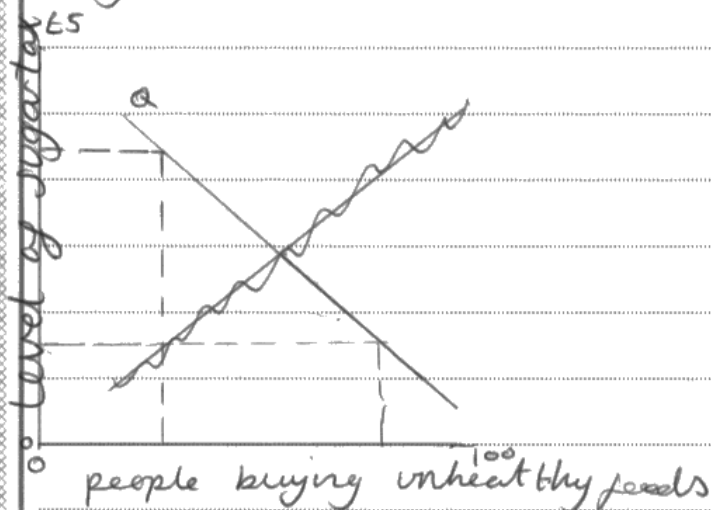


(c) Using suitable **diagrams**, assess the likely success of a sugar tax in reducing obesity in the UK.

(12)

If there was a sugar tax introduced, then less people would buy unhealthy things the higher the sugar tax the less people will buy it.



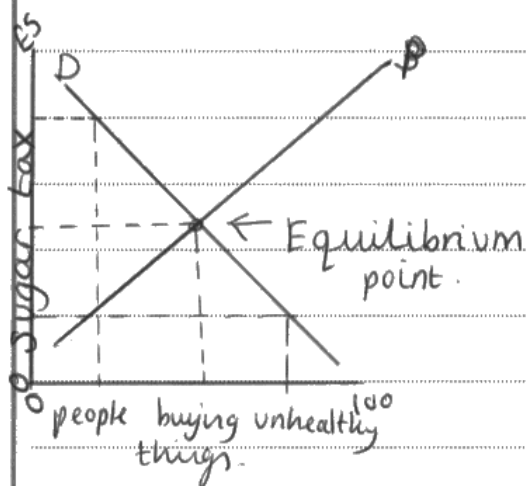
This graph shows that the higher the sugar tax, the less people will buy unhealthy foods. This would then mean people will look for alternatives

which would be healthy foods with no sugar tax. This would reduce UK obesity.

However not all obesity is resulted from a bad diet. There fore for those people, sugar tax wouldnt help anyway. They would have to find that equilibrium point of putting sugar tax at a suitable price so that people who arent obese still buy it, but so it also puts obese people of from buying lots of it.



P 5 2 1 4 1 A 0 9 2 4



From this diagram, you can see the equilibrium point. This is where the price of the item meets the demand that people want it. If there was a huge amount of tax added,

lots of people would stop buying foods like chocolate + sweets which is unfair to the ~~normal~~ healthier people and also the business. If they find that right point where there is a slight increase, obese people (mostly poor/deprived) people will refrain from buying it, whereas healthy people who tend to have higher incomes, will still buy things such as chocolate and sweets and it will have no effect on the company.