

December 16, 2002

Dockets Management Branch (HFA-305)  
Food and Drug Administration  
5630 Fishers Lane, Room 1061  
Rockville, MD 20852

Re: Docket Number 94P-0036

As the petitioner in this matter, the Center for Science in the Public Interest (CSPI) writes to comment on the recent proposal by the Food and Drug Administration (FDA) to require a symbol in the % DV column for *trans* fat and a corresponding footnote – “Intake of *trans* fat should be as low as possible” – when the amount of *trans* fat is listed on packaged foods.<sup>1</sup> While CSPI commends the FDA for trying to provide guidance to consumers to help them understand the amount of *trans* fat in a given serving of food in the context of a total daily diet,<sup>2</sup> we urge the FDA to modify the text of the footnote to “Combined total intake of saturated and *trans* fats should be as low as possible,” and to place the asterisk (or other symbol) after the gram amounts of both saturated and *trans* fats.

**We fear that the FDA’s proposed footnote would distract some consumers from reducing saturated-fat intake, which is a well established goal of the U.S. Department of Health and Human Services and other health organizations.** The clear conclusion of each of the three scientific reports relied upon by the FDA is that both saturated and *trans* fats increase LDL-cholesterol levels and the risk of coronary heart disease.<sup>3</sup> The Institute of Medicine (IOM) concluded that “Similar to saturated fatty acids, there is a positive linear trend between *trans* fatty

---

<sup>1</sup> 67 Fed. Reg. 69171 (November 15, 2002).

<sup>2</sup> For the reasons set forth in our August 14, 2002, letter, we continue to believe that the best way to provide guidance to consumers would be for the FDA to follow the label format proposed by Canada and use a single, combined % DV that would include both saturated and *trans* fats.

<sup>3</sup> We note that a number of studies raise concerns that *trans* fat may cause other adverse health effects beyond coronary heart disease. We urge the FDA to hold a conference on emerging research and to catalyze research by federal agencies to further study the health effects of *trans* fat (similar to what the FDA has done on acrylamide). Depending on the outcome of the research, the FDA may need to take additional steps to regulate *trans* fat in the future.

acid intake and LDL cholesterol concentrations, and therefore increased risk of CHD.”<sup>4</sup> The IOM Macronutrient Dietary Reference Intake report also recommended keeping consumption of saturated fat as low as possible while maintaining a nutritionally adequate diet.<sup>5</sup> The *Dietary Guidelines for Americans* states: “If you need to reduce your fat intake ... do so primarily by cutting back on saturated and *trans* fats.”<sup>6</sup> The National Institutes of Health concluded that a diet designed to reduce the risk of coronary heart disease “should contain less than 7 percent of total calories as saturated fatty acids ” and “intakes of *trans* fatty acids should be kept low.”<sup>7</sup>

In addition, Americans consume approximately five times more saturated fat than *trans* fat. Thus, limiting saturated fat is more important to reducing coronary heart disease risk in the U.S. (even if *trans* fat turns out to be more detrimental than saturated fat on a gram-for-gram basis). Any footnote should not lead consumers to limit *trans* fat at the expense of increasing saturated-fat intake. Labeling *trans* fat on a separate line with a cautionary footnote might lead a consumer to choose butter over a tub margarine that contains one gram of *trans* fat even if the combined total of saturated plus *trans* fat is significantly less in the margarine. A footnote reminding consumers to limit the intake of both saturated and *trans* fat would more accurately convey the advice of health authorities.

Additional examples indicate why it is important for the footnote to alert consumers about both *trans* and saturated fats. As with the butter/margarine example, a food with the least amount of *trans* fat may contain more saturated fat than similar foods. If *trans* fat were labeled as the FDA has proposed, consumers might think that Entenmann's All Butter French Crumb Cake, which would list 0 grams of *trans* fat but 5 grams of saturated fat per serving, is less damaging to their health than Entenmann's Crumb Coffee Cake, which would list 2.5 grams of *trans* fat and 2.5 grams of saturated fat per serving. A footnote that pointed out that both saturated- and *trans*-fat intake should be as low as possible would help consumers to understand that both products contain equal amounts of harmful fat.

---

<sup>4</sup> *Dietary Reference Intakes for Energy, Carbohydrate, Fiber, Fat, Fatty Acids, Cholesterol, Protein, and Amino Acids (Macronutrients)* (Food and Nutrition Board, Institute of Medicine, 2002) at 336. The FDA’s proposal cites the part of this sentence dealing with the linear trend for *trans* fat, but omits the part saying that it is similar to saturated fat.

<sup>5</sup> *Dietary Reference Intakes for Energy, Carbohydrate, Fiber, Fat, Fatty Acids, Cholesterol, Protein, and Amino Acids (Macronutrients)* (Food and Nutrition Board, Institute of Medicine, 2002), Chapter 8.

<sup>6</sup> *Dietary Guidelines for Americans, 2000* (United States Department of Agriculture and United States Department of Health and Human Services, 2000) at 30.

<sup>7</sup> *Third Report of the National Cholesterol Education Program (NCEP) Expert Panel on Detection, Evaluation and Treatment of High Blood Cholesterol in Adults (Adult Treatment Panel III)* (National Heart, Lung, and Blood Institute, National Institutes of Health, 2001) at V-9.

A consumer shopping for a snack food and who reads the label of Newman's Own Popcorn with Natural Butter Flavor might have a difficult time determining whether its 4.5 grams of saturated fat and 0 grams of *trans* fat is worse or better than a serving of Oreos cookies that has 1.5 grams of saturated fat and 2 grams of *trans*. The cookies are better with regard to saturated fat, while the popcorn is better with regard to *trans* fat. The FDA-mandated footnote should advise consumers to compare the sum of saturated and *trans* fats: 4.5 grams in the popcorn compared to 3.5 grams in the cookies.

**Results from a national survey CSPI recently commissioned suggest that the footnote as proposed by the FDA may lead some consumers to overemphasize the importance of *trans* fat relative to saturated fat.** CSPI commissioned a national on-line survey that was conducted on December 5-8, 2002.<sup>8</sup> Participants were shown pairs of mock Nutrition Facts labels and asked to indicate which food they thought was more healthful.<sup>9</sup> (See appendix for the survey questions and results.) For all three mock-label pairs, there were 14 grams of saturated fat plus 0 grams of *trans* fat listed on the first label and 7 grams of saturated fat plus 2 grams of *trans* fat listed on the second label of the pair. In the first question, *trans* fat was listed on a separate line with no Daily Value and no footnote. In the second question, an asterisk was placed after the gram amounts of both saturated and *trans* fat, indicating a footnote that read, "Combined total intake of saturated and *trans* fat should be as low as possible." In the third question, the two simulated labels had the footnote as proposed by the FDA, in which an asterisk was placed in the % DV column for *trans* fat tied to a footnote that read, "Intake of *trans* fat should be as low as possible."

For question one, when asked to compare the labels with no footnotes, 57% of respondents answered correctly (i.e., they chose the food lower in saturated plus *trans* fat). In question 2, when respondents were shown the label pair with the saturated-plus-*trans*-fat footnote, 69% of respondents answered correctly – a better result than for the labels without a footnote. In question three, when the labels included the FDA-proposed *trans*-fat footnote, only 45% answered correctly, significantly lower than when no footnote was included or when both saturated and *trans* fat were included in the footnote. **The results suggest that the FDA's**

---

<sup>8</sup> The survey was conducted by TNS Intersearch. It included 1,000 respondents (18 years or older) who were randomly drawn from a national panel of 1.25 million Internet households. The results are weighted to be representative of Internet households (demographic information is attached). For the survey, participants see a question and any accompanying visuals on their computer screens. They select an answer and then are presented with the next question.

<sup>9</sup> The simulated labels were simplified and included only nutrition information for saturated and *trans* fat.

proposed footnote could mislead some consumers into choosing less healthful foods – that is, foods with more saturated plus *trans* fat.<sup>10</sup>

## National Survey Results

	<u>Mock label</u>	<u>Responses*</u>
<b>No Footnote</b>	Food 1: 14 g sat + 0 trans	22%
	Food 2: 7 g sat + 2 g trans	57%
<b>Saturated-Plus- Trans-Fat Footnote</b>	Food 1: 14 g sat + 0 trans	17%
	Food 2: 7 g sat + 2 g trans	69%
<b>Trans-Fat Footnote</b>	Food 1: 14 g sat + 0 trans	39%
	Food 2: 7 g sat + 2 g trans	45%

\* Percentage of respondents who identified product as more healthful. Percentages are +/- 3.1%.

---

<sup>10</sup> We conducted a similar survey on November 21-24, 2002. In the November survey, the questions were asked in a different order. The question regarding the labels with the saturated-plus-*trans*-fat footnote was asked prior to the question comparing the labels with the FDA-proposed *trans*-fat footnote. Also in the November survey, the introduction to the questions focused on *trans* fat (in the December survey, *trans* fat was not mentioned in the introduction). In the November survey, the answers to the questions comparing the labels without a footnote (57% correct) and comparing the labels with the FDA-proposed footnote (41% correct) were similar to those in the December survey. However, when the question comparing the labels with the saturated-plus-*trans*-fat footnote was asked last, only 39% answered correctly. We suspect that the inexplicable responses to that question were biased by respondents' reading of the second question.

Because the November and December surveys had identical first questions (though somewhat different introductions), we can compare the answers to the first two questions of the two surveys and avoid the order effects. In both surveys, 57% of respondents answered question 1 (labels with no footnote) correctly. When question 2 depicted the FDA-proposed *trans*-fat footnote (November survey), the percentage of respondents who answered correctly dropped to 41%. When question 2 depicted the saturated-plus-*trans*-fat footnote (December survey), the percentage of respondents who answered correctly jumped to 69%. This analysis gives us further confidence that the inexplicable results for the third question in the November survey was an artifact of the survey design.

**A footnote that addresses only *trans* fat might lead to food reformulations that increase saturated-fat content.** Since, even without any footnote, *trans* fat will be labeled on a separate line from saturated fat, food manufacturers may have greater incentive to reduce the amount of *trans* fat in foods, even if that results in increased amounts of saturated fat. A footnote that emphasized the need to limit only *trans* fat could further exacerbate such changes. A footnote that addressed both saturated and *trans* fat should increase the incentive to reduce both saturated and *trans* fats. And for foods with no *trans* fat, the asterisk and footnote would remind consumers to consider saturated-fat content.

**Placement of the asterisk (or other symbol).** If the FDA amends its proposal and uses a footnote that addresses both saturated and *trans* fat, we suggest that the asterisk (or other symbol) that indicates the presence of the footnote should be placed after the number of grams of saturated fat and *trans* fat as shown below:

Saturated fat	5g*	25%
Trans fat	1g*	—

\*Combined total intake of saturated and trans fats should be as low as possible.

The asterisk would be more visible to the right of the number of grams (which label readers are more likely to look at) than next to the name of the nutrients (which readers might gloss over after they become accustomed to which nutrients are listed on labels). In addition, an asterisk might not be very visible squeezed into the small space between the words “saturated fat” and the number of grams. There is a larger space between the number of grams and the % DV. Similarly, if the FDA moves forward with the label format in its November 2002 proposal, we suggest that the asterisk be placed after the gram amounts of *trans* fat rather than in the % DV column.

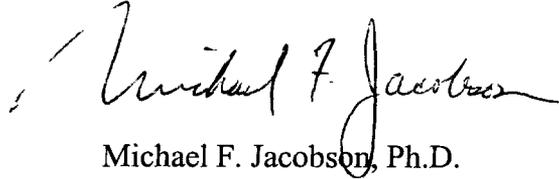
**CSPI supports the FDA’s proposal to use the term *trans* fat, rather than *trans* fatty acids both in the line containing the gram amount of *trans* fat and in the footnote.** Use of the term *trans* fatty acid should not be allowed on food labels. First, use of multiple terms for the same nutrient could be confusing to consumers. In addition, the term *trans* fatty acid is more technical and is inconsistent with the terms used for other fatty acids on food labels. Although the technical term for saturated fat is saturated fatty acids, labels use the easier-to-understand term “fat” rather than “fatty acid.” The FDA should keep the term for *trans* fat consistent with the labeling for other fatty acids and keep it easy to understand.

In conclusion, we urge the FDA to refine its *trans*-fat-labeling proposal to reflect continued concerns about saturated fat, minimize the possibility that labeling would lead consumers to limit *trans* fat at the expense of increasing saturated-fat intake, and encourage consumers to more fully protect their health by consuming less of both saturated and *trans* fats.

Respectfully submitted,



Margo G. Wootan, D.Sc.  
Director, Nutrition Policy



Michael F. Jacobson, Ph.D.  
Executive Director

Attachment

## ---group 1---

And now another topic . . .

Nutrition Facts labels on packaged foods provide important nutrition information. Considering that those labels will soon be updated, we would like your thoughts on the following simulated products.

Food 1

Nutrition Facts		
		% Daily Value
Saturated fat	14 g	70%
Trans fat	0 g	

Food 2

Nutrition Facts		
		% Daily Value
Saturated fat	7 g	35%
Trans fat	2 g	

- Q1. Please compare this pair of simulated food labels and indicate which food you feel is more healthful. (Select one answer.) [required]
- Food 1
  - Food 2
  - Both are the same
  - Don't know

## ---group 2---

Food 3

Nutrition Facts		
		% Daily Value
Saturated fat	14 g*	70%
Trans fat	0 g*	-

\* Combined total intake of saturated and trans fats should be as low as possible.

Food 4

Nutrition Facts		
		% Daily Value
Saturated fat	7 g*	35%
Trans fat	2 g*	-

\* Combined total intake of saturated and trans fats should be as low as possible.

- Q2. Please compare this pair of simulated food labels and indicate which food you feel is more healthful. (Select one answer.) [required]
- Food 1
  - Food 2
  - Both are the same
  - Don't know

## ---group 3---

Food 5

Nutrition Facts		
		% Daily Value
Saturated fat	14 g	70%
Trans fat	0 g	*
* Intake of trans fat should be as low as possible.		

Food 6

Nutrition Facts		
		% Daily Value
Saturated fat	7 g	35%
Trans fat	2 g	*
* Intake of trans fat should be as low as possible.		

- Q3. Please compare this pair of simulated food labels and indicate which food you feel is more healthful. (Select one answer.) [required]
- Food 1
  - Food 2
  - Both are the same
  - Don't know

## ---group 4---

These last few questions are for classification purposes only, to help us group our respondents.

- Q4. Which of the following ranges includes your age? (Select one answer.) [required]
- Under 18 [terminate] [skip="group 23"]
  - 18-20
  - 21-24
  - 25-29
  - 30-34
  - 35-39
  - 40-44
  - 45-49
  - 50-54
  - 55-64
  - 65 or older
- Q5. What is your marital status? (Select one answer.)
- Single
  - Living with a partner
  - Married
  - Separated/divorced/widowed

- Q6. Do you have any children under the age of 18 living at home? (Select one answer.)
- Yes
  - No

**[PROGRAMMER: Q23 is a multi open end --]**

- Q7. Can you please tell us how many children in each of the following age groups are living in your household? (Please enter your answer in each space provided.) [required]  
[numeric][HV=9] [LV=0] [MX=1]

Children aged 0-6

Children aged 7-12

Children aged 13+

- Q8. How many people are currently living in your household? (Select one answer.)  
[required]
- 1
  - 2
  - 3
  - 4
  - 5 or more
- Q9. What is the highest level of formal education you have completed? (Select one answer.)
- Grade school or less
  - Some high school
  - High school graduate
  - Some college
  - 2-year college/technical school
  - 4-year college
  - Some postgraduate work
  - Postgraduate degree
- Q10. Which of the following best describes your current employment status? (Select one answer.)
- Work full-time
  - Work part-time
  - Self-employed
  - Student
  - Homemaker
  - Retired
  - Not employed currently/unable to work

**---group 5---**

- Q11. Which of the following categories includes your annual household income before taxes? (Select one answer.)
- Less than \$25,000
  - \$25,000-\$39,999

- \$40,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$124,999
- \$125,000-\$149,999
- \$150,000 or more

Q12. Which of the following best describes your ethnic background? (Select one answer.)

- Asian
- Black/African-American
- Caucasian
- Hispanic or Latin American
- Native American
- Other

Q13. How long have you been using the Internet? (Select one answer.) [required]

- Less than 6 months
- 6 months to less than 1 year
- 1 year to less than 2 years
- 2 years to less than 3 years
- 3 years to less than 4 years
- 4 years to less than 5 years
- 5 years or more

Q14. Where do you currently reside? (Select one answer.) [required]

- USA
- Other [terminate] [skip="group 23"]

**---group 6---**

Q15. Which of the following best describes the geographic area of your primary residence? (Select one answer.)

- Pacific (WA, OR, CA, AK, HI)
- Mountain (MT, ID, WY, NV, UT, CO, AZ, NM)
- West North Central (ND, SD, NE, KS, MN, IA, MO)
- West South Central (TX, OK, AR, LA)
- East North Central (WI, IL, MI, IN, OH)
- East South Central (KY, TN, MS, AL)
- South Atlantic (FL, GA, SC, NC, VA, WV, DC, MD, DE)
- Middle Atlantic (NY, NJ, PA)
- New England (ME, NH, VT, MA, RI, CT)

**[PROGRAMMER: Q32 is a numeric open end --]**

9 Dec 02

Table 14  
Qdemo 7 Education

	GENDER		AGE					MARITAL STATUS		CHILDREN UNDER 18		HOUSEHOLD INCOME					REGION				EMPLOYMENT STATUS		
	TOTAL	MALE	FE		25-34	35-44	45-54	55+	MARR IED	MARR IED	IN HOUSEHOLD		UNDER \$25K	UNDER \$50K	UNDER \$75K	UNDER \$100K	AND OVER	WEST	CEN TRAL	SOUTH	EAST	EMP LOYED	NOT EMP LOYED
			MALE	UNDER 25							UNDER 25	YES											
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	
Base: Total Respondents	1000	489	511	168	215	243	204	170	547	453	351	649	160	300	238	172	130	213	216	282	197	619	381
Grade school or less	3 0.3	3 0.6C	-	-	2 1.1	1 0.3	-	-	-	3 0.7I	1 0.2	2 0.4	1 0.5	1 0.3	-	1 0.8	-	-	-	-	-	1 0.2	2 0.4
Some high school or less	17 1.7	10 2.0	7 1.5	6 3.7G	3 1.3	3 1.3	1 0.4	4 2.4G	7 1.2	10 2.3	3 0.7	15 2.2K	4 2.5P	10 3.5OP	2 0.8	-	1 0.7	2 0.8	2 0.8	6 2.0	3 1.7	8 1.4	9 2.3
High school graduate	138 13.8	55 11.3	83 16.2B	22 13.0	25 11.8	27 11.1	32 15.6	32 18.7E F	78 14.2	60 13.3	45 12.8	93 14.3	42 26.2O PQ	64 21.3OP Q	17 7.1	11 6.2	5 3.6	27 12.7	34 15.5	43 15.2	23 11.5	67 10.8	71 18.6V
Some college	312 31.2	132 27.0	179 35.1B	90 53.3E FGH	52 24.3	62 25.3	53 26.0	55 32.5E	148 27.0	164 36.1I	109 31.1	202 31.2	66 41.5O PQ	103 34.3O Q	65 27.2	50 29.2	27 21.0	56 26.4	69 31.8	93 33.1	62 31.8	154 24.9	158 41.4V
2-year college/ technical school	109 10.9	55 11.2	55 10.7	6 3.7	22 10.3D	41 17.0D	30 14.5DH	10 5.8	63 11.5	46 10.2	48 13.7L	61 9.4	13 8.2	36 12.1	29 12.1	21 12.1	10 7.8	21 10.1	25 11.4	28 9.9	23 11.6	72 11.6	37 9.7
4-year college	230 23.0	117 23.9	113 22.2	29 17.5	63 29.1D H	64 26.2D H	48 23.8H	26 15.5	128 23.3	103 22.7	79 22.5	152 23.4	19 11.6	56 18.7M	76 32.0M	50 28.8M	30 23.2M	57 26.6	51 23.8	63 22.2	41 20.8	170 27.5W	60 15.7
Some postgraduate work	66 6.6	37 7.7	29 5.6	10 5.8	17 8.1G	16 6.5	7 3.3	17 9.8G	39 7.1	27 6.1	18 5.2	48 7.4	9 5.5	13 4.3	18 7.5	16 9.1N	11 8.7N	22 10.5SU	12 5.4	19 6.7	11 5.5	43 7.0	23 6.1
Postgraduate degree	124 12.4	80 16.3C	45 8.7	5 3.1	30 14.0D	30 12.2D	33 16.3D	26 15.4D	85 15.5J	39 8.7	48 13.8	76 11.7	6 4.0	17 5.7	32 13.3M	24 13.8M	45 35.0M NOP	27 12.9	24 11.3	31 10.9	34 17.2T	103 16.6W	22 5.7

Proportions/Mean: Columns Tested (10% risk level) - B/C - D/E/F/G/H - I/J - K/L - M/N/O/P/Q - R/S/T/U - V/W

Table 17  
qdemo 10 Ethnic Background

	GENDER		AGE					MARITAL STATUS		CHILDREN UNDER 18		HOUSEHOLD INCOME					REGION				EMPLOYMENT STATUS		
	TOTAL	MALE	FE	UNDER	25-34	35-44	45-54	55+	MARR	UN	YES	NO	UNDER \$25K	UNDER \$50K	UNDER \$75K	UNDER \$100K	AND OVER	WEST	CEN TRAL	SOUTH	EAST	EMP LOYED	NOT EMP LOYED
			MALE	25					MARR IED	MARR IED													
Base: Total Respondents	1000	489	511	168	215	243	204	170	547	453	351	649	160	300	238	172	130	213	216	282	197	619	381
Asian	52	31	21	20	15	12	4	1	23	29	17	35	16	11	9	8	8	16	2	22	9	33	19
	5.2	6.3	4.2	11.7	7.0	4.9	2.1	0.6	4.2	6.4	4.8	5.4	10.1	3.5	3.7	4.6	6.4	7.7	0.7	7.8	4.6	5.3	5.0
				H	FG	GH							P					S		S	S		
Black african-american	38	17	21	10	12	7	5	3	16	23	15	23	6	6	15	5	7	3	8	19	6	28	10
	3.8	3.5	4.1	6.2	5.7	3.1	2.6	1.6	2.9	5.0	4.3	3.6	3.5	2.1	6.2	3.0	5.0	1.3	3.9	6.9	3.1	4.6	2.6
				H	H					I				N					R	U			
Caucasian	854	407	447	127	175	212	185	156	486	368	296	557	126	263	206	149	109	178	201	228	168	524	330
	85.4	83.3	87.4	75.4	81.2	87.2	90.6	91.5	88.9	81.2	84.4	85.9	79.1	87.7	86.6	86.8	83.6	83.4	93.0	80.9	85.3	84.7	86.5
				B	D	D	D	D	J					M	M	M			R				
					E	E	E												TU				
Hispanic or latin american	26	16	10	6	6	8	2	4	12	15	14	12	2	9	5	7	4	11	1	7	7	19	7
	2.6	3.3	1.9	3.8	2.9	3.2	0.8	2.5	2.1	3.2	4.0	1.9	1.5	2.9	2.0	4.0	2.8	5.2	0.4	2.4	3.8	3.1	1.9
				G		G					L							S		S	S		
Native american	7	5	2	-	2	2	1	2	3	4	3	4	1	4	-	1	-	-	2	2	3	2	5
	0.7	1.1	0.3	-	0.8	0.6	0.7	1.3	0.5	0.9	0.8	0.6	0.9	1.4	-	0.8	-	-	0.8	0.8	1.5	0.3	1.4
														G						R			
Other	23	12	10	5	5	2	6	4	8	15	6	17	8	7	4	1	3	5	2	3	3	13	10
	2.3	2.5	2.0	2.9	2.3	1.0	3.1	2.5	1.4	3.3	1.6	2.6	5.0	2.3	1.5	0.8	2.1	2.4	1.1	1.2	1.6	2.1	2.5
							F			I			O										

Proportions/Means: Columns Tested (10% risk level) - B/C - D/E/F/G/H - I/J - K/L - M/N/O/P/Q - R/S/T/U - V/W

TNS INTERACTIVE  
OMNIBUS STUDY # 22976

9 Dec 02

Table 1

qfood1 Please compare this pair of simulated food labels and indicate which food you feel is more healthful.

Base: Total Respondents

	GENDER		AGE					MARITAL STATUS		CHILDREN UNDER 18		HOUSEHOLD INCOME					REGION				EMPLOYMENT STATUS			
	TOTAL	MALE	MALE	25	25-34	35-44	45-54	55+	MARR	UN	YES	NO	\$25K	\$50K	\$75K	\$100K	AND	OVER	WEST	TRAL	SOUTH	EAST	EMP	NOT
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	
Base: Total Respondents	1000	489	511	168	215	243	204	170	547	453	351	649	160	300	238	172	130	213	216	282	197	619	381	
Food 1	221	116	105	36	42	50	49	43	120	101	81	140	32	61	58	37	33	49	50	55	45	141	80	
	22.1	23.7	20.5	21.4	19.7	20.6	24.0	25.4	22.0	22.2	23.0	21.6	19.8	20.3	24.5	21.4	25.3	22.9	23.2	19.7	22.7	22.7	21.0	
Food 2	566	260	306	76	133	148	108	100	316	249	208	357	90	181	135	98	62	113	128	169	110	343	222	
	56.6	53.1	59.8	45.4	62.0	61.0	52.8	59.0	57.9	55.0	59.3	55.0	56.3	60.2	56.6	56.8	48.0	52.9	59.4	60.1	56.2	55.5	58.3	
Both are the same	60	27	33	18	11	12	10	9	27	33	15	45	10	12	11	14	12	12	12	17	15	35	25	
	6.0	5.4	6.5	10.6	5.1	5.1	4.7	5.3	5.0	7.2	4.3	6.9	6.3	4.0	4.8	8.4	9.1	5.9	5.5	6.0	7.5	5.6	6.6	
Don't know	154	87	67	38	28	32	38	17	83	71	47	107	28	46	34	23	23	39	26	40	27	100	53	
	15.4	17.8	13.1	22.6	13.2	13.3	18.5	10.2	15.2	15.7	13.4	16.5	17.6	15.4	14.1	13.3	17.6	18.3	12.0	14.3	13.6	16.2	14.0	

Proportions/Mean - Columns Tested (10% risk level) - B/C - D/E/F/G/H - I/J - K/L - M/N/O/P/Q - R/S/T/U - V/W

TNS INTERACTIVE  
 OMNIBUS STUDY # 22976

9 Dec 02

Table 2

qfood2 Please compare this pair of simulated food labels and indicate which food you feel is more healthful.

Base: Total Respondents

	GENDER		AGE					MARITAL STATUS		CHILDREN UNDER 18		HOUSEHOLD INCOME					REGION					EMPLOYMENT STATUS	
	TOTAL	MALE	FE	UNDER	25-34	35-44	45-54	55+	MARR	MARR	YES	NO	UNDER	UNDER	UNDER	UNDER	AND	WEST	CENTRAL	SOUTH	EAST	LOYED	LOYED
			25	25					IED	IED			\$25K	\$50K	\$75K	\$100K							
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	
Base Total Respondents	1000	489	511	168	215	243	204	170	547	453	351	649	160	300	238	172	130	213	216	282	197	619	381
Food 3	167	91	76	26	33	41	33	34	98	69	63	104	25	52	44	26	19	42	29	45	35	102	65
	16.7	18.6	14.8	15.2	15.1	17.0	16.4	19.8	17.9	15.1	17.8	16.0	15.4	17.2	18.7	15.4	15.0	20.0	13.3	15.8	17.8	16.5	16.9
Food 4	689	322	367	107	148	176	139	120	376	313	245	444	111	205	161	122	89	140	163	195	133	416	273
	68.9	65.8	71.9	63.5	68.9	72.2	68.0	70.6	68.8	69.0	69.8	68.4	69.5	68.4	67.8	71.0	68.7	65.7	75.6	69.2	67.4	67.3	71.6
Both are the same	48	22	26	11	14	7	9	7	23	25	13	36	13	12	8	9	6	7	5	19	13	26	22
	4.8	4.5	5.1	6.8	6.4	3.0	4.3	4.0	4.2	5.5	3.6	5.5	8.2	3.8	3.5	5.5	4.4	3.3	2.2	6.7	6.5	4.2	5.8
Don't know	96	54	42	24	21	19	23	10	49	47	31	65	11	32	24	14	16	24	19	23	16	74	22
	9.6	11.1	8.2	14.5	9.5	7.7	11.3	5.7	9.0	10.3	8.8	10.1	6.9	10.6	10.1	8.1	12.0	11.1	8.9	8.3	8.3	12.0	5.7

Proportions/Means: Columns Tested (10% risk level) - B/C - D/E/F/G/H - I/J - K/L - M/N/O/P/Q - R/S/T/U - V/W

TNS INTERACTIVE  
 OMNIBUS STUDY # 22976

9 Dec 02

Table 5

qfood3 Please compare this pair of simulated food labels and indicate which food you feel is more healthful.

Base. Total Respondents

	GENDER		AGE					MARITAL STATUS		CHILDREN UNDER 18		HOUSEHOLD INCOME					REGION				EMPLOYMENT STATUS		
	TOTAL	MALE	FE		25-34	35-44	45-54	55+	MARRIED	UNMARRIED	HOUSEHOLD		UNDER \$25K	UNDER \$50K	UNDER \$75K	UNDER \$100K	AND OVER	WEST	CENTRAL	SOUTH	EAST	EMPLOYED	NOT EMPLOYED
			25	UNDER							YES	NO											
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	
Base: Total Respondents	1000	489	511	168	215	243	204	170	547	453	351	649	160	300	238	172	130	213	216	282	197	619	381
Food 5	392	198	194	73	81	92	75	71	213	179	133	259	63	121	88	68	50	90	71	118	73	234	158
	39.2	40.4	37.9	43.2	37.7	37.8	37.0	41.6	38.9	39.5	37.9	39.8	39.6	40.5	37.1	39.7	38.7	42.4S	32.9	41.7S	37.0	37.8	41.4
Food 6	455	210	244	53	99	125	95	83	265	190	176	279	65	140	113	80	56	82	121	123	95	279	176
	45.5	43.0	47.8	31.5	46.2D	51.2D	46.7D	48.6D	48.4J	41.8	50.1L	43.0	40.4	46.8	47.6	46.8	43.0	38.4	56.2R	43.7	48.1R	45.1	46.1
																		T					
Both are the same	49	25	24	15	12	8	9	5	20	29	10	39	14	10	13	7	6	14	5	12	12	28	21
	4.9	5.2	4.6	9.0FH	5.4	3.3	4.4	3.2	3.6	6.5I	2.9	6.0K	8.8N	3.2	5.6	4.0	4.2	6.5S	2.1	4.2	6.0S	4.5	5.6
Don't know	105	55	49	27	23	19	24	11	49	55	32	73	18	29	23	17	18	27	19	29	17	78	27
	10.5	11.3	9.7	16.3F	10.8	7.6	11.9H	6.6	9.0	12.2	9.1	11.2	11.2	9.6	9.7	9.6	14.1	12.7	8.8	10.4	8.9	12.6W	7.0
				H																			

Proportions/Mean: Columns Tested (10% risk level) - B/C - D/E/F/G/H - I/J - K/L - M/N/O/P/Q - R/S/T/U - V/W

## ---group 1---

And now another topic . . .

Food labels will soon be updated to indicate the amount of **trans fat** per serving. The new labels will not show a “% Daily Value” (recommended daily limit) for **trans fat**.

Food 1			Food 2		
<b>Nutrition Facts</b>			<b>Nutrition Facts</b>		
		% Daily Value			% Daily Value
Saturated fat	14 g	70%	Saturated fat	7 g	35%
Trans fat	0 g		Trans fat	2 g	

Q1. Please compare this pair of simulated food labels and indicate which food you feel is more healthful. (Select one answer.) [required]

- Food 1
- Food 2
- Both are the same
- Don't know

## ---group 2---

Food 3			Food 4		
<b>Nutrition Facts</b>			<b>Nutrition Facts</b>		
		% Daily Value			% Daily Value
Saturated fat	14 g	70%	Saturated fat	7 g	35%
Trans fat	0 g	*	Trans fat	2 g	*
* Intake of trans fat should be as low as possible.			* Intake of trans fat should be as low as possible.		

Q2. Please compare this pair of simulated food labels and indicate which food you feel is more healthful. (Select one answer.) [required]

- Food 1
- Food 2
- Both are the same
- Don't know

## ---group 3---

Food 5

Nutrition Facts		
		% Daily Value
Saturated fat	14 g*	70%
Trans fat	0 g*	-
* Combined total intake of saturated and trans fats should be as low as possible.		

Food 6

Nutrition Facts		
		% Daily Value
Saturated fat	7 g*	35%
Trans fat	2 g*	-
* Combined total intake of saturated and trans fats should be as low as possible.		

- Q3. Please compare this pair of simulated food labels and indicate which food you feel is more healthful. (Select one answer.) [required]
- Food 1
  - Food 2
  - Both are the same
  - Don't know

## ---group 4---

These last few questions are for classification purposes only, to help us group our respondents.

- Q4. Which of the following ranges includes your age? (Select one answer.) [required]
- Under 18 [terminate] [skip="group 23"]
  - 18-20
  - 21-24
  - 25-29
  - 30-34
  - 35-39
  - 40-44
  - 45-49
  - 50-54
  - 55-64
  - 65 or older
- Q5. What is your marital status? (Select one answer.)
- Single
  - Living with a partner
  - Married
  - Separated/divorced/widowed

- Q6. Do you have any children under the age of 18 living at home? (Select one answer.)
- Yes
  - No

**[PROGRAMMER: Q23 is a multi open end --]**

- Q7. Can you please tell us how many children in each of the following age groups are living in your household? (Please enter your answer in each space provided.) [required]  
[numeric][HV=9] [LV=0] [MX=1]

Children aged 0-6

Children aged 7-12

Children aged 13+

- Q8. How many people are currently living in your household? (Select one answer.)  
[required]

- 1
- 2
- 3
- 4
- 5 or more

- Q9. What is the highest level of formal education you have completed? (Select one answer.)

- Grade school or less
- Some high school
- High school graduate
- Some college
- 2-year college/technical school
- 4-year college
- Some postgraduate work
- Postgraduate degree

- Q10. Which of the following best describes your current employment status? (Select one answer.)

- Work full-time
- Work part-time
- Self-employed
- Student
- Homemaker
- Retired
- Not employed currently/unable to work

**---group 5---**

- Q11. Which of the following categories includes your annual household income before taxes?  
(Select one answer.)

- Less than \$25,000
- \$25,000-\$39,999

- \$40,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$124,999
- \$125,000-\$149,999
- \$150,000 or more

Q12. Which of the following best describes your ethnic background? (Select one answer.)

- Asian
- Black/African-American
- Caucasian
- Hispanic or Latin American
- Native American
- Other

Q13. How long have you been using the Internet? (Select one answer.) [required]

- Less than 6 months
- 6 months to less than 1 year
- 1 year to less than 2 years
- 2 years to less than 3 years
- 3 years to less than 4 years
- 4 years to less than 5 years
- 5 years or more

Q14. Where do you currently reside? (Select one answer.) [required]

- USA
- Other [terminate] [skip="group 23"]

### ---group 6---

Q15. Which of the following best describes the geographic area of your primary residence? (Select one answer.)

- Pacific (WA, OR, CA, AK, HI)
- Mountain (MT, ID, WY, NV, UT, CO, AZ, NM)
- West North Central (ND, SD, NE, KS, MN, IA, MO)
- West South Central (TX, OK, AR, LA)
- East North Central (WI, IL, MI, IN, OH)
- East South Central (KY, TN, MS, AL)
- South Atlantic (FL, GA, SC, NC, VA, WV, DC, MD, DE)
- Middle Atlantic (NY, NJ, PA)
- New England (ME, NH, VT, MA, RI, CT)

**[PROGRAMMER: Q32 is a numeric open end --]**

Table 36  
Q37 Education

	GENDER		AGE						MARITAL STATUS		CHILDREN UNDER 18		HOUSEHOLD INCOME					REGION				EMPLOYMENT STATUS		
	TOTAL	MALE	FE MALE	UNDER 25		25-34	35-44	45-54	55+	MARR IED	MARR IED	UN HOUSEHOLD YES	UN HOUSEHOLD NO	UNDER \$25K	UNDER \$50K	UNDER \$75K	UNDER \$100K	AND OVER	WEST	CENTRAL	SOUTH	EAST	EMPLOYED	NOT EMPLOYED
				25	25-34																			
Base: Total Respondents	1000	489	511	168	215	243	204	170	577	423	369	631	160	300	238	172	130	249	224	295	223	600	400	
Grade school or less	1 0.1	1 0.2	- -	- -	1 0.4	- -	- -	- -	- -	1 0.2	- -	1 0.1	1 0.6	- -	- -	- -	- -	- -	- -	- -	1 0.3	- -	- -	1 0.2
Some high school or less	17 1.7	5 1.0	12 2.3	5 3.1	2 1.1	3 1.3	2 1.0	4 2.3	10 1.7	7 1.5	11 2.9L	6 0.9	3 1.8	8 2.6	2 1.0	2 1.3	1 0.8	4 1.4	4 1.6	6 1.9	4 1.7	4 0.7	12 3.0V	
High school graduate	133 13.3	48 9.8	86 16.8B	13 7.8	24 11.0	36 14.8D	30 14.9D	30 17.9D	87 15.0J	47 11.1	64 17.3L	70 11.0	25 15.7P	61 20.3O	27 11.4Q	15 8.9	5 4.1	27 11.0	43 19.1RT	27 9.1	35 15.7T	65 10.9	68 17.0V	
Some college	321 32.1	155 31.7	166 32.6	88 52.3E	57 26.4	58 23.9	64 31.3F	55 32.3F	159 27.5	163 38.4I	109 29.5	213 33.7	81 50.6N	112 37.3O	66 27.9P	34 19.6	28 21.9	75 30.2	76 34.1	107 36.3U	59 26.6	152 25.3	170 42.4V	
2-year college/ technical school	98 9.8	43 8.7	56 10.9	12 7.0	19 8.6	34 13.9D	23 11.2	11 6.7	61 10.6	38 8.9	38 10.2	61 9.6	26 16.2NO	29 9.7	19 8.1	16 9.3	8 6.3	24 9.5	19 8.4	30 10.3	24 10.6	63 10.5	35 8.9	
4-year college	228 22.8	107 21.8	121 23.7	39 23.0	65 30.2G	62 25.5G	33 16.0	30 17.4	131 22.6	97 23.0	82 22.1	146 23.2	11 6.6	48 16.1M	74 30.9M	58 33.9M	37 28.4M	69 27.5S	45 20.0	53 17.8	60 26.8T	168 28.1W	59 14.9	
Some postgraduate work	73 7.3	43 8.9C	30 5.9	8 4.9	17 8.0	14 5.6	19 9.6	15 8.7	45 7.7	29 6.8	19 5.1	54 8.6K	7 4.4	19 6.5	18 7.7	17 9.8M	12 8.9	19 7.7	13 6.0	28 9.4	13 5.8	46 7.7	27 6.8	
Postgraduate degree	128 12.8	88 18.0C	40 7.9	3 1.8	31 14.2D	37 15.0D	33 16.1D	25 14.7D	85 14.8J	43 10.1	47 12.8	81 12.8	7 4.2	22 7.5	31 12.9M	30 17.3M	38 29.6M	31 12.6	24 10.8	44 14.9	28 12.8	101 16.8W	27 6.8	

Proportions/Mean: Columns Tested (10% risk level) - B/C - D/E/F/G/H - I/J - K/L - M/N/O/P/Q - R/S/T/U - V/W

Table 39  
Q40 Ethnic Background

	GENDER		AGE					MARITAL STATUS		CHILDREN UNDER 18		HOUSEHOLD INCOME					REGION				EMPLOYMENT STATUS		
	TOTAL	MALE	FE MALE	UNDER 25	25-34	35-44	45-54	55+	MARR IED	UN MARR IED	HOUSEHOLD		UNDER \$25K	UNDER \$50K	UNDER \$75K	UNDER \$100K	AND OVER	WEST	CEN TRAL	SOUTH	EAST	EMP LOYED	NOT EMP LOYED
											YES	NO											
Base: Total Respondents	1000	489	511	168	215	243	204	170	577	423	369	631	160	300	238	172	130	249	224	295	223	600	400
Asian	37 3.7	24 4.9C	13 2.6	9 5.1H	16 7.4FG H	7 3.1H	4 2.1	1 0.5	19 3.2	19 4.4	14 3.8	23 3.6	2 1.3	11 3.8	11 4.6	7 4.2	6 4.3	21 8.3ST U	3 1.5	8 2.6	6 2.5	26 4.3	11 2.8
Black/african-american	31 3.1	17 3.6	13 2.6	9 5.5GH	5 2.6	11 4.6GH	4 1.8	1 0.7	14 2.4	17 4.0	15 4.0	16 2.5	4 2.7	7 2.2	15 6.1NP Q	3 2.0	2 1.3	6 2.6	8 3.4	11 3.6	6 2.7	22 3.7	9 2.1
Caucasian	896 89.6	427 87.2	469 91.8B	145 86.5	186 86.6	210 86.3	190 93.0D EF	165 97.0D EFG	527 91.4J	369 87.1	329 89.1	566 89.8	149 93.0O	272 90.5O	204 85.5	159 92.4O	113 86.9	209 83.8	207 92.5R	265 89.7R	206 92.4R	528 87.9	368 92.0V
Hispanic or latin american	18 1.8	6 1.2	12 2.3	3 2.0	3 1.2	10 3.9EG H	2 1.1	-	10 1.7	8 1.8	7 1.9	11 1.7	1 0.6	5 1.7	4 1.8	2 1.4	5 3.9M	5 2.1S	-	8 2.8S	4 1.9S	13 2.2	5 1.2
Native american	4 0.4	3 0.5	1 0.2	-	1 0.4	2 0.8	1 0.4	-	2 0.3	2 0.4	1 0.2	3 0.5	1 0.6	2 0.7	1 0.3	-	-	1 0.3	1 0.4	2 0.6	-	2 0.3	2 0.5
Other	15 1.5	13 2.6C	2 0.5	2 0.9	4 1.8	3 1.3	3 1.6	3 1.8	5 0.9	9 2.2	4 1.0	11 1.8	3 1.9	3 1.1	4 1.7	-	5 3.6NP	7 2.9TU	5 2.2	2 0.6	1 0.4	10 1.6	5 1.3

Proportions/Mean: Columns Tested (10% risk level) - B/C - D/E/F/G/H - I/J - K/L - M/N/C/P/Q - R/S/T/U - V/W

25 Nov 02

Table 6

Q14. Please compare this pair of simulated food labels and indicate which food you feel is more healthful.

\* Label 1 \*

Base: Total Respondents

	GENDER		AGE					MARITAL STATUS		CHILDREN UNDER 18		HOUSEHOLD INCOME					REGION				EMPLOYMENT STATUS			
	TOTAL	MALE	MALE	FE		25-34	35-44	45-54	55+	MARR IED	UN MARR IED	IN HOUSEHOLD		UNDER \$25K	UNDER \$50K	UNDER \$75K	UNDER \$100K	AND OVER	WEST	CENTRAL	SOUTH	EAST	EMPLOYED	NOT EMPLOYED
				25	UNDER							YES	NO											
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	
Base: Total Respondents	1000	489	511	168	215	243	204	170	577	423	369	631	160	300	238	172	130	249	224	295	223	600	400	
Food 1	121	57	64	18	27	22	28	26	76	45	51	69	17	31	34	19	20	25	30	31	34	60	60	
	12.1	11.6	12.5	10.5	12.6	9.0	13.7	15.2	F 13.1	10.6	13.9	11.0	10.5	10.2	14.4	10.8	15.7	10.1	13.3	10.4	15.2	10.0	15.1	
Food 2	570	277	293	106	130	144	106	84	319	251	211	359	85	185	123	102	74	151	114	177	121	361	209	
	57.0	56.7	57.3	63.2	60.4	59.1	52.1	49.3	55.3	59.2	57.1	56.9	53.3	61.7	51.7	59.2	57.1	60.6	51.1	59.9	54.4	60.1	52.3	
				H	H																			
Both are the same	67	32	36	-	17	21	17	12	44	23	29	38	12	19	17	11	9	13	14	23	18	40	28	
	6.7	6.5	7.0	-	8.1	8.8	8.3	6.8	D 7.7	5.5	7.8	6.1	7.4	6.4	7.1	6.3	6.7	5.0	6.5	7.6	8.0	6.6	6.9	
Don't know	242	124	119	44	41	56	53	49	138	105	78	164	46	65	64	41	27	60	65	65	50	140	103	
	24.2	25.3	23.2	26.2	18.8	23.1	25.9	28.6	E 23.9	24.7	21.2	26.0	28.7	21.7	26.8	23.6	20.5	24.2	29.2	22.0	22.5	23.3	25.7	

Proportions/Mean: Columns Tested (10% risk level) - B/C - D/E/F/G/H - I/J - K/L - M/N/O/P/Q - R/S/T/U - V/W

CORRECT ANSWERS: FOODS 2, 4, 6

25 Nov 02

Table 7

Q15. Please compare this pair of simulated food labels and indicate which food you feel is more healthful.  
LABEL: "INTAKE OF TRANS FAT SHOULD BE AS LOW AS POSSIBLE."  
\* Label 2 \*

Base: Total Respondents

	GENDER		AGE						MARITAL STATUS		CHILDREN UNDER 18		HOUSEHOLD INCOME					REGION				EMPLOYMENT STATUS			
	TOTAL	MALE	FE	UNDER	25-34	35-44	45-54	55+	MARR	UN	HOUSEHOLD	YES	NO	\$25K	\$50K	\$75K	\$100K	AND	OVER	WEST	CEN	SOUTH	EAST	EMP	NOT
			MALE	25					MARR	MARR														UNDER	UNDER
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)		
Base: Total Respondents	1000	489	511	168	215	243	204	170	577	423	369	631	160	300	238	172	130	249	224	295	223	600	400		
Food 3	315	164	151	49	67	79	71	49	192	123	119	196	55	105	63	45	46	74	75	94	68	186	129		
	31.5	33.5	29.6	29.1	31.0	32.6	34.9	28.7	33.3	29.0	32.2	31.0	34.6	35.0	26.5	26.4	35.5	29.6	33.5	31.7	30.5	30.9	32.3		
Food 4	408	196	212	70	91	97	85	66	228	180	159	249	60	128	90	79	50	116	79	122	90	255	153		
	40.8	40.0	41.6	41.6	42.2	39.7	41.9	38.6	39.6	42.4	43.1	39.5	37.6	42.8	38.0	46.0	38.5	46.5	35.4	41.2	40.2	42.6	38.2		
Both are the same	71	26	45	9	20	23	10	9	40	31	25	45	10	21	24	10	5	12	19	27	12	40	30		
	7.1	5.3	8.7	5.1	9.2	9.6	4.9	5.2	7.0	7.2	6.9	7.2	6.4	7.1	10.2	5.6	4.2	4.9	8.5	9.2	5.5	6.7	7.6		
Don't know	206	103	103	41	38	44	37	47	116	91	66	140	34	46	60	38	28	47	50	53	53	119	88		
	20.6	21.2	20.1	24.2	17.6	18.0	18.3	27.5	20.1	21.4	17.8	22.3	21.4	15.2	25.3	22.0	21.8	19.0	22.5	17.9	23.7	19.8	21.9		

Proportions/Mean: Columns Tested (10% risk level) - B/C - D/E/F/G/H - I/J - K/L - M/N/O/P/Q - R/S/T/U - V/W

CORRECT ANSWERS: FOODS 2, 4, 6

25 Nov 02

Table 8

Q16. Please compare this pair of simulated food labels and indicate which food you feel is more healthful.  
**LABEL: "COMBINED TOTAL INTAKE OF SATURATED AND TRANS FATS SHOULD BE AS LOW AS POSSIBLE."**  
 \* Label 3 \*

Base: Total Respondents

	GENDER		AGE						MARITAL STATUS		CHILDREN UNDER 18		HOUSEHOLD INCOME					REGION					EMPLOYMENT STATUS	
	TOTAL	MALE	MALE	FE		UNDER		55+	MARR IED	UN MARR IED	HOUSEHOLD		\$25K UNDER	\$50K UNDER	\$75K UNDER	\$100K AND OVER	WEST	CEN			EAST	EMP LOYED	NOT EMP LOYED	
				25	25-34	35-44	45-54				YES	NO						TRAL	SOUTH					
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	
Base: Total Respondents	1000	489	511	168	215	243	204	170	577	423	369	631	160	300	238	172	130	249	224	295	223	600	400	
Food 5	309	159	150	43	69	81	67	48	187	122	117	192	46	106	62	53	41	70	72	99	66	191	117	
	30.9	32.5	29.3	25.8	32.1	33.5	32.7	28.5	32.5	28.7	31.6	30.5	28.9	35.4	26.1	31.0	31.4	28.1	32.3	33.5	29.6	31.9	29.4	
Food 6	387	181	206	67	89	90	79	62	222	165	155	232	61	114	94	66	52	102	79	119	84	245	142	
	38.7	37.0	40.4	40.1	41.5	37.0	38.9	36.2	38.5	39.0	42.0	36.8	38.0	38.0	39.6	38.4	40.2	40.9	35.4	40.3	37.8	40.9	35.5	
Both are the same	82	31	51	17	17	22	16	9	45	37	31	51	14	26	21	12	9	18	21	24	18	42	40	
	8.2	6.3	10.0	10.4	8.1	8.9	7.9	5.5	7.8	8.6	8.3	8.1	8.5	8.5	9.0	6.8	7.1	7.3	9.6	8.1	8.2	7.0	9.9	
Don't know	222	118	104	40	40	50	42	51	122	100	67	155	39	54	60	41	28	59	51	54	54	121	101	
	22.2	24.2	20.3	23.8	18.4	20.7	20.5	29.8	21.2	23.6	18.2	24.6	24.6	18.1	25.3	23.8	21.4	23.6	22.7	18.1	24.4	20.2	25.2	

Proportions/Means. Columns Tested (10% risk level) - B/C - D/E/F/G/H - I/J - K/L - M/N/O/P/Q - R/S/T/U - V/W

CORRECT ANSWERS: FOODS 2, 4, 6