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Interview dates: May 30 – June 1, 2006  
Interviews: 1,003 adults  
Margin of error: ±3.1 for all adults

**THE ASSOCIATED PRESS FOOD LABELING/PACKAGING STUDY  
CONDUCTED BY IPSOS PUBLIC AFFAIRS  
RELEASE DATE: JUNE 2, 2006  
PROJECT #81-5139-93**

**NOTE: all results shown are percentages unless otherwise labeled.**

**FOOD LABELING/PACKAGING STUDY**

1. When purchasing packaged food, how often do you check the nutrition labeling on the package?

Frequently.....	58
Occasionally .....	20
Rarely .....	9
Never.....	13
Not sure.....	-
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<b>Total Frequently/Occasionally.....</b>	<b>79</b>
<b>Total Rarely/Never .....</b>	<b>21</b>

**(ASKED ONLY OF THOSE WHO SAY IN Q.1 THAT THEY CHECK NUTRITION LABELING ON PACKAGES.)**

2. What is the first thing you look for when you look at the nutrition labeling on packaged food?

Fat/non-fat/low fat/saturated fat/trans fat.....	26
Calories .....	25
Sugars .....	10
Sodium .....	8
Total Carbohydrate.....	6
Ingredients.....	5
Cholesterol .....	3
Expiration date.....	2
Vitamin content.....	2
Dietary Fiber .....	1
Protein .....	1
Other .....	6
None.....	4
Not sure .....	1

3. In general, are the nutrition labels on packaged food easy or hard to understand? Is that very (easy/hard) or somewhat (easy/hard)?

Very easy.....	44
Somewhat easy .....	37
Somewhat hard .....	13
Very hard.....	4
Not sure.....	2
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<b>Total Easy.....</b>	<b>81</b>
<b>Total Hard.....</b>	<b>17</b>

4. In general, how much importance do you place on nutrition content when deciding which packaged foods to buy?

A great deal of importance.....	35
Quite a bit.....	38
Not much.....	18
No importance at all.....	8
Not sure.....	1
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<b>Total Great Deal/Quite A Bit.....</b>	<b>73</b>
<b>Total Not Much/ No Importance.....</b>	<b>26</b>

5. When the front of a package says “low fat” or “reduced fat”, do you usually trust what it says on the front of the package or do you check the nutrition label?

Check the nutrition label.....	73
Believe what it says on the front of the package.....	23
Not sure.....	4

6. How often do you purchase foods that are bad for you, even after you’ve checked the nutrition labels?

Very often.....	11
Somewhat often.....	33
Not too often.....	44
Never.....	12
Not sure.....	-
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<b>Total Very/Somewhat Often.....</b>	<b>44</b>
<b>Total Not Too Often/Never.....</b>	<b>56</b>

7. What best describes you? When I buy foods that I know are bad for me....

I still pay attention to the nutrition labels and try to factor those foods into a balanced diet.....	69
I avoid looking at the nutrition labels because I’d rather not know.....	26
Not sure.....	5

**DEMOGRAPHICS**

**NOTE: Results for demographic questions represent all adults unless otherwise indicated.**

D1a. In what year were you born?

D1b. Have you already had a birthday this year?

**(IF RESPONDENT REFUSES Q.D1a OR Q.D1b, Q.D1c ASKED. RESULTS SHOWN IN SUMMARY BELOW.)**

D1c. Are you:

18-34 .....	30
35-49 .....	25
50-64 .....	25
65 and over.....	17
Refused/not sure .....	3

D2. Are you employed:

<b>TOTAL EMPLOYED .....</b>	<b>57</b>
- Full time.....	47
- Part time .....	10
Not employed .....	16
Retired.....	26
Refused/not sure .....	1

D3. What is the last year of school you completed?

Grade school or some high school .....	8
Completed high school .....	25
Some community college or university, but did not finish .....	22
Completed technical school or a community college .....	9
Completed a university or Bachelor's degree ....	19
Completed a post-graduate degree such as a Master's or Ph.D. ....	15
Refused/not sure .....	2

D4. Are you currently married?

Yes .....	56
No .....	42
Refused/not sure .....	2

D5. Including yourself and any children, how many people are currently living in your household?

1 .....	18
2 .....	33
3 .....	17
4 .....	16
5 .....	8
6 or more .....	6
Refused/not sure .....	2

**(Q.D6a-c ASKED ONLY OF THOSE WHO SAY MORE THAN ONE PERSON IN HOUSEHOLD IN Q.D5.)**

- D6a. How many children under 6 years are currently living in your household?  
 D6b. How many children ages 6 to 12 are currently living in your household?  
 D6c. How many children ages 13 to 17 are currently living in your household?

<b>ANY CHILDREN – NET .....</b>	<b>34</b>
Under 6.....	17
6-12 .....	19
13-17 .....	14
<b>NO CHILDREN.....</b>	<b>63</b>
Refused/not sure .....	3

D10a. Are you of Hispanic ethnicity?

**(Q.D10b ASKED ONLY OF THOSE WHO DO NOT SAY THEY ARE HISPANIC IN Q.D10a.)**

D10b. Are you white, black, Asian, or some other race?

**(RESULTS SHOWN IN SUMMARY BELOW.)**

White.....	67
Black.....	11
Hispanic .....	12
Asian.....	3
American Indian.....	1
Other.....	2
Refused .....	4

D11. Could you please tell me your household income from all sources in 2005?

Under \$15,000.....	13
\$15,000 to less than \$20,000 .....	5
\$20,000 to less than \$25,000 .....	4
\$25,000 to less than \$30,000 .....	5
\$30,000 to less than \$40,000 .....	9
\$40,000 to less than \$50,000 .....	7
\$50,000 to less than \$75,000 .....	15
\$75,000 to less than \$100,000 .....	8
\$100,000 or more .....	13
Refused/not sure .....	21

**REGION:**

Northeast.....	19
Midwest .....	22
South .....	36
West .....	23

**METROPOLITAN STATUS:**

Urban.....	32
Suburban.....	48
Rural.....	20

**GENDER:**

Male.....	48
Female .....	52