



*behavior research center's*

# *Rocky Mountain Poll*

NEWS RELEASE  
RMP 2005-I-05

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## PUBLIC SPLIT ON STATE MANDATING TO SCHOOLS ON SALE OF CANDY AND SOFT DRINKS ON CAMPUS

Phoenix, Arizona, February 23, 2005. The idea of trying to improve the nutritional value of foods available to kids when they are in school may seem like a slam-dunk idea, but adults here in Maricopa County are surprisingly divided on the issue. In a survey completed last week, such a law directed at elementary schools is supported by a bare 50 percent of county residents, but is opposed by 45 percent.

The school nutrition legislation, HB 2544, would prohibit K-12 public elementary schools from selling soft drinks and foods of “minimal nutritional value,” such as candy, chewing gum, lollipops and licorice. The proposed law has drawn stiff opposition from the vending industry and some schools that rely on the income from such programs to support school programs and it appears that some of their arguments against the law have begun to resonate with the public.

Opposition to a state ban on the on-campus sale of low nutrition candy and soft drinks to elementary school students rises among women (51%), minority parents, and older adults. It also rises to its highest level (54%) among those adults with the least formal education. Support for the ban is modestly above the norm among men and people with college degrees, but in no group, is support lopsided.

Although not contemplated by HB 2544, we also explored how the public feels about such a law if it also included high school campuses. In that case, a plurality oppose (48%) and support falls to 46 percent.

The findings outlined in this report are based on a survey of 602 heads of household throughout Maricopa County conducted between February 14 and February 20, 2005, by the Behavior Research Center of Arizona as part of the Center’s independent and non-partisan Rocky Mountain Poll series. The public is welcome to visit [www.brcpolls.com](http://www.brcpolls.com) to read this and other recent polls.

**EDITOR'S NOTE:** This Rocky Mountain Poll Arizona (2005-I-05) is based on 602 telephone interviews conducted from February 14 through February 20, 2004, with adult heads of household throughout Maricopa County. In a sample of this size, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 4.1 percent of what they would have been had the entire adult population been surveyed. The Rocky Mountain Poll is conducted by the Behavior Research Center of Arizona and is an independent and non-partisan research program.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

**BELOW:** Statistical data

For this and other polls, see [www.brcpolls.com/results](http://www.brcpolls.com/results)

**STATISTICAL DATA**

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Rocky Mountain Poll - Arizona  
RMP 2005-I-05

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*“Do you favor or oppose a state law that would prohibit the on-campus sale of low-nutrition soft drinks and foods such as candy to students?”*

	FAVOR	OPPOSE	UNSURE
<u>IN ELEMENTARY SCHOOL</u>			
TOTAL	50%	45%	5%
Men	54	40	6
Women	46	51	3
Republican	51	46	3
Democrat	44	50	6
Independent	52	47	1
<u>IN HIGH SCHOOL</u>			
TOTAL	46	48	6
Men	46	48	6
Women	46	49	5
Republican	48	46	6
Democrat	45	47	8
Independent	37	59	4

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