## Methods

### Participants
- Survey respondents included 898 parents between 21 and 65 years old and all had children between the ages 2 and 17 years old living at home.

<table>
<thead>
<tr>
<th>Race</th>
<th>White</th>
<th>Black</th>
<th>Hispanic</th>
<th>Asian</th>
</tr>
</thead>
<tbody>
<tr>
<td>n</td>
<td>389</td>
<td>180</td>
<td>284</td>
<td>32</td>
</tr>
<tr>
<td>%</td>
<td>43</td>
<td>20</td>
<td>32</td>
<td>3.5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Income</th>
<th>Middle</th>
<th>Low</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>n</td>
<td>339</td>
<td>296</td>
<td>263</td>
</tr>
<tr>
<td>%</td>
<td>38</td>
<td>33</td>
<td>30</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age (years)</th>
<th>2 to 5</th>
<th>6 to 11</th>
<th>12 to 17</th>
</tr>
</thead>
<tbody>
<tr>
<td>n</td>
<td>241</td>
<td>445</td>
<td>406</td>
</tr>
<tr>
<td>%</td>
<td>22</td>
<td>40</td>
<td>38</td>
</tr>
</tbody>
</table>

### Measures
- Number of children, ages of children, children’s race and ethnicity
- Perceived food advertising exposure
- Survey conducted this 20 minute web-based survey

### Procedure
- A survey company that has access to a diverse, national sample conducted this study.

### Demographic Questions

#### Perceived food advertising exposure
- Assessed whether each child was exposed to food marketing for a scale of 1-5:

<table>
<thead>
<tr>
<th>Advertising Frequency</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>389</td>
<td>180</td>
<td>284</td>
<td>32</td>
<td>32</td>
</tr>
</tbody>
</table>

#### Race
- Parents answered about race and ethnicity.

#### Income
- A chi-square test was used to test whether the proportion of picky eaters was different among race and income groups.

#### Age
- Parents answered about age.

### Hypotheses

#### Parents of Black children will report that their children have higher exposure to food marketing than parents of white children
- If parents answered weekly, they were asked to specify how many times a week (once a week; 2-3 times a week; 4-6 times a week)
- If parents answered daily, they were then asked how many times a day (1-3; 4-9; 10 or more times a day)

#### Children who have been exposed to more food marketing will have higher rates of picky eating.
- A logistic regression to assess the predictive value of race and income for the likelihood of having a picky eater was statistically significant.

### Results

#### Race
- A chi-square test was used to test whether the proportion of picky eaters in a family differed by race.
- Black parents were significantly more likely to report that they had a picky eater than white Hispanic parents.

#### Income
- A logistic regression to assess the predictive value of race and income for the likelihood of having a picky eater was statistically significant.

#### Predicting the Likelihood of Picky Eating
- A logistic regression to assess the predictive value of race and exposure to food marketing for the likelihood of having a picky eater was statistically significant.

#### Discussion
- Black parents believed they had more picky eaters than their white and Hispanic counterparts.
- More research is needed to determine why black parents were more likely to report that their children were picky eaters.

## References


Shehan, C. V. & Harris, J. L. Trends in television food advertising to young people. 2014 update. Ruud Report