

Widespread Support for Voluntary Added Sugars Reduction Targets for the U.S. Food Industry

In March 2023, CSPI commissioned a national survey to assess public support or opposition for the development of voluntary added sugars reduction targets for the U.S. food industry. The survey found high levels of support across demographic groups, with three-quarters of all consumers supporting the policy.

Big Village's [CARAVAN® U.S. Online Omnibus Survey](#) was administered from March 10–15, 2023, to a nationally representative sample of 3,010 U.S. adults, demographically balanced to the U.S. Census on age, sex, region, race, and ethnicity.

75%
of U.S. consumers
support a policy to
reduce the amount of
added sugars in the food
supply

Respondents were asked the following question:

In 2021, U.S. regulators created recommendations to reduce the amount of sodium in packaged foods with the goal of reducing the amount of sodium in our nation's food supply. Would you support or oppose a similar policy creating recommendations to reduce the amount of added sugars in foods?

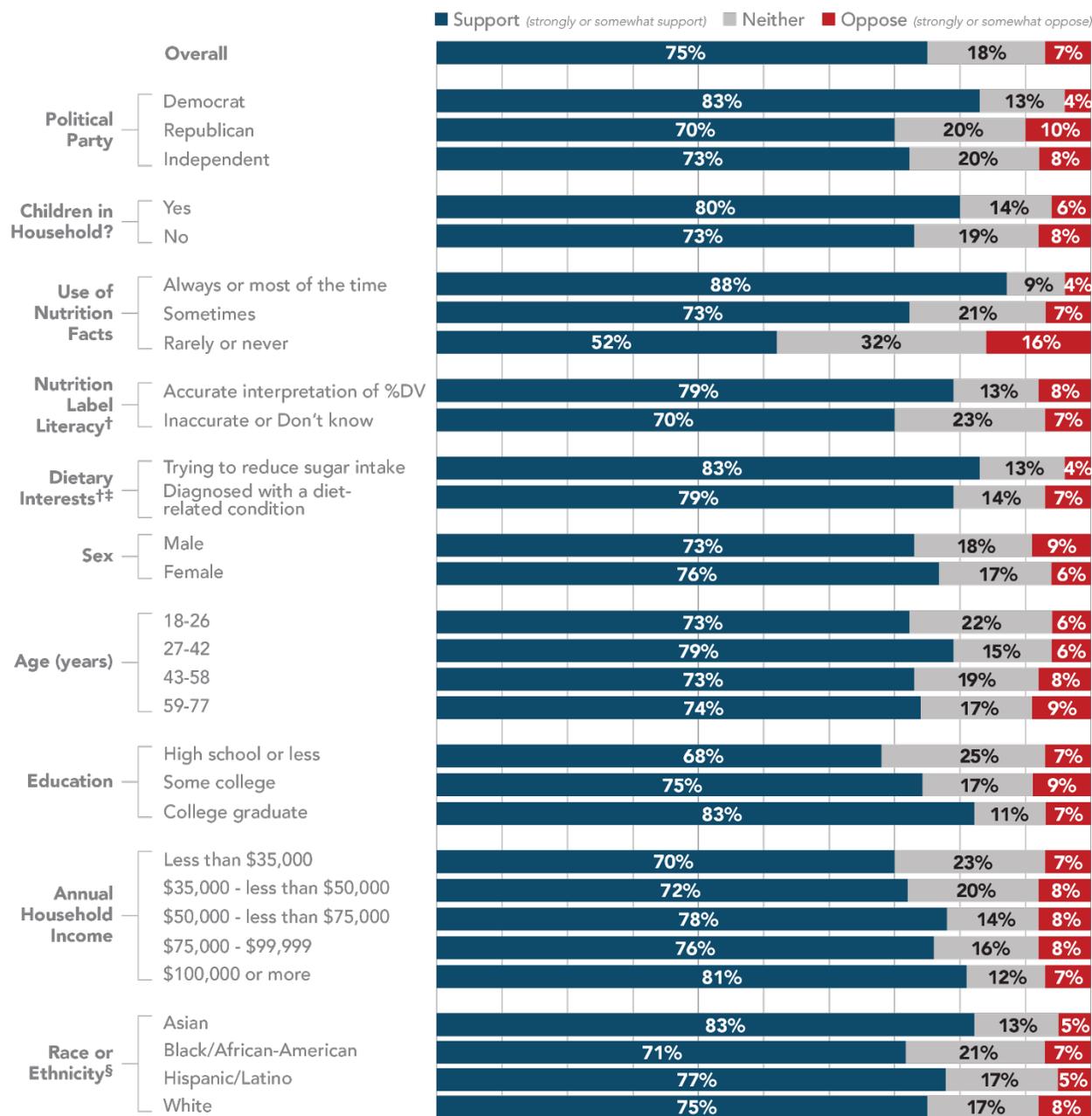
Response options were: Strongly support, Somewhat support, Neither support nor oppose, Somewhat oppose, and Strongly oppose.

The survey found that support for voluntary added sugars reduction targets for the U.S. food industry (*i.e.*, responses of 'Strongly support' or 'Somewhat support') is consistently high across demographic groups, including:

- 75% of all consumers
- 73% of males, 76% of females
- 83% of Asian adults, 71% of Black/African-American adults, 77% of Hispanic/Latino adults, and 75% of White adults
- 83% of Democrats 83%, 70% of Republicans, and 73% of Independents
- 83% of people who are trying to reduce/watch their sugar intake

Learn more about how added sugars reduction guidance can improve the food supply and promote public health by contacting policy@cspinet.org.

Support and Opposition for Voluntary Added Sugars Reduction Targets for the U.S. Food Industry among U.S. Adults*



* Certain groups, such as Age Over 77 Years, Gender Non-Conforming, and Indigenous American/First Nations, are not reported due to small sample size (n < 100)

† Survey items related to use of Nutrition Facts, nutrition label literacy, and dietary interests were identical to questions in the U.S. Food and Drug Administration's 2019 Food Safety and Nutrition Survey. DV = Daily Value.

‡ Results reported from respondents who answered 'Yes' to three separate Yes/No questions about reducing sugar intake, watching sodium intake, and disease diagnoses

§ Results reported from a single question that asked respondents to "Select as many as apply," so categories are not mutually exclusive