

Health & Nutrition Sciences

Beverage Consumption Trends in the U.S.

PART 2 Beverage Consumption by Socio-Demographic Characteristics

People are drinking fewer sugar sweetened beverages (SSB).¹ However, SSB and water intake followed distinct social patterns.



People with higher incomes consume more fluids. The difference is almost half a liter a day compared to the lower income group.¹

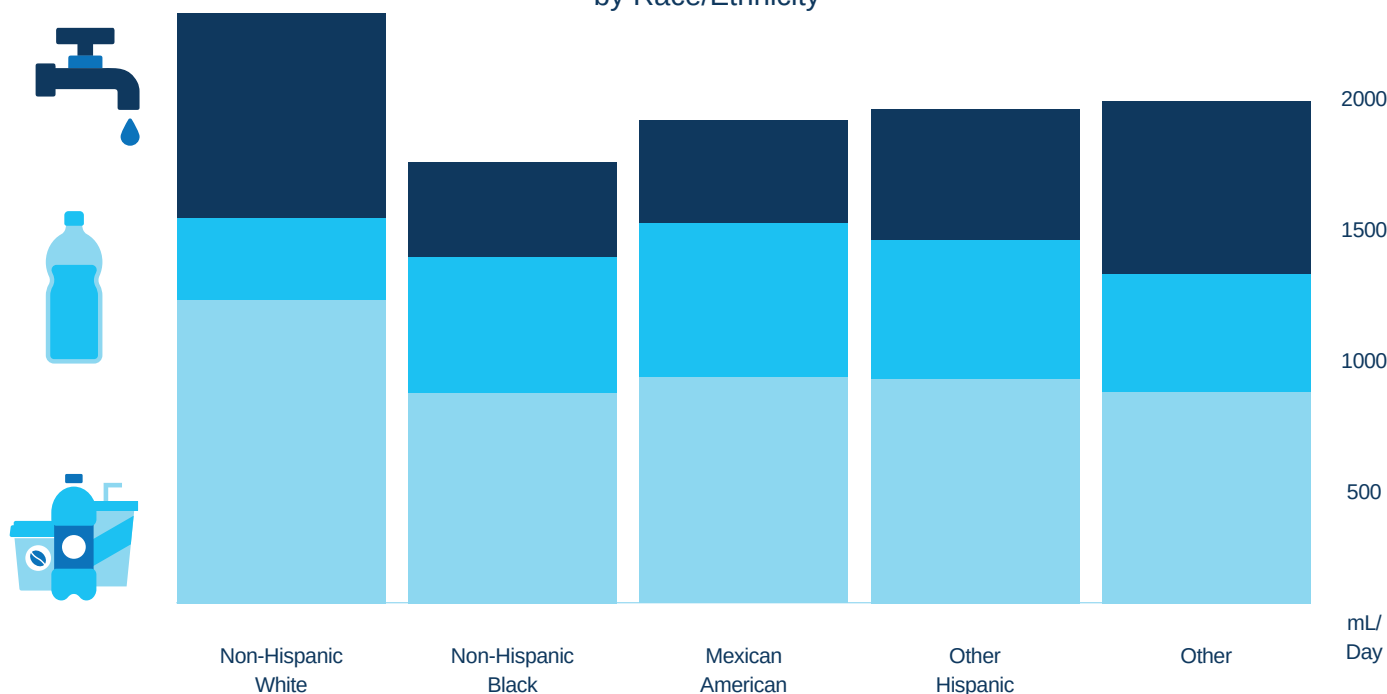


Water consumption, among adults, was significantly associated with higher education and incomes.¹



People with lower incomes consume the most SSB and the least water, while the higher income group consumed less SSB and more plain water.²

Water Intakes From Water (Tap vs. Bottled) and Other Beverages by Race/Ethnicity

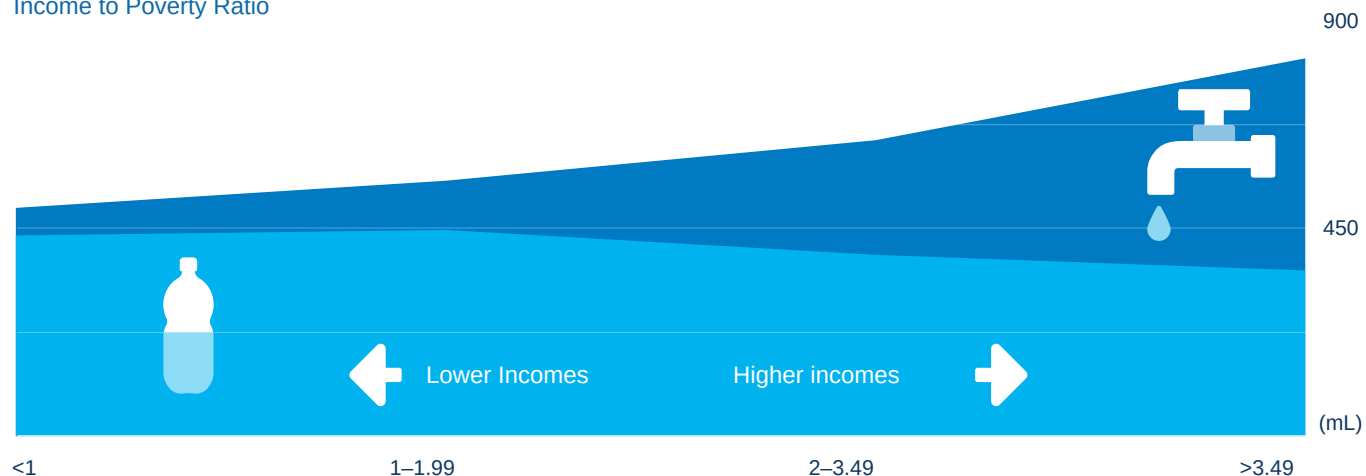


The non-Hispanic white population consumed the most water, while the non-Hispanic black population consumed the least.¹ The Mexican American and non-Hispanic black populations consumed more bottled water than tap water.¹

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Tap vs. Bottled Water

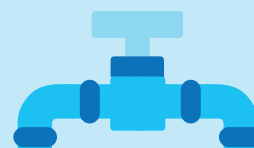
Income to Poverty Ratio



While the consumption of drinking water increased with rising income, the income effect operated in opposite directions for tap and bottled water. Higher income was associated with more tap water, but with somewhat lower consumption of bottled water.¹



The quality of tap water has been problematic in lower-income areas. There is a perception that tap water is safe to drink only in more affluent neighborhoods.



This may be a result of the “Flint effect” — a distrust of municipal water systems in low-income areas and among communities of color.

The most effective strategies for behavioral change are those that **build on existing habits and consumption patterns.**

Social marketing strategies to promote water consumption, tap or bottled, will need to **take these varied habits and consumption patterns into account.**

Safe water in schools and community settings is critical to the adoption of healthier beverage choices.



References:

1. Vieux, Florent, et al. "Trends in tap and bottled water consumption among children and adults in the United States: analyses of NHANES 2011–16 data." *Nutrition journal* 19.1 (2020): 10.
2. Vieux, Florent, et al. "Opposing Consumption Trends for Sugar-Sweetened Beverages and Plain Drinking Water: Analyses of NHANES 2011–16 Data." *Frontiers in nutrition* 7 (2020): 233.