Sugar drinks contribute to the disparate burden of disease on low-income families and in communities of color

- 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.\(^5\)

Sugar Drink Consumption Patterns

- 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 21.7 percent of Hispanic-American high school students drank three or more sugar drinks a day compared with 19.6 percent of whites.\(^8\)

Beverage Industry Marketing Aimed at Low-Income and Communities of Color

- A 2011 Yale study showed that African-American children and teens saw 80 to 90 percent more ads for full-calorie drinks than white youths, including more than twice as many ads for Sprite, Mountain Dew, and Vitaminwater.\(^9\)
- Between 2008 and 2010, Hispanic children experienced a 49 percent increase in exposure to ads for sugar drinks and energy drinks, and Hispanic teens saw a 99 percent increase in Spanish-language ad exposure.\(^10\)
References

7 Ibid.
10 Ibid.