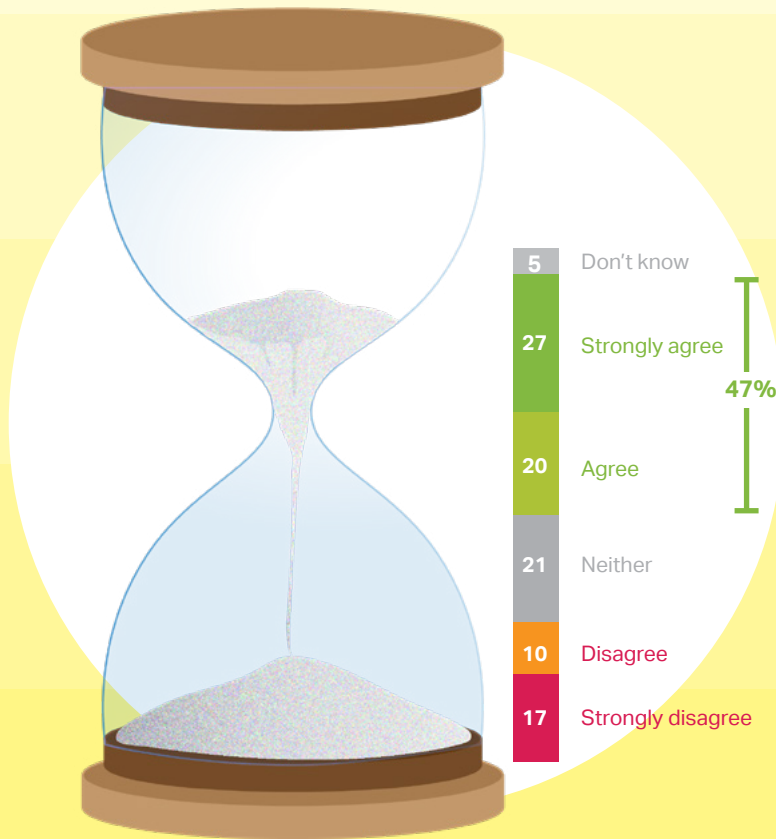


TIME FOR A SUGAR TAX?

Almost half of New Zealanders are in favour of a sugar tax on sweetened beverages, such as fizzy drinks



47% agreed that **New Zealand should adopt a tax on sugar-sweetened beverages, such as fizzy drinks**, while 27% disagreed.

More than half (54%) of respondents believing that **the harm caused by obesity** should be an important **priority area** for the government stated that New Zealand should adopt a sugar tax.



There were significant differences in agreement in households by household type. Respondents living in households with children 0-5 years old were more likely to agree that **New Zealand should adopt a sugar tax**. Sixty three percent agreed while 19% disagreed.

