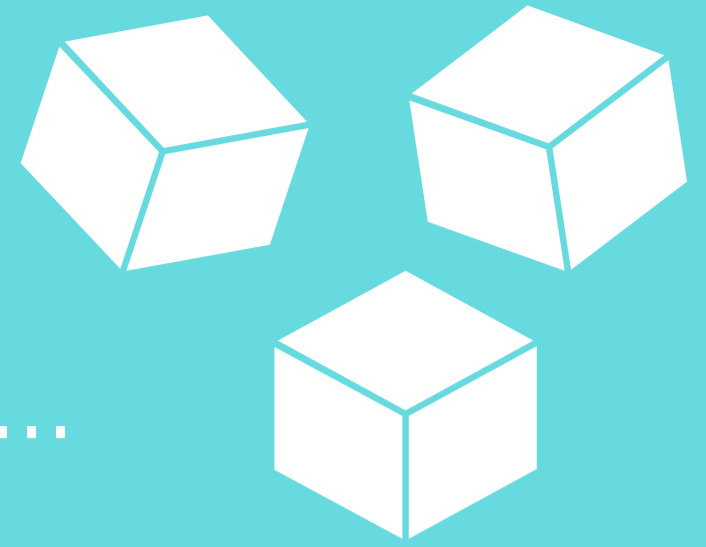




# Sugar-Free September

What people say about sugar...



## Just one in 5 people

Surveyed always *check the list of ingredients* before buying or consuming food and drink



**Almost half (47%)** of the people surveyed believe that *beer and wine do not typically contain sugar*

**More than three quarters (76%)** of the people surveyed say they are *concerned about their sugar intake*



**Over a quarter (26%)** of people surveyed believe that *tomato ketchup or sports drinks do not typically contain sugar*

### References

Onepoll online survey of 2,000 participants conducted in May 2015

## 25%

of people surveyed incorrectly thought that if a product is labelled '*no added sugar*' it does not contain sugar

**Almost a third (30%)** of the people surveyed did not think that *hot chocolate typically contains sugar*



**A third (33%)** of the people surveyed say the thing that *concerns them most about their sugar intake* is that it could be increasing their risk of dental health problems



**More than a third (38%)** of people surveyed did not think that *fresh fruit juices typically contained sugar*

**One in 10 people** surveyed believe that if *honey* is listed on an ingredient list the product *does not contain sugar*



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