

CHART PACK

Preliminary Results from a Survey of Californians About the Problem of Childhood Obesity

– conducted by –

Field Research Corporation

– for –

The California Endowment

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Table 1a

**The greatest health risk facing kids in California today - 2003 vs. 2008
(among California adults)**

	<u>2003*</u>	<u>2008</u>	<u>△</u>
Unhealthy eating habits/Lack of physical activity (net)	<u>35%</u>	<u>42%</u>	<u>+7</u>
Unhealthy eating habits	23	25	+2
Lack of physical activity	12	17	+5
Illegal drug use	27	27	--
Smoking	15	10	-5
Alcohol abuse	11	10	-1
Unsafe sexual behavior	11	10	-1
No opinion	1	1	--

* 2003 survey conducted by Field Research Corporation among a random sample of 1,068 California adults.

Table 1b

The proportions of California adults and registered voters who cite “unhealthy eating habits” or “a lack of physical activity” as the greatest health risk facing California kids

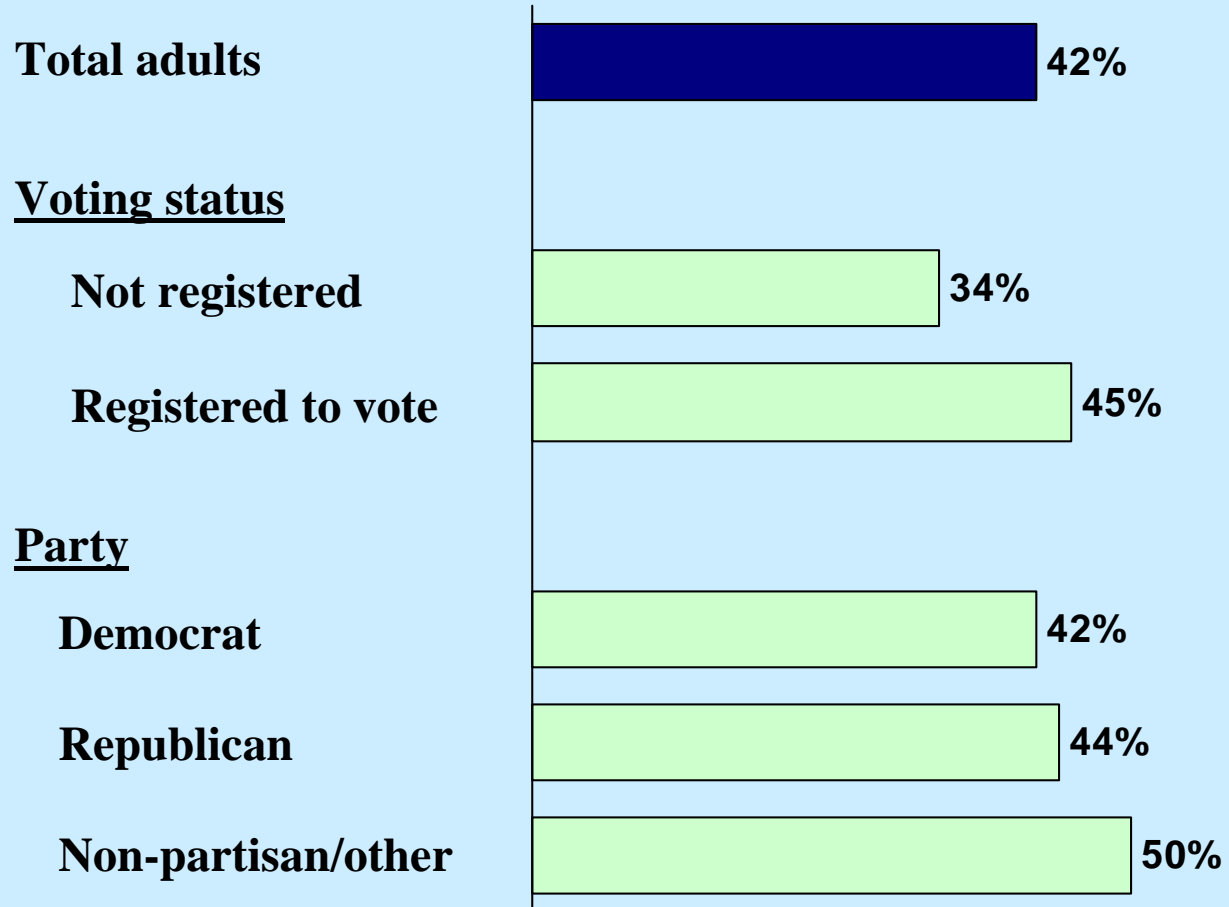
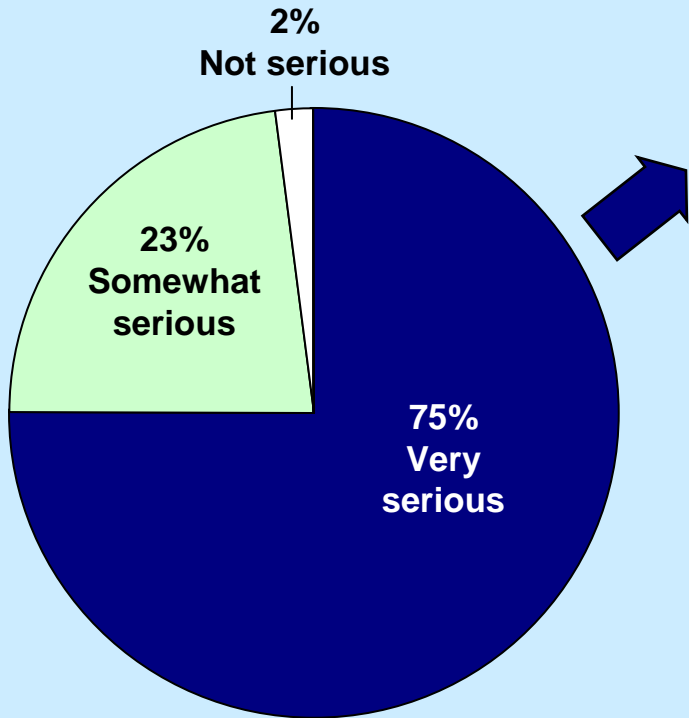


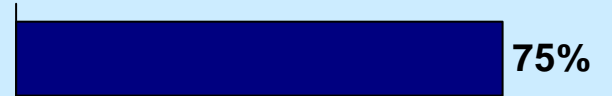
Table 2

**The perceived seriousness of obesity to a child's overall health and well-being
(among California adults and voters)**



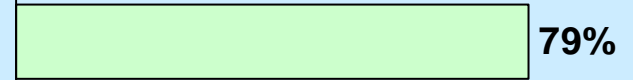
% Very serious

Statewide

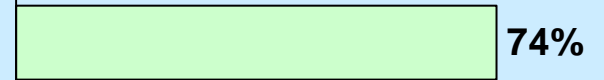


Voting status

Not registered

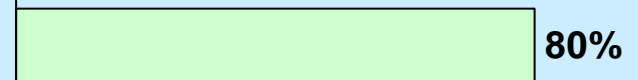


Registered to vote

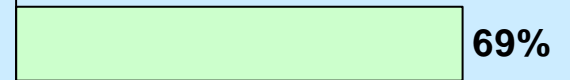


Party

Democrats



Republicans



Non-partisan/other

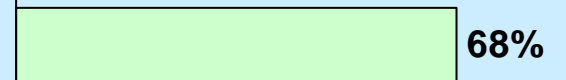


Table 3

Public perception of how much federal, state and local authorities are doing to combat childhood obesity in California (among California adults and voters)

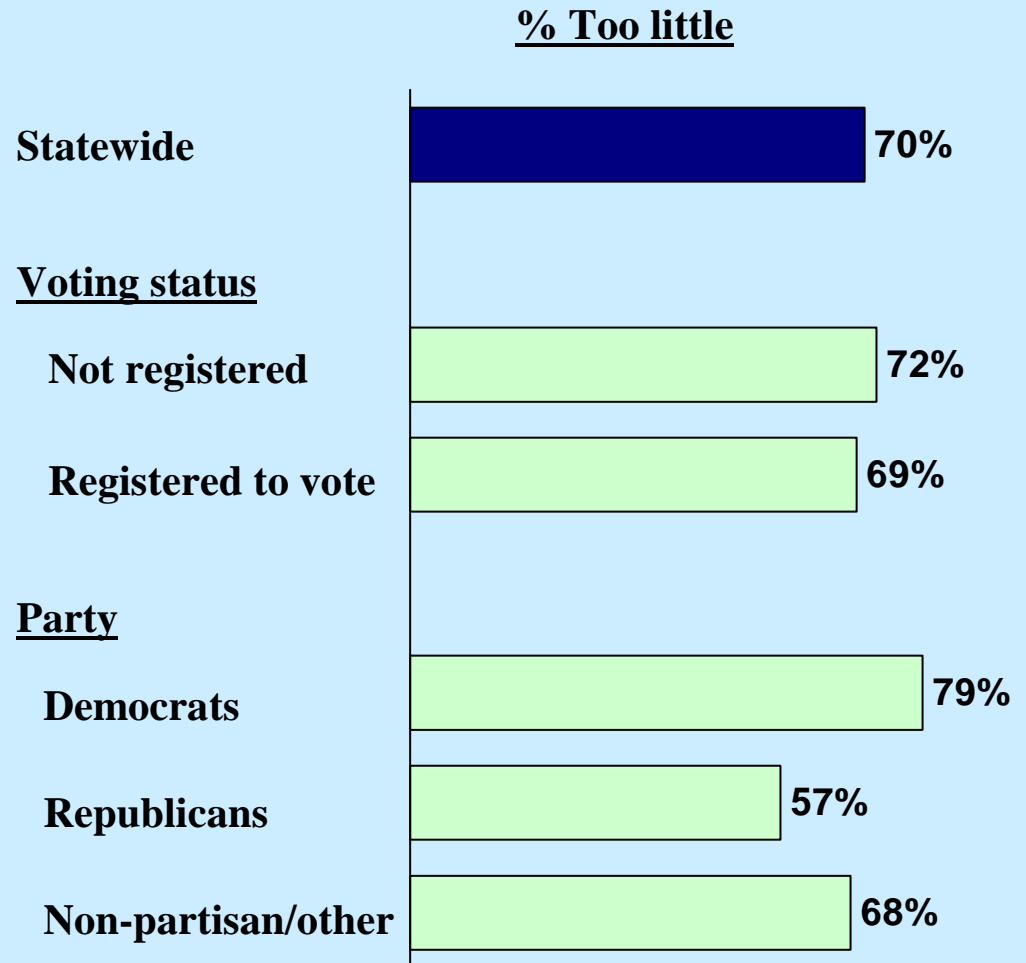
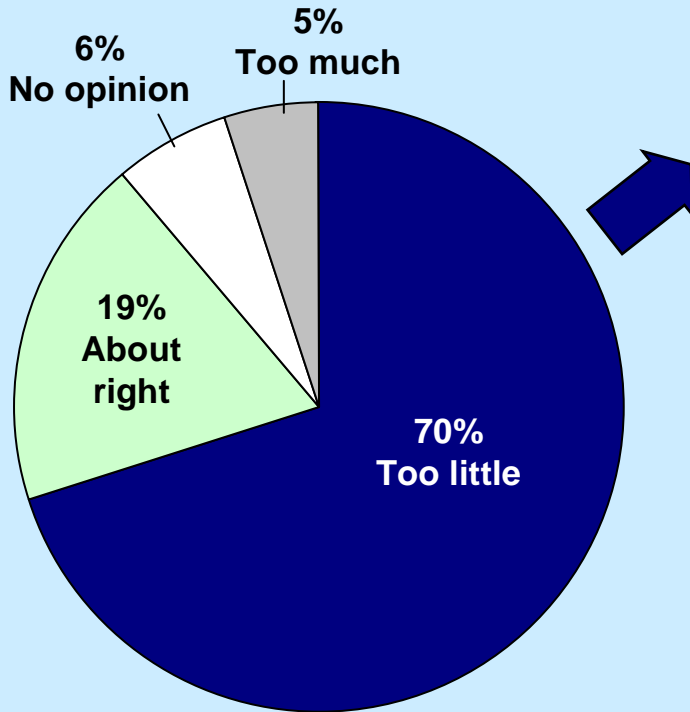
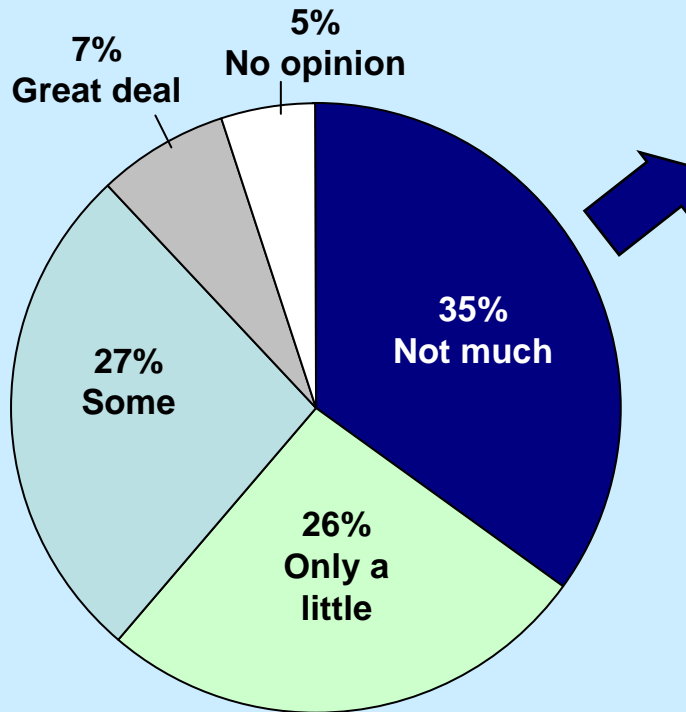


Table 4

**Amount of progress California has made in reducing the problem of childhood obesity and diabetes over the past five years
(among California adults and voters)**



	<u>Only a little</u>	<u>Not much</u>	
Statewide	26%	35%	61%
<u>Voting status</u>			
Not registered	28%	30%	58%
Registered to vote	25%	38%	63%
<u>Party</u>			
Democrats	27%	35%	62%
Republicans	22%	39%	61%
Non-partisan/other	25%	41%	66%