMN/OP/QR

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Q11: Are you planning to eat more servings of vegetables and fruits in the next month?  
Compared by Selected Characteristics

	NEWSLETTER		TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK		
	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3
NO ANSWER	112	67	45	41	71	32	39	13	28	80	32	6	27	69	37	75	34	78
	36.7%	38.5%	34.4%	35.3%	37.6%	38.1%	37.1%	27.7%	40.6%	36.2%	38.1%	60.0%	32.9%	36.9%	27.2%	44.4%	30.4%	40.4%
TOTAL ANSWERED	193	107	86	75	118	52	66	34	41	141	52	4	55	118	99	94	78	115
	63.3%	61.5%	65.6%	64.7%	62.4%	61.9%	62.9%	72.3%	59.4%	63.8%	61.9%	40.0%	67.1%	63.1%	72.8%	55.6%	69.6%	59.6%
Yes	170	97	73	64	106	43	63	30	34	127	43	4	50	101	86	84	74	96
	88.1%	90.7%	84.9%	85.3%	89.8%	82.7%	95.5%	88.2%	82.9%	90.1%	82.7%	100.0%	90.9%	85.6%	86.9%	89.4%	94.9%	83.5%
No	12	4	8	4	8	7	1	1	3	5	7	-	2	9	6	6	2	10
	6.2%	3.7%	9.3%	5.3%	6.8%	13.5%	1.5%	2.9%	7.3%	3.5%	13.5%		3.6%	7.6%	6.1%	6.4%	2.6%	8.7%
Don't know / unsure	11	6	5	7	4	2	2	3	4	9	2	-	3	8	7	4	2	9
	5.7%	5.6%	5.8%	9.3%	3.4%	3.8%	3.0%	8.8%	9.8%	6.4%	3.8%		5.5%	6.8%	7.1%	4.3%	2.6%	7.8%
CHI-SQUARE SIGNIFICANCE	<---2.558--->		<---3.102--->		<-----11.01----->				<---6.671--->		<-----1.769----->			<---.713--->		<---5.753--->		
	.2783		.2121*		.0881*				.0356*		.7781*			.7002		.0563*		

Comparison Groups: BC/DE/FGHI/JK/LMN/OP/QR

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Q12: Are you currently trying to lose weight, or maintain a healthy weight?  
Compared by Selected Characteristics

	NEWSLETTER		TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK		
	TOTAL	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Yes - lose weight	136	76	60	61	75	31	44	29	32	105	31	1	10	108	136	-	53	83
	44.6%	43.7%	45.8%	52.6%	39.7%	36.9%	41.9%	61.7%	46.4%	47.5%	36.9%	10.0%	12.2%	57.8%	100.0%		47.3%	43.0%
Yes - maintain a healthy weight	147	89	58	49	98	43	55	15	34	104	43	6	62	70	-	147	48	99
	48.2%	51.1%	44.3%	42.2%	51.9%	51.2%	52.4%	31.9%	49.3%	47.1%	51.2%	60.0%	75.6%	37.4%		87.0%	42.9%	51.3%
No	22	9	13	6	16	10	6	3	3	12	10	3	10	9	-	22	11	11
	7.2%	5.2%	9.9%	5.2%	8.5%	11.9%	5.7%	6.4%	4.3%	5.4%	11.9%	30.0%	12.2%	4.8%		13.0%	9.8%	5.7%
CHI-SQUARE SIGNIFICANCE	<---3.147--->		<---5.142--->		<-----11.278----->				<---5.289--->		<-----57.735----->			<---305--->		<---3.013--->		
	.2073		.0764		.0801				.071		0*			0		.2217		

Comparison Groups: BC/DE/FGHI/JK/LMN/OP/QR

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Q12: Are you currently trying to lose weight, or maintain a healthy weight?  
 Compared by Selected Demographics

	GENDER		CABLE TV		AGE							EDUCATION				USE INFO IN NEWSLETTER?		USE INFO IN TV ADS?											
	TOTAL	Male	Female	Yes	No	18-24	25-34	35-44	45-54	55-64	65-74	75+	< H.S.	High School	Some College	Post-Scdary	Yes	No	Yes	No									
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)									
TOTAL	305	85	220	189	116	27	65	53	57	44	38	21	73	130	47	52	76	229	48	257									
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0									
	100.0	27.9	72.1	62.0	38.0	8.9	21.3	17.4	18.7	14.4	12.5	6.9	23.9	42.6	15.4	17.0	24.9	75.1	15.7	84.3									
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-									
TOTAL ANSWERED	305	85	220	189	116	27	65	53	57	44	38	21	73	130	47	52	76	229	48	257									
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%									
Yes - lose weight	136	36	100	92	44	8	28	25	29	21	18	7	30	54	30	21	38	98	25	111									
	44.6%	42.4%	45.5%	48.7%	37.9%	29.6%	43.1%	47.2%	50.9%	47.7%	47.4%	33.3%	41.1%	41.5%	63.8%	40.4%	50.0%	42.8%	52.1%	43.2%									
Yes - maintain a healthy weight	147	40	107	88	59	18	31	28	23	16	18	13	37	67	15	26	35	112	22	125									
	48.2%	47.1%	48.6%	46.6%	50.9%	66.7%	47.7%	52.8%	40.4%	36.4%	47.4%	61.9%	50.7%	51.5%	31.9%	50.0%	46.1%	48.9%	45.8%	48.6%									
No	22	9	13	9	13	1	6	-	5	7	2	1	6	9	2	5	3	19	1	21									
	7.2%	10.6%	5.9%	4.8%	11.2%	3.7%	9.2%		8.8%	15.9%	5.3%	4.8%	8.2%	6.9%	4.3%	9.6%	3.9%	8.3%	2.1%	8.2%									
CHI-SQUARE SIGNIFICANCE	<---2.025--->	<---.3633---		<---6.277--->		<-----.0433----->		<-----17.545----->					<-----.1302*----->					<-----8.682----->		<-----.1922----->		<---2.258--->		<---.3234---		<---2.861--->		<---.2391---	

Comparison Groups: BC/DE/FGHIJKL/MNOF/QR/ST

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Q13: Has your weight increased, decreased or stayed about the same in the past 12 months?  
Compared by Selected Characteristics

	NEWSLETTER		TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK		
	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Increased	67	36	31	31	36	18	18	13	18	49	18	-	11	46	44	23	26	41
	22.0%	20.7%	23.7%	26.7%	19.0%	21.4%	17.1%	27.7%	26.1%	22.2%	21.4%		13.4%	24.6%	32.4%	13.6%	23.2%	21.2%
Stayed the same	125	76	49	44	81	33	48	16	28	92	33	3	44	70	46	79	46	79
	41.0%	43.7%	37.4%	37.9%	42.9%	39.3%	45.7%	34.0%	40.6%	41.6%	39.3%	30.0%	53.7%	37.4%	33.8%	46.7%	41.1%	40.9%
Decreased	104	57	47	35	69	32	37	15	20	72	32	6	26	66	41	63	37	67
	34.1%	32.8%	35.9%	30.2%	36.5%	38.1%	35.2%	31.9%	29.0%	32.6%	38.1%	60.0%	31.7%	35.3%	30.1%	37.3%	33.0%	34.7%
Don't know / unsure	9	5	4	6	3	1	2	3	3	8	1	1	1	5	5	4	3	6
	3.0%	2.9%	3.1%	5.2%	1.6%	1.2%	1.9%	6.4%	4.3%	3.6%	1.2%	10.0%	1.2%	2.7%	3.7%	2.4%	2.7%	3.1%
CHI-SQUARE SIGNIFICANCE	<-----1.24----->		<-----6.331----->		<-----8.17----->				<-----1.857----->		<-----14.376----->			<-----16.684----->		<-----.229----->		
	.7434		.0966		.5171*				.6025		.0257*			.0008		.9728		

Comparison Groups: BC/DE/FGHI/JK/LMN/OP/QR

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Q13: Has your weight increased, decreased or stayed about the same in the past 12 months?  
Compared by Selected Demographics

	GENDER			CABLE TV		AGE							EDUCATION				USE INFO IN NEWSLETTER?		USE INFO IN TV ADS?	
	TOTAL	Male	Female	Yes	No	18-24	25-34	35-44	45-54	55-64	65-74	75+	< H.S.	High School	Some College	Post-Scdary	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL	305	85	220	189	116	27	65	53	57	44	38	21	73	130	47	52	76	229	48	257
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	27.9	72.1	62.0	38.0	8.9	21.3	17.4	18.7	14.4	12.5	6.9	23.9	42.6	15.4	17.0	24.9	75.1	15.7	84.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	85	220	189	116	27	65	53	57	44	38	21	73	130	47	52	76	229	48	257
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Increased	67	20	47	46	21	3	13	14	14	13	7	3	16	21	15	14	16	51	14	53
	22.0%	23.5%	21.4%	24.3%	18.1%	11.1%	20.0%	26.4%	24.6%	29.5%	18.4%	14.3%	21.9%	16.2%	31.9%	26.9%	21.1%	22.3%	29.2%	20.6%
Stayed the same	125	39	86	76	49	12	30	16	20	19	18	10	32	60	11	22	34	91	15	110
	41.0%	45.9%	39.1%	40.2%	42.2%	44.4%	46.2%	30.2%	35.1%	43.2%	47.4%	47.6%	43.8%	46.2%	23.4%	42.3%	44.7%	39.7%	31.3%	42.8%
Decreased	104	22	82	61	43	11	20	20	22	11	13	7	21	46	20	15	23	81	17	87
	34.1%	25.9%	37.3%	32.3%	37.1%	40.7%	30.8%	37.7%	38.6%	25.0%	34.2%	33.3%	28.8%	35.4%	42.6%	28.8%	30.3%	35.4%	35.4%	33.9%
Don't know / unsure	9	4	5	6	3	1	2	3	1	1	-	1	4	3	1	1	3	6	2	7
	3.0%	4.7%	2.3%	3.2%	2.6%	3.7%	3.1%	5.7%	1.8%	2.3%	-	4.8%	5.5%	2.3%	2.1%	1.9%	3.9%	2.6%	4.2%	2.7%
CHI-SQUARE SIGNIFICANCE	<---4.384--->	<---1.913--->			<-----12.546----->							<-----13.348----->				<---1.164--->		<---2.975--->		
	.2229	.5906			.8178*							.1475*				.7617		.3954		

Comparison Groups: BC/DE/FGHIJKL/MNOF/QR/ST

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Q14: How many meals have you eaten at a fast food restaurant in the past 7 days, if any?  
Compared by Selected Characteristics

	NEWSLETTER		TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK		
	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
None	193	114	79	83	110	47	63	32	51	146	47	8	47	117	83	110	-	193
	63.3%	65.5%	60.3%	71.6%	58.2%	56.0%	60.0%	68.1%	73.9%	66.1%	56.0%	80.0%	57.3%	62.6%	61.0%	65.1%		100.0%
1-2	88	48	40	27	61	29	32	11	16	59	29	1	25	58	43	45	88	-
	28.9%	27.6%	30.5%	23.3%	32.3%	34.5%	30.5%	23.4%	23.2%	26.7%	34.5%	10.0%	30.5%	31.0%	31.6%	26.6%	78.6%	
3-4	19	8	11	4	15	7	8	4	-	12	7	1	7	10	9	10	19	-
	6.2%	4.6%	8.4%	3.4%	7.9%	8.3%	7.6%	8.5%		5.4%	8.3%	10.0%	8.5%	5.3%	6.6%	5.9%	17.0%	
5 or more	5	4	1	2	3	1	2	-	2	4	1	-	3	2	1	4	5	-
	1.6%	2.3%	0.8%	1.7%	1.6%	1.2%	1.9%		2.9%	1.8%	1.2%		3.7%	1.1%	0.7%	2.4%	4.5%	
MEAN	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	0.65	0.63	0.69	0.47	0.77	0.79	0.75	0.51	0.43	0.60	0.79	0.50	0.85	0.62	0.65	0.66	1.78	0.00
				D		i	i										R	

Comparison Groups: BC/DE/FGHI/JK/LMN/OP/QR  
Independent T-Test for Means (equal variances)  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q15: NOT including fast food restaurants, how many meals have you eaten at any other restaurant in the past 7 days, if any?  
 Compared by Selected Characteristics

	NEWSLETTER		TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK		
	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
None	216	123	93	80	136	66	70	27	53	150	66	7	55	136	93	123	70	146
	70.8%	70.7%	71.0%	69.0%	72.0%	78.6%	66.7%	57.4%	76.8%	67.9%	78.6%	70.0%	67.1%	72.7%	68.4%	72.8%	62.5%	75.6%
1-2	77	44	33	30	47	18	29	15	15	59	18	3	24	42	34	43	35	42
	25.2%	25.3%	25.2%	25.9%	24.9%	21.4%	27.6%	31.9%	21.7%	26.7%	21.4%	30.0%	29.3%	22.5%	25.0%	25.4%	31.3%	21.8%
3-4	10	6	4	5	5	-	5	4	1	10	-	-	3	7	8	2	7	3
	3.3%	3.4%	3.1%	4.3%	2.6%		4.8%	8.5%	1.4%	4.5%			3.7%	3.7%	5.9%	1.2%	6.3%	1.6%
5 or more	2	1	1	1	1	-	1	1	-	2	-	-	-	2	1	1	-	2
	0.7%	0.6%	0.8%	0.9%	0.5%		1.0%	2.1%		0.9%				1.1%	0.7%	0.6%		1.0%
MEAN	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	0.45	0.44	0.45	0.49	0.42	0.30	0.51	0.72	0.33	0.50	0.30	0.40	0.43	0.47	0.53	0.38	0.57	0.37
							f	FI		k							r	

Comparison Groups: BC/DE/FGHI/JK/LMN/OP/QR  
 Independent T-Test for Means (equal variances)  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Q15: NOT including fast food restaurants, how many meals have you eaten at any other restaurant in the past 7 days, if any?  
 Compared by Selected Demographics

	GENDER		CABLE TV		AGE							EDUCATION				USE INFO IN NEWSLETTER?		USE INFO IN TV ADS?		
	TOTAL	Male	Female	Yes	No	18-24	25-34	35-44	45-54	55-64	65-74	75+	< H.S.	High School	Some College	Post-Scdary	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL	305	85	220	189	116	27	65	53	57	44	38	21	73	130	47	52	76	229	48	257
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	27.9	72.1	62.0	38.0	8.9	21.3	17.4	18.7	14.4	12.5	6.9	23.9	42.6	15.4	17.0	24.9	75.1	15.7	84.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	85	220	189	116	27	65	53	57	44	38	21	73	130	47	52	76	229	48	257
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
None	216	61	155	133	83	14	45	37	42	35	29	14	59	89	30	35	54	162	35	181
	70.8%	71.8%	70.5%	70.4%	71.6%	51.9%	69.2%	69.8%	73.7%	79.5%	76.3%	66.7%	80.8%	68.5%	63.8%	67.3%	71.1%	70.7%	72.9%	70.4%
1-2	77	16	61	48	29	11	18	15	12	7	7	7	14	36	13	14	19	58	11	66
	25.2%	18.8%	27.7%	25.4%	25.0%	40.7%	27.7%	28.3%	21.1%	15.9%	18.4%	33.3%	19.2%	27.7%	27.7%	26.9%	25.0%	25.3%	22.9%	25.7%
3-4	10	6	4	6	4	1	2	1	2	2	2	-	-	5	3	2	3	7	2	8
	3.3%	7.1%	1.8%	3.2%	3.4%	3.7%	3.1%	1.9%	3.5%	4.5%	5.3%			3.8%	6.4%	3.8%	3.9%	3.1%	4.2%	3.1%
5 or more	2	2	-	2	-	1	-	-	1	-	-	-	-	-	1	1	-	2	-	2
	0.7%	2.4%		1.1%		3.7%			1.8%						2.1%	1.9%		0.9%		0.8%
MEAN	305	85	220	189	116	27	65	53	57	44	38	21	73	130	47	52	76	229	48	257
	0.45	0.59	0.39	0.47	0.41	0.85	0.46	0.36	0.42	0.34	0.39	0.48	0.25	0.45	0.70	0.52	0.42	0.45	0.40	0.46
		c				Hj								m	M	m				

Comparison Groups: BC/DE/FGHIJKL/MNOF/QR/ST  
 Independent T-Test for Means (equal variances)  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Q16: How many times have you purchased snacks or light meals in the past 7 days, if any?  
Compared by Selected Characteristics

	NEWSLETTER		TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK		
	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
0	170	104	66	76	94	39	55	27	49	131	39	2	49	102	78	92	45	125
	55.7%	59.8%	50.4%	65.5%	49.7%	46.4%	52.4%	57.4%	71.0%	59.3%	46.4%	20.0%	59.8%	54.5%	57.4%	54.4%	40.2%	64.8%
1-2	76	36	40	23	53	29	24	11	12	47	29	6	19	48	32	44	33	43
	24.9%	20.7%	30.5%	19.8%	28.0%	34.5%	22.9%	23.4%	17.4%	21.3%	34.5%	60.0%	23.2%	25.7%	23.5%	26.0%	29.5%	22.3%
3-4	34	21	13	10	24	8	16	5	5	26	8	-	11	19	14	20	19	15
	11.1%	12.1%	9.9%	8.6%	12.7%	9.5%	15.2%	10.6%	7.2%	11.8%	9.5%		13.4%	10.2%	10.3%	11.8%	17.0%	7.8%
5 or more	25	13	12	7	18	8	10	4	3	17	8	2	3	18	12	13	15	10
	8.2%	7.5%	9.2%	6.0%	9.5%	9.5%	9.5%	8.5%	4.3%	7.7%	9.5%	20.0%	3.7%	9.6%	8.8%	7.7%	13.4%	5.2%
MEAN	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	1.30	1.23	1.39	0.91	1.53	1.50	1.56	1.19	0.72	1.22	1.50	2.30	0.95	1.39	1.35	1.25	1.99	0.90
					D	I	I					M					R	

Comparison Groups: BC/DE/FGHI/JK/LMN/OP/QR  
Independent T-Test for Means (equal variances)  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q17: How often do you eat meals that are either pre-packaged, or are prepared by mixing together ingredients that are primarily pre-packaged in a box or bag mix?  
Compared by Selected Characteristics

	NEWSLETTER		TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK		
	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Everyday, or nearly everyday	24	12	12	8	16	8	8	4	4	16	8	-	4	18	9	15	15	9
	7.9%	6.9%	9.2%	6.9%	8.5%	9.5%	7.6%	8.5%	5.8%	7.2%	9.5%	-	4.9%	9.6%	6.6%	8.9%	13.4%	4.7%
Several times a week	49	25	24	20	29	15	14	9	11	34	15	2	11	30	23	26	18	31
	16.1%	14.4%	18.3%	17.2%	15.3%	17.9%	13.3%	19.1%	15.9%	15.4%	17.9%	20.0%	13.4%	16.0%	16.9%	15.4%	16.1%	16.1%
Several times a month	41	21	20	16	25	12	13	8	8	29	12	1	11	28	18	23	21	20
	13.4%	12.1%	15.3%	13.8%	13.2%	14.3%	12.4%	17.0%	11.6%	13.1%	14.3%	10.0%	13.4%	15.0%	13.2%	13.6%	18.8%	10.4%
Only occasionally	111	71	40	43	68	23	45	17	26	88	23	4	39	61	49	62	33	78
	36.4%	40.8%	30.5%	37.1%	36.0%	27.4%	42.9%	36.2%	37.7%	39.8%	27.4%	40.0%	47.6%	32.6%	36.0%	36.7%	29.5%	40.4%
Never	78	43	35	27	51	26	25	9	18	52	26	3	17	48	35	43	25	53
	25.6%	24.7%	26.7%	23.3%	27.0%	31.0%	23.8%	19.1%	26.1%	23.5%	31.0%	30.0%	20.7%	25.7%	25.7%	25.4%	22.3%	27.5%
Don't know / unsure	2	2	-	2	-	-	-	-	2	2	-	-	-	2	2	-	-	2
	0.7%	1.1%	-	1.7%	-	-	-	-	2.9%	0.9%	-	-	-	1.1%	1.5%	-	-	1.0%
CHI-SQUARE SIGNIFICANCE	<-----5.571----->		<-----4.072----->		<-----14.188----->				<-----5.355----->		<-----8.2----->			<-----3.102----->		<-----14.8----->		
	.3502*		.5391*		.5113*				.3741*		.6093*			.6842*		.0113*		

Comparison Groups: BC/DE/FGHI/JK/LMN/OP/QR

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Q18: Did you happen to receive any copies of a full color newsletter mailed to your home in the past year called Smart Choices that was on the topic of food and nutrition? If yes: How many copies do you recall receiving in the past 12 months?  
Compared by Selected Characteristics

TOTAL	NEWSLETTER		TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK		
	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
None	131	-	131	47	84	84	-	47	-	47	84	4	29	87	60	71	52	79
	43.0%		100.0%	40.5%	44.4%	100.0%		100.0%		21.3%	100.0%	40.0%	35.4%	46.5%	44.1%	42.0%	46.4%	40.9%
Yes -1	110	110	-	41	69	-	69	-	41	110	-	4	33	63	46	64	34	76
	36.1%	63.2%		35.3%	36.5%		65.7%		59.4%	49.8%		40.0%	40.2%	33.7%	33.8%	37.9%	30.4%	39.4%
Yes -2	27	27	-	11	16	-	16	-	11	27	-	1	8	17	11	16	13	14
	8.9%	15.5%		9.5%	8.5%		15.2%		15.9%	12.2%		10.0%	9.8%	9.1%	8.1%	9.5%	11.6%	7.3%
Yes -3	12	12	-	7	5	-	5	-	7	12	-	-	5	6	6	6	6	6
	3.9%	6.9%		6.0%	2.6%		4.8%		10.1%	5.4%			6.1%	3.2%	4.4%	3.6%	5.4%	3.1%
Yes -4 or more	25	25	-	10	15	-	15	-	10	25	-	1	7	14	13	12	7	18
	8.2%	14.4%		8.6%	7.9%		14.3%		14.5%	11.3%		10.0%	8.5%	7.5%	9.6%	7.1%	6.3%	9.3%
CHI-SQUARE SIGNIFICANCE	<-----305----->		<-----2.508----->		<-----308.549----->				<-----153.98----->		<-----4.192----->			<-----1.28----->		<-----5.344----->		
	0		.6431		0*				0		.8394*			.8648		.2538		

Comparison Groups: BC/DE/FGHI/JK/LMN/OP/QR

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Q19: Have you had a chance to read any of the information in any of the Smart Choices newsletters?  
 Compared by Selected Characteristics

	NEWSLETTER		TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK		
	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3
NO ANSWER	131	-	131	47	84	84	-	47	-	47	84	4	29	87	60	71	52	79
	43.0%		100.0%	40.5%	44.4%	100.0%		100.0%		21.3%	100.0%	40.0%	35.4%	46.5%	44.1%	42.0%	46.4%	40.9%
TOTAL ANSWERED	174	174	-	69	105	-	105	-	69	174	-	6	53	100	76	98	60	114
	57.0%	100.0%		59.5%	55.6%		100.0%		100.0%	78.7%		60.0%	64.6%	53.5%	55.9%	58.0%	53.6%	59.1%
Yes	122	122	-	52	70	-	70	-	52	122	-	3	45	66	50	72	40	82
	70.1%	70.1%		75.4%	66.7%		66.7%		75.4%	70.1%		50.0%	84.9%	66.0%	65.8%	73.5%	66.7%	71.9%
No	44	44	-	15	29	-	29	-	15	44	-	2	8	28	22	22	17	27
	25.3%	25.3%		21.7%	27.6%		27.6%		21.7%	25.3%		33.3%	15.1%	28.0%	28.9%	22.4%	28.3%	23.7%
Don't know / unsure	8	8	-	2	6	-	6	-	2	8	-	1	-	6	4	4	3	5
	4.6%	4.6%		2.9%	5.7%		5.7%		2.9%	4.6%		16.7%		6.0%	5.3%	4.1%	5.0%	4.4%
CHI-SQUARE SIGNIFICANCE	<-----0.0-----> 1*		<-----1.736-----> .4197*		<-----1.736-----> .4197*				<-----0.0-----> 1*		<-----9.745-----> .0449*			<-----1.205-----> .5475*		<-----0.524-----> .7697		

Comparison Groups: BC/DE/FGHI/JK/LMN/OP/QR

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Q20: Have you been able to use any of the information from any of the newsletters you've read in the past 12 months - or been motivated to change your diet or exercise habits?  
Compared by Selected Characteristics

	NEWSLETTER		TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK		
	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3
NO ANSWER	183	52	131	64	119	84	35	47	17	99	84	7	37	121	86	97	72	111
	60.0%	29.9%	100.0%	55.2%	63.0%	100.0%	33.3%	100.0%	24.6%	44.8%	100.0%	70.0%	45.1%	64.7%	63.2%	57.4%	64.3%	57.5%
TOTAL ANSWERED	122	122	-	52	70	-	70	-	52	122	-	3	45	66	50	72	40	82
	40.0%	70.1%	-	44.8%	37.0%	-	66.7%	-	75.4%	55.2%	-	30.0%	54.9%	35.3%	36.8%	42.6%	35.7%	42.5%
Yes	76	76	-	34	42	-	42	-	34	76	-	1	26	42	38	38	22	54
	62.3%	62.3%	-	65.4%	60.0%	-	60.0%	-	65.4%	62.3%	-	33.3%	57.8%	63.6%	76.0%	52.8%	55.0%	65.9%
No	37	37	-	14	23	-	23	-	14	37	-	2	17	18	8	29	16	21
	30.3%	30.3%	-	26.9%	32.9%	-	32.9%	-	26.9%	30.3%	-	66.7%	37.8%	27.3%	16.0%	40.3%	40.0%	25.6%
Don't know / unsure	9	9	-	4	5	-	5	-	4	9	-	-	2	6	4	5	2	7
	7.4%	7.4%	-	7.7%	7.1%	-	7.1%	-	7.7%	7.4%	-	-	4.4%	9.1%	8.0%	6.9%	5.0%	8.5%
CHI-SQUARE SIGNIFICANCE	<-----0-----> 1*		<-----.497-----> .7798		<-----0.497-----> .7798*				<-----0-----> 1*		<-----3.588-----> .4646*			<-----8.334-----> .0155		<-----2.8-----> .2466		

Comparison Groups: BC/DE/FGHI/JK/LMN/OP/QR

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Q21TM: Thinking back, what information from the Smart Choices newsletter have you used?  
 TOTAL MENTIONED  
 Compared by Selected Characteristics

	NEWSLETTER		TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK		
	TOTAL	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3
NO ANSWER	229	98	131	82	147	84	63	47	35	145	84	9	56	145	98	131	90	139
	75.1%	56.3%	100.0%	70.7%	77.8%	100.0%	60.0%	100.0%	50.7%	65.6%	100.0%	90.0%	68.3%	77.5%	72.1%	77.5%	80.4%	72.0%
			B			GI		GI		J		M				r		
TOTAL ANSWERED	76	76	-	34	42	-	42	-	34	76	-	1	26	42	38	38	22	54
	24.9%	43.7%		29.3%	22.2%		40.0%		49.3%	34.4%		10.0%	31.7%	22.5%	27.9%	22.5%	19.6%	28.0%
												L					q	
Recipes	30	30	-	15	15	-	15	-	15	30	-	-	12	16	18	12	9	21
	39.5%	39.5%		44.1%	35.7%		35.7%		44.1%	39.5%			46.2%	38.1%	47.4%	31.6%	40.9%	38.9%
Cooking for children	9	9	-	3	6	-	6	-	3	9	-	-	5	4	4	5	6	3
	11.8%	11.8%		8.8%	14.3%		14.3%		8.8%	11.8%			19.2%	9.5%	10.5%	13.2%	27.3%	5.6%
																	R	
Information / articles about fruits and vegetables	21	21	-	6	15	-	15	-	6	21	-	-	8	10	12	9	4	17
	27.6%	27.6%		17.6%	35.7%		35.7%		17.6%	27.6%			30.8%	23.8%	31.6%	23.7%	18.2%	31.5%
					d		i											
Information / articles about healthy living	8	8	-	1	7	-	7	-	1	8	-	1	3	4	5	3	3	5
	10.5%	10.5%		2.9%	16.7%		16.7%		2.9%	10.5%		100.0%	11.5%	9.5%	13.2%	7.9%	13.6%	9.3%
					D		I					MN						
Information / articles about the food nutrition (my plate)	12	12	-	5	7	-	7	-	5	12	-	-	3	7	6	6	4	8
	15.8%	15.8%		14.7%	16.7%		16.7%		14.7%	15.8%			11.5%	16.7%	15.8%	15.8%	18.2%	14.8%
Shopping on a budget (getting the most for your money) / saving money	6	6	-	2	4	-	4	-	2	6	-	-	1	5	4	2	3	3
	7.9%	7.9%		5.9%	9.5%		9.5%		5.9%	7.9%			3.8%	11.9%	10.5%	5.3%	13.6%	5.6%
Information / articles about dieting	7	7	-	2	5	-	5	-	2	7	-	-	1	6	5	2	5	2
	9.2%	9.2%		5.9%	11.9%		11.9%		5.9%	9.2%			3.8%	14.3%	13.2%	5.3%	22.7%	3.7%
																	R	
Information / articles about exercise or exercise tips	3	3	-	2	1	-	1	-	2	3	-	-	1	1	2	1	-	3
	3.9%	3.9%		5.9%	2.4%		2.4%		5.9%	3.9%			3.8%	2.4%	5.3%	2.6%		5.6%
Healthy living (in general)	6	6	-	2	4	-	4	-	2	6	-	-	2	3	2	4	2	4
	7.9%	7.9%		5.9%	9.5%		9.5%		5.9%	7.9%			7.7%	7.1%	5.3%	10.5%	9.1%	7.4%
Other	5	5	-	3	2	-	2	-	3	5	-	-	2	3	3	2	1	4
	6.6%	6.6%		8.8%	4.8%		4.8%		8.8%	6.6%			7.7%	7.1%	7.9%	5.3%	4.5%	7.4%
Do NOT recall message	15	15	-	7	8	-	8	-	7	15	-	-	5	9	4	11	5	10
	19.7%	19.7%		20.6%	19.0%		19.0%		20.6%	19.7%			19.2%	21.4%	10.5%	28.9%	22.7%	18.5%
																O		

Comparison Groups: BC/DE/FGHI/JK/LMN/OP/QR  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

Q22: In the past 12 months, have you seen any commercials on television featuring Miss Smarty who is talking about healthy eating and nutrition? IF YES: About how many Miss Smarty TV commercials do you recall seeing in the past 12 months?  
Compared by Selected Characteristics

	NEWSLETTER			TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK	
	TOTAL	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
None	189	105	84	-	189	84	105	-	-	105	84	7	60	108	75	114	79	110
	62.0%	60.3%	64.1%		100.0%	100.0%	100.0%			47.5%	100.0%	70.0%	73.2%	57.8%	55.1%	67.5%	70.5%	57.0%
1-2	81	46	35	81	-	-	-	35	46	81	-	3	16	52	43	38	26	55
	26.6%	26.4%	26.7%	69.8%				74.5%	66.7%	36.7%		30.0%	19.5%	27.8%	31.6%	22.5%	23.2%	28.5%
3-4	8	7	1	8	-	-	-	1	7	8	-	-	2	5	3	5	1	7
	2.6%	4.0%	0.8%	6.9%				2.1%	10.1%	3.6%			2.4%	2.7%	2.2%	3.0%	0.9%	3.6%
5 or more	27	16	11	27	-	-	-	11	16	27	-	-	4	22	15	12	6	21
	8.9%	9.2%	8.4%	23.3%				23.4%	23.2%	12.2%			4.9%	11.8%	11.0%	7.1%	5.4%	10.9%
MEAN	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	1.77	1.89	1.62	4.66	0.00	0.00	0.00	4.51	4.75	2.44	0.00	0.60	1.30	2.10	2.09	1.51	1.09	2.17
				E				FG	FG	K								Q

Comparison Groups: BC/DE/FGHI/JK/LMN/OP/QR  
Independent T-Test for Means (equal variances)  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q23: Have you used or applied any of the information from any of the commercials you've seen in the past 12 months - or been motivated to change your diet or exercise habits?  
 Compared by Selected Characteristics

	NEWSLETTER		TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK		
	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3
NO ANSWER	189	105	84	-	189	84	105	-	-	105	84	7	60	108	75	114	79	110
	62.0%	60.3%	64.1%		100.0%	100.0%	100.0%			47.5%	100.0%	70.0%	73.2%	57.8%	55.1%	67.5%	70.5%	57.0%
TOTAL ANSWERED	116	69	47	116	-	-	-	47	69	116	-	3	22	79	61	55	33	83
	38.0%	39.7%	35.9%	100.0%				100.0%	100.0%	52.5%		30.0%	26.8%	42.2%	44.9%	32.5%	29.5%	43.0%
Yes	48	31	17	48	-	-	-	17	31	48	-	1	7	37	25	23	17	31
	41.4%	44.9%	36.2%	41.4%				36.2%	44.9%	41.4%		33.3%	31.8%	46.8%	41.0%	41.8%	51.5%	37.3%
No	65	36	29	65	-	-	-	29	36	65	-	2	13	41	36	29	14	51
	56.0%	52.2%	61.7%	56.0%				61.7%	52.2%	56.0%		66.7%	59.1%	51.9%	59.0%	52.7%	42.4%	61.4%
Don't know / unsure	3	2	1	3	-	-	-	1	2	3	-	-	2	1	-	3	2	1
	2.6%	2.9%	2.1%	2.6%				2.1%	2.9%	2.6%			9.1%	1.3%		5.5%	6.1%	1.2%
CHI-SQUARE SIGNIFICANCE	<-----1.035----->		<-----1.0----->		<-----1.035----->				<-----1.0----->		<-----4.969----->			<-----3.536----->		<-----4.822----->		
	.5959*		1*		.5959*				1*		.2905*			.1706*		.0897*		

Comparison Groups: BC/DE/FGHI/JK/LMN/OP/QR

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Q24TM: In your own words, what are the primary barriers preventing you from eating a healthier or more nutritious diet, if any?

TOTAL MENTIONED  
Compared by Selected Characteristics

	NEWSLETTER			TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK	
	TOTAL	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Too busy	38	19	19	12	26	13	13	6	6	25	13	2	11	24	16	22	24	14
	12.5%	10.9%	14.5%	10.3%	13.8%	15.5%	12.4%	12.8%	8.7%	11.3%	15.5%	20.0%	13.4%	12.8%	11.8%	13.0%	21.4%	7.3%
																	R	
Cannot afford / too expensive	121	73	48	39	82	33	49	15	24	88	33	2	25	82	69	52	44	77
	39.7%	42.0%	36.6%	33.6%	43.4%	39.3%	46.7%	31.9%	34.8%	39.8%	39.3%	20.0%	30.5%	43.9%	50.7%	30.8%	39.3%	39.9%
					d		h							IM	P			
Health issues	29	17	12	14	15	6	9	6	8	23	6	1	5	22	14	15	8	21
	9.5%	9.8%	9.2%	12.1%	7.9%	7.1%	8.6%	12.8%	11.6%	10.4%	7.1%	10.0%	6.1%	11.8%	10.3%	8.9%	7.1%	10.9%
Transportation (cannot get to a store)	9	6	3	4	5	2	3	1	3	7	2	-	4	4	4	5	3	6
	3.0%	3.4%	2.3%	3.4%	2.6%	2.4%	2.9%	2.1%	4.3%	3.2%	2.4%		4.9%	2.1%	2.9%	3.0%	2.7%	3.1%
Not motivated	16	10	6	9	7	3	4	3	6	13	3	1	6	9	7	9	5	11
	5.2%	5.7%	4.6%	7.8%	3.7%	3.6%	3.8%	6.4%	8.7%	5.9%	3.6%	10.0%	7.3%	4.8%	5.1%	5.3%	4.5%	5.7%
Don't like to cook	10	4	6	3	7	5	2	1	2	5	5	-	2	8	7	3	6	4
	3.3%	2.3%	4.6%	2.6%	3.7%	6.0%	1.9%	2.1%	2.9%	2.3%	6.0%		2.4%	4.3%	5.1%	1.8%	5.4%	2.1%
Prefer unhealthy food	7	6	1	-	7	1	6	-	-	6	1	1	1	4	2	5	4	3
	2.3%	3.4%	0.8%		3.7%	1.2%	5.7%			2.7%	1.2%	10.0%	1.2%	2.1%	1.5%	3.0%	3.6%	1.6%
		c					f											
Not interested	4	-	4	2	2	2	-	2	-	2	2	-	-	3	1	3	-	4
	1.3%		3.1%	1.7%	1.1%	2.4%		4.3%		0.9%	2.4%			1.6%	0.7%	1.8%		2.1%
No barriers / already eat healthy	45	27	18	26	19	10	9	8	18	35	10	1	15	26	17	28	11	34
	14.8%	15.5%	13.7%	22.4%	10.1%	11.9%	8.6%	17.0%	26.1%	15.8%	11.9%	10.0%	18.3%	13.9%	12.5%	16.6%	9.8%	17.6%
				E				FG										Q
Other	23	14	9	11	12	4	8	5	6	19	4	1	6	13	10	13	7	16
	7.5%	8.0%	6.9%	9.5%	6.3%	4.8%	7.6%	10.6%	8.7%	8.6%	4.8%	10.0%	7.3%	7.0%	7.4%	7.7%	6.3%	8.3%
Don't know / unsure	46	24	22	16	30	14	16	8	8	32	14	2	16	23	12	34	17	29
	15.1%	13.8%	16.8%	13.8%	15.9%	16.7%	15.2%	17.0%	11.6%	14.5%	16.7%	20.0%	19.5%	12.3%	8.8%	20.1%	15.2%	15.0%
															O			

Comparison Groups: BC/DE/FGHI/JK/LMN/OP/QR  
Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q24TM: In your own words, what are the primary barriers preventing you from eating a healthier or more nutritious diet, if any?

TOTAL MENTIONED  
Compared by Selected Demographics

	GENDER		CABLE TV		AGE							EDUCATION				USE INFO IN NEWSLETTER?		USE INFO IN TV ADS?		
	TOTAL	Male	Female	Yes	No	18-24	25-34	35-44	45-54	55-64	65-74	75+	< H.S.	High School	Some College	Post-Scdary	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL	305	85	220	189	116	27	65	53	57	44	38	21	73	130	47	52	76	229	48	257
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	27.9	72.1	62.0	38.0	8.9	21.3	17.4	18.7	14.4	12.5	6.9	23.9	42.6	15.4	17.0	24.9	75.1	15.7	84.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	85	220	189	116	27	65	53	57	44	38	21	73	130	47	52	76	229	48	257
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Too busy	38	8	30	19	19	7	15	9	6	1	-	-	8	18	7	5	11	27	4	34
	12.5%	9.4%	13.6%	10.1%	16.4%	25.9%	23.1%	17.0%	10.5%	2.3%			11.0%	13.8%	14.9%	9.6%	14.5%	11.8%	8.3%	13.2%
						J	iJ	J	j											
Cannot afford / too expensive	121	34	87	73	48	7	23	22	24	23	19	3	27	46	23	23	27	94	19	102
	39.7%	40.0%	39.5%	38.6%	41.4%	25.9%	35.4%	41.5%	42.1%	52.3%	50.0%	14.3%	37.0%	35.4%	48.9%	44.2%	35.5%	41.0%	39.6%	39.7%
							L	L	L	FgL	FL									
Health issues	29	11	18	23	6	-	3	5	6	4	8	3	11	9	4	5	7	22	6	23
	9.5%	12.9%	8.2%	12.2%	5.2%		4.6%	9.4%	10.5%	9.1%	21.1%	14.3%	15.1%	6.9%	8.5%	9.6%	9.2%	9.6%	12.5%	8.9%
				E							G		n							
Transportation (cannot get to a store)	9	3	6	9	-	1	-	-	3	3	2	-	6	2	-	1	3	6	-	9
	3.0%	3.5%	2.7%	4.8%		3.7%			5.3%	6.8%	5.3%		8.2%	1.5%		1.9%	3.9%	2.6%		3.5%
													Np							
Not motivated	16	6	10	7	9	1	-	1	7	2	4	1	3	8	3	2	3	13	2	14
	5.2%	7.1%	4.5%	3.7%	7.8%	3.7%		1.9%	12.3%	4.5%	10.5%	4.8%	4.1%	6.2%	6.4%	3.8%	3.9%	5.7%	4.2%	5.4%
								H												
Don't like to cook	10	2	8	6	4	2	1	1	1	1	2	2	2	6	1	1	3	7	2	8
	3.3%	2.4%	3.6%	3.2%	3.4%	7.4%	1.5%	1.9%	1.8%	2.3%	5.3%	9.5%	2.7%	4.6%	2.1%	1.9%	3.9%	3.1%	4.2%	3.1%
Prefer unhealthy food	7	2	5	6	1	1	3	1	-	1	1	-	1	4	1	1	4	3	-	7
	2.3%	2.4%	2.3%	3.2%	0.9%	3.7%	4.6%	1.9%		2.3%	2.6%		1.4%	3.1%	2.1%	1.9%	5.3%	1.3%		2.7%
Not interested	4	-	4	3	1	1	2	-	-	-	1	-	1	2	-	1	-	4	-	4
	1.3%		1.8%	1.6%	0.9%	3.7%	3.1%				2.6%		1.4%	1.5%		1.9%		1.7%		1.6%
No barriers / already eat healthy	45	7	38	34	11	3	10	11	9	5	4	3	7	22	7	9	9	36	12	33
	14.8%	8.2%	17.3%	18.0%	9.5%	11.1%	15.4%	20.8%	15.8%	11.4%	10.5%	14.3%	9.6%	16.9%	14.9%	17.3%	11.8%	15.7%	25.0%	12.8%
			B	E															t	
Other	23	6	17	12	11	1	3	5	4	3	4	3	4	10	4	5	9	14	7	16
	7.5%	7.1%	7.7%	6.3%	9.5%	3.7%	4.6%	9.4%	7.0%	6.8%	10.5%	14.3%	5.5%	7.7%	8.5%	9.6%	11.8%	6.1%	14.6%	6.2%
Don't know / unsure	46	16	30	28	18	5	9	4	8	7	4	9	16	20	2	7	9	37	5	41
	15.1%	18.8%	13.6%	14.8%	15.5%	18.5%	13.8%	7.5%	14.0%	15.9%	10.5%	42.9%	21.9%	15.4%	4.3%	13.5%	11.8%	16.2%	10.4%	16.0%
											FGHIJK		O	O		O				

Comparison Groups: BC/DE/FGHIJKL/MNOF/QR/ST  
Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q25: In the last 12 months, have you, or any adult in your household, ever cut the size of your meals or skipped meals because there wasn't enough money for food?  
Compared by Selected Characteristics

	NEWSLETTER			TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK	
	TOTAL	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Yes	161	89	72	56	105	48	57	24	32	113	48	7	41	100	71	90	58	103
	52.8%	51.1%	55.0%	48.3%	55.6%	57.1%	54.3%	51.1%	46.4%	51.1%	57.1%	70.0%	50.0%	53.5%	52.2%	53.3%	51.8%	53.4%
No	141	83	58	59	82	35	47	23	36	106	35	3	40	85	64	77	54	87
	46.2%	47.7%	44.3%	50.9%	43.4%	41.7%	44.8%	48.9%	52.2%	48.0%	41.7%	30.0%	48.8%	45.5%	47.1%	45.6%	48.2%	45.1%
Don't know / unsure	3	2	1	1	2	1	1	-	1	2	1	-	1	2	1	2	-	3
	1.0%	1.1%	0.8%	0.9%	1.1%	1.2%	1.0%	-	1.4%	0.9%	1.2%	-	1.2%	1.1%	0.7%	1.2%	-	1.6%
CHI-SQUARE SIGNIFICANCE	<-----.509----->			<-----1.619----->		<-----2.591----->				<-----.989----->		<-----1.523----->			<-----.206----->		<-----1.925----->	
	.7754*			.4451*		.8581*				.6098*		.8226*			.9021*		.3819*	

Comparison Groups: BC/DE/FGHI/JK/LMN/OP/QR

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Q26: How often do you go grocery shopping in a typical month?  
Compared by Selected Characteristics

	NEWSLETTER		TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK		
	TOTAL	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Once a day	2	1	1	-	2	1	1	-	-	1	1	-	1	1	1	1	2	-
	0.7%	0.6%	0.8%		1.1%	1.2%	1.0%			0.5%	1.2%		1.2%	0.5%	0.7%	0.6%	1.8%	
Several times per week	47	29	18	13	34	11	23	7	6	36	11	1	13	28	22	25	21	26
	15.4%	16.7%	13.7%	11.2%	18.0%	13.1%	21.9%	14.9%	8.7%	16.3%	13.1%	10.0%	15.9%	15.0%	16.2%	14.8%	18.8%	13.5%
Once per week	84	46	38	32	52	23	29	15	17	61	23	4	22	50	39	45	33	51
	27.5%	26.4%	29.0%	27.6%	27.5%	27.4%	27.6%	31.9%	24.6%	27.6%	27.4%	40.0%	26.8%	26.7%	28.7%	26.6%	29.5%	26.4%
Once every other week	101	62	39	42	59	27	32	12	30	74	27	2	30	63	41	60	35	66
	33.1%	35.6%	29.8%	36.2%	31.2%	32.1%	30.5%	25.5%	43.5%	33.5%	32.1%	20.0%	36.6%	33.7%	30.1%	35.5%	31.3%	34.2%
Less frequently than once every other week	66	34	32	28	38	20	18	12	16	46	20	3	14	43	31	35	20	46
	21.6%	19.5%	24.4%	24.1%	20.1%	23.8%	17.1%	25.5%	23.2%	20.8%	23.8%	30.0%	17.1%	23.0%	22.8%	20.7%	17.9%	23.8%
Don't know / unsure	5	2	3	1	4	2	2	1	-	3	2	-	2	2	2	3	1	4
	1.6%	1.1%	2.3%	0.9%	2.1%	2.4%	1.9%	2.1%		1.4%	2.4%		2.4%	1.1%	1.5%	1.8%	0.9%	2.1%
CHI-SQUARE SIGNIFICANCE	<-----2.829----->		<-----5.144----->		<-----13.394----->				<-----1.584----->		<-----4.186----->			<-----1.079----->		<-----6.923----->		
	.7264*		.3986*		.5719*				.9032*		.9386*			.956*		.2264*		

Comparison Groups: BC/DE/FGHI/JK/LMN/OP/QR

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Q27: NOT including your normal grocery shopping, how often do you purchase extra food items, like milk or bread?  
Compared by Selected Characteristics

	NEWSLETTER		TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK		
	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Once a day	3	-	3	-	3	3	-	-	-	-	3	-	1	2	1	2	1	2
	1.0%		2.3%		1.6%	3.6%					3.6%		1.2%	1.1%	0.7%	1.2%	0.9%	1.0%
Several times per week	80	41	39	31	49	24	25	15	16	56	24	5	22	47	34	46	35	45
	26.2%	23.6%	29.8%	26.7%	25.9%	28.6%	23.8%	31.9%	23.2%	25.3%	28.6%	50.0%	26.8%	25.1%	25.0%	27.2%	31.3%	23.3%
Once per week	115	68	47	45	70	29	41	18	27	86	29	1	34	73	55	60	45	70
	37.7%	39.1%	35.9%	38.8%	37.0%	34.5%	39.0%	38.3%	39.1%	38.9%	34.5%	10.0%	41.5%	39.0%	40.4%	35.5%	40.2%	36.3%
Once every other week	57	33	24	22	35	16	19	8	14	41	16	3	16	30	21	36	15	42
	18.7%	19.0%	18.3%	19.0%	18.5%	19.0%	18.1%	17.0%	20.3%	18.6%	19.0%	30.0%	19.5%	16.0%	15.4%	21.3%	13.4%	21.8%
Less frequently than once every other week	35	23	12	16	19	8	11	4	12	27	8	1	9	23	13	22	12	23
	11.5%	13.2%	9.2%	13.8%	10.1%	9.5%	10.5%	8.5%	17.4%	12.2%	9.5%	10.0%	11.0%	12.3%	9.6%	13.0%	10.7%	11.9%
Don't know / unsure	15	9	6	2	13	4	9	2	-	11	4	-	-	12	12	3	4	11
	4.9%	5.2%	4.6%	1.7%	6.9%	4.8%	8.6%	4.3%		5.0%	4.8%			6.4%	8.8%	1.8%	3.6%	5.7%
CHI-SQUARE SIGNIFICANCE	<-----6.428----->		<-----6.684----->		<-----18.757----->				<-----8.845----->		<-----11.957----->			<-----10.566----->		<-----5.401----->		
	.2667		.2452		.225*				.1154*		.2879*			.0607		.3689		

Comparison Groups: BC/DE/FGHI/JK/LMN/OP/QR

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Q28: In the last 12 months, did you ever cut the size of any of the children's meals because there wasn't enough money for food?  
 Compared by Selected Characteristics

	NEWSLETTER		TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK		
	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3
NO ANSWER	161	98	63	65	96	40	56	23	42	121	40	4	36	105	76	85	54	107
	52.8%	56.3%	48.1%	56.0%	50.8%	47.6%	53.3%	48.9%	60.9%	54.8%	47.6%	40.0%	43.9%	56.1%	55.9%	50.3%	48.2%	55.4%
TOTAL ANSWERED	144	76	68	51	93	44	49	24	27	100	44	6	46	82	60	84	58	86
	47.2%	43.7%	51.9%	44.0%	49.2%	52.4%	46.7%	51.1%	39.1%	45.2%	52.4%	60.0%	56.1%	43.9%	44.1%	49.7%	51.8%	44.6%
Yes	8	5	3	1	7	3	4	-	1	5	3	1	5	2	1	7	3	5
	5.6%	6.6%	4.4%	2.0%	7.5%	6.8%	8.2%		3.7%	5.0%	6.8%	16.7%	10.9%	2.4%	1.7%	8.3%	5.2%	5.8%
No	135	70	65	50	85	41	44	24	26	94	41	5	41	79	59	76	55	80
	93.8%	92.1%	95.6%	98.0%	91.4%	93.2%	89.8%	100.0%	96.3%	94.0%	93.2%	83.3%	89.1%	96.3%	98.3%	90.5%	94.8%	93.0%
Don't know / unsure	1	1	-	-	1	-	1	-	-	1	-	-	-	1	-	1	-	1
	0.7%	1.3%			1.1%		2.0%			1.0%				1.2%		1.2%		1.2%
CHI-SQUARE SIGNIFICANCE	<-----1.245----->		<-----2.54----->		<-----4.367----->				<-----.624----->		<-----5.577----->			<-----3.745----->		<-----.712----->		
	.5367*		.2808*		.6272*				.732*		.233*			.1538*		.7004*		

Comparison Groups: BC/DE/FGHI/JK/LMN/OP/QR

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Q29: What percentage of your monthly food expenses is covered by your SNAP benefits?  
Compared by Selected Characteristics

	NEWSLETTER		TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK		
	TOTAL	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
0%	1	-	1	-	1	1	-	-	-	-	1	-	1	-	-	1	-	1
	0.3%		0.8%		0.5%	1.2%					1.2%		1.2%			0.6%		0.5%
1-25%	57	31	26	22	35	18	17	8	14	39	18	1	18	32	25	32	23	34
	18.7%	17.8%	19.8%	19.0%	18.5%	21.4%	16.2%	17.0%	20.3%	17.6%	21.4%	10.0%	22.0%	17.1%	18.4%	18.9%	20.5%	17.6%
26-50%	60	33	27	20	40	16	24	11	9	44	16	5	14	39	20	40	23	37
	19.7%	19.0%	20.6%	17.2%	21.2%	19.0%	22.9%	23.4%	13.0%	19.9%	19.0%	50.0%	17.1%	20.9%	14.7%	23.7%	20.5%	19.2%
51-75%	53	25	28	19	34	19	15	9	10	34	19	-	15	37	25	28	22	31
	17.4%	14.4%	21.4%	16.4%	18.0%	22.6%	14.3%	19.1%	14.5%	15.4%	22.6%		18.3%	19.8%	18.4%	16.6%	19.6%	16.1%
76-99%	47	26	21	18	29	15	14	6	12	32	15	2	12	28	22	25	21	26
	15.4%	14.9%	16.0%	15.5%	15.3%	17.9%	13.3%	12.8%	17.4%	14.5%	17.9%	20.0%	14.6%	15.0%	16.2%	14.8%	18.8%	13.5%
100%	63	44	19	31	32	9	23	10	21	54	9	-	17	39	31	32	18	45
	20.7%	25.3%	14.5%	26.7%	16.9%	10.7%	21.9%	21.3%	30.4%	24.4%	10.7%		20.7%	20.9%	22.8%	18.9%	16.1%	23.3%
Don't know / unsure	24	15	9	6	18	6	12	3	3	18	6	2	5	12	13	11	5	19
	7.9%	8.6%	6.9%	5.2%	9.5%	7.1%	11.4%	6.4%	4.3%	8.1%	7.1%	20.0%	6.1%	6.4%	9.6%	6.5%	4.5%	9.8%
MEAN	281	159	122	110	171	78	93	44	66	203	78	8	77	175	123	158	107	174
	62.89	65.07	60.04	65.34	61.31	58.68	63.52	62.45	67.26	64.50	58.68	55.63	60.21	63.95	65.73	60.67	62.07	63.39

Comparison Groups: BC/DE/FGHI/JK/LMN/OP/QR  
Independent T-Test for Means (equal variances)  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q29: What percentage of your monthly food expenses is covered by your SNAP benefits?  
Compared by Selected Demographics

	GENDER		CABLE TV		AGE							EDUCATION				USE INFO IN NEWSLETTER?		USE INFO IN TV ADS?		
	TOTAL	Male	Female	Yes	No	18-24	25-34	35-44	45-54	55-64	65-74	75+	< H.S.	High School	Some College	Post-Scdary	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL	305	85	220	189	116	27	65	53	57	44	38	21	73	130	47	52	76	229	48	257
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	27.9	72.1	62.0	38.0	8.9	21.3	17.4	18.7	14.4	12.5	6.9	23.9	42.6	15.4	17.0	24.9	75.1	15.7	84.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	85	220	189	116	27	65	53	57	44	38	21	73	130	47	52	76	229	48	257
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
0%	1	1	-	1	-	-	-	-	1	-	-	-	1	-	-	-	-	1	-	1
	0.3%	1.2%		0.5%					1.8%				1.4%					0.4%		0.4%
1-25%	57	12	45	41	16	3	11	6	8	11	11	7	12	26	11	7	11	46	8	49
	18.7%	14.1%	20.5%	21.7%	13.8%	11.1%	16.9%	11.3%	14.0%	25.0%	28.9%	33.3%	16.4%	20.0%	23.4%	13.5%	14.5%	20.1%	16.7%	19.1%
26-50%	60	14	46	33	27	3	12	13	8	12	9	3	13	26	12	9	16	44	7	53
	19.7%	16.5%	20.9%	17.5%	23.3%	11.1%	18.5%	24.5%	14.0%	27.3%	23.7%	14.3%	17.8%	20.0%	25.5%	17.3%	21.1%	19.2%	14.6%	20.6%
51-75%	53	14	39	32	21	4	18	10	12	5	3	1	14	19	5	15	13	40	8	45
	17.4%	16.5%	17.7%	16.9%	18.1%	14.8%	27.7%	18.9%	21.1%	11.4%	7.9%	4.8%	19.2%	14.6%	10.6%	28.8%	17.1%	17.5%	16.7%	17.5%
76-99%	47	15	32	32	15	6	11	12	9	3	4	2	10	22	9	6	11	36	9	38
	15.4%	17.6%	14.5%	16.9%	12.9%	22.2%	16.9%	22.6%	15.8%	6.8%	10.5%	9.5%	13.7%	16.9%	19.1%	11.5%	14.5%	15.7%	18.8%	14.8%
100%	63	16	47	35	28	10	11	9	16	9	4	4	15	27	9	12	21	42	16	47
	20.7%	18.8%	21.4%	18.5%	24.1%	37.0%	16.9%	17.0%	28.1%	20.5%	10.5%	19.0%	20.5%	20.8%	19.1%	23.1%	27.6%	18.3%	33.3%	18.3%
Don't know / unsure	24	13	11	15	9	1	2	3	3	4	7	4	8	10	1	3	4	20	-	24
	7.9%	15.3%	5.0%	7.9%	7.8%	3.7%	3.1%	5.7%	5.3%	9.1%	18.4%	19.0%	11.0%	7.7%	2.1%	5.8%	5.3%	8.7%		9.3%
MEAN	281	72	209	174	107	26	63	50	54	40	31	17	65	120	46	49	72	209	48	233
	62.89	64.36	62.38	61.45	65.21	76.73	64.62	67.02	67.69	56.35	49.16	48.29	63.45	62.58	59.13	67.18	66.94	61.49	68.44	61.74
						gJKL	KL	KL	jKL											

Comparison Groups: BC/DE/FGHIJKL/MNOF/QR/ST  
Independent T-Test for Means (equal variances)  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q30: Do your SNAP benefits generally last you the entire month? IF NO: How many days do your SNAP benefits last before you have to start buying food out of your own pocket?  
Compared by Selected Characteristics

	NEWSLETTER		TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK		
	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
1-7 days	50	31	19	17	33	15	18	4	13	35	15	3	16	27	19	31	18	32
	16.4%	17.8%	14.5%	14.7%	17.5%	17.9%	17.1%	8.5%	18.8%	15.8%	17.9%	30.0%	19.5%	14.4%	14.0%	18.3%	16.1%	16.6%
8-14 days	37	19	18	8	29	13	16	5	3	24	13	4	11	19	9	28	16	21
	12.1%	10.9%	13.7%	6.9%	15.3%	15.5%	15.2%	10.6%	4.3%	10.9%	15.5%	40.0%	13.4%	10.2%	6.6%	16.6%	14.3%	10.9%
15-21 days	93	46	47	41	52	27	25	20	21	66	27	2	24	61	47	46	36	57
	30.5%	26.4%	35.9%	35.3%	27.5%	32.1%	23.8%	42.6%	30.4%	29.9%	32.1%	20.0%	29.3%	32.6%	34.6%	27.2%	32.1%	29.5%
22-30 days	31	19	12	10	21	10	11	2	8	21	10	-	7	21	15	16	11	20
	10.2%	10.9%	9.2%	8.6%	11.1%	11.9%	10.5%	4.3%	11.6%	9.5%	11.9%	8.5%	11.2%	11.0%	9.5%	9.8%	9.8%	10.4%
My SNAP benefits generally last the entire month	71	44	27	30	41	16	25	11	19	55	16	1	21	42	36	35	25	46
	23.3%	25.3%	20.6%	25.9%	21.7%	19.0%	23.8%	23.4%	27.5%	24.9%	19.0%	10.0%	25.6%	22.5%	26.5%	20.7%	22.3%	23.8%
Don't know / unsure	23	15	8	10	13	3	10	5	5	20	3	-	3	17	10	13	6	17
	7.5%	8.6%	6.1%	8.6%	6.9%	3.6%	9.5%	10.6%	7.2%	9.0%	3.6%	3.7%	9.1%	7.4%	7.7%	5.4%	8.8%	
CHI-SQUARE SIGNIFICANCE	<-----4.731----->		<-----7.284----->		<-----17.295----->				<-----4.984----->		<-----15.286----->			<-----9.627----->		<-----2.056----->		
	.4496		.2004		.3015				.4178		.122*			.0865		.8413		

Comparison Groups: BC/DE/FGHI/JK/LMN/OP/QR

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Q30: Do your SNAP benefits generally last you the entire month? IF NO: How many days do your SNAP benefits last before you have to start buying food out of your own pocket?  
Compared by Selected Demographics

	GENDER		CABLE TV		AGE							EDUCATION				USE INFO IN NEWSLETTER?		USE INFO IN TV ADS?		
	TOTAL	Male	Female	Yes	No	18-24	25-34	35-44	45-54	55-64	65-74	75+	< H.S.	High School	Some College	Post-Scdary	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL	305	85	220	189	116	27	65	53	57	44	38	21	73	130	47	52	76	229	48	257
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	27.9	72.1	62.0	38.0	8.9	21.3	17.4	18.7	14.4	12.5	6.9	23.9	42.6	15.4	17.0	24.9	75.1	15.7	84.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	85	220	189	116	27	65	53	57	44	38	21	73	130	47	52	76	229	48	257
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
1-7 days	50	12	38	37	13	1	12	6	8	10	6	7	9	22	11	7	11	39	8	42
	16.4%	14.1%	17.3%	19.6%	11.2%	3.7%	18.5%	11.3%	14.0%	22.7%	15.8%	33.3%	12.3%	16.9%	23.4%	13.5%	14.5%	17.0%	16.7%	16.3%
8-14 days	37	6	31	14	23	2	12	9	6	3	3	2	6	18	5	8	7	30	2	35
	12.1%	7.1%	14.1%	7.4%	19.8%	7.4%	18.5%	17.0%	10.5%	6.8%	7.9%	9.5%	8.2%	13.8%	10.6%	15.4%	9.2%	13.1%	4.2%	13.6%
15-21 days	93	22	71	60	33	13	18	18	15	12	12	5	25	33	17	17	20	73	15	78
	30.5%	25.9%	32.3%	31.7%	28.4%	48.1%	27.7%	34.0%	26.3%	27.3%	31.6%	23.8%	34.2%	25.4%	36.2%	32.7%	26.3%	31.9%	31.3%	30.4%
22-30 days	31	11	20	16	15	3	10	5	8	3	1	1	3	18	3	7	5	26	6	25
	10.2%	12.9%	9.1%	8.5%	12.9%	11.1%	15.4%	9.4%	14.0%	6.8%	2.6%	4.8%	4.1%	13.8%	6.4%	13.5%	6.6%	11.4%	12.5%	9.7%
My SNAP benefits generally last the entire month	71	29	42	42	29	8	8	11	18	12	11	3	21	30	8	11	24	47	12	59
	23.3%	34.1%	19.1%	22.2%	25.0%	29.6%	12.3%	20.8%	31.6%	27.3%	28.9%	14.3%	28.8%	23.1%	17.0%	21.2%	31.6%	20.5%	25.0%	23.0%
Don't know / unsure	23	5	18	20	3	-	5	4	2	4	5	3	9	9	3	2	9	14	5	18
	7.5%	5.9%	8.2%	10.6%	2.6%		7.7%	7.5%	3.5%	9.1%	13.2%	14.3%	12.3%	6.9%	6.4%	3.8%	11.8%	6.1%	10.4%	7.0%
CHI-SQUARE SIGNIFICANCE	<---10.964-->		<---20.211-->		<-----37.363----->							<-----16.892----->				<---8.277--->		<---3.995--->		
	.0521		.0011		.1668*							.3253				.1416		.5501		

Comparison Groups: BC/DE/FGHIJKL/MNOF/QR/ST

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Q31: How many times do you go to a food pantry, soup kitchen, meal center or get free meals at a church or religious organization in a typical month, if ever?  
Compared by Selected Characteristics

	NEWSLETTER			TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK	
	TOTAL	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Never	187	109	78	75	112	47	65	31	44	140	47	7	46	116	76	111	72	115
	61.3%	62.6%	59.5%	64.7%	59.3%	56.0%	61.9%	66.0%	63.8%	63.3%	56.0%	70.0%	56.1%	62.0%	55.9%	65.7%	64.3%	59.6%
Occasionally, but not on a regular basis	49	27	22	14	35	16	19	6	8	33	16	-	14	33	31	18	19	30
	16.1%	15.5%	16.8%	12.1%	18.5%	19.0%	18.1%	12.8%	11.6%	14.9%	19.0%	-	17.1%	17.6%	22.8%	10.7%	17.0%	15.5%
1-2 times	51	29	22	19	32	14	18	8	11	37	14	2	13	31	23	28	16	35
	16.7%	16.7%	16.8%	16.4%	16.9%	16.7%	17.1%	17.0%	15.9%	16.7%	16.7%	20.0%	15.9%	16.6%	16.9%	16.6%	14.3%	18.1%
3-7 times	12	6	6	6	6	4	2	2	4	8	4	1	7	4	3	9	4	8
	3.9%	3.4%	4.6%	5.2%	3.2%	4.8%	1.9%	4.3%	5.8%	3.6%	4.8%	10.0%	8.5%	2.1%	2.2%	5.3%	3.6%	4.1%
More than 7 times	5	2	3	1	4	3	1	-	1	2	3	-	2	3	3	2	1	4
	1.6%	1.1%	2.3%	0.9%	2.1%	3.6%	1.0%	-	1.4%	0.9%	3.6%	-	2.4%	1.6%	2.2%	1.2%	0.9%	2.1%
Don't know / unsure	1	1	-	1	-	-	-	-	1	1	-	-	-	-	-	1	-	1
	0.3%	0.6%	-	0.9%	-	-	-	-	1.4%	0.5%	-	-	-	-	-	0.6%	-	0.5%
MEAN	255	146	109	101	154	68	86	41	60	187	68	10	68	154	105	150	93	162
	0.74	0.66	0.84	0.66	0.79	1.10	0.55	0.41	0.83	0.61	1.10	0.70	1.12	0.64	0.81	0.69	0.58	0.83

Comparison Groups: BC/DE/FGHI/JK/LMN/OP/QR  
Independent T-Test for Means (equal variances)  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q32: Do you currently engage in physical exercise that causes you to break into a sweat?  
 Compared by Selected Characteristics

TOTAL	NEWSLETTER		TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK		
	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3	
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
TOTAL ANSWERED	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Yes	172	103	69	66	106	45	61	24	42	127	45	5	51	104	71	101	63	109
	56.4%	59.2%	52.7%	56.9%	56.1%	53.6%	58.1%	51.1%	60.9%	57.5%	53.6%	50.0%	62.2%	55.6%	52.2%	59.8%	56.3%	56.5%
No	133	71	62	50	83	39	44	23	27	94	39	5	31	83	65	68	49	84
	43.6%	40.8%	47.3%	43.1%	43.9%	46.4%	41.9%	48.9%	39.1%	42.5%	46.4%	50.0%	37.8%	44.4%	47.8%	40.2%	43.8%	43.5%
CHI-SQUARE SIGNIFICANCE	<----1.293---->		<-----0.19----->		<-----1.501----->				<-----0.375----->		<-----1.238----->			<-----1.75----->		<-----0.001----->		
	.2554		.8896		.6821				.5401		.5385			.1858		.9693		

RKM RESEARCH AND COMMUNICATIONS INC.

(UNH Cooperative Extension: 2011 Smart Choices Survey)

Q32: Do you currently engage in physical exercise that causes you to break into a sweat?  
 Compared by Selected Demographics

	GENDER		CABLE TV		AGE							EDUCATION				USE INFO IN NEWSLETTER?		USE INFO IN TV ADS?										
	TOTAL	Male	Female	Yes	No	18-24	25-34	35-44	45-54	55-64	65-74	75+	< H.S.	High School	Some College	Post-Scdary	Yes	No	Yes	No								
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)								
TOTAL	305	85	220	189	116	27	65	53	57	44	38	21	73	130	47	52	76	229	48	257								
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0								
	100.0	27.9	72.1	62.0	38.0	8.9	21.3	17.4	18.7	14.4	12.5	6.9	23.9	42.6	15.4	17.0	24.9	75.1	15.7	84.3								
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-								
TOTAL ANSWERED	305	85	220	189	116	27	65	53	57	44	38	21	73	130	47	52	76	229	48	257								
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%								
Yes	172	50	122	99	73	18	50	38	29	19	10	8	32	72	26	40	56	116	33	139								
	56.4%	58.8%	55.5%	52.4%	62.9%	66.7%	76.9%	71.7%	50.9%	43.2%	26.3%	38.1%	43.8%	55.4%	55.3%	76.9%	73.7%	50.7%	68.8%	54.1%								
No	133	35	98	90	43	9	15	15	28	25	28	13	41	58	21	12	20	113	15	118								
	43.6%	41.2%	44.5%	47.6%	37.1%	33.3%	23.1%	28.3%	49.1%	56.8%	73.7%	61.9%	56.2%	44.6%	44.7%	23.1%	26.3%	49.3%	31.3%	45.9%								
CHI-SQUARE SIGNIFICANCE	<---.283--->	<---.5948		<---3.254--->		.0713		<-----38.014----->					0		<-----13.661----->				.0034		<---12.306-->		.0005		<---3.537--->		.06	

Q33: Approximately how many times per week do you engage in physical exercise that causes you to in break into a sweat?  
Compared by Selected Characteristics

	NEWSLETTER		TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK		
	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3
NO ANSWER	133	71	62	50	83	39	44	23	27	94	39	5	31	83	65	68	49	84
	43.6%	40.8%	47.3%	43.1%	43.9%	46.4%	41.9%	48.9%	39.1%	42.5%	46.4%	50.0%	37.8%	44.4%	47.8%	40.2%	43.8%	43.5%
TOTAL ANSWERED	172	103	69	66	106	45	61	24	42	127	45	5	51	104	71	101	63	109
	56.4%	59.2%	52.7%	56.9%	56.1%	53.6%	58.1%	51.1%	60.9%	57.5%	53.6%	50.0%	62.2%	55.6%	52.2%	59.8%	56.3%	56.5%
1-2 times	36	20	16	12	24	13	11	3	9	23	13	1	8	25	18	18	16	20
	20.9%	19.4%	23.2%	18.2%	22.6%	28.9%	18.0%	12.5%	21.4%	18.1%	28.9%	20.0%	15.7%	24.0%	25.4%	17.8%	25.4%	18.3%
3-5 times	80	51	29	35	45	17	28	12	23	63	17	-	29	47	31	49	29	51
	46.5%	49.5%	42.0%	53.0%	42.5%	37.8%	45.9%	50.0%	54.8%	49.6%	37.8%	-	56.9%	45.2%	43.7%	48.5%	46.0%	46.8%
6-7 times	47	25	22	17	30	14	16	8	9	33	14	4	11	27	18	29	15	32
	27.3%	24.3%	31.9%	25.8%	28.3%	31.1%	26.2%	33.3%	21.4%	26.0%	31.1%	80.0%	21.6%	26.0%	25.4%	28.7%	23.8%	29.4%
8 or more times	1	1	-	-	1	-	1	-	-	1	-	-	-	1	-	1	1	-
	0.6%	1.0%	-	-	0.9%	-	1.6%	-	-	0.8%	-	-	-	1.0%	-	1.0%	1.6%	-
Don't know / unsure	8	6	2	2	6	1	5	1	1	7	1	-	3	4	4	4	2	6
	4.7%	5.8%	2.9%	3.0%	5.7%	2.2%	8.2%	4.2%	2.4%	5.5%	2.2%	-	5.9%	3.8%	5.6%	4.0%	3.2%	5.5%
MEAN	164	97	67	64	100	44	56	23	41	120	44	5	48	100	67	97	61	103
	4.24	4.26	4.21	4.17	4.28	4.09	4.43	4.43	4.02	4.29	4.09	6.00	3.92	4.22	4.13	4.31	4.07	4.34
												Mn						

Comparison Groups: BC/DE/FGHI/JK/LMN/OP/QR  
Independent T-Test for Means (equal variances)  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Q34: Do you intend to engage in physical exercise in the next 6 months that will cause you to in break into a sweat?  
 Compared by Selected Characteristics

TOTAL	NEWSLETTER		TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK		
	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3	
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
TOTAL ANSWERED	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Yes	200	119	81	76	124	53	71	28	48	147	53	6	61	122	88	112	75	125
	65.6%	68.4%	61.8%	65.5%	65.6%	63.1%	67.6%	59.6%	69.6%	66.5%	63.1%	60.0%	74.4%	65.2%	64.7%	66.3%	67.0%	64.8%
No	105	55	50	40	65	31	34	19	21	74	31	4	21	65	48	57	37	68
	34.4%	31.6%	38.2%	34.5%	34.4%	36.9%	32.4%	40.4%	30.4%	33.5%	36.9%	40.0%	25.6%	34.8%	35.3%	33.7%	33.0%	35.2%
CHI-SQUARE SIGNIFICANCE	<----1.424---->		<-----,0----->		<-----1.659----->				<-----,315----->		<-----2.468----->			<-----,082----->		<-----,152----->		
	.2327		.987		.646				.5743		.2911			.7747		.697		

Q34: Do you intend to engage in physical exercise in the next 6 months that will cause you to in break into a sweat?  
 Compared by Selected Demographics

TOTAL	GENDER		CABLE TV		AGE							EDUCATION				USE INFO IN NEWSLETTER?		USE INFO IN TV ADS?		
	Male	Female	Yes	No	18-24	25-34	35-44	45-54	55-64	65-74	75+	< H.S.	High School	Some College	Post-Scdary	Yes	No	Yes	No	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
TOTAL	305	85	220	189	116	27	65	53	57	44	38	21	73	130	47	52	76	229	48	257
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	27.9	72.1	62.0	38.0	8.9	21.3	17.4	18.7	14.4	12.5	6.9	23.9	42.6	15.4	17.0	24.9	75.1	15.7	84.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	85	220	189	116	27	65	53	57	44	38	21	73	130	47	52	76	229	48	257
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Yes	200	56	144	117	83	24	53	43	39	24	9	8	36	90	34	40	61	139	37	163
	65.6%	65.9%	65.5%	61.9%	71.6%	88.9%	81.5%	81.1%	68.4%	54.5%	23.7%	38.1%	49.3%	69.2%	72.3%	76.9%	80.3%	60.7%	77.1%	63.4%
No	105	29	76	72	33	3	12	10	18	20	29	13	37	40	13	12	15	90	11	94
	34.4%	34.1%	34.5%	38.1%	28.4%	11.1%	18.5%	18.9%	31.6%	45.5%	76.3%	61.9%	50.7%	30.8%	27.7%	23.1%	19.7%	39.3%	22.9%	36.6%
CHI-SQUARE SIGNIFICANCE	<---.005--->		<---2.963--->		<-----58.66----->							<-----13.304----->				<---9.675--->		<---3.343--->		
	.9438		.0852		0							.004				.0019		.0675		

Q35: Do you intend to engage in regular physical exercise in the next 30 days that will cause you to break into a sweat?  
 Compared by Selected Characteristics

TOTAL	NEWSLETTER		TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK		
	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3	
NO ANSWER	105	55	50	40	65	31	34	19	21	74	31	4	21	65	48	57	37	68
34.4%	31.6%	38.2%	34.5%	34.4%	36.9%	32.4%	40.4%	30.4%	33.5%	36.9%	40.0%	25.6%	34.8%	35.3%	33.7%	33.0%	35.2%	
TOTAL ANSWERED	200	119	81	76	124	53	71	28	48	147	53	6	61	122	88	112	75	125
65.6%	68.4%	61.8%	65.5%	65.6%	63.1%	67.6%	59.6%	69.6%	66.5%	63.1%	60.0%	74.4%	65.2%	64.7%	66.3%	67.0%	64.8%	
Yes	181	109	72	71	110	44	66	28	43	137	44	5	53	113	83	98	69	112
90.5%	91.6%	88.9%	93.4%	88.7%	83.0%	93.0%	100.0%	89.6%	93.2%	83.0%	83.3%	86.9%	92.6%	94.3%	87.5%	92.0%	89.6%	
No	19	10	9	5	14	9	5	-	5	10	9	1	8	9	5	14	6	13
9.5%	8.4%	11.1%	6.6%	11.3%	17.0%	7.0%	10.4%	10.4%	6.8%	17.0%	16.7%	13.1%	7.4%	5.7%	12.5%	8.0%	10.4%	
CHI-SQUARE SIGNIFICANCE	<-----.411----->		<-----1.217----->		<-----6.935----->				<-----4.694----->		<-----1.921----->			<-----2.665----->		<-----.314----->		
	.5215		.27		.074				.0303		.3828*			.1026		.5752		

Comparison Groups: BC/DE/FGHI/JK/LMN/OP/QR

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Q35: Do you intend to engage in regular physical exercise in the next 30 days that will cause you to break into a sweat?  
 Compared by Selected Demographics

	GENDER			CABLE TV		AGE							EDUCATION				USE INFO IN NEWSLETTER?		USE INFO IN TV ADS?	
	TOTAL	Male	Female	Yes	No	18-24	25-34	35-44	45-54	55-64	65-74	75+	< H.S.	High School	Some College	Post-Scdary	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL	305	85	220	189	116	27	65	53	57	44	38	21	73	130	47	52	76	229	48	257
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	27.9	72.1	62.0	38.0	8.9	21.3	17.4	18.7	14.4	12.5	6.9	23.9	42.6	15.4	17.0	24.9	75.1	15.7	84.3
NO ANSWER	105	29	76	72	33	3	12	10	18	20	29	13	37	40	13	12	15	90	11	94
	34.4%	34.1%	34.5%	38.1%	28.4%	11.1%	18.5%	18.9%	31.6%	45.5%	76.3%	61.9%	50.7%	30.8%	27.7%	23.1%	19.7%	39.3%	22.9%	36.6%
TOTAL ANSWERED	200	56	144	117	83	24	53	43	39	24	9	8	36	90	34	40	61	139	37	163
	65.6%	65.9%	65.5%	61.9%	71.6%	88.9%	81.5%	81.1%	68.4%	54.5%	23.7%	38.1%	49.3%	69.2%	72.3%	76.9%	80.3%	60.7%	77.1%	63.4%
Yes	181	47	134	105	76	20	51	41	34	19	9	7	33	79	31	38	57	124	36	145
	90.5%	83.9%	93.1%	89.7%	91.6%	83.3%	96.2%	95.3%	87.2%	79.2%	100.0%	87.5%	91.7%	87.8%	91.2%	95.0%	93.4%	89.2%	97.3%	89.0%
No	19	9	10	12	7	4	2	2	5	5	-	1	3	11	3	2	4	15	1	18
	9.5%	16.1%	6.9%	10.3%	8.4%	16.7%	3.8%	4.7%	12.8%	20.8%		12.5%	8.3%	12.2%	8.8%	5.0%	6.6%	10.8%	2.7%	11.0%
CHI-SQUARE SIGNIFICANCE	<---3.907--->			<---.188--->		<-----9.745----->							<-----1.793----->				<---.884--->		<---2.44--->	
	.0481			.6649		.1358*							.6165*				.3471		.1183	

Comparison Groups: BC/DE/FGHIJKL/MNOF/QR/ST

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Q36: Have you been physically exercising on a regular basis for the past 6 months that caused you to in break into a sweat?  
 Compared by Selected Characteristics

TOTAL	NEWSLETTER		TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK		
	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3	
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
TOTAL ANSWERED	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Yes	157	94	63	61	96	41	55	22	39	116	41	6	51	90	60	97	60	97
	51.5%	54.0%	48.1%	52.6%	50.8%	48.8%	52.4%	46.8%	56.5%	52.5%	48.8%	60.0%	62.2%	48.1%	44.1%	57.4%	53.6%	50.3%
No	148	80	68	55	93	43	50	25	30	105	43	4	31	97	76	72	52	96
	48.5%	46.0%	51.9%	47.4%	49.2%	51.2%	47.6%	53.2%	43.5%	47.5%	51.2%	40.0%	37.8%	51.9%	55.9%	42.6%	46.4%	49.7%
CHI-SQUARE SIGNIFICANCE	<----1.053---->		<-----0.92----->		<-----1.387----->				<-----0.33----->		<-----4.747----->			<-----5.32----->		<-----0.311----->		
	.3049		.7611		.7086				.5658		.0931			.0211		.5769		

Q37: When you are engaged in physical exercise that causes you to break into a sweat, how often is your exercise vigorous enough that it would prevent you from saying more than a few words without pausing for a breath?  
Compared by Selected Characteristics

	NEWSLETTER		TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK		
	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
All of the time	21	13	8	9	12	7	5	1	8	14	7	1	5	15	10	11	6	15
	6.9%	7.5%	6.1%	7.8%	6.3%	8.3%	4.8%	2.1%	11.6%	6.3%	8.3%	10.0%	6.1%	8.0%	7.4%	6.5%	5.4%	7.8%
Most of the time	61	34	27	20	41	20	21	7	13	41	20	1	13	39	28	33	18	43
	20.0%	19.5%	20.6%	17.2%	21.7%	23.8%	20.0%	14.9%	18.8%	18.6%	23.8%	10.0%	15.9%	20.9%	20.6%	19.5%	16.1%	22.3%
Some of the time	95	53	42	40	55	24	31	18	22	71	24	3	26	57	49	46	41	54
	31.1%	30.5%	32.1%	34.5%	29.1%	28.6%	29.5%	38.3%	31.9%	32.1%	28.6%	30.0%	31.7%	30.5%	36.0%	27.2%	36.6%	28.0%
None of the time	128	74	54	47	81	33	48	21	26	95	33	5	38	76	49	79	47	81
	42.0%	42.5%	41.2%	40.5%	42.9%	39.3%	45.7%	44.7%	37.7%	43.0%	39.3%	50.0%	46.3%	40.6%	36.0%	46.7%	42.0%	42.0%
Don't know / unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CHI-SQUARE SIGNIFICANCE	<-----.337----->		<-----1.682----->		<-----7.91----->				<-----1.64----->		<-----2.153----->			<-----4.06----->		<-----3.66----->		
	.953*		.6409*		.5432*				.6504*		.9051*			.255*		.3006*		

Comparison Groups: BC/DE/FGHI/JK/LMN/OP/QR

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Q38TM: What are the primary barriers that prevent you from participating in more regular physical exercise?  
 TOTAL MENTIONED  
 Compared by Selected Characteristics

	NEWSLETTER		TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK		
	TOTAL	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Poor physical health / injury	132	78	54	55	77	34	43	20	35	98	34	4	31	86	61	71	42	90
	43.3%	44.8%	41.2%	47.4%	40.7%	40.5%	41.0%	42.6%	50.7%	44.3%	40.5%	40.0%	37.8%	46.0%	44.9%	42.0%	37.5%	46.6%
Do not need exercise	1	1	-	1	-	-	-	-	1	1	-	1	-	-	1	-	-	1
	0.3%	0.6%	-	0.9%	-	-	-	-	1.4%	0.5%	-	10.0%	-	-	0.7%	-	-	0.5%
Too busy (not enough time)	64	33	31	22	42	20	22	11	11	44	20	1	17	41	32	32	31	33
	21.0%	19.0%	23.7%	19.0%	22.2%	23.8%	21.0%	23.4%	15.9%	19.9%	23.8%	10.0%	20.7%	21.9%	23.5%	18.9%	27.7%	17.1%
Cost of gym membership (exercise equipment)	19	11	8	9	10	2	8	6	3	17	2	-	5	11	13	6	5	14
	6.2%	6.3%	6.1%	7.8%	5.3%	2.4%	7.6%	12.8%	4.3%	7.7%	2.4%	-	6.1%	5.9%	9.6%	3.6%	4.5%	7.3%
No gym in the area	4	4	-	2	2	-	2	-	2	4	-	-	-	3	2	2	2	2
	1.3%	2.3%	-	1.7%	1.1%	-	1.9%	-	2.9%	1.8%	-	-	-	1.6%	1.5%	1.2%	1.8%	1.0%
Weather / season	7	4	3	3	4	2	2	1	2	5	2	-	4	3	3	4	4	3
	2.3%	2.3%	2.3%	2.6%	2.1%	2.4%	1.9%	2.1%	2.9%	2.3%	2.4%	-	4.9%	1.6%	2.2%	2.4%	3.6%	1.6%
Already exercise	28	15	13	11	17	7	10	6	5	21	7	2	7	19	11	17	9	19
	9.2%	8.6%	9.9%	9.5%	9.0%	8.3%	9.5%	12.8%	7.2%	9.5%	8.3%	20.0%	8.5%	10.2%	8.1%	10.1%	8.0%	9.8%
Not interested / nothing	31	18	13	9	22	10	12	3	6	21	10	1	11	18	11	20	13	18
	10.2%	10.3%	9.9%	7.8%	11.6%	11.9%	11.4%	6.4%	8.7%	9.5%	11.9%	10.0%	13.4%	9.6%	8.1%	11.8%	11.6%	9.3%
Other	30	17	13	10	20	10	10	3	7	20	10	1	8	18	13	17	10	20
	9.8%	9.8%	9.9%	8.6%	10.6%	11.9%	9.5%	6.4%	10.1%	9.0%	11.9%	10.0%	9.8%	9.6%	9.6%	10.1%	8.9%	10.4%
Don't know / unsure	26	12	14	10	16	9	7	5	5	17	9	1	8	12	6	20	9	17
	8.5%	6.9%	10.7%	8.6%	8.5%	10.7%	6.7%	10.6%	7.2%	7.7%	10.7%	10.0%	9.8%	6.4%	4.4%	11.8%	8.0%	8.8%

Comparison Groups: BC/DE/FGHI/JK/LMN/OP/QR  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

BMI4: Underweight / normal / overweight / obese  
Compared by Selected Characteristics

	NEWSLETTER		TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK		
	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3
NO ANSWER	26	15	11	12	14	6	8	5	7	20	6	-	-	-	17	9	5	21
	8.5%	8.6%	8.4%	10.3%	7.4%	7.1%	7.6%	10.6%	10.1%	9.0%	7.1%	-	-	-	12.5%	5.3%	4.5%	10.9%
TOTAL ANSWERED	279	159	120	104	175	78	97	42	62	201	78	10	82	187	119	160	107	172
	91.5%	91.4%	91.6%	89.7%	92.6%	92.9%	92.4%	89.4%	89.9%	91.0%	92.9%	100.0%	100.0%	100.0%	87.5%	94.7%	95.5%	89.1%
Underweight	10	6	4	3	7	3	4	1	2	7	3	10	-	-	1	9	2	8
	3.6%	3.8%	3.3%	2.9%	4.0%	3.8%	4.1%	2.4%	3.2%	3.5%	3.8%	100.0%	-	-	0.8%	5.6%	1.9%	4.7%
Normal weight	82	53	29	22	60	20	40	9	13	62	20	-	82	-	10	72	35	47
	29.4%	33.3%	24.2%	21.2%	34.3%	25.6%	41.2%	21.4%	21.0%	30.8%	25.6%	-	100.0%	-	8.4%	45.0%	32.7%	27.3%
Overweight	72	37	35	26	46	24	22	11	15	48	24	-	-	72	30	42	33	39
	25.8%	23.3%	29.2%	25.0%	26.3%	30.8%	22.7%	26.2%	24.2%	23.9%	30.8%	-	-	38.5%	25.2%	26.3%	30.8%	22.7%
Obese	115	63	52	53	62	31	31	21	32	84	31	-	-	115	78	37	37	78
	41.2%	39.6%	43.3%	51.0%	35.4%	39.7%	32.0%	50.0%	51.6%	41.8%	39.7%	-	-	61.5%	65.5%	23.1%	34.6%	45.3%
CHI-SQUARE SIGNIFICANCE	<---3.142--->		<---7.914--->		<-----13.339----->				<---1.629--->		<-----558----->			<---65.28--->		<---5.636--->		
	.3703		.0478		.1478*				.6528		0*			0		.1307		

Comparison Groups: BC/DE/FGHI/JK/LMN/OP/QR

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

BMI3: Underweight / normal / overweight  
Compared by Selected Characteristics

	NEWSLETTER		TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK		
	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3
NO ANSWER	26	15	11	12	14	6	8	5	7	20	6	-	-	-	17	9	5	21
	8.5%	8.6%	8.4%	10.3%	7.4%	7.1%	7.6%	10.6%	10.1%	9.0%	7.1%	-	-	-	12.5%	5.3%	4.5%	10.9%
TOTAL ANSWERED	279	159	120	104	175	78	97	42	62	201	78	10	82	187	119	160	107	172
	91.5%	91.4%	91.6%	89.7%	92.6%	92.9%	92.4%	89.4%	89.9%	91.0%	92.9%	100.0%	100.0%	100.0%	87.5%	94.7%	95.5%	89.1%
Underweight	10	6	4	3	7	3	4	1	2	7	3	10	-	-	1	9	2	8
	3.6%	3.8%	3.3%	2.9%	4.0%	3.8%	4.1%	2.4%	3.2%	3.5%	3.8%	100.0%	-	-	0.8%	5.6%	1.9%	4.7%
Normal weight	82	53	29	22	60	20	40	9	13	62	20	-	82	-	10	72	35	47
	29.4%	33.3%	24.2%	21.2%	34.3%	25.6%	41.2%	21.4%	21.0%	30.8%	25.6%	-	100.0%	-	8.4%	45.0%	32.7%	27.3%
Overweight	187	100	87	79	108	55	53	32	47	132	55	-	-	187	108	79	70	117
	67.0%	62.9%	72.5%	76.0%	61.7%	70.5%	54.6%	76.2%	75.8%	65.7%	70.5%	-	-	100.0%	90.8%	49.4%	65.4%	68.0%
CHI-SQUARE SIGNIFICANCE	<---2.934--->		<---6.029--->		<-----11.294----->				<---.735--->		<-----558----->			<---52.893--->		<---2.142--->		
	.2306		.0491		.0797*				.6924		0*			0		.3427		

Comparison Groups: BC/DE/FGHI/JK/LMN/OP/QR

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

CTOOLS: Exposure to campaign tools  
Compared by Selected Characteristics

	NEWSLETTER		TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK		
	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
No exposure	84	-	84	-	84	84	-	-	-	-	84	3	20	55	31	53	37	47
	27.5%		64.1%		44.4%	100.0%					100.0%	30.0%	24.4%	29.4%	22.8%	31.4%	33.0%	24.4%
Newsletter only	105	105	-	-	105	-	105	-	-	105	-	4	40	53	44	61	42	63
	34.4%	60.3%			55.6%		100.0%			47.5%		40.0%	48.8%	28.3%	32.4%	36.1%	37.5%	32.6%
TV commercials only	47	-	47	47	-	-	-	47	-	47	-	1	9	32	29	18	15	32
	15.4%		35.9%	40.5%				100.0%		21.3%		10.0%	11.0%	17.1%	21.3%	10.7%	13.4%	16.6%
Newsletter and TV	69	69	-	69	-	-	-	-	69	69	-	2	13	47	32	37	18	51
	22.6%	39.7%		59.5%					100.0%	31.2%		20.0%	15.9%	25.1%	23.5%	21.9%	16.1%	26.4%
CHI-SQUARE SIGNIFICANCE	<-----305----->		<-----305----->		<-----915----->				<-----305----->		<-----11.294----->			<-----7.974----->		<-----6.251----->		
	0		0		0				0		.0797*			.0466		.1		

RKM RESEARCH AND COMMUNICATIONS INC.

(UNH Cooperative Extension: 2011 Smart Choices Survey)

CTOOLS: Exposure to campaign tools  
Compared by Selected Demographics

	GENDER		CABLE TV		AGE							EDUCATION				USE INFO IN NEWSLETTER?		USE INFO IN TV ADS?		
	TOTAL	Male	Female	Yes	No	18-24	25-34	35-44	45-54	55-64	65-74	75+	< H.S.	High School	Some College	Post-Scdary	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL	305	85	220	189	116	27	65	53	57	44	38	21	73	130	47	52	76	229	48	257
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	27.9	72.1	62.0	38.0	8.9	21.3	17.4	18.7	14.4	12.5	6.9	23.9	42.6	15.4	17.0	24.9	75.1	15.7	84.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	85	220	189	116	27	65	53	57	44	38	21	73	130	47	52	76	229	48	257
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
No exposure	84	27	57	56	28	9	24	11	10	14	10	6	26	35	8	14	-	84	-	84
	27.5%	31.8%	25.9%	29.6%	24.1%	33.3%	36.9%	20.8%	17.5%	31.8%	26.3%	28.6%	35.6%	26.9%	17.0%	26.9%	36.7%			32.7%
Newsletter only	105	36	69	57	48	9	22	18	19	19	15	3	19	47	20	19	42	63	-	105
	34.4%	42.4%	31.4%	30.2%	41.4%	33.3%	33.8%	34.0%	33.3%	43.2%	39.5%	14.3%	26.0%	36.2%	42.6%	36.5%	55.3%	27.5%		40.9%
TV commercials only	47	9	38	29	18	7	6	11	10	5	4	4	15	14	12	6	-	47	17	30
	15.4%	10.6%	17.3%	15.3%	15.5%	25.9%	9.2%	20.8%	17.5%	11.4%	10.5%	19.0%	20.5%	10.8%	25.5%	11.5%	20.5%	35.4%	11.7%	
Newsletter and TV	69	13	56	47	22	2	13	13	18	6	9	8	13	34	7	13	34	35	31	38
	22.6%	15.3%	25.5%	24.9%	19.0%	7.4%	20.0%	24.5%	31.6%	13.6%	23.7%	38.1%	17.8%	26.2%	14.9%	25.0%	44.7%	15.3%	64.6%	14.8%
CHI-SQUARE SIGNIFICANCE	<---7.49--->	<---4.524--->		<-----24.27----->							<-----15.685----->				<---78.123--->		<---94.43--->			
	.0578	.2101		.1464							.0738				0		0			

Comparison Groups: BC/DE/FGHIJKL/MNOF/QR/ST

Survey Administered: 09/27/11 - 10/09/11

SOC: State of change  
Compared by Selected Characteristics

	NEWSLETTER		TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK		
	TOTAL	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3
NO ANSWER	62	31	31	24	38	21	17	10	14	41	21	2	13	38	32	30	21	41
	20.3%	17.8%	23.7%	20.7%	20.1%	25.0%	16.2%	21.3%	20.3%	18.6%	25.0%	20.0%	15.9%	20.3%	23.5%	17.8%	18.8%	21.2%
TOTAL ANSWERED	243	143	100	92	151	63	88	37	55	180	63	8	69	149	104	139	91	152
	79.7%	82.2%	76.3%	79.3%	79.9%	75.0%	83.8%	78.7%	79.7%	81.4%	75.0%	80.0%	84.1%	79.7%	76.5%	82.2%	81.3%	78.8%
Maintenance--eating 5+ servings a day for more than 6 months	38	24	14	16	22	9	13	5	11	29	9	1	9	27	15	23	7	31
	15.6%	16.8%	14.0%	17.4%	14.6%	14.3%	14.8%	13.5%	20.0%	16.1%	14.3%	12.5%	13.0%	18.1%	14.4%	16.5%	7.7%	20.4%
Action--eating 5+ servings a day for 6 months or less	3	2	1	-	3	1	2	-	-	2	1	-	2	1	2	1	1	2
	1.2%	1.4%	1.0%		2.0%	1.6%	2.3%			1.1%	1.6%		2.9%	0.7%	1.9%	0.7%	1.1%	1.3%
Preparation--eating <5 servings a day, thinking and planning more	138	77	61	53	85	35	50	26	27	103	35	4	38	84	71	67	62	76
	56.8%	53.8%	61.0%	57.6%	56.3%	55.6%	56.8%	70.3%	49.1%	57.2%	55.6%	50.0%	55.1%	56.4%	68.3%	48.2%	68.1%	50.0%
Contemplation--eating <5 servings a day, thinking more but not planning	8	3	5	3	5	4	1	1	2	4	4	-	2	5	3	5	2	6
	3.3%	2.1%	5.0%	3.3%	3.3%	6.3%	1.1%	2.7%	3.6%	2.2%	6.3%		2.9%	3.4%	2.9%	3.6%	2.2%	3.9%
Pre-contemplation--eating <5 servings a day, not thinking or planning more	56	37	19	20	36	14	22	5	15	42	14	3	18	32	13	43	19	37
	23.0%	25.9%	19.0%	21.7%	23.8%	22.2%	25.0%	13.5%	27.3%	23.3%	22.2%	37.5%	26.1%	21.5%	12.5%	30.9%	20.9%	24.3%
CHI-SQUARE SIGNIFICANCE	<-----3.61----->		<-----2.246----->		<-----9.773----->				<-----2.647----->		<-----4.169----->			<-----13.953----->		<-----10.016----->		
	.4614*		.6905*		.6358*				.6185*		.8416*			.0074*		.0402*		

Comparison Groups: BC/DE/FGHI/JK/LMN/OP/QR

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

SOC: State of change  
Compared by Selected Demographics

	GENDER		CABLE TV		AGE							EDUCATION				USE INFO IN NEWSLETTER?		USE INFO IN TV ADS?		
	TOTAL	Male	Female	Yes	No	18-24	25-34	35-44	45-54	55-64	65-74	75+	< H.S.	High School	Some College	Post-Scdary	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL	305	85	220	189	116	27	65	53	57	44	38	21	73	130	47	52	76	229	48	257
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	27.9	72.1	62.0	38.0	8.9	21.3	17.4	18.7	14.4	12.5	6.9	23.9	42.6	15.4	17.0	24.9	75.1	15.7	84.3
NO ANSWER	62	21	41	38	24	3	10	10	10	11	10	8	13	29	8	10	10	52	7	55
	20.3%	24.7%	18.6%	20.1%	20.7%	11.1%	15.4%	18.9%	17.5%	25.0%	26.3%	38.1%	17.8%	22.3%	17.0%	19.2%	13.2%	22.7%	14.6%	21.4%
TOTAL ANSWERED	243	64	179	151	92	24	55	43	47	33	28	13	60	101	39	42	66	177	41	202
	79.7%	75.3%	81.4%	79.9%	79.3%	88.9%	84.6%	81.1%	82.5%	75.0%	73.7%	61.9%	82.2%	77.7%	83.0%	80.8%	86.8%	77.3%	85.4%	78.6%
Maintenance--eating 5+ servings a day for more than 6 months	38	9	29	21	17	4	7	9	5	5	6	2	7	20	3	8	13	25	9	29
	15.6%	14.1%	16.2%	13.9%	18.5%	16.7%	12.7%	20.9%	10.6%	15.2%	21.4%	15.4%	11.7%	19.8%	7.7%	19.0%	19.7%	14.1%	22.0%	14.4%
Action--eating 5+ servings a day for 6 months or less	3	1	2	2	1	-	1	1	-	1	-	-	1	1	1	-	2	1	-	3
	1.2%	1.6%	1.1%	1.3%	1.1%	-	1.8%	2.3%	-	3.0%	-	-	1.7%	1.0%	2.6%	-	3.0%	0.6%	-	1.5%
Preparation--eating <5 servings a day, thinking and planning more	138	34	104	91	47	13	34	25	29	18	12	7	34	54	26	23	37	101	24	114
	56.8%	53.1%	58.1%	60.3%	51.1%	54.2%	61.8%	58.1%	61.7%	54.5%	42.9%	53.8%	56.7%	53.5%	66.7%	54.8%	56.1%	57.1%	58.5%	56.4%
Contemplation--eating <5 servings a day, thinking more but not planning	8	3	5	6	2	-	2	1	1	2	1	1	1	4	2	1	2	6	3	5
	3.3%	4.7%	2.8%	4.0%	2.2%	-	3.6%	2.3%	2.1%	6.1%	3.6%	7.7%	1.7%	4.0%	5.1%	2.4%	3.0%	3.4%	7.3%	2.5%
Pre-contemplation--eating <5 servings a day, not thinking or planning more	56	17	39	31	25	7	11	7	12	7	9	3	17	22	7	10	12	44	5	51
	23.0%	26.6%	21.8%	20.5%	27.2%	29.2%	20.0%	16.3%	25.5%	21.2%	32.1%	23.1%	28.3%	21.8%	17.9%	23.8%	18.2%	24.9%	12.2%	25.2%
CHI-SQUARE SIGNIFICANCE	<---1.399---	<---3.295---	<-----12.057----->	<-----8.067----->	<---4.279---	<---6.839---														
	.8443*	.5097*	.9793*	.7798*	.3696*															.1446*

Comparison Groups: BC/DE/FGHIJKL/MNOF/QR/ST

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

RKM RESEARCH AND COMMUNICATIONS INC.

(UNH Cooperative Extension: 2011 Smart Choices Survey)

EXERCISE: Physical exercise assessment  
Compared by Selected Characteristics

	NEWSLETTER		TV ADS		CAMPAIGN EXPOSURE				CAMPAIGN EXPOSURE		BODY MASS INDEX			TRYING TO LOSE WEIGHT		FAST FOOD IN PAST WEEK		
	TOTAL	Yes	No	Yes	No	None	News only	TV only	Both	Yes	No	Under-weight	Normal	Over-weight	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	38.0	62.0	27.5	34.4	15.4	22.6	72.5	27.5	3.3	26.9	61.3	44.6	55.4	36.7	63.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	174	131	116	189	84	105	47	69	221	84	10	82	187	136	169	112	193
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Maintenance--regular exercise for at least 6 months	127	78	49	48	79	33	46	16	32	94	33	5	40	75	47	80	45	82
	41.6%	44.8%	37.4%	41.4%	41.8%	39.3%	43.8%	34.0%	46.4%	42.5%	39.3%	50.0%	48.8%	40.1%	34.6%	47.3%	40.2%	42.5%
Action--regular exercise for less than 6 months	45	25	20	18	27	12	15	8	10	33	12	-	11	29	24	21	18	27
	14.8%	14.4%	15.3%	15.5%	14.3%	14.3%	14.3%	17.0%	14.5%	14.9%	14.3%	-	13.4%	15.5%	17.6%	12.4%	16.1%	14.0%
Preparation--no regular exercise, but plan to start in next 30 days	33	18	15	16	17	7	10	8	8	26	7	2	8	21	19	14	14	19
	10.8%	10.3%	11.5%	13.8%	9.0%	8.3%	9.5%	17.0%	11.6%	11.8%	8.3%	20.0%	9.8%	11.2%	14.0%	8.3%	12.5%	9.8%
Contemplation--no regular exercise, but plan to start in next 6 months	14	7	7	2	12	7	5	-	2	7	7	-	6	7	4	10	5	9
	4.6%	4.0%	5.3%	1.7%	6.3%	8.3%	4.8%	-	2.9%	3.2%	8.3%	-	7.3%	3.7%	2.9%	5.9%	4.5%	4.7%
Pre-contemplation--no regular exercise, no plans	86	46	40	32	54	25	29	15	17	61	25	3	17	55	42	44	30	56
	28.2%	26.4%	30.5%	27.6%	28.6%	29.8%	27.6%	31.9%	24.6%	27.6%	29.8%	30.0%	20.7%	29.4%	30.9%	26.0%	26.8%	29.0%
CHI-SQUARE SIGNIFICANCE	<----1.843---->		<----4.981---->		<-----9.585----->				<----4.473---->		<-----7.306----->			<----8.681---->		<----.892---->		
	.7646		.2892		.6523				.3457		.504*			.0696		.9257		

Comparison Groups: BC/DE/FGHI/JK/LMN/OP/QR

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

EXERCISE: Physical exercise assessment  
Compared by Selected Demographics

	GENDER		CABLE TV		AGE							EDUCATION				USE INFO IN NEWSLETTER?		USE INFO IN TV ADS?		
	TOTAL	Male	Female	Yes	No	18-24	25-34	35-44	45-54	55-64	65-74	75+	< H.S.	High School	Some College	Post-Scdary	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL	305	85	220	189	116	27	65	53	57	44	38	21	73	130	47	52	76	229	48	257
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	27.9	72.1	62.0	38.0	8.9	21.3	17.4	18.7	14.4	12.5	6.9	23.9	42.6	15.4	17.0	24.9	75.1	15.7	84.3
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ANSWERED	305	85	220	189	116	27	65	53	57	44	38	21	73	130	47	52	76	229	48	257
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Maintenance--regular exercise for at least 6 months	127	39	88	72	55	13	36	30	20	16	7	5	25	51	20	29	43	84	25	102
	41.6%	45.9%	40.0%	38.1%	47.4%	48.1%	55.4%	56.6%	35.1%	36.4%	18.4%	23.8%	34.2%	39.2%	42.6%	55.8%	56.6%	36.7%	52.1%	39.7%
Action--regular exercise for less than 6 months	45	11	34	27	18	5	14	8	9	3	3	3	7	21	6	11	13	32	8	37
	14.8%	12.9%	15.5%	14.3%	15.5%	18.5%	21.5%	15.1%	15.8%	6.8%	7.9%	14.3%	9.6%	16.2%	12.8%	21.2%	17.1%	14.0%	16.7%	14.4%
Preparation--no regular exercise, but plan to start in next 30 days	33	6	27	18	15	4	7	8	8	3	2	1	9	12	8	4	6	27	6	27
	10.8%	7.1%	12.3%	9.5%	12.9%	14.8%	10.8%	15.1%	14.0%	6.8%	5.3%	4.8%	12.3%	9.2%	17.0%	7.7%	7.9%	11.8%	12.5%	10.5%
Contemplation--no regular exercise, but plan to start in next 6 months	14	6	8	9	5	4	1	-	4	5	-	-	1	11	1	1	3	11	-	14
	4.6%	7.1%	3.6%	4.8%	4.3%	14.8%	1.5%		7.0%	11.4%			1.4%	8.5%	2.1%	1.9%	3.9%	4.8%		5.4%
Pre-contemplation--no regular exercise, no plans	86	23	63	63	23	1	7	7	16	17	26	12	31	35	12	7	11	75	9	77
	28.2%	27.1%	28.6%	33.3%	19.8%	3.7%	10.8%	13.2%	28.1%	38.6%	68.4%	57.1%	42.5%	26.9%	25.5%	13.5%	14.5%	32.8%	18.8%	30.0%
CHI-SQUARE SIGNIFICANCE	<---3.931---		<---7.026---		<-----87.645----->							<-----25.989----->				<---13.457---		<---6.2---		
	.4154		.1345		0*							.0108				.0092		.1847		

Comparison Groups: BC/DE/FGHIJKL/MNOF/QR/ST

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

## **Appendix C: Questionnaire Used in the Study**

**UNH Cooperative Extension: Smart Choices Survey**

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INT1

Hello, my name is \_\_\_\_\_, and I'm calling from RKM Research and Communications on behalf of the University of New Hampshire Cooperative Extension. We're not selling anything. We're conducting a survey of families that currently receive Supplemental Nutrition Assistance Program benefits—also known as SNAP benefits—in New Hampshire on the topic of nutrition and we would like to ask you a few questions. SNAP is the new terms for what used to be known as Food Stamps. The survey will take about 10 minutes to complete. Your participation is voluntary. If you decide to participate, you may refuse to answer any question you do not want to answer or you may end the interview at any time.

First, do you or anyone in your household currently receive SNAP benefits?

“Would that be you?” or “Is someone in your household that I could speak with?”

1	Yes - eligible respondent	Continue
2	Call back	Setup an appointment
3	No	Thank and terminate
88	Language barrier	Thank and terminate
99	Refusal	Thank and terminate

INT2

Thank you very much for helping us with this important study. We really appreciate your help.

Before we begin I want to assure you that all of your answers are strictly confidential. They will be combined with answers from other people from across the state. Your telephone number was randomly selected from all families in New Hampshire. This call may be monitored for quality assurance.

Would you be the person in the household who is primarily responsible for doing most of the grocery shopping?

1	Yes	[goto Q01]
2	No	May I speak with that person? [setup appt if necessary]

Q01

Including yourself, how many adults age 18 or older live in your home?

1-5                      Number of adults

Q02

How many children age 17 or younger currently live in your household, if any?

0	None
1-6	Children in household
99	Don't know / unsure

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**General Health:**

Q03 How would you rate your overall health?

Read responses:

- 1 Excellent
- 2 Very Good
- 3 Good
- 4 Fair
- 5 Poor

99 Don't know / Unsure

Q04 How interested are you in improving the quality of your health? Would you say:

Read responses:

- 1 Very interested
- 2 Moderately interested
- 3 Somewhat interested
- 4 Not interested

99 Don't know / Unsure

Q05 How would you rate the nutritional quality of your overall diet?

Read responses:

- 1 Excellent
- 2 Very Good
- 3 Good
- 4 Fair
- 5 Poor

99 Don't know / Unsure

Q06 How interested are you in improving the nutritional quality of your diet? Would you say:

Read responses:

- 1 Very interested
- 2 Moderately interested
- 3 Somewhat interested
- 4 Not interested

99 Don't know / Unsure

Q07 How many servings of fruits and vegetables have you eaten in the past 24 hours?

0 None

1-10 Number of individual servings

**UNH Cooperative Extension: Smart Choices Survey**

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**Stages of Change:**

Q08 How many servings of vegetables and fruits do you eat each day?

Read responses:

- 0 None
- 1-20 Enter number of servings
- 99 Don't know / Unsure

Q09 About how long have you been eating this number of daily servings of vegetables and fruits?

Read responses:

- 1 Less than 1 month
- 2 1-3 months
- 3 4-6 months
- 4 Longer than 6 months
- 99 Don't know / Unsure

Q10 Are you seriously thinking about eating more servings of vegetables and fruits, starting sometime in the next 6 months?

- 1 Yes [goto Q11]
- 2 No [goto Q12]
- 99 Don't know / Unsure [goto Q12]

Q11 Are you planning to eat more servings of vegetables and fruits in the next month?

- 1 Yes
- 2 No
- 99 Don't know / Unsure

**Diet and Weight Control:**

Q12 Are you currently trying to lose weight, or maintain a healthy weight?

- 1 Yes - lose weight
- 2 Yes - maintain a healthy weight
- 3 No

Q13 Has your weight increased, decreased or stayed about the same in the past 12 months?

- 1 Increased
- 2 Same
- 3 Decreased
- 99 Don't know / unsure

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**Food Habits:**

Q14 How many meals have you eaten at a **fast food** restaurant in the past 7 days, if any?

0 None

1-21 Number of fast food meals

88 Have eaten fast food meals, but cannot recall how many

99 Don't know / unsure

Q15 NOT including fast food restaurants, how many meals have you eaten at any other restaurants in the past 7 days, if any?

0 None

1-21 Number of meals

88 Have eaten at restaurant, but cannot recall how many

99 Don't know / unsure

Q16 How times have you purchased snacks or light meals in the past 7 days, if any?

This includes purchases at a convenience store, or snack food from places like Dunkin Donuts, soda or sweetened coffee drinks?

0 None

1-21 Number of snacks

88 Have eaten snacks, but cannot recall how many

99 Don't know / unsure

Q17 How often do you eat meals that are either pre-packaged, or are prepared by mixing together ingredients that are primarily pre-packaged in a box or bag mix.

Read responses:

1 Everyday, or nearly everyday

2 Several times a week

3 Several times a month

4 Only occasionally

5 Never

99 Don't know / unsure

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**Social Marketing Campaign Exposure:**

**Printed Newsletter:**

Q18 Did you happen to receive any copies of a full color newsletter mailed to your home in the past year called Smart Choices that was on the topic of food and nutrition?

If yes: How many copies do you recall receiving in the past 12 months?

0 No - none [goto Q22]

1 Yes - 1

2 Yes - 2

3 Yes - 3

4 Yes - 4 or more

88 Yes - but do not recall how many copies received

Q19 Have you had a chance to read any of the information in any of the Smart Choices newsletters?

1 Yes [goto Q20]

2 No [goto Q22]

99 Don't know / unsure [goto Q22]

Q20 Have you been able to use any of the information from any of the newsletters you've read in the past 12 months - or been motivated to change your diet or exercise habits?

1 Yes [goto Q21]

2 No [goto Q22]

99 Don't know / unsure [goto Q22]

Q21 Thinking back, what information from the Smart Choices newsletters have you used?

Do not read: (Circle all mentioned)

1 Recipes

2 Cooking for children

3 Information / articles about fruits and vegetables

4 Information / articles about healthy living

5 Information / articles about the food nutrition (my plate)

6 Shopping on a budget (getting the most for your money) / saving money

7 Information / articles about dieting

8 Information / articles about exercise or exercise tips

9 Healthy living (in general)

88 Other [specify]

99 Do NOT recall message

**UNH Cooperative Extension: Smart Choices Survey**

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**TV Commercials:**

Q22 In the past 12 months, have you seen any commercials on television featuring Miss Smarty who is talking about healthy eating and nutrition?

If yes: About how many Miss Smarty TV commercials do you recall seeing in the past 12 months?

0 No - none [goto Q24]

1-20 Yes - number of TV commercials seen

88 Yes - but do not recall how many TV commercials seen

Q23 Have you used or applied any of the information from any of the commercials you've seen in the past 12 months - or been motivated to change your diet or exercise habits?

1 Yes

2 No

99 Don't know / unsure

**Barriers to Healthy Eating:**

Q24 In your own words, what are the primary barriers preventing you from eating a healthier or more nutritious diet, if any?

Do not read:

(Circle all mentioned)

1 Too busy

2 Cannot afford / too expensive

3 Health issue

4 Transportation (cannot get to a store)

5 Not motivated

6 Don't like to cook

7 Prefer unhealthy food

8 Not interested

88 Other [specify]

99 Don't know / unsure

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**Food Security:**

Q25 In the last 12 months, have you, or any adult in your household, ever cut the size of your meals or skipped meals because there wasn't enough money for food?

- 1 Yes
- 2 No

99 Don't know / unsure

Q26 How often do you go grocery shopping in a typical month?

Read responses:

- 1 Once a day
- 2 Several times per week
- 3 Once per week
- 4 Once every other week
- 5 Less frequently than once every other week

99 Don't know / unsure

Q27 NOT including your normal grocery shopping, how often do you purchase extra food items, like milk or bread?

Read responses:

- 1 Once a day
- 2 Several times per week
- 3 Once per week
- 4 Once every other week
- 5 Less frequently than once every other week

99 Don't know / unsure

If children in the home:

Q28 In the last 12 months, did you ever cut the size of any of the children's meals because there was not enough money for food?

- 1 Yes
- 2 No

99 Don't know / unsure

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**SNAP Coverage:**

Q29 What percentage of your monthly food expenses is covered by your SNAP benefits?

- 0 None
- 1-100 Percentage covered by SNAP benefits
- 99 Don't know / unsure

Q30 Do your SNAP benefits generally last you the entire month?

IF NO: How many days do your SNAP benefits last before you have to start buying food out of your own pocket?

- 0 SNAP benefits do not run out
- 0-30 Enter number of days
- 99 Don't know / unsure

Q31 How many times do you go to a food pantry, soup kitchen, meal center or get free meals at a church or religious organization in a typical month, if ever?

- 0 Never
- 1-30 Number of days per month
- 88 Occasionally, but not on a regular basis (volunteered)
- 99 Don't know / unsure

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**Physical Exercise Assessment:**

- Q32 Do you currently engage in physical exercise that causes you to break into a sweat?
- 1 Yes
  - 2 No
- Q33 Approximately how many times per week do you engage in physical exercise that causes you to break into a sweat?
- 1-14
  - 99 Don't know / unsure
- Q34 Do you intend to engage in physical exercise in the next 6 months that will cause you to break into a sweat?
- 1 Yes
  - 2 No
- Q35 Do you intend to engage in regular physical exercise in the next 30 days that will cause you to break into a sweat?
- 1 Yes
  - 2 No
- Q36 Have you been physically exercising on a regular basis for the past 6 months that caused you to break into a sweat?
- 1 Yes
  - 2 No
- Q37 When you are engaged in physical exercise that causes you to break into a sweat, how often is your exercise vigorous enough that it would prevent you from saying more than a few words without pausing for a breath?
- 1 All of the time
  - 2 Most of the time
  - 3 Some of the time
  - 4 None of the time
  - 99 Don't know / unsure

**UNH Cooperative Extension: Smart Choices Survey**

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Q38 What are the primary barriers that prevent you from participating in more physical exercise?

Do not read:

(Circle all mentioned)

- 1 Poor physical health
- 2 Do not need exercise
- 3 Too busy (not enough time)
- 4 Cost of gym membership (exercise equipment)
- 5 No gym in the area
- 6 Weather / season
- 7 Already exercise
- 8 Not interested
  
- 88 Other [specify]
- 99 Don't know / unsure

**Demographics:**

D01 Do you currently subscribe to cable television?

- 1 Yes
- 2 No
  
- 99 Don't know / unsure

D02 Which of the following best describes your age?

Read responses:

- 1 18 to 24
- 2 25 to 34
- 3 35 to 44
- 4 45 to 54
- 5 55 to 64
- 6 65 to 74
- 7 75 or older
  
- 99 Don't know / unsure

**UNH Cooperative Extension: Senior Smart Choices Survey**  
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D03 What is the highest grade or year in school you completed?

Do not read:

- 1 Less than high school
- 2 Graduated high school
- 3 Some college or vocational training
- 4 Graduated vocational/technical college (2-year Associate Degree)
- 5 Graduated college (4-year Bachelor Degree)
- 6 Attended Graduate or Professional school (Masters, Ph.D, MPA, Lawyer)
  
- 99 Don't know / unsure

**BMI:**

D04 About how much do you weigh without shoes?

1-500 Weight

999 Refused

D05 About how tall are you in inches without shoes?

(Note: 1 foot = 12 inches)

1-80 Inches

99 Refused

CONC Thank you very much for your time. Your comments are greatly appreciated.

GR INTERVIEWER: ENTER GENDER OF RESPONDENT

- 1 Male
- 2 Female