

Communications Campaign Study: Pre- and Post- Public Education Campaign
July 2008 and February 2009 Summary

First 5 San Diego, in conjunction with MJE Marketing Services and Marketing Information Masters, conducted a two-phased target market study to determine the levels of awareness and knowledge about First 5 San Diego, before and after the public outreach campaign, among households in San Diego County with children five years old and younger and/or with pregnant women.

In total, 400 households (only one adult per household) were surveyed during each of the two survey periods, yielding a 95% confidence level with a maximum margin of error of \pm 4.9 percentage points for responses to each survey question when the entire sample is analyzed in the aggregate. Statistical tests were administered on the survey findings and the following are key significant findings of the study.

County households with children five years old or younger and/or with pregnant women	Pre-Campaign	Post-Campaign	Confidence Level
<u>AWARENESS OF FIRST 5 SAN DIEGO</u>			
Awareness of First 5 San Diego increased significantly	54%	68%	99%
Unaided awareness of First 5 San Diego increased significantly	22%	32%	99%
<u>AWARENESS OF ADVERTISING (Those aware of First 5)</u>			
More recalled seeing or hearing advertising within past 6 months	55%	73%	99%
More Females <35 yrs & Household Income < \$50k recalled seeing advertising	66%	83%	90%
More Households < \$50k income recalled seeing advertising	63%	84%	99%
<u>RECALL OF FIRST 5 SAN DIEGO MESSAGES</u>			
More households rated the importance of a child's first 5 years as "10" extremely important	75%	80%	90%
More recalled unaided "Spend Time/Play with Child" message	0%	12%	99%
More recalled unaided "Healthy Development Checkup" message	0%	7%	90%
More recalled unaided "90% of a child's brain develops during the first year of life" message	0%	6%	90%
More Households < \$50k income recalled importance of a child's first 5 years	20%	49%	90%
More Females <35 yrs recalled importance of a child's first 5 years	21%	46%	99%
More Females <35 yrs & Household Income < \$50k recalled importance of a child's first 5 years	11%	65%	99%
<u>KNOWLEDGE OF DEVELOPMENTAL CHECKUPS¹</u>			
Increased awareness a child's exam checks "Moving, crawling, walking"	90%	95%	95%
Increased awareness a child's exam checks "Hearing"	89%	94%	95%
Increased awareness a child's exam checks "Ability to get along with other children"	47%	55%	95%

¹What is measured to determine the healthy development of a child