2018 Dairy Council of California – FINAL

Hello, my name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_ from the Market Enhancement Group, Inc. We are conducting a public opinion poll about the Dairy Council of California. Your name was selected at random. The survey will be totally anonymous. Results will be reported as grouped statistics only. Your name or individual responses will not be reported. No one will ever contact you to sell or promote anything based on your survey responses. The survey should only take about 15 minutes.

Is now a convenient time? (If not) What would be a convenient time for you? Because your views are so very important to our client, we are available 24 hours a day, seven days a week for your interview. We will be pleased to schedule an interview for you at a time of your convenience.

1. Do you or any member of your household work in any of the following fields?

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| Market Research |  | Yes |  | No |  | If Yes, Terminate |
| Advertising or Public Relations |  | Yes |  | No |  | If Yes, Terminate |

1. (Do not ask, Precode):
2. Ag groups (community boards)
3. Community
4. Dairy industry (key leaders)
5. Education
   1. District, County or State level personnel
   2. Principals
   3. Teachers
6. Food access
7. Health and Wellness professionals
8. Partners
9. School food service
   1. Grassroots
   2. Key leaders
   3. Smarter lunch room
10. How would you rate your familiarity with Dairy Council of California on a 5-point scale, where “5” is extremely familiar and “1” is not at all familiar? \_\_\_\_\_\_ (Rating 1 to 5)

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| **If rated a “one” in Q3 thank and terminate** → |

In the past one year … (Read: Q4 to Q6)

1. Have you read or used information from the Dairy Council of California?

1) Yes

2) No

3) Unsure

1. Met with, talked to, seen a presentation or partnered with a representative of the Dairy Council of California?

1) Yes

2) No

3) Unsure

1. Have you referred others to materials or resources from the Dairy Council of California?

1) Yes

2) No

3) Unsure

I would like you to rate your agreement with the following statements about the **Dairy Council of California** on a 5-point scale, where “5” is agree strongly, “3” is neutral, and “1” is do not at all agree.

(Read – Rotate Order – Q7 to Q14)

1. Believes that collaboration is central to the cause of improving the health of California children and parents through the lifelong pursuit of healthy eating habits.
2. Effectiveness in its efforts to improve health through healthy eating habits for children and parents in California.
3. Has moved from a role of primarily delivering nutrition education resources and solutions to being a leader in providing a science- based and balanced approach to the cause of elevating health through the lifelong pursuit of healthy eating habits for California children and parents.
4. Has the leadership, expertise, and credibility to lead a wide range of like-minded individuals and organizations in the cause of getting California children and parents to improve health through healthy eating habits.
5. In the last year I’ve seen evidence that the Dairy Council of California is taking a leadership role in bringing organizations, groups, and individuals together to work on the cause of elevating the health of California children and parents through the lifelong pursuit of healthy eating habits.
6. Is a “quasi state government” nutrition education organization staffed by nutrition education experts, funded by dairy farm families and local milk processors, which is overseen by the California Department of Food and Agriculture.
7. Is leading collective action (which is many working together on different projects with one end result) including three primary areas: nutrition education, community health efforts and improved food environments to achieve the cause of the lifelong pursuit of healthy eating habits for California children and parents.
8. Dairy Council of California is the dairy farm families and local milk processors contribution to community health, including helping California children and parents achieve the lifelong pursuit of healthy eating habits.

For each of the following statements please rate it on a 5-point scale as to:

**Overall opinion**: “5” is very favorable.” “3” is neutral. “1” is very unfavorable.

**Importance**: “5” is very important.” “3” is neutral. “1” is not at all important.

**Believability**: “5” is very believable.” “3” is neutral. “1” is not at all believable.

**(Read – Rotate Order – Statements 1 to 4)**

**Statement 1:** Recently the Dairy Council redirected from being a mission driven to a **cause** driven organization. It’s really the **cause** that has been central to the organization since its beginning. The **cause** is to elevate the health of California children and parents through the lifelong pursuit of healthy eating habits.

**Rating 1 to 5:**

1. Overall opinion: \_\_\_\_\_
2. Importance: \_\_\_\_\_
3. Believability: \_\_\_\_
4. **(If Q17 rated <3 then ask:)** Why do you not find the statement believable? (Probe – Be Specific)

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**Statement 2:** The Dairy Council recognizes that it takes more than one group to elevate the health of California children and parents through the lifelong pursuit of healthy eating habits. It increasingly views its purpose as taking a leadership role in bringing organizations, groups, and individuals together to work on the **cause**.

**Rating 1 to 5:**

1. Overall opinion: \_\_\_\_\_
2. Importance: \_\_\_\_\_
3. Believability: \_\_\_\_\_
4. **(If Q21 rated <3 then ask:)** Why do you not find the statement believable? (Probe – Be Specific)

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**Statement 3:** The Dairy Council of California’s work is community health oriented and believes that collective action and collaboration is central to the **cause**. Collective action includes: nutrition education, community health efforts, food systems supports, food access and healthy environments.

**Rating 1 to 5**:

1. Overall opinion: \_\_\_\_\_
2. Importance: \_\_\_\_\_
3. Believability: \_\_\_\_\_
4. **(If Q25 rated <3 then ask:)** Why do you not find the statement believable? (Probe – Be Specific)

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**Statement 4:** The Dairy Council of California is the dairy farm families and local milk processors contribution to community health. As part of the **cause**, nutrition education efforts focus on children and parents making lifelong balanced food choices, with consuming milk and dairy products being essential to a healthy diet.

**Rating 1 to 5:**

1. Overall opinion: \_\_\_\_\_
2. Importance: \_\_\_\_\_
3. Believability: \_\_\_\_
4. **(If Q29 rated <3 then ask:)** Why do you not find the statement believable? (Probe – Be Specific)

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