

FOOD FIX

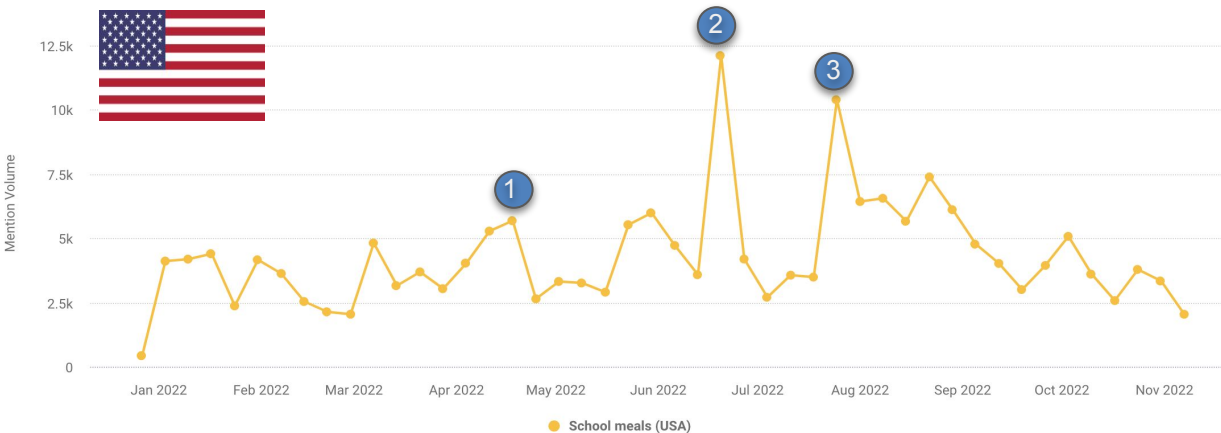
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(impactSocial

monitoring with algorithms
analysis by people

Social media discussion of free school meals leading up to the election



Key moments on social media

1. Viral posts attack Sen. Marco Rubio (R-Fla.) for not supporting universal school meals.

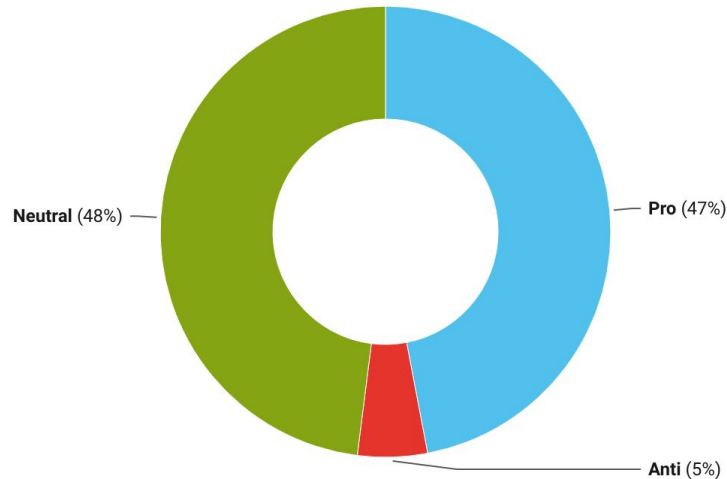
2. Sen. Roger Marshall (R-Kan.) threatens to block short-term extension of free meals over objection to USDA policy banning discrimination against LGBTQ students. Congress passes three-month extension June 24.

3. Republican AGs file lawsuit against USDA policy banning discrimination against LGBTQ students.

4. Proposition FF passes in Colorado, 57-43.

Discussion about free school meals is overwhelmingly positive on social media

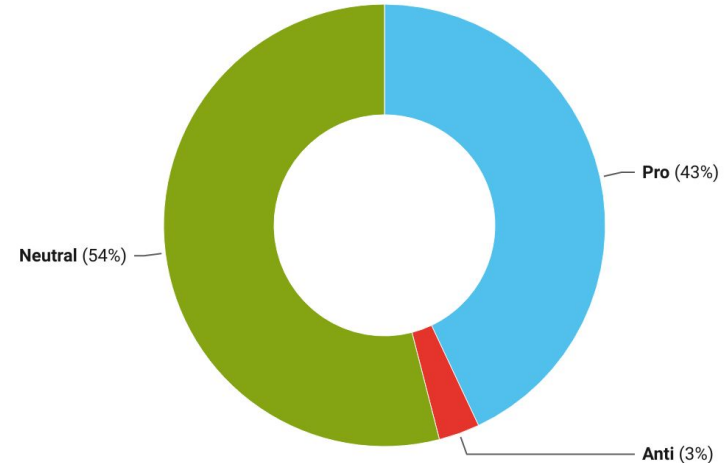
Sentiment toward free school meals, Colorado



From Sept. 30, 2022, when universal school meals expired, to Nov. 9, 2022.

Chart: Courtney Fahlin • Source: Impact Social • Created with Datawrapper

Sentiment toward free school meals, national

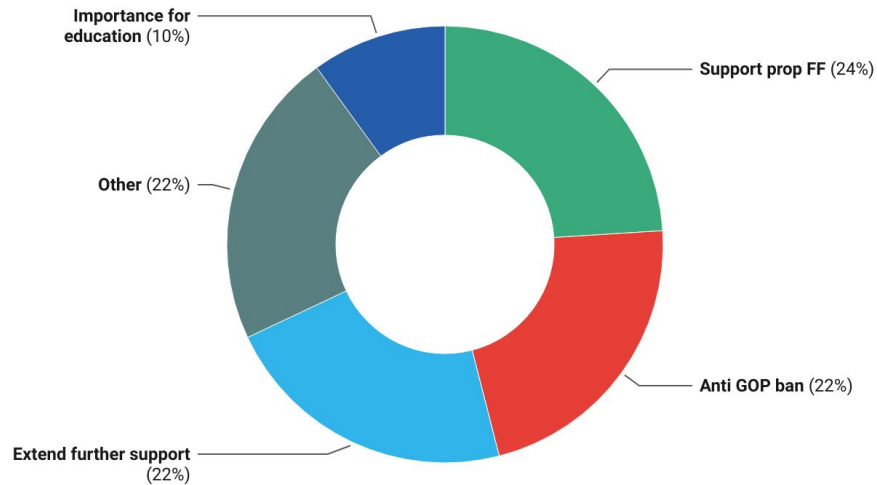


From Sept. 30, 2022, when universal school meals expired, to Nov. 9, 2022.

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Breakdown of national sentiment on universal free school meals

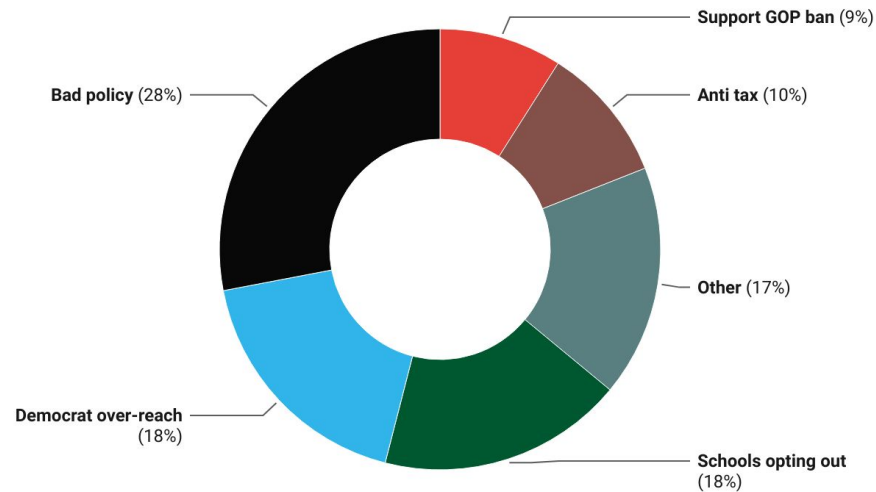
Pro-free school meals



From Sept. 30, 2022, when universal school meals expired, to Nov. 9, 2022.

Chart: Courtney Fahlin • Source: Impact Social • Created with Datawrapper

Anti-free school meals



From Sept. 30, 2022, when universal school meals expired, to Nov. 9, 2022.

Chart: Courtney Fahlin • Source: Impact Social • Created with Datawrapper

About this research

The analysis was conducted by Impact Social as a collaboration with Food Fix aimed at better understanding the conversation around food policy in the election.

Impact Social uses algorithms to pull in social media data and then analysts read statistically representative samples to interpret the conversation, in part by rating posts as either anti-, pro- or neutral on the issue.

The analysis drew from a sample of more than 2,000 public social media posts in Colorado and nearly 200,000 public social media posts nationally since Jan. 1, 2022.