



Kentuckians' views on soda and sugary drink policies

The February 2015 report by the Dietary Guidelines Advisory Committee summarizes the strong evidence that eating diets high in added sugars and drinking sugar-sweetened beverages increase a person's chance of developing diabetes.¹ Among U.S. adults, 63% report trying to avoid soda and 52% report trying to avoid sugar in their diets.² The 2014 **Kentucky Health Issues Poll (KHIP)** asked Kentucky adults what they think about taxing and requiring health warning labels on soda and other sugar-sweetened beverages.

Kentucky adults evenly divided on soda tax

KHIP asked Kentucky adults whether they favor or oppose taxing the sale of soda and other sugary drinks to pay for school nutrition and physical activity programs.³ Kentucky adults

¹ U.S. Department of Agriculture and U.S. Department of Health and Human Services (USDA/HHS). Scientific Report of the 2015 Dietary Guidelines Advisory Committee, February 2015. Washington (DC): USDA. Retrieved from www.health.gov/dietaryguidelines/2015-scientific-report/PDFs/Scientific-Report-of-the-2015-Dietary-Guidelines-Advisory-Committee.pdf

² Gallup. 2014. Americans More Likely to Avoid Drinking Soda than Before. Retrieved from www.gallup.com/poll/174137/americans-likely-avoid-drinking-soda.aspx

Would you favor or oppose taxing the sale of soda and other sugary drinks and using the money for school nutrition and physical activity programs in the schools? (Percentages do not add to 100% because the responses "no opinion" and "don't know" are not included.)

Kentucky adults



were nearly evenly divided on this question. Fifty-one percent favored and 47% opposed taxing soda and other sugary drinks to pay for school nutrition and physical activity programs.

Opinions differed among some groups. Women (55%) were more likely than men (46%) to favor a tax. African American adults (67%) were more likely than white adults (50%) to favor taxing soda and sugary drinks to pay for school nutrition and physical activity programs.

Louisville (60%) and Lexington (57%) area residents were more

³ KHIP asked, "I am going to read some actions that government and communities can take to try to reduce diabetes among children and residents in your community. For each, please tell me whether you favor or oppose... taxing the sale of soda and other sugary drinks and using the money for school nutrition and physical activity programs in the schools?"

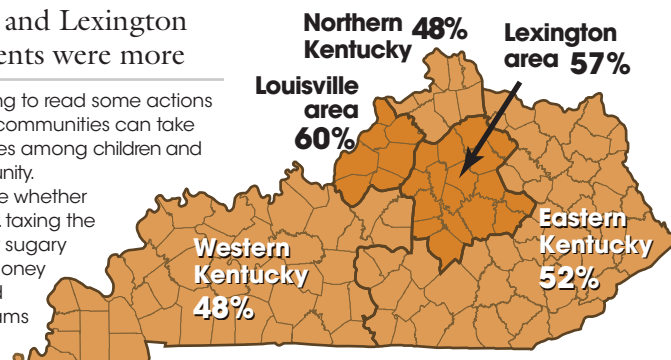
likely to favor taxing the sale of soda and sugary drinks. Residents of Western Kentucky (48%), Northern Kentucky (48%) and Eastern Kentucky (52%) were less likely to favor this type of tax.

Most favor soda health warning labels

KHIP asked Kentucky adults whether they favor or oppose

Continued on back

Percentage of Kentucky adults who favor taxing the sale of soda and other sugary drinks



requiring health warning labels on soda and other sugary drinks. The warning label states, “Studies show that daily consumption of soda and other sugary drinks contributes to diabetes, obesity and tooth decay.”⁴

Seven in 10 Kentucky adults (71%) favored requiring this type of health warning label on soda and other sugary drinks.

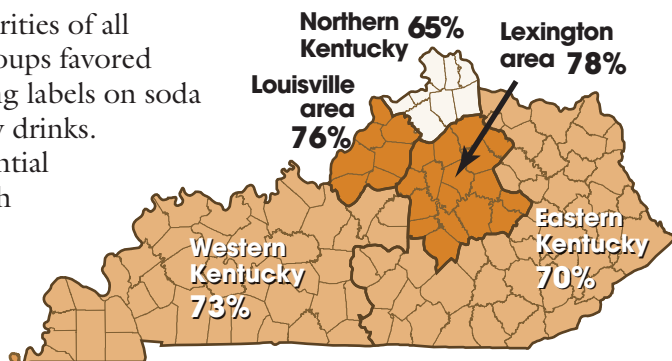
Substantial majorities of all demographic groups favored requiring warning labels on soda and other sugary drinks. Likewise, substantial majorities in each of Kentucky’s regions favored such health warning labels on soda and other sugary drinks.

Do you favor or oppose requiring health warning labels on soda and other sugary drinks stating that “Studies show that daily consumption of soda and other sugary drinks contributes to diabetes, obesity and tooth decay”? (Percentages do not add to 100% because the responses “no opinion” and “don’t know” are not included.)

Kentucky adults



Percentage of adults who favor requiring health warning labels on soda and other sugary drinks



⁴ KHIP asked, “What about require [sic] health warning labels on soda and other sugary drinks stating that ‘Studies show that daily consumption of soda and other sugary drinks contributes to diabetes, obesity and tooth decay.’ Would you favor or oppose this?”