

Diets Fieldwork Dates: 1st - 4th March 2019

Conducted by YouGov On behalf of YouGov Omnibus

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1288 adults. Fieldwork was undertaken between 1st - 4th March 2019. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner

- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

YouGov Omnibus ^{Diets}

YouGov [°]		Ge	ender				Generation					Re	gion		
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982- 1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928 1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
		Α	в	С	D	E	F	G	н	I	J	к	L	м	N
Vhen shopping for food at the grocery store, how important, if t all, is each of the following to you when making decisions vetween food products? Please select one option on each solumn.															
21_1. Cost	4000	505	700	31	354	057	444	102			243	075	480	290	000
Unweighted base Base: All US Adults	1288 1288	565 623	723 665	40	354	357 348	444	102 94	-		243	275 270	480	290 304	902 847
Very important	55%	48%	62%	62%	53%	59%	54%	49%	-	-	51%	55%	480	59%	54%
very important			A	**				*	**	**					
Somewhat important	33%	37% B	29%	14%	32%	29%	36%	42% E*	-	-	39%	35%	31%	30%	36% O
Not very important	7%	10%	5%	10%	9%	7%	7%	6%	-	-	5%	5%	10%	7%	6%
	50/	B	10/		50/	50/	001					50/	J	10/	101
Not at all important	5%	5%	4%	14% **	5%	5%	3%	3% *	-	-	6%	5%	4%	4%	4%
Net: Very/somewhat Important	88%	85%	91% A	76%	86%	88%	91%	91% *	-	-	89%	90%	86%	89%	89%
Net: Not very/not at all important	12%	15%	9%	24%	14%	12%	9%	9%	-	-	11%	10%	14%	11%	11%
1 2. Fat content		В						•		**					
- Unweighted base	1288	565	723	31	354	357	444	102		-	243	275	480	290	902
Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
Very important	25%	20%	30% A	19% **	24%	21%	29% E	34% E*		-	26%	22%	27%	24%	22%
Somewhat important	41%	43%	39%	34%	37%	45% D	44% D	36%	-	-	42%	42%	40%	42%	42%
Not very important	21%	24% B	19%	27%	24%	20%	18%	24% *	-	-	19%	24%	20%	23%	24% P
Not at all important	12%	12%	12%	20%	15%	14% F	9%	7%	-	-	13%	12%	13%	10%	13%
Net: Very/somewhat Important	66%	63%	69%	53%	F.G 61%	65%	73%	70%	- **	-	68%	64%	67%	66%	63%
Net: Not very/not at all important	34%	37%	A 31%	47%	39%	35%	D.E 27%	30%	-	-	32%	36%	33%	34%	37%
1_3. Total calories/calories per serving		В		**	F	F		*	**	**					O.P
Unweighted base	1288	565	723	31	354	357	444	102		-	243	275	480	290	902
Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
Very important	26%	21%	31%	31%	30%	22%	25%	30%	-	-	28%	20%	31%	23%	24%
Somewhat important	39%	41%	A 38%	42%	E 33%	42%	42%	43%	-	-	K 43%	40%	K.M 37%	40%	40%
Not very important	22%	24%	20%	**	24%	D 23%	D 23%	* 18%	-	-	17%	27%	19%	27%	24%
Not at all important	13%	14%	11%	** 18%	13%	14%	11%	* 9%	**	**	11%	J.L 14%	14%	J.L 11%	13%
				**				•	**	**					
Net: Very/somewhat Important	65%	62%	69% A	73%	63%	63%	66%	73% *	-	-	71% K	60%	67%	63%	64%
Net: Not very/not at all important	35%	38% B	31%	27%	37%	37%	34%	27% *	-	-	29%	40% J	33%	37%	36% O.Q
_4. Sodium content		U	1		1	1	1	1				J	1	1	0.0
Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
Very important	29%	25%	34% A	6%	24%	30%	35% D	37% D*	-	-	32%	26%	29%	31%	26%

YouGov [®] What the world thinks		F	lace			Educa	tion				Marita	I Status			Children
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2- year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
		0	Р	Q	R	S	т	U	v	w	X	Y	Z	AA	AB
When shopping for food at the grocery store, how important, if t all, is each of the following to you when making decisions setween food products? Please select one option on each									-						
olumn.															
Q1_1. Cost															
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Very important	55%	58%	55% *	63% *	56%	55%	57%	50%	56%	51%	57%	56% *	53%	58% *	59%
Somewhat important	33%	25%	27%	32%	27%	36% R	35% R	41% R	35% AA	45%	38% AA	34%	30%	18%	32%
Not very important	7%	10%	10%	4%	10%	6%	5%	7%	5%	-	4%	8%	10%	19%	4%
			*	*	т					**		*	V.X	V.X*	
Not at all important	5%	6% Q	7% *	1% *	7% S.T.U	3%	3%	2%	4%	5% **	1%	2% *	7% X	5% *	5%
Net: Very/somewhat Important	88%	84%	82%	95%	83%	91%	92%	91%	91%	95%	95%	90%	83%	76%	91%
·····,·····			*	0.P*		R	R	R	Z.AA	**	Z.AA	*		*	
Net: Not very/not at all important	12%	16% Q	18% Q*	5%	17% S.T.U	9%	8%	9%	9%	5% **	5%	10%	17% V.X	24% V.X*	9%
1_2. Fat content		Q	Q	1	3.1.0					1		1	V.A	V.X	
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1200	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Very important	25%	42%	30%	20%	26%	25%	23%	27%	29%	19%	20%	33%	21%	27%	28%
vory important		N.Q	•	*	2070	2070			z	**		Z*		•	2070
Somewhat important	41%	33%	45% *	43% *	39%	41%	43%	46%	42%	55% **	47%	36% *	39%	33% *	39%
Not very important	21%	16%	13%	27% 0.P*	20%	23%	22%	20%	19%	5% **	23%	21% *	24%	26% *	21%
Not at all important	12%	9%	12%	10%	14% U	11%	12%	7%	10%	21%	10%	9%	16% V	14%	12%
Net: Very/somewhat Important	66%	75%	75%	63%	65%	66%	66%	73%	71%	75%	67%	69%	60%	60%	68%
Net: Not very/not at all important	34%	N 25%	N* 25%	* 37%	35%	34%	34%	27%	Z 29%	** 25%	33%	* 31%	40%	* 40%	32%
	0170	2070	*	*	0070	01,0	0170	2.70	2070	**	00,0	*	V	*	0270
1_3. Total calories/calories per serving															
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Very important	26%	41% N.P	22% *	29% *	23%	26%	30%	32%	28%	40%	23%	28%	24%	24% *	29%
Somewhat important	39%	32%	40%	45% O*	38%	38%	40%	49% R.S	41%	38%	40%	44%	36%	33%	39%
Not very important	22%	16%	23%	16%	24%	24%	21%	14%	21%	12%	19%	21%	24%	28%	21%
Not at all important	13%	10%	* 15%	* 10%	U 16%	U 13%	9%	6%	10%	10%	18%	* 7%	15%	* 15%	11%
Net: Very/somewhat Important	65%	73%	* 62%	* 74%	T.U 61%	U 64%	70%	80%	69%	** 78%	V 63%	* 72%	V 60%	* 56%	68%
ivet, very/somewhat important	00%	73% N	*	74% N*	0176	0470	70% R	80% R.S.T	69% Z	18%	03%	1∠70 *	00%	*	06%
Net: Not very/not at all important	35%	27%	38%	26%	39%	36%	30%	20%	31%	22%	37%	28%	40%	44%	32%
1 4. Sodium content			*	*	T.U	U	U			**		*	V	*	
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Very important	29%	47%	33%	26%	31%	28%	24%	39%	34%	36%	23%	37%	24%	29%	31%
vory important		N.P.Q	*	*				S.T	XZ	**		X.Z*		*	01/0

Diets

YouGov What the world thinks		r the age of 18			Income				Type of Area	Lived in	
	Total	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
		AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL
/hen shopping for food at the grocery store, how important, if									1		
all, is each of the following to you when making decisions etween food products? Please select one option on each olumn.											
1_1. Cost											
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Very important	55%	54%	65% AF.AG.AH	57%	53%	48%	46%	57%	55%	54%	50% **
Somewhat important	33%	33%	23%	28%	38% AD.AE	44% AD.AE	37% AD	28%	35% Al	36%	37% **
Not very important	7%	8% AB	8%	11% AG	7%	5%	6%	9%	7%	6%	-
Not at all important	5%	4%	4%	4%	3%	4%	11% AD.AE.AF.AG	6% AJ	3%	4%	12% **
Net: Very/somewhat Important	88%	87%	88%	85%	91%	92%	83%	85%	90%	90%	88%
					AH	AH			AI		**
Net: Not very/not at all important	12%	13%	12%	15%	9%	8%	17% AF.AG	15% AJ	10%	10%	12% **
1_2. Fat content											
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Very important	25%	24%	27%	23%	25%	28%	23%	27%	25%	24%	11% **
Somewhat important	41%	42%	39%	41%	44%	41%	42%	42%	40%	43%	49% **
Not very important	21%	22%	18%	23%	22%	23%	23%	19%	23%	22%	27% **
Not at all important	12%	12%	16% AF.AG	13%	9%	9%	12%	12%	13%	10%	12% **
Net: Very/somewhat Important	66%	66%	65%	64%	68%	69%	65%	69%	64%	67%	60% **
Net: Not very/not at all important	34%	34%	35%	36%	32%	31%	35%	31%	36%	33%	40% **
1_3. Total calories/calories per serving											
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Very important	26%	25%	26%	21%	27%	32% AE	25%	30% AK	26%	20%	11% **
Somewhat important	39%	39%	35%	39%	44% AD.AH	43%	34%	38%	39%	44%	49% **
Not very important	22%	23%	24% AG	29% AF.AG	19%	16%	24%	21%	22%	26%	27% **
Not at all important	13%	13%	15%	11%	10%	10%	17% AF	11%	14%	11%	12% **
Net: Very/somewhat Important	65%	64%	61%	60%	71% AD.AE.AH	74% AD.AE.AH	59%	68%	65%	63%	60% **
Net: Not very/not at all important	35%	36%	39% AF.AG	40% AF.AG	29%	26%	41% AF.AG	32%	35%	37%	40% **
1_4. Sodium content											
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Very important	29%	29%	29%	27%	33%	30%	25%	31%	28%	31%	11%

Diets

YouGov [°]			Ge	ender				Generation					Re	gion		
What the Work Unit's		Total	Male	Female	Gen Z (2000 and later)	Millennial (1982- 1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928 1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
	Somewhat important	35%	35%	35%	29% **	35%	34%	37%	33% *		- **	38%	34%	35%	33%	35%
	Not very important	24%	28% B	20%	37%	27% F	24%	20%	23% *	- **	- **	17%	28% J	23%	27% J	26% O
	Not at all important	12%	12%	11%	28% **	14% F	12%	9%	7% *	- **	-	13%	13%	12%	8%	13%
	Net: Very/somewhat Important	64%	60%	68% A	35% **	59%	64%	71% D	70% *	- **	-	70% K	60%	65%	64%	61%
	Net: Not very/not at all important	36%	40% B	32%	65% **	41% F	36%	29%	30% *	- **	-	30%	40% J	35%	36%	39% O.P
Q1_5. Cholesterol content																
	Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
	Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
	Very important	24%	21%	27% A	5% **	22%	26%	26%	25% *	-	-	25%	19%	27% K	23%	19%
	Somewhat important	37%	38%	36%	25% **	36%	36%	40%	40% *	-	-	38%	37%	36%	40%	38%
	Not very important	24%	26%	22%	50% **	24%	24%	21%	25% *	- **	-	21%	29%	23%	24%	27% P
	Not at all important	15%	15%	14%	20%	18% F	14%	12%	11%	-	-	17%	15%	14%	13%	17% O
	Net: Very/somewhat Important	61%	59%	64%	30%	58%	62%	67% D	64% *	- **	-	63%	56%	63%	63%	57%
	Net: Not very/not at all important	39%	41%	36%	70%	42% F	38%	33%	36% *	-	-	37%	44%	37%	37%	43% O.P
Q1_6. Ease of preparation									1					1		
	Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
	Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
	Very important	30%	27%	33% A	17%	35% F	37% F	21%	28%	-	-	30%	22%	34% K	31% K	27%
	Somewhat important	46%	48%	45%	43% **	41%	42%	53% D.E	57% D.E*	-	-	49%	50%	44%	45%	50% O
	Not very important	16%	18%	15%	25% **	15%	15%	19%	11%	-	-	14%	19%	15%	17%	15%
	Not at all important	7%	8%	7%	15% **	9%	6%	7%	4% *	-	- **	7%	9%	6%	7%	8%
	Net: Very/somewhat Important	76%	75%	78%	60% **	76%	79%	75%	85% F*	- **	-	79%	71%	78%	76%	77%
	Net: Not very/not at all important	24%	25%	22%	41% **	24%	21%	25% G	15% *	-	-	21%	29%	22%	24%	23%
Q1_7. Speed of preparation	-															
	Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
	Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
	Very important	22%	19%	26% A	19% **	28% F.G	26% F.G	16%	15% *	-	-	20%	16%	28% J.K.M	20%	19%
	Somewhat important	46%	46%	45%	26% **	43%	45%	47%	59% D.E.F*	- **	- **	45%	48%	43%	48%	49% O.Q
	Not very important	22%	25%	20%	40% **	18%	20%	27% D.E	18% *	-	- **	25%	26% L	19%	22%	23%
	Not at all important	10%	10%	9%	15% **	11%	9%	9%	8% *	- **	- **	10%	11%	9%	10%	9%
	Net: Very/somewhat Important	68%	65%	71% A	45% **	71%	71%	64%	74% F*	-	-	65%	63%	72% K	68%	68%
	Net: Not very/not at all important	32%	35% B	29%	55% **	29%	29%	36% G	26% *		-	35%	37% L	28%	32%	32%

YouGov°			R	ace			Educa	tion				Marita	al Status			Children und
		Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2- year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
	Somewhat important	35%	26%	39% *	41% O*	32%	35%	41% R	33%	35%	44% **	41%	27% *	34%	35% *	32%
	Not very important	24%	17%	19% *	26%	24%	26%	23%	21%	23%	10% **	26%	25% *	26%	24%	27%
	Not at all important	12%	10%	9% *	7% *	13%	11%	12%	8%	9%	10% **	10%	11% *	17% V	13% *	10%
	Net: Very/somewhat Important	64%	73% N	72% N*	67% *	63%	63%	65%	72%	69% Z	80% **	64%	64% *	57%	64% *	63%
	Net: Not very/not at all important	36%	27%	28% *	33% *	37%	37%	35%	28%	31%	20% **	36%	36% *	43% V	36% *	37%
Q1_5. Cholesterol content																
	Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
	Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
	Very important	24%	41% N.Q	35% N.Q*	20% *	26%	22%	21%	26%	28% Z	27% **	21%	27%	17%	30% Z*	27%
	Somewhat important	37%	29%	39% *	44% O*	37%	35%	40%	40%	38%	43% **	41%	37%	37%	31%	37%
	Not very important	24%	21%	14%	24%	22%	28%	23%	21%	22%	5% ** 26%	22%	26%	27%	28%	23%
	Not at all important	15% 61%	9% 71%	12% * 74%	13% * 64%	14% 64%	57%	16% 61%	13%	11% 66%	26% ** 70%	16% 62%	11% * 64%	19% V 54%	12% * 60%	12%
	Net: Very/somewhat Important	39%	N 29%	N* 26%	* 36%	36%	43%	39%	33%	2 34%	**	38%	64% * 36%	46%	40%	36%
	Net. Not very/not at an important	33%	2376	*	*	30%	4378	33%	35%	5470	**	30%	*	40% V	*	30%
Q1_6. Ease of preparation	Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
	Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
	Very important	30%	36%	35%	36%	27%	30%	33%	37% R	30%	43%	29%	28%	32%	22%	35% AC
	Somewhat important	46%	38%	40% *	42% *	46%	46%	50%	43%	49%	43% **	50%	53% *	42%	39% *	43%
	Not very important	16%	19%	18% *	18% *	18%	17%	14%	12%	15%	5% **	16%	13%	18%	29% V*	14%
	Not at all important	7%	7%	7% *	4% *	8% T	8% T	3%	8%	7%	9% **	6%	5% *	8%	9% *	7%
	Net: Very/somewhat Important	76%	74%	75% *	78% *	74%	75%	82% R.S	80%	78% AA	86% **	79% AA	81% AA*	74%	62% *	79%
	Net: Not very/not at all important	24%	26%	25% *	22% *	26% T	25% T	18%	20%	22%	14% **	21%	19% *	26%	38% V.X.Y*	21%
Q1_7. Speed of preparation																
	Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
	Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
	Very important	22%	34% N	24% *	28% N*	21%	20%	26%	26%	22%	16% **	16%	24% *	25%	19% *	29% AC
	Somewhat important	46%	36%	42% *	38%	44%	46%	48%	48%	47%	38%	55% Z.AA	51% *	43%	35%	45%
	Not very important	22%	18%	23%	24%	24% U	25% T.U	18%	15%	21%	25% **	21%	20% *	23%	37% V.X.Z*	17%
	Not at all important	10%	11%	10% *	10% *	11%	9%	8%	10%	10%	21% **	8%	5% *	10%	9% *	9%
	Net: Very/somewhat Important	68%	71%	66% *	66% *	65%	67%	74% R	75% R	69% AA	54%	71% AA	75% AA*	68%	54% *	74% AC
	Net: Not very/not at all important	32%	29%	34%	34% *	35% T.U	33%	26%	26%	31%	46% **	29%	25% *	32%	46% V.X.Y*	26%

Diets

YouGov [°] What the world thinks		r the age of 18			Income				Type of Area	a Lived in	
	Total	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
Somewhat important	35%	36%	36%	37%	34%	30%	38%	36%	34%	36%	49%
Not very important	24%	23%	22%	24%	24%	28%	24%	22%	26%	22%	27% **
Not at all important	12%	12%	13%	11%	10%	11%	13%	11%	12%	11%	12% **
Net: Very/somewhat Important	64%	65%	65%	64%	67%	60%	63%	67%	62%	67%	60% **
Net: Not very/not at all important	36%	35%	35%	36%	33%	40%	37%	33%	38%	33%	40% **
Q1_5. Cholesterol content											
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Very important	24%	23%	26%	22%	25%	22%	26%	29% AJ	21%	24%	11% **
Somewhat important	37%	38%	39%	35%	36%	41%	37%	37%	39%	34%	76% **
Not very important	24%	24%	19%	29% AD	26% AD	24%	22%	21%	25%	27%	12% **
Not at all important	15%	15%	17%	14%	14%	13%	16%	14%	16%	14%	-
Net: Very/somewhat Important	61%	60%	64%	57%	60%	63%	62%	65%	60%	59%	88% **
Net: Not very/not at all important	39%	40%	36%	43%	40%	37%	38%	35%	40%	41%	12% **
Q1_6. Ease of preparation											
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Very important	30%	28%	34% AE	22%	33% AE	29%	28%	36% AJ.AK	29%	22%	11% **
Somewhat important	46%	47%	42%	52% AD	47%	47%	47%	39%	49% Al	52% Al	76% **
Not very important	16%	17%	17%	19%	14%	18%	15%	17%	16%	18%	
Not at all important	7%	7%	8%	7%	6%	6%	10%	8%	7%	7%	12%
Net: Very/somewhat Important	76%	76%	75%	74%	80%	77%	74%	75%	78%	75%	88%
Net: Not very/not at all important	24%	24%	25%	26%	20%	23%	26%	25%	22%	25%	12% **
Q1_7. Speed of preparation	4000	000	004	040	201	045	450	204	054	007	6
Unweighted base Base: All US Adults	1288 1288	966 975	331 344	219 232	364 345	215 203	159 165	394 415	651 642	237 225	6
Base: All US Adults Very important	22%	20%	25%	232	21%	203	23%	30% AJ.AK	20% AK	13%	- **
Somewhat important	46%	46%	44%	47%	50% AH	47%	37%	39%	48% Al	52% Al	76%
Not very important	22%	24% AB	22%	23%	19%	22%	30% AF	23%	21%	25%	11%
Not at all important	10%	10%	9%	10%	10%	10%	10%	8%	11%	9%	12%
Net: Very/somewhat Important	68%	66%	68%	67%	71% AH	69%	60%	69%	68%	66%	76% **
Net: Not very/not at all important	32%	34% AB	32%	33%	29%	31%	40% AF	31%	32%	34%	24%

YouGov Omnibus Diets US_nat_internal Sample: 1st - 4th March 2019

CH-Meric Series View View <th></th> <th></th> <th></th> <th>Ge</th> <th>ender</th> <th></th> <th></th> <th></th> <th>Generation</th> <th></th> <th></th> <th></th> <th></th> <th>Reg</th> <th>gion</th> <th></th> <th></th>				Ge	ender				Generation					Reg	gion		
Unreprint in the state of the stat			Total	Male	Female					Generation (1928	Generation (1927	Other	Northeast	Midwest	South	West	White
Base Alf Dike Base Alf Dike	I_8. Whether it is organic																
Winters Win		Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
Normal BasedNorm		Base: All US Adults			665	40			424	94	-	-		270		304	847
Based singer Based singer<		Very important	16%	14%	17%				12%				16%	10%	19%	17%	12%
Image <th< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>**</td><td>**</td><td></td><td></td><td></td><td>к</td><td></td></th<>											**	**				к	
Note all model Note al		Somewhat important	29%	27%	31%		30%	27%	28%	28% *			31%	25%	28%	31%	27%
Net ways and ways No.		Not very important	27%	27%	27%		30%	23%	28%				25%	29%	27%	26%	29% P
Net with with with with with with with wit		Not at all important	28%	32%	25%	39%	20%	31%	31%	35%			28%	36%	26%	26%	32%
Ret worksome 49% 49% 49% 69% <												**					0.P
Norway: Norway: Norway: Norway: Sintering Sinter	Ne	et: Verv/somewhat Important	45%		48%	41%	50%				-	-	47%		47%	48%	39%
Network9%										*		**				K	
a) A then it is sourced from image is a sourced from image is	Net:	Not very/not at all important	55%					54%				-				52%	61%
Umagned wide best All 3 data5005006706706706446406707-0		L		В		**			D	D*	**	**		J.L.M			O.P
Base All volume Solution	I_9. Where it is sourced from														1		
Version 27%											-	-				290 304	902 847
Image <th< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></th<>																	
Smendulingting 39% 49% 39%		Very important	27%	24%	29%		25%	26%	29%	29%				20%	27%	29% K	24%
Nat at all more B Image: B		Somewhat important	39%	38%	40%		39%	40%	37%					41%	39%	36%	39%
Natial imported Net: Very koncertification of the second secon		Not very important	21%		18%		21%	22%	23%	19% *			21%	24%	20%	22%	23%
Net Verylsonwet langer ut 66% 62% 69% 63% 66% 66% 72% 1 1 70% 62% 66% 66% 67%		Not at all important	13%		13%		15%	13%	11%		•	•	9%	14%	14%	13%	14%
Net. Net. verying at all imports 3%	Ne	et: Very/somewhat Important	66%	62%		63%	64%	65%	66%		-	-	70%	62%	66%	65%	64%
Part Ja Allergen content Unweighted base 1288 565 77.3 37 37.4 37.4 102 - - 24.3 27.5 44.60 10.2 Base: 11084 1288 663 665 40 383 348 44.4 102 - - 24.3 27.5 463 56 Base: 11084 62.3 66.5 40 383 348 44.4 102 - - 24.3 27.5 463 57.5 46.6 57.5 57.6 <td>Net:</td> <td>Not very/not at all important</td> <td>34%</td> <td></td> <td></td> <td>37%</td> <td>36%</td> <td>35%</td> <td>34%</td> <td></td> <td>-</td> <td>-</td> <td>30%</td> <td>38%</td> <td>34%</td> <td>35%</td> <td>36%</td>	Net:	Not very/not at all important	34%			37%	36%	35%	34%		-	-	30%	38%	34%	35%	36%
Unweighted base 128 965 723 37 354 367 444 102 - - 243 275 440 Base: All US Aduts 28 62 66 40 383 348 424 94 - - 229 273 485 1 Wey important 20% 20% 20% 20% 7% 7% 1% 1% 1% - - 229 27% 485 1 Somewhat importan 20% 20% 22% 7% 1% 1% 27% 1% 1% 1% 1% 1% 1% 1% 1% 2% 2% 1% 1% 1% 2% 2% 1% 1% 1% 1% 2% 2% 1% 1% 1% 2% 2% 2% 1% 1% 1% 1% 2% 2% 2% 1% 1% 1% 1% 1% 1% 1% 1%				В						*	**	**					0
Base: All US Adults 1228 663 666 40 333 348 424 94 \cdot $-$ 229 270 465 $ -$	I_10. Allergen content																
Very important 20% 19% 20% 10% 20% 10%																290	902
Mark																304	847
Image: bold of the second		Very important	20%	19%	20%			19%	16%					12%		21% K	16%
Not at all importantNot at all important <th< td=""><td></td><td>Somewhat important</td><td>21%</td><td>20%</td><td>22%</td><td></td><td>23%</td><td>24%</td><td>18%</td><td></td><td></td><td></td><td>24%</td><td>18%</td><td>22%</td><td>21%</td><td>19%</td></th<>		Somewhat important	21%	20%	22%		23%	24%	18%				24%	18%	22%	21%	19%
Not at all important 30% 31% 29% 35% 28% 30% 33% 2% - - - 33% 33% 29% 2 Net: Very/somewhat Important 41% 39% 43% 43% 48% 43% 34% 35% -<		Not very important	29%	29%	29%	22%	23%	27%	34%	43%	-		22%	37%	26%	32%	31%
Met. Very/some/shat Importat A1% 39% 43% 43% 48% 43% 43% 34% 33% 35% \cdot						**					**	**				J	0
Net: Veryissmewhat Importat 41% 39% 43% 43% 43% 43% 50%		Not at all important	30%	31%	29%		28%	30%	33%	22%			33%	34%	29%	26%	35%
Net. Not veryind all important 59% 61% 67% 57% 57% 57% 57% 57% 62% 57% 66% 65% 66% 67% 67%										*	**	**					0.P
Net: Not very (not at all important 59% 61% 57% 57% 57% 57% 57% 66% 65% - - 55% 70% 55% <th< td=""><td>Ne</td><td>et: Very/somewhat Important</td><td>41%</td><td>39%</td><td>43%</td><td></td><td></td><td></td><td>34%</td><td></td><td></td><td></td><td></td><td>30%</td><td></td><td>42% K</td><td>35%</td></th<>	Ne	et: Very/somewhat Important	41%	39%	43%				34%					30%		42% K	35%
Int. Vegetarian/Vegan information Integration Integrated and and and and and and and and and an	Net	Not very/not at all important	59%	61%	57%	57%			66%	65%		-		70%		58%	65%
Unweighted base 1288 565 723 31 354 357 444 102 243 275 480 480 480 Base: All US Aduits 1288 623 665 40 383 348 424 94 243 275 480 480 480 Very important 14% 16% 40 383 348 424 94 243 275 480 480 Very important 14% 16% 40 383 348 424 94 243 275 480 480 480 Very important 14% 16% 94% 16% 94% <td></td> <td>L</td> <td></td> <td></td> <td></td> <td>**</td> <td></td> <td></td> <td>D.E</td> <td>D*</td> <td>**</td> <td>**</td> <td></td> <td>J.L.M</td> <td></td> <td></td> <td>0.P.Q</td>		L				**			D.E	D*	**	**		J.L.M			0.P.Q
	_11. vegetarian/vegan information	Upweighted here	1222	565	723	21	354	357	444	102			2/3	275	490	290	902
$ \frac{1}{1} 1$											-	-				290 304	847
Not very important 26% 28% 24% 16% F.G. G. ····																304	10%
Somewhat important 18% 15% 20% 10% 22% 18% 16% 8% 18% 13% 22% 1 Not very important 26% 24% 16% 27% 23% 25% 39% 18% 13% 22% 24% 0		very important	14%	13%	14%				10%	*				3%	13%	16% K	10%
Not very important 26% 28% 24% 16% 27% 23% 25% 39% 22% 25% 24% 3		Somewhat important	18%	15%	20%		22%	18%	16%	8% *				13%		14%	14%
** DEE* ** **		Not very important	26%	28%	24%	16%			25%	39% D.E.F*	- **	-	22%	25%		32%	28%
		Not at all important	439/	140/	400/		200/	140/	100/				430/	529/	A40/	J.L 37%	47%

YouGov Omnibus Diets US_nat_internal Sample: 1st - 4th March 2019

YouGov What the world thinks		R	ace			Educa	tion				Marita	al Status			Children u
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate		4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
21_8. Whether it is organic															
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Very important	16%	24%	27%	16%	16%	17%	12%	20%	18%	29%	11%	9%	16%	8%	22%
	0001	N	N*	*	000/	000/	0.494	0001	000/	**	0001	*	0001	*	AC
Somewhat important	29%	30%	34%	30%	26%	28%	34% R	32%	28%	39%	28%	31%	28%	37%	30%
Not very important	27%	28%	18%	30%	25%	31%	25%	26%	25%	4%	30%	34%	28%	32%	24%
Not very important	21 /0	2076	*	*	2376	5176	2376	2076	2376	**	3076	*	2076	3276 *	24 /0
Not at all important	28%	18%	21%	25%	33%	25%	28%	22%	29%	28%	31%	27%	28%	23%	25%
			*	*	S.U					**		*		*	
Net: Very/somewhat Important	45%	54%	60%	45%	42%	45%	46%	52%	46%	68%	39%	40%	44%	45%	51%
		N	N.Q*	*	1			R		**		•		· ·	AC
Net: Not very/not at all important	55%	46%	40%	55%	58%	55%	54%	48%	54%	32%	61%	60%	56%	55%	49%
			*	P*	U					**		*		*	
1_9. Where it is sourced from															
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Very important	27%	32%	34% N*	23%	29% T	27% T	18%	32% T	29%	27%	24%	28% *	24%	25% *	28%
Somewhat important	39%	42%	32% *	45% *	36%	42%	41%	38%	40%	41% **	46%	36% *	37%	33% *	38%
Not very important	21%	17%	19% *	21% *	22%	19%	25%	23%	20%	14% **	17%	23%	25%	27% *	21%
Not at all important	13%	10%	14% *	11% *	14% U	12%	16% U	7%	12%	18%	13%	13% *	14%	16% *	13%
Net: Very/somewhat Important	66%	74% N	67% *	68% *	65%	69% T	59%	70% T	69% Z	68% **	70%	65% *	61%	57% *	66%
Net: Not very/not at all important	34%	26%	33%	32%	35%	31%	41%	30%	31%	32%	30%	35%	39%	43%	34%
			*	•			S.U			**		•	V	•	
1_10. Allergen content			1	1		1 1000		1.10		1 10		1			
Unweighted base Base: All US Adults	1288 1288	144 144	145 202	97 95	461 520	437 402	242 232	148 134	628 602	19 19	135 136	68	377 405	61 65	322 313
Very important	20%	37%	202	24%	21%	20%	16%	23%	21%	17%	136	20%	20%	20%	27%
very important	2078	N.P.Q	*	N*	21/0	2078	1078	2376	X	**	1376	*	2076	*	AC
Somewhat important	21%	28%	24%	25%	19%	22%	22%	24%	20%	35%	22%	26%	21%	18%	24%
		N	*	*						**		*		*	
Not very important	29%	21%	30%	24%	31%	27%	29%	27%	31%	5% **	27%	31%	26%	33%	26%
	2001	4001	*	*	0001	0001	0001	0001	0704		0001		0001	*	0001
Not at all important	30%	13%	23%	27% O*	29%	32%	33%	26%	27%	43%	39% V.Y	23%	32%	29%	23%
Net: Very/somewhat Important	41%	65%	47%	49%	40%	42%	38%	47%	42%	52%	V.Y 35%	46%	41%	38%	51%
net, very/somewhat important	4170	65% N.P.Q	47% N*	49% N*	₩ U%	42.70	30%	+1 70	42.70	52%	3376	+0%	4170	*	51% AC
Net: Not very/not at all important	59%	35%	53%	51%	60%	58%	62%	53%	58%	48%	65%	54%	59%	62%	49%
· · · · · · · · · · · · · · · · · · ·			0*	0*						**		*		*	
_11. Vegetarian/Vegan information															
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Very important	14%	15%	23%	23%	15%	12%	10%	19%	16%	18%	7%	12%	14%	8%	16%
o	400/	000/	N*	N*	400/	200/	000/	S.T	X 470/		400/		2001/		00001
Somewhat important	18%	28% N.Q	24% N*	15%	16%	20%	20%	13%	17%	17%	19%	17%	20%	10%	22% AC
Not very important	26%	N.Q 23%	N* 21%	24%	25%	25%	28%	29%	26%	13%	22%	26%	26%	38%	AC 24%
Not very important	20%	23%	21%	2470	20%	23%	2076	29%	20%	13%	22.70	20%	20%	38% X*	24%

You Gov What the world thinks		r the age of 18			Income				Type of Area	Lived in	
	Total	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
1_8. Whether it is organic											
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Very important	16%	14%	17%	16%	16%	14%	14%	22%	13%	13%	23%
								AJ.AK			**
Somewhat important	29%	28%	29%	26%	28%	36%	25%	29%	29%	27%	38%
						AE.AF.AH					**
Not very important	27%	28%	24%	30%	28%	27%	28%	24%	29%	27%	-
											**
Not at all important	28%	30%	30%	28%	28%	23%	33%	25%	29%	34%	40%
										AI	**
Net: Very/somewhat Important	45%	42%	46%	42%	44%	50%	40%	51%	42%	40%	60%
								AJ.AK			**
Net: Not very/not at all important	55%	58%	54%	58%	56%	50%	60%	49%	58%	60%	40%
		AB							AI	AI	**
Q1_9. Where it is sourced from											
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Very important	27%	26%	29%	27%	28%	20%	25%	30%	25%	26%	-
vory important	2.70	2070	AG	2170	AG	2070	2070	0070	2070	2070	**
Somewhat important	39%	39%	37%	35%	39%	43%	43%	37%	39%	43%	49%
Contornal important	0070	0070	0.70	0070	0070	1070	1070	01.70	0070	1070	**
Not very important	21%	22%	19%	26%	22%	23%	17%	21%	22%	20%	11%
	2170	22.70	1070	2070	2270	2070		21/0	22.70	2070	**
Not at all important	13%	13%	15%	12%	10%	14%	15%	12%	14%	11%	40%
	1070	1070	1070	1270	1070	1470	1070	12.70	1470	1170	**
Net: Very/somewhat Important	66%	65%	66%	62%	68%	63%	68%	67%	64%	69%	49%
											**
Net: Not very/not at all important	34%	35%	34%	38%	32%	37%	32%	33%	36%	31%	51%
······,·····											**
Q1_10. Allergen content				1							
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Very important	20%	17%	20%	18%	21%	18%	22%	25%	18%	16%	11%
very important	2076	17.70	2076	1076	2170	1076	22.70	AJ.AK	10 /0	1078	**
Somewhat important	21%	20%	25%	17%	19%	22%	23%	24%	20%	20%	38%
Contevnat important	2170	2070	2070	1770	1370	22.70	2070	2470	2070	2070	**
Not very important	29%	30%	27%	38%	27%	30%	24%	25%	30%	34%	39%
Not vory important	2570	3070	2170	AD.AF.AH	2170	0070	2470	2070	0070	AI	**
Not at all important	30%	32%	28%	27%	34%	29%	31%	25%	33%	30%	12%
Not at an important	3078	AB	2076	21 /0	5476	2376	5176	2376	AI	3078	**
Net: Very/somewhat Important	41%	38%	45%	35%	39%	40%	45%	49%	37%	36%	49%
Net. Very/somewhat important	41/0	5078	4576	5578	5576	4078	4576	AJ.AK	51 /6	3078	**
Net: Not very/not at all important	59%	62%	55%	65%	61%	60%	55%	51%	63%	64%	51%
Net. Not verymot at an important	3378	AB	3376	0578	0178	0078	5578	5176	AI	AI	**
M 44 Manufacture Manual information		~0							A	A	
1_11. Vegetarian/Vegan information	4000	000	004	040	204	045	450	204	QE4	007	0
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	
Very important	14%	13%	16%	14%	14%	9%	12%	20%	10%	12%	26%
	400/	100/	AG	4404	4001	4001	4501	AJ.AK	470/	4.401	
Somewhat important	18%	16%	22%	14%	16%	18%	15%	21%	17%	14%	-
	0		AE	0000	00001		0511	0.00	0000	0001	
Not very important	26%	27%	23%	26%	26%	31%	25%	24%	29%	22%	23%
Not at all important	43%	44%		46%		AD					
			38%		44%	41%	47%	35%	45%	51%	51%

Mat the world thinks		Ge	ender				Generation					Re	gion		
what are workd unlikes	Total	Male	Female		Millennial (1982-	Gen X (1965-	Baby Boomer	Silent Generation (1928	Pre-Silent Generation (1927	Other	Northeast	Midwest	South	West	White
				later)	1999)	1981)	(1946-1964)	1945)	and earlier)						
				**		D	D	D*	**	**		L.M			O.P
Net: Very/somewhat Important	31%	29%	34%	23%	41%	32%	26%	15%	-	-	35%	22%	35%	31%	25%
				**	E.F.G	G	G	*	**	**	к		к	к	
Net: Not very/not at all important	69%	71%	66%	77%	59%	68%	74%	85%	-	-	65%	78%	65%	69%	75%
				**		D	D	D.E.F*	**	**		J.L.M			0.P.0
_12. Other															
Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
Very important	14%	14%	14%	13%	15%	17%	12%	7%	-	-	15%	12%	14%	15%	11%
				**	G	G		*	**	**					
Somewhat important	24%	24%	24%	14%	32%	28%	18%	14%	-	-	25%	18%	28%	24%	22%
	0051	0.00			F.G	F.G	0.551	*	**	**		0000	K		
Not very important	22%	24%	21%	34%	23%	19%	22%	28%	-	-	19%	26%	18%	27%	24%
N - A - A - D	408/	200/	440/		240/	200/	409/	E*			440/	L	409/	J.L	4001
Not at all important	40%	39%	41%	38%	31%	36%	49%	51% D.E*	-	-	41%	44% M	40%	35%	43% P
Net Versileren 1.11	200/	200/	200/		400/	450/	D.E				400/		400/	200/	
Net: Very/somewhat Important	38%	38%	38%	28%	46% F.G	45% F.G	30%	21%	-	-	40%	29%	42% K	39% K	33%
Note Not complete the little complete	c00/	C00/	c00/				700/				K	740/			070/
Net: Not very/not at all important	62%	62%	62%	72%	54%	55%	70% D.E	79% D.E*	-	-	60%	71% J.L.M	58%	61%	67% O.P
it the types of nutrients/ingredients you want to cut back on help increase the types you need?I look at trition/ingredients labels to															
Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
Limit the types of nutrients/ingredients I want to cut back on	20%	19%	22%	10% **	20%	22%	21%	21%	-	-	21%	18%	22%	21%	20%
Help increase the types of nutrients/ingredients I need	17%	18%	16%	18%	25% E.F.G	18% F.G	12% G	4% *	-	-	20%	15%	17%	16%	12%
I look with both aims in mind	35%	32%	38% A	41%	27%	36% D	40% D	43% D*	-	-	37%	33%	36%	34%	39% P
Not applicable - I don't look at nutrition/ingredients labels	27%	31%	24%	30%	28%	25%	27%	33%			22%	33%	26%	29%	29%
Not appreable - I don't look at nutritioning regients raders	2176	B	2476	**	20%	23%	2176	*	**	-	22.76	J.L	20%	29%	29%
what extent do you trust each of the following food ckaging labels directs you toward nutritious choices in the corry store? Please select one option on each row. 1. Made with (e.g., Made with Whole Grains, Made with Real lift)	1288	565	723	31	354	357	444	102			243	275	480	290	
Unweighted base Base: All US Adults	1200	623	665	40	383	348	444	94	-	-	243	270	480	304	902 847
Trust a great deal	1200	15%	17%	13%	20%	20%	11%	13%	-	-	19%	11%	21%	13%	14%
	50%	47%			F 45%	F 48%		•	**	**	K 48%	58%	48%	45%	51%
Trust somewhat			52%	40%			55% D	58% D*	**	**		L.M			
Do not trust very much	23%	24%	21%	21% **	24%	19%	24%	24% *	- **	-	23%	22%	19%	29% L	24%
Do not trust at all	7%	8%	7%	10% **	6%	9%	8%	6% *	- **	- **	5%	6%	9%	8%	9%
I have never seen this label	4%	6% B	3%	16% **	5% F.G	5% G	2%	-	-	-	5%	3%	4%	5%	2%
			000/	53%	64%	68%	66%	70%	-	-	68%	68%	69%	58%	65%
Net: Trust a great deal/somewhat	66%	63%	69% A	**	0478	0070		*	**	**	м	м	м		
	66% 30%	63% 32%			30%	27%	32%		** - **	** - **				37% J.K.L	32% O

DUGOV hat the world thinks		R	ace			Educa	ation				Marita	l Status			Children
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2- year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
			*	*						**	V.Z	*		•	
Net: Very/somewhat Important	31%	43%	47%	38%	31%	32%	30%	32%	32%	35%	26%	29%	34%	18%	38%
	000/	N	N*	N*	000/	000/	700/	0001	AA	**	- 10/	*	AA	*	AC
Net: Not very/not at all important	69%	57%	53%	62%	69%	68%	70%	68%	68%	65% **	74%	71%	66%	82% V.Z*	62%
12. Other														V.Z	
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Very important	14%	13%	23%	16%	16%	11%	10%	19%	16%	17%	11%	16%	12%	13%	18%
			N*	*	s			S.T		**		*		•	AC
Somewhat important	24%	31%	29%	26%	22%	26%	23%	28%	22%	36%	21%	13%	30%	22%	29%
		N	*	*						**		*	V.Y	*	
Not very important	22%	20%	18% *	21%	24%	21%	21%	22%	20%	11% **	18%	34% V.X*	24%	33% V*	18%
Not at all important	40%	37%	29%	38%	38%	42%	46%	32%	42%	36%	50%	37%	34%	33%	36%
			*	*		U	U		Z	**	Z	*		*	
Net: Very/somewhat Important	38%	44%	53%	42%	38%	37%	34%	46%	38%	53%	32%	29%	42%	35%	46%
		N	N*	*				т		**		*		*	AC
Net: Not very/not at all important	62%	56%	47%	58%	62%	63%	66% U	54%	62%	47%	68%	71%	58%	66%	54%
the types of nutrients/ingredients you want to cut back on															
6b. Generally, do you look at nutrition/ingredients labels to the types of nutrients/ingredients you want to cut back on elp increase the types you need?I look at ition/ingredients labels to Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	32
the types of nutrients/ingredients you want to cut back on elp increase the types you need?I look at ition/ingredients labels to	1288	144	202	95	461	402	232	134	602	19	136	61	405	65	31
the types of nutrients/ingredients you want to cut back on elp increase the types you need?! look at ition/ingredients labels to Unweighted base								134 26%	602 24%						31
the types of nutrients/ingredients you want to cut back on elp increase the types you need?! look at ition/ingredients labels to Unweighted base Base: All US Adults	1288	144 20% 24%	202 23% * 31%	95 21%	520	402	232	134	602	19 47%	136	61 20%	405 16% 21%	65 14%	31: 249 229
the types of nutrients/ingredients you want to cut back on elp increase the types you need?I look at ition/ingredients labels to Unweighted base Base: All US Adults Limit the types of nutrients/ingredients I want to cut back on	1288 20%	144 20%	202 23% *	95 21% * 18% * 39%	520 20%	402 22%	232 17% 19% 41%	134 26% T 16% 45%	602 24% Z	19 47% ** 11% ** 24%	136 18%	61 20% * 17% * 39%	405 16%	65 14% * 18%	322 313 24% 22% AC 29%
the types of nutrients/ingredients you want to cut back on elp increase the types you need?! look at ition/ingredients labels to Unweighted base Base: All US Adults Limit the types of nutrients/ingredients I want to cut back on Help increase the types of nutrients/ingredients I need	1288 20% 17%	144 20% 24% N	202 23% * 31% N*	95 21% * 18% *	520 20% 18% 29% 33%	402 22% 15% 36% 27%	232 17% 19% 41% R 23%	134 26% T 16%	602 24% Z 16%	19 47% ** 11% **	136 18% 11%	61 20% * 17% *	405 16% 21% V.X 32% 31%	65 14% * 18% *	31: 249 229 AC 299
the types of nutrients/ingredients you want to cut back on elp increase the types you need?I look at titon/ingredients labels to Base: All US Adults Limit the types of nutrients/ingredients I want to cut back on Help increase the types of nutrients/ingredients I need I look with both aims in mind Not applicable - I don't look at nutrition/ingredients labels what extent do you trust each of the following food taging labels directs you toward nutritious choices in the zery store? Please select one option on each row. 1. Made with (e.g., Made with Whole Grains, Made with Real t)	1288 20% 17% 35% 27%	144 20% 24% N 31% 26%	202 23% 31% N* 20% 26%	95 21% 18% 39% P* 22%	520 20% 18% 29% 33% T.U	402 22% 15% 36% 27% U	232 17% 19% 41% R 23% U	134 26% T 16% 45% R.S 13%	602 24% Z 16% 36% 24%	19 47% 11% 24% 19%	136 18% 11% 38% 32%	61 20% 17% 39% 24%	405 16% V.X 32% 31% V	65 14% 18% 33% 35%	313 24% 22% AC 29% 26%
the types of nutrients/ingredients you want to cut back on lep increase the types you need?I look at Base: All US Adults Base: All US Adults Limit the types of nutrients/ingredients I want to cut back on Help increase the types of nutrients/ingredients I need I look with both aims in mind Not applicable - I don't look at nutrition/ingredients labels what extent do you trust each of the following food gaing labels directs you toward nutritious choices in the zery store? Please select one option on each row. 1. Made with (e.g., Made with Whole Grains, Made with Real t) Unweighted base	1288 20% 17% 35% 27% 1288	144 20% 24% N 31% 26%	202 23% 31% N* 20% 26% 145	95 21% 18% 39% P* 22%	520 20% 18% 29% 33% T.U	402 22% 15% 38% 27% U	232 17% 19% 41% R 23% U	134 26% T 16% 45% R.S 13%	602 24% Z 16% 36% 24%	19 47% 11% 24% 19% 	136 18% 11% 38% 32%	61 20% 17% 39% 24%	405 16% 21% VX 32% 31% V	65 14% 18% 33% 35%	313 24% 22% AC 29% 26%
the types of nutrients/ingredients you want to cut back on elp increase the types you need?I look at tition/ingredients labels to Unweighted base Base: All US Adults Limit the types of nutrients/ingredients I want to cut back on Help increase the types of nutrients/ingredients I need I look with both aims in mind Not applicable - I don't look at nutrition/ingredients labels what extent do you trust each of the following food taging labels directs you toward nutritious choices in the zery store? Please select one option on each row. 1. Made with (e.g., Made with Whole Grains, Made with Real t) Unweighted base Base: All US Adults	1288 20% 17% 35% 27% 1288 1288	144 20% 24% N 31% 26%	202 23% * 31% N* 20% * 26% *	95 21% * 18% * 39% P* 22% *	520 20% 18% 29% 33% T.U 461 520	402 22% 15% 36% 27% U	232 17% 19% 41% R 23% U	134 26% T 16% 45% R.S 13%	602 24% Z 16% 36% 24% 628 602	19 47% 11% 24% 19% 	136 18% 11% 38% 32%	61 20% • 17% • 39% • 24% •	405 16% 21% V.X 32% 31% V 31% V	65 14% • • 33% • • 35% • •	31: 249 229 AC 299 269 32: 31:
the types of nutrients/ingredients you want to cut back on lep increase the types you need?I look at Base: All US Adults Base: All US Adults Limit the types of nutrients/ingredients I want to cut back on Help increase the types of nutrients/ingredients I need I look with both aims in mind Not applicable - I don't look at nutrition/ingredients labels what extent do you trust each of the following food gaing labels directs you toward nutritious choices in the zery store? Please select one option on each row. 1. Made with (e.g., Made with Whole Grains, Made with Real t) Unweighted base	1288 20% 17% 35% 27% 1288	144 20% 24% N 31% 26%	202 23% 31% N* 20% 26% 145	95 21% 18% 39% P* 22%	520 20% 18% 29% 33% T.U	402 22% 15% 38% 27% U	232 17% 19% 41% R 23% U	134 26% T 16% 45% R.S 13%	602 24% Z 16% 36% 24%	19 47% 11% 24% 19% 	136 18% 11% 38% 32%	61 20% 17% 39% 24%	405 16% 21% VX 32% 31% V	65 14% 18% 33% 35%	31 249 209 269 30 31 31 209
the types of nutrients/ingredients you want to cut back on alp increases the types you need? I look at tion/ingredients labels to Unweighted base Base: All US Adults Limit the types of nutrients/ingredients I want to cut back on Help increase the types of nutrients/ingredients I need I look with both aims in mind Not applicable - I don't look at nutrition/ingredients labels that extent do you trust each of the following food aging labels directs you toward nutritious choices in the ery store? Please select one option on each row. Made with (e.g., Made with Whole Grains, Made with Real Unweighted base Base: All US Adults	1288 20% 17% 35% 27% 1288 1288	144 20% 24% N 31% 26% 26%	202 23% * 31% N* 20% * 26% *	95 21% 18% 39% P* 22%	520 20% 18% 29% 33% T.U 461 520	402 22% 15% 36% 27% U	232 17% 19% 41% R 23% U	134 26% T 16% 45% R.S 13%	602 24% Z 16% 36% 24% 628 602	19 47% 24% 19% 19% 	136 18% 11% 38% 32%	61 20% 17% 39% 24%	405 16% 21% V.X 32% 31% V 31% V	65 14%	31 249 A0 299 269 32 31 31 209 A0
the types of nutrients/ingredients you want to cut back on to increase the types you need? I look at tion/ingredients labels to Unweighted base Base: All US Adults Limit the types of nutrients/ingredients I want to cut back on Help increase the types of nutrients/ingredients I need I look with both aims in mind Not applicable - I don't look at nutrition/ingredients labels and extent do you trust each of the following food aging labels directs you toward nutritious choices in the sty store? Please select one option on each row. Made with (e.g., Made with Whole Grains, Made with Real Unweighted base Base: All US Adults Trust a great deal	1288 20% 17% 35% 27% 1288 1288 1288 16%	144 20% 24% N 31% 26% 26%	202 23% 31% N* 20% * 26% * 145 202 22% *	95 21% • 18% • 39% P* 22% • * 22% • *	520 20% 18% 29% 33% T.U 461 520 17%	402 22% 15% 36% 27% U 437 402 19% T 48% 24%	232 17% 19% 41% R 23% U 23% 232 12% 51% 25%	134 26% T 16% 45% R.S 13% 13%	602 24% Z 16% 36% 24% 602 602 16%	19 47% 11% 24% 19% 19 19 29% 52%	136 18% 11% 38% 32% 135 136 16%	61 20% 17% 39% 24% 24% 50%	405 16% 21% VX 32% 31% V 31% V	65 14% 18% 33% 35% 61 65 11% 46%	31 24' A(29' 26' 32 31 32 31 20' A(49'
the types of nutrients/ingredients you want to cut back on tion/ingredients labels to Unweighted base Base: All US Adults Limit the types of nutrients/ingredients I want to cut back on Help increase the types of nutrients/ingredients I need I look with both aims in mind Not applicable - I don't look at nutrition/ingredients labels that extent do you trust each of the following food aging labels directs you toward nutritious choices in the ery store? Please select one option on each row. Made with (e.g., Made with Whole Grains, Made with Real Unweighted base Base: All US Adults Trust a great deal Trust somewhat	1288 20% 17% 35% 27% 1288 1288 16% 50%	144 20% 24% N 31% 26% 26% 26%	202 23% 31% N* 20% 26% 26% 26% 22% 46% 19%	95 21% 18% 39% P* 22% 22%	520 20% 18% 29% 33% T.U 461 520 17% 50%	402 22% 15% 36% 27% U 437 402 19% T 48%	232 17% 19% 41% R 23% U 23% 51% 51% 25% R 10%	134 26% T 16% 45% R.S 13%	602 24% Z 16% 26% 24% 602 16% 51%	19 47% 24% 19% 19% 19% 52% 9%	136 18% 11% 38% 32% 135 136 16% 53%	61 20% 17% 39% 24% 24% 50% 20%	405 16% 21% V.X 32% 31% V 31% V 377 405 18%	65 14% 18% 33% 35% 35%	31 249 A0 299 269
the types of nutrients/ingredients you want to cut back on lep increase the types you need?ilook at Base: All US Adults Base: All US Adults Limit the types of nutrients/ingredients I want to cut back on Help increase the types of nutrients/ingredients I need I look with both aims in mind Not applicable - I don't look at nutrition/ingredients labels what extent do you trust each of the following food taging labels directs you toward nutritious choices in the eary store? Please select one option on each row. Made with (e.g., Made with Whole Grains, Made with Real Unweighted base Base: All US Adults Trust a great deal Trust somewhat Do not trust very much	1288 20% 17% 35% 27% 1288 1288 16% 50% 23%	144 20% 24% N 31% 26% 26% 26% 26% 144 144 144 24% N 47% 17% 6%	202 23% 31% N* 20% 26% 26% 26% 145 202 22% 46% 19% 3%.	95 21% 18% 39% P* 22% 22%	520 20% 18% 29% 33% T.U 461 520 17% 50% 18% 8% 2%	402 22% 15% 38% 27% U 27% U 437 402 19% T 48% 24% R	232 17% 19% 41% R 23% U 242 232 12% 51% 25% R	134 26% T 16% 45% R.S 13% 13% 148 134 15% 51% 29% R	602 24% Z 16% 36% 24% 24% 602 16% 51% 23%	19 47% 24% 19% 19% 19 29% 52% 9% 10%	136 18% 11% 38% 32% 135 136 16% 53% 23%	61 20% 17% 39% 24% 24%	405 16% 21% VX 32% 31% V 31% V 377 405 18% 46% 23%	65 14% 33% 35% 35% 18% 35% 18% 19% 8% 15%	31 24' 22' 26' 32 31 20' A(49' 21' 5%
the types of nutrients/ingredients you want to cut back on elp increase the types you need?I look at titon/ingredients labels to Base: All US Adults Limit the types of nutrients/ingredients I want to cut back on Help increase the types of nutrients/ingredients I need I look with both aims in mind Not applicable - I don't look at nutrition/ingredients labels what extent do you trust each of the following food agging labels directs you toward nutritious choices in the barry store? Please select one option on each row. It. Made with (e.g., Made with Whole Grains, Made with Real I) Unweighted base Base: All US Adults Trust a great deal Trust somewhat Do not trust very much Do not trust at all	1288 20% 17% 35% 27% 1288 1288 16% 50% 23% 7%	144 20% 24% N 31% 26% 26% 26% 144 144 24% N 47% 17% 7%	202 23% 31% N* 20% 26% 26% 26% 302 22% 46% 33%	95 21% 18% 39% P* 22% 22%	520 20% 18% 29% 33% T.U 461 520 17% 50% 18% 8%	402 22% 15% 36% 27% U 437 402 19% T 48% 24% R 6%	232 17% 19% 41% R 23% U 242 232 12% 51% 8 10% S.U	134 26% T 16% 45% RS 13% 13% 13% 51% 29% R 4%	602 24% Z 16% 24% 24% 24% 602 602 16% 51% 23% 7%	19 47% 24% 19% 19% 52% 9% 52% 9% 	136 18% 11% 38% 32% 135 136 16% 53% 23% 7%	61 20% 17% 39% 24% 24%	405 16% 21% V.X 32% 31% V 31% V 377 405 18% 46% 23% 8%	65 14% 18% 33% 35% 35% 35% 11% 11% 19% 8%	31 229 269 269 31 31 209 A0 499 219

US_nat_internal Sample: 1st - 4th March 2019

YouGov [°] What the world thinks		r the age of 18			Income				Type of Area	a Lived in	
	Total	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
									Al	AI	**
Net: Very/somewhat Important	31%	29%	39% AE.AF.AG.AH	28%	30%	27%	27%	41% AJ.AK	27%	26%	26% **
Net: Not very/not at all important	69%	71% AB	61%	72% AD	70% AD	73% AD	73% AD	59%	73% Al	74% Al	74% **
Q1_12. Other											
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Very important	14%	13%	13%	15%	16%	12%	13%	16% AJ	11%	17% AJ	- **
Somewhat important	24%	23%	25%	24%	23%	27%	22%	28% AK	24%	18%	49% **
Not very important	22%	23%	25%	20%	21%	21%	23%	19%	24%	22%	39% **
Not at all important	40%	41%	37%	42%	40%	40%	42%	36%	42%	42%	12% **
Net: Very/somewhat Important	38%	35%	38%	38%	39%	39%	35%	44% AJ	35%	36%	49% **
Net: Not very/not at all important	62%	65% AB	62%	62%	61%	61%	65%	56%	65% Al	64%	51% **
z4W6b. Generally, do you look at nutrition/ingredients labels to limit the types of nutrients/ingredients you want to cut back on or help increase the types you need?I look at nutrition/ingredients labels to											
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Limit the types of nutrients/ingredients I want to cut back on	20%	20%	19%	15%	23%	28% AD.AE.AH	18%	21%	20%	21%	-
Help increase the types of nutrients/ingredients I need	17%	15%	20%	19%	15%	17%	12%	19%	16%	16%	-

33%

32%

AF.AG

Not applicable - I don't look at nutrition/ingredients labels

I look with both aims in mind

35%

27%

37%

AB

28%

27%

35%

AF.AG

To what extent do you trust each of the following food

packaging labels directs you toward nutritious choices in the grocery store? Please select one option on each row.

Q3_1. Made with (e.g., Made with Whole Grains, Made with Real Fruit)

Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Trust a great deal	16%	15%	20%	12%	17%	15%	16%	22%	13%	15%	-
			AE					AJ			**
Trust somewhat	50%	50%	45%	55%	53%	52%	43%	46%	50%	54%	34%
				AD.AH	AD.AH						**
Do not trust very much	23%	23%	23%	21%	20%	24%	27%	18%	25%	23%	53%
									AI		**
Do not trust at all	7%	8%	8%	6%	8%	8%	7%	8%	8%	6%	12%
											**
I have never seen this label	4%	4%	5%	7%	2%	1%	7%	6%	4%	2%	-
			AG	AF.AG			AF.AG				**
Net: Trust a great deal/somewhat	66%	65%	64%	67%	70%	67%	58%	69%	63%	69%	34%
					AH						**
Net: Do not trust very much/at all	30%	31%	31%	27%	28%	32%	34%	26%	33%	28%	66%
									AI		**

41%

AD

21%

40%

AD

15%

37%

AD

32%

AF.AG

32%

28%

39%

AI

25%

31%

31%

49%

**

51%

**

YouGov What the world thicks		Ge	nder				Generation					Reg	jion		
That and notice units	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982- 1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928 1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
Trust a great deal	19%	19%	20%	31%	20%	22% F	15%	20% *	- **	-	21%	14%	23% K.M	16%	16%
Trust somewhat	46%	45%	47%	31% **	43%	43%	52% D.E	52% *	- **	-	47%	54% L.M	44%	43%	50% P
Do not trust very much	22%	23%	21%	12% **	24%	21%	21%	25% *	-	-	22%	20%	20%	27% L	22%
Do not trust at all	9%	9%	9%	13%	9% G	8% G	10% G	2% *	-	-	7%	8%	10%	10%	9%
I have never seen this label	4%	4%	4%	14% **	4%	5%	3%	1% *	- **	-	3%	4%	4%	4%	3%
Net: Trust a great deal/somewhat	65%	64%	67%	61% **	63%	66%	66%	72% *	-	-	68%	68%	67%	59%	66%
Net: Do not trust very much/at all	31%	32%	29%	25% **	33%	30%	31%	27% *	- **	-	29%	28%	29%	37%	31%
Q3_3. High in/Good Source of (e.g., High in Fiber, Good Source of Calcium)															
Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
Trust a great deal	14%	15%	14%	11% **	18% F.G	19% F.G	10%	6% *	- **	-	16% M	12%	18% M	9%	12%
Trust somewhat	54%	52%	57%	51% **	52%	51%	57%	63% E*	- ++	-	54%	59% L	49%	58% L	55%
Do not trust very much	20%	20%	19%	7% **	20%	18%	22%	21%	- **	- **	20%	19%	20%	20%	20%
Do not trust at all	7%	8%	6%	7%	7%	7%	8%	8% *	-		6%	5%	8%	9%	8% P
I have never seen this label	5%	5%	4%	23%	4%	5%	4%	2%	- **	- **	5%	5%	5%	4%	4%
Net: Trust a great deal/somewhat	69%	67%	71%	62% **	70%	70%	67%	69% *	- **	- **	70%	71%	67%	67%	68%
Net: Do not trust very much/at all	27%	28%	25%	14% **	27%	25%	29%	29% *	-	-	25%	24%	27%	29%	29% P
Q3_4. Low (e.g., Low Sodium, Low Cholesterol)	1000	505	700		054	0.57		100			0.10	075	100	000	000
Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902 847
Base: All US Adults	1288 13%	623 14%	665 13%	40	383 15%	348 17%	424	94 12%	-	-	229	270 8%	485	304 10%	12%
Trust a great deal Trust somewhat	50%	47%	53%	12% ** 49%	F 45%	F 46%	56%	12% * 62%	- **	**	K.M 51%	55%	K.M 47%	50%	52%
Do not trust very much	24%	26%	A 23%	**	26%	24%	D.E 24%	D.E*	**	**	20%	27%	23%	26%	24%
Do not trust at all	8%	9%	7%	**	8%	9%	9%	4%	**	**	6%	6%	9%	10%	9%
I have never seen this label	4%	4%	3%	**	4%	5%	2%	+ /0	**	**	4%	4%	4%	3%	3%
Net: Trust a great deal/somewhat	64%	60%	67%	61%	G 61%	G 63%	65%	* 74%	**	**	69%	62%	63%	60%	64%
Net: Do not trust very much/at all	33%	35%	A 30%	** 25%	35%	33%	33%	D.E* 26%	**	**	27%	33%	33%	37%	33%
Q3_5. Lean	0070	3077		**				*	**	**	2.70	00,0	00,0	J	00,0
Unweighted base	1288	565	723	31	354	357	444	102			243	275	480	290	902
Base: All US Adults	1200	623	665	40	383	348	444	94	-	-	243	270	485	304	847
Trust a great deal	1200	13%	12%	6%	16%	13%	8%	15%	-		15%	6%	15%	10%	11%
i i usi a great deal	1270	1070	1270	**	F	F	070	F*	**	**	K	070	K	1070	1170

YouGov Omnibus Diets US_nat_internal Sample: 1st - 4th March 2019

YouGov What the world thinks		R	ace			Educa	tion				Marita	l Status			Children und
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2- year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1288 19%	144 26%	202 29%	95 14%	520 23%	402	232 15%	134 17%	602 20%	19 38%	136 17%	61 18%	405	65 15%	313 23%
Trust a great deal	19%	20% N.Q	29% N.Q*	14%	23% T	18%	10%	17%	20%	38%	17%	*	18%	15%	23%
Trust somewhat	46%	42%	36%	45%	47%	48%	44%	40%	47%	47%	49%	49%	45%	46%	46%
Do not trust very much	22%	17%	23%	24%	16%	23%	28%	32%	22%	-	25%	19%	22%	24%	20%
Do not trust at all	9%	11%	* 5%	11%	8%	R 8%	R 12%	R.S 9%	8%	14%	7%	11%	10%	10%	7%
I have never seen this label	4%	4%	* 6%	* 5%	6%	3%	S 1%	2%	3%	**	2%	* 3%	6%	* 5%	3%
			*	•	т					**		*	V	•	
Net: Trust a great deal/somewhat	65%	67%	66% *	59% *	70% T.U	66% T	58%	58%	67%	86% **	66%	67% *	63%	61% *	69%
Net: Do not trust very much/at all	31%	28%	28%	36%	24%	30%	40% R.S	40% R.S	30%	14%	32%	30%	31%	34%	27%
Q3_3. High in/Good Source of (e.g., High in Fiber, Good Source							R.5	R.5							
of Calcium) Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1200	144	202	97	520	402	242	134	602	19	136	61	405	65	313
Trust a great deal	14%	19%	21% N*	14%	15%	15%	14%	13%	15%	23%	18% Y	6%	14%	13%	19% AC
Trust somewhat	54%	47%	55%	54%	54%	52%	57%	56%	53%	41%	53%	69%	54%	60%	AC 54%
Do not trust very much	20%	22%	* 15%	* 22%	16%	22%	21%	24%	20%	** 28%	25%	V.X.Z* 22%	18%	* 11%	17%
Do not trust at all	7%	6%	* 2%	*	7%	R 7%	7%	8%	9%	**	2%	* 1%	8%	* 5%	6%
	170	078	*	P*	170	170	170	0,0	X.Y	**	270	*	x	*	070
I have never seen this label	5%	7%	8% *	2%	8% S.T.U	4% U	1%	-	3%	9% **	3%	1%	7% V	11% V.X*	4%
Net: Trust a great deal/somewhat	69%	65%	75%	68%	69%	67%	70%	69%	68%	63%	71%	75%	68%	73%	73%
Net: Do not trust very much/at all	27%	27%	16%	31%	23%	29%	28%	31%	29%	28%	27%	24%	25%	17%	23%
L			*	P*		R		R		**		*		*	
Q3_4. Low (e.g., Low Sodium, Low Cholesterol)	1000		115	07	101	107	0.10	140	000	10	105		077		000
Unweighted base Base: All US Adults	1288 1288	144 144	145 202	97 95	461	437 402	242 232	148 134	628 602	19 19	135 136	68 61	377 405	61 65	322 313
Trust a great deal	1200	19%	19%	8%	15%	11%	15%	10%	15%	24%	10%	15%	12%	11%	17%
		N.Q	N.Q*	*						**		*		*	
Trust somewhat	50%	46%	43% *	54% *	49%	51%	50%	53%	51%	30% **	51%	62% *	49%	46% *	47%
Do not trust very much	24%	24%	24%	26% *	22%	25%	25%	29%	24%	23% **	29%	19% *	24%	26% *	25%
Do not trust at all	8%	7%	7%	9%	8%	9%	9%	7%	8%	18%	7%	3%	10%	9%	8%
I have never seen this label	4%	5%	7%	3%	6%	4%	2%	-	3%	5%	2%	1%	5%	8%	3%
Net: Trust a great deal/somewhat	64%	64%	N* 62%	* 62%	T.U 64%	U 62%	65%	64%	65%	** 54%	62%	* 77%	61%	* 57%	64%
Net: Do not trust very much/at all	33%	31%	* 30%	* 35%	30%	34%	33%	36%	32%	** 41%	36%	Z.AA* 22%	34%	* 35%	33%
	33%	31%	*	*	30%	3470	33%	30%	32.70	41% **	30%	*	3470	*	33%
Q3_5. Lean															
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Trust a great deal	12%	18% N	15%	10%	12%	13%	11%	12%	14% Y	25%	9%	5%	12%	10% *	16% AC

YouGov What the world thinks		r the age of 18			Income				Type of Area	a Lived in	
	Total	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Trust a great deal	19%	18%	22%	16%	20%	16%	20%	26% AJ.AK	16%	17%	
Trust somewhat	46%	46%	40%	51% AD.AH	51% AD.AH	49% AD	39%	41%	47%	54% Al	34% **
Do not trust very much	22%	23%	23%	23%	18%	23%	26%	19%	24%	20%	53% **
Do not trust at all	9%	9%	9%	7%	10%	9%	8%	9%	10%	6%	12% **
I have never seen this label	4%	4%	6% AF	4%	2%	2%	7% AF.AG	5%	3%	2%	-
Net: Trust a great deal/somewhat	65%	64%	62%	67%	71% AD.AH	66%	59%	66%	63%	71% AJ	34% **
Net: Do not trust very much/at all	31%	32%	32%	29%	28%	32%	34%	28%	33%	26%	66% **
3_3. High in/Good Source of (e.g., High in Fiber, Good Source f Calcium)											
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Trust a great deal	14%	13%	16%	11%	15%	16%	15%	20% AJ	11%	14%	- **
Trust somewhat	54%	54%	51%	58%	56%	54%	50%	49%	57% Al	56%	61% **
Do not trust very much	20%	20%	17%	22%	19%	21%	21%	18%	20%	21%	26% **
Do not trust at all	7%	7%	8%	4%	7%	7%	8%	6%	8%	6%	-
I have never seen this label	5%	5%	7% AF.AG	5%	3%	2%	7% AG	7% AJ	4%	3%	12% **
Net: Trust a great deal/somewhat	69%	67%	67%	69%	71%	70%	65%	69%	68%	69%	61% **
Net: Do not trust very much/at all	27%	28%	26%	27%	26%	28%	28%	24%	28%	27%	26% **
3_4. Low (e.g., Low Sodium, Low Cholesterol)											
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Trust a great deal	13%	12%	16% AE	8%	14%	15% AE	11%	19% AJ	10%	13%	- **
Trust somewhat	50%	51%	45%	54%	56% AD	47%	47%	46%	51%	55% Al	61% **
Do not trust very much	24%	24%	23%	28% AF	19%	28% AF	28% AF	23%	26%	22%	26% **
Do not trust at all	8%	9%	10%	7%	9%	7%	7%	7%	10%	7%	-
I have never seen this label	4%	4%	6% AF	3%	2%	2%	7% AF.AG	6%	3%	2%	12%
Net: Trust a great deal/somewhat	64%	63%	61%	62%	70% AD.AH	63%	58%	65%	61%	68%	61% **
Net: Do not trust very much/at all	33%	33%	34%	35%	28%	35%	35%	30%	36%	29%	26% **
03_5. Lean											
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Trust a great deal	12%	11%	12%	9%	14%	13%	14%	18% AJ.AK	10%	11%	

Diets

YouGov What the world thinks		Ge	ender				Generation					Reç	jion		
what the world tillinks	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982- 1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928 1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Trust somewhat	49%	43%	53% A	33% **	40%	47%	57% D.E	56% D*	-	- **	52%	53% M	47%	43%	49%
Do not trust very much	26%	28%	23%	27% **	28%	25%	24%	22% *	- **	-	20%	28%	24%	31% J.L	26%
Do not trust at all	8%	10% B	6%	4% **	9%	9%	8%	7% *	-	-	8%	7%	8%	10%	9%
I have never seen this label	5%	5%	6%	30% **	7% F.G	6% G	3%	- *	- **	-	5%	5%	6%	5%	4%
Net: Trust a great deal/somewhat	61%	56%	65% A	39% **	56%	61%	65% D	71% D*	-	-	67% M	60%	63% M	54%	60%
Net: Do not trust very much/at all	34%	39% B	29%	31% **	37%	34%	32%	29% *	- **	-	28%	35%	31%	41% J.L	36%
3_6. Natural/All Natural/ 100% Natural															
Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
Trust a great deal	14%	13%	14%	7% **	18% F.G	19% F.G	8%	6% *	- **	-	19% K.M	7%	17% K.M	11%	11%
Trust somewhat	40%	38%	41%	39% **	41%	37%	41%	35% *	- **	- **	44% L.M	51% L.M	35%	33%	39%
Do not trust very much	29%	29%	29%	26% **	25%	27%	32% D	38% D.E*	- **	- **	20%	27%	30% J	35% J	31%
Do not trust at all	14%	16%	12%	9% **	12%	13%	16%	17% *	-	-	15%	11%	13%	17%	16% P
I have never seen this label	4%	5%	3%	18% **	4%	5% F	2%	3%	- **	-	3%	4%	4%	5%	3%
Net: Trust a great deal/somewhat	53%	51%	55%	46% **	58% F.G	56% G	50%	42%	- **	- **	63% L.M	57% M	52% M	44%	50%
Net: Do not trust very much/at all	43%	44%	41%	36% **	37%	40%	48% D.E	55% D.E*	- **	- **	34%	38%	44% J	52% J.K.L	47% O.P
3_7. Lightly Sweetened/Low Sugar							1								
Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
Base: All US Adults Trust a great deal	1288 11%	623 11%	665 11%	40 2%	383 14% F	348 14% F	424 8%	94 9%	- - **		229 16% K.M	270 8%	485 12%	304 9%	847 9%
Trust somewhat	44%	43%	45%	41%	42%	44%	46%	51% *	-	-	45%	47%	42%	45%	44%
Do not trust very much	29%	29%	28%	29% **	28%	25%	33% E	27% *	- **	-	24%	32%	28%	31%	31%
Do not trust at all	12%	12%	12%	11% **	12%	13%	10%	12% *	-	-	11%	8%	14% K	12%	12%
I have never seen this label	4%	4%	4%	16% **	4%	5%	3%	1% *	- **	- **	4%	4%	4%	3%	3%
Net: Trust a great deal/somewhat	55%	55%	56%	43% **	56%	57%	54%	60% *	- **	- **	61%	55%	54%	54%	54%
Net: Do not trust very much/at all	41%	41%	40%	41% **	40%	38%	43%	39% *	- **	- **	35%	40%	42%	43%	43%
3_8. Reduced (e.g., Reduced Calories, Reduced Fat)															
Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
Trust a great deal	12%	11%	12%	14%	15% F.G	16% F.G	6%	6% *	- **	- **	14% K	7%	15% K.M	9%	9%
Trust somewhat	42%	38%	45% A	27%	41%	39%	45%	46%	- **	-	40%	44%	40%	43%	41%
Do not trust very much	31%	33%	29%	34% **	27%	31%	34% D	38% D*	- **	-	32%	34%	29%	32%	34% P

YouGov [°] What the world thinks		R	ace			Educa	tion				Marita	I Status			Children unde
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate		4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Trust somewhat	49%	44%	52% *	40% *	49%	49%	48%	46%	49%	38%	49%	68% V.X.Z.AA*	45%	48% *	47%
Do not trust very much	26%	24%	21% *	33%	23%	26%	26%	32%	24%	33%	35% V.Y	20%	25%	26% *	23%
Do not trust at all	8%	6%	4% *	10%	7%	8%	13% R.S	8%	9%	-	5%	6% *	9%	8% *	8%
I have never seen this label	5%	8%	7% *	7% *	8% S.T.U	4%	2%	2%	4%	5% **	3%	1% *	8% V.X	8% *	6%
Net: Trust a great deal/somewhat	61%	63%	68% Q*	50% *	62%	62%	59%	58%	63%	63% **	58%	73% Z*	57%	59% *	63%
Net: Do not trust very much/at all	34%	30%	25%	42% P*	30%	34%	39% R	40% R	33%	33% **	40%	26%	34%	33% *	31%
Q3 6. Natural/All Natural/ 100% Natural										1	1	1	1		
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Trust a great deal	14%	22% N	20% N*	15% *	16%	13%	10%	15%	15%	23% **	15%	7% *	13%	10% *	19% AC
Trust somewhat	40%	38%	45% *	34% *	40%	39%	43%	34%	38%	36% **	41%	39% *	40%	47% *	41%
Do not trust very much	29%	25%	23%	30% *	28%	28%	29%	35%	28%	27% **	34%	38%	27%	31% *	26%
Do not trust at all	14%	10%	7% *	16% *	11%	17% R	16%	14%	16% X	10% **	8%	12% *	15%	5% *	10%
I have never seen this label	4%	5%	5% *	6% *	6% T	3%	2%	2%	3%	5% **	2%	4% *	5%	6% *	4%
Net: Trust a great deal/somewhat	53%	60% N	65% N.Q*	49% *	56%	52%	53%	49%	53%	59% **	56%	46% *	53%	58% *	60% AC
Net: Do not trust very much/at all	43%	35%	30% *	45% P*	39%	45%	45%	49% R	44%	37% **	42%	50% *	42%	36% *	36%
Q3_7. Lightly Sweetened/Low Sugar	1000		145	07	101	107	0.40	110	000	10	105	00	077	04	000
Unweighted base Base: All US Adults	1288 1288	144 144	145 202	97 95	461 520	437 402	242 232	148 134	628 602	19 19	135 136	68	377 405	61 65	322 313
Trust a great deal	1200	144	17%	9%	14%	9%	10%	11%	13%	13%	9%	8%	10%	5%	15%
Trust somewhat	44%	42%	N* 47%	* 44%	S 44%	44%	46%	45%	44%	** 36%	46%	* 59%	42%	* 46%	AC 44%
Do not trust very much	29%	24%	* 23%	* 28%	26%	30%	29%	34%	29%	** 25%	30%	V.Z* 26%	29%	* 23%	27%
Do not trust at all	12%	14%	* 9%	* 15%	11%	13%	13%	10%	10%	** 26%	11%	* 4%	14%	* 17%	11%
I have never seen this label	4%	6%	* 4%	* 4%	6%	4%	2%	-	3%	**	3%	* 3%	Y 5%	Y* 9%	3%
Net: Trust a great deal/somewhat	55%	56%	* 63%	* 53%	T.U 58%	U 53%	55%	56%	57%	** 49%	56%	* 67%	52%	V* 51%	60%
Net: Do not trust very much/at all	41%	38%	* 33%	* 43%	37%	44%	42%	44%	40%	** 51%	42%	Z* 30%	43%	* 40%	37%
Q3 8. Reduced (e.g., Reduced Calories, Reduced Fat)			*	*						**		*		*	
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Trust a great deal	12%	19% N	18% N*	10% *	14%	10%	9%	15%	13%	24% **	7%	13% *	11%	7% *	15% AC
Trust somewhat	42%	38%	48% *	39% *	43%	40%	42%	38%	41%	42% **	46%	53% Z*	38%	46% *	43%
Do not trust very much	31%	29%	22% *	32% *	27%	35% R	36% R	32%	32%	11% **	32%	28% *	31%	33% *	29%

YouGov What the world thinks		r the age of 18			Income				Type of Area	a Lived in	
	Total	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
Trust somewhat	49%	49%	45%	55% AH	50%	49%	43%	45%	49%	55% Al	23%
Do not trust very much	26%	26%	25%	24%	25%	27%	29%	22%	28%	25%	65% **
Do not trust at all	8%	8%	10%	6%	8%	9%	7%	8%	9%	6%	-
I have never seen this label	5%	5%	8% AF.AG	5%	3%	2%	8% AF.AG	8% AJ	4%	4%	12% **
Net: Trust a great deal/somewhat	61%	60%	57%	64%	64%	62%	56%	62%	59%	65%	23% **
Net: Do not trust very much/at all	34%	35%	35%	30%	33%	36%	36%	30%	37% Al	31%	65% **
Q3_6. Natural/All Natural/ 100% Natural											
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Trust a great deal	14%	12%	18% AE.AG	11%	13%	11%	13%	20% AJ.AK	10%	12%	- **
Trust somewhat	40%	39%	35%	43%	42%	41%	37%	34%	42% Al	43% Al	34% **
Do not trust very much	29%	30%	28%	32%	28%	28%	31%	27%	30%	29%	53% **
Do not trust at all	14%	15% AB	14%	10%	15%	18% AE	11%	13%	15%	12%	-
I have never seen this label	4%	4%	5%	4%	3%	2%	7% AF.AG	6% AJ	3%	3%	12% **
Net: Trust a great deal/somewhat	53%	51%	53%	54%	55%	52%	51%	54%	52%	56%	34% **
Net: Do not trust very much/at all	43%	45% AB	42%	42%	42%	46%	42%	40%	45%	41%	53% **
Q3_7. Lightly Sweetened/Low Sugar											
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Trust a great deal	11%	10%	13%	8%	12%	12%	10%	18% AJ.AK	7%	11%	
Trust somewhat	44%	44%	42%	46%	45%	45%	43%	40%	45%	52% Al	50% **
Do not trust very much	29%	29%	28%	30%	28%	31%	27%	26%	31%	26%	38%
Do not trust at all	12%	12%	12%	12%	12%	11%	13%	11%	13%	8%	12% **
I have never seen this label	4%	4%	5%	4%	2%	2%	7% AF.AG	5%	4%	3%	-
Net: Trust a great deal/somewhat	55%	54%	55%	55%	57%	57%	53%	57%	52%	63% AJ	50% **
Net: Do not trust very much/at all	41%	42%	40%	41%	40%	42%	40%	38%	45% ALAK	35%	50% **
Q3_8. Reduced (e.g., Reduced Calories, Reduced Fat)											
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Trust a great deal	12%	11%	13%	9%	11%	14%	13%	17% AJ	9%	12%	-
Trust somewhat	42%	41%	38%	48%	42%	44%	36%	36%	45% Al	41%	34% **
Do not trust very much	31%	32%	30%	31%	32%	30%	34%	30%	31%	34%	53% **

Diets

YouGov What the world thinks		Ge	nder				Generation					Re	gion		
What ure wond unliks	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982- 1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1920 1945)	Pre-Silent 8 Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Do not trust at all	12%	13%	11%	9% **	12%	10%	12%	10% *	- **	-	11%	11%	12%	12%	13%
I have never seen this label	4%	4%	3%	16%	5% G	4%	2%	-	-	-	4%	4%	4%	2%	3%
Net: Trust a great deal/somewhat	53%	50%	57% A	41%	56%	55%	51%	52% *	-	-	54%	51%	55%	53%	50%
Net: Do not trust very much/at all	43%	46% B	40%	43%	39%	41%	47% D	48%	-	-	42%	45%	41%	45%	47% O.P
Q3_9. Healthy		D					D								U.F
Unweighted base	1288	565	723	31	354	357	444	102		-	243	275	480	290	902
Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
Trust a great deal	13%	12%	13%	10%	18% F.G	15% F	8%	8%	- **	-	18% K	6%	15% K	12% K	10%
Trust somewhat	35%	36%	35%	22%	35%	34%	39%	34%	-	-	38%	40%	34%	32%	33%
Do not trust very much	33%	31%	35%	33%	32%	30%	35%	41% E*	-	-	28%	35%	33%	36%	36% O
Do not trust at all	14%	16%	13%	17%	12%	15%	16%	17%	-	-	13%	13%	15%	16%	17% P
I have never seen this label	4%	4%	4%	18%	3%	6% F.G	3%	1% *	- **	-	3%	5%	4%	4%	4%
Net: Trust a great deal/somewhat	48%	49%	48%	32%	53% G	49%	47%	41% *	-	-	56% M	47%	48%	44%	44%
Net: Do not trust very much/at all	47%	47%	48%	50% **	43%	45%	51%	58% D.E*	-	-	41%	48%	48%	52% J	52% O.P
Q3_10. Light/Lite				-											
Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
Trust a great deal	9%	9%	9%	4% **	12% F	12% F	4%	5% *	-	-	12% K	4%	11% K	7%	7%
Trust somewhat	36%	34%	38%	26% **	38%	34%	36%	44% *	-	-	38%	41%	34%	33%	34%
Do not trust very much	34%	34%	34%	26% **	27%	33%	40% D	39% D*	- **	-	29%	35%	33%	36%	37% O
Do not trust at all	16%	17%	15%	10% **	16%	15%	19%	11% *	- **	- **	16%	15%	16%	18%	18% P
I have never seen this label	5%	6%	4%	34% **	7% F.G	6% F	2%	1% *	-	-	5%	4%	6%	6%	4%
Net: Trust a great deal/somewhat	45%	43%	46%	30% **	50% F	46%	39%	49% *	-	-	49%	45%	45%	40%	41%
Net: Do not trust very much/at all	50%	51%	49%	36% **	43%	48%	58% D.E	50% *	-	-	45%	51%	49%	54%	55% O.P
Q3_11Free (e.g., Guilt-Free, Gluten-Free, Nut-Free, Dairy-Free)															
Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
Trust a great deal	17%	16%	17%	31% **	22% F.G	18% F	11%	10% *	-	- **	20% K	11%	20% K.M	14%	13%
Trust somewhat	44%	40%	48% A	31% **	42%	46%	44%	46% *	-	-	43%	49% L	41%	45%	45%
Do not trust very much	23%	25%	21%	5% **	23%	19%	26% E	32% E*	- **	- **	22%	24%	23%	23%	25% P
Do not trust at all	11%	13%	9%	10% **	8%	11%	14% D	8% *	-	- **	8%	9%	11%	14%	11%
I have never seen this label	6%	7%	5%	24% **	6%	6%	5%	4% *	- **	-	7%	7%	5%	5%	5%

YouGov What the world thinks		R	ace			Educa	ition				Marita	l Status			Children unde
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2- year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Do not trust at all	12%	7%	7% *	12% *	11%	12%	12%	14%	11%	22% **	11%	5% *	14% Y	9% *	10%
I have never seen this label	4%	6% N	4% *	8% N*	6% T.U	4%	1%	1%	3%	-	3%	1% *	6% V	5% *	3%
Net: Trust a great deal/somewhat	53%	57%	66% N.Q*	48% *	57%	50%	51%	53%	55%	67% **	54%	66% Z*	49%	53% *	58%
Net: Do not trust very much/at all	43%	37%	29% *	44% P*	37%	46% R	48% R	46%	43%	33% **	43%	33% *	45%	42% *	38%
Q3_9. Healthy															
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Trust a great deal	13%	24% N.Q	17% *	12% *	15%	12%	11%	10%	15%	38% **	9%	6% *	12%	8% *	18% AC
Trust somewhat	35%	36%	46% N.Q*	31% *	40% U	35% U	32%	24%	33%	27% **	40%	45% *	36%	35% *	39%
Do not trust very much	33%	26%	27% *	34% *	28%	34%	37% R	43% R	33%	35% **	35%	33% *	32%	43% *	30%
Do not trust at all	14%	11%	6% *	17% P*	11%	15%	18% R	20% R	16%	-	13%	13% *	14%	10% *	11%
I have never seen this label	4%	3%	4% *	6% *	6% T	4%	2%	2%	3%	-	4%	3% *	6%	5% *	3%
Net: Trust a great deal/somewhat	48%	60% N.Q	63% N.Q*	43% *	55% S.T.U	48% U	43%	34%	48%	65% **	49%	51% *	48%	43% *	56% AC
Net: Do not trust very much/at all	47%	37%	33% *	51% O.P*	39%	49% R	55% R	64% R.S	48%	35% **	48%	46% *	46%	52% *	41%
Q3_10. Light/Lite															
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Trust a great deal	9%	13% N	13% N*	6% *	10% T	8%	5%	10%	10%	17% **	5%	11% *	8%	6% *	13% AC
Trust somewhat	36%	43% N	42% *	36% *	40% S.U	33%	36%	29%	35%	40% **	39%	40% *	35%	46% *	37%
Do not trust very much	34%	26%	28%	32%	30%	37%	34%	41% R	35%	34% **	37%	36% *	32%	28%	32%
Do not trust at all	16%	11%	7% *	20% P*	11%	17% R	23% R	18% R	16%	9% **	16%	10% *	17%	14% *	13%
I have never seen this label	5%	7%	8% *	6% *	8% T.U	5% T	1%	3%	5%	- **	3%	3%	8% V	5% *	4%
Net: Trust a great deal/somewhat	45%	55% N	56% N*	42%	51% S.T.U	41%	41%	39%	45%	57% **	44%	51% *	43%	52% *	50% AC
Net: Do not trust very much/at all	50%	37%	36% *	52% O.P*	41%	54% R	57% R	59% R	51%	43% **	52%	46% *	49%	43% *	45%
Q3_11Free (e.g., Guilt-Free, Gluten-Free, Nut-Free, Dairy-Free)															
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Trust a great deal	17%	23% N.Q	29% N.Q*	12%	18%	18%	12%	15%	16%	24%	14%	8% *	19% Y	14%	21% AC
Trust somewhat	44%	40%	43%	40% *	42%	42%	49%	49%	44%	37%	45%	54% Z*	40%	52% *	46%
Do not trust very much	23%	21%	13%	30% P*	22%	24%	24%	24%	23%	30% **	27%	27%	22%	14% *	21%
Do not trust at all	11%	9%	7% *	14% *	9%	12%	11%	10%	11%	9% **	11%	8% *	11%	12% *	8%
I have never seen this label	6%	7%	8% *	4% *	9% S.T.U	5%	4%	1%	6%	-	3%	3% *	7%	9% *	4%

Diets

YouGov [°] What the world thinks		r the age of 18			Income				Type of Area	a Lived in	
	Total	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
Do not trust at all	12%	12%	14%	9%	12%	11%	9%	11%	13%	9%	12%
I have never seen this label	4%	4%	4%	4%	2%	1%	8% AF.AG	5%	3%	4%	-
Net: Trust a great deal/somewhat	53%	52%	51%	56%	54%	58%	49%	54%	54%	53%	34%
Net: Do not trust very much/at all	43%	44%	44%	40%	44%	41%	43%	41%	43%	43%	66% **
Q3_9. Healthy									I		1
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Trust a great deal	13%	11%	15% AE	7%	14% AE	12%	15% AE	18% AJ.AK	10%	11%	12% **
Trust somewhat	35%	34%	37%	45% AG.AH	37% AG.AH	28%	27%	34%	35%	41%	23% **
Do not trust very much	33%	34%	31%	31%	31%	38%	37%	30%	35%	31%	65% **
Do not trust at all	14%	15%	12%	12%	15%	21% AD.AE.AH	12%	12%	16%	15%	
I have never seen this label	4%	4%	4% AG	5% AG	3%	1%	9% AF.AG	6%	4%	2%	
Net: Trust a great deal/somewhat	48%	46%	52% AG	52% AG	50% AG	40%	42%	52% AJ	45%	52%	35% **
Net: Do not trust very much/at all	47%	50% AB	44%	43%	47%	59% AD.AE.AF	49%	42%	52% Al	45%	65% **
Q3_10. Light/Lite											
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Trust a great deal	9%	7%	10%	5%	10%	9%	7%	12% AJ	6%	8%	-
Trust somewhat	36%	36%	34%	39%	37%	36%	35%	33%	37%	38%	34% **
Do not trust very much	34%	34%	31%	36%	32%	36%	36%	34%	34%	34%	26% **
Do not trust at all	16%	17%	17%	15%	17%	17%	13%	13%	18%	15%	12% **
I have never seen this label	5%	6%	8% AF.AG	4%	4%	2%	9% AF.AG	7%	4%	4%	27% **
Net: Trust a great deal/somewhat	45%	43%	43%	45%	48%	45%	42%	46%	44%	46%	34% **
Net: Do not trust very much/at all	50%	51%	49%	51%	49%	53%	49%	47%	52%	49%	39% **
Q3_11Free (e.g., Guilt-Free, Gluten-Free, Nut-Free, Dairy-Free)											
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Trust a great deal	17%	15%	18%	11%	18% AE	19% AE	16%	22% AJ.AK	14%	13%	
Trust somewhat	44%	43%	40%	47%	49% AD	42%	41%	39%	46%	48% Al	23% **
Do not trust very much	23%	24%	23%	26%	19%	27% AF	22%	20%	24%	25%	65% **
Do not trust at all	11%	11%	10%	12%	11%	10%	10%	11%	11%	8%	12% **
I have never seen this label	6%	6%	9% AF.AG	5%	3%	3%	11% AF.AG	8%	5%	5%	-

Diets

US_nat_internal Sample: 1st - 4th March 2019

YouGov What the world thinks			Ge	nder				Generation					Reç	gion		
		Total	Male	Female	Gen Z (2000 and later)	Millennial (1982- 1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928 1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
	Net: Trust a great deal/somewhat	60%	56%	65%	62%	64%	63%	55%	56%	-	-	63%	60%	61%	58%	58%
				A	**	F	F		*	**	**					
	Net: Do not trust very much/at all	34%	38%	30%	14%	30%	30%	40%	40%	-	-	30%	33%	34%	36%	36%
			В		**			D.E	*	**	**					Р
Q3_12. Organic																
	Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
	Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
	Trust a great deal	16%	15%	17%	17%	20%	18%	12%	9%	-	-	20%	9%	20%	13%	13%
					**	F.G	F.G		*	**	**	K.M		K.M		
	Trust somewhat	39%	36%	42%	44% **	41%	39%	38%	39% *	- **	-	42%	43%	35%	41%	40%
	Do not trust very much	26%	27%	25%	7% **	24%	24%	30%	33%	- **	-	22%	29%	26%	27%	28%
	Do not trust at all	13%	16%	11%	6%	11%	12%	17%	18%	-	-	12%	14%	13%	15%	15%
			в		**			D	D*	**	**					Р
	I have never seen this label	5%	5%	5%	26%	4%	6%	4%	1%	-	-	4%	5%	6%	4%	4%
					**		G		*	**	**					
	Net: Trust a great deal/somewhat	55%	51%	59%	61%	61%	58%	50%	48%	-	-	63%	52%	55%	53%	53%
	-			A	**	F.G	F		*	**	**	к				
	Net: Do not trust very much/at all	40%	43%	36%	13%	35%	37%	46%	52%	-	-	34%	43%	39%	42%	43%
			В		**			D.E	D.E*	**	**					O.P

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G/H/I, J/K/LM, N/O/P/Q, R/S/T/U, V/W/X/Y/Z/AA, AB/AC, AD/AE/AF/AG/AH, Al/AJ/AK/AL, Minimum Base: 30 (**), Small Base: 100 (*))

US_nat_internal Sample: 1st - 4th March 2019

YouGov What the world thinks			R	ace			Educ	ation				Marita	l Status			Children unde
		Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2- year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
	Net: Trust a great deal/somewhat	60%	62%	72%	52%	60%	59%	61%	64%	60%	61%	59%	62%	60%	66%	67%
	Net: Do not trust very much/at all	34%	31%	N.Q* 20%	* 44% 0.P*	31%	36%	35%	34%	34%	** 39% **	38%	* 35% *	33%	* 26% *	AC 29%
Q3_12. Organic																
	Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
	Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
	Trust a great deal	16%	23% N	23% N*	15% *	16%	16%	15%	17%	16% Y	35% **	15%	6% *	17% Y	17% *	21% AC
	Trust somewhat	39%	38%	43% *	33% *	36%	41%	43%	42%	39%	23% **	42%	40% *	39%	44% *	40%
	Do not trust very much	26%	21%	22% *	29% *	27%	27%	25%	22%	27%	17% **	28%	35% *	24%	22% *	24%
	Do not trust at all	13%	9%	6% *	20% O.P*	12%	13%	14%	18%	15%	20% **	12%	16% *	11%	8% *	11%
	I have never seen this label	5%	9% N	7% *	3% *	9% S.T.U	3%	3%	1%	3%	5% **	3%	3% *	8% V.X	9% V*	4%
	Net: Trust a great deal/somewhat	55%	61%	65% N.Q*	48% *	52%	57%	58%	59%	55%	58% **	57%	46% *	56%	61% *	61% AC
	Net: Do not trust very much/at all	40%	30%	27%	49% O.P*	39%	41%	39%	40%	42%	37% **	40%	51% Z.AA*	36%	30% *	34%

Cell Contents (Coli

US_nat_internal Sample: 1st - 4th March 2019

YouGov What the world thinks		r the age of 18	Income					Type of Area Lived in			
	Total	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
Net: Trust a great deal/somew	nat 60%	58%	57%	57%	67% AD.AE.AH	60%	57%	61%	60%	62%	23% **
Net: Do not trust very much/at	all 34%	35%	34%	38%	30%	37%	32%	32%	35%	33%	77% **
Q3_12. Organic											
Unweighted ba	se 1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adu	ts 1288	975	344	232	345	203	165	415	642	225	7
Trust a great d	eal 16%	14%	18%	13%	18%	15%	14%	22% AJ.AK	13%	14%	11% **
Trust somew	nat 39%	39%	35%	40%	42%	43%	36%	37%	41%	39%	23% **
Do not trust very mu	ch 26%	27%	26%	34% AF	21%	24%	30%	24%	26%	28%	53% **
Do not trust at	all 13%	14%	13%	10%	15%	16%	12%	11%	14%	15%	- **
I have never seen this la	oel 5%	5%	8% AG	4%	4%	1%	8% AG	6%	5%	4%	12% **
Net: Trust a great deal/somew	nat 55%	53%	53%	53%	60%	58%	51%	58%	54%	53%	34% **
Net: Do not trust very much/at	all 40%	41% AB	39%	43%	36%	40%	41%	35%	41%	43%	53% **

Cell Contents (Coli