

MADONNA YOUNG SURVEY

Hello, my name is _____ and I'm calling on behalf of Madonna Young Opinion Research, a professional research company. We are conducting a survey about education issues here in Philadelphia and I was hoping to ask you a few questions. The survey will take less than five minutes. All your answers will be confidential and no one will contact you after the survey.

SCREEN FOR CHILDREN IN HOME ATTENDING PUBLIC SCHOOLS

1. Do you have any children currently living at home and attending Philadelphia public schools?

No -terminate Yes - continue

2. Recently the Philadelphia Public Schools has proposed to sign a contract with soda companies that would increase the number of vending machines in the schools. The proposed contract would allow the soda companies to sell more soda, and drinks with similar amounts of sugar.

Have you happened to hear or read anything about the proposed contract?

Yes No Don't Know/ Not Sure

Now I would like to ask you a couple of questions about that proposed contract

3. First, thinking about the schools proposed contract with the soda companies - do you approve or disapprove of increasing the number of vending machines in schools to sell more soda, and drinks with similar amounts of sugar?

(Is that strongly approve, moderately approve)
(Strongly disapprove, moderately disapprove)

4. Still thinking about vending machines in schools, there has been another proposal discussed to limit vending machines in schools to sell only fruit juice and bottled water - not soda or drinks with similar amounts of sugar.

How do you feel about that proposal -- do you approve or disapprove of limiting vending machines in schools to sell only fruit juices and bottled water.

(Is that strongly approve, moderately approve)
(Strongly disapprove, moderately disapprove)

5. And still thinking about these two proposals, one to allow soda companies to put more vending machines in the schools to sell more soda and other drinks with similar amounts of sugar, - the second proposal to limit vending machines in schools to sell only fruit juices and bottled water - which of these two proposals do you prefer

A. _____ B. _____

And how strong is your preference - is it extremely strong, moderately strong, or not very strong?

6. Now, I am going to read a list of some drinks sold in vending machines in Philadelphia Public Schools. After each one, please tell me how strongly you approve or disapprove them being sold in vending machines. Do you strongly approve, moderately approve, moderately disapprove or strongly disapprove.

(ROTATE LIST)

Soda,

Other Drinks with similar amounts of sugar

Fruit juices

Bottled water

Sports drinks

DEMOGRAPHICS

I now have a final few questions for statistical purposes only.

1. How many children do you have in the Philadelphia Schools?
- _____

2. and what grade are they in, i.e. last completed grade
- _____

3. What was your age on your last birthday? _____ (RECORD RESPONSE)

98 (DO NOT READ) Don't know

99 (DO NOT READ) Refused

4. What was the last grade of schooling that you completed?

- A. Non-high school _____
- B. High school graduate _____
- C. Some college _____
- D. 2-year technical degree _____
- E. Four-year college degree _____
- F. Post-graduate degree _____
- G. Don't know _____

5. Which one or more of the following would you say is your race?

- A. White
- B. Black or African American
- C. Asian
- D. Native Hawaiian or Other Pacific Islander
- E. American Indian, Alaska Native, or Native Hawaiian
- F. Other (specify) _____
- G. No additional choices

DO NOT READ

- H. Don't know/Not sure
- I. Refused

6. And just for statistical purposes, we just need to know if your total family income is above or below \$40,000 per year.

- A. Above \$40,000 _____ (Go to Q)
- B. Below \$40,000 _____ (Go to Q)
- C. DK (Refused) _____ Go to "End with"

Is that above or below \$60,000 per year.

- A. Above \$60,000 _____ (Go to "End with")
- B. Below \$60,000 _____ (Go to "End with")
- C. DK (Refused) _____ Go to "End with"

Go to "End with"

Is that above or below \$20,000 per year.

- A. Above \$20,000 _____
- B. Below \$20,000 _____
- C. DK (Refused) _____

7. Supplied by interviewer: Sex of respondent?

- A. Female__ B. Male__ C. DK_____

End with

"That completes the survey. Thank you very much for your time."