

## National Poll Shows Support for Healthy and Sustainable Kids' Meals Legislation

U.S. adults support policy efforts to increase the number of healthy and sustainable kids' meals options at restaurants nationally, according to a new survey commissioned by the Center for Science in the Public Interest (CSPI).

**Nutritional restaurant kids' meal policies** include nutrient standards (e.g., limits on calories) for restaurant kids' meals, requirements for the inclusion of healthy foods in restaurant kids' meals (e.g.,  $\geq 1/2$  cup of fruit), and requirements that restaurants serve healthy beverages with kids' meals by default (e.g., a kids' meal automatically comes with water, but other beverages are available upon request).

**Sustainable restaurant kids' meal policies** include requirements for lower environmental impact (e.g. grown, produced, and processed sustainably) and plant-based or plant-forward options for restaurant kids' meals.

In October 2024, Big Village's CARAVAN survey was administered to 2,026 adults across the United States to evaluate their support for policies to improve the nutritional and sustainable qualities of restaurant kids' meals. Survey respondents were weighted to accurately reflect the population demographics of the United States (Appendix).

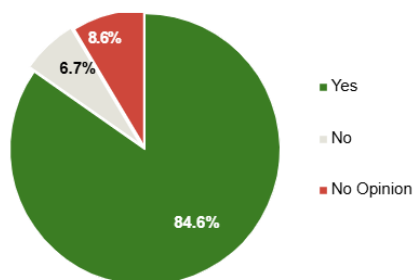
### *Key findings:*

- More than three-quarters of respondents believe that it is important that restaurants provide healthy and environmentally sustainable food options on their kids' menus.
- 74% of respondents support a policy requiring all U.S. restaurants to offer at least two kids' meals that meet nutrient standards
- 61% of respondents support a policy requiring all U.S. restaurants to offer at least one kids' meal that meets environmental standards.

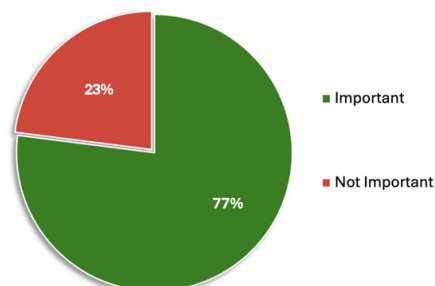
## *Rationale for Healthy and Sustainable Kids' Meals*

There is national demand for healthier and more sustainable food choices when dining out. Over 80% of respondents stated that it is important for restaurants to provide healthy foods options on their kids' menus (Figure 1). 77% of respondents stated that it is important that restaurants offer foods that are more environmentally sustainable (Figure 2).

**Figure 1. Do you think it's important for restaurants to provide healthy food options on their kids' menus? (n=2,026)**

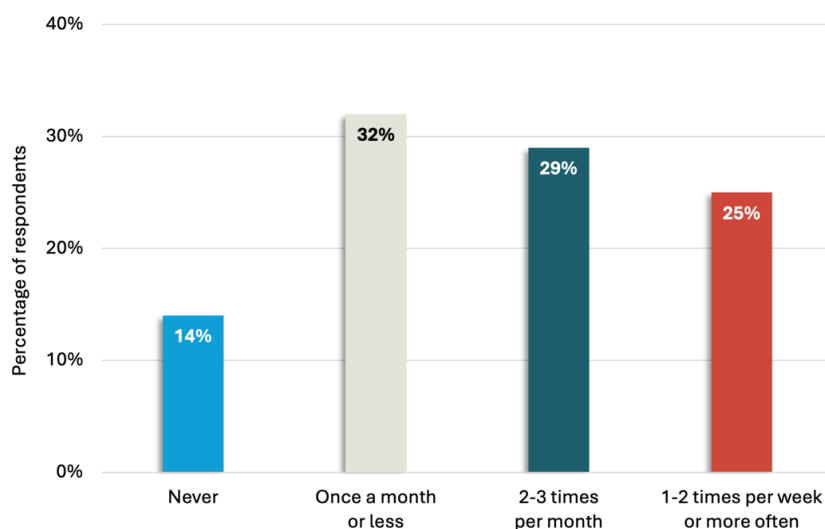


**Figure 2. How important is it to you that restaurants offer foods that are more environmentally sustainable? (n=2,026)**



This comes at a time when many parents across the country are purchasing kids' meals for their children. A quarter of respondents with children under the age of 13 reported ordering from the kids' menu for themselves or others one to two times a week or more (Figure 3).

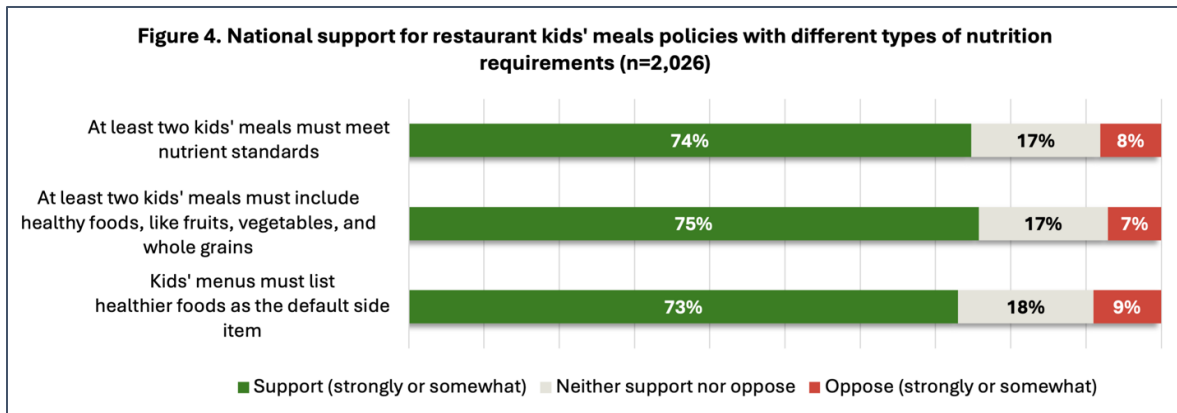
**Figure 3. Frequency of restaurant kids' meals purchasing among caregivers of children 13 years and younger (n=434)**



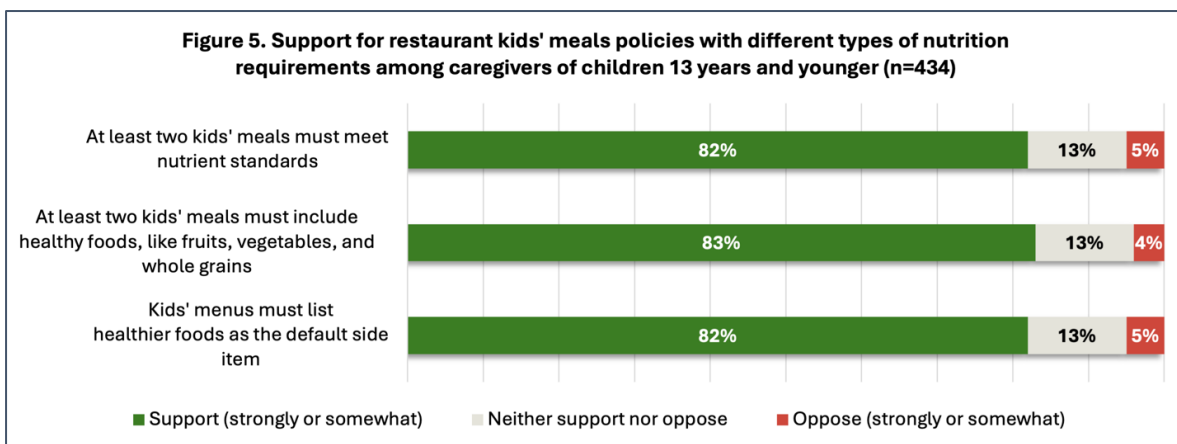
## Key Nutritional Restaurant Kids' Meal Findings

Respondents expressed strong support for kids' meal policies that would require restaurants to:

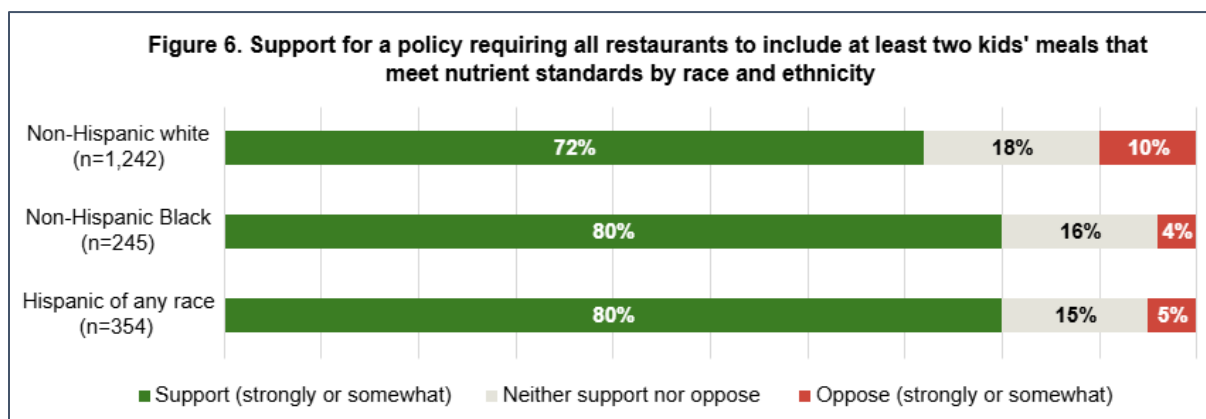
- Include nutrient standards, such as calorie limits;
- Include healthy foods like fruits, vegetables, and whole grains; and
- To list healthier items as the default side item, for example, apple slices instead of French fries (Figure 4).



Support for these policies is even higher among respondents with young children. Over 80% of caregivers with children under the age of 13 expressed support for these policies, with 83% expressing support for a policy that would require restaurants to serve at least two kids' meals that include healthy food, like fruits, vegetables, and whole grains (Figure 5).

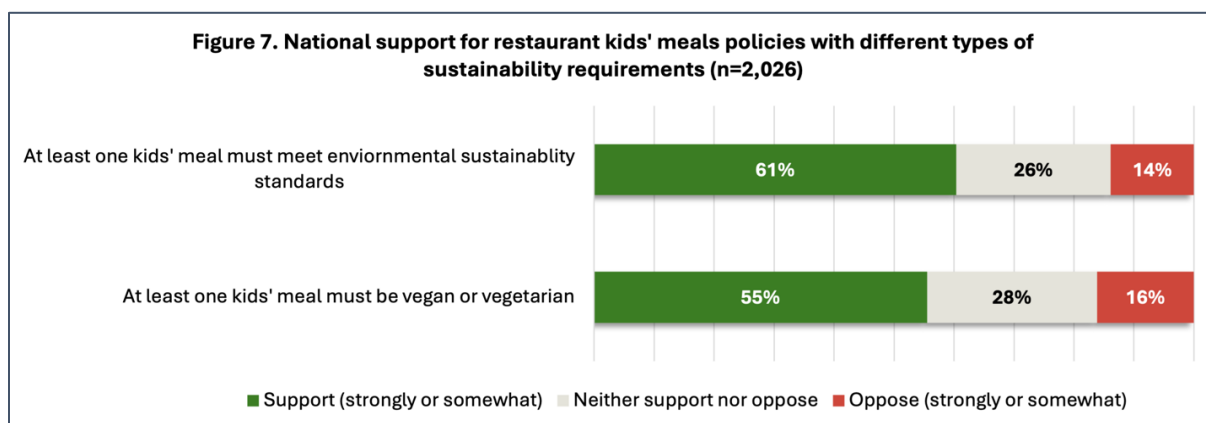


Support for a policy that would require restaurants to serve at least two kids' meals that meet nutrition standards is consistently high across demographic groups. Over 70% of respondents from each demographic group were supportive of this policy (Figure 6).

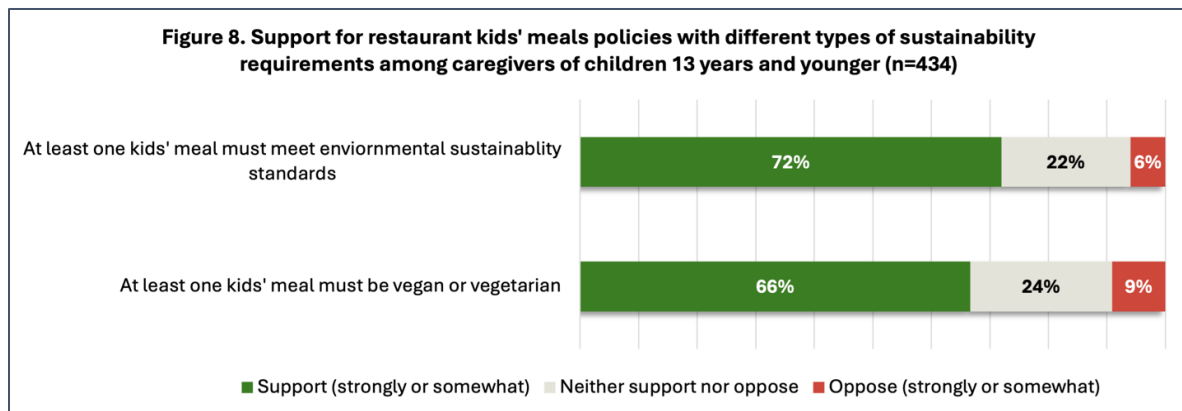


### *Key Sustainable Restaurant Kids' Meal Findings*

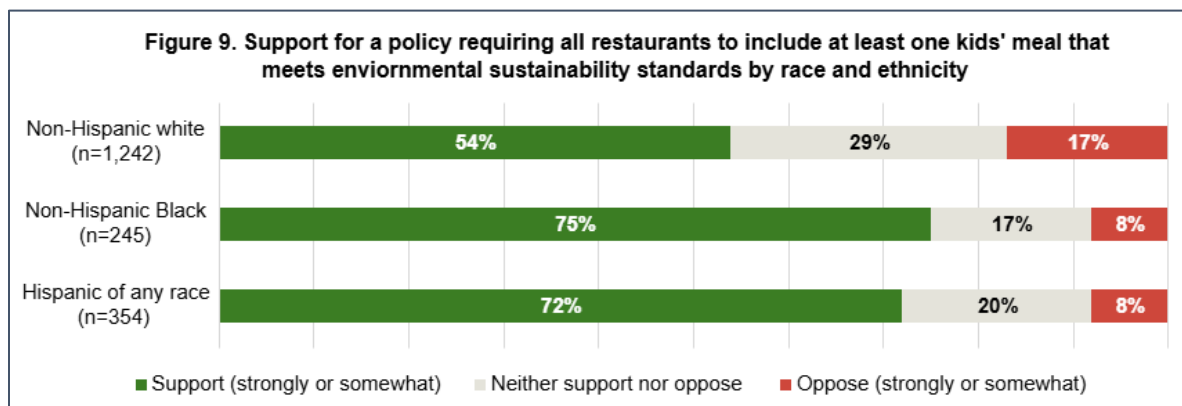
Respondents expressed support for policies that would require restaurants to meet environmental sustainability standards for at least one kids' meal and offer a vegan and vegetarian option, such as a veggie burger, in at least one kids' meal (Figure 7).



Support for these policies is higher among respondents with young children. Over 70% of caregivers with children under the age of 13 expressed support for a policy that would require restaurants to serve at least one kids' meal that meets environmental sustainability standards (Figure 8).



Support for a policy that would require restaurants to serve at least one kids' meal that meets environmental sustainability standards is high among non-Hispanic Black residents and Hispanic respondents of any race across the country. Over 70% of respondents from these demographic groups were supportive of this policy. Support among non-Hispanic white respondents is lower, with 54% in this demographic group supporting this policy (Figure 9).



*For more information, please contact the Center for Science in the Public Interest at [policy@cspinet.org](mailto:policy@cspinet.org).*

## *Appendix: Survey Methodology*

Supp Big Village conducted this CARAVAN survey among a demographically representative U.S. sample of 2,026 adults ages 18 and older. Respondents were selected from among those who have volunteered to participate in online surveys and polls. The survey was conducted in English and Spanish, with translation services provided by Big Village.

The survey was fielded from October 16, 2024, through October 20, 2024. Respondents completed an online survey that included questions related to their opinions on restaurant kids' meals and restaurant meal sustainability.

Completed surveys are weighted by five variables: age, sex, geographic region, race, and education to ensure a reliable and accurate representation of the total U.S. population, 18 years of age and older. The raw data are weighted by a custom designed program which automatically develops a weighting factor for each respondent. Each respondent is assigned a single weight derived from the relationship between the actual proportion of the population based on U.S. Census data with its specific combination of age, sex, geographic characteristics, race, and education and the proportion in the sample.