

TO: Interested Parties
FROM: Global Strategy Group
DATE: May 2, 2017
RE: NH Voters Support Limits on Advertising of Unhealthy Food & Drinks in Schools

A new survey from Global Strategy Group on behalf of the American Heart Association finds that voters in New Hampshire support limiting the advertisement of unhealthy foods and beverages in their state's schools. This support is robust, and cuts across demographic lines. It goes along with voters' high levels of concern regarding children's consumption of sugary drinks and, more broadly, childhood obesity and poor nutrition among children. Key findings from Global Strategy Group's recent poll of 601 registered voters statewide are as follows:

KEY SURVEY FINDINGS:

- **An overwhelming majority of New Hampshire voters supports limiting the advertising of unhealthy foods and beverages in schools in New Hampshire (65% support/30% oppose).** Limits to such advertising draw support from groups across the board, with particularly strong backing among mothers (71% support/29% oppose) and seniors 65+ (73%/24%), and majorities of Democrats, Republicans, and independents all support such limits.
- **Voters are very concerned with children's consumption of sugary drinks (90% say this is a problem, with 63% saying it is a major problem).** Voters are also concerned with the broader issues of childhood obesity (90% say it is a problem) and poor nutrition among children (78%).
- **Voters become even more concerned when they learn specifics about the risks of sugary drinks:**
 - Information about the risk of diabetes is very concerning to 70% of voters overall.
People who consume one or more sugary drinks per day have a 26% higher chance of developing adult onset diabetes. It is estimated that one in three children born after 2000 and half of African American and Latino children will develop adult onset diabetes in his or her lifetime.
 - Explaining to voters the disconnect between a healthy level of sugar consumption and the excessive consumption among children is also worrying, with 70% of voters calling it very concerning.
It is recommended that children over the age of 2 have no more than one 8-ounce sugary drink a week, yet children today are consuming as much as ten times that amount.

The bottom line is this: New Hampshire voters want to limit advertising of unhealthy food and beverages in New Hampshire schools, and they are very concerned with the health issues implicated in children's consumption of sugary drinks.

ABOUT THIS POLL: Global Strategy Group conducted a statewide survey of 601 registered voters in New Hampshire from April 20th to 25th, 2017. The results of this survey have a margin of error of +/-4.0%. Care has been taken to ensure the geographic and demographic divisions of voters are properly represented.