

Statewide Obesity Field Poll Richmond-Fact Sheet

In addition to the statewide poll, this year's Field-The California Endowment Childhood Obesity Prevention Survey was augmented to include random samples of registered voters living in Santa Ana, Fresno and Richmond, three of the fourteen local communities that comprise The California Endowment's "Building Healthy Communities (BHC)" initiative. All questions asked in this year's statewide survey were asked in the local community surveys, but the local surveys also included additional questions, some of which were asked in the 2011 Field-The California Endowment Childhood Obesity Prevention Survey.

- A somewhat larger majority of the voters living in Richmond (66%) than voters in this year's statewide *Field-TCE Childhood Obesity Prevention Survey* (53%) say that not enough attention is being paid to the problem of childhood obesity in their community.
- In addition, more Richmond voters than voters in the 2011 Field-The California Endowment statewide survey say that the following groups and organizations should be playing a major role in addressing the issue of obesity among children in their community:
 - local public schools (80% vs. 64% statewide)
 - health care providers (79% vs. 68% statewide)
 - fast food restaurants (55% vs. 41% statewide)
 - food retailers (46% vs. 37% statewide)
 - churches and faith-based organizations (36% vs. 23% statewide)
- **Availability of Healthy Foods:** Local voters are more likely than voters in this year's statewide survey to support government policies aimed at increasing the availability of health foods, such as those attracting more farmers markets, produce stands and supermarkets with fresh fruits and vegetables (91% vs. 78% statewide) and building more community gardens and urban farms on vacant public lands (86% vs. 74% statewide).
- **Fresh Water:** Larger majorities of local voters also attach somewhat high importance to making clean, fresh drinking water available to students in schools (92% vs. 85% statewide) and in other public places, such as parks and playgrounds (85% vs. 74% statewide).
- **Health Promotion:** On the other hand, fewer Richmond voters than voters statewide are aware of health promotion activities being taken by states and local communities (24% vs. 40% statewide).

Demographics

- A much larger proportion of local voters are African American (58% vs. 6% statewide) and far fewer are white non-Hispanic (26% vs. 60% statewide).
- A larger proportion of Richmond voters are younger, under age 30 (25% vs. 15% statewide).
- Richmond voters include proportionately more single unmarried residents (41% vs. 21% statewide) and fewer married residents (26% vs. 59% statewide).

- More Richmond voters have no more than a high school education (40% vs. 22% statewide) and fewer have graduated from college (21% vs. 50% statewide).
- A much larger proportion of Richmond voters report annual household incomes of less than \$40,000 (60% vs. 31% statewide) and far fewer have incomes of \$80,000 or more (10% vs. 32% statewide).
- The Richmond sample includes larger proportions of registered Democrats (71% vs. 43% statewide) and fewer Republicans (8% vs. 30% statewide).