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 Job #R822  
 July 11, 2002



53 West Baltimore Pike  
 Media, Pennsylvania 19063-5698

INTERNATIONAL COMMUNICATIONS RESEARCH

**AARP  
 LABEL STUDY**

**This study was conducted by telephone July 3-11 2002 among a nationally representative sample of 1013 respondents 18 years of age and older. Field work by ICR/International Communications Research of Media, PA.**

- LA-1. As you may know, many food and drug products make health-related claims in their ads and package labels. Which are you more likely to believe, claims made in advertisements or claims made on product labels?**

	7/11/02
Claims made in advertisements	13
Claims made on product labels	67
I believe both about the same	4
I disbelieve both about the same	10
Don't know	5
Refused	1

- LA-2. I am going to read you two different versions of a health-related claim made for a food product: (READ CHOICES)**

**Claim A says "Increased consumption of foods like grape juice that are rich in antioxidants may reduce the risk of some cancers."**

**Claim B says: "Preliminary evidence suggests that increased consumption of foods like grape juice that are rich in antioxidants may reduce the risk of some cancers but further research is necessary."**

**Do you think (READ ITEMS):**

	7/11/02
Claim A is supported more by scientific evidence than Claim B	16
Claim B is supported more by scientific evidence than Can A	52
They are supported by the same level of scientific evidence	22
Don't know	8
Refused	1

**LA-3. Please tell me if you think health-related claims for the following products must be reviewed and approved by the government before they are allowed on product labels. Do you think health-related claims for (READ FIRST ITEM) must be reviewed and approved by the government before they are allowed on product labels? How about (READ NEXT ITEM)?**

<b>3/11/02</b>	<b>Yes</b>	<b>No</b>	<b>Don't know</b>	<b>Refused</b>
<b>Food</b>	<b>80</b>	<b>16</b>	<b>3</b>	<b>1</b>
<b>Drugs</b>	<b>91</b>	<b>6</b>	<b>2</b>	<b>1</b>
<b>Dietary Supplements</b>	<b>79</b>	<b>16</b>	<b>4</b>	<b>1</b>