

AMERICAN VIEWPOINT

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COLORADO VOTERS OVERWHELMINGLY SUPPORT IMPROVING NUTRITIONAL STANDARDS AND IMPLEMENTING PHYSICAL EDUCATION REQUIREMENT IN COLORADO SCHOOLS

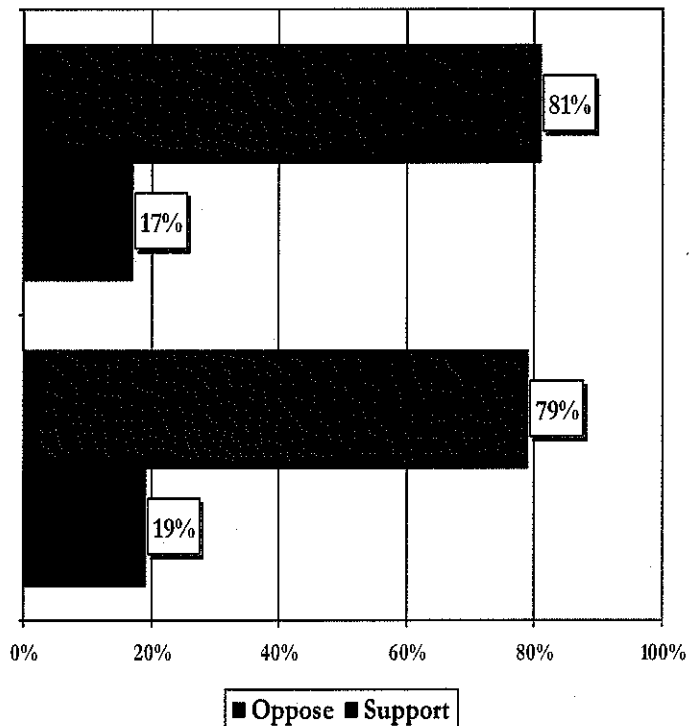
American Viewpoint, a nationally recognized public opinion research firm conducted a Colorado statewide telephone survey from September 2 through September 4, 2008. The survey of 600 likely voters in the November Election had a margin of error of plus or minus 4.1%. The results of the poll, commissioned by The Colorado Health Foundation, show overwhelming support for increasing nutritional standards for food and beverages served in Colorado schools and requiring schools to offer physical education. The findings reveal:

- Overwhelming support exists among Colorado voters to address the issue of high-sugar beverages, high-sugar and high-fat foods and physical education requirements in Colorado schools.
 - *This strong support exists across all geographic areas of the state, across gender, across age, across party, across ideology, and among both parents and non-parents and among grandparents and non-grandparents.*
- Voters support reducing high-fat and high-calorie foods, reducing in-school access to high-sugar beverages, removing snacks of low nutritional value from vending machines and limiting the contents of vending machines to juice, milk or bottled water.
 - *94% support (72% strongly support) an effort to increase nutritional standards for school lunches reducing high-fat and high-calorie foods in favor of more fresh fruits, fresh vegetables and other healthy choices.*
 - *82% support (54% strongly support) efforts to remove snacks of low nutritional value from snack vending machines in Colorado schools and replace them with only healthy snacks.*
 - *80% support (52% strongly support) an effort to limit the contents of vending machines in Colorado schools to 100% fruit juices, low fat milk or bottled water.*
 - *77% support (55% strongly support) efforts to reduce in-school access to high-sugar beverages such as soda pop.*
- Voters are in favor of setting a minimum standard for the amount of time spent on physical education in Colorado schools.
 - *86% support (67% strongly support) requiring 30 minutes of physical education each day in Colorado's schools even if it meant time was taken away from other subjects.*
 - *80% believe that as students become more physically fit, their test scores increase and discipline problems decrease.*
- Voters believe Colorado schools should encourage healthy food choices, limit the availability of high-fat and high-sugar foods and limit the availability of high-sugar beverages.
 - *78% believe it is very important for schools in Colorado to encourage healthy food choices;*
 - *61% believe it is very important for schools in Colorado to limit the availability of high-fat and high-sugar foods; and*
 - *59% believe it is very important for schools in Colorado to limit the availability of high-sugar beverages.*

- Respondents strongly support requiring Colorado schools to stock healthy and nutritious beverages and foods in vending machines, even if it means fewer funds are raised that could be used to help balance school budgets.

81% support (53% strongly support) an effort to require schools in Colorado to only stock their vending machines with healthy beverages such as 100% fruit juices, low fat milk and bottled water, even if it meant fewer purchases were made and fewer funds were raised which could be used to balance their budget

79% support (54% strongly support) an effort to require schools in Colorado to only stock their vending machines with nutritious foods, even if it meant fewer purchases were made and fewer funds were raised which could be used to balance their budget.



- Coloradans strongly support requiring Colorado schools to stock their vending machines with only healthy beverages or nutritious foods, even if it means fewer funds are raised that could be used for student programs, uniforms and equipment.
 - 79% support (51% strongly support) an effort to require schools in Colorado to only stock their vending machines with healthy beverages such as 100% fruit juices, low fat milk and bottled water, even if it meant fewer purchases were made and fewer funds were raised which could be used to fund student programs, uniforms or equipment; and
 - 79% support (50% strongly support) an effort to require schools in Colorado to only stock their vending machines with nutritious foods, even if it meant fewer purchases were made and fewer funds were raised which could be used to fund student programs, uniforms or equipment.
- Voters respond positively to messages relating to health and fitness. Similarly voters respond well to messages suggesting that we need to work together to address the issue of unhealthy snacks and beverages in vending machines. And, voters are more concerned with healthy beverages and snacks than the revenue that could be lost. Finally, statewide standards win out over each local district or school principal creating their own standards.
 - 80% support the creation of consistent standards statewide to make it easier for vendors to help schools and parents know what to expect when students go from one school to another or from one district to another.
 - 52% believe that determining what snacks and beverages are in school vending machines is best left to local school boards or the principals of the schools.