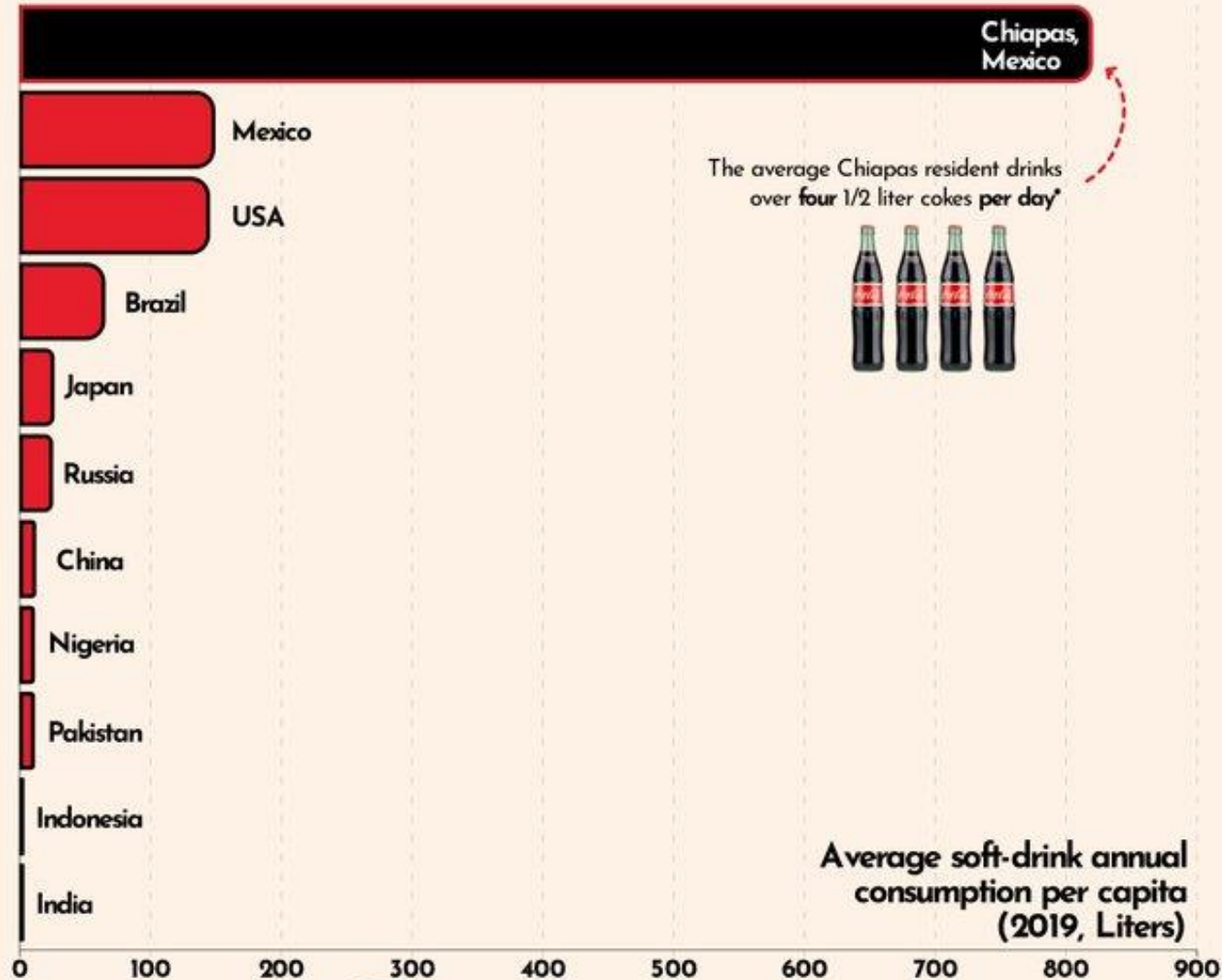


# Mexico Has an Enormous Soft-Drink Addiction Problem



What is going on?

# What The Graph 33: teacher notes

## Notes/comments

- This comes from a website/company that specialises in data about Latin American countries (largely Central and South America).
- A few countries appear to have been chosen to appear in this graph. Are they the top consumers? The biggest markets? It isn't clear.
- We know this comes from the Americas, because of the spelling of 'liters'.
- The annual average consumption in the USA is about 150 litres per person per year. That is just under half a litre of soft drink per day.
- The data is all from 2019, except from the amount of Coca-cola drunk in Chiapas, which is from 2018.
- Is Coke used as a proxy for 'soft drink', or is that the amount of actual Coca-cola drunk?
- Chiapas is the southernmost part of Mexico. It has a population of 5.5 million, out of the 130 million in the whole of Mexico.
- Using approximate figures from the graph, we can work out how much is drunk on average across the rest of Mexico:
  - 130 million (people in Mex) x 150 (litres per year) subtract 5.5 million (people in Chiapas) x 800 (litres per year). Now divide this by the 124.5 million Mexicans who don't live in Chiapas, and we get 121 litres per year. This is a sizeable drop!
  - Is the figure of "over four ½ litre bottles per year" accurate? 800 litres divided by 365 = 2.19, which is just over 2 litres.
- The next slide shows the risk factors of death for Mexicans in 2019. Causes 1 and 3 seem to be related to drinking too many soft drinks. Lots of others are diet related (diet low in whole grains, vegetables, nuts & seeds, fruits; deficiency in iron, vitamin A; high sodium). Perhaps some people drink soda because 'unsafe water source' is a cause of death?
- Presumably people also died of old age and from accidents that aren't mentioned here (the total is under ¾ of a million people, which seems rather low for a population of 130 million).

## Source:

- <https://twitter.com/LatamData/status/158022394291326976>

# Number of deaths by risk factor, Mexico, 2019

Total annual number of deaths by risk factor, measured across all age groups and both sexes.

