

When, Where, and Why Do American Adults Drink Sugar-Sweetened Beverages (SSB)? – Omnibus Survey, 2021

Seung Hee Lee,¹ Sohyun Park,¹ Thomas Lehman,² Rebecca Ledsky,² and Heidi Blanck¹

¹CDC and ²FHI360

Objectives: We used an online survey fielded in 2021 data to examine occasions, locations, and reasons for consuming SSB.

Methods: We used the Ipsos G&A Omnibus survey, a nationally representative panel of US adults (n = 1013). Descriptive statistics and chi-square analyses were used to calculate percentage of adults consuming SSB, occasions, locations, and reasons for consuming SSB. Associations between these domains and sociodemographic variables among SSB consumers were assessed using multiple logistic regression analyses to calculate adjusted odds ratios (OR).

Results: Nearly 7 out of 10 adults reported consuming SSB (37.5% ≥ 1 time/day and 31.2% > 0 to < 1 time/day) during the past 7 days. Overall, occasions for SSB intake were highest at mealtime (43%), followed by between meals/when snacking (28.6%), social settings/when others are drinking SSB (25.6%), and at the beginning of the day (20.0%). Locations where SSB were consumed most were at

home (70.4%), followed by restaurants/bars (39.6%), work (23.5%), and car (23.0%). The most common reasons for drinking SSB were enjoying the taste (56.4%), satisfying cravings for something sweet (28.4%), liking the carbonation (20.8%), and satisfying thirst (20.3%). Younger adults had higher odds of consuming SSB in social settings (18–34 years, OR = 2.1) than older adults (≥ 50 years); Hispanic adults had lower odds of consuming SSB in the beginning of the day (OR = 0.3) than non-Hispanic (NH)-White adults. Younger and middle-aged adults (18–34 years; 35–49 years) had higher odds of consuming SSB in restaurants (OR = 1.9; OR = 2.3), work (OR = 2.9; OR = 2.7), and cars (OR = 2.0; OR = 3.1) than older adults (≥ 50 years). Women were less likely to consume SSB at work (OR = 0.6) than men. Hispanic adults were less likely to consume SSB in cars (OR = 0.3) than NH-White adults, while those earning \$50K–< \$100K were more likely to consume SSB in cars (OR = 2.3) than those earning \geq \$100K. Younger adults and middle-aged adults had over double the odds of consuming SSB due to cravings (OR = 2.8; OR = 2.8) and because they like the carbonation (OR = 2.4; OR = 2.1) than older adults.

Conclusions: Findings provide insights on specific populations to tailor messaging and adapt interventions to help reduce SSB intake.

Funding Sources: Solely for author's time from their institutions.