
Toplines

San Jose Mercury News



San Jose Mercury News/ Kaiser Family Foundation

Survey on Childhood Obesity

March 2004

Methodology

The survey is a joint project of the Mercury News and the Henry J. Kaiser Family Foundation. Representatives of the Kaiser Family Foundation worked with the Mercury News to develop the survey questionnaire and to analyze the results. The Kaiser Family Foundation paid for the survey-related expenses, and each organization bears sole responsibility for the work that appears under its name.

A representative sample of 1,175 randomly selected adults in the Bay Area were interviewed by telephone between November 11 and December 22, 2003. This includes 292 parents with children in Kindergarten through the 12th grade. Parents were asked to answer questions about their child. If they had more than one child in the Kindergarten through 12th grade, a child was selected at random. International Communications Research of Media, PA, conducted the interviews. The survey's margin of sampling error is plus or minus 3.4 percentage points overall. Sampling error is larger for subgroups, and sampling error is only one of many potential sources of error in this or any other survey.

The survey defined the Bay Area as the following counties: Alameda, Contra Costa, Marin, Napa, San Francisco, Santa Clara, San Mateo, Sonoma, and Solano.

Selected questions from this survey were asked of a nationally representative sample of 1017 adults. These questions have a sampling error of plus or minus 3.1 percentage points overall. International Communications Research conducted the interviewing between February 4th and February 8th, 2004. Results can be found on page 28 of this topline.

Please note table percentages may not add to 100% due to rounding.

Copies of this topline (#7042) and project summary (#7043) are available online at www.kff.org.

(Asked of one half total respondents; n=589)

1. What do you think is the most important problem facing children and teens today?

	Total
Drugs/Violence (net)	32
Drugs and alcohol/availability/pressure to use	25
Crime/violence in society	5
School violence/lack of safety in schools	1
Gang activity	1
Crimes against children	1
Tobacco use	1
Family/home (net)	19
Poor parenting/lack of support/guidance/discipline	15
Broken family/instability of home	2
Poor morality/lack of value system	1
Other family/home mentions	*
Education (net)	15
Poor/low quality education/educational system	15
Other education mentions	*
Health (net)	9
Health related issues (lack of exercise/obesity)	6
Sexual promiscuity/AIDS/teen pregnancy	3
Lack of or low self esteem/self image	1
Other health mentions	*
Media/technology (net)	4
Negative media	4
Government finances (net)	4
Financial concerns (economy, poverty level)	2
Lack of leadership/government affairs	2
Other government finances mentions	*
Pressure (net)	4
Peer pressure	2
Pressure to succeed/academic pressure	*
Other pressure mentions	1
Miscellaneous (net)	2
Boredom	1
Other	2
Nothing	1
Don't know	8
Refused	*

(Asked of one half total respondents; n=586)

2. What do you think is the most important health problem facing children and teens today?

	Total Total
Health/disease related mentions (net)	76
Obesity	17
Drug abuse/prevention efforts	16
Poor nutrition/improper eating habits	8
Sexually transmitted diseases	6
Lack of access to affordable healthcare	6
Tobacco use/second hand cigarette smoke	5
Colds/the flu/viruses/prevention efforts	5
Diabetes	2
Asthma	2
Alcohol abuse/addiction/prevention efforts	1
Access to immunizations	1
Cancer	1
Lack of proper exercise/inactivity	1
Unplanned pregnancy	1
Health problems/sickness	1
Suicide	*
Dental hygiene/neglect	*
Other health related mentions	2
Miscellaneous (net)	8
Poor parental guidance/supervision/family instability	2
Societal school related crime/violence	2
Lack of/poor education/educational opportunities	1
Stress/peer pressure	1
Poverty	1
Environmental issues	*
Other	2
Nothing	2
Don't know	14
Refused	--

3. I am going to read you a list of issues that children and teens today may face. For each one, please tell me how big a problem you think it is for teens in general—a major problem, a minor problem, or not a problem at all. The first is (INSERT FIRST ITEM). Is this a major problem, a minor problem, or not a problem at all?

a. Suicide

	PROBLEM			Not a problem	Don't know	Refused
	NET	Major	Minor			
Total	92	50	42	4	4	--

b. Unwanted pregnancy

	PROBLEM			Not a problem	Don't know	Refused
	NET	Major	Minor			
Total	97	62	35	2	2	*

e. Getting sexually transmitted diseases including HIV/AIDS

	PROBLEM			Not a problem	Don't know	Refused
	NET	Major	Minor			
Total	96	72	24	2	2	*

f. Violence

	PROBLEM			Not a problem	Don't know	Refused
	NET	Major	Minor			
Total	97	76	21	2	1	--

g. Use of alcohol or other illegal drugs

	PROBLEM			Not a problem	Don't know	Refused
	NET	Major	Minor			
Total	98	80	18	1	1	--

h. Being overweight or obese

	PROBLEM			Not a problem	Don't know	Refused
	NET	Major	Minor			
Total	96	69	26	4	*	*

i. Getting bullied by their classmates

	PROBLEM			Not a problem	Don't know	Refused
	NET	Major	Minor			
Total	92	47	45	5	3	--

j. Eating disorders, such as anorexia and bulimia

	PROBLEM			Not a problem	Don't know	Refused
	NET	Major	Minor			
Total	92	48	44	4	3	*

4. You said (INSERT) were major problems. Which one is the biggest problem?

	Total
Suicide	5
Unwanted pregnancy	5
Getting sexually transmitted diseases including HIV/AIDS	13
Violence	18
Use of alcohol or other illegal drugs	34
Being overweight or obese	13
Getting bullied by their classmates	5
Eating disorders, such as anorexia and bulimia	2
None of the above are major problems	2
Don't know	3
Refused	*

5. As far as you know, does being overweight or obese increase a person's risk of developing (INSERT ITEM) or not?
 (IF INCREASES) Does being obese increase the risk of this A LOT or a little?

a. Low self esteem

	INCREASE			No	Don't know	Refused
	NET	A lot	A little			
Total	93	81	12	4	3	--

b. Depression

	INCREASE			No	Don't know	Refused
	NET	A lot	A little			
Total	90	64	25	5	5	--

c. Diabetes

	INCREASE			No	Don't know	Refused
	NET	A lot	A little			
Total	89	76	13	4	8	--

d. Heart disease

	INCREASE			No	Don't know	Refused
	NET	A lot	A little			
Total	95	85	10	2	3	--

e. Certain types of Cancer

	INCREASE			No	Don't know	Refused
	NET	A lot	A little			
Total	56	31	26	21	23	*

g. High Blood Pressure

	INCREASE			No	Don't know	Refused
	NET	A lot	A little			
Total	94	82	12	2	4	*

- 5a. Some people say obesity is a private issue that people need to deal with on their own. Others say that it is a public health issue that society needs to help solve. Which comes closer to how you feel?

	Private	Public	Don't know	Refused
Total	45	52	3	*

6. Now we'd like to ask you some general questions about government policies. Please tell me if you would support or oppose each of the following. Do you support or oppose (INSERT).
GET ANSWER THEN ASK: Is that somewhat or strongly?

a. The federal government regulating television ads for junk food and fast food that are aimed at children and teens the way they do for cigarettes and alcohol

	SUPPORT			OPPOSE			Don't know	Refused
	NET	Strongly	Somewhat	NET	Somewhat	Strongly		
Total	58	38	20	40	18	22	1	1

b. Putting a special tax on junk food—that is things like soda, chips, and candy—and using the money for programs to fight obesity.

	SUPPORT			OPPOSE			Don't know	Refused
	NET	Strongly	Somewhat	NET	Somewhat	Strongly		
Total	51	32	19	47	16	31	2	1

d. Making a law requiring fast food restaurants to list nutrition information—such as calorie count—for all items on their menus.

	SUPPORT			OPPOSE			Don't know	Refused
	NET	Strongly	Somewhat	NET	Somewhat	Strongly		
Total	78	56	22	20	10	10	2	*

e. Warning labels on packaged food about the health risks of being overweight, just like there are warning labels on cigarettes about the health risks of smoking.

	SUPPORT			OPPOSE			Don't know	Refused
	NET	Strongly	Somewhat	NET	Somewhat	Strongly		
Total	70	46	23	29	16	12	2	*

f. Government-funded advertising campaigns that promote eating right and exercising.

	SUPPORT			OPPOSE			Don't know	Refused
	NET	Strongly	Somewhat	NET	Somewhat	Strongly		
Total	84	60	24	15	6	8	1	*

8. How much responsibility does/do (INSERT ITEM) have in addressing the problem of obesity in the United States--A lot of responsibility, some responsibility, not much responsibility, or no responsibility at all? And what about (INSERT NEXT ITEM).

a. The government

	A LOT/SOME			NOT MUCH/NONE			Don't know	Refused
	NET	A lot	Some	NET	Not much	None		
Total	69	26	43	30	16	14	1	*

b. The food industry

	A LOT/SOME			NOT MUCH/NONE			Don't know	Refused
	NET	A lot	Some	NET	Not much	None		
Total	80	42	38	20	12	8	1	--

c. Doctors or other healthcare providers

	A LOT/SOME			NOT MUCH/NONE			Don't know	Refused
	NET	A lot	Some	NET	Not much	None		
Total	92	54	37	8	5	3	*	--

d. Schools

	A LOT/SOME			NOT MUCH/NONE			Don't know	Refused
	NET	A lot	Some	NET	Not much	None		
Total	85	38	46	14	8	6	1	--

e. Individuals themselves

	A LOT/SOME			NOT MUCH/NONE			Don't know	Refused
	NET	A lot	Some	NET	Not much	None		
Total	96	84	12	3	2	2	1	*

f. parents

	A LOT/SOME			NOT MUCH/NONE			Don't know	Refused
	NET	A lot	Some	NET	Not much	None		
Total	97	88	9	3	2	1	*	*

KNOWLEDGE

10. What percentage of adults do you think are overweight or obese?

	Total
Less than 60%	58
60% - 70% (accurate)	25
More than 70%	12
Don't know	6
Refused	*

11. What percent of kids and teens ages 6 to 19 do you think are overweight or obese?

	Total
Less than 10%	2
10% - 20% (accurate)	11
More than 20%	81
Don't know	6
Refused	*

FOOD INDUSTRY AND GOVERNMENT

12. Now I am going to read you a list of statements about fast food restaurants in general. Please tell me if you agree or disagree with each statement. First, fast food restaurants (INSERT ITEM). GET ANSWER THEN ASK: Is that somewhat or strongly?

a. Are convenient

	AGREE			DISAGREE			Don't know	Refused
	NET	Strongly	Somewhat	NET	Somewhat	Strongly		
Total	91	69	23	8	4	3	1	*

b. Are a great value

	AGREE			DISAGREE			Don't know	Refused
	NET	Strongly	Somewhat	NET	Somewhat	Strongly		
Total	49	16	32	49	23	26	2	*

c. Have portions that are too big

	AGREE			DISAGREE			Don't know	Refused
	NET	Strongly	Somewhat	NET	Somewhat	Strongly		
Total	52	31	21	43	26	17	5	*

e. Have healthy food options available

	AGREE			DISAGREE			Don't know	Refused
	NET	Strongly	Somewhat	NET	Somewhat	Strongly		
Total	60	21	38	38	18	20	2	1

f. Should not offer toys because they encourage kids to eat unhealthy food

	AGREE			DISAGREE			Don't know	Refused
	NET	Strongly	Somewhat	NET	Somewhat	Strongly		
Total	51	36	15	46	25	21	3	1

13. Have you ever been asked if you would like your order super sized — that is, getting a larger size of something you already ordered for a slightly higher price, or not?

	Yes	No	Don't know	Refused
Total	70	24	4	2

(Asked of those how have ever been asked if they wanted to super-size their order; n=822)

14. How often do you choose to super size—always, most of the time, some of the time, or never?

	EVER				Never	Don't know	Refused
	NET	Always	Most of the time	Some of the time			
Total	37	3	4	29	63	*	*

Q13/14 Super-Size Combination Table

	Total
Ever been asked to super-size	70
Always	2
Usually	3
Some of the time	21
Never	44
Never been asked to super-size	24
Don't know	4
Refused	2

SCHOOLS

15. How important do you think it is that schools offer children (INSERT FIRST ITEM) -- very important, somewhat important, not too important, not important at all? What about offering (INSERT NEXT ITEM)?

a. Physical education

	IMPORTANT			NOT IMPORTANT			Don't know	Refused
	NET	Very	Somewhat	NET	Not too	Not at all		
Total	99	91	8	1	*	*	*	--

b. Classes in the arts

	IMPORTANT			NOT IMPORTANT			Don't know	Refused
	NET	Very	Somewhat	NET	Not too	Not at all		
Total	96	75	22	3	3	1	*	*

c. Extracurricular activities like sports

	IMPORTANT			NOT IMPORTANT			Don't know	Refused
	NET	Very	Somewhat	NET	Not too	Not at all		
Total	98	84	15	2	1	1	*	*

d. Classes on nutrition

	IMPORTANT			NOT IMPORTANT			Don't know	Refused
	NET	Very	Somewhat	NET	Not too	Not at all		
Total	98	74	23	2	1	1	*	--

16. You said it was very important for schools to offer children (READ ITEMS). Which of these is most important for schools to offer children?

	Total
Physical Education	36
Classes in the arts	19
Extracurricular activities like sports	22
Classes on nutrition	17
None of the above	2
Don't know	4
Refused	1

17. Do you think it is a school's responsibility to monitor children and teen's weight, or not?

	Yes, schools should monitor	No, school should not monitor	Don't know	Refused
Total	20	78	2	--

18. Do you think it is a school's responsibility to teach children and teens what are healthy foods to eat, or not?

	Yes, schools should teach about healthy foods	No, school should not teach about health foods	Don't know	Refused
Total	82	18	1	--

19. Should (INSERT FIRST ITEM) be allowed in schools? What about (INSERT NEXT ITEM)?

- a. Soda machines

	Yes	No	Don't know	Refused
Total	32	66	2	*

- b. Vending machines

	Yes	No	Don't know	Refused
Total	39	58	3	*

- c. Fast food

	Yes	No	Don't know	Refused
Total	17	81	2	--

- d. Advertisements for food and drink in areas like hallways and gymnasiums

	Yes	No	Don't know	Refused
Total	15	83	2	*

POLICY

(Asked of those who say that soda machines should not be allowed in schools; n=793)

20. You said that soda machines should not be allowed in schools. Would you still want to keep these machines out of schools if you heard that a school could earn \$20,000 per year in soda sales and contracts with those in the soda industry?

	Still keep machines out of schools	Can leave in schools	Don't know	Refused
Total	85	11	4	--

Q19a/20 Soda Machine Combination Table

	Soda machines can be in schools			Don't allow soda machines even for \$20,000	Don't know	Refused
	NET	Ever	Only if \$20,000 for schools			
Total	39	32	7	56	2	*

(Asked of those who say that vending machines should not be allowed in schools; n=690)

21. You said that vending machines should not be allowed in schools. Would you still be opposed to these machines if you heard that schools only allowed healthy, low fat options in them?

	Still keep machines out of schools	Can leave in schools	Don't know	Refused
Total	27	71	1	*

Q19b/21 Vending Machine Combination Table

	Vending machines can be in schools			Don't allow vending machines even if you heard that schools only allowed healthy, low fat options in them	Don't know	Refused
	NET	Ever	Only if you heard that schools only allowed healthy, low fat options in them			
Total	81	39	41	16	3	*

(Asked of those who say advertisements for food and drink should not be allowed in schools; n=989)

22. You said that advertisements for food and drink should not be allowed in school. Would you still be opposed to advertisements in schools if you heard that a school could earn \$20,000 from advertisers?

	Still keep advertisements out of schools	Can advertise in schools	Don't know	Refused
Total	81	16	4	*

Q19d/22 Food and Drink Advertisement Combination Table

	Advertisements can be in schools			Don't allow advertisements even for \$20,000	Don't know	Refused
	NET	Ever	Only if \$20,000 for schools			
Total	28	15	13	67	2	*

ATTITUDES ABOUT OVERWEIGHT KIDS

24. In your opinion, is it better for a child or teenager to be a little (underweight) or a little (overweight)? (Items in parenthesis rotated)

	Underweight	Overweight	Don't know	Refused
Total	44	46	8	2

26. Now I have some questions about children and teenagers. Please tell me if you agree or disagree with the following statements. The first is (INSERT FIRST ITEM). Would you agree or disagree?

GET ANSWER THEN ASK: Is that somewhat or strongly?

- a. Overweight children and teens have a harder time making friends than other kids

	AGREE			DISAGREE			Don't know	Refused
	NET	Strongly	Somewhat	NET	Somewhat	Strongly		
Total	64	29	35	32	21	12	4	--

- d. Most overweight children and teens lack self control

	AGREE			DISAGREE			Don't know	Refused
	NET	Strongly	Somewhat	NET	Somewhat	Strongly		
Total	56	26	30	40	27	13	4	*

- f. As they grow up, most overweight children and teens will just lose weight naturally

	AGREE			DISAGREE			Don't know	Refused
	NET	Strongly	Somewhat	NET	Somewhat	Strongly		
Total	29	9	20	67	29	38	3	--

- g. Overweight children and teens are less attractive than other kids their age

	AGREE			DISAGREE			Don't know	Refused
	NET	Strongly	Somewhat	NET	Somewhat	Strongly		
Total	48	21	27	49	25	23	3	1

- h. Overweight children and teens are unhealthy

	AGREE			DISAGREE			Don't know	Refused
	NET	Strongly	Somewhat	NET	Somewhat	Strongly		
Total	66	31	35	32	26	6	2	--

- i. Being overweight is a sign that children and teens come from families that are financially well off

	AGREE			DISAGREE			Don't know	Refused
	NET	Strongly	Somewhat	NET	Somewhat	Strongly		
Total	11	4	7	88	24	64	1	--

- j. Most images in magazines and movies and on TV promote an unrealistic body image for young children and teens.

	AGREE			DISAGREE			Don't know	Refused
	NET	Strongly	Somewhat	NET	Somewhat	Strongly		
Total	84	68	16	15	9	6	1	*

27. I am now going to read a series of statements about why many children and teenagers are overweight. Please tell me if you think each is a major reason, a minor reason, or not a reason. Many children and teens are overweight because...?

a. Fast food restaurants and food companies make too much unhealthy food

	REASON			Not a reason	Don't know	Refused
	NET	Major	Minor			
Total	88	54	33	11	1	*

b. Being overweight is something you inherit from your parents

	REASON			Not a reason	Don't know	Refused
	NET	Major	Minor			
Total	80	23	57	18	1	*

c. Most diets are not very effective

	REASON			Not a reason	Don't know	Refused
	NET	Major	Minor			
Total	78	38	40	19	3	*

d. They don't exercise regularly

	REASON			Not a reason	Don't know	Refused
	NET	Major	Minor			
Total	98	82	15	2	1	--

e. They lack self control

	REASON			Not a reason	Don't know	Refused
	NET	Major	Minor			
Total	89	37	52	10	1	*

g. Too much advertising is targeted at them

	REASON			Not a reason	Don't know	Refused
	NET	Major	Minor			
Total	88	45	43	12	1	--

PARENTS

28. Do you have any children in kindergarten through 12th grade?

	Yes	No	Don't know	Refused
Total	24	76	--	--

(Asked of those with children in K-12; n=294)

29. What grades are your children in?

	Total
K-5 (net)	77
Kindergarten	14
First Grade	14
Second Grade	10
Third Grade	15
Fourth Grade	13
Fifth Grade	11
6-8 (net)	37
Sixth Grade	12
Seventh Grade	16
Eighth Grade	9
9-12 (net)	50
Ninth grade	11
Tenth Grade	14
Eleventh Grade	12
Twelfth Grade	13
Don't know	--
Refused	1

(If respondent has more than one child, child is randomly selected)

We would now like to talk to about your (grade of selected child) child.

Table of Selected Child

(Total parents of selected child in K-12; n=292)

	Total
K-5 (net)	48
Kindergarten	10
First Grade	9
Second Grade	6
Third Grade	6
Fourth Grade	9
Fifth Grade	9
6-8 (net)	18
Sixth Grade	6
Seventh Grade	7
Eighth Grade	5
9-12 (net)	33
Ninth grade	6
Tenth Grade	8
Eleventh Grade	8
Twelfth Grade	11

(Total parents of selected child in K-12; n=292)

31. Is your (selected child) a boy or a girl?

	Boy	Girl	Don't know	Refused
Total	49	50	--	1

(Total parents of selected child in K-12; n=292)

32. How old is your (selected child)?

	Total
Under age 5	1
5	7
6	10
7	5
8	6
9	6
10	11
11	7
12	6
13	4
14	7
15	9
16	6
17	12
18	1
Refused	2

HEALTH QUESTIONS

(Total parents of selected child in K-12; n=292)

33. Would you say your (selected child) is underweight, at their ideal weight, or overweight, or obese?

	Underweight	Ideal Weight	OVERWEIGHT/OBESE			Don't know	Refused
			NET	Overweight	Obese		
Total	13	71	15	15	*	--	1

(Asked of parents of selected child in K-12 that are overweight or obese; n=38)

34. Do you think that your child is (overweight/obese) because (INSERT ITEM)?

- a. They are bigger than other kids their own age
- b. Your doctor told you that your child was overweight/obese
- c. Other people besides your doctor have told you that your child is overweight/obese
- d. You think they are bigger than they should be

NOTE: Data is not available because subgroup has fewer than 100 respondents.

(Total parents of selected child in K-12; n=292)

35. Is your (selected child) trying to lose weight, gain weight, or neither?

	Lose Weight	Gain Weight	Neither	Don't know	Refused
Total	10	3	86	*	*

(Asked of parents of selected child in K-12 whose children are not trying to lose or gain weight; n=254)

36. Has your (selected child) ever tried to lose weight, gain weight, or not?

	Lose Weight	Gain Weight	Neither	Don't know	Refused
Total	8	4	87	1	*

Q35/36 Combination Table

(Total parents of selected child in K-12; n=292)

	TRIED TO LOOSE			TRIED TO GAIN			Never	Don't know	Refused
	NET	Currently	Ever	NET	Currently	Ever			
Total	18	10	7	7	3	3	75	1	*

(Total parents of selected child in K-12; n=292)

37. Has a doctor ever told your (selected child) that they have diabetes, or not?

	Yes	No	Don't know	Refused
Total	1	98	*	*

(Total parents of selected child in K-12; n=292)

38. Has a doctor ever told you your (selected child) was overweight or not?

	Yes	No	Don't know	Refused
Total	10	90	--	*

(Total parents of selected child in K-12; n=292)

39. To the best of your knowledge, has your child ever been teased about being overweight or not?

	Yes	No	Don't know	Refused
Total	8	91	1	*

(Total parents of selected child in K-12; n=292)

40. Outside of school staff, how many adults help take care of (selected child) each day, such as a grandmother, neighbor, aunt, or childcare provider?
(INTERVIEWER NOTE: Not including parents)

	0	1	2	3 or more	Don't know	Refused
Total	45	24	19	11	--	1

EATING QUESTIONS

(Total parents of selected child in K-12; n=292)

42. How much do you know about what (selected child) is eating during the school day -- a lot, some, not much, or nothing at all?

	A LOT/SOME			NOT MUCH/NOTHING			Don't know	Refused
	NET	A lot	Some	NET	Not much	Nothing		
Total	86	60	26	14	11	3	--	*

(Total parents of selected child in K-12; n=292)

41. Does your (selected child)'s school have (INSERT FIRST ITEM) or don't you know? What about (INSERT NEXT ITEM)?

a. Soda machines

	Yes	No	Don't know	Refused
Total	39	47	14	*

b. Vending machines

	Yes	No	Don't know	Refused
Total	36	51	13	*

c. Fast food such as Taco Bell, Subway, or McDonalds

	Yes	No	Don't know	Refused
Total	24	70	6	*

(Total Parents of selected child in K-12 who have vending machines in their schools; n=103)

41A. Does your (selected child) use the vending machine in their school, or not?

	Yes	No	Don't know	Refused
Total	51	42	7	--

Q41/41A Vending Machine Combination Table

(Total parents of selected child in K-12; n=292)

	VENDING MACHINES IN SCHOOL			Do not have vending machines in school	Don't know	Refused
	NET	Use them	Do not use them			
Total	36	18	15	51	13	*

(Total Parents of selected child in K-12 who have soda machines in their schools; n=111)

41B. Does your (selected child) use the soda machine in their school, or not?

	Yes	No	Don't know	Refused
Total	58	38	4	--

Q41/41B Soda Machine Combination Table

(Total parents of selected child in K-12; n=292)

	SODA MACHINES IN SCHOOL			Do not have soda machines in school	Don't know	Refused
	NET	Use them	Do not use them			
Total	39	22	15	47	14	*

(Total Parents of selected child in K-12 who have fast food in their schools; n=67)

41C. Does your (selected child) eat the fast food in their school, or not?

NOTE: Data is not available because subgroup has fewer than 100 respondents.

(Total Parents of selected child in K-12 who have vending machines in their schools; n=103)

44. Do you think eliminating vending machines at your (selected child)'s school would improve your child's diet, or not?

	Yes	No	Don't know	Refused
Total	32	62	6	--

Q43/41A Vending Machine Combination Table
(Total parents of selected child in K-12; n=292)

	VENDING MACHINES IN SCHOOL			Do not have vending machines in school	Don't know	Refused
	NET	Eliminating will improve diet	Eliminating will not improve diet			
Total	36	11	22	51	13	*

(Total parents of selected child in K-12; n=292)

45. Thinking about yesterday, to your knowledge, how many (INSERT ITEM) did your (selected child) have?

a. Cans of non-diet soda

	0	1	2	3	4 or more	Don't know	Refused
Total	72	15	6	2	*	--	4

b. Servings of Other drinks that contain sugar such as fruit punch, juice, or energy drinks

	0	1	2	3	4 or more	Don't know	Refused
Total	31	29	23	9	5	--	3

c. Servings of Fruit (INTERVIEWER NOTE: Not including fruit juice)

	0	1	2	3	4 or more	Don't know	Refused
Total	19	33	23	16	5	--	3

d. Servings of Vegetables

	0	1	2	3	4 or more	Don't know	Refused
Total	13	35	30	10	7	--	5

e. Fast food snacks or meals

	0	1	2	3	4 or more	Don't know	Refused
Total	56	26	8	5	1	--	4

f. Servings of Milk

	0	1	2	3	4 or more	Don't know	Refused
Total	14	23	30	16	12	--	4

(Total parents of selected child in K-12; n=292)

46. In general, how often does your (selected child) (INSERT ITEM)? Is it everyday, 4-6 times a week, 2-3 times a week, once a week, less than once a week, or never?

a. Eat out at a restaurant for dinner

	Daily/4-6 a week			2-3 a week/Once a week			Less than once a week/never			Don't know	Refused
	NET	Everyday	4-6/Wk	NET	2-3/Wk	1/week	NET	LT once a week	Never		
Total	3	1	2	54	11	43	42	34	8	*	*

b. Eat pre-packaged or prepared dinners such as TV dinners or takeout food

	Daily/4-6 a week			2-3 a week/Once a week			Less than once a week/never			Don't know	Refused
	NET	Everyday	4-6/Wk	NET	2-3/Wk	1/week	NET	LT once a week	Never		
Total	6	2	5	41	17	24	51	26	25	*	1

c. Eat a dinner that was cooked at home

	Daily/4-6 a week			2-3 a week/Once a week			Less than once a week/never			Don't know	Refused
	NET	Everyday	4-6/Wk	NET	2-3/Wk	1/week	NET	LT once a week	Never		
Total	86	41	45	11	11	*	3	1	2	*	*

d. Eat dinner in front of a television

	Daily/4-6 a week			2-3 a week/Once a week			Less than once a week/never			Don't know	Refused
	NET	Everyday	4-6/Wk	NET	2-3/Wk	1/week	NET	LT once a week	Never		
Total	18	11	7	29	20	10	52	11	40	1	*

e. Eat breakfast

	Daily/4-6 a week			2-3 a week/Once a week			Less than once a week/never			Don't know	Refused
	NET	Everyday	4-6/Wk	NET	2-3/Wk	1/week	NET	LT once a week	Never		
Total	78	67	10	14	11	3	7	*	6	2	*

f. Have second helpings at dinner

	Daily/4-6 a week			2-3 a week/Once a week			Less than once a week/never			Don't know	Refused
	NET	Everyday	4-6/Wk	NET	2-3/Wk	1/week	NET	LT once a week	Never		
Total	16	7	9	42	28	14	38	15	23	3	*

(Total parents of selected child in K-12; n=292)

47. Does your (selected child) need permission from you or another adult to eat in between meals, or not?

	Yes	No	Don't know	Refused
Total	37	62	1	*

(Total parents of selected child in K-12; n=292)

48. When your household goes out to dinner, how often do your children get to decide where you will go-all of the time, most of the time, some of the time, rarely, or never?

	ALL/MOST OF THE TIME			Some of the time	RARELY/NEVER			Don't know	Refused
	NET	All	Most		NET	Rarely	Never		
Total	19	6	13	49	31	21	10	--	*

ACTIVITY QUESTIONS

(Total parents of selected child in K-12; n=292)

49. During an average day, how much time does (selected child) spend (INSERT ITEM)?

a. Watching television or movies

	Total
30 minutes or less	9
30 but less than 60 minutes	1
60 but less than 90 minutes	27
90 but less than 120 minutes	30
120 minutes or more	20
Less than an hour (volunteer)	8
Do not do this activity (volunteer)	4
Don't know	1
Refused	*

b. Using a computer

	Total
30 minutes or less	22
30 but less than 60 minutes	2
60 but less than 90 minutes	29
90 but less than 120 minutes	17
120 minutes or more	8
Less than an hour (volunteer)	11
Do not do this activity (volunteer)	9
Don't know	1
Refused	*

c. Playing video games

	Total
30 minutes or less	11
30 but less than 60 minutes	3
60 but less than 90 minutes	13
90 but less than 120 minutes	9
120 minutes or more	3
Less than an hour (volunteer)	10
Do not do this activity (volunteer)	50
Don't know	2
Refused	*

(Total parents of selected child in K-12; n=292)

50. How often does your (selected child) get at least 30 minutes of physical activity — 5-7 times a week, 2-4 times a week, once a week, 3-4 times a month, less than once a month, never?

	Total
More than once a week (net)	91
5-7 times a week	65
2-4 times a week	26
Once a week or less (net)	6
Once a week	4
3-4 times a month	2
Less than once a month	--
Never	3
Don't know	--
Refused	*

(Total parents of selected child in K-12; n=292)

51. In the past year, has your (selected child) been involved in organized sports or activities such as football, swimming, soccer, baseball, softball or dance?

	Yes	No	Don't know	Refused
Total	76	23	--	*

(Total parents of selected child in K-12; n=292)

52. Does your (selected child) walk or ride a bike to school, or not?

	Yes	No	Don't know	Refused
Total	36	63	*	*

(Total Parents of selected child in K-12 who do not walk or ride their bike to school; n=195)

53. Would you let (selected child) child walk or ride a bike to school if they wanted to?

	Yes	No	Don't know	Refused
Total	38	62	--	--

Q52/53 Walk/Bike Combination Table

(Total parents of selected child in K-12; n=292)

	Child walks/rides bike	Child does not walk/ride bike			Don't know	Refused
		NET	Would let them	Would not let then		
Total	36	63	24	39	*	*

(Total parents of selected child in K-12; n=292)

55. When you think about letting (selected child) walk or ride their bike to school, which concerns you most-it's too far, traffic danger, weather, fear of crime, or are you not concerned about your child walking or riding their bike to school?

	HAVE CONCERN					Not concerned	Don't know	Refused
	NET	To far	Traffic danger	Weather	Fear of crime			
Total	84	22	31	6	25	15	*	*

BEHAVIORAL QUESTIONS

INTERVIEWER READ: And now, we would like to ask some questions about you...

56. How serious a health problem do you think your weight is for you personally? Is it very serious, somewhat serious, not too serious, or not serious at all?

	SERIOUS			NOT SERIOUS			Don't know	Refused
	NET	Very	Somewhat	NET	Not too	Not at all		
Total	25	8	18	74	23	51	--	*

- 56a. Are you underweight, at your ideal weight, overweight or obese?

	Underweight	Ideal Weight	OVERWEIGHT/OBESE			Don't know	Refused
			NET	Overweight	Obese		
Total	5	53	40	38	2	*	1

57. How often do you exercise hard for at least 30 minutes at a stretch? 5-7 times a week, 2-4 times a week, once a week, 3-4 times a month, less than once a month, or never?

	Total
More than once a week (net)	64
5-7 times a week	22
2-4 times a week	42
Once a week or less (net)	24
Once a week	13
3-4 times a month	7
Less than once a month	5
Never	11
Don't know	*
Refused	*

58. How often do you read nutrition labels on the back of food packages --All of the time, most of the time, some of the time, rarely, or never?

	ALL/MOST OF THE TIME			Some of the time	RARELY/NEVER			Don't know	Refused
	NET	All	Most		NET	Rarely	Never		
Total	54	30	24	27	19	9	10	*	*

59. Has your physician ever talked to you about the health consequences of your weight, or not?

	Yes	No	Don't know	Refused
Total	27	72	*	1

60. How often do you talk about your weight with your family and friends? Would you say often, sometimes, rarely, or never?

	OFTEN/SOMETIMES			RARELY/NEVER			Don't know	Refused
	NET	Often	Sometimes	NET	Rarely	Never		
Total	49	17	32	51	29	21	--	1

60a. How important is (INSERT ITEM) when you are buying food for your household—very important, somewhat important, not too important, or not important at all?

a. Price

	IMPORTANT			NOT IMPORTANT			Don't know	Refused
	NET	Very	Somewhat	NET	Not too	Not at all		
Total	80	34	46	20	14	6	*	*

b. Convenience

	IMPORTANT			NOT IMPORTANT			Don't know	Refused
	NET	Very	Somewhat	NET	Not too	Not at all		
Total	75	28	47	24	16	8	1	*

c. Nutritional value

	IMPORTANT			NOT IMPORTANT			Don't know	Refused
	NET	Very	Somewhat	NET	Not too	Not at all		
Total	96	72	24	4	3	1	--	*

d. Taste

	IMPORTANT			NOT IMPORTANT			Don't know	Refused
	NET	Very	Somewhat	NET	Not too	Not at all		
Total	96	72	24	4	3	1	--	*

61. You said (READ LIST) are very important when you are buying food for your household. Which is the most important?

	Price	Convenience	Nutritional Value	Taste	None	Don't Know	Refused
Total	10	5	47	31	6	1	*

62. How difficult is it for you to get to a grocery store that sells fresh produce like fruits and vegetables -- very difficult, somewhat difficult, not too difficult, not at all difficult?

	DIFFICULT			NOT DIFFICULT			Don't know	Refused
	NET	Very	Somewhat	NET	Not too	Not at all		
Total	10	3	7	90	12	78	*	*

63. When you are choosing a restaurant, how important is the (INSERT ITEM) – very important, somewhat important, not too important, not at all important. How important is the (INSERT NEXT ITEM)?

a. Amount of food you get for your money

	IMPORTANT			NOT IMPORTANT			Don't know	Refused
	NET	Very	Somewhat	NET	Not too	Not at all		
Total	62	21	42	36	21	15	1	*

b. Convenience of the restaurants location

	IMPORTANT			NOT IMPORTANT			Don't know	Refused
	NET	Very	Somewhat	NET	Not too	Not at all		
Total	63	20	43	36	20	16	1	*

c. Ability to order healthy meals

	IMPORTANT			NOT IMPORTANT			Don't know	Refused
	NET	Very	Somewhat	NET	Not too	Not at all		
Total	82	44	38	17	9	8	1	*

ENVIRONMENTAL QUESTIONS

64. Do you have sidewalks on your street, or not?

	Yes	No	Don't know	Refused
Total	83	16	*	*

65. How safe do you think your neighborhood is -- very safe, somewhat safe, not too safe, or not safe at all?

	SAFE			NOT SAFE			Don't know	Refused
	NET	Very	Somewhat	NET	Not too	Not at all		
Total	94	59	35	5	4	2	*	1

(Total parents of selected child in K-12; n=292)

66. How comfortable would you be letting your children play outside on your street without adult supervision-very comfortable, somewhat comfortable, not too comfortable, or not comfortable at all?

	COMFORTABLE			NOT COMFORTABLE			Don't know	Refused
	NET	Very	Somewhat	NET	Not too	Not at all		
Total	65	32	32	35	15	20	*	--

INTERVIEWER READ: And now we have a few questions to help group your answers with others in this research

67. Are you, yourself, of Hispanic or Latino background, such as Mexican, Puerto Rican, Cuban, or some other Latin American background?

	Yes	No	Don't know	Refused
Total	20	79	*	1

68. What is your race? Are you white, black, Asian, or some other race?

	White	Black	Asian	Other	Don't know	Refused
Total	56	8	20	15	*	2

Q67/68 Race Combination Table

	Total
Non Hispanic (net)	79
White	48
Black	7
Asian	19
Other	4
Hispanic (net)	20
White	8
Black	1
Other	12
Don't know	*
Refused	1

69. Are you currently married, living with a partner, widowed, divorced, separated, or have you never been married?

	Total
Married/Partner (net)	57
Married	50
Living with Partner	7
Widowed	7
Divorced	12
Separated	1
Never been married	21
Don't know	*
Refused	1

70. What is your employment status-Are you employed part time, full time, a homemaker or a stay at home parent, retired, a student, or unemployed?

	Total
Employed (net)	65
Part-time	15
Full-time	50
Homemaker/stay at home parent	7
Retired	15
Student	6
Unemployed	5
Don't know	*
Refused	1

(Total Respondents who are married or live with a partner; n=701)

71. Is your spouse or partner employed part time, full time, a homemaker or a stay at home parent, retired, a student, or unemployed?

	Total
Employed (net)	72
Part-time	17
Full-time	55
Homemaker/stay at home parent	11
Retired	12
Student	2
Unemployed	3
Don't know	*
Refused	1

(Total parents of selected child in K-12; n=294)

71a. Are both parents of your children presently living in your household?

	Yes	No	Don't know	Refused
Total	75	24	--	1

(Total Respondents where both parents live in the household; n=232)

71b. Just to confirm, is the other parent living in the household male or female?

	Yes	No	Refused
Total	53	45	3

72. Some people are registered to vote and others are not. Are you currently registered to vote at your present address?

	Yes	No	Don't know	Refused
Total	72	27	1	1

73. In politics today, do you consider yourself a Republican, a Democrat, an Independent, or something else?

	Republican	Democrat	Independent	Something else	Don't know	Refused
Total	18	39	20	14	4	5

(Total Independent Respondents; n=233)

74. Do you consider yourself closer to the Republican party or the Democratic party?

	Republican	Democrat	Don't know	Refused
Total	20	47	23	10

Q73/74 Leaned Party Table

	Republican	Democrat	Independent	Something else	Don't know	Refused
Total	22	48	7	14	4	5

75. What is the last grade or class that you completed in school?

	Total
HS or Less (net)	31
None, or grade 8	6
HS incomplete	10
HS graduate	14
GED	1
Some college (net)	30
Business/tech/vocational	2
Some college, no 4 year degree	28
College+ (net)	37
College graduate	23
Post graduate	15
Don't know	--
Refused	1

76. What is your age?

	18-34	35-44	45-54	55-64	65+	Refused
Total	30	21	19	12	14	4

77. Is your total annual household income from all sources, and before taxes:

	Total
Less than \$30K (net)	19
Less than \$5K	2
\$5K but less than \$10K	3
\$10K but less than \$15K	3
\$15K but less than \$20K	2
\$20K but less than \$25K	2
\$25K but less than \$30K	5
Less than \$30K (unspecified)	2
\$30K to less than \$50K (net)	18
\$30K but less than \$35K	4
\$35K but less than \$40K	4
\$40K but less than \$45K	4
\$45K but less than \$50K	4
\$30K to less than \$50K (unspecified)	2
\$50K+ (net)	47
\$50K but less than \$60K	7
\$60K but less than \$75K	7
\$75K but less than \$100K	11
\$100K but less than \$150K	10
\$150K but less than \$200K	4
\$200K or more	3
\$50K+ (unspecified)	5
Don't know	3
Refused	13

(Total parents of selected child in K-12; n=292)

81. How tall is your (selected child)?

	Under 3 feet	3 but less than 4 feet	4 but less than 5 feet	5 but less than 6 feet	6 feet or more	Don't know	Refused
Total	--	9	27	43	7	11	4

(Total parents of selected child in K-12; n=292)

82. About how much does your (selected child) weigh?

	Under 50 pounds	50 but less than 100	100 but less than 150	150 but less than 200	200 or more	Don't know	Refused
Total	11	32	29	8	3	12	4

Q81/Q82 Child BMI for Age Combination Table

(Total parents of selected child in K-12; n=292)

	Underweight	At risk of Overweight	Overweight
Total	8	10	16

83. How tall are you?

	Under 4 feet	4 but less than 5 feet	5 but less than 6 feet	6 feet or more	Don't know	Refused
Total	*	2	75	15	3	6

84. About how much do you weigh?

	Under 100 pounds	100 but less than 150	150 but less than 200	200 but less than 250	250 but less than 300	300 or more	Don't know	Refused
Total	1	35	39	11	1	1	2	9

Q83/84 Adult BMI Combination Table

	Underweight	Normal	Overweight	Obese
Total	1	40	28	16

85. May a reporter from the San Jose Mercury News call you to talk about some of the things we've been discussing?

	Yes	No	Don't know	Refused
Total	50	48	1	1

Interviewer: What language was this interview conducted in?

	Any Spanish	Any Asian	All English
Total	8	1	91

S1. Gender

	Male	Female
Total	49	51

QUESTIONS ASKED OF A NATIONAL SAMPLE

US1. Now we'd like to ask you some general questions about government policies. Please tell me if you would support or oppose each of the following. Do you support or oppose (INSERT)?
GET ANSWER THEN ASK: Is that somewhat or strongly?

- a. The federal government regulating television ads for junk food and fast food that are aimed at children and teens the way they do for cigarettes and alcohol

	SUPPORT			OPPOSE			Don't know	Refused
	NET	Strongly	Somewhat	NET	Somewhat	Strongly		
Total	53	29	24	43	19	24	3	1

- b. Putting a special tax on junk food-that is things like soda, chips, and candy-and using the money for programs to fight obesity.

	SUPPORT			OPPOSE			Don't know	Refused
	NET	Strongly	Somewhat	NET	Somewhat	Strongly		
Total	40	18	22	57	17	40	3	*

- c. Making a law requiring fast food restaurants to list nutrition information-such as calorie count-for all items on their menus.

	SUPPORT			OPPOSE			Don't know	Refused
	NET	Strongly	Somewhat	NET	Somewhat	Strongly		
Total	70	44	26	26	11	14	4	*

- d. Warning labels on packaged food about the health risks of being overweight, just like there are warning labels on cigarettes about the health risks of smoking.

	SUPPORT			OPPOSE			Don't know	Refused
	NET	Strongly	Somewhat	NET	Somewhat	Strongly		
Total	66	40	27	31	12	19	2	*

- e. Government-funded advertising campaigns that promote eating right and exercising.

	SUPPORT			OPPOSE			Don't know	Refused
	NET	Strongly	Somewhat	NET	Somewhat	Strongly		
Total	73	44	30	23	9	14	3	1

US2. Do you think it is a school's responsibility to monitor children and teen's weight, or not?

	Yes, schools should monitor	No, schools should not monitor	Don't know	Refused
Total	19	79	2	1

US3. Do you think it is a school's responsibility to teach children and teens what are healthy foods to eat, or not?

	Yes, schools should teach about healthy foods	No, schools should not teach about health foods	Don't know	Refused
Total	74	25	1	*

US4. Should (INSERT FIRST ITEM) be allowed in schools? What about (INSERT NEXT ITEM)?

	Yes	No	Don't know	Refused
a. Soda machines	41	55	4	*
b. Vending machines	48	48	3	*

(Asked of total who say soda machines should not be allowed in schools; n = 605)

US5. You said that soda machines should not be allowed in schools. Would you still want to keep these machines out of schools if you heard that a school could earn \$20,000 per year in soda sales and contracts with those in the soda industry?

	Still keep machines out of school	Can leave in schools	Don't know	Refused
Total	84	13	3	*

Q4a/5 Soda Machine Combination Table

	Soda machines can be in schools			Don't allow soda machines even for \$20,000	Don't know	Refused
	NET	Ever	Only if \$20,000 for schools			
Total	48	41	7	48	4	*

(Asked of total who say vending machines should not be allowed in schools; n = 523)

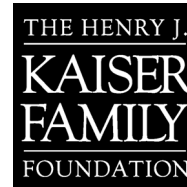
US6. You said that vending machines should not be allowed in schools. Would you still want to keep these machines out of schools if you heard that a school could earn \$20,000 per year in sales and contracts with those in the vending machine industry?

	Still keep machines out of school	Can leave in schools	Don't know	Refused
Total	87	11	2	--

Q4b/6 Soda Machine Combination Table

	Vending machines can be in schools			Don't allow vending machines even for \$20,000	Don't know	Refused
	NET	Ever	Only if \$20,000 for schools			
Total	53	48	5	43	3	*

San Jose Mercury News



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