



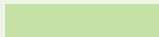
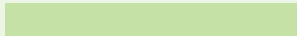
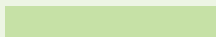
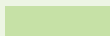



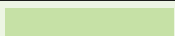
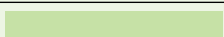
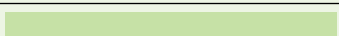
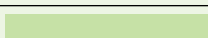

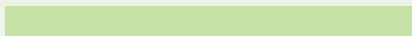
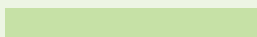
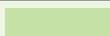


Data was garnered via an online survey conducted during April and May 2008 with 1,186 respondents across 48 states.

1. Gender		Response Percent	Response Count
Male		3.3%	39
<b>Female</b>		<b>96.7%</b>	1133
<b>answered question</b>			<b>1172</b>

2. Age		Response Percent	Response Count
18-24		0.3%	3
25-29		2.8%	33
30-34		16.6%	195
<b>35-39</b>		<b>32.6%</b>	384
40-44		25.6%	302
45-49		13.0%	153
50-54		5.8%	68
55-59		3.4%	40
<b>answered question</b>			<b>1178</b>

3. Household income		Response Percent	Response Count
Under 35,000		6.8%	77
35,000-54,999		14.2%	161
55,000-74,999		20.3%	231
<b>75,000 or more</b>		<b>39.6%</b>	450
Prefer not to answer		19.2%	218
<b>answered question</b>			<b>1137</b>

4. Number of children under age of 18		Response Percent	Response Count
1		20.0%	218
<b>2</b>		<b>48.5%</b>	528
3		23.6%	257
4 or more		7.9%	86
<b>answered question</b>			<b>1089</b>

5. How would you assess the current state of advertising/marketing through schools? Choose one.

	Response Percent	Response Count
<b>It is becoming more prevalent. It seems more and more companies are trying to advertise/market through schools.</b>	46.5%	518
It is becoming less prevalent. It seems schools and companies are being more cautious/careful about exactly what they try to market/advertise through schools.	17.3%	193
The amount and type of advertising has stayed about the same.	36.2%	403
<b>answered question</b>		<b>1114</b>

6. Which of the following forms of advertising or corporate sponsorship would you deem to be acceptable in schools? Please check any/all that apply.

	Response Percent	Response Count
Advertisements on book covers provided free to students in school	33.0%	371
Corporate sponsored curriculum or educational materials containing company logos provided free to students in school	50.3%	565
<b>Redemption programs that provide rewards/money back to schools based on parent purchases — (i.e. Box Tops for Education and Campbell's Labels for Education)</b>	<b>95.2%</b>	1070
Reward programs that reward individual students such as Pizza Hut's Book It program which provides free pizzas to kids for reading books or Topps of the Class, which provides free trading cards to kids for good grades	85.0%	955
Scholastic Bookfairs	91.2%	1025
Educational materials and magazines provided free specifically to parents	80.8%	908
Poster ads on school buses	9.4%	106
Bus Radio — An ad supported satellite radio program with age appropriate content/lyrics as well as safety messages	16.0%	180
<b>answered question</b>		<b>1124</b>

7. How important to you is the distinction between materials and advertisements distributed through schools aimed at students vs. materials and advertisements distributed through schools aimed at parents?

	Response Percent	Response Count
No difference. Both are unacceptable.	6.1%	67
No difference. Both are acceptable.	18.1%	200
<b>Promotional materials/ programs aimed at parents are more acceptable.</b>	<b>72.9%</b>	<b>807</b>
Promotional materials aimed at students are more acceptable.	3.0%	33
<b>answered question</b>		<b>1107</b>

8. Are you aware of the Children’s Food and Beverage Advertising Initiative (CFBAI) where certain large consumer companies like Pepsico and Kraft have pledged to self regulation in terms of limiting their overall advertising to children, including pledging not to advertise food & beverages products in elementary schools?

	Response Percent	Response Count
Yes	29.4%	326
<b>No</b>	<b>70.6%</b>	<b>784</b>
<b>answered question</b>		<b>1110</b>

9. On a scale of 1 to 5, with 1 being that you agree strongly and 5 being you disagree strongly, please indicate your level of agreement for each of the following statements.

	Agree Strongly				Disagree Strongly	Rating Average	Response Count
The CFBAI is a step in the right direction and shows food & beverage companies are genuinely committed to curbing advertising to kids.	25.8% (270)	<b>38.5%</b> <b>(403)</b>	30.2% (317)	4.0% (42)	1.5% (16)	2.17	1048
The CFBAI is a step in the right direction and should be extended to include all companies that advertise to kids, not just food & beverage.	<b>38.1%</b> <b>(397)</b>	35.9% (374)	20.8% (217)	3.2% (33)	1.9% (20)	1.95	1041
The CFBAI is not likely to have a big impact one way or another.	4.7% (49)	17.7% (183)	<b>38.7%</b> <b>(401)</b>	30.4% (315)	8.4% (87)	3.20	1035
The CFBAI is just something companies are doing to answer their critics.	11.1% (115)	26.9% (279)	<b>42.5%</b> <b>(440)</b>	15.6% (162)	3.9% (40)	2.74	1036
<b>answered question</b>							<b>1058</b>

10. Many companies provide free products or samples that are distributed through schools. Please indicate which of the following you find acceptable. Please check all that apply.

	Response Percent	Response Count
<b>Products/samples approved by teachers/administration/school nurses as part of health curriculum distributed to students — i.e. branded toothpaste and toothbrushes to promote dental hygiene.</b>	93.6%	991
Food and/or beverage samples distributed to students.	21.8%	231
Healthy food and/or beverage samples distributed to students (i.e. they meet or exceed the School Nutrition Association Guidelines).	72.0%	763
<b>Samples distributed to parents as part of a gift pack or in gift bags distributed at open house nights or other similar parent-attended events.</b>	91.2%	966
Non-food and beverage samples/products distributed to students such as branded notebooks, pencils, sports equipment etc.	79.9%	846
<b>answered question</b>		<b>1059</b>

11. On a scale of 1 to 5, with 1 being that you have strong interest and 5 being that you have no interest or are against receiving any materials of any kind, which kinds of free parent- or family-focused information, samples or coupons would you be interested in receiving at school community events?

	1-Strong Interest	2	3	4	5-No Interest	Rating Average	Response Count
Beauty Products	12.5% (129)	9.6% (99)	18.8% (195)	15.4% (160)	43.7% (453)	3.68	1036
Health Products	39.3% (412)	26.0% (273)	19.3% (202)	5.9% (62)	9.4% (99)	2.20	1048
Finance/Investing	9.4% (97)	11.1% (115)	24.3% (251)	15.0% (155)	40.1% (414)	3.65	1032
Food/Cooking	27.6% (287)	30.1% (312)	24.1% (250)	6.1% (63)	12.1% (126)	2.45	1038
Family-style Restaurants	27.4% (284)	28.4% (294)	23.1% (240)	8.0% (83)	13.1% (136)	2.51	1037
Home Improvement/Cleaning/ Organization	19.1% (197)	25.0% (258)	25.5% (263)	10.7% (110)	19.8% (204)	2.87	1032
Movies/Music/Online Activities	21.9% (226)	24.2% (250)	25.8% (266)	11.2% (116)	16.9% (174)	2.77	1032
Travel	10.4% (106)	13.4% (137)	29.3% (300)	17.9% (183)	29.1% (298)	3.42	1024
Sports/Fitness	33.8% (350)	33.7% (349)	18.0% (187)	5.1% (53)	9.5% (98)	2.23	1037
Toys/Craft Supplies	30.9% (320)	28.1% (291)	23.6% (244)	6.4% (66)	11% (114)	2.38	1035
Apparel	13.3% (137)	16.9% (174)	25.6% (263)	16.2% (167)	27.9% (287)	3.29	1028
Food/Snack & Beverage	28.1% (293)	28.9% (301)	21.8% (227)	9.2% (96)	12.0% (125)	2.48	1042

answered question 1052

12. Who do you feel is most responsible for limiting kids' exposure to advertising? Please rank the below options in order from 1 to 3, with 1 being the most responsible and 3 being the least responsible.

	1-Most Responsible	2	3-Least Responsible	Rating Average	Response Count
Parents	<b>85.9%</b> <b>(824)</b>	11.1% (106)	3.0% (29)	1.17	959
Corporate Sponsors/Advertisers	15.4% (140)	41.3% (375)	<b>43.2%</b> <b>(392)</b>	2.28	907
Schools	7.4% (73)	<b>49.5%</b> <b>(491)</b>	43.1% (427)	2.36	991

answered question 1046

13. What do you think is the best approach for corporate sponsors or advertisers to take when developing/executing marketing programs that involve schools?

Response  
Count

601

**answered question**

**601**

Please Note: Question 13 is an open-ended question. For more details on the answers to the open-ended question, please contact John Driscoll at School Family Media at [jdriscoll@schoolfamilymedia.com](mailto:jdriscoll@schoolfamilymedia.com) or 800-644-3561 x202.

## METHODOLOGY

The 2008 School Family Media Survey of Moms' Attitudes About Marketing and Advertising Through Schools was developed in conjunction with Kid Power® to gain current insights from mothers of school-age children regarding the acceptability of corporate sponsorship of materials or programs targeting students or parents, at their schools. The survey included detailed questions about the key issues surrounding marketing and advertising through schools, such as: the acceptability of student- vs. parent-focused materials, in- vs. out-of-the-classroom materials, as well as general corporate responsibility in marketing through schools. Data was garnered via an online survey conducted during April and May 2008 with 1,186 respondents across 48 states. Of the total respondents, 93 percent were women age 25-54 with 1 or more children under the age of 18 years old.