

Perceptive Research Omnibus

- September 2016

The monthly Perceptive Omnibus surveys a minimum of 1,000 New Zealanders using a nationwide sampling framework; the results are then weighted to Statistics New Zealand census gender, age and location data; 1004 responses were captured for this September Omnibus.

Living with diabetes

Of the 77 respondents living with diabetes:

47% - less than half feel in control of their condition and ensure they live a healthy lifestyle.

36% - more than one third feel their condition has a negative effect on their mental wellbeing.

20% - one fifth believed that medication controlled their diabetes so they could do as little or as much exercise as they want.

10% said their diabetes has interfered with their ability to have hobbies/do physical activity/socialise.

Supporting someone with diabetes

19% - almost a fifth of those surveyed knew somebody with diabetes.

- Less than one third - **30%** of those believe that person is committed to controlling their condition using professional support.
- Nearly a quarter - **23%** - worry that person is not doing enough to deal with their diabetes.

Tackling diabetes – taxation

39% of New Zealanders would change their fizzy drink habits if there was a sugar tax introduced.

19% might buy fizzy drinks less often if there was a sugar tax of 20%, a further 20% might alter their buying habits if there was a 25% tax.

36% said there would need to be a taxation of 50% on fizzy drinks before they might alter their buying habits.

73% of people who currently purchase fast food might reduce their buying frequency if a fat tax was introduced.

14% of New Zealanders who currently purchase fast food would stop buying altogether if a fat tax was introduced.

24% said there would need to be a taxation of 20% on fast food before they might alter their buying habits, a further 28% said the taxation would need to be 25%.