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Lauer Johnson Research  
1434 Florida Ave. NW  
Washington, DC 20009  
202-631-7723

Interviewer: \_\_\_\_\_

Respondent's Phone Number: \_\_\_\_\_

Study #1760

Date: \_\_\_\_\_

W.K. Kellogg Foundation

April 2010

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Form:

Form A	50%
Form B	50

**RECORD FROM SAMPLE:**

Region:

Northeast	18%
Midwest	22
South	36
West	23

1. State: \_\_\_\_\_

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Hello, I'm calling from Teleforce 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:

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**(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.)**

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2. 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	5%
Somewhat satisfied	28
Somewhat dissatisfied	41
Very dissatisfied	20
Not sure	6

3. Have you heard a great deal, some, not too much or nothing at all about the issue of childhood obesity in the United States?

Great deal	34%
Some	48
Not too much	15
Nothing at all	3
Not sure	1

4. And 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	32%
Problem but not crisis	54
Not much of a problem	8
Not sure	7

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

Excellent	2%
Good	24
Only fair	41
Poor	14
Not sure	19

6. What one or two food items first come to your mind when you think about the food that is served in school cafeterias?  
**(ACCEPT UP TO TWO RESPONSES)**

Pizza	34%
Hamburgers	19
French fries/Tater tots	13
Hot dogs/Corn dogs	11
Chicken nuggets	10
Macaroni and cheese	6
Sandwiches	6
Fruit	6
Spaghetti/Pasta	5
Milk	5
Tacos/Burritos	5
Vegetables	4
Salad	4
Fish sticks	4
Chips/Nachos	3
Soda/Pop	3
Hot dishes	3
Meatloaf	2
Mashed potatoes	2
Fried food	2
Sweets/Dessert	2
Junk food	2
Sloppy joes	2
Breakfast food	1
Starch	1
All other	6
Don't know/Refused	10

Here are some items that a school cafeteria might serve. Please tell me how many days per week you think that item should be offered as a selection in the cafeteria. You can use any number from zero to five. **(RANDOM START)**

	<u>0</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	Not Sure	Mean
7. Chicken nuggets	14%	48%	21%	7%	2%	3%	5%	1.66
8. Fresh fruit	0	1	1	3	5	87	2	4.79
9. Pizza	16	53	17	5	1	4	3	1.58
10. <b>A.</b> Fresh vegetables	0	2	2	5	4	85	2	4.72
11. <b>B.</b> Canned vegetables	7	6	9	14	7	53	4	4.03
12. Ice cream	19	41	18	8	2	8	4	1.93
13. Juice	2	5	7	6	4	73	3	4.40
14. Hamburgers	9	53	21	6	3	5	4	1.70
15. Soda or Pop	70	13	4	3	1	5	4	2.25
16. Salad bar or pre-made salads	2	2	2	6	6	81	2	4.68
17. <b>A.</b> Chocolate milk	6	15	19	16	4	36	4	3.30
18. <b>B.</b> Skim milk	3	2	3	5	3	81	3	4.68

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 1 read as a number one priority, a high priority, a moderate priority or a low priority. **(RANDOM START)**

	Number one Priority	High Priority	Moderate Priority	Low Priority	Not Sure
19. Cook cafeteria meals on site instead of reheating food delivered by an outside service	22%	47%	22%	5%	4%
20. Serve locally grown food in the school cafeteria	20	54	21	2	3
21. Provide 60 minutes of physical activity per day	46	42	10	1	1
22. Increase the amount of fresh fruits and vegetables offered in the cafeteria	35	56	6	1	2
23. Work with a nutritionist on cafeteria meal planning	32	45	15	4	3

Here is a list of things that might contribute to the childhood obesity problem 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)**

	1-4	5-6	7-9	10	Not Sure	Mean
24. The food served in school cafeterias	18%	29%	33%	12%	9%	6.35
25. The lack of easy access to local grocery stores and markets that carry fresh produce	45	21	19	8	8	4.76
26. Television ads promoting junk food	12	14	39	30	6	7.66
27. Neighborhoods that are not conducive to walking, bicycling or outdoor play	23	20	29	21	7	6.53
28. The cut backs in school recess and physical education programs	8	14	35	36	6	7.97

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

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

18-24	8%
25-34	16
35-49	31
50-64	25
65 and over	19
Refused	1

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

Some high school or less	7%
High school/Voc./Tech graduate	33
Some college/2-year grad.	26
4-year college graduate	22
Postgraduate work or degree	10
Refused	2

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

Yes	43%	<b>ASK Q.32</b>
No	56	<b>SKIP TO Q.34</b>
Not sure/Refused	1	<b>SKIP TO Q.34</b>

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

Yes	37%	<b>ASK Q.33</b>
No	6	<b>SKIP TO Q.34</b>
Not sure	-	<b>SKIP TO Q.34</b>
Not asked	57	

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

Yes	35%
No	2
Not sure	-
Not asked	63

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

Urban	31%
Suburban	48
Rural	20
Not sure	1

35. Are you of Hispanic descent or not?

Yes, Hispanic	12%
No, not Hispanic	85
Refused	3

36. What is your race – are you White, Black, Asian or of some other race?

White	70%
Black	11
Asian	1
Other	3
Hispanic (Vol.)	11
Refused	3

37. 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	13
Middle class	43
Working class	30
OR	
Lower class?	5

**(DON'T READ)**

Other (Vol.)	-
Not sure/Refused	6

**THANK YOU. YOU HAVE BEEN MOST HELPFUL.**

**THIS INFORMATION IS TO BE RECORDED AFTER THE  
INTERVIEW IS COMPLETED**

38. Respondent's Sex: Male 49%  
Female 51