



Public Perceptions of Dietary Sweeteners

May 2023

Methodology

One thousand interviews were conducted among adults ages 18+ from April 10-12, 2023 and were weighted to ensure proportional results.

The Bayesian confidence level for 1,000 interviews is 3.5, which is roughly equivalent to a margin of error ± 3.1 at the 95% confidence level.

Results may not add up to 100% due to rounding.

Statistical Significance

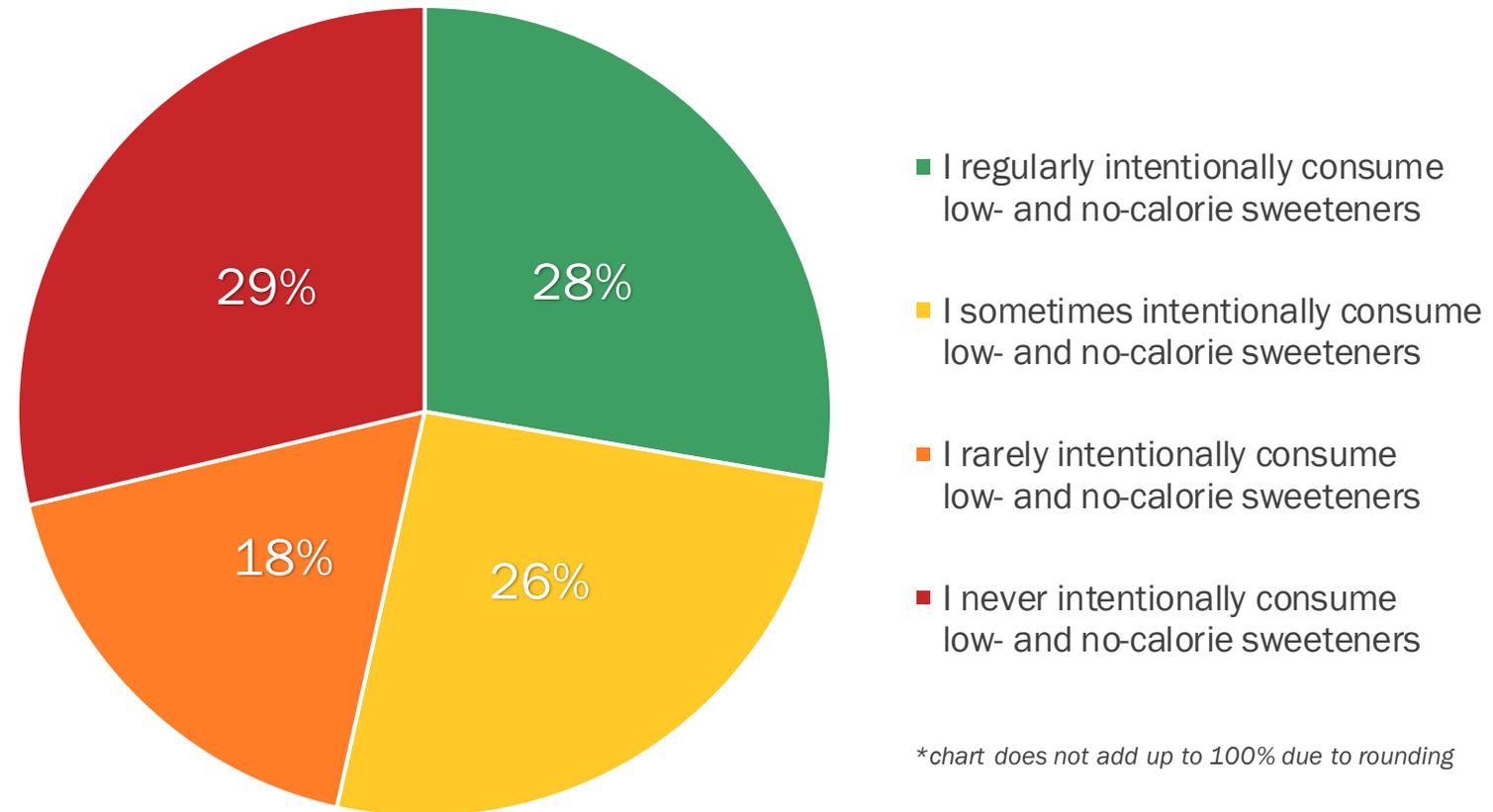
Something is statistically significant if the result cannot be attributed to random chance. Statistical significance in this presentation should be compared within each demographic group (e.g. age, race, gender, etc.).

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



Nearly 3 in 10 regularly consume low- and no-calorie sweeteners

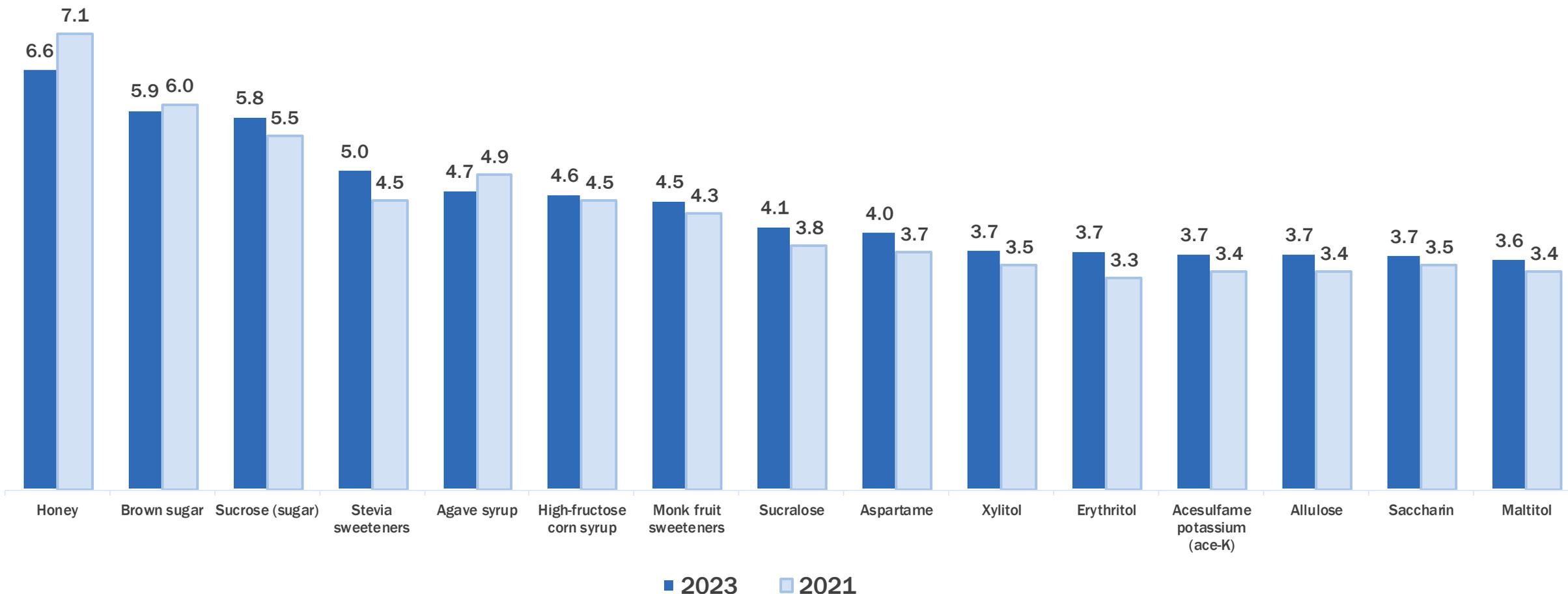
A similar percentage report never consuming low- and no-calorie sweeteners



Q1. Which of the following statements best describes how often you intentionally consume low- and no-calorie sweeteners, either from packaged foods and beverages or from packets?

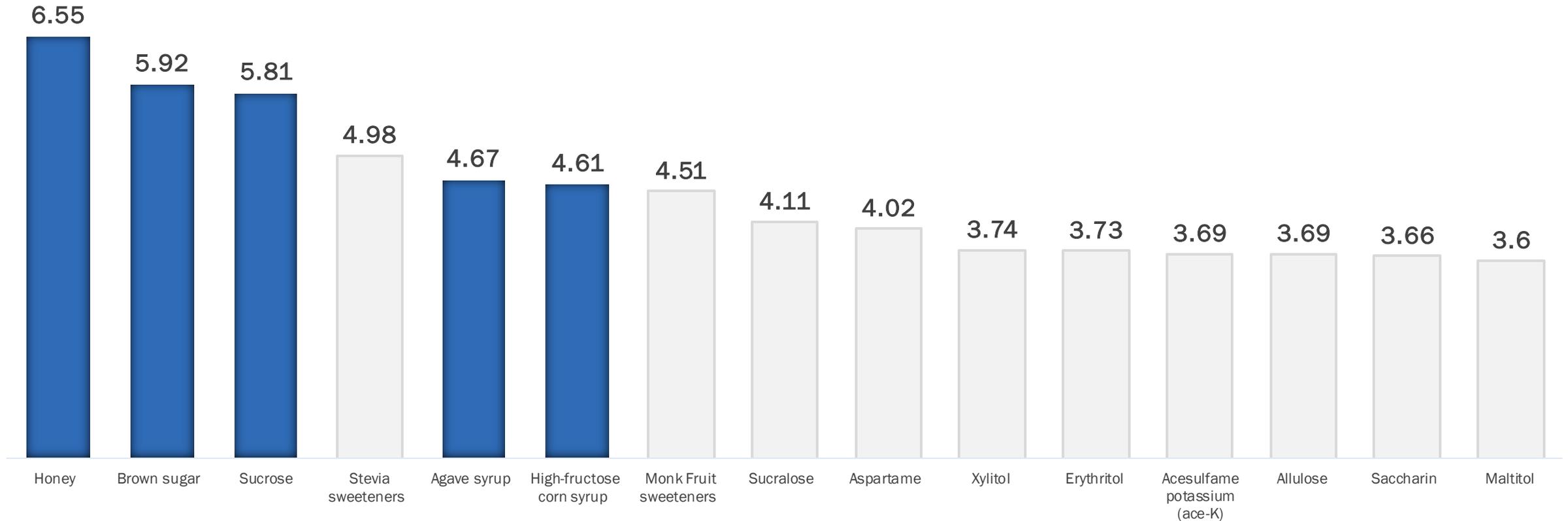
In 2023, consumers reported similar consumption preferences as 2021

Caloric sweeteners still preferred with top three remaining the same



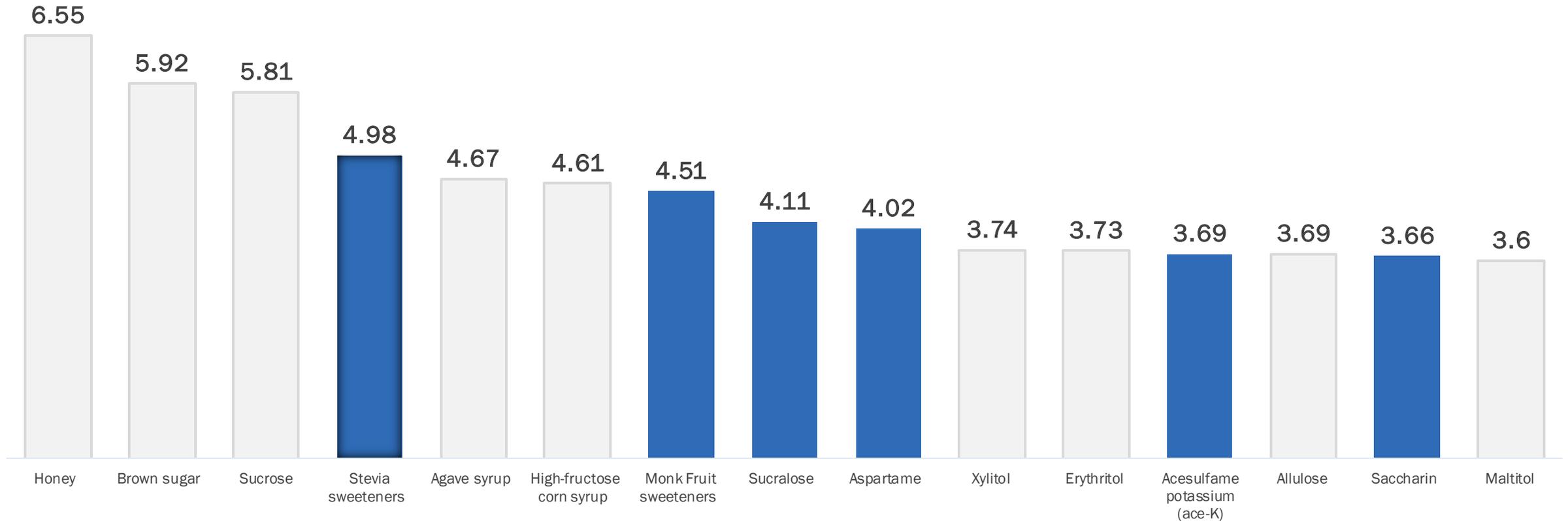
Q3. On a scale of 1 to 10, with 1 = Not at all likely and 10 = Extremely likely, please indicate how likely you are to consume foods and beverages that include the following ingredients

People are more likely to consume foods and beverages with caloric sweeteners compared to low- and no-calorie sweeteners, sugar alcohols, and allulose



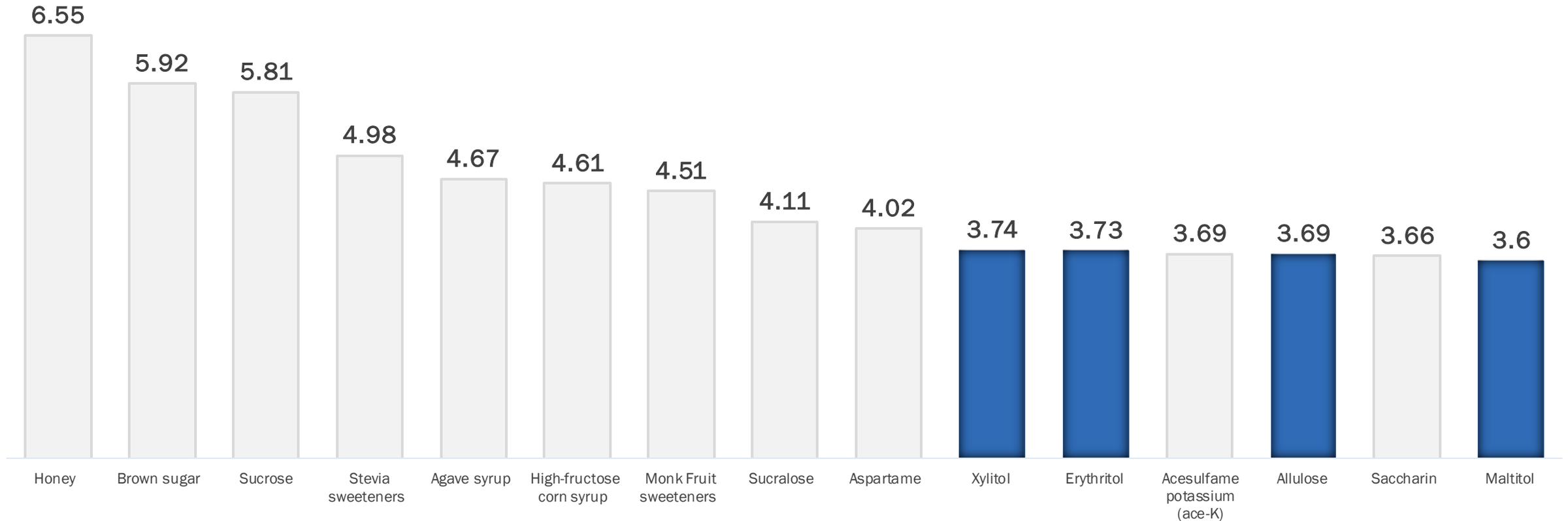
Q3. On a scale of 1 to 10, with 1 = Not at all likely and 10 = Extremely likely, please indicate how likely you are to consume foods and beverages that include the following ingredients

People are more likely to consume foods and beverages with stevia sweeteners compared with other types of low- and no-calorie sweeteners



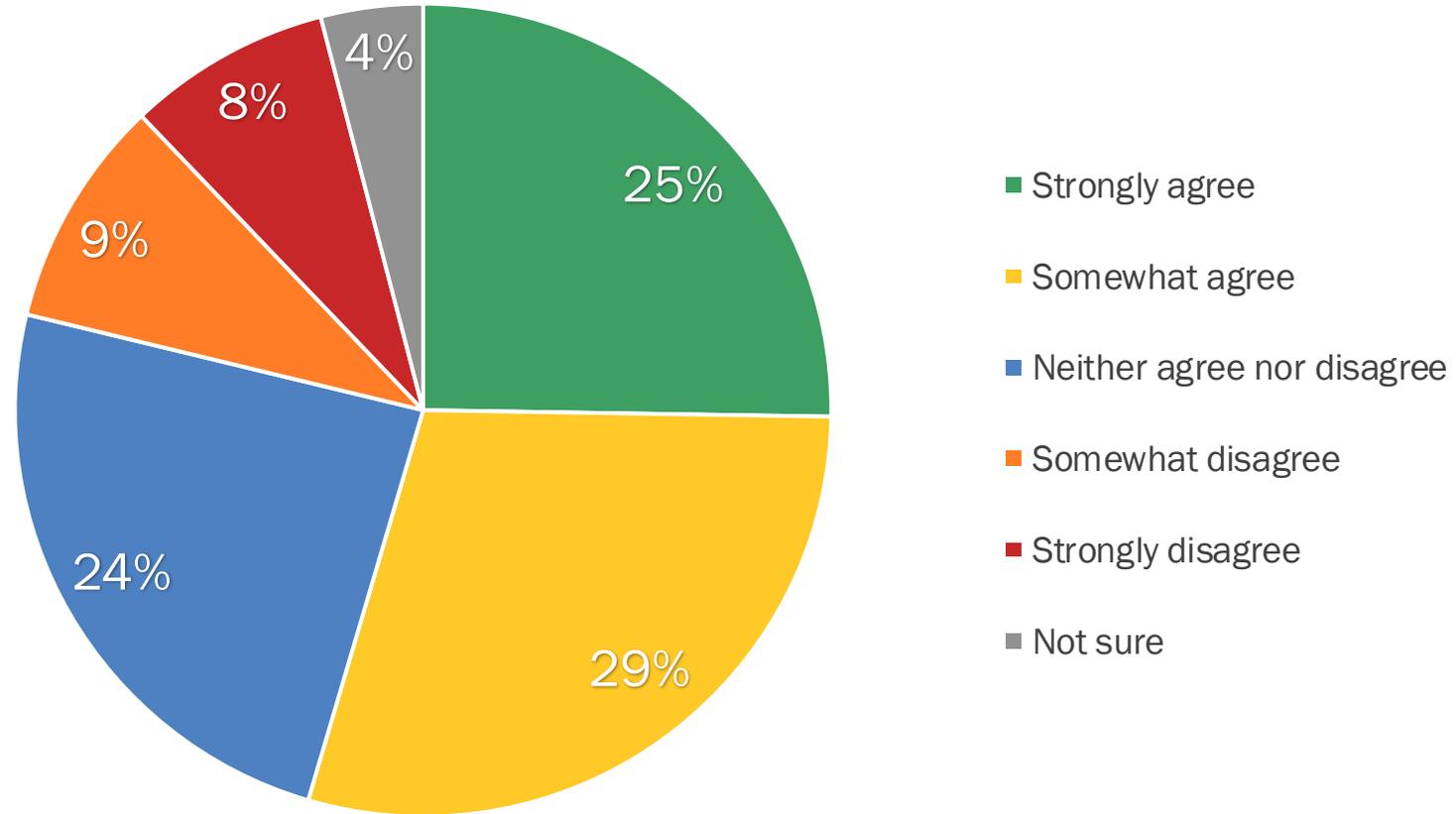
Q3. On a scale of 1 to 10, with 1 = Not at all likely and 10 = Extremely likely, please indicate how likely you are to consume foods and beverages that include the following ingredients

People are least likely to consume foods and beverages with sugar alcohols and allulose compared to other types of caloric and non-caloric sweeteners



Q3. 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

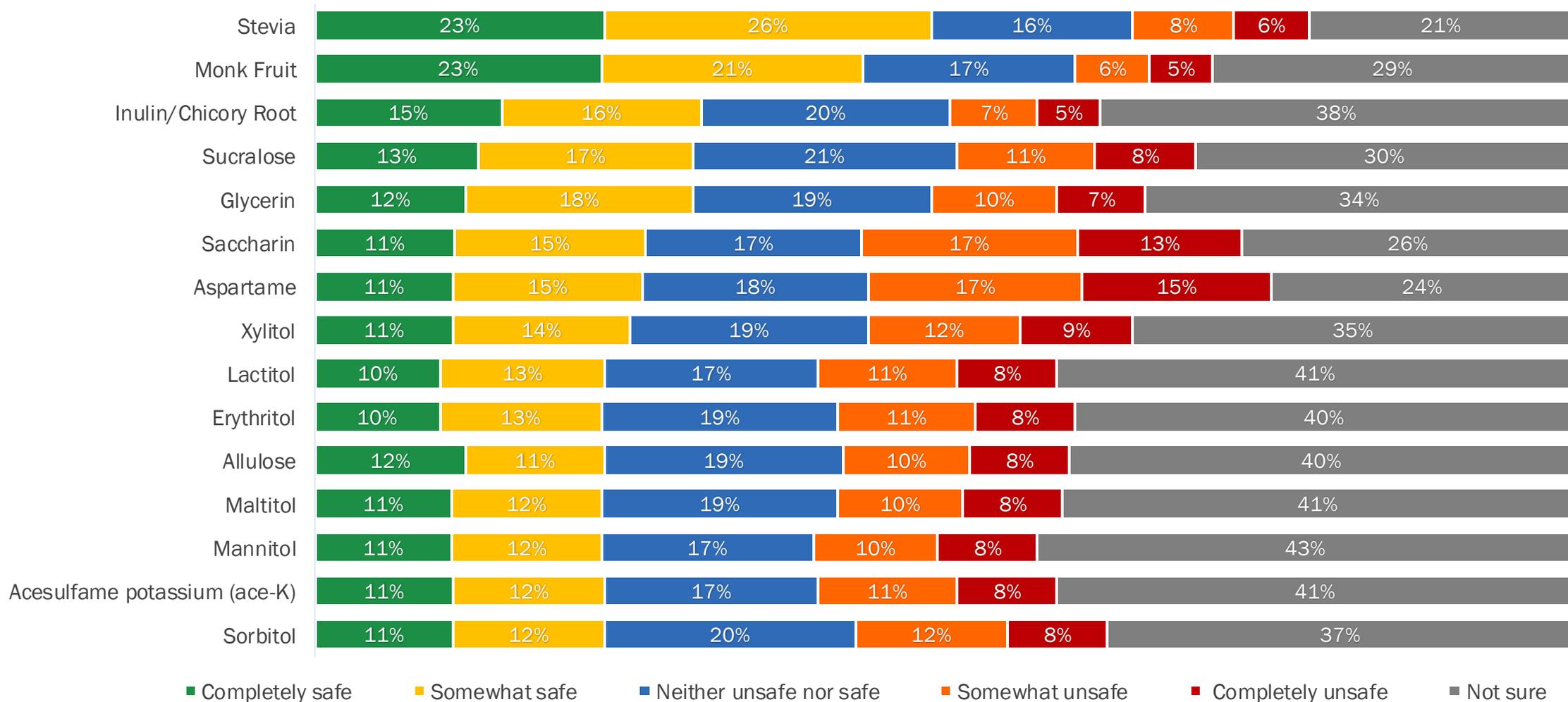
More than half agree that consuming low- and no-calorie sweeteners can benefit the health of some individuals



Q4. How much do you agree or disagree with the following statement? "I believe that consuming low- and no-calorie sweeteners can benefit the health of some individuals."?

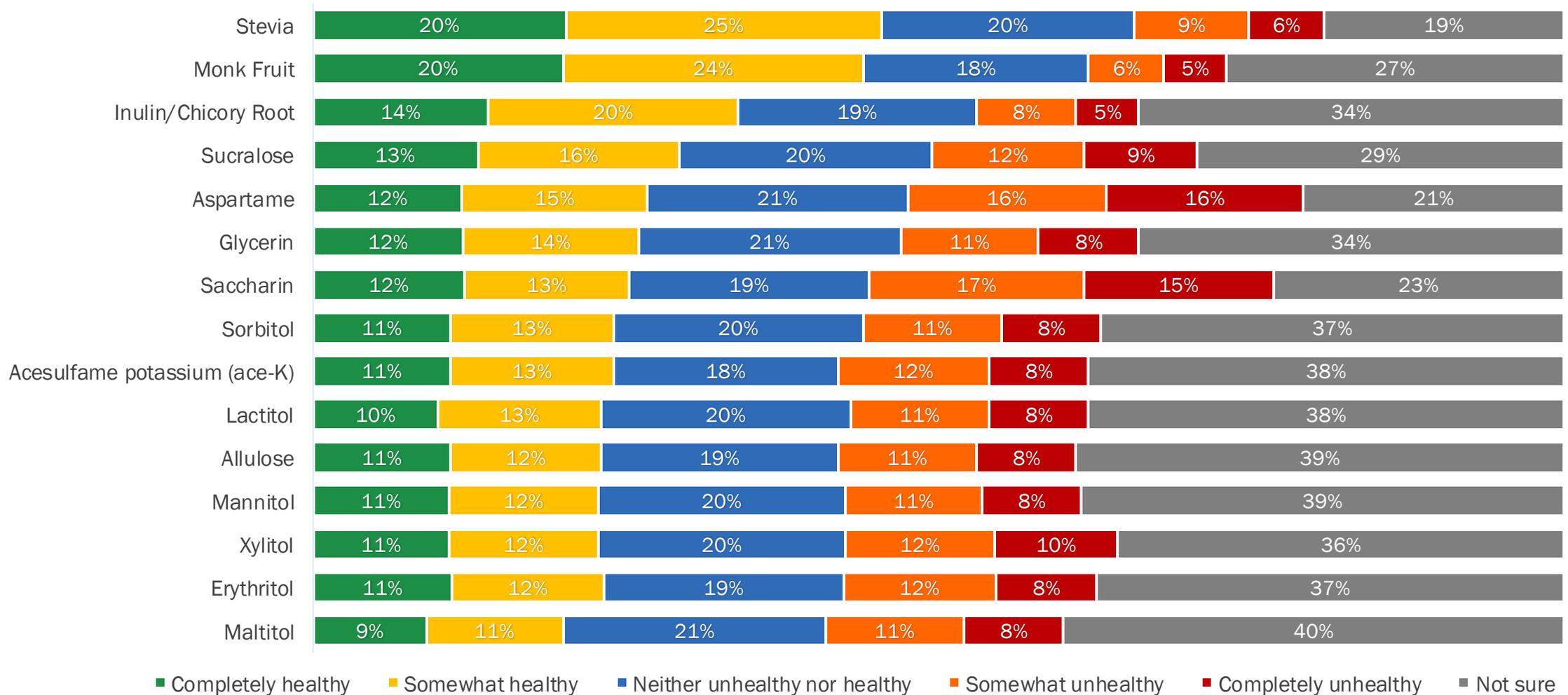
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Stevia and Monk Fruit are perceived as the safest sweeteners to consume



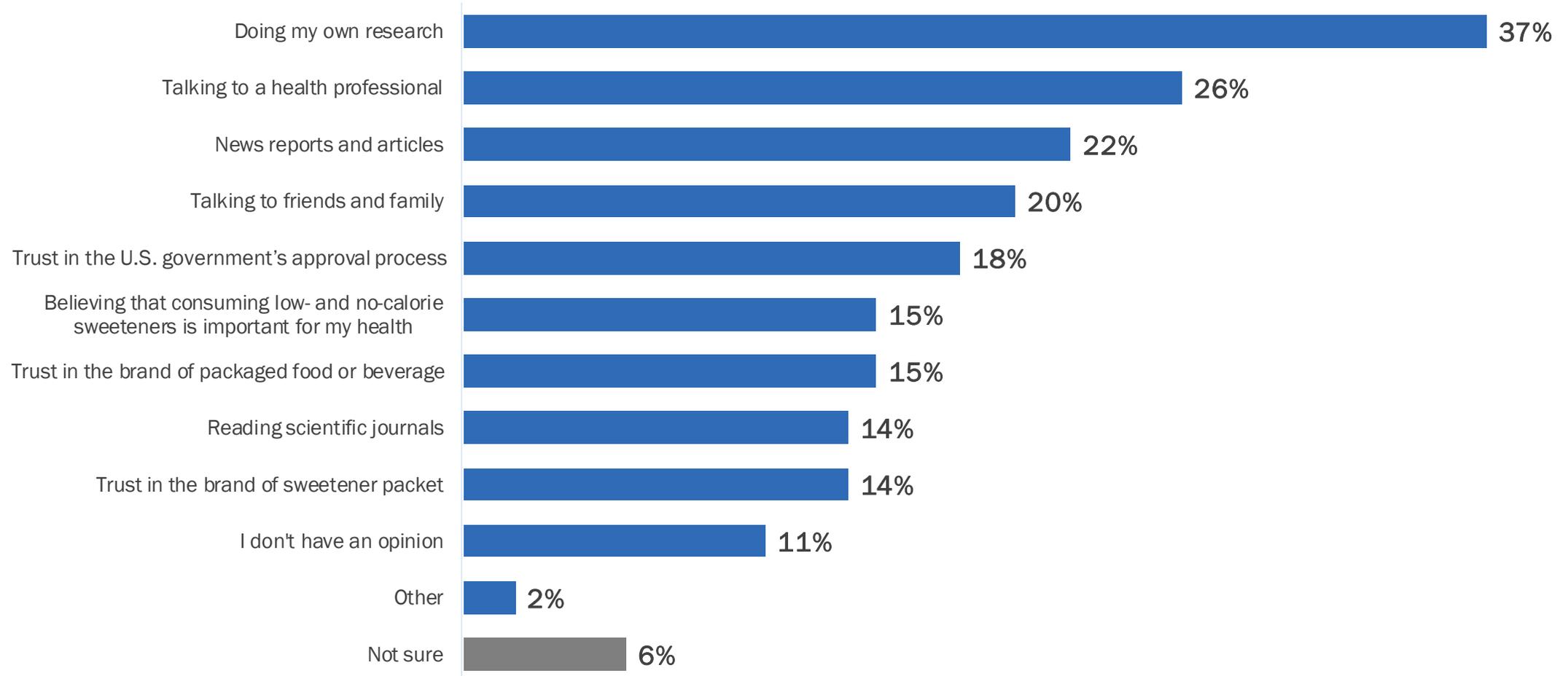
Q10. The following are types of sweeteners that can be used as ingredients in packaged foods and beverages and/or sweetener packets. Please indicate how safe you think it is to consume moderate amounts of each type.

Stevia and Monk Fruit are perceived as the healthiest sweeteners to consume



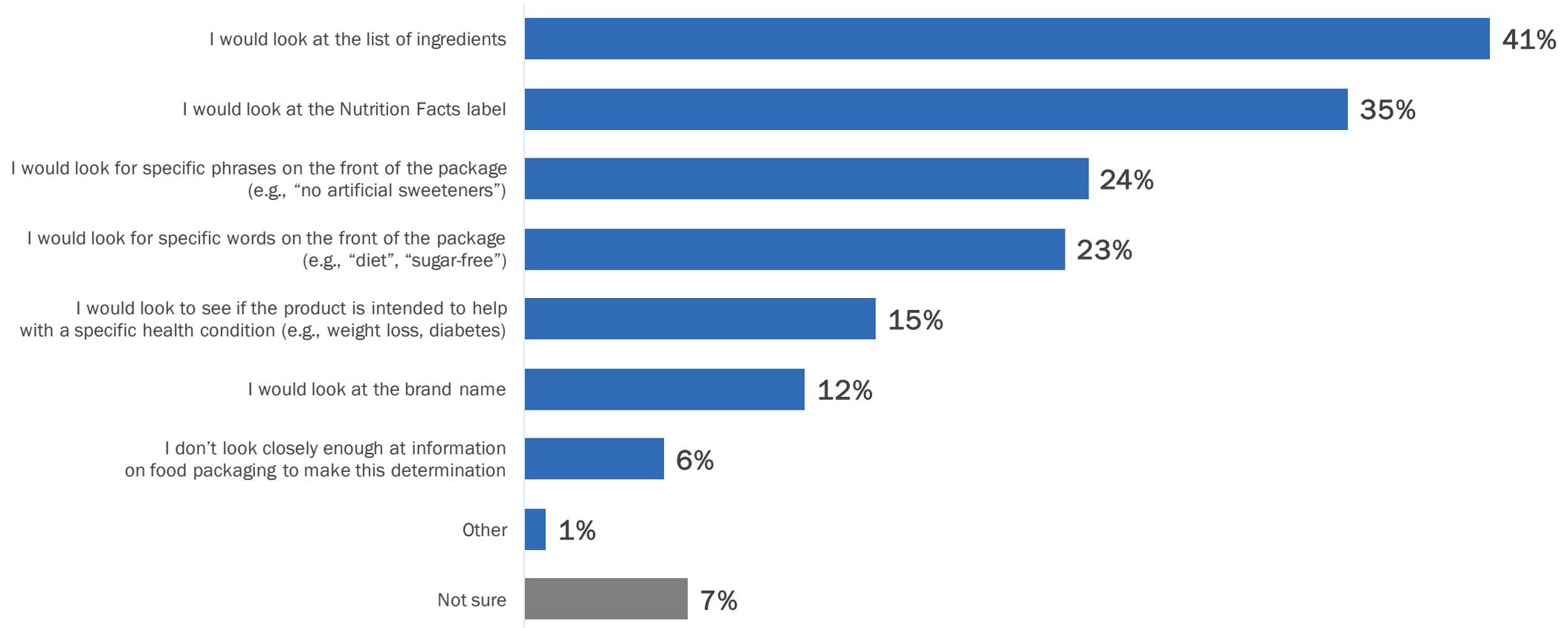
Q11. The following are types of sweeteners that can be used as ingredients in packaged foods and beverages and/or sweetener packets. Please indicate how healthy you think it is to consume moderate amounts of each type.

Doing their own research and talking to health professionals are the top ways people inform their opinion about the safety of low- and no-calorie sweeteners



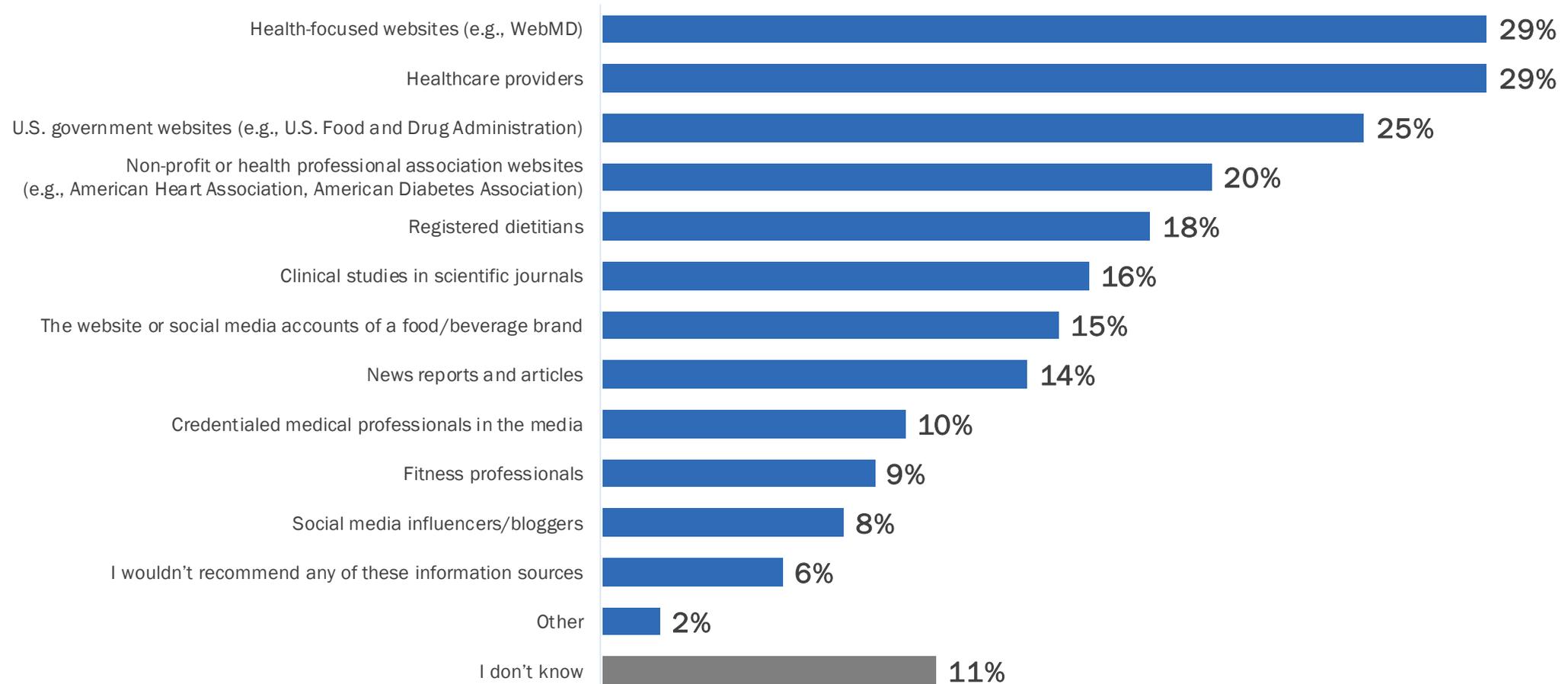
Q12. What informs your opinion of the safety of consuming low- and no-calorie sweeteners?
[Select top 3]

People use the ingredients list and the Nutrition Facts label most often to determine if a food or beverage contains low- and no-calorie sweeteners



Q13. Imagine you are shopping for food, and you want to know whether a packaged food or beverage contains low- and no-calorie sweeteners. What information would you use to make this determination? [Select top 2]

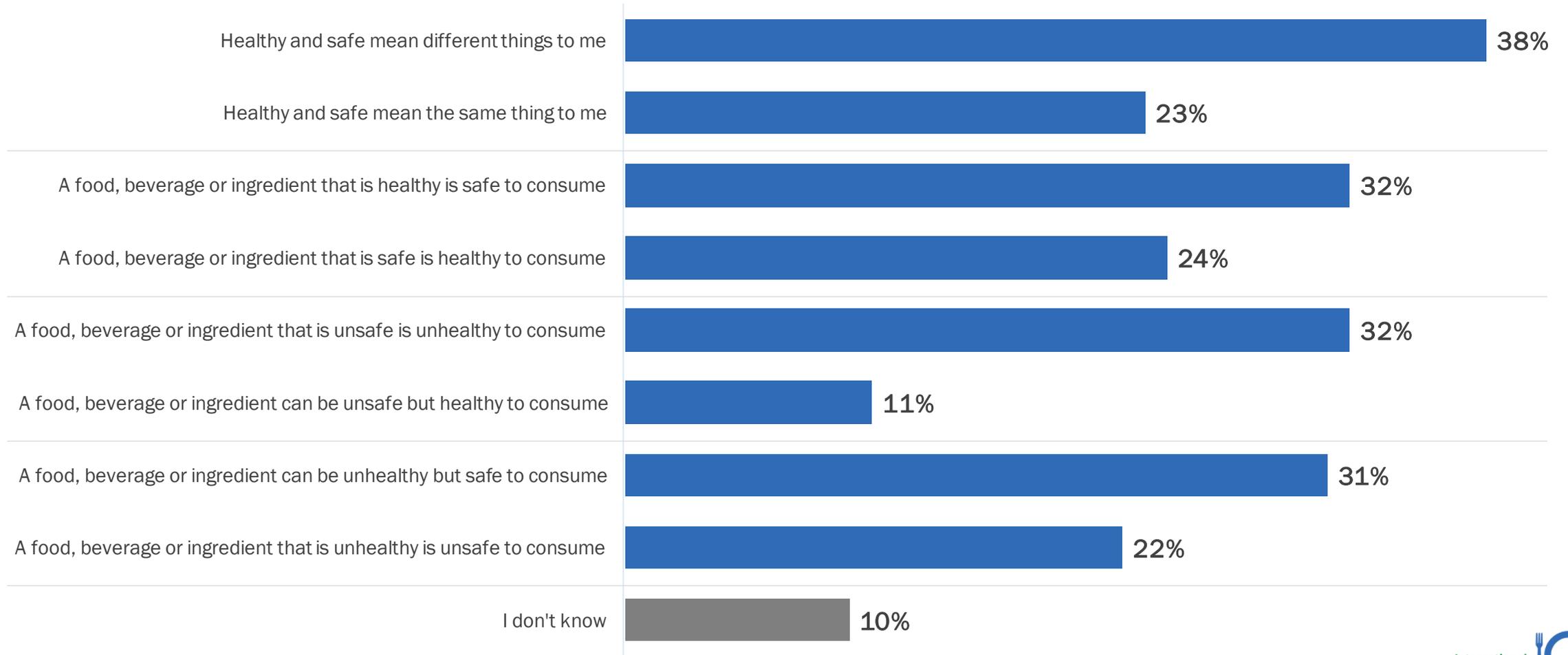
To learn more about low- and no-calorie sweeteners, people most recommend health focused websites, healthcare providers and government websites



Q14. If a friend or family member asked you where they could learn more about low- and no-calorie sweeteners, which sources would you recommend? [Select top 3]

Nearly 4 in 10 believe "healthy" and "safe" have different meanings

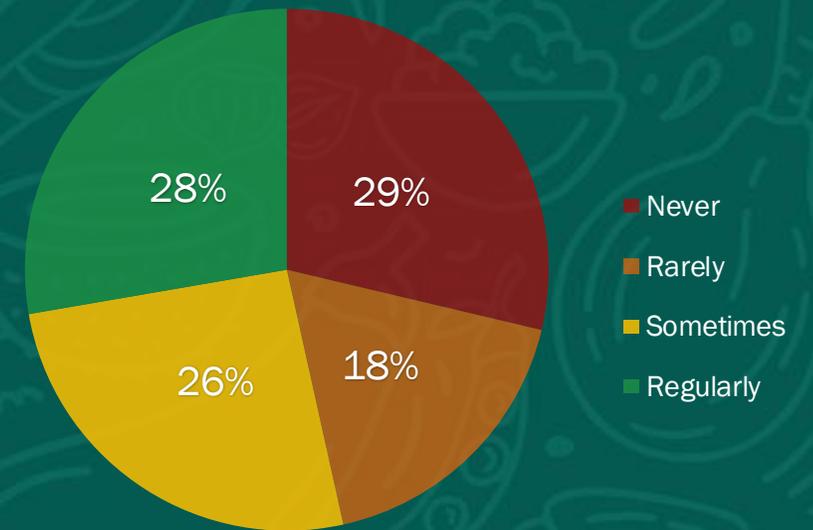
1 in 4 believe these terms have the same meaning



Q15. Select which statement(s) you most agree with.
[Select all that apply]

Slightly more than half say they sometimes or regularly consume low- and no-calorie sweeteners.

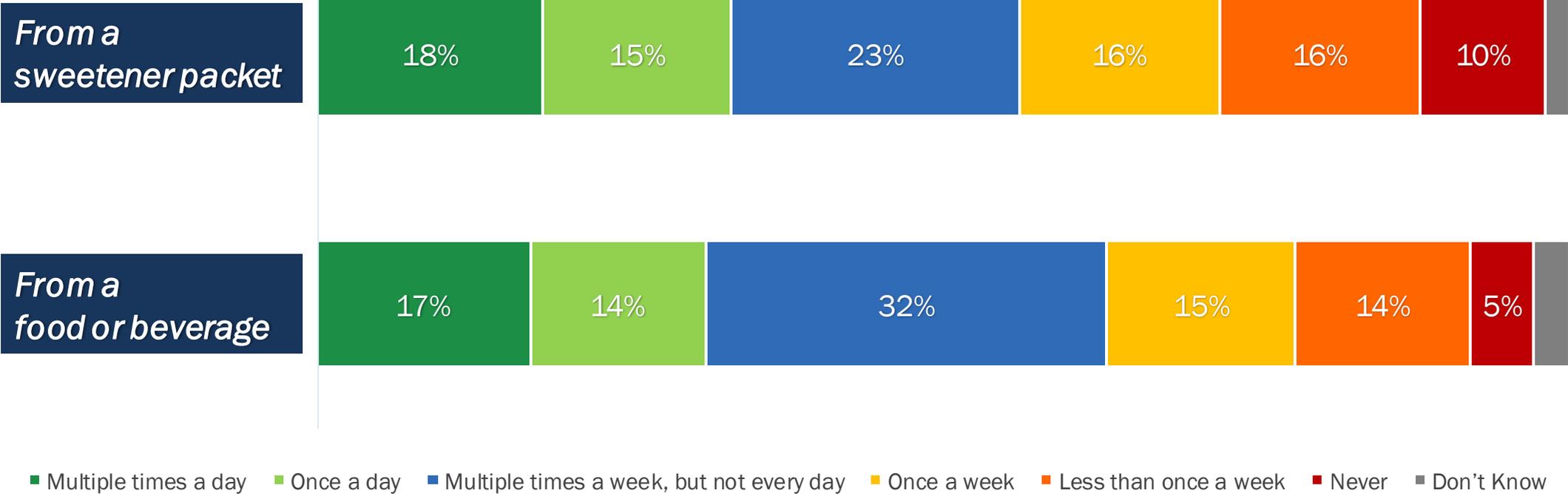
Nearly half say they rarely or never consume them.



**chart does not add up to 100% due to rounding*

Among those who typically consume low- and no-calorie sweeteners, 1 in 3 report doing so at least once a day

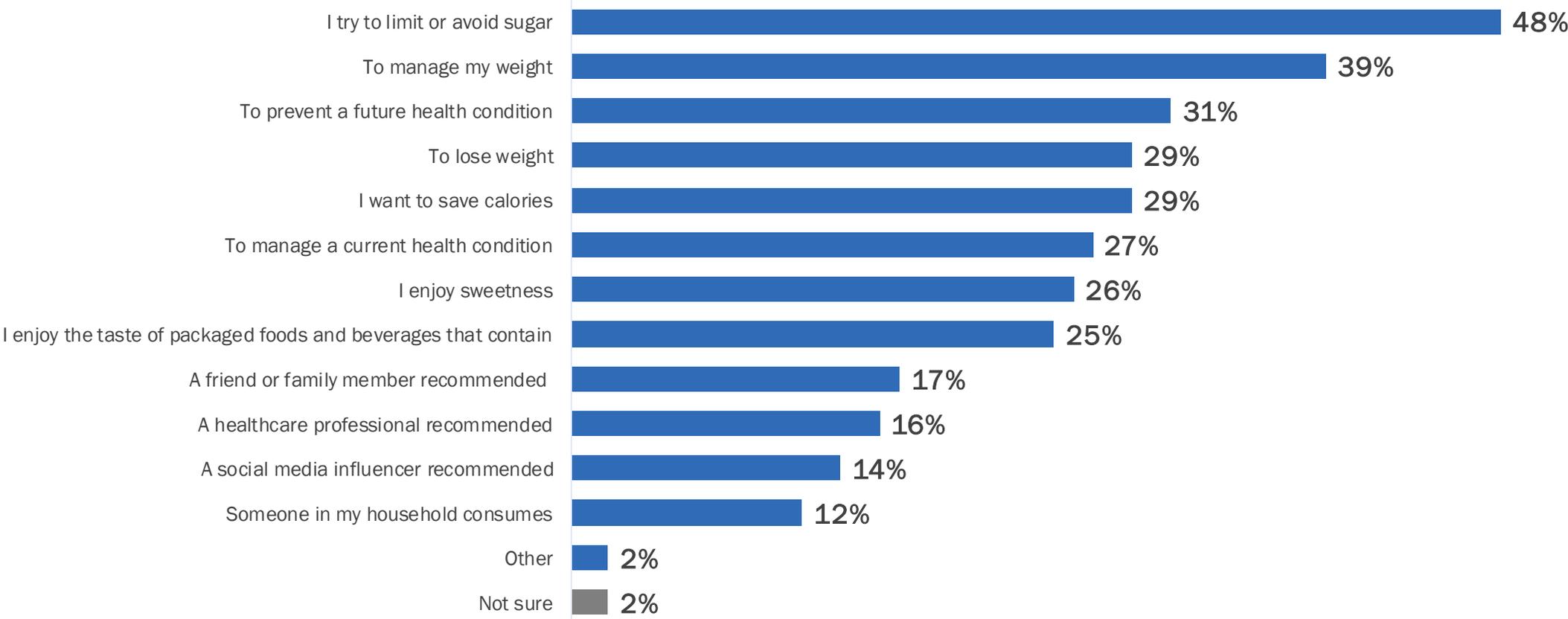
Consumption frequency by source among sometimes and regular LNCS consumers



Q2. [sometimes/regularly consumes in Q1] How frequently do you consume the following? Select the most accurate response for each product type.

Among those who typically consume low- and no-calorie sweeteners, trying to limit or avoid sugar is the top reason why people consume them

4 in 10 use low- and no-calorie sweeteners to help with weight management

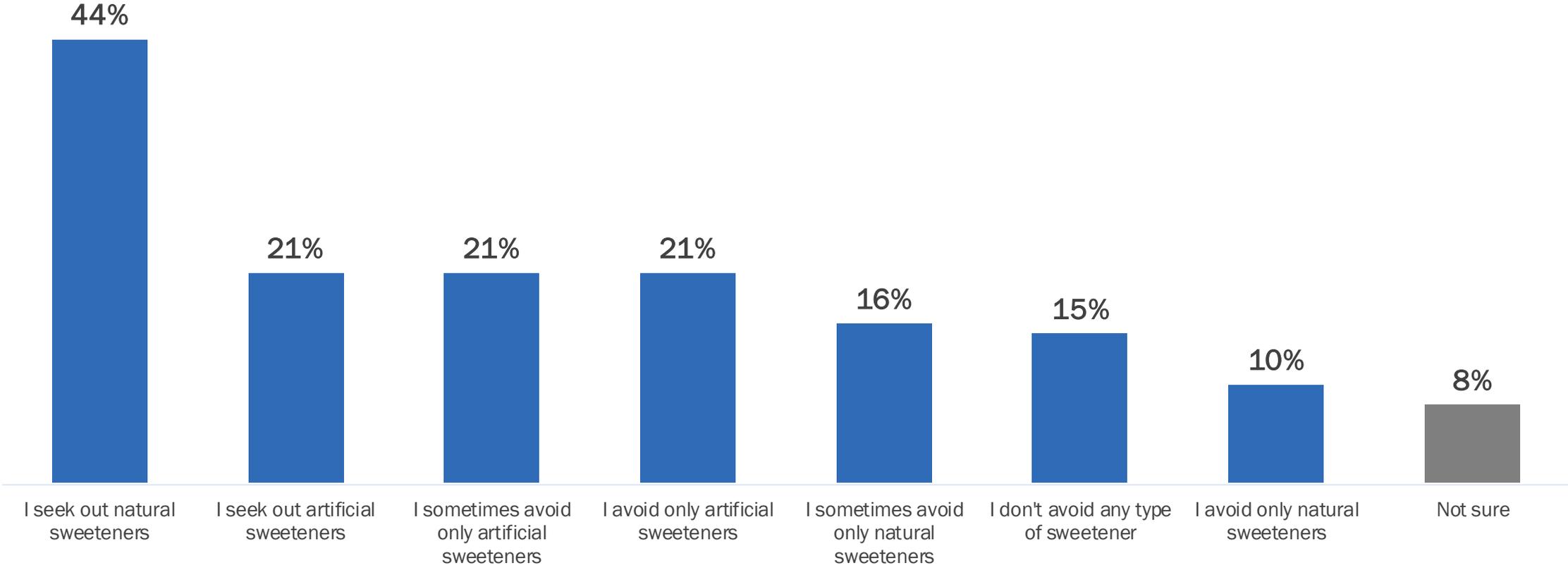


Q7. [sometimes/regularly consumes in Q1] You mentioned that you sometimes or regularly consume food and beverage products or packets that contain low- and no-calorie sweeteners. Which of the following best describes your reason(s)? [Select all that apply]



Among those who typically consume low- and no-calorie sweeteners, more than 4 in 10 seek out “natural” varieties

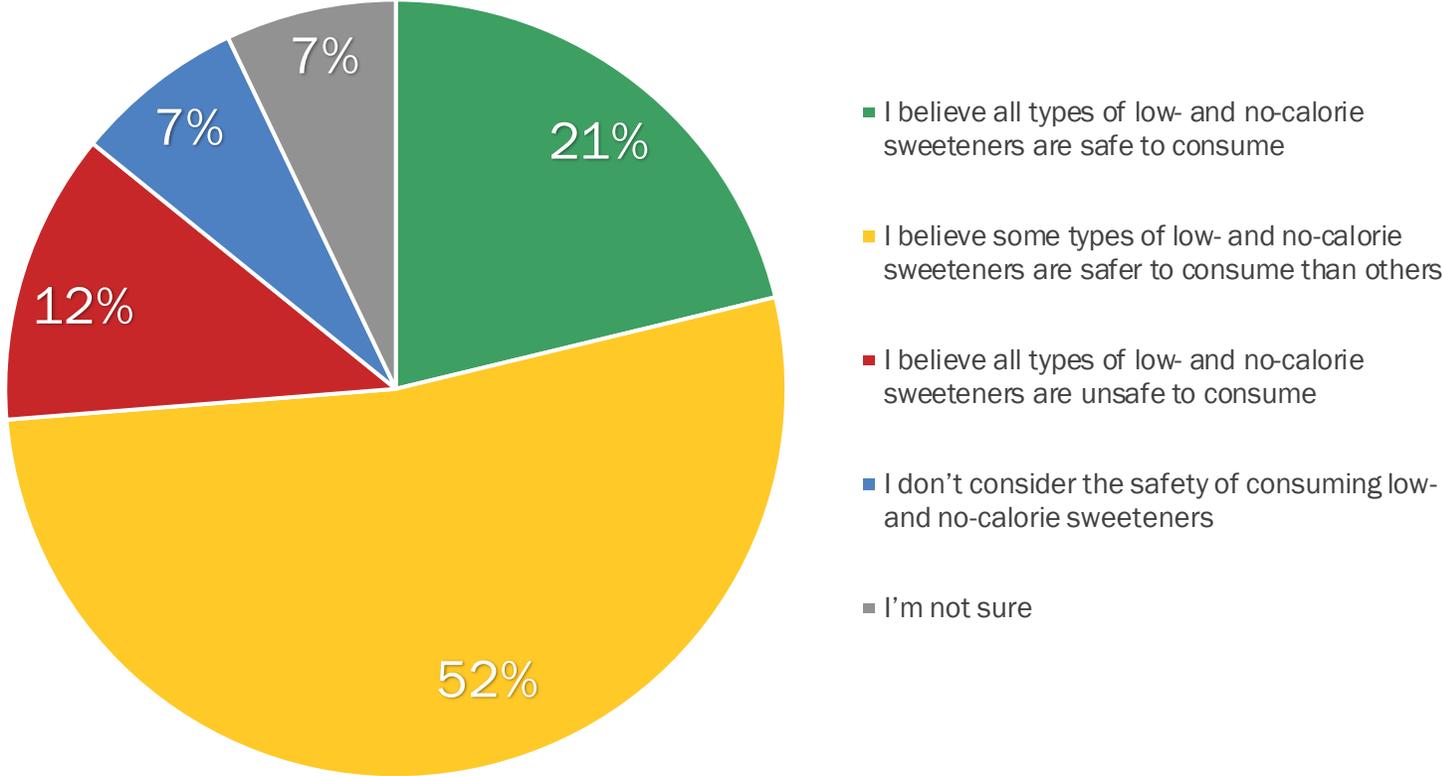
1 in 5 seek out sweeteners described as “artificial”



Q8. [sometimes/regularly consumes in Q1] Which of the following best describes your consumption of low- and no-calorie sweeteners that are referred to as “artificial” and low- and no-calorie sweeteners that are referred to as “natural”? [Select all that apply]

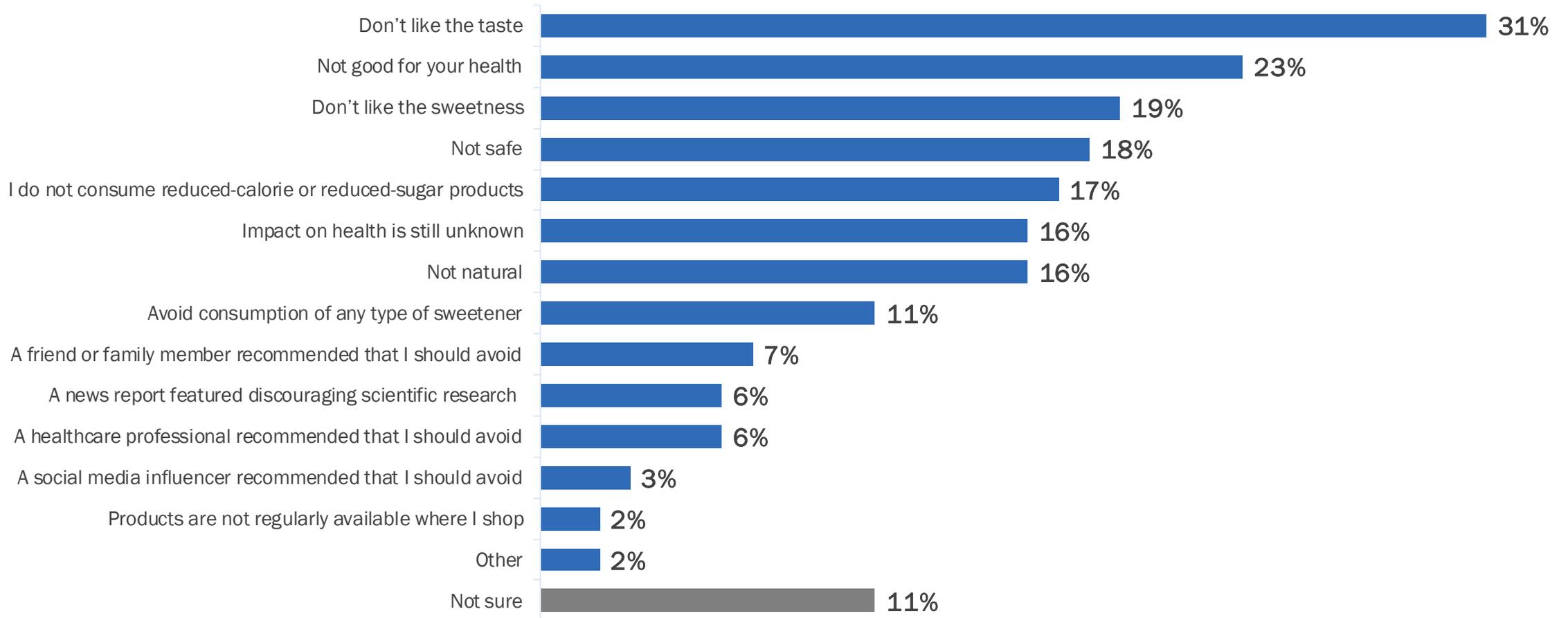
Among those who typically consume low- and no-calorie sweeteners, more than half believe that some types are safer to consume than others

1 in 5 believe that all types are safe to consume



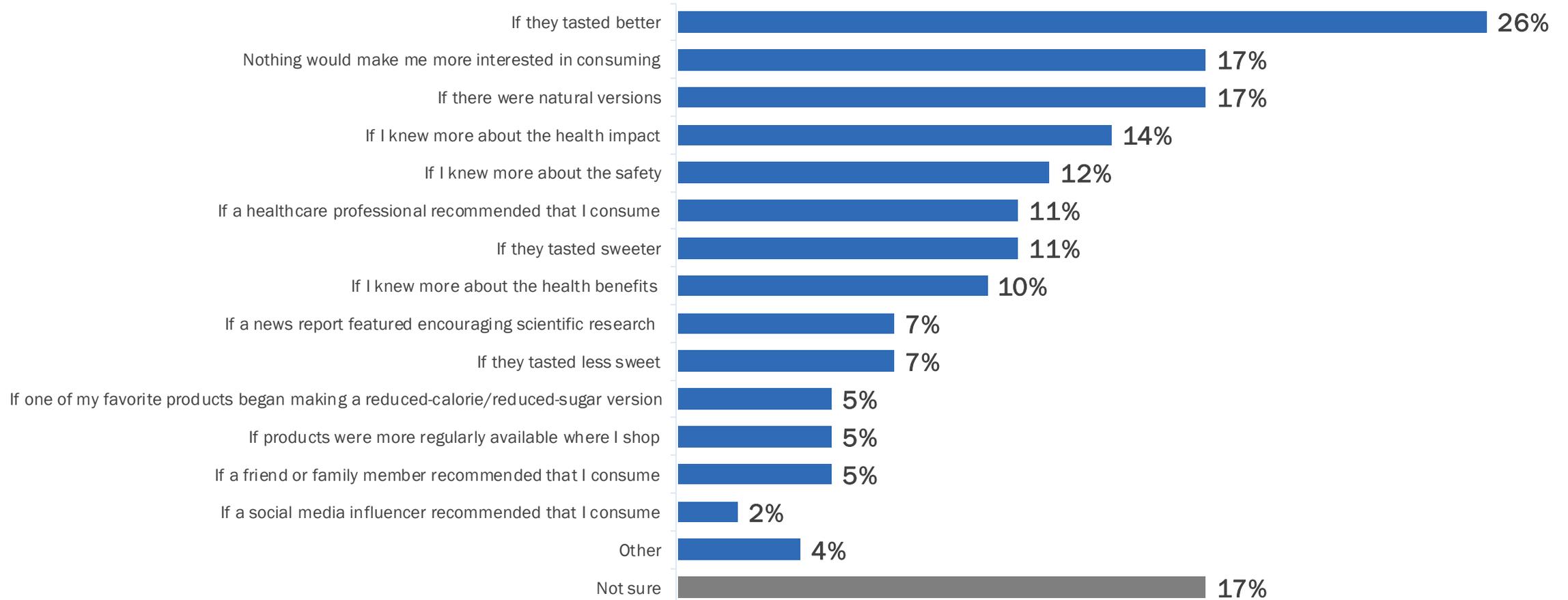
Q9. [sometimes/regularly consumes in Q1] Which of the following best describes your opinion about the safety of consuming low- and no-calorie sweeteners?

Among those who rarely or never consume low- and no-calorie sweeteners, not liking the taste is the top reason why



Q5. [rarely/never consumes in Q1] You mentioned that you rarely or never intentionally consume food and beverage products or packets that contain low- and no-calorie sweeteners. Which of the following best describes your reason(s)? [Select top 3]

Among those who rarely or never consume low- and no-calorie sweeteners, more than 1 in 4 would be more likely to if they tasted better



Q6. [rarely/never consumes in Q1] Which of the following would make you more interested in consuming food and beverage products or packets that contain low- and no-calorie sweeteners? [Select top 3]

Appendix

Q1. Which of the following statements best describes how often you intentionally consume low- and no-calorie sweeteners, either from packaged foods and beverages or from packets?

	I <u>never</u> intentionally consume low- and no-calorie sweeteners	I <u>rarely</u> intentionally consume low- and no-calorie sweeteners	I <u>sometimes</u> intentionally consume low- and no-calorie sweeteners	I <u>regularly</u> intentionally consume low- and no-calorie sweeteners
Total	29%	18%	26%	28%
Men	27%	18%	27%	28%
Women	30%	18%	25%	27%
Less than \$40K	33% ↑	19%	27%	21% ↓
\$40K-\$79K	29%	21%	22%	29%
\$80K+	18% ↓	13%	30%	38% ↑
White	31% ↑	16%	22% ↓	30%
African American	21%	22%	31%	25%
Hispanic/ Latinx	27%	14%	35% ↑	24%
Under 45	19% ↓	18%	34% ↑	29%
45-64	35% ↑	19%	20% ↓	25%
65+	40% ↑	15%	16% ↓	29%
College	20% ↓	16%	27%	37% ↑
Non-college	33% ↑	19%	25%	23% ↓

Q2. [sometimes/regularly consumes in Q1] How frequently do you consume the following? Select the most accurate response for each product type. Packaged food or beverage that contains low and no calorie sweeteners

	Less than once a week	Once a week	Multiple times a week, but not every day	Once a day	Multiple times a day	Never	Don't Know
Total	14%	15%	32%	14%	17%	5%	3%
Men	15%	17%	31%	14%	16%	2%	5%
Women	13%	14%	34%	13%	18%	7%	2%
Less than \$40K	16%	10%	35%	13%	16%	7%	4%
\$40K-\$79K	8%	18%	39%	13%	11%	5%	5%
\$80K+	16%	19%	24%	16%	22%	3%	0% ↓
White	16%	14%	32%	12%	17%	6%	3%
African American	10%	19%	29%	18%	18%	5%	1%
Hispanic/ Latinx	7%	16%	42%	12%	13%	3%	8%
Under 45	10%	18%	32%	16%	17%	4%	3%
45-64	14%	14%	35%	10%	18%	6%	1%
65+	24% ↑	9%	27%	11%	16%	5%	8%
College	16%	20%	27%	15%	19%	2%	1%
Non-college	12%	12%	36%	13%	15%	6%	5%

Q2. [sometimes/regularly consumes in Q1] How frequently do you consume the following? Select the most accurate response for each product type. Packet of low and no calorie sweeteners that I add to a food or beverage

	Less than once a week	Once a week	Multiple times a week, but not every day	Once a day	Multiple times a day	Never	Don't Know
Total	16%	16%	23%	15%	18%	10%	2%
Men	16%	17%	25%	14%	20%	7%	1%
Women	16%	15%	21%	17%	14%	13%	4%
Less than \$40K	17%	16%	24%	13%	12%	14%	4%
\$40K-\$79K	16%	15%	26%	16%	18%	6%	3%
\$80K+	15%	17%	20%	16%	22%	8%	0%
White	19%	16%	20%	15%	18%	11%	1%
African American	8%	18%	37%	6%	17%	8%	6%
Hispanic/ Latinx	15%	12%	29%	17%	14%	8%	5%
Under 45	14%	19%	28%	14%	16%	6%	3%
45-64	18%	15%	19%	14%	21%	13%	1%
65+	20%	9%	16%	21%	16%	16%	2%
College	17%	16%	24%	14%	22%	6%	0%
Non-college	15%	16%	22%	16%	14%	12%	4%

Q3. 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. % Total likely (7-10)

	Honey	Brown sugar	Sucrose	Stevia sweeteners	Agave syrup	High-fructose corn syrup	Monk Fruit sweeteners	Sucralose
Total	53%	43%	43%	31%	26%	27%	23%	20%
Men	56%	47%	44%	31%	26%	33% ↑	26%	24% ↑
Women	51%	40%	41%	31%	25%	21% ↓	21%	16% ↓
Less than \$40K	48% ↓	38%	38% ↓	27% ↓	19% ↓	21% ↓	16% ↓	12% ↓
\$40K-\$79K	52%	39%	44%	27%	20% ↓	25%	21%	15%
\$80K+	62% ↑	54% ↑	48%	42% ↑	41% ↑	37% ↑	37% ↑	36% ↑
White	54%	44%	42%	30%	26%	25%	21%	19%
African American	57%	48%	43%	36%	23%	35%	22%	19%
Hispanic/ Latinx	49%	36%	43%	30%	25%	32%	24%	20%
Under 45	58% ↑	49% ↑	50% ↑	37% ↑	36% ↑	38% ↑	34% ↑	31% ↑
45-64	51%	40%	38%	27%	19% ↓	20% ↓	18% ↓	11% ↓
65+	46% ↓	35% ↓	33% ↓	24% ↓	13% ↓	14% ↓	8% ↓	9% ↓
College	61% ↑	51% ↑	49% ↑	38% ↑	38% ↑	36% ↑	33% ↑	33% ↑
Non-college	49% ↓	38% ↓	39% ↓	27% ↓	19% ↓	22% ↓	18% ↓	13% ↓

Q3. 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. % Total likely (7-10)

	Aspartame	Xylitol	Erythritol	Acesulfame potassium	Allulose	Saccharin	Maltitol
Total	21%	15%	15%	15%	14%	16%	14%
Men	25% ↑	20% ↑	21% ↑	22% ↑	18% ↑	21% ↑	21% ↑
Women	17% ↓	10% ↓	9% ↓	10% ↓	10% ↓	11% ↓	8% ↓
Less than \$40K	16% ↓	8% ↓	8% ↓	9% ↓	9% ↓	9% ↓	7% ↓
\$40K-\$79K	17%	9% ↓	9% ↓	9% ↓	9% ↓	11% ↓	8% ↓
\$80K+	33% ↑	31% ↑	32% ↑	31% ↑	27% ↑	31% ↑	30% ↑
White	21%	15%	14%	14%	13%	17%	14%
African American	21%	13%	18%	17%	10%	16%	18%
Hispanic/ Latinx	20%	10%	14%	15%	18%	14%	12%
Under 45	30% ↑	25% ↑	24% ↑	29% ↑	24% ↑	23% ↑	25% ↑
45-64	13% ↓	8% ↓	9% ↓	6% ↓	8% ↓	10% ↓	5% ↓
65+	14% ↓	3% ↓	3% ↓	0% ↓	3% ↓	9% ↓	3% ↓
College	29% ↑	26% ↑	29% ↑	25% ↑	24% ↑	27% ↑	27% ↑
Non-college	17% ↓	9% ↓	8% ↓	10% ↓	8% ↓	10% ↓	7% ↓

Q4. How much do you agree or disagree with the following statement? “I believe that consuming low- and no-calorie sweeteners can benefit the health of some individuals.”?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Not sure
Total	8%	9%	24%	29%	25%	4%
Men	8%	9%	25%	24% ↓	30% ↑	4%
Women	8%	9%	24%	34% ↑	20% ↓	5%
Less than \$40K	9%	9%	30% ↑	29%	18% ↓	5%
\$40K-\$79K	9%	12%	24%	30%	21%	5%
\$80K+	6%	7%	16% ↓	29%	40% ↑	2%
White	10% ↑	11%	23%	29%	23%	4%
African American	4%	4%	27%	35%	21%	8%
Hispanic/ Latinx	5%	10%	31%	23%	28%	4%
Under 45	4% ↓	7%	21%	28%	35% ↑	4%
45-64	11%	11%	27%	30%	16% ↓	5%
65+	12%	10%	27%	31%	16% ↓	4%
College	6%	9%	18% ↓	32%	32% ↑	3%
Non-college	9%	9%	28% ↑	28%	21% ↓	5%

Q5. [never/rarely consumes in Q1] You mentioned that you rarely or never intentionally consume food and beverage products or pack ets that contain low- and no-calorie sweeteners. Which of the following best describes your reason(s)?

	I don't like the taste	Not good for your health	I don't like the sweetness	Not safe	I do not consume reduced-calorie or reduced-sugar products	Not natural	Impact on health is still unknown	I usually avoid consumption of any type of sweetener	A friend or family member recommended that I should avoid
Total	31%	23%	19%	18%	17%	16%	16%	11%	7%
Men	29%	20%	18%	13%	17%	12%	15%	11%	10%
Women	33%	26%	21%	22%	17%	20%	17%	12%	4%
Less than \$40K	31%	22%	18%	15%	17%	16%	16%	8%	5%
\$40K-\$79K	35%	29%	21%	20%	17%	19%	15%	13%	3%
\$80K+	26%	16%	20%	19%	18%	14%	24%	16%	19% ↑
White	35%	27%	20%	21%	19%	13%	17%	12%	6%
African American	36%	14%	16%	3% ↓	14%	14%	15%	11%	4%
Hispanic/ Latinx	16%	17%	23%	15%	17%	20%	13%	7%	7%
Under 45	19% ↓	11% ↓	20%	12%	11%	21%	12%	8%	15% ↑
45-64	36%	28%	18%	18%	21%	15%	18%	12%	2% ↓
65+	42%	32%	20%	25%	20%	11%	19%	16%	3%
College	30%	25%	18%	19%	20%	16%	23%	15%	6%
Non-college	32%	22%	20%	17%	16%	16%	14%	10%	8%

Q5. [never/rarely consumes in Q1] You mentioned that you rarely or never intentionally consume food and beverage products or pack ets that contain low- and no-calorie sweeteners. Which of the following best describes your reason(s)?

	A healthcare professional recommended that I should avoid	A news report featured discouraging scientific research	A social media influencer recommended that I should avoid	Products are not regularly available where I shop	Other	Not sure
Total	6%	6%	3%	2%	2%	11%
Men	6%	7%	4%	3%	1%	12%
Women	6%	4%	1%	1%	3%	11%
Less than \$40K	6%	6%	3%	2%	2%	16% ↑
\$40K-\$79K	3%	5%	2%	1%	2%	7%
\$80K+	11%	9%	4%	5%	0%	3%
White	6%	6%	3%	2%	1%	8%
African American	5%	5%	9%	2%	2%	24%
Hispanic/ Latinx	9%	5%	1%	6%	1%	15%
Under 45	6%	7%	7% ↑	5% ↑	2%	15%
45-64	7%	5%	1%	1%	2%	13%
65+	3%	6%	0% ↓	0%	2%	3% ↓
College	5%	5%	4%	3%	2%	9%
Non-college	6%	6%	2%	2%	2%	12%

Q6. [never/rarely consumes in Q1] Which of the following would make you more interested in consuming food and beverage products or packets that contain low- and no-calorie sweeteners?

	If they tasted better	Nothing would make me more interested	If there were natural versions	If I knew more about the health impact	If I knew more about the safety	If a healthcare professional recommended that I consume	If they tasted sweeter	If I knew more about the health benefits
Total	26%	17%	17%	14%	12%	11%	11%	10%
Men	24%	18%	14%	11%	9%	12%	13%	8%
Women	27%	17%	20%	17%	15%	10%	9%	11%
Less than \$40K	26%	17%	15%	12%	9%	5%	10%	10%
\$40K-\$79K	28%	16%	18%	17%	12%	17%	8%	9%
\$80K+	22%	17%	22%	18%	18%	17%	19%	8%
White	27%	22%	18%	13%	12%	10%	7%	9%
African American	27%	9%	14%	17%	11%	11%	16%	11%
Hispanic/ Latinx	28%	11%	14%	11%	9%	14%	14%	18%
Under 45	19%	10%	17%	15%	8%	16%	15%	13%
45-64	29%	19%	18%	14%	14%	8%	9%	8%
65+	30%	27%	18%	14%	14%	9%	8%	9%
College	21%	18%	17%	18%	17%	9%	10%	8%
Non-college	27%	17%	18%	13%	10%	12%	11%	10%

Q6. [never/rarely consumes in Q1] Which of the following would make you more interested in consuming food and beverage products or packets that contain low- and no-calorie sweeteners?

	If a news report featured encouraging scientific research	If they tasted less sweet	If products were more regularly available where I shop	If one of my favorite products began making a reduced calorie / reduced sugar version	If a friend or family member recommended that I consume	If a social media influencer recommended that I consume	Other	Not sure
Total	7%	7%	5%	5%	5%	2%	4%	17%
Men	6%	7%	5%	5%	4%	3%	3%	19%
Women	7%	6%	5%	5%	6%	1%	4%	15%
Less than \$40K	7%	4%	3%	4%	4%	1%	5%	23%
\$40K-\$79K	4%	10%	5%	5%	5%	1%	3%	12%
\$80K+	10%	7%	9%	5%	7%	5%	1%	8%
White	6%	8%	5%	4%	4%	2%	4%	15%
African American	13%	4%	5%	2%	3%	3%	2%	25%
Hispanic/ Latinx	4%	7%	5%	12%	4%	4%	0%	19%
Under 45	6%	6%	9%	7%	9%	4%	1%	16%
45-64	6%	6%	3%	6%	2%	2%	5%	20%
65+	7%	9%	2%	0%	2%	0%	5%	12%
College	11%	9%	6%	4%	5%	2%	3%	17%
Non-college	5%	6%	5%	5%	5%	2%	4%	17%

Q7. [sometimes/regularly consumes in Q1] You mentioned that you sometimes or regularly consume food and beverage products or pack ets that contain low- and no-calorie sweeteners. Which of the following best describes your reason(s)?

	I try to limit or avoid sugar	To manage my weight	To prevent a future health condition	I want to save calories	To lose weight	To manage a current health condition	I enjoy sweetness
Total	48%	39%	31%	29%	29%	27%	26%
Men	42% ↓	40%	36%	24% ↓	25%	30%	27%
Women	55% ↑	38%	26%	35% ↑	33%	24%	24%
Less than \$40K	49%	36%	25%	21% ↓	25%	25%	21%
\$40K-\$79K	57%	42%	38%	35%	39% ↑	29%	32%
\$80K+	41%	38%	34%	34%	25%	27%	27%
White	52%	40%	30%	35% ↑	30%	26%	26%
African American	44%	28%	32%	16%	20%	33%	28%
Hispanic/ Latinx	38%	38%	35%	19%	32%	30%	21%
Under 45	37% ↓	36%	33%	25%	28%	28%	29%
45-64	56%	42%	30%	31%	30%	26%	21%
65+	73% ↑	44%	29%	41% ↑	31%	25%	24%
College	46%	44%	33%	33%	28%	30%	29%
Non-college	50%	36%	30%	27%	30%	25%	24%

Q7. [sometimes/regularly consumes in Q1] You mentioned that you sometimes or regularly consume food and beverage products or pack ets that contain low- and no-calorie sweeteners. Which of the following best describes your reason(s)?

	I enjoy the taste of packaged foods and beverages that contain	A friend or family member recommended	A healthcare professional recommended	A social media influencer recommended	Someone in my household consumes	Other	Not sure
Total	25%	17%	16%	14%	12%	2%	2%
Men	26%	20%	20%	21% ↑	15%	2%	0% ↓
Women	23%	14%	12%	8% ↓	10%	3%	4% ↑
Less than \$40K	20%	12%	16%	8%	6% ↓	3%	3%
\$40K-\$79K	19%	16%	11%	9%	11%	2%	1%
\$80K+	33% ↑	23%	21%	25% ↑	20% ↑	1%	2%
White	27%	18%	17%	15%	16% ↑	2%	0% ↓
African American	20%	14%	17%	14%	12%	2%	4%
Hispanic/ Latinx	17%	18%	16%	12%	5%	2%	4%
Under 45	28%	22% ↑	22% ↑	24% ↑	14%	1%	4% ↑
45-64	23%	14%	11%	2% ↓	10%	4%	0%
65+	15% ↓	6% ↓	6% ↓	1% ↓	11%	4%	0%
College	32% ↑	22%	20%	24% ↑	18% ↑	1%	1%
Non-college	19% ↓	13%	14%	7% ↓	9% ↓	3%	3%

Q8. [sometimes/regularly consumes in Q1] Which of the following best describes your consumption of low- and no-calorie sweeteners that are referred to as “artificial” and low- and no-calorie sweeteners that are referred to as “natural”?

	I seek out natural sweeteners	I sometimes avoid only artificial sweeteners	I avoid only artificial sweeteners	I seek out artificial sweeteners	I sometimes avoid only natural sweeteners	I don't avoid any type of sweetener	I avoid only natural sweeteners	Not sure
Total	44%	21%	21%	21%	16%	15%	10%	8%
Men	49% ↑	23%	22%	29% ↑	23% ↑	11% ↓	16% ↑	5% ↓
Women	38% ↓	19%	19%	12% ↓	9% ↓	19% ↑	5% ↓	12% ↑
Less than \$40K	44%	19%	15%	20%	11%	14%	6%	9%
\$40K-\$79K	46%	16%	16%	18%	10%	17%	10%	11%
\$80K+	42%	26%	29% ↑	24%	25% ↑	14%	16% ↑	5%
White	41%	25%	20%	19%	16%	17%	11%	9%
African American	53%	14%	20%	26%	14%	11%	9%	6%
Hispanic/ Latinx	47%	19%	18%	24%	17%	12%	9%	8%
Under 45	49%	25% ↑	27% ↑	27% ↑	21% ↑	9% ↓	15% ↑	6%
45-64	42%	16%	16%	10% ↓	11%	21% ↑	8%	8%
65+	33% ↓	16%	10% ↓	16%	7% ↓	24% ↑	2% ↓	15% ↑
College	49%	27% ↑	25%	27% ↑	24% ↑	14%	16% ↑	3% ↓
Non-college	40%	17% ↓	18%	16% ↓	10% ↓	15%	6% ↓	12% ↑

Q9. [sometimes/regularly consumes in Q1] Which of the following best describes your opinion about the safety of consuming low- and no-calorie sweeteners?

	I believe all types of low- and no-calorie sweeteners are safe to consume	I believe some types of low- and no-calorie sweeteners are safer to consume than others	I believe all types of low- and no-calorie sweeteners are unsafe to consume	I don't consider the safety of consuming low- and no-calorie sweeteners	I'm not sure
Total	21%	52%	12%	7%	7%
Men	27% ↑	49%	14%	4%	5%
Women	15% ↓	55%	10%	9%	10%
Less than \$40K	15%	54%	15%	4%	12%
\$40K-\$79K	17%	55%	10%	9%	8%
\$80K+	32% ↑	48%	12%	7%	2% ↓
White	23%	55%	12%	6%	4% ↓
African American	23%	45%	9%	7%	14%
Hispanic/ Latinx	12%	52%	18%	8%	10%
Under 45	27% ↑	44% ↓	13%	7%	8%
45-64	16%	60%	14%	5%	6%
65+	11% ↓	67% ↑	7%	8%	7%
College	32% ↑	51%	11%	4%	3% ↓
Non-college	14% ↓	54%	13%	8%	10% ↑

Q10. The following are types of sweeteners that can be used as ingredients in packaged foods and beverages and/or sweetener packets. Please indicate how safe you think it is to consume moderate amounts of each type. [Table displays % selecting “completely safe”]

	Stevia	Monk Fruit	Inulin/Chicory Root	Sucralose	Glycerin	Allulose	Aspartame
Total	23%	23%	15%	13%	12%	12%	11%
Men	25%	27%	17%	19% ↑	19% ↑	18% ↑	17% ↑
Women	21%	19%	13%	8% ↓	6% ↓	5% ↓	6% ↓
Less than \$40K	20%	18% ↓	8% ↓	9% ↓	5% ↓	7% ↓	6% ↓
\$40K-\$79K	19%	17% ↓	13%	10%	9%	8%	8%
\$80K+	32% ↑	36% ↑	28% ↑	25% ↑	28% ↑	22% ↑	23% ↑
White	22%	22%	14%	12%	11%	10%	11%
African American	27%	26%	16%	16%	14%	17%	11%
Hispanic/ Latinx	21%	20%	7% ↓	12%	11%	10%	7%
Under 45	30% ↑	30% ↑	23% ↑	23% ↑	21% ↑	21% ↑	19% ↑
45-64	16% ↓	19%	9% ↓	6% ↓	4% ↓	4% ↓	6% ↓
65+	19%	14% ↓	7% ↓	5% ↓	5% ↓	2% ↓	4% ↓
College	28% ↑	30% ↑	22% ↑	20% ↑	21% ↑	17% ↑	19% ↑
Non-college	20% ↓	19% ↓	11% ↓	10% ↓	8% ↓	9% ↓	8% ↓

Q10. The following are types of sweeteners that can be used as ingredients in packaged foods and beverages and/or sweetener packets. Please indicate how safe you think it is to consume moderate amounts of each type. [Table displays % selecting “completely safe”]

	Saccharin	Acesulfame potassium	Xylitol	Maltitol	Mannitol	Sorbitol	Erythritol	Lactitol
Total	11%	11%	11%	11%	11%	11%	10%	10%
Men	17% ↑	17% ↑	15% ↑	16% ↑	16% ↑	17% ↑	15% ↑	16% ↑
Women	6% ↓	5% ↓	7% ↓	6% ↓	5% ↓	6% ↓	6% ↓	5% ↓
Less than \$40K	4% ↓	5% ↓	6% ↓	5% ↓	5% ↓	7%	6% ↓	6% ↓
\$40K-\$79K	11%	7%	8%	7%	6%	7% ↓	4% ↓	6%
\$80K+	22% ↑	24% ↑	22% ↑	24% ↑	24% ↑	21% ↑	23% ↑	22% ↑
White	10%	10%	9%	10%	9%	9%	9%	8%
African American	9%	12%	12%	13%	12%	13%	14%	12%
Hispanic/ Latinx	12%	11%	9%	7%	6%	11%	5%	10%
Under 45	19% ↑	20% ↑	20% ↑	19% ↑	18% ↑	20% ↑	18% ↑	19% ↑
45-64	5% ↓	4% ↓	4% ↓	4% ↓	5% ↓	4% ↓	4% ↓	3% ↓
65+	3% ↓	2% ↓	3% ↓	4% ↓	3% ↓	3% ↓	4% ↓	3% ↓
College	17% ↑	17% ↑	17% ↑	18% ↑	19% ↑	18% ↑	17% ↑	16% ↑
Non-college	8% ↓	8% ↓	8% ↓	6% ↓	6% ↓	8% ↓	7% ↓	7% ↓

Q11. The following are types of sweeteners that can be used as ingredients in packaged foods and beverages and/or sweetener packets. Please indicate how healthy you think it is to consume moderate amounts of each type? [Table displays % selecting “completely healthy”]

	Stevia	Monk Fruit	Inulin/ Chicory Root	Sucralose	Aspartame	Saccharin	Glycerin	Acesulfame potassium
Total	20%	20%	14%	13%	12%	12%	12%	11%
Men	23%	20%	18% ↑	19% ↑	18% ↑	17% ↑	17% ↑	15% ↑
Women	19%	19%	10% ↓	8% ↓	5% ↓	7% ↓	7% ↓	6% ↓
Less than \$40K	16% ↓	15% ↓	8% ↓	6% ↓	8% ↓	6% ↓	5% ↓	7% ↓
\$40K-\$79K	17%	19%	11%	10%	8%	10%	9%	6% ↓
\$80K+	31% ↑	28% ↑	26% ↑	29% ↑	21% ↑	24% ↑	26% ↑	23% ↑
White	19%	18%	12%	13%	10%	11%	11%	10%
African American	23%	22%	16%	17%	15%	10%	14%	11%
Hispanic/ Latinx	20%	20%	13%	12%	13%	12%	13%	12%
Under 45	27% ↑	26% ↑	21% ↑	23% ↑	19% ↑	22% ↑	20% ↑	19% ↑
45-64	15% ↓	16%	7% ↓	6% ↓	5% ↓	4% ↓	6% ↓	4% ↓
65+	15%	12% ↓	8% ↓	4% ↓	5% ↓	4% ↓	5% ↓	3% ↓
College	29% ↑	27% ↑	21% ↑	22% ↑	18% ↑	21% ↑	21% ↑	18% ↑
Non-college	16% ↓	16% ↓	9% ↓	9% ↓	8% ↓	8% ↓	7% ↓	7% ↓

Q11. The following are types of sweeteners that can be used as ingredients in packaged foods and beverages and/or sweetener packets. Please indicate how healthy you think it is to consume moderate amounts of each type? [Table displays % selecting “completely healthy”]

	Erythritol	Xylitol	Mannitol	Sorbitol	Allulose	Lactitol	Maltitol
Total	11%	11%	11%	11%	11%	10%	9%
Men	16% ↑	15% ↑	16% ↑	17% ↑	16% ↑	15% ↑	14% ↑
Women	7% ↓	7% ↓	5% ↓	5% ↓	6% ↓	5% ↓	4% ↓
Less than \$40K	6% ↓	6% ↓	6% ↓	6% ↓	6% ↓	7% ↓	4% ↓
\$40K-\$79K	9%	6% ↓	6% ↓	7%	6% ↓	6%	5% ↓
\$80K+	20% ↑	23% ↑	22% ↑	23% ↑	24% ↑	21% ↑	22% ↑
White	9%	10%	9%	10%	10%	9%	9%
African American	12%	11%	18% ↑	16%	15%	12%	11%
Hispanic/ Latinx	13%	11%	10%	10%	9%	11%	7%
Under 45	18% ↑	19% ↑	18% ↑	19% ↑	20% ↑	18% ↑	16% ↑
45-64	6% ↓	5% ↓	4% ↓	4% ↓	5% ↓	5% ↓	5% ↓
65+	3% ↓	3% ↓	3% ↓	3% ↓	2% ↓	2% ↓	3% ↓
College	16% ↑	19% ↑	18% ↑	18% ↑	19% ↑	18% ↑	19% ↑
Non-college	8% ↓	7% ↓	7% ↓	7% ↓	7% ↓	6% ↓	4% ↓

Q12. What informs your opinion of the safety of consuming low- and no-calorie sweeteners?

	Doing my own research	Talking to a health professional	News reports and articles	Talking to friends and family	Trust in the U.S. gov's approval process	Believing that consuming is important for my health	Trust in the brand of packaged food or beverage	Trust in the brand of sweetener packet	Reading scientific journals	I don't have an opinion	Other	Not sure
Total	37%	26%	22%	20%	18%	15%	15%	14%	14%	11%	2%	6%
Men	34%	27%	22%	18%	23% ↑	18% ↑	17%	16%	17% ↑	9%	1%	6%
Women	40%	25%	22%	22%	14% ↓	11% ↓	13%	12%	11% ↓	12%	2%	7%
Less than \$40K	37%	23%	21%	20%	15%	11% ↓	10% ↓	11%	11%	13%	2%	9% ↑
\$40K-\$79K	39%	22%	25%	19%	19%	13%	16%	11%	14%	13%	2%	4%
\$80K+	38%	34% ↑	22%	25%	23%	24% ↑	22% ↑	21% ↑	17%	4% ↓	1%	2% ↓
White	36%	29%	26% ↑	18%	20%	14%	16%	12%	14%	11%	2%	6%
African American	38%	24%	16%	26%	13%	15%	15%	17%	12%	13%	2%	8%
Hispanic/ Latinx	41%	12% ↓	18%	19%	17%	16%	15%	15%	15%	12%	0%	9%
Under 45	38%	27%	17% ↓	25% ↑	19%	21% ↑	21% ↑	20% ↑	15%	7% ↓	1%	5%
45-64	38%	22%	22%	18%	17%	8% ↓	11%	8% ↓	12%	12%	2%	9%
65+	35%	28%	33% ↑	14% ↓	19%	13%	7% ↓	10%	12%	17% ↑	3%	4%
College	39%	30%	26%	20%	25% ↑	19%	19% ↑	17%	19% ↑	6% ↓	1%	3% ↓
Non-college	37%	23%	20%	21%	15% ↓	13%	12% ↓	12%	11% ↓	13% ↑	2%	8% ↑

Q13. Imagine you are shopping for food, and you want to know whether a packaged food or beverage contains low- and no-calorie sweeteners. What information would you use to make this determination?

	I would look at the list of ingredients	I would look at the Nutrition Facts label	I would look for specific phrases on the front of the package	I would look for specific words on the front of the package	I would look to see if the product is intended to help with a specific health condition	I would look at the brand name	I don't look closely enough at information on food packaging	Other	Not sure
Total	41%	35%	24%	23%	15%	12%	6%	1%	7%
Men	39%	34%	27%	22%	18%	12%	6%	0%	7%
Women	42%	38%	21%	24%	13%	11%	6%	1%	7%
Less than \$40K	38%	31%	24%	22%	10% ↓	11%	9%	1%	9% ↑
\$40K-\$79K	46%	38%	26%	22%	17%	8%	5%	1%	4%
\$80K+	40%	40%	23%	25%	22% ↑	17%	4%	0%	3%
White	46% ↑	36%	24%	23%	14%	9%	6%	0%	5%
African American	30%	33%	24%	28%	15%	13%	7%	2%	11%
Hispanic/ Latinx	29% ↓	32%	24%	21%	21%	14%	7%	1%	10%
Under 45	30% ↓	33%	24%	23%	25% ↑	17% ↑	6%	1%	7%
45-64	44%	36%	22%	22%	8% ↓	8%	7%	1%	8%
65+	60% ↑	39%	25%	24%	6% ↓	5% ↓	5%	1%	3%
College	44%	41%	23%	23%	21% ↑	15%	3% ↓	0%	4%
Non-college	39%	32%	24%	23%	12% ↓	10%	8% ↑	1%	8%

Q14. If a friend or family member asked you where they could learn more about low- and no-calorie sweeteners, which sources would you recommend?

	Healthcare providers	Health focused websites	U.S. government websites	Nonprofit or health professional association websites	Registered dietitians	Clinical studies in scientific journals	The website or social media accounts of a brand
Total	29%	29%	25%	20%	18%	16%	15%
Men	29%	28%	27%	22%	16%	15%	17%
Women	30%	30%	24%	18%	20%	16%	13%
Less than \$40K	25%	25%	21%	17%	17%	12%	17%
\$40K-\$79K	34%	33%	28%	20%	17%	18%	13%
\$80K+	30%	33%	29%	27% ↑	21%	17%	17%
White	31%	29%	25%	21%	21%	18%	14%
African American	23%	27%	22%	12%	22%	13%	17%
Hispanic/ Latinx	26%	23%	30%	24%	9% ↓	10%	21%
Under 45	26%	29%	26%	21%	15%	13%	23% ↑
45-64	29%	27%	22%	19%	19%	16%	9% ↓
65+	38% ↑	35%	30%	20%	23%	21% ↑	8% ↓
College	29%	30%	29%	26% ↑	21%	20% ↑	16%
Non-college	29%	29%	23%	17% ↓	17%	13% ↓	15%

Q14. If a friend or family member asked you where they could learn more about low- and no-calorie sweeteners, which sources would you recommend?

	News reports and articles	Credentialed medical professionals in the media	Fitness professionals	Social media influencers/bloggers	I wouldn't recommend any of these information sources	Other	I don't know
Total	14%	10%	9%	8%	6%	2%	11%
Men	16%	14% ↑	13% ↑	10%	6%	1%	8% ↓
Women	13%	6% ↓	6% ↓	6%	6%	2%	14% ↑
Less than \$40K	13%	9%	7%	8%	7%	1%	16% ↑
\$40K-\$79K	17%	8%	7%	2% ↓	4%	2%	10%
\$80K+	14%	15% ↑	14% ↑	13% ↑	4%	2%	3% ↓
White	15%	9%	8%	6%	6%	1%	11%
African American	15%	10%	13%	11%	8%	3%	13%
Hispanic/ Latinx	13%	13%	10%	10%	3%	0%	15%
Under 45	12%	14% ↑	15% ↑	14% ↑	3% ↓	1%	10%
45-64	15%	8%	5% ↓	3% ↓	9%	3%	16% ↑
65+	17%	6% ↓	3% ↓	1% ↓	7%	2%	8%
College	18%	12%	15% ↑	12% ↑	3%	2%	7% ↓
Non-college	13%	9%	6% ↓	6% ↓	7%	2%	14% ↑

Q15. Select which statement(s) you most agree with

	Healthy and safe mean different things to me	Healthy and safe mean the same thing to me	A food, beverage or ingredient that is healthy is safe to consume	A food, beverage or ingredient that is safe is healthy to consume	A food, beverage or ingredient that is unsafe is unhealthy to consume	A food, beverage or ingredient can be unsafe but healthy to consume	A food, beverage or ingredient can be unhealthy but safe to consume	A food, beverage or ingredient that is unhealthy is unsafe to consume	I don't know
Total	38%	23%	32%	24%	32%	11%	31%	22%	10%
Men	35%	27% ↑	32%	27%	31%	15% ↑	28%	22%	9%
Women	41%	18% ↓	32%	20%	34%	7% ↓	34%	23%	11%
Less than \$40K	31% ↓	21%	30%	21%	32%	6% ↓	28%	22%	14% ↑
\$40K-\$79K	41%	22%	33%	26%	36%	12%	30%	21%	6%
\$80K+	44%	27%	35%	26%	32%	17% ↑	37%	26%	4% ↓
White	44% ↑	23%	34%	20%	36% ↑	11%	36% ↑	22%	9%
African American	28%	18%	28%	26%	29%	9%	24%	21%	13%
Hispanic/ Latinx	27% ↓	26%	26%	21%	24%	12%	20% ↓	22%	13%
Under 45	33%	29% ↑	32%	30% ↑	30%	15% ↑	28%	24%	9%
45-64	37%	18%	32%	18% ↓	30%	8%	33%	18%	12%
65+	49% ↑	18%	32%	19%	42% ↑	6% ↓	35%	25%	9%
College	43%	27%	41% ↑	29% ↑	37%	13%	36%	25%	4% ↓
Non-college	35%	21%	27% ↓	21% ↓	30%	9%	28%	21%	13% ↑



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