

Topline Results

1. To what extent does the dietary or nutritional information on a food or beverage item influence your decision to buy the product?

	Total
Base: All respondents.	n=1024
A great deal	35%
Some	41%
Little	16%
No influence	8%
Summary	
Top2Box (A great deal/ Some)	77%
Low2Box (Little/ No influence)	23%

2. Please indicate to what extent you agree/disagree with each of the following statement:

Food/beverage manufacturers need to be more transparent in the nutritional content of their products

	Total
Base: All respondents.	n=1024
Strongly agree	39%
Somewhat agree	45%
Somewhat disagree	13%
Strongly disagree	3%
Summary	
Top2Box (Agree)	83%
Low2Box (Disagree)	17%