What's the deal with sugary drinks?
FACT: Americans consume ***a lot*** of sugary drinks.

- **Sugary drinks are the single largest source of calories in the American diet**. Teenagers get **13%** of their calories from sugar-sweetened beverages alone.[1,2,3,4]
- On any given day, 1 in 2 Americans (aged 2 and older) consumes at least one sugary drink. 70% of boys (aged 2-19) consume sugary drinks on any given day.[5]
- American adults and youth consume an average of 400 calories per day from beverages alone.[6]
- In 1942, annual U.S. soda production was approximately 60 12-ounce cans of soda per person. *By 2005, soft drink production had increased almost 10-fold.*[7] Today, **companies annually produce enough soda to provide 557 cans — 52.4 gallons — to every person in America.**[8]
- **Portion sizes have exploded.** Since the 1950s, the average size of a fountain drink in the U.S. has increased by 500%.[9]

Why does it matter?

FACT: It isn't as simple as just walking it off. Most of the sugary drinks people consume would require a lot of activity to burn off. You'd have to:

- **Run** in a giant gerbil ball for **82 minutes** to burn off the **780 calories in a 64 oz. Soda.**[10,11]
- **Bike rapidly** away from a zombie for **66 minutes** to burn off the **780 calories in a 64 oz. Soda.**[12,13]
- **Take out the trash** for **67 minutes** to burn off the **200 calories in a 32 oz. Sports Drink.**[14,15]
- **Bathe your dog** for **53 minutes** to burn off the **220 calories in a 16 oz. Energy Drink.**[16,17]

FACT: Sugary drinks are the only food or beverage that has been **directly** linked to obesity, a leading cause of heart disease, type 2 diabetes, and some cancers.[18]

- For each sugary drink consumed per day, **a child's risk of becoming overweight increases by 60%**.[19]
- Not all calories are equal. Research suggests that liquid calories (such as calories from sugary drinks) are more likely to cause weight gain than calories from solid food.[20] Why? The human body does not recognize liquid calories in the same way, so people are less likely to reduce their caloric intake to compensate for the sugary drink they consumed earlier in the day.
- Drinking a sugary drink or two each day increases your risk for type 2 diabetes by 25%.[21]
- New research suggests that **180,000 deaths worldwide** are linked to sugary beverages each year.[22]

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