

SODA TAX POLL

Field Research Corporation Poll Results

The public opinion poll, commissioned by the California Center for Public Health Advocacy, was conducted by the Field Research Corporation from March 9 – 15, 2010 by telephone. The poll asked a representative sample of 503 registered California voters about their support for increasing funding for childhood obesity and a soda tax. Results from the overall sample have a sampling error of +/- 4.5 percentage points.

QUESTION

Some have proposed raising funds for childhood obesity prevention and other children's health programs through a small tax on sodas and other sweetened beverages. Diet sodas would be excluded.

Do you support or oppose this?

56% support

43% oppose

1% had no opinion

QUESTION

Please think for a moment about the growing problem of obesity in children.

I am going to read some possible ways that would help to prevent and treat childhood obesity.

For each, please tell me if you support or oppose increasing funding for this purpose (read in random order).

84% support providing healthier food in our schools

84% support providing more active and enjoyable physical education programs in schools

82% support ensuring that all schools and communities have clean drinking water

74% support providing affordable health insurance for children whose families cannot afford it

64% support improving local parks, and building more biking and walking paths

SNAPSHOT OF SODA TAX SUPPORT

56% of California voters

60% of low-income voters (families making less than \$40,000 per year)

66% of Latino voters