

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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BROAD VOTER SUPPORT FOR POSTING A HEALTH WARNING LABEL ON SODAS AND SUGARY DRINKS AND TAXING THEIR SALE TO PROVIDE FUNDS FOR SCHOOL NUTRITION AND PHYSICAL ACTIVITY PROGRAMS.

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California voters endorse a proposal to require beverage companies to post a health-warning label on sodas and sugary drinks to alert consumers that their daily consumption contributes to diabetes, obesity and tooth decay. Statewide 74% of voters back this requirement, of whom 52% do so strongly. Support is bipartisan, with large majorities of Democrats (80%), Republicans (64%) and non-partisans (75%) endorsing the idea.

The poll also finds continuing support among the statewide voting public to tax the sale of sodas and other sugary drinks and use its proceeds for school nutrition and physical activity programs for kids. Two in three voters (67%) favor this proposal. The results are similar to a *Field Poll* completed in late 2012, which found 68% of voters statewide supporting such a tax.

A similar proportion (63%) favors distributing the revenues from a soda tax to schools, public health departments and local community programs across the state based on each community's diabetes and obesity rates, so places with higher rates would get more.

Seven in ten Californians (70%) also back the idea of changing the rules governing the food stamp program, also known as the Supplemental Nutrition Assistance Program (SNAP), so recipients can't use them to buy sodas and other sugary drinks. About six in ten also support prohibiting the sale of soda and other sugary beverages in cafeterias and vending machines in children's facilities, such as children's hospitals and clinics, child care centers, after school and youth centers (62%) and banning the sale of sports drinks like Gatorade and PowerAde in school vending machines, school stores and snack bars (58%).

These findings come from the latest *Field-TCE Obesity and Diabetes Prevention Survey* conducted among 1,002 registered voters in California on behalf of The California Endowment. The survey was completed by telephone in English and Spanish November 14-December 5, 2013.

"Consumers will benefit by having warning labels on soda packaging just as they did when warning labels were placed on tobacco products," said Daniel Zingale, senior vice president at The California Endowment. "With obesity as a very real threat to the health of their children, parents need this information in order to make decisions about what's best for their families."

Posting a health-warning label on sodas and sugary drinks is widely endorsed by voters

There is strong bipartisan support among California voters for the idea of requiring beverage companies to post health-warning labels on sodas and other sugary drinks. The specific wording of the health warning tested in this survey was as follows, "Studies show that daily consumption of sodas and other sugary drinks contributes to diabetes, obesity and tooth decay."

Statewide three in four voters (74%) favor this proposal, 52% strongly. Just 25% of voters are opposed. Support is bipartisan, with 80% of Democrats, 75% of independents and 64% of Republicans endorsing this idea. (See Graph 1 in accompanying graphics packet)

Two-thirds of voters statewide support a soda tax with proceeds benefiting school nutrition and physical activity programs

Two in three of voters (67%) back the idea of taxing the sale of sodas and other sugary drinks and using the proceeds for school nutrition and physical activity programs. Fewer than one in three (31%) are opposed. These results are similar to a TCE-Field Poll conducted in late 2012, which found 68% of California voters favoring a soda tax. (Graph 2)

The current survey also asked voters how the revenues from a statewide soda tax should be distributed across the state. According to the poll voter support is greatest when the moneys are allocated to communities based on their rates of diabetes and obesity, so that places with higher rates get more. Greater than six in ten voters statewide (63%) favor this distribution method. Allocating revenues to communities based on their average household income, with poorer places getting more is supported by slightly fewer voters (60%), while allocating these moneys based on a community's soda buying habits, with places buying the most soda getting the most receives 50% support. (Graph 3)

Change rules to prevent food stamp recipients from using their benefits to buy sodas and sugary drinks

Seven in ten California voters (70%) also support the idea of changing the rules relating to government-funded food assistance benefits, like foods stamps or SNAP, so recipients are not allowed to use them to buy sodas and other sugary drinks in grocery stores and supermarkets.

Majorities of voters across all income ranges support this change, including low-income voters, who likely include a number of SNAP recipients. (Graph 4)

Restrict the sale of sodas and other sugary drinks in children's facilities

Californians also react positively to the idea of restricting the sale of sodas and sugary drinks in vending machines in children's facilities, such as in children's hospital and clinics, child care centers and after school and youth centers. Greater than six in ten (62%) favor this proposal, 42% strongly. In addition, 58% of voters favor banning the sale of sports drinks, like Gatorade and PowerAde, in school vending machines, school stores and snack bars. (*Graph 5*)

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About the Survey

The results in this release come from a statewide survey completed by *The Field Poll* on behalf of The California Endowment among a total of 1,002 California registered voters. The survey was conducted by telephone November 14-December 5, 2013 in English and Spanish. In order to cover a broad range of issues, some of the questions were asked of a random subsample of either 465 or 537 registered voters statewide.

All interviewing was conducted by live interviewers working from Field Research Corporation's central location call center in San Diego. Up to six attempts were made to reach, screen and interview each randomly selected voter on different days and times of day during the interviewing period.

About half of the interviews were completed on a voter's cell phone and about half on a landline phone. After the completion of interviewing, the sample was weighted to demographic, geographic and party registration characteristics of the state's overall registered voter population.

Sampling error estimates applicable to any probability-based survey depend upon sample size and the percentage distribution being examined. The maximum sampling error for results from the overall sample is +/- 3.2 percentage points at the 95% confidence level, while findings based on findings from the random subsamples have a maximum sampling error of approximately +/- 4.5 percentage points. The maximum sampling error is based on percentages in the middle of the sampling distribution (percentages around 50%). Percentages at either end of the distribution have a smaller margin of error.

Questions Asked

See topline findings attached for the wording of the questions reported in this release.

About The Field Poll

The Field Poll was established in 1947 as *The California Poll* by Mervin Field, who is still an active advisor. The *Poll* has operated continuously since then as an independent, non-partisan survey of California public opinion. The *Field-TCE Childhood Obesity Prevention Survey* is the latest in a series of surveys on the issue conducted by *The Field Poll* on behalf of The California Endowment.

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. Headquartered in downtown Los Angeles, The Endowment has regional offices in Sacramento, Oakland, Fresno and San Diego, with program staff working throughout the state. The Endowment challenges the conventional wisdom that medical settings and individual choices are solely responsible for people's health. The Endowment believes that health happens in neighborhoods, schools and with prevention. For more information, please visit The Endowment's website at www.calendow.org.

California Voter Views About Obesity and Diabetes Prevention

*Summary Graphics to Story #2: Public Policies Related
to Sodas and Other Sugary Beverages*

*Conducted by
The Field Poll*

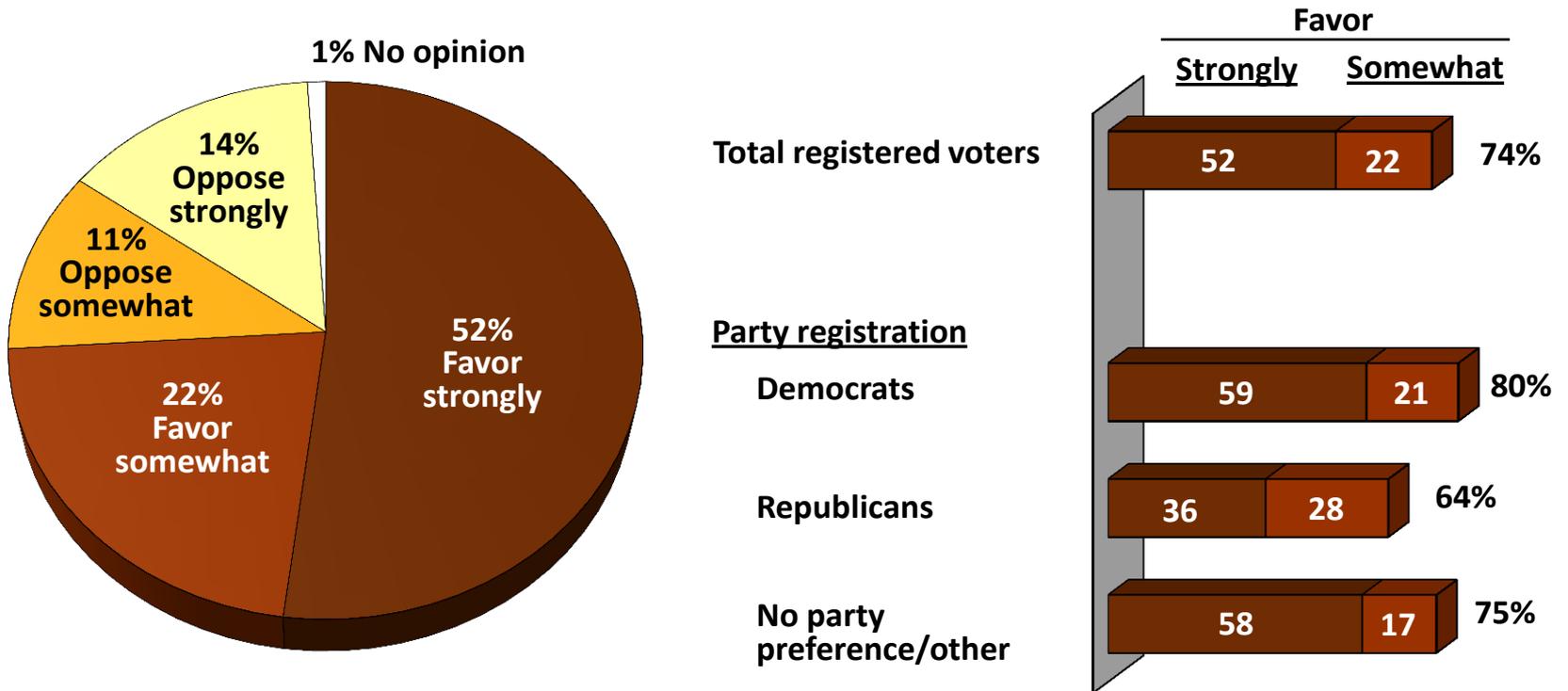
*for
The California Endowment*

About the Survey

Population surveyed:	California registered voters.
Data collection method and sample sizes:	Telephone interviews with 1,002 registered voters conducted in English and Spanish. In order to cover a broad range of issues, some of the questions were asked of a random subsample of either 465 or 537 registered voters statewide.
Interviewing period:	November 14 – December 5, 2013.
Auspices:	Conducted by <i>The Field Poll</i> on behalf of The California Endowment.
Sampling error estimates:	Findings from the overall sample have a maximum sampling error of +/- 3.2 percentage points at the 95% confidence level, while results from each random subsample have a sampling error of +/- 4.5 percentage points.

Graph 1

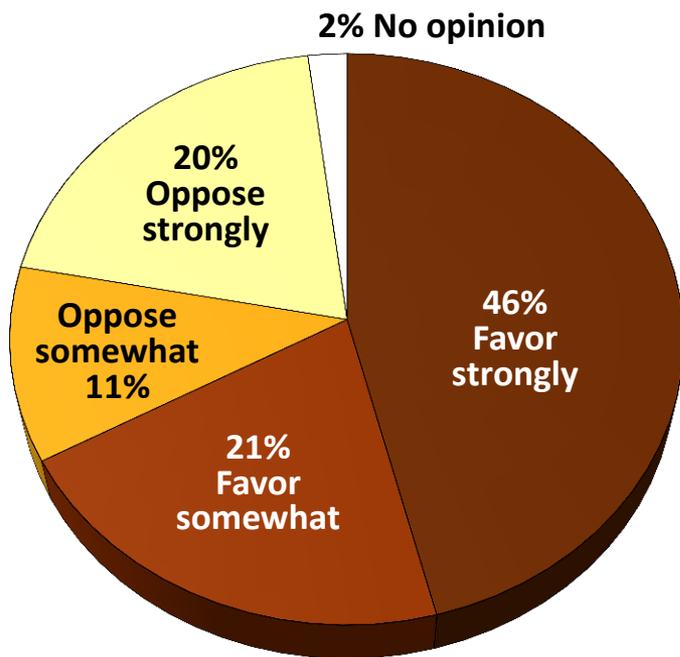
Strong bipartisan support for posting health warning labels on sodas and other sugary drinks to alert consumers that their daily consumption contributes to diabetes, obesity and tooth decay



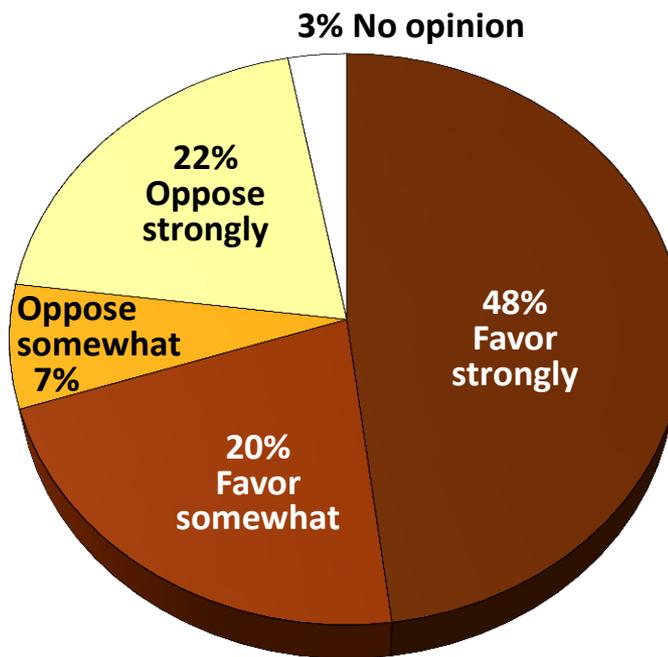
“Require health warning labels on soda and other sugary drinks stating that ‘studies show that daily consumption of soda and other sugary drinks contributes to diabetes, obesity and tooth decay’.”

Graph 2

Greater than two to one support for a soda tax and using the money for school nutrition and physical activity programs; results similar to 2012 *Field Poll*



December 2013

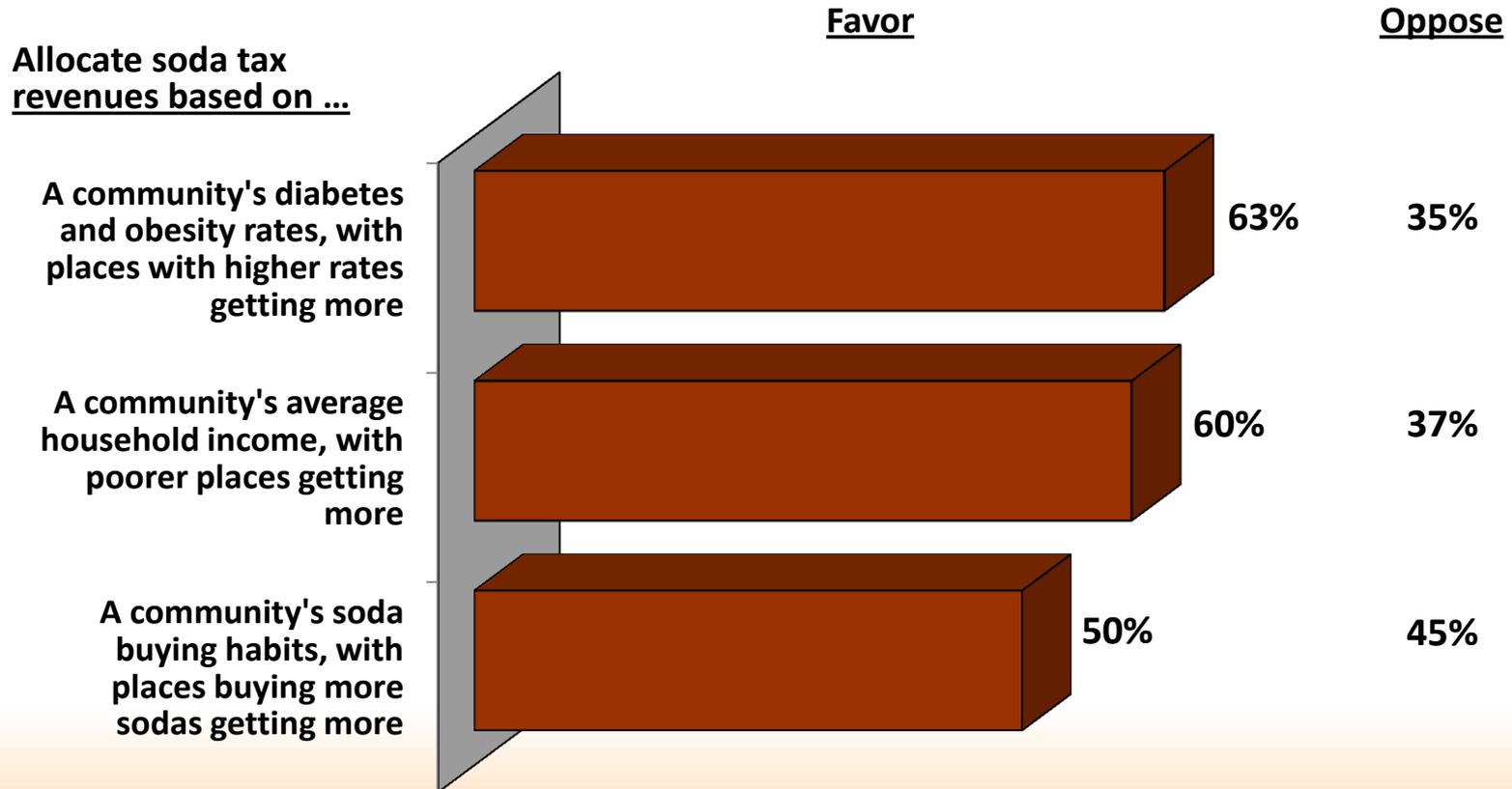


October 2012

“Tax the sale of soda and other sugary drinks and use the money for school nutrition and physical activity programs in the schools.”

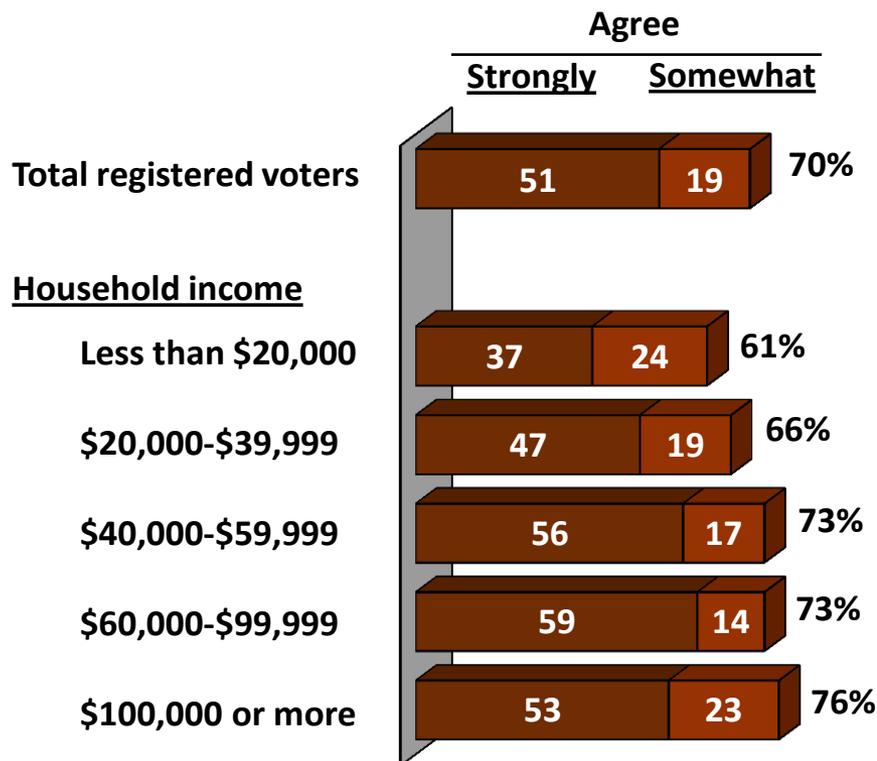
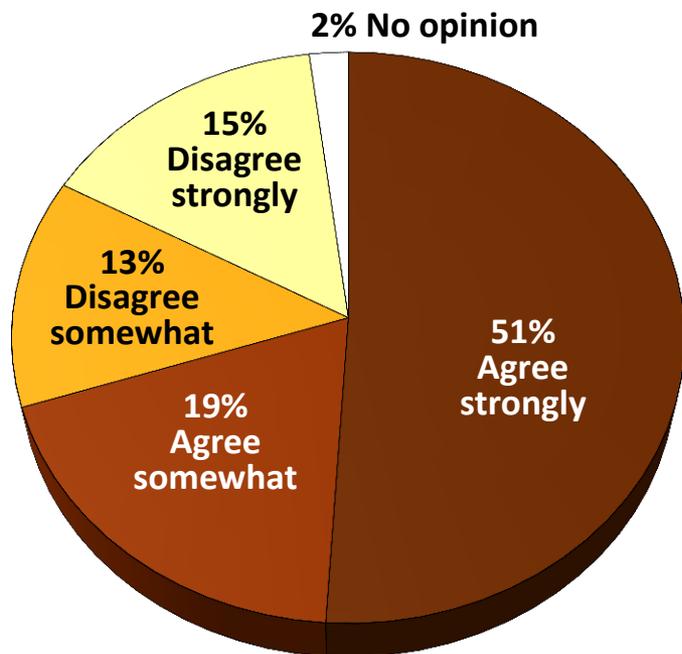
Graph 3

Voter support greatest for allocating soda tax revenues across the state based on a community's diabetes and obesity rates



Graph 4

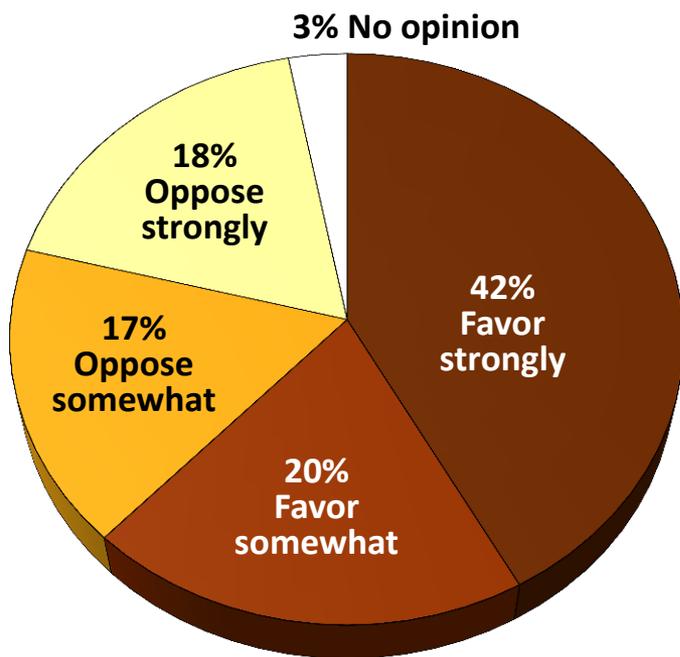
Seven in ten support changing the rules to prevent SNAP recipients from using food stamps to buy soda and sugary drinks



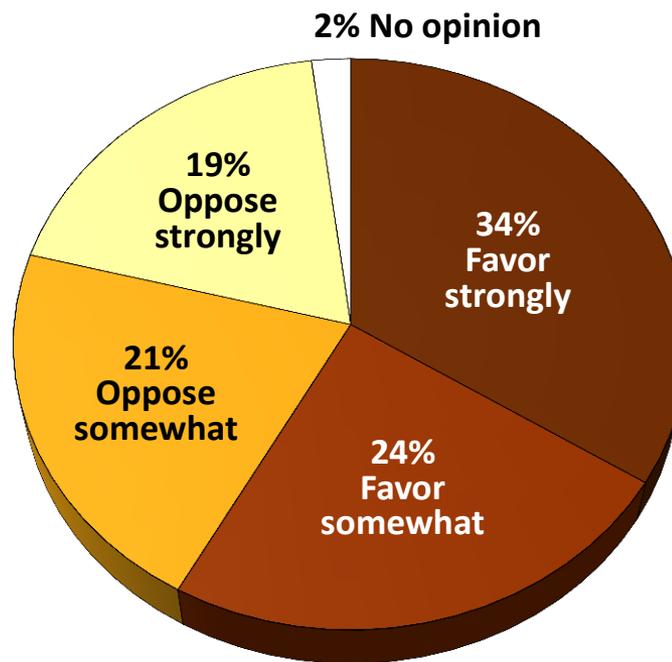
“Persons who receive government-funded food assistance benefits, known as food stamps or SNAP, should not be allowed to use them to purchase soda and other sugary drinks in grocery stores and supermarkets.”

Graph 5

Majorities favor prohibiting the sale of soda and sugary drinks in vending machines and stores in schools and in children’s facilities like children’s hospitals and clinics, child care centers and youth centers



“Prohibit the sale of soda and other sugary drinks in cafeterias and vending machines in children’s facilities, such as children’s hospitals and clinics, child care centers, after school and youth centers.”



“Prohibit the sale of sugar-sweetened sports drinks like Gatorade or PowerAde in school vending machines, school stores and snack bars.”

TCE-FIELD OBESITY AND DIABETES PREVENTION SURVEY

**Story #2: California Voter Views about Public Policies Relating to Sodas and Other Sugary Beverages
(Topline Findings)**

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>
Tax the sale of soda and other sugary drinks and use the money for school nutrition and physical activity programs in the schools *	46%	21	11	20	2
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” *	52%	22	11	14	1
Prohibit the sale of sugar-sweetened sports drinks like Gatorade or PowerAde in school vending machines, school stores and snack bars *	34%	24	21	19	2
Prohibit the sale of soda and other sugary drinks in cafeterias and vending machines in children’s facilities, such as children’s hospitals and clinics, child care centers, after school and youth centers **	42%	20	17	18	3

* Item asked of a random subsample of 465 California registered voters.

** Item asked of a random subsample of 537 California registered voters.

I am going to read some ways that the revenues from a tax on the sale of soda and other sugary drinks could be distributed to schools, public health departments, and local community health programs across California. For each, please tell me whether you would favor or oppose distributing the revenues in this way.

Suppose the revenues from a tax on the sale of soda and other sugary drinks were distributed to schools, public health departments and local community health programs based on (ITEM)? Would you strongly favor, favor somewhat, oppose somewhat, or strongly oppose it? (READ ITEMS IN RANDOM ORDER)

	<u>FAVOR</u> <u>STRONGLY</u>	<u>FAVOR</u> <u>SOMEWHAT</u>	<u>OPPOSE</u> <u>SOMEWHAT</u>	<u>OPPOSE</u> <u>STRONGLY</u>	<u>DK/</u> <u>REF</u>
a community's <u>buying habits</u> , with places that buy more soda and other sugary drinks getting more	20%	30	20	25	5
a community's <u>diabetes and obesity rates</u> , with places with higher rates getting more	32%	31	13	22	2
a community's <u>average household income</u> , with poorer places getting more	30%	30	13	24	4

Do you agree or disagree that persons who receive government funded food assistance benefits, known as food stamps or SNAP, should <u>not</u> be allowed to use them to purchase soda and other sugary drinks in grocery stores and supermarkets? (IF AGREE OR DISAGREE, SAY:) Do you (agree)(disagree) strongly or somewhat?	AGREE STRONGLY.....	51%
	AGREE SOMEWHAT.....	19
	DISAGREE SOMEWHAT	13
	DISAGREE STRONGLY.....	15
	DON'T KNOW/REFUSED.....	2

Note: Questions on this page asked of the overall sample of 1,002 California registered voters.