

NPR SURVEY

NATIONAL SURVEY OF HEALTHCARE CONSUMERS: ATTITUDES ON TAX FOR SUGARY DRINKS, SNACKS & FAST FOOD

APRIL 1-11, 2010

TOTAL N=3,015



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SURVEY OVERVIEW

The Thomson Reuters PULSE Healthcare Survey is the nation's largest and longest running, privately funded household survey of health behavior, attitudes, and utilization. Each year, more than 100,000 households participate in this nationally representative survey. The study has 11 waves (each a standalone market research study) conducted sequentially throughout the year. A wide range of healthcare topics is covered, including health status, insurance coverage, physician and ambulatory care services, hospital inpatient services, health behaviors and attitudes, and current healthcare topics and issues. The survey is self-funded and the data it generates are used in Thomson Reuters' information products for healthcare professionals (particularly strategic planning and marketing managers in hospitals.)

The results depicted below focus on PULSE Healthcare Survey data tracked from April 1-11, 2010. The survey questions outlined below, which are focused on the topic of a tax on sugary drinks, snacks and fast food, were developed in conjunction with National Public Radio.



EXECUTIVE SUMMARY

The following survey asked respondents about the proposed notion of taxing unhealthy food and drinks to fight obesity. The survey polled 3,015 U.S. residents between April 1st and April 11th.

- Roughly half of the respondents (50-53%) opposed tax hikes on sugary drinks, snack foods, and fast food.
- 28% to 32% supported higher taxes on unhealthy foods. Age and income had little impact on respondents' views, but political affiliation did. The additional taxes were opposed by about 70 percent of Republicans, one-third of Democrats, and slightly more than half of Independents.

SURVEY DATA

QUESTION: For this next section, we will be discussing your opinions about increasing taxes on certain products to help fight obesity by discouraging consumption. Please use a scale of 1 to 5 where 1 means that you "Strongly Disagree" and 5 means that you "Strongly Agree" about raising taxes on the following products.

1. Carbonated soft drinks containing sugar such as Coke, Pepsi, Sprite, Mountain Dew, etc.

	<35	35-64	65+	Total
1-Strongly Disagree	39.7%	45.1%	43.8%	43.4%
2	6.1%	7.9%	6.3%	7.2%
3	21.7%	13.4%	15.5%	16.1%
4	11.9%	10.6%	8.0%	10.6%
5-Strongly Agree	19.2%	22.3%	25.6%	21.9%

	<\$25K	\$25-49.9K	\$50-99.9K	\$100K+	Total
1-Strongly Disagree	43.8%	38.9%	42.4%	44.4%	43.4%
2	6.6%	7.3%	8.1%	8.5%	7.2%
3	17.2%	17.0%	16.8%	13.3%	16.1%
4	7.1%	12.9%	12.9%	9.1%	10.6%
5-Strongly Agree	22.5%	23.6%	19.5%	24.4%	21.9%

	Republican	Democrat	Independent	Total
1-Strongly Disagree	65.6%	24.6%	47.9%	43.4%
2	6.8%	5.2%	6.4%	7.2%
3	15.9%	19.4%	15.2%	16.1%
4	5.0%	20.2%	6.7%	10.6%
5-Strongly Agree	6.7%	30.3%	23.8%	21.9%



2. Snack foods such as chocolates, sweets, chips cookies, etc.

	<35	35-64	65+	Total
1-Strongly Disagree	44.2%	46.0%	45.3%	45.4%
2	7.2%	8.9%	7.8%	8.2%
3	17.5%	18.7%	20.2%	18.6%
4	16.4%	10.5%	8.8%	11.9%
5-Strongly Agree	14.7%	15.3%	17.3%	15.4%

	<\$25K	\$25-49.9K	\$50-99.9K	\$100K+	Total
1-Strongly Disagree	43.1%	46.3%	42.9%	45.9%	45.4%
2	6.9%	6.0%	11.3%	9.8%	8.2%
3	22.2%	20.2%	17.1%	15.1%	18.6%
4	10.7%	10.3%	14.2%	13.4%	11.9%
5-Strongly Agree	16.8%	16.8%	14.2%	15.3%	15.4%

	Republican	Democrat	Independent	Total
1-Strongly Disagree	60.5%	28.8%	44.8%	45.4%
2	10.5%	6.5%	9.3%	8.2%
3	13.1%	23.2%	20.2%	18.6%
4	9.1%	17.0%	11.8%	11.9%
5-Strongly Agree	6.5%	23.8%	13.5%	15.4%

3. Products served at fast food restaurants such as hamburgers, tacos, pizza, fries, milk shakes, etc.

	<35	35-64	65+	Total
1-Strongly Disagree	39.1%	45.0%	44.9%	43.3%
2	9.1%	9.9%	8.6%	9.5%
3	19.9%	17.1%	20.8%	18.5%
4	13.0%	10.3%	8.0%	10.7%
5-Strongly Agree	18.8%	17.3%	16.7%	17.6%

	<\$25K	\$25-49.9K	\$50-99.9K	\$100K+	Total
1-Strongly Disagree	41.4%	44.1%	42.0%	43.1%	43.3%
2	6.9%	9.2%	9.8%	10.8%	9.5%
3	19.4%	20.4%	20.6%	14.7%	18.5%
4	11.3%	8.9%	10.3%	14.1%	10.7%
5-Strongly Agree	20.8%	17.0%	16.9%	17.2%	17.6%

	Republican	Democrat	Independent	Total
1-Strongly Disagree	59.0%	28.9%	40.4%	43.3%
2	11.2%	6.2%	11.3%	9.5%
3	14.7%	24.4%	19.9%	18.5%
4	7.1%	15.8%	9.7%	10.7%
5-Strongly Agree	7.8%	24.2%	18.3%	17.6%

