

\*Numbers in parenthesis from April 2010 survey.

Study #1930 Interviewer: \_\_\_\_\_  
 WKKF Food and Community Respondent's Phone Number: \_\_\_\_\_  
 May 2015 \_\_\_\_\_  
 LJR Custom Strategies Date: \_\_\_\_\_

Form:		<b>RECORD FROM SAMPLE:</b>	
Form A	50%	Region:	
Form B	50	Northeast	17%
Language:		Midwest	22
English	96%	South	39
Spanish	4	West	23
		1. State: _____	
		2. Phone number type:	
		Landline	64%
		Cell	36

Hello, I'm calling from FL Research, a national public opinion firm. I want to emphasize that this is not an attempt to sell anything or solicit funds. We're conducting a national survey and this phone number is on my list. May I please speak to:

**(IF THE TELEPHONE NUMBER ENDS IN AN EVEN NUMBER:)**

The youngest woman living at this household who is 18 years old or older and is home at this time.

**(IF THE TELEPHONE NUMBER ENDS IN AN ODD NUMBER:)**

The youngest man living at this household who is 18 years old or older and is home at this time.

**(IF NO WOMAN IS THERE, INTERVIEW ANY MAN.)**

**(IF NO MAN IS THERE, INTERVIEW ANY WOMAN.)**

3. All in all, are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the way things are going in the country these days?

Very satisfied	11% (5%)*
Somewhat satisfied	33 (28)
Somewhat dissatisfied	31 (41)
Very dissatisfied	21 (20)
Not sure	3 (6)

Please tell me whether you have heard a great deal, some, not too much, or nothing at all about each of the following. **(RANDOMIZE)**

	Great Deal	Some	Not too Much	Nothing At All	Not Sure
4. Childhood obesity	40% (34%)	41% (48%)	15% (15%)	4% (3%)	-% (1%)
5. <b>A.</b> Food insecurity	19	44	24	12	1
6. <b>B.</b> Food insecurity, which is when people don't have enough food to be active and healthy	23	42	24	10	1
7. <b>A.</b> Farm to school programs, where schools get fresh food from nearby farms to serve in their cafeterias and students get the opportunity to learn about how their food is grown	16	38	28	17	1
8. <b>B.</b> Farm to school programs	14	29	32	24	2
9. <b>A.</b> The Child Nutrition Reauthorization Act	14	31	32	21	2
10. <b>B.</b> The Child Nutrition Reauthorization Act which governs nine federal nutrition programs including the programs that affect what kids eat at school	17	32	30	19	2
11. Child hunger	34	41	19	6	-
12. The National School Lunch Program	28	39	23	10	1
13. <b>A.</b> Dietary Guidelines for Americans, which offer federal recommendations for a healthful diet	25	43	22	9	1
14. <b>B.</b> Dietary Guidelines for Americans	30	39	20	9	2

**(ROTATE Q.15-16)**

15. Would you say childhood obesity in the United States is a crisis, a problem but not a crisis, or not much of a problem?

Crisis	46%	(32%)
Problem but not crisis	43	(54)
Not much of a problem	6	(8)
Not sure	5	(7)

16. Food insecurity means people don't have enough food to be active and healthy. Would you say food insecurity in the United States is a crisis, a problem but not a crisis, or not much of a problem?

Crisis	30%
Problem but not crisis	49
Not much of a problem	13
Not sure	8

Here is a list of things that might contribute to childhood obesity in the U.S. On a scale from one to ten where ten means a great deal and one means not at all, how much would you say each of these items contributes to childhood obesity. **(RANDOM START)**

	<u>1-4</u>	<u>5-6</u>	<u>7-9</u>	<u>10</u>	<u>Not Sure</u>	<u>Mean</u>
17. The food served in school cafeterias	47% (18%)	33% (29%)	11% (33%)	3% (12%)	7% (9%)	4.4 (6.4)
18. Not having easy access to local grocery stores and markets that carry fresh produce	29 (45)	32 (21)	27 (19)	7 (8)	5 (8)	5.6 (4.7)
19. Neighborhoods where it is difficult to walk, bicycle, or play outdoors	16 (23)	26 (20)	44 (29)	10 (21)	5 (7)	6.6 (6.5)
20. Less school recess time and fewer physical education programs	15 (8)	25 (14)	38 (35)	15 (36)	6 (6)	6.8 (8.0)

21. As you may know, there are requirements such as providing fruits and vegetables and whole grain-rich foods that all meals served in public school cafeterias have to meet. Do you think these requirements should be strengthened, kept the same, or lowered?

Strengthened	48%
Kept the same	38
Lowered	7
Not sure	6

22. How would you rate the nutritional quality and healthfulness of food served in your area's local public schools' cafeterias – would you say it is excellent, good, only fair, or poor?

Excellent	13%	(2%)
Good	54	(24)
Only fair	16	(41)
Poor	4	(14)
Not sure	14	(19)

23. Regardless of how you just answered, over the past four years, would you say the nutritional quality and healthfulness of food served in your local public schools' cafeterias has improved, declined, or stayed about the same?

Improved	57%
Declined	9
Same	20
Not sure	14

24. Would you say you know a great deal, some, not too much, or nothing at all about the new national nutrition standards for food served in cafeterias, which is part of the national school meals program?

Great deal	15%
Some	41
Not too much	28
Nothing at all	11
Not sure	5

25. Would you say it is very important, somewhat important, not too important, or not at all important to serve nutritious foods in schools to support children's health and ensure they are ready to learn and be successful?

Very important	73%
Somewhat important	20
Not too important	3
Not important at all	2
Not sure	3

26. Currently, 93 percent of schools are meeting all or most of the requirements of the new national nutrition standards, and millions of kids are getting more of the fruits, vegetables, and whole grains they need to be healthy. After hearing this, do you strongly support, somewhat support, somewhat oppose, or strongly oppose these new nutritional requirements?

Strongly support	58%
Somewhat support	31
Somewhat oppose	4
Strongly oppose	3
Not sure	3

27. Even though most school districts are following the new school food requirements and providing healthier school meals, many need support to make all of the required changes. For example, 88 percent of districts report needing at least one new piece of kitchen equipment, and 64 percent need more staff training. After hearing this, do you strongly support, somewhat support, somewhat oppose, or strongly oppose increased government support for equipment and training?

Strongly support	49%
Somewhat support	34
Somewhat oppose	9
Strongly oppose	4
Not sure	5

28. Given that children develop their eating habits and food likes and dislikes before they are five years old, would you strongly support, somewhat support, somewhat oppose, or strongly oppose having similar federal nutrition guidelines for early childhood education settings like pre-school and day care?

Strongly support	46%
Somewhat support	31
Somewhat oppose	12
Strongly oppose	6
Not sure	5

29. The federal summer meals program helps ensure that low-income children continue to receive nutritious meals when school is not in session. This summer more than 200 million free meals will be served to children age 18 and younger. Do you think this program is very important, somewhat important, not too important, or not at all important to support low-income children's health?

Very important	56%
Somewhat important	30
Not too important	6
Not important at all	4
Not sure	5

30. Farm to school programs bring more healthy, fresh foods from regional farms to school cafeterias and give students opportunities to learn about how their food is grown, to work in school gardens, and to take field trips to farms. Do you have a very positive, somewhat positive, neutral, somewhat negative, or very negative reaction to farm to school programs?

Very positive	58%
Somewhat positive	27
Neutral	9
Somewhat negative	2
Very negative	1
Not sure	3

31. **A.** Most children do not meet the U.S. dietary recommendations for daily servings of fruits and vegetables. Farm to school activities have been shown to increase a child's consumption of fruits and vegetables. After hearing this, do you strongly support, somewhat support, somewhat oppose, or strongly oppose increased government funding to expand farm to school?

Strongly support	58%
Somewhat support	30
Somewhat oppose	5
Strongly oppose	3
Not sure	4

32. **B.** With federal support, farm to school activities have expanded across the country. Forty-four percent of U.S. school districts now participate in farm to school activities, providing opportunities for students to visit farms and work in gardens and increasing kids' access to healthy food, while also supporting regional farmers. After hearing this, do you strongly support, somewhat support, somewhat oppose, or strongly oppose increased government funding to expand farm to school activities?

Strongly support	55%
Somewhat support	29
Somewhat oppose	7
Strongly oppose	4
Not sure	5

**(ROTATE Q.33-34)**

33. Would you strongly support, somewhat support, somewhat oppose, or strongly oppose government support to expand farm to school activities to reach children in pre-schools and day care?

Strongly support	48%
Somewhat support	30
Somewhat oppose	11
Strongly oppose	6
Not sure	5

34. Farm to school programs have the potential to bring more healthy food to tribal communities and connect American Indian children to their traditional foods. Currently less than five percent of tribal organizations receive federal farm to school grants. After hearing this, would you strongly support, somewhat support, somewhat oppose, or strongly oppose increased government support to expand farm to school to reach more schools and communities with large populations of American Indians?

Strongly support	56%
Somewhat support	29
Somewhat oppose	6
Strongly oppose	4
Not sure	5

35. Federal regulations now allow schools with 40 percent or more low-income students to provide free breakfast and lunch to all students to avoid singling out those students who are low income. This approach also cuts down on administrative paperwork and saves money. Do you strongly support, somewhat support, somewhat oppose, or strongly oppose this option for schools?

<u>Strongly support</u>	<u>57%</u>	<b>SKIP TO Q.37</b>
Somewhat support	20	<b>ASK Q.36</b>
Somewhat oppose	10	<b>ASK Q.36</b>
Strongly oppose	7	<b>ASK Q.36</b>
Not sure	6	<b>ASK Q.36</b>

36. Schools that follow this regulation report that all students are better able to concentrate in class and their school work improves. After hearing that, do you strongly support, somewhat support, somewhat oppose, or strongly oppose this regulation?

Strongly support	8%
Somewhat support	15
Somewhat oppose	7
Strongly oppose	5
Not sure	7
Not asked	57

- (ASK EVERYONE)** Here are some things local public schools in your area might do to improve the health and well being of students. Recognizing that not all problems can be solved at one time, how big a priority would you place on each of these? Please rate each item I read as a number one priority, a high priority, a moderate priority, or a low priority. **(RANDOM START)**

	<u>Number one Priority</u>	<u>High Priority</u>	<u>Moderate Priority</u>	<u>Low Priority</u>	<u>Not Sure</u>
37. Cook cafeteria meals on site instead of reheating food delivered by an outside service	42% (22%)	38% (47%)	12% (22%)	4% (5%)	4% (4%)
38. Serve locally grown food in the school cafeteria	32 (20)	46 (54)	16 (21)	4 (2)	3 (3)
39. Provide 60 minutes of physical activity per day	46 (46)	39 (42)	9 (10)	3 (1)	2 (1)
40. Introduce school curriculum about healthy food	41	43	11	3	3
41. Increase the amount of fresh fruits and vegetables offered in the cafeteria	38 (35)	41 (56)	15 (6)	4 (1)	2 (2)
42. Implement a farm to school program	33	44	16	4	3
43. Making sure kids have access to safe drinking water and encouraging them to consume more water	71	20	5	2	2

44. The Dietary Guidelines for Americans are federal recommendations to encourage Americans to eat foods and beverages that help achieve and maintain a healthy weight, promote health, and prevent disease. These dietary guidelines inform federal nutrition programs such as the national school meals program. Do you strongly agree, partly agree, partly disagree, or strongly disagree that promoting water as a preferred beverage choice and making it more readily available in childcare settings and schools should be part of the dietary guidelines?

Strongly agree	69%
Partly agree	21
Partly disagree	3
Strongly disagree	2
Not sure	5

45. For the first time, the government is considering sustainable agriculture of plant- and animal-based food production as part of the dietary guidelines. Sustainable agriculture refers to food production practices that are economically-sound for farmers, environmentally safe for all, and where worker's rights are addressed fairly. Do you strongly agree, partly agree, partly disagree, or strongly disagree that encouraging sustainable agriculture should be part of the dietary guidelines?

Strongly agree	54%
Partly agree	30
Partly disagree	4
Strongly disagree	4
Not sure	8

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**FINALLY, I'D LIKE TO ASK YOU A FEW QUESTIONS  
FOR COMPARISON PURPOSES ONLY**

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46. What is your age? **(READ LIST IF NECESSARY)**

18-24	9%
25-34	23
35-49	25
50-64	18
65 and over	24
Refused	1

47. What is the last grade of school you completed? **(READ LIST IF NECESSARY)**

Some high school or less	4%
High school/Voc./Tech graduate	37
Some college/2-year grad.	31
4-year college graduate	20
Postgraduate work or degree	7
Refused	1

48. Do you think of yourself as a Democrat, Republican, or Independent **(IF INDEPENDENT, ASK:)** Which of the two parties would you say you are closer to - - The Democrats or the Republicans?

Democrat	40%
Republican	34
Independent, Lean Democrat	7
Independent, Lean Republican	6
Solely Independent	9

**(DON'T READ)**

Other (Vol.)	2
Not sure	2

49. What is your marital status – are you married, single, widowed, or divorced?

Married	61%
Single	20
Widowed	10
Divorced	6
Other (Vol.)	3
Refused	1

50. Do you currently have children under age 18 living in your household?

Yes	29%	<b>ASK Q.51</b>
No	70	<b>SKIP TO Q.53</b>
Not sure/Refused	1	<b>SKIP TO Q.53</b>

51. Do any of the children living in your household attend public schools?

Yes	25%	<b>ASK Q.52</b>
No	4	<b>SKIP TO Q.53</b>
Not sure	-	<b>SKIP TO Q.53</b>
Not asked	71	

52. Does at least one of the public schools that a child in your family attends serve a cafeteria meal each school day?

Yes	24%
No	1
Not sure	-
Not asked	75

53. **(ASK EVERYONE)** Would you describe where you live as urban, suburban, or rural?

Urban	32%
Suburban	45
Rural	22
Not sure	1

54. Are you of Hispanic or Latino descent?

Yes, Hispanic/Latino	14%
No, not Hispanic/Latino	85
Refused	1

55. What is your race – are you **(RANDOM START)** White, Black, Asian or Pacific Islander, American Indian or Alaska Native, some other race, or mixed race?

White	70%
Black	14
Asian/Pacific Islander	1
American Indian/Alaska Native	1
Other	2
Mixed race	2
Hispanic (Vol.)	9
Refused	-

56. If you were asked to say which economic class you belong to, would you say you consider yourself: **(READ LIST IN ORDER)**...

Upper class	2%
Upper middle class	15
Middle class	51
Working class	23
OR	
Lower class?	5

**(DON'T READ)**

Other (Vol.)	2
Not sure/Refused	2

57. And finally, just to make sure I have a reliable sample, in what state is your primary residence located?

\_\_\_\_\_ **(RECORD STATE)**

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**THANK YOU. YOU HAVE BEEN MOST HELPFUL.**  
**THIS INFORMATION IS TO BE RECORDED AFTER THE**  
**INTERVIEW IS COMPLETED**

58. Respondent's Sex: Male 48%  
 Female 52



# A NATIONAL SURVEY CONDUCTED FOR THE W.K. KELLOGG FOUNDATION

by

LJR Custom Strategies

*2257 Marais Street – New Orleans – LA – 70117 – 504.717.8509  
343 Tennessee Ave NE – Washington – DC – 20002 – 202.330.2374*

# METHODS

- Survey of 1,206 United States residents age 18 and over.
- The survey was conducted from May 17-27, 2015.
- Findings applying to the 1,206 sample are subject to sampling error of plus or minus 2.9%.
- Other subgroups of the sample are subject to sampling error of up to plus or minus 10%.

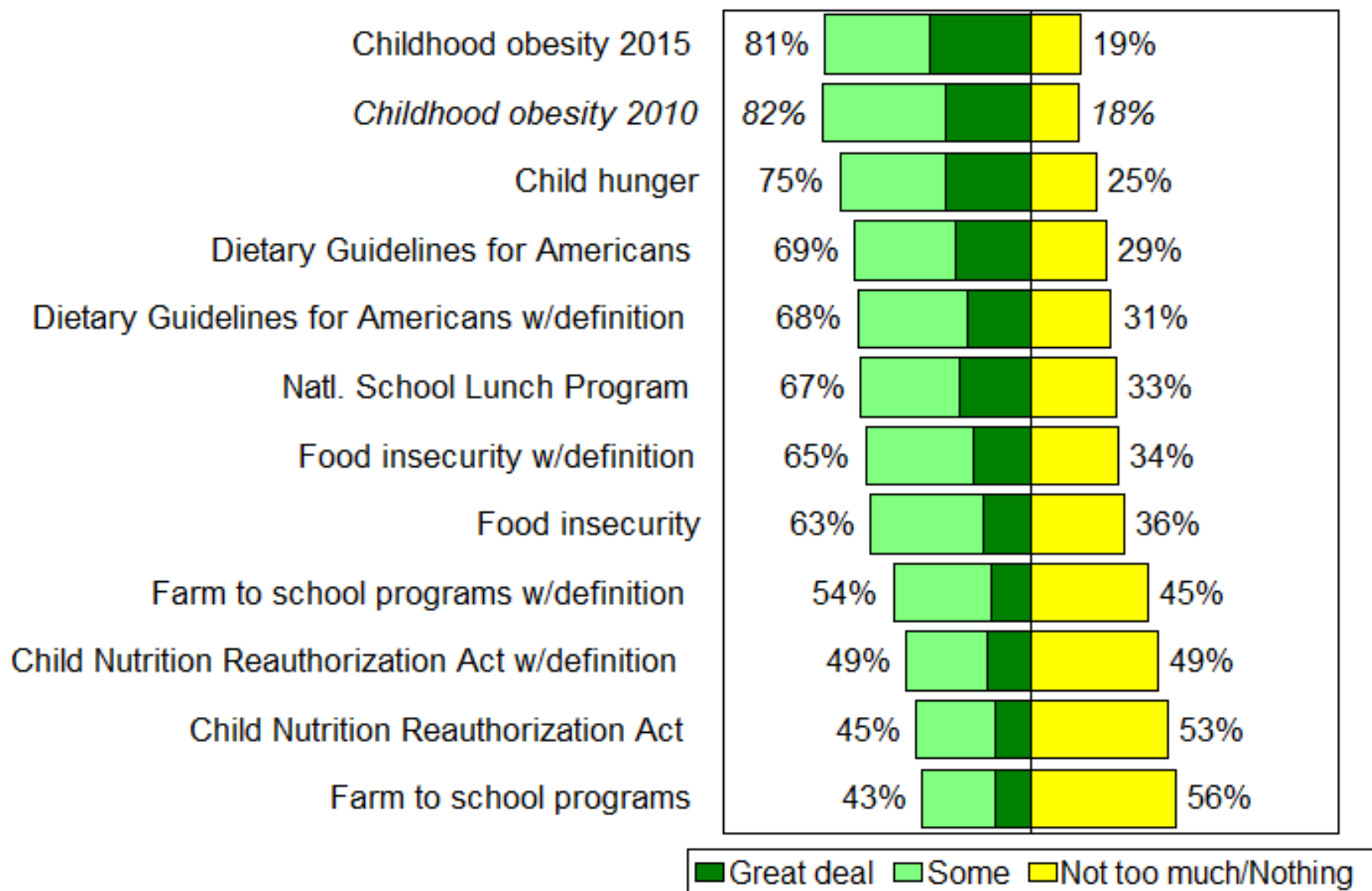




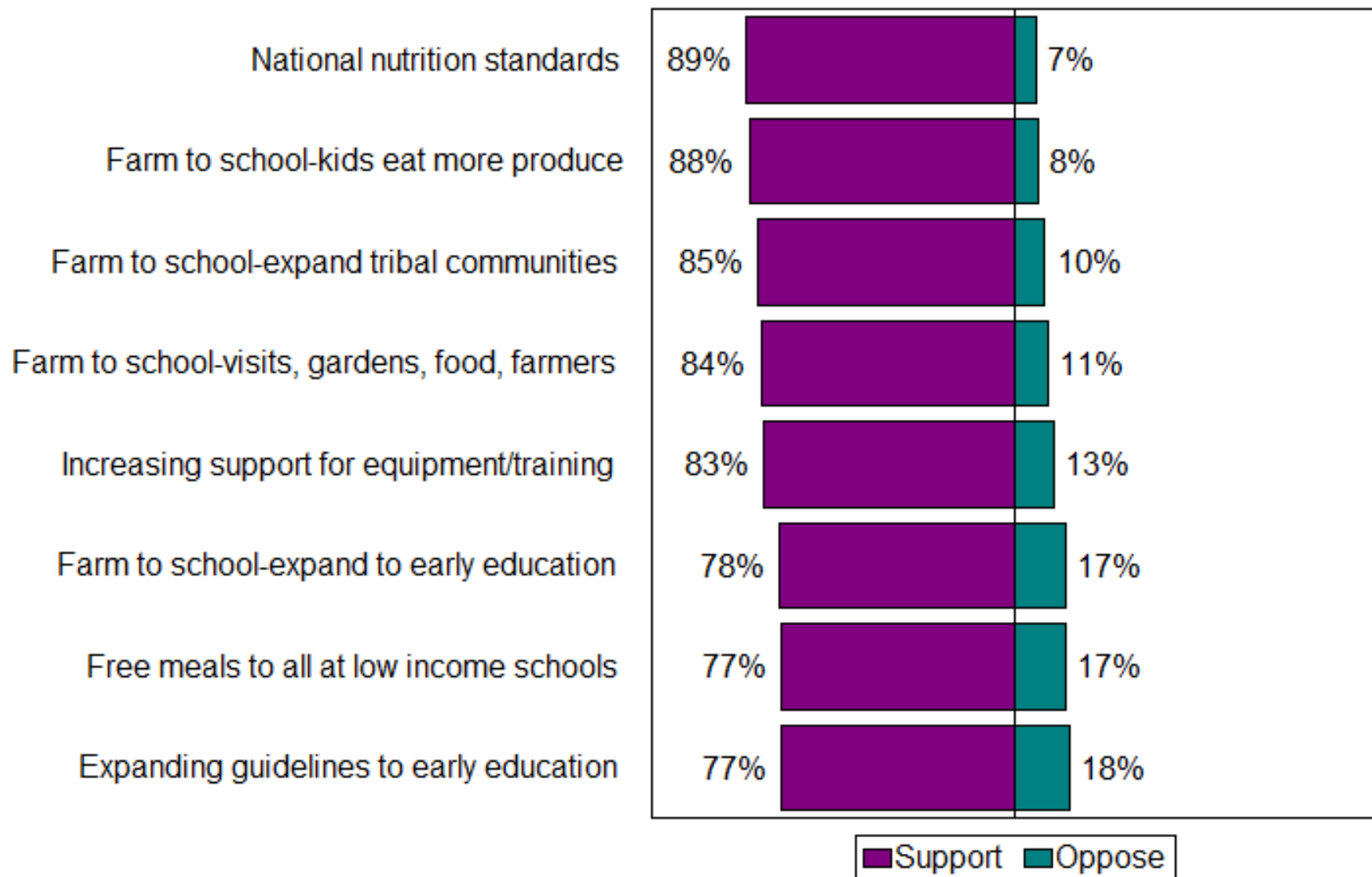
# OVERALL AWARENESS AND PRIORITIES



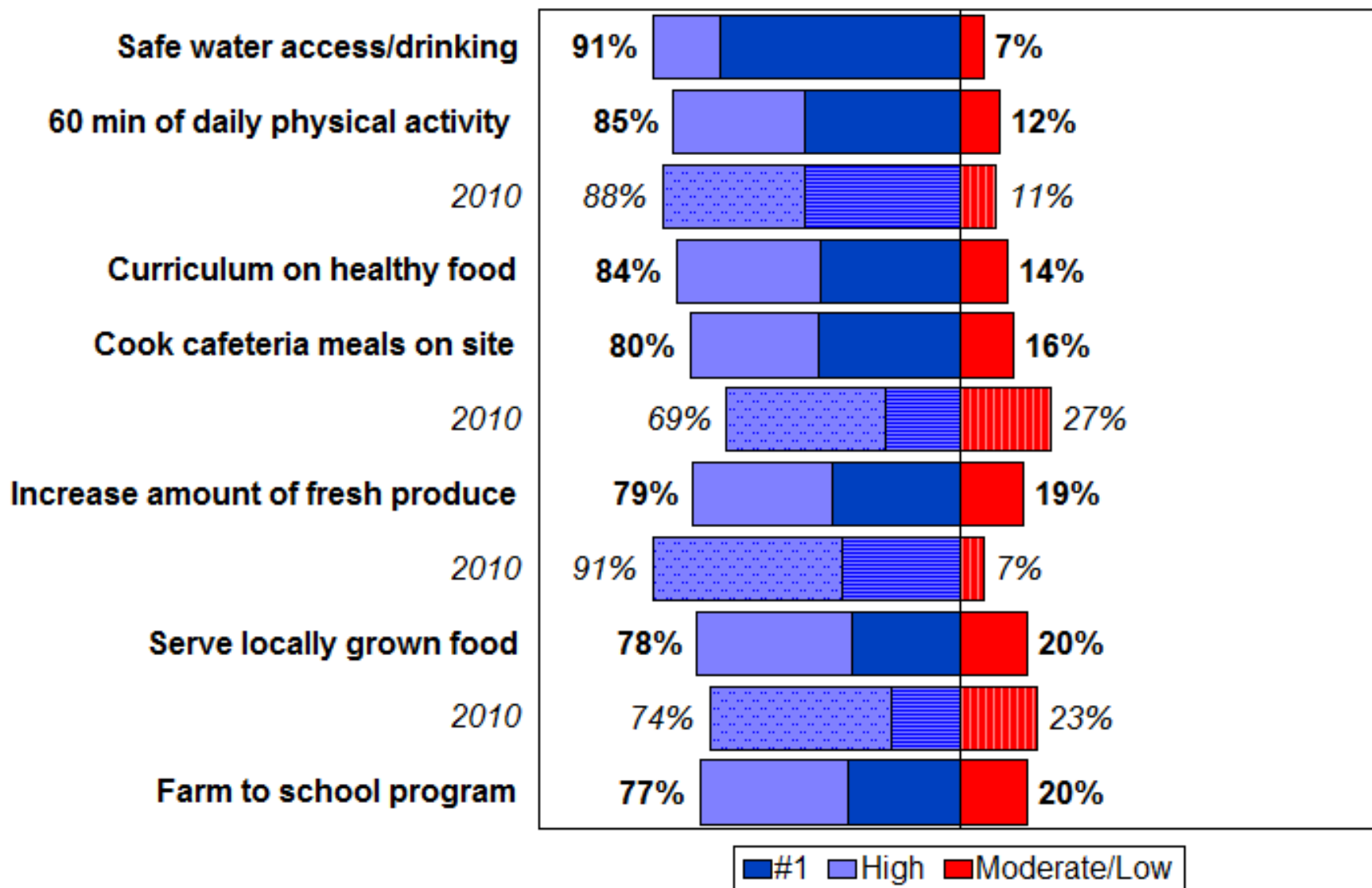
## Q.4-14 HEARD ABOUT ISSUES & PROGRAMS



## Q.26-28,31-35 SUPPORT FOR PROGRAMS/INITIATIVES



# Q.37-43 PRIORITIES FOR IMPROVING HEALTH & WELL BEING OF STUDENTS

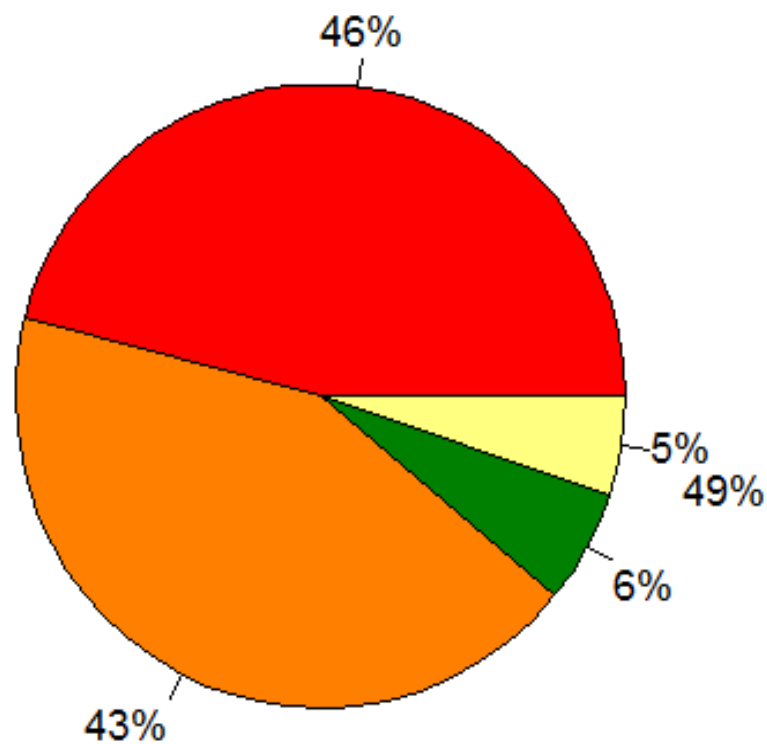


# **CHILDHOOD OBESITY AND FOOD INSECURITY**

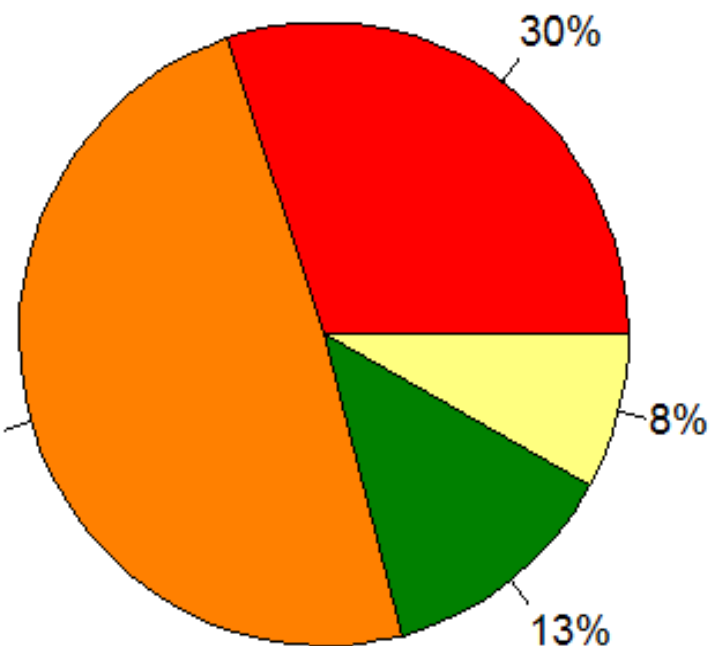


# Q.15-16 CHILDHOOD OBESITY & FOOD INSECURITY IN THE UNITED STATES

Childhood Obesity



Food Insecurity



■ Crisis ■ Problem/Not crisis ■ Not problem ■ Not sure

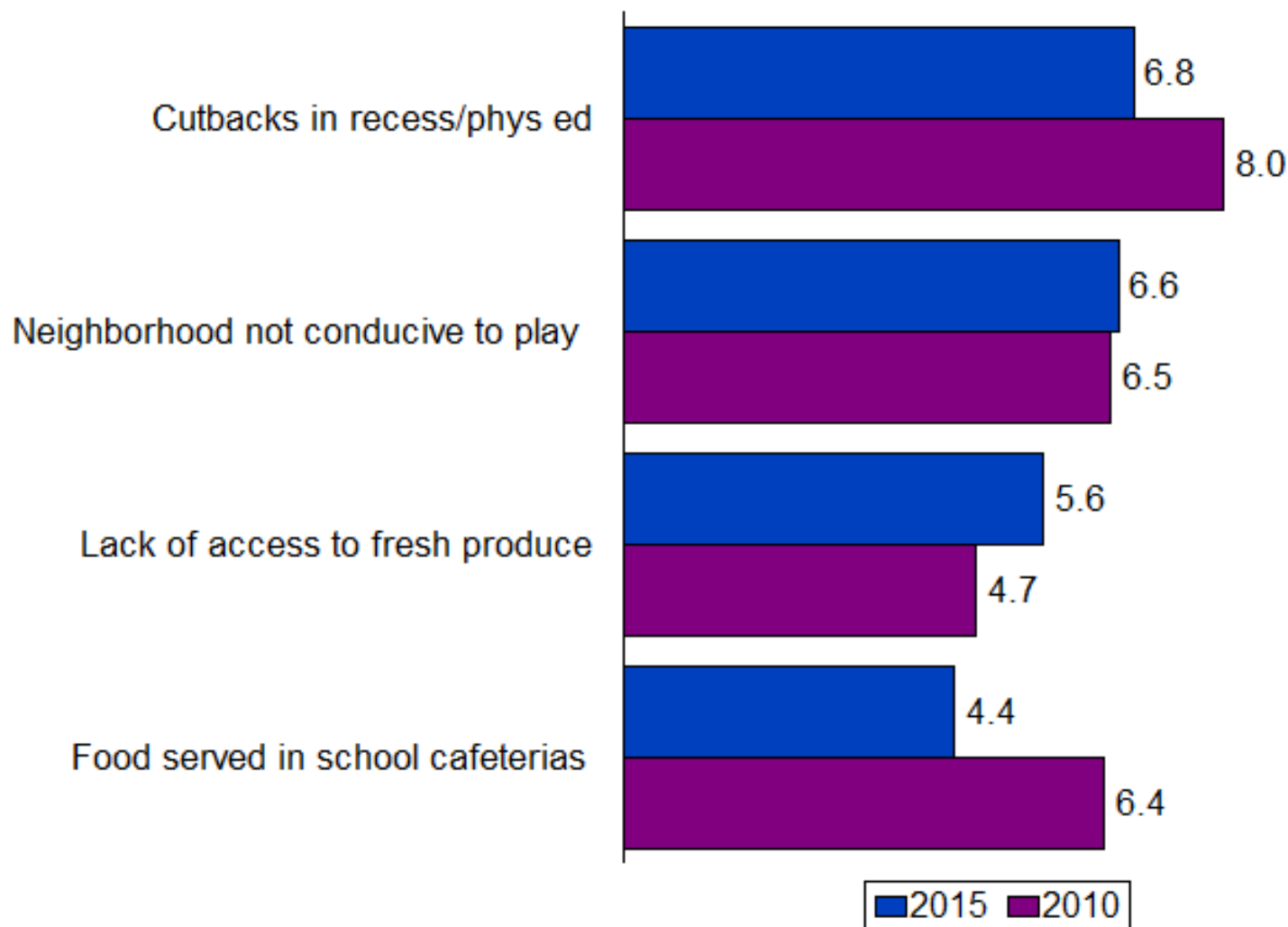


## Q.15 CHILDHOOD OBESITY IN THE U.S.

	Crisis	Problem/Not crisis	Not a problem	Not sure
All Respondents 2015	46%	43%	6%	5%
All Respondents 2010	32	54	8	7
Northeast	49	40	7	4
Midwest	43	45	7	5
South	46	44	6	4
West	48	42	4	6
White	45	43	7	5
Black	44	49	3	5
Hispanic/Latino	56	36	3	5
White men	42	41	10	7
Men of color	47	44	2	8
White women	47	45	5	3
Women of color	54	40	4	2
Children in HH	55	40	4	1
No children in HH	43	44	7	6
Upper/Up. middle class	44	47	6	2
Middle class	51	40	5	4
Working/Lower class	41	44	8	7
Men under 50	43	43	6	8
Men 50+	45	40	9	7
Women under 50	54	41	3	2
Women 50+	43	47	8	3
Urban	49	40	4	7
Suburban	48	45	4	3
Rural	39	42	13	6



## Q.17-20 CONTRIBUTIONS TO CHILDHOOD OBESITY\*



\*Mean score on a scale from one to ten where ten means a "great deal" and one means "not at all" regarding how much each contributes to childhood obesity.





## Q.16 PROBLEM OF FOOD INSECURITY

	Crisis	Problem/Not crisis	Not a problem	Not sure
All Respondents	30%	49%	13%	8%
Northeast	44	39	10	8
Midwest	27	51	13	8
South	27	51	16	6
West	28	52	10	10
White	30	48	15	8
Black	33	51	7	8
Hispanic/Latino	26	54	10	10
White men	26	48	18	8
Men of color	26	54	12	8
White women	33	48	13	7
Women of color	37	49	6	8
Children in HH	41	46	9	4
No children in HH	26	50	15	9
Upper/Up. middle class	28	50	15	7
Middle class	33	47	11	8
Working/Lower class	25	51	15	8
Men under 50	28	50	14	9
Men 50+	23	50	20	8
Women under 50	40	45	7	7
Women 50+	26	53	15	7
Urban	32	48	9	12
Suburban	32	50	11	6
Rural	23	49	22	6



# SCHOOL FOOD

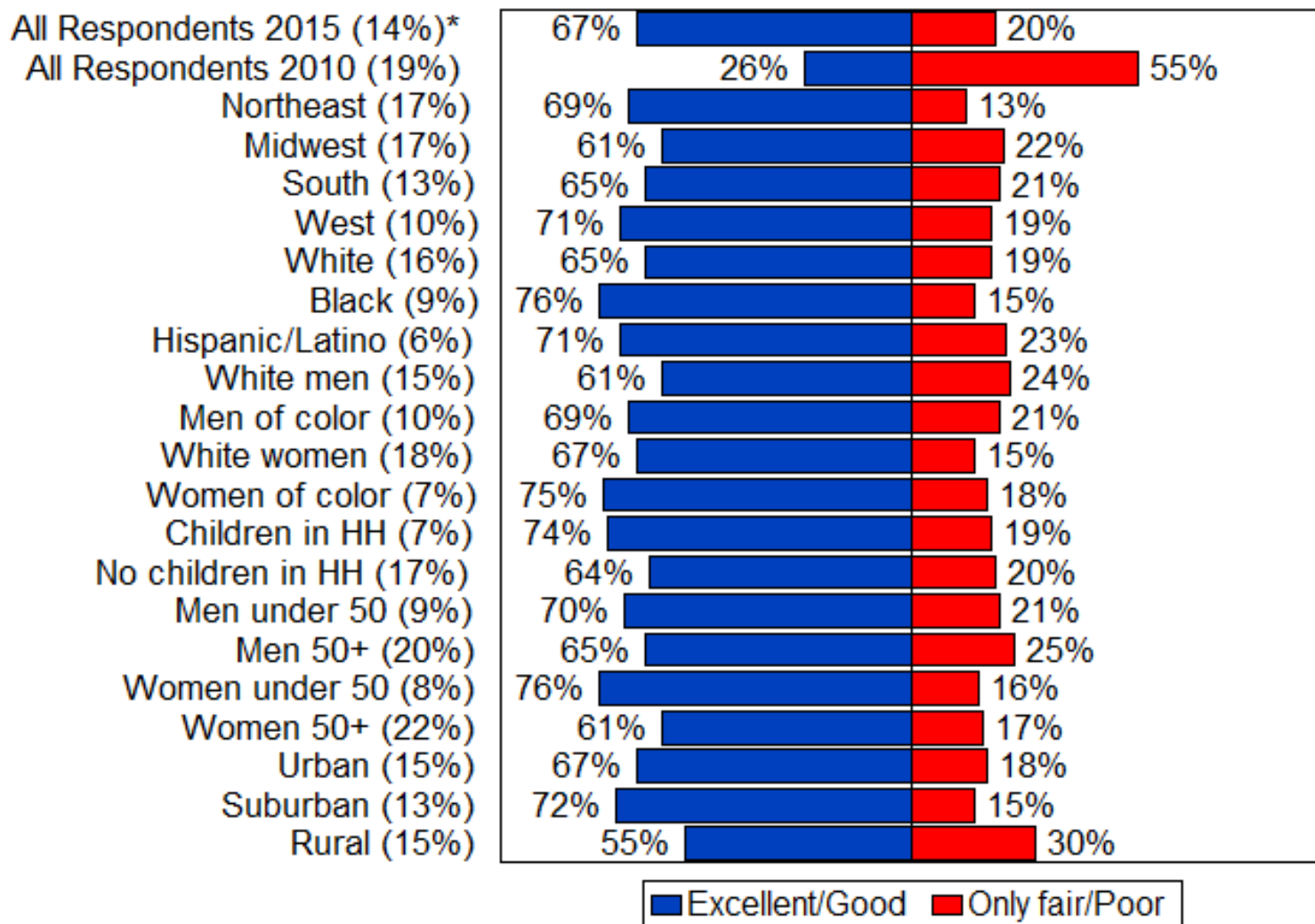


## Q.23 CHANGE IN CAFETERIA FOOD

	Improved	Declined	Same	Not sure
All Respondents	57%	9%	20%	14%
Northeast	66	5	13	16
Midwest	46	6	30	17
South	58	11	19	12
West	60	10	18	12
White	54	9	22	15
Black	70	4	17	8
Hispanic/Latino	62	13	16	9
Children in HH	68	9	16	7
No children in HH	53	9	22	16
Men under 50	63	13	15	8
Men 50+	45	11	24	20
Women under 50	71	5	16	8
Women 50+	43	6	28	23



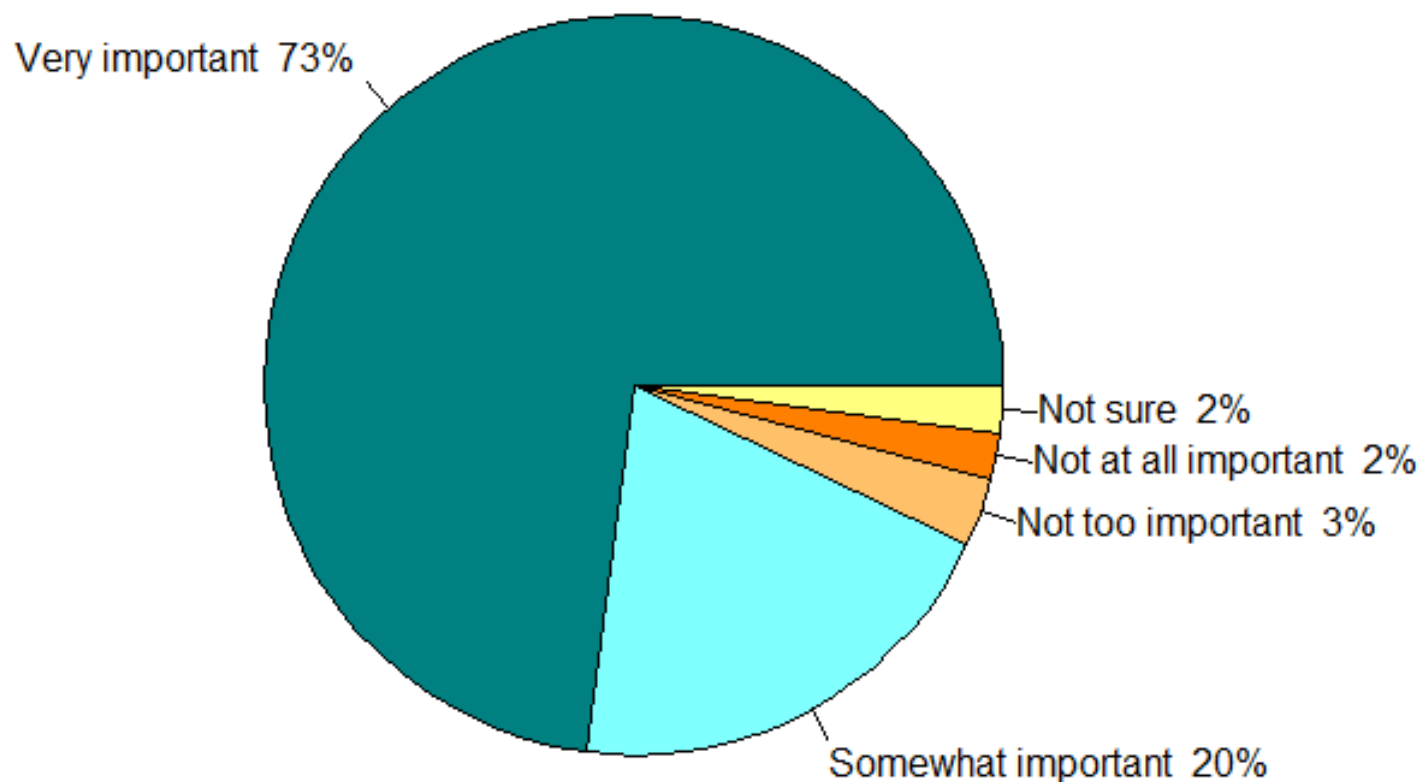
## Q.22 NUTRITIONAL QUALITY & HEALTHFULNESS OF LOCAL CAFETERIA FOOD



\*Numbers in parenthesis are "not sure."



## Q.25 IMPORTANCE OF SERVING NUTRITIOUS FOOD FOR CHILD HEALTH & SUCCESS



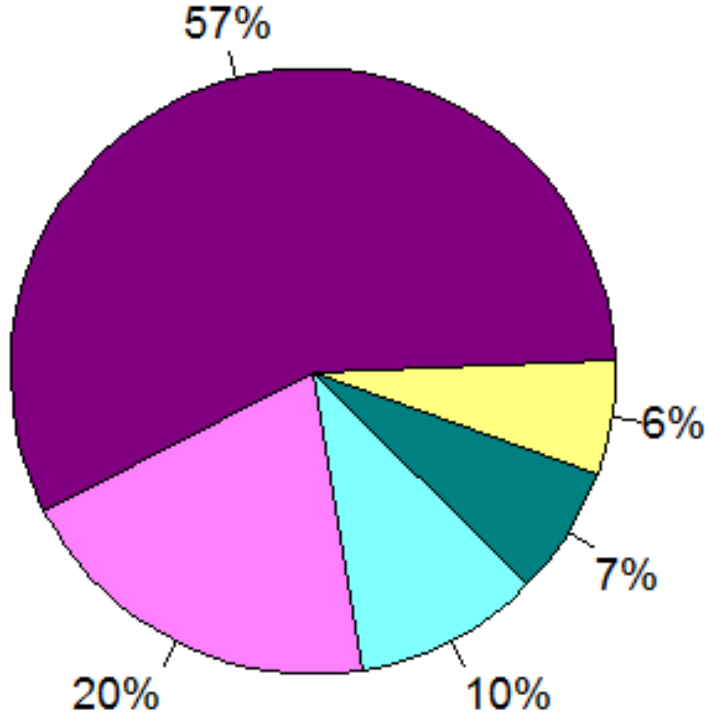
## Q.21 FRUIT/VEGETABLE/WHOLE GRAIN SCHOOL FOOD REQUIREMENTS

	Strengthened	Kept the same	Lowered	Not sure
All Respondents	48%	38%	7%	6%
White	47	38	8	7
Black	47	46	2	5
Hispanic/Latino	56	35	5	5
Children in HH	46	45	7	2
No children in HH	50	35	7	8

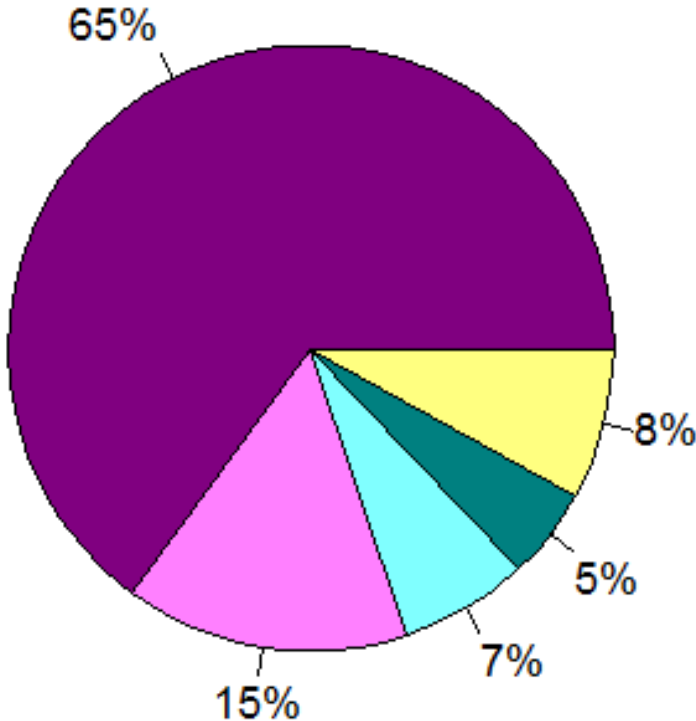


# Q.35-36 FREE MEALS PROGRAM

Free meals to all 40%+  
low income schools



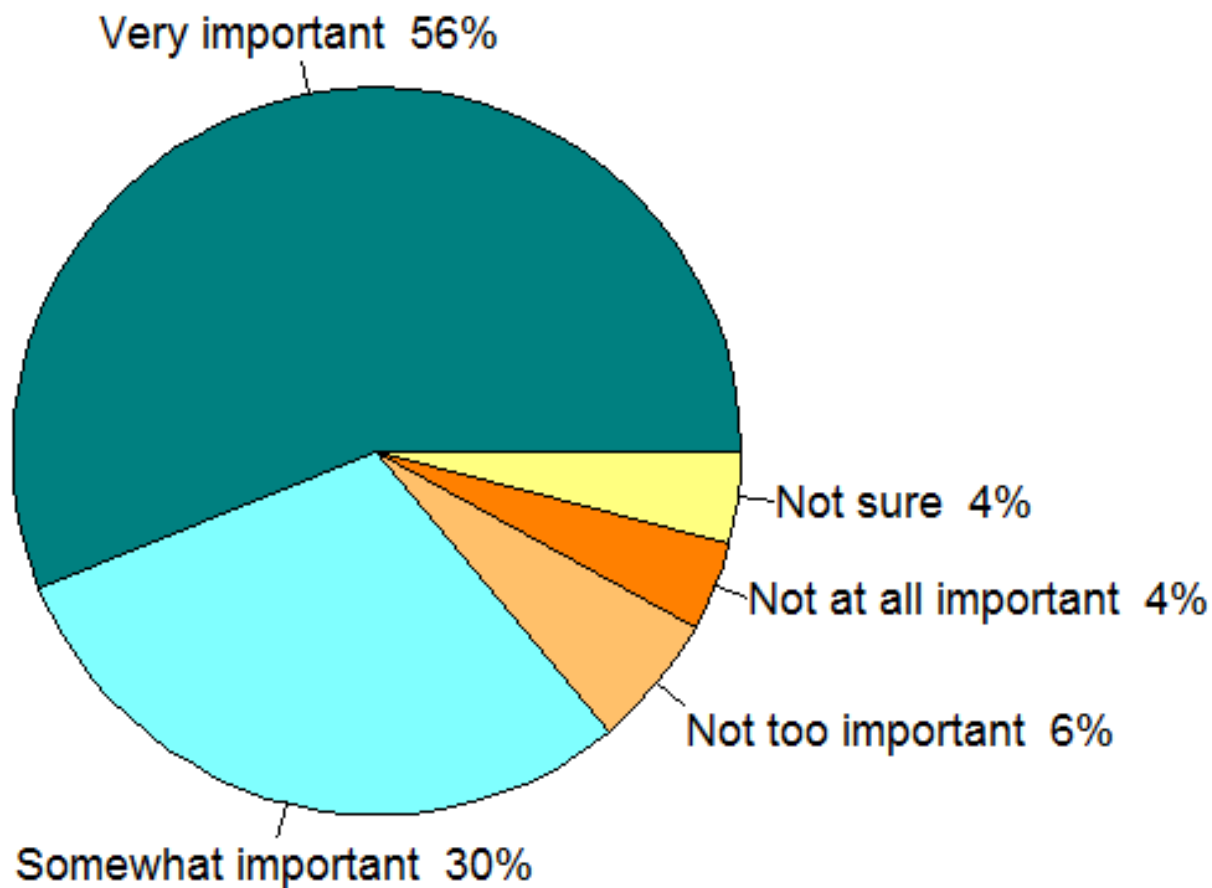
Follow up that program improves  
concentration/work



Strongly support Somewhat support Somewhat oppose Strongly oppose Not sure



## Q.29 IMPORTANCE OF FEDERAL SUMMER MEALS PROGRAM

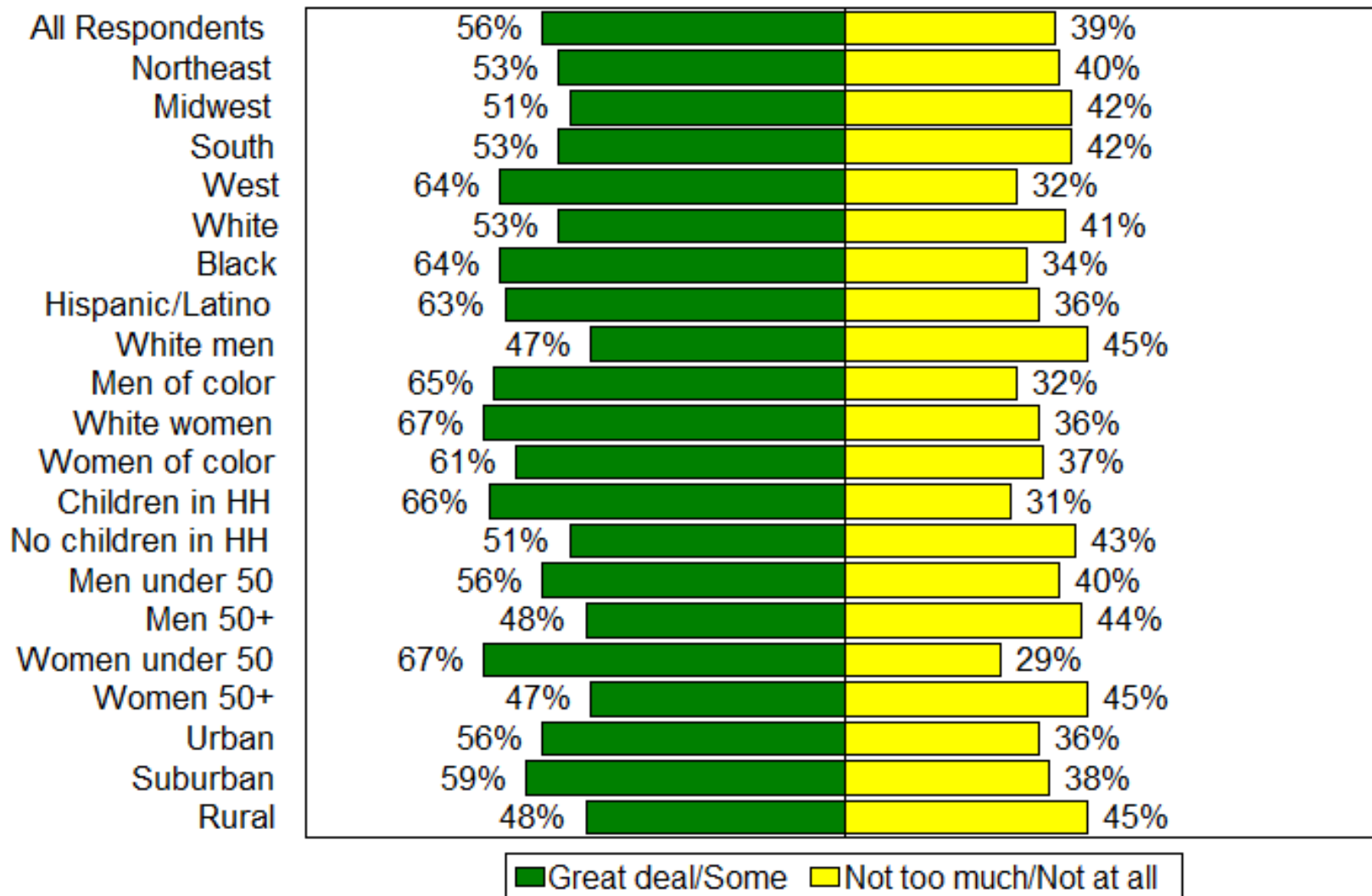




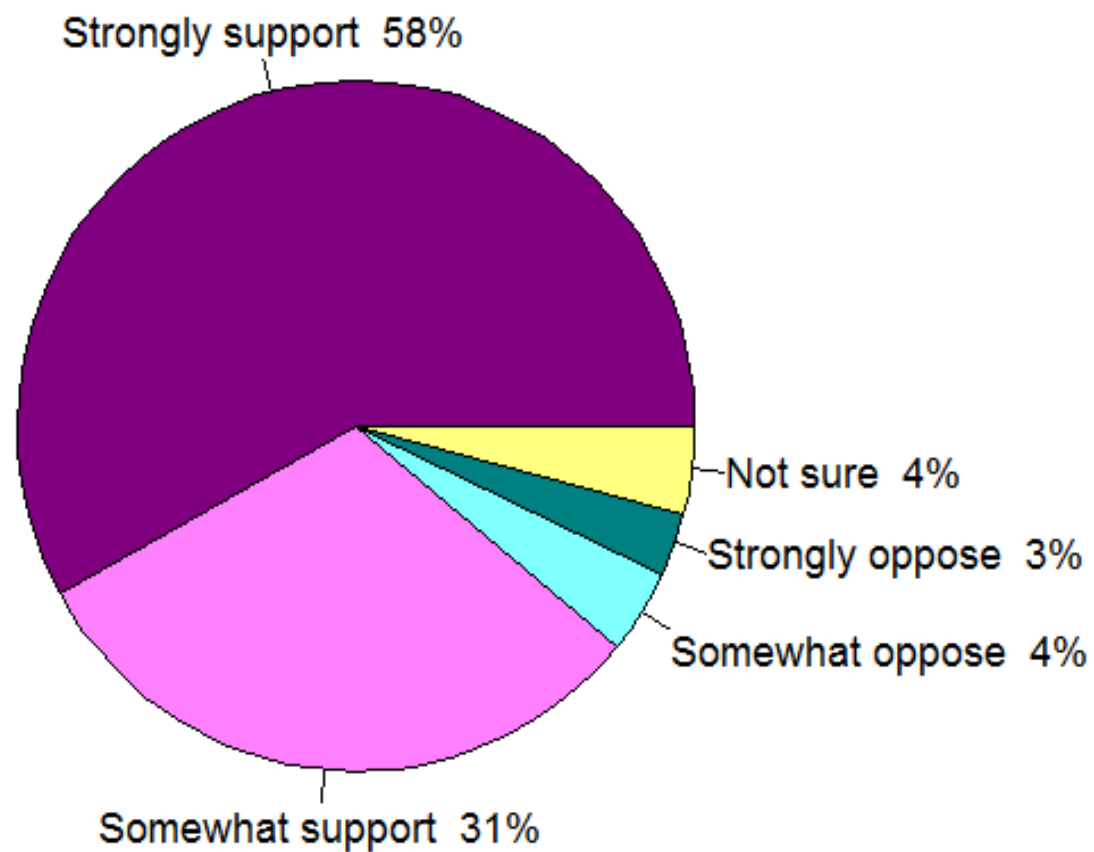
# **NEW NATIONAL NUTRITION STANDARDS**



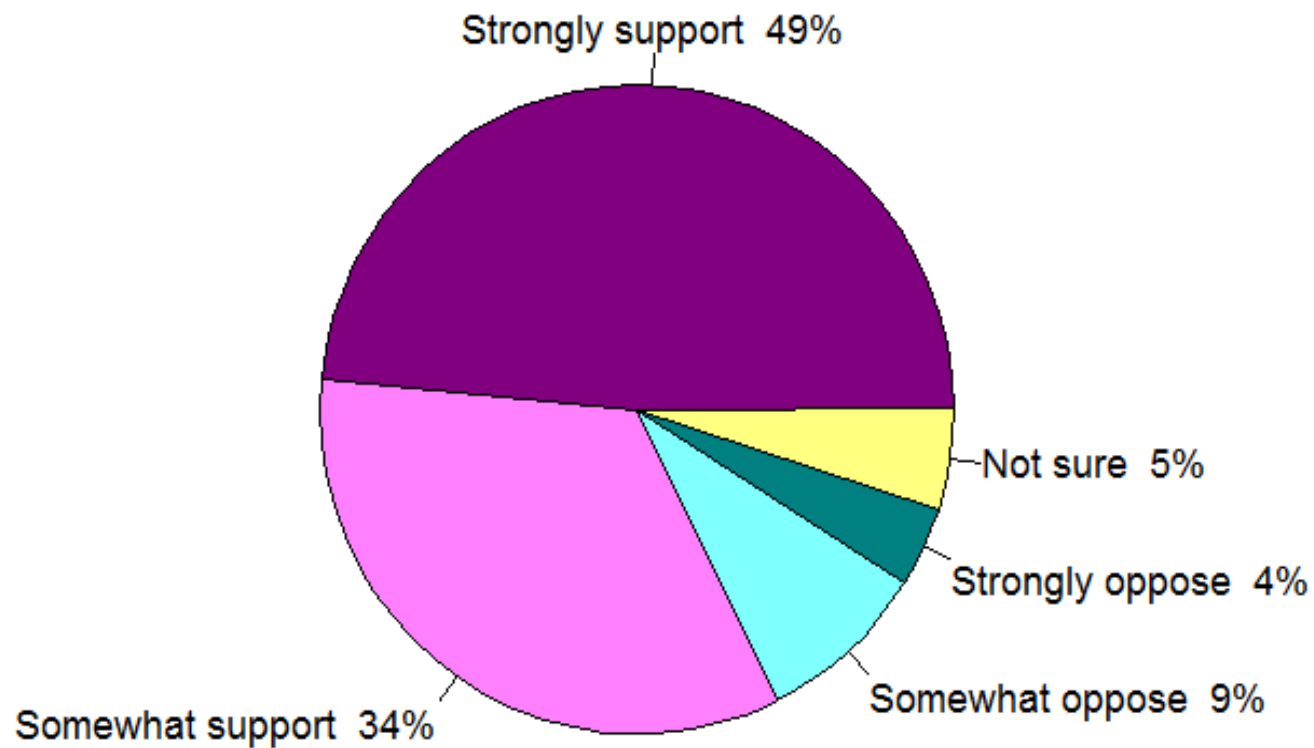
## Q.24 KNOWLEDGE OF NEW NATIONAL STANDARDS FOR CAFETERIA FOOD



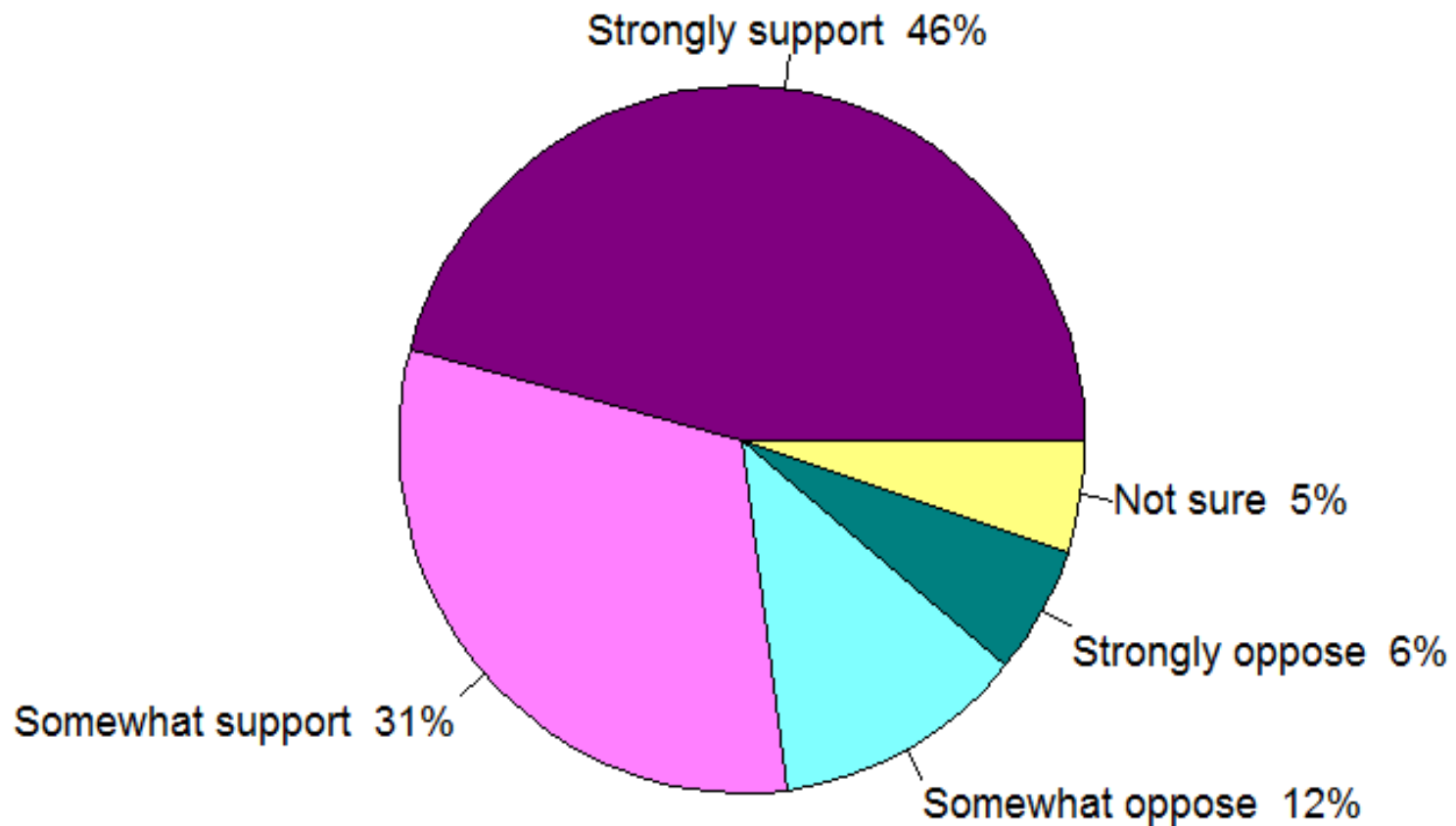
## Q.26 NATIONAL NUTRITION STANDARDS: 93% MEETING GOALS/KIDS EATING HEALTHY



## Q.27 INCREASING GOVT. SUPPORT FOR EQUIPMENT & TRAINING



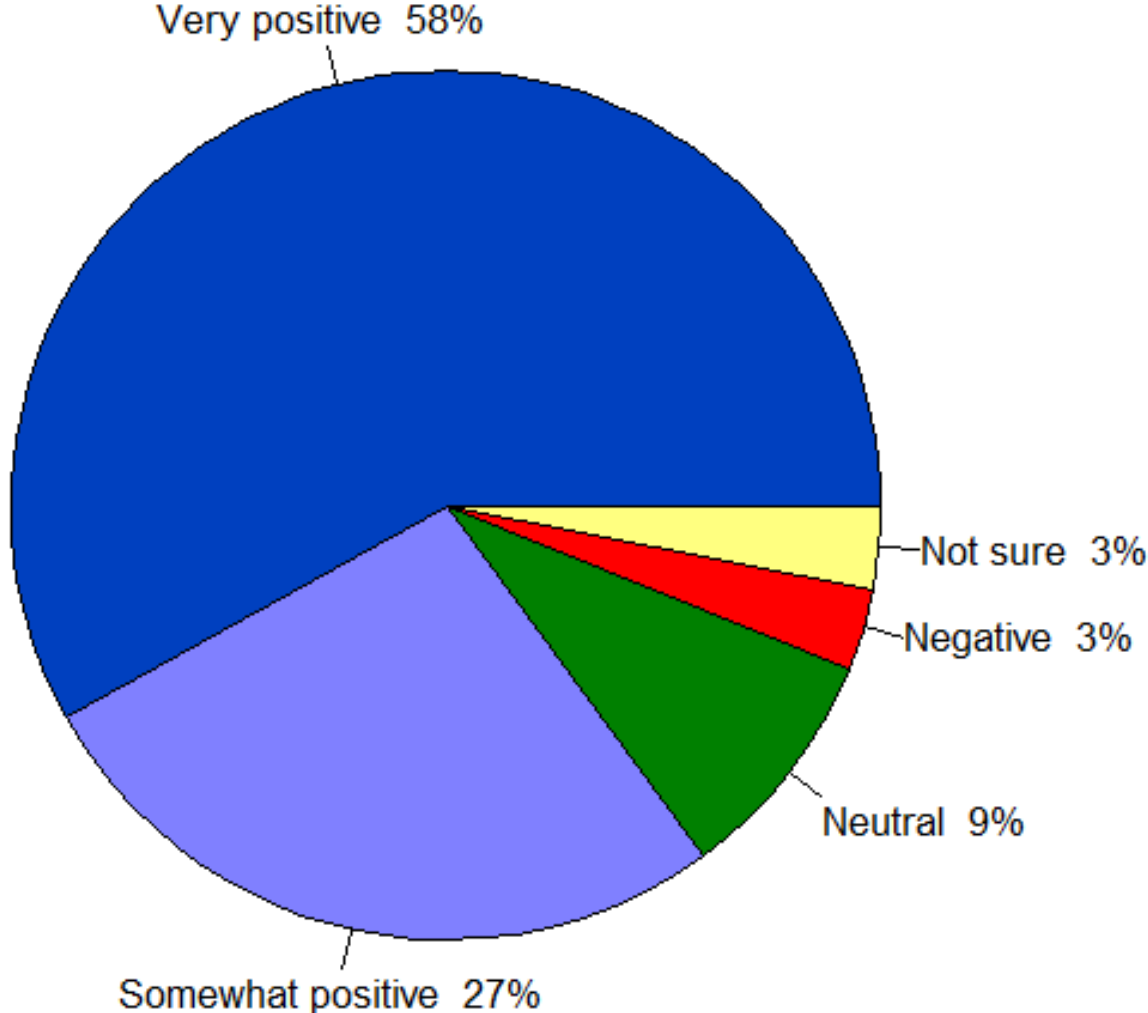
## Q.28 SUPPORT FOR EXPANDING GUIDELINES TO EARLY EDUCATION



# FARM TO SCHOOL

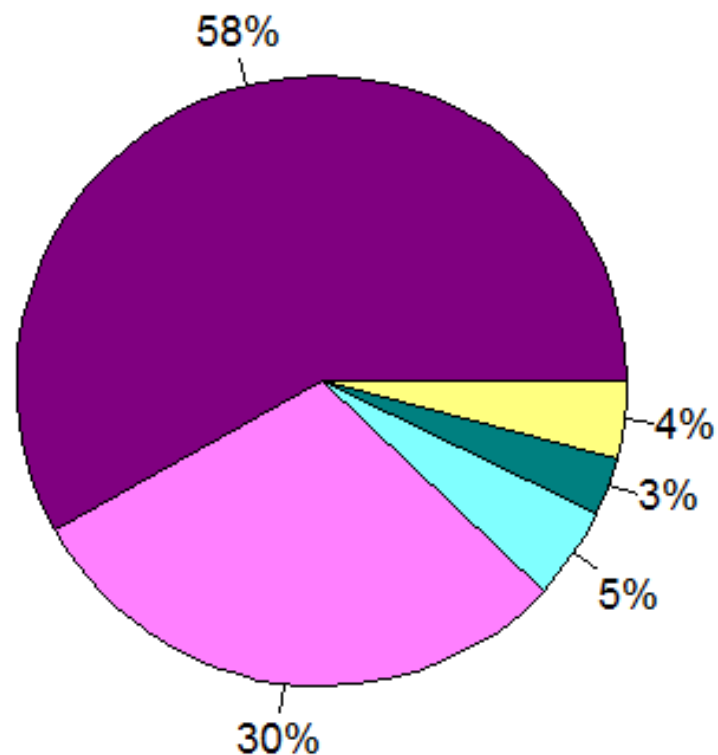


# Q.30 REACTION TO FARM TO SCHOOL PROGRAMS

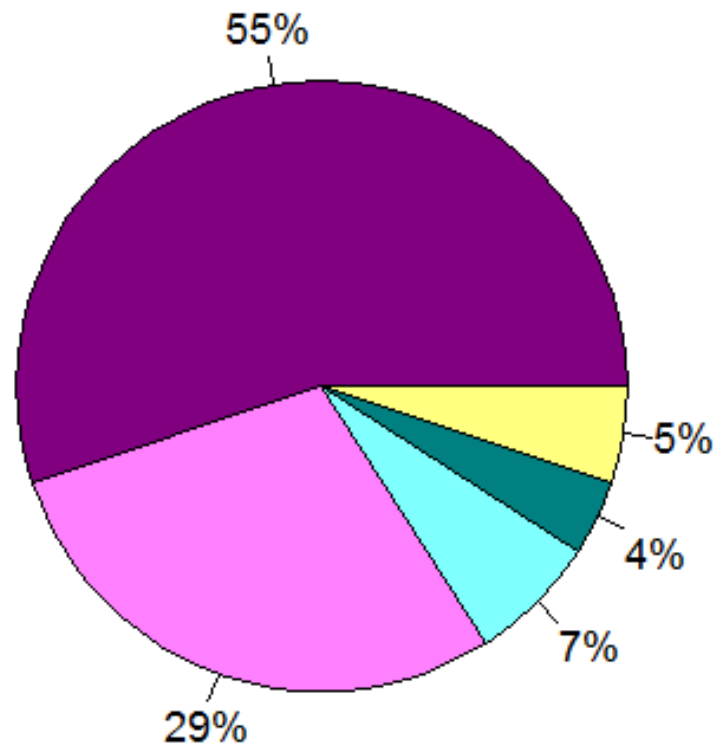


## Q.31-32 REASONS TO SUPPORT INCREASED GOVERNMENT FUNDING OF FARM TO SCHOOL PROGRAMS

Increase fruit/vegetable consumption



Visit farms, gardening, healthy food, and support farmers

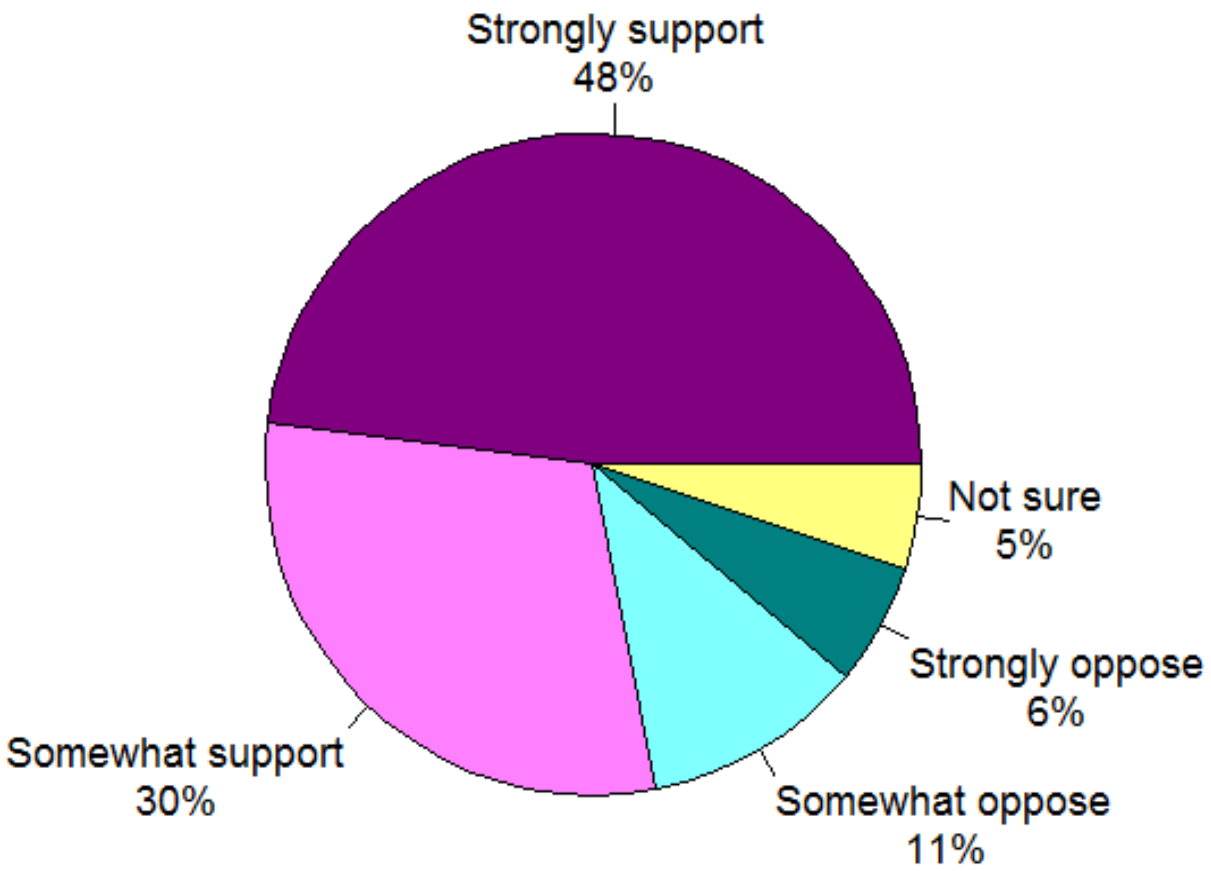


Strongly support Somewhat support Somewhat oppose Strongly oppose Not sure

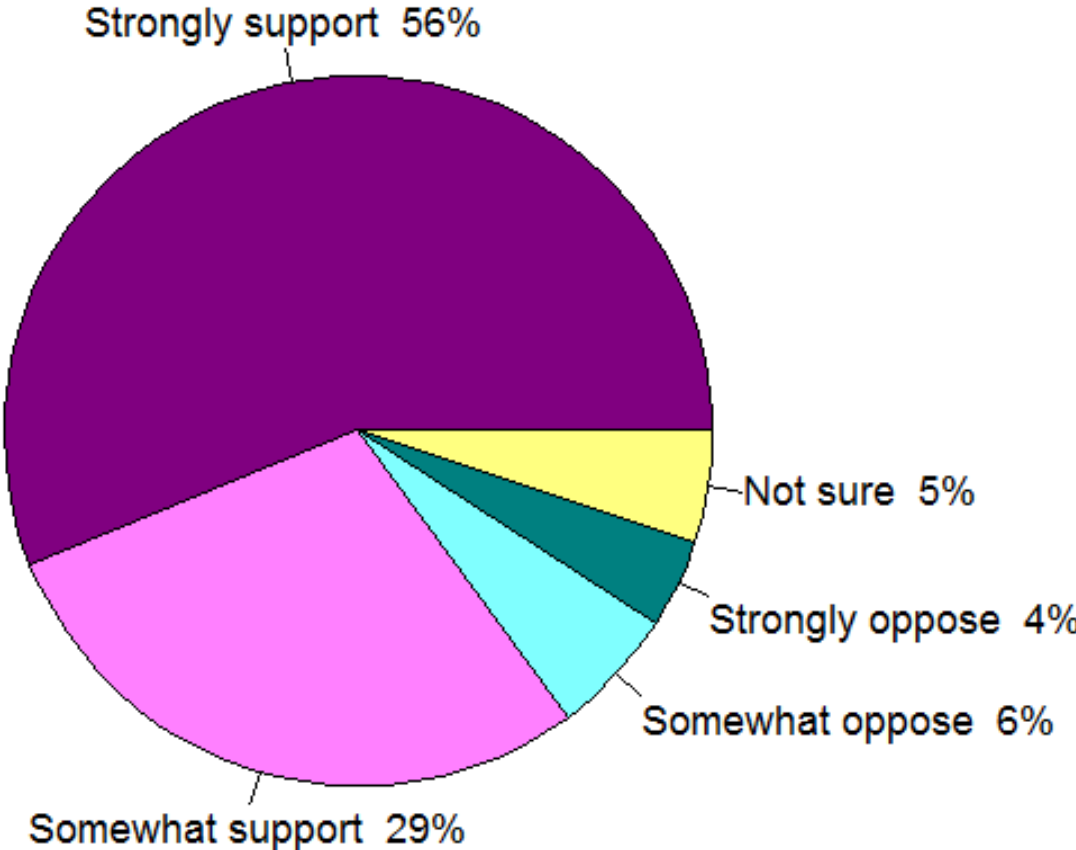




# Q.33 FARM TO SCHOOL: EXPAND TO PRE-SCHOOL & DAY CARE



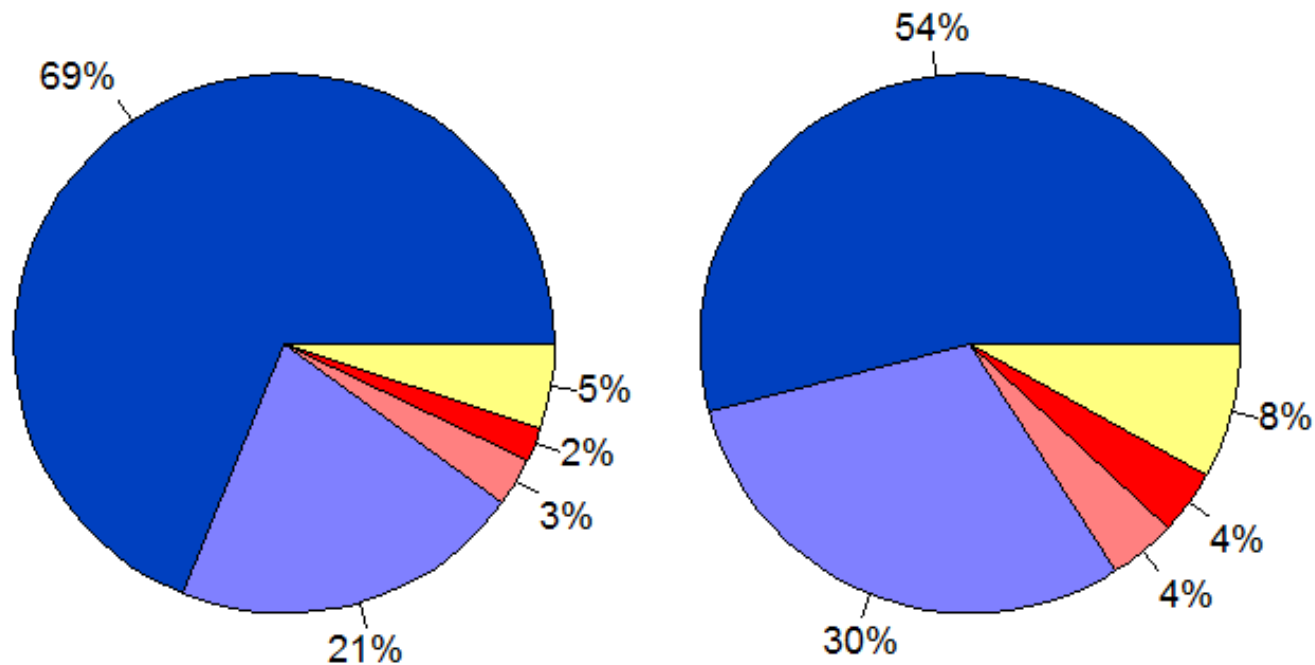
# Q.34 FARM TO SCHOOL: INCREASE GOVT. FUNDING TO TRIBAL COMMUNITIES



## Q.44-45 ELEMENTS TO INCLUDE IN DIETARY GUIDELINES FOR AMERICANS

Promote water consumption/increase access in child care and schools

Encourage sustainable agriculture



Strongly agree Partly agree Partly disagree Strongly disagree Not sure

