

**Most (83%) Canadians 'Agree' that
'Beverage Manufacturers Need to Be More
Transparent' With Product Nutritional Content**
*Eight in Ten (77%) Say Nutritional Information Influences Their
Decision to Buy a Product*

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Most (83%) Canadians 'Agree' that 'Beverage Manufacturers Need to Be More Transparent' With Product Nutritional Content

Eight in Ten (77%) Say Nutritional Information Influences Their Decision to Buy a Product

Toronto, ON – Most (83%) Canadians 'agree' (39% strongly/45% somewhat) that 'food and beverage manufacturers need to be more transparent in the nutritional content of their products', according to an Ipsos Reid poll conducted on behalf of Coca-Cola Canada. Just two in ten (17%) 'disagree' (3% strongly/13% somewhat).

Further, the poll of 1,024 Canadians revealed that eight in ten (77%) Canadians say that the nutritional information on a food or beverage item 'influences' (35% a great deal/41% some) their decision to buy a product or not. Few say that the nutritional information on a product has 'little' (16%) or 'no' (8%) influence.

These are some of the findings of an Ipsos Reid poll conducted between April 21 and 27, 2009, on behalf of Coca-Cola Canada. For this survey, a national sample of 1,024 adults from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points 19 times out of 20 of what the results would have been had the entire



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population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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