

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

## MONITORING & EVALUATION KEY RESULTS OF THE MONITORING SURVEY



**We  love eating!**  
Enjoy being healthy

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# Overview monitoring and evaluation We Love Eating project

Zero-measurement

LPG feedback survey

Monitoring

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

Monitoring survey

Post-test

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

Project start

**We Love eating!**  
Enjoy being healthy

Project end

# Target groups



## Younger children

0-9 years old  
Parents are surveyed



## Youngsters

10-16 years old



## Pregnant women

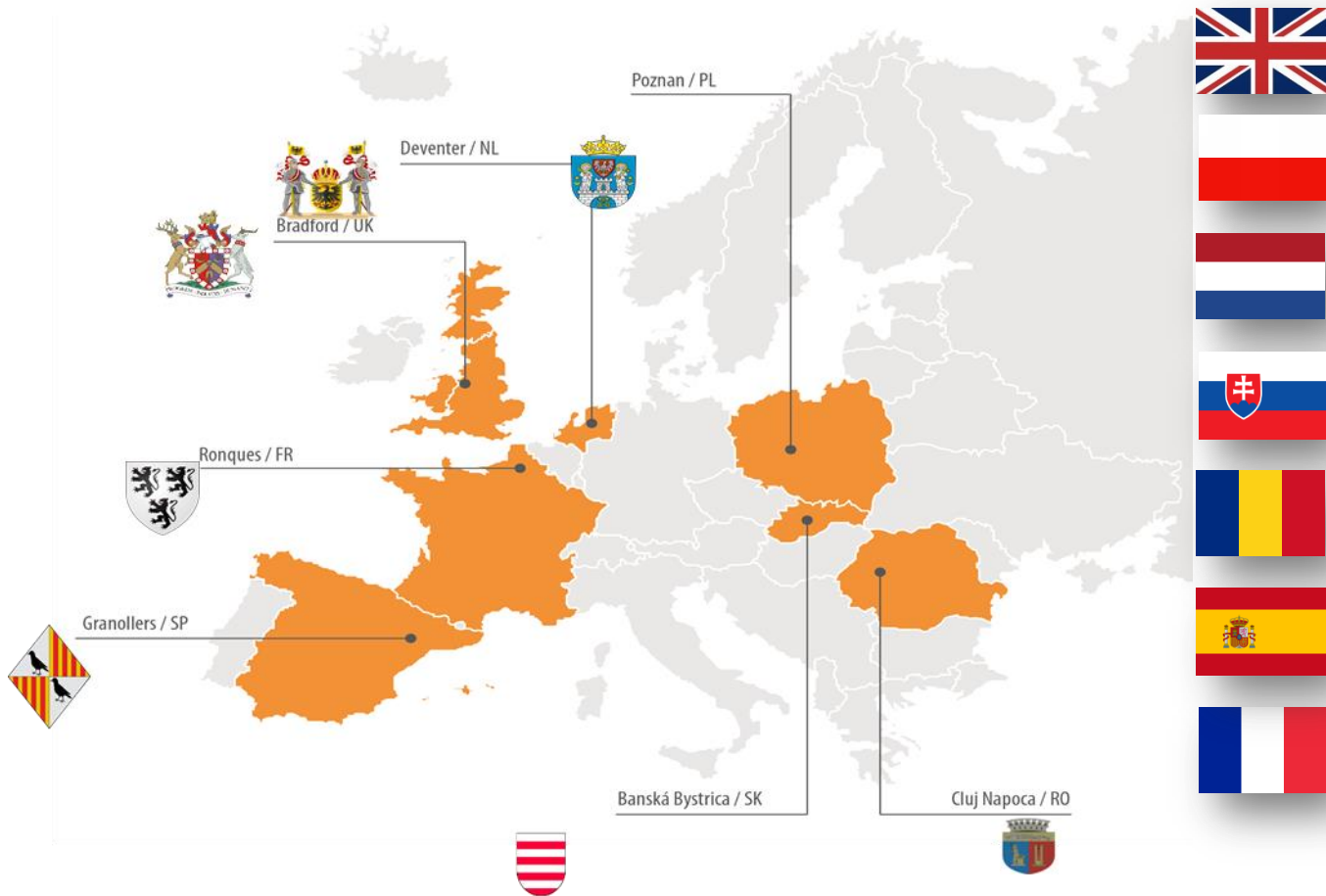
For the target group of pregnant women, also the responses from women who recently gave birth (baby < 6 months) have been included



## Seniors

60 years and older

# Seven implementation cities in seven EU Member States



# Scope Monitoring survey

## 4 dimensions

1. **Behaviour**  
(current behaviour)
2. **Awareness**  
(understanding benefits of a healthy diet)
3. **Intentions**  
(future behaviour)
4. **Monitoring project**  
(recognition, likeability, buzz)

## 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 (1 to 16 years)		Pregnant/ recently pregnant women	Seniors (from 60y onwards)	Total
	0-9 years	10-16 years			
Bradford (United Kingdom)	25	25	40	40	130
Granollers (Spain)	20	20	30	30	100
Roncq (France)	15	15	25	25	80
Deventer (Netherlands)	20	20	30	30	100
Poznan (Poland)	25	25	40	40	130
Cluj Napoca (Romania)	25	25	40	40	130
Banskà Bystrica (Slovakia)	20	20	30	30	100
Total	150	150	235	235	770

## Achieved sample

Target group	Young children 0-9y		Youngsters 10-16y		Pregnant women		Seniors		Total	
	N	%	N	%	N	%	N	%	N	%
Granollers (Spain)	20	100%	24	120%	32	107%	31	103%	107	107%
Roncq (France)	17	113%	17	113%	25	100%	26	104%	85	106%
Cluj Napoca (Romania)	25	100%	25	100%	24	60%	43	108%	117	90%
Poznan (Poland)	47	188%	29	116%	42	105%	44	110%	162	125%
Deventer (Netherlands)	26	130%	20	100%	30	100%	27	90%	103	103%
Bradford (United Kingdom)	26	104%	30	120%	48	120%	4	10%	108	83%
Banskà Bystrica (Slovakia)	34	170%	35	175%	30	100%	67	223%	166	166%
<b>Total</b>	<b>195</b>	<b>130%</b>	<b>180</b>	<b>120%</b>	<b>231</b>	<b>98%</b>	<b>242</b>	<b>103%</b>	<b>848</b>	<b>110%</b>



## 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 or a lower education level) or with a lower net income than the country average.

		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	Parents 0-9y	N=195	N=26	N=20	N=17	N=26	N=47	N=25	N=34
	Pregnant women	N=231	N=48	N=32	N=25	N=30	N=42	N=24	N=30
	Older people	N=242	N=4	N=31	N=26	N=27	N=44	N=43	N=67
Parents 0-9 year olds	Unemployed/ looking after the home	7%	23%	15%	6%	4%	4%	-	3%
	Left school before 16	-	-	-	-	-	-	-	-
	Education level (none/primary/ lower secondary)	4%	-	21%	-	8%	-	4%	-
	Net income below country average	11%	18%	21%	-	15%	3%	-	16%
Pregnant women	Unemployed/ looking after the home	13%	38%	9%	12%	13%	2%	-	-
	Left school before 16	1%	6%	-	-	-	-	-	-
	Education level (none/primary/ lower secondary)	6%	13%	9%	-	7%	-	4%	3%
	Net income below country average	19%	50%	6%	7%	22%	-	7%	21%
Elderly	Left school before 16	12%	-	55%	19%	11%	-	5%	5%
	Education level (none/primary/ lower secondary)	16%	-	68%	54%	52%	-	16%	10%
	Net income below country average	32%	50%	50%	50%	29%	27%	-	51%%

## Profile – Participation

The table below presents the proportion of respondents per target group who;

- Participated before in the survey
- Have awareness of We Love Eating
- Participated in an activity of We Love Eating

		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	Parents 0-9y	N=195	N=26	N=20	N=17	N=26	N=47	N=25	N=34
	Youngsters	N=180	N=30	N=24	N=17	N=20	N=29	N=25	N=35
	Pregnant women	N=231	N=48	N=32	N=25	N=30	N=42	N=24	N=30
	Older people	N=242	N=4	N=31	N=26	N=27	N=44	N=43	N=67
Pregnant women	Participated before in the survey	8%	-	-	20%	10%	12%	17%	3%
	Awareness We Love Eating	25%	9%	22%	28%	17%	38%	63%	13%
	Participated We Love Eating	6%	-	3%	8%	3%	10%	17%	3%
Elderly	Participated before in the survey	23%	-	3%	20%	-	39%	-	49%
	Awareness We Love Eating	52%	-	21%	69%	22%	75%	86%	39%
	Participated We Love Eating	11%	-	-	4%	15%	20%	-	19%

## Profile – Participation

The table below presents the proportion of respondents per target group who;

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		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	Parents 0-9y	N=195	N=26	N=20	N=17	N=26	N=47	N=25	N=34
	Youngsters	N=180	N=30	N=24	N=17	N=20	N=29	N=25	N=35
	Pregnant women	N=231	N=48	N=32	N=25	N=30	N=42	N=24	N=30
	Older people	N=242	N=4	N=31	N=26	N=27	N=44	N=43	N=67
Parents 0-9 year olds	Participated before in the survey	13%	4%	-	24%	-	15%	12%	27%
	Awareness We Love Eating	41%	15%	35%	29%	31%	53%	68%	38%
	Participated We Love Eating	9%	-	15%	6%	12%	2%	32%	6%
Youngsters 10-16 year olds	Participated before in the survey	27%	3%	67%	12%	20%	-	12%	63%
	Awareness We Love Eating	55%	10%	71%	47%	50%	86%	36%	74%
	Participated We Love Eating	12%	-	8%	29%	10%	28%	16%	3%

# Interpretation results

## Monitoring survey

The monitoring survey report contains interim results evaluating the We Love Eating project. When interpreting the results please keep the following in mind;

- **Focus Monitoring report;** The monitoring report focuses on the evolution measured between the zero measurement and the monitoring survey.
- **Results on city levels;** Due to the nature of the monitoring report, bases on city level are low. The focus are the total results, where as the results per city are only indicators.
- **Significant differences;** Significant differences between waves (zero- measurement and monitoring) have been indicated if present. When there are no significant differences indicated, there are no significant differences for evolution.

# YOUNG CHILDREN



**We  love eating!**  
Enjoy being healthy

# Profile – Parents of the young children (1)



Young children  
Zero measurement n=629  
Monitoring survey n=195

		Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=26	N=20	N=17	N=26	N=47	N=25	N=34
Single	5%	8%	-	-	20%	4%	-	-
In a relationship	9%	12%	-	35%	8%	4%	-	15%
Living together with partner	11%	8%	5%	6%	24%	6%	-	24%
Married	73%	73%	89%	59%	44%	85%	100%	56%
Divorced	2%	-	5%	-	4%	-	-	3%
Widow / widower	1%	-	-	-	-	-	-	3%

The average age of the parents when they left school is **22 years**

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

# Profile – Parents of the young children (2)



Young children  
Zero measurement n=629  
Monitoring survey n=195

## Occupational status

		Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=26	N=20	N=17	N=26	N=47	N=25	N=34
Working full-time	51%	35%	47%	82%	35%	55%	76%	38%
Working part-time	20%	35%	37%	12%	42%	13%	-	12%
Full time student	2%	4%	-	-	12%	-	-	-
Retired	0%	-	-	-	-	-	-	-
Unable to work through illness	1%	-	-	-	-	-	4%	-
Unemployed / seeking employment	3%	8%	16%	-	-	-	-	3%
Maternity leave	9%	-	-	-	-	6%	-	44%
Looking after your home and/or family	4%	15%	-	6%	4%	4%	-	-
Living on independent means (not seeking employment)	1%	-	-	-	-	2%	4%	-
Other	9%	4%	-	-	8%	19%	16%	3%

# Behaviour

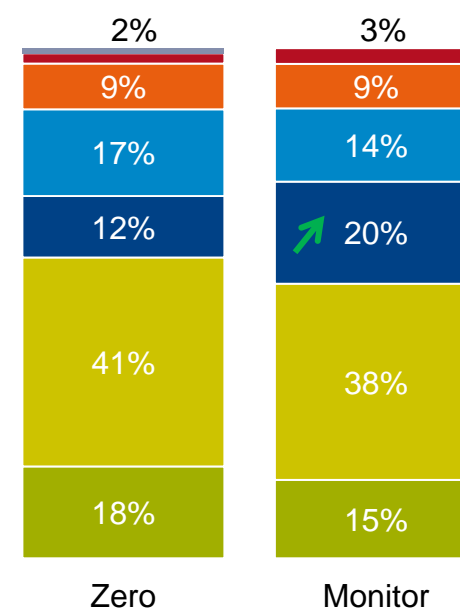
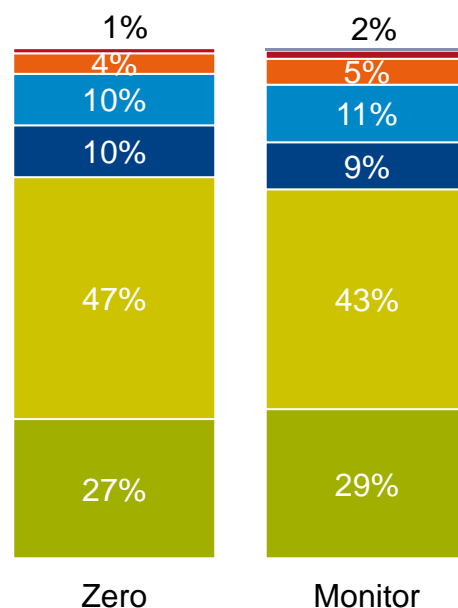


Young children  
Zero measurement n=629  
Monitoring survey n=195

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



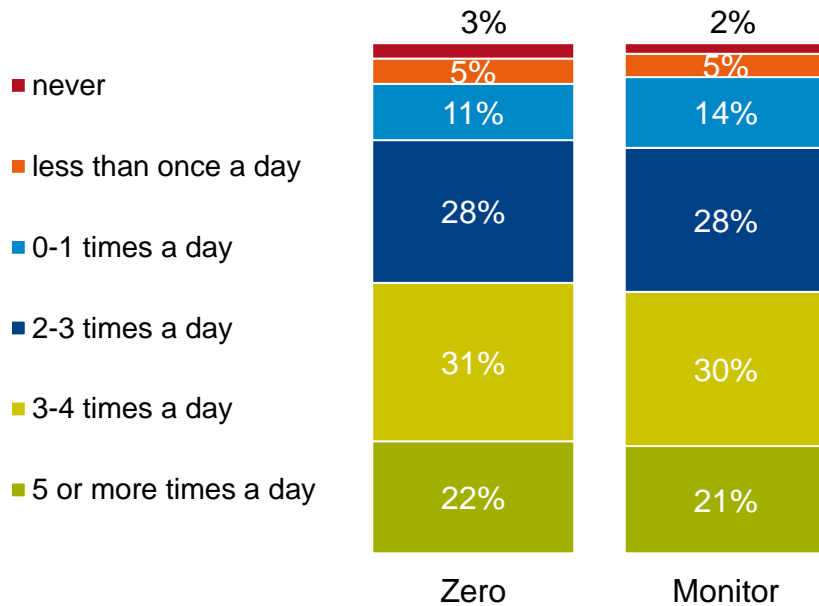


# Behaviour

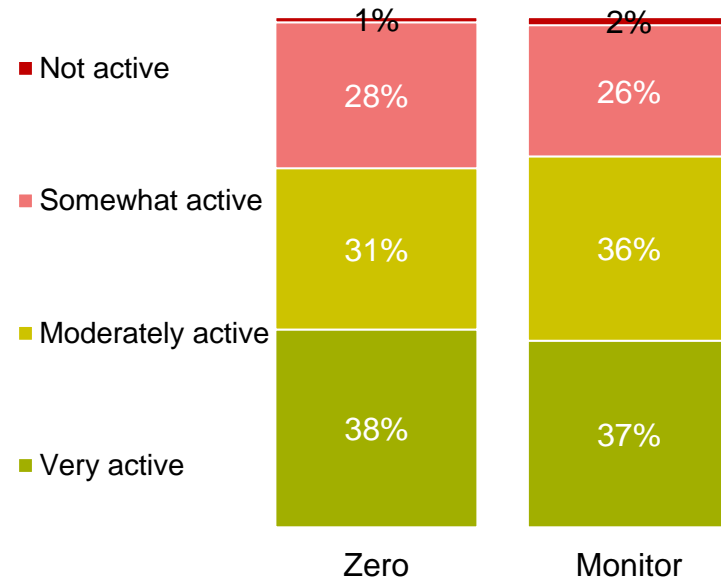


Young children  
Zero measurement n=629  
Monitoring survey n=195

Glass of water



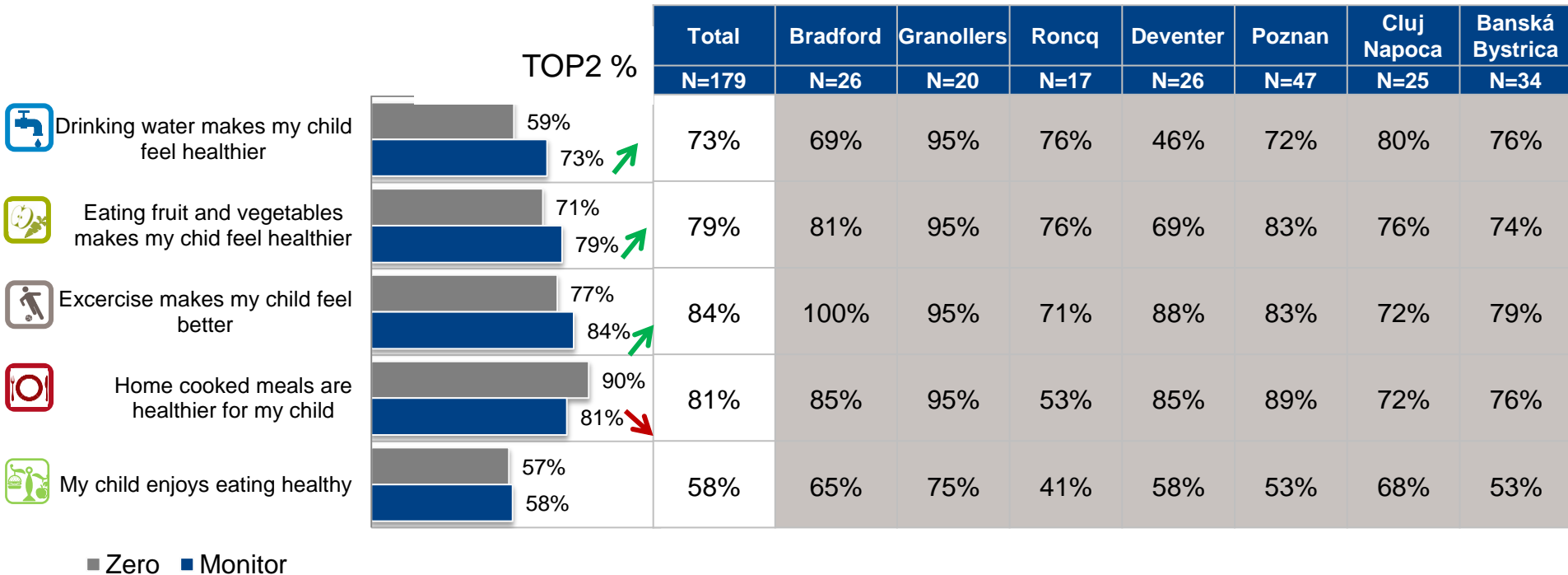
Exercising



# Awareness



Young children  
Zero measurement n=629  
Monitoring survey n=195



# Future intentions

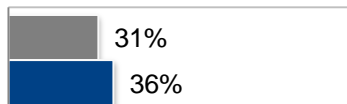


Young children  
Zero measurement n=629  
Monitoring survey n=195

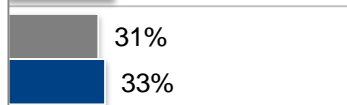
I would like to encourage my child  
to ... more often



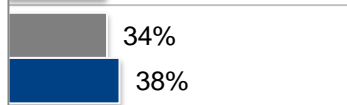
Drink water



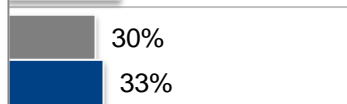
Eat fruits



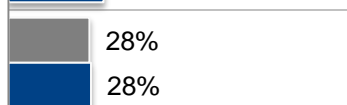
Eat vegetables



Exercise



Share meals  
with family or friends



■ Zero

■ Monitor

	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	N=179	N=26	N=20	N=17	N=26	N=47	N=25	N=34
Drink water	36%	54%	40%	18%	25%	36%	32%	41%
Eat fruits	33%	31%	45%	41%	21%	30%	38%	35%
Eat vegetables	38%	46%	40%	35%	25%	38%	52%	32%
Exercise	33%	35%	35%	25%	38%	30%	36%	32%
Share meals with family or friends	28%	31%	30%	29%	21%	30%	28%	29%

# Anchorage



Young children  
Monitoring survey n= 195

		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=179	N=26	N=20	N=17	N=26	N=47	N=25	N=34
<b>Awareness</b>		41%	15%	35%	29%	31%	53%	68%	38%
<b>Recognition</b>		42%	12%	25%	31%	31%	51%	76%	50%
<b>Attribution</b>	<b>The government</b>	3%	4%	-	12%	4%	2%	-	-
	<b>A health organisation</b>	39%	65%	50%	18%	52%	17%	60%	29%
	<b>The European Union</b>	52%	19%	50%	65%	43%	68%	40%	65%
	<b>Food industry</b>	2%	4%	-	6%	-	2%	-	3%
	<b>Other</b>	4%	8%	-	-	-	11%	-	3%

<b>Recognisers</b>		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=79	N=4	N=7	N=5	N=8	N=25	N=17	N=13
<b>Channel</b>	<b>Top 1</b>	Social media, brochure	Other, social media	Participation	Word of mouth*	Participation	Social media	Brochure	Brochure

\*Word of mouth= family & friends

# Appraisal and Action



Young children  
Monitoring survey n= 195

Recognisers		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=79	N=4	N=7	N=5	N=8	N=25	N=17	N=13
Appraisal Top 2	Like	68%	67%	71%	-	67%	76%	88%	54%
	Relevant	57%	100%	57%	40%	29%	60%	88%	23%
	Informative	65%	67%	71%	20%	43%	60%	94%	62%
	Made me think	47%	50%	43%	40%	33%	40%	76%	31%
Word of mouth	Neutral	6%	-	-	20%	-	-	12%	15%
	Negative	-	-	-	-	-	-	-	-
	Positive	45%	25%	33%	40%	43%	48%	53%	46%
	Negative & Positive	4%	-	-	-	-	8%	-	8%
	Didn't discuss	44%	75%	67%	40%	57%	44%	35%	31%
Recognisers		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=79	N=4	N=7	N=5	N=8	N=25	N=17	N=13
Participation rate		23%	-	43%	20%	38%	4%	47%	15%
Participators		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=17	N=0	N=3	N=1	N=2	N=1	N=8	N=2
Appraisal Top2	Interesting activities	76%	-	100%	-	50%	100%	75%	100%

# YOUNGSTERS



**We  love eating!**  
Enjoy being healthy

# Profile



Youngsters  
Zero measurement n=733  
Monitoring survey n= 180

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

The mean age of youngsters is **13 years**

**54%** are boys\*

48% in Bradford  
46% in Granollers  
59% in Roncq  
50% in Deventer  
17% in Poznan  
46% in Cluj Napoca  
100% in Banská Bystrica

\*the gender distribution is less evenly spread than previous measurement.

# Behaviour

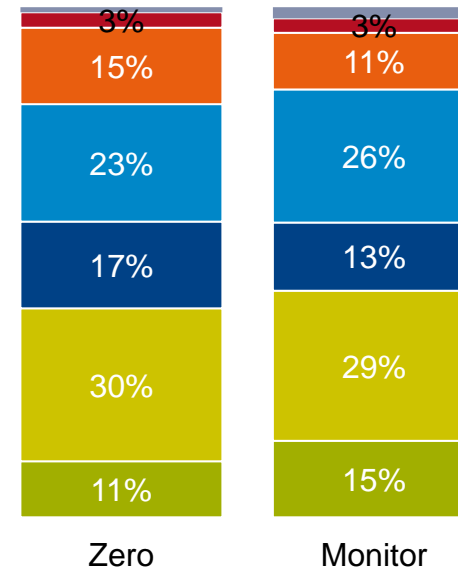
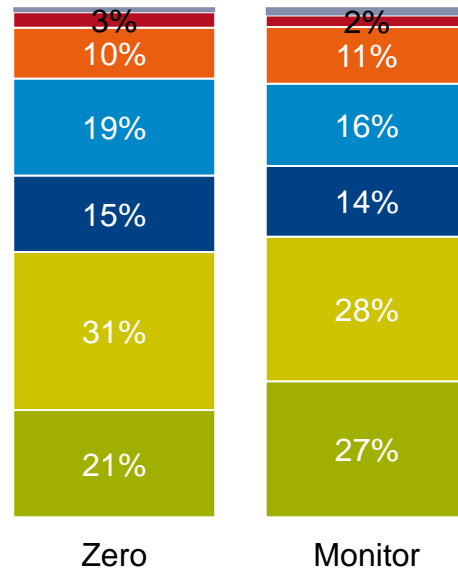


Youngsters  
Zero measurement n=733  
Monitoring survey n= 180

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



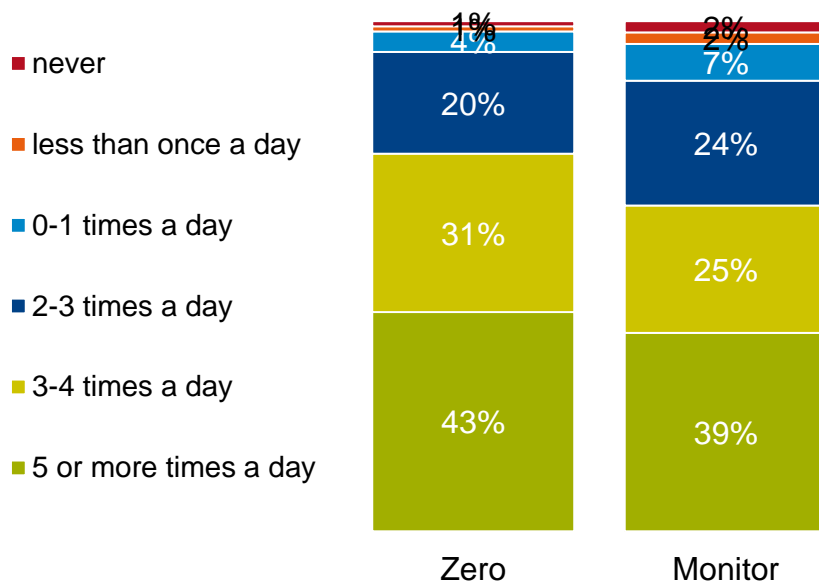


# Behaviour

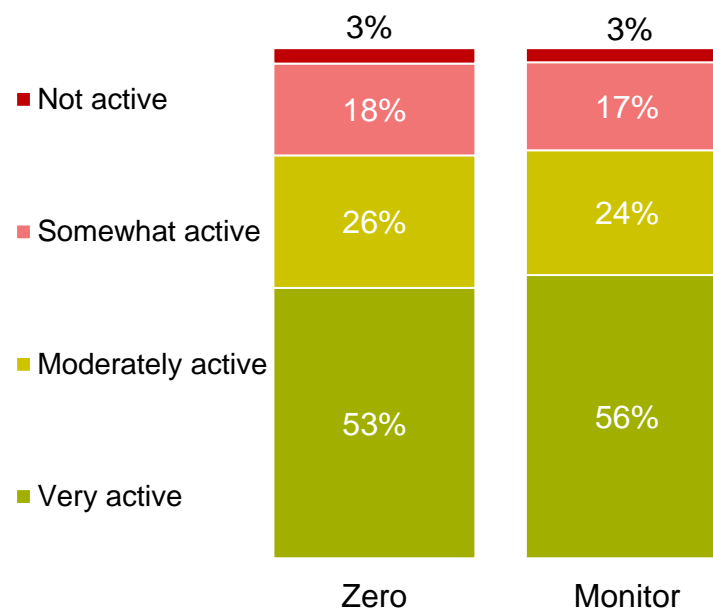


Youngsters  
Zero measurement n=733  
Monitoring survey n= 180

Glass of water



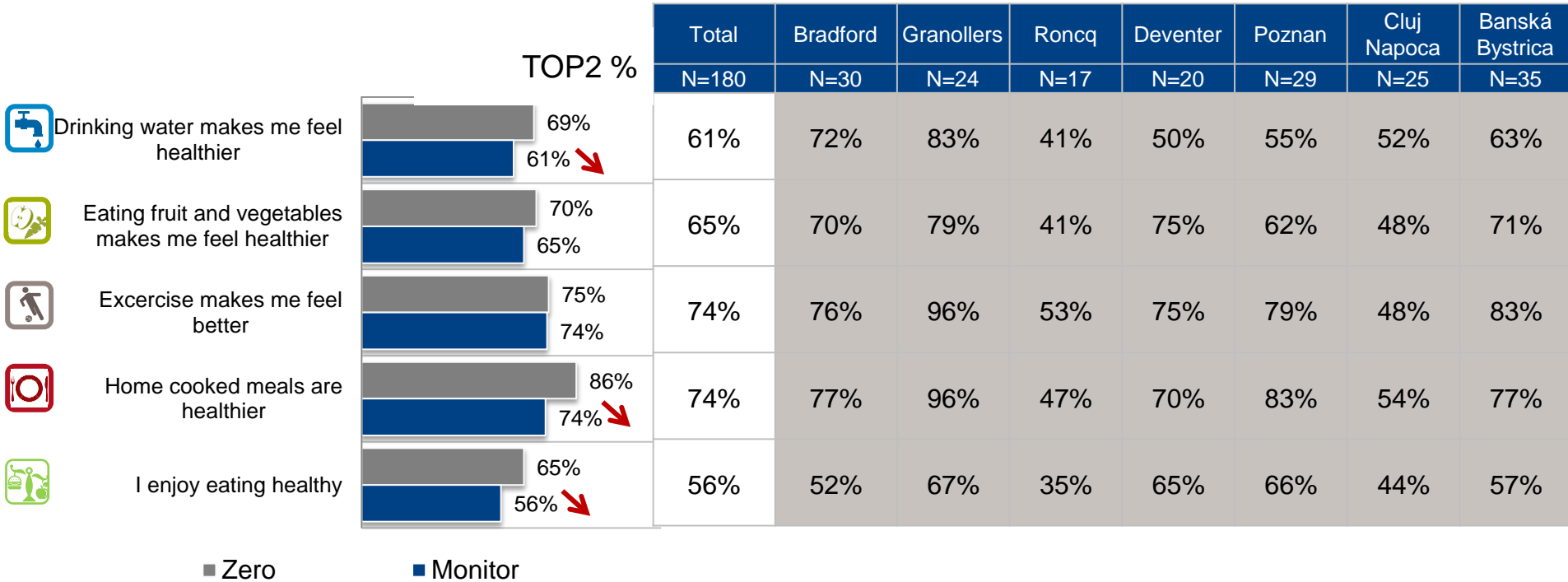
Exercising



# Awareness



Youngsters  
Zero measurement n=733  
Monitoring survey n= 180

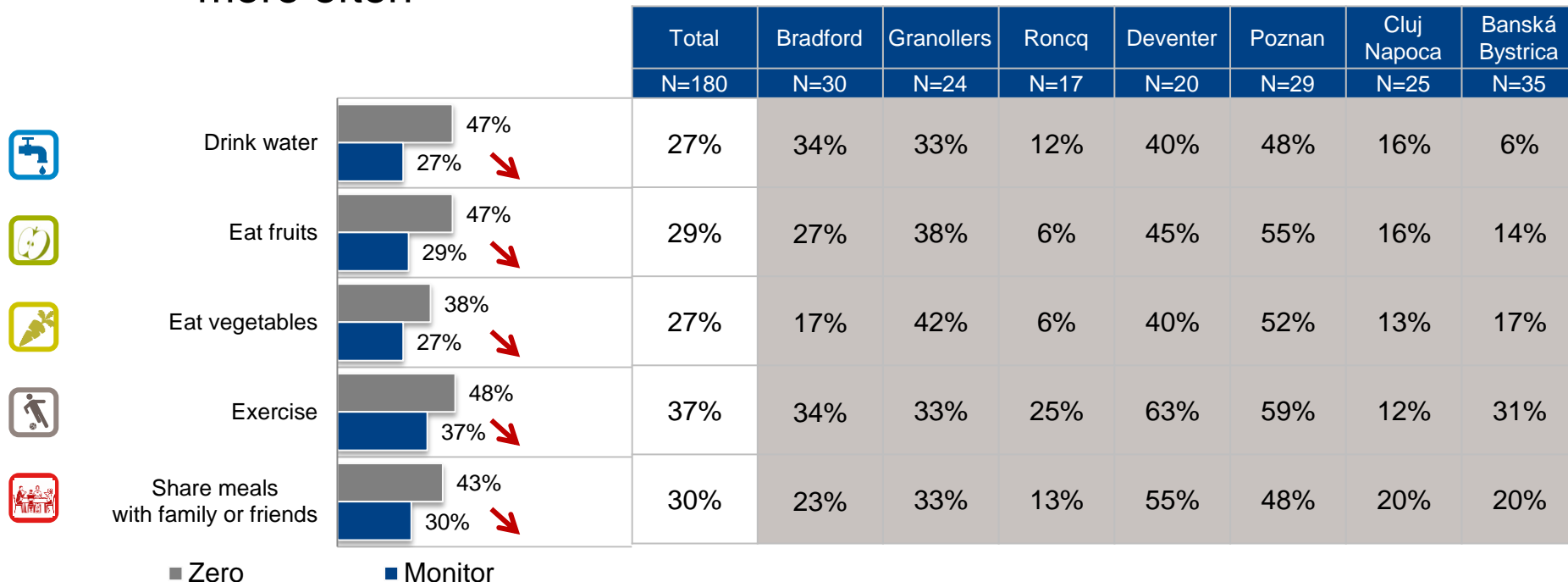


# Future intentions



Youngsters  
Zero measurement n=733  
Monitoring survey n= 180

I would like to ... more often



# Anchorage



Youngsters  
Monitoring survey n= 180

		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=180	N=30	N=24	N=17	N=20	N=29	N=25	N=35
<b>Awareness</b>		55%	10%	71%	47%	50%	86%	36%	74%
<b>Recognition</b>		61%	17%	79%	69%	55%	79%	72%	63%
<b>Attribution</b>	<b>The government</b>	4%	10%	4%	6%	11%	-	4%	-
	<b>A health organisation</b>	38%	38%	63%	35%	37%	24%	56%	23%
	<b>The European Union</b>	48%	31%	33%	47%	42%	69%	28%	71%
	<b>Food industry</b>	4%	10%	-	6%	11%	-	4%	3%
	<b>Other</b>	5%	10%	-	6%	-	7%	8%	3%

		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=98	N=3	N=17	N=8	N=10	N=25	N=9	N=26
<b>Channel</b>	Top 1	School	Word of mouth*	School	Participation	School	School	Brochure, participation	Social media, print, brochure

\*Word of mouth= family & friends

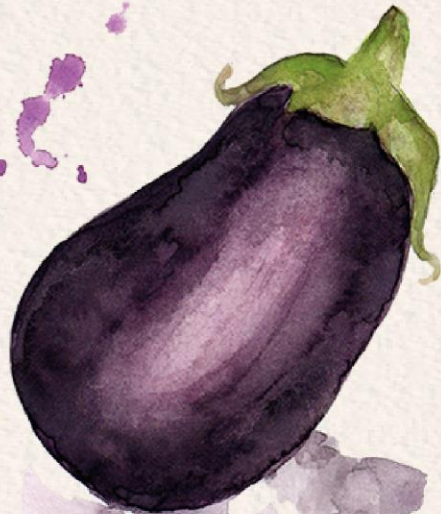
# Appraisal and Action



Youngsters  
Monitoring survey n= 180

Recognisers		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=98	N=3	N=17	N=8	N=10	N=25	N=9	N=26
Appraisal Top 2	Like	75%	100%	71%	57%	100%	84%	89%	58%
	Relevant	60%	100%	41%	63%	67%	92%	78%	27%
	Informative	71%	100%	77%	71%	78%	80%	78%	50%
	Made me think	68%	100%	53%	50%	50%	60%	100%	42%
Word of mouth	Neutral	9%	-	6%	14%	-	4%	11%	15%
	Negative	1%	-	6%	-	-	-	-	-
	Positive	58%	-	71%	71%	80%	76%	44%	31%
	Negative & Positive	8%	-	-	-	-	8%	11%	15%
	Didn't discuss	24%	100%	18%	14%	20%	12%	33%	39%
Recognisers		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=98	N=3	N=17	N=8	N=10	N=25	N=9	N=26
Participation rate		22%	-	12%	63%	20%	32%	44%	4%
Participators		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=22	N=0	N=2	N=5	N=2	N=8	N=4	N=1
Appraisal Top2	Interesting activities	68%	-	50%	60%	100%	75%	75%	-

# PREGNANT WOMEN



**We  love eating!**

Enjoy being healthy

# Profile (1)



Pregnant  
Zero measurement n=813  
Monitoring survey n=231

		Bradford N=48	Granollers N=32	Roncq N=25	Deventer N=30	Poznan N=42	Cluj Napoca N=24	Banská Bystrica N=30
Single	3%	7%	-	-	7%	2%	-	3%
In a relationship	10%	5%	6%	32%	3%	12%	9%	10%
Living together with partner	22%	23%	50%	-	37%	15%	14%	10%
Married	64%	66%	44%	68%	53%	71%	73%	77%
Divorced	0%	-	-	-	-	-	-	-
Widow / widower	0%	-	-	-	-	-	5%	-

The mean age of the pregnant women when they left school is **22 years**

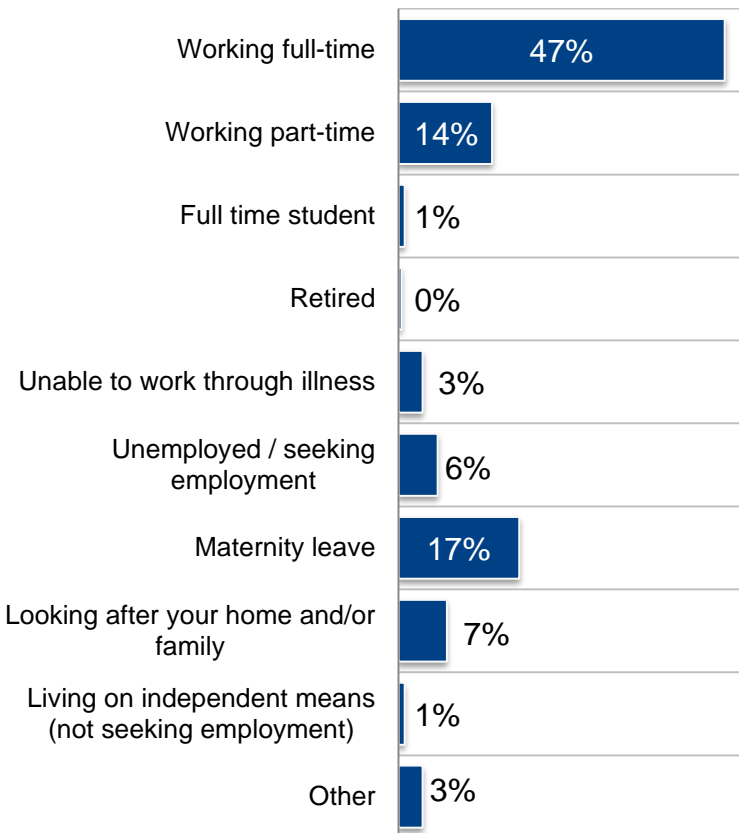
17 years in Bradford  
23 years in Granollers  
22 years in Roncq  
23 years in Deventer  
24 years in Poznan  
23 years in Cluj Napoca  
23 years in Banská Bystrica

# Profile (2)



Pregnant  
Zero measurement n=813  
Monitoring survey n=231

## Occupational status



	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	N=48	N=32	N=25	N=30	N=42	N=24	N=30
Working full-time	36%	81%	60%	13%	67%	39%	30%
Working part-time	11%	-	12%	63%	2%	-	10%
Full time student	-	-	-	-	2%	-	3%
Retired	-	-	-	-	-	4%	-
Unable to work through illness	6%	3%	-	-	5%	-	7%
Unemployed / seeking employment	13%	9%	8%	3%	2%	-	-
Maternity leave	6%	3%	12%	10%	14%	39%	50%
Looking after your home and/or family	26%	-	4%	10%	-	-	-
Living on independent means (not seeking employment)	-	-	-	-	2%	4%	-
Other	2%	3%	4%	-	5%	13%	-



# Profile (3)



Pregnant  
Zero measurement n=813  
Monitoring survey n=231

		Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=47	N=30	N=18	N=20	N=38	N=12	N=21
1 month	1%	-	-	6%	-	-	-	-
2 months	2%	-	-	-	5%	-	17%	5%
3 months	6%	2%	-	33%	5%	3%	17%	5%
4 months	6%	4%	3%	17%	10%	3%	-	14%
5 months	10%	11%	-	11%	5%	13%	33%	10%
6 months	22%	51%	13%	-	10%	18%	8%	14%
7 months	26%	17%	33%	17%	30%	39%	17%	19%
8 months	18%	11%	40%	11%	30%	13%	-	19%
9 months	8%	4%	10%	6%	5%	11%	8%	14%

\* filter: only those women who are still pregnant during the time of the fieldwork  
n= 186

The mean age of pregnant women is **31 years old**

28 years in Bradford  
34 years in Granollers  
29 years in Roncq  
33 years in Deventer  
30 years in Poznan  
35 years in Cluj Napoca  
30 years in Banská Bystrica

# Behaviour

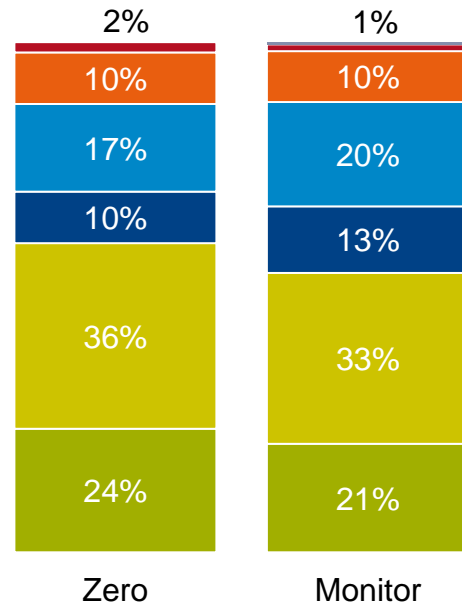
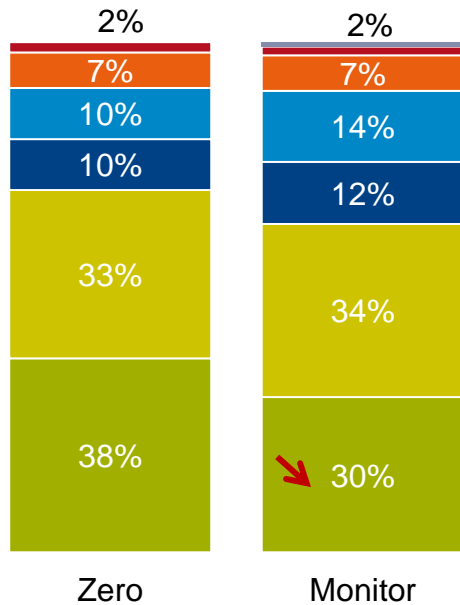


Pregnant  
Zero measurement n=813  
Monitoring survey n=231

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



# Behaviour

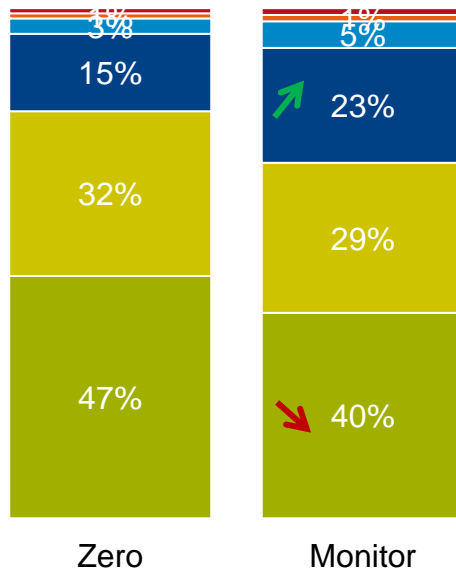


Pregnant  
Zero measurement n=813  
Monitoring survey n=231

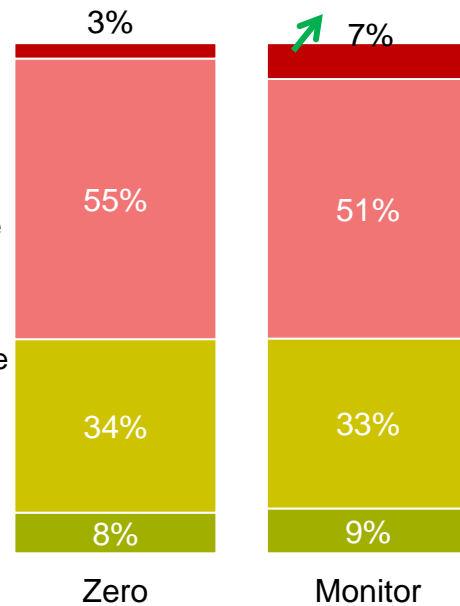
Glass of water

Exercising

- never
- less than once a day
- 0-1 times a day
- 2-3 times a day
- 3-4 times a day
- 5 or more times a day



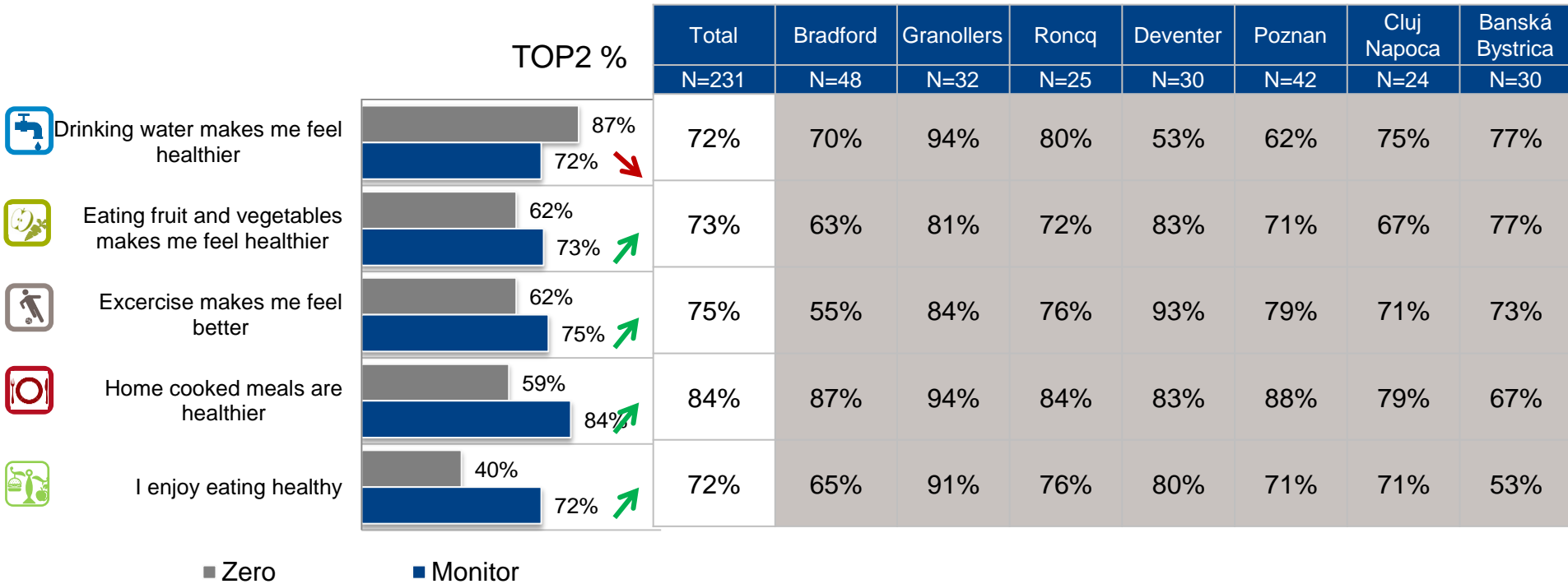
- Not active
- Somewhat active
- Moderately active
- Very active



# Awareness



Pregnant  
Zero measurement n=813  
Monitoring survey n=231

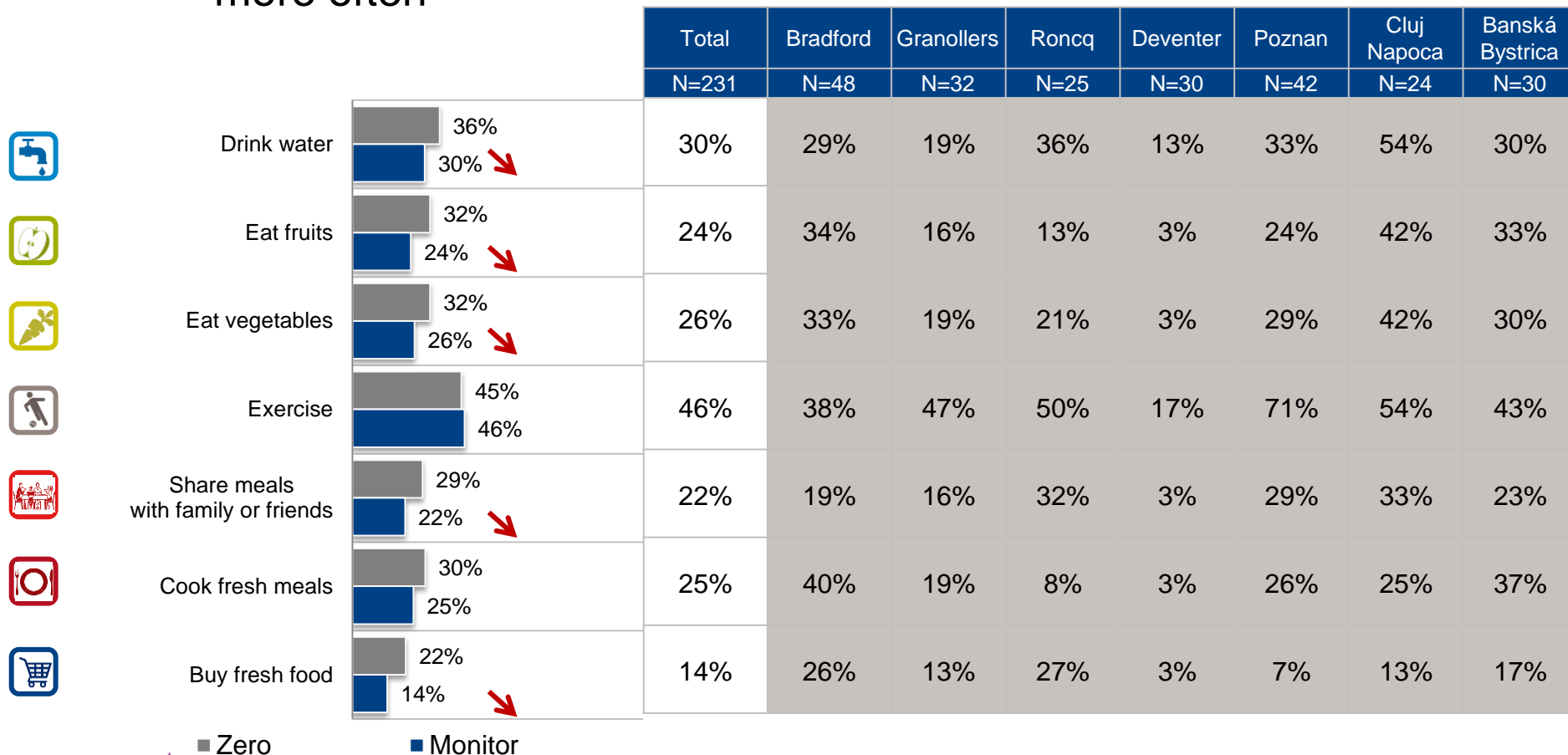


# Future intentions



Pregnant  
Zero measurement n=813  
Monitoring survey n=231

I would like to ... more often



■ Zero ■ Monitor

# Anchorage



Pregnant  
Monitoring survey n=231

		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=231	N=48	N=32	N=25	N=30	N=42	N=24	N=30
<b>Awareness</b>		25%	9%	22%	28%	17%	38%	63%	13%
<b>Recognition</b>		29%	9%	19%	36%	17%	31%	79%	37%
<b>Attribution</b>	<b>The government</b>	4%	17%	-	-	3%	-	-	-
	<b>A health organisation</b>	42%	65%	34%	28%	53%	17%	54%	40%
	<b>The European Union</b>	50%	13%	63%	68%	40%	79%	46%	50%
	<b>Food industry</b>	2%	2%	-	-	-	5%	-	3%
	<b>Other</b>	3%	2%	3%	4%	3%	-	-	7%

<b>Recognisers</b>		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=58	N=4	N=7	N=7	N=5	N=16	N=15	N=4
<b>Channel</b>	Top 1	Brochure	Print	Brochure	Word of mouth*	Social media, internet, brochure, participation	Website, participation	Social media, brochure	Website, brochure

\*Word of mouth= family & friends

# Appraisal and Action



Pregnant  
Monitoring survey n=231

Recognisers		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=58	N=4	N=7	N=7	N=5	N=16	N=15	N=4
Appraisal Top 2	Like	61%	50%	100%	-	80%	63%	64%	60%
	Relevant	44%	25%	50%	-	40%	56%	57%	20%
	Informative	51%	33%	83%	17%	80%	56%	57%	-
	Made me think	37%	33%	33%	17%	25%	38%	50%	40%
Word of mouth	Neutral	19%	-	14%	17%	-	6%	33%	60%
	Negative	2%	-	-	-	-	6%	-	-
	Positive	37%	-	14%	50%	25%	38%	60%	20%
	Negative & Positive	5%	-	14%	-	25%	6%	-	-
	Didn't discuss	37%	100%	57%	33%	50%	44%	7%	20%
Recognisers		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=58	N=4	N=7	N=7	N=5	N=16	N=15	N=4
Participation rate		22%	-	14%	29%	20%	24%	27%	20%
Participators		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=13	N=0	N=1	N=2	N=1	N=4	N=4	N=1
Appraisal Top2	Interesting activities	62%	-	100%	50%	-	50%	75%	100%

# OLDER PEOPLE



**We  love eating!**  
Enjoy being healthy



# Profile (1)



Elderly  
Zero measurement n=1160  
Monitoring survey n=242

		Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=4	N=31	N=26	N=27	N=44	N=43	N=67
Single	16%	25%	3%	8%	27%	27%	24%	7%
In a relationship	8%	-	-	56%	-	7%	5%	-
Living together with partner	2%	-	-	-	8%	2%	5%	-
Married	38%	75%	48%	20%	54%	39%	48%	24%
Divorced	10%	-	6%	8%	-	9%	5%	19%
Widow / widower	27%	-	42%	8%	12%	16%	14%	49%

The mean age of older people when they left school is **19 years**

18 years in Bradford  
15 years in Granollers  
16 years in Roncq  
19 years in Deventer  
21 years in Poznan  
22 years in Cluj Napoca  
20 years in Banská Bystrica

# Profile (2)



Elderly  
Zero measurement n=1160  
Monitoring survey n=242

## Occupational status

		Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=4	N=31	N=26	N=27	N=44	N=43	N=67
Working full-time	4%	25%	-	-	4%	11%	-	3%
Working part-time	1%	25%	-	-	4%	-	-	1%
Full time student	0%	-	-	-	-	-	-	-
Retired	91%	50%	100%	96%	93%	77%	93%	96%
Unable to work through illness	0%	-	-	-	-	-	-	-
Unemployed / seeking employment	0%	-	-	4%	-	-	-	-
Maternity leave	0%	-	-	-	-	-	-	-
Looking after your home and/or family	0%	-	-	-	-	2%	-	-
Living on independent means (not seeking employment)	0%	-	-	-	-	2%	-	-
Other	3%	-	-	-	-	7%	7%	-

# Profile (3)



Elderly  
Zero measurement n=1160  
Monitoring survey n=242

85% of the older people have grandchildren

50% in Bradford  
81% in Granollers  
85% in Roncq  
69% in Deventer  
86% in Poznan  
95% in Cluj Napoca  
88% in Banská Bystrica

30% of the older people are male respondents

50% in Bradford  
37% in Granollers  
31% in Roncq  
44% in Deventer  
9% in Poznan  
56% in Cluj Napoca  
18% in Banská Bystrica

The average age of the elderly is 73 years old

67 years in Bradford  
74 years in Granollers  
72 years in Roncq  
71 years in Deventer  
70 years in Poznan  
72 years in Cluj Napoca  
76 years in Banská Bystrica

# Behaviour

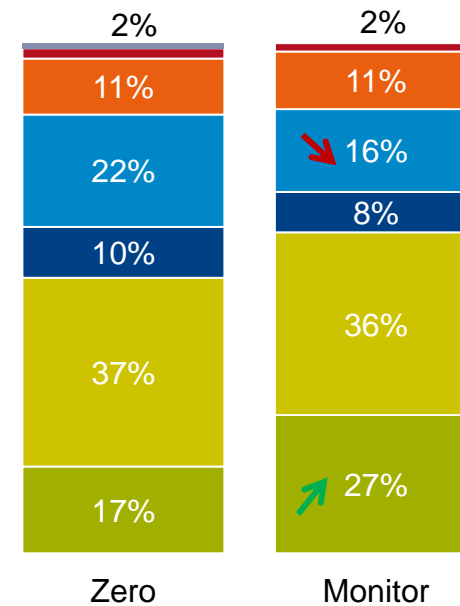
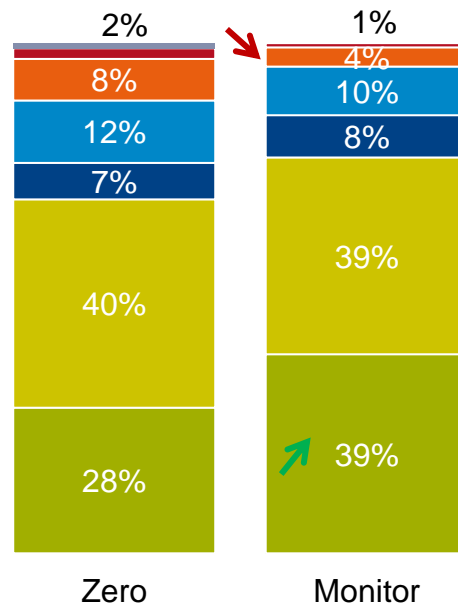


Elderly  
Zero measurement n=1160  
Monitoring survey n=242

## 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



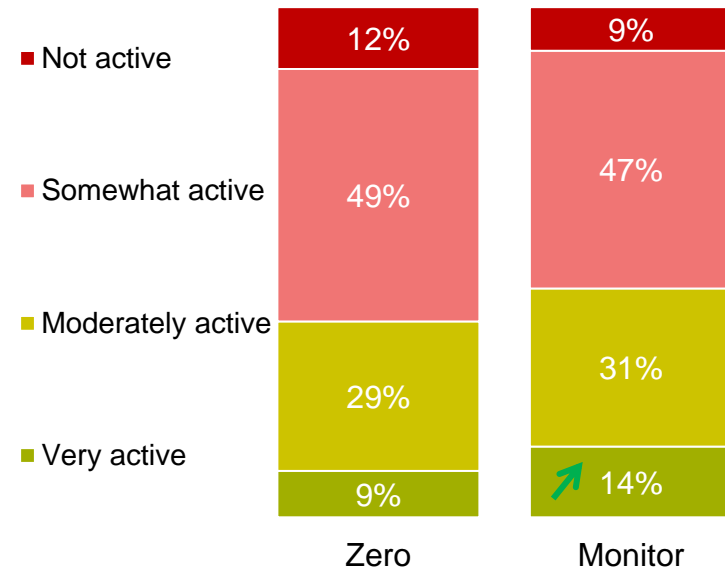
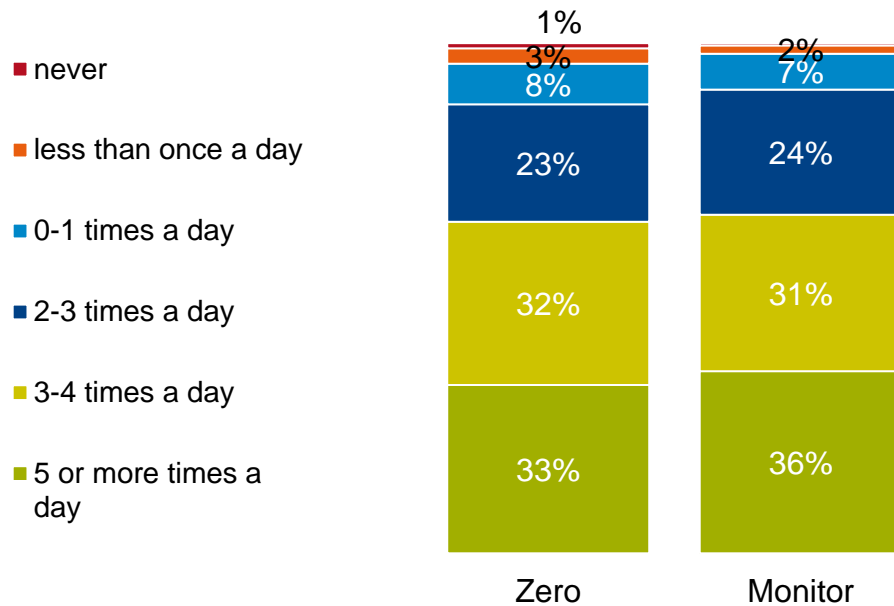
# Behaviour



Elderly  
Zero measurement n=1160  
Monitoring survey n=242

Glass of water

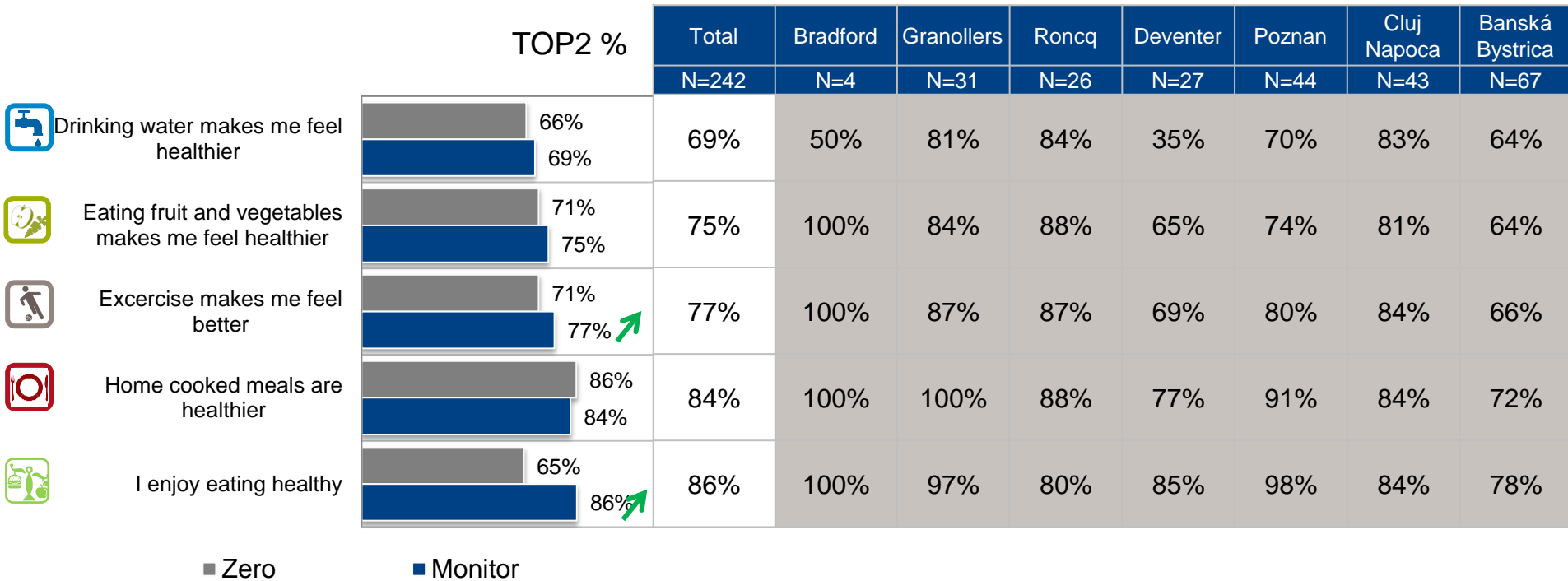
Exercising



# Awareness



Elderly  
Zero measurement n=1160  
Monitoring survey n=242

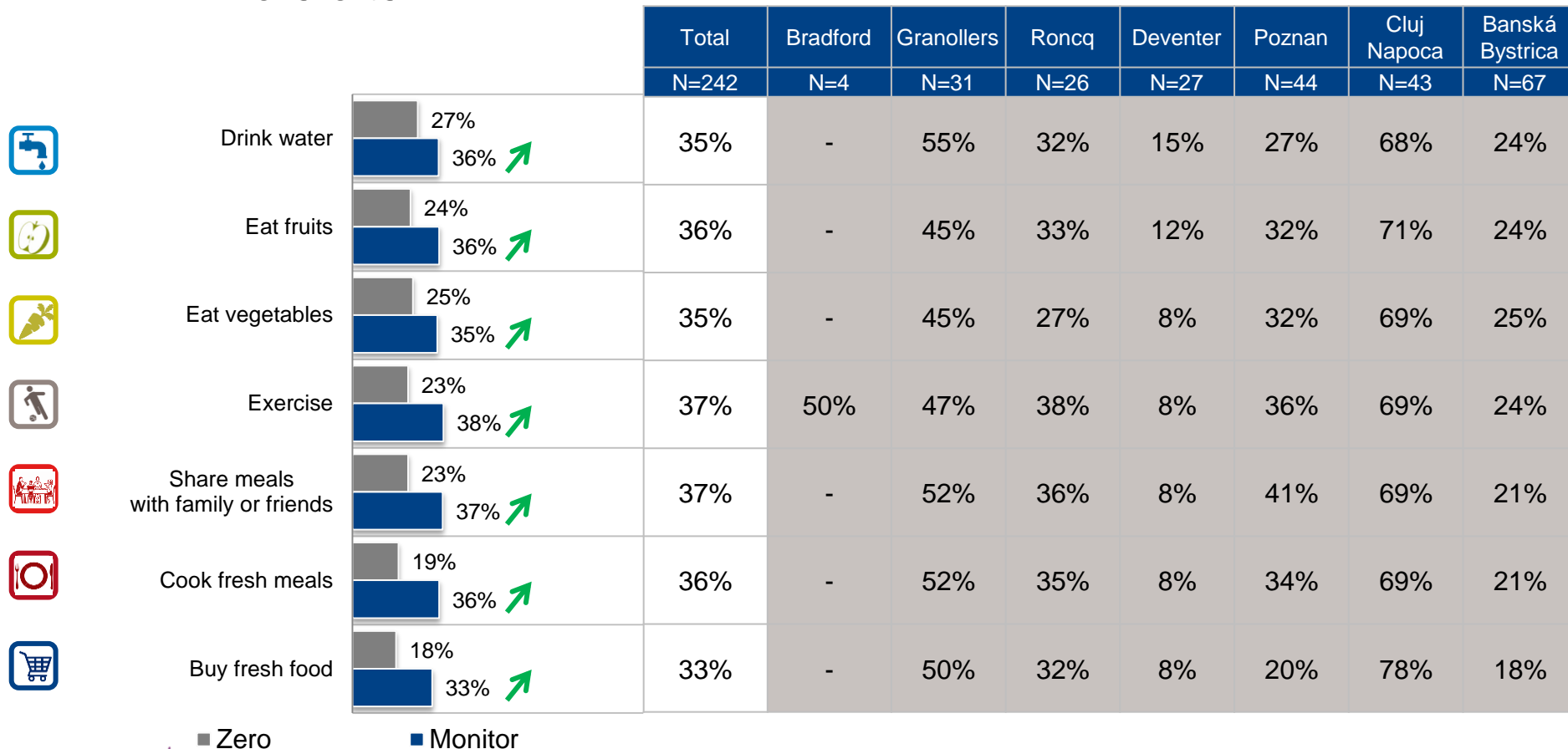


# Future intentions



Elderly  
Zero measurement n=1160  
Monitoring survey n=242

I would like to ... more often



■ Zero

■ Monitor

# Anchorage



Elderly  
Monitoring survey n=242

		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=242	N=4	N=31	N=26	N=27	N=44	N=43	N=67
<b>Awareness</b>		52%	-	21%	69%	22%	75%	86%	39%
<b>Recognition</b>		53%	-	4%	62%	37%	61%	84%	51%
<b>Attribution</b>	<b>The government</b>	3%	-	3%	5%	4%	2%	5%	2%
	<b>A health organisation</b>	41%	25%	76%	27%	58%	14%	67%	25%
	<b>The European Union</b>	50%	75%	17%	64%	38%	82%	23%	58%
	<b>Food industry</b>	3%	-	3%	-	-	-	-	9%
	<b>Other</b>	3%	-	-	5%	-	2%	5%	6%

<b>Recognisers</b>		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=125	N=0	N=6	N=18	N=6	N=33	N=36	N=26
<b>Channel</b>	Top 1	Brochure	-	TV, word of mouth*	TV, print	Participation	Word of mouth*	Brochure	Participation

\*Word of mouth= family & friends



# Appraisal and Action

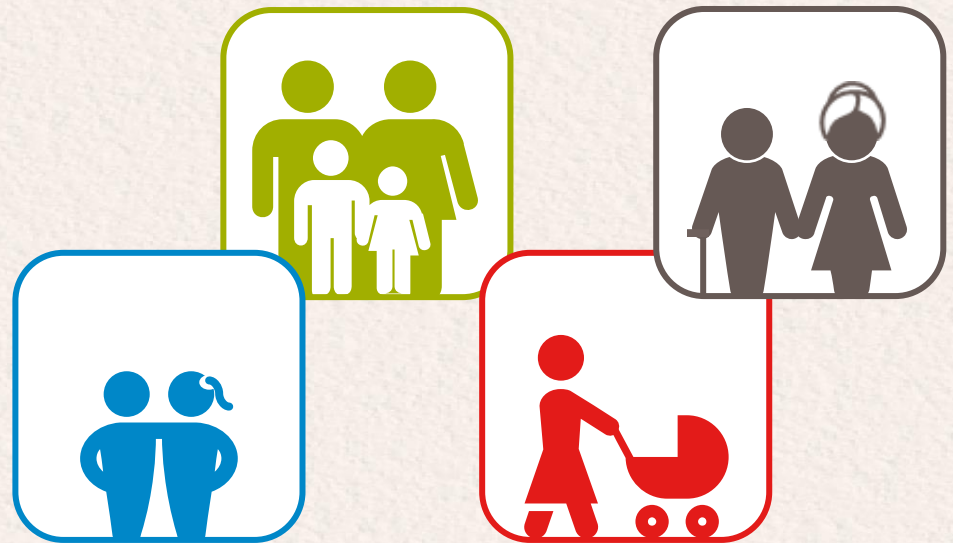


Elderly  
Monitoring survey n=242

Recognisers		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=125	N=0	N=6	N=18	N=6	N=33	N=36	N=26
Appraisal Top 2	Like	71%	-	-	60%	67%	70%	83%	62%
	Relevant	68%	-	-	60%	33%	81%	86%	39%
	Informative	72%	-	-	67%	50%	66%	94%	54%
	Made me think	73%	-	-	60%	33%	82%	91%	50%
Word of mouth	Neutral	16%	-	-	21%	-	18%	14%	15%
	Negative	2%	-	-	7%	-	3%	-	-
	Positive	61%	-	-	64%	50%	58%	72%	50%
	Negative & Positive	7%	-	-	-	-	9%	-	19%
	Didn't discuss	15%	-	-	7%	50%	12%	14%	15%
Recognisers		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=125	N=0	N=6	N=18	N=6	N=33	N=36	N=26
Participation rate		22%	-	-	6%	67%	27%	-	50%
Participants		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=27	N=0	N=0	N=1	N=4	N=9	N=0	N=13
Appraisal Top2	Interesting activities	73%	-	-	-	50%	63%	-	92%



# SUMMARY AND KEY INSIGHTS



**We ve eating!**

Enjoy being healthy



# Evolution

Evolution monitoring compared to zero-measurement



Behaviour TOP	Young children	Youngsters	Pregnant	Elderly
	N=195	N=180	N=231	N=242
Eat fruits daily	=	=	-	+
Eat vegetables daily	=	=	=	+
Drink water more than 3 times a day	=	-	-	=
Exercise active/ moderate	=	=	=	+

Behaviour BOTTOM	Young children	Youngsters	Pregnant	Elderly
	N=195	N=180	N=231	N=242
Eat fruits less than 2 times a week	=	=	=	+
Eat vegetables less than 2 times a week	=	=	=	=
Drink water less than once a week	=	=	=	+
Somewhat / not active	=	=	=	+

+	=	-
Positive evolution	Stable	Negative evolution

# Evolution

Evolution monitoring compared to zero-measurement



Awareness	Young children	Youngsters	Pregnant	Elderly
	N=195	N=180	N=231	N=242
Drinking water makes my child feel healthier	+	-	-	=
Eating fruit and vegetables makes my child feel healthier	+	=	+	=
Exercise makes my child feel better	+	=	+	+
Home cooked meals are healthier for my child	-	-	+	=
My child enjoys eating healthy	=	-	+	+

Intentions	Young children	Youngsters	Pregnant	Elderly
	N=195	N=180	N=231	N=242
Drink water	=	-	-	+
Eat fruits	=	-	-	+
Eat vegetables	=	-	-	+
Exercise	=	-	=	+
Share meals with family or friends	=	-	-	+
Cook fresh meals	N/A	N/A	=	+
Buy fresh food	N/A	N/A	-	+

+	=	-
Positive evolution	Stable	Negative evolution

# Project evaluation



Project evaluation (base = all)	Young children	Youngsters	Pregnant	Elderly
	N=195	N=180	N=231	N=242
Awareness	41%	55%	25%	52%
Recognition logos	42%	61%	29%	53%
Attribution European Union	52%	48%	50%	50%

Project evaluation (base = Recognisers)	Young children	Youngsters	Pregnant	Elderly
	N=81	N=109	N=67	N=124
Like	68%	75%	61%	71%
Relevant	57%	60%	44%	68%
Informative	65%	71%	51%	72%
Made me think	47%	68%	37%	73%
Positive word of mouth	45%	58%	37%	61%

Noticed via (main channel)	Brochure, social media	School	Brochure	Brochure
Participation rate	23%	22%	22%	22%

Interesting activities (base = participators)	Young children	Youngsters	Pregnant	Elderly
	N=17	N=22	N=13	N=27
Appraisal participators We Love Eating Interesting activities	76%	68%	62%	73%

# Overall summary – evolution

- **Behaviour**

Between the zero measurement and the monitoring survey we see positive behaviour trends for Elderly (eating more fruits and vegetables and more exercise). Decrease is noticed within the groups youngsters, who claim to drink less water, and pregnant women, who claim to eat less fruits and drink less water compared to the zero measurement.

- **Awareness**

Positive results regarding awareness;

Parents of young children are more aware that drinking water and eating fruits and vegetables make their child feel healthier. Pregnant women are more aware that their child benefits from eating fruits & vegetables, exercising, home cooked meals and the enjoyment of eating healthy. Elderly respondents see more advantages in exercising and enjoyment of eating healthy.

Negative results regarding awareness;

Parents agree less that home cooked meals are healthier of their children compared to previous wave. Youngsters are less aware that drinking water and home cooked meals are healthier and don't perceive healthy eating as enjoyable compared to the zero measurement. Awareness of the benefits of drinking water is lower with pregnant women in the monitoring survey.

- **Intentions**

An important aspect regarding intention is the behaviour. Respondents who feel they have a positive behaviour won't have the intention of increasing their efforts regarding healthy eating.

The most positive results regarding intention are from the elderly. Elderly have positive intentions towards all aspects of healthy living.

Youngsters are less have a less positive intention and score below the results of the zero measurement. Pregnant women also have less intentions of drinking water, eating more fruits and vegetables, sharing meals more often and buy fresh food more often. However, we do see a positive influence in behaviour and know that respondents who already have a positive behaviour won't increase their efforts for eating healthy.

# Overall summary – Project

- **Awareness, recognition, attribution**

Overall project awareness and recognition of the logos is high. More than half of the respondents can attribute the project to the European union. Respondents mention the brochure most often as main channel by which they came in contact with We Love Eating, only for the youngsters school is more mentioned.

- **Project evaluation (recognisers only)**

- Parents of young children like the project and think it's informative and relevant. The project made almost half of the parents think and discuss the project
- Youngsters give a high likeability score and mainly think the project is informative. More than half thinks the project is relevant and made them think. 58% has talked positively about the project.
- 61% of the pregnant women like the project and 1 out of 2 thinks it's informative. Less than half thinks the project is relevant or made them think. 37% of the pregnant women talked about the project in a positive way.
- 7 out of 10 of the elderly respondents like the project, think it's informative, relevant and made them think. 61% has talked about the project in a positive way.

- **Participation**

1 out of 5 of the recognisers has participated in an activity of We Love Eating.  
The activities of We Love Eating are highly appreciated.

**Overall, the project scores good in awareness and appraisal.**

**The awareness of a healthy lifestyle increases in almost all target groups (except for youngsters).**

**But, we are still waiting on the positive increase in behaviour and intentions (except for elderly).**