



PEW STATEWIDE TELEPHONE SURVEY
MISSISSIPPI
Interview Schedule

Project #15057
Public Opinion Strategies
Hart Research Associates

February 3-5, 2015
N = 500 Registered Voters (N=350 land, N=150 cell)
N= 200 Public/Charter School Parents (Core Sample +
Oversample)
Margin of Error N=500 =±4.4%

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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 one half of the sample, 257 registered voters.*
 - *Sample B questions were shown to the other half of the sample, 243 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)**

The first/next one is... **(RANDOMIZE)**

	10	8-10	5-7	0-4	NOT SURE	MEAN
1. Not getting enough exercise and physical activity						
Core	25%	58%	32%	9%	*	7.5
PS Par	20%	49%	40%	11%	—	7.1
2. Being malnourished and not getting enough to eat						
Core	14%	28%	32%	39%	1%	5.4
PS Par	9%	20%	35%	45%	*	4.8
3. Not getting healthy food in the meals they are served in school						
Core	14%	30%	43%	24%	3%	5.9
PS Par	10%	24%	42%	32%	2%	5.3
4. Being overweight						
Core	23%	54%	36%	10%	—	7.2
PS Par	14%	37%	47%	16%	—	6.4
5. Spending too much time playing video games and watching TV						
Core	41%	71%	23%	6%	*	8.2
PS Par	35%	63%	29%	7%	1%	7.8

Thinking now about Kindergarten through Twelve 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>	
97%	97%	TOTAL IMPORTANT
3%	2%	TOTAL NOT IMPORTANT
72%	79%	Very important
25%	18%	Somewhat important
2%	2%	Not that important
1%	*	Not important at all
—	*	Don't Know (DO NOT READ)
*	*	Refused (DO NOT READ)

7. 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?

PS		
<u>Par</u>	<u>Core</u>	
*	1%	Too much time
43%	31%	Not enough time
53%	60%	About the right amount of time
—	—	Depends (DO NOT READ)
3%	8%	Don't Know (DO NOT READ)
—	—	Refused (DO NOT READ)

8. 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?

PS		
<u>Par</u>	<u>Core</u>	
96%	98%	TOTAL IMPORTANT
4%	2%	TOTAL NOT IMPORTANT
70%	73%	Very important
26%	25%	Somewhat important
3%	1%	Not that important
*	1%	Not important at all
—	*	Don't Know (DO NOT READ)
—	—	Refused (DO NOT READ)

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

9. 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)**?

PS		
<u>Par</u>	<u>Core</u>	
66%	62%	TOTAL A LOT/FAIR/SOME
34%	37%	TOTAL VERY LITTLE/NOTHING
19%	18%	A Lot
30%	25%	A Fair Amount
17%	19%	Just Some
26%	25%	Very little
8%	12%	Nothing at all
—	*	Don't Know (DO NOT READ)
—	—	Refused (DO NOT READ)

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

PS		
<u>Par</u>	<u>Core</u>	
24%	27%	24-hour cable TV news programs such as CNN, Fox News, or MSNBC
21%	27%	Major network TV news programs on ABC, NBC, or CBS
15%	15%	TV shows like Dr. Oz or The Doctors
14%	15%	Newspapers online or print
12%	12%	Social media like Facebook and Twitter
9%	11%	Web sites of major news organizations
12%	10%	Health information web sites like WebMD
9%	9%	Radio
11%	8%	My doctor or other health care professionals
7%	7%	Other Source (Please specify: _____) (DO NOT READ)
1%	1%	Do not follow information about nutrition issues (DO NOT READ)
–	*	Don't Know/Refused (DO NOT READ)

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

(DO NOT READ)

	Aware	Not Aware	Don't Know	Refused
11.	New national nutritional standards have been implemented for the food served in cafeterias as part of the school meals program			
Core	70%	30%	*	—
PS Par	76%	24%	*	—
12.	New national nutritional standards have been implemented for the food sold in school stores, vending machines, and for a la carte items in cafeterias			
Core	67%	32%	1%	—
PS Par	69%	31%	*	—

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

13. 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 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 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		
Par	Core	
76%	80%	TOTAL FAVOR
23%	19%	TOTAL OPPOSE
42%	52%	Strongly Favor
34%	28%	Somewhat Favor
9%	7%	Somewhat Oppose
14%	12%	Strongly Oppose
1%	1%	Don't Know (DO NOT READ)
—	*	Refused (DO NOT READ)

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 READ) Don't Know	Refused
The (first/next) one is... (Randomize)						
14. Include a serving of fruits or vegetables with every school meal						
Core	90%	6%	1%	2%	*	—
	96%			3%		
PS Par	92%	6%	*	2%	—	—
	98%			2%		
15. Provide foods made from whole-grains with every school meal						
Core	55%	16%	16%	10%	2%	1%
	71%			26%		
PS Par	49%	16%	21%	13%	1%	*
	65%			34%		
16. Limit the amount of salt in every school meal						
Core	65%	15%	9%	9%	2%	—
	80%			18%		
PS Par	60%	16%	13%	10%	*	—
	76%			23%		
17. Offer free water with every school meal						
Core	88%	6%	2%	3%	1%	—
	94%			5%		
PS Par	82%	9%	4%	4%	1%	—
	91%			8%		

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	NOT SURE	MEAN
The (first/next) one is... (Randomize)						
18.	If school meals were prepared and cooked in the school cafeteria kitchen rather than pre-packaged and reheated					
Core	56%	77%	20%	3%	*	8.5
PS Par	58%	75%	20%	5%	—	8.5
19.	If school meals included more locally grown fruits and vegetables					
Core	43%	65%	32%	3%	*	8.1
PS Par	38%	58%	38%	3%	1%	7.8
20.	If school meals included more meats and poultry from local sources					
Core	31%	52%	43%	4%	1%	7.5
PS Par	28%	48%	46%	5%	1%	7.3
21.	If school meals provided a variety of fruits, vegetables, and whole-grain options					
Core	50%	74%	23%	2%	*	8.4
PS Par	48%	72%	26%	2%	—	8.4

(IF D4:1-4, ASK)

22. 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)

PS	
<u>Par</u>	
60%	TOTAL 4-5 DAYS
26%	TOTAL 1-3 DAYS
13%	Never
9%	One day per week
6%	Two days per week
11%	Three days per week
8%	Four days per week
52%	Five days per week
*	Don't Know (DO NOT READ)
—	Refused (DO NOT READ)

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

23. 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, 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. There are calorie caps on the food sold in school stores, food and drink vending machines, and a la carte items.

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?

(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?

PS		
<u>Par</u>	<u>Core</u>	
67%	71%	TOTAL FAVOR
31%	27%	TOTAL OPPOSE
41%	44%	Strongly Favor
26%	27%	Somewhat Favor
13%	11%	Somewhat Oppose
18%	16%	Strongly Oppose
2%	1%	Don't Know (DO NOT READ)
—	*	Refused (DO NOT READ)

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

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

	Total Yes	Yes, applies to me	Yes, applies to someone else	Yes, both	No, does not apply	Don't know	Refused (DO NOT READ)
24. A health care organization, such as a doctor's office, hospital, or clinic that treats patients.							
Core	17%	7%	8%	2%	83%	—	*
PS Par	20%	10%	9%	1%	80%	—	—
25. A public, private or charter school in K through twelve education either as a teacher, an administrator, or any other position.							
Core	11%	5%	5%	1%	88%	*	*
PS Par	20%	11%	7%	2%	79%	—	1%

(IF D4:1-4 ASK)

26. 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)

PS Par	
51%	Directly from the school
38%	From your child or children
21%	From your child or children's teachers
14%	PTA meetings
4%	Other parents at the school
5%	Other source (Please specify: _____) (DO NOT READ)
1%	Don't know/Refused (DO NOT READ)

D1. In what year were you born?

PS		
<u>Par</u>	<u>Core</u>	
1%	4%	18 to 24
12%	13%	25 to 34
43%	23%	35 to 44
29%	16%	45 to 54
12%	24%	55 to 64
4%	20%	65 and over
-	*	REFUSED (DO NOT READ)

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>	
36%	32%	AFRICAN AMERICAN OR BLACK
60%	65%	WHITE
-	*	HISPANIC AMERICAN OR LATINO
1%	*	ASIAN AMERICAN
2%	1%	OTHER (DO NOT READ) (IF PUNCH , THEN ASK:) 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?
1%	1%	REFUSED (DO NOT READ)

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

PS		
<u>Par</u>	<u>Core</u>	
100%	39%	Yes
-	61%	No
-	-	Refused (DO NOT READ)

(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)

PS	All	
Par	Par	
100%	74%	Public
1%	17%	Private
*	4%	Religious
1%	1%	Charter
2%	5%	Home schooled
–	2%	Some other type of school (please specify: _____) (DO NOT READ)
–	3%	Not in school (DO NOT READ)

(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)

PS	
Par	
18%	Preschool or kindergarten
47%	Elementary school
40%	Middle school or junior high
41%	High school
1%	Refused (DO NOT READ)

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

PS		
<u>Par</u>	<u>Core</u>	
19%	30%	HIGH SCHOOL OR LESS
30%	26%	SOME COLLEGE
51%	43%	COLLEGE+
19%	30%	HIGH SCHOOL GRADUATE OR LESS
3%	3%	VOCATIONAL/TECHNICAL
27%	23%	SOME COLLEGE
32%	30%	COLLEGE GRADUATE
19%	13%	POST GRADUATE
-	1%	REFUSED (DO NOT READ)

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?

PS		
<u>Par</u>	<u>Core</u>	
49%	47%	TOTAL REPUBLICAN
35%	37%	TOTAL DEMOCRAT
25%	27%	STRONG REPUBLICAN
11%	10%	NOT-SO-STRONG REPUBLICAN
13%	10%	LEAN REPUBLICAN
15%	14%	SOMETHING ELSE/INDEPENDENT/UNDECLARED
4%	5%	LEAN DEMOCRAT
7%	8%	NOT-SO-STRONG DEMOCRAT
24%	24%	STRONG DEMOCRAT
1%	2%	REFUSED (DO NOT READ)

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?

PS		
Par	Core	
44%	44%	Mitt Romney ...OR...
38%	36%	Barack Obama
3%	2%	SOMEONE ELSE (DO NOT READ)
11%	10%	DID NOT VOTE
1%	2%	DON'T KNOW/DON'T RECALL (DO NOT READ)
3%	6%	REFUSED (DO NOT READ)

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)

PS		
Par	Core	
12%	14%	UNDER \$20,000
16%	19%	BETWEEN \$20,000 - \$40,000
12%	14%	OVER \$40,000

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

13%	16%	UNDER \$80,000
14%	12%	BETWEEN \$80,000 - \$100,000
23%	14%	OVER \$100,000
10%	11%	REFUSED (DO NOT READ)

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?

PS		
<u>Par</u>	<u>Core</u>	
46%	48%	TOTAL MALE
54%	52%	TOTAL FEMALE
34%	28%	MALE/EMPLOYED
*	2%	MALE/STUDENT
2%	1%	MALE/STAY AT HOME DAD
4%	12%	MALE/RETIRE
3%	4%	MALE/UNEMPLOYED AND LOOKING
3%	1%	MALE/REFUSED (DO NOT READ)
32%	23%	FEMALE/EMPLOYED
1%	2%	FEMALE/STUDENT
11%	7%	FEMALE/STAY AT HOME MOM
3%	16%	FEMALE/RETIRE
5%	3%	FEMALE/UNEMPLOYED AND LOOKING
2%	1%	FEMALE/REFUSED (DO NOT READ)
