



PEW STATEWIDE TELEPHONE SURVEY  
North Carolina  
Interview Schedule

Project #15418  
Public Opinion Strategies  
Hart Research Associates

October 13-15, 2015  
N=600 Registered Voters (N=420 land, N=180 cell)  
N=211 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 N=211 (these data are 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.*
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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/Ref	MEAN
The first/next one is...						
1. Not getting enough exercise and physical activity						
Core	30%	61%	33%	6%	*	7.7
PS Par	20%	44%	42%	14%	--	6.8
2. Being malnourished and not getting enough to eat						
Core	18%	33%	38%	28%	1%	5.9
PS Par	7%	18%	40%	42%	--	4.8
3. Not getting healthy food in the meals they are served in school						
Core	17%	37%	38%	21%	4%	6.3
PS Par	14%	30%	39%	29%	2%	5.7
4. Being overweight						
Core	24%	56%	37%	7%	--	7.5
PS Par	14%	42%	46%	12%	--	6.8
5. Spending too much time playing video games and watching TV						
Core	39%	69%	23%	7%	1%	8.1
PS Par	31%	63%	27%	10%	*	7.7

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Thinking now about Kindergarten through Twelfth grade schools...

6. 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?

<b>PS</b>		
<b>Par</b>	<b>Core</b>	
<b>95%</b>	<b>96%</b>	<b>TOTAL IMPORTANT</b>
<b>4%</b>	<b>4%</b>	<b>TOTAL NOT IMPORTANT</b>
74%	79%	Very important
21%	17%	Somewhat important
3%	3%	Not that important
1%	1%	Not important at all
--	*	Don't Know ( <b>DO NOT READ</b> )
1%	--	Refused ( <b>DO NOT READ</b> )

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

<b>PS</b>		
<b>Par</b>	<b>Core</b>	
<b>95%</b>	<b>96%</b>	<b>TOTAL IMPORTANT</b>
<b>5%</b>	<b>4%</b>	<b>TOTAL NOT IMPORTANT</b>
71%	71%	Very important
24%	25%	Somewhat important
4%	3%	Not that important
1%	1%	Not important at all
--	--	Don't Know ( <b>DO NOT READ</b> )
--	--	Refused ( <b>DO NOT READ</b> )

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8. Based on what you know, do you think that children have...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%	1%	Too much time
52%	38%	Not enough time
43%	50%	About the right amount of time
1%	1%	Depends <b>(DO NOT READ)</b>
3%	10%	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)

PS		
<u>Par</u>	<u>Core</u>	
<b>99%</b>	<b>97%</b>	<b>TOTAL IMPORTANT</b>
<b>1%</b>	<b>3%</b>	<b>TOTAL NOT IMPORTANT</b>
73%	69%	Very important
26%	28%	Somewhat important
--	3%	Not that important
		...or...
1%	*	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 food served in Kindergarten through Twelfth 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?

	Aware	Not Aware	(DNR) Don't Know	(DNR) Refused
10. New national nutritional standards implemented for the food served in cafeterias as part of the school meals program				
<b>Core</b>	57%	43%	*	--
<b>PS Par</b>	70%	29%	1%	--
11. New national nutritional standards implemented for the food sold in school stores, vending machines, and for a la carte ("ah lah KART") items in cafeterias				
<b>Core</b>	57%	42%	1%	--
<b>PS Par</b>	59%	40%	1%	--

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

12. 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>84%</b>	<b>84%</b>	<b>TOTAL FAVOR</b>
<b>15%</b>	<b>15%</b>	<b>TOTAL OPPOSE</b>
53%	59%	Strongly Favor
31%	25%	Somewhat Favor
5%	7%	Somewhat Oppose
10%	8%	Strongly Oppose
--	1%	Don't Know ( <b>DO NOT READ</b> )
1%	*	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	(DNR) Don't Know	(DNR) Refused
The (first/next) one is...						
13. Include a serving of fruits or vegetables with every school meal						
<b>Core</b>	89%	6%	2%	2%	1%	*
	<b>95%</b>			<b>4%</b>		
<b>PS Par</b>	91%	5%	2%	2%	--	--
	<b>96%</b>			<b>4%</b>		
14. Provide foods made from whole grains with every school meal						
<b>Core</b>	53%	22%	14%	9%	2%	--
	<b>75%</b>			<b>23%</b>		
<b>PS Par</b>	45%	28%	16%	11%	--	--
	<b>73%</b>			<b>27%</b>		
15. Limit the amount of salt in every school meal						
<b>Core</b>	66%	15%	9%	8%	2%	--
	<b>81%</b>			<b>17%</b>		
<b>PS Par</b>	54%	24%	10%	11%	1%	--
	<b>78%</b>			<b>21%</b>		
16. Offer free water with every school meal						
<b>Core</b>	86%	6%	3%	5%	*	--
	<b>92%</b>			<b>8%</b>		
<b>PS Par</b>	87%	7%	3%	3%	*	--
	<b>94%</b>			<b>6%</b>		

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

17. 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?

**(DATA SHOWN AMONG PARENTS)**

<b>PS</b>	<b>ALL</b>	
<b><u>Par</u></b>	<b><u>Par</u></b>	
<b>36%</b>	<b>38%</b>	<b>TOTAL 4-5 DAYS</b>
<b>26%</b>	<b>27%</b>	<b>TOTAL 1-3 DAYS</b>
38%	35%	Never
13%	13%	One day per week
6%	6%	Two days per week
7%	8%	Three days per week
6%	5%	Four days per week
30%	33%	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...

18. 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 ("ah lah KART") 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 ("ah lah KART") 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 ("ah lah KART") 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 ("ah lah KART") items in cafeterias?

<b>PS</b>		
<b>Par</b>	<b>Core</b>	
<b>77%</b>	<b>75%</b>	<b>TOTAL FAVOR</b>
<b>23%</b>	<b>24%</b>	<b>TOTAL OPPOSE</b>
50%	51%	Strongly Favor
27%	24%	Somewhat Favor
9%	12%	Somewhat Oppose
14%	12%	Strongly Oppose
*	1%	Don't Know <b>(DO NOT READ)</b>
--	--	Refused <b>(DO NOT READ)</b>

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Changing topics and thinking now about school fundraisers...

19. Assuming all of the following types were equally profitable, which two or three would you MOST prefer be used in public school fundraising efforts. **(RANDOMIZE – ACCEPT MULTIPLE RESPONSES UP TO THREE)**

**(MULTIPLE RESPONSES UP TO THREE WERE ACCEPTED, TOTAL ADDS UP TO GREATER THAN 100%, DATA RANKED BY CORE COLUMN)**

<b>PS</b>		
<b>Par</b>	<b>Core</b>	
50%	56%	Activity-based fundraisers such as car washes or walk-a-thons
35%	32%	Auctions of items donated by families or businesses such as event tickets or gift baskets
20%	27%	Sales of non food items such as wrapping paper or garden plants
34%	25%	Asking for donations without selling anything
21%	19%	Sales of food meant to be taken home such as cookie dough or popcorn
15%	15%	Bake sales held on school grounds during the school day
13%	10%	Sales of ready-to-eat food such as pizza, doughnuts, or candy held on school grounds during the school day
1%	1%	Other <b>(SPECIFY) (DO NOT READ)</b>
2%	3%	All of these <b>(DO NOT READ)</b>
1%	3%	None of these <b>(DO NOT READ)</b>
2%	2%	Don't Know/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...

	<b>Yes, applies to me</b>	<b>Yes, applies to someone else</b>	<b>Yes, both</b>	<b>No, does not apply</b>	<b>Don't know (DNR)</b>	<b>Refused (DNR)</b>
20. A health care organization, such as a doctor's office, hospital, or clinic that treats patients.						
<b>Core</b>	6%	7% <b>15%</b>	2%	85%	--	*
<b>PS Par</b>	8%	9% <b>19%</b>	2%	81%	--	--
21. A public, private or charter school in K through twelve education either as a teacher, an administrator, or any other position.						
<b>Core</b>	6%	5% <b>12%</b>	1%	88%	--	*
<b>PS Par</b>	8%	6% <b>17%</b>	3%	82%	--	1%

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

22. Thinking about the current school year, how many times, if at all, have you gone to your child's school and EATEN a school lunch with your child?

**(DATA SHOWN AMONG PARENTS)**

	<b>PS Par</b>	<b>ALL Par</b>	
	66%	69%	0
	20%	19%	1-2
	12%	10%	3+
	2%	2%	DON'T KNOW
	<b>1.6</b>	<b>1.1</b>	<b>MEAN</b>
	<b>0</b>	<b>0</b>	<b>MEDIAN</b>

D1. In what year were you born?

<b>PS</b>		
<b><u>Par</u></b>	<b><u>Core</u></b>	
1%	9%	18 to 24
12%	12%	25 to 34
46%	19%	35 to 44
31%	15%	45 to 54
8%	24%	55 to 64
1%	20%	65 and over
1%	1%	REFUSED ( <b>DO NOT READ</b> )

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D2. Other than being an American, what is your main ethnic or racial heritage?

<b>PS</b>		
<b><u>Par</u></b>	<b><u>Core</u></b>	
22%	23%	AFRICAN AMERICAN OR BLACK
70%	70%	WHITE
3%	3%	HISPANIC AMERICAN OR LATINO
2%	1%	ASIAN AMERICAN
3%	2%	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?
*	1%	REFUSED ( <b>DO NOT READ</b> )

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

<b>PS</b>		
<b><u>Par</u></b>	<b><u>Core</u></b>	
100%	32%	Yes
--	68%	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?

**(MULTIPLE RESPONSES WERE ACCEPTED, TOTAL ADDS UP TO GREATER THAN 100%)**

**(DATA SHOWN AMONG PARENTS)**

<b>PS Par 100%</b>	<b>ALL Par 70%</b>	<b>TOTAL PUBLIC/CHARTER</b>
93%	65%	Public <b>(QUALIFIES AS PS PARENT)</b>
3%	9%	Private
1%	4%	Religious
7%	5%	Charter <b>(QUALIFIES AS PS PARENT)</b>
--	3%	Home schooled
--	*	Some other type of school (please specify: _____) <b>(DO NOT READ)</b>
--	17%	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?

**(MULTIPLE RESPONSES WERE ACCEPTED, TOTAL ADDS UP TO GREATER THAN 100%)**

**(DATA SHOWN AMONG PARENTS)**

<b>PS</b>	<b>ALL</b>	
<b><u>Par</u></b>	<b><u>Par</u></b>	
11%	18%	Preschool or kindergarten
47%	50%	Elementary school
41%	40%	Middle school or junior high
46%	35%	High school
1%	2%	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><u>Par</u></b>	<b><u>Core</u></b>	
<b>13%</b>	<b>22%</b>	<b>HIGH SCHOOL OR LESS</b>
<b>25%</b>	<b>29%</b>	<b>SOME COLLEGE</b>
<b>61%</b>	<b>48%</b>	<b>COLLEGE+</b>
13%	22%	HIGH SCHOOL GRADUATE OR LESS
5%	4%	VOCATIONAL/TECHNICAL
20%	25%	SOME COLLEGE
43%	33%	COLLEGE GRADUATE
18%	15%	POST GRADUATE
1%	1%	REFUSED <b>(DO NOT READ)</b>

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D7. Despite how you may feel today, are you REGISTERED to vote as...

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... the Republican Party  
...or... the Democratic Party?

<b>PS</b>		
<b><u>Par</u></b>	<b><u>Core</u></b>	
<b>32%</b>	<b>29%</b>	<b>TOTAL REPUBLICAN</b>
<b>32%</b>	<b>36%</b>	<b>TOTAL DEMOCRAT</b>
<b>31%</b>	<b>29%</b>	<b>TOTAL LEAN/INDEPENDENT</b>
22%	19%	STRONG REPUBLICAN
10%	10%	NOT SO STRONG REPUBLICAN
9%	6%	LEAN TO REPUBLICANS
16%	17%	SOMETHING ELSE/INDEPENDENT
6%	6%	LEAN TO DEMOCRATS
11%	12%	NOT SO STRONG DEMOCRAT
21%	24%	STRONG DEMOCRAT
1%	2%	DON'T KNOW ( <b>DO NOT READ</b> )
4%	4%	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...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>	
41%	35%	Mitt Romney
		...OR...
43%	44%	Barack Obama
5%	4%	SOMEONE ELSE ( <b>DO NOT READ</b> )
7%	12%	DID NOT VOTE
--	1%	DON'T KNOW/DON'T RECALL ( <b>DO NOT READ</b> )
4%	4%	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%	12%	UNDER \$20,000
13%	19%	BETWEEN \$20,000 - \$40,000
12%	12%	OVER \$40,000

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

14%	15%	UNDER \$80,000
16%	11%	BETWEEN \$80,000 - \$100,000
30%	20%	OVER \$100,000

8% 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?

<b>PS</b>		
<b>Par</b>	<b>Core</b>	
<b>45%</b>	<b>48%</b>	<b>TOTAL MALE</b>
<b>55%</b>	<b>52%</b>	<b>TOTAL FEMALE</b>
36%	28%	MALE/EMPLOYED
2%	2%	MALE/STUDENT
1%	1%	MALE/STAY AT HOME DAD
3%	14%	MALE/RETIRED
2%	3%	MALE/UNEMPLOYED AND LOOKING
1%	*	MALE/REFUSED <b>(DO NOT READ)</b>
36%	27%	FEMALE/EMPLOYED
2%	2%	FEMALE/STUDENT
11%	5%	FEMALE/STAY AT HOME MOM
4%	14%	FEMALE/RETIRED
2%	2%	FEMALE/UNEMPLOYED AND LOOKING
*	2%	FEMALE/REFUSED <b>(DO NOT READ)</b>