



**PUBLIC OPINION  
STRATEGIES**



**PEW STATEWIDE TELEPHONE SURVEY**

**ALABAMA**

**Interview Schedule**

Project #15100  
Public Opinion Strategies  
Hart Research Associates

February 24-26, 2015  
N=600 Registered Voters (N=420 land, N=180 cell)  
N=222 Public/Charter School Parents  
Margin of Error N=600 =±4.0%

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- *We conducted a statewide survey among registered voters (this data is labeled as **CORE** on the interview schedule).*
  - *In addition, we conducted oversample interviews among parents or guardians of children in public and/or charter schools to reach a sample size of at least N=200 (this data is labeled as **PS PAR** on the interview schedule).*

*In this document:*

- *An asterisk (\*) in a response category means that less than 0.5% of respondents chose that response category and a dash (–) represents no response.*
  - *Sample A questions were shown to roughly one half of the sample, 299 registered voters.*
  - *Sample B questions were shown to the other half of the sample, 301 registered voters.*
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Thinking about issues affecting children...

To what extent do you think each of the following HEALTH-related issues is a problem for children in the United States today? For each one, please tell me whether you consider this to be a problem or not, using a scale from zero to ten. On this scale, a "zero" means this is not a problem at all, and a "ten" means it is a very big problem. You may use any number from zero to ten for each item, depending on how big a problem you think it is. **(USE 99 FOR DON'T KNOW)**

**(IF ZERO, ASK)** And, did you choose zero because you do not consider this to be a problem at all, or did you choose zero because you are not sure how you feel? **(CODE AS 99 IF SAY NOT SURE, CODE AS ZERO OTHERWISE)**

	10	8-10	5-7	0-4	DK/Not Sure	Mean
The first/next one is... <b>(RANDOMIZE)</b>						
1.	Not getting enough exercise and physical activity					
<b>Core</b>	26%	58%	35%	6%	1%	7.6
<b>PS Par</b>	19%	48%	41%	11%	*	7.0
2.	Being malnourished and not getting enough to eat					
<b>Core</b>	15%	32%	32%	34%	2%	5.7
<b>PS Par</b>	10%	21%	33%	43%	3%	4.9
3.	Not getting healthy food in the meals they are served in school					
<b>Core</b>	13%	28%	40%	29%	3%	5.6
<b>PS Par</b>	10%	21%	34%	43%	2%	4.7
4.	Being overweight					
<b>Core</b>	23%	51%	38%	10%	*	7.2
<b>PS Par</b>	17%	42%	45%	13%	*	6.7
5.	Spending too much time playing video games and watching TV					
<b>Core</b>	40%	70%	24%	6%	*	8.0
<b>PS Par</b>	31%	65%	27%	6%	2%	7.8

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Thinking now about Kindergarten through Twelfth grade schools...

6. Do you think that serving nutritious foods in schools is...(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)...very important, somewhat important, not that important, or not important at all in helping to ensure that children are prepared to learn and do their best in school?

PS		
<u>Par</u>	<u>Core</u>	
95%	97%	<b>TOTAL IMPORTANT</b>
4%	3%	<b>TOTAL NOT IMPORTANT</b>
68%	73%	Very important
27%	24%	Somewhat important
3%	2%	Not that important
1%	1%	Not important at all
*	*	Don't Know ( <b>DO NOT READ</b> )
*	-	Refused ( <b>DO NOT READ</b> )

7. How important do you think it is for schools to provide nutrition education as part of the school curriculum...(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)...very important, somewhat important, not that important, or not important at all?

PS		
<u>Par</u>	<u>Core</u>	
93%	94%	<b>TOTAL IMPORTANT</b>
7%	5%	<b>TOTAL NOT IMPORTANT</b>
56%	62%	Very important
37%	32%	Somewhat important
5%	4%	Not that important
2%	1%	Not important at all
-	*	Don't Know ( <b>DO NOT READ</b> )
-	-	Refused ( <b>DO NOT READ</b> )

8. Based on what you know, do you think that children have **(ROTATE 1-2)**...too much time, not enough time...or about the right amount of time during the school lunch period to eat their lunch?

<b>PS</b>		
<b><u>Par</u></b>	<b><u>Core</u></b>	
*	*	Too much time
44%	34%	Not enough time
53%	54%	About the right amount of time
—	*	Depends <b>(DO NOT READ)</b>
3%	11%	Don't Know <b>(DO NOT READ)</b>
—	*	Refused <b>(DO NOT READ)</b>

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9. And, do you think that children having enough time during the lunch period to eat their lunches is.....**(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**...very important, somewhat important, not that important, or not important at all?

<b>PS</b>		
<b><u>Par</u></b>	<b><u>Core</u></b>	
<b>97%</b>	<b>96%</b>	<b>TOTAL IMPORTANT</b>
<b>3%</b>	<b>4%</b>	<b>TOTAL NOT IMPORTANT</b>
71%	67%	Very important
26%	29%	Somewhat important
3%	3%	Not that important
—	*	Not important at all
*	*	Don't Know <b>(DO NOT READ)</b>
—	*	Refused <b>(DO NOT READ)</b>

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Thinking about the meals served in Kindergarten through Twelfth grade public schools...

10. How much would you say you have seen, read, or heard in recent months about national nutrition standards for public school meals programs (**ROTATE TOP TO BOTTOM, BOTTOM TO TOP**)?

<b>PS</b>		
<b>Par</b>	<b>Core</b>	
<b>70%</b>	<b>65%</b>	<b>TOTAL A LOT/FAIR AMOUNT/SOME</b>
<b>30%</b>	<b>35%</b>	<b>TOTAL VERY LITTLE/NOTHING</b>
21%	15%	A Lot
32%	28%	A Fair Amount
17%	22%	Just Some
20%	26%	Very little
10%	9%	Nothing at all
–	*	Don't Know ( <b>DO NOT READ</b> )
–	–	Refused ( <b>DO NOT READ</b> )

11. Which one or two of the following is your MAIN source of news and information about nutrition issues? (**RANDOMIZE**) (**ACCEPT UP TO TWO RESPONSES**)

<b>PS</b>		
<b>Par</b>	<b>Core</b>	
27%	27%	Major network TV news programs on ABC, NBC, or CBS
18%	25%	24-hour cable TV news programs such as CNN, Fox News, or MSNBC
14%	14%	Newspapers online or print
12%	14%	Social media like Facebook and Twitter
15%	13%	TV shows like Dr. Oz or The Doctors
16%	11%	Web sites of major news organizations
11%	11%	My doctor or other health care professionals
11%	10%	Health information web sites like WebMD
6%	5%	Radio
7%	5%	Other Source ( <b>Please specify: _____</b> ) ( <b>DO NOT READ</b> )
–	1%	Do not follow information about nutrition issues ( <b>DO NOT READ</b> )
–	1%	Don't Know/Refused ( <b>DO NOT READ</b> )

Thinking some more about the food in kindergarten through twelfth grade public schools...please tell me if you are...(ROTATE)...aware or not aware...of each of the following happening over the past two to three years?

	<b>Aware</b>	<b>Not Aware</b>	<b>(DO NOT READ) Don't Know</b>	<b>Refused</b>
12. New national nutritional standards implemented for the food served in cafeterias as part of the school meals program				
<b>Core</b>	63%	37%	*	—
<b>PS Par</b>	77%	22%	1%	—
13. New national nutritional standards implemented for the food sold in school stores, vending machines, and for a la carte items in cafeterias				
<b>Core</b>	64%	36%	*	—
<b>PS Par</b>	77%	23%	—	—

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Thinking now just about the meals program served in kindergarten through twelfth grade public school cafeterias...

14. The national school meals program provides breakfasts and lunches to many school children across the country, and provides them for free or at a reduced cost to children from low-income families. In this program, the federal government reimburses school districts for the costs of meals that meet certain nutrition standards, such as providing fruits and vegetables, limiting the use of salt, and following age-appropriate calorie limits. Individual school districts have the flexibility to build on the requirements, as long as the school meals meet basic, minimum standards. To be clear, this applies to the school meal which is a full meal that can only be purchased as a full meal--it does not include extra items that can be purchased individually for additional money.

Do you favor or oppose requiring public schools to meet these national nutrition standards for school meals?

**(IF Favor/Oppose, Ask)** And do you strongly (favor/oppose) or just somewhat (favor/oppose) requiring public schools to meet these national nutrition standards for school meals?

PS		
<u>Par</u>	<u>Core</u>	
<b>71%</b>	<b>75%</b>	<b>TOTAL FAVOR</b>
<b>28%</b>	<b>23%</b>	<b>TOTAL OPPOSE</b>
41%	48%	Strongly Favor
30%	27%	Somewhat Favor
13%	11%	Somewhat Oppose
15%	12%	Strongly Oppose
1%	1%	Don't Know <b>(DO NOT READ)</b>
—	*	Refused <b>(DO NOT READ)</b>

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Thinking some more about this, please tell me whether you think public schools should be required to do each of the following with every school meal, or not.

**(IF RESPONDENT MAKES A CHOICE, ASK:)** And do you feel strongly about that, or not that strongly?

	Yes Strongly	Yes Not Strongly	No Not Strongly	No Strongly	(DO NOT Don't Know	READ) Refused
The (first/next) one is...(Randomize)						
15. Include a serving of fruits or vegetables with every school meal						
<b>Core</b>	88%	7%	2%	3%	*	—
	<b>95%</b>			<b>5%</b>		
<b>PS Par</b>	88%	8%	3%	1%	—	*
	<b>96%</b>			<b>4%</b>		
16. Provide foods made from whole-grains with every school meal						
<b>Core</b>	50%	21%	17%	11%	1%	*
	<b>71%</b>			<b>28%</b>		
<b>PS Par</b>	49%	21%	19%	11%	*	*
	<b>70%</b>			<b>30%</b>		
17. Limit the amount of salt in every school meal						
<b>Core</b>	58%	15%	12%	13%	2%	*
	<b>73%</b>			<b>25%</b>		
<b>PS Par</b>	54%	15%	15%	14%	1%	*
	<b>69%</b>			<b>29%</b>		
18. Offer free water with every school meal						
<b>Core</b>	85%	8%	3%	3%	1%	*
	<b>93%</b>			<b>6%</b>		
<b>PS Par</b>	84%	9%	3%	3%	*	*
	<b>93%</b>			<b>6%</b>		

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Next, I'm going to read you some changes that could be made to public school meals. For each one, please tell me whether you think this would make school meals better or worse using a scale from zero to ten. On this scale, a ten means this would make school meals much better, and a zero means it would make school meals much worse. A five is right in the middle. You may use any number from zero to ten. **(IF "NOT SURE," CODE AS 99)**

**(IF ZERO, ASK)** And, did you choose zero because you think this would make school meals much worse, or did you choose zero because you are not sure how you feel? **(CODE AS 99 IF SAY NOT SURE, CODE AS ZERO OTHERWISE)**

	10	8-10	5-7	0-4	DK/Not Sure	Mean
The (first/next) one is... <b>(Randomize)</b>						
19.	If school meals were prepared and cooked in the school cafeteria kitchen rather than pre-packaged and reheated					
<b>Core</b>	51%	74%	22%	4%	–	8.4
<b>PS Par</b>	56%	76%	18%	6%	–	8.5
20.	If school meals included more locally grown fruits and vegetables					
<b>Core</b>	42%	66%	29%	5%	*	8.0
<b>PS Par</b>	44%	64%	30%	6%	–	7.9
21.	If school meals included more meats and poultry from local sources					
<b>Core</b>	30%	55%	38%	6%	*	7.5
<b>PS Par</b>	33%	55%	37%	8%	–	7.4
22.	If school meals provided a variety of fruits, vegetables, and whole-grain options					
<b>Core</b>	45%	71%	26%	2%	*	8.3
<b>PS Par</b>	48%	72%	25%	3%	–	8.3

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**(IF D4:1-4, ASK)**

23. Thinking now about your YOUNGEST child in school...in an average week, how many days does your child eat lunch that is PREPARED BY THE SCHOOL? (**ROTATE TOP TO BOTTOM, BOTTOM TO TOP**)

**(DATA SHOWN AMONG PUBLIC SCHOOL PARENTS)**

<b>PS</b>	
<b>Par</b>	
<b>54%</b>	<b>TOTAL 4-5 DAYS</b>
<b>25%</b>	<b>TOTAL 1-3 DAYS</b>
20%	Never
8%	One day per week
8%	Two days per week
9%	Three days per week
9%	Four days per week
45%	Five days per week
—	Don't Know ( <b>DO NOT READ</b> )
*	Refused ( <b>DO NOT READ</b> )

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Thinking now about food available to students that is NOT A PART of the public school meals program...

24. In many schools, there is also food available to students that is not a part of the public school meals program. This includes food that is sold in school stores, food and drink vending machines, and a la carte items in cafeterias, such as a slice of pizza, a container of yogurt, or a piece of fruit. There are national Smart Snacks nutritional standards that provide for more fruits, vegetables, whole grains, and low-fat dairy items as well as calorie caps on the food sold in school stores, food and drink vending machines, and a la carte items in cafeterias.

Do you favor or oppose requiring public schools to meet these national nutrition standards for food sold in school stores, food and drink vending machines, and a la carte items in cafeterias?

**(IF Favor/Oppose, Ask)** And do you strongly (favor/oppose) or just somewhat (favor/oppose) requiring public schools to meet these national nutrition standards for food sold in school stores, food and drink vending machines, and a la carte items in cafeterias?

PS		
<u>Par</u>	<u>Core</u>	
<b>64%</b>	<b>67%</b>	<b>TOTAL FAVOR</b>
<b>34%</b>	<b>32%</b>	<b>TOTAL OPPOSE</b>
42%	42%	Strongly Favor
22%	25%	Somewhat Favor
17%	14%	Somewhat Oppose
17%	18%	Strongly Oppose
1%	1%	Don't Know <b>(DO NOT READ)</b>
1%	*	Refused <b>(DO NOT READ)</b>

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And, a few final questions for statistical purposes only...

Do you or does someone in your household work for... **(ROTATE Q24-Q25)**

	<b>Total Yes</b>	<b>Yes, applies to me</b>	<b>Yes, applies to someone else</b>	<b>Yes, both</b>	<b>No, does not apply</b>	<b>DK (DNR)</b>	<b>Ref</b>
25. A health care organization, such as a doctor's office, hospital, or clinic that treats patients.							
<b>Core</b>	<b>14%</b>	6%	6%	2%	86%	–	–
<b>PS Par</b>	<b>17%</b>	6%	9%	2%	83%	–	–
26. A public, private or charter school in K through twelve education either as a teacher, an administrator, or any other position.							
<b>Core</b>	<b>13%</b>	6%	6%	1%	87%	–	–
<b>PS Par</b>	<b>22%</b>	10%	9%	3%	78%	–	–

**(IF D4:1-4 ASK)**

27. And where do you primarily get your information about what is happening at your child or children's school? **(RANDOMIZE) (ACCEPT UP TO TWO RESPONSES)**

**(DATA SHOWN AMONG PUBLIC SCHOOL PARENTS)**

<b>PS</b>	
<b>Par</b>	
51%	Directly from the school
39%	From your child or children
26%	From your child or children's teachers
9%	PTA meetings
6%	Other parents at the school
4%	Other source <b>(Please specify: _____ ) (DO NOT READ)</b>
*	Don't know/Refused <b>(DO NOT READ)</b>

D1. In what year were you born?

PS		
<u>Par</u>	<u>Core</u>	
–	7%	18 to 24
8%	11%	25 to 34
53%	29%	35 to 44
27%	13%	45 to 54
11%	22%	55 to 64
1%	18%	65 and over
–	*	REFUSED ( <b>DO NOT READ</b> )

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D2. Other than being an American, what is your main ethnic or racial heritage? (**READ CHOICES**)  
(**QUOTAS WILL BE SET BASED ON STATE POPULATION**)

PS		
<u>Par</u>	<u>Core</u>	
25%	27%	AFRICAN AMERICAN OR BLACK
72%	69%	WHITE
2%	2%	HISPANIC AMERICAN OR LATINO
*	1%	ASIAN AMERICAN
*	*	OTHER ( <b>DO NOT READ</b> ) ( <b>IF PUNCH , THEN ASK:</b> ) Now I realize you just said your main ethnic or racial heritage doesn't fall into any of the categories I just mentioned...but if you had to choose JUST ONE of these categories, which ONE would you choose?

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D3. Are you the parent or guardian of any children under the age of eighteen?

PS		
<u>Par</u>	<u>Core</u>	
100%	36%	Yes
–	64%	No
–	–	Refused ( <b>DO NOT READ</b> )

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**(IF QD3: 1, ASK)**

D4. What kind of school or schools do your children under the age of eighteen attend? **(RANDOMIZE 1-5) (ACCEPT MULTIPLE RESPONSES)**

**(DATA SHOWN AMONG ALL PARENTS)**

<b>PS</b>	<b>All</b>	
<b>Par</b>	<b>Par</b>	
100%	71%	Public
5%	15%	Private
2%	8%	Religious
–	–	Charter
–	4%	Home schooled
1%	–	Some other type of school (please specify: _____) <b>(DO NOT READ)</b>
–	10%	Not in school <b>(DO NOT READ)</b>

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**(IF QD4: 1-4, ASK)**

D5. Thinking of your child or children who are in school, which of the following best describes the grades they are in? **(READ LIST IN ORDER, ACCEPT MULTIPLE RESPONSES)**

**(DATA SHOWN AMONG PUBLIC SCHOOL PARENTS)**

<b>PS</b>	
<b>Par</b>	
11%	Preschool or kindergarten
48%	Elementary school
39%	Middle school or junior high
42%	High school
1%	Refused <b>(DO NOT READ)</b>

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D6. What is the highest level of education you have completed? **(DO NOT READ CHOICES)**

<b>PS</b>		
<b>Par</b>	<b>Core</b>	
19%	27%	HIGH SCHOOL GRADUATE OR LESS
3%	3%	VOCATIONAL/TECHNICAL
20%	27%	SOME COLLEGE
40%	29%	COLLEGE GRADUATE
18%	13%	POST GRADUATE
–	1%	REFUSED <b>(DO NOT READ)</b>

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D7. And, in politics today, do you usually think of yourself as....**(ROTATE)**

a Republican,  
a Democrat,  
or something else?

**(IF REPUBLICAN OR DEMOCRAT, ASK:)** Would you call yourself a STRONG (Republican/Democrat) or a NOT-SO-STRONG (Republican/Democrat)?

**(IF SOMETHING ELSE, ASK:)** Do you think of yourself as closer to the... **(ROTATE)** Republican Party ...or... the Democratic Party?

<b>PS</b>		
<b><u>Par</u></b>	<b><u>Core</u></b>	
<b>54%</b>	<b>45%</b>	<b>TOTAL REPUBLICAN</b>
<b>29%</b>	<b>34%</b>	<b>TOTAL DEMOCRAT</b>
30%	25%	STRONG REPUBLICAN
13%	10%	NOT-SO-STRONG REPUBLICAN
11%	10%	LEAN REPUBLICAN
13%	18%	SOMETHING ELSE/INDEPENDENT
4%	6%	LEAN DEMOCRAT
9%	8%	NOT-SO-STRONG DEMOCRAT
16%	20%	STRONG DEMOCRAT
4%	3%	REFUSED <b>(DO NOT READ)</b>

D8. Regardless of how you may feel today...for which of the following candidates did you vote for President... **(ROTATE 1 & 2)**...or did you not happen to vote in the last presidential election?

<b>PS</b>		
<b><u>Par</u></b>	<b><u>Core</u></b>	
53%	43%	Mitt Romney
		...OR...
30%	35%	Barack Obama
3%	4%	SOMEONE ELSE <b>(DO NOT READ)</b>
9%	11%	DID NOT VOTE
*	1%	DON'T KNOW/DON'T RECALL <b>(DO NOT READ)</b>
5%	6%	REFUSED <b>(DO NOT READ)</b>

D9. And for statistical purposes only...is your total annual household income greater or less than \$60,000 dollars?

**(IF LESS THAN \$60,000, ASK:) Is it...**  
**(ROTATE FROM TOP TO BOTTOM/BOTTOM TO TOP)**

<b>PS</b>		
<b>Par</b>	<b>Core</b>	
7%	11%	UNDER \$20,000
14%	20%	BETWEEN \$20,000 - \$40,000
9%	14%	OVER \$40,000

**(IF GREATER THAN \$60,000, ASK:) Is it...**  
**(ROTATE FROM TOP TO BOTTOM/BOTTOM TO TOP)**

18%	13%	UNDER \$80,000
18%	12%	BETWEEN \$80,000 - \$100,000
26%	16%	OVER \$100,000
8%	14%	REFUSED ( <b>DO NOT READ</b> )

D10. **GENDER (BY OBSERVATION, BUT ASK EVERYONE)** Are you currently employed, a student, a stay at home mom/dad, retired, or unemployed and looking for work?

<b>PS</b>		
<b>Par</b>	<b>Core</b>	
<b>48%</b>	<b>48%</b>	<b>TOTAL MALE</b>
<b>52%</b>	<b>52%</b>	<b>TOTAL FEMALE</b>
41%	30%	MALE/EMPLOYED
—	3%	MALE/STUDENT
1%	1%	MALE/STAY AT HOME DAD
3%	11%	MALE/RETIRED
3%	2%	MALE/UNEMPLOYED AND LOOKING
*	1%	MALE/REFUSED ( <b>DO NOT READ</b> )
34%	26%	FEMALE/EMPLOYED
*	3%	FEMALE/STUDENT
9%	5%	FEMALE/STAY AT HOME MOM
5%	15%	FEMALE/RETIRED
3%	3%	FEMALE/UNEMPLOYED AND LOOKING
*	*	FEMALE/REFUSED ( <b>DO NOT READ</b> )