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Statewide Field Poll Shows Growing Support for Warning Labels on Sugary Drinks

DAVIS, CA., January 13, 2016 ... A new statewide Field Poll finds increasing voter support in California for warning labels on sugary beverages, despite ramped up counter efforts and promotions by the beverage industry. Nearly 4 out of 5 registered voters polled (78 percent) support requiring warning labels to be printed on sugary drinks, up from 74 percent two years ago. During those same two years, the soda and beverage industry spent well over \$12 million on lobbying and political efforts to fight local and statewide regulations, including warning labels.

"The level of voter support for warning labels on sugary drinks is broad-based and bipartisan, and includes 86% of Democrats, 60% of Republicans and 73% of nonpartisans," says Mark DiCamillo, director of the Field Poll.

Commissioned by the California Center for Public Health Advocacy (CCPHA) and funded by the California Endowment, the Field Poll surveyed 1,253 registered voters and was conducted from December 10, 2015 to January 3, 2016. It also found the most support for warning labels in the state's Latino (85.3 percent) and African-American (82.3 percent) populations.

Legislation to require a sugary drink warning label, SB 203, is being considered by the State Senate. If passed, the legislation would place a simple warning on the front of all beverage containers with added sweeteners that have 75 or more calories per 12 ounces. The label, developed by a national panel of nutrition and public health experts, would read: *STATE OF CALIFORNIA SAFETY WARNING: Drinking beverages with added sugar(s) contributes to obesity, diabetes, and tooth decay.*

Voters Cite Personal Responsibility and Consumers' Right to Know

The poll found that voters support sugary drink warning labels primarily because they see labels as a tool to promote personal responsibility for one's sugar consumption (29 percent) and because warning labels support consumers' right to know which products are harmful (28 percent). Other voters cited their interest in helping parents choose healthier beverages for their children (21 percent) and combatting diabetes and obesity (17 percent).

"Voters are abundantly clear. They want concise, science-based warning labels to be put on the beverages they buy. Regardless of political party or philosophy, voters want to know the truth about these

products so they can make informed purchasing decisions,” says Dr. Harold Goldstein, CCPHA’s executive director, a sponsor of the warning label legislation. “In the face of such overwhelming public support, it’s incomprehensible that state legislators have the audacity to continue siding with big beverage companies.”

Respondents Unable to Discern Between Healthy and Unhealthy Beverages

The poll also included a short quiz evaluating voters’ ability to select the beverage with the most sugar from a field of three beverages. When given the opportunity to select from a can of Coca-Cola® (39g), Minute Maid® Lemonade (40g) and Hawaiian Punch® (21g), only 7 percent correctly identified Minute Maid as the item with the most sugar. Thirty-four percent of respondents erroneously believed Hawaiian Punch would be the worst sugar offender, when it actually has half the content of a can of Minute Maid or Coca-Cola. Another 54% chose Coca-Cola as the one having the most sugar.

When given the choice of selecting from a bottle of ONE™ Mango Coconut Water (30g), Glaceau Orange Mango FruitWater® (0g) and Honest® Lemon Tea (21g), only 14 percent correctly identified the ONE Mango Coconut Water as the item with the most sugar. Thirty-three percent selected Glaceau Fruitwater, a sugar-free beverage, while 32 percent chose Honest Lemon Tea.

Dr. Goldstein attributes these findings to the “health halo” effect. “Beverage marketers use healthy sounding names to make it difficult for consumers to quickly and easily select a healthy beverage at the grocery store,” he said. “That’s why a warning label is so important. It allows consumers who want to avoid type 2 diabetes for themselves and their families to immediately identify healthier products.”

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The California Center for Public Health Advocacy (CCPHA) is an independent, nonpartisan, nonprofit organization at the forefront of solving the obesity and diabetes epidemics.

EDITOR’S NOTE: Additional information about sugary drink warning labels is available at www.sodawarninglabel.org.

**December 2015 Field Poll
 Sugar-Sweetened Drinks Question Series: Warning Labels
 (Topline Findings)**

(n = 1,253 registered voters statewide)*

I am going to read some actions that government and communities can take to try to reduce diabetes among children and residents in your community. For each, please tell me whether you favor or oppose this action. **(READ ITEMS IN RANDOM ORDER, ASKING:)** Do you favor strongly, favor somewhat, oppose somewhat or oppose strongly this action as a way to try to reduce diabetes?

	<u>FAVOR STRONGLY</u>	<u>FAVOR SOMEWHAT</u>	<u>OPPOSE SOMEWHAT</u>	<u>OPPOSE STRONGLY</u>	<u>DK/ REF</u>
Require health warning labels on soda and other sugary drinks stating that studies show that daily consumption of soda and other sugary drinks contributes to diabetes, obesity and tooth decay	54%	24	10	10	2

Which of the following reasons do you feel is the strongest argument in favor of putting a warning label on soda and sugary drinks – **(READ IN RANDOM ORDER AND RECORD ONLY ONE RESPONSE)?**

() consumers have a right to know the truth about harmful products	28%
() parents will be able to make more informed beverage choices for their children	21
() we need to do more to combat the epidemics of diabetes and obesity	17
() we should be promoting greater personal responsibility as a way to reduce people's consumption of sugar	29
DO NOT READ → NOT SURE/DON'T KNOW	6

Next, I am going to read a few common foods and drinks, and for each please tell me which item you think contains the most sugar.

Which of the following three items do you think contains the most sugar? **(IF NECESSARY, SAY: Each in standard 12-ounce containers) (READ LIST IN RANDOM ORDER AND RECORD ONLY ONE RESPONSE)?**

() A can of Hawaiian Punch	34%
() A can of Minute Maid Lemonade	7
() A can of Coca-Cola	54
NOT SURE/DON'T KNOW	5

Which of the following three items do you think contains the most sugar? (IF NECESSARY, SAY: Each in standard 16.9-ounce containers) (READ LIST IN RANDOM ORDER AND RECORD ONLY ONE RESPONSE)?

- () A bottle of ONE Mango Coconut Water 14%
- () A bottle of Honest Lemon Tea 32
- () A bottle of Glaceau (GLASS-OH) Orange Mango FruitWater 33
- NOT SURE/DON'T KNOW 21

** Interviews conducted with 1,253 registered voters statewide, including a stratified random sample of 1,003 registered voters, plus an augmented sample of 250 additional interviews among the state's Latino voters. The two samples were weighted to align the overall sample to its proper statewide proportions of registered voters by race/ethnicity.*

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**Statistical Tabulations From Questions Added to the
December 2015 Statewide *Field Poll* About Requiring
Health Warning Labels on Sugary Beverages**

*- prepared for the -
California Center for Public Health Advocacy
and The California Endowment*

December 2015

Introduction

This volume presents the statistical data developed from a survey of registered voters in California about sugar-sweetened beverages. The survey was conducted by *The Field Poll*, an independent and nonpartisan survey of California public opinion, on behalf of the California Center for Public Health Advocacy and The California Endowment. The survey was conducted by telephone by live interviewers in English and Spanish December 10-January 3, 2015. A total of 1,253 interviews were completed, including a stratified random sample of 1,003 registered voters, plus an augmented sample of 250 additional interviews conducted among the Latino registered voters statewide.

Sampling

Samples of registered voters were developed from telephone listings of individual voters selected randomly from a listing of all registered voters throughout California. Once a voter's name and telephone had been selected interviewers are attempted only with the specified voter. Interviews can be conducted on either the voter's landline or cell phone, depending on the source of the telephone listing from the voter file and the preference of the voter.

Prior to the start of data collection, professionally-trained telephone interviewers were briefed with regard to the survey's proper calling and interviewing procedures by the Study Director. This session provided both interviewers and supervisors with an overview of the study and includes a question-by-question review of all items in the survey. Interviewers then completed survey interviews by telephone through the computer-assisted telephone interviewing (CATI) system. CATI controls the telephone scripts read to individual respondents by displaying the appropriate questionnaire items and their valid response code alternatives in their proper sequence on computer screens at each interviewer's booth. The interviewer then reads each question aloud to the respondent from the screen and enters each respondent's pre-coded answer category through the keyboard directly to a computer disk. All answers are automatically stored in computer memory.

In order to bring hard-to-reach respondents into the survey, up to six attempts (an initial call plus five callbacks) were made to each telephone number selected for inclusion into the sample. Callbacks were made at different times and on different days to increase the probability of finding voters available for the interview. Where possible, appointments are made at specified dates and times to maximize convenience and cooperation rates.

Data Processing

The data resulting from CATI interviewing are itself virtually error-free. Even so, a final series of data checks were performed by means of a specially designed cleaning program that scrutinizes each respondent record for internally inconsistent information. Once the data were determined to be clean and error-free, the statewide sample was weighted to align it to demographic, regional and political characteristics of the state's overall registered voter population. The augmented sample of Latino registered voters was weighted separately to align it to demographic, regional and political characteristics of the state's Latino registered voter population. The two weighted samples were then combined with a final weight that align the overall sample to the proper proportions of registered voters statewide by race/ethnicity.

Guide to Reading the Tables

The following is an explanation of the detailed statistical tabulations reported in this set of tabulations:

- The question or questions upon which the data are based is shown at the top of each table
- Tables are percentaged vertically with the raw percentage base appearing at the top of each column.
- The data have been weighted to known parameters of the registered voter population statewide. All percentages and frequencies reported in each table are therefore weighted tabulations.
- When examining votes subgroups within the statewide sample, the reader is urged to interpret the data with caution when percentages are calculated on small bases (e.g., when the unweighted sample base is fewer than 100 respondents), since results are subject to larger levels of sampling error.
- Throughout the tables an asterisk is used to denote a value of less than 1/2 of 1%. A hyphen indicates zero value. On some tables the percentages may add to more than 100% due to multiple mentions.

Regional Definitions

The following are the regional definitions applicable to the voter subgroups reported in the statewide results:

Region

Southern California:	Los Angeles, Orange, Riverside, San Bernardino, San Diego, Imperial, Santa Barbara, Ventura, Kern, and San Luis Obispo counties
Northern California:	All other 48 California counties
Coastal counties:	San Diego, Orange, Los Angeles, Ventura, Santa Barbara, San Luis Obispo, Monterey, Santa Cruz, San Mateo, San Francisco, Contra Costa, Alameda, Marin, Napa, Solano, Sonoma, Santa Clara, Mendocino, Humboldt and Del Norte counties
Inland counties:	All other 38 California counties

Area

Los Angeles:	Los Angeles County
San Diego/Orange:	San Diego County and Orange counties
Other Southern CA:	San Bernardino, Riverside, Ventura, Santa Barbara, San Luis Obispo and Imperial counties
Central Valley:	Butte, Colusa, Fresno, Glenn, Kern, Kings, Madera, Merced, Placer, Sacramento, San Joaquin, Shasta, Stanislaus, Sutter, Tehama, Tulare, Yolo, and Yuba
SF Bay Area:	San Francisco, Marin, Napa, Sonoma, Solano, Contra Costa, Alameda, Santa Clara, San Mateo
Other Northern CA:	Alpine, Amador, Calaveras, Del Norte, El Dorado, Humboldt, Inyo, Lake, Lassen, Mariposa, Mendocino, Monterey, Modoc, Mono, Nevada, Plumas, San Benito, Santa Cruz, Sierra, Siskiyou, Trinity, and Tuolumne

Estimates of Sampling Error

In any survey based on a sampling, there is some sampling error introduced into the data by the process of sampling itself. When the sample has been drawn using random processes, it is possible to apply probability principles to determine the potential range of such error. While survey samples of human populations rarely, if ever, meet all of the criteria theoretically required for the application of these principles, it is customary to use them as an approximation of error that is introduced as a result of sampling. The table below shows the range of error that is associated with samples of various sizes, assuming the use of the 95% confidence level, which is customary for most public opinion surveys. For example, if 50% of the overall statewide sample of 1,002 registered voters answered “yes” to a specific question, this statistic would have a sampling error of plus or minus 2.9 percentage points at the 95% confidence level. This means that there is a 95% chance that had the overall population of registered voters statewide been interviewed using the same questionnaire and methods, the results of such a census would yield a result between 47.1% and 52.9%. The same procedure can be used to estimate the sample error ranges of any other statistic contained in this report.

Approximate sample size	<u>Approximate percentage distribution of replies to question</u>				
	10%	30%	50%	70%	90%
150	+/- 4.9	+/- 7.5	+/- 8.2	+/- 7.5	+/- 4.9
300	+/- 3.5	+/- 5.3	+/- 5.8	+/- 5.3	+/- 3.5
500	+/- 2.7	+/- 4.1	+/- 4.5	+/- 4.1	+/- 2.7
1000	+/- 1.9	+/- 2.9	+/- 3.2	+/- 2.9	+/- 1.9
1250	+/- 1.7	+/- 2.7	+/- 2.9	+/- 2.7	+/- 1.7

There are many other possible sources of error other than sampling variability in this and any other public opinion survey.

Questions Asked

33. I am going to read some actions that government and communities can take to try to reduce diabetes among children and residents in your community. For each, please tell me whether you favor or oppose this action. (READ ITEMS IN RANDOM ORDER, ASKING:) Do you favor strongly, favor somewhat, oppose somewhat or oppose strongly this action as a way to try to reduce diabetes?
- | | FAVOR
STRONGLY | FAVOR
SOMEWHAT | OPPOSE
SOMEWHAT | OPPOSE
STRONGLY | DK/
REF |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|-------------------|--------------------|--------------------|------------|
| () d. Require health warning labels on soda and other sugary drinks stating that studies show that daily consumption of soda and other sugary drinks contributes to diabetes, obesity and tooth decay..... | 1 | 2 | 3 | 4 | 8 |
34. Which of the following reasons do you feel is the strongest argument in favor of putting a warning label on soda and sugary drinks – (READ IN RANDOM ORDER AND RECORD ONLY ONE RESPONSE)?
- | | |
|------------------------------------------------------------------------------------------------------------------|---|
| () consumers have a right to know the truth about harmful products..... | 1 |
| () parents will be able to make more informed beverage choices for their children..... | 2 |
| () we need to do more to combat the epidemics of diabetes and obesity..... | 3 |
| () we should be promoting greater personal responsibility as a way to reduce people's consumption of sugar..... | 4 |
| DO NOT READ → NOT SURE/DON'T KNOW..... | 8 |
- Next, I am going to read a few common foods and drinks, and for each please tell me which item you think contains the most sugar.
39. Which of the following three items do you think contains the most sugar? (IF NECESSARY, SAY: Each in standard 12-ounce containers) (READ LIST IN RANDOM ORDER AND RECORD ONLY ONE RESPONSE)?
- | | |
|----------------------------------------|---|
| () A can of Hawaiian Punch..... | 1 |
| () A can of Minute Maid Lemonade..... | 2 |
| () A can of Coca-Cola..... | 3 |
| NOT SURE/DON'T KNOW..... | 8 |
40. Which of the following three items do you think contains the most sugar? (IF NECESSARY, SAY: Each in standard 16.9-ounce containers) (READ LIST IN RANDOM ORDER AND RECORD ONLY ONE RESPONSE)?
- | | |
|-----------------------------------------------------------------|---|
| () A bottle of ONE Mango Coconut Water..... | 1 |
| () A bottle of Honest Lemon Tea..... | 2 |
| () A bottle of Glaceau (GLASS-OH) Orange Mango FruitWater..... | 3 |
| NOT SURE/DON'T KNOW..... | 8 |

Q33d (Banner 1)
Base: Registered Voters

Field Poll 2015 (Obesity Series)
December 2015

	Region				Area						Party Registration			Absolutely Certain to vote in primary		Ethnicity			
	South- ern CA	North- ern CA	Coastal counties	Inland counties	L.A. County	San Diego/ Orange	Other So. CA	Central Valley	SF Bay Area	Other Northern CA	Democrat	Republican	No party preference/ others	Yes	no	White non- Hispanic	Latino	Black	Asian/ Pacific Isle (Total)
Total	744	509	893	360	354	213	177	208	249	52	498	443	312	730	273	589	475	73	140
Unweighted Base	1253																		
Weighted Base	1253	729	885	368	345	204	180	208	258	58	539	358	356	824	278	762	292	77	137
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
FAVOR STRONGLY	679	424	508	171	211	112	101	90	137	29	341	137	201	430	139	356	201	50	79
	54.2%	58.1%	48.8%	46.6%	61.1%	55.0%	55.8%	43.1%	53.2%	49.8%	63.3%	38.2%	56.5%	52.1%	50.1%	46.7%	68.7%	64.7%	57.7%
FAVOR SOMEWHAT	296	155	141	200	81	40	34	62	65	14	122	80	94	187	85	209	49	14	27
	23.7%	21.3%	27.0%	26.2%	23.6%	19.6%	18.7%	29.7%	25.3%	24.8%	22.7%	22.3%	26.4%	22.7%	30.6%	27.5%	16.6%	17.6%	20.1%
OPPOSE SOMEWHAT	124	63	94	30	25	21	17	15	40	6	37	63	25	89	29	95	15	4	13
	9.9%	8.7%	11.6%	8.3%	7.1%	10.4%	9.6%	7.1%	15.6%	9.9%	6.8%	17.5%	6.9%	10.8%	10.6%	12.4%	5.2%	4.8%	9.2%
OPPOSE STRONGLY	131	80	74	57	27	25	28	32	13	6	30	70	32	101	21	88	24	10	12
	10.5%	11.0%	9.7%	15.4%	7.8%	12.5%	15.4%	15.4%	4.9%	10.9%	5.6%	19.4%	8.9%	12.3%	7.5%	11.6%	8.2%	12.9%	8.9%
NO OPINION	22	7	15	13	2	5	1	10	2	3	9	9	4	17	3	14	3	-	6
	1.8%	1.0%	2.8%	3.6%	0.5%	2.5%	0.5%	4.7%	1.0%	4.5%	1.6%	2.6%	1.2%	2.1%	1.2%	1.8%	1.2%	-	4.1%

Q33d. Require health warning labels on soda and other sugary drinks stating that studies show that daily consumption of soda and other sugary drinks contributes to diabetes, obesity and tooth decay. Do you favor strongly, favor somewhat, oppose somewhat or oppose strongly this action as a way to try to reduce diabetes?

Field Research Corporation

Table 61

Q33d (Banner 2)
Base: Registered Voters

Field Poll 2015 (Obesity Series)
December 2015

	Gender		Age				Nativity		Political Ideology				GOP Tea Party Identification	Born again Christian			
	Male	Female	18-29	30-39	40-49	50-64	65 or older	Born in US	Born outside US	Strongly conservative	Moderately conservative	Middle of the road	Moderately liberal	Strongly liberal	A Lot/some	Yes, born again	No, not born again
Total																	
Unweighted Base	1253	663	253	165	197	401	237	991	253		263	169	439	157	249	371	882
Weighted Base	1253	655	219	198	205	352	279	1027	212		229	146	445	162	207	334	919
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
FAVOR STRONGLY	679	394	108	114	113	188	156	521	151		99	70	222	105	78	188	491
	54.2%	47.7%	49.4%	57.5%	55.2%	53.4%	55.9%	50.8%	71.1%		43.2%	48.1%	50.0%	64.6%	37.7%	56.4%	53.4%
FAVOR SOMEWHAT	296	148	74	49	33	88	53	262	32		36	42	126	32	39	55	241
	23.7%	24.8%	33.6%	24.5%	16.2%	25.1%	18.9%	25.5%	14.9%		15.7%	28.8%	28.4%	19.9%	19.0%	16.6%	26.2%
OPPOSE STRONGLY	124	76	20	20	33	26	26	111	13		38	11	45	16	40	34	90
	9.9%	12.8%	9.0%	10.0%	15.9%	7.5%	9.1%	10.8%	6.0%		16.6%	7.3%	10.1%	9.9%	19.3%	10.3%	9.8%
OPPOSE SOMEWHAT	131	76	15	12	24	46	34	115	14		50	21	46	8	42	51	80
	10.5%	12.7%	6.7%	6.2%	11.6%	13.1%	12.2%	11.2%	6.8%		21.7%	14.6%	10.4%	5.1%	20.4%	15.4%	8.7%
NO OPINION	22	12	3	3	2	3	11	18	3		7	2	5	1	7	4	18
	1.8%	2.0%	1.2%	1.7%	1.1%	0.9%	3.8%	1.7%	1.3%		2.8%	1.2%	1.1%	0.5%	3.6%	1.3%	1.9%

Q33d. Require health warning labels on soda and other sugary drinks stating that studies show that daily consumption of soda and other sugary drinks contributes to diabetes, obesity and tooth decay. Do you favor strongly, favor somewhat, oppose somewhat or oppose strongly this action as a way to try to reduce diabetes?

Q33d (Banner 3)
Base: Registered Voters

Field Poll 2015 (Obesity Series)
December 2015

	Education				Household Income				Religion				Marital Status			Parent/ Guardian/ Grandparent of child under 18			
	H.S. graduate or less	Some college/ trade school	College graduate	Post graduate work	Under \$20,000	\$20,000 - \$40,000	\$40,000 - \$60,000	\$60,000 - \$100,000	More than \$100,000	Protestant/ other Christian	Catholic	Other religion	No preference	Married/ Not married living together	Widow/ separated/ divorced	Never married	Yes, Parent	Yes, Grandparent	No
Unweighted Base	1253	295	419	294	233	211	208	158	287	267	375	161	218	679	231	325	315	239	727
Weighted Base	1253	248	408	312	270	188	191	145	320	296	306	185	244	685	236	305	294	226	749
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
FAVOR	679	160	215	153	146	111	118	66	178	138	175	91	150	362	127	176	169	123	398
STRONGLY	54.2%	64.7%	52.7%	49.1%	54.1%	59.0%	62.0%	45.3%	55.6%	46.7%	57.2%	49.1%	61.2%	52.9%	53.7%	57.7%	57.4%	54.4%	53.1%
FAVOR	296	42	100	77	74	34	43	45	75	76	72	55	57	159	59	74	60	44	195
SOMEWHAT	23.7%	16.8%	24.6%	24.6%	27.5%	18.3%	22.3%	31.0%	23.3%	25.7%	23.4%	29.7%	23.2%	23.1%	25.2%	24.2%	20.5%	19.3%	26.1%
OPPOSE	124	19	31	44	29	9	21	17	30	40	26	19	23	73	18	31	30	13	82
SOMEWHAT	9.9%	7.6%	7.5%	14.2%	10.6%	4.9%	10.8%	12.0%	9.4%	13.4%	8.5%	10.0%	9.2%	10.6%	7.7%	10.1%	10.2%	5.6%	10.9%
OPPOSE	131	23	58	28	18	27	9	14	30	40	31	12	13	83	23	22	33	38	65
STRONGLY	10.5%	9.2%	14.3%	9.1%	6.8%	14.6%	4.7%	9.6%	9.5%	13.6%	10.1%	6.4%	5.3%	12.1%	9.8%	7.1%	11.1%	16.6%	8.7%
NO	22	4	3	10	3	6	*	3	7	2	3	9	3	9	8	3	2	9	9
OPINION	1.8%	1.6%	0.8%	3.1%	1.1%	3.3%	0.2%	2.1%	2.2%	0.6%	0.8%	4.8%	1.1%	1.3%	3.5%	0.9%	0.8%	4.1%	1.2%

Q33d. Require health warning labels on soda and other sugary drinks stating that studies show that daily consumption of soda and other sugary drinks contributes to diabetes, obesity and tooth decay. Do you favor strongly, favor somewhat, oppose somewhat or oppose strongly this action as a way to try to reduce diabetes?

Field Research Corporation

Table 63

Q33d (Banner 5)
Base: Registered Latino Voters

Field Poll 2015 (Obesity Series)
December 2015

	Region		Party Registration		Gender		Age		Nativity		Household Income			Parent of child under 18				
	Los Angeles County	Other Southern CA	Northern CA	Democrat	Republican	No party preference/others	Male	Female	18-29	30-49	50 or older	U.S. Born	Born outside U.S.	Under \$20,000	\$20,000 - \$59,999	\$60,000 or more	Yes	No
Unweighted Base	184	156	135	239	103	133	207	268	150	156	169	311	163	122	177	128	168	305
Weighted Base	292	117	94	159	48	85	129	163	79	103	110	188	104	76	105	80	100	191
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
FAVOR STRONGLY	82	65	54	114	28	58	81	120	51	71	79	117	83	54	78	50	67	133
	70.7%	68.8%	65.8%	72.0%	59.3%	68.0%	63.0%	73.2%	63.9%	68.9%	72.1%	62.6%	79.6%	71.0%	73.9%	62.7%	67.6%	69.5%
FAVOR SOMEWHAT	49	21	12	28	7	13	23	25	17	17	14	41	7	10	19	13	17	32
	16.6%	18.2%	18.7%	17.7%	15.1%	15.6%	18.2%	15.4%	21.5%	16.6%	13.1%	22.1%	6.9%	13.5%	17.7%	16.5%	16.8%	16.7%
OPPOSE STRONGLY	15	4	6	8	5	3	9	6	7	6	2	13	3	2	5	6	5	10
	5.2%	4.4%	4.6%	4.8%	10.5%	3.2%	7.0%	3.9%	8.9%	6.0%	1.9%	6.8%	2.5%	3.1%	4.5%	8.0%	5.1%	5.0%
OPPOSE SOMEWHAT	24	8	10	7	7	10	14	10	3	8	13	15	9	9	4	9	9	15
	8.2%	6.5%	11.0%	4.5%	15.1%	11.2%	11.0%	6.1%	3.9%	7.4%	12.1%	7.8%	9.1%	11.5%	3.7%	10.9%	9.5%	7.6%
NO OPINION	3	*	2	2	-	2	1	2	1	1	1	1	2	1	*	2	1	2
	1.2%	0.3%	2.6%	1.1%	-	1.9%	0.8%	1.4%	1.8%	1.1%	0.8%	0.8%	1.9%	0.8%	0.3%	1.9%	1.0%	1.2%

Q33d. Require health warning labels on soda and other sugary drinks stating that studies show that daily consumption of soda and other sugary drinks contributes to diabetes, obesity and tooth decay. Do you favor strongly, favor somewhat, oppose somewhat or oppose strongly this action as a way to try to reduce diabetes?

Field Research Corporation

Table 65

Q34 (Banner 1)
Base: Registered Voters

Field Poll 2015 (Obesity Series)
December 2015

	Region				Area					Party Registration			Absolutely Certain to vote in primary		Ethnicity				
	South- ern CA	North- ern CA	Coastal counties	Inland counties	L.A. County	San Diego/ Orange	Other So. CA	Central Valley	SF Bay Area	Other Northern CA	Democrat	Republican	No party preference/ others	Yes	no	White non- Hispanic	Latino	Black	Asian/ Pacific Isle (Total)
Unweighted Base	744	509	893	360	354	213	177	208	249	52	498	443	312	730	273	589	475	73	140
Weighted Base	729	524	885	368	345	204	180	208	258	58	539	358	356	824	278	762	292	77	137
we should be promoting greater personal responsibility as a way to reduce people's consumption of sugar	203	155	249	109	90	69	44	62	76	17	124	125	109	247	84	240	64	20	38
consumers have a right to know the truth about harmful products	204	146	257	93	104	55	45	49	74	23	155	83	113	212	80	201	97	17	40
parents will be able to make more informed beverage choices for their children	159	107	186	81	73	43	43	45	52	11	129	67	71	175	55	147	72	22	29
we need to do more to combat the epidemics of diabetes and obesity	124	84	151	57	66	26	32	37	46	1	112	38	58	133	50	119	53	17	23
DON'T KNOW/NOT SURE	38	31	41	28	12	12	15	15	10	5	19	45	5	58	8	55	7	1	7
	5.5%	5.2%	4.6%	7.6%	3.3%	5.7%	8.4%	7.4%	3.9%	9.0%	3.6%	12.4%	1.4%	7.0%	3.1%	7.2%	2.3%	1.6%	5.2%

Q34. Which of the following reasons do you feel is the strongest argument in favor of putting a warning label on soda and sugary drinks -- (READ CATEGORIES)?

Q34 (Banner 2)
Base: Registered Voters

Field Poll 2015 (Obesity Series)
December 2015

	Gender		Age				Nativity		Political Ideology					GOP Tea Party Identification	Born again Christian		
	Total	Male	18-29	30-39	40-49	50-64	65 or older	Born in US	Born outside US	Strongly conservative	Moderately conservative	Middle of the road	Moderately liberal	Strongly liberal	A Lot/some	Yes, born again	No, not born again
Q34. Which of the following reasons do you feel is the strongest argument in favor of putting a warning label on soda and sugary drinks -- (READ CATEGORIES)?																	
Unweighted Base	1253	590	253	165	197	401	237	991	253	263	169	439	157	185	249	371	882
Weighted Base	1253	598	219	198	205	352	279	1027	212	229	146	445	162	236	207	334	919
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
we should be promoting greater personal responsibility as a way to reduce people's consumption of sugar	358	171	80	61	58	83	76	311	44	76	34	139	45	56	60	89	269
consumers have a right to know the truth about harmful products	28.6%	28.6%	36.3%	31.0%	28.3%	23.7%	27.2%	30.3%	20.9%	33.2%	23.3%	31.3%	27.8%	23.6%	29.0%	26.7%	29.3%
parents will be able to make more informed beverage choices for their children	351	160	72	59	56	104	60	277	69	56	36	124	46	78	50	83	268
we need to do more to combat the epidemics of diabetes and obesity	28.0%	26.7%	32.9%	29.6%	27.2%	29.5%	21.6%	27.0%	32.5%	24.2%	24.8%	27.9%	28.6%	33.0%	24.2%	24.8%	29.1%
DON'T KNOW/NOT SURE	267	127	38	37	48	82	61	212	52	44	41	92	41	41	41	74	193
	21.3%	21.3%	17.5%	18.9%	23.6%	23.3%	21.7%	20.6%	24.3%	19.4%	27.9%	20.8%	25.3%	17.4%	19.5%	22.1%	21.0%
	208	97	23	36	35	64	51	166	40	25	24	71	27	55	27	61	147
	16.6%	16.2%	10.3%	18.3%	17.1%	18.2%	18.1%	16.2%	18.9%	10.8%	16.1%	15.9%	16.6%	23.5%	13.2%	18.4%	16.0%
	69	43	6	4	8	19	32	61	7	28	11	18	3	6	29	26	42
	5.5%	7.2%	3.0%	2.2%	3.8%	5.3%	11.4%	5.9%	3.3%	12.4%	7.9%	4.1%	1.7%	2.6%	14.1%	7.9%	4.6%

Q34 (Banner 3)
Base: Registered Voters

Field Poll 2015 (Obesity Series)
December 2015

	Education			Household Income						Religion				Marital Status			Parent/ Guardian/ Grandparent of child under 18			
	H.S. graduate or less	Some college/ trade school	College graduate	Post graduate work	Under \$20,000	\$20,000 - \$40,000	\$40,000 - \$60,000	\$60,000 - \$100,000	More than \$100,000	Protestant/ other Christian	Catholic	Other religion	No preference	Married/ Not married living together	Widow/ separated/ divorced	Never married	Yes, Parent	Yes, Grandparent	No	
Unweighted Base	295	419	294	233	211	208	158	287	267	459	375	161	218	679	231	325	315	239	727	
Weighted Base	248	408	312	270	188	191	145	320	296	474	306	185	244	685	236	305	294	226	749	
we should be promoting greater personal responsibility as a way to reduce people's consumption of sugar	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
consumers have a right to know the truth about harmful products	59	105	104	86	53	41	44	81	110	147	76	49	74	184	58	111	72	52	234	
parents will be able to make more informed beverage choices for their children	23.7%	25.8%	33.2%	32.0%	28.2%	21.6%	30.0%	25.2%	37.1%	31.1%	24.7%	26.6%	30.2%	26.8%	24.7%	36.5%	24.4%	23.1%	31.3%	
we need to do more to combat the epidemics of diabetes and obesity	82	125	78	63	60	61	48	92	61	120	92	53	75	195	58	92	84	57	221	
DON'T KNOW/NOT SURE	33.1%	30.6%	24.9%	23.6%	32.1%	31.8%	33.0%	28.8%	20.8%	25.2%	30.1%	28.6%	30.8%	28.5%	24.8%	30.3%	28.4%	25.3%	29.5%	
	267	55	98	61	50	55	17	76	55	103	67	44	44	149	57	51	74	58	139	
	21.3%	22.2%	24.1%	19.4%	21.9%	28.9%	11.9%	23.7%	18.6%	21.7%	21.9%	23.6%	18.2%	21.7%	24.1%	16.6%	25.0%	25.7%	18.5%	
	208	41	61	53	27	26	26	55	55	66	63	30	42	119	42	44	51	40	118	
	16.6%	16.4%	14.9%	17.0%	14.3%	13.8%	17.6%	17.3%	18.6%	13.9%	20.7%	16.3%	17.3%	17.3%	17.6%	14.6%	17.5%	17.8%	15.7%	
	69	11	19	17	7	7	11	16	15	39	8	9	9	39	20	6	14	18	38	
	5.5%	4.5%	4.7%	5.5%	3.6%	3.9%	7.5%	5.0%	4.9%	8.1%	2.7%	4.9%	3.6%	5.7%	8.7%	2.1%	4.7%	8.1%	5.0%	

Field Poll 2015 (Obesity Series)
December 2015

Q34 (Banner 5)
Base: Registered Latino Voters

	Region		Party Registration		Gender		Age			Nativity		Household Income			Parent of child under 18				
	Los Angeles County	Other Southern CA	Northern CA	Democrat	Republican	No party preference/others	Male	Female	18-29	30-49	50 or older	U.S. Born	Born outside U.S.	Under \$20,000	\$20,000 - \$59,999	\$60,000 or more	Yes	No	
Unweighted Base	475	184	156	135	239	103	133	207	268	150	156	169	311	163	122	177	128	168	305
Weighted Base	292	117	94	81	159	48	85	129	163	79	103	110	188	104	76	105	80	100	191
consumers have a right to know the truth about harmful products	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
parents will be able to make more informed beverage choices for their children	97	43	31	22	57	16	24	38	58	28	39	30	62	35	32	37	21	38	59
we should be promoting greater personal responsibility as a way to reduce people's consumption of sugar	33.1%	37.1%	32.9%	27.5%	35.8%	33.2%	27.8%	29.7%	35.7%	35.2%	37.8%	27.1%	33.0%	33.3%	41.4%	35.0%	26.7%	37.8%	30.8%
we need to do more to combat the epidemics of diabetes and obesity	72	28	24	20	40	10	22	34	39	18	21	33	44	28	16	26	21	26	46
DON'T KNOW/NOT SURE	24.8%	24.2%	25.5%	24.7%	25.2%	21.4%	25.8%	26.1%	23.7%	22.4%	20.9%	30.1%	23.4%	27.3%	21.6%	24.9%	25.7%	26.6%	24.0%
	64	20	22	22	30	11	23	30	34	19	24	21	47	16	14	22	19	19	44
	21.9%	17.4%	23.0%	27.0%	18.8%	23.1%	26.9%	23.6%	20.5%	23.9%	23.6%	18.7%	25.1%	15.5%	18.5%	21.2%	24.1%	19.3%	23.0%
	53	22	15	16	27	9	17	25	28	13	17	23	31	21	13	18	18	15	37
	18.0%	18.5%	15.9%	19.7%	17.3%	17.9%	19.5%	19.2%	17.2%	16.2%	16.5%	20.8%	16.7%	20.5%	16.4%	17.4%	22.8%	15.4%	19.6%
	7	3	3	1	5	2	-	2	5	2	1	4	3	3	2	1	1	1	5
	2.3%	2.8%	2.7%	1.1%	2.9%	4.4%	-	1.5%	2.9%	2.3%	1.2%	3.3%	1.7%	3.3%	2.2%	1.4%	0.8%	0.9%	2.6%

Q34. Which of the following reasons do you feel is the strongest argument in favor of putting a warning label on soda and sugary drinks -- (READ CATEGORIES)?

Table 70

Field Research Corporation

	Region				Area						Party Registration			Absolutely Certain to vote in primary		Ethnicity			
	South- ern CA	North- ern CA	Coastal counties	Inland counties	L.A. County	San Diego/ Orange	Other So. CA	Central Valley	SF Bay Area	Other Northern CA	Democ- rat	Repub- lican	No party pref- erence/ others	Yes	no	White non- Hispanic	Latino	Black	Asian/ Pacific Isle (Total)
Total	744	509	893	360	354	213	177	208	249	52	498	443	312	730	273	589	475	73	140
Unweighted Base	1253																		
Weighted Base	729	524	885	368	345	204	180	208	258	58	539	358	356	824	278	762	292	77	137
A can of Coca-Cola	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
A can of Hawaiian Punch	678	396	483	195	199	100	97	104	138	39	306	183	189	422	153	397	178	43	65
A can of Minute Maid Lemonade	54.1%	53.8%	54.6%	53.0%	57.7%	48.9%	54.1%	50.2%	53.5%	68.4%	56.8%	51.0%	53.1%	51.1%	55.3%	52.1%	61.1%	55.7%	47.2%
DON'T KNOW/NOT SURE	426	170	298	128	110	75	71	69	89	12	183	121	122	299	86	255	94	27	57
	34.0%	32.5%	33.7%	34.6%	31.9%	36.9%	39.1%	33.0%	34.5%	21.4%	33.9%	33.8%	34.3%	36.3%	30.9%	33.5%	32.2%	35.5%	41.5%
	93	48	70	22	24	20	4	21	23	1	33	27	33	60	28	65	12	6	11
	7.4%	6.5%	7.9%	6.1%	6.8%	9.9%	2.2%	9.9%	8.9%	2.4%	6.1%	7.4%	9.3%	7.3%	10.1%	8.5%	4.2%	7.4%	7.8%
	56	30	33	23	12	9	8	14	8	5	17	28	12	44	10	45	7	1	5
	4.5%	4.0%	3.8%	6.2%	3.6%	4.4%	4.6%	6.9%	3.1%	7.8%	3.1%	7.7%	3.4%	5.3%	3.7%	5.9%	2.5%	1.4%	3.4%

Q39. Which of the following three items do you think contains the most sugar? (IF NECESSARY, SAY: Each in standard 12 ounce containers) (READ LIST)?

Q39 (Banner 2)

Base: Registered Voters

Field Poll 2015 (Obesity Series)
December 2015

	Gender		Age				Nativity		Political Ideology					GOP Tea Party Identification	Born again Christian	
	Male	Female	18-29	30-39	40-49	50-64	65 or older	Born in US	Born outside US	Strongly conservative	Moderately conservative	Middle of the road	Moderately liberal	Strongly liberal	A Lot/some	Yes, born again
Unweighted Base	1253	663	253	165	197	401	237	991	253		439	157	185	249	371	882
Weighted Base	598	655	219	198	205	352	279	1027	212		445	162	236	207	334	919
A can of Coca-Cola	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
A can of Hawaiian Punch	678	341	113	86	121	188	170	526	145		238	92	119	100	183	495
A can of Minute Maid Lemonade	54.1%	52.4%	51.8%	43.4%	58.9%	53.3%	61.0%	51.2%	68.1%		53.5%	56.6%	50.2%	48.0%	54.9%	53.8%
DON'T KNOW/NOT SURE	426	247	78	81	74	123	71	369	54		150	54	95	82	118	308
	34.0%	37.7%	35.4%	41.0%	36.0%	34.9%	25.3%	36.0%	25.2%		33.8%	33.1%	40.3%	39.7%	35.2%	33.5%
	93	40	26	27	9	21	9	85	8		39	13	14	14	19	74
	7.4%	6.1%	12.0%	13.8%	4.5%	6.0%	3.1%	8.2%	3.7%		8.7%	8.2%	5.7%	6.6%	5.7%	8.0%
	56	27	2	4	1	20	30	47	6		18	3	9	12	14	43
	4.5%	4.9%	0.8%	1.8%	0.6%	5.7%	10.6%	4.5%	2.9%		4.1%	2.2%	3.7%	5.7%	4.1%	4.6%

Q39. Which of the following three items do you think contains the most sugar? (IF NECESSARY, SAY: Each in standard 12 ounce containers) (READ LIST)?

Field Research Corporation

Table 122

Q39 (Banner 3)
Base: Registered Voters

Field Poll 2015 (Obesity Series)
December 2015

	Education			Household Income					Religion			Marital Status			Parent/ Guardian/ Grandparent of child under 18					
	H.S. graduate or less	Some college/ trade school	College graduate	Post graduate work	Under \$20,000	\$20,000 - \$40,000	\$40,000 - \$60,000	\$60,000 - \$100,000	More than \$100,000	Protestant/ other Christian	Catholic	Other religion	No preference	Married/ Not married living together	Widow/ separated/ divorced	Never married	Yes, Parent	Yes, Grandparent	No	
Unweighted Base	1253	295	419	294	233	211	208	158	287	267	459	375	161	218	679	231	325	315	239	727
Weighted Base	1253	248	408	312	270	188	191	145	320	296	474	306	185	244	685	236	305	294	226	749
A can of Coca-Cola	678	151	226	147	146	118	109	76	172	142	252	177	97	129	369	139	156	154	135	401
A can of Hawaiian Punch	426	75	141	123	83	53	66	56	104	116	162	108	63	81	232	69	115	113	72	244
A can of Minute Maid Lemonade	34.0%	30.3%	34.7%	39.3%	30.7%	28.2%	34.4%	38.4%	32.5%	39.2%	34.1%	35.4%	33.9%	33.1%	33.8%	29.4%	37.8%	38.3%	31.7%	32.6%
A can of DON'T KNOW/NOT SURE	93	13	25	29	25	14	14	6	26	28	38	12	16	24	51	9	30	21	9	66
	7.4%	5.2%	6.2%	9.3%	9.3%	7.4%	7.2%	4.0%	8.2%	9.5%	7.9%	3.8%	8.8%	9.7%	7.5%	4.0%	9.7%	7.0%	3.8%	8.8%
	56	9	16	13	16	3	3	8	18	10	23	9	9	11	34	17	4	7	11	39
	4.5%	3.6%	3.8%	4.2%	5.8%	1.4%	1.5%	5.5%	5.6%	3.4%	4.9%	3.0%	4.8%	4.5%	4.9%	7.4%	1.2%	2.3%	4.7%	5.2%

Q39. Which of the following three items do you think contains the most sugar? (IF NECESSARY, SAY: Each in standard 12 ounce containers) (READ LIST)?

Q39 (Banner 5)
Base: Registered Latino Voters

Field Poll 2015 (Obesity Series)
December 2015

	Region		Party Registration		Gender		Age		Nativity		Household Income			Parent of child under 18					
	Los Angeles County	Other Southern CA	Northern CA	Democrat	Republican	No party preference/others	Male	Female	18-29	30-49	50 or older	U.S. Born	Born outside U.S.	Under \$20,000	\$20,000 - \$59,999	\$60,000 or more	Yes	No	
Unweighted Base	475	184	156	135	239	103	133	207	268	150	156	169	311	163	122	177	128	168	305
Weighted Base	292	117	94	81	159	48	85	129	163	79	103	110	188	104	76	105	80	100	191
A can of Coca-Cola	178	76	59	44	97	30	52	76	102	43	59	77	99	79	50	71	40	63	115
A can of Hawaiian Punch	61.1%	64.9%	62.4%	54.3%	60.8%	62.1%	61.3%	59.4%	62.5%	54.1%	57.2%	69.9%	52.5%	76.5%	65.1%	67.4%	49.4%	63.2%	60.2%
A can of Minute Maid Lemonade	94	32	31	31	52	14	27	42	52	30	40	24	76	18	24	28	35	32	61
DON'T KNOW/NOT SURE	32.2%	27.1%	32.8%	38.7%	32.9%	29.7%	32.1%	33.0%	31.5%	38.1%	39.0%	21.5%	40.5%	17.2%	31.3%	26.9%	43.0%	32.5%	31.8%
	12	5	3	5	6	1	6	7	6	6	3	3	11	2	2	5	3	3	9
	4.2%	4.3%	2.8%	5.8%	3.5%	2.6%	6.5%	5.2%	3.5%	7.9%	3.3%	2.5%	5.6%	1.7%	3.0%	5.0%	4.2%	3.3%	4.7%
	7	4	2	1	5	3	-	3	4	-	1	7	3	5	*	1	3	1	6
	2.5%	3.7%	2.1%	1.2%	2.9%	5.6%	-	2.5%	2.5%	-	0.5%	6.1%	1.3%	4.5%	0.6%	0.7%	3.4%	1.0%	3.3%

Q39. Which of the following three items do you think contains the most sugar? (IF NECESSARY, SAY: Each in standard 12 ounce containers) (READ LIST)?

Field Research Corporation

Table 125

Field Poll 2015 (Obesity Series)
December 2015

Q40 (Banner 1)
Base: Registered Voters

	Region				Area						Party Registration			Absolutely Certain to vote in primary		Ethnicity				
	South- ern CA	North- ern CA	Coastal counties	Inland counties	L.A. County	San Diego/ Orange	Other So. CA	Central Valley	SF Bay Area	Other Northern CA	Democ- rat	Repub- lican	No party pref- erence/ others	Yes	no	White non- Hispanic	Latino	Black	Asian/ Pacific Isle (Total)	
Q40. Which of the following three items do you think contains the most sugar? (IF NECESSARY, SAY: Each in standard 16.9 ounce containers) (READ LIST)?																				
Unweighted Base	1253	744	509	893	360	354	213	177	208	249	52	498	443	312	730	273	589	475	73	140
Weighted Base	1253	729	524	885	368	345	204	180	208	258	58	539	358	356	824	278	762	292	77	137
A bottle of	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Glaceau (Glass-oh) Orange Mango FruitWater	417	250	167	302	115	119	71	61	57	93	17	187	109	122	266	90	225	119	38	39
A bottle of Honest Lemon Tea	33.3%	34.3%	32.0%	34.2%	31.2%	34.4%	34.6%	33.7%	27.5%	36.1%	29.8%	34.7%	30.5%	34.1%	32.2%	32.6%	29.5%	40.7%	49.4%	28.3%
A bottle of ONE	406	235	171	286	119	125	52	58	73	80	18	182	105	119	280	76	247	94	23	49
Mango Coconut Water	32.4%	32.1%	32.7%	32.4%	32.4%	36.2%	25.4%	32.1%	35.3%	30.9%	31.4%	33.8%	29.2%	33.4%	33.9%	27.3%	32.4%	32.0%	29.7%	35.6%
DON'T KNOW/NOT SURE	169	104	64	121	48	50	30	25	28	31	5	63	52	54	102	44	92	45	8	25
	13.5%	14.3%	12.3%	13.6%	13.0%	14.4%	14.7%	13.8%	13.5%	11.9%	9.2%	11.7%	14.5%	15.0%	12.3%	16.0%	12.0%	15.5%	10.6%	18.6%
	261	140	121	175	86	52	52	37	49	54	17	107	92	62	177	67	199	34	8	24
	20.9%	19.3%	23.1%	19.8%	23.4%	15.1%	25.3%	20.5%	23.8%	21.1%	29.6%	19.9%	25.8%	17.4%	21.5%	24.1%	26.1%	11.7%	10.3%	17.5%

Table 126

Field Research Corporation

Q40 (Banner 2)

Base: Registered Voters

Field Poll 2015 (Obesity Series)
December 2015

	Gender		Age				Nativity		Political Ideology					GOP Tea Party Identification	Born again Christian		
	Male	Female	18-29	30-39	40-49	50-64	65 or older	Born in US	Born outside US	Strongly conservative	Moderately conservative	Middle of the road	Moderately liberal		Strongly liberal	A Lot/some	Yes, born again
Unweighted Base	590	663	253	165	197	401	237	991	253		169	439	157	185	249	371	882
Weighted Base	598	655	219	198	205	352	279	1027	212		146	445	162	236	207	334	919
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
A bottle of Glaceau (Glass-oh) Orange Mango FruitWater	200	217	92	77	69	105	75	336	80		50	168	53	70	65	108	309
	33.3%	33.2%	41.8%	38.8%	33.9%	29.8%	26.7%	32.7%	37.6%		34.5%	37.8%	32.8%	29.6%	31.4%	32.5%	33.6%
A bottle of Honest Lemon Tea	185	220	82	66	81	115	61	352	49		57	134	66	80	57	112	293
	32.4%	33.6%	37.5%	33.1%	39.7%	32.7%	22.0%	34.3%	23.0%		39.0%	30.1%	40.6%	34.0%	27.5%	33.7%	31.9%
A bottle of ONE Mango Coconut Water	80	88	28	35	29	46	31	118	49		15	56	20	34	35	47	122
	13.5%	13.4%	12.6%	17.7%	14.3%	13.1%	11.0%	11.4%	22.9%		10.0%	12.6%	12.4%	14.2%	17.0%	14.0%	13.3%
DON'T KNOW/NOT SURE	261	129	18	21	25	86	112	221	35		24	87	23	52	50	66	195
	20.9%	22.1%	8.2%	10.4%	12.1%	24.4%	40.2%	21.5%	16.5%		16.5%	19.6%	14.2%	22.2%	24.1%	19.8%	21.2%

Q40. Which of the following three items do you think contains the most sugar? (IF NECESSARY, SAY: Each in standard 16.9 ounce containers) (READ LIST)?

Field Research Corporation

Table 127

Q40 (Banner 3)

Base: Registered Voters

Field Poll 2015 (Obesity Series)
December 2015

	Education				Household Income				Religion				Marital Status			Parent/ Guardian/ Grandparent of child under 18			
	H.S. graduate or less	Some college/ trade school	College graduate	Post graduate work	Under \$20,000	\$20,000 - \$40,000	\$40,000 - \$60,000	\$60,000 - \$100,000	More than \$100,000	Protestant/ other Christian	Catholic	Other religion	No preference	Married/ Not married living together	Widow/ separated/ divorced	Never married	Yes, Parent	Yes, Grandparent	No
Unweighted Base	295	419	294	233	211	208	158	287	267	459	375	161	218	679	231	325	315	239	727
Weighted Base	1253	419	294	233	211	208	158	287	267	459	375	161	218	679	231	325	315	239	727
A bottle of Glaceau (Glass-oh) Orange Mango FruitWater	417	82	138	112	85	75	51	108	97	143	125	63	83	217	69	129	95	66	264
A bottle of Honest Lemon Tea	33.2%	33.8%	35.9%	31.4%	30.8%	39.1%	34.8%	33.8%	32.8%	30.1%	41.0%	33.8%	34.1%	31.6%	29.2%	42.2%	32.4%	29.2%	35.3%
A bottle of ONE Mango Coconut Water	406	83	141	104	76	58	40	104	104	153	80	67	88	218	70	107	98	65	252
DON'T KNOW/NOT SURE	32.4%	33.6%	34.7%	33.2%	34.3%	30.3%	27.7%	32.4%	35.1%	32.3%	26.1%	36.3%	36.1%	31.9%	29.9%	35.1%	33.2%	28.7%	33.7%
	169	35	56	38	28	20	17	52	38	63	53	19	29	102	23	37	57	38	75
	13.5%	14.0%	13.6%	12.1%	15.1%	10.7%	12.0%	16.2%	12.7%	13.3%	17.3%	10.2%	12.0%	14.9%	9.8%	12.1%	19.2%	16.8%	10.0%
	261	47	73	59	37	38	37	57	58	115	48	36	44	149	73	32	45	57	157
	20.9%	19.1%	17.9%	18.9%	19.9%	19.9%	25.6%	17.7%	19.5%	24.3%	15.7%	19.6%	17.8%	21.7%	31.0%	10.5%	15.2%	25.3%	21.0%

Q40. Which of the following three items do you think contains the most sugar? (IF NECESSARY, SAY: Each in standard 16.9 ounce containers) (READ LIST)?

Field Research Corporation

Table 128

Q40 (Banner 5)
Base: Registered Latino Voters

Field Poll 2015 (Obesity Series)
December 2015

	Region		Party Registration		Gender		Age		Nativity		Household Income			Parent of child under 18					
	Los Angeles County	Other Southern CA	Northern CA	Democrat	Republican	No party preference/others	Male	Female	18-29	30-49	50 or older	U.S. Born	Born outside U.S.	Under \$20,000	\$20,000 - \$59,999	\$60,000 or more	Yes	No	
Unweighted Base	475	184	156	135	239	103	133	207	268	150	156	169	311	163	122	177	128	168	305
Weighted Base	292	117	94	81	159	48	85	129	163	79	103	110	188	104	76	105	80	100	191
A bottle of Glaceau (Glass-oh) Orange Mango FruitWater	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
A bottle of Honest Lemon Tea	119	48	44	27	74	15	30	55	64	37	40	42	69	49	35	47	27	40	78
A bottle of ONE Mango Coconut Water	40.7%	40.8%	46.8%	33.6%	46.4%	31.0%	35.5%	42.8%	39.0%	46.3%	38.8%	38.4%	36.7%	47.6%	46.0%	44.4%	33.3%	40.1%	41.0%
DON'T KNOW/NOT SURE	94	35	27	32	42	17	35	41	52	32	34	28	72	21	23	30	32	31	62
	32.0%	29.9%	28.4%	39.3%	26.2%	34.9%	41.2%	32.2%	32.0%	39.8%	32.7%	25.8%	38.5%	20.6%	30.2%	28.7%	39.9%	31.4%	32.2%
	45	21	14	10	24	11	11	18	27	7	19	19	26	19	13	15	12	17	28
	15.5%	18.2%	15.0%	12.3%	15.0%	22.1%	12.8%	13.9%	16.8%	8.9%	18.3%	17.7%	13.9%	18.5%	17.5%	14.3%	14.7%	17.5%	14.6%
	34	13	9	12	20	6	9	14	20	4	10	20	20	14	5	13	10	11	23
	11.7%	11.1%	9.8%	14.8%	12.3%	12.0%	10.5%	11.1%	12.2%	5.0%	10.1%	18.1%	10.9%	13.3%	6.2%	12.6%	12.1%	11.0%	12.2%

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Table 130