

# 1. Knowledge of new nutrition label plan

How much have you heard about the US Food and Drug Administration's new plan to change the design and content of food nutrition labels?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Heard a lot	17%	17%	16%	14%	15%	19%	19%	18%	16%	17%
Heard a little	57%	58%	56%	45%	54%	62%	68%	56%	53%	67%
Heard nothing at all	26%	25%	28%	42%	31%	19%	13%	26%	31%	16%
Totals (Unweighted N)	100% (1,000)	100% (459)	100% (541)	100% (140)	100% (246)	100% (421)	100% (189)	100% (342)	100% (427)	100% (231)

  

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Heard a lot	17%	16%	13%	24%	15%	17%	10%	28%	20%	16%	14%	20%
Heard a little	57%	59%	58%	48%	55%	61%	62%	56%	54%	58%	57%	60%
Heard nothing at all	26%	25%	29%	28%	30%	22%	29%	16%	26%	26%	29%	21%
Totals (Unweighted N)	100% (1,000)	100% (810)	100% (113)	100% (77)	100% (375)	100% (280)	100% (48)	100% (145)	100% (154)	100% (220)	100% (351)	100% (275)

## 2. Approval of nutrition labels

Do you approve or disapprove of the requirement to post nutrition labels on food and drinks sold in the United States?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Approve strongly	50%	46%	53%	45%	47%	54%	50%	63%	44%	40%
Approve somewhat	29%	30%	28%	26%	27%	30%	32%	24%	29%	37%
Disapprove somewhat	8%	9%	6%	5%	10%	8%	7%	4%	7%	15%
Disapprove strongly	3%	5%	1%	3%	3%	3%	3%	0%	4%	4%
Not sure	11%	10%	12%	20%	13%	5%	8%	9%	15%	4%
Totals (Unweighted N)	100% (998)	100% (459)	100% (539)	100% (139)	100% (246)	100% (421)	100% (188)	100% (342)	100% (427)	100% (229)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Approve strongly	50%	52%	47%	40%	46%	53%	59%	57%	49%	52%	49%	48%
Approve somewhat	29%	27%	32%	34%	26%	29%	35%	28%	32%	29%	24%	34%
Disapprove somewhat	8%	8%	5%	9%	9%	5%	2%	7%	4%	8%	9%	9%
Disapprove strongly	3%	3%	1%	3%	2%	5%	—	3%	2%	2%	3%	5%
Not sure	11%	10%	16%	13%	16%	7%	4%	5%	12%	10%	15%	4%
Totals (Unweighted N)	100% (998)	100% (808)	100% (113)	100% (77)	100% (374)	100% (280)	100% (48)	100% (145)	100% (154)	100% (220)	100% (350)	100% (274)

### 3. Frequency of checking nutrition labels

How often do you check nutrition labels on the foods and drinks you buy?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very Frequently	23%	18%	28%	21%	25%	27%	18%	27%	21%	23%
Frequently	31%	27%	35%	27%	29%	34%	35%	33%	31%	30%
Occasionally	25%	31%	21%	26%	29%	23%	25%	25%	26%	27%
Rarely	12%	16%	9%	15%	9%	12%	15%	10%	15%	12%
Never	7%	8%	7%	10%	8%	5%	7%	7%	8%	8%
Totals (Unweighted N)	100% (998)	100% (459)	100% (539)	100% (139)	100% (246)	100% (421)	100% (188)	100% (341)	100% (426)	100% (231)

  

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Very Frequently	23%	23%	29%	19%	20%	23%	33%	35%	24%	17%	24%	28%
Frequently	31%	33%	22%	27%	26%	34%	36%	32%	30%	35%	31%	29%
Occasionally	25%	25%	25%	26%	29%	26%	19%	18%	17%	34%	25%	24%
Rarely	12%	12%	14%	14%	14%	11%	8%	13%	18%	10%	12%	12%
Never	7%	6%	10%	14%	11%	6%	4%	2%	11%	3%	9%	7%
Totals (Unweighted N)	100% (998)	100% (810)	100% (113)	100% (75)	100% (374)	100% (279)	100% (48)	100% (145)	100% (154)	100% (220)	100% (349)	100% (275)

#### 4. Amount of information on the nutrition labels

Do you think the nutrition labels on the foods and drinks you buy provide too much, too little, or the right amount of information?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Too much information	8%	8%	7%	3%	8%	9%	10%	3%	8%	15%
The right amount	42%	43%	42%	48%	45%	38%	41%	38%	43%	48%
Too little information	35%	33%	37%	33%	33%	39%	33%	42%	35%	25%
Not sure	15%	16%	14%	15%	13%	14%	17%	17%	14%	12%
Totals (Unweighted N)	100% (998)	100% (459)	100% (539)	100% (139)	100% (246)	100% (420)	100% (189)	100% (341)	100% (426)	100% (231)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Too much information	8%	8%	4%	7%	5%	12%	7%	8%	10%	7%	7%	8%
The right amount	42%	43%	36%	47%	42%	47%	38%	44%	41%	40%	43%	44%
Too little information	35%	35%	39%	32%	35%	30%	42%	40%	34%	38%	33%	36%
Not sure	15%	14%	21%	14%	18%	11%	13%	8%	15%	15%	17%	12%
Totals (Unweighted N)	100% (998)	100% (809)	100% (113)	100% (76)	100% (375)	100% (278)	100% (48)	100% (145)	100% (154)	100% (219)	100% (350)	100% (275)

# 5. Parts of the nutrition label – Serving size

Is the information currently included in the following parts of the nutrition label important to you or not?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	78%	72%	82%	73%	74%	81%	80%	82%	75%	77%
No	16%	21%	12%	17%	18%	15%	17%	12%	18%	18%
Not sure	6%	6%	6%	10%	8%	4%	3%	6%	7%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(459)	(539)	(139)	(246)	(420)	(189)	(340)	(427)	(231)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	78%	80%	72%	68%	72%	79%	85%	90%	76%	81%	76%	78%
No	16%	15%	23%	17%	19%	18%	14%	10%	19%	16%	17%	15%
Not sure	6%	4%	5%	15%	10%	3%	1%	1%	5%	3%	7%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(810)	(112)	(76)	(373)	(280)	(48)	(145)	(153)	(220)	(351)	(274)

**6. Parts of the nutrition label – Servings per container**

Is the information currently included in the following parts of the nutrition label important to you or not?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	73%	66%	79%	66%	70%	79%	71%	76%	68%	76%
No	22%	28%	16%	26%	19%	19%	25%	18%	25%	20%
Not sure	6%	6%	5%	7%	11%	2%	4%	5%	7%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(458)	(538)	(139)	(246)	(418)	(189)	(340)	(425)	(231)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	73%	76%	67%	59%	66%	76%	86%	81%	72%	80%	68%	73%
No	22%	20%	26%	27%	25%	21%	12%	18%	24%	17%	24%	21%
Not sure	6%	4%	7%	13%	9%	3%	1%	2%	5%	3%	8%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(808)	(112)	(76)	(373)	(280)	(47)	(144)	(153)	(220)	(349)	(274)

**7. Parts of the nutrition label – Calories per serving**

Is the information currently included in the following parts of the nutrition label important to you or not?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	81%	76%	85%	79%	78%	84%	81%	87%	78%	79%
No	14%	17%	12%	14%	14%	13%	17%	9%	16%	18%
Not sure	5%	7%	3%	7%	7%	3%	2%	5%	6%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(458)	(538)	(139)	(245)	(419)	(189)	(339)	(427)	(230)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	81%	81%	81%	77%	78%	84%	77%	91%	79%	86%	78%	81%
No	14%	15%	12%	13%	15%	15%	22%	8%	16%	10%	15%	15%
Not sure	5%	4%	7%	9%	7%	2%	1%	2%	5%	3%	7%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(810)	(111)	(75)	(372)	(279)	(48)	(145)	(153)	(219)	(350)	(274)

**8. Parts of the nutrition label – Total fat**

Is the information currently included in the following parts of the nutrition label important to you or not?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	77%	72%	83%	69%	75%	83%	81%	84%	73%	77%
No	17%	21%	14%	21%	18%	14%	15%	11%	21%	18%
Not sure	6%	8%	4%	10%	7%	3%	3%	5%	7%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(993)	(455)	(538)	(139)	(243)	(419)	(188)	(339)	(424)	(230)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	77%	78%	75%	73%	74%	80%	82%	83%	79%	80%	73%	80%
No	17%	17%	20%	13%	17%	19%	17%	14%	17%	17%	18%	15%
Not sure	6%	4%	5%	14%	9%	1%	1%	3%	4%	3%	8%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(993)	(805)	(112)	(76)	(373)	(279)	(48)	(143)	(153)	(219)	(349)	(272)



### 9. Parts of the nutrition label – Saturated fat

Is the information currently included in the following parts of the nutrition label important to you or not?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	74%	69%	79%	65%	69%	81%	79%	80%	69%	74%
No	19%	22%	16%	24%	21%	14%	16%	12%	23%	20%
Not sure	8%	10%	5%	11%	10%	5%	5%	7%	8%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(458)	(539)	(139)	(245)	(420)	(189)	(340)	(426)	(231)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	74%	76%	68%	67%	70%	76%	70%	85%	76%	79%	69%	75%
No	19%	19%	21%	15%	19%	21%	27%	12%	18%	17%	21%	17%
Not sure	8%	5%	11%	18%	11%	3%	3%	3%	5%	4%	10%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(809)	(112)	(76)	(373)	(280)	(48)	(144)	(153)	(220)	(351)	(273)

# 10. Parts of the nutrition label – Trans fat

Is the information currently included in the following parts of the nutrition label important to you or not?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	73%	67%	78%	67%	67%	78%	77%	79%	68%	73%
No	19%	23%	16%	22%	22%	16%	17%	13%	23%	21%
Not sure	8%	10%	6%	11%	10%	6%	6%	8%	9%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(994)	(457)	(537)	(138)	(244)	(420)	(188)	(338)	(425)	(231)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	73%	74%	68%	67%	68%	77%	72%	79%	71%	79%	67%	75%
No	19%	20%	21%	17%	21%	18%	25%	16%	20%	17%	22%	17%
Not sure	8%	6%	11%	16%	11%	5%	3%	4%	9%	3%	11%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(994)	(807)	(111)	(76)	(372)	(280)	(47)	(145)	(151)	(219)	(350)	(274)

# 11. Parts of the nutrition label – Cholesterol

Is the information currently included in the following parts of the nutrition label important to you or not?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	71%	67%	74%	63%	64%	78%	78%	75%	68%	69%
No	21%	23%	19%	24%	25%	17%	18%	16%	23%	25%
Not sure	9%	10%	7%	13%	12%	6%	4%	10%	9%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(991)	(455)	(536)	(139)	(244)	(417)	(187)	(338)	(426)	(227)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	71%	71%	70%	69%	68%	74%	72%	72%	73%	73%	69%	69%
No	21%	22%	20%	13%	20%	20%	27%	25%	20%	21%	21%	21%
Not sure	9%	7%	10%	18%	12%	6%	1%	3%	7%	5%	10%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(991)	(803)	(112)	(76)	(371)	(279)	(48)	(143)	(153)	(220)	(349)	(269)

## 12. Parts of the nutrition label – Sodium

Is the information currently included in the following parts of the nutrition label important to you or not?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	78%	75%	81%	68%	74%	83%	88%	79%	76%	80%
No	15%	18%	13%	22%	15%	13%	10%	13%	18%	15%
Not sure	6%	7%	6%	10%	10%	4%	2%	9%	6%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(459)	(537)	(139)	(245)	(419)	(189)	(338)	(427)	(231)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	78%	79%	79%	70%	76%	81%	76%	81%	77%	81%	76%	79%
No	15%	16%	16%	14%	15%	17%	22%	14%	17%	16%	15%	14%
Not sure	6%	5%	5%	16%	10%	2%	1%	5%	6%	3%	8%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(808)	(112)	(76)	(371)	(280)	(48)	(145)	(153)	(219)	(350)	(274)

### 13. Parts of the nutrition label – Total Carbohydrate

Is the information currently included in the following parts of the nutrition label important to you or not?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	70%	65%	75%	65%	66%	73%	77%	74%	67%	71%
No	22%	27%	17%	25%	23%	21%	17%	15%	27%	22%
Not sure	8%	9%	7%	10%	10%	6%	7%	10%	7%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(989)	(454)	(535)	(138)	(242)	(417)	(188)	(336)	(423)	(230)

  

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	70%	71%	71%	66%	68%	71%	74%	80%	66%	71%	69%	75%
No	22%	23%	17%	19%	21%	25%	21%	16%	26%	23%	22%	18%
Not sure	8%	6%	13%	15%	11%	4%	6%	4%	8%	7%	9%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(989)	(805)	(110)	(74)	(369)	(278)	(48)	(142)	(152)	(219)	(349)	(269)

#### 14. Parts of the nutrition label – Dietary fiber

Is the information currently included in the following parts of the nutrition label important to you or not?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	65%	57%	73%	58%	63%	68%	72%	69%	63%	64%
No	25%	32%	18%	26%	25%	26%	21%	20%	28%	26%
Not sure	10%	12%	8%	15%	12%	6%	7%	10%	10%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(994)	(457)	(537)	(139)	(244)	(419)	(189)	(338)	(426)	(230)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	65%	67%	68%	55%	63%	65%	70%	78%	62%	67%	63%	70%
No	25%	26%	17%	27%	24%	29%	27%	17%	29%	26%	26%	19%
Not sure	10%	8%	15%	17%	13%	6%	3%	5%	9%	7%	11%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(994)	(807)	(111)	(76)	(371)	(280)	(48)	(143)	(153)	(219)	(350)	(272)

**15. Parts of the nutrition label – Sugars**

Is the information currently included in the following parts of the nutrition label important to you or not?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	78%	72%	84%	68%	76%	83%	86%	82%	76%	78%
No	16%	20%	12%	21%	16%	15%	12%	13%	18%	18%
Not sure	5%	8%	3%	11%	8%	2%	2%	5%	6%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(994)	(457)	(537)	(139)	(244)	(419)	(188)	(336)	(427)	(231)

  

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	78%	80%	80%	67%	75%	79%	76%	87%	74%	83%	77%	80%
No	16%	16%	12%	19%	17%	18%	23%	11%	21%	13%	17%	15%
Not sure	5%	4%	8%	14%	9%	2%	1%	1%	6%	4%	7%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(994)	(807)	(111)	(76)	(370)	(280)	(48)	(145)	(152)	(218)	(350)	(274)

**16. Parts of the nutrition label – Protein**

Is the information currently included in the following parts of the nutrition label important to you or not?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	72%	68%	76%	69%	68%	77%	74%	76%	70%	72%
No	21%	23%	19%	24%	20%	19%	19%	15%	24%	23%
Not sure	7%	9%	5%	7%	12%	4%	7%	9%	6%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(988)	(456)	(532)	(138)	(243)	(417)	(186)	(335)	(424)	(229)

  

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	72%	74%	74%	61%	70%	76%	71%	84%	73%	76%	69%	74%
No	21%	20%	16%	27%	20%	22%	25%	14%	21%	19%	23%	19%
Not sure	7%	6%	10%	12%	10%	2%	4%	2%	7%	5%	8%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(988)	(804)	(111)	(73)	(369)	(278)	(48)	(142)	(153)	(218)	(347)	(270)



# 17. Most important part of the nutrition label

What is the most important piece of information to you that is currently included in the nutrition label?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Serving size	5%	6%	4%	7%	5%	5%	4%	4%	5%	7%
Servings per container	7%	6%	7%	8%	7%	5%	7%	7%	6%	7%
Calories per serving	27%	25%	29%	34%	27%	24%	22%	26%	28%	25%
Total fat	7%	9%	5%	7%	7%	9%	5%	8%	7%	7%
Saturated fat	4%	4%	5%	4%	4%	4%	6%	6%	2%	7%
Trans fat	5%	6%	4%	4%	5%	5%	5%	4%	6%	4%
Cholesterol	5%	4%	6%	3%	2%	5%	11%	9%	2%	3%
Sodium	8%	6%	10%	2%	10%	10%	10%	8%	9%	8%
Total Carbohydrate	6%	5%	6%	3%	5%	8%	7%	5%	6%	7%
Dietary fiber	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%
Sugars	10%	10%	9%	7%	8%	12%	11%	8%	10%	10%
Protein	2%	3%	1%	4%	4%	1%	0%	2%	3%	1%
Not sure	12%	13%	12%	17%	14%	10%	9%	9%	15%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(458)	(540)	(139)	(245)	(421)	(189)	(342)	(426)	(230)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Serving size	5%	5%	8%	4%	7%	5%	5%	4%	7%	7%	5%	3%
Servings per container	7%	6%	8%	10%	7%	5%	11%	7%	7%	4%	5%	12%
Calories per serving	27%	27%	19%	31%	20%	31%	29%	38%	28%	29%	26%	25%
Total fat	7%	7%	5%	12%	8%	10%	2%	5%	6%	8%	8%	6%
Saturated fat	4%	4%	5%	7%	5%	3%	5%	2%	3%	4%	4%	6%
Trans fat	5%	6%	3%	2%	4%	5%	6%	6%	6%	5%	3%	7%
Cholesterol	5%	4%	8%	7%	8%	3%	2%	1%	4%	3%	6%	5%
Sodium	8%	8%	14%	7%	9%	8%	4%	7%	8%	8%	8%	9%
Total Carbohydrate	6%	7%	2%	3%	6%	6%	10%	5%	3%	5%	7%	7%
Dietary fiber	1%	2%	3%	—	1%	1%	6%	2%	—	1%	2%	2%
Sugars	10%	10%	10%	4%	8%	9%	5%	11%	11%	11%	10%	7%
Protein	2%	2%	4%	1%	2%	3%	1%	1%	3%	2%	2%	3%
Not sure	12%	12%	12%	12%	14%	10%	15%	10%	15%	13%	13%	8%
Totals (Unweighted N)	100% (998)	100% (809)	100% (112)	100% (77)	100% (375)	100% (280)	100% (48)	100% (144)	100% (154)	100% (220)	100% (349)	100% (275)

**18. Not buy due to label**

Have you ever decided not to buy a food item or a drink because of the information on the nutrition label?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	72%	69%	75%	61%	69%	79%	78%	73%	71%	74%
No	22%	26%	18%	27%	24%	19%	20%	20%	23%	23%
Not sure	6%	5%	7%	12%	8%	2%	2%	7%	6%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(459)	(541)	(140)	(246)	(421)	(189)	(342)	(427)	(231)

  

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	72%	76%	57%	61%	63%	80%	83%	82%	67%	79%	69%	75%
No	22%	19%	34%	29%	29%	17%	15%	17%	25%	17%	26%	18%
Not sure	6%	5%	9%	10%	8%	3%	1%	2%	8%	4%	5%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(810)	(113)	(77)	(375)	(280)	(48)	(145)	(154)	(220)	(351)	(275)

**19. Bought due to label**

Have you ever compared the nutrition labels of a group of similar food items or drinks and decided to purchase the healthiest option?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	71%	66%	76%	64%	69%	76%	74%	76%	70%	67%
No	23%	29%	17%	24%	26%	20%	22%	19%	23%	28%
Not sure	6%	5%	7%	12%	6%	4%	4%	5%	7%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(458)	(541)	(140)	(246)	(420)	(189)	(342)	(427)	(230)

  

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	71%	74%	59%	63%	63%	76%	84%	79%	66%	71%	71%	75%
No	23%	20%	32%	30%	29%	20%	14%	17%	27%	19%	25%	20%
Not sure	6%	6%	9%	7%	8%	4%	1%	4%	7%	9%	4%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(809)	(113)	(77)	(375)	(280)	(48)	(144)	(154)	(220)	(351)	(274)

## 20. Normal drink amount

Which of the following serving sizes comes closest to the amount of soda you usually drink at one time?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
0 ounces – I don't normally drink soda	33%	28%	37%	34%	31%	33%	35%	32%	35%	30%
8 ounces – minican	10%	6%	13%	8%	8%	10%	16%	11%	8%	13%
12 ounces – regular can	37%	42%	33%	34%	41%	35%	40%	36%	36%	42%
20 ounces – small bottle	15%	18%	13%	18%	14%	18%	6%	15%	16%	13%
1 liter – medium bottle	3%	3%	2%	2%	5%	2%	2%	5%	2%	1%
2 liter – large bottle	2%	4%	1%	5%	2%	2%	0%	2%	3%	1%
Totals (Unweighted N)	100% (1,000)	100% (459)	100% (541)	100% (140)	100% (246)	100% (421)	100% (189)	100% (342)	100% (427)	100% (231)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
0 ounces – I don't normally drink soda	33%	33%	35%	31%	32%	23%	35%	42%	33%	31%	29%	42%
8 ounces – minican	10%	10%	6%	14%	10%	10%	16%	5%	5%	7%	11%	14%
12 ounces – regular can	37%	39%	29%	31%	34%	48%	34%	36%	33%	43%	40%	30%
20 ounces – small bottle	15%	14%	21%	18%	18%	14%	14%	14%	23%	16%	15%	9%
1 liter – medium bottle	3%	2%	3%	4%	3%	4%	—	3%	3%	2%	3%	2%
2 liter – large bottle	2%	2%	5%	2%	4%	1%	2%	1%	3%	1%	2%	2%
Totals (Unweighted N)	100% (1,000)	100% (810)	100% (113)	100% (77)	100% (375)	100% (280)	100% (48)	100% (145)	100% (154)	100% (220)	100% (351)	100% (275)

## 21. Support for reporting by package size

Should the label on a soft drink container report the nutritional content for a standard 8 ounce serving size or should it report the nutritional content for the entire can or bottle?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
8 ounce serving size	9%	9%	10%	12%	7%	7%	15%	10%	5%	17%
Entire can or bottle	52%	54%	50%	42%	53%	57%	52%	51%	51%	55%
Both	27%	26%	27%	32%	27%	25%	23%	28%	29%	19%
Neither	5%	6%	4%	5%	4%	4%	5%	2%	7%	5%
Not sure	8%	6%	9%	8%	9%	7%	5%	9%	8%	4%
Totals (Unweighted N)	100% (999)	100% (458)	100% (541)	100% (140)	100% (246)	100% (420)	100% (189)	100% (342)	100% (427)	100% (230)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
8 ounce serving size	9%	10%	8%	6%	8%	13%	11%	8%	8%	9%	11%	8%
Entire can or bottle	52%	55%	33%	52%	46%	53%	64%	63%	57%	53%	52%	48%
Both	27%	24%	38%	29%	30%	25%	24%	20%	24%	30%	22%	32%
Neither	5%	4%	4%	6%	5%	5%	2%	4%	3%	4%	5%	5%
Not sure	8%	6%	16%	8%	11%	3%	—	5%	8%	4%	10%	7%
Totals (Unweighted N)	100% (999)	100% (809)	100% (113)	100% (77)	100% (375)	100% (280)	100% (48)	100% (145)	100% (154)	100% (220)	100% (350)	100% (275)

## 22. Favorability of Michelle Obama

Do you have a favorable or an unfavorable opinion of Michelle Obama?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very favorable	27%	24%	29%	27%	27%	28%	24%	53%	19%	4%
Somewhat favorable	22%	22%	22%	26%	26%	19%	17%	26%	21%	17%
Somewhat unfavorable	13%	15%	12%	11%	11%	14%	17%	6%	16%	20%
Very unfavorable	26%	28%	24%	12%	24%	31%	38%	9%	28%	50%
Don't know	12%	11%	12%	24%	13%	7%	4%	7%	17%	9%
Totals (Unweighted N)	100% (997)	100% (458)	100% (539)	100% (140)	100% (245)	100% (421)	100% (187)	100% (341)	100% (426)	100% (230)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Very favorable	27%	24%	50%	23%	28%	23%	43%	35%	30%	26%	26%	26%
Somewhat favorable	22%	21%	20%	27%	24%	24%	14%	16%	23%	19%	22%	24%
Somewhat unfavorable	13%	15%	10%	9%	13%	13%	16%	10%	17%	13%	11%	14%
Very unfavorable	26%	29%	8%	26%	19%	34%	21%	32%	23%	27%	26%	27%
Don't know	12%	11%	11%	14%	15%	6%	6%	7%	7%	15%	14%	8%
Totals (Unweighted N)	100% (997)	100% (807)	100% (113)	100% (77)	100% (373)	100% (280)	100% (48)	100% (144)	100% (154)	100% (220)	100% (350)	100% (273)

### 23. Appropriateness of using First Lady

Do you think it was appropriate or inappropriate for Michelle Obama to announce the Food and Drug Administration's new proposed nutrition labels?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very appropriate	30%	28%	32%	28%	30%	32%	30%	55%	22%	10%
Somewhat appropriate	24%	24%	24%	26%	29%	21%	19%	23%	25%	23%
Somewhat inappropriate	11%	12%	11%	12%	7%	11%	15%	5%	11%	20%
Very inappropriate	18%	22%	13%	5%	15%	23%	27%	3%	21%	32%
Not sure	17%	15%	20%	29%	18%	14%	9%	14%	21%	15%
Totals (Unweighted N)	100% (999)	100% (459)	100% (540)	100% (140)	100% (246)	100% (420)	100% (189)	100% (342)	100% (427)	100% (230)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Very appropriate	30%	27%	50%	29%	31%	29%	39%	37%	31%	31%	27%	34%
Somewhat appropriate	24%	23%	21%	30%	22%	29%	26%	25%	24%	22%	29%	17%
Somewhat inappropriate	11%	12%	8%	10%	11%	11%	7%	7%	11%	12%	9%	14%
Very inappropriate	18%	20%	3%	14%	14%	21%	11%	20%	13%	16%	20%	19%
Not sure	17%	18%	17%	16%	22%	10%	17%	11%	20%	20%	15%	17%
Totals (Unweighted N)	100% (999)	100% (809)	100% (113)	100% (77)	100% (375)	100% (280)	100% (48)	100% (145)	100% (154)	100% (220)	100% (350)	100% (275)