

Message Testing Results

From April to June 2014, HealthPartners Institute for Education and Research conducted a survey of women of child-bearing age in which they assessed responses to a series of messages about fish consumption and the trustworthiness of various sources of information about fish consumption. Out of an initial sample of 2,000 English-speaking female HealthPartners patients between the ages of 18-50, 601 women completed the survey. This document provides a summary of the results.

Women were presented with several sets of statements: 1) six reasons to eat fish, 2) three additional reasons to eat fish concerned with EPA and DHA, and 3) six reasons to follow consumption guidelines. The statements are provided below for your reference (along with abbreviated versions used in the tables). Women were asked two questions about each statement. The first question assesses novelty (whether or not the information is new), and the second assesses importance. These two factors are the primary drivers of persuasiveness of messages. Questions for each statement were worded as follows: a) have you heard this reason for eating fish before (yes or no)? and b) how important is this reason to you (on a scale of 1 to 7)?

1) Reasons to Eat Fish

- Eating fish is the best way to get healthy omega-3 fats. (“get healthy omega-3s”)
- Eating fish that has omega-3 fats while pregnant may help during fetal brain and eye development. (“help fetal brain and eye development”)
- Eating fish that has omega-3 fats may lower the risk of heart disease in adults. (“lower the risk of heart disease”)
- Fish are generally low in saturated fats. (“low in saturated fats”)
- Benefits outweigh risks if women eat fish low in mercury and other contaminants. (“benefits outweigh risks”)
- Children of women who eat lower mercury fish every week when they are pregnant have been found to do better developmentally. (“children do better developmentally”)

2) Reasons to eat fish concerned with EPA and DHA:

- Our bodies can't make EPA and DHA and they are generally not found in other foods. (“bodies can't make EPA and DHA”)
- DHA is a building block of the brain and eyes. (“DHA builds brain and eyes”)
- Pregnant moms and breastfeeding moms can eat fish to give DHA to their babies. (“eat fish to give DHA to babies”)

3) Reasons to follow consumption guidelines:

- Women who follow the guidelines get the health benefits of fish with very little risk to themselves or their children. (“health benefits with few risks: self or children”)
- Women who follow the guidelines are less exposed to contaminants found in some fish. (“less exposed to contaminants”)
- Women who follow the guidelines avoid eating fish high in contaminants. (“avoid eating fish high in contaminants”)
- Women who follow the guidelines know which fish are low in contaminants. (“know which fish are low in contaminants”)
- Women who follow the guidelines get the health benefits of fish with few risks. (“health benefits with few risks: self”)

- Our bodies eliminate mercury over time. Women who follow the guidelines will keep mercury in fish from building up to harmful levels in their bodies. (“keep mercury from building up”)

Women were asked two questions about each statement:

- Have you heard this reason for eating fish before? (Yes or No)
- How important is this reason to you? (Answered on a scale of 1 to 7.)

The first question assesses novelty (whether or not the information is new), and the second assesses importance. These two factors are the primary drivers of persuasiveness of messages.

Table 1A presents the results for the initial set of 6 statements. In this table, importance is measured on a dichotomous scale because it is more comparable to the measure of novelty. Table 1B presents the importance results using the full 7-point scale.

Two general conclusions emerge from these results. The majority of women consider all 6 reasons important reasons for eating fish. However, not all reasons are equally novel. The most novel reasons are those statements about the benefits that children gain when women eat fish when they are pregnant.

Table 1A: Statements about Reasons to Eat Fish (Question Set 1)
Dichotomous Version of Importance Variable

	<i>N</i>	Seen Before?				Important? (5-7 on scale)			
		<i>No</i>		<i>Yes</i>		<i>Low</i>		<i>High</i>	
		<i>N</i>	<i>%</i>	<i>N</i>	<i>%</i>	<i>N</i>	<i>%</i>	<i>N</i>	<i>%</i>
Eating fish that has omega-3 fats may lower the risk of heart disease in adults. (sq1_3b_fsh)	601	117	(19.5%)	484	(80.5%)	167	(28.0%)	430	(72.0%)
Eating fish that has omega-3 fats while pregnant may help during fetal brain and eye development. (sq1_2b_fsh)	599	307	(51.3%)	292	(48.7%)	191	(31.9%)	407	(68.1%)
Eating fish is the best way to get healthy omega-3 fats. (sq1_1b_fsh)	598	157	(26.3%)	441	(73.7%)	213	(35.7%)	384	(64.3%)
Fish are generally low in saturated fats. (sq1_4b_fsh)	599	141	(23.5%)	458	(76.5%)	217	(36.3%)	380	(63.7%)
Children of women who eat lower mercury fish every week when they are pregnant have been found to do better developmentally. (sq1_6b_fsh)	602	432	(71.8%)	170	(28.2%)	244	(40.8%)	354	(59.2%)
Benefits outweigh risks if women eat fish low in mercury and other contaminants. (sq1_5b_fsh)	600	239	(39.8%)	361	(60.2%)	236	(39.2%)	366	(60.8%)

Table 1B: Statements about Reasons to Eat Fish (Question Set 1)
Continuous Version of Importance Variable

	Importance			
	<i>N</i>	<i>Mean</i>	<i>95% CI</i>	
			Lower	Upper
Eating fish that has omega-3 fats may lower the risk of heart disease in adults. (sq1_3b_fsh)	597	5.35	5.21	5.49
Eating fish that has omega-3 fats while pregnant may help during fetal brain and eye development. (sq1_2b_fsh)	598	5.07	4.91	5.23
Eating fish is the best way to get healthy omega-3 fats. (sq1_1b_fsh)	597	4.97	4.83	5.12
Fish are generally low in saturated fats. (sq1_4b_fsh)	597	4.96	4.82	5.10
Children of women who eat lower mercury fish every week when they are pregnant have been found to do better developmentally. (sq1_6b_fsh)	598	4.86	4.69	5.02
Benefits outweigh risks if women eat fish low in mercury and other contaminants. (sq1_5b_fsh)	602	4.84	4.68	5.00

Table 2A and 2B present the results for the second set of 3 statements about EPA and DHA. The majority of women consider all 3 reasons important reasons for eating fish. The majority also consider all 3 statements novel.

Table 2A: Statements about DHA (Question Set 2)

Dichotomous Version of Importance Variable

	<i>N</i>	Seen Before?				Important? (5-7 on scale)			
		<i>No</i>		<i>Yes</i>		<i>Low</i>		<i>High</i>	
		<i>N</i>	%	<i>N</i>	%	<i>N</i>	%	<i>N</i>	%
DHA is a building block of the brain and eyes. (sq2_2b_fsh)	600	326	(54.3%)	274	(45.7%)	185	(30.9%)	414	(69.1%)
Pregnant moms and breastfeeding moms can eat fish to give DHA to their babies. (sq2_3b_fsh)	595	430	(72.3%)	165	(27.7%)	232	(38.7%)	368	(61.3%)
Our bodies can't make EPA and DHA and they are generally not found in other foods. (sq2_1b_fsh)	601	487	(81.0%)	114	(19.0%)	263	(44.0%)	335	(56.0%)

Table 2B: Statements about DHA (Question Set 2)

Continuous Version of Importance Variable

	Importance			
	<i>N</i>	<i>Mean</i>	<i>95% CI</i>	
			<i>Lower</i>	<i>Upper</i>
DHA is a building block of the brain and eyes. (sq2_2b_fsh)	599	5.16	5.01	5.31
Pregnant moms and breastfeeding moms can eat fish to give DHA to their babies. (sq2_3b_fsh)	600	4.83	4.67	5.00
Our bodies can't make EPA and DHA and they are generally not found in other foods. (sq2_1b_fsh)	598	4.67	4.52	4.82

Reasons to Follow Guidelines

Women were presented with 6 statements describing reasons to follow fish consumption guidelines:

- Women who follow the guidelines get the health benefits of fish with very little risk to themselves or their children.
- Women who follow the guidelines avoid eating fish high in contaminants.
- Our bodies eliminate mercury over time. Women who follow the guidelines will keep mercury in fish from building up to harmful levels in their bodies.
- Women who follow the guidelines get the health benefits of fish with few risks.
- Women who follow the guidelines are less exposed to contaminants found in some fish.
- Women who follow the guidelines know which fish are low in contaminants.

They were asked questions about each statement that paralleled those for the statements describing reasons to eat fish:

- Have you heard this reason for following the guidelines before? (Yes or No)
- How important is this reason to you? (Answered on a scale of 1 to 7.)

Tables 3A and 3B present the results for these statements.

All 6 statements were considered important reasons for eating fish; little difference existed in the importance ratings. The most novel statement was the statement about our bodies eliminating mercury over time.

Table 3A: Statements about the Value of Following Guidelines (Question Set 3)

Dichotomous Version of Importance Variable

	<i>N</i>	Seen Before?				Important? (5-7 on scale)			
		<i>No</i>		<i>Yes</i>		<i>Low</i>		<i>High</i>	
		<i>N</i>	<i>%</i>	<i>N</i>	<i>%</i>	<i>N</i>	<i>%</i>	<i>N</i>	<i>%</i>
Women who follow the guidelines get the health benefits of fish with very little risk to themselves or their children. (sq3_1b_fsh)	597	311	(52.1%)	286	(47.9%)	173	(28.9%)	425	(71.1%)
Women who follow the guidelines avoid eating fish high in contaminants. (sq3_3b_fsh)	597	286	(47.9%)	311	(52.1%)	176	(29.8%)	415	(70.2%)
Our bodies eliminate mercury over time. Women who follow the guidelines will keep mercury in fish from building up to harmful levels in their bodies. (sq3_6b_fsh)	595	436	(73.3%)	159	(26.7%)	174	(29.3%)	419	(70.7%)
Women who follow the guidelines get the health benefits of fish with few risks. (sq3_5b_fsh)	598	312	(52.2%)	286	(47.8%)	174	(29.1%)	424	(70.9%)
Women who follow the guidelines are less exposed to contaminants found in some fish. (sq3_2b_fsh)	600	302	(50.3%)	298	(49.7%)	190	(31.9%)	405	(68.1%)
Women who follow the guidelines know which fish are low in contaminants. (sq3_4b_fsh)	598	338	(56.5%)	260	(43.5%)	193	(32.4%)	403	(67.6%)

Table 3B: Statements about the Value of Following Advisories (Question Set 3)
Continuous Version of Importance Variable

	Importance			
	<i>N</i>	<i>Mean</i>	95% CI	
			<i>Lower</i>	<i>Upper</i>
Women who follow the guidelines get the health benefits of fish with very little risk to themselves or their children. (sq3_1b_fsh)	597	5.25	5.10	5.40
Women who follow the guidelines avoid eating fish high in contaminants. (sq3_3b_fsh)	598	5.23	5.08	5.38
Our bodies eliminate mercury over time. Women who follow the guidelines will keep mercury in fish from building up to harmful levels in their bodies. (sq3_6b_fsh)	595	5.22	5.07	5.37
Women who follow the guidelines get the health benefits of fish with few risks. (sq3_5b_fsh)	597	5.17	5.02	5.32
Women who follow the guidelines are less exposed to contaminants found in some fish. (sq3_2b_fsh)	600	5.15	5.00	5.30
Women who follow the guidelines know which fish are low in contaminants. (sq3_4b_fsh)	598	5.1	4.95	5.25

Novelty and Importance

For all messages (both reasons for eating fish and reasons for following consumption guidelines) women who had heard a particular reason before considered it more important than women who had not heard that reason before (Table 4).

Table 4: Level of Importance with Data Stratified by Novelty (Seen Before)

	Seen Before?		F	p
	No	Yes		
Question Set 1	Mean	Mean		
Benefits outweigh risks if women eat fish low in mercury and other contaminants. (sq1_5b_fsh)	4.1	5.3	21.2	0.000
Children of women who eat lower mercury fish every week when they are pregnant have been found to do better developmentally. (sq1_6b_fsh)	4.5	5.7	18.6	0.000
Eating fish is the best way to get healthy omega-3 fats. (sq1_1b_fsh)	4.2	5.3	17.3	0.000
Eating fish that has omega-3 fats may lower the risk of heart disease in adults. (sq1_3b_fsh)	4.6	5.5	44.8	0.000
Eating fish that has omega-3 fats while pregnant may help during fetal brain and eye development. (sq1_2b_fsh)	4.6	5.6	18.8	0.000
Fish are generally low in saturated fats. (sq1_4b_fsh)	4.2	5.2	2.6	0.107
Question Set 2				
DHA is a building block of the brain and eyes. (sq2_2b_fsh)	4.6	5.8	46.3	0.000
Our bodies can't make EPA and DHA and they are generally not found in other foods. (sq2_1b_fsh)	4.4	5.7	10.2	0.002
Pregnant moms and breastfeeding moms can eat fish to give DHA to their babies. (sq2_3b_fsh)	4.6	5.5	9.2	0.002
Question Set 3				
Women who follow the guidelines are less exposed to contaminants found in some fish. (sq3_2a_fsh and sq3_2b_fsh)	4.7	5.7	40.8	0.000
Women who follow the guidelines get the health benefits of fish with very little risk to themselves or their children. (sq3_1b_fsh)	4.8	5.8	33.5	0.000
Women who follow the guidelines get the health benefits of fish with few risks. (sq3_5b_fsh)	4.7	5.7	30.2	0.000
Women who follow the guidelines avoid eating fish high in contaminants. (sq3_3b_fsh)	4.8	5.6	28.1	0.000
Women who follow the guidelines know which fish are low in contaminants. (sq3_4b_fsh)	4.7	5.7	23.3	0.000
Our bodies eliminate mercury over time. Women who follow the guidelines will keep mercury in fish from building up to harmful levels in their bodies. (sq3_6b_fsh)	5.0	5.8	21.7	0.000

Trustworthiness of Information Sources

Women were asked to rate the trustworthiness of 7 sources of information about eating fish (Table 5). Ratings were made on a scale of 1 (“not at all trustworthy”) to 7 (“very trustworthy”). The Minnesota Department of Health was rated as most trustworthy with the Minnesota Department of Natural Resources and health professionals (obstetricians and physicians) also receiving high ratings.

Table 5: Trustworthy Sources of Information (Question Set 4)

	N	Mean	95% Confidence Interval	
			Lower	Upper
The Minnesota Department of Health (sq4_6_fsh)	588	6.03	5.92	6.13
Obstetricians (sq4_5_fsh)	588	5.74	5.63	5.85
The Minnesota Department of Natural Resources (sq4_7_fsh)	590	5.69	5.58	5.80
Physicians (sq4_4_fsh)	590	5.66	5.55	5.77
Scientists (sq4_2_fsh)	589	5.46	5.34	5.58
Researchers (sq4_1_fsh)	587	5.30	5.18	5.42
Experts (sq4_3_fsh)	591	5.23	5.10	5.37

Respondents were also given the opportunity to write in additional trustworthy (Table 6) and untrustworthy (Table 7) sources of information. The Mayo Clinic and the FDA were listed by the most additional people as trustworthy sources. The internet and industry were listed by many women as untrustworthy.

Table 6: Other Trustworthy Sources of Information

Responses in First Answer Bank to Additional Sources		
Theme	Specific Response	Count
Government Bodies	CDC	3
	Department of Natural Resources	4
	FDA	5
	NIH	2
	USDA	1
Medical Experts	Mayo Clinic	6
	Nutritionists	2
	Nurse	1
	Research	2
Additional Groups	WIC	4
	Monterey Bay Seafood Watch	1
	University of Maryland Epidemiology	1

Table 7: Other Untrustworthy Sources of Information

Responses in Second Answer Bank to Additional Sources		
Theme	Specific Response	Count
Internet	Internet – general	57
	Blogs	2
Experts	General experts	5
Government	FDA	4
	EPA	1
	Government – general	3
Social Ties	Friend	8
Industry	Industry, general or fish-related	26
News & Marketing	News – magazine	7
	News – newspapers	9
	Television commercial	6

Demographic Information

Demographic characteristics of women in the sample are provided in Table 8.

Table 8: Demographic Information

Item	N	%	Mean (SD)
Age (sq6_dob_fsh)	588		35.7 (8.9)
Fish Servings (sq5_fsh)			
Never (1)	60	10.1%	
Only a few times a year (2)	115	19.4%	
About once a month (3)	176	29.7%	
About once a week (4)	173	29.2%	
More than once a week (5)	68	11.5%	
Children under 18 (sq7_chld_fsh)			
0	269	47.0%	
1	116	20.3%	
2	136	23.8%	
3 or more	51	8.9%	
Likelihood of Children in Future (sq8_fkid_fsh)			
Not at all likely (1)	293	49.5%	
Somewhat likely (2)	113	19.1%	
Very Likely (3)	186	31.4%	

Message Testing Supplementary Analysis Results

Tables below present the results of tests comparing responses along several key demographic factors: age, whether or not respondent has any children, and whether respondent intends to have additional children. Age was split to separate women below the age of 43 (based on the age distribution of the sample to make sure there were sufficient numbers of women in each age group), and women age 43 or higher. Secondly, a four-level variable was created by crossing children and intention to have additional children such that values represented: no child/no intention, no child/intention, child/no intention, and child/intention.

Two general conclusions emerge from these results:

- The age of women had little effect on whether they had heard reasons for eating fish or following advisories before and on whether they considered these reasons important.
- For a number of reasons, women were more likely to have heard the reason and to consider it important if they had children and if they intended to have more children. Women who had children AND who intended to have more children were consistently the group most likely to have heard the reasons provided for eating fish before, as well as to consider them important. Several of these reasons were explicit statements of the benefits of fish consumption for children.

Table 1A: Novelty and Importance of Reasons to Eat Fish by Age (< 43, versus ≥43)

REASONS TO EAT FISH	NOVELTY				P-Value	IMPORTANCE				P-Value
	< 43		≥ 43			< 43		≥ 43		
	NOT SEEN	SEEN	NOT SEEN	SEEN		LOW	HIGH	LOW	HIGH	
Get healthy omega-3s	24%	75%	30%	70%	0.105	37%	63%	31%	69%	0.091
Help fetal brain and eye development	49%	50%	54%	46%	0.197	33%	67%	29%	71%	0.268
Lower the risk of heart disease	21%	79%	12 %	89%	0.004	29%	71%	23%	77%	0.124
Low in saturated fats	24%	76%	21%	79%	0.256	38%	61%	32%	68%	0.090
Benefits outweigh risks	42%	57%	31%	69%	0.007	41%	59%	33%	70%	0.054
Children do better developmentally	71%	29%	73%	27%	0.413	42%	59%	38%	62%	0.259

[] Yellow highlighting indicates significant difference at the .05 level or below.

Summary

Older women are more likely than younger women to have heard of two of the reasons to eat fish:

- Eating fish that has omega-3 fats may lower the risk of heart disease in adults.
- Benefits outweigh risks if women eat fish low in mercury and other contaminants.

The first of these reasons is concerned with a health risk that is particularly relevant to older women.

Table 1B: Novelty and Importance of Reasons to Eat Fish by Child X Intention

REASONS TO EAT FISH	NOVELTY								P-Value
	<i>No Child, No Intention</i>		<i>No Child, Intention</i>		<i>Child, No Intention</i>		<i>Child, Intention</i>		
	NOT SEEN	SEEN	NOT SEEN	SEEN	NOT SEEN	SEEN	NOT SEEN	SEEN	
Get healthy omega-3s	29%	71%	18%	82%	32%	68%	27%	73%	0.020
Help fetal brain and eye development	62%	39%	63%	37%	49%	51%	30%	69%	0.000
Lower the risk of heart disease	20%	80%	17%	83%	17%	84%	27%	73%	0.090
Low in saturated fats	24%	76%	12%	88%	24%	76%	25%	75%	0.960
Benefits outweigh risks	46%	54%	50%	50%	31%	69%	35%	65%	0.001
Children do better developmentally	80%	20%	77%	23%	71%	29%	58%	42%	0.001

REASONS TO EAT FISH	IMPORTANCE								P-Value
	<i>No Child, No Intention</i>		<i>No Child, Intention</i>		<i>Child, No Intention</i>		<i>Child, Intention</i>		
	LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH	
Get healthy omega-3s	29%	71%	37%	61%	42%	58%	31%	69%	0.089
Help fetal brain and eye development	43%	57%	36%	64%	33%	67%	15%	85%	0.000
Lower the risk of heart disease	25%	75%	27%	73%	29%	71%	32%	68%	0.712
Low in saturated fats	30%	70%	39%	61%	40%	60%	33%	67%	0.250
Benefits outweigh risks	42%	58%	45%	55%	38%	62%	31%	69%	0.080
Children do better developmentally	51%	49%	44%	56%	38%	62%	33%	68%	0.023

[] Yellow highlighting indicates significance at the .05 level or below.

Summary

Women with children were more likely than women without children to have heard 3 of the 6 reasons for eating fish:

- Eating fish that has omega-3 fats while pregnant may help during fetal brain and eye development.
- Benefits outweigh risks if women eat fish low in mercury and other contaminants.
- Children of women who eat lower mercury fish every week when they are pregnant have been found to do better developmentally.

The latter 2 reasons are the reasons that explicitly describe the benefits of a mother’s fish consumption for her children. For these two reasons: women with children who intended to have more children were particularly likely to have heard the reasons before; women with children were

more likely to consider the reasons important than women without children; and women who intended to have more children were more likely to consider the reasons important than women who did not intend to have more children.

Table 2A: Novelty and Importance of Reasons to Eat Fish (concerned w/ EPA and DHA) by Age (< 43, versus ≥43)

	NOVELTY				P- Value	IMPORTANCE				P- Value
	< 43		≥ 43			< 43		≥ 43		
REASONS TO EAT FISH (EPA AND DHA)	NOT SEEN	SEEN	NOT SEEN	SEEN		LOW	HIGH	LOW	HIGH	
Bodies can't make EPA and DHA	81%	19 %	81%	19%	0.530	44%	56%	44%	56%	0.491
DHA builds brain and eyes	53%	47%	59%	41%	0.119	33%	76%	27%	73%	0.109
Eat fish to give DHA to babies	71%	30%	75%	25%	0.159	39%	76%	39%	62%	0.507

[■] Yellow highlighting indicates significance at the .05 level or below.

Summary

There were no significant differences between younger and older women with regard to their response to reasons for eating fish that were concerned with EPA and DHA.

Table 2B: Novelty and Importance of Reasons to Eat Fish (concerned w/ EPA and DHA) by Child X Intention

REASONS TO EAT FISH (EPA AND DHA)	NOVELTY								P-Value
	<i>No Child, No Intention</i>		<i>No Child, Intention</i>		<i>Child, No Intention</i>		<i>Child, Intention</i>		
	NOT SEEN	SEEN	NOT SEEN	SEEN	NOT SEEN	SEEN	NOT SEEN	SEEN	
Bodies can't make EPA and DHA	85%	14%	80%	20%	81%	19%	78%	21%	0.612
DHA builds brain and eyes	65%	14%	59%	41%	50%	50%	44%	56%	0.004
Eat fish to give DHA to babies	81%	19%	79%	21%	71%	29%	58%	42%	0.000

REASONS TO EAT FISH (EPA AND DHA)	IMPORTANCE								P-Value
	<i>No Child, No Intention</i>		<i>No Child, Intention</i>		<i>Child, No Intention</i>		<i>Child, Intention</i>		
	LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH	
Bodies can't make EPA and DHA	46%	54%	44%	56%	44%	55%	41%	59%	0.858
DHA builds brain and eyes	32%	68%	35%	66%	31%	69%	24%	75%	0.300
Eat fish to give DHA to babies	51%	49%	43%	57%	38%	62%	23%	77%	0.000

[] Yellow highlighting indicates significance at the .05 level or below.

Summary

Women with children were more likely to have heard two of the statements about DHA before:

- DHA is a building block of the brain and eyes.
- Pregnant moms and breastfeeding moms can eat fish to give DHA to their babies.

Women who intended to have more children were also more likely in most cases to have heard these reasons before. The second of these statements was more likely to be important to women with children and women who intended to have more children. These two statements tie DHA to specific benefits for children and tie a mother's fish consumption to providing these benefits.

Table 3A: Novelty and Importance of Reasons to Follow Advisories by Age (< 43, versus ≥43)

REASONS TO FOLLOW ADVISORIES	NOVELTY				P-Value	IMPORTANCE				P-Value
	< 43		≥ 43			< 43		≥ 43		
	NOT SEEN	SEEN	NOT SEEN	SEEN		LOW	HIGH	LOW	HIGH	
Health benefits with few risks: self or children	51%	49%	54%	46%	0.315	29%	71%	27%	73%	0.319
Less exposed to contaminants	51%	49%	48%	52%	0.297	33%	67%	29%	71%	0.219
Avoid eating fish high in contaminants	46%	54%	50%	50%	0.227	31%	69%	26%	74%	0.113
Know which fish are low in contaminants	56%	44%	55%	44 %	0.491	34%	66%	28%	72%	0.113
Health benefits with few risks: self	51%	48%	53%	47%	0.448	29%	71%	27%	73%	0.252
Keep mercury from building up	73%	27%	73%	27%	0.515	29%	71%	30%	70%	0.514

[] Yellow highlighting indicates significance at the .05 level or below.

Summary

There were no significant differences between younger and older women with regard to their response to reasons for following the advisories.

Table 3B: Novelty and Importance of Reasons to Follow Advisories Child X Intention

REASONS TO FOLLOW ADVISORIES	NOVELTY								P-Value
	<i>No Child, No Intention</i>		<i>No Child, Intention</i>		<i>Child, No Intention</i>		<i>Child, Intention</i>		
	NOT SEEN	SEEN	NOT SEEN	SEEN	NOT SEEN	SEEN	NOT SEEN	SEEN	
Health benefits with few risks: self or children	67%	33%	57%	43%	48%	52%	39%	61%	0.000
Less exposed to contaminants	58%	49%	57%	43%	46%	54%	41%	59%	0.008
Avoid eating fish high in contaminants	60%	40%	56%	44%	42%	58%	35%	65%	0.000
Know which fish are low in contaminants	70%	30%	62%	38%	51%	49%	45%	55%	0.000
Health benefits with few risks: self	65%	35%	58%	42%	45%	55%	44%	56%	0.001
Keep mercury from building up	79%	21%	74%	26%	75%	25%	66%	34%	0.140

REASONS TO FOLLOW ADVISORIES	IMPORTANCE								P-Value
	<i>No Child, No Intention</i>		<i>No Child, Intention</i>		<i>Child, No Intention</i>		<i>Child, Intention</i>		
	LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH	
Health benefits with few risks: self or children	35%	65%	29%	71%	31%	69%	20%	80%	0.062
Less exposed to contaminants	39%	61%	33%	66%	34%	66%	22%	78%	0.037
Avoid eating fish high in contaminants	30%	70%	33%	67%	31%	69%	23%	77%	0.230
Know which fish are low in contaminants	37%	62%	33%	66%	33%	67%	26%	74%	0.264
Health benefits with few risks: self	31%	69%	32%	68%	31%	69%	19%	81%	0.049
Keep mercury from building up	34%	66%	29%	71%	32%	68%	22%	78%	0.140

[] Yellow highlighting indicates significance at the .05 level or below.

Summary

For almost all of the reasons for following the advisories, women who had children were more likely to have heard the reasons than women without children. It also tended to be true that women who intended to have more children were more likely to have heard these reasons than women who did not intend to have more children, although this difference was less pronounced and consistent.

Women who had children and intended to have more children were most likely to consider two of these reasons important:

- Women who follow the guidelines are less exposed to contaminants found in some fish.
- Women who follow the guidelines get the health benefits of fish with few risks.