

Omnibus Poll

July 23 - 24, 2013



1. Fast food places should make kids meals healthy

Do you think that fast food companies should make more or less of an effort to ensure their kids' meals are healthy?

| | Gender | | | Age | | | | Party ID | | | Voter Registration | |
|--------------------------|-----------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------------|----------------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | Democrat | Independent | Republican | Registered | Not registered |
| More effort | 56% | 51% | 61% | 60% | 52% | 54% | 63% | 71% | 54% | 40% | 57% | 51% |
| Less effort | 6% | 7% | 4% | 7% | 5% | 7% | 4% | 3% | 6% | 10% | 6% | 2% |
| About the same as now | 30% | 33% | 27% | 20% | 34% | 33% | 30% | 20% | 28% | 48% | 31% | 20% |
| Not sure | 8% | 8% | 8% | 14% | 9% | 6% | 2% | 5% | 13% | 3% | 5% | 27% |
| Totals (Unweighted N) | 100% (1,000) | 100% (471) | 100% (529) | 100% (154) | 100% (284) | 100% (393) | 100% (169) | 100% (342) | 100% (420) | 100% (238) | 100% (916) | 100% (84) |

| | Total | Race | | | Education | | | | | Region | | | |
|--------------------------|-----------------|---------------|--------------|--------------|-----------------------|---------------|---------------|---------------|--------------|---------------|---------------|---------------|---------------|
| | | White | Black | Hispanic | Less than high school | High school | Some college | College grad | Post grad | Northeast | Midwest | South | West |
| More effort | 56% | 54% | 68% | 57% | 61% | 57% | 54% | 55% | 66% | 63% | 57% | 55% | 55% |
| Less effort | 6% | 6% | 8% | 5% | — | 7% | 6% | 7% | 6% | 4% | 5% | 4% | 11% |
| About the same as now | 30% | 33% | 12% | 26% | 19% | 32% | 28% | 34% | 26% | 23% | 34% | 32% | 26% |
| Not sure | 8% | 6% | 12% | 12% | 20% | 4% | 12% | 4% | 2% | 10% | 3% | 9% | 8% |
| Totals (Unweighted N) | 100% (1,000) | 100% (814) | 100% (99) | 100% (87) | 100% (32) | 100% (323) | 100% (360) | 100% (188) | 100% (97) | 100% (179) | 100% (214) | 100% (339) | 100% (268) |

Omnibus Poll

July 23 - 24, 2013



2. Government should make kids meals healthy

Do you think that the government should make more or less of an effort to ensure that fast food kids' meals are healthy?

| | Gender | | | Age | | | | Party ID | | | Voter Registration | |
|-----------------------|--------------|------------|------------|------------|------------|------------|------------|------------|-------------|------------|--------------------|----------------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | Democrat | Independent | Republican | Registered | Not registered |
| More effort | 35% | 32% | 38% | 34% | 36% | 33% | 40% | 50% | 31% | 20% | 34% | 39% |
| Less effort | 29% | 34% | 23% | 19% | 25% | 37% | 29% | 9% | 30% | 55% | 31% | 8% |
| About the same as now | 25% | 25% | 26% | 30% | 29% | 20% | 22% | 33% | 22% | 21% | 26% | 18% |
| Not sure | 11% | 9% | 13% | 17% | 10% | 9% | 9% | 8% | 17% | 5% | 8% | 35% |
| Totals (Unweighted N) | 100% (1,000) | 100% (471) | 100% (529) | 100% (154) | 100% (284) | 100% (393) | 100% (169) | 100% (342) | 100% (420) | 100% (238) | 100% (916) | 100% (84) |

| | Total | Race | | | Education | | | | | Region | | | |
|-----------------------|--------------|------------|-----------|-----------|-----------------------|-------------|--------------|--------------|-----------|------------|------------|------------|------------|
| | | White | Black | Hispanic | Less than high school | High school | Some college | College grad | Post grad | Northeast | Midwest | South | West |
| More effort | 35% | 32% | 44% | 44% | 50% | 33% | 34% | 35% | 35% | 38% | 29% | 34% | 40% |
| Less effort | 29% | 34% | 11% | 15% | 10% | 29% | 29% | 34% | 30% | 29% | 32% | 27% | 28% |
| About the same as now | 25% | 25% | 27% | 27% | 14% | 29% | 24% | 25% | 25% | 21% | 30% | 27% | 22% |
| Not sure | 11% | 10% | 18% | 14% | 27% | 9% | 13% | 6% | 11% | 13% | 9% | 12% | 10% |
| Totals (Unweighted N) | 100% (1,000) | 100% (814) | 100% (99) | 100% (87) | 100% (32) | 100% (323) | 100% (360) | 100% (188) | 100% (97) | 100% (179) | 100% (214) | 100% (339) | 100% (268) |

Omnibus Poll

July 23 - 24, 2013



3. Fast food companies allowed to have kids meals

Do you think that fast food companies should be allowed to have kids' meals?

| | Gender | | | Age | | | | Party ID | | | Voter Registration | |
|----------------|---------|-------|--------|-------|-------|-------|-------|----------|-------------|------------|--------------------|----------------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | Democrat | Independent | Republican | Registered | Not registered |
| Yes | 85% | 84% | 86% | 78% | 82% | 88% | 90% | 85% | 80% | 94% | 87% | 67% |
| No | 5% | 7% | 4% | 9% | 6% | 3% | 3% | 6% | 6% | 2% | 5% | 6% |
| Not sure | 10% | 9% | 11% | 13% | 11% | 9% | 6% | 9% | 14% | 4% | 8% | 27% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| (Unweighted N) | (1,000) | (471) | (529) | (154) | (284) | (393) | (169) | (342) | (420) | (238) | (916) | (84) |

| | Race | | | | Education | | | | | Region | | | |
|----------------|---------|-------|-------|----------|-----------------------|-------------|--------------|--------------|-----------|-----------|---------|-------|-------|
| | Total | White | Black | Hispanic | Less than high school | High school | Some college | College grad | Post grad | Northeast | Midwest | South | West |
| Yes | 85% | 87% | 77% | 80% | 76% | 88% | 81% | 86% | 90% | 84% | 89% | 84% | 82% |
| No | 5% | 4% | 11% | 7% | 4% | 4% | 6% | 8% | 2% | 5% | 3% | 4% | 9% |
| Not sure | 10% | 9% | 12% | 13% | 20% | 8% | 13% | 6% | 8% | 11% | 8% | 12% | 9% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| (Unweighted N) | (1,000) | (814) | (99) | (87) | (32) | (323) | (360) | (188) | (97) | (179) | (214) | (339) | (268) |

Omnibus Poll

July 23 - 24, 2013



4. Fast food companies allowed to advertise toys

Do you think fast food companies should be allowed to market kids' meals by advertising toys?

| | Gender | | | Age | | | | Party ID | | | Voter Registration | |
|----------------|---------|-------|--------|-------|-------|-------|-------|----------|-------------|------------|--------------------|----------------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | Democrat | Independent | Republican | Registered | Not registered |
| Yes | 60% | 66% | 54% | 61% | 65% | 61% | 48% | 55% | 57% | 71% | 62% | 44% |
| No | 23% | 23% | 24% | 21% | 20% | 23% | 34% | 28% | 23% | 18% | 24% | 21% |
| Not sure | 17% | 11% | 22% | 18% | 16% | 16% | 18% | 16% | 20% | 11% | 14% | 35% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| (Unweighted N) | (1,000) | (471) | (529) | (154) | (284) | (393) | (169) | (342) | (420) | (238) | (916) | (84) |

| | Race | | | | Education | | | | | Region | | | |
|----------------|---------|-------|-------|----------|-----------------------|-------------|--------------|--------------|-----------|-----------|---------|-------|-------|
| | Total | White | Black | Hispanic | Less than high school | High school | Some college | College grad | Post grad | Northeast | Midwest | South | West |
| Yes | 60% | 63% | 39% | 59% | 43% | 59% | 59% | 63% | 72% | 63% | 59% | 60% | 58% |
| No | 23% | 22% | 33% | 23% | 25% | 25% | 23% | 25% | 14% | 20% | 24% | 24% | 24% |
| Not sure | 17% | 15% | 28% | 18% | 32% | 16% | 17% | 12% | 14% | 17% | 17% | 16% | 18% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| (Unweighted N) | (1,000) | (814) | (99) | (87) | (32) | (323) | (360) | (188) | (97) | (179) | (214) | (339) | (268) |

Omnibus Poll

July 23 - 24, 2013



5. How often is fast food appropriate for kids

How often would you say it is appropriate for children to eat fast food meals?

| | Gender | | | Age | | | | Party ID | | | Voter Registration | |
|------------------------|--------------|------------|------------|------------|------------|------------|------------|------------|-------------|------------|--------------------|----------------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | Democrat | Independent | Republican | Registered | Not registered |
| Every day | 1% | 1% | 0% | 0% | 2% | 0% | 1% | 1% | 0% | 1% | 1% | 1% |
| Several times a week | 3% | 4% | 2% | 2% | 5% | 3% | 2% | 3% | 2% | 4% | 3% | 3% |
| Once a week | 23% | 25% | 20% | 11% | 20% | 28% | 31% | 22% | 21% | 27% | 24% | 14% |
| Several times a month | 20% | 21% | 18% | 22% | 15% | 20% | 22% | 17% | 19% | 24% | 20% | 19% |
| Once a month | 28% | 24% | 33% | 27% | 31% | 28% | 25% | 36% | 26% | 23% | 30% | 19% |
| Less than once a month | 11% | 8% | 13% | 15% | 13% | 9% | 5% | 12% | 11% | 7% | 10% | 11% |
| Never | 6% | 6% | 5% | 9% | 7% | 3% | 4% | 3% | 8% | 5% | 5% | 10% |
| Not sure | 9% | 10% | 8% | 13% | 7% | 9% | 9% | 6% | 12% | 8% | 8% | 22% |
| Totals (Unweighted N) | 100% (1,000) | 100% (471) | 100% (529) | 100% (154) | 100% (284) | 100% (393) | 100% (169) | 100% (342) | 100% (420) | 100% (238) | 100% (916) | 100% (84) |

| | Total | Race | | | Education | | | | | Region | | | |
|------------------------|--------------|------------|-----------|-----------|-----------------------|-------------|--------------|--------------|-----------|------------|------------|------------|------------|
| | | White | Black | Hispanic | Less than high school | High school | Some college | College grad | Post grad | Northeast | Midwest | South | West |
| Every day | 1% | 1% | — | 2% | 1% | 0% | 2% | 1% | — | 1% | 1% | 1% | 1% |
| Several times a week | 3% | 3% | 2% | 5% | 5% | 3% | 3% | 2% | 5% | 3% | 3% | 2% | 5% |
| Once a week | 23% | 25% | 17% | 14% | 16% | 24% | 21% | 25% | 22% | 19% | 30% | 25% | 16% |
| Several times a month | 20% | 20% | 20% | 18% | 21% | 21% | 18% | 20% | 18% | 15% | 19% | 22% | 20% |
| Once a month | 28% | 27% | 33% | 32% | 34% | 30% | 25% | 28% | 29% | 33% | 29% | 23% | 32% |
| Less than once a month | 11% | 11% | 9% | 11% | 4% | 8% | 13% | 13% | 12% | 17% | 9% | 8% | 11% |
| Never | 6% | 5% | 11% | 4% | 4% | 4% | 7% | 7% | 6% | 5% | 3% | 7% | 7% |
| Not sure | 9% | 8% | 9% | 14% | 15% | 10% | 12% | 3% | 7% | 7% | 6% | 13% | 7% |
| Totals (Unweighted N) | 100% (1,000) | 100% (814) | 100% (99) | 100% (87) | 100% (32) | 100% (323) | 100% (360) | 100% (188) | 100% (97) | 100% (179) | 100% (214) | 100% (339) | 100% (268) |