

# THE FIELD POLL

THE INDEPENDENT AND NON-PARTISAN SURVEY  
OF PUBLIC OPINION ESTABLISHED IN 1947 AS  
THE CALIFORNIA POLL BY MERVIN FIELD

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Release #2367

### **INCREASING CONCERN AMONG CALIFORNIA VOTERS ABOUT CHILDHOOD OBESITY. SUPPORT FOR POLICIES AIMED AT ENCOURAGING GREATER PHYSICAL ACTIVITY AND HEALTHIER EATING AMONG CHILDREN.**

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By Mark DiCamillo and Mervin Field

More California voters now consider obesity to be a very serious problem among the state's kids. At present nearly six in ten (59%) say this, up from 46% who felt this way eight years ago when this question was last posed by *The Field Poll*. Another 33% now describe the problem as somewhat serious and just 7% think it is not a serious problem.

California voters cite unhealthy eating habits as the single greatest health risk to the state's kids. Nearly one in three (31%) now cite unhealthy eating habits as the single greatest health risk facing the state's children, up from 25% who said this in 2007 and 23% in 2003. Another 15% cite a second childhood obesity-related matter, a lack of physical activity among kids, in this setting. Significant proportions also volunteer illegal drug use (17%) and violence (13%) as the greatest health risk facing California kids.

Nearly all segments of the voting population now view childhood obesity as a very serious problem in the state, with African-Americans, Latinos and low-income voters particularly concerned.

These results come from a recent *Field Poll* assessing Californians' views about the threat of childhood obesity conducted about children's health. The survey, funded by The California Endowment, was conducted among 1,005 California voters in late 2010 and is being released today on the first anniversary of First Lady Michele Obama's launching of her childhood obesity prevention initiative.

"Voters are saying that all California families deserve access to healthy, affordable foods and opportunities for physical activity, and they're 100% right," said Robert K. Ross, M.D., president and CEO of the California Endowment. "They recognize the seriousness of the childhood obesity epidemic and understand that changing public policies is the key to creating healthier communities."

Most voters in the survey (60%) believe California kids today are less physically active than they were five years ago. In addition, nearly half (47%) maintain that the average child is eating foods that are less healthy than they were five years ago. African-Americans and Latino voters are more likely than other voters to feel this way.

Greater than three in four (76%) think it is important for businesses and government to make changes so it is easier for people to be healthier. In addition, by a five to four margin (48% to 38%), California voters believe that childhood obesity prevention would be more effective when addressed by the entire community, including health care providers and community groups, than by children and their families individually.

### **Reaction to policy proposals**

There is overwhelming support in this state for a number of policy proposals aimed at making it easier for kids to be more physically active. For example, 89% support requiring physical education classes for four years in high school. A similar percentage (88%) favors requiring school gyms, tracks, playgrounds and fields to be open to children when school is not in session. The proportion backing the idea of cities making street improvements so that it is easier to bike, ride and walk also includes 87%.

Majorities of California voters also support changing school policies as a way to reduce unhealthy eating among kids: Sixty-eight percent of voters support enforcing laws that ban the sale of unhealthy food, snacks and drinks in the schools, 64% favor banning all advertising of unhealthy food, snacks and drinks in schools, and 61% endorse the idea of banning within the schools the sale of all drinks with added sugars.

The survey also finds two in three (64%) support providing government help to encourage more supermarkets to locate in low-income neighborhoods. A majority (56%) also favors establishing a special tax on the sale of soda and soft drinks with the moneys to be used to fight childhood obesity.

### **Statewide results compared to opinions of residents in six low-income communities**

The California Endowment has also recently funded surveys in six low-income communities across the state that the foundation has targeted in public outreach efforts to reduce childhood obesity. To provide comparisons, *The Field Poll* included a number of questions contained in these community surveys.

A comparison of the two sets of surveys underscores the particular challenges faced by parents living in low income communities in dealing with childhood obesity. For example, while 61% of the statewide voting public says it is very easy to find places in their community that sell fresh fruit and vegetables, just 19% of parents in the six targeted low-income communities report this. Similarly, while a majority of Californians statewide (56%) rate their own neighborhood as an excellent or good place for kids to be healthy, in the targeted communities just one in three parents (33%) say this.

Parents in the targeted communities are also much more likely than voters statewide to believe it is very important for businesses and government to make changes so that it is easier for people to be healthier. In addition, they give stronger support to each of eight policy proposals aimed at promoting healthier eating and preventing obesity among young people.

*Notice to Editors: The attached graphics provide a more detailed summary of the findings obtained from the statewide Field Poll. A top-line summary, also appended, displays the results of all questions asked in the statewide survey and compares them to the results of a survey of parents in the six targeted communities, conducted by Field Research Corporation for The California Endowment and its agency, Samuels & Associates of Oakland, California, in June 2010 among 820 parents of children living in Baldwin Park, South Los Angeles, the San Antonio neighborhood of Oakland, Santa Ana, West Chula Vista and South Shasta County.*

### **About The California Endowment**

The California Endowment, a private, statewide health foundation, was established in 1996 to expand access to affordable, quality health care for underserved individuals and communities and to promote fundamental improvements in the health status of all Californians. For more information, please visit [www.calendow.org](http://www.calendow.org).

## **Information About the Survey**

### **Methodological Details**

The findings in this report are based on a *Field Poll* survey completed among a statewide sample of 1,005 registered voters living in California. Interviewing was conducted by telephone October 14-26, 2010 using live interviewers in English and Spanish.

Up to eight attempts were made to reach, screen and interview each randomly selected voter in each survey wave. The statewide sample was drawn from a list of all registered voters in California with telephones. Interviewing was completed on either a voter's landline phone or a cell phone depending on the source of the telephone listing from the voter file. The statewide sample was weighted to *Field Poll* estimates of the characteristics of the registered voters in California by region, age, gender, race/ethnicity and party registration.

Sampling error estimates applicable to the results of any probability-based survey depend on sample size as well as the percentage distribution being examined. The maximum sampling error estimates for results based on the overall likely voters sample is +/- 3.2 percentage points at the 95% confidence level. The maximum sampling error is based on results in the middle of the sampling distribution (i.e., percentages at or near 50%). Percentages at either end of the distribution (those closer to 10% or 90%) have a smaller margin of error. Findings from subgroups of the overall sample have somewhat larger sampling error levels. There are other potential sources of error in surveys besides sampling error. However, the overall design and execution of the survey sought to minimize these other sources of error.

*The Field Poll* was established in 1947 by Mervin Field, who is still an active advisor. The *Poll* has operated continuously as an independent, non-partisan statewide public opinion news service. Funding comes from media subscribers of *The Field Poll*, from several California foundations, and from the University of California and California State University systems, who receive the raw data files from each *Field Poll* survey after its completion for teaching and secondary research purposes.

### **Questions Asked**

See top-line summary attached.

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**Chart Pack Summarizing the Findings from the  
Field-TCE Childhood Obesity  
Prevention Survey**

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Conducted for  
*The California Endowment*

by  
*The Field Poll*

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# About The Survey

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Population surveyed:	California registered voters
Interviews conducted:	Live telephone interviews with 1,005 voters in English and Spanish
Interviewing period:	October 14-26, 2010
Auspices:	Conducted by Field Research Corporation on behalf of The California Endowment
Sampling methods:	Voters sampled randomly from a list of all California registered voters
Sampling error estimates:	The statewide findings have a maximum sampling error of +/- 3.2 percentage points at the 95% confidence level

**Table 1a**

**What is the greatest health risk facing California kids today  
– 2010 vs. prior years**

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	<b><u>2010</u></b>	<b><u>2007</u></b>	<b><u>2003</u></b>
Unhealthy eating habits/lack of physical activity (net)	<u>46%</u>	<u>42%</u>	<u>35%</u>
Unhealthy eating habits	31	25	23
Lack of physical activity	15	17	12
Illegal drug use	17	27	27
Violence	13	N/A	N/A
Unsafe sexual behavior	7	10	11
Alcohol abuse	6	10	11
Smoking	4	10	15
Other/no opinion	7	1	1

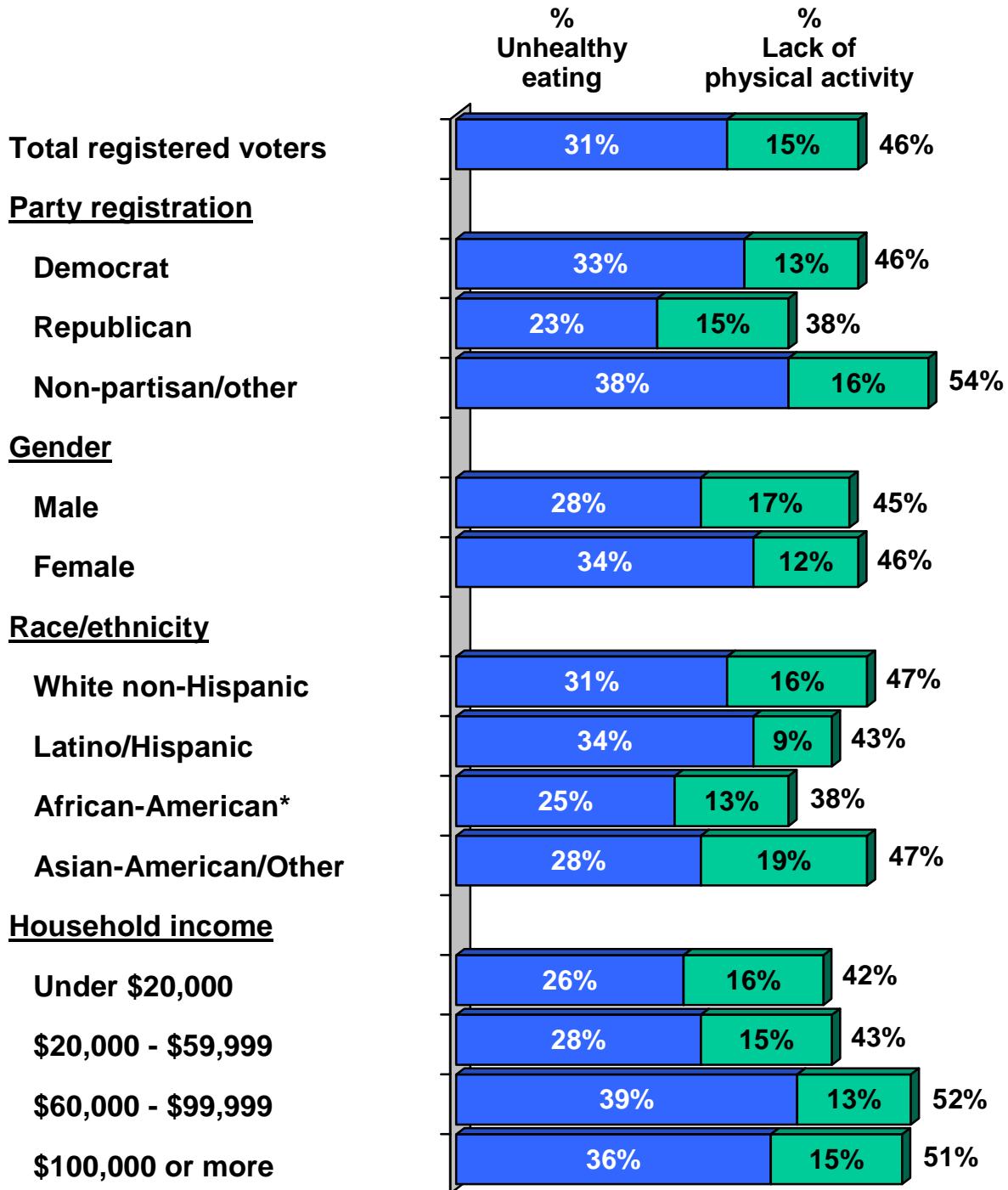
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*N/A: Not asked.*

*Note: 2007 survey conducted among a random sample of 1,002 California adults, while 2003 survey conducted among a random sample of 1,068 California adults.*

**Table 1b**

**Proportions describing either “unhealthy eating habits” or “lack of physical activity” as kids’ greatest health risk – by subgroup**

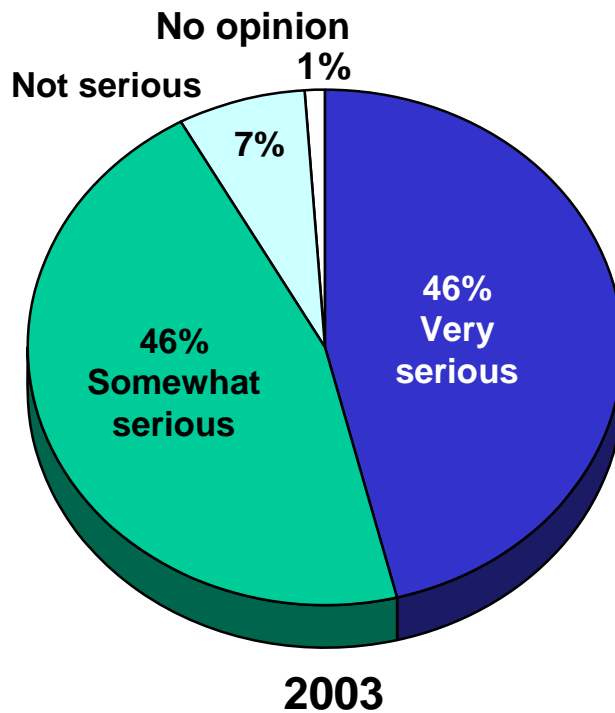
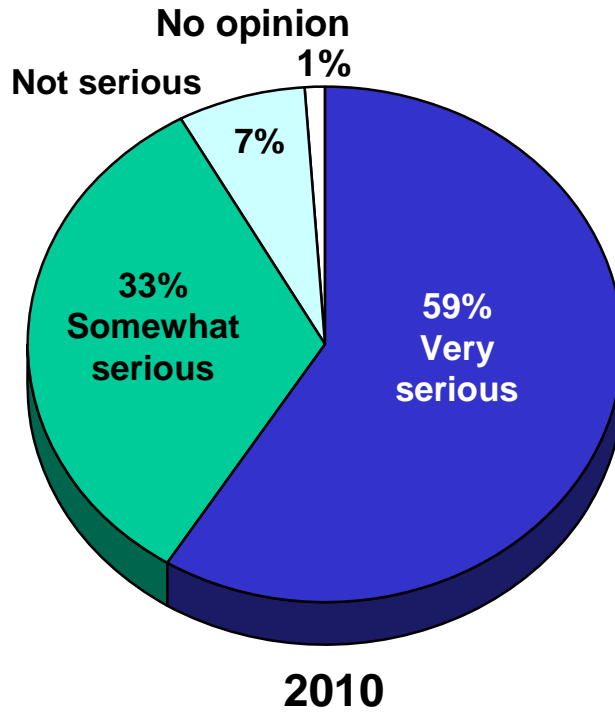


\* Small sample base.



**Table 2a**

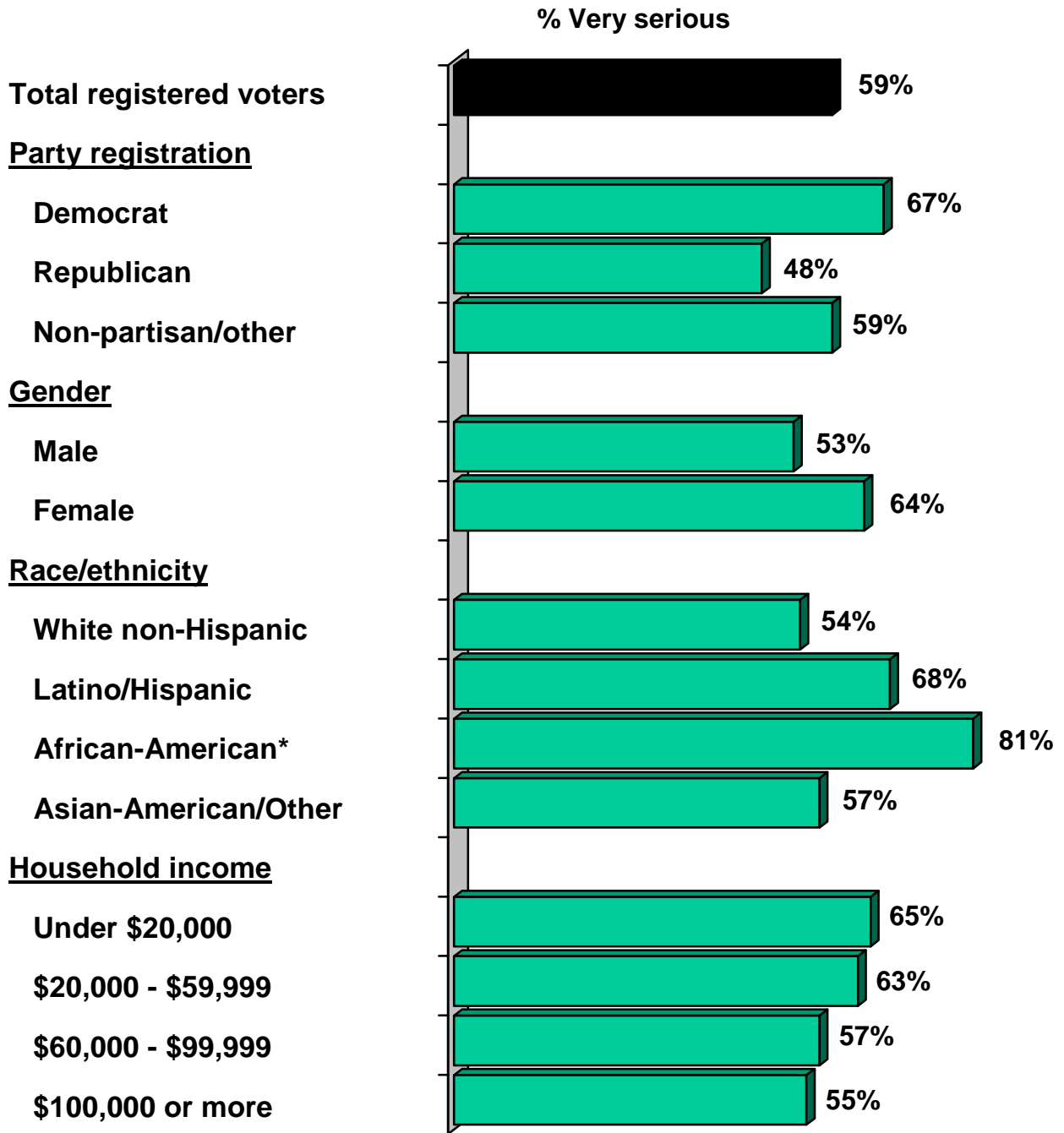
**Seriousness of the problem of obesity among California children and teens: 2010 vs. 2003**



*Note: 2003 survey conducted among a random sample of 1,068 California adults.*

**Table 2b**

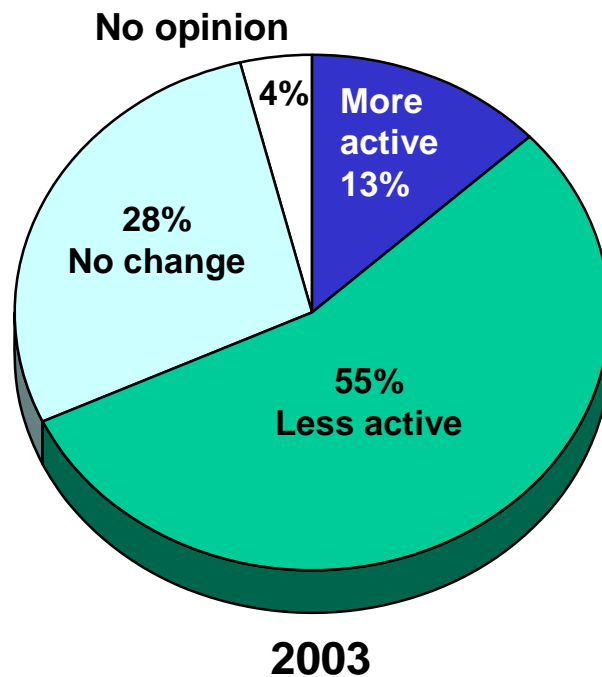
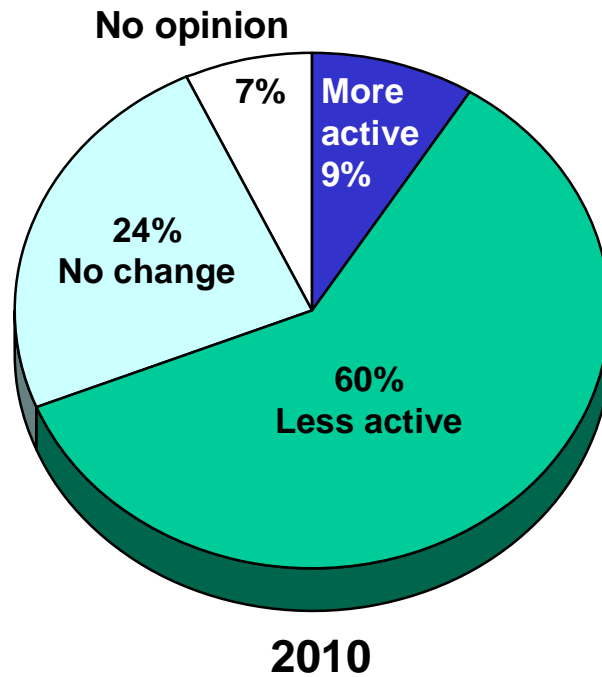
**Proportions describing the problem of childhood obesity in California as “very serious” – by subgroup**



\* Small sample base.

**Table 3a**

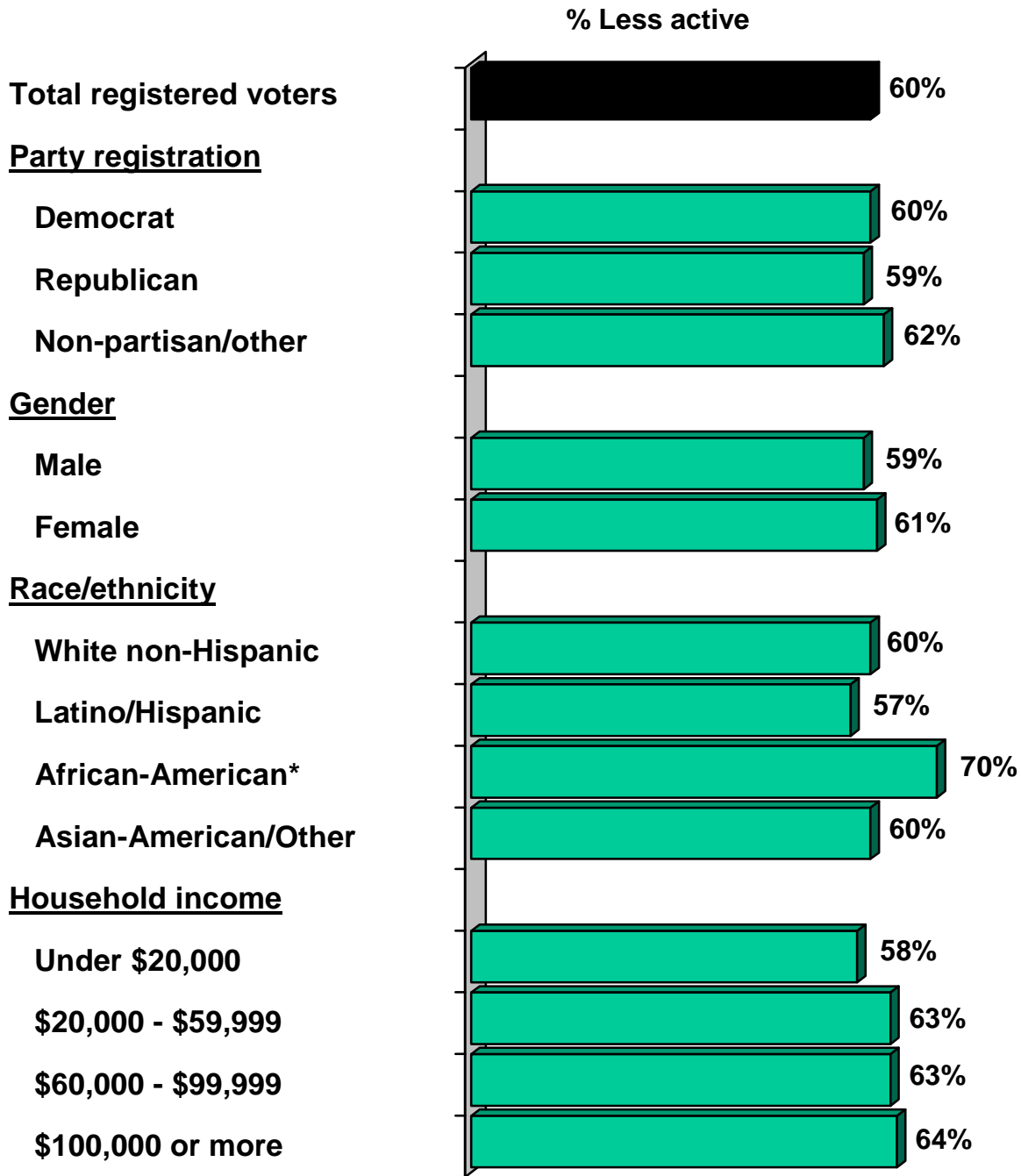
**Is the average California kid more or less physically active than five years ago: 2010 vs. 2003**



*Note: 2003 survey conducted among a random sample of 1,068 California adults.*

**Table 3b**

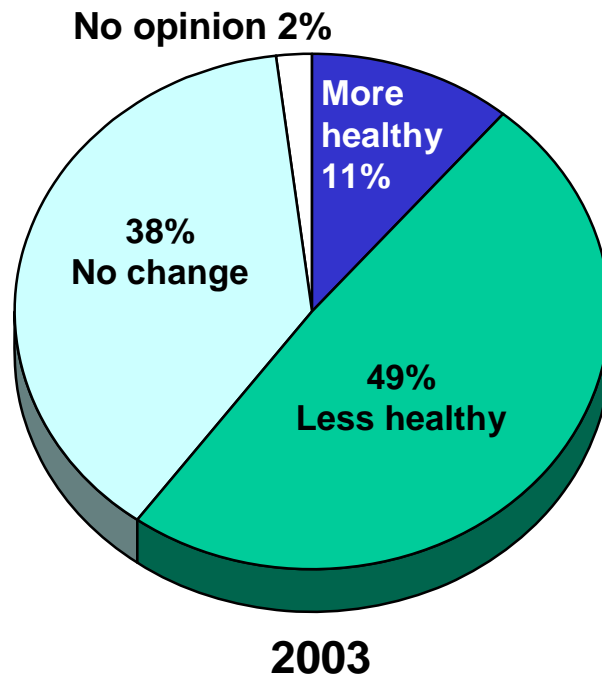
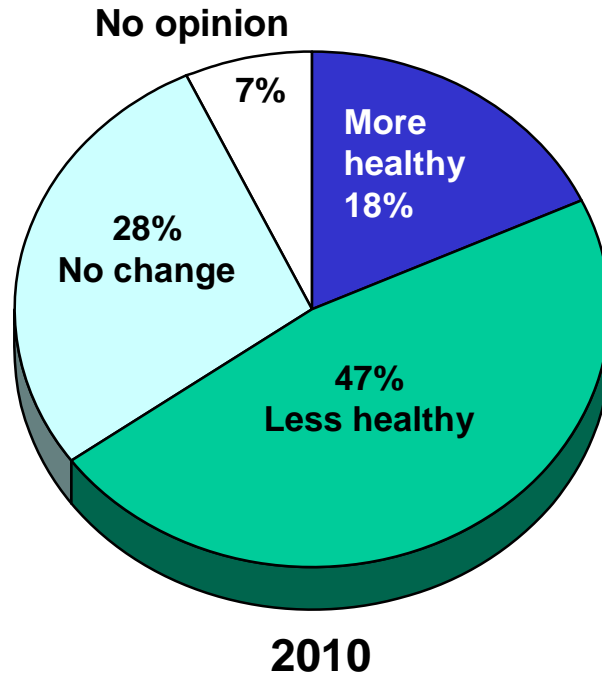
**Proportions saying the average California kid is less physically active than five years ago – by subgroup**



\* Small sample base.

**Table 4a**

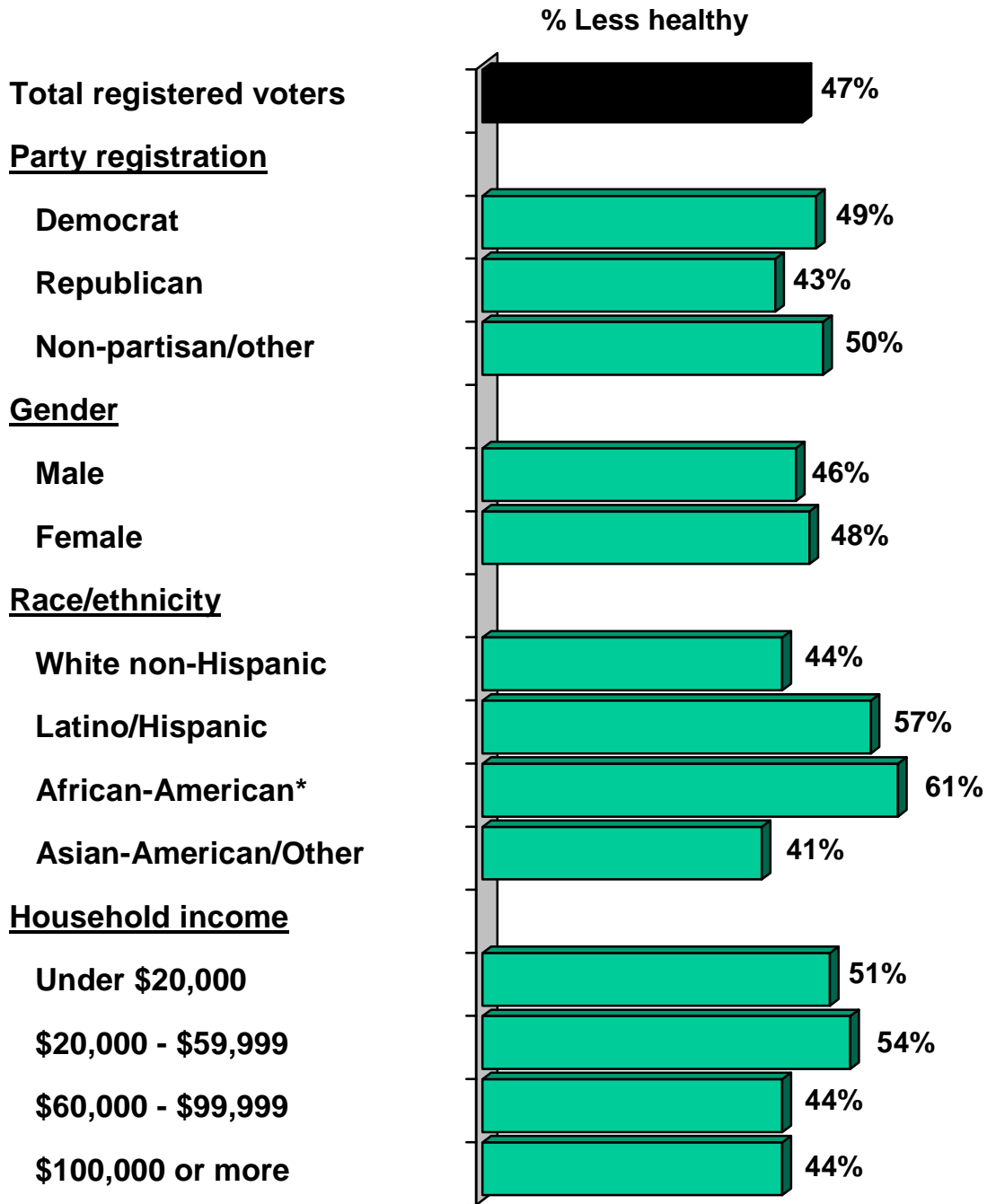
**Are the foods eaten by the average kid in California  
more or less healthy than five years ago**



*Note: 2003 survey conducted among a random sample of 1,068 California adults.*

**Table 4b**

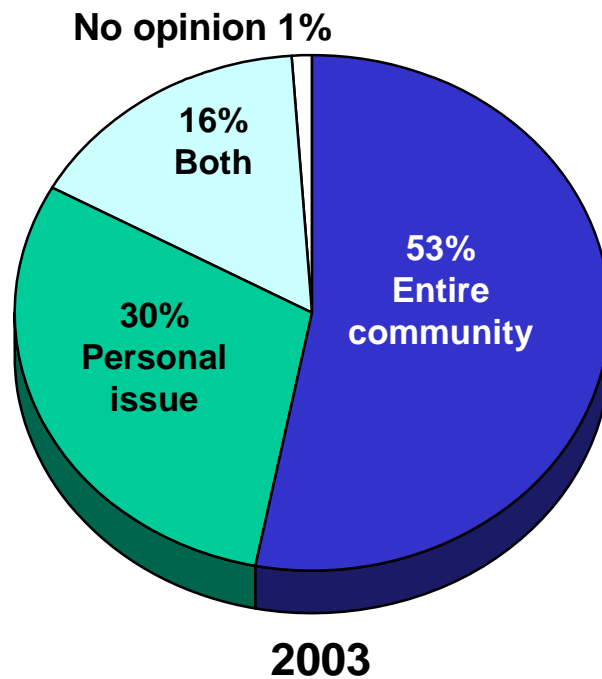
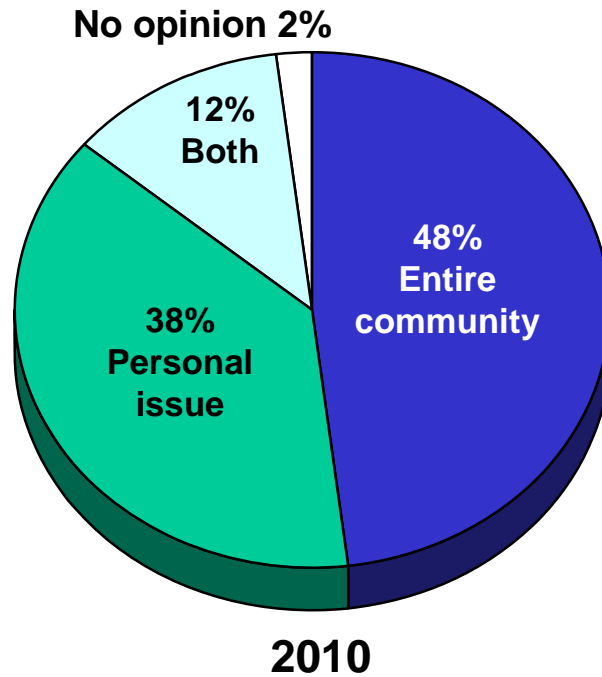
**Proportions saying the foods eaten by the average California kid are less healthy than five years ago – by subgroup**



\* Small sample base.

**Table 5a**

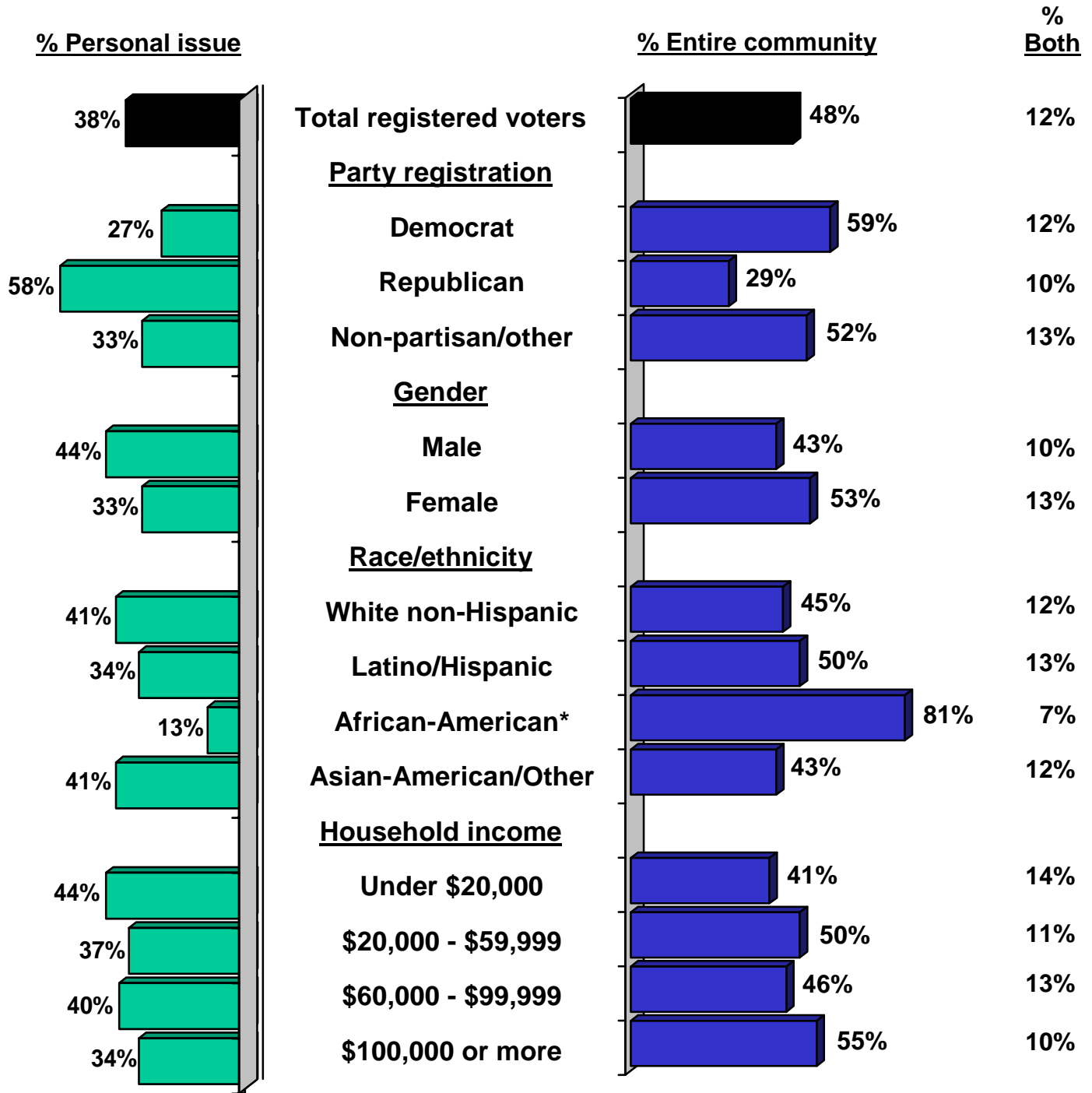
**Is childhood obesity a personal issue for kids and their families to deal with on their own, or should it be addressed by the entire community, including medical care providers and community groups?**



*Note: 2003 survey conducted among a random sample of 1,068 California adults.*

**Table 5b**

**Is childhood obesity a personal issue or one that should be addressed by the entire community – by subgroup**



\* Small sample base.

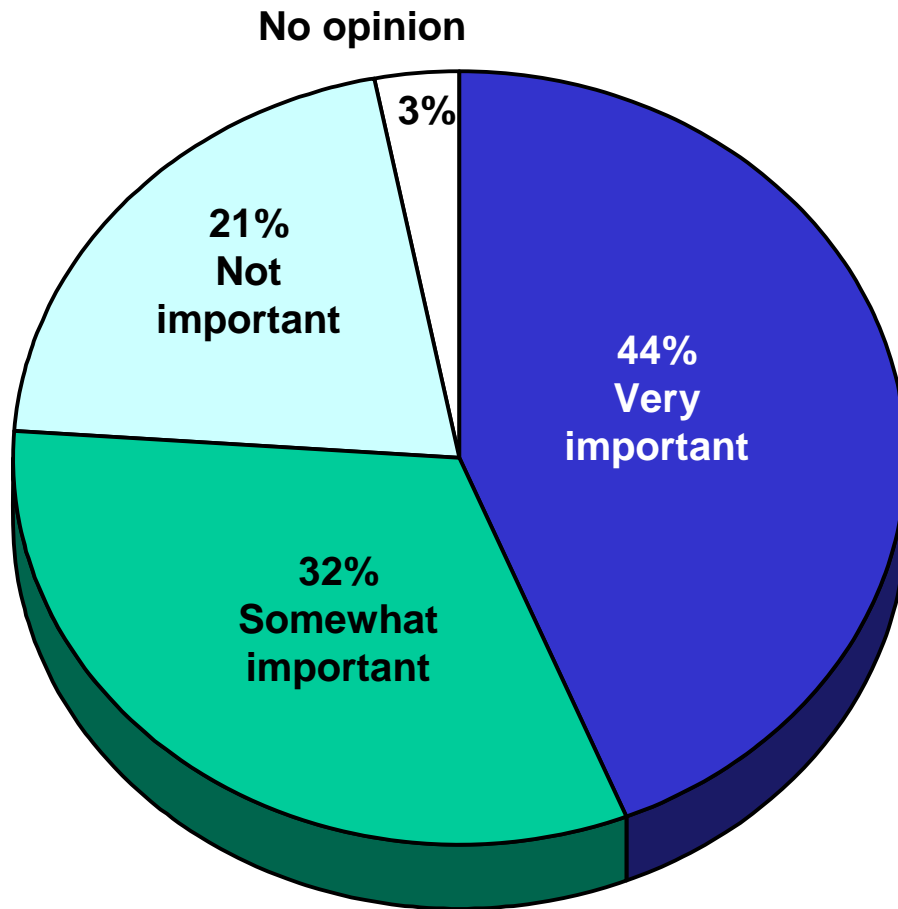


**Table 6a**

**How important is it for businesses and government to make changes to make it easier for people to be healthier (like creating more bike lanes, parks, sidewalks, adding menu labels or limiting the number of fast food restaurants)**

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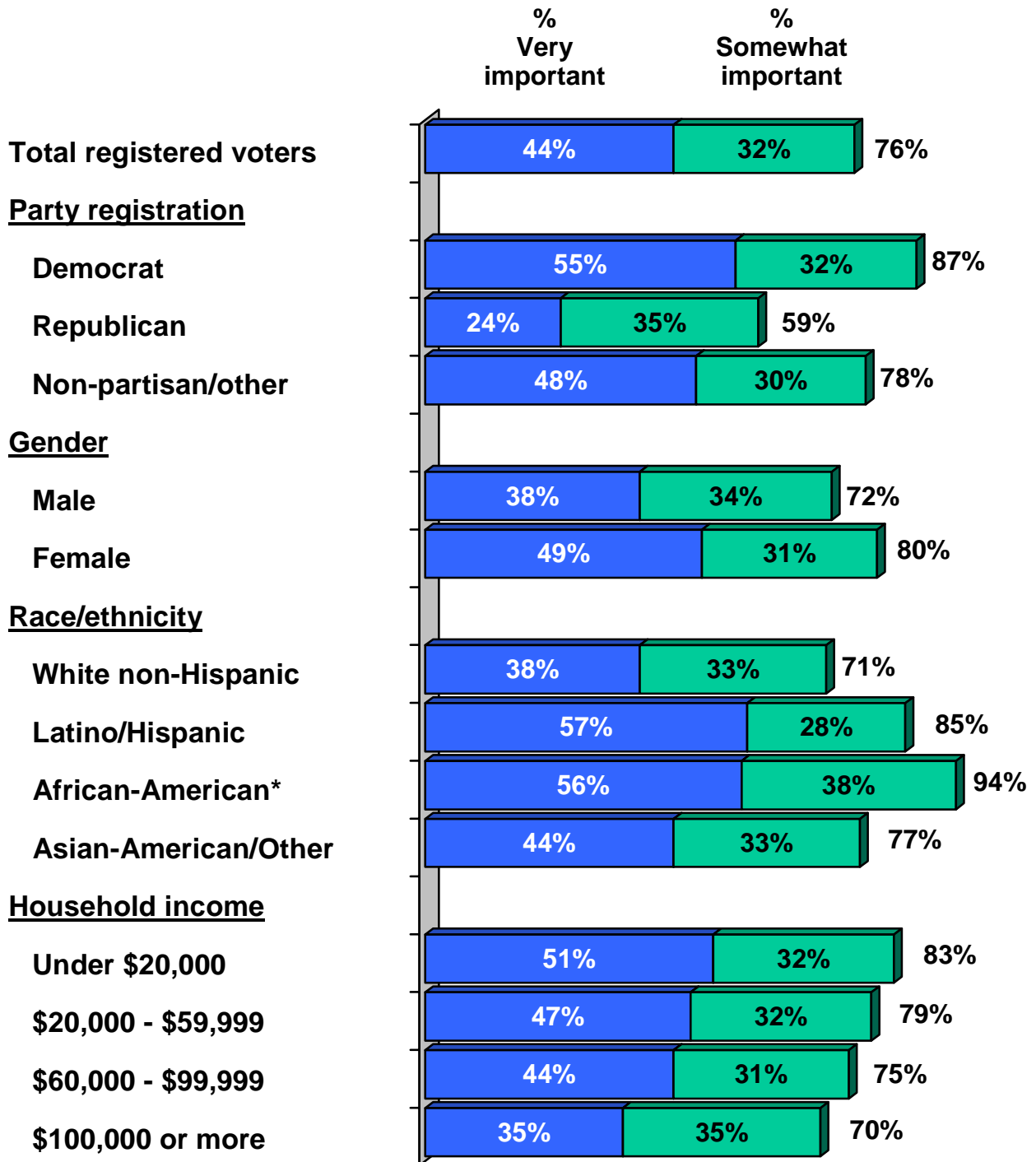
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*Note: Not asked in previous surveys.*

**Table 6b**

**Proportions who believe it is important for businesses and government to make it easier for people to be healthy – by subgroup**

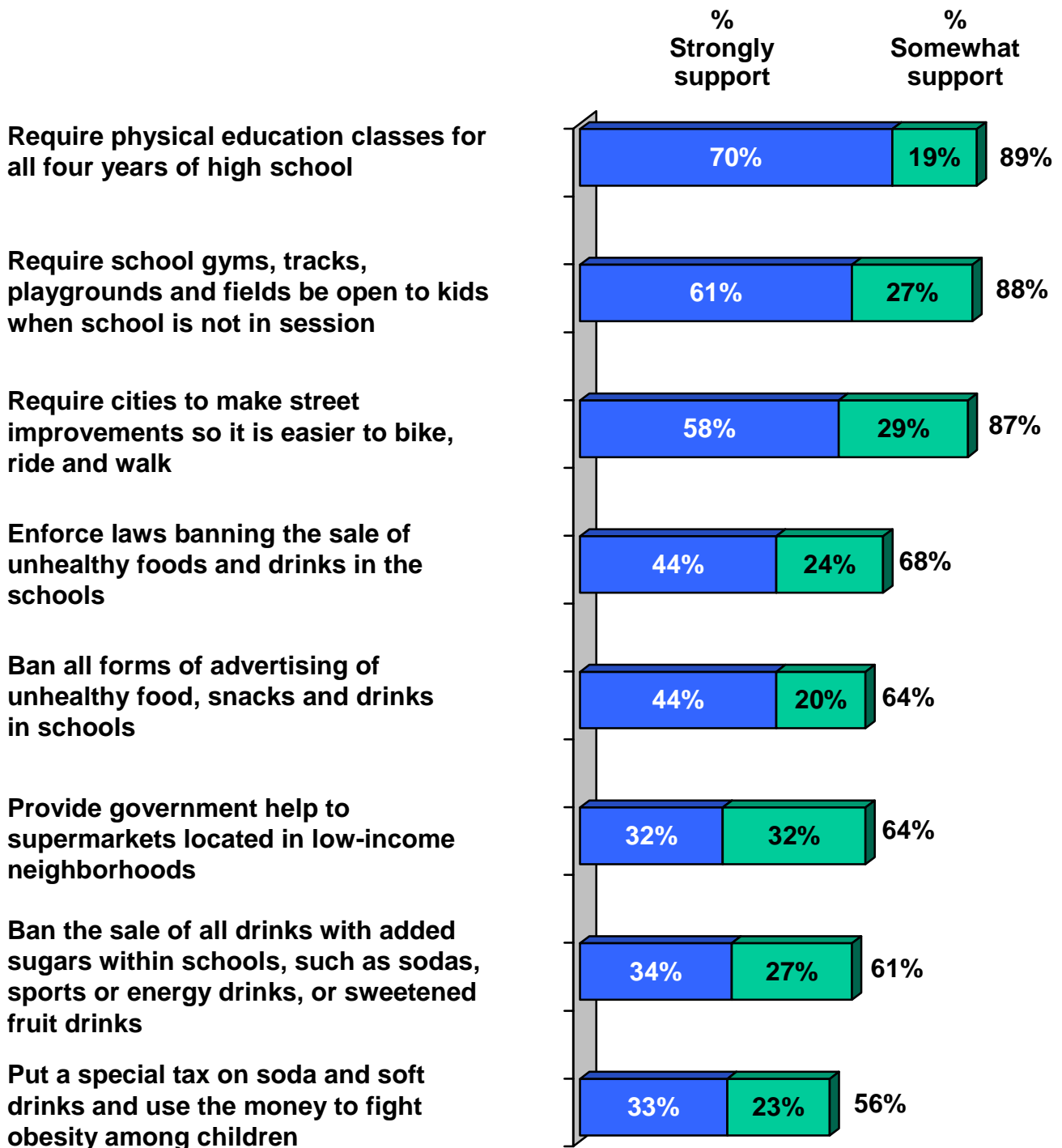


\* Small sample base.

**Table 7a**

# Levels of support for policy proposals that promote healthier eating and obesity prevention

- total registered voters -



**Table 7b**

**Levels of support for policy proposals that promote healthier eating and obesity prevention**

**- by party registration -**

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	<u>Democrats</u>	<u>Republicans</u>	<u>Non-partisan/ other</u>
	<u>%</u>	<u>%</u>	<u>%</u>
Require physical education classes for all four years of high school	<b>89</b>	<b>89</b>	<b>88</b>
Require school gyms, tracks, playgrounds and fields be open to kids when school is not in session	<b>89</b>	<b>83</b>	<b>93</b>
Require cities to make street improvements so it is easier to bike, ride and walk	<b>91</b>	<b>75</b>	<b>94</b>
Enforce laws banning the sale of unhealthy foods and drinks in the schools	<b>79</b>	<b>50</b>	<b>72</b>
Ban all forms of advertising of unhealthy food, snacks and drinks in schools	<b>73</b>	<b>50</b>	<b>66</b>
Provide government help to supermarkets located in low-income neighborhoods	<b>76</b>	<b>43</b>	<b>70</b>
Ban the sale of all drinks with added sugars within schools, such as sodas, sports or energy drinks, or sweetened fruit drinks	<b>69</b>	<b>47</b>	<b>62</b>
Put a special tax on soda and soft drinks and use the money to fight obesity among children	<b>70</b>	<b>34</b>	<b>59</b>

**Table 7c**

**Levels of support for policy proposals that promote  
healthier eating and obesity prevention**

**- by gender -**

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	<b><u>Male</u></b>	<b><u>Female</u></b>
	<b>%</b>	<b>%</b>
<b>Require physical education classes for all four years of high school</b>	<b>91</b>	<b>87</b>
<b>Require school gyms, tracks, playgrounds and fields be open to kids when school is not in session</b>	<b>87</b>	<b>89</b>
<b>Require cities to make street improvements so it is easier to bike, ride and walk</b>	<b>86</b>	<b>89</b>
<b>Enforce laws banning the sale of unhealthy foods and drinks in the schools</b>	<b>65</b>	<b>71</b>
<b>Ban all forms of advertising of unhealthy food, snacks and drinks in schools</b>	<b>63</b>	<b>66</b>
<b>Provide government help to supermarkets located in low-income neighborhoods</b>	<b>61</b>	<b>67</b>
<b>Ban the sale of all drinks with added sugars within schools, such as sodas, sports or energy drinks, or sweetened fruit drinks</b>	<b>53</b>	<b>67</b>
<b>Put a special tax on soda and soft drinks and use the money to fight obesity among children</b>	<b>55</b>	<b>57</b>

**Table 7d**

**Levels of support for policy proposals that promote healthier eating and obesity prevention**

**- by race/ethnicity -**

	<u>White non-Hisp.</u>	<u>Latino/ Hisp.</u>	<u>Afri- Amer*</u>	<u>Asian- Amer/ other</u>
	%	%	%	%
Require physical education classes for all four years of high school	<b>88</b>	<b>93</b>	<b>84</b>	<b>81</b>
Require school gyms, tracks, playgrounds and fields be open to kids when school is not in session	<b>87</b>	<b>93</b>	<b>83</b>	<b>87</b>
Require cities to make street improvements so it is easier to bike, ride and walk	<b>86</b>	<b>92</b>	<b>95</b>	<b>86</b>
Enforce laws banning the sale of unhealthy foods and drinks in the schools	<b>66</b>	<b>73</b>	<b>74</b>	<b>68</b>
Ban all forms of advertising of unhealthy food, snacks and drinks in schools	<b>62</b>	<b>67</b>	<b>77</b>	<b>68</b>
Provide government help to supermarkets located in low-income neighborhoods	<b>58</b>	<b>78</b>	<b>86</b>	<b>69</b>
Ban the sale of all drinks with added sugars within schools, such as sodas, sports or energy drinks, or sweetened fruit drinks	<b>61</b>	<b>58</b>	<b>70</b>	<b>59</b>
Put a special tax on soda and soft drinks and use the money to fight obesity among children	<b>50</b>	<b>72</b>	<b>70</b>	<b>53</b>

\* *Small sample base.*

**Table 7e**

**Levels of support for policy proposals that promote  
healthier eating and obesity prevention**

**- by annual household income -**

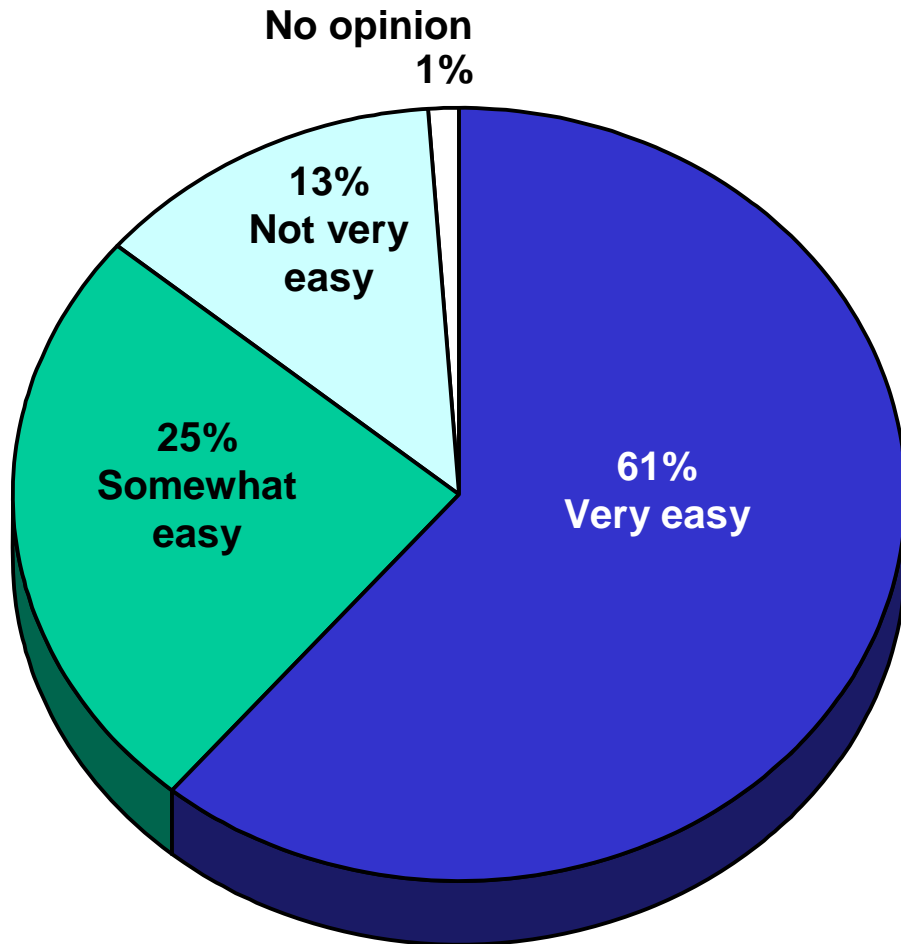
	<b><u>Less than \$20,000</u></b>	<b><u>\$20,000- \$59,999</u></b>	<b><u>\$60,000 \$99,999</u></b>	<b><u>\$100,000 or more</u></b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
<b>Require physical education classes for all four years of high school</b>	<b>86</b>	<b>92</b>	<b>85</b>	<b>91</b>
<b>Require school gyms, tracks, playgrounds and fields be open to kids when school is not in session</b>	<b>91</b>	<b>89</b>	<b>87</b>	<b>91</b>
<b>Require cities to make street improvements so it is easier to bike, ride and walk</b>	<b>91</b>	<b>89</b>	<b>87</b>	<b>86</b>
<b>Enforce laws banning the sale of unhealthy foods and drinks in the schools</b>	<b>61</b>	<b>70</b>	<b>72</b>	<b>69</b>
<b>Ban all forms of advertising of unhealthy food, snacks and drinks in schools</b>	<b>57</b>	<b>64</b>	<b>63</b>	<b>68</b>
<b>Provide government help to supermarkets located in low-income neighborhoods</b>	<b>84</b>	<b>69</b>	<b>57</b>	<b>59</b>
<b>Ban the sale of all drinks with added sugars within schools, such as sodas, sports or energy drinks, or sweetened fruit drinks</b>	<b>60</b>	<b>60</b>	<b>61</b>	<b>63</b>
<b>Put a special tax on soda and soft drinks and use the money to fight obesity among children</b>	<b>66</b>	<b>59</b>	<b>47</b>	<b>57</b>

**Table 8a**

**How easy is it for Californians to find places nearby  
that sell fresh fruit and vegetables**

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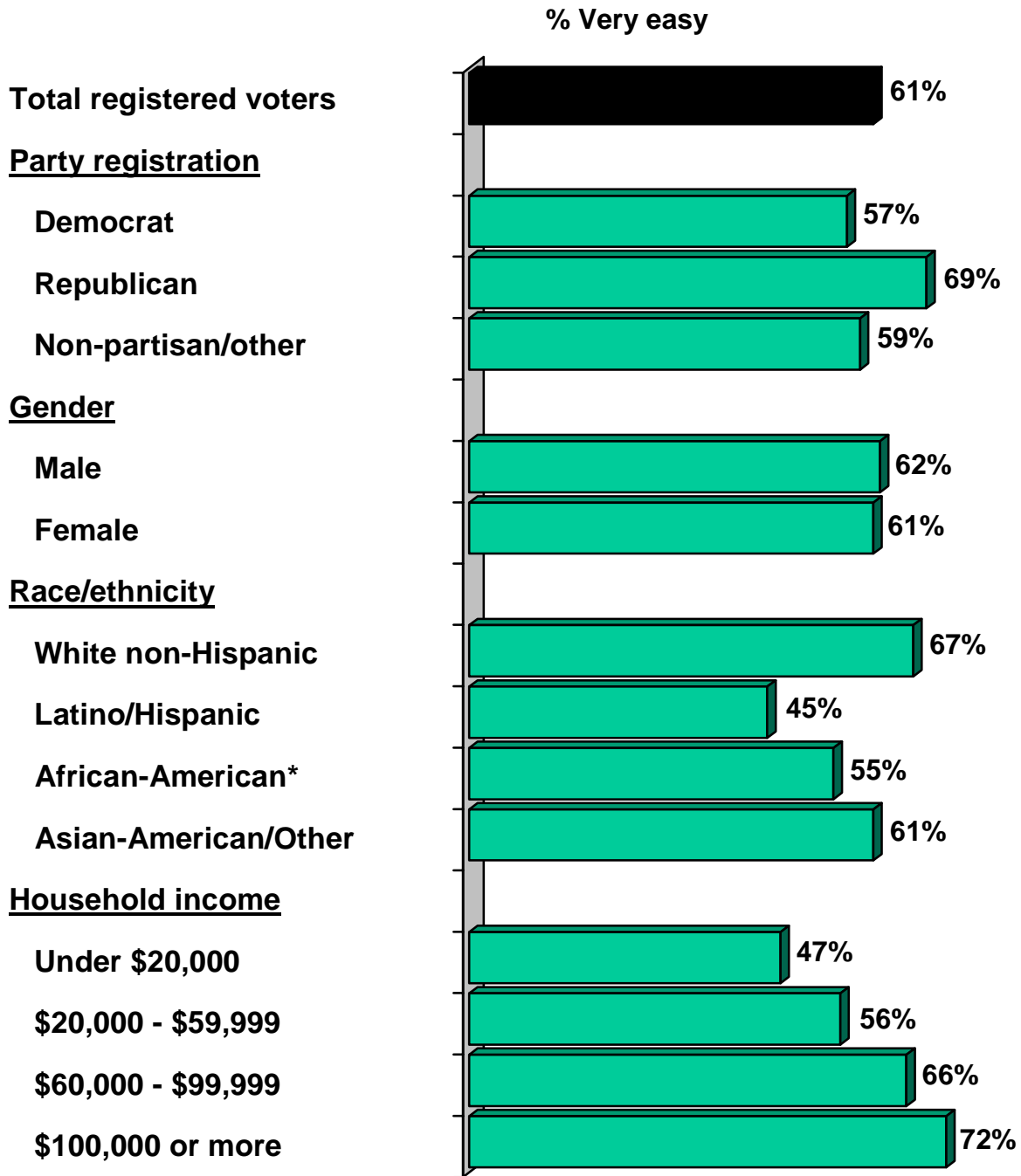
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**Table 8b**

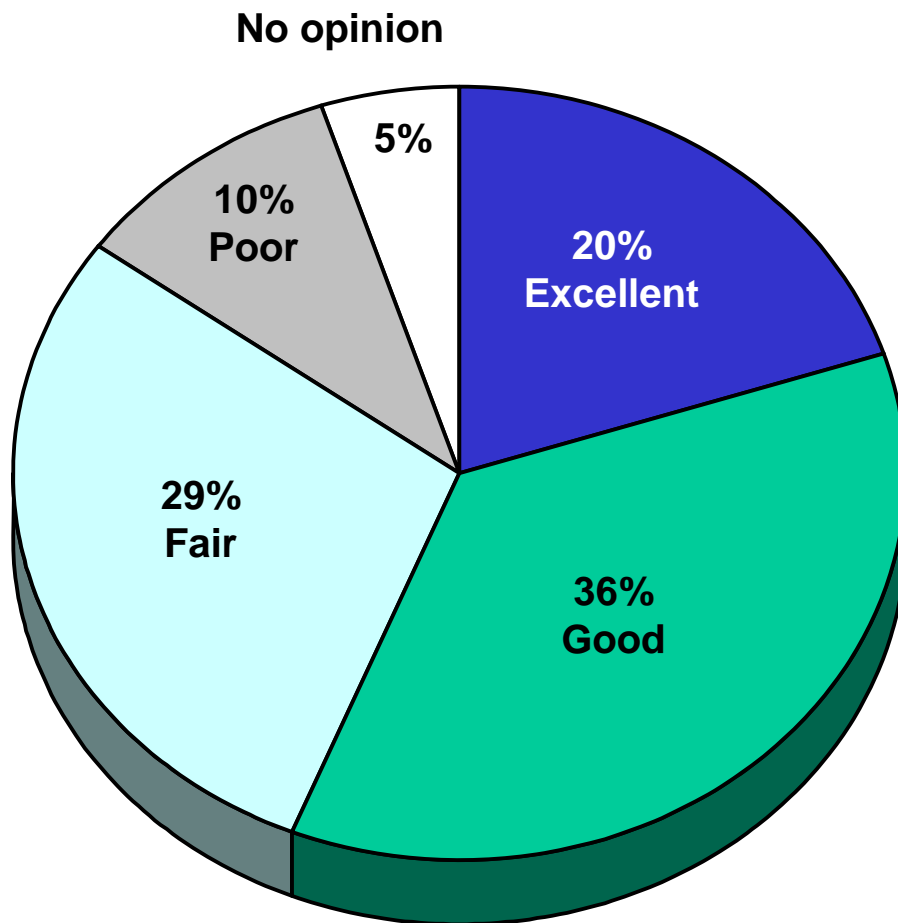
**Proportion of Californians who say it is “very easy” for them to find places nearby that sell fresh fruit and vegetables – by subgroup**



\* Small sample base.

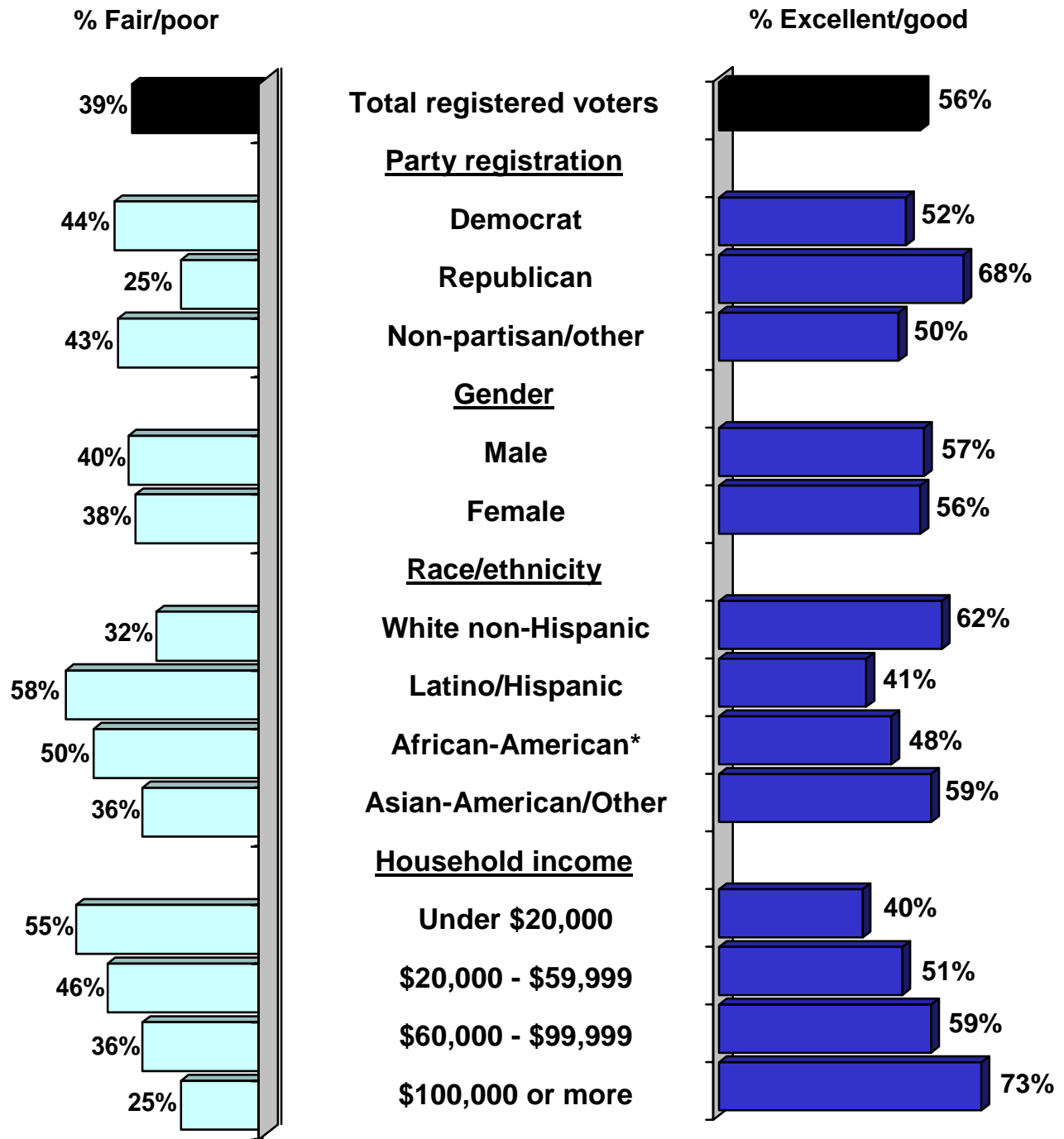
Table 9a

**How Californians rate their neighborhoods as a place that helps kids be healthy**



**Table 9b**

**How Californians rate their neighborhood as a place that helps kids be healthy – by subgroup**



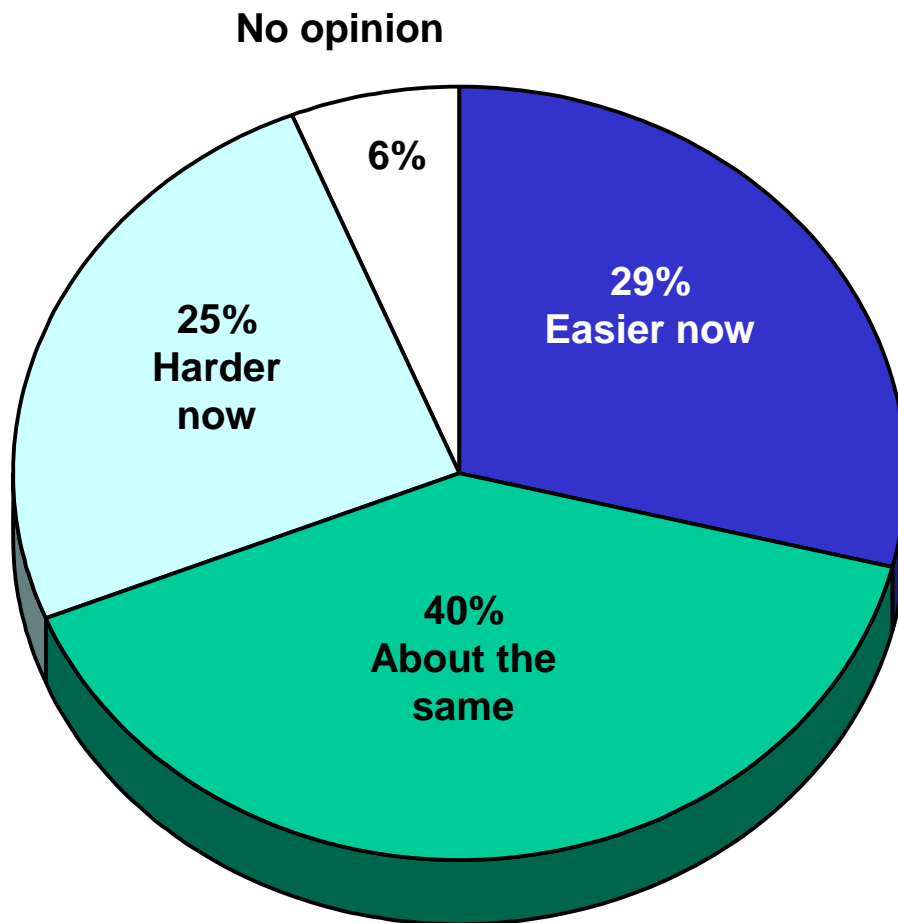
\* Small sample base.

Table 10a

**How Californians rate their neighborhoods as a place that helps kids eat healthy compared to five years ago**

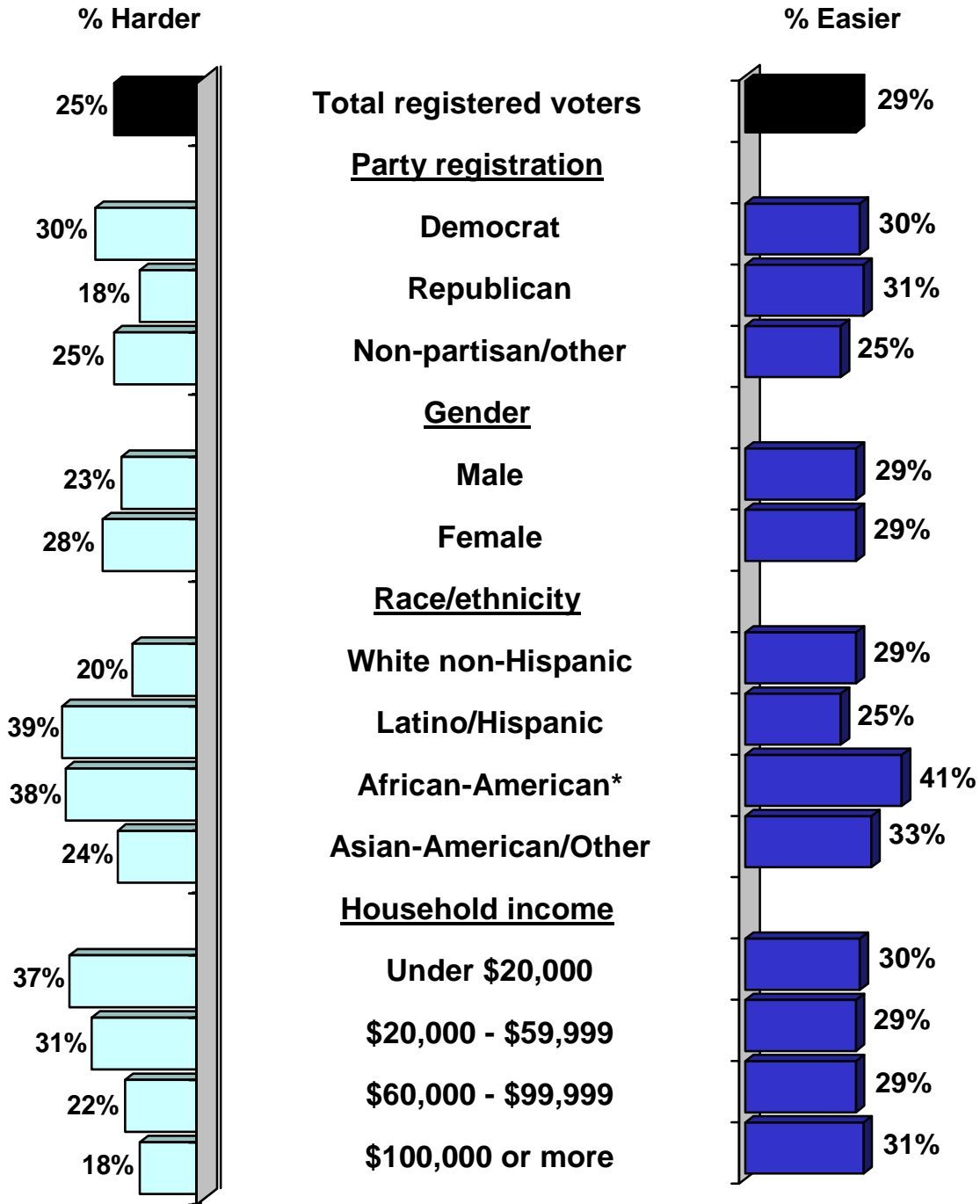
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**Table 10b**

**Proportions of Californians rating their neighborhoods as an easier or harder place for kids to eat healthy compared to five years ago – by subgroup**



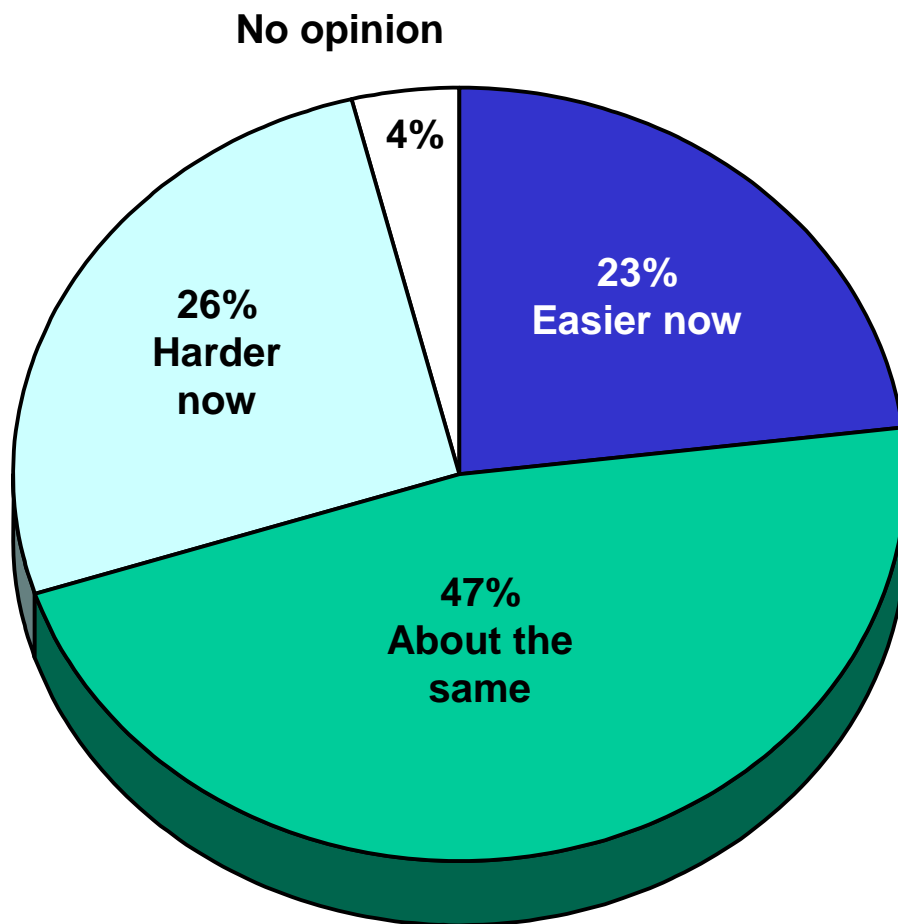
\* Small sample base.

Table 11a

**How Californians rate their neighborhoods as a place for kids to find safe, clean places to play outside, compared to five years ago**

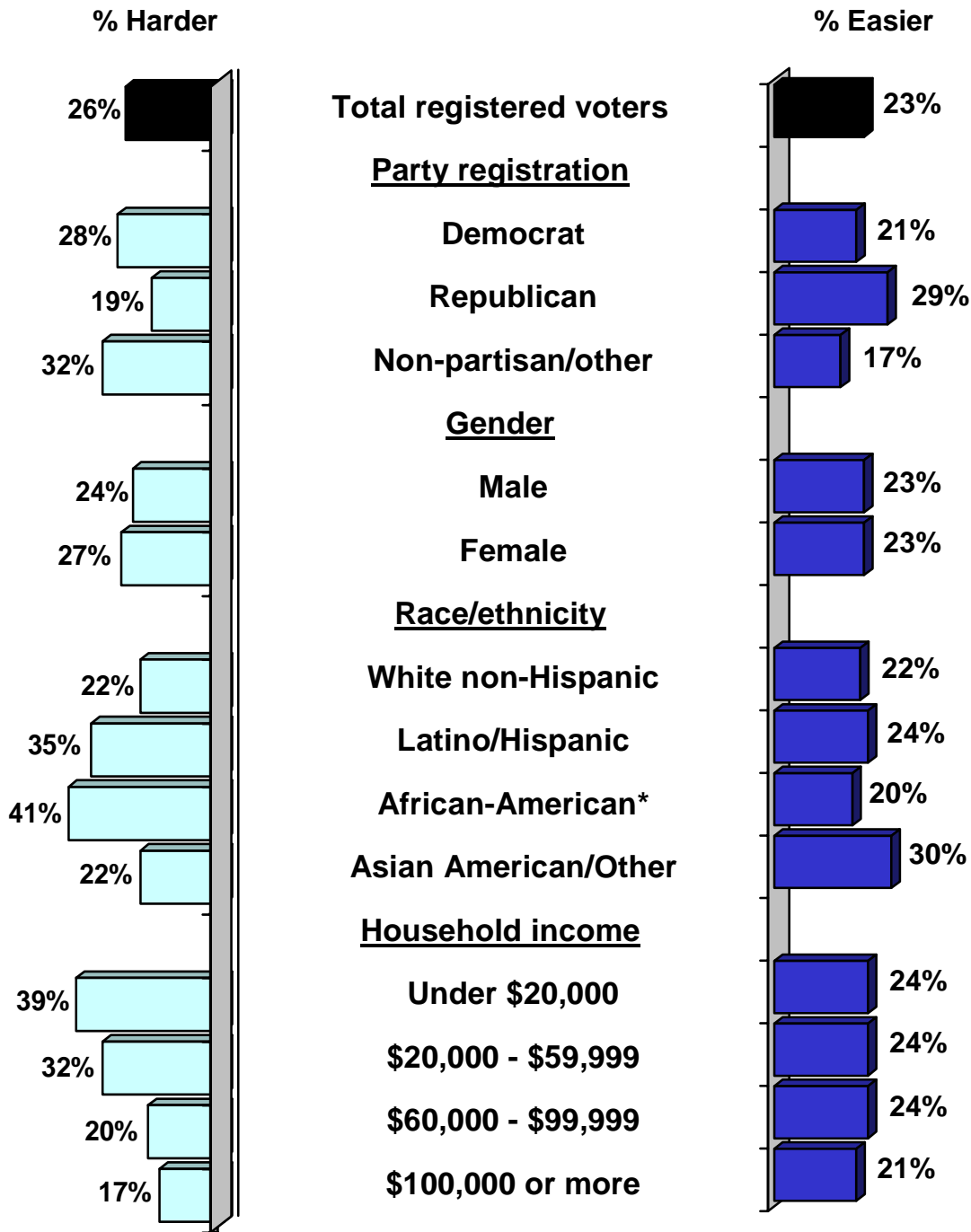
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**Table 11b**

**Proportions of Californians rating their neighborhoods as an easier or harder place for kids to find safe, clean places to play outside, compared to five years ago – by subgroup**



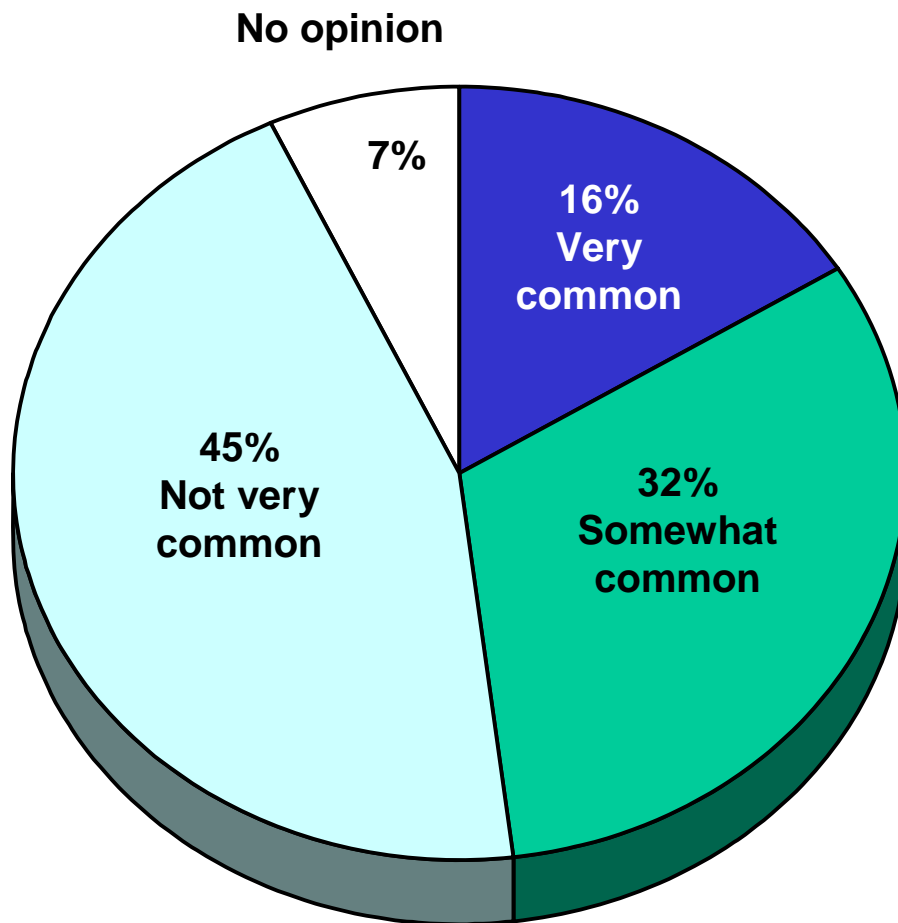
\* Small sample base.

Table 12

**How common is it for restaurants in your community to list calories or other nutrition information on their menus**

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**TOP-LINE RESULTS FROM QUESTIONS ASKED**

*(Findings from the October 2010 Field Poll of California registered voters vs. results from the 2010 survey of California parents in six low-income communities\*)*

- 1a. I am going to read some health risks to kids in California. Please tell me which one ... in your opinion... poses the greatest health risk to kids in California today. The categories are... **(READ BACK ALL CATEGORIES IN RANDOM ORDER, ASKING:)** Which of these poses the greatest health risk to kids in California today?
- 1b. **(IF FIRST MENTION GIVEN, ASK:)** Which poses the next greatest health risk to kids? **(READ BACK CATEGORIES IF NECESSARY)**

		FIRST MENTION	
		CA VOTERS STATEWIDE (n = 1,005)	CA PARENTS IN LOW-INCOME COMMUNITIES* (N = 820)
	( ) smoking .....	4%	5%
	( ) unhealthy eating habits.....	31	22
	( ) alcohol abuse .....	6	4
	( ) unsafe sexual behaviors.....	7	4
	( ) illegal drug use .....	17	33
	( ) lack of physical activity.....	15	13
	( ) violence.....	13	12
	<b>DO NOT READ</b> { SOMETHING ELSE (volunteered) .....	2	3
	NO OPINION .....	5	5
2.	How serious do you feel the problem of obesity, or being seriously overweight, is among children and teens in California today – very serious, somewhat serious, not too serious or not at all serious?	VERY SERIOUS .....59% SOMEWHAT SERIOUS.....33 NOT TOO SERIOUS.....6 NOT AT ALL SERIOUS.....1 NO OPINION.....1	N/A
3.	Compared to five years ago, do you think that the average kid in California is eating foods that are more healthy or less healthy than they were five years ago, or has there been no change?	MORE HEALTHY .....18% LESS HEALTHY.....47 NO CHANGE .....28 NO OPINION.....7	N/A
4.	Compared to five years ago, do you think the average kid in California is more physically active or less physically active or has there been no change?	MORE ACTIVE .....9% LESS ACTIVE.....60 NO CHANGE .....24 NO OPINION.....7	N/A
5.	Some people believe that reducing obesity among children is a personal issue that kids and their families should deal with on their own. Others feel it is an issue that needs to be addressed by the entire community, including medical care providers and community groups. Which is closer to your opinion? <b>(REPEAT ANSWER CATEGORIES AGAIN, IF NECESSARY)?</b>		
	It's a personal issue that kids and their families should deal with .....	38%	39%
	It's an issue that needs to be addressed by the entire community, including medical care providers and community groups .....	48	53
	BOTH.....	12	9
	NO OPINION .....	2	---

N/A: Not asked in the low income community survey.

\* The communities included Baldwin Park, South Los Angeles, the San Antonio neighborhood of Oakland, Santa Ana, West Chula Vista and South Shasta County. Interviews conducted by telephone with parents or legal guardians of children 0-18 May-June 2010.

		<b>CA VOTERS STATEWIDE</b>	<b>CA PARENTS IN LOW INCOME COMMUNITIES</b>
6.	How important is it for businesses and government to make changes so that it is easier for people to be healthier... changes like menu labeling, building more parks, sidewalks and bike lanes and limiting the number of fast food restaurants? Would you say, very important, somewhat important, not very important or not important at all?	VERY IMPORTANT .....44% SOMEWHAT IMPORTANT.....32 NOT VERY IMPORTANT .....10 NOT IMPORTANT AT ALL.....11 DON'T KNOW /REFUSED.....3	68% 20 6 6 *
Thinking about your own community. . .			
7.	How easy is it to find places nearby that sell fresh fruit and vegetables, like produce stands or farmers' markets – very easy, somewhat easy or not very easy?	VERY EASY .....61% SOMEWHAT EASY .....25 NOT VERY EASY.....13 DON'T KNOW /REFUSED.....1	19% 30 52 *
8.	How common is it for restaurants in your neighborhood to list calories or other nutrition information on their menus – very common, somewhat common or not very common?	VERY COMMON.....16% SOMEWHAT COMMON .....32 NOT VERY COMMON .....45 DON'T KNOW /REFUSED.....7	9% 25 63 2
9.	Compared to five years ago, do you think it is easier, harder or about the same for kids in your neighborhood to find safe, clean places to play outside?	EASIER.....23% HARDER .....26 ABOUT THE SAME .....47 DON'T KNOW /REFUSED.....4	18% 31 50 1
10.	And do you think it is easier, harder or about the same for kids in your neighborhood to eat healthy today than it was five years ago?	EASIER.....29% HARDER .....25 ABOUT THE SAME .....40 DON'T KNOW /REFUSED.....6	30% 23 45 2
11.	Overall, how would you rate your neighborhood as a place that helps <i>kids</i> be healthy? Would you say excellent, good, fair, or poor?	EXCELLENT .....20% GOOD.....36 FAIR .....29 POOR.....10 DON'T KNOW /REFUSED.....5	8% 25 46 20 1

12. I am going to read you some ideas for promoting healthier eating and preventing obesity among young people. For each, please tell me whether you strongly support it, support it somewhat, oppose it somewhat, or strongly oppose it. (READ ITEMS IN RANDOM ORDER, ASKING:) Do you support it strongly, support it somewhat, oppose it somewhat, or oppose it strongly?

	<u>SUPPORT</u> <u>STRONGLY</u>	<u>SUPPORT</u> <u>SOMEWHAT</u>	<u>OPPOSE</u> <u>SOMEWHAT</u>	<u>OPPOSE</u> <u>STRONGLY</u>	<u>NO</u> <u>OPIN.</u>
( ) a. Require physical education classes for all four years of high school					
CA VOTERS STATEWIDE .....	70%	19	6	4	1
CA PARENTS IN LOW INCOME COMMUNITIES .....	77%	19	3	2	*
( ) b. Require that school gyms, tracks, playgrounds and fields be open to kids before and after school, on weekends and other times when school is not in session					
CA VOTERS STATEWIDE .....	61%	27	6	4	2
CA PARENTS IN LOW INCOME COMMUNITIES .....	76%	17	4	2	1
( ) c. Enforce laws banning the sale of unhealthy food, snacks and drinks within the schools					
CA VOTERS STATEWIDE .....	44%	24	15	15	2
CA PARENTS IN LOW INCOME COMMUNITIES .....	61%	19	10	10	*
( ) d. Go beyond current laws and ban the sale of all drinks with added sugars within schools. This include drinks like soda, sports drinks, energy drinks and sweetened fruit drinks					
CA VOTERS STATEWIDE .....	34%	27	19	19	1
CA PARENTS IN LOW INCOME COMMUNITIES .....	53%	21	12	13	1
( ) e. Ban all forms of advertising of unhealthy food, snacks and drinks in schools					
CA VOTERS STATEWIDE .....	44%	20	16	17	3
CA PARENTS IN LOW INCOME COMMUNITIES .....	61%	18	9	10	2
( ) f. Provide government help to supermarkets that are located in low-income neighborhoods					
CA VOTERS STATEWIDE .....	32%	32	12	18	6
CA PARENTS IN LOW INCOME COMMUNITIES .....	62%	24	5	6	3
( ) g. Require cities to make street improvements so that it is easier to bike, ride and walk					
CA VOTERS STATEWIDE .....	58%	29	6	5	2
CA PARENTS IN LOW INCOME COMMUNITIES .....	80%	16	2	2	*
( ) h. Put a special tax on the sale of soda and soft drinks and use the money to fight obesity among children					
CA VOTERS STATEWIDE .....	33%	23	14	28	2
CA PARENTS IN LOW INCOME COMMUNITIES .....	58%	22	7	12	1