

Public Attitudes Towards Sugary Drinks and Support for Government Action

Preliminary Results

August 31, 2017

Suggested citation:

This research was produced for Healthy Living Alliance by Vital Strategies and conducted by Genesis Analytics.



Study Methodology

- Representative household surveys of 1,000 adults ages 18 – 55 years
 - Conducted in metros and cities in three provinces: Gauteng, KwaZulu-Natal and Western Cape
 - Face-to-face quantitative surveys
- Initial survey (baseline) conducted between October 7 and 10, 2016
- Follow-up survey (post-campaign) conducted from July 12 – 21, 2017
- Data were weighted to ensure sample representativeness
- Data analysed using:
 - Descriptive t-tests and chi-squares
 - Logistic regression to compare baseline and post-campaign survey data, controlling for any differences in gender and age

Preliminary findings are presented here

Notes on Reporting this Data in the Media

- Although this data is based on the final dataset, we recommend it be released as preliminary since the full report is not yet ready for release.
- All data reported here is based on weighted estimates.

SAMPLE CHARACTERISTICS

Sample characteristics

Characteristic		Baseline unweighted (N=)	Baseline weighted (N=)	Post Campaign Unweighted (N=)	Post Campaign weighted (N=)
Sex	Male	499 (49.90%)	5 864 (50.03 %)	504 (50.40%)	5 641 (50.20%)
	Female	501 (50.10%)	5 856 (49.97 %)	496 (49.6%)	5 595 (49.80%)
Age	Mean Age	34.31	34.49	35.42	35.39
Education	No formal schooling	-	-	5 (0.50%)	36 (0.32%)
	Less than primary school completed	35 (3.50%)	377 (3.22%)	14 (1.40 %)	128 (1.14 %)
	Primary school completed	-	-	56 (5.60%)	556 (4.95 %)
	Less than high school completed	268 (26.80%)	2 817 (24.04 %)	258 (25.80%)	2 667 (23.74 %)
	High school completed	553 (55.30%)	6 514 (55.58%)	548 (54.80 %)	6 203 (55.21%)
	Degree/Diploma completed	120 (12.00%)	1 709 (14.58 %)	98 (9.80 %)	1 334 (11.87%)
	Postgraduate completed	24 (2.40%)	303 (2.58 %)	20 (2.00 %)	301 (2.68 %)

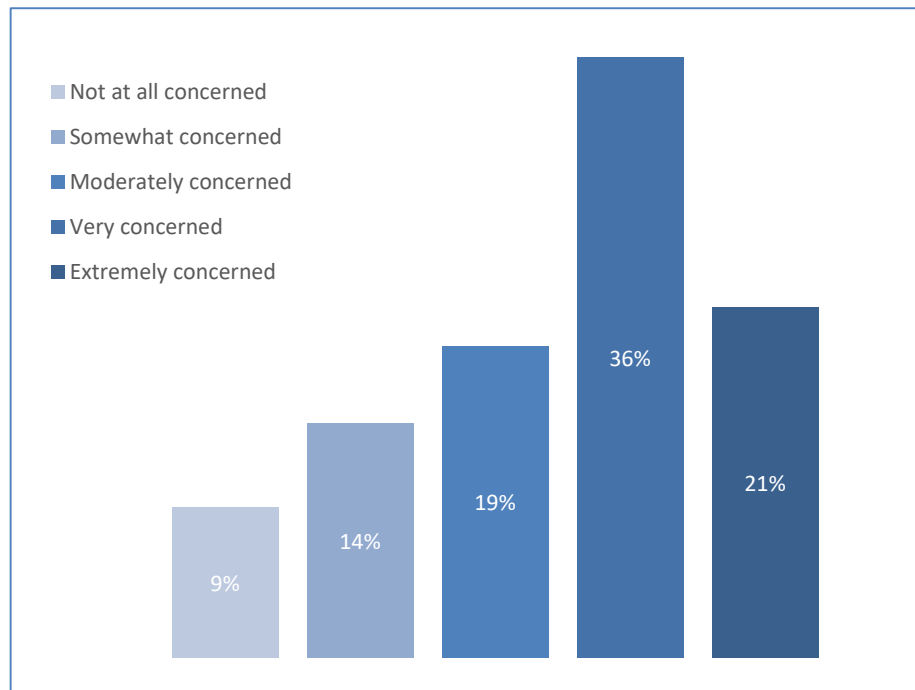
Sample characteristics cont.

Characteristic		Baseline unweighted (N=)		Baseline weighted (N=)		Post Campaign Unweighted (N=)		Post Campaign weighted (N=)	
Marital status	Married	281	(28.10%)	3 815	(32.56%)	264	(26.40%)	3 371	(30.00%)
	Separated	20	(2.00%)	232	(1.99%)	17	(1.70%)	283	(2.52%)
	Divorced	16	(1.60%)	177	(1.51%)	19	(1.90%)	175	(1.56%)
	Widowed	25	(2.50%)	237	(2.03%)	25	(2.50%)	223	(1.98%)
	Living together	146	(14.60%)	1 587	(13.54%)	109	(10.90%)	1 148	(10.22%)
	Single	512	(51.20%)	5 669	(48.37%)	563	(56.30%)	6 010	(53.49%)
Parental Status	Yes	582	(58.20%)	6 878	(58.69%)	539	(53.90%)	6 106	(54.34%)
	No	418	(41.80%)	4 841	(41.31%)	461	(46.10%)	5 130	(45.66%)
LSM	Low	108	(10.80%)	1 105	(9.43%)	147	(14.70%)	1 293	(11.51%)
	Medium	708	(70.80%)	7 731	(65.96%)	686	(68.60%)	7 114	(63.31%)
	High	184	(18.40%)	2 884	(24.61%)	167	(16.70%)	2,829	(25.18%)
BMI	Underweight	7	(1.66%)	69	(1.39%)	13	(3.18%)	156	(3.09%)
	Normal weight	131	(31.12%)	1 481	(29.53%)	127	(31.05%)	1 661	(32.86%)
	Over weight	98	(23.28%)	1 243	(24.77%)	86	(21.03%)	1 011	(20.00%)
	Obese	185	(43.94%)	2 223	(44.31%)	183	(44.74%)	2 227	(44.06%)

CONCERN WITH HEALTH HARMS OF SUGARY DRINKS

57% of South African adults are very or extremely concerned about the harms of sugary drinks on their health; only 9% express no concern at all.

% concerned with the effects of drinking sugary drinks on their health

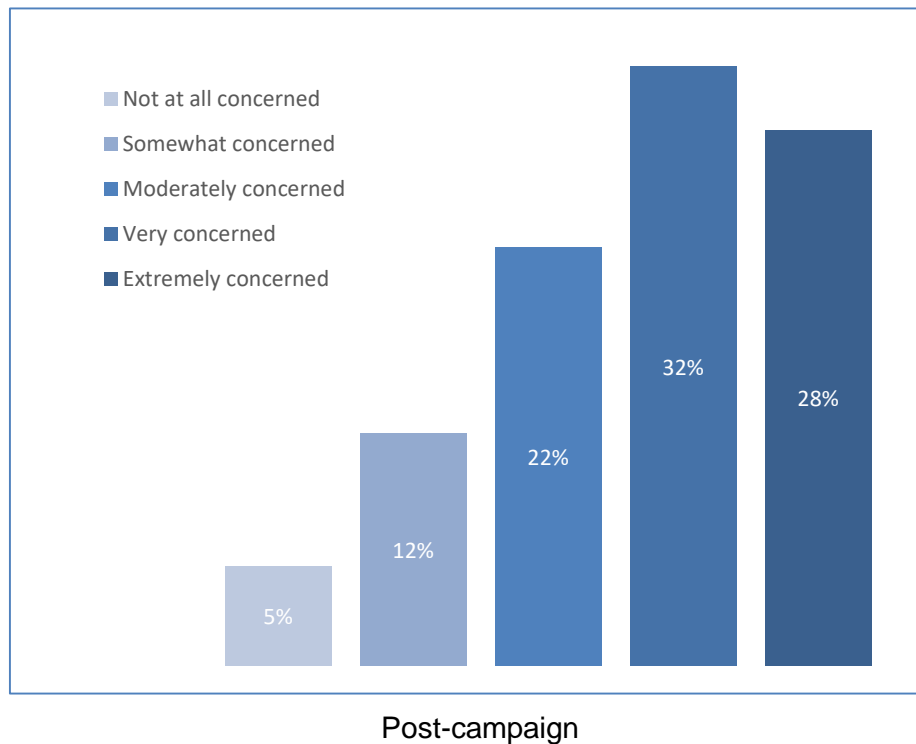


Post-campaign

This question was not asked at baseline, hence comparative data is unavailable.

60% of South African parents are very or extremely concerned about the harms of sugary drinks on their children's health. Only 5% of parents express no concern at all.

% of parents concerned with the effects of drinking sugary drinks on their children's health



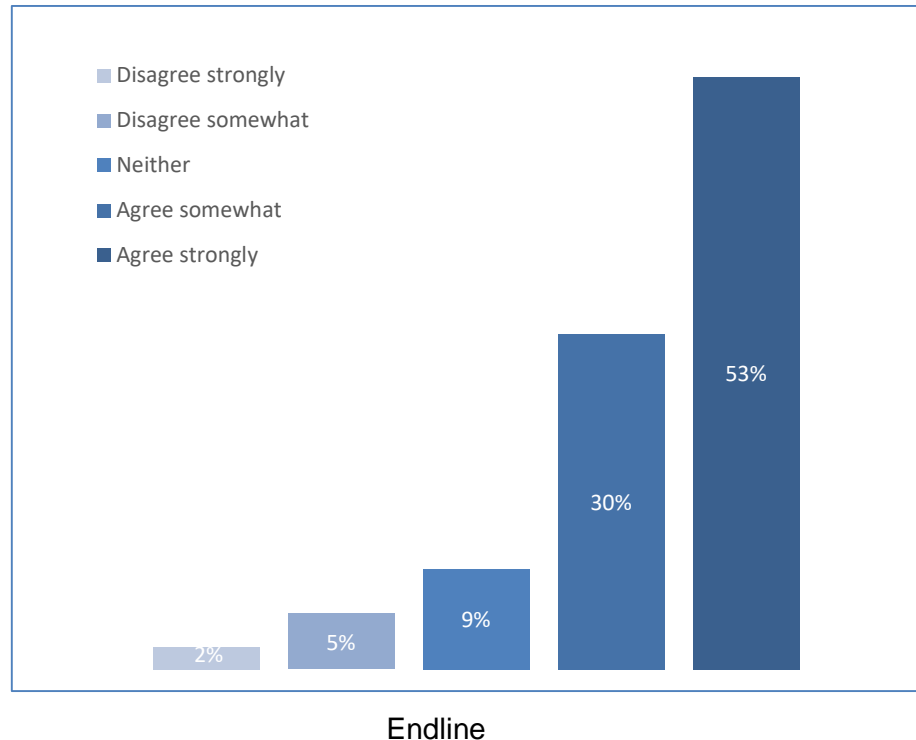
This question was not asked at baseline, hence comparative data is unavailable.

SUPPORT FOR GOVERNMENT ACTION

83% of South African adults believe that it is important for their government to address the obesity problem in the country.

Respondents were nearly twice as likely in the post-campaign than in the baseline period to believe in the importance of government intervention (adj. OR = 1.8, $p < 0.05$).

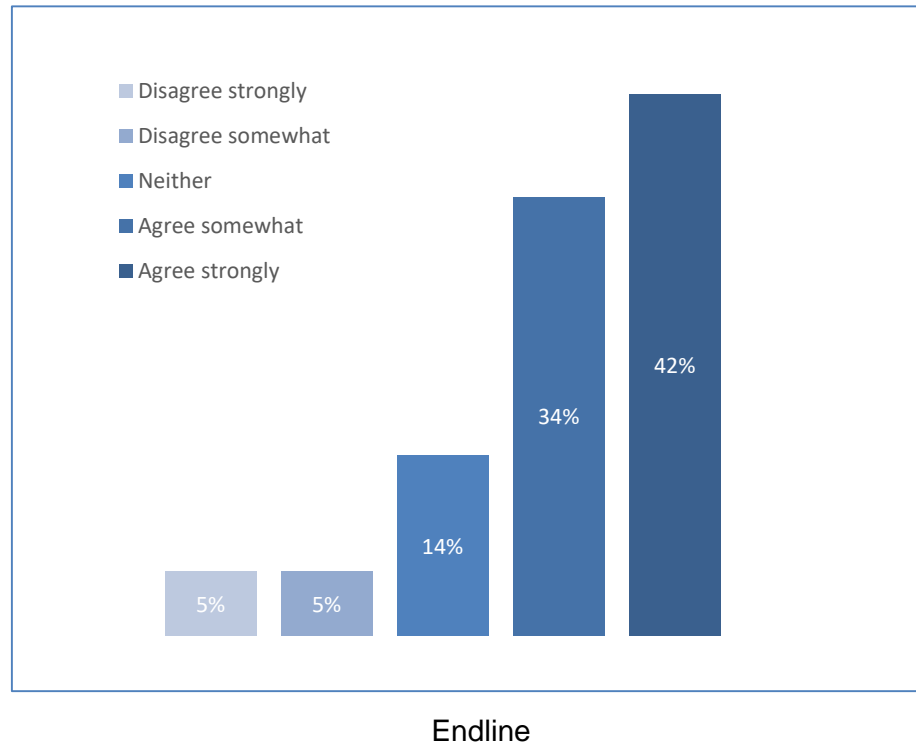
% that (dis)agrees that it is important for their government to solve the obesity problem in South Africa



76% of South African adults agree that the government should pass and enforce policies that discourage the consumption of sugary drinks and junk foods.

There was a statistically significant increase in the percentage of adults that supported government action: South African adults were 60% more likely in the post-campaign than the baseline period to support such action (adj. OR = 1.6, $p < 0.05$).

% (dis)agrees government action to reduce consumption of sugary drinks and junk foods

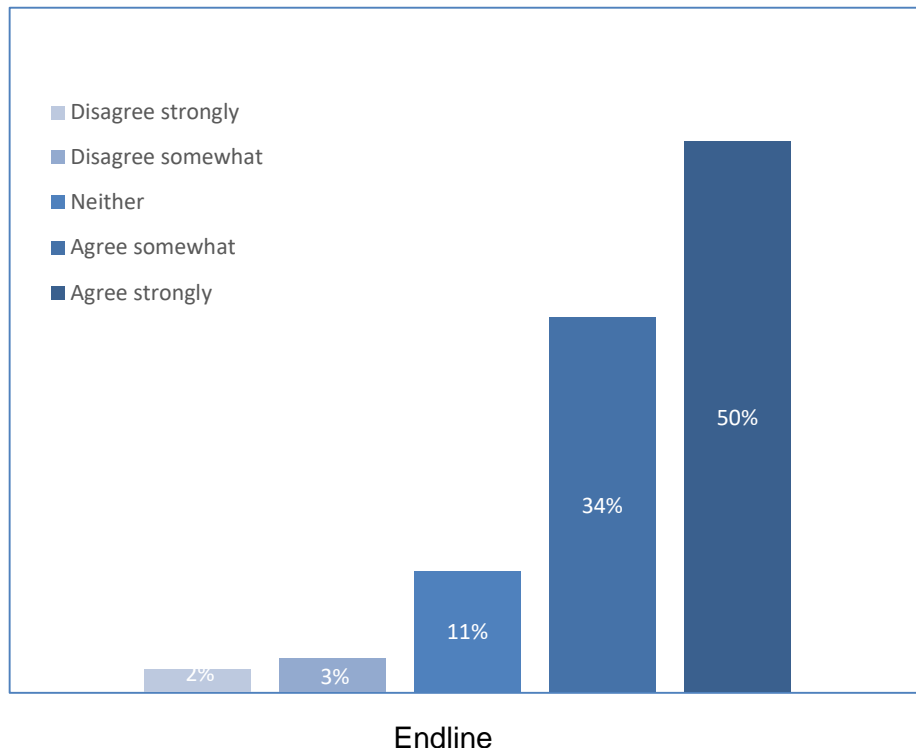


47 To what extent do you agree or disagree with the following statements-THE GOVERNMENT SHOULD PASS AND ENFORCE POLICIES THAT DISCOURAGE THE CONSUMPTION OF JUNK FOOD AND SUGARY DRINKS. (Baseline N=1000) (Endline N=1000)

84% of adults support government efforts to increase children's access to healthy foods and drinks.

There was an increase – although statistically NON-significant -- in the percentage of adults that would support government efforts to provide healthy options for children in the post-campaign compared to the baseline period (adj. OR = 1.2, $p = 0.07$).

% that (dis)agrees with government efforts to increase children's access to healthy foods and drinks



SUPPORT FOR THE GOVERNMENT TAX PROPOSAL

Support for the Government Tax Proposal

This question was asked in multiple ways and the data varies based on the question frame.

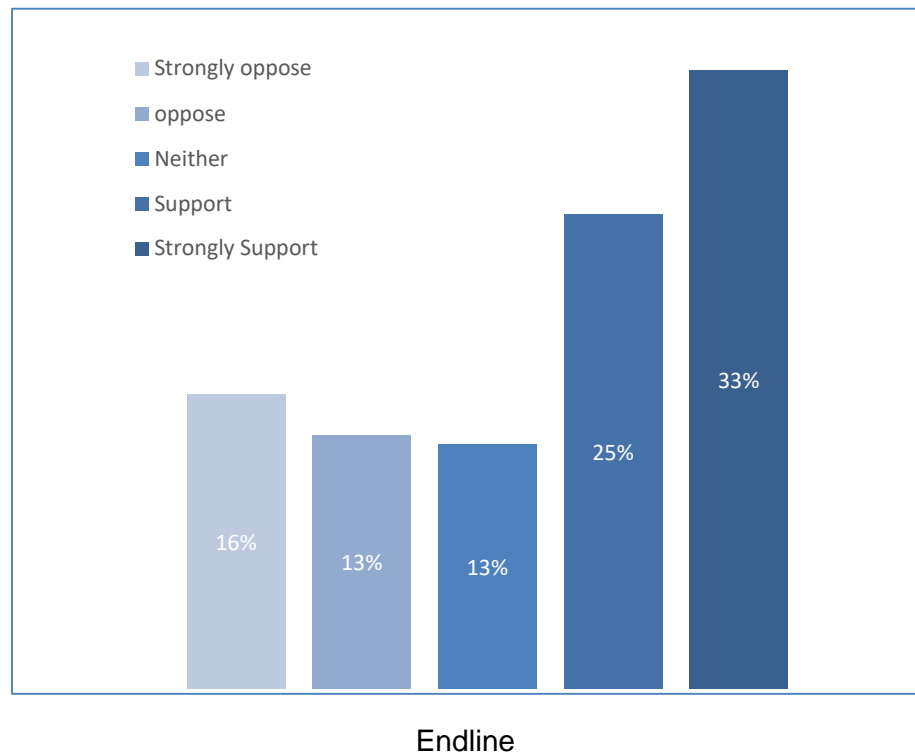
In the following slides the data are presented in the same order in which the questions were asked in the questionnaire.

In sum, however, variations in the percentages supportive of the tax notwithstanding, overall increase in support of the tax increased significantly from the baseline to the post-campaign period.

58% of South Africans support the government's proposal to tax sugary drinks.

Support for the tax proposal increased statistically significantly: South African adults in the post-campaign period were nearly twice as likely than in the baseline period to support the tax proposal (adj. OR = 1.9, $p < 0.05$).

% that opposes/supports the government proposal to tax sugary drinks



70% of South African adults support the government tax proposal if the money collected was invested in public programs.

Support for the tax proposal if it entailed investment in public programs increased statistically significantly: South African adults in the post-campaign period were 40% more likely than in the baseline period to support the tax under these conditions (adj. OR = 1.4, $p < 0.05$).

% that opposes/supports the government tax if the money collected was invested in public programs

