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Interviews: 1,112 voters who are public school parents, including 177 African Americans, 150 Hispanics, and 260 with incomes under \$40,000.
Dates: June 19-28, 2014

FINAL

Study #11248a
School Nutrition Parents National Survey
June 2014

44 Male
56 Female
[109]

Please note: all results are shown as percentages unless otherwise stated.

1a. First, are you the parent or guardian of any children under the age of eighteen?

Yes	100	CONTINUE	[139]
No	-	TERMINATE	
Not sure/refused	-		

1b. Do any of your children attend a public school or a public charter school?

Yes	100	CONTINUE	[140]
No	-	TERMINATE	
Not sure/refused	-		

1c. Are you currently registered to vote?

Registered.....	100	CONTINUE	[141]
Not registered	-	TERMINATE	
Not sure/refused	-		

2a/b. Are you concerned about the state of children's health in the United States today, or not? (IF "YES," ASK:)
And would you say you are very or somewhat concerned?

Yes, Concerned	80	[148/149]
Very concerned	43	
Somewhat concerned	37	
No, Not Concerned	19	
Not sure.....	1	

3a/b. More specifically, are you concerned about the issue of childhood obesity, or not? (IF "YES," ASK:) And would you say you are very or somewhat concerned?

Yes, Concerned With Childhood Obesity	74	[150/151]
Very concerned.....	44	
Somewhat concerned	30	
No, Not Concerned With Childhood Obesity	25	
Not sure	1	

4. How much would you say you know or have heard in recent months about the national school meals program--do you know or have you heard a lot, a fair amount, just some, very little, or nothing at all about the national school meals program?

Know/have heard a lot.....	25	[152]
Know/have heard a fair amount	21	
Know/have heard just some	22	
Know/have heard very little	19	
Know/have heard nothing at all	13	
Not sure.....	-	

- 5a/b. More specifically, have you heard anything about the updated nutrition standards for the national school meals program? **(IF "YES," ASK:)** Have you heard a lot or some about these changes?

Yes, Have Heard	55	
Have heard a lot	19	[153/154]
Have heard some	36	
No, Have Not Heard	44	
Not sure.....	1	

The national school meals program provides lunches and breakfasts 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 meals meet basic, minimum standards. To be clear, this school lunch 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.

- 6a/b. Do you favor or oppose requiring schools to meet these nutrition standards for school meals? **(IF "FAVOR/OPPOSE," ASK:)** And do you strongly (FAVOR/OPPOSE) or somewhat (FAVOR/OPPOSE) this?

Favor	72	
Strongly	50	[155/156]
Somewhat	22	
Oppose	22	
Somewhat	7	
Strongly	15	
Not sure	6	

7. Should schools be required to **(READ ITEM) every** school meal, or not? **(IF "YES" OR "NO," ASK:)** And do you feel strongly about that, or not that strongly?

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY YES-STRONGLY

	Total Yes	Yes-- Strongly	Yes-- Not That Strongly	No-- Not That Strongly	No- Strongly	Not Sure	
Include a serving of fruits or vegetables with	91	84	7	3	5	1	[157]
Offer free water with	88	80	8	5	6	1	[160]
Limit the amount of salt in.....	75	56	19	12	10	3	[159]
Provide foods made from whole grains with	64	46	18	19	14	3	[158]

In many public schools, there is also food available to students that is not a part of the school meals program. This includes food that is sold in school stores, food and drink vending machines, and a la carte items, such as a slice of pizza, a container of yogurt, a side of french fries, or a piece of fruit.

8a/b. Have you heard anything about new national nutrition standards for these other foods sold in schools such as food sold a la carte and in vending machines, sometimes referred to as the Smart Snacks standards? **(IF "YES," ASK:)** Have you heard a lot or some about these new standards?

Yes, Have Heard	31	
Have heard a lot.....	11	[161/162]
Have heard some.....	20	
No, Have Not Heard	68	
Not sure.....	1	

8c. Do you think that food **(READ ITEM)** is totally healthy and nutritious, mostly healthy and nutritious, only somewhat healthy and nutritious, or not really that healthy and nutritious?

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY TOTAL OR MOSTLY HEALTHY AND NUTRITIOUS

	<u>Totally Healthy/ Nutritious</u>	<u>Mostly Healthy/ Nutritious</u>	<u>Only Somewhat Healthy/ Nutritious</u>	<u>Not Really Healthy/ Nutritious</u>	<u>Depends (VOL)</u>	<u>Not Sure</u>	
Sold a la carte in the cafeteria.....	3	20	50	19	2	6	[164]
Sold in school stores.....	2	9	45	27	3	14	[163]
Sold in school vending machines.....	2	6	33	48	3	8	[165]

9a/b. Starting this July, all foods sold a la carte or in school stores and school vending machines will have to meet basic minimum nutrition standards, such as limiting calories, fat content, and sodium in the foods while encouraging more fruits, vegetables, and low-fat dairy items. Individual school districts will have the flexibility to build on the standards if they wish to, as long as they meet basic, minimum standards. Do you favor or oppose requiring schools to meet nutrition standards for the foods and beverages sold a la carte and in vending machines? **(IF "FAVOR/OPPOSE," ASK:)** And would you say you strongly (FAVOR/OPPOSE) it or somewhat (FAVOR/OPPOSE) it?

Favor	72	[166/167]
Strongly	53	
Somewhat.....	19	
Oppose	24	
Somewhat.....	8	
Strongly	16	
Not sure	4	

FACTUALS: Now I am going to ask you a few questions for statistical purposes only.

F1. What is the last grade that you completed in school?

Grade school	-	[236/237]
Some high school	3	
High school graduate.....	26	
Some college, no degree.....	17	
Vocational training/2-year college.....	10	
4-year college/Bachelor's degree	26	
Some postgraduate work, no degree.....	2	
2 or 3 years' postgraduate work/master's degree	12	
Doctoral/law degree.....	1	
Not sure/refused	3	

F2. Thinking of your child or children who are in public school or charter school, which of the following best describes the grades they are in?

Preschool or kindergarten	8	[238]
Elementary school	31	>
Middle school or junior high.....	34	
High school.....	55	
Not sure/refused	5	

F3. In an average week, how many days do your children get their lunch AT SCHOOL? (IF "DEPENDS ON WHICH CHILD," ASK:) OK, then please think about the child with the most recent birthday when you answer the question.

One day per week	14	[239]
Two days per week.....	7	
Three days per week	12	
Four days per week	5	
Five days per week.....	44	
Not sure.....	18	

F4. Are you currently single and never married, unmarried and living with a partner, married, separated, widowed, or divorced?

Single	7	[240]
Unmarried and living with a partner.....	3	
Married	79	
Separated	1	
Widowed	2	
Divorced.....	4	
Other (VOL)	-	
Not sure/refused.....	4	

F5a. Regardless of how you may be registered, how would you describe your overall point of view in terms of the political parties? Would you say that you are mostly Democratic, leaning Democratic, completely independent, leaning Republican, or mostly Republican?

Mostly Democratic	28	[241]
Leaning Democratic.....	8	
Completely independent.....	21	
Leaning Republican.....	11	
Mostly Republican	22	
Not sure.....	10	
Total Democratic	36	
Total Republican	33	

F5b. In terms of your views on political issues, would you describe yourself as very conservative, somewhat conservative, middle of the road, somewhat liberal, or very liberal?

Very conservative	17	[242]
Somewhat conservative	27	
Middle of the road.....	32	
Somewhat liberal.....	11	
Very liberal.....	5	
Not sure.....	8	
Total Conservative	44	
Total Liberal	16	

F6. On average, how often do you vote in local, state, and federal elections?

Always	62	[243]
Sometimes.....	29	
Rarely	3	
Never.....	1	
Not sure.....	5	

F7. Would you describe the area you live in as an urban, suburban, small town, or rural area?

Urban.....	16	[244]
Suburban	30	
Small town.....	23	
Rural.....	24	
Not sure.....	7	

F8. For statistical purposes only and to ensure that we have a representative sample, would you please tell me how old you are? (IF "REFUSED," ASK:) Well, would you tell me which age group you belong to?

18-24	1	[142/143]
25-29	7	
30-34	6	
35-39	20	
40-44	19	
45-49	25	
50-54	12	
55-59	5	
60-64	1	
65-69	1	
70-74	1	
75 and over	1	
Refused	1	

F9. To ensure that we have a representative sample, would you please tell me whether you are from a Hispanic or Spanish-speaking background?

Yes, Hispanic.....	12	[144]
No, not Hispanic	88	
Not sure/refused	-	

F10. And again, for statistical purposes only, what is your race--white, black or African American, Asian, Native American, or something else?

White	71	[145]
Black/African American	13	
Asian	2	
Native American	2	
Other	3	
Hispanic (VOL)	8	
Not sure/refused	1	

F11. For statistical purposes only, would you please tell me which of the following best describes your total annual household income? Is it less than twenty thousand dollars, twenty thousand dollars to twenty-nine thousand nine hundred and ninety-nine dollars, thirty thousand dollars to thirty-nine thousand nine hundred and ninety-nine dollars, forty thousand dollars to forty-nine thousand nine hundred and ninety-nine dollars, fifty thousand dollars to seventy-four thousand nine hundred and ninety-nine dollars, seventy-five thousand dollars to ninety-nine thousand nine hundred and ninety-nine dollars, one hundred thousand dollars to one hundred and ninety-nine thousand nine hundred and ninety-nine dollars, or would it be two hundred thousand dollars or more?

Less than \$20,000	6	[146]
\$20,000 to \$29,999.....	12	
\$30,000 to \$39,999.....	8	
\$40,000 to \$49,999.....	8	
\$50,000 to \$74,999.....	23	
\$75,000 to \$99,999.....	13	
\$100,000 to \$199,999	16	
\$200,000 or more	3	
Not sure/refused	11	