



FOE
Omnibus Survey Results

June 2005

CONFIDENTIAL

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Introduction

This report presents the results of questions inserted in the June 2005 BRC Omnibus. Interviewing was undertaken between 14 - 20 June with an achieved final sample of n=489 New Zealanders aged 20 years and over. The telephone sample used in the BRC Omnibus is randomly generated and nationally representative.

Results for the main sample (n=489) have been weighted by age and gender and have a maximum margin of error, at the 95% confidence estimate, of +/- 4.7% for a 50/50 response¹.

Table 1 below provides a range of margins of error, as they relate to different proportional responses found in the main sample, at the 95% confidence level. For example, should only 5% of the main sample of n=511 respondents answer a particular question in a certain way, it can be expected that 95 times out of 100 the result reported would be between 7% and 3%, were the survey to be repeated.

Table 1: Proportional margins of error*

Percentage	Main Sample n=489
50%	4.7%
40% or 60%	4.6%
30% or 70%	4.3%
20% or 80%	3.8%
10% or 90%	2.8%
5% or 95%	2.0%
2% or 98%	1.3%

*95% confidence level

¹ Maximum margin of error relates to the main sample only, Sub-samples based upon different demographic groups will have larger margins of error, as a matter of course. Where sub-samples for a particular demographic group are less than n=30, the reported percentage results for that particular sub-group should be viewed as indicative only.

Summary Findings

Attitudes towards banning advertisements of unhealthy food and drink products during children's television programmes

As detailed in Table 2 below, almost three fourths (71%) of those surveyed agree/strongly agree that advertisements for unhealthy food and drink products should be banned during children's television programmes.

Table 2: These next questions are about foods that are unhealthy because they are high in salt or sugar or fat, and have low nutritional value. It has been suggested that advertisements for such unhealthy food and drink products during children's television programmes should be banned. Do you agree or disagree with this suggestion?

	Total n=489
Strongly disagree	6
Disagree	18
Neither agree nor disagree	3
Agree	28
Strongly agree	43
Don't know	2
Refused	0
Total	100

Total may not sum to 100% due to rounding.

Attitudes towards banning unhealthy food and drink products from school canteens and vending machines

When asked if they agreed that unhealthy food and drink products should not be sold in school canteens and vending machines, 84% of those surveyed reported agreeing/strongly agreeing with this suggestion, with 53% of all surveyed reporting that they strongly agree, as detailed below.

Table 3: It has also been suggested that unhealthy food and drink products should not be sold in school canteens and school vending machines. Do you agree or disagree with this suggestion?

	Total n=489
Strongly disagree	2
Disagree	12
Neither agree nor disagree	1
Agree	31
Strongly agree	53
Don't know	1
Total	100

Total may not sum to 100% due to rounding.

Tabular results

Tabular results for each of the questions are presented in the following pages, by the following cross-tabulations: Gender, Age, Ethnicity, Region, Community Size, Household Structure, Personal Income and Household Income.

A full index of all tables in this report can be found at end of the report.

Table 4: Advertising unhealthy food and drink products during children's television by Gender

	Total n=489	Male n=234	Female n=255
Strongly disagree	6	9	4
Disagree	18	19	17
Neither agree nor disagree	3	5	1
Agree	28	27	29
Strongly agree	43	39	47
Don't know	2	2	2
Refused	0	0	0
Total	100	100	100

Total may not sum to 100% due to rounding.

Table 5: Advertising unhealthy food and drink products during children's television by Age Group

	Total n=489	20-29 years n=64	30-39 years n=88	40-49 years n=129	50-59 years n=106	60 years and over n=102
Strongly disagree	6	4	11	6	3	7
Disagree	18	25	20	16	13	14
Neither agree nor disagree	3	2	1	3	2	6
Agree	28	38	26	26	23	26
Strongly agree	43	31	42	46	56	45
Don't know	2	0	1	2	2	3
Refused	0	0	0	0	1	0
Total	100	100	100	100	100	100

Total may not sum to 100% due to rounding.

Table 6: Advertising unhealthy food and drink products during children's television by Ethnicity

	Total	New Zealand European	Maori	Pacific Peoples	Asian	Other Ethnicity	Refused
	n=489	n=385	n=51	n=13*	n=23*	n=16*	n=1*
Strongly disagree	6	6	7	4	0	6	0
Disagree	18	17	17	32	21	30	0
Neither agree nor disagree	3	3	2	0	5	0	0
Agree	28	29	21	32	32	24	0
Strongly agree	43	43	49	31	37	40	0
Don't know	2	1	3	0	5	0	0
Refused	0	0	0	0	0	0	100
Total	100	100	100	100	100	100	100

Total may not sum to 100% due to rounding.

* Caution: low base number of respondents - results are indicative only.

Table 7: Advertising unhealthy food and drink products during children's television by Region

	Total n=489	Auckland n=109	Greater Wellington n=58	Canterbury n=67	Other North Island n=175	Other South Island n=80
Strongly disagree	6	6	2	7	6	8
Disagree	18	13	13	18	17	29
Neither agree nor disagree	3	3	3	1	2	5
Agree	28	27	40	17	30	26
Strongly agree	43	48	42	57	41	32
Don't know	2	3	0	0	3	1
Refused	0	0	0	0	0	0
Total	100	100	100	100	100	100

Total may not sum to 100% due to rounding.

Table 8: Advertising unhealthy food and drink products during children's television by Town Size

	Total n=489	Rural area (under 1,000 population) n=87	A small town (1,000- 9,999 population) n=70	A medium- sized town (10,000- 29,999 population) n=71	A large town or city (30,000 or more population) n=261
Strongly disagree	6	8	8	9	4
Disagree	18	12	21	11	21
Neither agree nor disagree	3	1	1	2	4
Agree	28	31	29	24	28
Strongly agree	43	46	36	53	42
Don't know	2	2	3	1	1
Refused	0	0	1	0	0
Total	100	100	100	100	100

Total may not sum to 100% due to rounding.

Table 9: Advertising unhealthy food and drink products during children's television by Household Structure

	Total	Young couple without children	Family household with youngest child under 5	Family household with youngest child 5 to 15	Family household with youngest child over 15	Older couple - no children or none living at home	Single/one person household	Other
	n=489	n=31	n=56	n=99	n=59	n=121	n=89	n=34
Strongly disagree	6	9	7	8	3	6	7	0
Disagree	18	26	28	16	20	16	11	16
Neither agree nor disagree	3	0	0	3	4	4	1	9
Agree	28	36	23	27	14	21	37	46
Strongly agree	43	29	41	44	58	51	41	27
Don't know	2	0	1	2	2	2	2	2
Refused	0	0	0	0	0	1	0	0
Total	100	100	100	100	100	100	100	100

Total may not sum to 100% due to rounding.

Table 10: Advertising unhealthy food and drink products during children's television by Personal Income

	Total	Under \$30,000	\$30,000 - 49,999	\$50,000 - 79,999	Over \$80,000	Don't know/Refused
	n=489	n=191	n=144	n=81	n=40	n=33
Strongly disagree	6	5	5	6	13	11
Disagree	18	18	22	14	16	11
Neither agree nor disagree	3	2	3	5	0	5
Agree	28	29	28	27	27	27
Strongly agree	43	44	40	45	44	46
Don't know	2	2	2	1	0	0
Refused	0	0	0	1	0	0
Total	100	100	100	100	100	100

Total may not sum to 100% due to rounding.

Table 11: Advertising unhealthy food and drink products during children's television by Household Income

	Total n=312**	Under \$30,000 n=29*	\$30,000 - 49,999 n=55	\$50,000 - \$79,999 n=92	Over \$80,000 n=117	Don't know/Refu sed n=19*
Strongly disagree	7	3	8	2	10	7
Disagree	20	24	27	17	18	21
Neither agree nor disagree	3	0	4	4	2	9
Agree	26	21	23	29	24	32
Strongly agree	43	52	36	44	45	31
Don't know	2	0	2	4	1	0
Refused	0	0	0	0	1	0
Total	100	100	100	100	100	100

**Sub sample based on those who are married/living with partner

Total may not sum to 100% due to rounding.

* Caution: low base number of respondents - results are indicative only.

Table 12: Selling of unhealthy food and drink products in school canteens and vending machines by Gender

	Total n=489	Male n=234	Female n=255
Strongly disagree	2	3	2
Disagree	12	16	8
Neither agree nor disagree	1	1	1
Agree	31	35	28
Strongly agree	53	44	62
Don't know	1	2	0
Total	100	100	100

Total may not sum to 100% due to rounding.

Table 13: Selling of unhealthy food and drink products in school canteens and vending machines by Age Group

	Total n=489	20-29 years n=64	30-39 years n=88	40-49 years n=129	50-59 years n=106	60 years and over n=102
Strongly disagree	2	1	3	2	2	2
Disagree	12	16	15	8	11	8
Neither agree nor disagree	1	0	1	1	1	2
Agree	31	41	28	29	22	32
Strongly agree	53	42	50	59	64	56
Don't know	1	0	3	2	0	0
Total	100	100	100	100	100	100

Total may not sum to 100% due to rounding.

* Caution: low base number of respondents - results are indicative only.

Table 14: Selling of unhealthy food and drink products in school canteens and vending machines by Ethnicity

	Total n=489	New Zealand European n=385	Maori n=51	Pacific Peoples n=13*	Asian n=23*	Other Ethnicity n=16*	Refused n=1*
Strongly disagree	2	2	1	4	0	6	0
Disagree	12	10	19	13	13	26	0
Neither agree nor disagree	1	1	0	0	3	8	0
Agree	31	33	22	14	42	12	100
Strongly agree	53	54	55	69	42	48	0
Don't know	1	1	3	0	0	0	0
Total	100	100	100	100	100	100	100

Total may not sum to 100% due to rounding.

* Caution: low base number of respondents - results are indicative only.

Table 15: Selling of unhealthy food and drink products in school canteens and vending machines by Region

	Total n=489	Auckland n=109	Greater Wellington n=58	Canterbury n=67	Other North Island n=175	Other South Island n=80
Strongly disagree	2	1	1	4	2	4
Disagree	12	8	11	7	14	14
Neither agree nor disagree	1	0	2	0	1	2
Agree	31	36	29	24	33	28
Strongly agree	53	55	57	63	50	50
Don't know	1	1	0	2	0	2
Total	100	100	100	100	100	100

Total may not sum to 100% due to rounding.

Table 16: Selling of unhealthy food and drink products in school canteens and vending machines by Town Size

	Total	Rural area (under 1,000 population)	A small town (1,000- 9,999 population)	A medium- sized town (10,000- 29,999 population)	A large town or city (30,000 or more population)
	n=489	n=87	n=70	n=71	n=261
Strongly disagree	2	2	6	3	1
Disagree	12	9	15	13	11
Neither agree nor disagree	1	0	0	1	2
Agree	31	28	28	21	36
Strongly agree	53	60	49	63	50
Don't know	1	1	3	0	1
Total	100	100	100	100	100

Total may not sum to 100% due to rounding.

Table 17: Selling of unhealthy food and drink products in school canteens and vending machines by Household Structure

	Total	Young couple without children	Family household with youngest child under 5	Family household with youngest child 5 to 15	Family household with youngest child over 15	Older couple - no children or none living at home	Single/one person household	Other
	n=489	n=31	n=56	n=99	n=59	n=121	n=89	n=34
Strongly disagree	2	3	4	1	5	2	2	0
Disagree	12	17	14	10	13	12	7	14
Neither agree nor disagree	1	0	2	1	0	2	0	3
Agree	31	28	20	33	29	28	35	48
Strongly agree	53	49	58	54	53	57	56	36
Don't know	1	3	2	2	0	0	0	0
Total	100	100	100	100	100	100	100	100

Total may not sum to 100% due to rounding.

Table 18: Selling of unhealthy food and drink products in school canteens and vending machines by Personal Income

	Total	Under \$30,000	\$30,000 - 49,999	\$50,000 - \$79,999	Over \$80,000	Don't know/Refused
	n=489	n=191	n=144	n=81	n=40	n=33
Strongly disagree	2	3	1	2	4	2
Disagree	12	11	14	6	12	15
Neither agree nor disagree	1	1	2	0	0	4
Agree	31	30	28	36	37	30
Strongly agree	53	56	53	54	47	48
Don't know	1	0	1	2	0	0
Total	100	100	100	100	100	100

Total may not sum to 100% due to rounding.

Table 19: Selling of unhealthy food and drink products in school canteens and vending machines by Household Income

	Total	Under \$30,000	\$30,000 - 49,999	\$50,000 - \$79,999	Over \$80,000	Don't know/Refused
	n=312**	n=29*	n=55	n=92	n=117	n=19*
Strongly disagree	2	6	0	1	2	4
Disagree	12	14	10	15	11	16
Neither agree nor disagree	2	4	1	1	1	7
Agree	29	26	25	28	30	32
Strongly agree	54	50	60	54	55	41
Don't know	1	0	4	1	1	0
Total	100	100	100	100	100	100

**Sub sample based on those who are married/living with partner

Total may not sum to 100% due to rounding.

* Caution: low base number of respondents - results are indicative only.

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APPENDIX A - QUESTIONNAIRE