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Opinion Research

**REGISTERED VOTERS’  
ATTITUDES TOWARD HEALTHY FOOD ACCESS  
PROGRAMS**

**Prepared by:  
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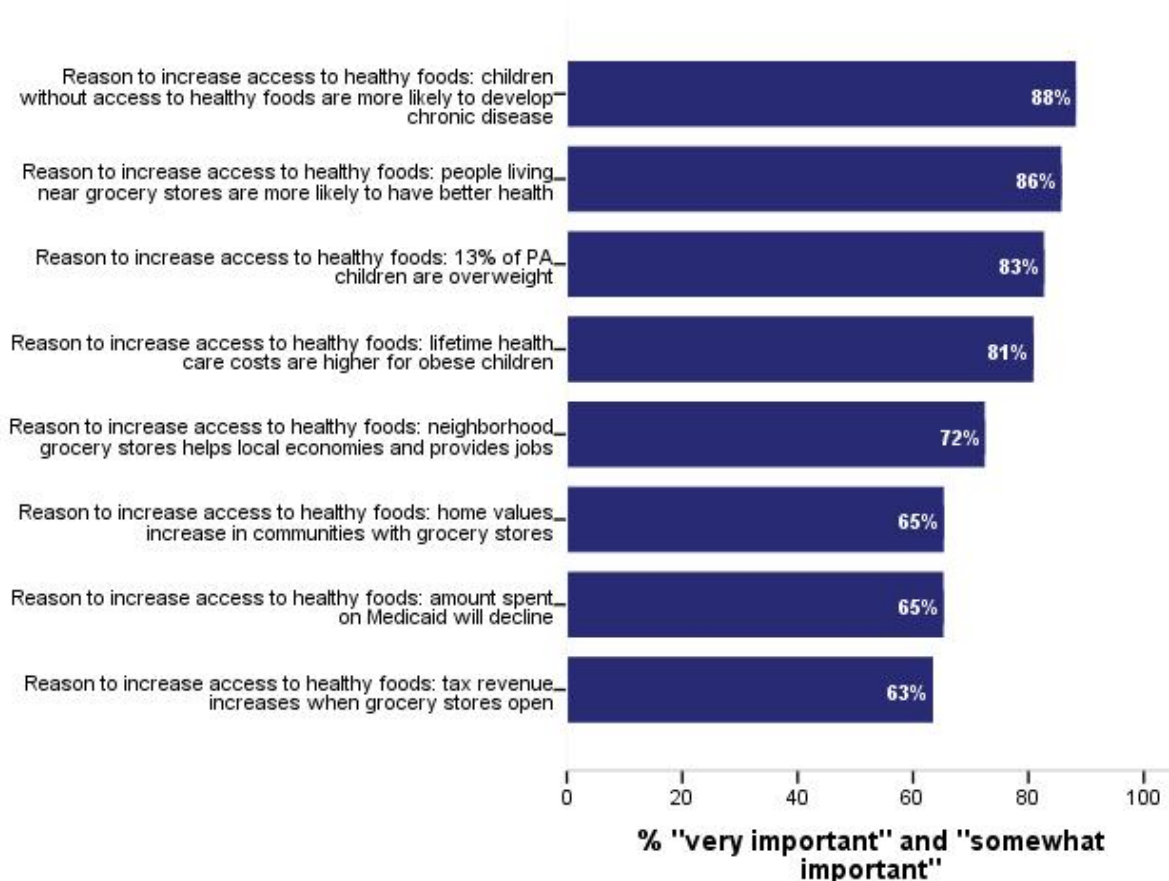
**Prepared for:  
The Food Trust**

**September 2015**

Most (65%) registered voters in Pennsylvania believe that childhood obesity is a “serious” problem and, accordingly, most (69%) believe it is important for the state to support programs and initiatives that help address it. Even more registered voters (79%) believe it is “important” to ensure that children in the state have access to fresh, healthy foods. Registered voters’ concerns about childhood obesity and their belief in the importance of providing access to fresh, healthy foods is likely the reason that sizable majorities support state programs that provide grants and loans to grocery stores (77%), and financial incentives to open them (70%), in communities where access to healthy foods is limited. A majority of registered voters in each party supports these initiatives (see Attachment B).

The reasons that registered voters in Pennsylvania support increasing children’s access to healthy foods are primarily motivated by the potential health benefits provided by this access and far less by the potential economic benefits that increased access could provide. Figure 1 presents the proportion of registered voters that believe each of the listed reasons is important for making healthy foods available to more Pennsylvania children.

*Figure 1. Pennsylvania Registered Voters’ Reasons for Supporting Access to Healthy Foods, September 2015*



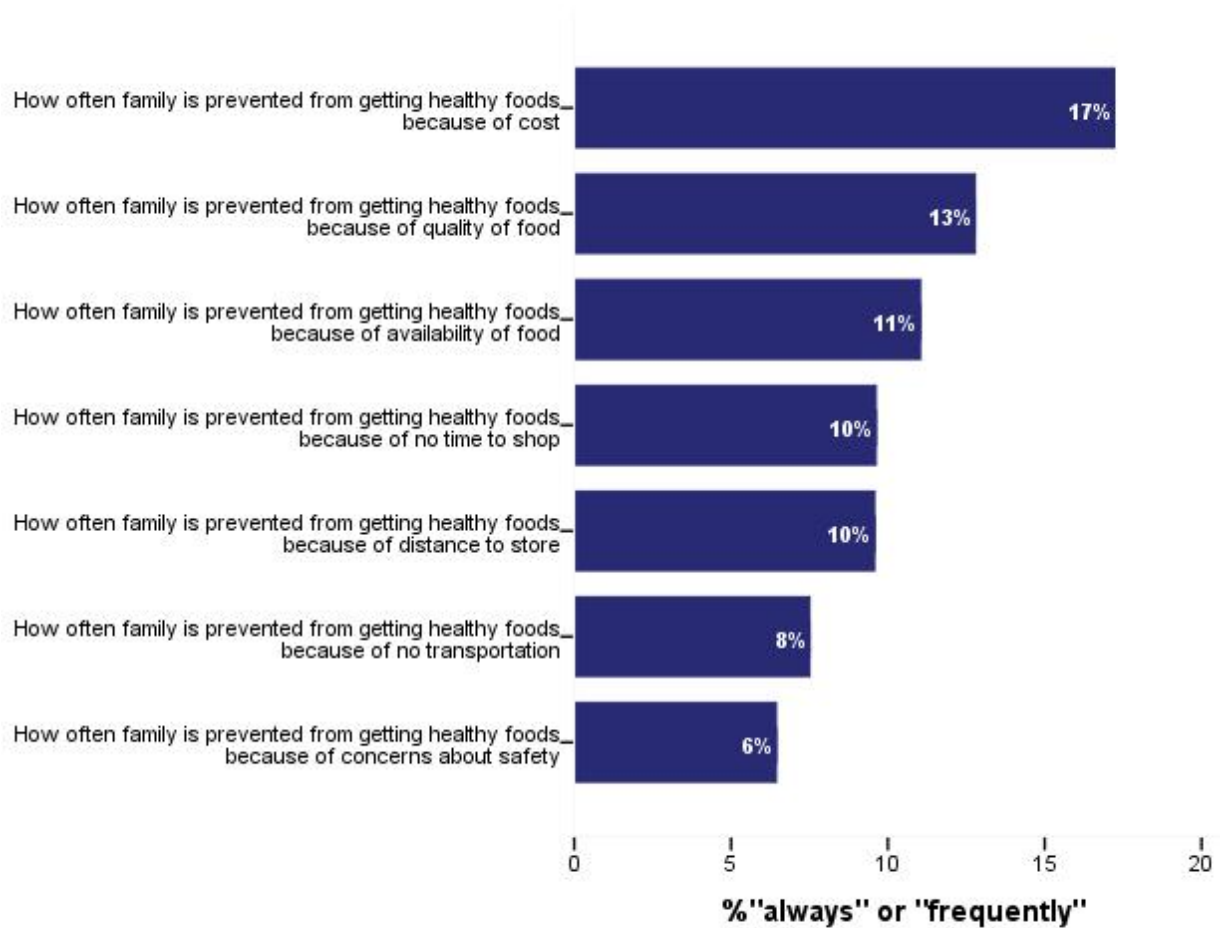
The proportion of registered voters who support the use of financial incentives to make sure that healthy foods are available in communities that lack them increases after they have considered these reasons for increasing children’s access to healthy foods, rising from 70% support prior to 80% after considering the benefits of increased access to healthy foods.

Having access to healthy foods is a common problem for many registered voters. Nearly one in five (17%) report that the cost of food “always” or “frequently” prevents them from having healthy foods, as Figure 2 shows. There are no party differences in how often cost prevents respondents from accessing healthy foods, but there are differences by age, income, education, and region of the state. The quality and availability of fresh foods are the next most common barriers to getting access to healthy foods, resulting in similar demographic disparities (see Attachment B).

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*Figure 2. Pennsylvania Registered Voters’ Barriers to Accessing Healthy Foods, September 2015*

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## **Methodology**

The survey findings presented in this summary are based on the results of interviews conducted August 14 – September 5, 2015. The survey was designed by Terry Madonna Opinion Research and the interviewing was conducted by First Contact of Rehoboth, Delaware. The data included in this release represent the responses of 600 Pennsylvania registered voters, including 296 Democrats, 226 Republicans, and 78 Independents. The sample of registered voters was obtained from Labels & Lists. Survey results were weighted (gender, region and party registration) using an iterative weighting algorithm to reflect the known distribution of those characteristics as reported by the Pennsylvania Department of State.

The sample error for this survey is +/- 3.8 percentage points. In addition to sampling error, this poll is also subject to other sources of non-sampling error. Generally speaking, two sources of error concern researchers most. Non-response bias is created when selected participants either choose not to participate in the survey or are unavailable for interviewing. Response errors are the product of the question and answer process. Surveys that rely on self-reported behaviors and attitudes are susceptible to biases related to the way respondents process and respond to survey questions.

## Attachment A

### Party registration

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Republican	226	37.7	37.7	37.7
	Democrat	296	49.3	49.3	87.0
	Ind. Other	78	13.0	13.0	100.0
	Total	600	100.0	100.0	

### How serious a problem is childhood obesity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very serious problem	151	25.2	25.2	25.2
	Serious problem	237	39.6	39.6	64.8
	Not a serious problem	99	16.5	16.5	81.2
	No problem at all	32	5.4	5.4	86.6
	DK	80	13.4	13.4	100.0
	Total	600	100.0	100.0	

### How important is it for state to support programs that reduce childhood obesity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	152	25.3	25.3	25.3
	Somewhat important	261	43.5	43.5	68.8
	Somewhat unimportant	105	17.4	17.4	86.2
	Not very important	20	3.3	3.3	89.6
	DK	63	10.4	10.4	100.0
	Total	600	100.0	100.0	

### How important is it that more PA children have access to fresh healthy foods

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	168	28.1	28.1	28.1
	Somewhat important	308	51.3	51.3	79.4
	Not very important	68	11.3	11.3	90.7
	Not important at all	10	1.6	1.6	92.3
	DK	46	7.7	7.7	100.0
	Total	600	100.0	100.0	

### Support for effort that provided grants and loans to grocery stores in communities with no access to healthy foods

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly supportive	165	27.5	27.5	27.5
	Somewhat supportive	294	49.1	49.1	76.5
	Somewhat opposed	79	13.2	13.2	89.8
	Strongly opposed	11	1.8	1.8	91.6
	DK	50	8.4	8.4	100.0
	Total	600	100.0	100.0	

## Attachment A

### Support for state program that provides financial incentives to open outlets for healthy foods in communities without them

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly support	172	28.7	28.7	28.7
	Somewhat support	247	41.2	41.2	69.9
	Somewhat oppose	79	13.1	13.1	83.1
	Strongly oppose	18	3.0	3.0	86.1
	DK	84	13.9	13.9	100.0
	Total	600	100.0	100.0	

### Reason to increase access to healthy foods: 13% of PA children are overweight

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	226	37.6	37.6	37.6
	Somewhat important	270	44.9	44.9	82.6
	Somewhat unimportant	54	9.0	9.0	91.6
	Not at all important	10	1.6	1.6	93.1
	DK	41	6.9	6.9	100.0
	Total	600	100.0	100.0	

### Reason to increase access to healthy foods: children without access to healthy foods are more likely to develop chronic disease

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	232	38.7	38.7	38.7
	Somewhat important	296	49.4	49.4	88.1
	Somewhat unimportant	34	5.7	5.7	93.7
	Not at all important	10	1.6	1.6	95.3
	DK	28	4.7	4.7	100.0
	Total	600	100.0	100.0	

### Reason to increase access to healthy foods: people living near grocery stores are more likely to have better health

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	226	37.6	37.6	37.6
	Somewhat important	288	48.0	48.0	85.6
	Somewhat unimportant	40	6.7	6.7	92.3
	Not at all important	18	3.1	3.1	95.4
	DK	28	4.6	4.6	100.0
	Total	600	100.0	100.0	

### Reason to increase access to healthy foods: lifetime health care costs are higher for obese children

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	215	35.8	35.8	35.8
	Somewhat important	269	44.9	44.9	80.7
	Somewhat unimportant	49	8.1	8.1	88.8
	Not at all important	13	2.1	2.1	91.0
	DK	54	9.0	9.0	100.0
	Total	600	100.0	100.0	

Attachment A

**Reason to increase access to healthy foods: neighborhood grocery stores helps local economies and provides jobs**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	187	31.2	31.2	31.2
	Somewhat important	246	41.1	41.1	72.3
	Somewhat unimportant	85	14.1	14.1	86.4
	Not at all important	22	3.6	3.6	90.0
	DK	60	10.0	10.0	100.0
	Total	600	100.0	100.0	

**Reason to increase access to healthy foods: home values increase in communities with grocery stores**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	150	25.0	25.0	25.0
	Somewhat important	241	40.2	40.2	65.2
	Somewhat unimportant	92	15.4	15.4	80.5
	Not at all important	25	4.1	4.1	84.7
	DK	92	15.3	15.3	100.0
	Total	600	100.0	100.0	

**Reason to increase access to healthy foods: tax revenue increases when grocery stores open**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	143	23.9	23.9	23.9
	Somewhat important	236	39.4	39.4	63.3
	Somewhat unimportant	80	13.4	13.4	76.6
	Not at all important	28	4.7	4.7	81.4
	DK	112	18.6	18.6	100.0
	Total	600	100.0	100.0	

**Reason to increase access to healthy foods: amount spent on Medicaid will decline**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	198	33.0	33.0	33.0
	Somewhat important	193	32.1	32.1	65.1
	Somewhat unimportant	57	9.5	9.5	74.6
	Not at all important	46	7.6	7.6	82.2
	DK	107	17.8	17.8	100.0
	Total	600	100.0	100.0	

**Support for financial incentives that encourage businesses to open grocery stores in areas that have no access to healthy foods**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly support	225	37.6	37.6	37.6
	Somewhat support	253	42.1	42.1	79.7
	Somewhat oppose	39	6.4	6.4	86.1
	Strongly oppose	20	3.4	3.4	89.6
	DK	63	10.4	10.4	100.0
	Total	600	100.0	100.0	

## Attachment A

### Why should financial incentives not be provided

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Too many programs, government should not be involved	19	3.2	3.6	3.6
	Encourages dependence	12	2.0	2.3	5.9
	other	7	1.2	1.3	7.2
	DK	18	3.0	3.4	10.6
	Missing	478	79.7	89.4	100.0
	Total	535	89.1	100.0	
Missing	System	65	10.9		
Total		600	100.0		

### Who is most trusted to provide facts about healthy food access program

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PA farmers	84	14.0	14.5	14.5
	Pediatricians	78	13.0	13.5	28.0
	Grocery retailers	36	5.9	6.2	34.1
	Local elected officials	58	9.7	10.0	44.2
	County public health officials	93	15.5	16.0	60.2
	School counselors	14	2.4	2.5	62.7
	Pastors	52	8.6	8.9	71.6
	AHA	39	6.5	6.7	78.4
	None	63	10.5	10.9	89.3
	DK	62	10.3	10.7	100.0
	Total	579	96.5	100.0	
Missing	Food Trust	21	3.5		
Total		600	100.0		

### How often family is prevented from getting healthy foods because of cost

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	15	2.5	2.5	2.5
	Frequently	88	14.7	14.7	17.2
	Sometimes	238	39.7	39.8	57.0
	Never	215	35.8	35.8	92.8
	DK	43	7.2	7.2	100.0
	Total	599	99.8	100.0	
Missing	System	1	.2		
Total		600	100.0		

### How often family is prevented from getting healthy foods because of quality of food

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	7	1.2	1.2	1.2
	Frequently	70	11.7	11.7	12.9
	Sometimes	212	35.4	35.4	48.3
	Never	258	43.0	43.0	91.3
	DK	52	8.7	8.7	100.0
	Total	600	100.0	100.0	



## Attachment A

### How often family is prevented from getting healthy foods because of no time to shop

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	7	1.2	1.2	1.2
	Frequently	52	8.6	8.6	9.8
	Sometimes	207	34.5	34.5	44.3
	Never	295	49.2	49.2	93.5
	DK	39	6.5	6.5	100.0
	Total	600	100.0	100.0	

### How often family is prevented from getting healthy foods because of concerns about safety

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	9	1.4	1.4	1.4
	Frequently	30	5.0	5.0	6.4
	Sometimes	118	19.7	19.7	26.1
	Never	403	67.1	67.1	93.3
	DK	40	6.7	6.7	100.0
	Total	600	100.0	100.0	

### How often family is prevented from getting healthy foods because of distance to store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	9	1.5	1.5	1.5
	Frequently	50	8.3	8.3	9.7
	Sometimes	169	28.2	28.2	38.0
	Never	336	56.0	56.0	94.0
	DK	36	6.0	6.0	100.0
	Total	600	100.0	100.0	

### How often family is prevented from getting healthy foods because of availability of food

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	7	1.2	1.2	1.2
	Frequently	60	9.9	9.9	11.2
	Sometimes	174	28.9	28.9	40.1
	Never	314	52.4	52.4	92.5
	DK	45	7.5	7.5	100.0
	Total	600	100.0	100.0	

### How often family is prevented from getting healthy foods because of no transportation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	10	1.7	1.7	1.7
	Frequently	34	5.7	5.7	7.5
	Sometimes	58	9.7	9.7	17.2
	Never	453	75.5	75.6	92.9
	DK	43	7.1	7.1	100.0
	Total	599	99.8	100.0	
Missing	System	1	.2		
Total		600	100.0		

## Attachment A

### Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than HS	44	7.3	7.3	7.3
	High school	255	42.5	42.5	49.8
	Some college	145	24.2	24.2	74.0
	Four year college	118	19.7	19.7	93.7
	Postgraduate	27	4.5	4.5	98.2
	DK	11	1.8	1.8	100.0
Total		600	100.0	100.0	

### Adults in household

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	126	21.1	21.2	21.2
	2	379	63.1	63.6	84.8
	3	62	10.3	10.4	95.2
	4	22	3.7	3.7	98.8
	5	4	.7	.7	99.5
	8	3	.5	.5	100.0
	Total	596	99.3	100.0	
	Missing	98	4	.6	
System			.0		
Total		4	.7		
Total		600	100.0		

### Children under 18 living in home

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	204	34.1	34.2	34.2
	No	380	63.4	63.7	97.9
	DK	12	2.1	2.1	100.0
	Total	597	99.5	100.0	
Missing	System	3	.5		
Total		600	100.0		

### Children attending public school

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	168	28.0	81.1	81.1
	No	38	6.3	18.3	99.3
	DK	1	.2	.7	100.0
	Total	207	34.5	100.0	
Missing	Missing	393	65.5		
Total		600	100.0		

### Marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	394	65.7	65.8	65.8
	Single	84	14.1	14.1	79.9
	Divorced	58	9.7	9.7	89.6
	Widowed	44	7.4	7.4	97.0
	DK	18	3.0	3.0	100.0
	Total	599	99.8	100.0	
Missing	98	1	.2		
Total		600	100.0		

## Attachment A

### Racial background

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	392	65.3	65.3	65.3
	Non-white	170	28.3	28.3	93.6
	Other	2	.3	.3	93.9
	DK	37	6.1	6.1	100.0
	Total	600	100.0	100.0	

### Own or rent home

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Owner	444	74.0	74.0	74.0
	Renter	119	19.8	19.8	93.8
	DK	37	6.2	6.2	100.0
	Total	600	100.0	100.0	

### Own a vehicle

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	477	79.5	79.5	79.5
	No	97	16.2	16.2	95.7
	DK	26	4.3	4.3	100.0
	Total	600	100.0	100.0	

### Household income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than \$50,000	231	38.5	38.5	38.5
	More than \$50,000	287	47.8	47.8	86.3
	DK	82	13.7	13.7	100.0
	Total	600	100.0	100.0	

### Sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	288	48.0	48.0	48.0
	Female	312	52.0	52.0	100.0
	Total	600	100.0	100.0	

### Respondent age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	48	8.0	8.2	8.2
	25-34	69	11.5	11.8	19.9
	35-44	111	18.6	18.9	38.9
	45-54	116	19.3	19.7	58.6
	55-64	93	15.5	15.8	74.4
	65 and over	151	25.1	25.6	100.0
	Total	588	98.0	100.0	
Missing	System	12	2.0		
Total		600	100.0		

## Attachment A

### Educational attainment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school or less	299	49.8	50.7	50.7
	Some college	145	24.2	24.7	75.4
	College degree	145	24.2	24.6	100.0
	Total	589	98.2	100.0	
Missing	System	11	1.8		
Total		600	100.0		

### Respondent age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 34	117	19.6	19.9	19.9
	35 - 54	227	37.9	38.7	58.6
	55 and over	243	40.6	41.4	100.0
	Total	588	98.0	100.0	
Missing	System	12	2.0		
Total		600	100.0		

### Region of state

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Philadelphia	70	11.6	11.6	11.6
	Northeast	74	12.3	12.3	23.9
	Allegheny	58	9.7	9.7	33.6
	Southwest	64	10.7	10.7	44.3
	Northwest	52	8.6	8.6	52.9
	Central	155	25.8	25.8	78.7
	Southeast	128	21.3	21.3	100.0
	Total	600	100.0	100.0	

Attachment B

		Party registration			Sex		Educational attainment			Respondent age			Household income		Region of state					Total Col %
		Republican Col %	Democrat Col %	Ind. Other Col %	Male Col %	Female Col %	High school or less Col %	Some college Col %	College degree Col %	18 - 34 Col %	35 - 54 Col %	55 and over Col %	Less than \$50,000 Col %	More than \$50,000 Col %	Phila & SE Col %	North East Col %	Alleg & SW Col %	North West Col %	Central Col %	
How serious a problem is childhood obesity	Very serious problem	30%	23%	20%	19%	31%	22%	26%	30%	26%	30%	21%	25%	28%	27%	23%	33%	7%	24%	25%
	Serious problem	34%	47%	28%	39%	40%	37%	46%	38%	41%	46%	32%	35%	43%	39%	37%	33%	58%	40%	40%
	Not a serious problem	15%	15%	27%	18%	15%	16%	18%	15%	17%	16%	17%	16%	17%	14%	16%	20%	8%	20%	16%
	No problem at all	5%	4%	11%	7%	4%	7%	3%	5%	4%	1%	10%	7%	5%	5%	5%	1%	14%	6%	5%
How important is it for state to support programs that reduce childhood obesity	DK	16%	11%	15%	17%	10%	17%	7%	11%	13%	7%	20%	17%	8%	14%	19%	13%	13%	10%	13%
	Very important	29%	25%	18%	18%	32%	23%	27%	29%	23%	29%	23%	24%	29%	27%	27%	30%	7%	25%	25%
	Somewhat important	42%	48%	30%	43%	44%	43%	44%	45%	42%	49%	38%	43%	44%	43%	48%	37%	60%	42%	43%
	Somewhat unimportant	17%	15%	29%	20%	15%	18%	19%	15%	17%	16%	19%	17%	17%	15%	14%	18%	19%	21%	17%
How important is it that more PA children have access to fresh healthy foods	Not very important	3%	2%	9%	5%	2%	5%	2%	2%	5%	1%	5%	5%	3%	5%	0%	2%	8%	2%	3%
	DK	10%	10%	13%	14%	7%	11%	8%	10%	12%	5%	15%	11%	8%	10%	11%	13%	7%	10%	10%
	Very important	32%	28%	20%	19%	37%	25%	30%	32%	26%	28%	29%	31%	28%	28%	29%	33%	10%	29%	28%
	Somewhat important	51%	53%	44%	54%	49%	49%	52%	54%	48%	55%	50%	46%	55%	49%	56%	49%	65%	50%	51%
Support for effort that provided grants and loans to grocery stores in communities with no access to healthy foods	Not very important	10%	11%	16%	14%	9%	14%	10%	7%	12%	11%	11%	13%	10%	10%	9%	12%	13%	12%	11%
	DK	1%	1%	5%	3%	%	2%	1%	1%	3%	0%	3%	2%	2%	2%	0%	1%	8%	%	2%
	Strongly support	31%	27%	19%	20%	34%	25%	28%	32%	25%	30%	27%	27%	28%	29%	29%	33%	12%	26%	27%
	Somewhat supportive	43%	55%	46%	49%	49%	48%	53%	46%	50%	49%	48%	50%	48%	48%	43%	46%	64%	51%	49%
Support for state program that provides financial incentives to open outlets for healthy foods in communities without them	Somewhat supportive	15%	10%	18%	18%	9%	15%	10%	13%	12%	13%	14%	13%	13%	11%	17%	13%	14%	14%	13%
	DK	2%	1%	3%	2%	1%	2%	2%	2%	4%	%	2%	1%	3%	3%	1%	1%	8%	%	2%
	Strongly opposed	9%	6%	14%	11%	6%	9%	8%	7%	9%	7%	9%	8%	8%	10%	10%	7%	3%	9%	8%
	DK	33%	27%	20%	22%	35%	25%	31%	33%	24%	31%	29%	28%	29%	30%	28%	33%	15%	28%	29%
Reason to increase access to healthy foods: 13% of PA children are overweight	Strongly support	34%	49%	34%	39%	43%	40%	42%	43%	46%	44%	36%	38%	44%	44%	38%	35%	43%	43%	41%
	DK	14%	10%	21%	17%	9%	16%	10%	10%	15%	12%	13%	14%	12%	12%	13%	13%	16%	14%	13%
	Somewhat support	4%	2%	4%	4%	2%	4%	1%	3%	5%	1%	4%	3%	3%	3%	4%	1%	9%	2%	3%
	Strongly oppose	14%	12%	21%	18%	10%	14%	16%	10%	11%	11%	18%	17%	11%	11%	17%	17%	17%	13%	14%
Reason to increase access to healthy foods: children without access to healthy foods are more likely to develop chronic disease	Very important	37%	40%	29%	29%	45%	35%	45%	36%	37%	40%	35%	38%	37%	38%	40%	50%	20%	32%	38%
	DK	41%	47%	49%	47%	43%	45%	44%	48%	44%	49%	43%	43%	50%	41%	41%	38%	57%	52%	45%
	Somewhat important	10%	8%	10%	14%	5%	12%	6%	6%	10%	5%	12%	13%	6%	12%	10%	5%	11%	8%	9%
	Not at all important	3%	%	1%	2%	1%	2%	%	3%	3%	1%	1%	1%	2%	2%	3%	0%	4%	1%	2%
Reason to increase access to healthy foods: children without access to healthy foods are more likely to develop chronic disease	DK	9%	4%	11%	8%	6%	7%	6%	7%	6%	6%	9%	6%	4%	7%	6%	7%	7%	7%	7%
	Very important	40%	41%	29%	30%	47%	36%	43%	40%	36%	41%	37%	38%	41%	39%	40%	49%	18%	36%	39%
	DK	48%	51%	49%	52%	46%	50%	47%	50%	48%	52%	48%	47%	50%	46%	46%	42%	67%	55%	49%
	Somewhat important	5%	5%	9%	8%	3%	7%	6%	3%	8%	3%	7%	8%	5%	8%	3%	5%	5%	4%	6%
Reason to increase access to healthy foods: children without access to healthy foods are more likely to develop chronic disease	Not at all important	3%	%	3%	3%	1%	2%	%	3%	4%	1%	1%	1%	2%	2%	3%	1%	4%	%	2%
	DK	5%	3%	10%	6%	3%	5%	3%	4%	4%	3%	7%	6%	2%	4%	8%	4%	5%	5%	5%

Attachment B

		Party registration			Sex		Educational attainment			Respondent age			Household income		Region of state					Total Col %
		Republican Col %	Democrat Col %	Ind. Other Col %	Male Col %	Female Col %	High school or less Col %	Some college Col %	College degree Col %	18 - 34 Col %	35 - 54 Col %	55 and over Col %	Less than \$50,000 Col %	More than \$50,000 Col %	Phila & SE Col %	North East Col %	Alleg & SW Col %	North West Col %	Central Col %	
Reason to increase access to healthy foods: people living near grocery stores are more likely to have better health	Very important	41%	38%	26%	32%	43%	35%	39%	41%	32%	38%	39%	36%	38%	35%	39%	50%	23%	36%	38%
	Somewhat important	43%	53%	45%	49%	47%	49%	49%	46%	52%	51%	45%	48%	49%	50%	49%	42%	57%	47%	48%
	Somewhat unimportant	5%	6%	15%	10%	4%	8%	7%	5%	6%	6%	8%	8%	6%	7%	5%	6%	8%	7%	7%
	Not at all important	6%	1%	3%	4%	2%	4%	%	3%	4%	1%	4%	3%	4%	3%	4%	1%	7%	3%	3%
	DK	5%	3%	10%	5%	4%	4%	5%	5%	6%	5%	4%	5%	4%	6%	3%	1%	5%	6%	5%
Reason to increase access to healthy foods: lifetime health care costs are higher for obese children	Very important	35%	39%	29%	30%	41%	32%	42%	39%	33%	39%	35%	36%	39%	35%	35%	44%	20%	36%	36%
	Somewhat important	45%	45%	43%	45%	44%	49%	40%	42%	43%	47%	45%	42%	46%	46%	45%	36%	58%	46%	45%
	Somewhat unimportant	6%	9%	12%	11%	5%	9%	8%	5%	10%	6%	10%	10%	7%	5%	12%	9%	9%	9%	8%
	Not at all important	3%	1%	4%	3%	1%	3%	%	2%	4%	1%	2%	3%	2%	3%	2%	2%	7%	%	2%
	DK	11%	7%	12%	10%	8%	7%	10%	11%	10%	8%	8%	10%	7%	11%	6%	9%	6%	9%	9%
Reason to increase access to healthy foods: neighborhood grocery stores helps local economies and provides jobs	Very important	33%	31%	25%	27%	35%	27%	36%	35%	29%	31%	32%	32%	32%	31%	32%	38%	16%	31%	31%
	Somewhat important	39%	45%	33%	38%	44%	43%	39%	42%	41%	47%	36%	37%	45%	44%	37%	34%	48%	42%	41%
	Somewhat unimportant	12%	14%	20%	18%	10%	16%	15%	9%	13%	14%	15%	15%	13%	12%	19%	15%	13%	14%	14%
	Not at all important	6%	1%	5%	6%	2%	5%	%	4%	4%	1%	5%	4%	4%	3%	2%	4%	14%	1%	4%
	DK	10%	8%	16%	11%	9%	9%	10%	13%	7%	11%	12%	6%	10%	9%	10%	9%	11%	10%	10%
Reason to increase access to healthy foods: home values increase in communities with grocery stores	Very important	26%	25%	21%	21%	29%	25%	26%	26%	26%	25%	25%	29%	24%	22%	24%	33%	15%	27%	25%
	Somewhat important	35%	45%	35%	40%	41%	38%	40%	47%	35%	46%	37%	33%	47%	39%	40%	34%	46%	45%	40%
	Somewhat unimportant	16%	14%	17%	17%	14%	16%	17%	11%	16%	16%	16%	15%	17%	15%	19%	17%	16%	13%	15%
	Not at all important	7%	2%	5%	5%	3%	6%	2%	3%	5%	3%	4%	4%	4%	6%	2%	2%	12%	2%	4%
	DK	15%	14%	21%	17%	13%	15%	16%	14%	19%	10%	17%	19%	9%	19%	16%	14%	11%	13%	15%
Reason to increase access to healthy foods: tax revenue increases when grocery stores open	Very important	25%	24%	19%	19%	28%	22%	27%	26%	23%	23%	26%	27%	23%	22%	24%	30%	12%	25%	24%
	Somewhat important	33%	46%	33%	37%	42%	37%	41%	42%	30%	43%	40%	31%	47%	35%	38%	34%	49%	46%	39%
	Somewhat unimportant	13%	12%	19%	17%	10%	15%	13%	11%	15%	15%	11%	13%	15%	14%	16%	16%	9%	10%	13%
	Not at all important	9%	1%	4%	6%	4%	7%	2%	3%	7%	4%	4%	5%	4%	7%	2%	1%	12%	4%	5%
	DK	20%	16%	24%	22%	16%	19%	17%	17%	24%	14%	19%	24%	10%	21%	20%	19%	18%	15%	19%
Reason to increase access to healthy foods: amount spent on Medicaid will decline	Very important	35%	33%	29%	28%	38%	30%	38%	37%	31%	37%	31%	31%	37%	33%	30%	39%	17%	34%	33%
	Somewhat important	27%	37%	26%	29%	35%	32%	31%	33%	26%	36%	30%	29%	36%	31%	32%	26%	46%	33%	32%
	Somewhat unimportant	9%	9%	14%	11%	8%	8%	11%	10%	8%	11%	9%	10%	10%	10%	8%	9%	13%	9%	9%
	Not at all important	14%	4%	5%	10%	6%	10%	3%	8%	9%	3%	11%	10%	6%	9%	7%	7%	11%	6%	8%
	DK	16%	17%	25%	22%	14%	20%	17%	12%	26%	12%	19%	20%	11%	17%	23%	19%	12%	17%	18%
Support for financial incentives that encourage businesses to open grocery stores in areas that have no access to healthy foods	Strongly support	39%	39%	28%	32%	43%	36%	41%	35%	43%	37%	35%	38%	38%	37%	37%	44%	26%	38%	38%
	Somewhat support	35%	46%	47%	40%	44%	40%	44%	46%	38%	46%	41%	40%	45%	45%	37%	39%	41%	44%	42%
	Somewhat oppose	8%	5%	9%	9%	4%	7%	6%	6%	5%	3%	10%	9%	5%	5%	10%	4%	8%	7%	6%
	Strongly oppose	6%	1%	5%	5%	2%	4%	%	4%	4%	3%	4%	3%	4%	5%	2%	0%	10%	3%	3%
	DK	12%	9%	12%	13%	8%	12%	8%	9%	9%	11%	11%	11%	8%	9%	14%	13%	15%	8%	10%

Attachment B

		Party registration			Sex		Educational attainment			Respondent age			Household income		Region of state					Total	
		Republican	Democrat	Ind. Other	Male	Female	High school or less	Some college	College degree	18 - 34	35 - 54	55 and over	Less than \$50,000	More than \$50,000	Phila & SE	North East	Alleg & SW	North West	Central	Col %	
		Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	
Who is most trusted to provide facts about healthy food access program	PA farmers	17%	14%	9%	13%	15%	12%	16%	19%	17%	15%	13%	12%	18%	13%	20%	15%	10%	14%	14%	
	Pediatricians	12%	15%	13%	10%	17%	9%	22%	14%	21%	21%	3%	13%	15%	18%	9%	10%	15%	12%	14%	
	Grocery retailers	6%	7%	4%	4%	8%	6%	9%	3%	3%	8%	6%	5%	8%	6%	11%	4%	9%	5%	6%	
	Local elected officials	8%	12%	9%	11%	9%	9%	12%	10%	8%	10%	11%	9%	11%	10%	2%	8%	13%	15%	10%	
	County public health officials	17%	17%	12%	20%	13%	16%	21%	13%	15%	18%	15%	13%	18%	16%	15%	20%	5%	16%	16%	
	School counselors	3%	3%	1%	%	4%	3%	2%	3%	4%	3%	1%	2%	3%	2%	5%	0%	4%	4%	2%	
	Pastors	9%	8%	11%	9%	9%	12%	4%	8%	5%	3%	17%	13%	5%	7%	8%	9%	12%	10%	9%	
	AHA	7%	6%	8%	7%	6%	6%	5%	11%	6%	7%	7%	6%	7%	4%	10%	6%	13%	8%	7%	
	None	12%	7%	23%	15%	7%	13%	6%	11%	12%	8%	12%	13%	8%	11%	7%	17%	7%	9%	11%	
	DK	9%	12%	10%	10%	11%	15%	4%	8%	8%	8%	15%	15%	7%	13%	13%	11%	12%	7%	11%	
	Missing	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
	How often family is prevented from getting healthy foods because of cost	Always	2%	2%	6%	4%	1%	4%	0%	2%	5%	1%	3%	4%	1%	4%	0%	4%	0%	2%	2%
		Frequently	12%	16%	19%	14%	15%	15%	19%	9%	28%	15%	8%	21%	10%	18%	9%	16%	13%	14%	15%
		Sometimes	41%	39%	40%	35%	44%	41%	44%	33%	42%	45%	34%	43%	38%	41%	40%	36%	39%	42%	40%
Never		39%	35%	29%	38%	34%	32%	33%	46%	19%	34%	45%	22%	45%	33%	43%	35%	40%	35%	36%	
DK		7%	8%	5%	8%	6%	7%	4%	9%	6%	4%	10%	9%	5%	5%	8%	9%	9%	7%	7%	
How often family is prevented from getting healthy foods because of quality of food	Always	1%	0%	5%	2%	1%	2%	0%	1%	3%	1%	1%	2%	%	1%	0%	3%	0%	1%	1%	
	Frequently	7%	14%	16%	11%	13%	13%	16%	5%	28%	11%	5%	18%	7%	14%	6%	13%	11%	10%	12%	
	Sometimes	39%	32%	38%	30%	40%	35%	43%	32%	41%	43%	28%	33%	37%	37%	33%	29%	38%	39%	35%	
	Never	47%	42%	33%	45%	41%	41%	38%	53%	20%	42%	54%	32%	52%	39%	56%	45%	41%	41%	43%	
	DK	6%	11%	8%	12%	5%	11%	3%	9%	8%	4%	13%	13%	3%	9%	5%	11%	10%	8%	9%	
How often family is prevented from getting healthy foods because of no time to shop	Always	1%	0%	5%	2%	1%	2%	0%	1%	3%	1%	1%	2%	%	1%	0%	3%	0%	1%	1%	
	Frequently	6%	11%	8%	9%	9%	11%	9%	4%	18%	7%	5%	15%	4%	10%	2%	11%	9%	8%	9%	
	Sometimes	36%	32%	41%	29%	39%	32%	45%	30%	45%	43%	22%	33%	35%	36%	37%	24%	38%	39%	35%	
	Never	50%	51%	40%	51%	47%	48%	42%	60%	27%	46%	62%	39%	59%	47%	56%	56%	41%	45%	49%	
	DK	6%	7%	6%	9%	4%	8%	4%	4%	7%	3%	10%	11%	2%	5%	4%	7%	12%	7%	7%	
How often family is prevented from getting healthy foods because of concerns about safety	Always	1%	1%	6%	2%	1%	3%	0%	0%	3%	0%	2%	3%	%	1%	0%	3%	0%	2%	1%	
	Frequently	3%	6%	5%	7%	3%	8%	4%	1%	14%	2%	3%	11%	%	6%	3%	6%	4%	3%	5%	
	Sometimes	17%	20%	25%	18%	21%	23%	22%	12%	31%	18%	16%	28%	12%	29%	17%	15%	15%	15%	20%	
	Never	72%	65%	59%	65%	69%	60%	69%	81%	48%	75%	68%	48%	84%	58%	74%	70%	66%	73%	67%	
	DK	7%	7%	6%	8%	5%	7%	6%	6%	4%	4%	11%	9%	4%	5%	6%	6%	16%	6%	7%	
How often family is prevented from getting healthy foods because of distance to store	Always	1%	1%	5%	2%	1%	2%	0%	1%	3%	1%	2%	3%	%	2%	0%	3%	0%	1%	1%	
	Frequently	4%	10%	12%	9%	8%	10%	9%	4%	20%	6%	5%	14%	4%	9%	3%	9%	8%	8%	8%	
	Sometimes	27%	28%	33%	24%	32%	29%	36%	22%	39%	32%	20%	30%	25%	35%	23%	19%	32%	28%	28%	
	Never	62%	55%	45%	57%	55%	53%	52%	66%	33%	59%	64%	42%	68%	49%	67%	61%	53%	57%	56%	
	DK	6%	6%	5%	7%	5%	7%	2%	7%	5%	3%	10%	11%	2%	5%	7%	8%	6%	5%	6%	
How often family is prevented from getting healthy foods because of availability of food	Always	1%	0%	6%	2%	1%	2%	0%	1%	3%	1%	1%	2%	%	1%	0%	3%	0%	1%	1%	
	Frequently	5%	12%	15%	11%	9%	11%	11%	6%	22%	9%	4%	15%	6%	12%	3%	12%	10%	9%	10%	
	Sometimes	32%	25%	33%	28%	30%	27%	36%	29%	34%	37%	20%	28%	31%	34%	24%	26%	29%	27%	29%	
	Never	56%	53%	38%	50%	55%	50%	51%	58%	33%	50%	64%	42%	61%	47%	65%	51%	52%	54%	52%	
	DK	6%	9%	7%	10%	5%	10%	2%	7%	7%	3%	11%	12%	2%	5%	7%	9%	9%	9%	8%	
How often family is prevented from getting healthy foods because of no transportation	Always	1%	2%	6%	2%	1%	3%	0%	0%	4%	0%	2%	4%	0%	2%	0%	3%	0%	2%	2%	
	Frequently	2%	8%	9%	7%	4%	9%	5%	1%	19%	2%	3%	13%	1%	9%	3%	7%	4%	2%	6%	
	Sometimes	9%	9%	15%	6%	13%	13%	11%	4%	15%	9%	7%	15%	5%	12%	11%	9%	3%	9%	10%	
	Never	80%	75%	64%	75%	76%	67%	82%	88%	56%	86%	76%	59%	91%	70%	82%	73%	85%	78%	76%	
	DK	8%	6%	7%	9%	5%	8%	3%	7%	5%	3%	12%	10%	4%	6%	4%	8%	9%	9%	7%	