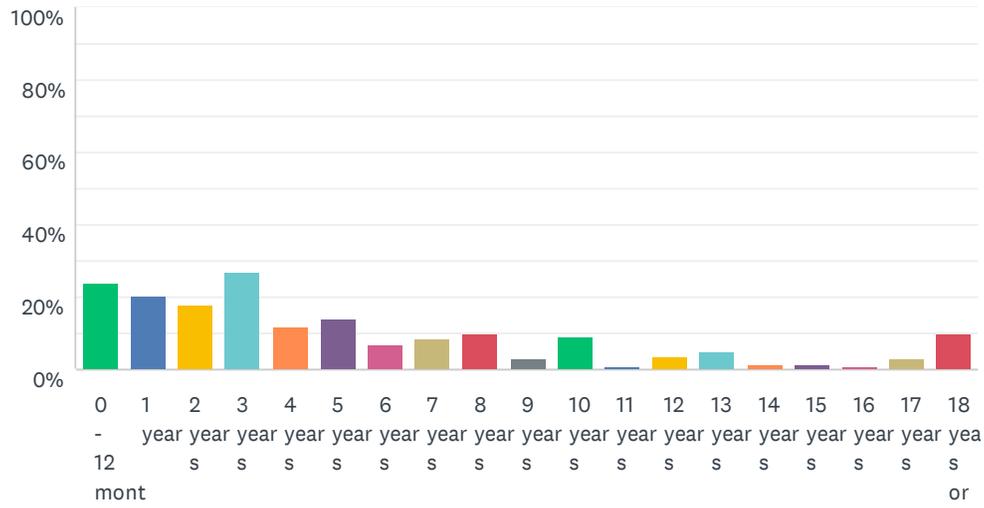


Q1 What are your children's ages (choose all that apply)

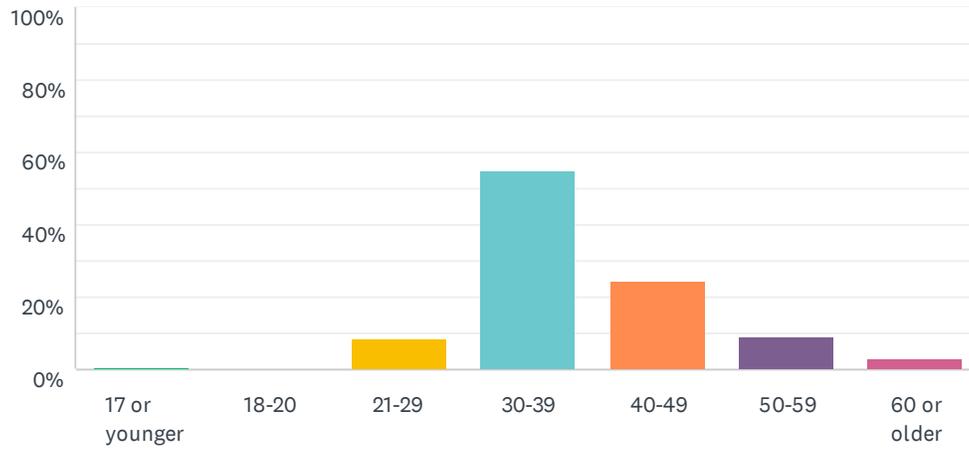
Answered: 180 Skipped: 0



ANSWER CHOICES	RESPONSES	
0 - 12 months	23.89%	43
1 year	20.56%	37
2 years	17.78%	32
3 years	27.22%	49
4 years	12.22%	22
5 years	13.89%	25
6 years	7.22%	13
7 years	8.33%	15
8 years	10.00%	18
9 years	2.78%	5
10 years	8.89%	16
11 years	1.11%	2
12 years	3.33%	6
13 years	5.00%	9
14 years	1.67%	3
15 years	1.67%	3
16 years	1.11%	2
17 years	2.78%	5
18 years or older	10.00%	18
Total Respondents: 180		

Q2 What is your age?

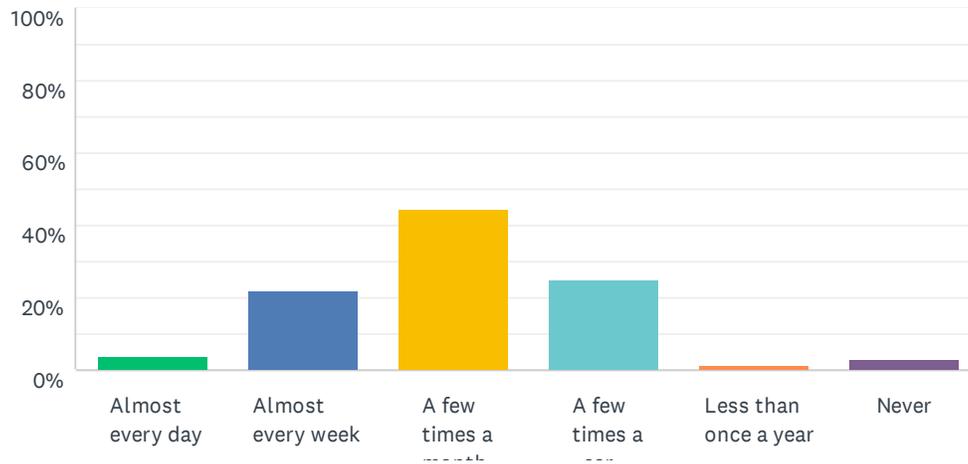
Answered: 180 Skipped: 0



ANSWER CHOICES	RESPONSES
17 or younger	0.56% 1
18-20	0.00% 0
21-29	8.33% 15
30-39	55.00% 99
40-49	24.44% 44
50-59	8.89% 16
60 or older	2.78% 5
TOTAL	180

Q3 How often do you get information from HealthyChildren.org, the AAP's parenting website?

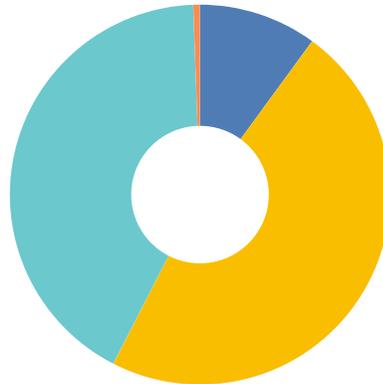
Answered: 179 Skipped: 1



ANSWER CHOICES	RESPONSES
Almost every day	3.91% 7
Almost every week	21.79% 39
A few times a month	44.69% 80
A few times a year	25.14% 45
Less than once a year	1.68% 3
Never	2.79% 5
TOTAL	179

Q4 When thinking about your family’s health and nutrition, how important is what your family drinks?

Answered: 179 Skipped: 1

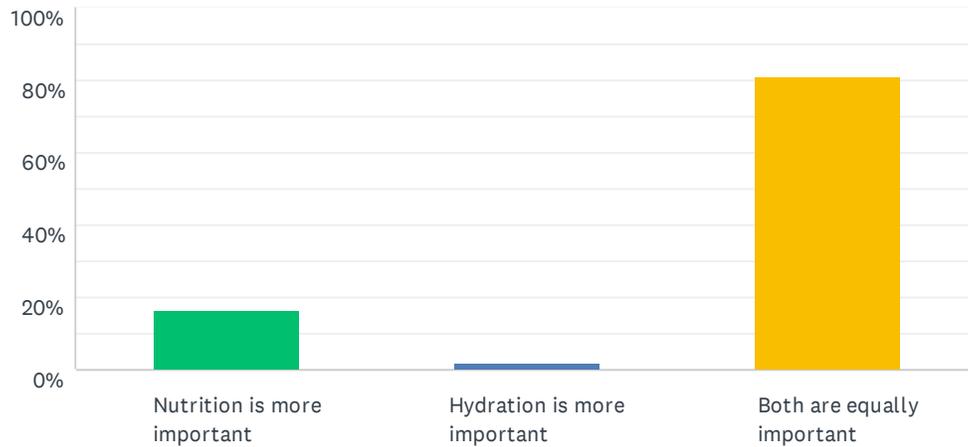


■ Not at all important
 ■ Somewhat important
 ■ Very important
■ Extremely important
 ■ N/A

	NOT AT ALL IMPORTANT	SOMEWHAT IMPORTANT	VERY IMPORTANT	EXTREMELY IMPORTANT	N/A	TOTAL	WEIGHTED AVERAGE
(no label)	0.00% 0	10.06% 18	47.49% 85	41.90% 75	0.56% 1	179	3.32

Q5 When thinking about the importance of nutrition (what your family eats) versus hydration (what your family drinks), which do you think is more important to your family’s overall health?

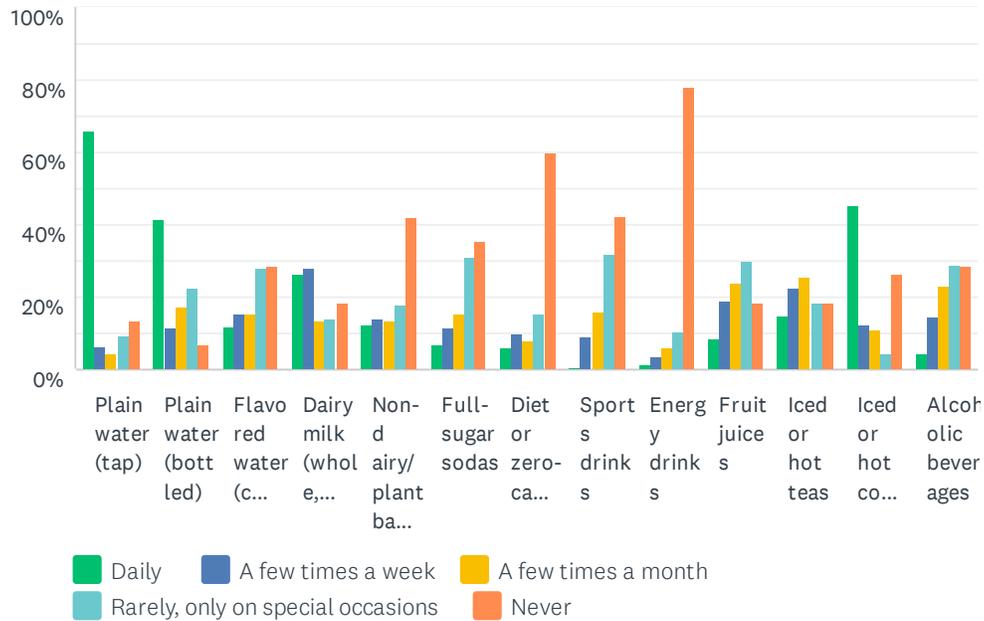
Answered: 180 Skipped: 0



ANSWER CHOICES	RESPONSES	
Nutrition is more important	16.67%	30
Hydration is more important	2.22%	4
Both are equally important	81.11%	146
TOTAL		180

Q6 How often do you personally drink the following types of beverages?

Answered: 180 Skipped: 0

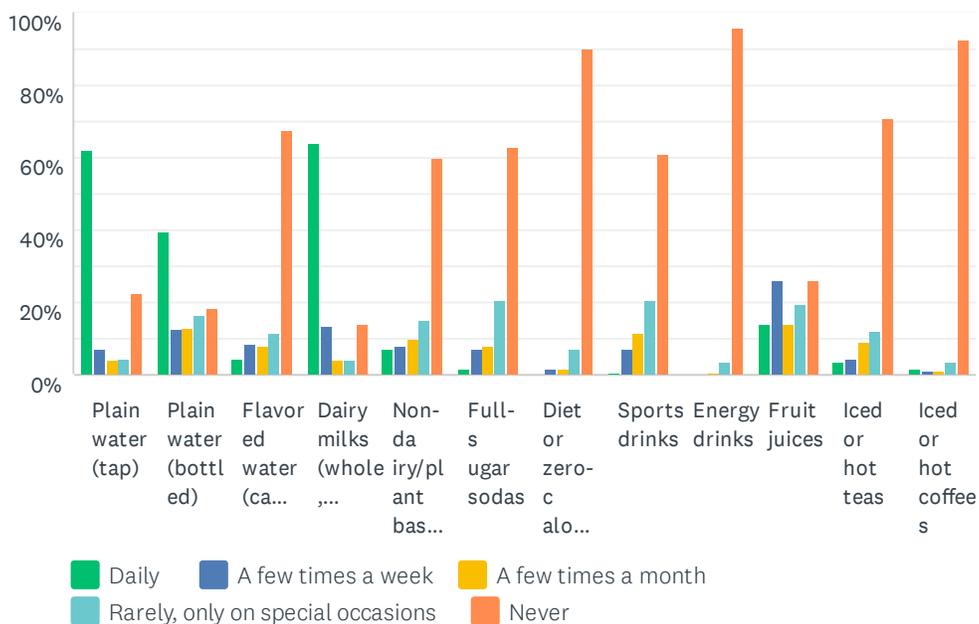


HealthyChildren.org Virtual Parent Panel Survey - Healthy Hydration

	DAILY	A FEW TIMES A WEEK	A FEW TIMES A MONTH	RARELY, ONLY ON SPECIAL OCCASIONS	NEVER	TOTAL
Plain water (tap)	66.11% 119	6.67% 12	4.44% 8	9.44% 17	13.33% 24	180
Plain water (bottled)	41.48% 73	11.36% 20	17.61% 31	22.73% 40	6.82% 12	176
Flavored water (canned, bottled, sparkling)	11.80% 21	15.73% 28	15.73% 28	28.09% 50	28.65% 51	178
Dairy milk (whole, low-fat or non-fat)	26.26% 47	27.93% 50	13.41% 24	13.97% 25	18.44% 33	179
Non-dairy/plant based milks	12.36% 22	14.04% 25	13.48% 24	17.98% 32	42.13% 75	178
Full-sugar sodas	6.78% 12	11.30% 20	15.25% 27	31.07% 55	35.59% 63	177
Diet or zero-calorie sodas	6.18% 11	10.11% 18	7.87% 14	15.73% 28	60.11% 107	178
Sports drinks	0.56% 1	8.94% 16	16.20% 29	31.84% 57	42.46% 76	179
Energy drinks	1.69% 3	3.37% 6	6.18% 11	10.67% 19	78.09% 139	178
Fruit juices	8.38% 15	18.99% 34	24.02% 43	30.17% 54	18.44% 33	179
Iced or hot teas	15.17% 27	22.47% 40	25.28% 45	18.54% 33	18.54% 33	178
Iced or hot coffee	45.51% 81	12.36% 22	11.24% 20	4.49% 8	26.40% 47	178
Alcoholic beverages	4.49% 8	14.61% 26	23.03% 41	29.21% 52	28.65% 51	178

Q7 And, thinking specifically about the children in your household, how often are the following types of beverages consumed by the children in your family?

Answered: 177 Skipped: 3

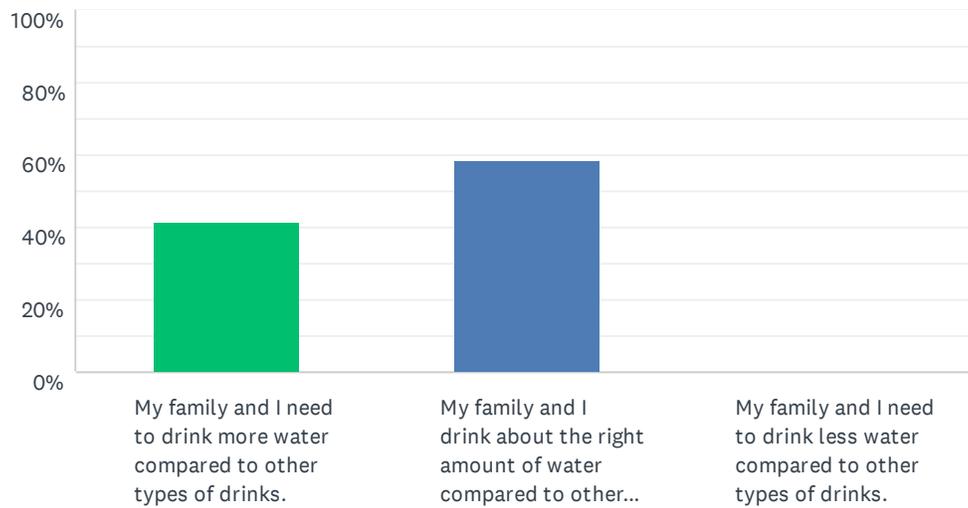


HealthyChildren.org Virtual Parent Panel Survey - Healthy Hydration

	DAILY	A FEW TIMES A WEEK	A FEW TIMES A MONTH	RARELY, ONLY ON SPECIAL OCCASIONS	NEVER	TOTAL
Plain water (tap)	62.15% 110	6.78% 12	3.95% 7	4.52% 8	22.60% 40	177
Plain water (bottled)	39.43% 69	12.57% 22	13.14% 23	16.57% 29	18.29% 32	175
Flavored water (canned, bottled, sparking)	4.57% 8	8.57% 15	8.00% 14	11.43% 20	67.43% 118	175
Dairy milks (whole, low-fat, non-fat)	64.20% 113	13.64% 24	3.98% 7	3.98% 7	14.20% 25	176
Non-dairy/plant based milks	6.82% 12	7.95% 14	10.23% 18	14.77% 26	60.23% 106	176
Full-sugar sodas	1.70% 3	6.82% 12	7.95% 14	20.45% 36	63.07% 111	176
Diet or zero-calorie sodas	0.00% 0	1.70% 3	1.70% 3	6.82% 12	89.77% 158	176
Sports drinks	0.57% 1	6.82% 12	11.36% 20	20.45% 36	60.80% 107	176
Energy drinks	0.00% 0	0.00% 0	0.57% 1	3.41% 6	96.02% 169	176
Fruit juices	14.20% 25	26.14% 46	14.20% 25	19.32% 34	26.14% 46	176
Iced or hot teas	3.41% 6	4.55% 8	9.09% 16	11.93% 21	71.02% 125	176
Iced or hot coffees	1.70% 3	1.14% 2	1.14% 2	3.41% 6	92.61% 163	176

Q8 Which of the following comes closest to your opinion of how much water your family drinks?

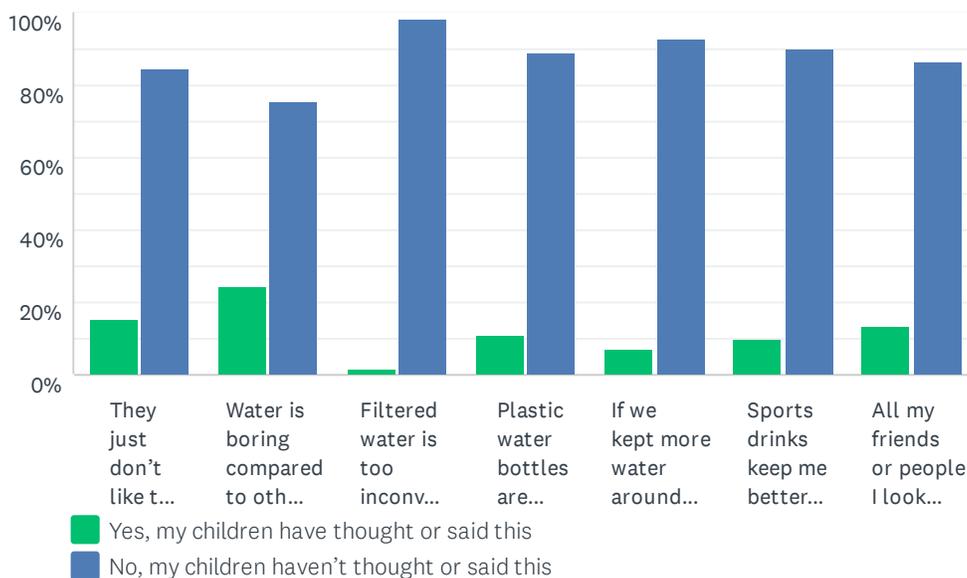
Answered: 180 Skipped: 0



ANSWER CHOICES	RESPONSES	
My family and I need to drink more water compared to other types of drinks.	41.67%	75
My family and I drink about the right amount of water compared to other types of drinks.	58.33%	105
My family and I need to drink less water compared to other types of drinks.	0.00%	0
TOTAL		180

Q9 Thinking about some of the reasons children sometimes do or don't drink water, please tell us whether the following sentiments are something your children have thought or said to you:

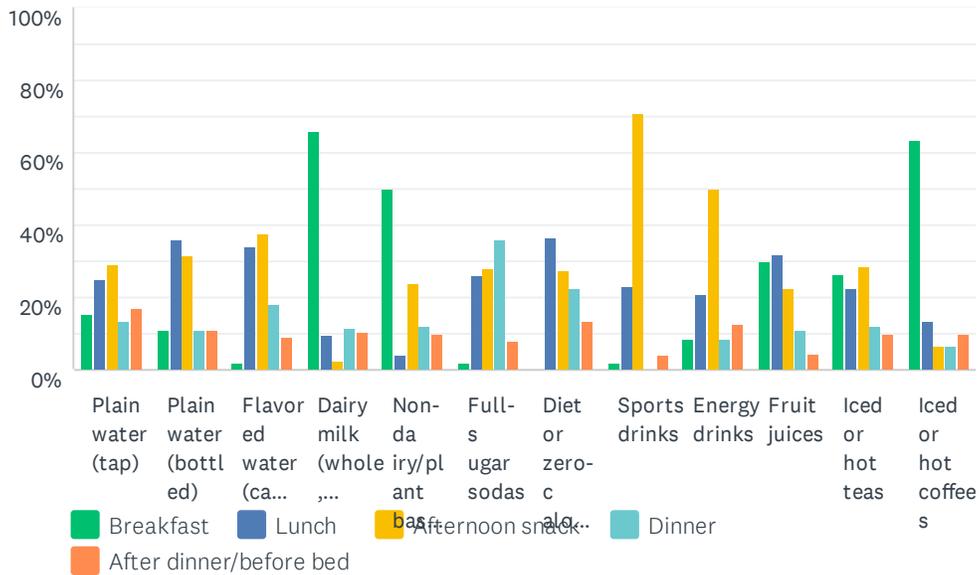
Answered: 178 Skipped: 2



	YES, MY CHILDREN HAVE THOUGHT OR SAID THIS	NO, MY CHILDREN HAVEN'T THOUGHT OR SAID THIS	TOTAL
They just don't like the taste of water.	15.73% 28	84.27% 150	178
Water is boring compared to other drinks.	24.29% 43	75.71% 134	177
Filtered water is too inconvenient to find.	1.69% 3	98.31% 174	177
Plastic water bottles are wasteful.	11.24% 20	88.76% 158	178
If we kept more water around, we'd probably drink it more.	6.82% 12	93.18% 164	176
Sports drinks keep me better hydrated for activities.	10.17% 18	89.83% 159	177
All my friends or people I look up to drink other beverages.	13.56% 24	86.44% 153	177

Q10 Thinking about when people have certain types of drinks during the day in your household, which of the following beverages do your children typically drink during the following times? Select all that apply:

Answered: 174 Skipped: 6

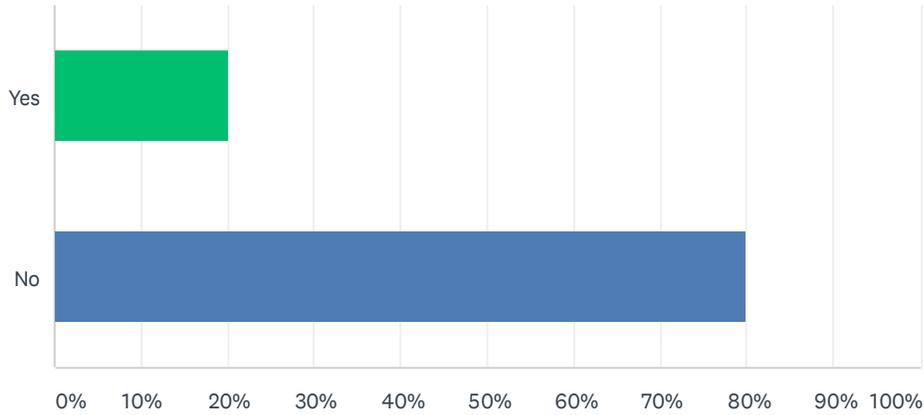


HealthyChildren.org Virtual Parent Panel Survey - Healthy Hydration

	BREAKFAST	LUNCH	AFTERNOON SNACK	DINNER	AFTER DINNER/BEFORE BED	TOTAL	WEIGHTED AVERAGE
Plain water (tap)	15.56% 21	25.19% 34	28.89% 39	13.33% 18	17.04% 23	135	2.91
Plain water (bottled)	10.81% 12	36.04% 40	31.53% 35	10.81% 12	10.81% 12	111	2.75
Flavored water (canned, bottled, sparkling)	1.79% 1	33.93% 19	37.50% 21	17.86% 10	8.93% 5	56	2.98
Dairy milk (whole, low-fat, non-fat)	65.75% 96	9.59% 14	2.74% 4	11.64% 17	10.27% 15	146	1.91
Non-dairy/plant based milks	50.00% 25	4.00% 2	24.00% 12	12.00% 6	10.00% 5	50	2.28
Full-sugar sodas	2.00% 1	26.00% 13	28.00% 14	36.00% 18	8.00% 4	50	3.22
Diet or zero-calorie sodas	0.00% 0	36.36% 8	27.27% 6	22.73% 5	13.64% 3	22	3.14
Sports drinks	2.08% 1	22.92% 11	70.83% 34	0.00% 0	4.17% 2	48	2.81
Energy drinks	8.33% 2	20.83% 5	50.00% 12	8.33% 2	12.50% 3	24	2.96
Fruit juices	30.00% 33	31.82% 35	22.73% 25	10.91% 12	4.55% 5	110	2.28
Iced or hot teas	26.53% 13	22.45% 11	28.57% 14	12.24% 6	10.20% 5	49	2.57
Iced or hot coffees	63.33% 19	13.33% 4	6.67% 2	6.67% 2	10.00% 3	30	1.87

Q11 To the best of your memory, have you seen any advertising or promotional messages from Nestlé Pure Life or Nestlé Waters in the past two weeks?

Answered: 180 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	20.00%	36
No	80.00%	144
TOTAL		180