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*'if it's about raisingkids,  
it's here!'*




**Family Food Survey**

- Online survey
- Hosted on [www.raisingkids.co.uk](http://www.raisingkids.co.uk)
- UK's premier parenting site
- 1530 parents responded



**Issues**

- Information about nutrition?
- Influences on food purchasing?
- What role does child play?
- Are choices affected by advertising?
- Attitudes to 'pester power'?
- Attitudes to food advertisers



**Poor Food Culture**

- Children's menus'
- TV Diners
- Mealtime battles
- Grazing and snacking
- Kids don't cook
- Something for everyone



**Do Parents Have Enough Information?**

- 53% said 'yes': 41% said 'no'
- Knowledge mixed
  - Milk, 85% correct
  - Salt, 72% correct
  - Iron, 56% correct
  - Calories for 8 yr old boy only 13% correct




**Influences on Food Purchasing Ranked**

- Nutritional value
- What the children prefer
- Value for money / Price
- What the whole family likes
- Quick and Easy
- In-store promotion
- Product looks attractive
- Seen product advertised (4%)




**Influences on Child's Choice**

- Majority shop with mum
- **New product**
  - Advertising main influence (63%)
  - Peer group significant (50%)
  - Promotions
    - TV linked
    - On the packaging



**Mother's Reaction**

- 48% check out nutritional value
- 33% price led
- 14% agree can try it
- 5% other



### **Attitudes to Advertising Food Products to Children**

- **It's a commercial reality (45%)**
- **Don't like it but don't ban it (27%)**
- **Ban it (13%)**
- **Teaches children about advertising (9%)**
- **Helps me chose between brands(6%)**

### **Summary**

- **Children**
  - Are influenced by advertising
  - Ask for products they have seen advertised
- **Parents**
  - Experience pressure of pester power
  - Exercise their judgement
  - Choose according to food value & price
  - Educate children in realities of advertising
  - Dislike of intervention in family matters