YouGov

September 17 - 19, 2016

YouGov

1. Dietary Sugar | Diet Importance

How important do you think someone's diet is for being healthy?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	63%	60%	65%	68%	53%	66%	62%	59%	78%	58%	72%
Somewhat important	32%	34%	30%	29%	37%	30%	32%	36%	20%	31%	22%
Not very important	3%	4%	1%	2%	6%	2%	1%	2%	1%	6%	2%
Not at all important	1%	0%	2%	1%	2%	0%	2%	0%	0%	4%	4%
Not sure	2%	2%	2%	1%	2%	1%	3%	2%	1%	1%	0%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(486)	(513)	(175)	(268)	(376)	(180)	(693)	(130)	(115)	(61)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Very important	63%	68%	60%	60%	62%	68%	55%	63%	60%	64%	63%	63%
Somewhat important	32%	26%	37%	32%	30%	28%	44%	35%	38%	29%	30%	34%
Not very important	3%	2%	2%	5%	4%	1%	1%	1%	0%	5%	2%	3%
Not at all important	1%	2%	0%	1%	1%	2%	—	1%	0%	2%	2%	0%
Not sure	2%	3%	1%	2%	3%	0%	0%	1%	1%	0%	4%	0%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(368)	(365)	(266)	(497)	(251)	(116)	(135)	(197)	(223)	(362)	(217)

2. Dietary Sugar | Good Diet
Do you have a good diet or a bad diet?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
A good diet	24%	25%	22%	26%	20%	26%	21%	25%	12%	16%	44%
An average diet	60%	57%	63%	57%	53%	63%	65%	59%	70%	62%	51%
A bad diet	15%	15%	14%	12%	24%	10%	13%	15%	16%	16%	4%
Not sure	2%	3%	1%	4%	3%	1%	1%	1%	1%	6%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(487)	(512)	(174)	(268)	(377)	(180)	(694)	(130)	(114)	(61)

		Party ID (3 category)			Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
A good diet	24%	16%	32%	19%	17%	33%	30%	25%	29%	17%	22%	29%
An average diet	60%	64%	54%	66%	61%	57%	57%	65%	61%	64%	62%	52%
A bad diet	15%	19%	11%	14%	19%	9%	13%	9%	8%	18%	15%	16%
Not sure	2%	2%	3%	1%	3%	1%	—	1%	3%	1%	2%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(367)	(365)	(267)	(498)	(250)	(116)	(135)	(197)	(223)	(362)	(217)

3. Dietary Sugar | Activity Importance
How important do you think someone's activity and exercise is for being healthy?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	62%	62%	61%	57%	61%	58%	71%	60%	67%	71%	56%
Somewhat important	34%	33%	36%	39%	29%	39%	28%	37%	30%	24%	36%
Not very important	1%	1%	2%	1%	3%	1%	1%	1%	—	5%	2%
Not at all important	2%	2%	1%	2%	4%	1%	—	1%	3%	0%	6%
Not sure	1%	2%	0%	0%	2%	1%	—	1%	1%	0%	0%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(484)	(512)	(175)	(267)	(374)	(180)	(691)	(129)	(115)	(61)

		Party ID (3 category)			Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Very important	62%	71%	60%	52%	60%	68%	62%	57%	57%	57%	63%	68%
Somewhat important	34%	27%	37%	41%	33%	32%	37%	41%	42%	35%	33%	30%
Not very important	1%	1%	1%	2%	2%	1%	1%	1%	0%	2%	1%	2%
Not at all important	2%	0%	1%	4%	3%	—	—	—	0%	6%	0%	—
Not sure	1%	1%	0%	2%	2%	—	—	0%	1%	0%	2%	0%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(366)	(365)	(265)	(496)	(250)	(115)	(135)	(197)	(222)	(360)	(217)

4. Dietary Sugar | Active Lifestyle
How active is your lifestyle?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Very active	16%	20%	12%	24%	19%	11%	13%	14%	22%	18%	19%
Somewhat active	51%	52%	50%	47%	48%	60%	45%	52%	43%	58%	51%
Not very active	24%	20%	27%	22%	17%	24%	32%	26%	26%	14%	17%
Not at all active	7%	4%	10%	2%	12%	5%	10%	7%	6%	5%	13%
Not sure	2%	3%	0%	4%	4%	0%	—	1%	3%	5%	0%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(487)	(511)	(175)	(268)	(377)	(178)	(693)	(129)	(115)	(61)

		Party ID (3 category)			Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Very active	16%	19%	17%	11%	13%	20%	24%	14%	15%	15%	19%	13%
Somewhat active	51%	50%	55%	47%	50%	54%	53%	52%	57%	47%	48%	57%
Not very active	24%	21%	21%	32%	24%	22%	21%	28%	22%	24%	24%	24%
Not at all active	7%	10%	5%	7%	10%	5%	2%	6%	5%	9%	9%	4%
Not sure	2%	0%	2%	3%	4%	—	—	0%	1%	4%	0%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(367)	(365)	(266)	(498)	(250)	(115)	(135)	(197)	(223)	(361)	(217)

5. Dietary Sugar | More Important
Thinking about your health, which do you think is more important, diet or exercise?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Diet	46%	37%	55%	52%	34%	51%	45%	50%	39%	35%	43%
Exercise	40%	48%	31%	33%	46%	37%	43%	36%	50%	53%	30%
Not sure	14%	15%	14%	15%	19%	12%	12%	14%	11%	11%	27%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(486)	(512)	(174)	(267)	(377)	(180)	(694)	(129)	(114)	(61)

		Party ID (3 category)			Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Diet	46%	42%	47%	49%	47%	40%	53%	47%	55%	46%	45%	41%
Exercise	40%	47%	33%	42%	39%	44%	39%	35%	29%	37%	45%	42%
Not sure	14%	11%	20%	9%	14%	16%	9%	18%	16%	17%	10%	17%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(366)	(365)	(267)	(498)	(250)	(116)	(134)	(197)	(223)	(361)	(217)

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6. Dietary Sugar | Safe Maximum
How many teaspoons of sugar do you think is the maximum it is safe to consume each day?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
mean	74	134	6	11	302	5	3	116	4	4	5
median	3	3	3	4	4	3	3	3	3	3	4

		Party ID (3 category)			Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
mean	74	190	5	8	144	7	9	6	10	6	180	4
median	3	3	3	4	3	3	3	4	4	4	3	3

7. Dietary Sugar | Sugar in Coke
To the best of your knowledge, how many teaspoons of sugar are in a can of Coca-Cola?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
mean	21	14	28	16	21	30	12	23	17	11	25
median	10	8	12	10	10	10	6	10	8	8	17

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
mean	21	12	27	20	20	31	14	13	16	19	27	15
median	10	10	10	10	10	10	8	10	12	10	8	10

8. Dietary Sugar | Worse
Thinking about your diet and health, which do you think is worse for you, sugar or fat?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Sugar	61%	60%	63%	66%	54%	59%	68%	62%	57%	59%	70%
Fat	26%	29%	22%	21%	30%	28%	22%	26%	24%	34%	15%
Not sure	13%	11%	15%	13%	16%	13%	10%	12%	19%	8%	15%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(487)	(513)	(175)	(268)	(377)	(180)	(694)	(130)	(115)	(61)

		Party ID (3 category)			Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Sugar	61%	57%	66%	61%	61%	59%	70%	61%	57%	61%	61%	67%
Fat	26%	33%	20%	26%	26%	27%	21%	26%	28%	26%	28%	19%
Not sure	13%	10%	15%	13%	13%	14%	9%	12%	14%	13%	11%	14%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(368)	(365)	(267)	(498)	(251)	(116)	(135)	(197)	(223)	(363)	(217)

9. Dietary Sugar | Trust in Science

How much trust do you have in scientists to be unbiased and to not let outside pressures affect their research?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
A lot of trust	16%	14%	18%	17%	17%	17%	15%	19%	12%	8%	10%
A little bit of trust	54%	55%	53%	52%	62%	50%	54%	53%	62%	44%	63%
No trust at all	19%	22%	16%	17%	9%	23%	25%	21%	8%	23%	14%
Not sure	11%	9%	12%	13%	12%	11%	6%	6%	17%	25%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(484)	(513)	(174)	(267)	(376)	(180)	(691)	(130)	(115)	(61)

		Party ID (3 category)			Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
A lot of trust	16%	20%	16%	12%	18%	12%	25%	8%	11%	24%	13%	18%
A little bit of trust	54%	53%	53%	57%	57%	56%	41%	51%	61%	57%	51%	50%
No trust at all	19%	10%	22%	27%	15%	24%	20%	25%	16%	13%	26%	18%
Not sure	11%	17%	9%	5%	10%	8%	14%	16%	11%	6%	11%	15%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(368)	(364)	(265)	(498)	(248)	(116)	(135)	(197)	(222)	(361)	(217)

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Interviewing Dates	September 17 - 19, 2016
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, voter registration, political ideology, party identification, geographic region, and voter registration) was selected from the 2014 American Community Study. Voter registration and party identification were imputed from the November 2014 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted using propensity scores based on gender, age, race, education, political ideology, geographic region and voter registration. The weights range from 0.105 to 6.287, with a mean of one and a standard deviation of 1.236.
Number of respondents	1000
Margin of error	$\pm$ 4.9% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.