

Sugar Association

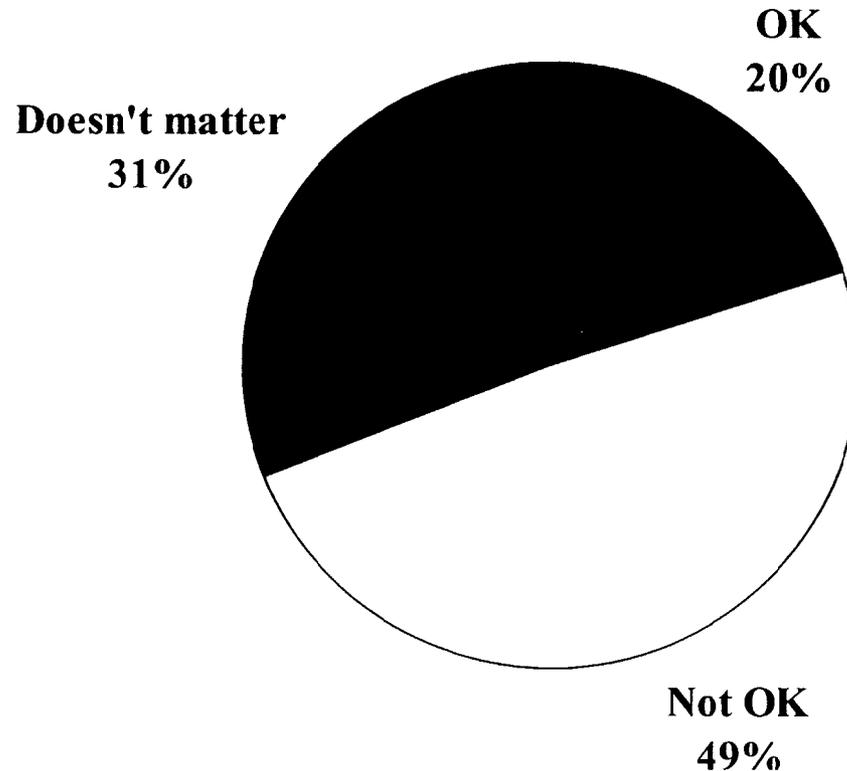
The Gallup Organization

August 19, 2004

THE GALLUP ORGANIZATION

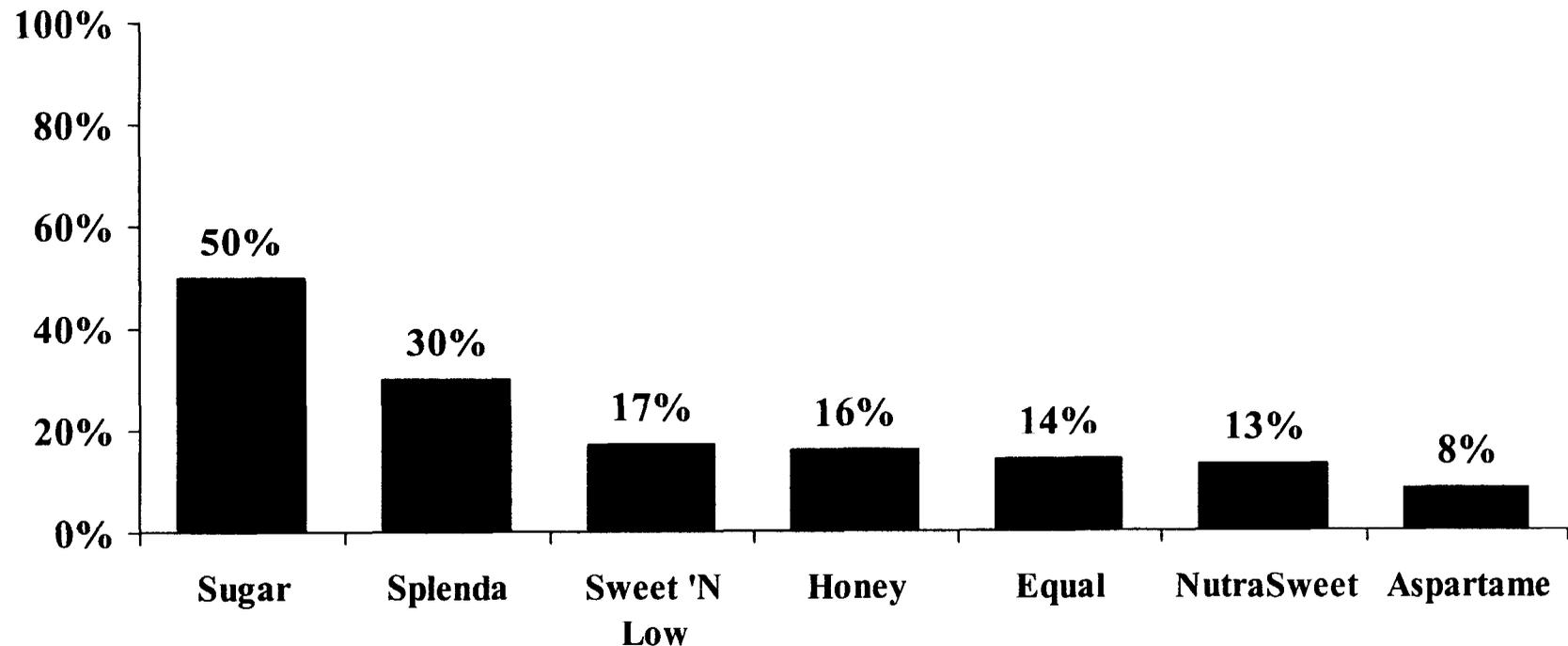


Feelings About HFCS/50% Less Sugar Labeling in Soft Drinks



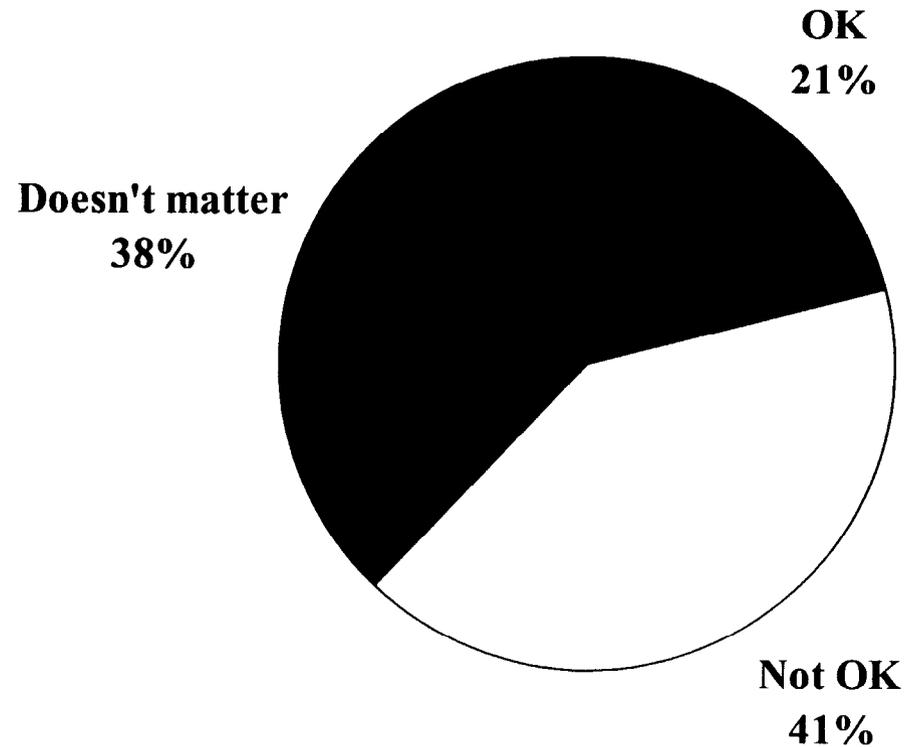
Q20: If a soft drink is sweetened using HIGH FRUCTOSE CORN SYRUP and an artificial sweetener but says on the front of the can 50 per cent LESS SUGAR, do you feel it is okay or not, or doesn't it matter?

Ingredients Used To Sweeten Food/Beverages



Q6: Now, we'd like your opinions about the food and beverages that you and your family eat and drink. Can you name some of the ingredients that can be added to food and beverages to make them sweeter?

Feelings About Listing HFCS as Sugar



Q19: The nutritional label listing the amount of fats, and sodium on food and beverage containers also lists SUGARS without listing the different types of sweeteners actually used. Very often the only sweetener used is high fructose corn syrup. Do you feel that practice of including high fructose corn syrup as a sugar is okay or not, or doesn't it matter to you?