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Interviews: 905 public school parents, including an oversample of 104 Latino parents
 Dates: September 23 – October 1, 2014

FINAL

Study #11248d
 School Nutrition Parents CA Survey
 September/October 2014

44 Male
 56 Female
[109]

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

1a. Are you currently registered to vote?

Registered.....	100	CONTINUE	[138]
Not registered	-	TERMINATE	
Not sure/refused.....	-		

1b. Are you the parent or guardian of any children under the age of eighteen?

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

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

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

2ab. Are you concerned about the state of children's health in California today, or not? (IF RESPONDENT SAYS "YES," ASK:) And would you say you are very concerned or somewhat concerned?

Yes, Concerned	67	[146/147]
Very concerned.....	36	
Somewhat concerned	30	
Not sure	1	
No, Not Concerned	31	
Not sure	2	

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

Yes, Concerned With Childhood Obesity	70	[148/149]
Very concerned	41	
Somewhat concerned.....	28	
Not sure.....	1	
No, Not Concerned With Childhood Obesity	29	
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.....	18	[150]
Know/have heard a fair amount	17	
Know/have heard just some	21	
Know/have heard very little	25	
Know/have heard nothing at all	19	
Not sure.....	-	

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

Yes, Have Heard	47	
Have heard a lot.....	14	[151/152]
Have heard some	33	
Not sure.....	-	
No, Have Not Heard	52	
Not sure.....	1	

6ab. The national school meals program provides lunches and breakfasts to many school children across the country, and it 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, providing free drinking water, 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.

Do you favor or oppose requiring schools to meet these nutrition standards for school meals? **(IF RESPONDENT SAYS "FAVOR/OPPOSE," ASK:)** And would you say you strongly (favor/oppose) it or somewhat (favor/oppose) it?

Favor	76	
Strongly	53	[153/154]
Somewhat	23	
Oppose	17	
Somewhat	6	
Strongly	11	
Not sure.....	7	

7a. 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	87	79	8	6	6	1	[155]
Offer free water with	83	76	7	7	9	1	[158]
Limit the amount of salt in.....	73	58	15	13	10	4	[157]
Provide foods made from whole grains with	63	49	14	21	12	4	[156]

7b. I'm going to read you some changes that could be made to 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.

THIS TABLE HAS BEEN RANKED BY THE HIGHEST MEAN SCORE

	<i>Mean</i>	Make School Meals Much Better 8-10	Make School Meals Much Worse 6-7	0-5	Cannot Rate	
If school meals provided a variety of fruits, vegetables, and whole-grain options	8.5	76	11	12	1	[165-166]
If school meals were prepared and cooked in the school cafeteria kitchen rather than pre-packaged and reheated.....	8.2	69	11	19	1	[159-160]
If school meals included more locally grown fruits and vegetables	8.0	65	13	21	1	[161-162]
If school meals included more meats and poultry from local sources.....	7.1	48	18	33	1	[163-164]

8ab. When it comes to school meals, which do you think should be the main priority—that children are served healthy and nutritious meals OR that schools not lose money from their meals program? **(IF RESPONDENT MAKES A CHOICE, ASK:)** And do you feel strongly about that, or do you not feel strongly?

Children Are Served Healthy, Nutritious Meals	77	[167/168]
Strongly.....	69	
Not strongly.....	8	
Schools Not Lose Money On Meals Program	11	
Not strongly.....	3	
Strongly.....	8	
Both equally (VOL).....	9	
Not sure.....	3	

8c. Based on what you have heard from your children, are the meals served in schools over the past couple of years generally better than, generally worse than, or about the same as those served in the past, or have you not talked to your children about this?

Generally better.....	21	[169]
Generally worse	26	
About the same	25	
Have not talked to children about this	20	
Not sure.....	8	

9a. 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, or a piece of fruit.

Have you heard anything about STATE nutrition standards in California for these other foods sold in schools, such as food sold a la carte and in vending machines? **(IF RESPONDENT SAYS "YES," ASK:)** Have you heard a lot or some about these standards?

Yes, Have Heard About State Nutrition Standards	33	[170/171]
Have heard a lot.....	12	
Have heard some.....	21	
Not sure.....	-	
No, have not heard about state nutrition standards....	66	
Not sure.....	1	

9b. And 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 RESPONDENT SAYS "YES," ASK:)** Have you heard a lot or some about these standards?

Yes, Have Heard About New National Nutrition Standards	28	[172/173]
Have heard a lot.....	10	
Have heard some.....	18	
Not sure.....	-	
No, have not heard about new national nutrition standards....	72	
Not sure.....	-	

10. 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 TOTALLY OR MOSTLY HEALTHY AND NUTRITIOUS

	<u>Totally Healthy/ Nutritious</u>	<u>Mostly Healthy/ Nutritious</u>	<u>Only Somewhat Healthy/ Nutritious</u>	<u>Not Really That Healthy/ Nutritious</u>	<u>Depends (VOL)</u>	<u>Not Sure</u>	
Sold a la carte in the cafeteria	2	17	49	18	3	11	[175]
Sold in school stores	2	9	42	29	3	15	[174]
Sold in school vending machines	2	6	32	46	3	11	[176]

11ab. California currently sets standards on all foods sold a la carte or in school stores and school vending machines, including limiting calories, fat content, and sodium in the foods. The new national Smart Snacks standards build on California's standards by encouraging more fruits, vegetables, whole grains, and low-fat dairy items, and implementing a slightly lower calorie cap on the foods served in high schools. Individual school districts 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 these new nutrition standards for the foods and beverages sold a la carte and in vending machines? **(IF RESPONDENT SAYS "FAVOR/OPPOSE," ASK:)** And would you say you strongly (favor/oppose) it or somewhat (favor/oppose) it?

Favor	75	[177/178]
Strongly	51	
Somewhat.....	24	
Oppose	21	
Somewhat.....	9	
Strongly	12	
Not sure	4	

12. Do you think that serving nutritious foods in schools is 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?

Very important.....	70	[179]
Somewhat important.....	23	
Not that important.....	3	
Not important at all	3	
Not sure.....	1	

13. Do you think that children having enough time during the lunch period to eat their lunches is very important, somewhat important, not that important, or not important at all?

Very important.....	75	[180]
Somewhat important.....	21	
Not that important.....	3	
Not important at all	1	
Not sure.....	-	

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.....	-	[208-209]
Some high school	2	
High school graduate	17	
Some college, no degree	20	
Vocational training/2-year college	11	
4-year college/bachelor's degree	29	
Some postgraduate work, no degree	5	
2 or 3 years' postgraduate work/master's degree	13	
Doctoral/law degree	2	
Not sure/refused	1	

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	6	[210]
Elementary school	24	>
Middle school or junior high	28	
High school.....	69	
Not sure/refused	2	

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

Never.....	42	
One day per week	11	[211]
Two days per week.....	7	
Three days per week	6	
Four days per week	6	
Five days per week.....	24	
Not sure.....	4	

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

Single.....	7	[212]
Unmarried and living with a partner	2	
Married.....	80	
Separated	2	
Widowed	1	
Divorced.....	6	
Other (VOL)	-	
Not sure/refused	2	

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.....	29	[213]
Leaning Democratic.....	9	
Completely independent.....	17	
Leaning Republican.....	11	
Mostly Republican	25	
Not sure.....	9	
Total Democratic	38	
Total Republican	36	

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.....	15	[214]
Somewhat conservative	27	
Middle of the road.....	32	
Somewhat liberal.....	13	
Very liberal.....	7	
Not sure.....	6	
Total Conservative	42	
Total Liberal	20	

F6. On average, how often do you vote in local, state, and federal elections--always, sometimes, rarely, or never?

Always.....	72	[215]
Sometimes.....	22	
Rarely	3	
Never.....	1	
Not sure.....	2	

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

Urban.....	22	[216]
Suburban.....	45	
Small town.....	19	
Rural.....	10	
Not sure.....	4	

F8. 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 to twenty-nine thousand nine hundred and ninety-nine dollars, thirty thousand to thirty-nine thousand nine hundred and ninety-nine dollars, forty thousand to forty-nine thousand nine hundred and ninety-nine dollars, fifty thousand to seventy-four thousand nine hundred and ninety-nine dollars, seventy-five thousand to ninety-nine thousand nine hundred and ninety-nine dollars, one hundred thousand dollars to one hundred ninety-nine thousand nine hundred and ninety-nine thousand dollars, or is it two hundred thousand dollars or more?

Less than \$20,000	6	[217]
\$20,000 to \$29,999.....	5	
\$30,000 to \$39,999.....	6	
\$40,000 to \$49,999.....	14	
\$50,000 to \$74,999.....	14	
\$75,000 to \$99,999.....	13	
\$100,000 to \$199,999.....	23	
\$200,000 or more	7	
Not sure/refused.....	12	
Don't know.....	-	

F9. For statistical purposes only and to ensure that we have a representative sample, would you please tell me how old you are? **(IF RESPONDENT REFUSES, ASK:)** Well, would you tell me which age group you belong to?

18-24	1	[141-142]
25-29	2	
30-34	3	
35-39	17	
40-44	18	
45-49	27	
50-54	17	
55-59	7	
60-64	3	
65-69	2	
70-74	1	
75 and over.....	1	
Refused	1	

F10. Again, for statistical purposes only, would you please tell me whether you are from a Latino or Spanish-speaking background? **(IF RESPONDENT SAYS "NO" OR "NOT SURE," ASK:)** And to ensure that we have a representative sample, what is your race--white, black or African American, Asian, or something else?

White	61	[143/144]
Black/African American	8	
Latino/Hispanic.....	22	
Asian	2	
Other	5	
Not sure/refused	2	

PARTY REGISTRATION FILE		
D.....	36	[678-679]
R.....	41	
DS	18	
OTHER.....	5	