

Media Release

3 September 2009

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## Australians support tax on junk food

Around two thirds of Australians support a tax on junk food in a bid to stop people eating large amounts of unhealthy meals.

Research Australia said 64% of people contacted in its latest annual public opinion poll support a tax on junk food in an attempt to reduce excessive consumption and avoid the damaging health effects.

31% of Australians oppose a tax on junk food, with only 16% of people surveyed strongly opposed.

The Australian Government currently imposes high taxes on alcohol and cigarettes and the poll clearly indicates Australians are in favour of a similar tax on junk food.

Research Australia CEO Rebecca James said the results clearly show Australians are becoming more concerned about health and nutrition.

“We all know junk food is bad for us and this tells us Australians want the government to do something about it,” she said.

Ms James believes the tax is an important tool the government can use to discourage unhealthy eating habits.

Research Australia’s 2009 Public Opinion Poll was conducted by Crosby|Textor using qualitative and quantitative methodologies during May, June and July 2009. The quantitative study investigated the views of 806 Australians aged 18 and over, giving a margin of error of 3.5 percent.

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MEDIA: To arrange an interview or a photograph, please contact:

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Shakira Silvestri                      03 9428 6676 or [info@madwoman.com.au](mailto:info@madwoman.com.au)

### About Research Australia

Research Australia is the peak not for profit body for health and medical research. It is a national alliance of over 180 member and supporting organisations working together to promote health and medical research in Australia.

For more information on Research Australia visit [www.researchaustralia.org](http://www.researchaustralia.org)

## Methodology

Although the most sophisticated procedures have been used to collect and analyse the information presented here, it must be remembered that surveys are not predictions. They are designed to measure public opinion within identifiable statistical limits of accuracy at specific points in time. This survey is in no way a prediction of opinion or action at any future time.

### Quantitative Research

The quantitative research consisted of an online survey conducted among a representative national probability sample of n=806 people 18 years of age and older, stratified by gender, age and postcode and conducted in the period 2<sup>nd</sup> – 7<sup>th</sup> July 2009.

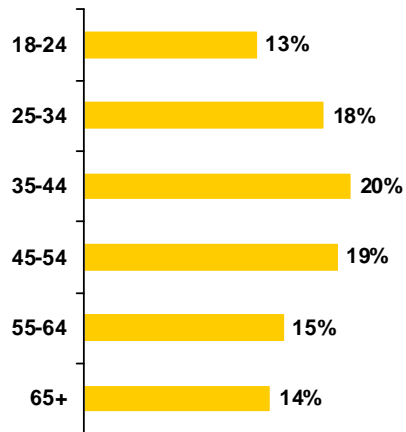
Crosby|Textor typically uses qualitative (percentages or proportions) and quantitative (averages or means) measures in its survey designs. In general, for a qualitative measure, the maximum margin of error for a sample size of approximately n=800 is  $\pm 3.5$  percentage points in 95 out of 100 cases with results at around 50%.

It should be understood, however, that this margin of error only applies to measuring a proportion based on the total sample. Margins of error will be different for comparisons between sub samples and for quantitative measures, such as means derived from ratings scales.

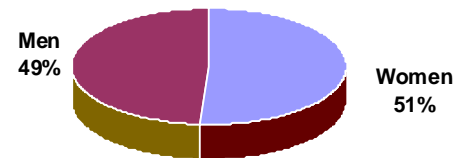
Any variation in reported percentages of  $\pm 1\%$  in this report is due only to rounding. In reporting of figures "0%" denotes mentioned by less than 0.5% and "--" denotes not mentioned or no difference.

## Demographic Profile of Survey Respondents (Weighted)

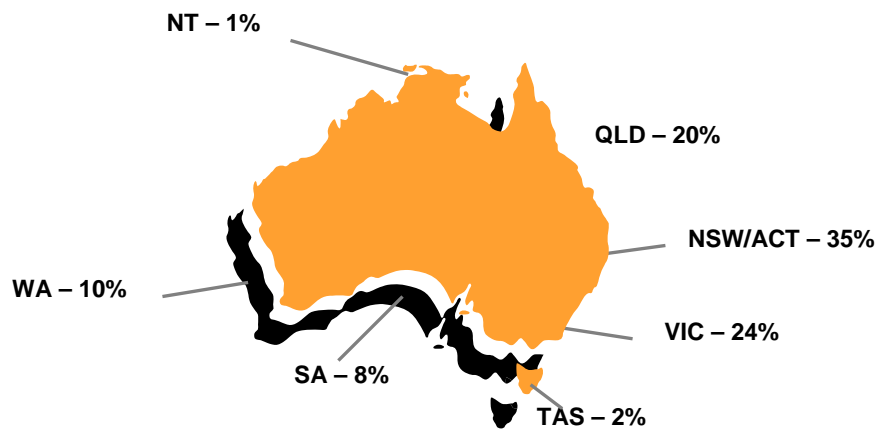
### Age



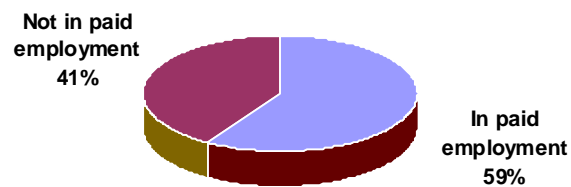
### Sex



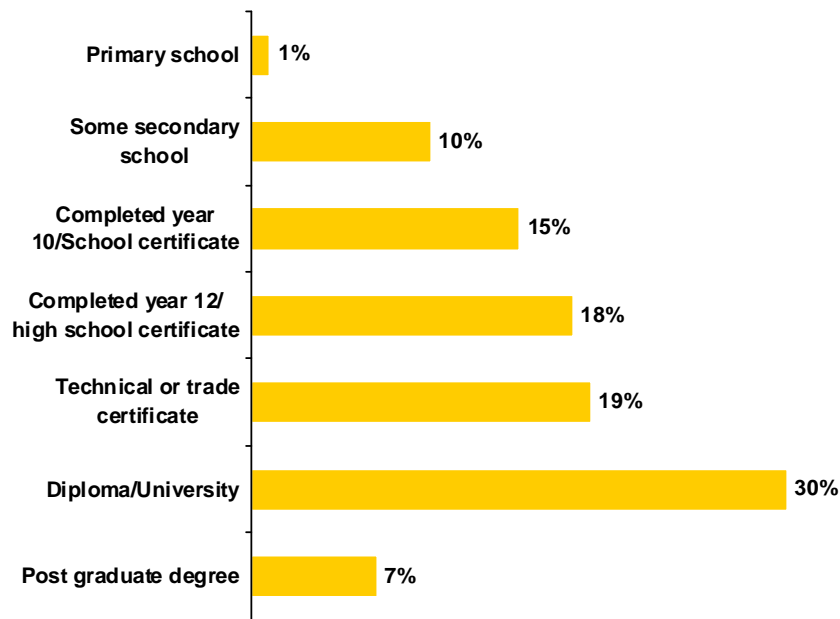
### Location



### Employment



### Highest level of education



### Private health insurance status

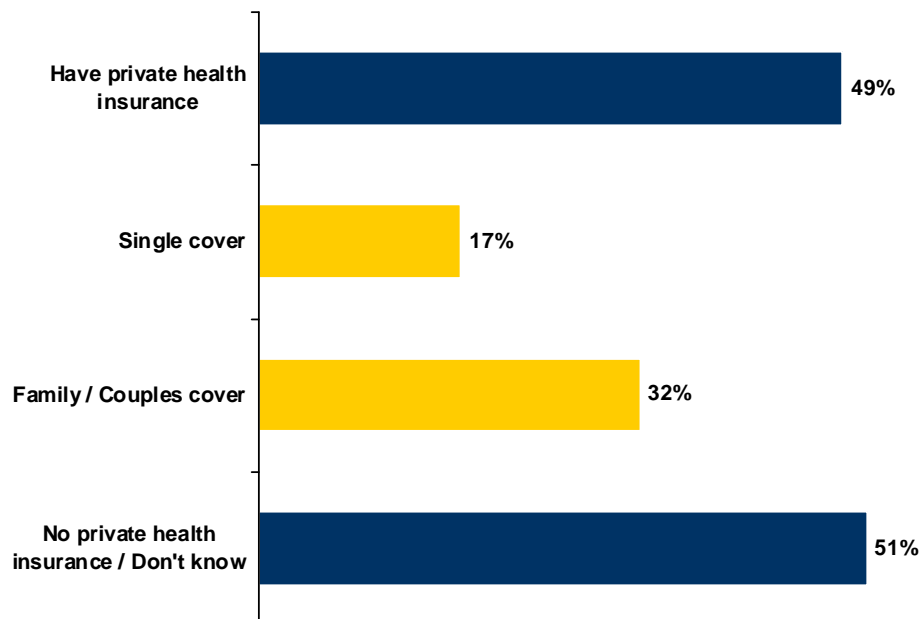
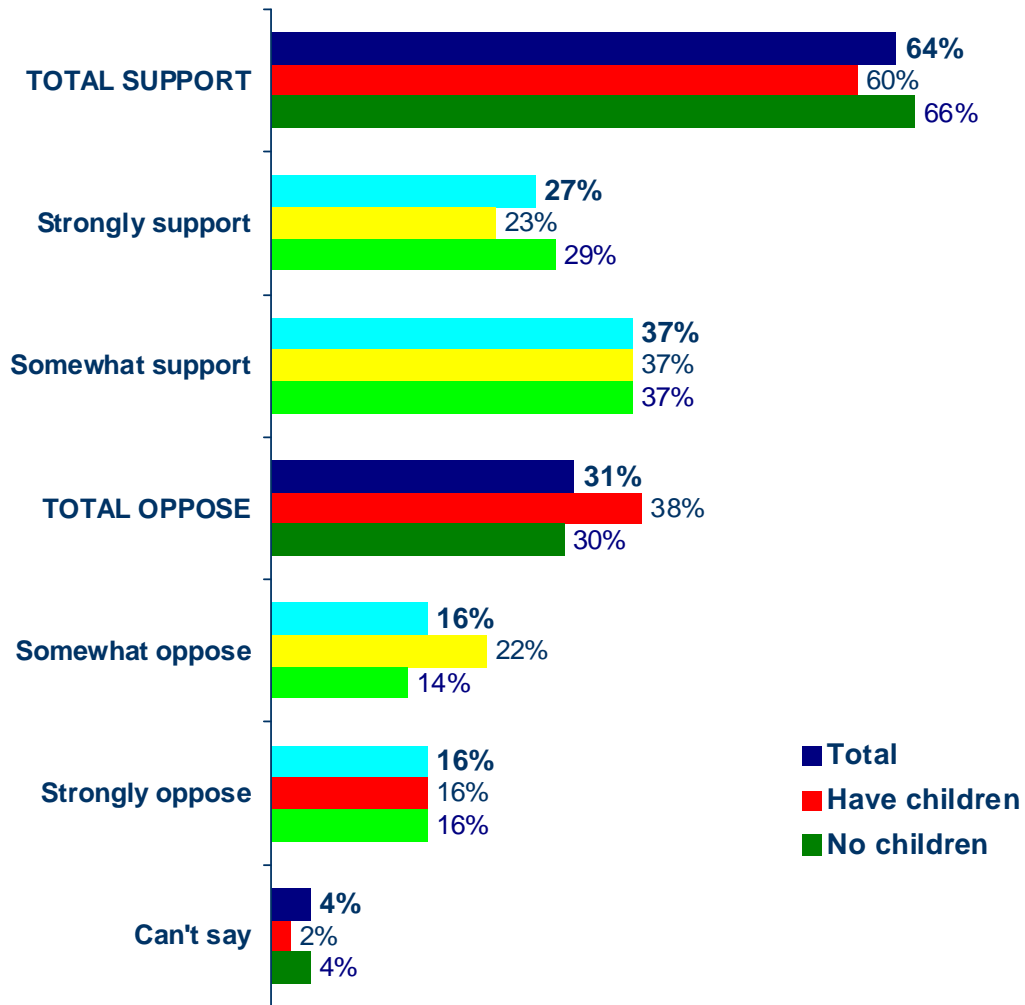


Chart 22: Support or Oppose a Tax on Junk Foods – Parental Status



Q20) Partly to reduce consumption and the damaging health effects and costs, the Australian Government currently imposes high taxes on products such as alcohol and cigarettes. Do you support or oppose a tax on junk foods to help reduce excessive consumption and to avoid the damaging health effects and costs of too much junk food?