Low-income people and people of color have higher rates of obesity and diabetes.

- Hispanic Americans are 20 percent more likely to be obese than white Americans and 50 percent more likely to die from diabetes.\(^1,2\)
- African Americans are 50 percent more likely to be obese than white Americans and more than twice as likely to die from diabetes.\(^3,4\)
- A 2014 CDC study estimates that more than 40 percent of today’s adult population will develop diabetes within their lifetime. This rises to more than 50 percent for African-American women and Hispanic men and women.\(^5\)

Low-income people and people of color consume more sugar drinks.

- In 2005-2008 African-American adults got nearly nine percent of their daily calories from sugar drinks, compared to about five percent for whites. Mexican-American adults consumed more than eight percent of daily calories from sugar drinks.\(^6\)
- Low-income adults consume twice the percentage of their daily calories from sugar drinks as higher-income individuals (8.8 versus 4.4 percent, respectively).\(^7\)
- In 2010, 37 percent of African-American and 22 percent of Hispanic-American high school students drank three or more sugar drinks a day compared with 20 percent of whites.\(^8\)

The beverage industry disproportionately targets its marketing at low-income people and people of color.

- African-American children and teens saw more than twice as many television ads for sugar drinks than their white peers in 2013. Black teens also saw four times as many Sprite ads and three times as many Coca-Cola ads as white teens saw.\(^9\)
- Lower-income African-American and Latino neighborhoods had more outdoor ads (billboards, bus bench and shelter advertisements, sidewalk “sandwich” signs, murals painted on the sides of buildings, and store window posters) for sugar drinks than lower-income white and higher-income neighborhoods in 2009.\(^10\)
- In 2013, Hispanic youth were 93% more likely to visit beverage company websites compared with all youth, while African-American youth were 34% more likely to visit those websites.\(^11\)
References

7 Ibid.
11 Harris et al., 2014.