

Majority of respondents are interested in cutting back on ultra-processed food and beverage

Ultra-processed foods are foods that are industrially formulated and often contain added sugars, fats, flavorings, or preservatives (e.g. sodas, chips, candy, instant noodles, frozen meals).

How interested are you in cutting back on the amount of ultra-processed foods you eat or drink?
(N = 1,000)

