

HORIZON RESEARCH – PERCEIVED HARM FROM SUGAR USE AND POLICY OPTIONS

Questions and top line results

14 February 2014

This is a survey of 3,451 respondents of the Horizon Research HorizonPoll national panel representing the New Zealand population aged 18+, conducted between January 24 and February 14 2014. Results are weighted by age, gender, ethnicity, educational qualifications, employment status and party voted for at the 2011 general election to provide a representative sample of the adult population. At a 95% confidence level, the maximum margin of error is +/- 1.7%.

Sugar in our diet

Here's some brief background for you to help answer the next few questions...

- New Zealanders are reported to consume an estimated 32 teaspoons of sugar per day. The World Health Organisation recommends 5 teaspoons. The Ministry of Health in New Zealand recommends total sugar intake should not exceed 15% of total energy needs per day.
- For an average 80kg man it's about 104g or **26 teaspoons a day**
- For an average 65kg woman it's about 68g or **17 teaspoons a day**.

On average, Kiwis eat around the 20 percent level. But averages mask high intakes by some people and a lower intake by others.

Coke, for example, contains about 2.6 teaspoons of sugar per 100 mls, so a 600 ml serving contains 16 teaspoons of sugar. A 600ml serving of Fanta contains 20 teaspoons of sugar.

Concerns about sugar ...

Some argue that a diet high in sugar has always been known to cause many health problems including diabetes, impaired immune system, tooth decay and deadly diseases like cancer and heart diseases. They say sugar can also be addictive.

An Australian law firm is asking people New Zealand who have developed diseases they believe are associated with high sugar contained in cola drinks to join a class action, at no cost, to claim damages from cola makers.

Others want to impose a tax on products containing sugar to deter consumption.

Others argue sugar can be enjoyed as part of a "nutritious, balanced and enjoyable" diet, that it has no negative influences on any disease - "other than a partial contribution" - that it's not addictive and the Western world's intake of sugar has actually declined in the decade to 2008.

Do you believe you or a member of your household has developed health problems including diabetes, impaired immune system, tooth decay and deadly diseases like cancer and heart diseases as a result of consuming too much sugar?

A. Yes, I have		16.0%
B. A member of my household has		12.6%
C. No		58.1%
D. Not sure		18.2%

Would you join a class legal action through which lawyers sued cola makers for damages for health problems allegedly caused by consuming too many cola drinks, if the legal action involved no cost to you?

A. Definitely		15.6%
B. I might		19.9%
C. Not sure		21.5%
D. Most likely not		25.3%
E. Definitely not		17.7%

Sugar consumption






Do you believe New Zealand should impose any of the following in order to reduce sugar consumption?

Limit sugar in drinks






Please provide an answer for each option

A. Definitely		45.7%
B. Possibly		31.5%
C. Possibly not		5.3%
D. Definitely not		13.1%
E. Not sure		4.4%



A tax on sugar content of drinks

A. Definitely		18%
B. Possibly		26.2%
C. Possibly not		13.1%
D. Definitely not		36.0%
E. Not sure		6.6%

A tax on sugar content of take away foods

A. Definitely		18.2%
B. Possibly		21.9%
C. Possibly not		14.9%
D. Definitely not		36.6%
E. Not sure		8.3%

Reduce the size of servings of drinks containing sugar

A. Definitely		28.7%
B. Possibly		29.8%
C. Possibly not		12.8%
D. Definitely not		21.7%
E. Not sure		7.0%

Survey results are the property of Horizon Research Limited.

CONTACT:

Grant McInman, Manager, Horizon Research Limited

E-mail: gmcinman@horizonresearch.co.nz

Telephone: 021 076 2040

Or

Graeme Colman, Principal, Horizon Research



E-mail: gcolman@horizonresearch.co.nz

Telephone: 021 84 85 76