



MEMORANDUM

TO: PAM SEAMANS
THE NORTH CAROLINA ALLIANCE FOR HEALTH TEAM

FROM: GLEN BOLGER/JIM HOBART

RE: NORTH CAROLINA STATEWIDE SURVEY – EXECUTIVE SUMMARY

DATE: NOVEMBER 24, 2014

1. *Unhealthy eating and childhood obesity are viewed as the most serious problems out of five facing children in the United States.*

North Carolina voters were read a list of five issues facing children growing up in the United States today, and asked how serious of a problem each was.

Ranked by % Very Serious

Issue	% Very Serious	% Total Serious
Unhealthy eating	63%	93%
Childhood obesity	62%	94%
Not enough physical activity	57%	92%
The quality of public education	55%	86%
Children not spending enough time outdoors	52%	87%

2. *One half of voters say lack of access to grocery stores where people can buy healthy foods is a serious problem in low to moderate income urban areas and rural communities.*

Fifty percent (50%) of voters say access to grocery stores where people can buy healthy foods is a serious problem in low to moderate income urban areas and rural communities. Significant majorities of women, younger voters, and moms viewed this as a serious problem in the state.

3. *Healthy foods not being affordable is seen as the most significant barrier to improving access to healthy foods.*

Voters were read a list of barriers to improving access to healthy foods in rural communities and in low to moderate income areas, and in both cases, healthy foods not being affordable was viewed as the most significant barrier, followed by a lack of nutrition education and poor economic conditions in the affected areas.

4. ***A majority of voters say state and local governments should do more to improve access to neighborhood stores where people can buy healthy foods.***

More than half (54%) of voters want state and local governments to play more of a role in improving access to healthy foods in neighborhood stores, while 30% say state and local governments are already doing enough on this issues. Twelve percent (12%) volunteered an unread response that state and local governments should have no role in this issue.

Younger women, moderate voters, and moms were among the groups most likely to say that the government should be doing more to address this issue.

5. ***There is strong support for state and local governments to provide training and incentive that would encourage corner store owners to stock and sell more healthy foods and beverages.***

Fully 76% of voters favor state and local governments taking these types of steps to encourage corner store owners to carry more healthy foods and beverages, while just 23% are opposed. Intensity of support is also strong, with 47% of voters saying they strongly favor providing training and incentives.

6. ***There is strong bipartisan support for the Healthy Corner Store Program.***

Respondents were asked the following question about the Healthy Corner Store Program:

Would you favor or oppose a state funded program called the Healthy Corner Store Program that would provide financial incentives, and in some instances, state grants for refrigeration equipment and shelving, to corner or convenience stores throughout the state that sign a commitment to sell healthier food?

Seventy percent (70%) of voters say they would favor this type of program, while just 28% said they would oppose it. Support was strong throughout the state, and across partisan and ethnic lines.

Subgroup	% Total Favor
Overall	70%
GOP	59%
Ind	66%
Dem	83%
White	67%
African American	84%
Charlotte DMA	69%
Raleigh DMA	72%
Winston Salem/Greensboro DMA	70%

7. *A significant majority of voters believe the Healthy Corner Store Program would be effective in improving access to healthy foods in both low to moderate income urban areas and rural communities.*

Seventy-four percent (74%) of voters say that the Healthy Corner Store Program would be effective in improving access to healthy foods in targeted areas, while only 25% say it would not be effective.

African Americans, not married women, and Democrats are the most likely to say that the program would be very effective.

The Bottom Line

North Carolina voters recognize that childhood obesity and a lack of access to healthy foods in certain areas are a problem for the state. As a result, there is strong bi-partisan support for the Healthy Corner Store Program, which voters believe will be effective improving access to healthy foods in both low to moderate income urban areas and rural communities.