

# Ditch the Fizz Sugary Drinks

## Consultation Report

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## **Introduction**

Sugar Smart Hackney aims to reduce excessive sugar consumption in the borough in order to improve health.

## **Background**

The purpose of the consultation was to help Sugar Smart Hackney understand current sugary drinks consumption habits of those who have pledged to give up sugary drinks for a fortnight as part of Hackney's #DitchTheFizz campaign.

The information collected in this consultation will be used to inform the work of Sugar Smart Hackney, a joint initiative of Hackney Public Health and Hackney Food Partnership funded by Hackney Council and Sustainable Food Cities.

It will help inform people in Hackney to make more informed decisions on what they choose to drink and how healthier low or no sugar drinks, including tap water, can be better promoted.

## **Consultation approach**

The consultation was created on the Council's online consultation and engagement platform, Citizen Space:

<https://consultation.hackney.gov.uk/public-health/ditch-the-fizz>

## **Response rate**

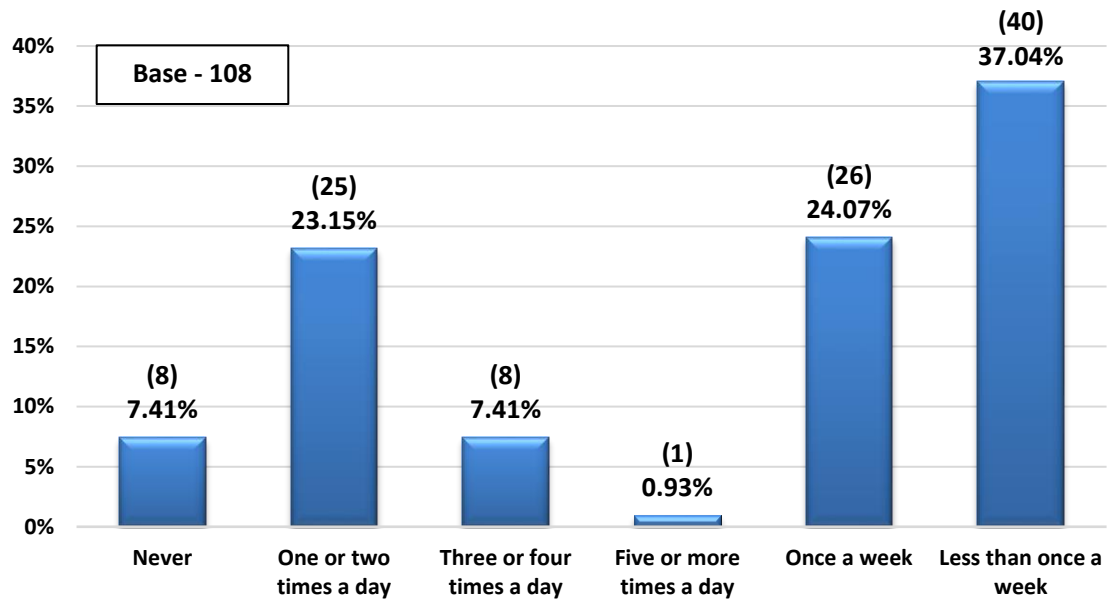
110 people responded to this consultation.

## **Executive Summary**

- **37.04%** (40) of respondents drink fizzy drinks less than once a week.
- **49.39%** (81) of respondents drink fizzy drinks because they taste nice.
- **23.88%** (64) of respondents want to give up sugary fizzy drinks for a fortnight because they want healthy teeth.
- **39.25%** (42) of respondents drink water (not flavoured) 5 or more times a day.
- **20.96%** (35) of respondents stated that a lack of drinking water fountains/refill points in the high streets stop them from drinking water.
  - **26.35%** (44) of respondents stated other reasons for what prevents them drinking water, with the most commented key theme being that nothing stops them as they already drink water (18 comments)

## Summary of Results

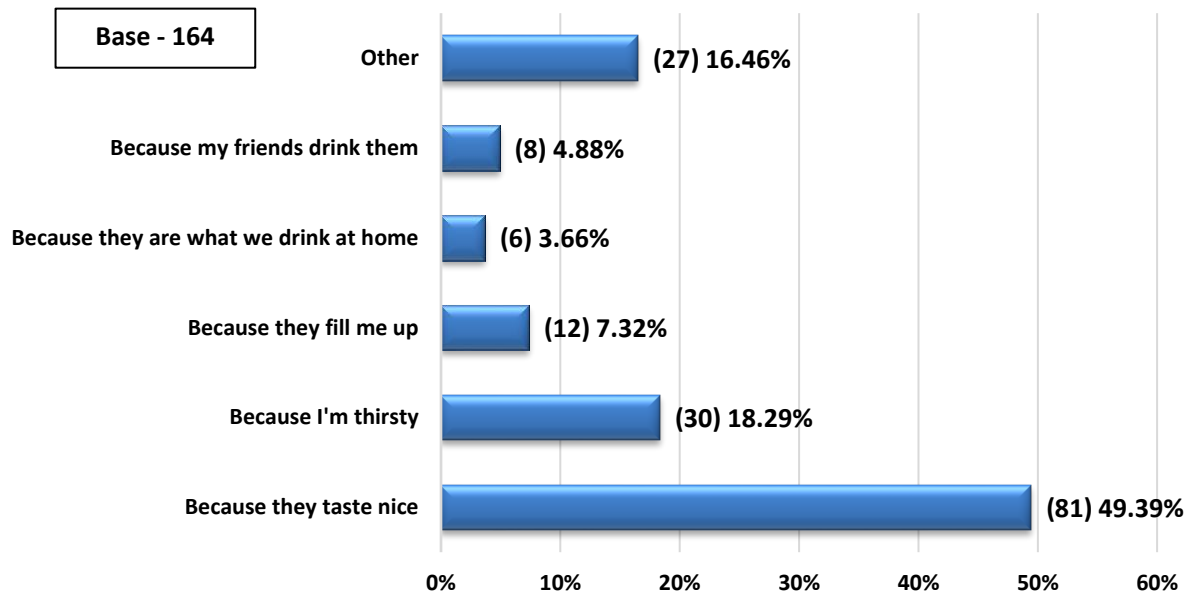
### How often do you drink fizzy drinks?



The chart above shows how often respondents drink fizzy drinks.

The highest percentage relates to those who drink fizzy drinks “Less than once a week” (40). This is followed by “Once a week” (26), “One or two times a day” (25), “Three or four times a day” and “Never” (8), and “Five or more times a day” (1).

### Why do you drink fizzy drinks? (Tick all that apply)



The chart above shows the reasons why respondents drink fizzy drinks, and they were asked to select all that applied to them.

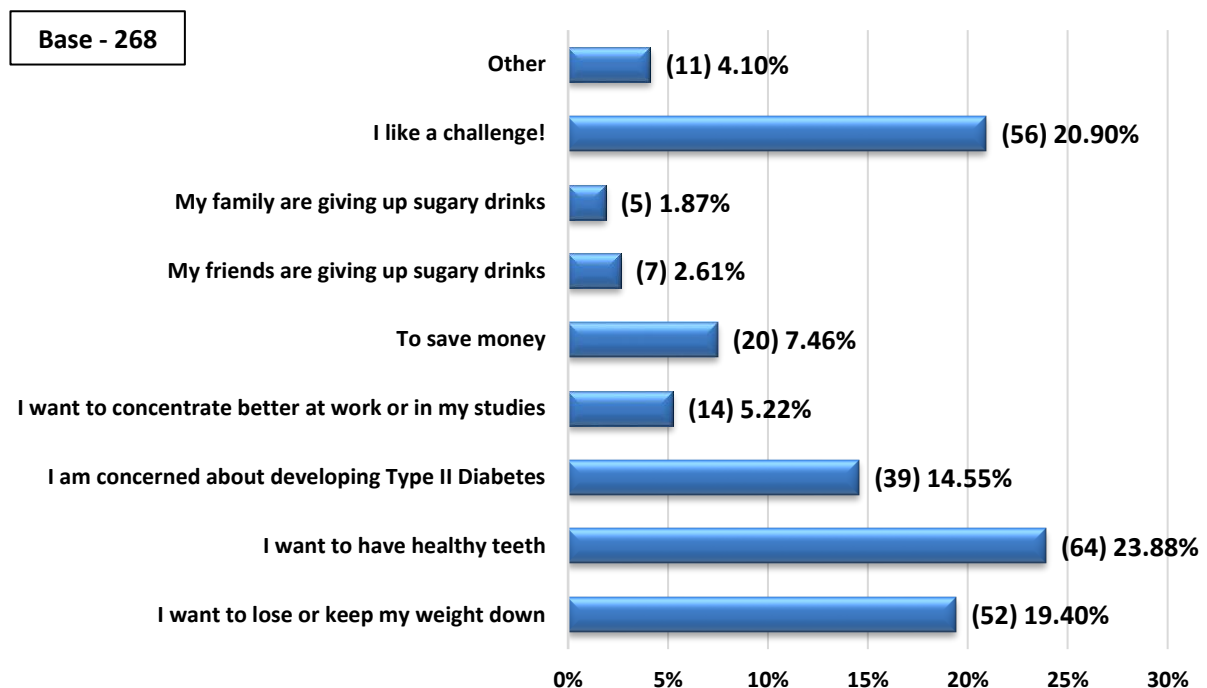
The highest percentage relates to those who stated “Because they taste nice” (81). This was followed by “Other” (27), “Because I’m thirsty” (30), “Because they fill me

up” (12), “Because my friends drink them” (8) and “Because they are what we drink at home” (6).

Main key themes from those who responded “Other”:

- Energy Boost (7)
- Because I like it (4)
- Mixers for alcohol (3)
- Refreshing (3)
- Main source of caffeine (2)

**Why do you want to give up sugary fizzy drinks for a fortnight? (Tick all that apply)**



The chart above shows the reasons why respondents wanted to give up sugary fizzy drinks for a fortnight.

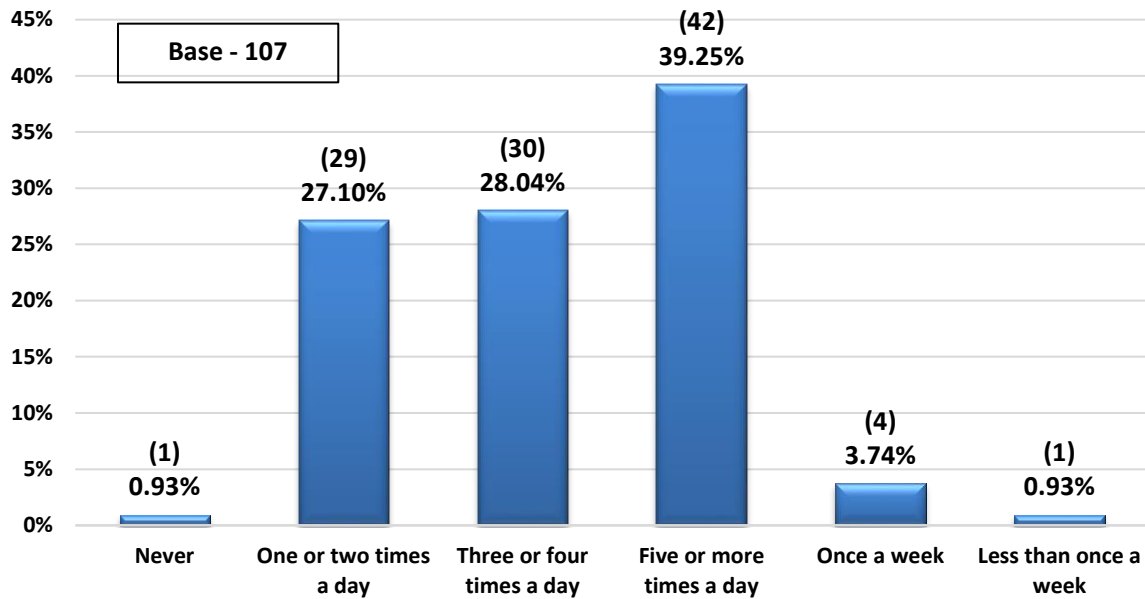
The highest percentage relates to those who said “I want to have healthy teeth” (64). This is closely followed by “I like a challenge!” (56) and “I want to lose or keep my weight down” (52).

Those who stated that they are “concerned about developing Type II Diabetes” (39) accounted for the fourth highest response.

Those who stated “Other” (11) signified two main themes:

- For health reasons (6)
- Raise awareness (3)

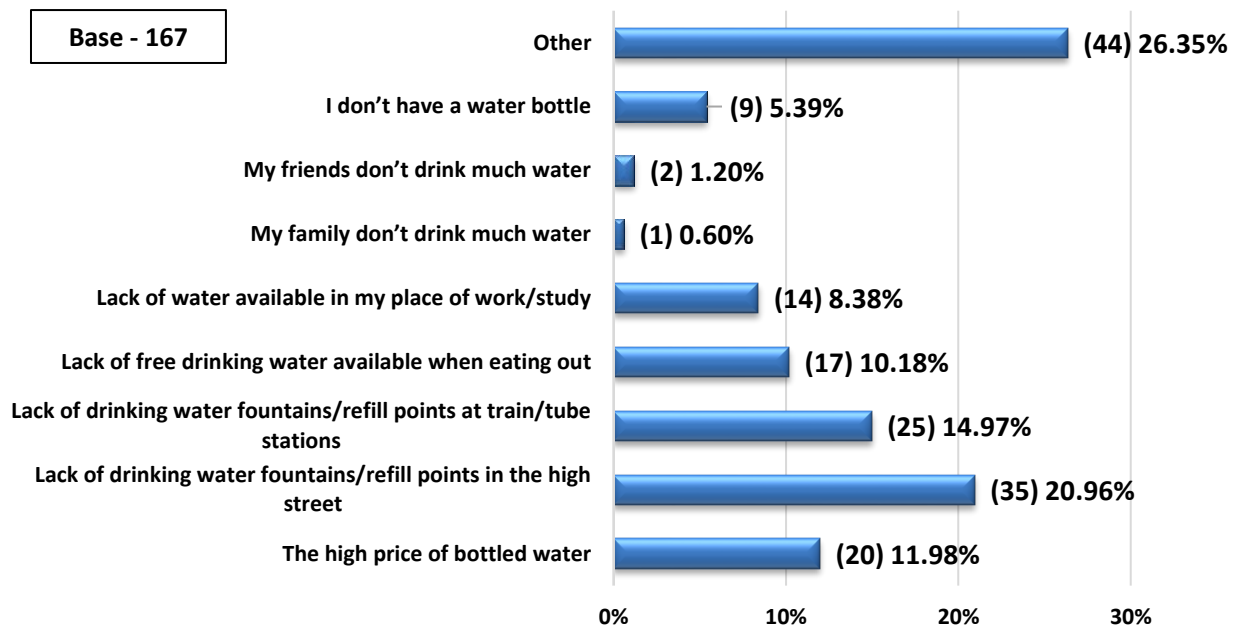
### How often do you drink water (not flavoured)?



The chart above shows how often respondents drink water that is not flavoured.

The highest percentage relates to those who drink water “Five or more times a day” (42). This is the top response which states the most amount of times someone will drink water a day. This is followed by “Three or four times a day” (30) and “One or two times a day” (29) which are very close responses in terms of the number of respondents for each.

### What’s stopping you from drinking more water? (Tick all that apply)



The chart above show reasons regarding what stops respondents from drinking more water.

The highest percentage relates to “Other” (44) with key themes below:

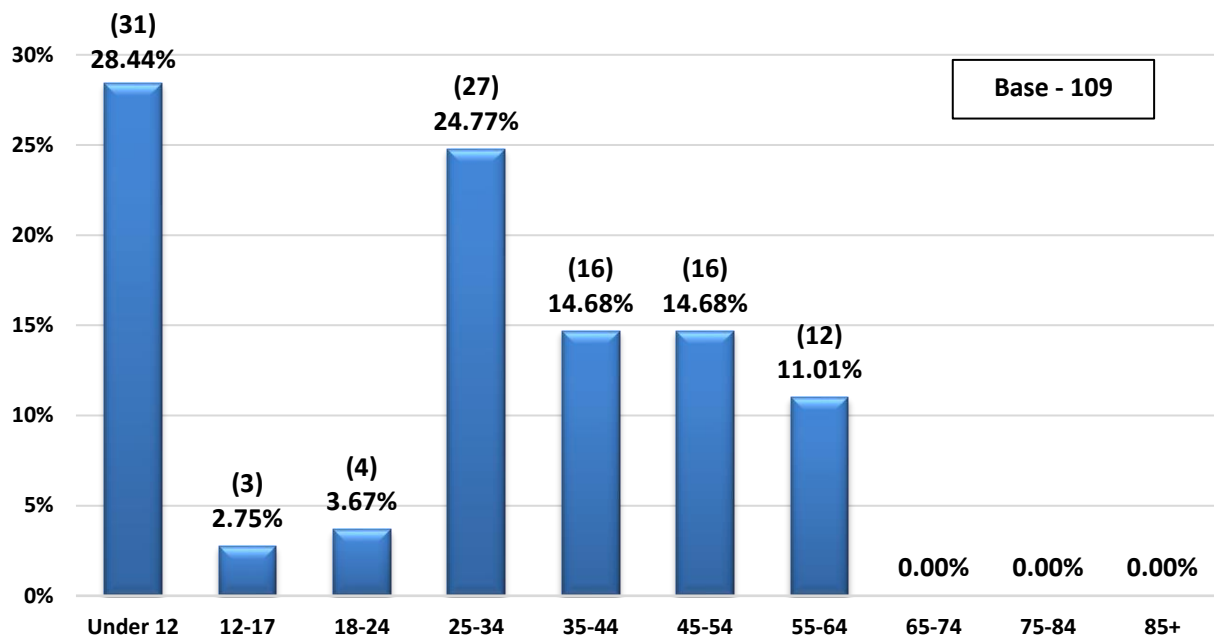
- Nothing stopping them as they already drink water (18)
- Forget to drink due to lifestyle/job (9)
- Water is boring (7)
- Don't like water (6)
- Need for filtered water in offices/HSC (4)
- Prefer the taste of fizzy drinks (2)

Of the standard responses to this question, those who stated “Lack of drinking water fountains/refill points in the high street” (35) accounted for the highest percentage response. This was followed by “Lack of drinking water fountains/refills at train/tube stations” (25), and “The high price of bottled water” (20).

Those who stated “Lack of free drinking water available when eating out” (17) is an interesting response. Most food establishments provide free tap water, especially as all restaurants and cafes in England, Scotland and Wales that serve alcohol are legally required to give customers free tap water, with the majority of establishments serving alcohol, although those that don't are under no obligation to do so and can charge for filtered or unfiltered water.

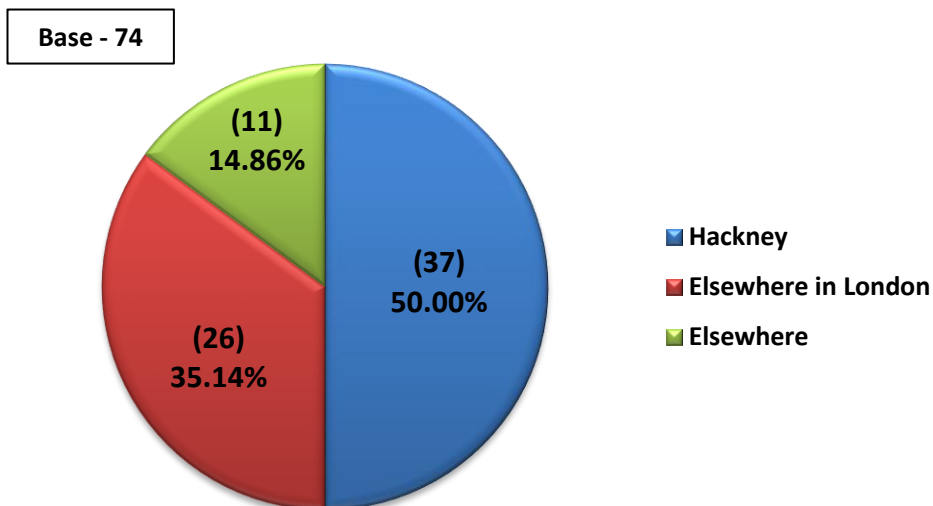
## About You

### Age Group



The highest percentage of respondents were in the Under 12 (31) age group. This was followed by 25-34 (27), 35-44 and 45-54 (16 respectively), 55-64 (12), 18-24 (4) and 12-17 (3).

### Where do you live?



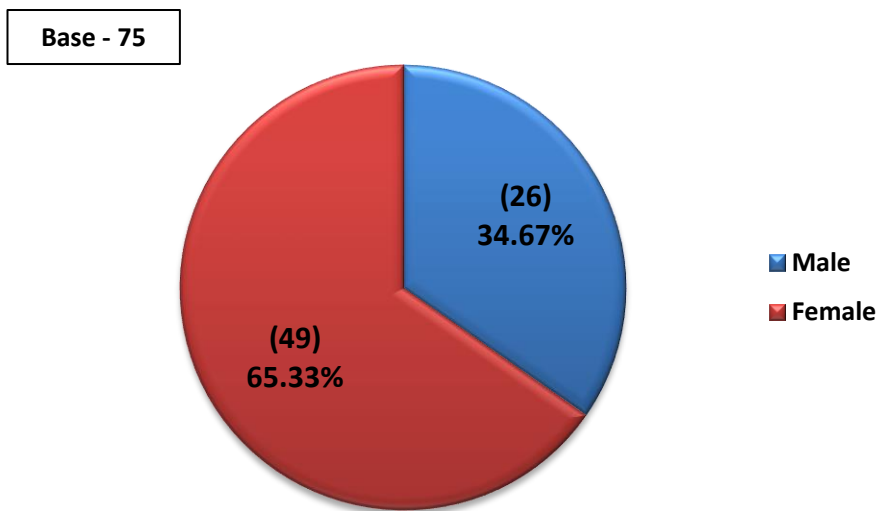
The majority of respondents stated that they lived in Hackney (37). Those who stated "Elsewhere in London" and "Elsewhere" gave the following locations:

- Ashted, Surrey
- Barking
- Enfield
- Epping
- Finsbury Park
- Haringey , Wood Green



- Hatfield, Hertfordshire
- Hutton, Essex
- Islington
- Kent
- Lewisham
- Leytonstone
- Newham
- North Bow, next to Victoria Park
- North Hertfordshire
- North West London
- Redbridge
- Rochester, Kent
- Romford
- Rotherhithe
- South Africa
- Tilbury
- Tower Hamlets

## **Gender**

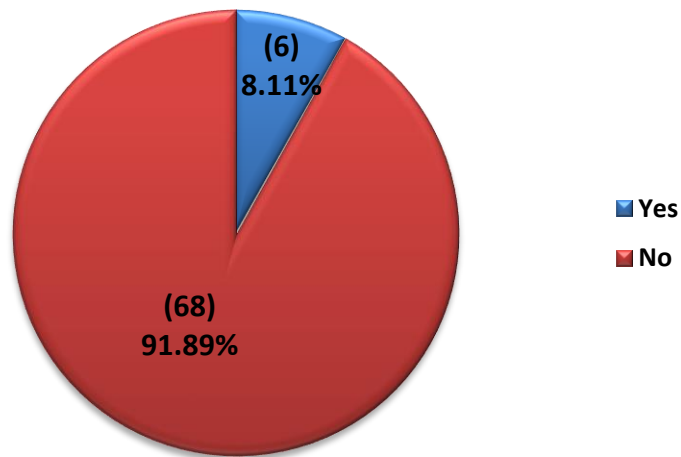


The majority of respondents were female (49) which is just under two thirds of respondents. Males (26) accounted for just over one third of respondents.

A very small percentage (5.33% of 75) of respondents stated that their gender identity was different to the sex they were assumed to be at birth.

## Disability

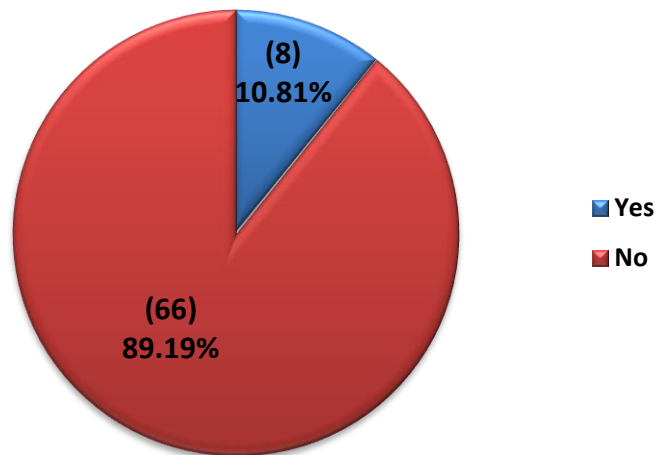
Base - 74



The majority of respondents stated that they did not have a disability (68). Only a small percentage stated Yes (6) to this question.

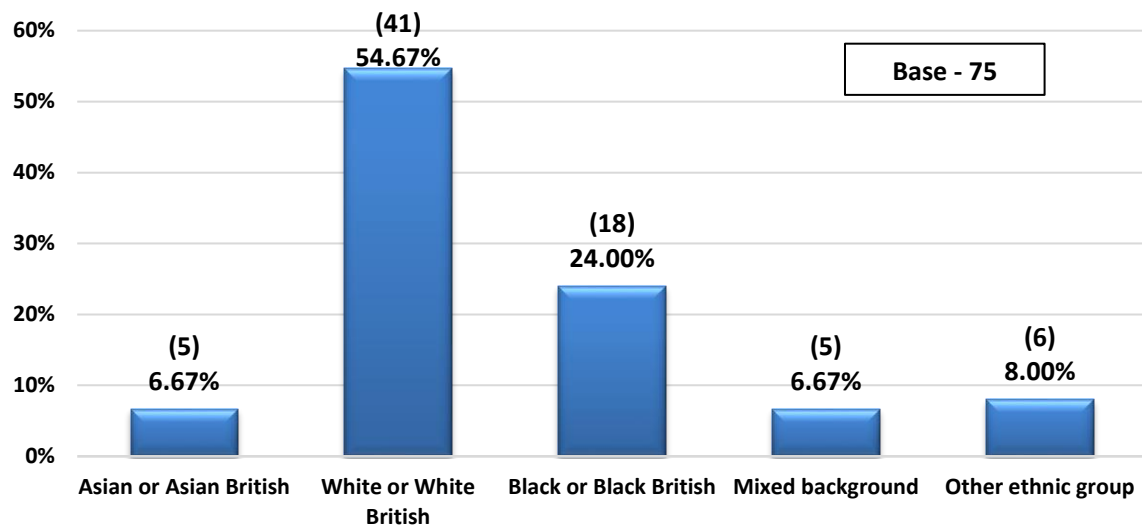
## Carer Responsibility

Base - 74



The majority of respondents stated that they did not have carer responsibilities (66). Only a small percentage stated Yes (8) to this question.

## Ethnicity

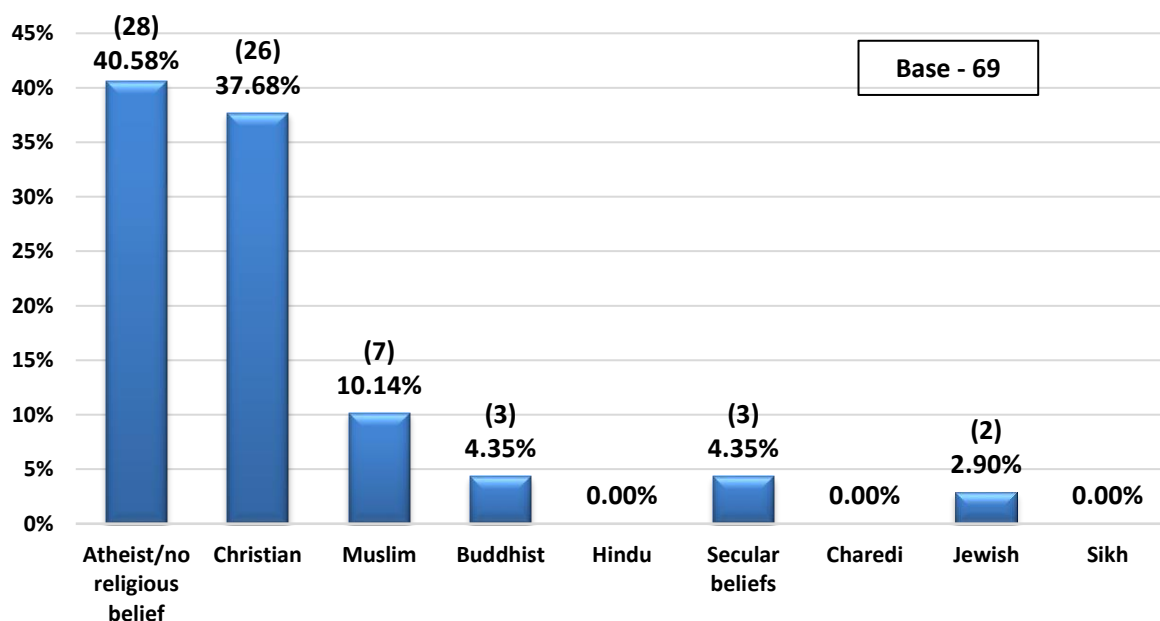


The majority of respondents were “White or White British” (41). This was followed by “Black or Black British” (18), “Other ethnic group” (6), “Asian or Asian British” (5) and “Mixed background” (5).

Those who stated “Other ethnic group” included:

- Black African
- Black & Asian
- Black British Jamaican African
- Turkish

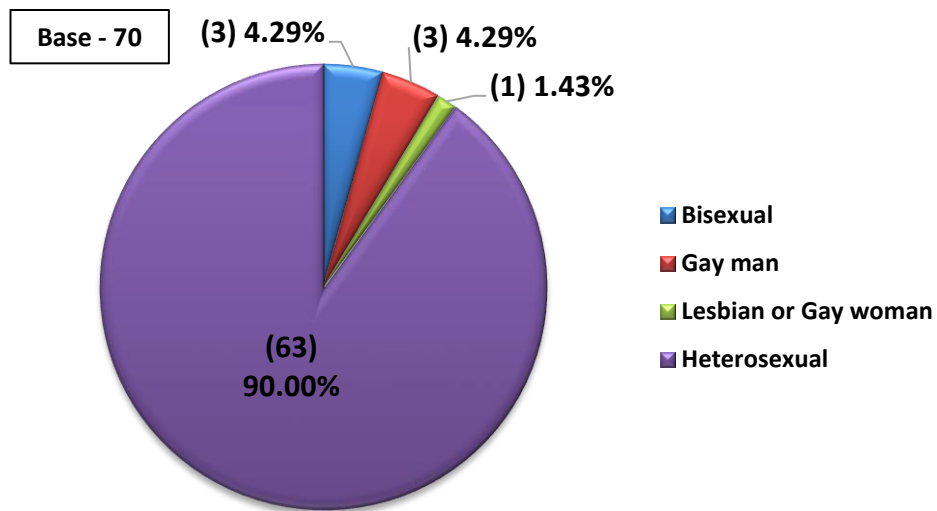
## Religion



The highest percentage of respondents stated that they were “Atheist/no religious belief” (28). This was followed by “Christian” (26), with all other religious beliefs accounting for a much smaller response (15 combined – 21.74%).

Those who did not answer were able to specify any other religion or belief, which accounted for 1 response of “Catholic”.

## Sexual Orientation



The majority of respondents stated that they were “Heterosexual” (63). All other sexual orientations accounted for a much smaller percentage (7 combined – 10%).