Atkins Sugar Gap Study

Generational Differences: Millennials Least Knowledgeable about Nutrition Facts

Atkins Sugar Gap Study is the first to look at the gap in America’s knowledge about nutrition and the “hidden sugar effect,” where certain foods turn into sugar during the digestive process. While a person can’t see these sugars, their body can.

Generationally, millennials had the lowest average nutritional knowledge with a score of 24 percent, while Baby Boomers had the most nutritional knowledge with an average score of 30 percent, followed by Silents, directionally, at 29 percent and GenXers at 28 percent.

“While we see millennials showing an interest in nutrition, what this study shows us is that they do not have a true, holistic understanding of the foods they are eating and how their bodies are responding,” said Joe Scalzo, president and chief executive officer, Atkins Nutritionals, Inc.

When asked to define a healthy meal, only 20 percent of millennials could provide the correct response — that a healthy meal typically contains adequate protein and a balance of carbohydrates and fats. GenXers ranked the highest at 28 percent, Baby Boomers at 26 percent and Silents, directionally, at 25 percent.

Other key facts:

- Twenty-eight percent of Baby Boomers could correctly name the nutrients that cause blood sugar to increase, followed by Silents (25 percent), GenXers (21 percent) and millennials trailed at 12 percent
- One out of two millennials believe that all carbs are unhealthy; Baby Boomers (70 percent), Silents (68 percent) and GenXers (63 percent) knew that not all carbs are unhealthy
- Across all generations, between 94 to 98 percent could not correctly identify all of the foods that cause blood sugar spikes; showing that all generations are unaware of the negative effects of hidden sugars

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For more information about the Atkins Hidden Sugar campaign and the Sugar Gap Study, consumers can visit Hiddensugar.com.

Sugar Gap Methodology
The Sugar Gap Study was conducted by Wakefield Research among 1,000 nationally representative U.S. adults, ages 18 and older, between December 1 – 8, 2016 and has a margin of error +/- 3.1 percentage points at the 95 percent confidence level.

About Atkins Nutritionals, Inc.
Atkins Nutritionals, Inc. is the leading low carb lifestyle brand, committed to educating and empowering people to learn a healthier way to eat. From weight loss and maintenance to improved overall health, Atkins offers the tools and education to achieve balanced nutrition by reducing sugar and eating foods rich in protein, good fats and nutrient-dense carbohydrates. Its extended portfolio of products, ranging from frozen meals and nutrition bars to shakes and snacks, provides convenient low carb solutions to help the body burn more fat, work more efficiently and feel more satisfied with steady energy. Backed by more than 80 published clinical scientific studies and millions of consumer success stories, Atkins products are available online at Atkins.com and in more than 43,000 locations throughout the U.S. and internationally. To learn more about Atkins, visit Atkins.com.

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