Why Obesity Is Important to the Latino Community

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Why is Obesity Important to the Latino Community?

• Obesity robs Latinos of health, productivity, and lives.
• Obesity a symptom of inequities.
• Preventing obesity opens the door to addressing social, educational, and environmental inequities.
• Latino communities can be leaders in preventing obesity and improving conditions for health.
Most Latino voters say not enough attention is being paid to the problem of childhood obesity in their community.

- **Total**: 53% not enough attention
- **Race/ethnicity**
  - White non-Hispanic: 50%
  - Latino: 63%
  - African American*: 68%
  - Asian American: 42%
- **Region**
  - Los Angeles County: 57%
  - South Coast: 51%
  - Inland Empire: 56%
  - SF Bay Area: 45%
  - Central Valley*: 59%
  - Other North: 51%

*Small sample base.*

2012 California Obesity Survey, Field Research
Most Latino voters feel a child’s neighborhood matters a lot for being healthy, getting physical activity and eating healthy foods.

% “Matters a lot”

Statewide: 60%
Region:
- Los Angeles County: 64%
- Other Southern California: 61%
- Central Valley: 46%
- San Francisco Bay Area: 69%
- Other Northern California: 47%
Party registration:
- Democrat: 70%
- Republican: 47%
- Non-partisan/other: 58%
Gender:
- Male: 54%
- Female: 66%
Race/ethnicity:
- White non-Hispanic: 55%
- Latino: 74%
- African-American: 69%
- Asian-American/other*: 65%
Parents of child under 18:
- Yes: 66%
- No: 58%

* Small sample base.

2012 California Obesity Survey, Field Research
Latino voters overwhelmingly believe the community should be involved in efforts to prevent obesity

% Should involve the community

Total registered voters: 73%
Party registration:
- Democrat: 86%
- Republican: 56%
- Non-partisan/other: 71%
Gender:
- Male: 71%
- Female: 75%
Race/ethnicity:
- White non-Hispanic: 69%
- Latino: 83%
- African-American*: 74%
- Asian-American/Other*: 80%
Household income:
- Under $20,000*: 73%
- $20,000 - $59,999: 72%
- $60,000 - $99,999: 72%
- $100,000 or more: 72%
Parents of child under 18:
- Yes: 76%
- No: 72%

* Small sample base.