

Large majority of Canadians say population consumes too many sugary drinks; support or somewhat support a tax on sugary beverage manufacturers

Diabetes Canada Survey Summary

submitted by Nanos to Diabetes Canada, September 2017
(Submission 2017-1076)



Summary

Most Canadians say there is too much sugar in pop, flavoured coffees and sports drinks, and feel that Canadians consume too many such beverages. While a majority of Canadians support or somewhat support a tax on sugary beverage manufacturers, nearly half also say that this tax would not make a difference on consumption, though saying they would be more likely to support the tax if it was used to fund health initiatives.

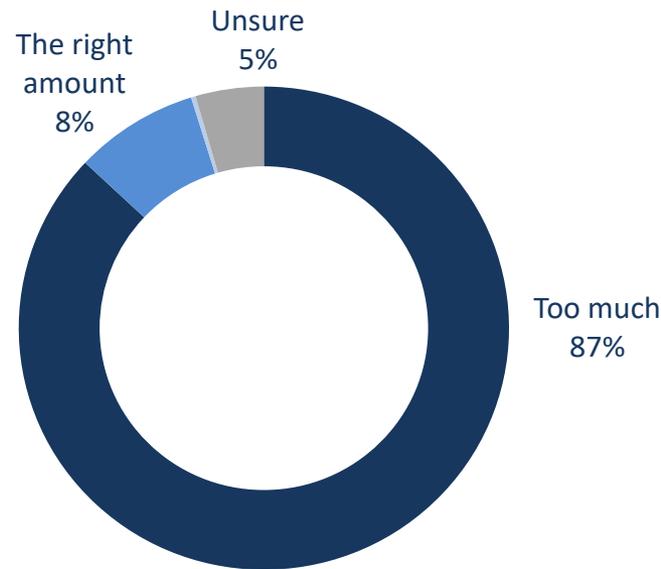
- **Nearly nine in ten Canadians say there is too much sugar in pop, flavoured coffees and sports drinks** – When asked whether they thought that in general pop, flavoured coffees and sports drinks have too much, the right amount, or too little sugar, a vast majority of Canadians say too much (87%), while eight per cent say the right amount, and less than one per cent say too little. Five per cent are unsure.
- **Most Canadians say national population consumes too many sugary drinks** – Over nine in ten Canadians say that Canadians consume too many sugary drinks (92%), while four per cent say the right amount, and five per cent are unsure.
- **Over two in three Canadians support or somewhat support a tax on sugary beverage manufacturers** – When asked their level of support for a tax on manufacturers of sugary beverages majority of Canadians support (46%) or somewhat support (21%) the tax, while three in ten oppose (20.7%) or somewhat oppose (nine per cent) it. Three per cent are unsure.
- **Nearly half of Canadians say a tax on sugary drink manufacturers would not make a difference on consumption** – When asked if a tax on manufacturers of sugary drinks would encourage Canadians to alter their consumption of these drinks, just under half of Canadians say that it would make no difference (49%) followed by 45 per cent who say consume less, and less than one per cent who say consume more. Six per cent are unsure.
- **Majority of Canadians are more likely to support a tax on manufacturers of sugary drinks if the tax was used to fund health initiatives** – Just under two in three Canadians say they would be more likely to support a tax on manufacturers of sugary drinks if the revenue from the tax was used to fund health initiatives, while nearly three in ten say it would make no difference (27%) and less than one in ten say they would be less likely to support (seven per cent). One per cent are unsure.

These observations are based on an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between August 30th and September 1st, 2017 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by Diabetes Canada.

Amount of sugar in beverages

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 1st, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



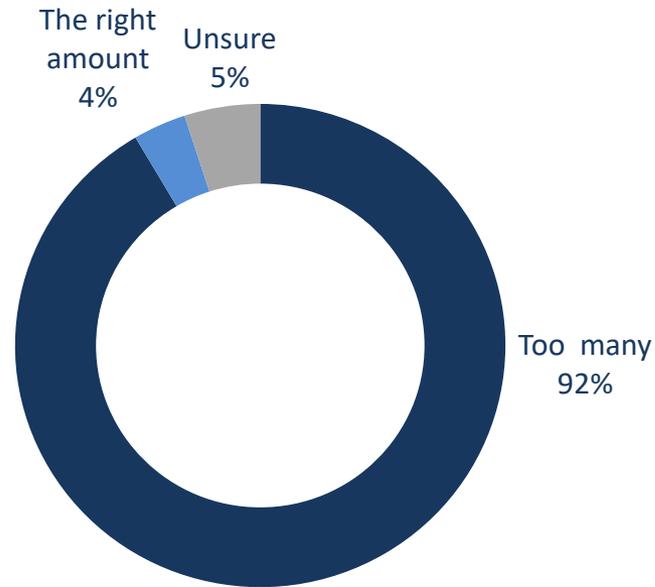
Subgroups	Too much
Atlantic (n=100)	83.7%
Quebec (n=250)	89.2%
Ontario (n=300)	87.7%
Prairies (n=200)	84.5%
British Columbia (n=150)	87.4%
Male (n=478)	85.0%
Female (n=522)	88.8%
18 to 34 (n=242)	85.7%
35 to 54 (n=358)	87.1%
55 plus (n=400)	87.7%

***Note: Charts may not add up to 100 due to rounding**

QUESTION – Would you say, in general that pop, flavoured coffees, sports drinks have too much, the right amount or too little sugar?

Amount of sugary drinks consumed

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 1st, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Too many
Atlantic (n=100)	91.1%
Quebec (n=250)	93.8%
Ontario (n=300)	91.3%
Prairies (n=200)	89.0%
British Columbia (n=150)	91.7%
Male (n=478)	91.4%
Female (n=522)	91.6%
18 to 34 (n=242)	89.3%
35 to 54 (n=358)	90.7%
55 plus (n=400)	93.7%

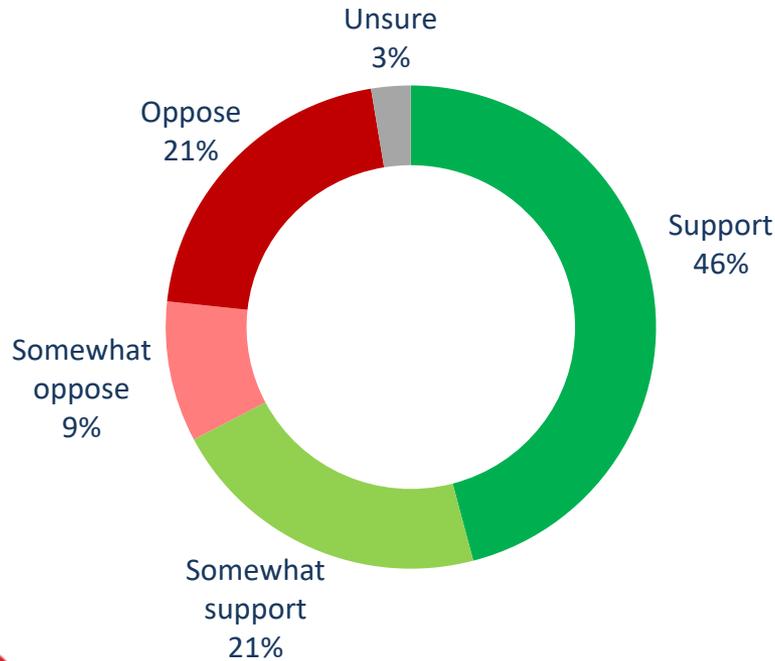
***Note: Charts may not add up to 100 due to rounding**

QUESTION – Would you say that Canadians consume too many, the right amount or not enough sugary drinks?

Tax on sugary beverages

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 1st, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+37.2



Subgroups	Support/ Somewhat support
Atlantic (n=100)	65.4%
Quebec (n=250)	73.8%
Ontario (n=300)	66.2%
Prairies (n=200)	58.6%
British Columbia (n=150)	71.9%
Male (n=478)	64.8%
Female (n=522)	69.8%
18 to 34 (n=242)	66.2%
35 to 54 (n=358)	65.4%
55 plus (n=400)	69.8%

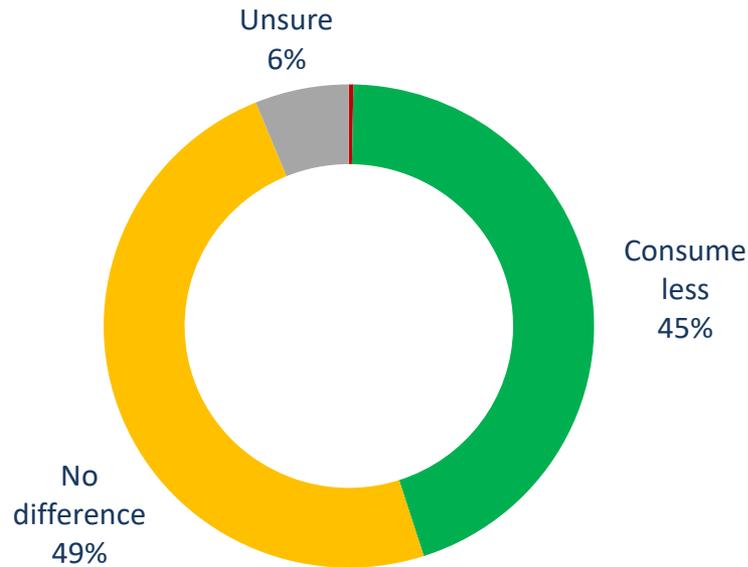
***Note: Charts may not add up to 100 due to rounding**

QUESTION – Do you support, somewhat support, somewhat oppose, or oppose a tax on manufacturers of sugary beverages?

Effect of tax on sugary drink consumption

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 1st, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+44.5



Subgroups	Consume less
Atlantic (n=100)	46.7%
Quebec (n=250)	54.8%
Ontario (n=300)	41.6%
Prairies (n=200)	38.3%
British Columbia (n=150)	42.0%
Male (n=478)	47.9%
Female (n=522)	41.8%
18 to 34 (n=242)	47.2%
35 to 54 (n=358)	42.6%
55 plus (n=400)	45.0%

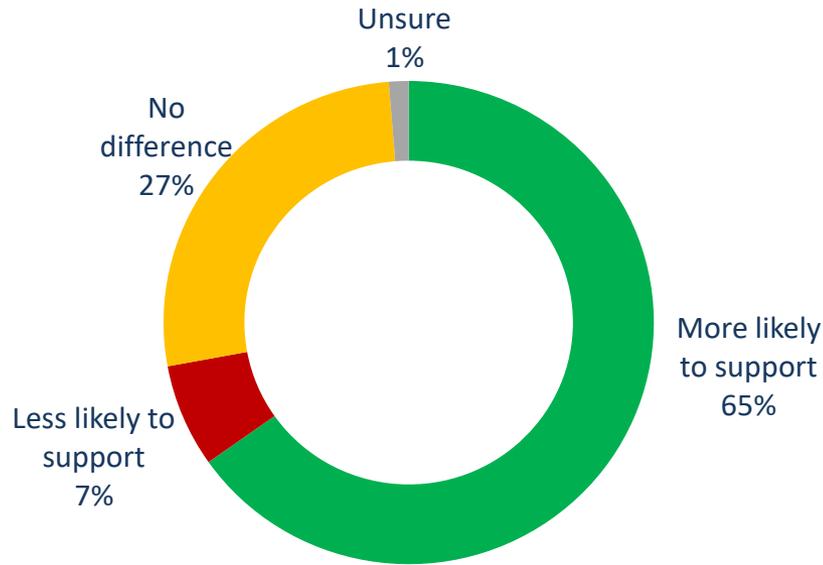
***Note: Charts may not add up to 100 due to rounding**

QUESTION – Would a tax on manufacturers of sugary drinks encourage Canadians to consume more, consume less, or make no difference in their consumption of these drinks?

Support for taxes funding healthcare initiatives

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 1st, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+58.3



Subgroups	More likely
Atlantic (n=100)	62.8%
Quebec (n=250)	69.0%
Ontario (n=300)	64.8%
Prairies (n=200)	60.6%
British Columbia (n=150)	67.9%
Male (n=478)	61.8%
Female (n=522)	68.6%
18 to 34 (n=242)	63.4%
35 to 54 (n=358)	64.4%
55 plus (n=400)	67.3%

***Note: Charts may not add up to 100 due to rounding**

QUESTION – Are you more or less likely to support a tax on manufacturers of sugary drinks if the revenue from the tax was used to fund health initiatives?

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between August 30th and September 1st, 2017 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

The research was commissioned by Diabetes Canada.

Note: Charts may not add up to 100 due to rounding.



Technical Note

Element	Description	Element	Description
Organization who commissioned the research	Diabetes Canada	Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Final Sample Size	1000 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Stratification	By age and gender using the latest Census information (2014) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Estimated Response Rate	13 percent, consistent with industry norms.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Content	This was module five of an omnibus survey. Previous modules related to unprompted national issue of concern, immigration, health, foreign policy, and marijuana.
Number of Calls	Maximum of five call backs.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Survey Company	Nanos Research
Field Dates	August 30 th to September 1 st , 2017.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Language of Survey	The survey was conducted in both English and French.		

About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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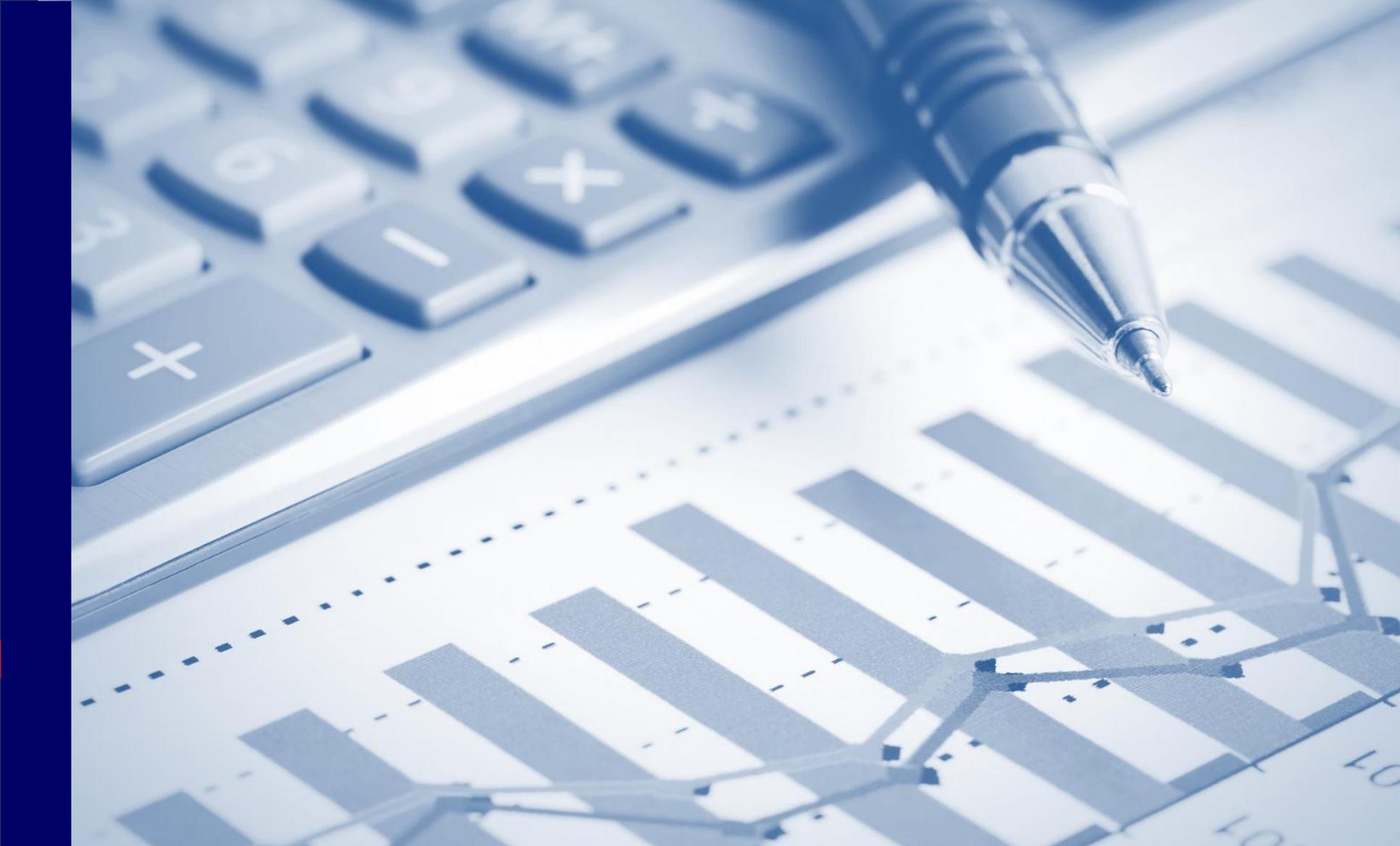
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Tabulations



2017-1076 – Diabetes Canada – OMNI – STAT SHEET

			Region					Gender		Age			
			Canada 2017-08	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Would you say, in general that pop, flavoured coffees, sports drinks have too much, the right amount or too little sugar?	Total	Unwgt N	1000	100	250	300	200	150	478	522	242	358	400
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Too much	%	87.0	83.7	89.2	87.7	84.5	87.4	85.0	88.8	85.7	87.1	87.7
	The right amount	%	8.2	7.4	7.2	8.1	8.9	9.4	10.4	6.1	10.9	8.2	6.3
	Too little	%	.3	.8	.7	.0	.4	.0	.4	.3	.4	.5	.2
Unsure	%	4.5	8.1	2.9	4.2	6.2	3.2	4.2	4.8	3.0	4.3	5.8	

			Region					Gender		Age			
			Canada 2017-08	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Would you say that Canadians consume too many, the right amount or not enough sugary drinks?	Total	Unwgt N	1000	100	250	300	200	150	478	522	242	358	400
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Too many	%	91.5	91.1	93.8	91.3	89.0	91.7	91.4	91.6	89.3	90.7	93.7
	The right amount	%	3.5	2.5	2.8	4.2	3.8	3.3	4.2	2.8	4.2	5.3	1.4
Unsure	%	5.0	6.4	3.3	4.5	7.3	5.0	4.5	5.6	6.5	4.0	4.9	

			Region					Gender		Age			
			Canada 2017-08	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Do you support, somewhat support, somewhat oppose, or oppose a tax on manufacturers of sugary beverages?	Total	Unwgt N	1000	100	250	300	200	150	478	522	242	358	400
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Support	%	45.9	46.3	57.4	42.8	31.9	51.4	40.9	50.7	46.1	43.3	48.0
	Somewhat support	%	21.4	19.1	16.4	23.4	26.7	20.5	23.9	19.1	20.1	22.1	21.8
	Somewhat oppose	%	9.4	8.9	8.3	10.0	10.0	9.4	8.1	10.6	9.3	10.3	8.6
	Oppose	%	20.7	24.8	15.3	21.0	27.8	16.7	24.9	16.6	20.9	21.8	19.6
Unsure	%	2.6	.9	2.7	2.8	3.5	2.1	2.2	3.0	3.6	2.5	2.0	

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Question - Would a tax on manufacturers of sugary drinks encourage Canadians to consume more, consume less, or make no difference in their consumption of these drinks?	Total	Unwgt N	1000	100	250	300	200	150	478	522	242	358	400
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Consume more	%	.3	.8	.7	.0	.0	.0	.4	.2	.4	.5	.0
	Consume less	%	44.8	46.7	54.8	41.6	38.3	42.0	47.9	41.8	47.2	42.6	45.0
	No difference	%	48.8	46.4	40.8	51.7	55.7	48.4	47.8	49.7	46.7	52.4	47.0
	Unsure	%	6.2	6.2	3.7	6.7	6.1	9.5	4.0	8.3	5.8	4.5	8.0

			Region					Gender		Age			
			Canada 2017-08	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Are you more or less likely to support a tax on manufacturers of sugary drinks if the revenue from the tax was used to fund health initiatives?	Total	Unwgt N	1000	100	250	300	200	150	478	522	242	358	400
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	More likely to support	%	65.2	62.8	69.0	64.8	60.6	67.9	61.8	68.6	63.4	64.4	67.3
	Less likely to support	%	6.9	6.8	7.4	7.8	6.9	4.0	8.9	4.9	4.3	7.7	7.9
	No difference	%	26.6	28.4	22.0	26.8	31.0	26.8	28.5	24.8	30.7	26.7	23.6
	Unsure	%	1.3	2.0	1.6	.7	1.6	1.3	.9	1.8	1.6	1.1	1.3

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