

Perceptions and Use of Dietary Sweeteners in 2021

May 2021



Methodology

One thousand online surveys were conducted among adults ages 18+ from April 9 to April 14, 2021 and were weighted to ensure proportional results. After weighting, 992 surveys were considered in the final results.

The Bayesian confidence level for 992 surveys is 3.5, which is roughly equivalent to a margin of error ± 3.1 at the 95% confidence level.

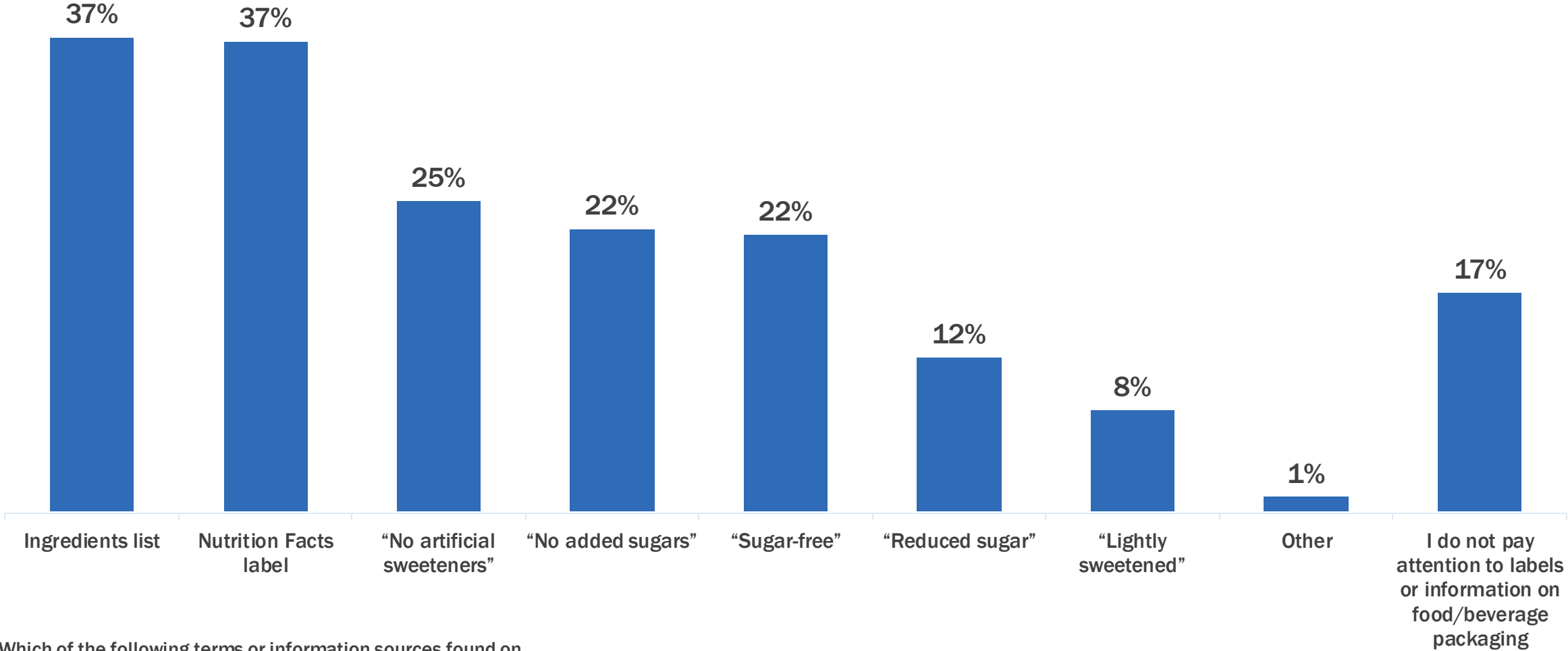
Statistical Significance

Something is statistically significant if the result cannot be attributed to random chance. Statistical significance in this presentation should be compared within each demographic (e.g., age, race, gender, etc.).

For example, if the responses from female respondents are considered to be significant, it is in relation to male respondents and not necessarily other demographic groups.

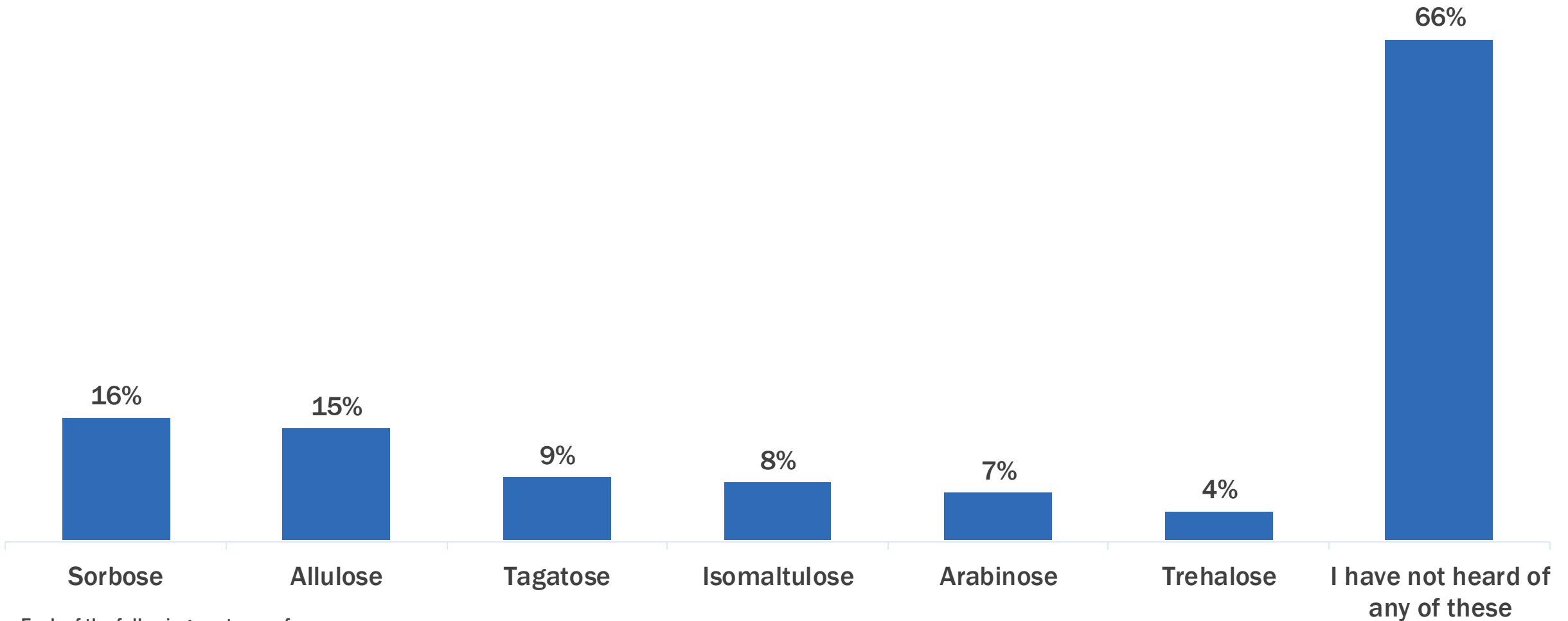


When buying sweet foods and beverages, information from the ingredients list and Nutrition Facts label is more influential than claims



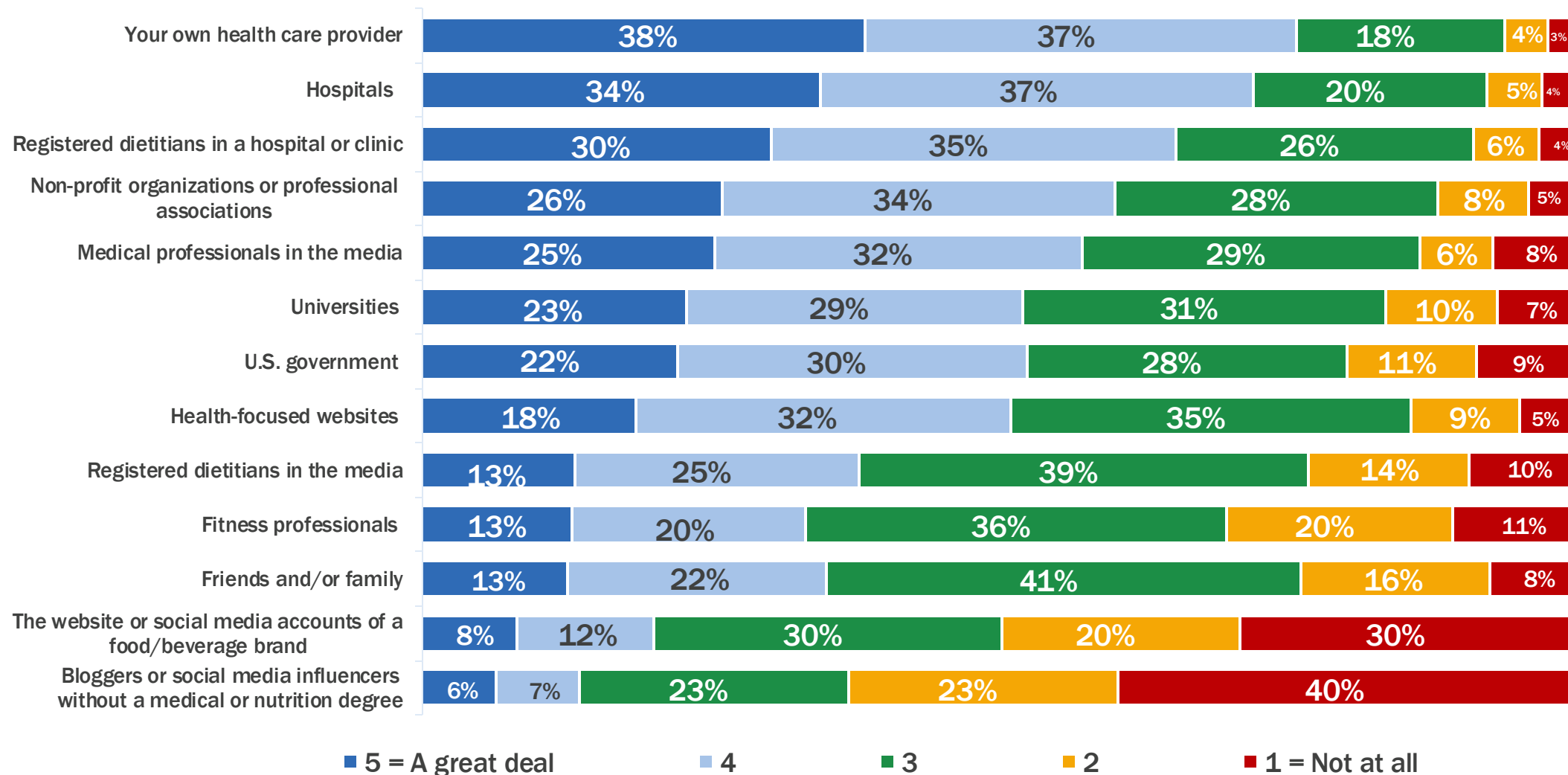
Which of the following terms or information sources found on food and beverage packaging most influences your purchases of sweet foods and beverages, if any? Select your top two.
n=992

Most are unfamiliar with the rare sugar allulose



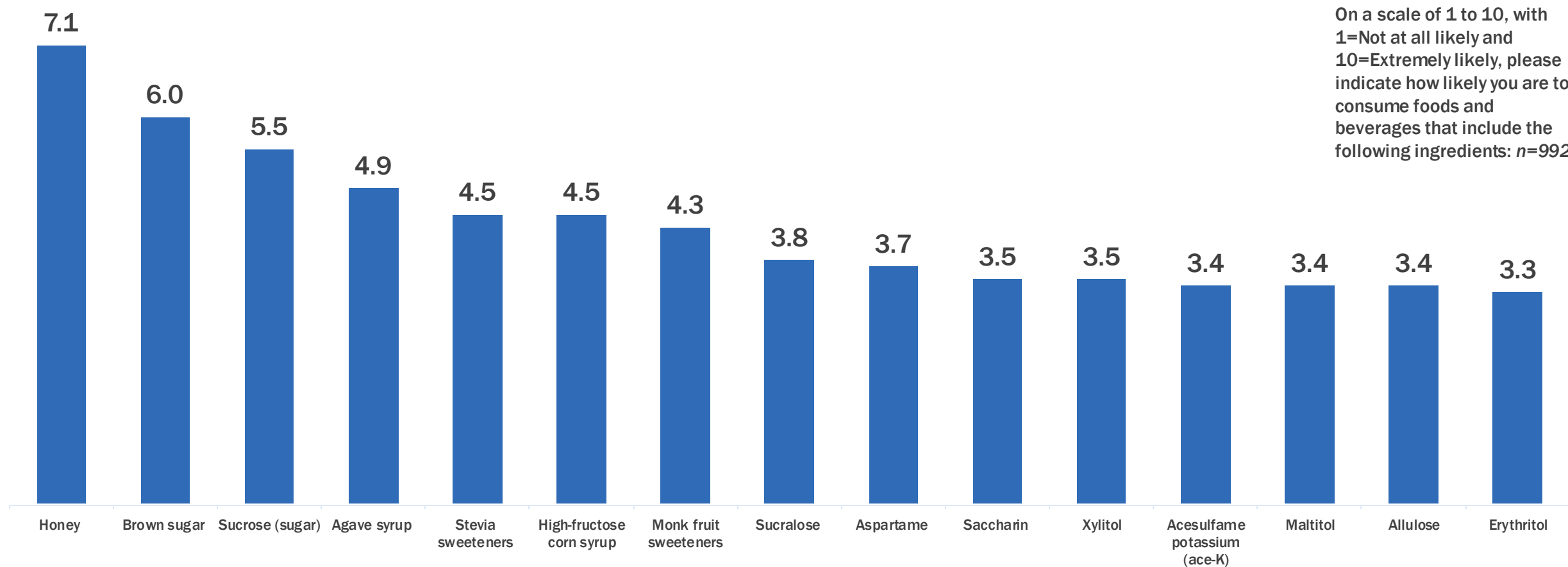
Each of the following are types of ingredients that can be found in some foods and beverages. Which of these have you heard of? Select all that apply.
n=992

For information on the health effects of sugar/sweeteners, most people trust health care providers and distrust bloggers/influencers without a medical or nutrition degree

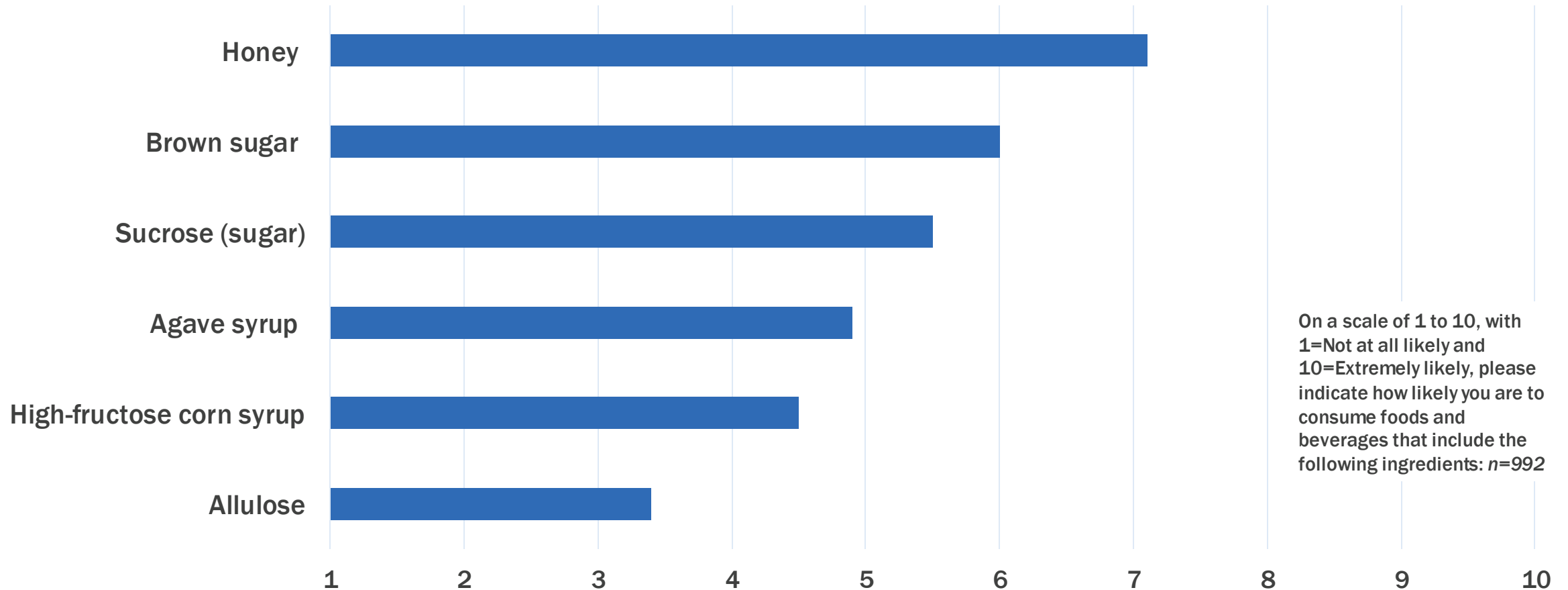


How much would you trust information from the following sources about the health effects of consuming sugar and/or low-calorie sweeteners? n=992

People are more likely to consume foods and beverages with caloric sweeteners over those with low-calorie sweeteners, sugar alcohols and allulose

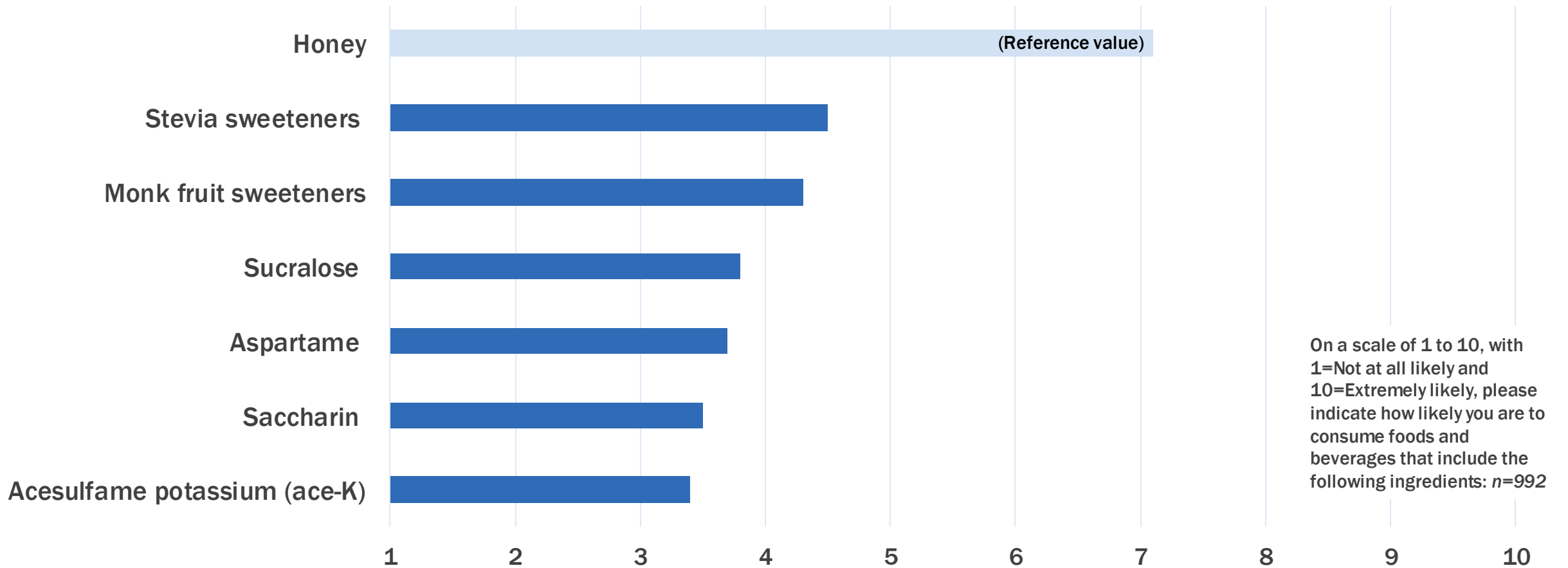


Among different types of sugars, likelihood of consumption is highest for honey; lowest for high-fructose corn syrup and allulose



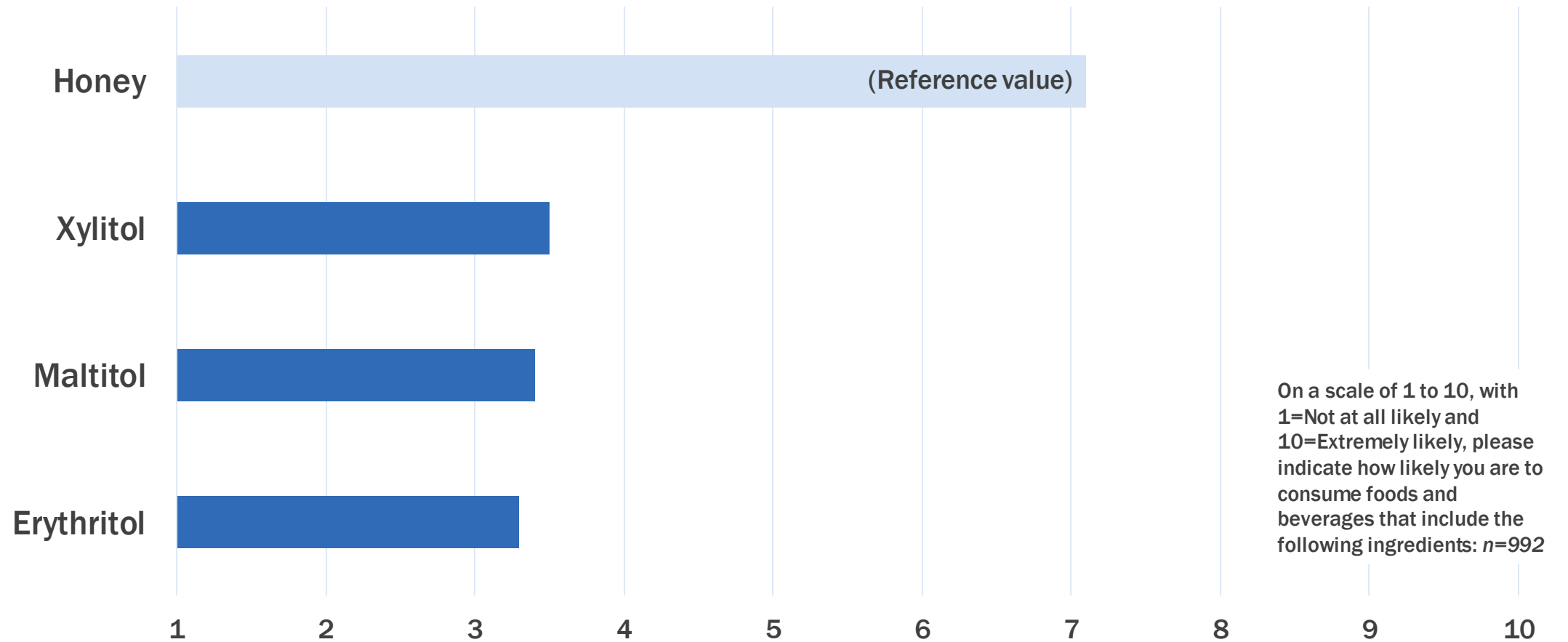
On a scale of 1 to 10, with 1=Not at all likely and 10=Extremely likely, please indicate how likely you are to consume foods and beverages that include the following ingredients: *n*=992

Among low-calorie sweeteners, likelihood of consumption is highest for stevia and monk fruit sweeteners

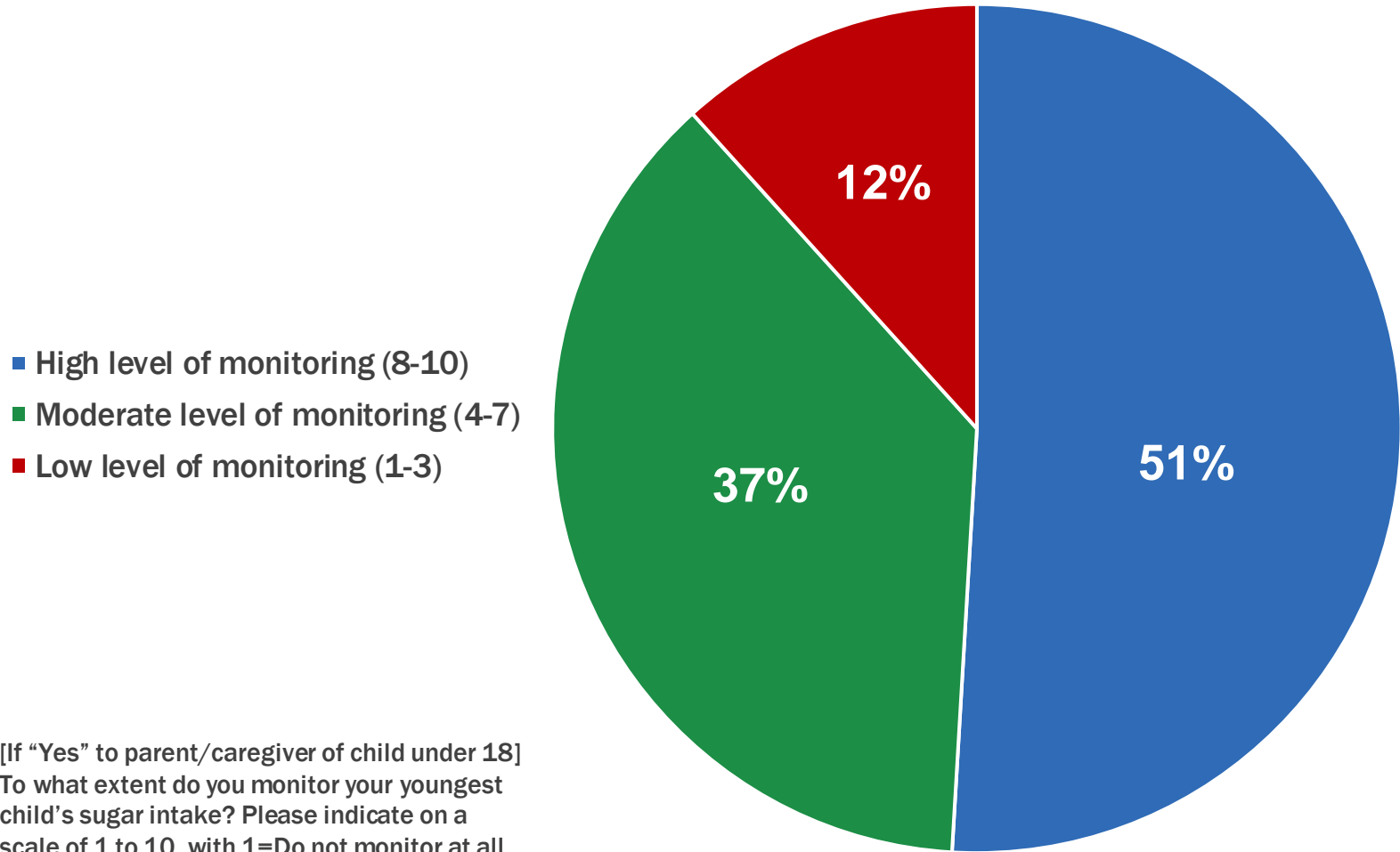


On a scale of 1 to 10, with 1=Not at all likely and 10=Extremely likely, please indicate how likely you are to consume foods and beverages that include the following ingredients: n=992

Likelihood of sugar alcohol consumption is far lower than caloric sweeteners like honey



Nearly nine in 10 parents of children under 18 monitor their youngest child's sugar intake at least to a moderate degree



- High level of monitoring (8-10)
- Moderate level of monitoring (4-7)
- Low level of monitoring (1-3)

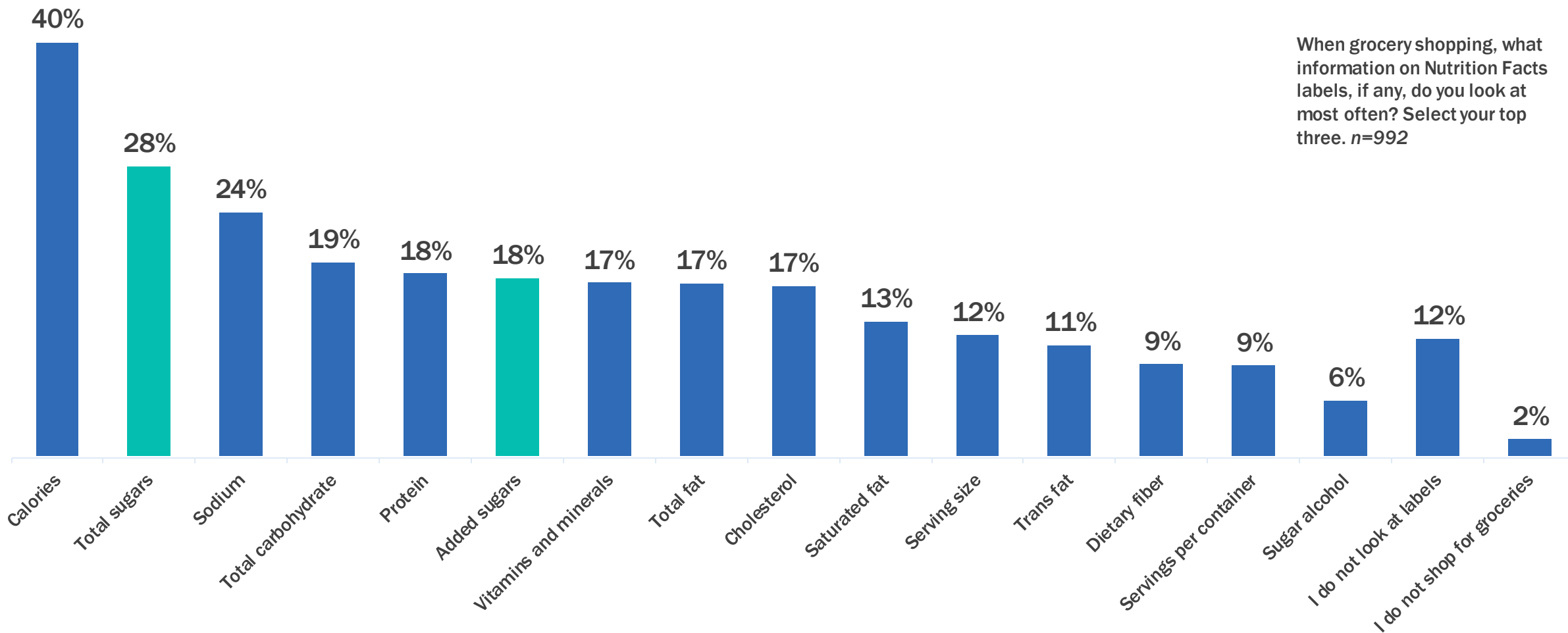
Parents of younger children monitor their youngest child's intake more closely than those with older children.

Mean level of monitoring:

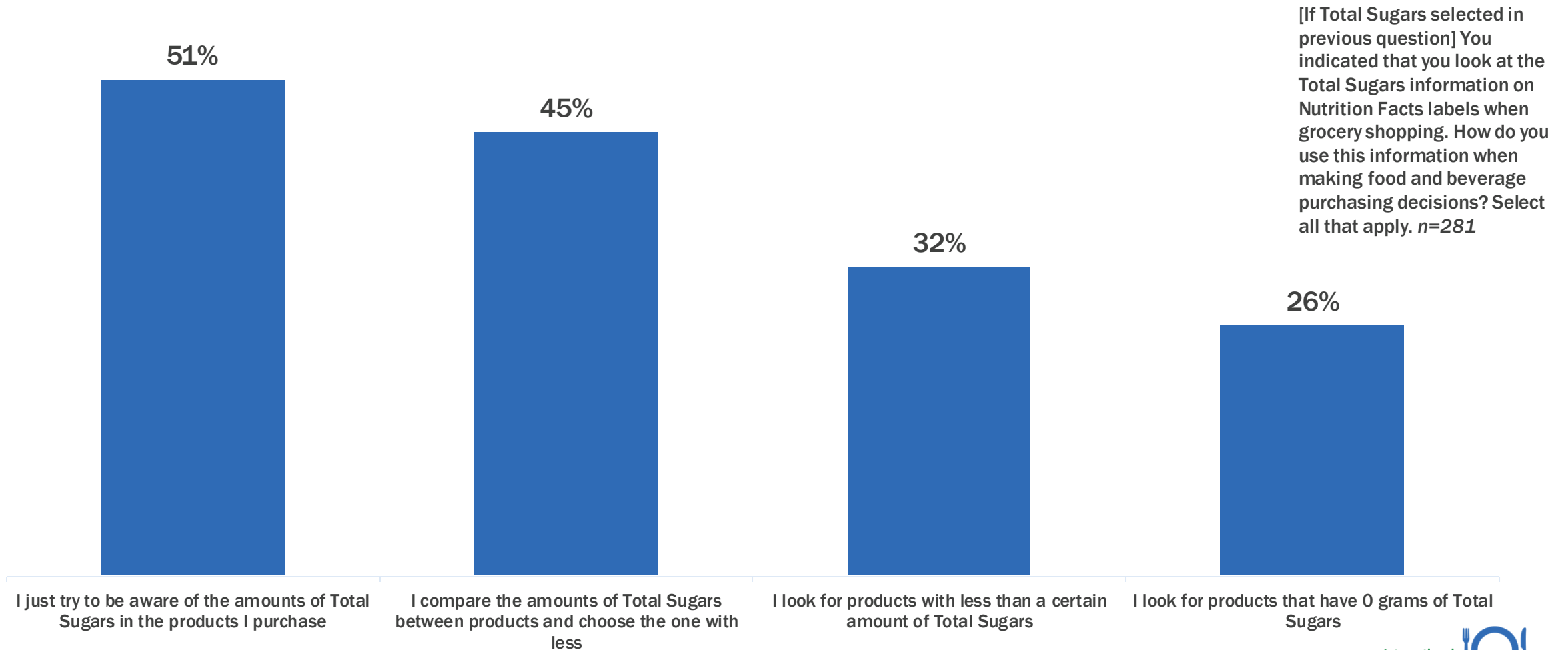
- Parents of kids 10 and under = 7.5
- Parents of kids 11-17 = 6.0

[If "Yes" to parent/caregiver of child under 18]
To what extent do you monitor your youngest child's sugar intake? Please indicate on a scale of 1 to 10, with 1=Do not monitor at all and 10=Monitor very closely. n = 343

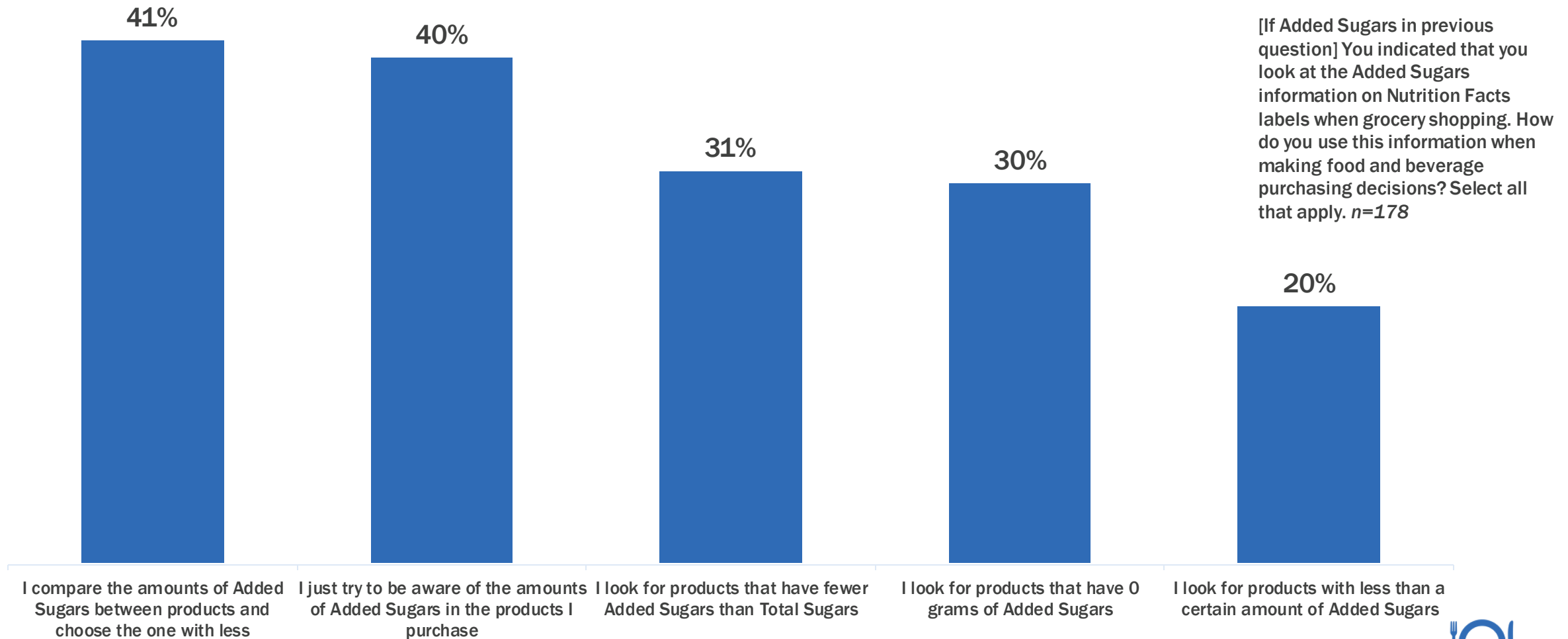
Nearly 3 in 10 prioritize finding information on Total Sugars when shopping; fewer look for info on Added Sugars



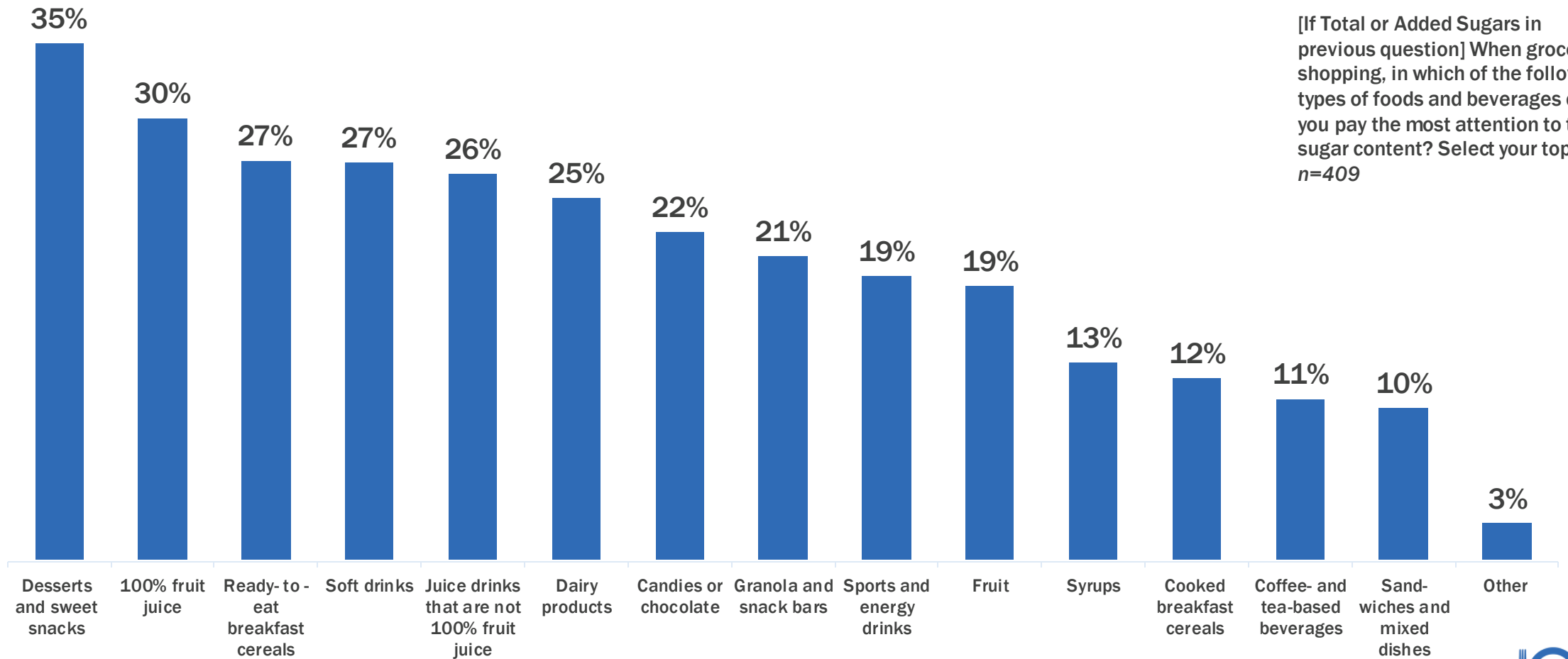
Top uses of Total Sugars information are for general awareness of sugar content and comparing between products



As for Total Sugars, top uses of Added Sugars information are for general awareness and comparing amounts between products



Of those who prioritize looking for Total or Added Sugars content, most attention is paid to desserts/sweet snacks, 100% fruit juice, breakfast cereals and soft drinks when grocery shopping



[If Total or Added Sugars in previous question] When grocery shopping, in which of the following types of foods and beverages do you pay the most attention to the sugar content? Select your top 3.
n=409

Appendix

Which of the following terms or information sources found on food and beverage packaging most influences your purchases of sweet foods and beverages, if any? Select your top two.

	Ingredient's list	Nutrition Facts label	"No artificial sweeteners"	"No added sugars"	"Sugar-free"	"Reduced sugar"	"Lightly sweetened"	Other	I do not pay attention
Total	37%	37%	25%	22%	22%	12%	8%	1%	17%
Men	33%	33%	22%	26%	28% ↑	14%	10%	1%	16%
Women	41%	41%	27%	19%	16% ↓	11%	7%	2%	18%
Less than \$40K	37%	33%	22%	20%	16%	8%	10%	0%	27% ↑
\$40K-\$79K	38%	42%	22%	27%	23%	9%	5%	1%	17%
\$80K+	38%	39%	27%	21%	26%	18% ↑	11%	2%	9% ↓
White	37%	34%	26%	20%	21%	13%	9%	1%	19%
African American	39%	45%	16%	26%	23%	10%	5%	0%	18%
Hispanic/Latinx	32%	42%	27%	27%	27%	12%	11%	3%	10%
Under 45	34%	37%	30% ↑	18% ↓	27% ↑	17% ↑	14% ↑	1%	11% ↓
45-64	40%	39%	20%	25%	18%	9% ↓	3% ↓	1%	22% ↑
65+	41%	36%	19%	30%	17%	6% ↓	1% ↓	2%	24%
Non-college	35%	31% ↓	21%	22%	19%	9%	8%	1%	27% ↑
College	39%	42% ↑	27%	23%	24%	15%	8%	2%	10% ↓

Which of the following terms or information sources found on food and beverage packaging most influences your purchases of sweet foods and beverages, if any? Select your top two.

	Ingredient's list	Nutrition Facts label	"No artificial sweeteners"	"No added sugars"	"Sugar-free"	"Reduced sugar"	"Lightly sweetened"	Other	I do not pay attention
Total	37%	37%	25%	22%	22%	12%	8%	1%	17%
Newborn to 10 years old	34%	39%	34% ↑	15% ↓	30% ↑	20% ↑	16% ↑	0%	6% ↓
11 to 17 years old	48%	40%	27%	13%	23%	17%	10%	3%	9%
No, I am not a parent or caregiver of a child under 18 years old	38%	36%	21% ↓	26% ↑	19% ↓	9% ↓	5% ↓	2%	23% ↑

Each of the following are types of ingredients that can be found in some foods and beverages. Which of these have you heard of?
Select all that apply.

	Sorbose	Allulose	Tagatose	Isomaltulose	Arabinose	Trehalose	I have not heard of any of these
Total	16%	15%	9%	8%	7%	4%	66%
Men	18%	19% ↑	11%	9%	8%	7% ↑	60% ↓
Women	15%	11% ↓	6%	7%	5%	2% ↓	71% ↑
Less than \$40K	11%	11%	4%	6%	2% ↓	2%	75% ↑
\$40K-\$79K	17%	12%	6%	6%	7%	2%	69%
\$80K+	19%	22% ↑	14% ↑	11%	11% ↑	7% ↑	54% ↓
White	14%	15%	9%	7%	6%	5%	68%
African American	13%	15%	5%	7%	5%	3%	69%
Hispanic/ Latinx	31%	16%	11%	13%	10%	0%	46%
Under 45	20% ↑	24% ↑	15% ↑	13% ↑	11% ↑	7% ↑	48% ↓
45-64	10% ↓	9% ↓	2% ↓	5%	3% ↓	1% ↓	81% ↑
65+	18%	4% ↓	3%	0% ↓	2% ↓	2%	80% ↑
Non-college	12%	10% ↓	5% ↓	5%	3% ↓	2%	74% ↑
College	19%	18% ↑	11% ↑	10%	9% ↑	5%	59% ↓

Each of the following are types of ingredients that can be found in some foods and beverages. Which of these have you heard of?
Select all that apply.

	Sorbose	Allulose	Tagatose	Isomaltulose	Arabinose	Trehalose	I have not heard of any of these
Total	16%	15%	9%	8%	7%	4%	66%
Newborn to 10 years old	19%	28% ↑	22% ↑	18% ↑	13% ↑	9% ↑	44% ↓
11 to 17 years old	24%	23%	9%	7%	15% ↑	6%	52% ↓
No, I am not a parent or caregiver of a child under 18 years old	14%	9% ↓	3% ↓	4% ↓	3% ↓	2% ↓	75% ↑

How much would you trust information from the following sources about the health effects of consuming sugar and/or low-calorie sweeteners? % 5= A great deal

	Your own health care provider	Hospitals	Registered dietitians in a hospital or clinic	Non-profit organizations or professional associations	Medical professionals in the media	Universities	U.S. government
Total	38%	34%	30%	26%	25%	23%	22%
Men	38%	34%	30%	26%	26%	27% ↑	22%
Women	38%	35%	31%	25%	24%	19% ↓	22%
Less than \$40K	34%	29%	28%	21%	21%	16% ↓	18%
\$40K-\$79K	39%	34%	30%	26%	26%	21%	21%
\$80K+	39%	40%	33%	29%	28%	29% ↑	28%
White	39%	34%	32%	24%	26%	22%	23%
African American	44%	40%	35%	34%	29%	26%	24%
Hispanic/ Latinx	30%	32%	18%	33%	16%	25%	18%
Under 45	36%	32%	30%	26%	30% ↑	30% ↑	28% ↑
45-64	42%	36%	30%	27%	20% ↓	17% ↓	18%
65+	36%	38%	30%	23%	22%	17%	15%
Non-college	38%	32%	28%	26%	22%	16% ↓	21%
College	39%	37%	32%	26%	28%	28% ↑	23%

How much would you trust information from the following sources about the health effects of consuming sugar and/or low-calorie sweeteners? % 5= A great deal

	Health-focused websites	Registered dietitians in the media	Fitness professionals	Friends and/or family	The website or social media accounts of a food/beverage brand	Bloggers or social media influencers without a medical or nutrition degree
Total	18%	13%	13%	13%	8%	6%
Men	20%	14%	15%	13%	8%	7%
Women	17%	12%	10%	12%	8%	6%
Less than \$40K	17%	12%	12%	13%	6%	5%
\$40K-\$79K	20%	11%	10%	10%	7%	6%
\$80K+	20%	16%	17%	15%	11%	8%
White	19%	14%	14%	13%	7%	5%
African American	27%	20%	16%	17%	15%	9%
Hispanic/ Latinx	11%	0%	4%	13%	9%	12%
Under 45	19%	16% ↑	19% ↑	14%	11% ↑	9% ↑
45-64	20%	11%	8% ↓	13%	6%	4%
65+	11% ↓	10%	5% ↓	8%	4% ↓	2% ↓
Non-college	16%	12%	11%	12%	7%	6%
College	20%	14%	15%	13%	9%	7%

How much would you trust information from the following sources about the health effects of consuming sugar and/or low-calorie sweeteners? % 5= A great deal

	Your own health care provider	Hospitals	Registered dietitians in a hospital or clinic	Non-profit organizations or professional associations	Medical professionals in the media	Universities	U.S. government
Total	38%	34%	30%	26%	25%	23%	22%
Newborn to 10 years old	41%	39%	34%	33% ↑	34% ↑	39% ↑	34% ↑
11 to 17 years old	42%	38%	33%	27%	34%	31%	28%
No, I am not a parent or caregiver of a child under 18 years old	37%	32%	28%	23% ↓	21% ↓	16% ↓	17% ↓

How much would you trust information from the following sources about the health effects of consuming sugar and/or low-calorie sweeteners? % 5= A great deal

	Health-focused websites	Registered dietitians in the media	Fitness professionals	Friends and/or family	The website or social media accounts of a food/beverage brand	Bloggers or social media influencers without a medical or nutrition degree
Total	18%	13%	13%	13%	8%	6%
Newborn to 10 years old	24%	20% ↑	25% ↑	18% ↑	14% ↑	13% ↑
11 to 17 years old	23%	17%	17%	13%	15%	6%
No, I am not a parent or caregiver of a child under 18 years old	16% ↓	10% ↓	8% ↓	11%	5% ↓	4% ↓

On a scale of 1 to 10, with 1=Not at all likely and 10=Extremely likely, please indicate how likely you are to consume foods and beverages that include the following ingredients: % Extremely likely (8-10)

	Honey	Brown sugar	Sucrose (sugar)	Agave syrup	Stevia sweeteners	High-fructose corn syrup	Monk Fruit sweeteners	Sucralose
Total	55%	33%	29%	21%	18%	17%	13%	10%
Men	56%	28% ↓	28%	20%	19%	21% ↑	14%	12%
Women	53%	38% ↑	30%	22%	17%	13% ↓	12%	9%
Less than \$40K	50%	33%	27%	18%	14%	18%	11%	10%
\$40K-\$79K	52%	39%	31%	22%	23%	20%	15%	8%
\$80K+	61%	32%	28%	24%	17%	15%	14%	12%
White	55%	32%	31%	20%	17%	18%	16%	10%
African American	54%	34%	23%	19%	16%	17%	13%	10%
Hispanic/ Latinx	58%	39%	26%	29%	23%	9%	0%	9%
Under 45	57%	32%	29%	23%	16%	19%	14%	14% ↑
45-64	54%	37%	34%	21%	21%	17%	13%	8%
65+	48%	27%	19% ↓	16%	16%	9% ↓	9%	3% ↓
Non-college	50%	36%	32%	18%	13% ↓	17%	10%	8%
College	59%	31%	27%	23%	22% ↑	17%	15%	11%

On a scale of 1 to 10, with 1=Not at all likely and 10=Extremely likely, please indicate how likely you are to consume foods and beverages that include the following ingredients: % Extremely likely (8-10)

	Aspartame	Saccharin	Xylitol	Acesulfame potassium (ace-K)	Maltitol	Allulose	Erythritol
Total	10%	9%	8%	7%	6%	7%	7%
Men	14% ↑	11%	9%	9%	9% ↑	9%	10% ↑
Women	7% ↓	6% ↓	7%	6%	4% ↓	6%	3% ↓
Less than \$40K	8%	6%	6%	5%	2% ↓	6%	4%
\$40K-\$79K	13%	7%	8%	9%	5%	4% ↓	5%
\$80K+	12%	11%	9%	9%	10% ↑	12% ↑	9%
White	12%	9%	8%	8%	7%	7%	7%
African American	9%	7%	8%	6%	7%	7%	8%
Hispanic/ Latinx	4%	11%	10%	7%	0%	10%	8%
Under 45	11%	12% ↑	11% ↑	11% ↑	10% ↑	13% ↑	10% ↑
45-64	11%	7%	6%	4% ↓	4%	3% ↓	3% ↓
65+	7%	3% ↓	3% ↓	2% ↓	1% ↓	2% ↓	3%
Non-college	8%	7%	6%	6%	3% ↓	5%	4%
College	13%	10%	9%	8%	9% ↑	9%	8%

On a scale of 1 to 10, with 1=Not at all likely and 10=Extremely likely, please indicate how likely you are to consume foods and beverages that include the following ingredients: % Extremely likely (8-10)

	Honey	Brown sugar	Sucrose (sugar)	Agave syrup	Stevia sweeteners	High-fructose corn syrup	Monk Fruit sweeteners	Sucralose
Total	55%	33%	29%	21%	18%	17%	13%	10%
Newborn to 10 years old	61%	32%	26%	19%	12% ↓	16%	15%	14%
11 to 17 years old	69% ↑	34%	38%	31%	22%	17%	20%	14%
No, I am not a parent or caregiver of a child under 18 years old	51% ↓	34%	29%	21%	20%	17%	12%	8%

On a scale of 1 to 10, with 1=Not at all likely and 10=Extremely likely, please indicate how likely you are to consume foods and beverages that include the following ingredients: % Extremely likely (8-10)

	Aspartame	Saccharin	Xylitol	Acesulfame potassium (ace-K)	Maltitol	Allulose	Erythritol
Total	10%	9%	8%	7%	6%	7%	7%
Newborn to 10 years old	12%	14% ↑	10%	10%	10% ↑	13% ↑	9%
11 to 17 years old	13%	11%	9%	9%	14% ↑	11%	10%
No, I am not a parent or caregiver of a child under 18 years old	10%	6% ↓	7%	6%	4% ↓	5% ↓	5%

Are you the parent or caregiver of at least one child under the age of 18? If so, please select the age of your youngest child from the dropdown list:

	Newborn to 10 years old	11 to 17 years old	No, I am not a parent or caregiver of a child under 18 years old
Total	26%	8%	66%
Men	30% ↑	9%	61% ↓
Women	22%	8%	71% ↑
Less than \$40K	7% ↓	5%	88% ↑
\$40K-\$79K	19% ↓	6%	76% ↑
\$80K+	47% ↑	12% ↑	41% ↓
White	28%	9%	62%
African American	19%	6%	75%
Hispanic/ Latinx	26%	2%	72%
Under 45	48% ↑	9%	43% ↓
45-64	9% ↓	9%	82% ↑
65+	1% ↓	3%	96% ↑
Non-college	12% ↓	6%	82% ↑
College	36% ↑	10%	54% ↓

[Q5= child under 18] To what extent do you monitor your youngest child's sugar intake?
Please indicate on a scale of 1 to 10, with 1=Do not monitor at all and 10=Monitor very closely.

	Monitor very closely (8-10)	Monitor somewhat closely (4-7)	Do not monitor at all (1-3)
Total	51%	37%	12%
Men	55%	36%	9%
Women	46%	39%	15%
Less than \$40K	35%	46%	18%
\$40K-\$79K	54%	34%	12%
\$80K+	51%	38%	11%
White	52%	38%	10%
African American	58%	33%	9%
Hispanic/ Latinx	40%	45%	16%
Under 45	55%	38%	7% ↓
45-64	36%	36%	28% ↑
65+	37%	22%	40%
Non-college	45%	41%	13%
College	53%	36%	11%

[Q5= child under 18] To what extent do you monitor your youngest child's sugar intake?
Please indicate on a scale of 1 to 10, with 1=Do not monitor at all and 10=Monitor very closely.

	Monitor very closely (8-10)	Monitor somewhat closely (4-7)	Do not monitor at all (1-3)
Total	51%	37%	12%
Newborn to 10 years old	55% ↑	38%	7% ↓
11 to 17 years old	38% ↓	35%	27% ↑
No, I am not a parent or caregiver of a child under 18 years old	-	-	-

When grocery shopping, what information on Nutrition Facts labels, if any, do you look at most often? Select your top three. If you would like a reminder of the type of information that typically appears on a Nutrition Facts label, please refer to the image.

	Calories	Total sugars	Sodium	Total carbohydrate	Protein	Added sugars	Vitamins and minerals	Total fat
Total	40%	28%	24%	19%	18%	18%	17%	17%
Men	41%	26%	18% ↓	17%	18%	19%	21% ↑	19%
Women	40%	30%	30% ↑	21%	18%	16%	13% ↓	16%
Less than \$40K	32%	25%	25%	13% ↓	16%	17%	17%	15%
\$40K-\$79K	43%	28%	30%	24%	15%	14%	13%	18%
\$80K+	43%	29%	19%	21%	23%	21%	22%	16%
White	39%	25%	21%	20%	20%	17%	18%	18%
African American	36%	31%	36%	15%	16%	19%	18%	14%
Hispanic/ Latinx	60%	38%	27%	25%	12%	19%	14%	21%
Under 45	44%	29%	19% ↓	16%	23% ↑	21% ↑	23% ↑	21% ↑
45-64	38%	26%	27%	22%	16%	14%	13%	16%
65+	35%	33%	33% ↑	23%	7% ↓	15%	10% ↓	10% ↓
Non-college	38%	27%	22%	15%	14%	18%	16%	17%
College	43%	30%	25%	22%	21% ↑	18%	18%	17%

When grocery shopping, what information on Nutrition Facts labels, if any, do you look at most often? Select your top three. If you would like a reminder of the type of information that typically appears on a Nutrition Facts label, please refer to the image.

	Cholesterol	Saturated fat	Serving size	Trans fat	Dietary fiber	Servings per container	Sugar alcohol	I do not look at Nutrition Facts labels when grocery shopping	I do not shop for groceries
Total	17%	13%	12%	11%	9%	9%	6%	12%	2%
Men	19%	12%	11%	10%	10%	7%	8% ↑	13%	2%
Women	15%	14%	13%	12%	9%	11%	4%	11%	2%
Less than \$40K	18%	10%	14%	15%	9%	8%	6%	18% ↑	3%
\$40K-\$79K	15%	16%	13%	10%	11%	10%	5%	11%	1%
\$80K+	19%	14%	11%	8%	10%	10%	8%	7% ↓	2%
White	17%	13%	14%	9%	9%	9%	7%	13%	3%
African American	18%	13%	12%	12%	9%	8%	7%	12%	0%
Hispanic/ Latinx	17%	10%	2%	21%	10%	6%	0%	4%	2%
Under 45	17%	13%	13%	10%	8%	7%	8% ↑	8% ↓	2%
45-64	17%	13%	13%	10%	9%	13% ↑	4%	13%	3%
65+	17%	16%	7% ↓	16%	12%	7%	3%	18% ↑	1%
Non-college	18%	11%	12%	12%	7%	8%	4%	17% ↑	3%
College	16%	15%	12%	10%	11%	10%	7%	7% ↓	1%

When grocery shopping, what information on Nutrition Facts labels, if any, do you look at most often? Select your top three. If you would like a reminder of the type of information that typically appears on a Nutrition Facts label, please refer to the image.

	Calories	Total sugars	Sodium	Total carbohydrate	Protein	Added sugars	Vitamins and minerals	Total fat
Total	40%	28%	24%	19%	18%	18%	17%	17%
Newborn to 10 years old	43%	31%	14% ↓	13% ↓	24% ↑	24% ↑	31% ↑	17%
11 to 17 years old	37%	26%	23%	29%	23%	21%	21%	21%
No, I am not a parent or caregiver of a child under 18 years old	40%	28%	28% ↑	20%	15% ↓	15% ↓	11% ↓	17%

When grocery shopping, what information on Nutrition Facts labels, if any, do you look at most often? Select your top three. If you would like a reminder of the type of information that typically appears on a Nutrition Facts label, please refer to the image.

	Cholesterol	Saturated fat	Serving size	Trans fat	Dietary fiber	Servings per container	Sugar alcohol	I do not look at Nutrition Facts labels when grocery shopping	I do not shop for groceries
Total	17%	13%	12%	11%	9%	9%	6%	12%	2%
Newborn to 10 years old	18%	14%	13%	9%	10%	7%	10% ↑	6% ↓	0%
11 to 17 years old	11%	14%	10%	8%	6%	8%	10%	10%	0%
No, I am not a parent or caregiver of a child under 18 years old	17%	13%	12%	12%	9%	10%	4% ↓	14% ↑	3% ↑

[Q7= Total Sugars] You indicated that you look at the Total Sugars information on Nutrition Facts labels when grocery shopping. How do you use this information when making food and beverage purchasing decisions? Select all that apply.

	I just try to be aware of the amounts of Total Sugars in the products I purchase	Total Sugars between products and choose the one with less	I look for products with less than a certain amount of Total Sugars	I look for products that have 0 grams of Total Sugars	Other
Total	51%	45%	32%	26%	0%
Men	42%	55%	37%	39% ↑	0%
Women	57%	38%	28%	15% ↓	1%
Less than \$40K	59%	49%	26%	15%	2%
\$40K-\$79K	44%	45%	38%	35%	0%
\$80K+	50%	47%	34%	27%	0%
White	49%	40%	26%	25%	1%
African American	51%	46%	36%	22%	0%
Hispanic/ Latinx	61%	59%	42%	33%	0%
Under 45	53%	37%	30%	17% ↓	1%
45-64	51%	49%	36%	32%	0%
65+	44%	59%	29%	37%	0%
Non-college	62%	47%	32%	27%	0%
College	43%	44%	31%	25%	1%

[Q7= Total Sugars] You indicated that you look at the Total Sugars information on Nutrition Facts labels when grocery shopping. How do you use this information when making food and beverage purchasing decisions? Select all that apply.

	I just try to be aware of the amounts of Total Sugars in the products I purchase	Total Sugars between products and choose the one with less	I look for products with less than a certain amount of Total Sugars	I look for products that have 0 grams of Total Sugars	Other
Total	51%	45%	32%	26%	0%
Newborn to 10 years old	52%	53%	31%	17%	0%
11 to 17 years old	45%	46%	33%	35%	0%
No, I am not a parent or caregiver of a child under 18 years old	50%	42%	32%	28%	1%

[Q7= Added Sugars] You indicated that you look at the Added Sugars information on Nutrition Facts labels when grocery shopping. How do you use this information when making food and beverage purchasing decisions? Select all that apply.

	I compare the amounts of Added Sugars between products and choose the one with less	I just try to be aware of the amounts of Added Sugars in the products I purchase	I look for products that have fewer Added Sugars than Total Sugars	I look for products that have 0 grams of Added Sugars	I look for products with less than a certain amount of Added Sugars	Other
Total	41%	40%	31%	30%	20%	0%
Men	44%	36%	29%	34%	21%	0%
Women	39%	44%	33%	26%	20%	1%
Less than \$40K	44%	43%	22%	27%	19%	1%
\$40K-\$79K	23%	40%	46%	35%	33%	0%
\$80K+	46%	39%	32%	33%	18%	0%
White	36%	43%	28%	28%	20%	0%
African American	38%	44%	42%	34%	28%	2%
Hispanic/ Latinx	73%	23%	29%	38%	13%	0%
Under 45	37%	40%	33%	15% ↓	20%	0%
45-64	38%	45%	26%	43%	18%	1%
65+	63%	30%	32%	62% ↑	26%	0%
Non-college	35%	44%	28%	35%	18%	1%
College	46%	37%	33%	26%	22%	0%

[Q7= Added Sugars] You indicated that you look at the Added Sugars information on Nutrition Facts labels when grocery shopping. How do you use this information when making food and beverage purchasing decisions? Select all that apply.

	I compare the amounts of Added Sugars between products and choose the one with less	I just try to be aware of the amounts of Added Sugars in the products I purchase	I look for products that have fewer Added Sugars than Total Sugars	I look for products that have 0 grams of Added Sugars	I look for products with less than a certain amount of Added Sugars	Other
Total	41%	40%	31%	30%	20%	0%
Newborn to 10 years old	39%	49%	41%	22%	24%	0%
11 to 17 years old	39%	28%	41%	26%	25%	0%
No, I am not a parent or caregiver of a child under 18 years old	43%	36%	23%	36%	17%	1%

[Q7= Total or Added Sugars] When grocery shopping, in which of the following types of foods and beverages do you pay the most attention to the sugar content? Select your top 3.

	Desserts and sweet snacks	100% fruit juice	Ready-to-eat breakfast cereals	Soft drinks (e.g., non-diet sodas)	Juice drinks that are not 100% fruit juice	Dairy products (e.g., milks and yogurts)	Candies or chocolate	Granola and snack bars
Total	35%	30%	27%	27%	26%	25%	22%	21%
Men	28%	31%	23%	31%	25%	26%	25%	19%
Women	41%	29%	30%	23%	27%	24%	20%	23%
Less than \$40K	29%	31%	30%	24%	29%	24%	27%	20%
\$40K-\$79K	33%	33%	31%	29%	25%	21%	18%	19%
\$80K+	36%	28%	24%	26%	25%	28%	19%	22%
White	33%	30%	30%	27%	23%	27%	23%	21%
African American	34%	35%	27%	32%	34%	16%	14%	26%
Hispanic/ Latinx	31%	26%	18%	21%	18%	27%	30%	10%
Under 45	37%	34%	22%	26%	24%	23%	26%	21%
45-64	34%	29%	33%	31%	29%	20%	21%	24%
65+	30%	19%	33%	24%	28%	37%	13%	13%
Non-college	33%	33%	27%	24%	27%	22%	31%	18%
College	36%	28%	27%	29%	26%	26%	17%	22%

[Q7= Total or Added Sugars] When grocery shopping, in which of the following types of foods and beverages do you pay the most attention to the sugar content? Select your top 3.

	Sports and energy drinks	Fruit (including fresh, dried, frozen or canned fruit)	Syrups (e.g., 100% honey, agave, maple)	Cooked breakfast cereals (e.g., oatmeal)	Coffee- and tea-based beverages	Sandwiches and mixed dishes	Other
Total	19%	19%	13%	12%	11%	10%	3%
Men	21%	20%	15%	11%	10%	10%	5%
Women	17%	18%	12%	14%	11%	11%	0%
Less than \$40K	14%	22%	7%	17%	14%	13%	0%
\$40K-\$79K	15%	22%	16%	15%	14%	5%	5%
\$80K+	24%	14%	13%	11%	10%	14%	3%
White	16%	17%	12%	14%	10%	15%	2%
African American	8%	23%	8%	17%	13%	9%	2%
Hispanic/ Latinx	42%	26%	23%	4%	15%	0%	10%
Under 45	26% ↑	17%	13%	10%	11%	11%	0%
45-64	13%	15%	14%	18%	9%	10%	1%
65+	10%	31%	12%	12%	15%	10%	14% ↑
Non-college	16%	20%	14%	15%	6%	9%	4%
College	21%	17%	13%	11%	15%	11%	2%

[Q7= Total or Added Sugars] When grocery shopping, in which of the following types of foods and beverages do you pay the most attention to the sugar content? Select your top 3.

	Desserts and sweet snacks	100% fruit juice	Ready-to-eat breakfast cereals	Soft drinks (e.g., non-diet sodas)	Juice drinks that are not 100% fruit juice	Dairy products (e.g., milks and yogurts)	Candies or chocolate	Granola and snack bars
Total	35%	30%	27%	27%	26%	25%	22%	21%
Newborn to 10 years old	31%	40% ↑	21%	28%	29%	22%	16%	20%
11 to 17 years old	33%	21%	41%	23%	20%	27%	39%	31%
No, I am not a parent or caregiver of a child under 18 years old	37%	26%	28%	27%	26%	25%	23%	20%

[Q7= Total or Added Sugars] When grocery shopping, in which of the following types of foods and beverages do you pay the most attention to the sugar content? Select your top 3.

	Sports and energy drinks	Fruit (including fresh, dried, frozen or canned fruit)	Syrups (e.g., 100% honey, agave, maple)	Cooked breakfast cereals (e.g., oatmeal)	Coffee- and tea-based beverages	Sandwiches and mixed dishes	Other
Total	19%	19%	13%	12%	11%	10%	3%
Newborn to 10 years old	26%	21%	17%	11%	6%	12%	0%
11 to 17 years old	9%	4% ↓	6%	16%	18%	11%	0%
No, I am not a parent or caregiver of a child under 18 years old	17%	20%	13%	13%	13%	9%	4%



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