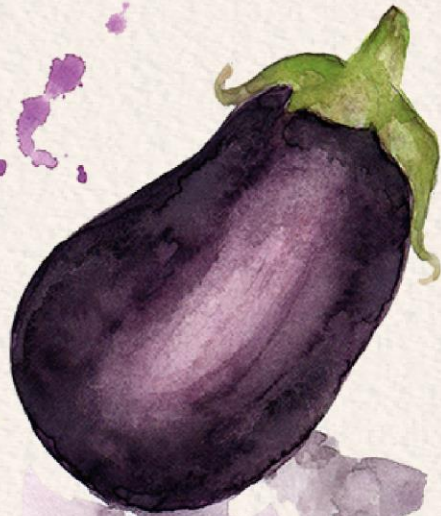


PROMOTION OF HEALTHY DIETS – CHILDREN, PREGNANT WOMEN, OLDER PEOPLE

MONITORING & EVALUATION KEY RESULTS OF THE ZERO MEASUREMENT



We  love eating!

Enjoy being healthy

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Overview monitoring and evaluation WLE project

Zero-measurement

Post-test

Monitoring

Monthly Report / Activity Report / Web and Social Media Analytics (monthly) / WLE quiz completion

Monitoring survey

Monitoring survey

Monitoring survey

Jun/Jul 2014

Sep 2014

Oct 2014

Nov 2014

Dec 2014

Jan 2015

Feb 2015

Mar 2015

Apr 2015

May 2015

Jun 2015

Jul 2015

Campaign start

We Love eating!
Enjoy being healthy

Campaign end

LPG feedback survey

Target groups



Younger children

0-9 years old
Parents are surveyed



Youngsters

10-16 years old



Pregnant women

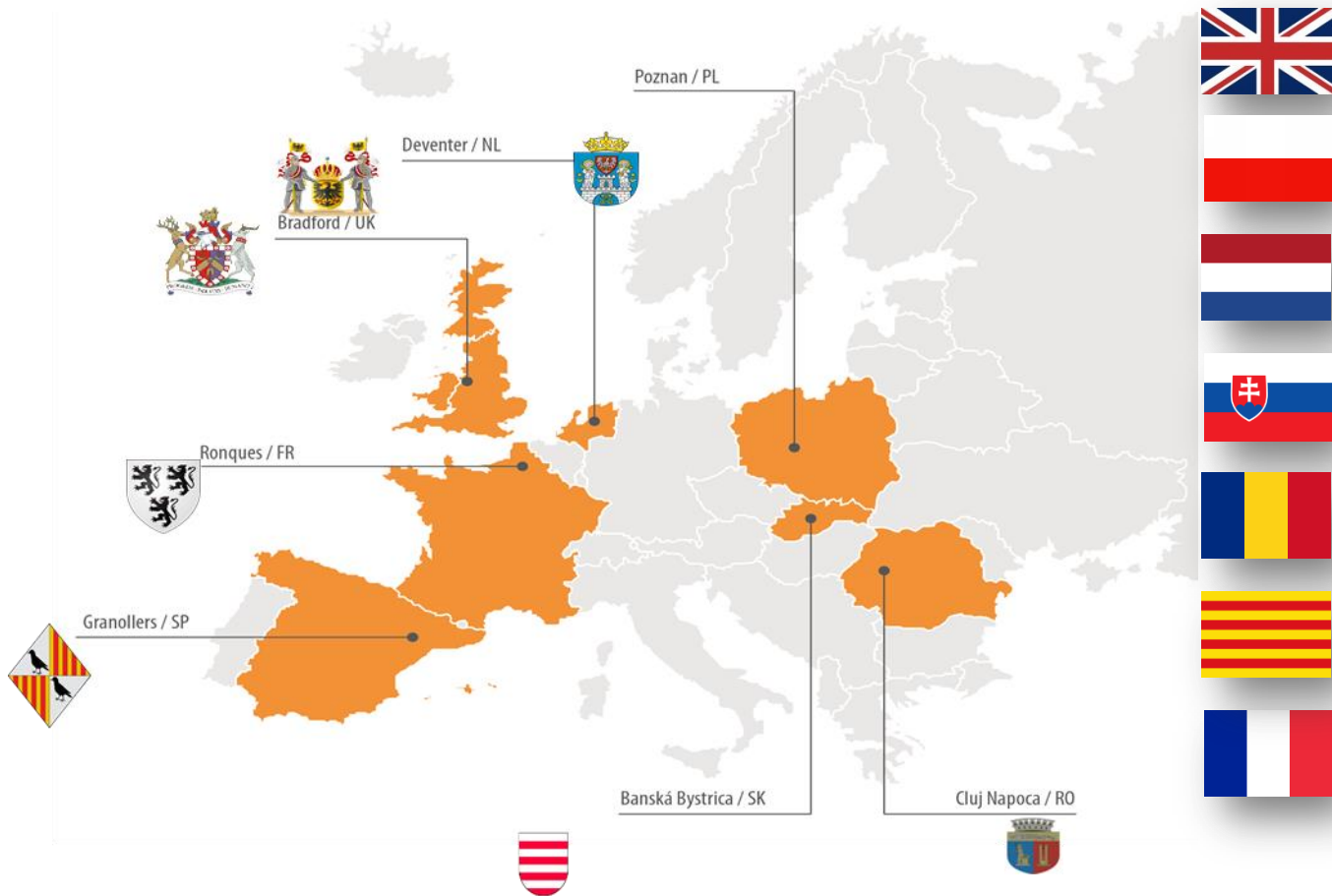
For the target group of pregnant women, also the responses from women who recently gave birth (baby < 6 months) have been included



Seniors

60 years and older

Seven implementation cities in seven EU Member States



Scope zero-measurement

5 dimensions

1. **Behaviour**
(current behaviour)
2. **Awareness**
(understanding benefits of a healthy diet)
3. **Knowledge**
(self-assessment, confidence)
4. **Attitudes**
(enjoying)
5. **Intentions**
(future behaviour)

6 messages

1. Enjoying drinking water
2. Enjoying colourful fruit & vegetables
3. Enjoying physical exercise
4. Enjoying eating together
5. Enjoy cooking
6. Enjoy shopping for a healthy meal

Target sample

Target group	Children (0 to 16 years)		Pregnant/ recently pregnant women	Older people (from 60y onwards)	Total
	1-9 years	10-16 years			
Granollers (Spain)	70	70	130	130	400
Roncq (France)	35	35	65	65	200
Cluj Napoca (Romania)	105	105	195	195	600
Poznan (Poland)	105	105	195	195	600
Deventer (Netherlands)	70	70	130	130	400
Bradford (United Kingdom)	105	105	195	195	600
Banskà Bystrica (Slovakia)	70	70	130	130	400
Total	560	560	1040	1040	3200

Achieved sample

Target group	Young children 1-9y		Youngsters 10-16y		Pregnant women		Seniors		Total	
	N	%	N	%	N	%	N	%	N	%
Granollers (Spain)	55	78,6%	85	121,4%	133	102,3%	133	102,3%	406	101,5%
Roncq (France)	35	100,0%	36	102,9%	11	16,9%	68	104,6%	150	75,0%
Cluj Napoca (Romania)	78	74,3%	210	200,0%	130	66,7%	196	100,5%	614	102,3%
Poznan (Poland)	132	125,7%	119	113,3%	219	112,3%	196	100,5%	666	111,0%
Deventer (Netherlands)	128	182,9%	72	102,9%	47	36,2%	123	94,6%	370	92,5%
Bradford (United Kingdom)	99	94,3%	94	89,5%	217	111,3%	145	74,4%	555	92,5%
Banskà Bystrica (Slovakia)	102	145,7%	117	167,1%	56	43,1%	299	230,0%	574	143,5%
Total	629	112,3%	733	130,9%	813	78,2%	1160	111,5%	3335	104,2%

Vulnerable groups

The table below presents the proportion of respondents who can be considered vulnerable from an occupational status (unemployed or without occupation/looking after the home) or educational point of view (left school before age 16).

		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	Parents 0-9y	N=629	N=99	N=55	N=35	N=128	N=132	N=78	N=102
	Pregnant women	N=812	N=217	N=132	N=11	N=47	N=219	N=130	N=56
	Older people	N=1160	N=145	N=133	N=68	N=123	N=196	N=196	N=299
Unemployed/ without occupation/ looking after the home	% parents 0-9y	14%	40%	13%	9%	20%	2%	0%	12%
	% pregnant women	17%	42%	23%	9%	11%	3%	2%	4%
Left school before 16	% parents 0-9y	1%	4%	7%	0%	0%	0%	0%	0%
	% pregnant women	3%	6%	3%	0%	2%	2%	0%	2%
	% older people	21%	43%	42%	68%	25%	7%	13%	4%

YOUNG CHILDREN



We  love eating!
Enjoy being healthy

Profile – Parents of the young children (1)



N=629
Young
children

		Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=99	N=55	N=35	N=128	N=132	N=78	N=102
Single	8%	19%	2%	3%	10%	10%	1%	5%
In a relationship	7%	8%	2%	37%	4%	7%	3%	8%
Living together with partner	14%	14%	11%	-	27%	8%	1%	25%
Married	64%	49%	82%	57%	55%	70%	88%	55%
Divorced	4%	4%	2%	3%	2%	4%	6%	6%
Widow / widower	1%	-	2%	-	-	1%	-	2%

The average age of the parents when they left school is **21 years**

16 years in Bradford
21 years in Granollers
21 years in Roncq
20 years in Deventer
23 years in Poznan
25 years in Cluj Napoca
21 years in Banská Bystrica

Profile – Parents of the young children (2)



N=629
Young
children

Occupational status

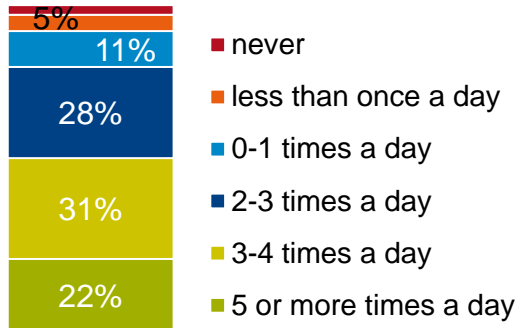
		Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=99	N=55	N=35	N=128	N=132	N=78	N=102
Full time student	1%	1%	-	-	5%	-	-	1%
Retired	0%	-	-	-	-	-	-	-
Unable to work through illness	0%	1%	2%	-	2%	-	-	-
Unemployed / seeking...	6%	14%	7%	6%	9%	1%	-	7%
Maternity leave	3%	-	-	6%	1%	1%	-	14%
Looking after your home...	8%	26%	5%	3%	11%	2%	-	5%
Manager	8%	3%	5%	9%	4%	14%	13%	6%
Professional	29%	20%	45%	14%	36%	42%	22%	16%
Technician and associate...	5%	-	4%	3%	5%	7%	4%	9%
Clerical support worker	14%	9%	-	26%	10%	7%b	40%	14%
Service and sales worker	7%	-	5%	9%	5%	10%a	14%	4%
Skilled agricultural, forestry...	1%	-	-	-	-	1%	1%	2%
Craft and related trades worker	4%	-	-	9%	2%	2%	3%	16%
Plant and machine...	1%	1%	-	3%	1%	-	-	1%
Elementary occupation	5%	-	2%	14%	5%	8%	3%	7%
Armed forces occupation	0%	-	-	-	-	-	1%	-

Behaviour

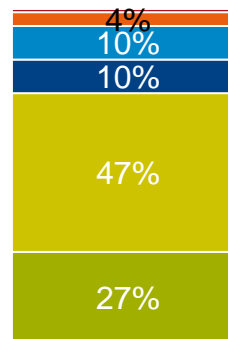


N=629
Young
children

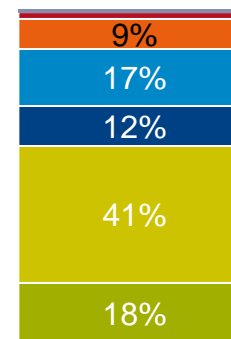
Glass of water



Fruit

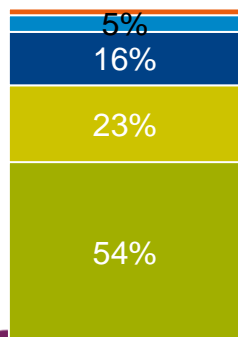


Vegetables

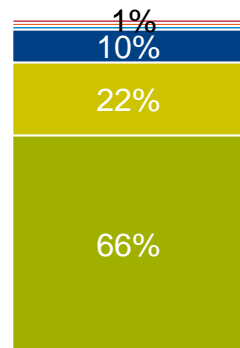


- never
- less than once a week
- 1-2 times a week
- 3-4 times a week
- 5-6 times a week
- every day
- at least 2 portions a day

Eat with family or friends

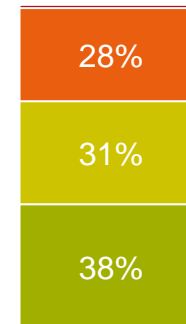


Eat fresh cooked meal



- never
- less than once a week
- 1 day a week
- 2-3 days a week
- 4-5 days a week
- 6-7 days a week

Exercising



- Not active
- Somewhat active
- Moderately active
- Very active



N=629
Young
children

City level – top behaviour category

Current behaviour	Top	Bottom
Drinking water	Granollers 47%, Cluj Napoca 36%	Deventer 6%
Eating fruit	Bradford 47%	Granollers 11%, Roncq 0%, Banská Bystrica 19%
Eating vegetables	Bradford 31%, Poznan 27%	Granollers 5%, Deventer 9%, Banská Bystrica 11%
Eating together	Deventer 77%	Cluj Napoca 37%, Banská Bystrica 25%
Eating fresh cooked meals	Granollers 82%, Poznan 74%, Cluj Napoca 79%	Bradford 56%, Roncq 37%, Banská Bystrica 48%
Exercising	Deventer 55%	Roncq 14%, Banská Bystrica 25%

Awareness | Benefits of water



N=629
Young
children

	TOP2 %	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=629	N=99	N=55	N=35	N=128	N=132	N=78	N=102
Water is thirst-quenching	87%	87%	81%	93%	97%	88%	89%	86%	83%
Child likes the taste of water	62%	62%	60%	82%	66%	60%	60%	50%	68%
Water is cheap	62%	62%	80%	58%	54%	74%	57%	44%	56%
Makes my child feel healthier	59%	59%	58%	80%	83%	31%	51%	83%	69%

Awareness | Benefits of fruit & vegetables



N=629
Young
children

	TOP2 %	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=629	N=99	N=55	N=35	N=128	N=132	N=78	N=102
Contain a lot of vitamins and minerals	91%	91%	96%	98%	83%	92%	95%	83%	82%
Fruit is an easy and quick snack	82%	82%	96%	76%	60%	80%	89%	72%	80%
Gives my child energy	76%	76%	85%	78%	60%	78%	76%	77%	70%
Child likes the taste	75%	75%	82%	65%	43%	82%	84%	65%	73%
Prevents child from getting ill	71%	71%	80%	80%	60%	64%	77%	71%	65%
Makes my child feel healthier	71%	71%	79%	87%	77%	68%	61%	76%	67%

Awareness | Benefits of fresh cooked meals



N=629
Young
children

TOP2 %	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	N=629	N=99	N=55	N=35	N=128	N=132	N=78	N=102
Home cooked meals are healthier for my child	90%	97%	85%	57%	89%	95%	95%	85%
Home cooked meals taste better	82%	95%	96%	57%	69%	89%	83%	78%

Awareness | Benefits of sharing meal with family or friends



N=629
Young children

TOP2 %	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	N=629	N=99	N=55	N=35	N=128	N=132	N=78	N=102
Shared meals are a great family bonding experience	88%	87%	98%	97%	87%	92%	83%	81%
Sharing a meal allows my child to learn social manners	86%	89%	98%	86%	88%	85%	74%	83%
Shared meals are an opportunity to talk to each other	85%	86%	98%	91%	84%	92%	69%	77%
Shared meals are an opportunity to see my children	79%	82%	91%	83%	84%	85%	63%	69%
Sharing a meal is enjoyable	76%	82%	93%	89%	87%	52%	74%	76%
It's easier to make one large amount of food	62%	89%	67%	57%	71%	44%	45%	58%
It's cheaper to make one large amount of food	61%	91%	60%	54%	66%	50%	42%	56%

Awareness | Benefits of exercising



N=629
Young
children

TOP2 %	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	N=629	N=99	N=55	N=35	N=128	N=132	N=78	N=102
Exercising is fun to do	79%	91%	96%	83%	66%	73%	86%	76%
Exercise makes my child feel better	77%	87%	95%	89%	52%	80%	87%	75%
My child can sleep better after exercising	76%	83%	85%	83%	55%	79%	87%	75%
Exercising gives my child a boost of energy	74%	83%	93%	66%	61%	76%	83%	69%
Exercise is a way for my child to meet new people	72%	75%	82%	77%	51%	80%	78%	74%
Encouraging my child to exercise regularly can prevent them from getting ill	66%	79%	76%	51%	45%	70%	85%	62%

Knowledge & feeling confident



N=629
Young
children

TOP 2 %	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	N=629	N=99	N=55	N=35	N=128	N=132	N=78	N=102
I feel confident to cook a fresh and healthy meal for my child	80%	88%	96%	74%	86%	75%	90%	61%
When I go to the supermarket, I know which ingredients I need to buy when I want to cook a healthy meal for my child	80%	82%	95%	66%	88%	77%	83%	67%
I know how to decide whether a food product is healthy or not for my child	76%	82%	93%	69%	77%	69%	85%	66%

Enjoyment








N=629
Young
children

TOP2 %	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	N=629	N=99	N=55	N=35	N=128	N=132	N=78	N=102
My child enjoys eating fruit	73%	82%	63%	43%	84%	76%	77%	63%
My child enjoys exercising in his/her free time	64%	78%	65%	66%	46%	70%	78%	54%
My child enjoys eating vegetables	58%	61%	47%	47%	59%	56%	63%	62%
My child enjoys eating healthy	57%	70%	69%	54%	55%	62%	42%	49%

Future intentions



N=629
Young
children

I would like to encourage my child to ... more often		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=629	N=99	N=55	N=35	N=128	N=132	N=78	N=102
Eat vegetables		34%	28%	58%	37%	15%	39%	58%	27%
Drink water		31%	33%	51%	17%	19%	29%	44%	32%
Exercise		30%	30%	40%	9%	23%	35%	50%	21%
Eat fruits		31%	25%	56%	37%	11%	32%	53%	26%
Share meals with family or friends		28%	23%	49%	11%	14%	34%	47%	24%

YOUNGSTERS



We  love eating!
Enjoy being healthy

Profile



N=733
Youngsters

12 years in Bradford
14 years in Granollers
13 years in Roncq
13 years in Deventer
12 years in Poznan
12 years in Cluj Napoca
13 years in Banská Bystrica

The mean age of youngsters is 13 years

52% are boys

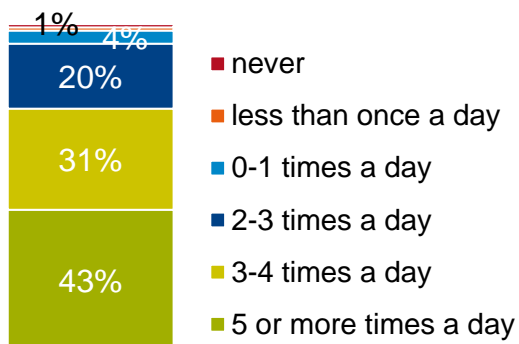
59% in Bradford
42% in Granollers
50% in Roncq
50% in Deventer
45% in Poznan
48% in Cluj Napoca
68% in Banská Bystrica

Behaviour

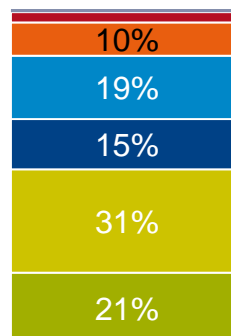


N=733
Youngsters

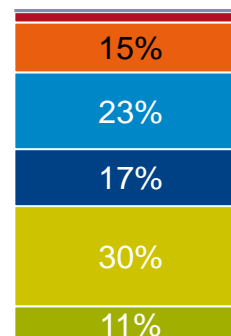
Glass of water



Fruit

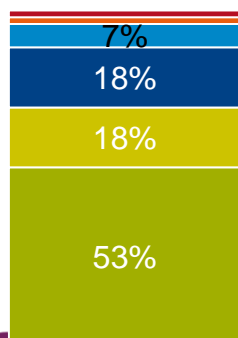


Vegetables

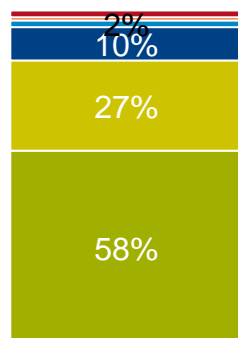


- never
- less than once a week
- 1-2 times a week
- 3-4 times a week
- 5-6 times a week
- every day
- at least 2 portions a day

Eat with family or friends

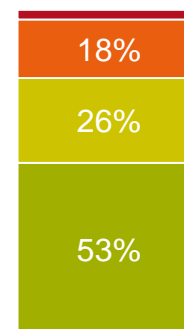


Eat fresh cooked meal



- never
- less than once a week
- 1 day a week
- 2-3 days a week
- 4-5 days a week
- 6-7 days a week

Exercising



- Not active
- Somewhat active
- Moderately active
- Very active



N=733
Youngsters

City level – top behaviour category

Current behaviour	Top	Bottom
Drinking water	Granollers 60%, Cluj Napoca 53%	Deventer 19%, Poznan 25%
Eating fruit	/	Banská Bystrica 13%
Eating vegetables	Roncq 28%	Banská Bystrica 6%
Eating together	Bradford 63%, Roncq 72%, Deventer 81%	Poznan 44%, Cluj Napoca 44%, Banská Bystrica 38%
Eating fresh cooked meals	Poznan 66%	Bradford 36%
Exercising	Roncq 69%, Deventer 79%, Banská Bystrica 68%	Granollers 34%, Cluj Napoca 42%

Awareness | Benefits of water



N=733
Youngsters

	TOP2 %	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=733	N=94	N=85	N=36	N=72	N=119	N=210	N=117
Water stops me feeling thirsty	81%	81%	84%	88%	81%	82%	70%	89%	73%
Drinking water makes me feel healthier	69%	69%	76%	67%	69%	44%	65%	81%	66%
I like the taste of water	51%	51%	65%	46%	28%	67%	54%	50%	40%
Water is cheap	46%	46%	37%	48%	28%	53%	55%	50%	36%

Awareness | Benefits of fruit & vegetables



N=733
Youngsters

	TOP2 %	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=733	N=94	N=85	N=36	N=72	N=119	N=210	N=117
Contain a lot of vitamins and minerals	87%	87%	85%	92%	72%	94%	88%	81%	92%
Fruit is an easy and quick snack	71%	71%	80%	71%	47%	75%	76%	74%	61%
Give me energy	70%	70%	74%	74%	57%	63%	73%	71%	67%
Makes me feel healthier	70%	70%	77%	74%	67%	61%	69%	72%	66%
I like the taste	67%	67%	67%	54%	61%	71%	72%	67%	72%
Can stop me getting ill	63%	63%	57%	57%	22%	65%	76%	65%	66%

Awareness | Benefits of fresh cooked meals



N=733
Youngsters

TOP2 %	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	N=733	N=94	N=85	N=36	N=72	N=119	N=210	N=117
Home cooked meals are healthier	86%	85%	76%	83%	81%	82%	90%	95%
Home cooked meals taste better	81%	70%	88%	89%	79%	78%	79%	86%

Awareness | Benefits of sharing meal with family or friends



N=733
Youngsters

TOP2 %	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	N=733	N=94	N=85	N=36	N=72	N=119	N=210	N=117
Shared meals are an opportunity to talk to each other	76%	79%	82%	78%	94%	81%	71%	61%
Sharing a meal is enjoyable	66%	72%	69%	64%	89%	50%	72%	52%

Awareness | Benefits of exercising



N=733
Youngsters

TOP2 %

		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=733	N=94	N=85	N=36	N=72	N=119	N=210	N=117
Exercise makes me feel better	75%	75%	79%	75%	81%	82%	61%	80%	73%
Exercising is fun to do	72%	72%	77%	69%	58%	87%	61%	79%	64%
I can sleep better after exercising	70%	70%	77%	68%	64%	63%	67%	78%	62%
Exercising gives me a boost of energy	60%	60%	71%	52%	42%	51%	56%	67%	56%
Exercising regularly can stop me getting ill	51%	51%	59%	44%	31%	50%	51%	60%	44%
Exercise is a good way to meet new people	51%	51%	39%	51%	58%	65%	59%	50%	45%

Enjoyment



N=733
Youngsters

TOP2 %	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	N=733	N=94	N=85	N=36	N=72	N=119	N=210	N=117
I enjoy sharing a meal with my family or friends	79%	84%	74%	89%	90%	82%	80%	66%
I enjoy eating fruit	77%	78%	64%	78%	64%	83%	84%	78%
I enjoy exercising in my free time	66%	71%	54%	67%	64%	64%	71%	68%
I enjoy eating healthy	65%	73%	60%	67%	51%	62%	76%	50%
I enjoy eating vegetables	55%	60%	38%	56%	43%	61%	63%	48%

Future intentions



N=733
Youngsters

I intend to ... more often		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=733	N=94	N=85	N=36	N=72	N=119	N=210	N=117
Exercise		48%	49%	56%	47%	35%	48%	50%	49%
Eat fruits		47%	52%	60%	42%	29%	49%	51%	38%
Drink water		47%	50%	59%	47%	31%	44%	48%	46%
Eat vegetables		38%	44%	44%	36%	21%	38%	40%	37%
Share meals with family or friends		43%	43%	56%	39%	23%	47%	48%	33%

PREGNANT WOMEN



We  love eating!
Enjoy being healthy

Profile (1)



N=813
Pregnant

		Bradford N=217	Granollers N=132	Roncq N=11	Deventer N=47	Poznan N=219	Cluj Napoca N=130	Banská Bystrica N=56
Single	4%	6%	2%	-	6%	5%	-	-
In a relationship	9%	11%	5%	64%	9%	9%	9%	11%
Living together with partner	20%	18%	42%	-	34%	15%	7%	18%
Married	65%	61%	52%	36%	47%	71%	83%	71%
Divorced	1%	1%	-	-	-	1%	1%	-
Widow / widower	0%	-	-	-	-	-	-	-

The mean age of the pregnant women when they left school is **21 years**

16 years in Bradford
22 years in Granollers
21 years in Roncq
20 years in Deventer
23 years in Poznan
24 years in Cluj Napoca
22 years in Banská Bystrica

Profile (2)



N=813
Pregnant

		Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=217	N=132	N=11	N=47	N=219	N=130	N=56
Full time student	1%	0%	1%	-	-	1%	5%	-
Retired	0	-	-	-	-	-	-	-
Unable to work through illness	2%	-	3%	-	9%	-	-	9%
Unemployed / seeking...	11%	22%	21%	-	4%	2%	2%	2%
Maternity leave	12%	0%	30%	18%	28%	3%	-	61%
Looking after your home...	7%	20%	2%	9%	6%	1%	-	2%
Manager	7%	2%	2%	-	-	16%	8%	4%
Professional	24%	18%	21%	27%	21%	41%	19%	4%
Technician and associate...	3%	1%	8%	-	6%	6%	-	-
Clerical support worker	10%	2%	-	18%	6%	5%	45%	7%
Service and sales worker	8%	3%	5%	9%	4%	13%	10%	7%
Skilled agricultural, forestry...	1%	-	2%	-	-	1%	-	2%
Craft and related trades worker	1%	-	2%	-	4%	2%a	2%	2%
Plant and machine...	1%	-	2%	-	-	1%	-	-
Elementary occupation	4%	0%	2%	18%	4%	6%	6%	2%
Armed forces occupation	0%	-	-	-	-	-	2%	-

Profile (3)



N=813
Pregnant

		Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=217	N=132	N=11	N=47	N=219	N=130	N=56
1 month		-	1%	-	-	-	-	-
2 months	3%	1%	2%	11%	-	1%	9%	7%
3 months	5%	2%	14%	-	-	3%	-	10%
4 months	8%	7%	4%	33%	11%	3%	20%	20%
5 months	8%	7%	5%	33%	11%	11%	6%	7%
6 months	25%	48%	13%	-	44%	16%	20%	-
7 months	22%	18%	25%	11%	33%	26%	17%	15%
8 months	17%	8%	30%	11%	-	19%	16%	22%
9 months	13%	8%	6%	-	-	22%	10%	20%

* filter: only those women who are still pregnant during the time of the fieldwork

The mean age of pregnant women is 30 years old

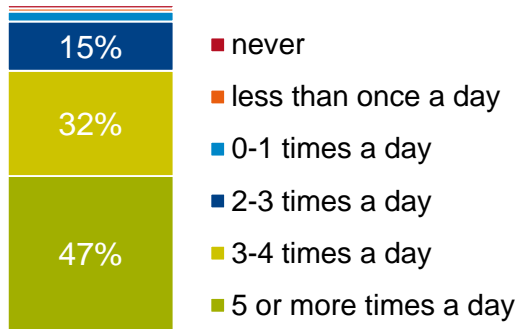
29 years in Bradford
33 years in Granollers
31 years in Roncq
30 years in Deventer
30 years in Poznan
29 years in Cluj Napoca
31 years in Banská Bystrica

Behaviour

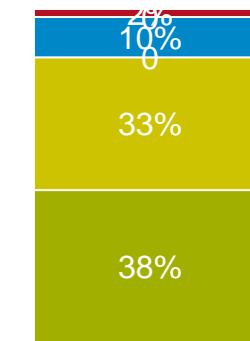


N=813
Pregnant

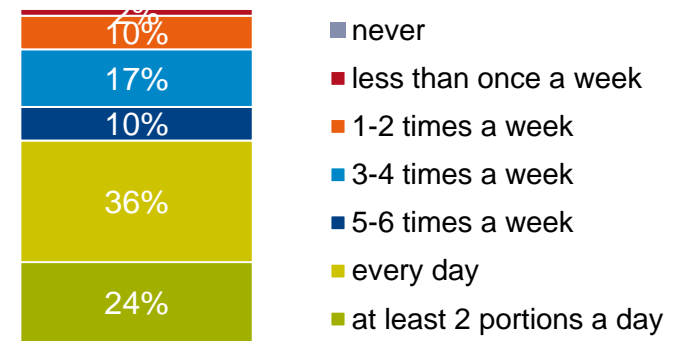
Glass of water



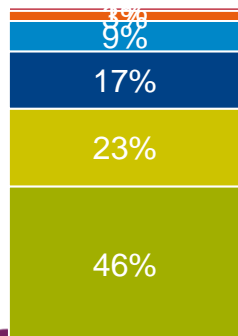
Fruit



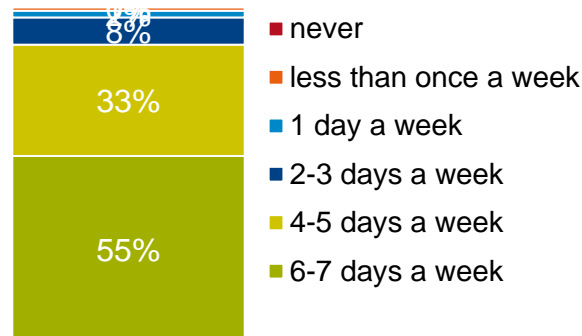
Vegetables



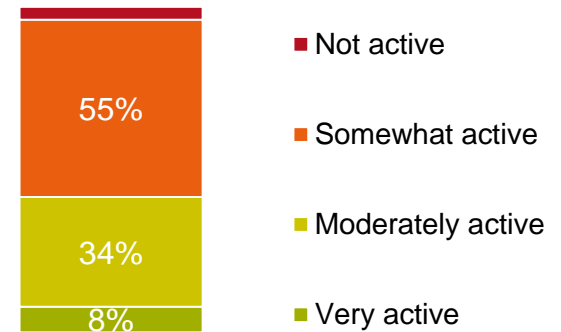
Eat with family or friends



Eat fresh cooked meal



Exercising





N=813
Pregnant

City level – top behaviour category

Current behaviour	Top	Bottom
Drinking water	Granollers 67%, Banská Bystrica 82%	Bradford 36%, Cluj Napoca 38%
Eating fruit	Poznan 56%	Bradford 25%
Eating vegetables	Poznan 34%	Granollers 17%
Eating together	Deventer 81%, Poznan 55%	Cluj Napoca 22%, Banská Bystrica 29%
Eating fresh cooked meals	Granollers 64%, Poznan 69%	Cluj Napoca 25%
Exercising	Deventer 17%	Cluj Napoca 2%

Awareness | Benefits of water



N=813
Pregnant

	TOP2 %	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=813	N=217	N=133	N=11	N=47	N=219	N=130	N=56
Water hydrates your body	94%	94%	92%	98%	91%	81%	94%	98%	98%
Water contains no fat & sugar	92%	92%	89%	95%	91%	94%	90%	94%	95%
Drinking water will benefit my baby's health	89%	89%	88%	96%	91%	68%	89%	89%	93%
Water is thirst-quenching	88%	88%	83%	92%	91%	83%	88%	92%	95%
Your skin looks better when you drink enough water	86%	86%	88%	90%	73%	57%	85%	92%	88%
Water flushes out toxins	83%	83%	84%	93%	73%	62%	73%	93%	91%
I like the taste of water	73%	73%	64%	89%	27%	64%	75%	81%	61%
Drinking water makes me feel healthier	74%	74%	77%	92%	64%	51%	58%	84%	73%
Water is cheap	69%	69%	80%	68%	45%	81%	61%	60%	68%
Drinking enough water can prevent diseases	66%	66%	66%	80%	82%	36%	49%	83%	75%

Awareness | Benefits of fruit & vegetables



N=813
Pregnant

TOP2 %

		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=813	N=217	N=133	N=11	N=47	N=219	N=130	N=56
Fruits and vegetables contain a lot of vitamins and minerals	95%	95%	94%	97%	82%	91%	96%	93%	98%
Eating enough fruits and vegetables during pregnancy will benefit my baby's health	91%	91%	92%	95%	91%	87%	89%	91%	98%
I like the taste of fruits and vegetables	90%	90%	84%	89%	82%	83%	98%	88%	93%
Fruit is an easy and quick snack	87%	87%	91%	81%	82%	60%	93%	86%	91%
Eating fruits and vegetables makes me feel healthier	85%	85%	88%	91%	64%	74%	80%	85%	88%
Fruits and vegetables contain very little fat	84%	84%	76%	93%	82%	77%	87%	85%	84%
Fruits and vegetables give me energy	78%	78%	84%	77%	73%	72%	73%	82%	79%
Eating fruits and vegetables can prevent diseases	74%	74%	71%	85%	73%	66%	68%	82%	77%

Awareness | Benefits of fresh cooked meals



N=813
Pregnant

TOP2 %	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	N=813	N=217	N=133	N=11	N=47	N=219	N=130	N=56
I can choose which ingredients I put in my meals if I cook at home	92%	94%	95%	64%	89%	95%	79%	96%
Home cooked meals are healthier than ready-made food from a shop or a takeaway	87%	91%	83%	64%	81%	95%	72%	95%
Home cooked meals taste better than ready-made food from a shop or a takeaway	82%	83%	87%	55%	81%	84%	68%	96%
Home cooked meals contain less fat & sugars than ready-made food from a shop or a takeaway	79%	83%	82%	64%	64%	78%	72%	86%
I enjoy cooking	67%	71%	67%	55%	66%	71%	62%	55%

Awareness | Benefits of sharing meal with family or friends



N=813
Pregnant

TOP2 %	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	N=813	N=217	N=133	N=11	N=47	N=219	N=130	N=56
Shared meals are an opportunity to talk to each other	90%	91%	94%	82%	89%	95%	77%	93%
Shared meals are a great family bonding experience	89%	90%	91%	91%	94%	95%	78%	84%
Sharing a meal allows you to teach your child social manners	83%	90%	91%	82%	89%	82%	60%	93%
Sharing a meal is enjoyable	73%	83%	86%	91%	89%	53%	73%	71%
It's cheaper to make one large amount of food	64%	77%	49%	55%	74%	59%	61%	71%
It's easier to make one large amount of food	60%	77%	38%	82%	68%	51%	61%	70%

Awareness | Benefits of exercising



N=813
Pregnant

TOP2 %

		Total N=813	Bradford N=217	Granollers N=133	Roncq N=11	Deventer N=47	Poznan N=219	Cluj Napoca N=130	Banská Bystrica N=56
Exercise can give me better endurance	88%	88%	89%	92%	82%	89%	84%	85%	95%
Exercise makes me feel better	86%	86%	87%	90%	73%	81%	87%	85%	84%
Exercise can help me to lose weight	86%	86%	93%	87%	91%	85%	82%	85%	73%
Exercise can help me build muscles	84%	84%	88%	91%	91%	87%	79%	81%	77%
Exercise will minimise body changes after childbirth and will help me lose the extra...	82%	82%	84%	83%	55%	68%	88%	78%	79%
Exercising gives me a boost of energy	75%	75%	72%	83%	55%	79%	74%	81%	57%
I can sleep better after exercising	75%	75%	77%	84%	64%	60%	76%	75%	61%
Regular exercise can prevent diseases	73%	73%	65%	80%	64%	64%	78%	78%	61%
Exercising is fun to do	63%	63%	60%	68%	45%	62%	59%	72%	55%
Exercise is a good way to meet new people	57%	57%	64%	62%	45%	62%	49%	57%	45%

Knowledge & feeling confident



N=813
Pregnant

TOP2 %	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	N=813	N=217	N=133	N=11	N=47	N=219	N=130	N=56
When I go to the supermarket, I know which ingredients I need to buy when I want to cook a healthy meal	75%	80%	82%	36%	72%	75%	66%	70%
I feel confident to cook a fresh and healthy meal	74%	84%	80%	55%	79%	65%	69%	71%
I know how to decide whether a food product is healthy or not	68%	79%	77%	36%	64%	56%	67%	63%

Enjoyment










N=813
Pregnant

TOP2 %	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	N=813	N=217	N=133	N=11	N=47	N=219	N=130	N=56
I enjoy sharing a meal with my family or friends	84%	88%	89%	82%	79%	88%	68%	88%
I enjoy eating fruit	80%	74%	77%	82%	70%	95%	73%	80%
I enjoy eating healthy during my pregnancy	80%	77%	91%	91%	68%	87%	66%	80%
I enjoy eating vegetables	75%	74%	73%	64%	66%	85%	65%	80%
I enjoy eating healthy	74%	80%	89%	73%	66%	79%	49%	57%
I enjoy going to the supermarket to buy fresh food	72%	71%	76%	82%	72%	74%	60%	80%
I enjoy cooking meals at home	72%	76%	79%	64%	72%	78%	52%	66%
I enjoy exercising in my free time	48%	47%	56%	45%	38%	53%	48%	23%

Future intentions



N=813
Pregnant

I intend to ... more often		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=813	N=217	N=133	N=11	N=47	N=219	N=130	N=56
Exercise		45%	47%	53%	18%	13%	54%	41%	27%
Drink water		36%	42%	38%	18%	15%	31%	43%	27%
Eat vegetables		32%	35%	35%	18%	11%	27%	41%	34%
Eat fruits		32%	40%	38%	18%	9%	22%	41%	30%
Cook fresh meals		30%	37%	32%	0%	4%	21%	42%	34%
Share meals with family or friends		29%	34%	32%	9%	6%	22%	37%	25%
Go to the supermarket to buy fresh food		22%	33%	32%	0%	2%	10%	28%	7%

OLDER PEOPLE



We  love eating!
Enjoy being healthy

Profile (1)



N=1160
Elderly

		Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=145	N=133	N=68	N=123	N=196	N=196	N=299
Single	11%	5%	4%	4%	15%	20%	21%	4%
In a relationship	3%	1%	3%	19%	2%	3%	3%	0%
Living together with partner	3%	1%	8%	-	4%	1%	5%	0%
Married	39%	38%	64%	28%	38%	41%	42%	28%
Divorced	9%	7%	8%	6%	2%	8%	7%	17%
Widow / widower	33%	32%	13%	41%	37%	26%	22%	50%

The mean age of older people when they left school is **18 years**

13 years in Bradford
15 years in Granollers
15 years in Roncq
16 years in Deventer
20 years in Poznan
21 years in Cluj Napoca
20 years in Banská Bystrica

Profile (2)



N=1160
Elderly

		Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
Full time student	0%	-	-	-	-	-	-	-
Retired	63%	79%	74%	94%	66%	23%	16%	98%
Unable to work through illness	1%	1%	5%	1%	2%	1%	-	-
Unemployed / seeking...	0%	1%	2%	-	1%	-	-	-
Maternity leave	0%	-	-	-	-	-	-	-
Looking after your home...	3%	1%	2%	1%	24%	-	-	-
Manager	5%	2%	3%	1%	1%	19%	7%	1%
Professional	8%	3%	5%	1%	2%	16%	24%	-
Technician and associate...	3%	-	1%	-	-	10%	8%	-
Clerical support worker	3%	1%	-	-	1%	6%	8%	-
Service and sales worker	3%	1%	3%	-	-	6%	10%	-
Skilled agricultural, forestry...	1%	-	-	-	-	4%	2%	-
Craft and related trades worker	2%	-	2%	-	1%	7%	3%	0%
Plant and machine...	1%	-	2%	-	-	2%	5%	0%
Elementary occupation	4%	-	2%	-	-	7%	14%	-
Armed forces occupation	1%	-	-	-	-	1%	4%	-

Profile (3)



N=1160
Elderly

79% of the older people have grandchildren

78% in Bradford
77% in Granollers
88% in Roncq
75% in Deventer
77% in Poznan
79% in Cluj Napoca
83% in Banská Bystrica

31% of the older people are male respondents

20% in Bradford
42% in Granollers
35% in Roncq
33% in Deventer
27% in Poznan
58% in Cluj Napoca
13% in Banská Bystrica

The mean age of the older people is 73 years old

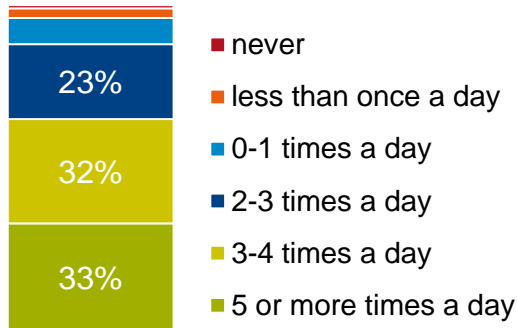
75 years in Bradford
69 years in Granollers
78 years in Roncq
77 years in Deventer
70 years in Poznan
71 years in Cluj Napoca
74 years in Banská Bystrica

Behaviour

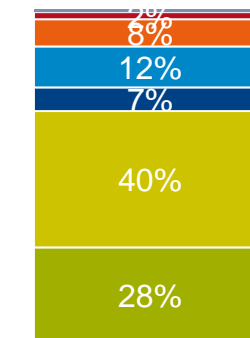


N=1160
Elderly

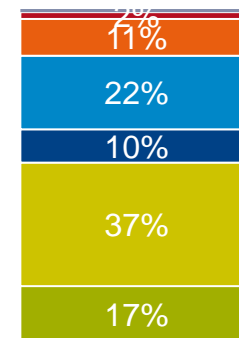
Glass of water



Fruit

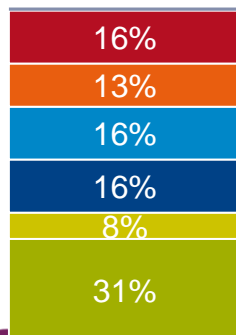


Vegetables

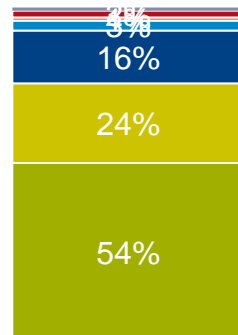


- never
- less than once a week
- 1-2 times a week
- 3-4 times a week
- 5-6 times a week
- every day
- at least 2 portions a day

Eat with family or friends

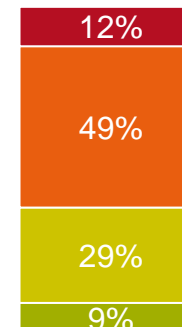


Eat fresh cooked meal



- Column1
- never
- less than once a week
- 1 day a week
- 2-3 days a week
- 4-5 days a week
- 6-7 days a week

Exercising



- Not active
- Somewhat active
- Moderately active
- Very active



N=1160
Elderly

City level – top behaviour category

Current behaviour	Top	Bottom
Drinking water	Banská Bystrica 52%	Bradford 12%, Deventer 21%, Poznan 23%
Eating fruit	Bradford 37%, Granollers 49%	Banská Bystrica 19%
Eating vegetables	Bradford 39%	Banská Bystrica 8%
Eating together	Granollers 55%, Deventer 41%	Roncq 12%, Banská Bystrica 20%
Eating fresh cooked meals	Granollers 75%, Deventer 65%	Bradford 35%, Roncq 41%
Exercising	/	/

Awareness | Benefits of water



N=1160
Elderly

TOP2 %

		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=1160	N=145	N=133	N=68	N=123	N=196	N=196	N=299
Water contains no fat & sugar	86%	86%	76%	86%	81%	89%	82%	93%	87%
Water is thirst-quenching	85%	85%	75%	72%	76%	85%	85%	95%	91%
Water hydrates your body	82%	82%	74%	83%	78%	66%	84%	93%	84%
Water flushes out toxins	74%	74%	66%	78%	79%	69%	67%	90%	72%
Your skin looks better when you drink enough water	72%	72%	64%	67%	60%	63%	72%	89%	75%
I like the taste of water	69%	69%	52%	71%	43%	63%	63%	88%	79%
Drinking water makes me feel healthier	66%	66%	52%	71%	59%	40%	59%	90%	72%
Drinking enough water can prevent diseases	63%	63%	44%	66%	63%	42%	51%	89%	72%
Water is cheap	61%	61%	68%	41%	49%	80%	59%	76%	53%

Awareness | Benefits of fruit & vegetables



N=1160
Elderly

	TOP2 %	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=1160	N=145	N=133	N=68	N=123	N=196	N=196	N=299
Fruits and vegetables contain a lot of vitamins and minerals	80%	80%	17%*	89%	78%	92%	89%	87%	92%
Fruits and vegetables contain very little fat	86%	86%	77%	86%	76%	91%	85%	89%	91%
I like the taste of fruits and vegetables	85%	85%	81%	86%	74%	89%	85%	85%	87%
Fruit is an easy and quick snack	81%	81%	81%	72%	66%	84%	82%	87%	84%
Eating fruits and vegetables makes me feel healthier	71%	71%	66%	77%	63%	57%	67%	88%	71%
Eating fruits and vegetables can prevent diseases	70%	70%	66%	65%	62%	61%	66%	86%	70%
Fruits and vegetables give me energy	66%	66%	62%	66%	51%	56%	59%	85%	69%

*73% No answer

Awareness | Benefits of fresh cooked meals



N=1160
Elderly

TOP2 %

		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=1160	N=145	N=133	N=68	N=123	N=196	N=196	N=299
Home cooked meals are healthier	86%	86%	80%	77%	65%	82%	89%	94%	91%
Home cooked meals taste better	84%	84%	73%	86%	69%	75%	87%	91%	89%
I can choose which ingredients I put in my meals if I cook at home	85%	85%	78%	89%	63%	82%	87%	95%	86%
Home cooked meals contain less fat & sugars	76%	76%	74%	77%	63%	76%	76%	89%	72%
I enjoy cooking	56%	56%	48%	60%	40%	48%	48%	86%	48%

Awareness | Benefits of sharing meal with family or friends



N=1160
Elderly

	TOP2 %	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=1160	N=145	N=133	N=68	N=123	N=196	N=196	N=299
Shared meals are an opportunity to see my children and/or...	85%	85%	77%	94%	83%	74%	83%	94%	85%
Shared meals are a great family bonding experience	84%	84%	77%	85%	78%	74%	84%	94%	84%
Shared meals are an opportunity to talk to each other	84%	84%	85%	88%	84%	85%	83%	89%	81%
Sharing a meal is enjoyable	75%	75%	76%	84%	79%	76%	54%	91%	72%
Sharing a meal allows me to teach my grandchild/ren social manners	74%	74%	70%	86%	55%	60%	76%	88%	71%
It's cheaper to make one large amount of food	65%	65%	66%	55%	38%	69%	67%	88%	56%
It's easier to make one large amount of food	60%	60%	73%	44%	46%	56%	47%	86%	55%

Awareness | Benefits of exercising



N=1160
Elderly

TOP2 %

		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=1160	N=145	N=133	N=68	N=123	N=196	N=196	N=299
Exercise can give me better endurance	79%	79%	67%	89%	43%	75%	82%	87%	82%
Exercise makes me feel better	71%	71%	66%	83%	46%	63%	71%	88%	67%
Exercise can help me build muscles	72%	72%	70%	89%	46%	73%	71%	76%	69%
Exercise can help me to lose weight	69%	69%	72%	83%	43%	63%	77%	78%	58%
Exercise keeps me fit and can help to prevent me becoming unwell	67%	67%	63%	71%	46%	45%	61%	88%	70%
Exercising gives me a boost of energy	63%	63%	51%	79%	44%	54%	61%	88%	54%
Regular exercise can prevent diseases	61%	61%	51%	68%	41%	32%	68%	90%	54%
I can sleep better after exercising	61%	61%	58%	71%	40%	37%	58%	93%	54%
Exercising is fun to do	58%	58%	50%	65%	35%	54%	53%	83%	53%
Exercise is a good way to meet new people	57%	57%	54%	64%	40%	49%	51%	79%	53%

Knowledge & feeling confident



N=1160
Elderly

TOP2 %	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	N=1160	N=145	N=133	N=68	N=123	N=196	N=196	N=299
When I go to the supermarket, I know which ingredients I need to buy when I want to cook a healthy meal	72%	70%	81%	51%	72%	74%	67%	75%
I feel confident to cook a fresh and healthy meal	71%	70%	78%	60%	71%	69%	65%	76%
I know how to decide whether a food product is healthy or not	63%	69%	71%	44%	67%	59%	64%	63%

Enjoyment










N=1160
Elderly

TOP2 %	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	N=1160	N=64	N=133	N=68	N=123	N=196	N=196	N=299
I enjoy eating fruit	81%	70%	83%	65%	81%	83%	91%	82%
I enjoy eating vegetables	79%	66%	81%	63%	85%	83%	91%	77%
I enjoy sharing a meal with my family or friends	77%	74%	88%	72%	72%	66%	91%	75%
I enjoy going to the supermarket to buy fresh food	67%	49%	78%	49%	54%	60%	91%	69%
I enjoy eating healthy	65%	71%	88%	71%	77%	66%	61%	47%
I enjoy cooking meals at home	61%	53%	71%	43%	59%	53%	89%	51%
I enjoy exercising in my free time	48%	47%	61%	26%	28%	40%	85%	37%

Future intentions

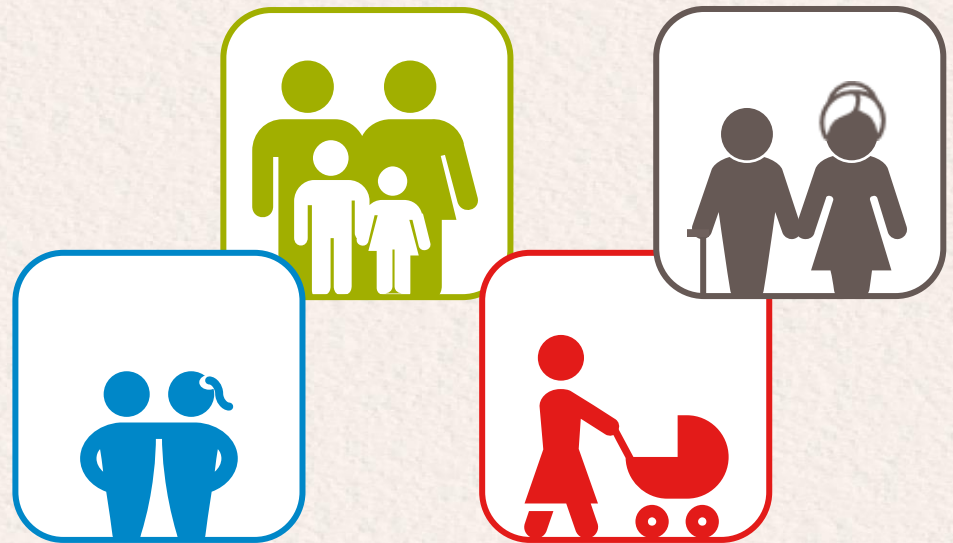


N=1160
Elderly

I intend to ... more often		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=1160	N=145	N=133	N=68	N=123	N=196	N=196	N=299
Drink water		27%	29%	31%	15%	9%	25%	47%	24%
Eat vegetables		25%	20%	22%	9%	11%	27%	49%	20%
Eat fruits		24%	21%	22%	12%	7%	20%	49%	20%
Share meals with family or friends		23%	18%	24%	29%	6%	18%	50%	15%
Exercise		23%	17%	30%	10%	5%	29%	33%	21%
Cook fresh meals		19%	14%	20%	12%	5%	17%	47%	12%
Go to the supermarket to buy fresh food		18%	19%	24%	10%	5%	13%	43%	7%



SUMMARY AND KEY INSIGHTS




























We ve eating!


























Enjoy being healthy



Awareness

Awareness																					
																					
Granollers	Green		Green						Green								Green				Green
Roncq				Red		Red							Red				Red				Red
Cluj Napoca			Green	Green					Green	Red			Green		Red		Green	Green	Green		Green
Poznan			Red	Red									Red	Green		Green					
Deventer	Red														Red			Red	Red		Red
Bradford		Green						Red						Green			Red	Green			Red
Banská Bystrica				Green									Green	Green	Green						Red

Behaviour

Behaviour																					
																					
Granollers	Green	Green	Green		Red		Red	F					Green	Green		Green		Red			
Roncq					Red	V				Green			Red	Red		Red	Red	Green			
Cluj Napoca	Green	Green	Red						Red	Red	Red		Green		Red		Red	Red	Red		
Poznan		Red		Red	V		F&V			Red	Green		Green	Green	Green						
Deventer	Red	Red		Red	Red				Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	
Bradford			Red	Red	F&V		Red	F&V		Green			Red	Red		Red	Red				
Banská			Green	Green	Red	Red		Red	Red	Red	Red	Red	Red		Red		Red	Green			

Overall summary

- The main finding of the survey is that the results vary largely between cities and target groups. It is therefore important to tailor actions to specific sub-groups on a city level as much as possible. Results are particularly contrasted for three aspects: cooking fresh meals, drinking water and sharing meals. Knowledge transfer between the LPGs of the different cities in these areas may be particularly interesting.
- Main trends, pointing out city differences, that were observed:
- Granollers, Poznan and Banská Bystrica generally score higher in terms of cooking fresh meals, while Bradford and Roncq are faring less well.
- In terms of water drinking, Granollers tends to have better results while Bradford and Deventer tend to have lower scores on this aspect.
- Deventer tends to fare better in terms of sharing meals while Cluj Napoca and Banská Bystrica tends to fare less well on this aspect.
- Elderly people in Bradford and Roncq get lower than average scores on many aspects – knowledge on the local context of these target groups, by the LPGs and possible stakeholders, could be useful to better understand the dynamics of these two groups and tailor the activities and actions for them.

Bradford

- **Freshly cooked meals** behaviour is below average for 3 groups out of 4, while **water drinking** behaviour is below average for both adult groups. The LPG has identified this last item as an area lacking information and service provision in Bradford, which may partially explain these results.
- **Elderly people** have scores below average more often than other groups, which may be linked to lower education levels. 43% of elderly people in Bradford left school before 16, compared with 21% for all elderly people across cities.
- Both awareness and behaviour are below average among elderly people for **water** drinking and **cooking fresh meals**. Awareness of benefits of **exercising** is below average for this group. Low intention to **buy fresh food** may reflect difficulties with getting out of the house on a regular basis to source fresh food. Awareness of **vegetable** eating is lower than average, although behaviour is above average.
- Among 0-9 year-olds, awareness of benefits of **exercising** is higher than average, as well as **fruit and vegetable** eating behaviour. This last result contrasts with the results for children aged 10-16, which may indicate an overestimation by parents or a decline in fruit and vegetable eating behaviour.
- **Shared meal** behaviour is better among 10-16 year-olds than the overall average for children of the same age.
- **Water** drinking and **fruit** eating behaviour are below average for pregnant women, although intention for these aspects is higher than average. Intentions to **cook fresh meals**, **share meals** or **buy fresh food** at the supermarket are also higher than average for this group. These favourable intention scores indicate aspects to promote further.

Bradford



		0-9 year-olds	10-16 year-olds	Pregnant women	Elderly people	
		N=99	N=94	N=217	N=145	
	Exercise	Awareness	85%	71%	71%	55%
		Behaviour	46%	49%	9%	7%
		Intention	30%	49%	47%	17%
	Drink water	Awareness	59%	70%	71%	52%
		Behaviour	21%	35%	36%	12%
		Intention	33%	50%	42%	29%
	Eat vegetables	Awareness (F&V)	84%	72%	84%	58%
		Behaviour	31%	11%	19%	39%
		Intention	28%	44%	36%	20%
	Eat fruits	Awareness	Combined average with vegetables			
		Behaviour	47%	29%	25%	37%
		Intention	25%	52%	40%	21%
	Cook fresh meals	Awareness	96%	78%	87%	77%
		Behaviour	56%	36%	52%	35%
		Intention	N/A	N/A	37%	14%
	Share meals with family or friends	Awareness	84%	38%	66%	75%
		Behaviour	58%	63%	51%	26%
		Intention	23%	43%	34%	18%
	Go to the supermarket to buy fresh food	Intention	N/A	N/A	33%	19%

Awareness: average top 2 box for selected items – Behaviour: Top category – Intention: more often

Granollers



- The results for Granollers are particularly good in terms of **cooking fresh meals** behaviour (above average for 3 groups out of 4). Results for **water** drinking are also positive: 0-9 year-olds are above average for all aspects of water drinking, while 10-16 year-olds and pregnant women are above average for two indicators out of three for this message.
- The **fruit and vegetable** eating behaviour of 0-9 year-olds is below average, although their intentions are above average, which may indicate a lever to improve behaviour. This result is striking given the local Mediterranean diet could be expected to include more fruits and vegetables than average.
- The awareness and intention of 0-9 year-olds to **share meals** are above average, which could highlight an aspect to promote further to have an impact on behaviour.
- **Exercise** behaviour is below average for 10-16 year-olds, while **exercise** awareness is above average for 0-9 year-olds.
- **Vegetable** eating behaviour is below average among pregnant women. In contrast, their intention is above average for **exercise**. Intention to **buy fresh food** is higher than average for the two adult groups.
- Although a sizeable proportion of the Granollers elderly sample left school before 16, many of their results are above average including behaviours linked to eating **fruit**, cooking **fresh meals** and **sharing meals**. Besides, awareness and intention are higher than average for **exercise**, which may be an opportunity to impact behaviour.

Granollers










		0-9 year-olds	10-16 year-olds	Pregnant women	Elderly people	
		N=55	N=85	N=132	N=133	
	Exercise	Awareness	90%	60%	81%	73%
		Behaviour	38%	34%	6%	11%
		Intention	40%	56%	53%	30%
	Drink water	Awareness	81%	56%	91%	71%
		Behaviour	47%	60%	67%	39%
		Intention	51%	59%	38%	31%
	Eat vegetables	Awareness (F&V)	82%	70%	88%	77%
		Behaviour	5%	8%	17%	11%
		Intention	58%	44%	35%	22%
	Eat fruits	Awareness	Combined average with vegetables			
		Behaviour	11%	14%	42%	49%
		Intention	56%	60%	38%	22%
	Cook fresh meals	Awareness	91%	82%	86%	82%
		Behaviour	82%	67%	64%	75%
		Intention	N/A	N/A	33%	20%
	Share meals with family or friends	Awareness	95%	38%	68%	82%
		Behaviour	56%	61%	43%	55%
		Intention	49%	55%	33%	24%
	Go to the supermarket to buy fresh food	Intention	N/A	N/A	32%	24%

Awareness: average top 2 box for selected items – Behaviour: Top category – Intention: more often

Roncq

- Awareness and behaviour for **freshly cooked meals** are below average for 2 groups out of 4, indicating that promoting awareness of this aspect is a priority.
- Scores for **elderly people** are often below the overall city average for people the same age, which could be linked to a high proportion of this sub-group with a low leaving school age. Besides, there is empirical evidence of elderly people in Roncq becoming more vulnerable in economic terms.
- Among elderly people, awareness and intention are below average for **water** drinking and **exercising**. **Fruit** and **vegetable** eating intentions are below average, as well as **sharing meals** behaviour.
- Many indicators are also below average for 0-9 year-olds. **Exercising** behaviour and intention are below average, as well as awareness and behaviour for **freshly cooked meals**. **Fruit** eating behaviour and **shared meals** intention are also below average.
- Eating **vegetables** awareness is below average among 10-16 year-olds but behaviour is better than average. The programme team mentioned a recent high visibility campaign on this message. The results may point towards a stronger impact on behaviour than awareness. Besides, 10-16 year-olds behaviour is above average for **exercising** and **sharing meals**.

Roncq

		0-9 year-olds	10-16 year-olds	Pregnant women	Elderly people	
		N=35	N=36	N=11	N=68	
	Exercise	Awareness	72%	53%	59%	42%
		Behaviour	14%	69%	0%	3%
		Intention	9%	47%	18%	10%
	Drink water	Awareness	74%	49%	45%	51%
		Behaviour	34%	50%	36%	35%
		Intention	17%	47%	18%	15%
	Eat vegetables	Awareness (F&V)	65%	56%	75%	66%
		Behaviour	14%	28%	18%	24%
		Intention	37%	36%	18%	9%
	Eat fruits	Awareness	Combined average with vegetables			
		Behaviour	0%	19%	18%	24%
		Intention	37%	42%	18%	12%
	Cook fresh meals	Awareness	57%	86%	59%	67%
		Behaviour	37%	50%	36%	41%
		Intention	N/A	N/A	0%	12%
	Share meals with family or friends	Awareness	90%	35%	66%	79%
		Behaviour	46%	72%	36%	12%
		Intention	11%	39%	9%	29%
	Go to the supermarket to buy fresh food	Intention	N/A	N/A	0%	10%

Awareness: average top 2 box for selected items – Behaviour: Top category – Intention: more often

Deventer



- **Exercise** behaviour is above average across most groups, although intention is low, which may indicate that some respondents feel like they are exercising enough. **Shared meals** behaviour is also above average. The good performance in terms of these aspects could be used to bring the other messages across.
- **Water** drinking is clearly a priority aspect for Deventer with almost all scores below average. The programme team indicates that this message was not included in previous healthy eating campaigns and is fairly new. Intentions to eat **fruits** or **vegetables** more often are also lower than average, although behaviour is in line with the average.
- **Fruit and vegetable** eating behaviour and **freshly cooked meals** awareness are below average for 0-9 year-olds. Awareness and intention to **exercise** are also below average for this group, although behaviour for this aspect is above average. This could indicate that parents feel their children are already doing enough on this aspect.
- Intention to **exercise** and **share meals** more often is below average for 10-16 year-olds, while behaviour is above average – this may also indicate that respondent feel they are already doing the right thing.
- Intentions to **cook fresh meals** and **buy fresh food** are lower than average for pregnant women.
- Intention to **buy fresh food** is below average for elderly people. Their **freshly cooked meal** behaviour is above average while awareness and intention are below average. **Exercise** awareness and intention are below average for this group.

Deventer



		0-9 year-olds	10-16 year-olds	Pregnant women	Elderly people	
		N=128	N=72	N=47	N=123	
	Exercise	Awareness	56%	67%	71%	51%
		Behaviour	55%	79%	17%	8%
		Intention	23%	35%	13%	5%
	Drink water	Awareness	46%	56%	57%	51%
		Behaviour	6%	19%	49%	21%
		Intention	19%	31%	15%	9%
	Eat vegetables	Awareness (F&V)	77%	71%	77%	71%
		Behaviour	9%	18%	32%	22%
		Intention	15%	21%	11%	11%
	Eat fruits	Awareness	Combined average with vegetables			
		Behaviour	26%	28%	28%	32%
		Intention	11%	29%	9%	7%
	Cook fresh meals	Awareness	79%	80%	81%	78%
		Behaviour	70%	67%	62%	65%
		Intention	N/A	N/A	4%	5%
	Share meals with family or friends	Awareness	86%	46%	68%	73%
		Behaviour	77%	81%	81%	41%
		Intention	14%	22%	6%	6%
	Go to the supermarket to buy fresh food	Intention	N/A	N/A	2%	5%

Awareness: average top 2 box for selected items – Behaviour: Top category – Intention: more often

Poznan



- **Freshly cooked meals** behaviour is above average for most groups, while eating **vegetable** behaviour is above average for 2 groups out of 4.
- Awareness and behaviour are above average among 0-9 year-olds for **freshly cooked meals**.
- **Water** drinking and **shared meals** behaviour are below average for 10-16 year-olds. The LPG mentions that children that age are likely to eat in school cafeterias or buy food and drinks from shops, which may have an impact on the frequency of shared meals and their water consumption (since other drinks may be available in shops).
- Behaviour for eating **fruit** or **vegetable**, **sharing meals** and **freshly cooked meals** are above average for pregnant women, while intentions are below average. This may indicate that respondents already feel they are doing enough efforts. Awareness of **water** drinking is also below average, indicating that this aspect should be promoted further among pregnant women.
- **Exercise** intention is higher than average among the two adult groups. This is an opportunity to change behaviour. In contrast, the intention to **buy fresh food** at the supermarket is below average for both groups. However, this could be linked to the fact that people in Poznan tend to buy fresh food in markets rather than supermarkets.
- The awareness of the benefits of **shared meals** is below average among elderly people. **Water** drinking awareness and behaviour are also below average, pointing towards a need to develop awareness of this aspect among the elderly. This is seen by the LPG as a more general problem as elderly people in Poznan tend not to feel thirsty and are not always aware of the importance of drinking water every day.

Poznan



		0-9 year-olds	10-16 year-olds	Pregnant women	Elderly people	
		N=132	N=119	N=219	N=196	
	Exercise	Awareness	75%	57%	74%	64%
		Behaviour	33%	52%	10%	9%
		Intention	35%	48%	54%	29%
	Drink water	Awareness	55%	59%	67%	61%
		Behaviour	17%	25%	43%	23%
		Intention	29%	44%	31%	25%
	Eat vegetables	Awareness (F&V)	78%	76%	83%	73%
		Behaviour	27%	13%	34%	17%
		Intention	39%	38%	27%	27%
	Eat fruits	Awareness	Combined average with vegetables			
		Behaviour	31%	24%	56%	26%
		Intention	31%	49%	22%	20%
	Cook fresh meals	Awareness	92%	80%	89%	88%
		Behaviour	74%	66%	69%	60%
		Intention	N/A	N/A	21%	17%
	Share meals with family or friends	Awareness	80%	33%	61%	71%
		Behaviour	60%	44%	55%	30%
		Intention	33%	47%	22%	18%
	Go to the supermarket to buy fresh food	Intention	N/A	N/A	10%	13%

Awareness: average top 2 box for selected items – Behaviour: Top category – Intention: more often

Cluj Napoca



- **Shared meal** behaviour is below average for most groups, although intention is mostly above average. This may indicate that further encouragement is needed to turn intentions into behavioural changes on this aspect.
- **Exercise** awareness and **fruits** or **vegetables** intentions are above average for most groups.
- **Water** drinking behaviour is above average among 0-9 year-olds and 10-16 year-olds, but below average among pregnant women.
- Elderly people have above average results. **Fresh food** buying intention is above average. Both awareness and intention are above average for all other aspects: **exercise**, **water**, **fruits**, **vegetables**, **freshly cooked meals** and **shared meals**.
- **Freshly cooked meals** behaviour is above average among 0-9 year-olds.
- **Exercise** awareness is above average among 10-16year-olds but behaviour is below average, indicating a gap between attitudes and behaviour.
- Awareness and behaviour for **freshly cooked meals** are below average among pregnant women but intention is above average. This indicates that further efforts are needed to turn attitudes into behavioural changes. **Exercise** behaviour is also below average for this group.

Cluj Napoca



		0-9 year-olds	10-16 year-olds	Pregnant women	Elderly people	
		N=78	N=210	N=130	N=196	
	Exercise	Awareness	85%	71%	79%	87%
		Behaviour	37%	42%	2%	12%
		Intention	50%	50%	41%	33%
	Drink water	Awareness	67%	65%	82%	89%
		Behaviour	36%	53%	38%	32%
		Intention	44%	48%	43%	47%
	Eat vegetables	Awareness (F&V)	74%	71%	86%	86%
		Behaviour	21%	10%	23%	14%
		Intention	58%	40%	41%	49%
	Eat fruits	Awareness	Combined average with vegetables			
		Behaviour	27%	23%	32%	24%
		Intention	53%	51%	41%	49%
	Cook fresh meals	Awareness	89%	85%	70%	93%
		Behaviour	79%	61%	25%	49%
		Intention	N/A	N/A	42%	47%
	Share meals with family or friends	Awareness	72%	36%	57%	87%
		Behaviour	37%	44%	22%	36%
		Intention	47%	48%	37%	50%
	Go to the supermarket to buy fresh food	Intention	N/A	N/A	28%	43%

Awareness: average top 2 box for selected items – Behaviour: Top category – Intention: more often

Banská Bystrica



- **Fruit** or **vegetable** eating behaviour is below average for all but pregnant women.
- **Shared meal** behaviour is below average for all, while **freshly cooked meals** awareness is mostly above average.
- **Freshly cooked** or **shared meals** behaviours as well as **exercise** behaviour and intention are below average among 0-9 year-olds. This indicates the need for further action with this target group.
- **Exercise** behaviour is higher than average among 10-16 year-olds.
- Intention to **exercise** or **buy fresh food** are below average for pregnant women. In contrast, **water** drinking behaviour is above average.
- **Exercise** awareness and **fresh food buying** intention are below average among the elderly. However, **water** drinking awareness and behaviour are above average for this group.

Banská Bystrica



		0-9 year-olds	10-16 year-olds	Pregnant women	Elderly people	
		N=102	N=117	N=56	N=299	
	Exercise	Awareness	71%	59%	64%	57%
		Behaviour	25%	68%	7%	10%
		Intention	21%	49%	27%	21%
	Drink water	Awareness	68%	53%	67%	75%
		Behaviour	21%	51%	82%	52%
		Intention	32%	46%	27%	24%
	Eat vegetables	Awareness (F&V)	71%	72%	87%	78%
		Behaviour	11%	6%	14%	8%
		Intention	27%	37%	34%	20%
	Eat fruits	Awareness	Combined average with vegetables			
		Behaviour	19%	13%	32%	19%
		Intention	26%	38%	30%	20%
	Cook fresh meals	Awareness	82%	91%	96%	90%
		Behaviour	48%	51%	54%	51%
		Intention	N/A	N/A	34%	12%
	Share meals with family or friends	Awareness	76%	28%	62%	77%
		Behaviour	25%	38%	29%	20%
		Intention	24%	33%	25%	15%
	Go to the supermarket to buy fresh food	Intention	N/A	N/A	7%	7%

Awareness: average top 2 box for selected items – Behaviour: Top category – Intention: more often



THANK YOU.

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We  love eating!
Enjoy being healthy