

NATIONAL ONLINE SURVEY OF ADULTS

JANUARY 29-31, 2020

This is Dynata, a public opinion research company. We're surveying people throughout the country today about some interesting issues impacting American shoppers. We are not trying to sell anything, your answers are completely confidential, and we would really appreciate your cooperation. The survey should take five to ten minutes.

1. Thinking about how much you pay for things at the grocery store, would you say the price of sugar is (ROTATE: not expensive at all, about the right price, or too expensive)?

NOT EXPENSIVE AT ALL	14%
ABOUT THE RIGHT PRICE	49%
TOO EXPENSIVE	19%
DON'T KNOW	7%
I DON'T BUY SUGAR.....	10%

2. How much, in total, do you think that one pound of sugar costs? Even if you are not sure, please make your best guess.

[COMBINED RANGE \$00.01 TO \$99.99. DO NOT ALLOW RESPONDENTS TO LEAVE A BLANK RESPONSE]

\$.01 TO \$.50	7%
\$.51 TO \$1.00	15%
\$1.01 TO \$1.50	7%
\$1.51 TO \$2.00	22%
\$2.01 TO \$2.50	5%
\$2.51 TO \$3.00	15%
\$3.01 TO \$3.50	2%
\$3.51 TO \$4.00	6%
\$4.01 OR MORE	20%
\$.59 OR LESS	7%
\$.60 OR MORE	93%
MEDIAN RESPONSE.....	\$2.00

Note: The retail price of refined sugar averaged 59 cents per pound in 2019.

Results based on 1,000 respondents, MoE ±3.10 percent. Percentages may not equal 100 percent due to rounding.

3. And how much do you think sugar producers receive for every pound of sugar they sell? Even if you are not sure, please make your best guess.

[COMBINED RANGE \$00.01 TO \$99.99. DO NOT ALLOW RESPONDENTS TO LEAVE A BLANK RESPONSE]

\$.01 TO \$.50	28%
\$.51 TO \$ 1.00	27%
\$ 1.01 TO \$ 1.50	4%
\$ 1.51 TO \$ 2.00	11%
\$ 2.01 OR MORE	30%
\$.36 OR LESS	18%
\$.37 OR MORE	82%
MEDIAN RESPONSE.....	\$1.00

Note: The wholesale price of refined sugar averaged 36 cents per pound in 2019.

4. Thinking about a one-dollar candy bar, what do you think the sugar in that candy bar costs? Again, even if you are not sure, please make your best guess.

1 TO 10 CENTS	39%
11 TO 20 CENTS	23%
21 TO 35 CENTS	17%
36 TO 55 CENTS	9%
56 TO 85 CENTS	4%
86 CENTS TO 1 DOLLAR	8%

5. On average, the cost of sugar in a one-dollar candy bar is about two cents. Do you find that fact (ROTATE: very surprising, somewhat surprising, or not too surprising)?

VERY SURPRISING	27%
SOMEWHAT SURPRISING	28%
NOT TOO SURPRISING.....	41%
DON'T KNOW	5%

6. Which of the following statements comes closer to your view: (ROTATE)

- a) I prefer to buy sugar that is produced in the United States in order to support our farmers, even if that sugar costs slightly more.
- b) I prefer to buy imported sugar that costs slightly less, even if that sugar comes from farmers subsidized by foreign governments.

PREFER U.S. SUGAR.....	67%
PREFER IMPORTED SUGAR.....	12%
DON'T KNOW	21%

Results based on 1,000 respondents, MoE ±3.10 percent. Percentages may not equal 100 percent due to rounding.

Finally, I have a few questions just for statistical purposes.

D1. In politics today, do you normally consider yourself to be a (ROTATE: Republican, independent, or Democrat)?

REPUBLICAN	28%
INDEPENDENT.....	29%
DEMOCRAT	35%
DON'T KNOW/REFUSED.....	8%

D2. How old are you?

18 TO 24	13%
25 TO 44	31%
45 TO 64	35%
65 OR OLDER	20%
REFUSED.....	1%

D3. Are you from a Hispanic or Spanish-speaking background?

IF NO, ASK: What would you say is your main race: white, African American, Asian, or something else?

YES/HISPANIC	16%
NO/WHITE.....	63%
NO/BLACK/AFRICAN AMERICAN.....	12%
NO/ASIAN	6%
NO/OTHER	1%
REFUSED.....	1%

D4. What is your gender?

MALE	49%
FEMALE	51%

D5. In what state do you currently live?

Those are all the questions I have. Thank you very much for sharing your opinions with us.

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