

## A nation in need of help?

Exploring health and eating habits in South Africa

To wet your appetite...

61% of South Africans ***are*** overweight

74% of South Africans ***think we are*** overweight!

49% of South Africans don't exercise

Yet they believe they are healthy ...

84% say they are healthy or somewhat healthy

# Sample design - The journalists' guide to market surveys

A sample size of 500 respondents was chosen

Based on a total population of 32 000 000 adults, the confidence interval is thus 4.38 at a 95% confidence level.\*\*

A disproportionate sample was chosen in order to ensure statistically relevant cell sizes were interviewed for Whites, Indians and Colored's. These results were then either up weighted or down weighted to fit the population demographics as per AMPS.

The weighting factors that were used were calculated proportionally to population

*\*\*The confidence interval is the plus-or-minus figure usually reported in newspaper or television opinion poll results. For example, with a confidence interval of 4.38, if 47% percent of the sample picked an answer, we could be 95% sure that if we had asked the question of the entire relevant population between 42,62% (47 - 4,38) and 51,38% (47 + 4,38) would have picked that answer.*



## Sample design - The journalists' guide to market surveys (2)

We conducted face-to-face interviews amongst LSM 4-10 respondents in major metropolitan areas

Face-to-face interviewing was selected as the most effective way of accessing these respondents residing in the major metropolitan areas : Gauteng (Johannesburg and Pretoria), Cape Town and Durban.

Quota controls were imposed on age, race, gender, LSM and region to ensure a representative spread amongst the urban population that was deemed appropriate for this target market

Due to the fact that the sample was primarily driven by LSM, areas were chosen within the major metropolitan areas that would ensure coverage of the particular LSM. Where security issues have made it difficult to recruit respondents at their homes, respondents were sourced at relevant shopping centres

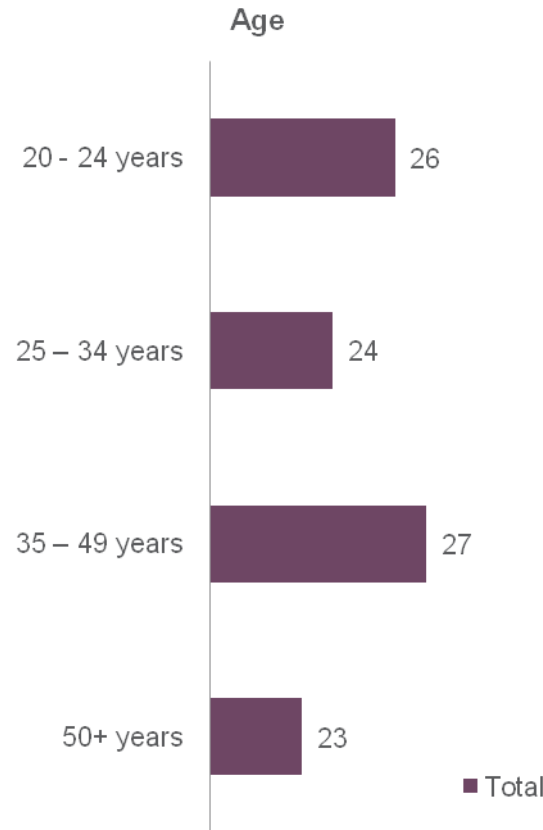
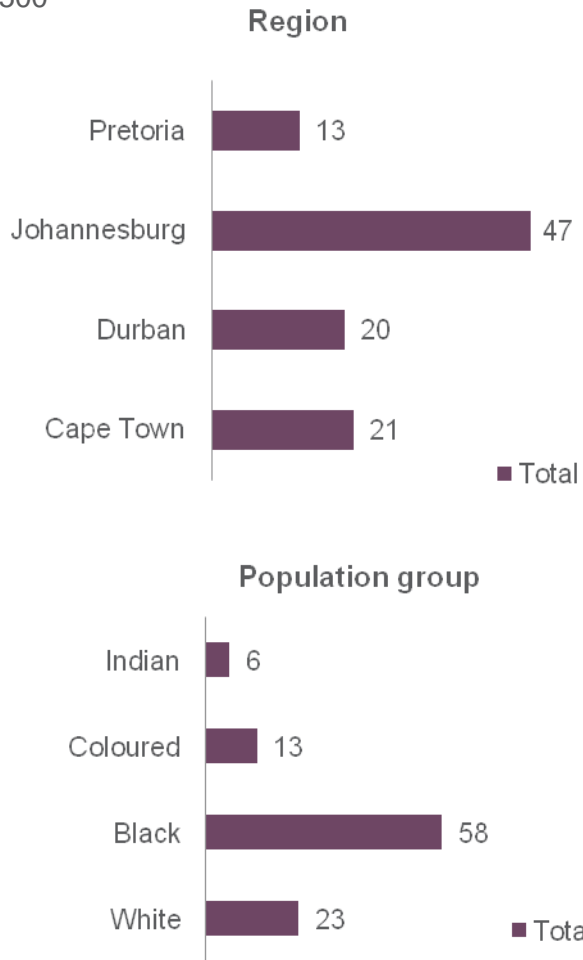
We utilised 35 interviewers, with each interviewer completing approximately 15 interviews. This was to ensure familiarity with the questionnaire, but at the same time, to reduce interviewer bias.

20% of all interviews are back-checked for validity purposes, with at least 10% of each interviewer's work being back-checked



# Quota controls were selected to ensure a representative sample

n=500



## AMPS Distribution

%

**Age**

20-24 years	26%
25-34 years	24%
35-49 years	27%
50+ years	23%

**Region**

Pretoria	13%
Johannesburg	47%
Durban	19%
Cape Town	21%

**Race**

Indian	6%
Coloured	13%
Black	58%
White	23%

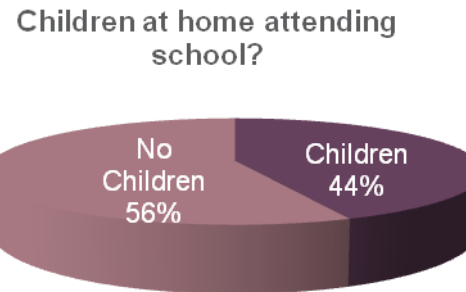
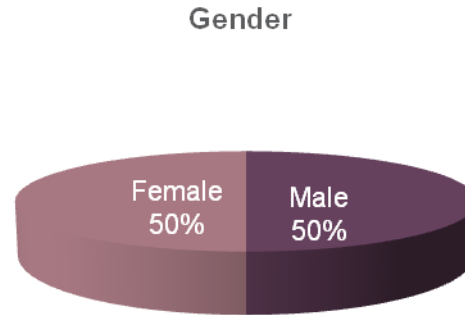
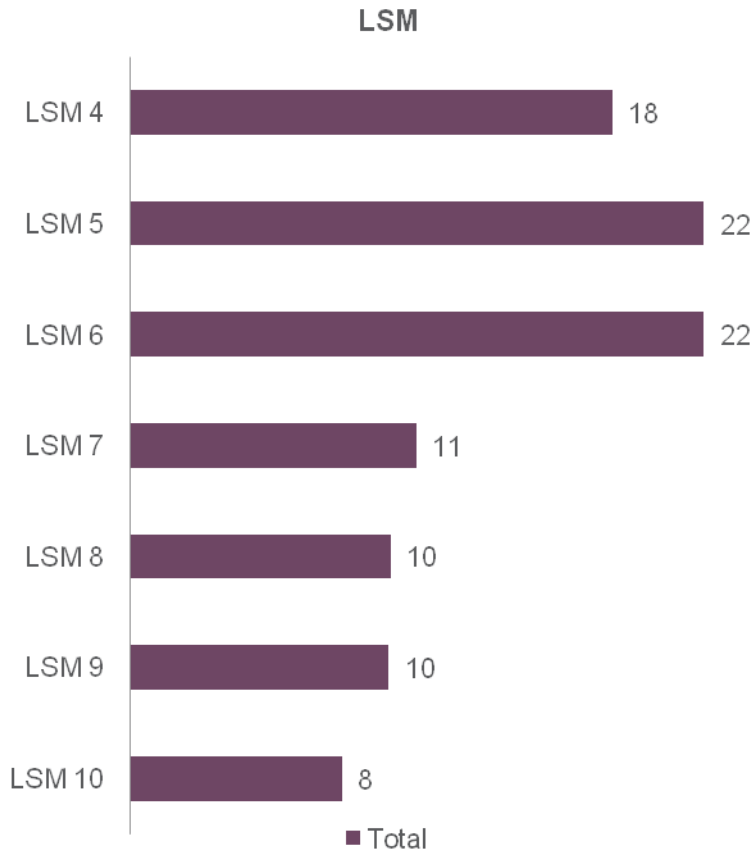
\* Skews for Johannesburg, black ethnic group and younger age groups are indicative of the target market

Q.S1,2,4



# Representative sample based on LSM and gender

n=500



## AMPS Distribution

LSM	
Group 4	18%
Group 5	20%
Group 6	22%
Group 7	12%
Group 8	10%
Group 9	10%
Group 10	8%
Gender	
Male	50%
Female	50%

%

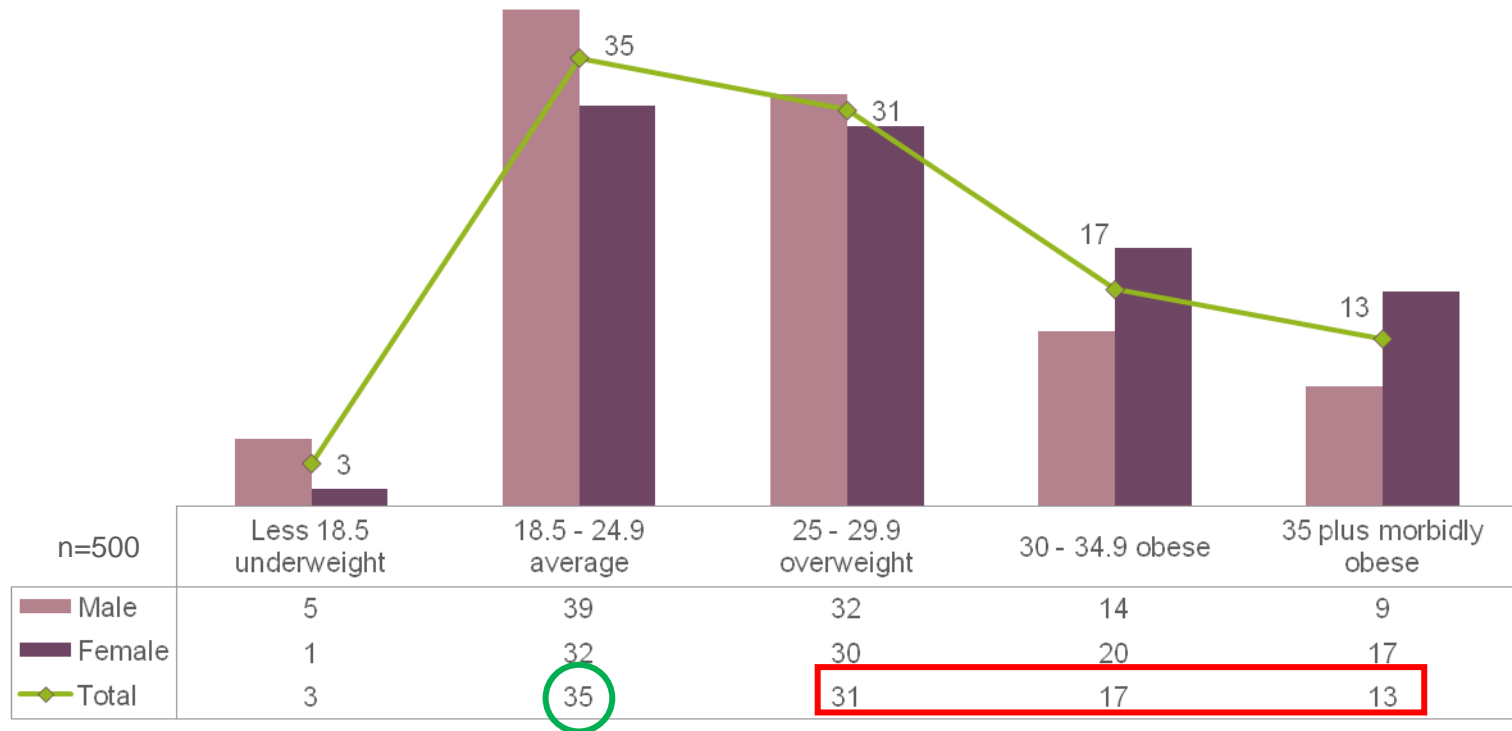
\* Having children was not part of the sample design

Q.S3,5,9



# BMI of the nation

%



**61% of South Africans surveyed are overweight, obese or morbidly obese!**

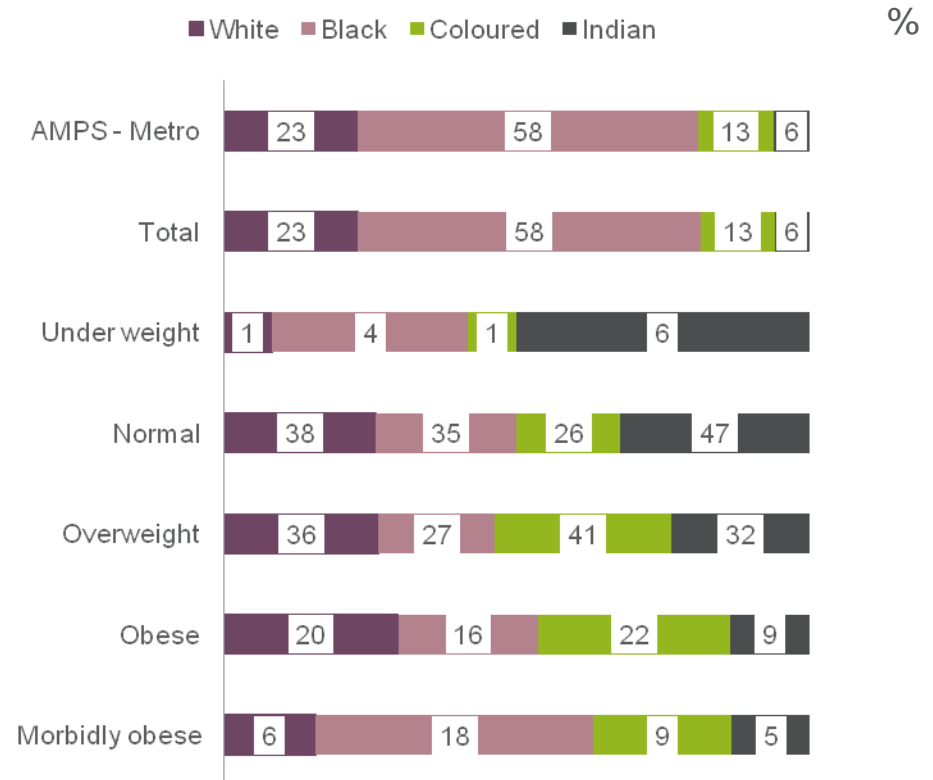
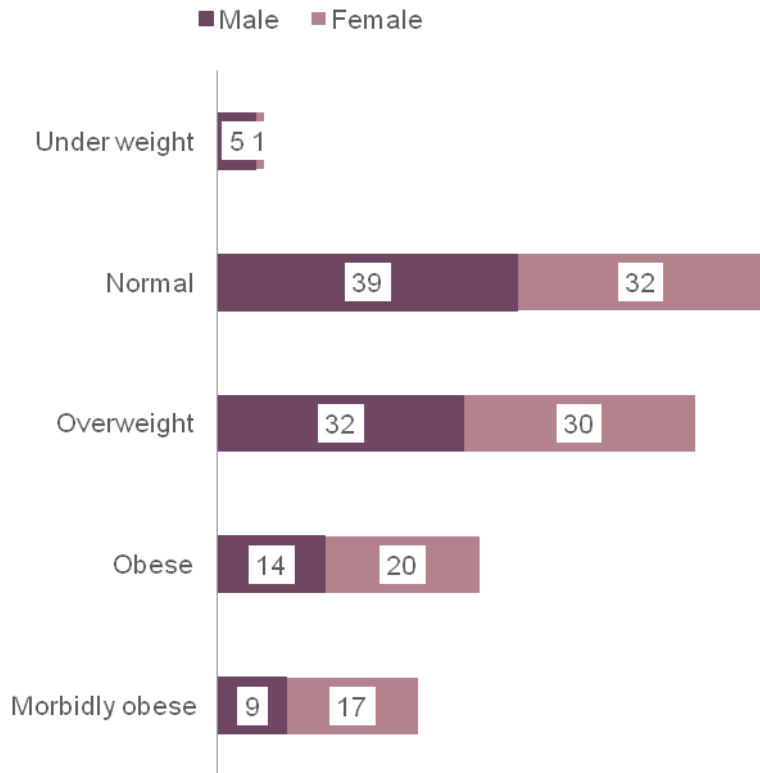
*\* Please interpret the underweight sample with caution – low base size*



# Demographic profile of BMI categories

## Gender and population group

n=500



**Women are more overweight and men tend to be underweight**

55% Males  
67% Females

**Are  
overweight or  
worse**

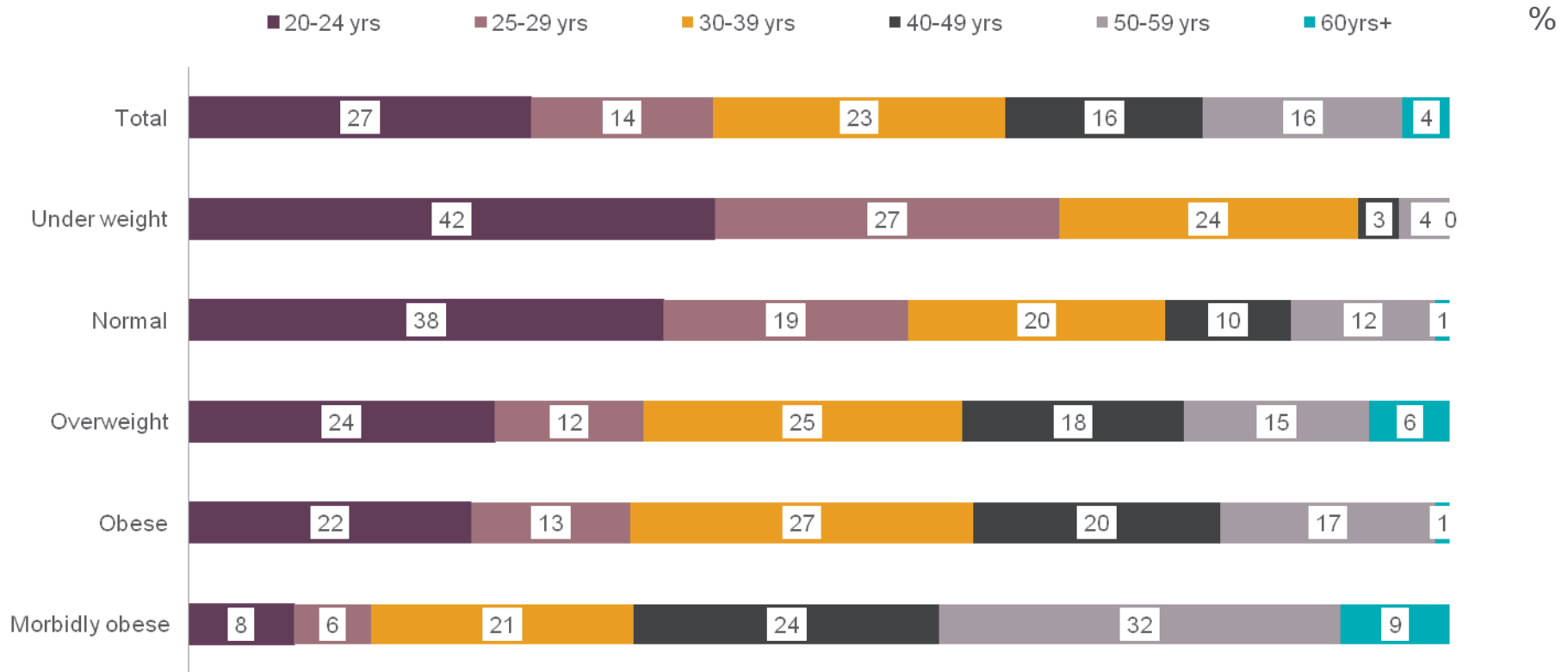
46% Indian  
61% Black  
62% Whites  
72% Coloured

Q.S2,3



# Demographic profile of BMI categories - Age

n=500

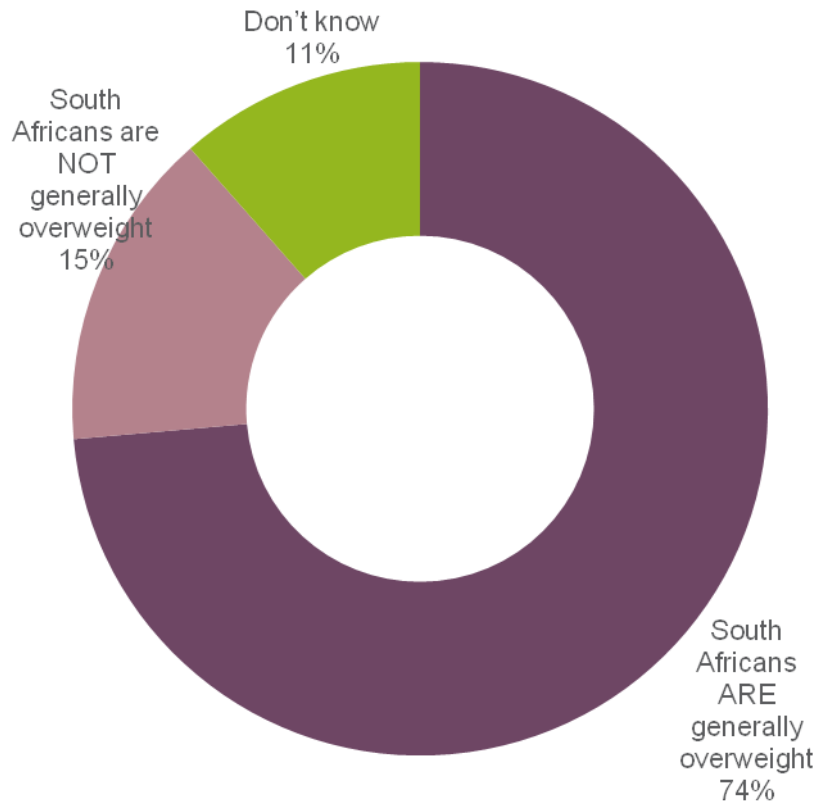


**As expected, the older you get the harder it is to shave off the pounds**

- 64% of overweight people are 30+
- 65% of obese people are 30+
- 86% of morbidly obese people are 30+

# How do we see South Africans in general?

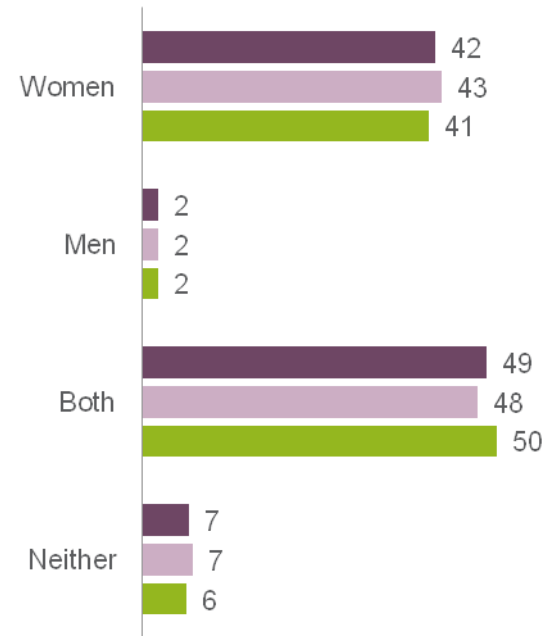
n=500



Genders perceived to more overweight

■ Total ■ Males ■ Females

%

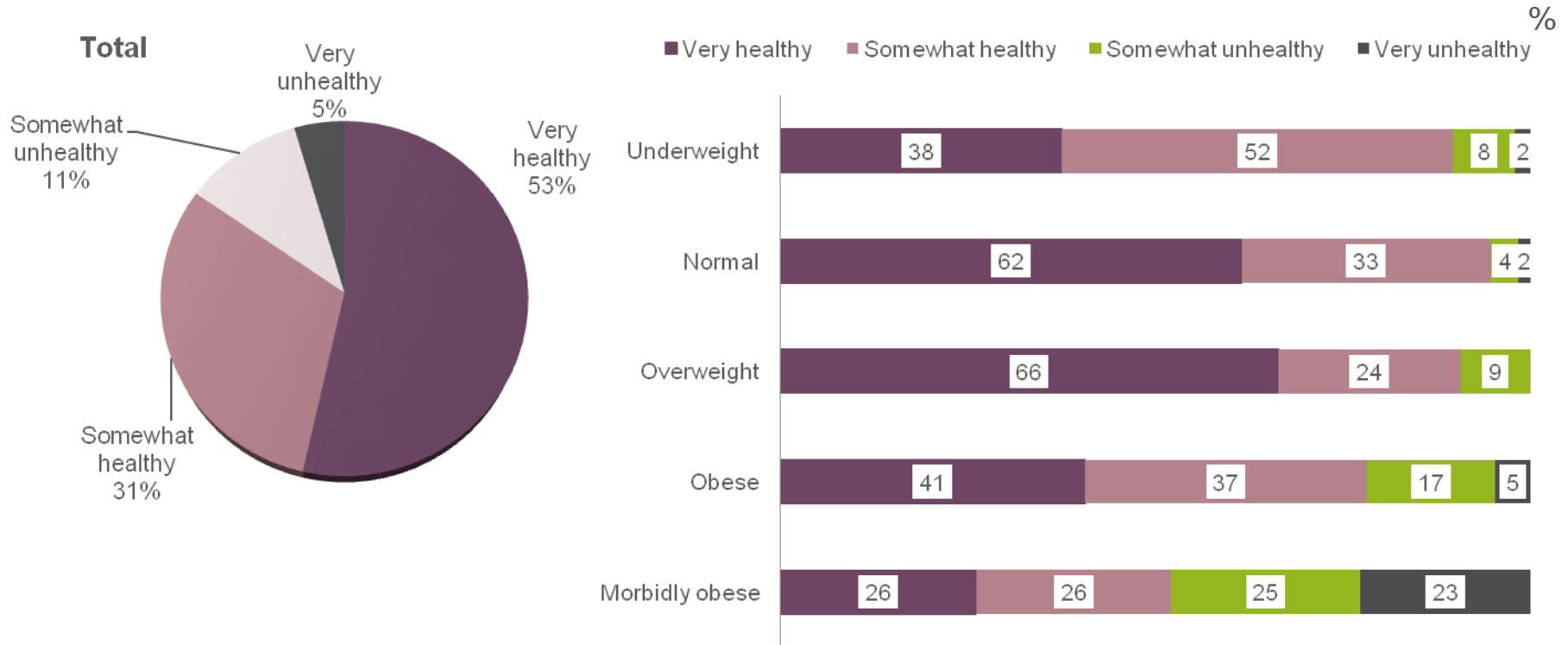


## 74% of South Africans think we are overweight!

- 61% of adults are indeed overweight in terms of their stated BMI
- Half the sample think that both genders are overweight with another 42% blaming the “fairer” sex to carry more than they should

# How healthy do you think you are?

n=500



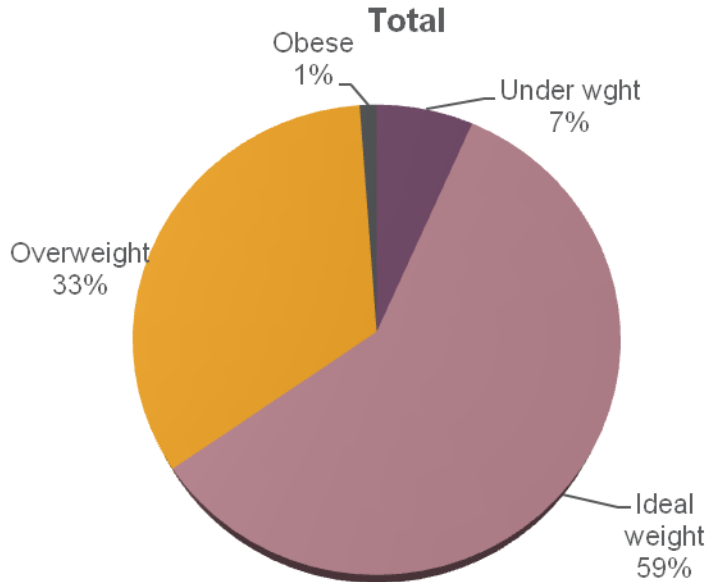
## Unbelievably when they are overweight (or worse) they consider themselves as healthy

- 53% of respondents perceive themselves to be healthy to some extent
- 78% of obese people think they are very/somewhat healthy/very healthy
- 52% of morbidly obese people think they are very/somewhat healthy/very healthy

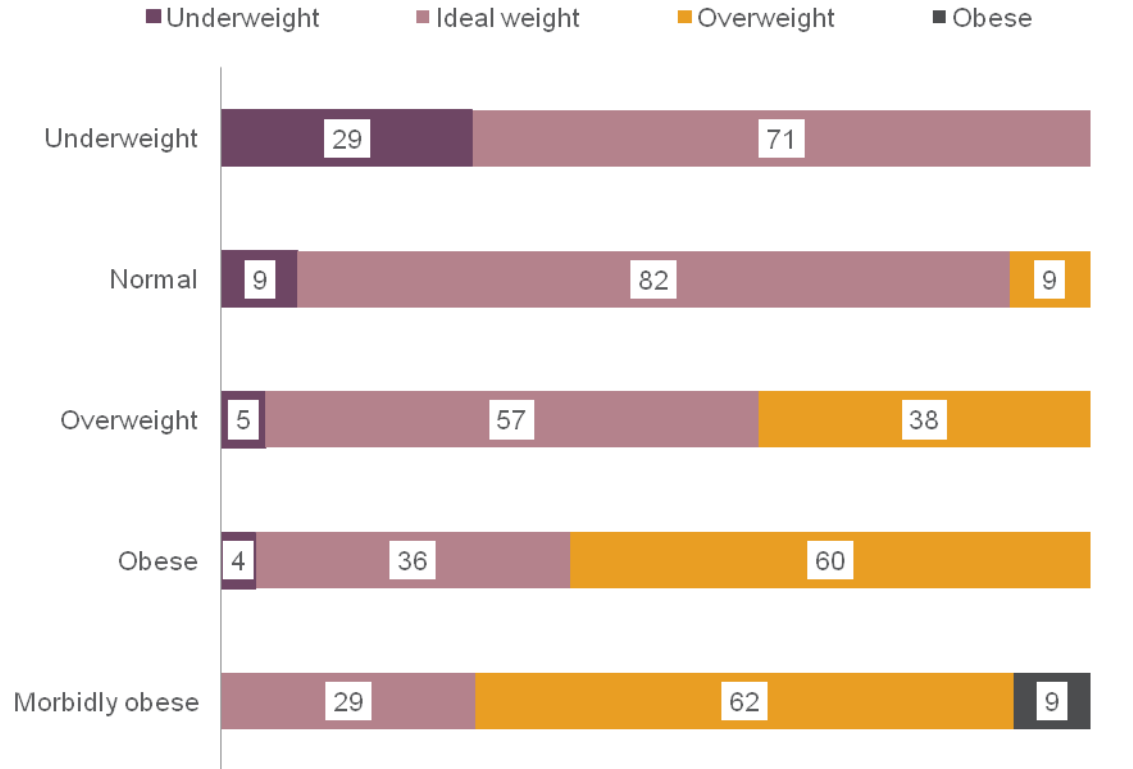
# Do you think at your current weight you are...?

n=500

## Perception



## Reality



### People are in denial and don't realise how overweight they are

- Overall only 34% of people considered themselves as overweight or obese
- 60% of obese (and 62% of morbidly obese) people consider themselves as only being overweight

# Current health concerns

n=500



%

	Total	Under weight	Normal	Over weight	Obese	Morbidly Obese
I have no health concerns	42	49	52	48	30	14
Blood pressure problems	27	0	19	20	33	62
Heart problems	19	2	15	15	16	45
Cholesterol problems	17	18	11	22	20	19
Diabetes	16	3	10	14	21	37
Increased stress levels	15	18	12	18	21	12
Joint pain	13	0	10	11	14	27
Back pain	13	2	10	8	13	33
Psychological problems	6	24	7	4	7	2
Cancer	5	6	6	6	5	2

**Alarmingly, 42% have no health concerns!**

- This number drops sharply as BMI increases
- More health concerns are raised as BMI increases

# Do you think you are eating healthier than the generations before you?



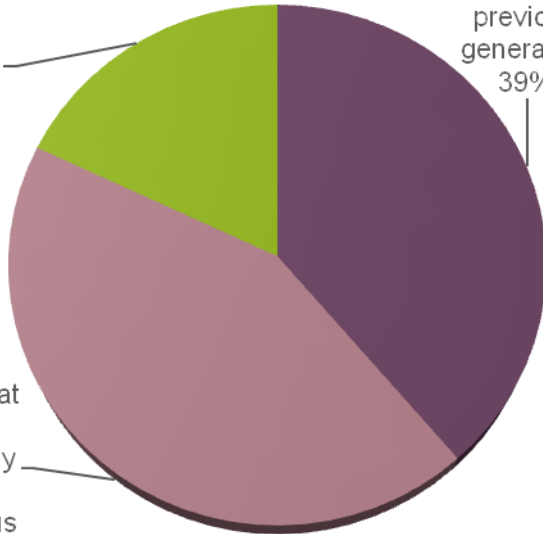
n=500

## Total

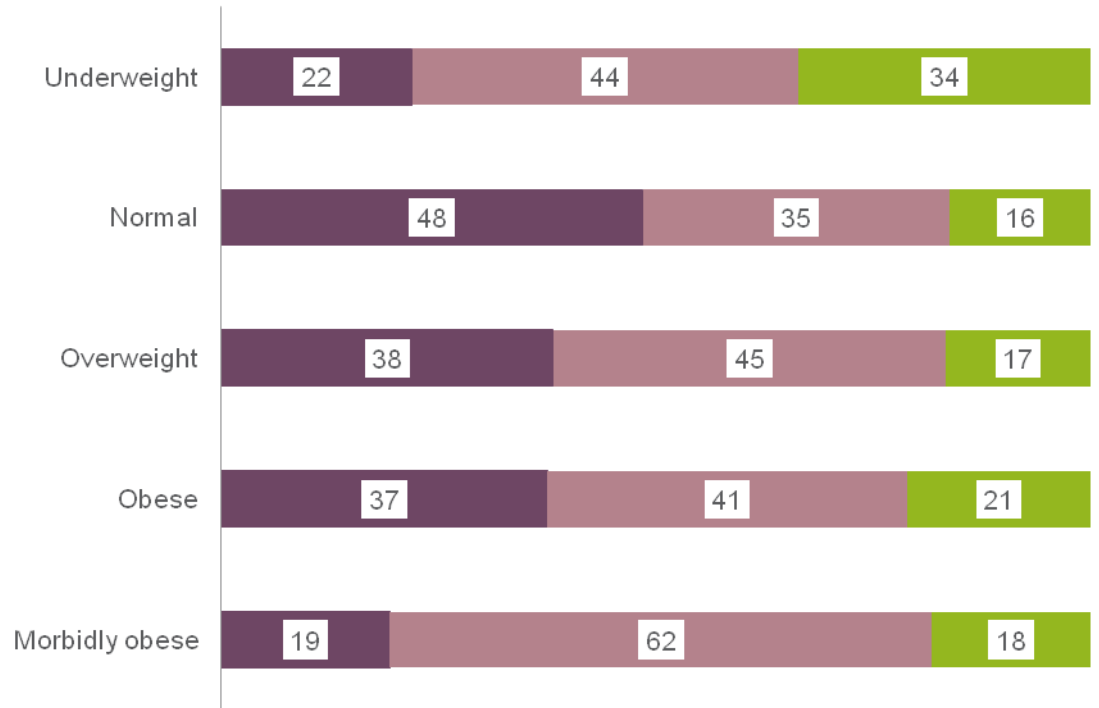
We eat more healthily than the previous generation 39%

Don't know 18%

Don't eat more healthily than previous generation 43%



■ Eat more healthily ■ Don't eat more healthily ■ Don't know %



## No consensus

- 39% say we do eat more healthy
- 43% say we don't eat more healthy

Q.10.

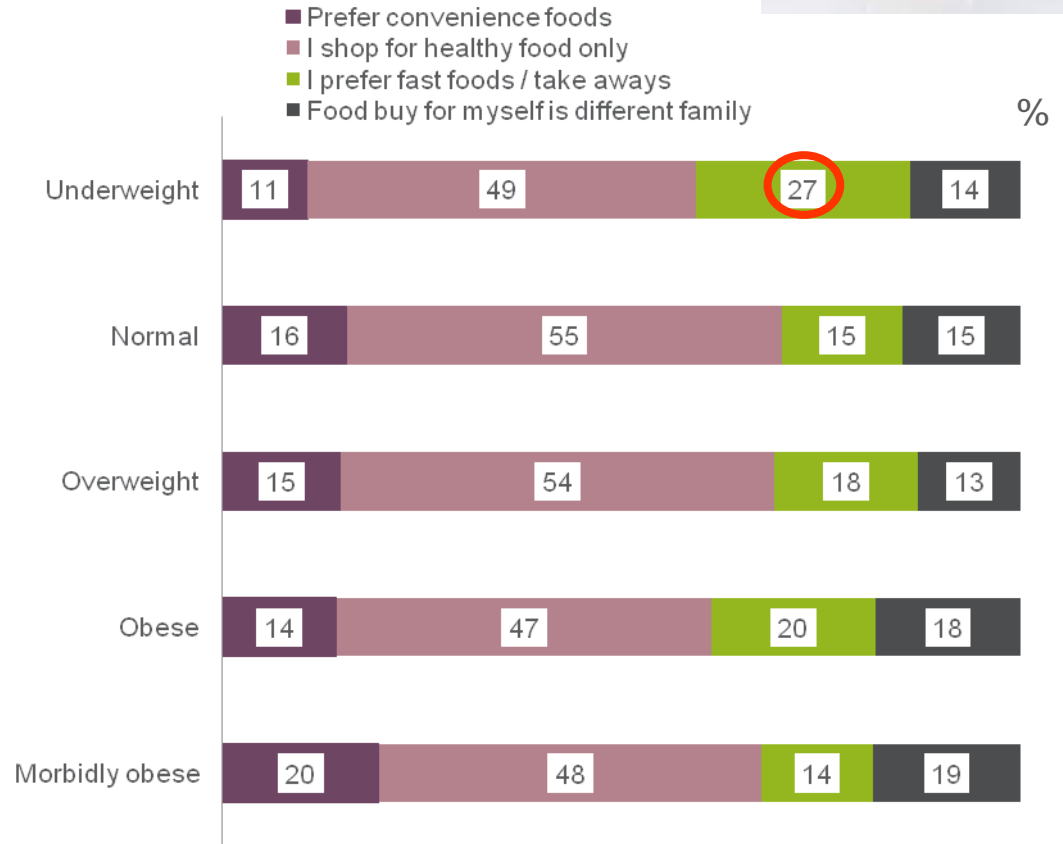
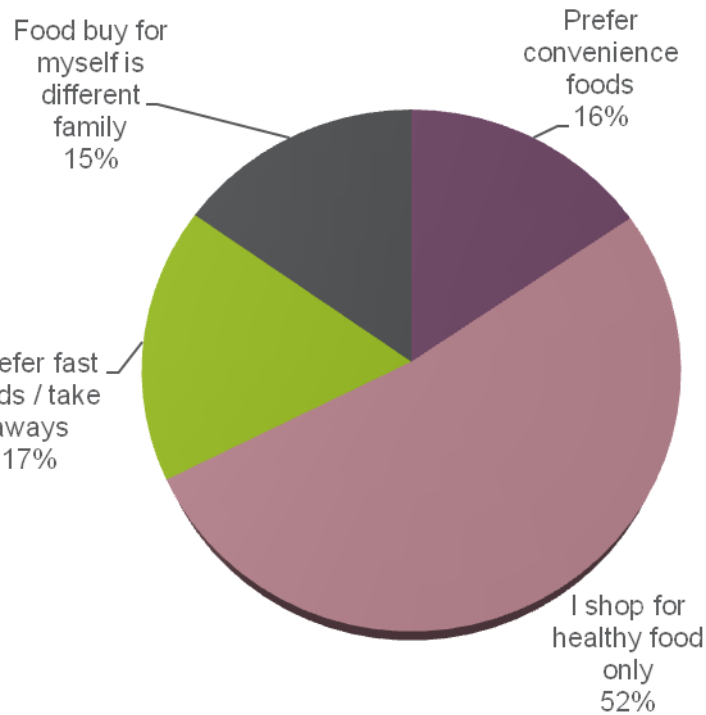




# Food buying preferences

n=500

## Total



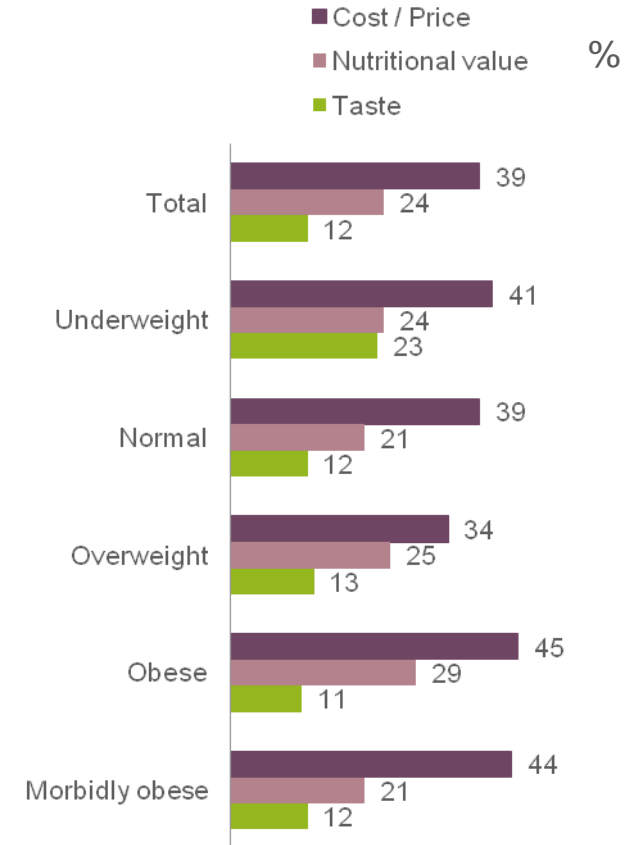
## People consider the food they buy as being healthy

- ➔ Otherwise most people shop for healthy food 52% of the time
- ➔ Obese (18%) and morbidly obese (19%) diets differ from their families

# What is most important when purchasing food?

n=500

	Total	Under weight	Normal	Over weight	Obese	Morbidly Obese
Cost / Price	39	41	39	34	45	44
Nutritional value	24	24	21	25	29	21
Taste	12	23	12	13	11	12
Availability	8	3	8	7	8	14
The way the food looks on the shelf	3	0	2	6	1	0
Religious requirements	3	3	5	2	2	0
Fat / Kilojoules content	2	0	1	3	1	3
It should be organic	2	0	2	2	2	2
Life span / Shelf-life of food	1	0	1	3	0	0
None of these	6	6	9	5	1	4



**A sign of the times...cost driving purchase decisions (39%)**

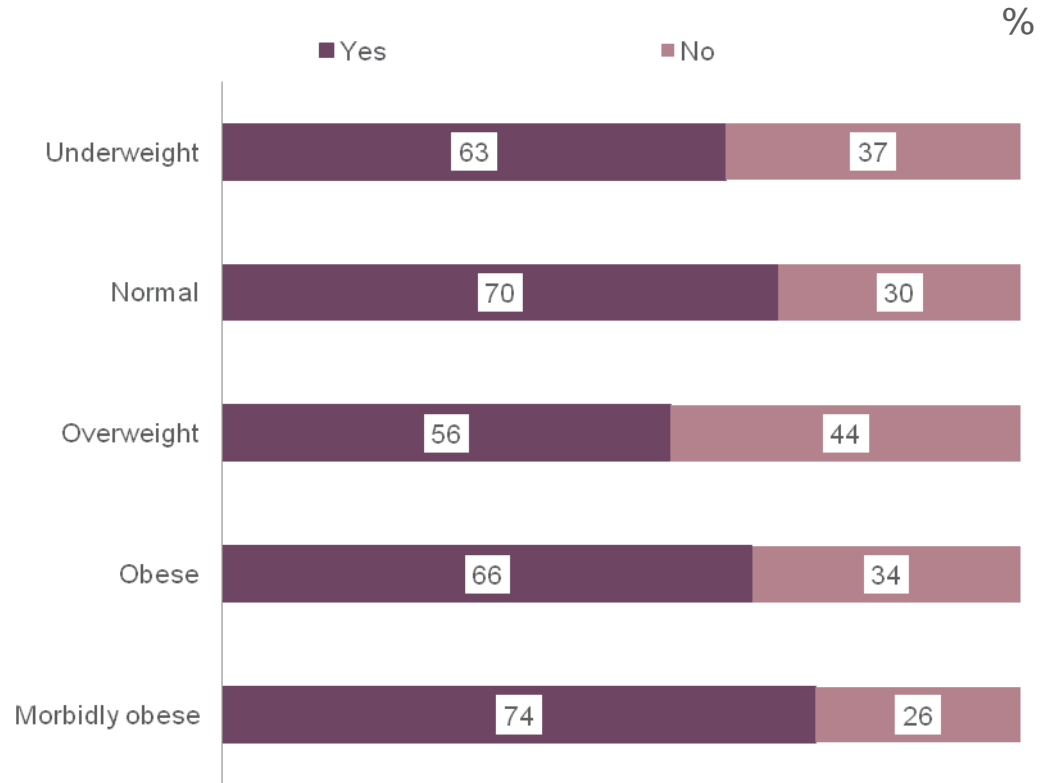
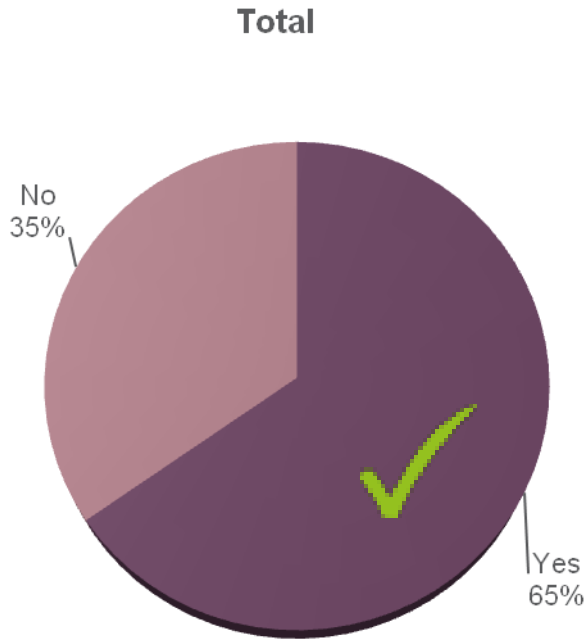
→ Nutritional value(24%) and taste(12%) follow in second and third spots respectively





# Is healthy food more expensive?

n=500



## Cost blocking healthy food purchase...

- 65% say healthy food is more expensive
- This percentage intensifies with weight gain with 74% of morbidly obese agreeing

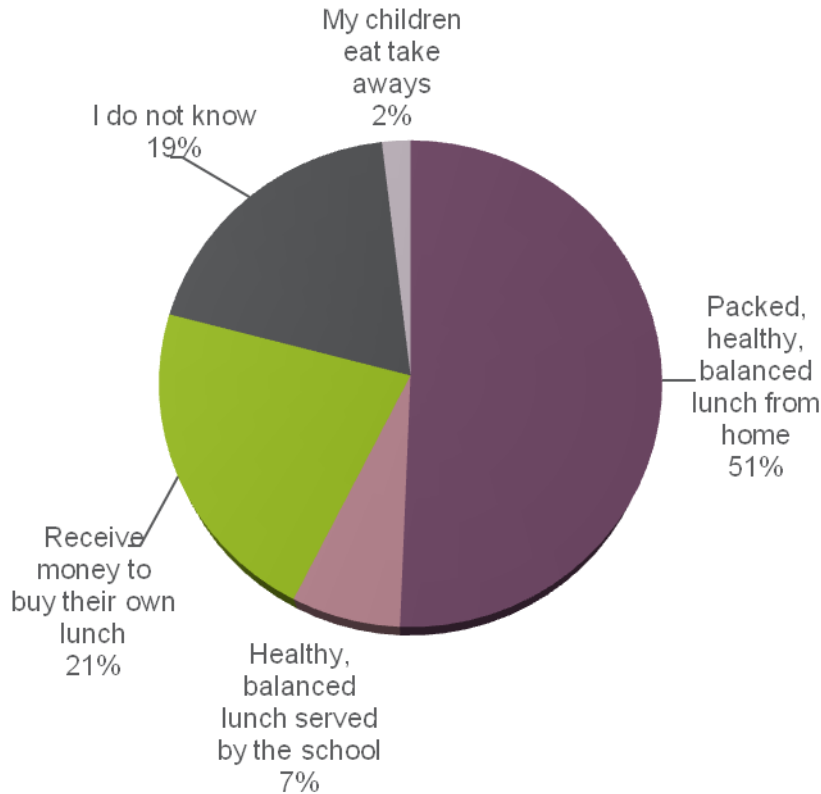
Q.14.



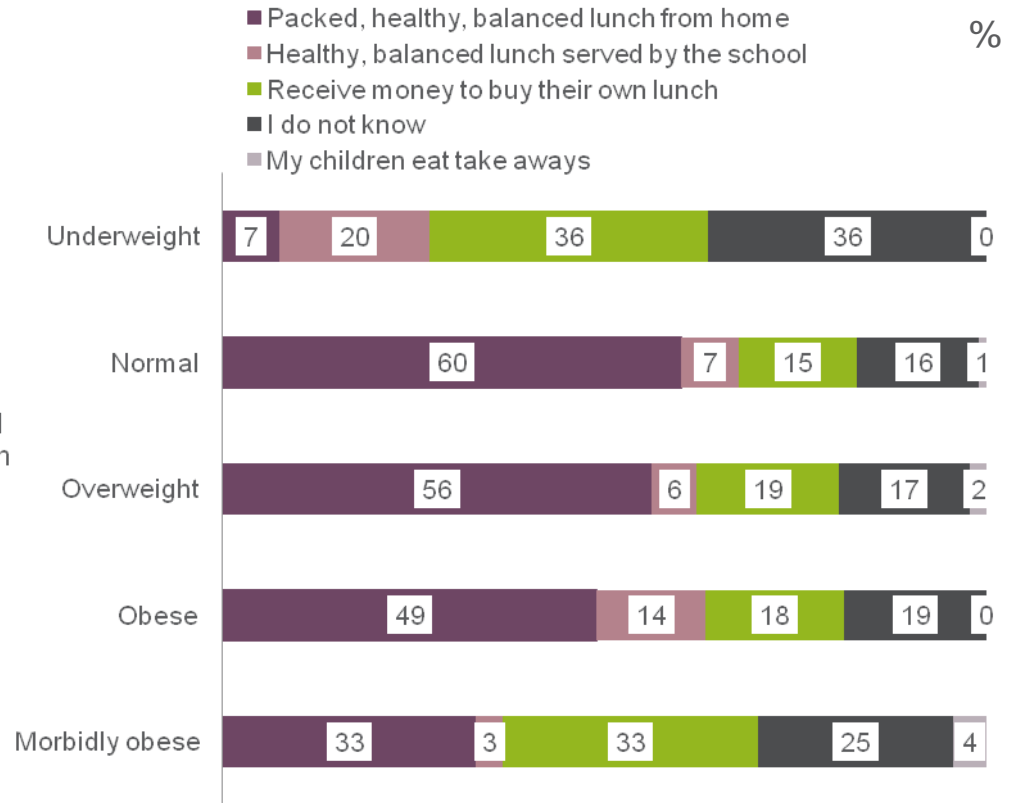
# Children's eating habits

n=219

## Total



Note: Crosstab by Parents weight status, not child's



## In general people pack healthy lunch for their kids (51%)

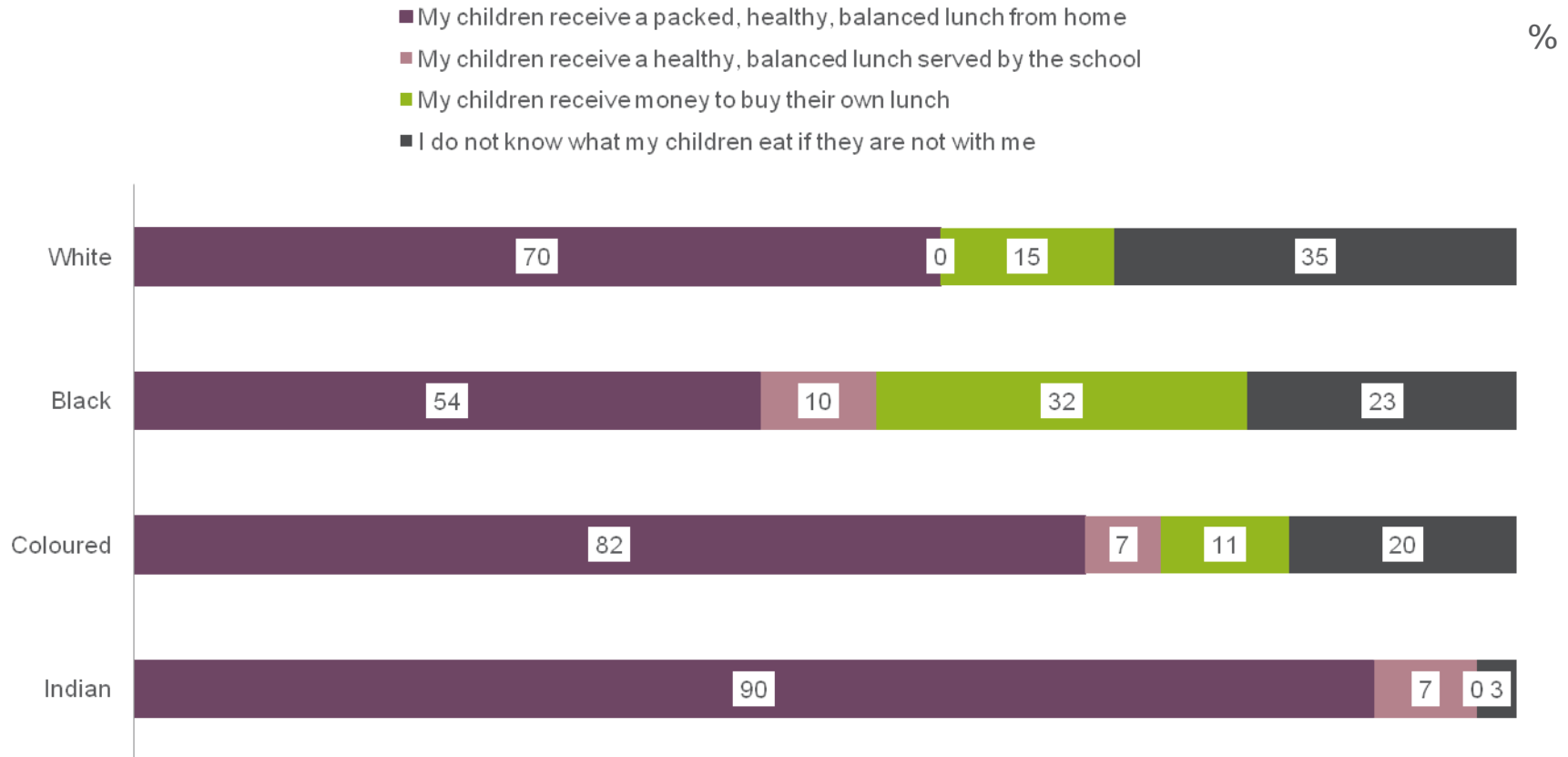
- Normal weight people lead the way with 60% packing a healthy lunch for their kids
- This decreases as their weight increases

Q.18.



# Children's eating habits by population group

n=219



## Indian moms are the most conscientious

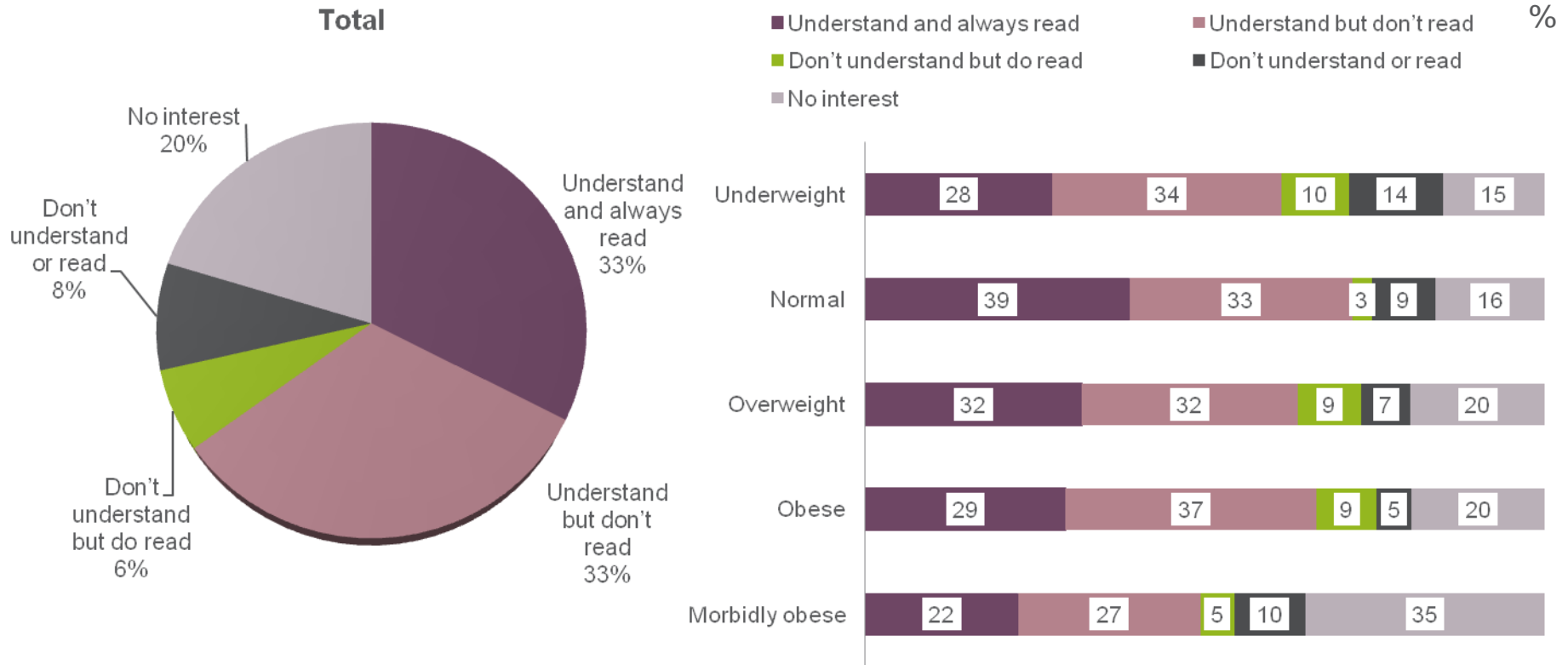
- 90% of Indian moms pack healthy lunches
- 82% of Coloureds pack healthy packed lunches
- 32% of Black moms give their kids money for lunch
- Whites are out of touch with 35% not knowing what their children eat

Q.18



# Understanding food labels

n=500



## Morbidly obese people have the least interest in food labels

- 66% of people understand food labels, however, only 33% consult them
- Normal weight individuals are wiser than the rest with 72% understanding the labels & 39% reading them
- Compared to morbidly obese people where only 49% understand the labels and only 22% read them

Q.15.



# Do you understand differences between the following ? – By weight

Respondents who replied “yes – they did understand the terms”



## Low fat/fat free is the easiest for consumers to understand

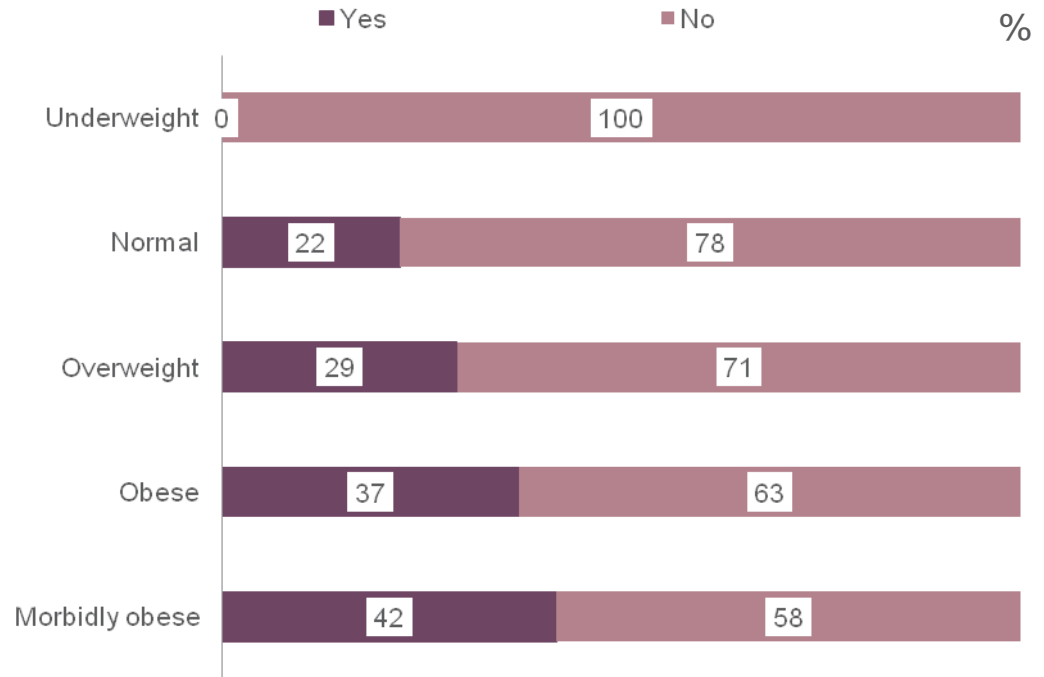
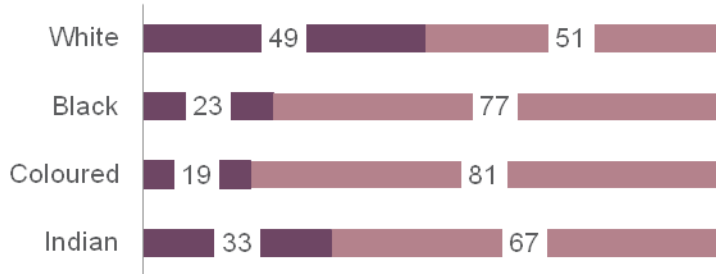
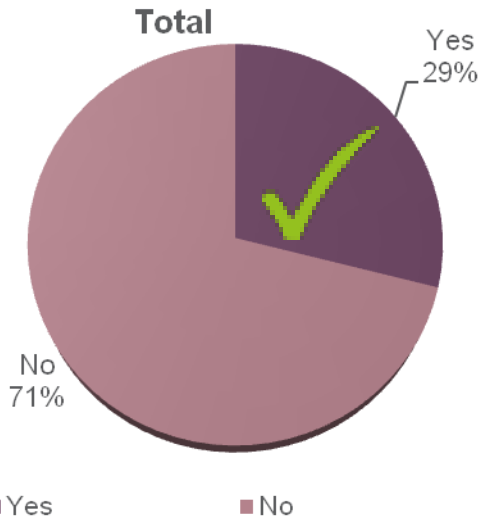
- 90% understand low fat/fat free
- Lactose / fructose is the least understood (46%)

Q.16.



# Have you ever been on a diet or healthy eating plan?

n=500

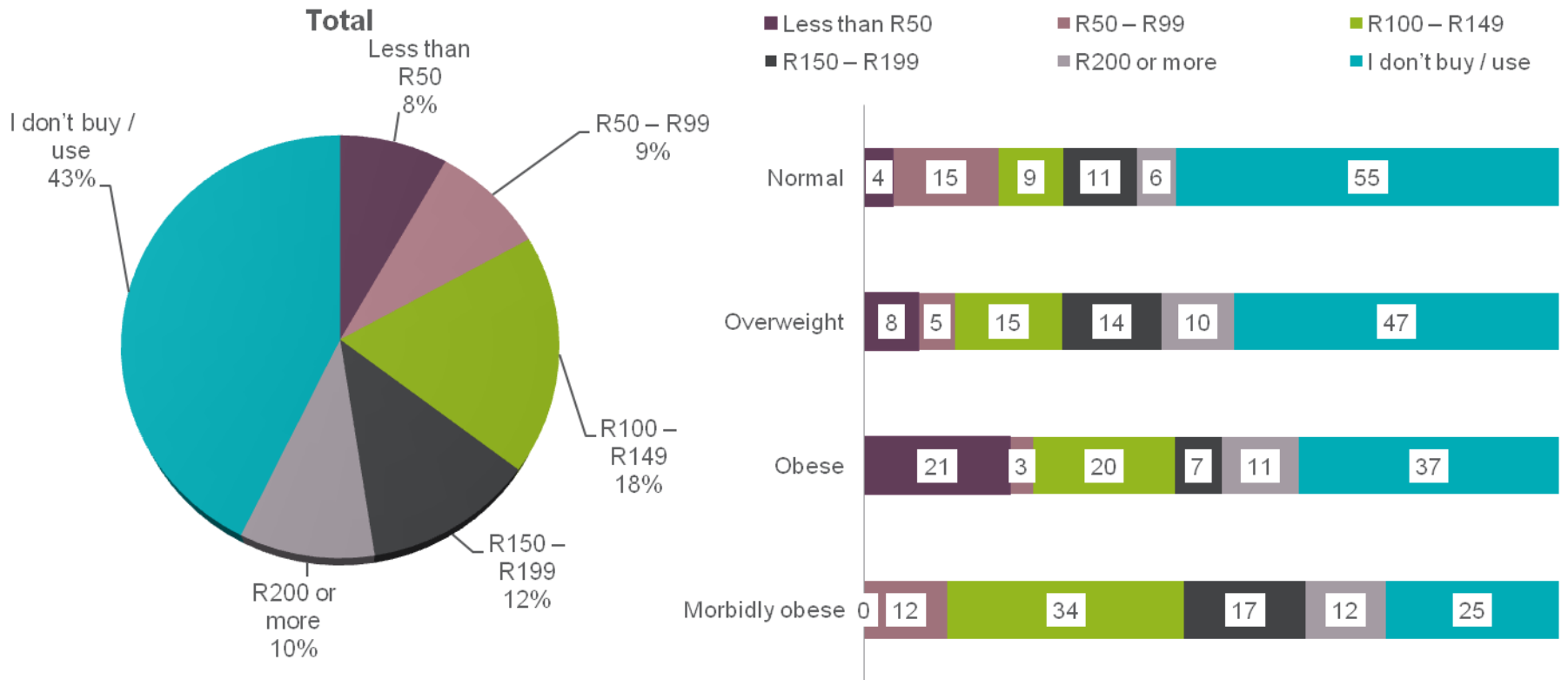


**Unbelievably 71% of South Africans have not been on a diet, yet 74% consider themselves as overweight or worse!**

# Money spent on weight loss products per month?

n=144 (respondents who had been on a diet)

%



## Heavies spend more

- ➔ 39% of overweight people spend R100 or more
- ➔ 38% of obese people spend R100 or more
- ➔ 63% of morbidly obese people spend R100 or more

Q.23.



# Consequences of losing weight and feeling healthy

n=500

%

	Total	Under weight	Normal	Over weight	Obese	Morbidly Obese
You would feel better about yourself	61	39	57	63	63	75
You would enjoy life more	47	41	43	49	52	51
You would be able to fit into your favourite clothes again	24	17	13	23	34	40
You would have a better social life / more friends	17	8	18	22	16	10
Your sex life will improve	14	10	19	9	17	11
You would be able to find a partner	7	0	10	5	10	0
Your colleagues would respect you more / take you more seriously	5	8	5	5	5	5
You would be able to get a better job / get promoted	2	2	2	3	2	2
No intention to lose weight/not going to happen/nothing will happen	11	21	15	9	4	9

**14% say their sex life will improve, however, people are really driven by feeling better about themselves (61%)**

Q.29.

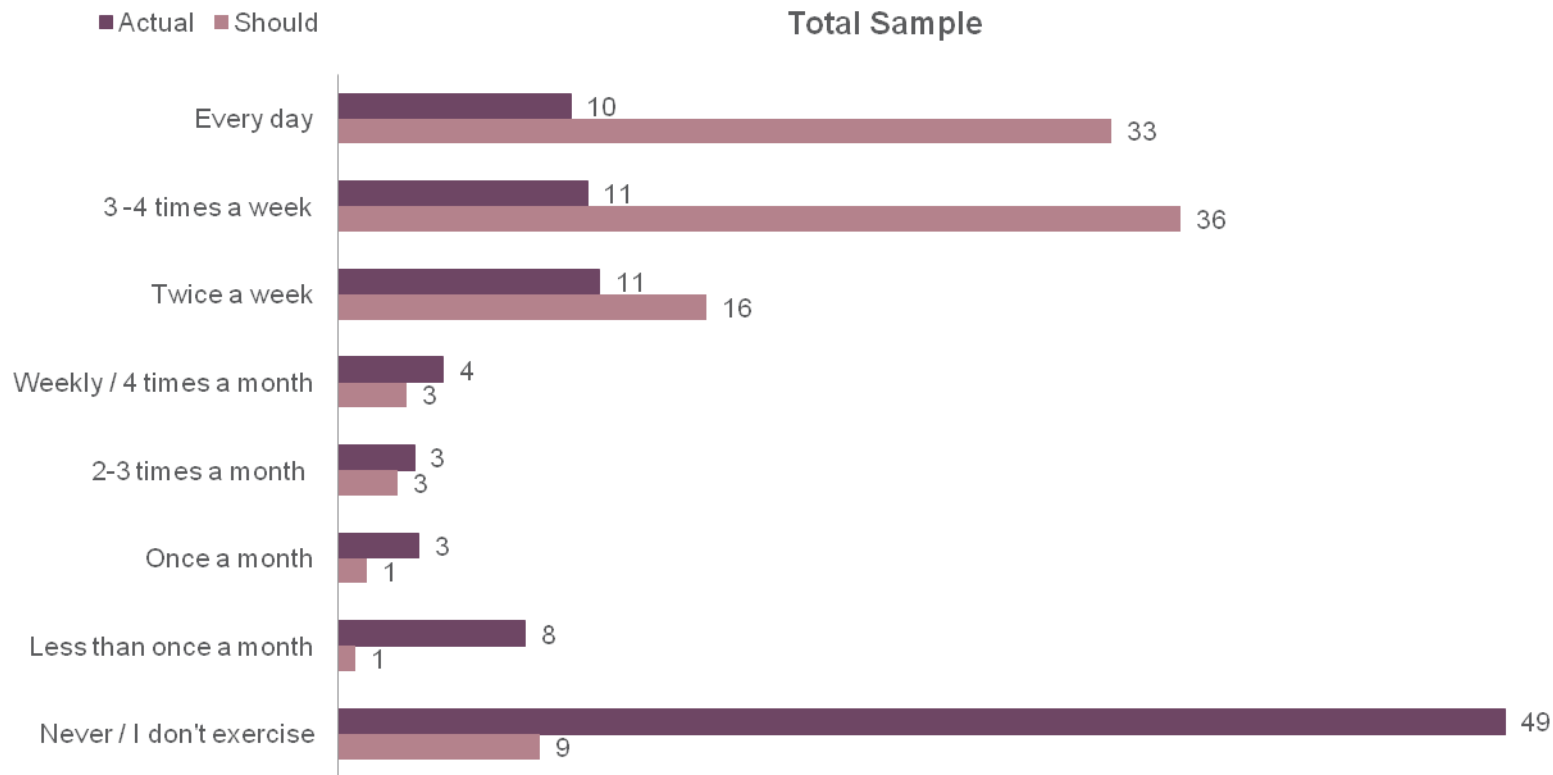




# Exercise - Actual exercise vs. how often you should exercise



n=500



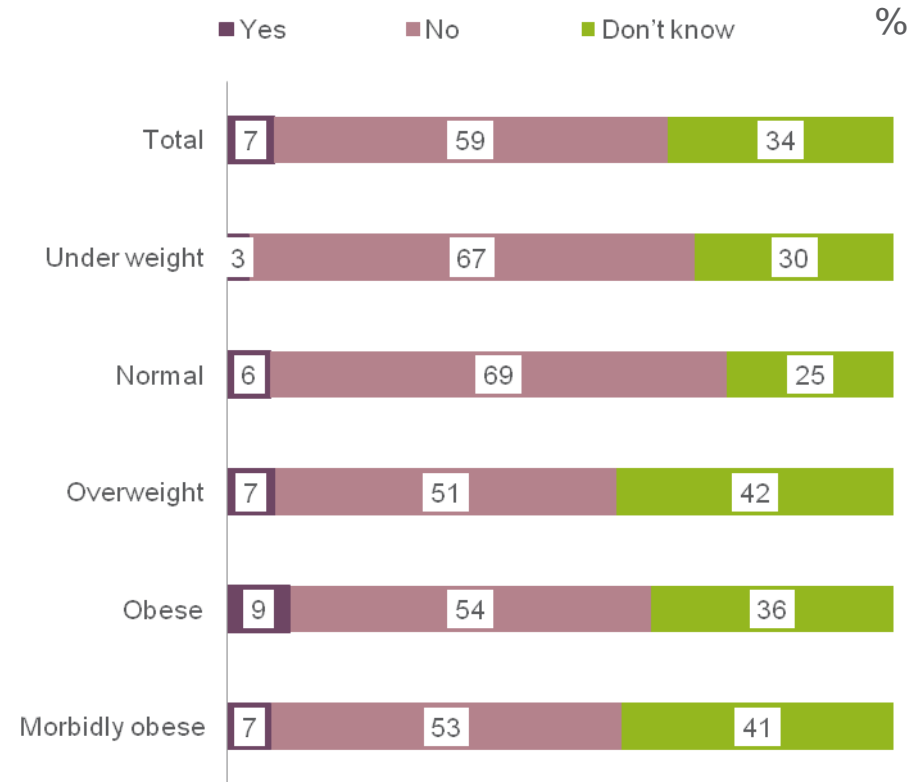
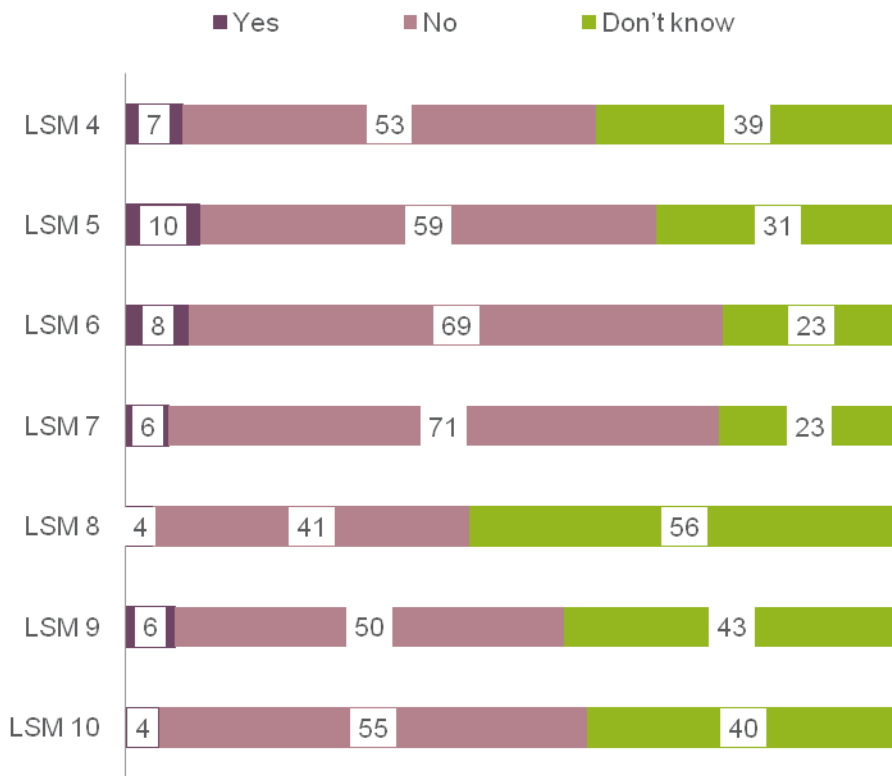
%

**49% of people do not exercise!**

**Looking at actual data, only 22% of people exercise at the optimum intervals (3-4 times a week)**

# Government doing enough to protect us from untested/unproven weight loss medication?

n=500



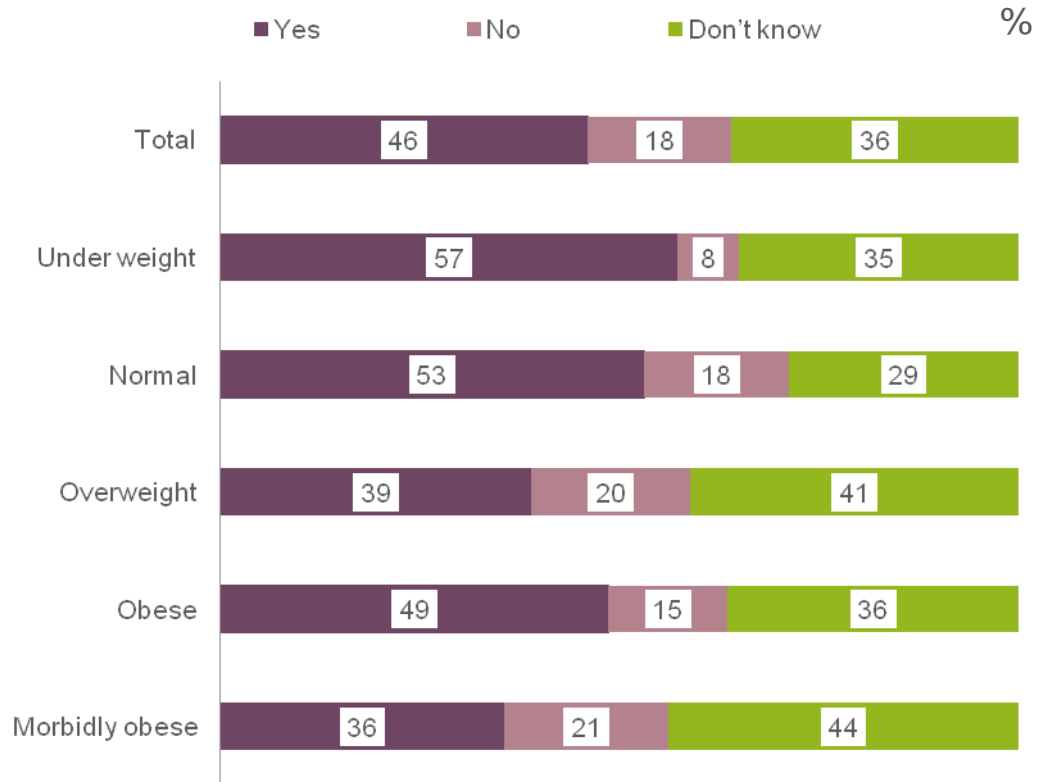
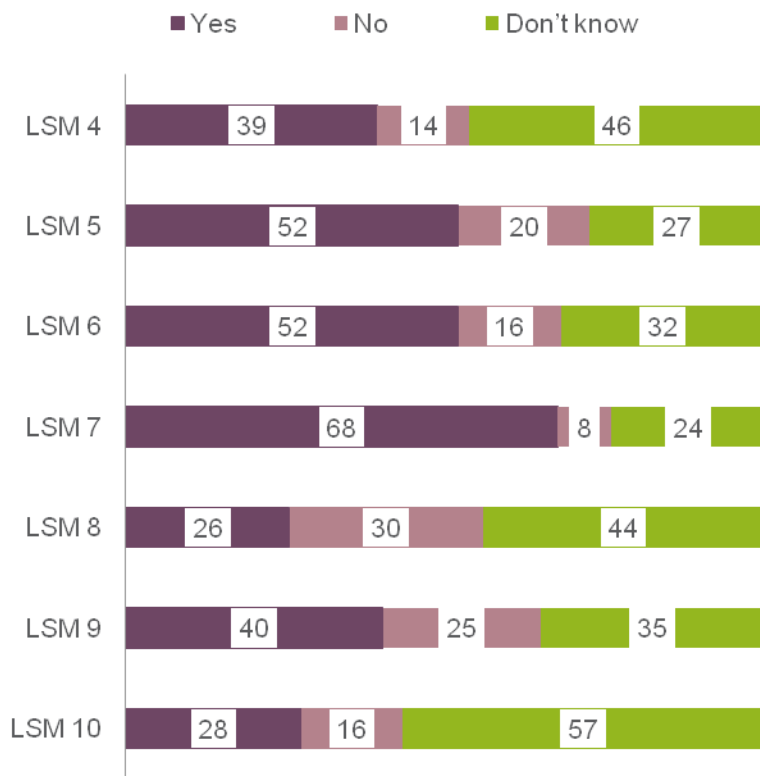
**Overall 59% believe that government should be doing more**

Q.34.



# Will the increasing number of obese people impact SA economically?

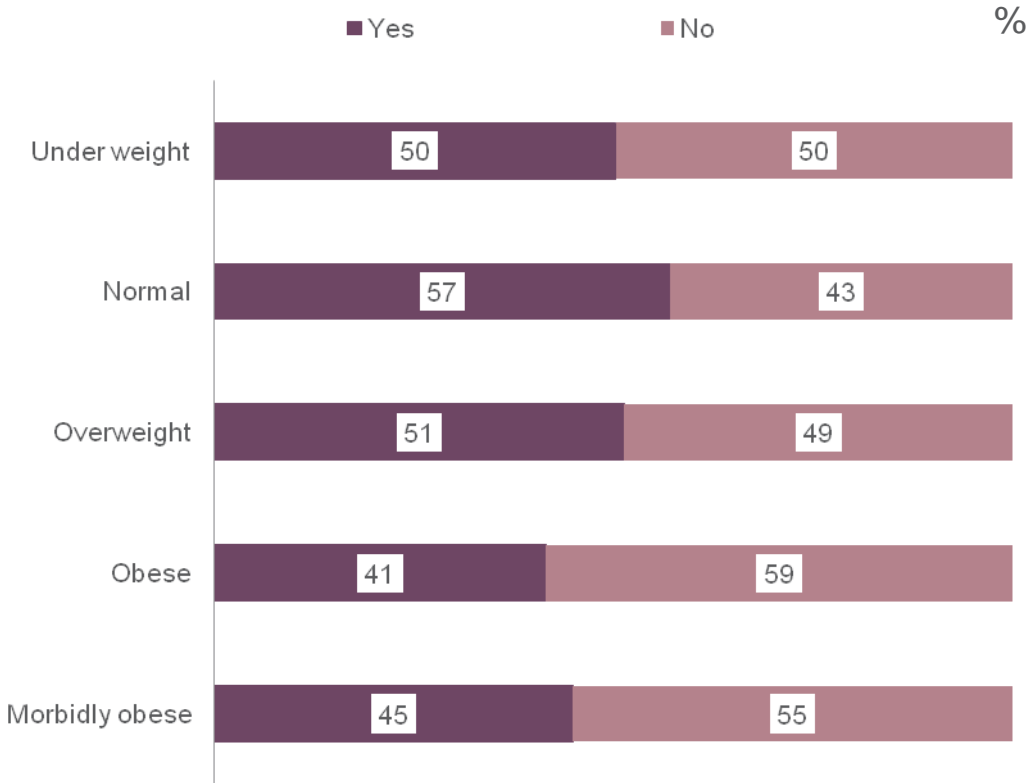
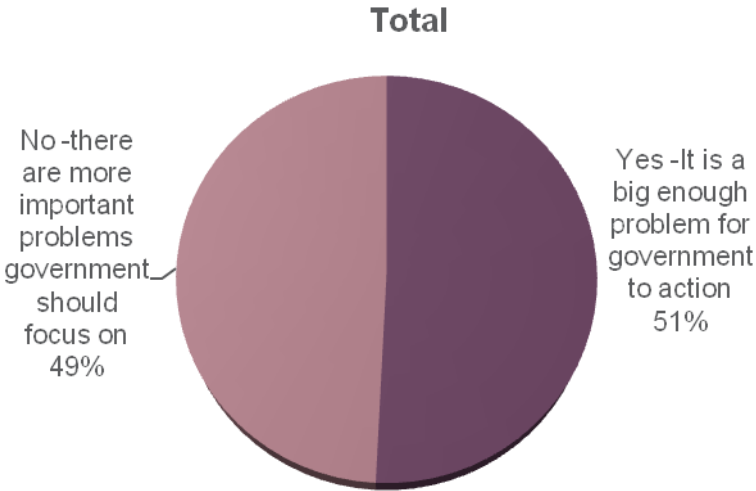
n=500



**46% feel obesity will impact South Africa economically**  
 → Overweight, obese and morbidly obese people feel less so

# Should Government take a more active role in targeting obesity in SA?

n=500



**The country stand divided, there seem to be important issues?**

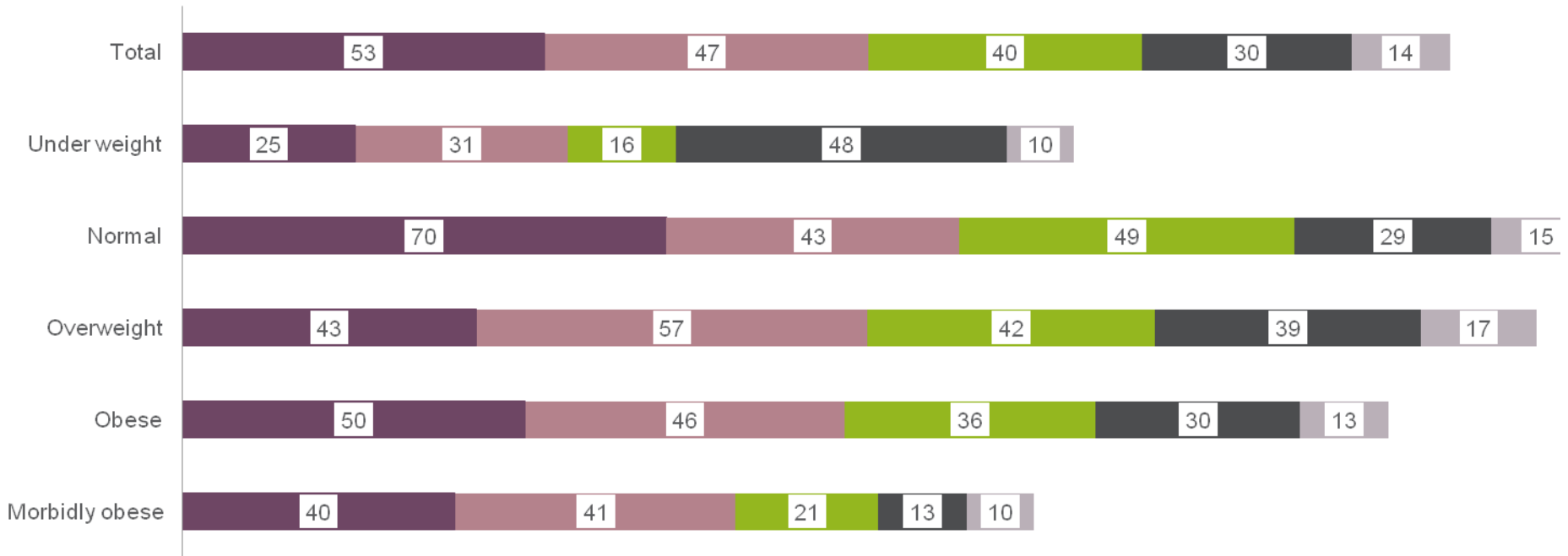
→ 57% of normal weight respondents say yes



# What action should Government be taking

n=500

■ Make healthy food cheaper     
 ■ Educate on healthy food choices     
 ■ Regulate / Reduce tax on healthy food      %  
■ Government officials set eg. go on diet     
 ■ Implement sin tax for food



## It's time for a healthy food revolution!

- ➔ 53% say make healthy food cheaper
- ➔ 47% say educate people on healthy food choices
- ➔ 40% said tax on healthy food should be regulated / reduced

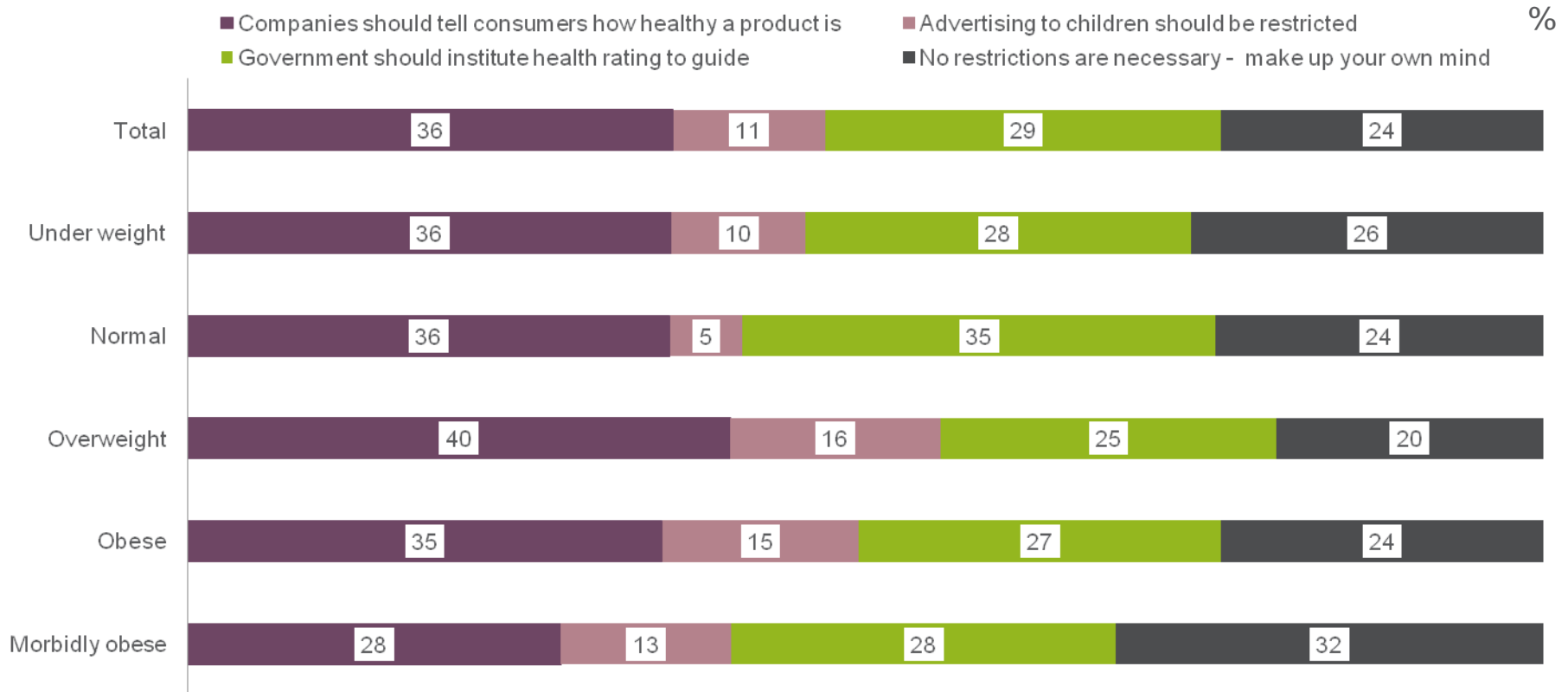
Q.38.



# Agree with statements controlling/restricting food advertising



n=500



## Consumers would welcome more intervention

- 36% of consumers expect the onus to be on food manufacturers
- 29% expect the government to drive healthy food education

Q.36.



# What would you pay/give up to be your ideal weight?

n=500

%

	Total	Under weight	Normal	Over weight	Obese	Morbidly Obese		20-24 yrs	25-29 yrs	30-39 yrs	40-49 yrs	50-59 yrs	60+ yrs
Nothing	68	78	67	71	68	61		75	71	62	67	66	56
Alcohol	12	18	8	14	13	14		9	14	15	14	7	9
All your savings	6	0	6	3	10	7		3	7	7	3	7	18
An overseas trip you have been saving for	5	0	5	4	2	9		2	1	6	4	11	0
Other	4	4	2	5	5	4		1	4	6	8	0	9
A year's salary	4	0	7	1	2	3		3	3	4	4	5	0
Your partner	1	0	2	1	1	3		3	0	1	0	2	0
Your child's school fees for one year	1	0	3	1	0	0		4	0	0	0	0	9
Your bond on your house	0	0	0	0	0	0		0	0	0	0	1	0

## Weight is just not that important to most

→ 68% say nothing

→ Although alcohol seems to be the easiest thing to give up

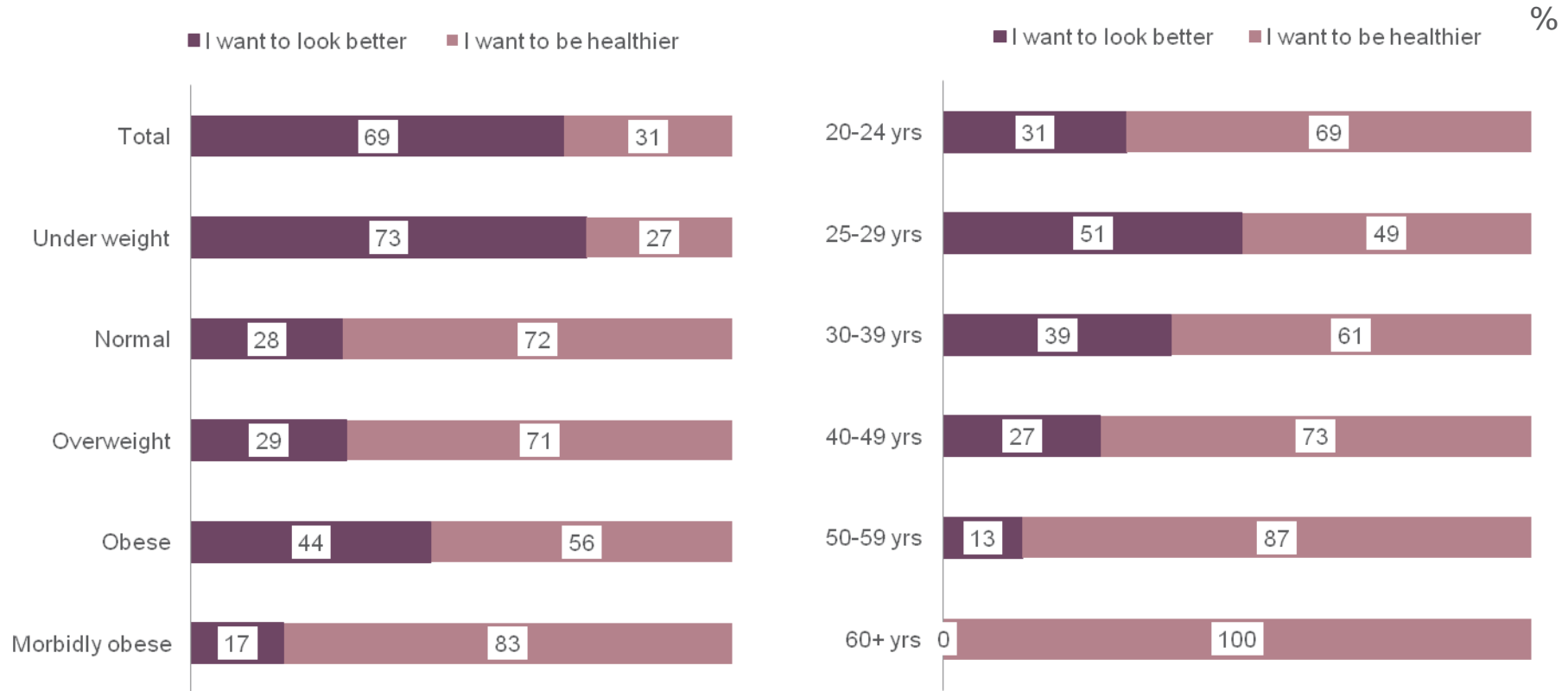
Q.2.9.



# Would your ideal weight make you look better or be healthier?



n=500



## Looks trumps health (69% vs. 31%)

- 73% underweight people would do it for looks
- 83% of morbidly obese people would do it for health reasons

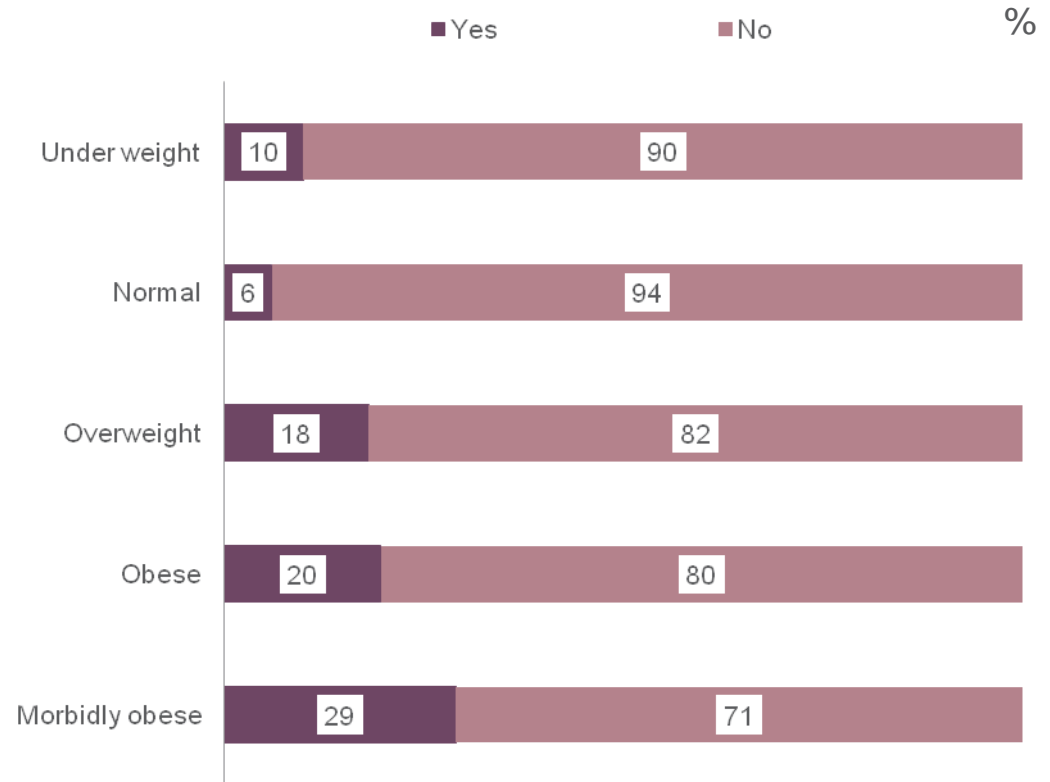
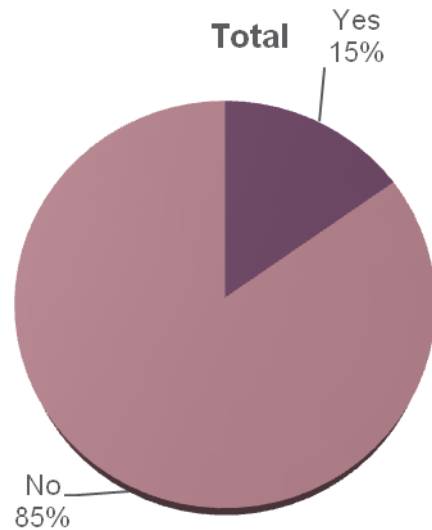
Q.2.10.





# Would you consider cosmetic surgery to look thinner?

n=500



**85% say "No!"**

→ Consumers become more open to cosmetic surgery the larger they become

# Methods tried in order to lose weight

n=500

%

	Total	Under weight	Normal	Over weight	Obese	Morbidly Obese		20-24 yrs	25-29 yrs	30-39 yrs	40-49 yrs	50-59 yrs	60+ yrs
NONE	50	98	57	49	41	33		57	60	46	45	42	42
Exercise	29	2	30	34	20	32		24	28	23	33	41	32
A healthy eating plan	24	2	17	27	28	41		17	16	23	30	38	37
Taking diet pills / mixtures	12	0	5	14	13	27		8	10	13	19	8	26
Fad diet	6	0	2	7	14	4		4	0	9	11	6	9
Started smoking to weaken my appetite	5	0	7	4	4	7		4	10	7	3	2	0
Taking laxatives	5	0	2	5	10	8		4	4	4	9	2	9
Starve myself for 48 hours	5	0	7	4	0	5		5	6	2	4	4	18
Drinking alcohol	3	0	4	1	1	6		5	3	3	0	2	0
Tried body wraps	2	0	1	1	4	1		1	1	0	4	2	9
Taking illegal drugs	1	0	3	0	0	0		0	2	1	0	2	0

## Only 12% have tried a diet pill!

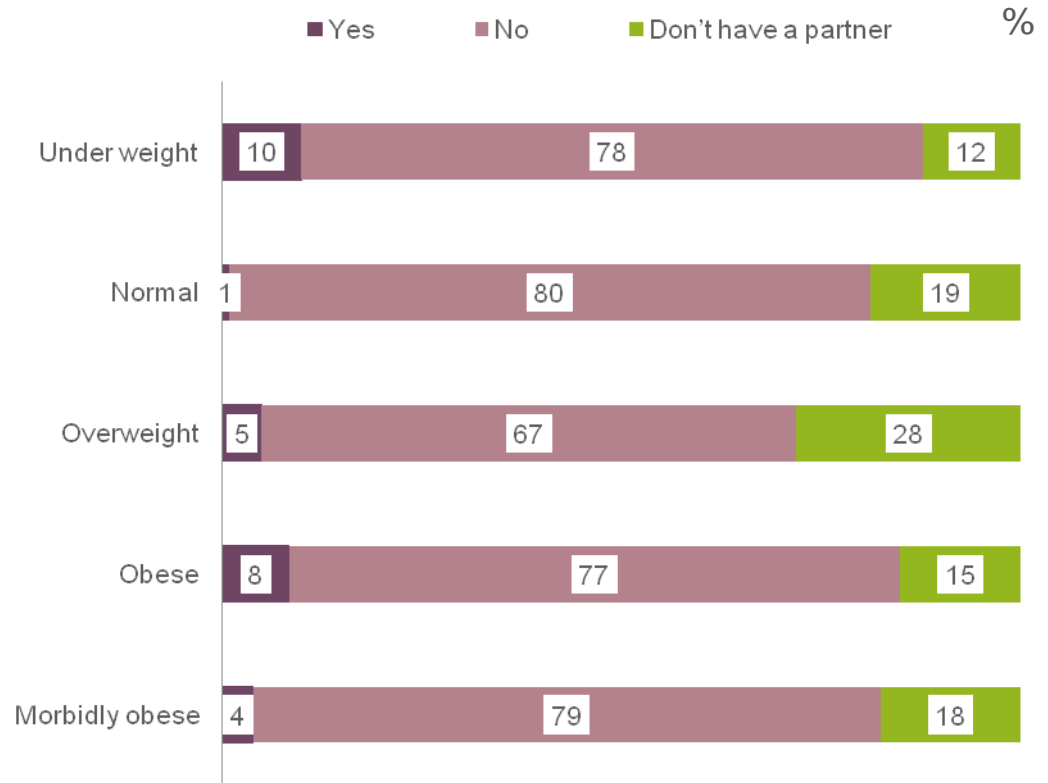
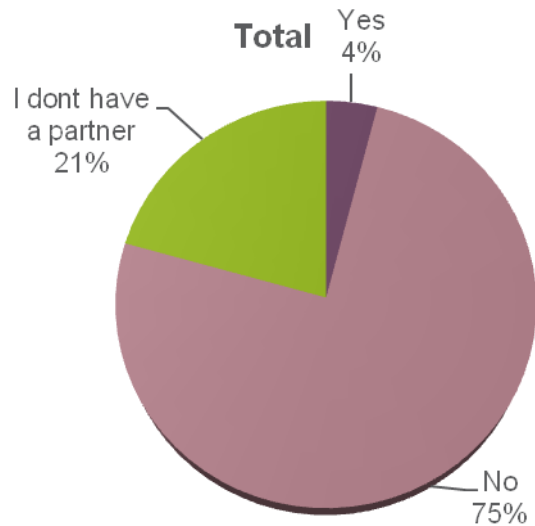
- Alarmingly, 50% have tried nothing to lose weight
- 29% of people have tried exercise
- 24% have tried a healthy eating plan

Q.2.12.



# Have you nagged your partner to have sex to lose weight?

n=500

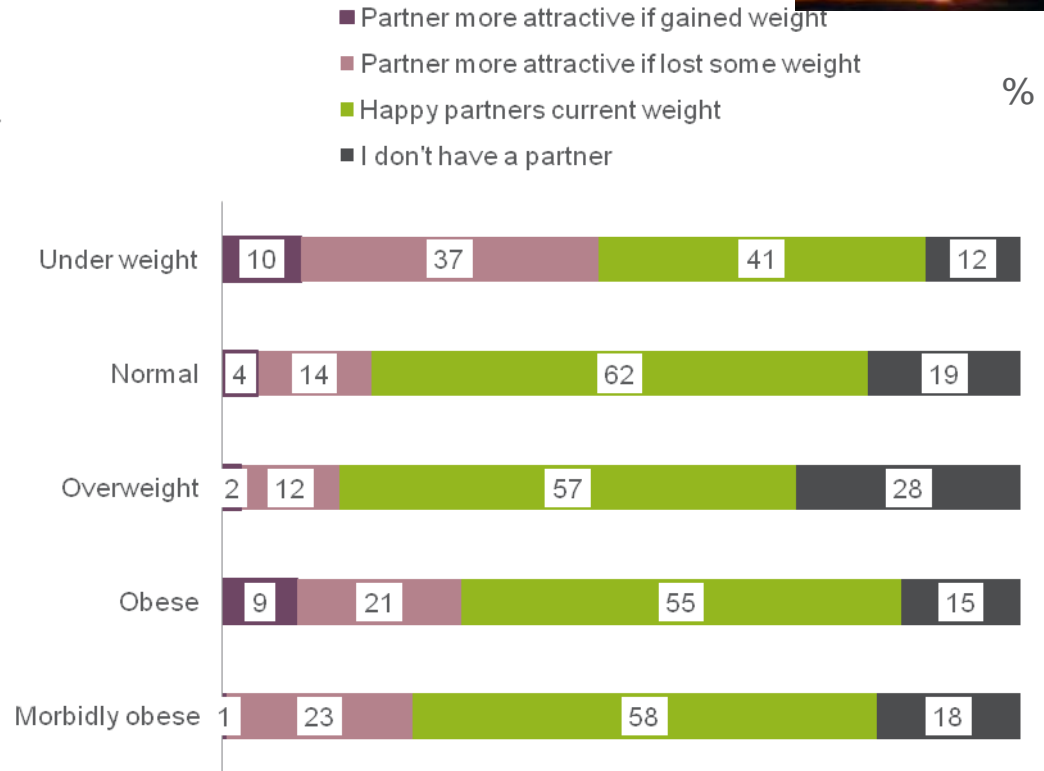
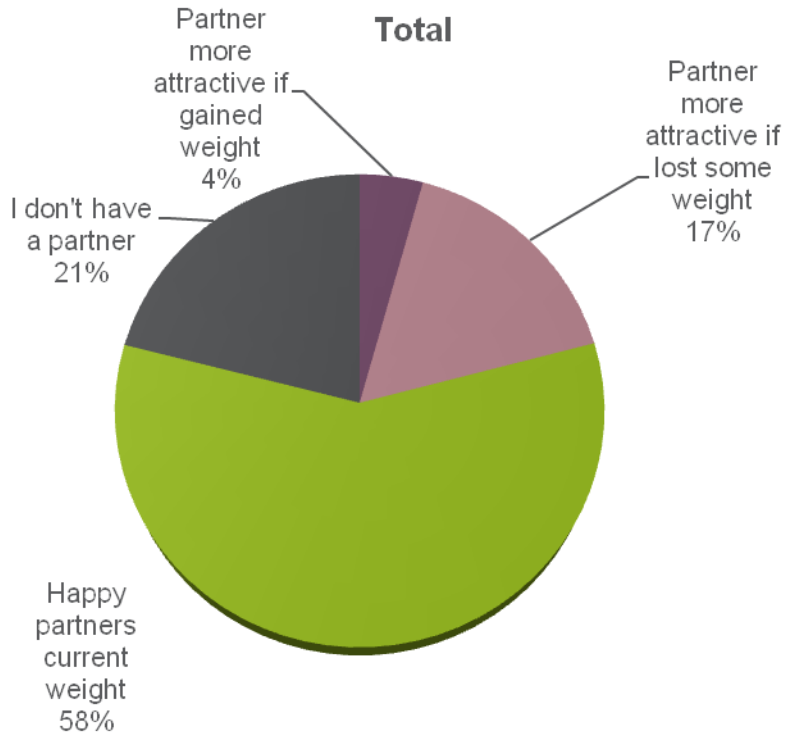


**71% sadly said 'no'!**

# Feelings about my partner's weight



n=500



## 58% accept their partners for who they are

- ➔ About 1 in 4 people would like it if their partner lost that extra kilo or two
- ➔ This is much higher amongst underweight people (37%), obese (21%) and morbidly obese (23%) people

Q.2.18.



# Length of time been able to maintain goal/ideal weight

n=500

%

	Total	Under weight	Normal	Over weight	Obese	Morbidly Obese	20-24 yrs	25-29 yrs	30-39 yrs	40-49 yrs	50-59 yrs	60+ yrs
I have never reached my goal weight	29	9	28	17	42	52	30	19	29	34	29	39
Less than a month	1	0	1	1	0	3	0	1	2	2	0	0
1 -3 months	2	3	2	1	3	3	2	1	3	3	0	0
4 -5 months	1	0	0	1	0	1	1	0	0	1	0	0
6 -12 months	3	0	1	6	1	3	2	1	3	5	5	0
Between 1 and 2 years	7	0	6	10	8	4	5	13	7	11	2	11
More than 2 years	14	11	13	17	13	8	10	12	16	12	20	14
All my life	44	77	50	46	34	27	50	52	40	32	44	37

**Almost 1 in 3 people have never reached their goal weight!**

→ Overweight (46%), obese (34%) and morbidly obese (27%) people saying that they have always been their ideal weight

Q.2.8.



# Triggers to eating more than you should

n=500

%

	Total	Under weight	Normal	Over weight	Obese	Morbidly Obese
Nothing - I never do	26	35	29	28	27	10
Boredom	23	21	23	24	25	15
Cold weather	21	15	19	20	27	22
Family stress	20	13	28	13	17	25
Work stress	19	20	23	16	18	15
Hopelessness / being depressed	16	10	16	11	16	32
Emotional pressure	13	10	13	14	13	14

## Keep yourself busy to prevent gaining that extra pounds

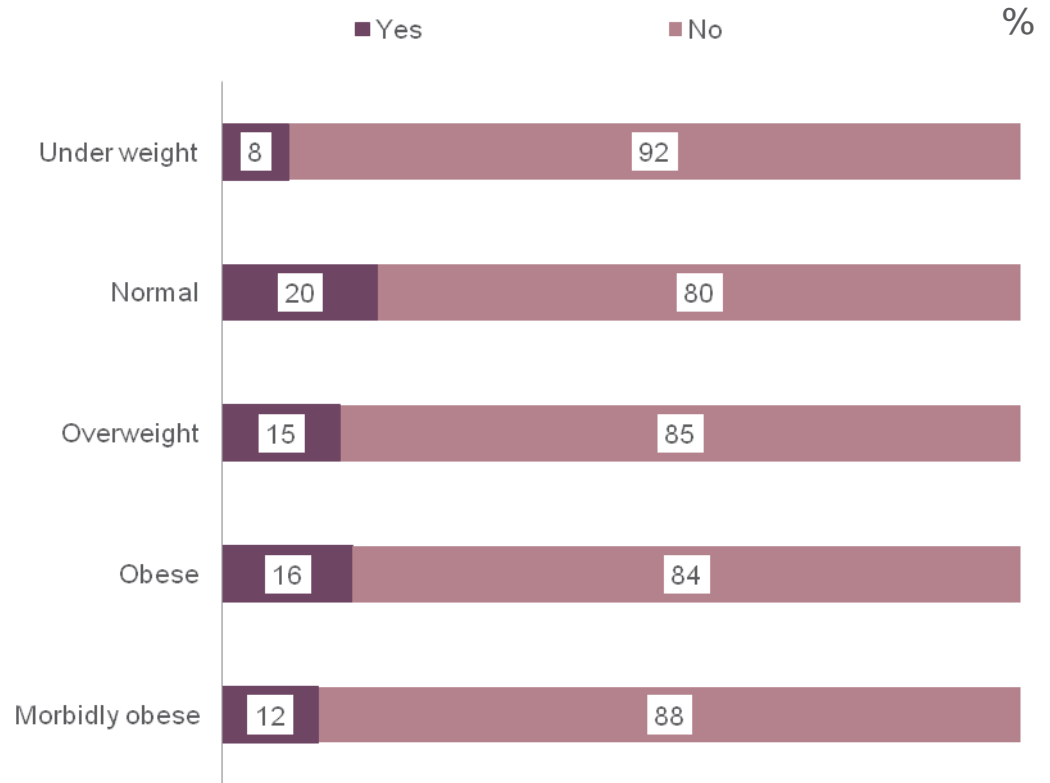
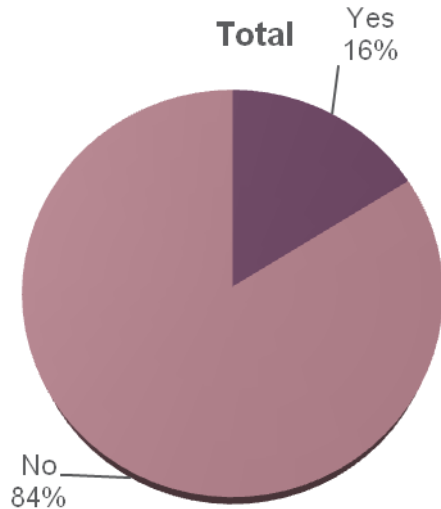
- 23% of respondents blamed boredom for eating more than they should
- This figure is higher for overweight (24%) and obese (25%) people

Q.2.14.



# Do you eat/drink bigger portions of low fat food compared to normal full fat food?

n=500



**84% say "no"**