

Widespread Support for Mandatory Front-of-Package Labeling in the United States

In March 2023, CSPI commissioned a national survey to assess public support or opposition for a mandatory front-of-package nutrition labeling policy in the United States. The survey found high levels of support across demographic groups, with three-quarters of all consumers supporting the policy.

Big Village's CARAVAN U.S. Online Omnibus Survey was administered on March 10-15 to a nationally representative sample of 3,010 U.S. adults, demographically balanced to the U.S. Census on age, sex, region, race, and ethnicity.

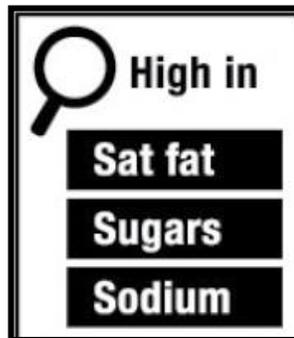
75%
of U.S. consumers support
mandatory front-of-
package labeling

Respondents were asked the following question:

Several countries, including Canada, Brazil, and more, now require labels on the front of packaged, processed foods (in addition to the Nutrition Facts label on the back or side) to help consumers identify foods high in saturated fat, sugars, and sodium.

Would you support or oppose a policy requiring labels like these on packaged, processed foods in the United States?

A label might look something like this:



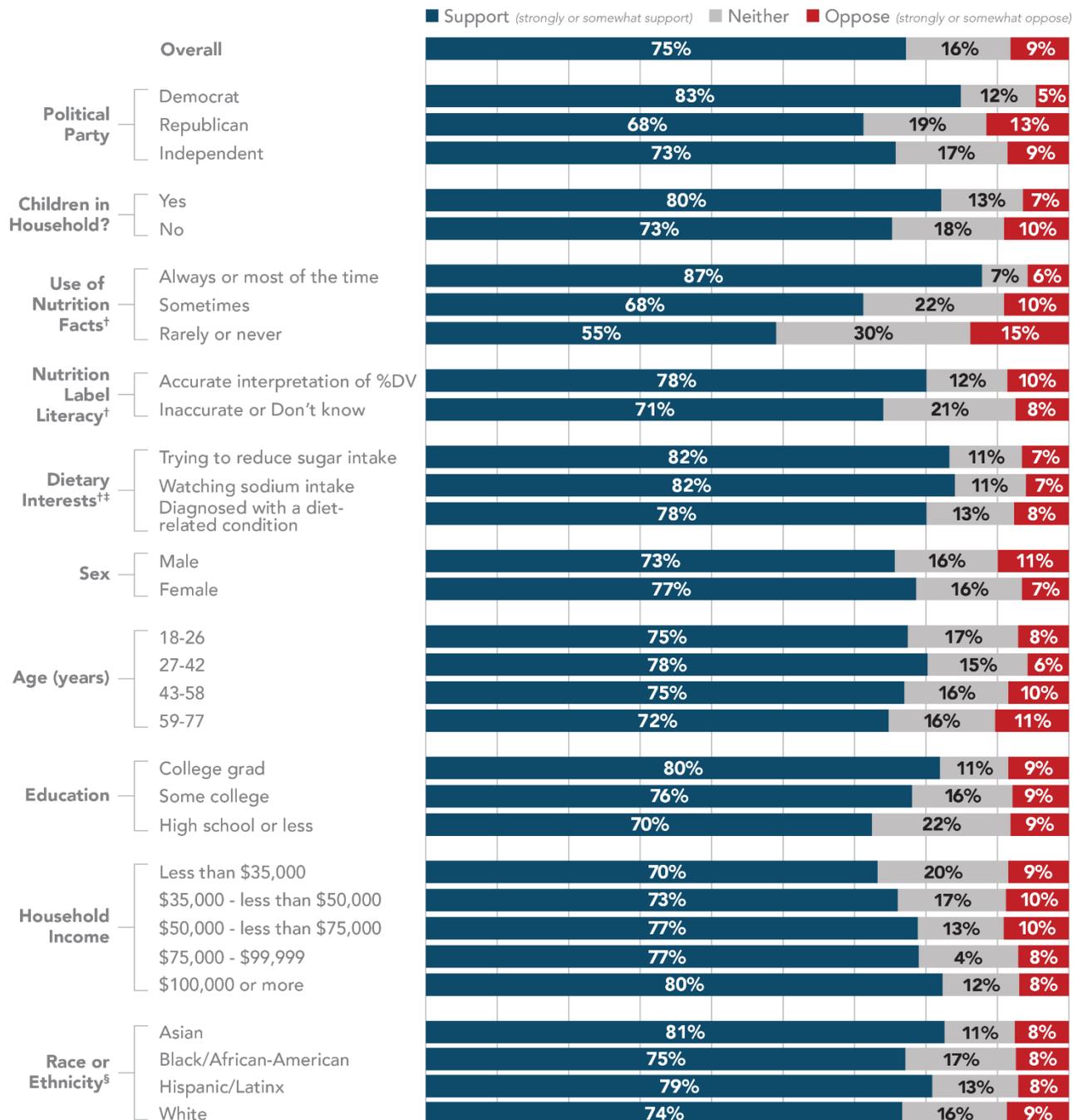
Response options were: Strongly support, Somewhat support, Neither support nor oppose, Somewhat oppose, and Strongly oppose.

The survey found that support for mandatory front-of-package labeling (*i.e.*, responses of 'Strongly support' or 'Somewhat support') is consistently high across demographic groups, including:

- 75% of consumers, overall
- Democrats (83%), Republicans (68%), and Independents (73%).
- people who are trying to reduce/watch their sugar intake (82%) or sodium intake (82%)
- people with children in their households (80%)

Learn more about how front-of-package nutrition labeling can inform consumers and promote public health [here](#) or by contacting policy@cspinet.org.

Support and Opposition for Mandatory Front-of-Package Labeling among U.S. Adults*



* Certain groups, such as Age Over 77 Years, Gender Non-Conforming, and Indigenous American/First Nations, are not reported due to small sample size (n<100)

† Survey items related to use of Nutrition Facts, nutrition label literacy, and dietary interests were identical to questions in the U.S. Food and Drug Administration's [2019 Food Safety and Nutrition Survey](#)

‡ Results reported from respondents who answered 'Yes' to three separate Yes/No questions about reducing sugar intake, watching sodium intake, and disease diagnoses

§ Results reported from a single question that asked respondents to "Select as many as apply," so categories are not mutually exclusive