CENTER FOR
Science IN THE
Public Interest
The nonprofit publisher of
Nutrition Action Healthletter

June 28, 2011

Dr. Margaret Hamburg
Commissioner
Food and Drug Administration
10903 New Hampshire Avenue
Room 2217
Silver Spring, MD 20993

Re: Amending Serving Size Regulations
Docket No. 2004N-0456; RIN: 0910-AF2

Dear Commissioner Hamburg:

The Food and Drug Administration ("FDA") issued an Advance Notice of Proposed Rulemaking on the subject of serving sizes in April 2005.[1] Six years later, FDA has not improved the regulations and the obesity epidemic continues to plague two-thirds of American adults who are either overweight or obese. Although the amounts of many foods commonly consumed at one sitting has increased (or have always been greater than what is stated on labels), the serving sizes on nutrition labels have not been updated.

In 2005, the Center for Science in the Public Interest ("CSPI") submitted a comment to this docket regarding the misbranding of single-serving foods. In that comment we urged FDA to:

(1) Take enforcement action against manufacturers that mislabel products as multiple servings when they are typically consumed in one eating occasion, in violation of § 403(a) of the Federal Food, Drug, and Cosmetic Act ("the Act") 21 U.S.C. § 301 *et seq.*;

(2) Initiate a rulemaking proceeding to revise the Reference Amounts Currently Consumed ("RACC") regulations to reflect consumption patterns that have developed since the data were collected (current RACCs are based on data collected in the 1977-78 Nationwide Food Consumption Survey).[2]

To supplement those recommendations and to illustrate why FDA should take action to update RACCs, CSPI submits the attached Food Label Study Survey conducted by Opinion Research Corporation for CSPI in January 2010.[3] We believe that

[1] 70 Fed. Reg. 17,010-17,014 (Apr. 4, 2005).

[2] CSPI previously submitted a petition to FDA making these two points, on October 28, 2004. The 2005 comment included and expanded on the petition.

[3] We attach only the sections of the survey to which we refer in this letter.

while the survey focused on just canned soups, other products (for example, ice cream, coffee whiteners, and vegetable oil sprays) similarly provide information based on unrealistically low serving sizes. We applaud the FDA for its interest in establishing more accurate serving sizes.

The survey asked participants how much of a can of soup they and their family members consumed at one eating occasion. The results establish that only a small percentage of consumers eat the eight ounces that 21 C.F.R. § 101.12(b) says is the amount "customarily consumed."[4]

Consumers responded to questions about both Campbell's Chunky Soups (which are ready to eat) and Campbell's condensed soups (to which the consumer adds water).

A sizable majority of consumers eat the entire can of both soups — 64% for the Chunky soup and 62% for the condensed soup.[5]

Almost all consumers eat more than the RACC amount — 90% for the Chunky soup and 89% for the condensed soup.

It is clear from this survey that the RACC amounts no longer reflect the amount of food customarily consumed by the American population.

Considering that a sizable majority of consumers will eat an entire can of soup, use of the RACC results in an understatement of the amount of sodium (and other nutrients) that likely will be consumed. In fact, a majority consumes approximately 1,580 mg of sodium when eating a can of Campbell's Chunky Classic Chicken Noodle soup and approximately 2,225 mg of sodium when eating a can of Campbell's Condensed Chicken Noodle soup.

However, if consumers rely on the Nutrition Facts panel, they will see only 790 mg sodium for the Chunky Chicken Noodle soup and 890 mg sodium for the Chicken Noodle condensed soup.

This example also illustrates another problem with current RACC rules. The amounts of sodium for the entire can (1,580 and 2,225 mg of sodium, respectively) are only approximate because Campbell uses a confusing mixture of English, metric, and kitchen units of measuring, making it difficult for consumers to estimate the accurate sodium content of an entire can. In this example, Campbell's uses grams and ounces to state the content of the entire can of Condensed Chicken Noodle soup on the Principal

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[4] The RACC for soup is 245 g, rounded to one cup or 8 ounces. 21 C.F.R. § 101.12(b) Table 2 (RACC); 21 C.F.R. § 101.9 (rounding rules).

[5] The percentages in this letter reflect the responses from consumers whose families eat these products, and therefore are larger than the percentages in the survey summary, which includes the percentage of those respondents whose families did not eat these products.

Display Panel but then uses milliliters and cups in the Nutrition Facts panel to state facts for one serving out of a total of "about" 2.5 servings. (The problem is similar for the Campbell's Chunky Classic Chicken Noodle variety.)

Due to its effect on hypertension and heart disease, sodium reduction is critically important. According to the *Dietary Guidelines for Americans, 2010*, consuming only one-half can of either soup provides more than half the amount of sodium most people should consume in a whole day.[6]

In addition, Congress commissioned an April 2010 report from the Institute of Medicine ("IOM") on how to reduce sodium levels in food. The IOM concluded "a new, coordinated approach is needed to reduce sodium content in food, requiring new government standards for the acceptable level of sodium."[7] Also, the IOM found that the current level of sodium in the nation's food supply is "too high to be 'safe.'"[8]

Nutrition labeling is an important tool because it helps consumers make better food choices. Even so, nutrition labels are only valuable if they are written in a manner that is understandable to the average consumer. When consumers look at a nutrition label for a product that appears to be a single serving, it is unlikely that many consumers will calculate the amount of sodium in the entire container. Many consumers do not realize that nutrition information is based on only a fraction of the product and that what is typically eaten as a single serving may be labeled as containing multiple servings.

Some manufacturers have contributed to increasing consumption levels by offering larger beverage containers and single-serve packages. Nutrient content information must be updated to reflect the reality of modern consumption habits as well. Consumers should not have to perform multiplication in order to find out the nutrient content of foods and beverages that are packaged in sizes larger than the RACC but are consumed in one eating session.

Consumer-friendly units of measurement are also important in maximizing a consumer's ability to understand and use nutrition information. CSPI's survey asked

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[6] Ctr. for Nutrition Policy and Promotion, *Dietary Guidelines for Americans, 2010* at 23 (2010), *available at* www.cnpp.usda.gov/Publications/DietaryGuidelines/2010/PolicyDoc/PolicyDoc.pdf. Noting that the recommended daily average intake level for sodium for ages 9 to 50 years is 1,500 mg per day. Lower levels were found for children and older adults (ages 1 to 3 years: 1,000 mg/day; ages 4 to 8 years: 1,200 mg/day; ages 51 to 70 years: 1,300 mg/day; ages 71 years and older: 1,200 mg/day) because those groups consume less food.

[7] Institute of Medicine, Report Brief, Strategies to Reduce Sodium Intake in the United States, at 1 (Apr. 20, 2010), *available at* www.iom.edu/~/media/Files/Report%20Files/2010/Strategies-to-Reduce-Sodium-Intake-in-the-United-States/Strategies%20to%20Reduce%20Sodium%20Intake%202010%20%20Report%20Brief.pdf.

[8] *Id.*

about the sugar content in a 12-ounce soft drink. The survey asked whether respondents would prefer to have sugar content expressed in terms of grams (as now) or teaspoons. Respondents indicated a clear preference for teaspoons instead of grams, though almost as many people preferred both.[9] The Nutrition Facts label has room to state "teaspoons" after the word "Sugars" and the number of grams.[10] As with the results on soup serving sizes, we believe this preference extends to all products and not just soft drinks or beverages. The results reflect common sense: Americans readily understand teaspoons, but have no idea about grams. While there's an argument for consistency in units of measurement—such as expressing weights in terms of grams—we believe that consumer-friendliness should trump consistency. In any case, current labels use a variety of units: serving sizes are expressed in ounces and grams, nutrients above the thick line are expressed in grams or milligrams, micronutrients below the thick line are expressed as percentages (presumably of a Daily Value, though that is not clearly stated).

CSPI urges FDA to consider the results of this survey and to take action to modernize current serving size regulations. We acknowledge that the rulemaking process takes a long time, but tools to fight obesity are needed now.

We also urge FDA to champion the consumer's right to accurate, straightforward nutrition information on food packaging by taking enforcement action on misbranded and misleading labeling of large single-serving packages.

Yours truly,

/s/
Stephen Gardner
Director of Litigation

/s/
Lauren Medoff
Staff Attorney

Attachment

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[9] Of those expressing a preference, 38% preferred teaspoons and only 20% preferred grams, while 34% preferred both. See Question 11.

[10] On August 3, 1999, CSPI petitioned the FDA to set a Daily Value for added sugars and then indicate the percentage of that amount on the Nutrition Facts label. www.cspinet.org/reports/sugar/sugarpet1.pdf.

Attachment

Excerpts from
FOOD LABEL STUDY (#805031)
January 18-19, 2010
Prepared by ONLINE CARAVAN®
OPINION RESEARCH CORPORATION
Princeton, New Jersey

Responses to Questions B6, B7, B10, and B11

B6 Typical Campbell's condensed soups come in 10.5-ounce cans that are diluted to make 21 ounces of soup (about 2.5 cups). How big a portion do you or your family members usually consume? [Select one answer]

01 8 ounces (1 cup; less than ½ can)
02 10 ounces (½ can)
03 21 ounces (whole can)
04 You or your family don't eat these soups

B7 Typical Campbell's Chunky soups come in 19-ounce cans. How big a portion do you or your family members usually consume?
[Select one answer]

01 8 ounces (1 cup; less than ½ can)
02 10 ounces (about ½ can)
03 19 ounces (whole can)
04 You or your family don't eat these soups

B10 As best as you can estimate, how many teaspoons of sugar and how many grams of sugar are in a 20-ounce bottle of Coca-Cola? Please enter a number for each, if you are unsure please indicate so. [Enter a number. Programming note: Range is 0-999, Unsure]

A Teaspoons of sugar
B Grams of sugar

B11 Nutrition labels list sugars in terms of grams. So, for instance, a 12-ounce Coke contains 39 grams of sugar, a slice of pound cake about 20 grams, and a candy bar contains 12 grams. Labels could list sugar in terms of teaspoons: in this case, Coke would state 10 teaspoons of sugar, pound cake 5 teaspoons, and a candy bar 3 teaspoons. Would it be most helpful for you if the labels stated… [Select one answer. Rotate 01-02]

01 Grams
02 Teaspoons
03 Both
04 Neither

ORC STUDY #805031 ONLINE CARAVAN FOOD LABEL STUDY JANUARY 18-19, 2010

Question B6

Typical Campbell's condensed soups come in 10.5-ounce cans that are diluted to make 21 ounces of soup (about 2.5 cups). How big a portion do you or your family members usually consume?

		Sex		Age						Region				Race		
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	North-east (J)	Mid-west (K)	South (L)	West (M)	White Only (Non-Hisp) (N)	Black Only (Non-Hisp) (O)	Hispanic (Any Race) (P)
Unweighted Total	1045	502	543	135	197	231	190	126	166	208	252	322	263	857	72	60
Weighted Total	1000	484	516	126	179	188	195	148	164	186	221	367	226	690	114*	135*
Eat these soups (Net)	847	410	437	106	154	157	166	126	138	153	194	310	190	595	88	109
	85%	85%	85%	84%	86%	84%	85%	85%	84%	82%	88%	84%	84%	86%O	77%	80%
8 ounces (1 cup less than ½ can) (8)	97	35	63	10	29	12	21	12	14	16	23	35	22	53	16	21
	10%	7%	12%B	8%	16%FHI	7%	11%	8%	8%	9%	11%	10%	10%	8%	14%	16%N
10 ounces (½ can) (10)	228	107	121	39	40	44	36	27	40	47	49	80	52	166	26	25
	23%	22%	23%	31%GH	23%	24%	19%	19%	25%	25%	22%	22%	23%	24%	22%	18%
21 ounces (whole can) (21)	522	268	253	57	85	101	109	87	84	89	121	195	116	376	47	63
	52%	55%	49%	45%	48%	54%	56%	59%	51%	48%	55%	53%	51%	54%O	41%	46%
You or your family don't eat these soups	153	75	79	20	25	30	30	22	26	33	27	57	36	95	26	27
	15%	15%	15%	16%	14%	16%	15%	15%	16%	18%	12%	16%	16%	14%	23%N	20%
Mean	16.6	17.0C	16.1	15.7	15.7	16.9	17.0	17.4DE	16.5	16.2	16.6	16.7	16.5	16.8	15.5	16.0
Standard Deviation	5.67	5.49	5.80	5.74	5.94	5.53	5.62	5.41	5.66	5.72	5.68	5.65	5.70	5.57	5.94	5.96
Standard Error	0.19	0.27	0.27	0.54	0.46	0.39	0.44	0.53	0.48	0.43	0.38	0.34	0.38	0.20	0.79	0.86

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O/P
Overlap formulae used. * small base

Question B6

Typical Campbell's condensed soups come in 10.5-ounce cans that are diluted to make 21 ounces of soup (about 2.5 cups). How big a portion do you or your family members usually consume?

		Household Income					H.H. Size			Children In H.H.				Education			
	Total (A)	LT $25K (B)	$25K- LT $40K (C)	$40K- LT $50K (D)	$50K- LT $75K (E)	$75K Or More (F)	1 (G)	2 (H)	3 Or More (I)	None (J)	Total (K)	Under 13 (L)	13- 17 (M)	HS Incom- plete (N)	HS Grad (O)	Coll Incom- plete (P)	Coll Grad (Q)
Unweighted Total	1045	248	208	120	216	253	194	379	472	701	344	267	159	32	200	436	377
Weighted Total	1000	240	203	106	208	242	191	355	454	680	320	242	152	35**	189	425	351
Eat these soups (Net)	847	195	177	95	171	208	148	303	396	574	273	205	134	28	165	366	288
	85%	81%	87%	89%	82%	86%	77%	85%G	87%G	84%	85%	85%	88%	80%	87%	86%	82%
8 ounces (1 cup less than ½ can) (8)	97	25	27	9	17	19	21	24	52	57	40	31	18	3	16	39	39
	10%	10%	13%	8%	8%	8%	11%	7%	11%H	8%	13%	13%	12%	7%	9%	9%	11%
10 ounces (½ can) (10)	228	57	43	19	38	70	38	82	108	155	73	55	40	5	47	88	87
	23%	24%	21%	18%	19%	29%DE	20%	23%	24%	23%	23%	23%	26%	15%	25%	21%	25%
21 ounces (whole can) (21)	522	113	108	67	115	119	89	197	237	362	160	120	76	20	101	239	162
	52%	47%	53%	63%BF	55%	49%	46%	55%	52%	53%	50%	49%	50%	57%	53%	56%Q	46%
You or your family don't eat these soups	153	45	26	11	37	34	43	53	58	106	47	36	18	7	24	58	64
	15%	19%	13%	11%	18%	14%	23%HI	15%	13%	16%	15%	15%	12%	20%	13%	14%	18%
Mean	16.6	16.1	16.4	17.6BF	17.2	16.1	16.3	17.0	16.3	16.7	16.2	16.1	15.9	17.7	16.6	17.0Q	15.9
Standard Deviation	5.67	5.78	5.80	5.35	5.49	5.70	5.79	5.50	5.75	5.60	5.81	5.83	5.82	5.37	5.65	5.57	5.81
Standard Error	0.19	0.40	0.43	0.52	0.41	0.39	0.47	0.30	0.28	0.23	0.33	0.38	0.49	1.05	0.42	0.29	0.33

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K - N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

ORC STUDY #805031 ONLINE CARAVAN FOOD LABEL STUDY JANUARY 18-19, 2010

Question B7

Typical Campbell's Chunky soups come in 19-ounce cans. How big a portion do you or your family members usually consume?

		Sex		Age						Region				Race		
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	Northeast (J)	Midwest (K)	South (L)	West (M)	White Only (Non-Hisp) (N)	Black Only (Non-Hisp) (O)	Hispanic (Any Race) (P)
Unweighted Total	1045	502	543	135	197	231	190	126	166	208	252	322	263	857	72	60
Weighted Total	1000	484	516	126	179	188	195	148	164	186	221	367	226	690	114*	135*
Eat these soups (Net)	782	393	389	103	139	151	154	115	120	139	177	291	175	536	90	100
	78%	81%C	75%	81%	78%	81%	79%	77%	73%	75%	80%	79%	77%	78%	79%	74%
8 ounces (1 cup less than ½ can) (8)	76	30	46	14	15	9	15	10	13	6	17	32	21	50	11	9
	8%	6%	9%	11%	8%	5%	8%	7%	8%	3%	8%J	9%J	9%J	7%	10%	7%
10 ounces (about ½ can) (10)	202	99	103	35	46	38	25	27	32	45	35	84	38	134	23	31
	20%	20%	20%	27%G	26%G	20%	13%	18%	20%	24%K	16%	23%	17%	19%	20%	23%
19 ounces (whole can) (19)	504	264	240	55	79	104	115	78	74	88	125	175	115	353	57	59
	50%	55%C	46%	43%	44%	55%E	59%DEI	53%	45%	47%	57%	48%	51%	51%	50%	44%
You or your family don't eat these soups	218	91	127	23	39	36	41	34	44	47	44	76	51	154	24	35
	22%	19%	25%B	19%	22%	19%	21%	23%	27%	25%	20%	21%	23%	22%	21%	26%
Mean	16.9	17.2	16.5	15.6	16.0	17.4DE	18.0DEI	17.3D	16.6	16.9	17.6L	16.4	17.0	17.0	16.6	16.3
Standard Deviation	5.56	5.41	5.69	5.83	5.75	5.32	5.16	5.44	5.68	5.44	5.35	5.69	5.60	5.51	5.70	5.69
Standard Error	0.19	0.27	0.28	0.56	0.46	0.39	0.42	0.55	0.52	0.43	0.38	0.35	0.39	0.21	0.75	0.85

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O/P
Overlap formulae used. * small base

ORC STUDY #805031 ONLINE CARAVAN FOOD LABEL STUDY JANUARY 18-19, 2010

Question B7

Typical Campbell's Chunky soups come in 19-ounce cans. How big a portion do you or your family members usually consume?

		Household Income					H.H. Size			Children In H.H.				Education			
	Total (A)	LT $25K (B)	$25K- LT $40K (C)	$40K- LT $50K (D)	$50K- LT $75K (E)	$75K Or More (F)	1 (G)	2 (H)	3 Or More (I)	None (J)	Total (K)	Under 13 (L)	13- 17 (M)	HS Incom- plete (N)	HS Grad (O)	Coll Incom- plete (P)	Coll Grad (Q)
Unweighted Total	1045	248	208	120	216	253	194	379	472	701	344	267	159	32	200	436	377
Weighted Total	1000	240	203	106	208	242	191	355	454	680	320	242	152	35**	189	425	351
Eat these soups (Net)	782	189	164	88	152	190	140	279	363	525	257	196	125	29	154	331	268
	78%	79%	81%	83%	73%	78%	74%	78%	80%	77%	80%	81%	82%	82%	82%	78%	76%
8 ounces (1 cup less than ½ can) (8)	76	25	18	5	13	15	20	19	37	46	30	24	15	4	22	26	24
	8%	10%	9%	5%	6%	6%	10%H	5%	8%	7%	9%	10%	10%	10%	11%P	6%	7%
10 ounces (about ½ can) (10)	202	46	40	24	33	59	40	72	90	137	65	47	40	4	36	78	84
	20%	19%	20%	23%	16%	24%E	21%	20%	20%	20%	20%	19%	26%	12%	19%	18%	24%
19 ounces (whole can) (19)	504	118	106	59	105	116	80	188	236	341	162	125	70	21	96	228	159
	50%	49%	52%	55%	50%	48%	42%	53%G	52%G	50%	51%	52%	46%	60%	51%	54%Q	45%
You or your family don't eat these soups	218	52	39	18	56	52	51	76	91	155	63	45	27	6	35	93	83
	22%	21%	19%	17%	27%	22%	26%	22%	20%	23%	20%	19%	18%	18%	18%	22%	24%
Mean	16.9	16.6	16.9	17.2	17.4	16.6	16.0	17.3G	16.9	17.0	16.7	16.7	15.9	17.7	16.6	17.4Q	16.3
Standard Deviation	5.56	5.71	5.59	5.39	5.38	5.60	5.83	5.38	5.56	5.51	5.65	5.66	5.79	5.44	5.74	5.37	5.66
Standard Error	0.19	0.41	0.44	0.54	0.42	0.40	0.49	0.31	0.28	0.24	0.34	0.38	0.50	1.09	0.45	0.29	0.33

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K - N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

ORC STUDY #805031 ONLINE CARAVAN FOOD LABEL STUDY JANUARY 18-19, 2010

Question B10A

As best as you can estimate, how many teaspoons of sugar and how many grams of sugar are in a 20-ounce bottle of Coca-Cola? Please enter a number for each, if you are unsure please indicate so.

A. Teaspoons of sugar

		Sex		Age						Region				Race		
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	Northeast (J)	Midwest (K)	South (L)	West (M)	White Only (Non-Hisp) (N)	Black Only (Non-Hisp) (O)	Hispanic (Any Race) (P)
Unweighted Total	1045	502	543	135	197	231	190	126	166	208	252	322	263	857	72	60
Weighted Total	1000	484	516	126	179	188	195	148	164	186	221	367	226	690	114*	135*
Any (Net)	266	140	126	50	62	60	43	26	25	45	65	94	62	156	32	53
	27%	29%	24%	40%GHI	35%GHI	32%GHI	22%	17%	15%	24%	29%	26%	27%	23%	28%	39%N
1-6 (Subnet)	124	79	45	21	27	27	20	13	15	27	26	44	28	74	11	28
	12%	16%C	9%	17%	15%	15%	10%	8%	9%	14%	12%	12%	12%	11%	10%	21%N
1	8	6	1	1	3	2	1	1	0	3	1	2	2	6	1	0
	1%	1%	*	1%	1%	1%	*	1%	0	2%	1%	*	1%	1%	1%	0
2	21	15	6	5	8	3	4	0	2	5	4	7	5	13	1	4
	2%	3%	1%	4%H	5%H	1%	2%	0	1%	3%	2%	2%	2%	2%	1%	3%
3	24	16	8	1	5	4	6	4	3	5	5	8	6	13	4	7
	2%	3%	2%	1%	3%	2%	3%	3%	2%	3%	2%	2%	3%	2%	4%	5%
4	24	14	10	3	1	10	3	4	2	3	4	13	5	13	3	4
	2%	3%	2%	3%	1%	6%EGI	2%	3%	1%	1%	2%	3%	2%	2%	3%	3%
5	31	15	15	10	8	7	3	1	2	8	5	11	7	16	0	13
	3%	3%	3%	8%GHI	4%	4%	2%	1%	1%	4%	2%	3%	3%	2%	0	10%NO
6	16	12	4	0	3	1	3	3	7	4	6	3	3	13	1	0
	2%	3%C	1%	0	1%	1%	2%	2%	4%DF	2%	3%	1%	1%	2%	1%	0
7-9	14	8	7	5	3	3	1	1	1	2	4	3	5	7	1	4
	1%	2%	1%	4%	2%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	3%
10	24	11	13	3	8	2	7	4	1	1	8	6	8	16	2	6
	2%	2%	2%	2%	4%FI	1%	3%	3%	*	1%	4%	2%	4%	2%	1%	4%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O/P
Overlap formulae used. * small base

ORC STUDY #805031 ONLINE CARAVAN FOOD LABEL STUDY JANUARY 18-19, 2010

Question B10A

As best as you can estimate, how many teaspoons of sugar and how many grams of sugar are in a 20-ounce bottle of Coca-Cola? Please enter a number for each, if you are unsure please indicate so.

A. Teaspoons of sugar

		Sex		Age						Region				Race		
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	North-east (J)	Mid-west (K)	South (L)	West (M)	White Only (Non-Hisp) (N)	Black Only (Non-Hisp) (O)	Hispanic (Any Race) (P)
Weighted Total	1000	484	516	126	179	188	195	148	164	186	221	367	226	690	114*	135*
11-14	18	11	7	4	4	3	2	2	3	3	4	5	6	9	2	4
	2%	2%	1%	3%	2%	2%	1%	1%	2%	2%	2%	1%	3%	1%	2%	3%
15	13	5	8	3	4	6	1	0	0	4	1	6	2	9	3	0
	1%	1%	2%	2%	2%	3%I	*	0	0	2%	1%	2%	1%	1%	3%	0
16-19	16	5	11	2	1	10	1	2	1	1	4	8	3	10	3	2
	2%	1%	2%	1%	*	5%EGI	*	2%	1%	*	2%	2%	1%	1%	3%	1%
20	29	10	19	5	8	5	4	3	5	3	10	10	6	19	3	6
	3%	2%	4%	4%	5%	3%	2%	2%	3%	2%	4%	3%	3%	3%	3%	4%
More than 20	27	11	16	7	7	4	7	1	0	4	8	12	3	12	5	4
	3%	2%	3%	6%HI	4%I	2%	4%I	1%	0	2%	4%	3%	2%	2%	5%	3%
Zero	1	1	0	0	1	1	0	0	0	1	0	1	0	1	0	0
	*	*	0	0	*	*	0	0	0	*	0	*	0	*	0	0
Unsure	733	343	390	76	116	127	152	123	139	140	156	272	164	533	82	82
	73%	71%	76%	60%	65%	68%	78%DE F	83%DE F	85%DE F	75%	71%	74%	73%	77%P	72%	61%
Mean (Including 0)	14.0	12.0	16.1	13.7	14.5	16.2	15.5	10.1	8.8	10.8	16.9	13.0	14.7	14.1	14.1	11.2
Standard Deviation (Including 0)	28.69	33.40	22.18	18.34	24.78	48.04	22.84	9.27	6.30	17.88	26.14	15.38	47.61	34.34	12.93	15.41
Standard Error (Including 0)	1.73	2.81	1.92	2.62	3.17	5.74	3.40	1.89	1.26	2.43	3.06	1.69	5.95	2.39	2.82	3.02
Median (Including 0)	8.0	6.0	10.0	8.0	10.0	9.0	10.0	8.0	6.0	5.0	10.0	10.0	8.0	8.0	12.0	5.0

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O/P
Overlap formulae used. * small base

ORC STUDY #805031 ONLINE CARAVAN FOOD LABEL STUDY JANUARY 18-19, 2010

Question B10A

As best as you can estimate, how many teaspoons of sugar and how many grams of sugar are in a 20-ounce bottle of Coca-Cola? Please enter a number for each, if you are unsure please indicate so.

A. Teaspoons of sugar

		Sex		Age						Region				Race		
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	Northeast (J)	Midwest (K)	South (L)	West (M)	White Only (Non-Hisp) (N)	Black Only (Non-Hisp) (O)	Hispanic (Any Race) (P)
Weighted Total	1000	484	516	126	179	188	195	148	164	186	221	367	226	690	114*	135*
Mean (Excluding 0)	14.0	12.1	16.1	13.7	14.6	16.4	15.5	10.1	8.8	11.0	16.9	13.1	14.7	14.2	14.1	11.2
Standard Deviation (Excluding 0)	28.74	33.54	22.18	18.34	24.87	48.31	22.84	9.27	6.30	17.96	26.14	15.39	47.61	34.46	12.93	15.41
Standard Error (Excluding 0)	1.74	2.84	1.92	2.62	3.21	5.82	3.40	1.89	1.26	2.47	3.06	1.70	5.95	2.41	2.82	3.02
Median (Excluding 0)	8.0	6.0	10.0	8.0	10.0	9.0	10.0	8.0	6.0	5.0	10.0	10.0	8.0	8.0	12.0	5.0

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O/P
Overlap formulae used. * small base

ORC STUDY #805031 ONLINE CARAVAN FOOD LABEL STUDY JANUARY 18-19, 2010

Question B10A

As best as you can estimate, how many teaspoons of sugar and how many grams of sugar are in a 20-ounce bottle of Coca-Cola? Please enter a number for each, if you are unsure please indicate so.

A. Teaspoons of sugar

		Household Income					H.H. Size			Children In H.H.				Education			
	Total (A)	LT $25K (B)	$25K- LT $40K (C)	$40K- LT $50K (D)	$50K- LT $75K (E)	$75K Or More (F)	1 (G)	2 (H)	3 Or More (I)	None (J)	Total (K)	Under 13 (L)	13- 17 (M)	HS Incom- plete (N)	HS Grad (O)	Coll Incom- plete (P)	Coll Grad (Q)
Unweighted Total	1045	248	208	120	216	253	194	379	472	701	344	267	159	32	200	436	377
Weighted Total	1000	240	203	106	208	242	191	355	454	680	320	242	152	35**	189	425	351
Any (Net)	266	59	56	31	54	65	49	67	149	146	120	92	57	14	36	99	117
	27%	25%	28%	30%	26%	27%	26%	19%	33%H	21%	37%J	38%	37%	41%	19%	23%	33%OP
1-6 (Subnet)	124	32	24	16	21	31	21	32	71	68	56	46	27	9	15	47	54
	12%	13%	12%	15%	10%	13%	11%	9%	16%H	10%	17%J	19%	17%	24%	8%	11%	16%O
1	8	1	1	2	2	2	0	1	7	3	5	3	3	0	2	3	3
	1%	*	*	2%	1%	1%	0	*	2%	*	1%	1%	2%	0	1%	1%	1%
2	21	5	6	3	2	5	4	3	14	7	14	12	4	1	2	10	9
	2%	2%	3%	3%	1%	2%	2%	1%	3%H	1%	4%J	5%	3%	2%	1%	2%	3%
3	24	9	6	3	3	4	4	6	14	13	11	8	8	5	0	9	10
	2%	4%	3%	3%	1%	1%	2%	2%	3%	2%	3%	3%	5%	14%	0	2%	3%O
4	24	6	5	3	5	6	5	7	13	16	9	8	1	0	2	14	8
	2%	2%	3%	3%	2%	2%	2%	2%	3%	2%	3%	3%	1%	0	1%	3%	2%
5	31	10	4	3	5	8	7	8	16	18	13	10	8	3	6	5	17
	3%	4%	2%	3%	2%	3%	4%	2%	3%	3%	4%	4%	5%	8%	3%	1%	5%P
6	16	1	2	2	4	7	2	8	7	11	5	4	2	0	2	6	8
	2%	*	1%	2%	2%	3%B	1%	2%	1%	2%	2%	2%	1%	0	1%	1%	2%
7-9	14	3	4	0	5	2	3	3	8	9	5	5	1	0	2	8	4
	1%	1%	2%	0	2%	1%	2%	1%	2%	1%	2%	2%	1%	0	1%	2%	1%
10	24	6	8	4	3	3	10	4	10	12	12	10	5	2	7	2	13
	2%	2%	4%	4%	2%	1%	5%H	1%	2%	2%	4%	4%	3%	6%	4%P	1%	4%P
11-14	18	8	5	2	3	0	3	7	9	10	8	6	6	1	4	10	2
	2%	3%F	3%F	2%F	1%	0	1%	2%	2%	1%	3%	3%	4%	3%	2%	2%	1%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K - N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

ORC STUDY #805031 ONLINE CARAVAN FOOD LABEL STUDY JANUARY 18-19, 2010

Question B10A

As best as you can estimate, how many teaspoons of sugar and how many grams of sugar are in a 20-ounce bottle of Coca-Cola? Please enter a number for each, if you are unsure please indicate so.

A. Teaspoons of sugar

		Household Income					H.H. Size			Children In H.H.				Education			
	Total (A)	LT $25K (B)	$25K- LT $40K (C)	$40K- LT $50K (D)	$50K- LT $75K (E)	$75K Or More (F)	1 (G)	2 (H)	3 Or More (I)	None (J)	Total (K)	Under 13 (L)	13- 17 (M)	HS Incom- plete (N)	HS Grad (O)	Coll Incom- plete (P)	Coll Grad (Q)
Weighted Total	1000	240	203	106	208	242	191	355	454	680	320	242	152	35**	189	425	351
15	13	*	2	1	5	4	2	2	9	5	9	4	6	0	1	6	6
	1%	*	1%	1%	2%	2%	1%	1%	2%	1%	3%J	2%	4%	0	*	2%	2%
16-19	16	1	4	1	2	9	2	3	11	7	9	6	4	0	1	3	12
	2%	*	2%	1%	1%	4%B	1%	1%	2%	1%	3%	3%	3%	0	1%	1%	3%P
20	29	5	5	4	10	6	6	12	12	20	10	7	3	1	6	12	11
	3%	2%	2%	4%	5%	2%	3%	3%	3%	3%	3%	3%	2%	2%	3%	3%	3%
More than 20	27	4	3	4	5	11	4	4	20	16	11	7	6	2	1	10	15
	3%	2%	1%	4%	2%	5%	2%	1%	4%H	2%	3%	3%	4%	5%	*	2%	4%O
Zero	1	0	0	1	1	0	1	0	1	1	0	0	0	0	1	0	1
	*	0	0	1%	*	0	*	0	*	*	0	0	0	0	*	0	*
Unsure	733	181	147	74	153	177	141	288	304	532	200	150	95	21	152	326	234
	73%	75%	72%	70%	74%	73%	74%	81%I	67%	78%K	63%	62%	63%	59%	80%Q	77%Q	67%
Mean (Including 0)	14.0	14.0	10.7	14.5	15.7	14.9	15.1	13.0	14.0	15.9	11.6	10.4	12.3	16.5	9.7	15.2	13.9
Standard Deviation (Including 0)	28.69	48.61	10.71	20.58	26.70	18.73	51.82	22.38	19.07	36.64	13.46	11.94	16.17	27.72	6.38	41.28	18.59
Standard Error (Including 0)	1.73	6.33	1.43	3.53	3.57	2.25	7.33	2.58	1.56	2.97	1.22	1.23	2.12	8.77	1.01	4.03	1.70
Median (Including 0)	8.0	5.0	8.0	6.0	10.0	8.0	10.0	8.0	8.0	8.0	9.0	6.0	10.0	5.0	10.0	8.0	9.0
Mean (Excluding 0)	14.0	14.0	10.7	14.9	15.9	14.9	15.3	13.0	14.1	16.0	11.6	10.4	12.3	16.5	9.9	15.2	14.0

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K - N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

ORC STUDY #805031 ONLINE CARAVAN FOOD LABEL STUDY JANUARY 18-19, 2010

Question B10A

As best as you can estimate, how many teaspoons of sugar and how many grams of sugar are in a 20-ounce bottle of Coca-Cola? Please enter a number for each, if you are unsure please indicate so.

A. Teaspoons of sugar

		Household Income					H.H. Size			Children In H.H.				Education			
	Total (A)	LT $25K (B)	$25K- LT $40K (C)	$40K- LT $50K (D)	$50K- LT $75K (E)	$75K Or More (F)	1 (G)	2 (H)	3 Or More (I)	None (J)	Total (K)	Under 13 (L)	13- 17 (M)	HS Incom- plete (N)	HS Grad (O)	Coll Incom- plete (P)	Coll Grad (Q)
Weighted Total	1000	240	203	106	208	242	191	355	454	680	320	242	152	35**	189	425	351
Standard Deviation (Excluding 0)	28.74	48.61	10.71	20.71	26.80	18.73	52.19	22.38	19.09	36.78	13.46	11.94	16.17	27.72	6.28	41.28	18.61
Standard Error (Excluding 0)	1.74	6.33	1.43	3.61	3.61	2.25	7.46	2.58	1.57	3.00	1.22	1.23	2.12	8.77	1.01	4.03	1.71
Median (Excluding 0)	8.0	5.0	8.0	6.0	10.0	8.0	10.0	8.0	8.0	8.0	9.0	6.0	10.0	5.0	10.0	8.0	10.0

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K - N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

ORC STUDY #805031 ONLINE CARAVAN FOOD LABEL STUDY JANUARY 18-19, 2010

Question B10B

As best as you can estimate, how many teaspoons of sugar and how many grams of sugar are in a 20-ounce bottle of Coca-Cola? Please enter a number for each, if you are unsure please indicate so.

B. Grams of sugar

		Sex		Age						Region				Race		
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	North-east (J)	Mid-west (K)	South (L)	West (M)	White Only (Non-Hisp) (N)	Black Only (Non-Hisp) (O)	Hispanic (Any Race) (P)
Unweighted Total	1045	502	543	135	197	231	190	126	166	208	252	322	263	857	72	60
Weighted Total	1000	484	516	126	179	188	195	148	164	186	221	367	226	690	114*	135*
Any (Net)	219	119	100	42	67	52	31	15	12	44	52	76	48	119	35	45
	22%	25%	19%	33%GHI	37%GHI	28%GHI	16%I	10%	7%	24%	23%	21%	21%	17%	30%N	33%N
1-4	25	18	7	8	9	4	3	0	1	6	8	9	2	11	3	9
	2%	4%C	1%	6%GHI	5%HI	2%	1%	0	1%	3%	4%	2%	1%	2%	2%	7%N
5-9	26	11	15	1	13	8	4	0	0	6	4	5	11	10	6	11
	3%	2%	3%	1%	7%DGHI	4%HI	2%	0	0	3%	2%	1%	5%L	1%	5%N	8%N
10	18	9	9	7	3	4	2	1	0	0	1	12	4	6	7	4
	2%	2%	2%	6%GHI	2%	2%	1%	1%	0	0	1%	3%JK	2%	1%	6%N	3%
11-19	13	9	4	6	0	3	0	0	4	1	4	6	2	4	4	2
	1%	2%	1%	5%EGH	0	1%	0	0	3%EG	1%	2%	2%	1%	1%	3%N	1%
20	12	6	6	1	4	6	1	1	0	3	3	2	4	5	2	4
	1%	1%	1%	*	2%	3%I	*	1%	0	2%	2%	*	2%	1%	2%	3%
21-39	42	26	16	8	11	13	6	3	1	8	10	13	11	28	3	6
	4%	5%	3%	6%I	6%I	7%HI	3%	2%	1%	4%	5%	4%	5%	4%	3%	4%
40-49	23	9	14	5	9	3	5	1	0	1	7	10	4	14	5	4
	2%	2%	3%	4%I	5%HI	2%	2%	1%	0	1%	3%	3%	2%	2%	4%	3%
50	16	9	8	4	5	1	3	1	2	4	4	6	2	10	0	2
	2%	2%	2%	3%	3%	1%	1%	1%	1%	2%	2%	2%	1%	1%	0	1%
More than 50	44	24	19	2	12	10	8	8	4	15	10	13	6	33	6	4
	4%	5%	4%	2%	7%D	5%	4%	5%	2%	8%LM	5%	3%	3%	5%	5%	3%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O/P
Overlap formulae used. * small base

Question B10B

As best as you can estimate, how many teaspoons of sugar and how many grams of sugar are in a 20-ounce bottle of Coca-Cola? Please enter a number for each, if you are unsure please indicate so.

B. Grams of sugar

		Sex		Age						Region				Race		
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	Northeast (J)	Midwest (K)	South (L)	West (M)	White Only (Non-Hisp) (N)	Black Only (Non-Hisp) (O)	Hispanic (Any Race) (P)
Weighted Total	1000	484	516	126	179	188	195	148	164	186	221	367	226	690	114*	135*
Zero	1	1	0	0	1	0	0	0	0	1	0	0	0	1	0	0
	*	*	0	0	*	0	0	0	0	*	0	0	0	*	0	0
Unsure	780	364	416	84	111	135	165	133	152	142	169	291	178	570	79	91
	78%	75%	81%	67%	62%	72%	84%DE F	90%DE F	93%DE FG	76%	77%	79%	79%	83%OP	70%	67%
Mean (Including 0)	45.3	41.6	49.7	24.1	34.2	57.0	46.8	113.6	41.8	47.1	49.7	49.2	32.5	54.2	56.8	21.0
Standard Deviation (Including 0)	82.69	66.46	98.94	21.39	37.15	123.59	66.18	159.11	34.80	69.97	89.27	97.96	56.56	86.28	126.28	21.29
Standard Error (Including 0)	5.48	5.99	9.66	3.34	4.38	15.82	12.29	42.52	10.49	9.70	11.72	12.06	7.84	6.70	26.92	4.54
Median (Including 0)	28.0	26.0	28.0	18.0	28.0	25.0	36.0	60.0	24.0	36.0	32.0	25.0	20.0	36.0	18.0	10.0
Mean (Excluding 0)	45.4	41.8	49.7	24.1	34.5	57.0	46.8	113.6	41.8	47.8	49.7	49.2	32.5	54.4	56.8	21.0
Standard Deviation (Excluding 0)	82.77	66.56	98.94	21.39	37.18	123.59	66.18	159.11	34.80	70.24	89.27	97.96	56.56	86.42	126.28	21.29
Standard Error (Excluding 0)	5.49	6.03	9.66	3.34	4.41	15.82	12.29	42.52	10.49	9.84	11.72	12.06	7.84	6.73	26.92	4.54
Median (Excluding 0)	28.0	27.0	28.0	18.0	28.0	25.0	36.0	60.0	24.0	36.0	32.0	25.0	20.0	36.0	18.0	10.0

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O/P
Overlap formulae used. * small base

ORC STUDY #805031 ONLINE CARAVAN FOOD LABEL STUDY JANUARY 18-19, 2010

Question B10B

As best as you can estimate, how many teaspoons of sugar and how many grams of sugar are in a 20-ounce bottle of Coca-Cola? Please enter a number for each, if you are unsure please indicate so.

B. Grams of sugar

		Household Income					H.H. Size			Children In H.H.				Education			
	Total (A)	LT $25K (B)	$25K-LT $40K (C)	$40K-LT $50K (D)	$50K-LT $75K (E)	$75K Or More (F)	1 (G)	2 (H)	3 Or More (I)	None (J)	Total (K)	Under 13 (L)	13-17 (M)	HS Incomplete (N)	HS Grad (O)	Coll Incomplete (P)	Coll Grad (Q)
Unweighted Total	1045	248	208	120	216	253	194	379	472	701	344	267	159	32	200	436	377
Weighted Total	1000	240	203	106	208	242	191	355	454	680	320	242	152	35**	189	425	351
Any (Net)	219	54	39	22	46	57	35	59	125	114	105	81	54	13	32	74	101
	22%	23%	19%	21%	22%	24%	18%	17%	28%GH	17%	33%J	34%	35%	36%	17%	17%	29%OP
1-4	25	8	4	2	6	4	5	7	13	13	12	10	10	0	7	9	9
	2%	3%	2%	2%	3%	2%	3%	2%	3%	2%	4%	4%	7%	0	4%	2%	3%
5-9	26	9	4	2	1	10	6	4	16	12	14	14	3	6	1	2	17
	3%	4%E	2%	2%	*	4%E	3%	1%	4%	2%	4%J	6%	2%	18%	1%	*	5%OP
10	18	3	3	3	8	1	6	3	10	7	11	8	6	0	2	6	10
	2%	1%	1%	3%	4%F	*	3%H	1%	2%	1%	3%J	3%	4%	0	1%	1%	3%
11-19	13	2	3	3	1	5	*	6	7	9	4	3	3	3	0	6	4
	1%	1%	1%	3%	*	2%	*	2%	1%	1%	1%	1%	2%	9%	0	1%	1%
20	12	5	1	0	2	4	3	0	9	5	8	8	0	2	1	5	4
	1%	2%	1%	0	1%	2%	2%H	0	2%H	1%	2%J	3%	0	6%	1%	1%	1%
21-39	42	11	8	6	7	10	4	15	23	23	19	13	11	0	6	19	16
	4%	5%	4%	6%	3%	4%	2%	4%	5%	3%	6%	5%	7%	0	3%	5%	5%
40-49	23	8	5	3	2	5	5	5	13	12	11	10	6	1	6	5	10
	2%	3%	2%	2%	1%	2%	3%	1%	3%	2%	3%	4%	4%	4%	3%	1%	3%
50	16	2	1	2	6	5	0	4	12	6	10	6	5	0	1	8	7
	2%	1%	1%	1%	3%	2%	0	1%	3%G	1%	3%J	3%	3%	0	*	2%	2%
More than 50	44	6	9	2	13	13	6	15	23	28	16	10	9	0	9	13	21
	4%	3%	5%	2%	6%	5%	3%	4%	5%	4%	5%	4%	6%	0	5%	3%	6%
Zero	1	0	0	0	1	0	0	0	1	1	0	0	0	0	0	0	1
	*	0	0	0	*	0	0	0	*	*	0	0	0	0	0	0	*

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K - N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

ORC STUDY #805031 ONLINE CARAVAN FOOD LABEL STUDY JANUARY 18-19, 2010

Question B10B

As best as you can estimate, how many teaspoons of sugar and how many grams of sugar are in a 20-ounce bottle of Coca-Cola? Please enter a number for each, if you are unsure please indicate so.

B. Grams of sugar

		Household Income					H.H. Size			Children In H.H.				Education			
	Total (A)	LT $25K (B)	$25K- LT $40K (C)	$40K- LT $50K (D)	$50K- LT $75K (E)	$75K Or More (F)	1 (G)	2 (H)	3 Or More (I)	None (J)	Total (K)	Under 13 (L)	13- 17 (M)	HS Incom- plete (N)	HS Grad (O)	Coll Incom- plete (P)	Coll Grad (Q)
Weighted Total	1000	240	203	106	208	242	191	355	454	680	320	242	152	35**	189	425	351
Unsure	780	186	164	84	161	185	156	296	328	565	215	160	99	22	157	351	250
	78%	77%	81%	79%	77%	76%	82%I	83%I	72%	83%K	67%	66%	65%	64%	83%Q	83%Q	71%
Mean (Including 0)	45.3	34.3	37.8	25.7	57.6	58.4	33.8	53.6	44.5	52.2	37.7	38.3	29.6	14.7	44.8	46.2	48.6
Standard Deviation (Including 0)	82.69	59.57	34.29	18.14	99.44	116.91	66.19	89.88	83.41	90.47	72.88	82.04	24.21	12.21	48.15	76.65	99.03
Standard Error (Including 0)	5.48	8.26	5.23	3.78	14.06	15.09	11.52	11.15	7.32	8.22	7.05	8.85	3.39	4.07	8.02	8.57	9.76
Median (Including 0)	28.0	21.0	28.0	30.0	35.0	30.0	11.0	33.0	26.0	30.0	25.0	20.0	28.0	15.0	32.0	30.0	25.0
Mean (Excluding 0)	45.4	34.3	37.8	25.7	58.4	58.4	33.8	53.6	44.7	52.5	37.7	38.3	29.6	14.7	44.8	46.2	48.9
Standard Deviation (Excluding 0)	82.77	59.57	34.29	18.14	99.89	116.91	66.19	89.88	83.56	90.64	72.88	82.04	24.21	12.21	48.15	76.65	99.26
Standard Error (Excluding 0)	5.49	8.26	5.23	3.78	14.27	15.09	11.52	11.15	7.36	8.27	7.05	8.85	3.39	4.07	8.02	8.57	9.83
Median (Excluding 0)	28.0	21.0	28.0	30.0	35.0	30.0	11.0	33.0	28.0	30.0	25.0	20.0	28.0	15.0	32.0	30.0	25.0

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K - N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

ORC STUDY #805031 ONLINE CARAVAN FOOD LABEL STUDY JANUARY 18-19, 2010

Question B11

Nutrition labels list sugars in terms of grams. So, for instance, a 12-ounce Coke contains 39 grams of sugar, a slice of pound cake about 20 grams, and a candy bar contains 12 grams. Labels could list sugar in terms of teaspoons: in this case, Coke would state 10 teaspoons of sugar, pound cake 5 teaspoons, and a candy bar 3 teaspoons. Would it be MOST helpful for you if the labels stated...

		Sex		Age						Region				Race		
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	North-east (J)	Mid-west (K)	South (L)	West (M)	White Only (Non-Hisp) (N)	Black Only (Non-Hisp) (O)	Hispanic (Any Race) (P)
Unweighted Total	1045	502	543	135	197	231	190	126	166	208	252	322	263	857	72	60
Weighted Total	1000	484	516	126	179	188	195	148	164	186	221	367	226	690	114*	135*
Teaspoons	380	150	231	49	60	65	70	63	73	71	94	132	82	281	41	38
	38%	31%	45%B	39%	33%	35%	36%	43%	44%	38%	43%	36%	36%	41%	36%	28%
Grams	197	126	71	34	56	40	30	21	15	30	41	84	42	114	26	47
	20%	26%C	14%	27%GHI	32%FGHI	22%I	15%	14%	9%	16%	19%	23%	19%	16%	23%	34%N
Both	342	160	182	39	46	72	78	49	58	67	64	127	83	235	38	41
	34%	33%	35%	31%	25%	39%E	40%E	33%	35%	36%	29%	35%	37%	34%	34%	31%
Neither	81	49	33	5	17	10	17	14	18	18	21	24	18	59	9	10
	8%	10%C	6%	4%	10%	5%	9%	9%	11%DF	10%	9%	7%	8%	9%	8%	7%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O/P
Overlap formulae used. * small base

ORC STUDY #805031 ONLINE CARAVAN FOOD LABEL STUDY JANUARY 18-19, 2010

Question B11

Nutrition labels list sugars in terms of grams. So, for instance, a 12-ounce Coke contains 39 grams of sugar, a slice of pound cake about 20 grams, and a candy bar contains 12 grams. Labels could list sugar in terms of teaspoons: in this case, Coke would state 10 teaspoons of sugar, pound cake 5 teaspoons, and a candy bar 3 teaspoons. Would it be MOST helpful for you if the labels stated...

		Household Income					H.H. Size			Children In H.H.				Education			
	Total (A)	LT $25K (B)	$25K-LT $40K (C)	$40K-LT $50K (D)	$50K-LT $75K (E)	$75K Or More (F)	1 (G)	2 (H)	3 Or More (I)	None (J)	Total (K)	Under 13 (L)	13-17 (M)	HS Incomplete (N)	HS Grad (O)	Coll Incomplete (P)	Coll Grad (Q)
Unweighted Total	1045	248	208	120	216	253	194	379	472	701	344	267	159	32	200	436	377
Weighted Total	1000	240	203	106	208	242	191	355	454	680	320	242	152	35**	189	425	351
Teaspoons	380	88	88	40	60	104	71	155	153	279	101	78	48	16	83	158	123
	38%	36%	44%E	37%	29%	43%E	37%	44%I	34%	41%K	31%	32%	31%	45%	44%	37%	35%
Grams	197	43	40	20	47	47	35	61	101	122	75	60	36	7	26	77	86
	20%	18%	20%	19%	22%	19%	19%	17%	22%	18%	23%	25%	24%	20%	14%	18%	25%OP
Both	342	87	57	40	86	71	66	108	167	219	122	87	61	6	58	157	121
	34%	36%	28%	38%	41%CF	29%	35%	30%	37%	32%	38%	36%	40%	17%	30%	37%	34%
Neither	81	22	17	6	15	21	18	31	32	59	23	17	8	6	22	32	21
	8%	9%	9%	6%	7%	9%	9%	9%	7%	9%	7%	7%	5%	17%	11%Q	8%	6%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K - N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing