



Mexico Beverage Tax Study

Conducted August 19-23, 2015

Neil Seeman, Founder & CEO, RIWI Corp. (RIWI)

Senior Fellow, Massey College in the University of Toronto

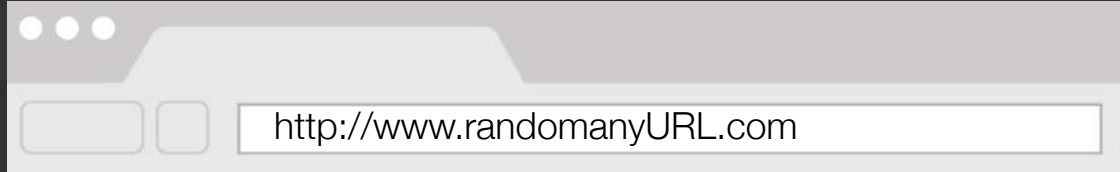
+1 416 205 9984 | seeman@riwi.com

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2013 Best
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RIWI's Random Domain Intercept Technology (RDIT™)



When looking for a website, you may type in an address (e.g. randomanyURL.com) into the URL bar that takes you to an unintended place. Your intended destination either doesn't exist or is inaccurate – so you randomly encounter a RIWI survey on that page, which RIWI controls at that given time. RDIT accesses the dynamic and highly scalable flow of online users around the world every day. See: <https://riwi.com/how-rdit-works/>



1. After Web user accidentally lands on randomized RIWI sites, checks and cleans for “bots”

2. Recognizes device type and operating system

3. Validates location and delivers survey

4. Data are obtained and delivered to client

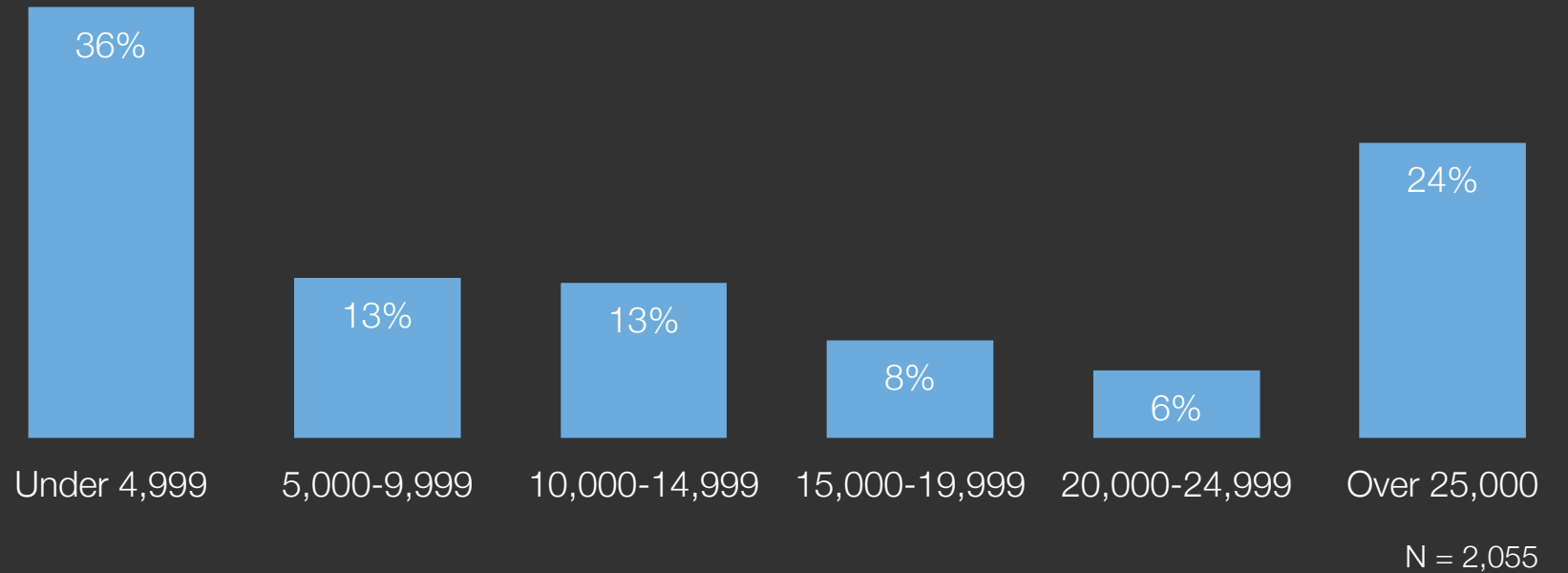


Methodology & Demographics

Age (Unweighted)	Percent
18 - 24	36%
25 - 34	30%
35 - 44	18%
45 - 54	9%
55 - 64	4%
65 +	3%
N = 6,171	

Gender (Unweighted)	Percent
Male	65%
Female	35%

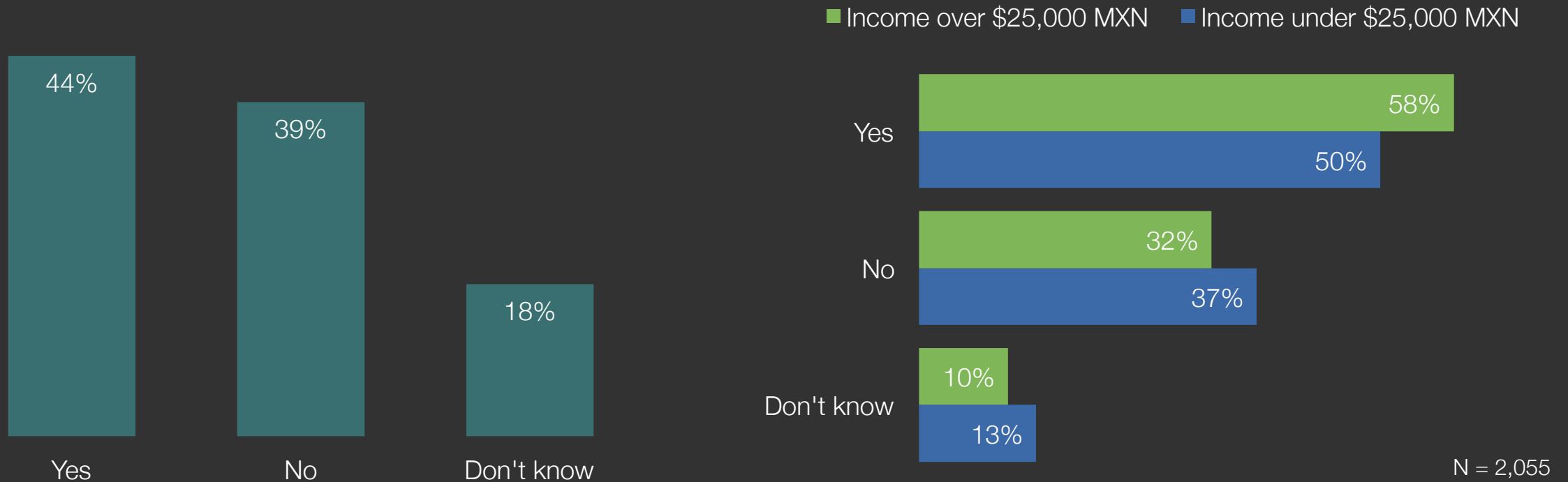
What category best describes your annual household income (in MXN\$)?



- 2,055 respondents completed the survey from August 19 to August 23, 2015
- All percentages / proportions in the report are weighted to Mexican census, unless stated otherwise
- Out of 6,171 total respondents, 66% of respondents (unweighted) are under the age of 35 and 65% (unweighted) are male
- 36% of total respondents have a monthly household income under \$4,999 MXN
- 75% of total respondents have a monthly household income under \$25,000 MXN

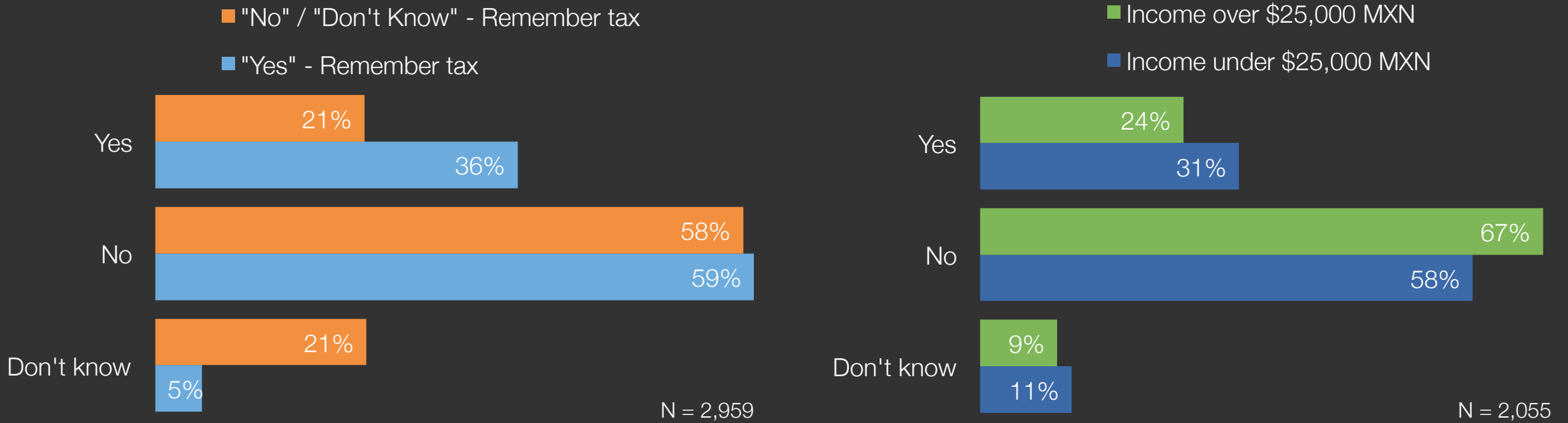
Q2: A new 10 percent tax per litre on the purchase of sugary drinks like soda pop started last year. Do you remember this new tax well?

N = 3,976



- Out of 3,976 total respondents, 44% remember the soda pop tax implemented last year
- 56% of respondents do not remember the new tax, answering 'No' or 'Don't know'
- Of the respondents who completed the entire survey, those who make less than \$25,000 MXN are slightly more aware of the new tax than those who make less than \$25,000 MXN

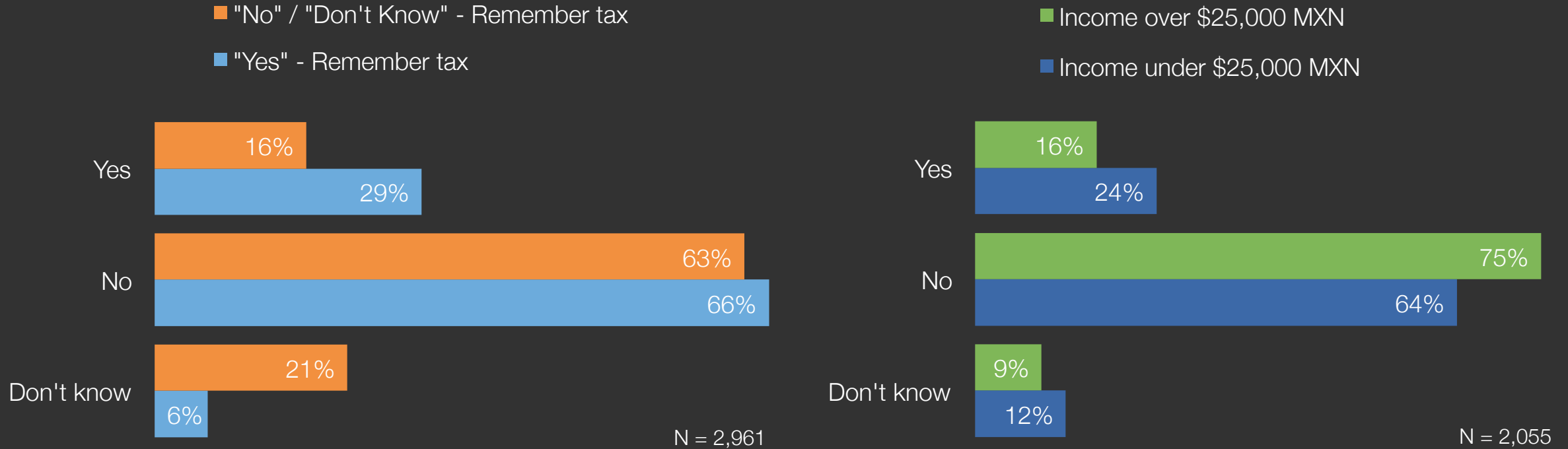
Q3: Do you think you are drinking fewer sugary drinks like soda pop because of the new tax?



- 28% of total respondents are drinking fewer sugary drinks because of the new tax
- When comparing those who are aware and those who are not aware of the new tax, a larger proportion of respondents who remember the new tax think they are now drinking fewer sugary drinks (36% vs. 21%, respectively)
- Respondents who remember the new tax are much more likely to give an opinion (5% “don’t know” vs. 21%)
- Respondents with lower incomes were more likely to reduce sugary drink consumption due to the new tax (31% vs. 24%)

Responses N = 2,959	Percent (Weighted)
Yes	28%
No	59%
Don't know	13%

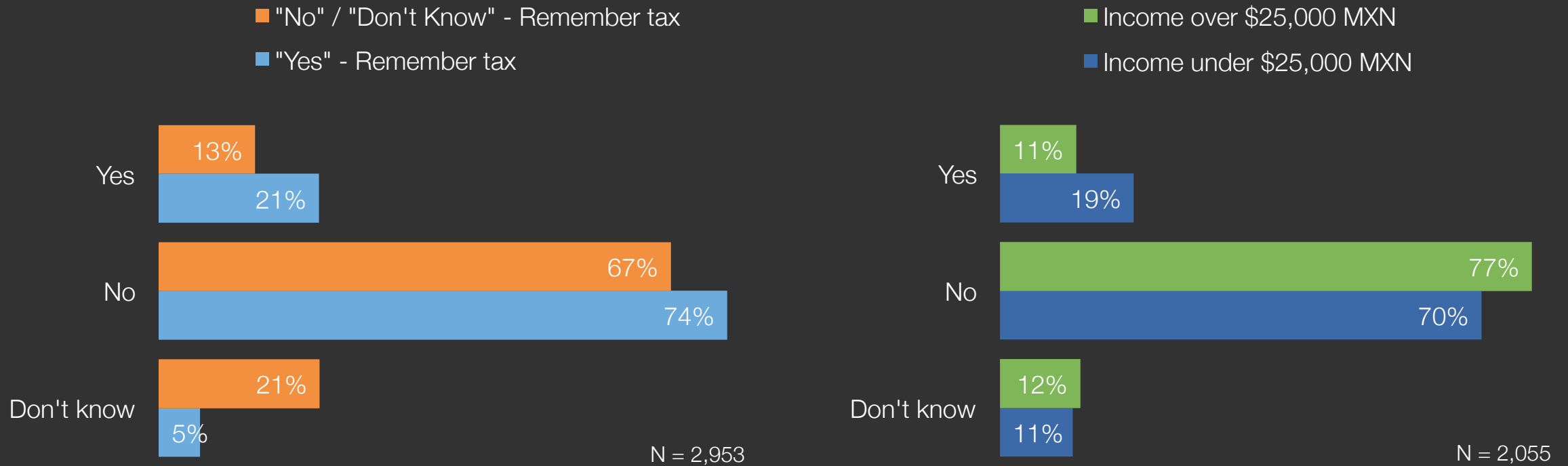
Q4: Do you think you are drinking more milk or water because of the new tax?



- 22% of total respondents report they are drinking more milk or water because of the new tax
- Respondents aware of the new tax are more likely to report they drink more milk or water now compared to those who are not aware of the new tax (29% vs. 16%, respectively)
- Respondents aware of the new tax are much more likely to give an opinion (6% vs. 21% answering 'Don't know')
- Respondents with lower incomes are more likely to substitute more milk or water compared to those with higher income (24% vs. 16% respectively)

Responses	Percent (Weighted)
Yes	22%
No	64%
Don't know	14%

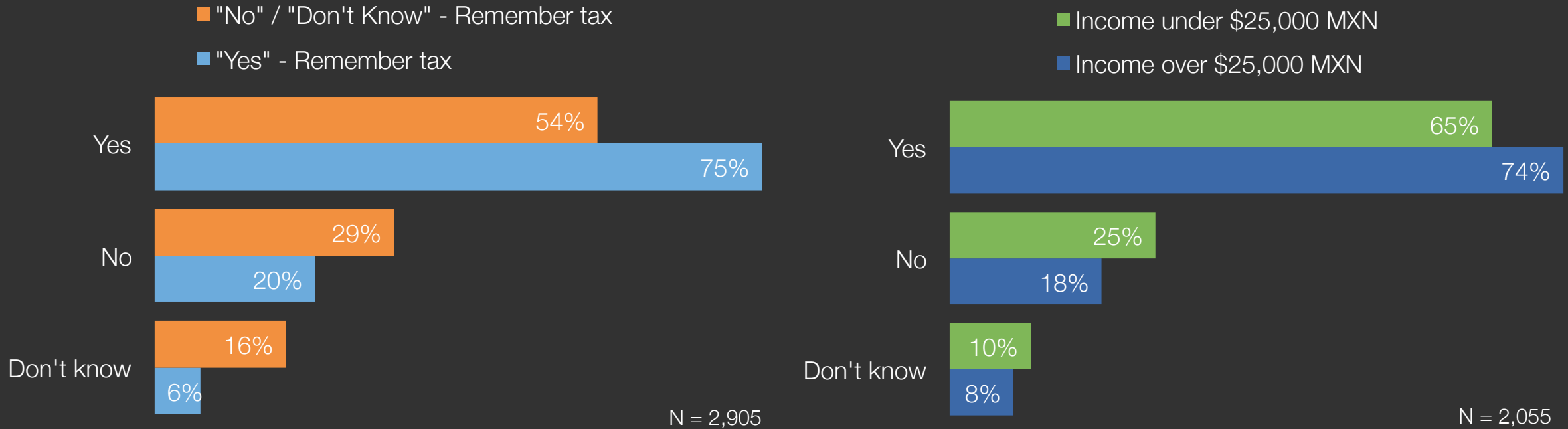
Q5: Do you think you are drinking more juices or beer because of the new tax?



- 16% of total respondents are drinking more juice or beer because of the new tax
- Similar to the previous question, respondents aware of the new tax are more likely to drink more juice or beer now compared to those who are not aware of the new tax (21% vs. 13%, respectively)
- Again, respondents aware of the new tax were much more likely to give an opinion (5% vs. 21% answering 'Don't know')
- Respondents with lower incomes are more likely to substitute more juice or beer compared to those with higher income (19% vs. 11%, respectively)

Responses N = 2,953	Percent (Weighted)
Yes	16%
No	70%
Don't know	14%

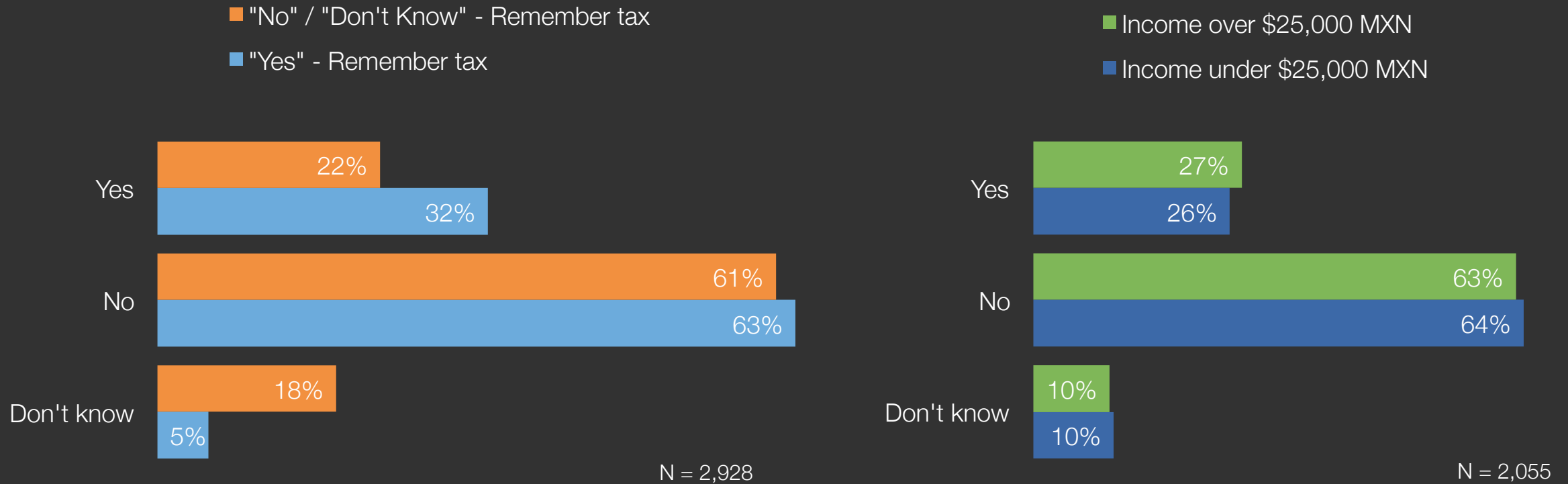
Q6: Do you think sugary drinks like soda pop are a major cause of rising obesity in your country?



- 64% of total respondents think sugary drinks are a major cause of rising obesity in Mexico
- Respondents who are aware of the new tax are much more likely to think that soda pop is a major cause of rising obesity, compared to those who are not aware of the new tax (75% vs. 54% respectively)
- Similar to two previous questions, respondents who are aware of the new tax are much more likely to give an opinion (6% vs. 16% answering “don’t know”)
- The respondents with higher incomes are more likely to agree with the question compared to those with lower incomes (74% vs. 65% respectively)

Responses N = 2,905	Percent (Weighted)
Yes	64%
No	25%
Don't know	11%

Q7: Do you support higher taxes as a way to reduce obesity in your country?



- The majority of total respondents (62%) do not support higher taxes as a way to reduce obesity in Mexico
- Similar to previous questions, respondents aware of the new tax are much more likely to support higher taxes to reduce obesity in Mexico compared to those who are not aware of the new tax (32% vs. 22%, respectively)
- However, the majority of the population (62%) does not support higher taxes
- Similar to the two previous questions, respondents aware of the new tax are much more likely to give an opinion (5% vs. 18% answering 'Don't know')
- Respondents from both income groups answer almost the same

Responses N = 2,928	Percent (Weighted)
Yes	27%
No	62%
Don't know	12%

Margin of Error, Response Rate and FAQ

1. The “Margin of Error” is based conservatively on a sample size of +/- 2.9% for a completed respondent set of 2,055 Mexicans 18 years of age and older. Some question elements have larger sample sizes, and, therefore, lower ‘margins of error.’ Margin of error is a theoretical construct. It is the error produced by interviewing a random sample rather than the entire population whose opinions you care about. RIWI’s coverage bias mitigation here is proprietary, since, although we report margin of error because it is an important construct, our data are reflective of online usage, and, as disclosed in our IP and third party reviews, our technology is designed to reduce coverage bias. So if your population parameter is the online parameter, then margin of error is much less relevant when using RIWI. We still report it, subject to the caveat that it should not be relied on generally for online data. Here’s why: Based on the sample size (and some other factors) and utilizing statistics, a margin of sampling error can be determined. This describes how close the sample’s results likely come to the results that would have been obtained by interviewing everyone in the population — in theory — within plus or minus a few percentage points. We are actively committed to exploring these issues at events with which we are associated, such as AAPOR and ESOMAR, in order to review our positions, in league with multiple data constituencies.

2. Our survey completion response rate from the non-incentivized, random, non-panel respondent set of Mexican adults for this study was 10% of all those exposed randomly to the RIWI platform in Mexico.

3. For detailed statistical FAQ about RIWI’s proprietary all-country survey technology and risk measurement platform, please visit:
<https://riwi.com/riwi-faq/>

4. For why RIWI is unique in the world on issues such as randomization, scale, intellectual property, and global access, please visit:
<https://riwi.com/why-we-are-unique/>

About RIWI: RIWI is a global survey technology and risk measurement company using its proprietary, patented methods to capture a new stream of opinion data in any region of the world.

Contact



Neil Seeman, CEO & Founder

+1 416 205 9984
seeman@riwi.com