



## **CHOICE-commissioned Newspoll on Food Marketing to Children**

The following survey was conducted via Newspoll Omnibus on the weekend of 28-30 March 2008. It was conducted nationally among 320 parents/guardians of children aged 15 years or under. Respondents were selected via a stratified sample process, and results were post-weighted to Australian Bureau of Statistics data to reflect population distribution.

**1) Thinking about advertising and marketing food and drinks to children, in particular food and drinks which are high in fat or sugar. Would you personally be in favour or against increasing the amount of government regulation, over the way these types of foods and drinks are advertised and marketed to children in Australia?**

- a) Strongly in favour - 66.5%
- b) Somewhat in favour - 15.9%
- c) Somewhat against - 5.9%
- d) Strongly against - 5.2%
- e) Neither/don't know - 6.5%

Subtotal

Total in favour: 82.4%

Total not in favour: 11.1%

**2) How often, if ever, do any of your children ask for unhealthy foods, that you would prefer they did not have? Would you say they ask for things like that...?**

- a) A lot - 33.4%
- b) Occasionally - 43.0%
- c) Rarely - 14.2%
- d) Never - 7.7%
- e) None/don't know - 1.8%

Subtotal: 90.5% of parents experience their children asking for unhealthy food.

**3) Which of the following situations, if any, have you ever experienced with any of your children?**

- a) Your child asking for a specific food or drink, because they've seen it **advertised** - 67.4%
- b) Your child asking for a specific food or drink, because they've seen a **character or celebrity** they like on the packaging, or in other promotions for it - 58.2%
- c) Your child asking for a specific food or drink, to get a **giveaway or collectable**, or enter a **competition** associated with it - 64.6%
- d) None \ don't know - 18.2%

Overall: 81.8% of parents have experienced their child asking for a specific food or drink due to one or more of these advertising/marketing techniques.

**4) Do you think advertising and marketing of foods specifically to children, does or does not contribute to any difficulties parents may have, in ensuring their children develop healthier eating habits?**

**[IF yes], do you think that would be most parents, quite a lot of them, or just a few parents?**

- a) Most parents - 54.2%
- b) Quite a lot - 28.4%
- c) Just a few parents - 5.6%
- d) No \ does not contribute - 9.2%
- e) Don't know - 2.6%

Subtotal: 88.2% of parents believe food marketing does contribute to parents' difficulties.

**5) Do you think advertising and marketing of foods specifically to children, does or does not contribute to any difficulties you may have, in ensuring your own children develop healthier eating habits?**

- a) Yes, does contribute - 64.4%
- b) No, does not - 26.1%
- c) Don't know - 0.3%
- d) Does not contribute to parents difficulties generally - 9.2%