Methodology
Healthline e-mail newsletter recipients received an invitation to participate in a survey which offered a $50 sweepstakes incentive. The survey ran from September 22nd - September 26. Responses are based on 2,724 completed surveys.
Q: Which types of food are you concerned about when it comes to your waistline? Check all that apply.

62% are concerned about the impact of sugar on their waistline
Q: What do you feel most guilty about eating? Check one.

40% feel more guilt about eating too much sugar versus carbohydrates (22%) or fat (18%)
Q: Do you know the equivalent of a gram of sugar relative to a teaspoon or calorie equivalent?

70%...3 out of 4 don’t know how many grams of sugar are in a teaspoon
Q: Which statement below is accurate -- one teaspoon of sugar is equivalent to how many grams/calories? Please select one.

Among the 30% who think they know the sugar gram to teaspoon measurement, only half (49%) can correctly answer the question.

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 teaspoon of sugar = 4 grams of sugar = 16 calories</td>
<td>49% 404</td>
</tr>
<tr>
<td>1 teaspoon of sugar = 10 grams of sugar = 50 calories</td>
<td>19% 155</td>
</tr>
<tr>
<td>1 teaspoon of sugar = 1 gram of sugar = 4 calories</td>
<td>13% 113</td>
</tr>
<tr>
<td>Not sure/don't know</td>
<td>10% 86</td>
</tr>
<tr>
<td>1 teaspoon of sugar = 2 grams of sugar = 8 calories</td>
<td>9% 73</td>
</tr>
<tr>
<td>Total</td>
<td>331</td>
</tr>
</tbody>
</table>
Q: Which of the following best describes your typical weekday breakfast? Check all that apply.

People are 3x more likely to choose sweetened packaged cereal (12%) over trendy avo toast (4%).
Q: Please tell us about your attitudes towards sugar. How much do you agree or disagree with the following statements?

- 90%...9 in 10 say there’s too much sugar in our diet
- 86%...9 in 10 claim to be knowledgeable about sugar
- 65%...2 in 3 need to reduce their sugar intake
- 65%...2 in 3 know family/friend who could be addicted to sugar
- 49%...1 in 2 (half) think it’s hard to know how much sugar we are eating
- 38%...1 in 3 don’t trust food labels
- 37%...1 in 3 would find it hard to cut back
Q: Would you be shocked to learn that sugar has the same addictive characteristics and long-term health consequences as heroin, nicotine, cocaine & meth?

44% are surprised to learn that sugar is as addictive as heroin.
Q: Were you aware that the American Heart Association (AHA) recommends the maximum amount of sugar an average person should eat in a day is: Men: 35 grams or 9 teaspoons and Women: 24 grams or 6 teaspoons?

3 out of 4 (73%) don’t know the daily recommended amount of added sugar.

<table>
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</thead>
<tbody>
<tr>
<td>Yes</td>
<td>27%</td>
</tr>
<tr>
<td>No</td>
<td>73%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
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</table>
Q: Would you be surprised to learn that even healthy weight people can be diagnosed as pre-diabetic?

35% Are surprised to learn that even a person with healthy weight can be at risk for Diabetes

<table>
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<tbody>
<tr>
<td>Very surprised</td>
<td>10%</td>
</tr>
<tr>
<td>Somewhat surprised</td>
<td>25%</td>
</tr>
<tr>
<td>Not at all surprised</td>
<td>65%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
</tbody>
</table>
Q: When are you most likely to eat unhealthy? Check one.

Only 5% think breakfast is the biggest issue when it comes to avoiding sugar.
The Sugar Challenge

Sample: General Population  n=500

Methodology
500 adults, age 18-65 from Survey Monkey’s general population panel received an invitation to participate in a survey. The survey ran from September 30th – October 5th.
Sugar Quiz Results

When asked to identify which product had the most sugar among 6 pairs of food, 2 out of 3 (67%) guessed incorrectly!
Test Your Sugar IQ:

Q: For each pair of food items below, which one food item do you think has the most sugar per serving size?

Most people (67%) assume incorrectly that the chocolate croissant has more sugar than the yogurt (33%).

The most sugar:

- Dannon Strawberry Yogurt... 24 grams
- Starbuck's Chocolate Croissant... 10 grams
Test Your Sugar IQ:

Q: For each pair of food items below, which one food item do you think has the most sugar per serving size?

Most knew that Coca Cola (82%) has more sugar than a Snickers bar

The most sugar:

<table>
<thead>
<tr>
<th>Snickers Bar</th>
<th>18%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coca Cola 12 oz can</td>
<td>82%</td>
</tr>
</tbody>
</table>

Sugar Grams:

- Snicker’s Bar .......... 27 grams
- Coca Cola 12 oz can .... 39 grams
Test Your Sugar IQ:

Q: For each pair of food items below, which one food item do you think has the most sugar per serving size?

Most knew that Pumpkin Latte (68%) has more sugar than pumpkin pie (32%)
Test Your Sugar IQ:
Q: For each pair of food items below, which one food item do you think has the most sugar per serving size?

Most people (74%) assume **incorrectly** that the Jelly donut has more sugar than the power bar (26%)

**The most sugar:**

Sugar Grams:
- Dunkin’ Jelly Donut.......... 15 grams
- Power Bar Performance Energy Burst/Citrus......... 29 grams
Test Your Sugar IQ:

Q: For each pair of food items below, which one food item do you think has the most sugar per serving size?

Most people (74%) assume incorrectly that the ice cream has more sugar than the Ice Tea (26%).

The most sugar:

Sugar Grams:
- Ben & Jerry’s Chocolate Chip Cookie: ........................................25 grams
- Snapple Lemon Ice Tea: ......................................................36 grams
Test Your Sugar IQ:

Q: For each pair of food items below, which one food item do you think has the most sugar per serving size?

Most people (63%) assume incorrectly that Frosted Flakes has more sugar than Frozen Yogurt (37%)

The most sugar:

<table>
<thead>
<tr>
<th>Food Item</th>
<th>Sugar Grams</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kellogg’s Frosted Flakes</td>
<td>10 grams</td>
</tr>
<tr>
<td>Haagen Dazs Vanilla Froz</td>
<td>21 grams</td>
</tr>
</tbody>
</table>

Sugar Grams:

Kellogg’s Frosted Flakes......................10 grams
Haagen Dazs Vanilla Frozen Yogurt..... 21 grams
Q: Which one statement best describes your relationship with sugar?

1 in 10 (10%) have already broken up with sugar, one-third would like to reduce their sugar intake.