

## Survey of Childrearing Moms' Perceptions of Nutrition Education

Nearly 90% of moms are interested in nutrition education

Around 70% of moms' impressions improve toward companies that are proactive about nutrition education.

Promoting safe food choices is the nutrition education activity moms most want companies to tackle.

Tokyo—April 6, 2007—Hakuhodo's Research & Development Division carries out a variety of studies and research into *sei-katsu-sha*\* on an on-going basis. Below we present results from a recent study of attitudes to nutrition education† among mothers whose youngest child is aged 3 through senior high school age.

We found that close to 90% of women in the midst of childrearing were interested in nutrition education. The top nutrition education activity they currently undertake or would like to undertake in the future is eating three regular meals a day. It appears that *sei-katsu-sha* attitudes toward healthy eating have grown since the enactment of Japan's Basic Law on Nutrition Education in June 2005.

In addition, overall 71.2% say that their impressions improve toward companies with proactive stances toward nutrition education, while close to half (47.7%) want to buy and use the products and services of such companies. Meanwhile, the top sources of nutrition education information were newspaper articles (58.0%), TV programs (50.5%), and handouts from their child's school (45.0%).

Educational institutions and a variety of other bodies are increasingly active in nutrition education. In the case of food-related companies, promoting nutritionally balanced meals

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\* *Sei-katsu-sha* are more than simply consumers, just as people's lives and lifestyles include more than just shopping. Hakuhodo introduced this term in the 1980s to emphasize our commitment to a comprehensive, 360-degree perspective on consumer's lives.

† "Nutrition education" refers to teaching and other efforts to engage the learner in order to foster the habit of thinking about the food she or he eats as well as acquire a wide range of food knowledge and the capacity to make sound food choices. The long-term goals of nutrition education are life-long healthy eating, the passing on of food culture and the maintenance of good health in each and every citizen.

(27.5%) is the nutrition education activity that respondents most believe these companies undertake, while promoting safe/reassuring food choices (47.3%) is the activity they most want them to. We also questioned respondents about the nutrition education efforts that they believe various other bodies (national and local government, NPOs and NGOs, schools, child-care facilities, families) undertake and those they would like them to undertake, as well as the activities they themselves undertake and those they hope to in the future. HakuHodo will reflect the findings of this research in the nutrition education communications proposals it makes to its clients.

### **Key findings**

- **Slightly over 60% of childrearing moms knew both the term “nutrition education” and its meaning, while 90% were interested in the subject.**
- **The top nutrition education activity respondents currently undertake or hope to undertake in the future is to eat three regular meals a day. Just over 70% of mothers polled say their impressions improve toward companies that are proactive about nutrition education, while almost 50% say they want to buy and use the products and services of such companies.**
- **The most used sources of information on nutrition education are newspaper articles (58.0%), TV programs (50.5%) and handouts from their child’s school (45.0%).**
- **The nutrition education activity that most respondents believe food-related companies currently undertake is promoting nutritionally balanced meals (27.5%), while the activity they would most like to see them carry out is promoting safe/reassuring food choices (47.3%).**
- **The top activity that moms do not currently undertake but hope to in the future is teaching their children about social issues concerning food.**

### Survey outline

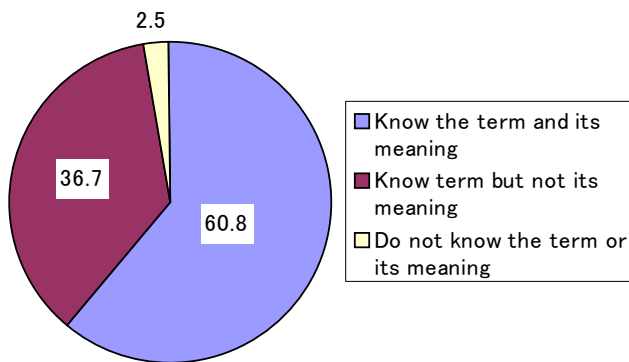
Period:	December 2006
Territory:	Japan
Population:	Married women living with their child/ren, the youngest of whom is aged between 3 years and senior high school age n = 600 (valid responses)
Method:	Internet survey of a panel belonging to a business partner

**Annex: Survey data**

- **Slightly over 60% of childrearing moms knew both the term “nutrition education” and its meaning, while 90% were interested in the subject.**

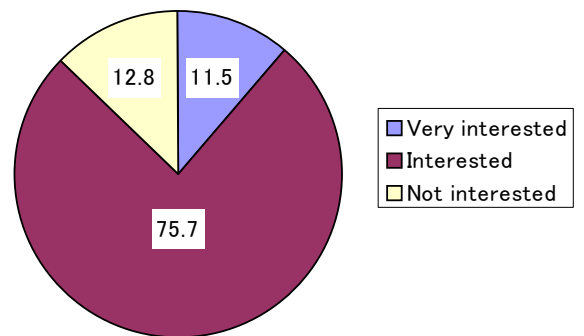
We asked childrearing mothers whether they knew the term “nutrition education” and found that 97.5% did, and 60.8% knew both the term and its meaning. Moreover, after learning the definition, a total of 87.2% of the women surveyed said they were interested or very interested in nutrition education.

Awareness of the Term “Nutrition Education” (%)



Overall (n = 600)

Interest in “Nutrition Education” (%)

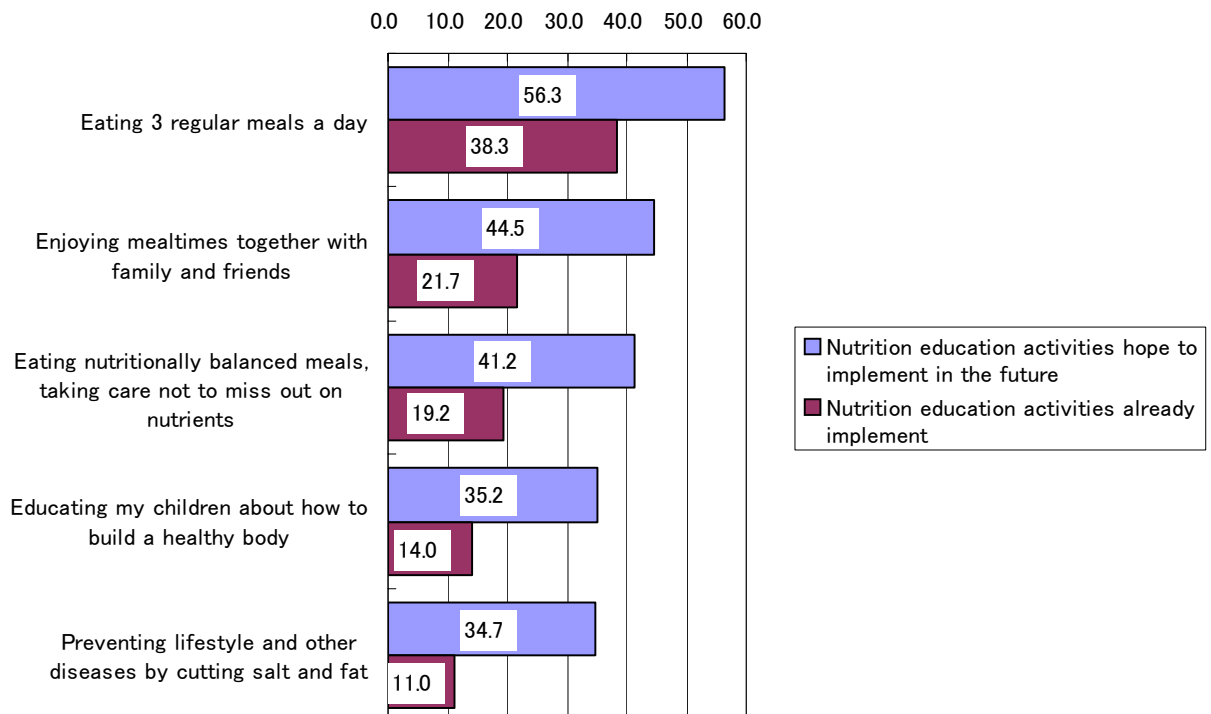


Overall (n = 600)

- **The top nutrition education activity respondents currently undertake or hope to undertake in the future is to eat three regular meals a day.**

The top nutrition education activity mothers currently undertake or would like to undertake in the future is eating three regular meals a day. Enjoying mealtimes together with family and friends, and eating nutritionally balanced meals, taking care not to miss out on nutrients complete the top 3.

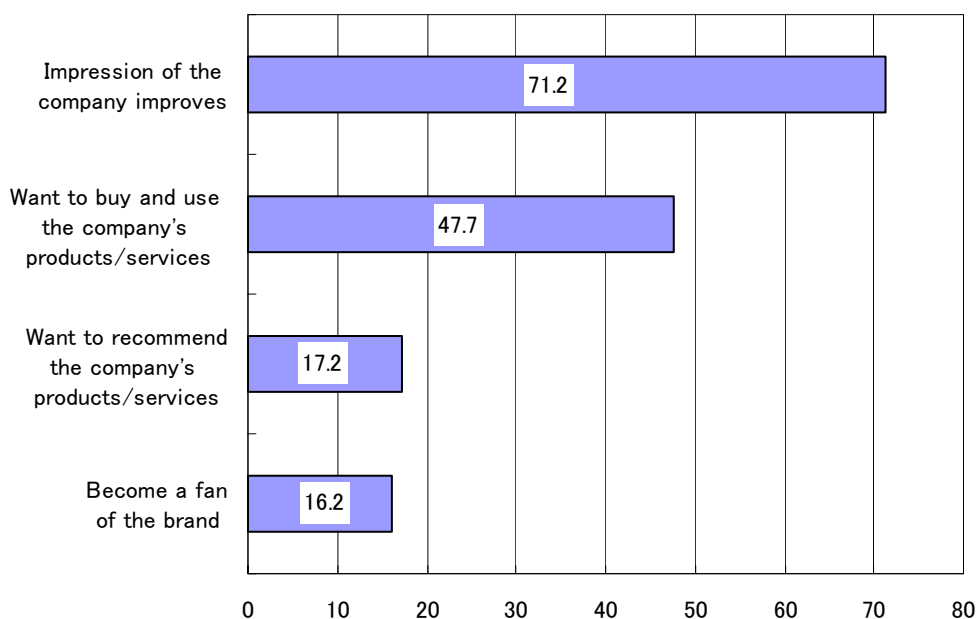
Nutrition Education Activities Hope to Implement in Future & those Already Implemented (%)



- **Just over 70% of mothers polled say their impressions improve toward companies that are proactive about nutrition education, while almost 50% say they want to buy and use the products and services of such companies.**

When we asked how they feel about companies that are proactive about nutrition education, 71.2% of moms said that their impression of such companies improves, and close to half (47.7%) said they want to buy and use their products and services.

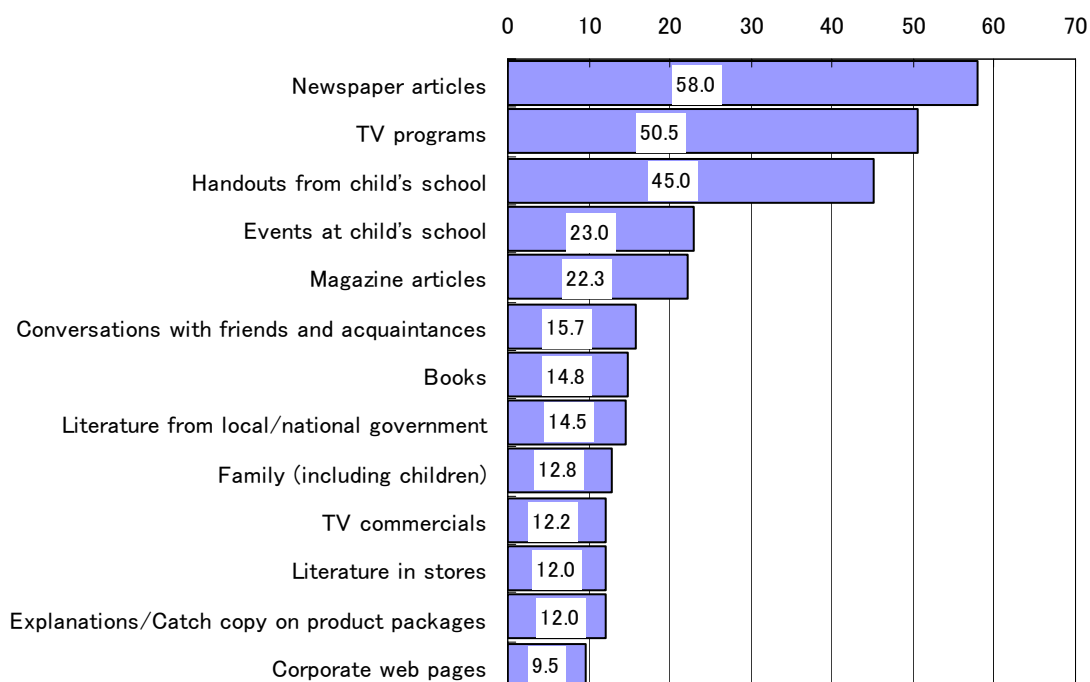
Feelings about Companies that are Proactive about Nutrition Education (%)



- **The most used sources of information on nutrition education are newspaper articles (58.0%), TV programs (50.5%) and handouts from their child's school (45.0%).**

When we quizzed respondents on the media they refer to for information on nutrition education, the top responses were newspaper articles (58.0%), TV programs (50.5%)

Sources of Nutrition Education Information (%)



- **The nutrition education activity that most respondents believe food-related companies currently undertake is promoting nutritionally balanced meals (27.5%), while the activity they would most like to see them carry out is promoting safe/reassuring food choices (47.3%).**

Promoting safe/reassuring food choices, promoting nutritionally balanced meals and spreading cooking knowledge and techniques were mentioned as both nutrition education activities that respondents believe food-related companies currently carry out and those that they would like to see them carry out.

#### Food-related companies

	Believe they undertake	(%)
1	Promoting nutritionally balanced meals	27.5
2	Promoting safe/reassuring food choices	26.7
3	Spreading cooking knowledge and techniques	22.0
4	Promoting communication through food	18.3
5	Passing on Japan and the region's food culture	12.5

	Would like them to undertake	(%)
1	Promoting safe/reassuring food choices	47.3
2	Promoting nutritionally balanced meals	35.5
3	Spreading cooking knowledge and techniques	31.5
4	Food disposal and other environmental issues	30.7
5	Passing on Japan and the region's food culture	26.8

#### National/Local government

	Believe they undertake	(%)
1	Food disposal and other environmental issues	22.3
2	Hunger and other food problems	20.8
3	Passing on Japan and the region's food culture	20.5
4	Promoting nutritionally balanced meals	17.7
5	Promoting safe/reassuring food choices	14.5

	Would like them to undertake	(%)
1	Food disposal and other environmental issues	52.0
2	Hunger and other food problems	46.0
3	Promoting safe/reassuring food choices	38.8
4	Passing on Japan and the region's food culture	37.7
5	Teaching children about social issues related to food	37.3

#### NPOs & NGOs

	Believe they undertake	(%)
1	Hunger and other food problems	36.7
2	Food disposal and other environmental issues	27.7
3	Promoting safe/reassuring food choices	15.8
4	Promoting nutritionally balanced meals	14.0
5	Teaching children about social issues related to food	14.0

	Would like them to undertake	(%)
1	Hunger and other food problems	42.7
2	Food disposal and other environmental issues	41.2
3	Teaching children about social issues related to food	27.2
4	Promoting safe/reassuring food choices	26.5
5	Passing on Japan and the region's food culture	25.5

#### Schools/Childcare facilities

	Believe they undertake	(%)
1	Promoting nutritionally balanced meals	54.5
2	Teaching children how to build a healthy body	46.3
3	Teaching children about food culture	31.7
4	Nurturing feelings of gratitude for food	27.8
5	Recommending/Suggesting correct food habits	27.3

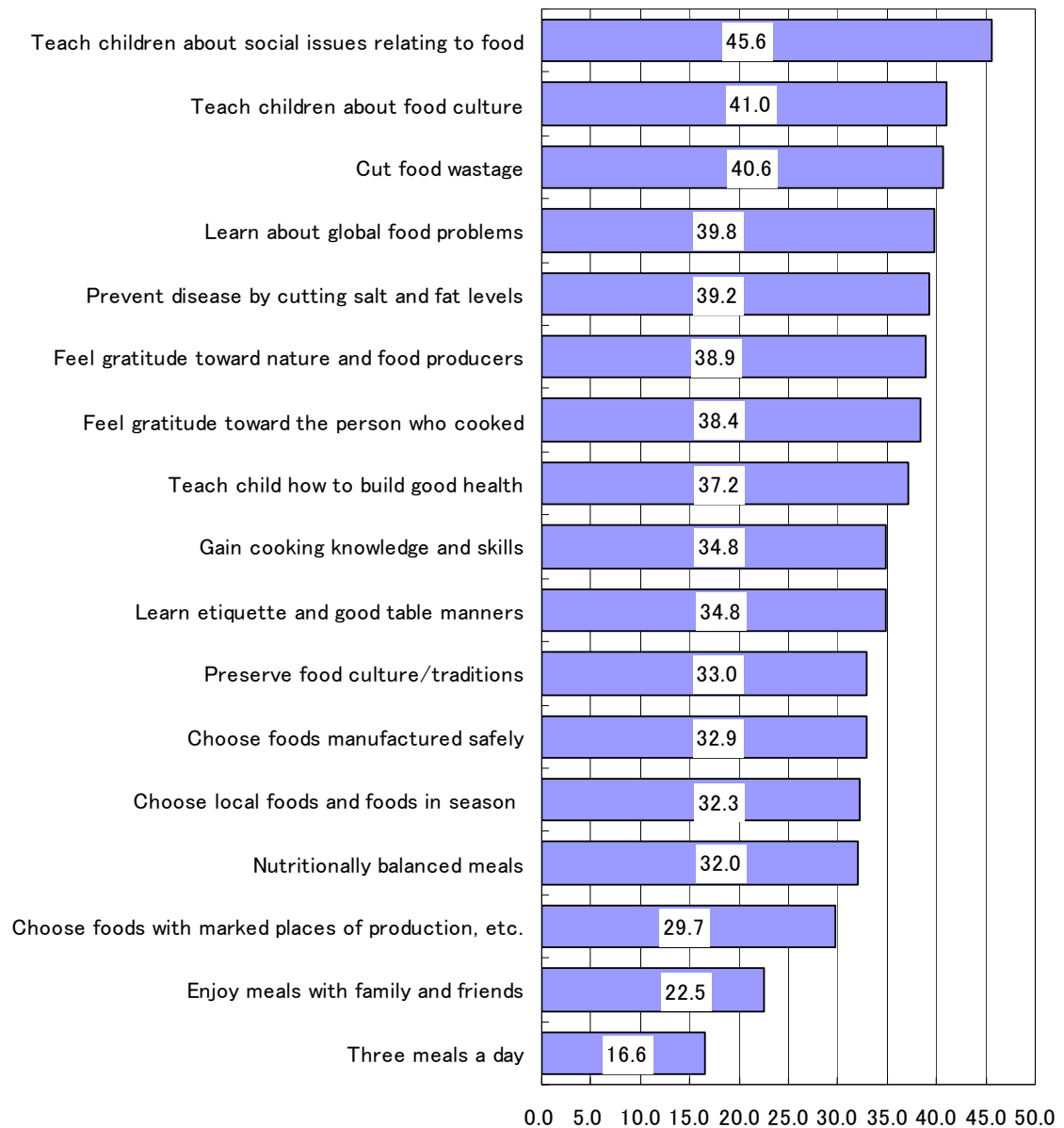
	Would like them to undertake	(%)
1	Teaching children how to build a healthy body	56.3
2	Promoting nutritionally balanced meals	54.3
3	Recommending/Suggesting correct food manners	49.0
4	Teaching children about food culture	47.8
5	Nurturing feelings of gratitude for food	47.3

- **The top activity that moms do not currently undertake but hope to in the future is teaching their children about social issues concerning food.**

The top three activities that the mothers do not currently implement but would like or very much like to carry out in future were teaching their children about social issues to do with food (45.6%), teaching their children food culture (41.0%) and cutting food waste (40.6%). While concern about nutrition education is rising, particularly among childrearing mothers,

it appears that there are still areas—such as food culture and social issues concerning food—where different bodies could step in and lend a hand.

Food Education Activities Respondents Do Not Currently Implement But Would Like to in the Future (Would like to + Would very much like to) (%)



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#### ■ About Hakuhodo Inc.

Founded in 1895, Hakuhodo Inc. ([www.hakuhodo.jp](http://www.hakuhodo.jp)) is the second largest advertising company in Japan, and the tenth largest core agency in the world according to *Advertising Age's* agency report 2006. Today, innovation and creativity are still at the heart of its operations. Hakuhodo shares with its clients an unmatched depth of knowledge about the relationship between people and brands – knowledge that has grown from the concept of *sei-katsu-sha* (“consumers with a heartbeat”) which Hakuhodo pioneered in advertising. Through its global network, Hakuhodo provides comprehensive marketing and communications services and solutions for some of the best-known brands in the world. Hakuhodo has 64 offices in 16 countries/regions, and approximately 5,000 employees.

*Sei-katsu-sha* insight is the foundation for Hakuhodo’s thinking, planning, and brand building. It reminds us that consumers are more than shoppers performing an economic function. They have heartbeats. They are individuals with distinct lifestyles. Hakuhodo introduced this term in the 1980s to emphasize our commitment to a comprehensive, 360-degree perspective on consumers’ lives.

Hakuhodo is one of three advertising agencies under the umbrella of Hakuhodo DY Holdings Inc. (TSE: 2433) (<http://www.hakuhodody-holdings.co.jp/english/index.html>) a holding company which was established in 2003 through the management integration of Hakuhodo Inc., Daiko Advertising Inc. and Yomiko Advertising Inc. Hakuhodo DY Holdings Inc. was listed on the first section of Tokyo Stock Exchange in 2005.