Parents expressed support for a broad range of media-related policies to promote healthy eating habits for their children. The findings highlighted in this summary are a part of a larger report on Parents’ Attitudes about Food Marketing to Children released in April 2017.

Key Findings

- In 2015, 73% of parents supported policies to restrict unhealthy food marketing on TV, while 68% supported restrictions in other media.
  - 74% of parents surveyed supported policies to allow only healthy food advertising on TV programs primarily viewed by youth 14 and under.

- Black (73%) and Hispanic (80%) parents were more likely to support policies to promote healthy eating habits in the media than were white non-Hispanic parents (62%).

- From 2012 to 2015, parents’ willingness to send a letter to a food/beverage company to decrease unhealthy food marketing in the media increased significantly from 69% to 79%.

For More Information

Contact Sally Mancini, sally.mancini@uconn.edu, Director of Advocacy Resources at the University of Connecticut Rudd Center for Food Policy & Obesity.

For the full report, visit www.uconnruddcenter.org/parentsattitudes. UConn Rudd Center researchers surveyed a cross-sectional sample of 3,500 parents with children ages 2 to 17 annually from 2012 to 2015, including black, Hispanic, and low-income parents, and assessed changes from 2012-2015.