

1_1. (I believe the health claims made on food labels) Please indicate to what extent you agree or disagree with the following statements:

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1012	523	489	234	394	384	92	339	463	118
Weighted	1012	490	522	282	402	328	105*	394	330	183
Strongly agree	46	22	23	13	18	14	6	18	14	8
	5%	5%	4%	5%	5%	4%	6%	5%	4%	5%
Somewhat agree	489	242	247	150	189	150	51	195	156	88
	48%	49%	47%	53%	47%	46%	48%	50%	47%	48%
Somewhat disagree	390	178	212	113	150	127	41	146	127	76
	39%	36%	41%	40%	37%	39%	39%	37%	39%	42%
Strongly disagree	87	47	40	6	44	36	8	35	33	11
	9%	10%	8%	2%	11%	11%	8%	9%	10%	6%
Summary					C	C				
Top2Box (Agree)	535	265	270	163	207	165	56	213	170	96
	53%	54%	52%	58%	52%	50%	54%	54%	51%	52%
Low2Box (Disagree)	477	225	252	119	194	163	49	181	160	87
	47%	46%	48%	42%	48%	50%	46%	46%	49%	48%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

1_2. (I believe probiotics added to food products improve my health) Please indicate to what extent you agree or disagree with the following statements:

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1012	523	489	234	394	384	92	339	463	118
Weighted	1012	490	522	282	402	328	105*	394	330	183
Strongly agree	138	58	80	49	52	37	10	60	38	29
	14%	12%	15%	17%	13%	11%	10%	15%	12%	16%
				E						
Somewhat agree	587	270	317	171	230	186	67	221	190	110
	58%	55%	61%	60%	57%	57%	63%	56%	58%	60%
Somewhat disagree	238	135	103	57	94	87	21	97	88	33
	24%	28%	20%	20%	23%	27%	20%	25%	27%	18%
		B							I	
Strongly disagree	49	27	22	5	26	18	8	15	13	12
	5%	6%	4%	2%	6%	5%	8%	4%	4%	7%
					C	C				
Summary										
Top2Box (Agree)	725	328	397	220	282	223	77	281	229	139
	72%	67%	76%	78%	70%	68%	73%	71%	69%	76%
			A	DE						
Low2Box (Disagree)	287	162	125	62	120	105	29	113	101	45
	28%	33%	24%	22%	30%	32%	27%	29%	31%	24%
		B			C	C				

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

1_3. (I believe omega-3 fatty acids added to food products improve my health) Please indicate to what extent you agree or disagree with the following statements:

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1012	523	489	234	394	384	92	339	463	118
Weighted	1012	490	522	282	402	328	105*	394	330	183
Strongly agree	200	91	109	57	75	68	14	87	59	40
	20%	19%	21%	20%	19%	21%	13%	22%	18%	22%
Somewhat agree	599	288	311	171	236	192	73	222	198	106
	59%	59%	60%	61%	59%	59%	69%	56%	60%	58%
Somewhat disagree	170	93	78	50	67	53	G			
	17%	19%	15%	18%	17%	16%	14%	69%	60%	28%
Strongly disagree	42	19	24	4	24	14	5	16	13	9
	4%	4%	5%	1%	6%	4%	4%	4%	4%	5%
Summary					C	C				
Top2Box (Agree)	799	379	421	228	311	260	87	309	258	146
	79%	77%	81%	81%	77%	79%	82%	78%	78%	80%
Low2Box (Disagree)	213	111	101	54	91	68	19	85	72	37
	21%	23%	19%	19%	23%	21%	18%	22%	22%	20%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

1_4. (I am willing to pay more for products which make health claims) Please indicate to what extent you agree or disagree with the following statements:

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1012	523	489	234	394	384	92	339	463	118
Weighted	1012	490	522	282	402	328	105*	394	330	183
Strongly agree	56	23	33	15	23	19	9	19	17	11
	6%	5%	6%	5%	6%	6%	8%	5%	5%	6%
Somewhat agree	388	183	205	114	135	139	38	143	134	73
	38%	37%	39%	40%	34%	42%	36%	36%	41%	40%
Somewhat disagree	422	202	221	129	171	122	41	172	136	72
	42%	41%	42%	46%	42%	37%	39%	44%	41%	40%
Strongly disagree	146	82	64	25	73	47	18	59	42	27
	14%	17%	12%	9%	18%	14%	17%	15%	13%	15%
Summary					C	C				
Top2Box (Agree)	444	206	238	128	158	158	47	162	151	84
	44%	42%	46%	45%	39%	48%	44%	41%	46%	46%
Low2Box (Disagree)	568	283	284	154	244	170	59	231	179	99
	56%	58%	54%	55%	61%	52%	56%	59%	54%	54%
					E					

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

1. (Top2box Summary) Please indicate to what extent you agree or disagree with the following statements:

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1012	523	489	234	394	384	92	339	463	118
Weighted	1012	490	522	282	402	328	105*	394	330	183
I believe omega-3 fatty acids added to food products improve my health	799	379	421	228	311	260	87	309	258	146
	79%	77%	81%	81%	77%	79%	82%	78%	78%	80%
I believe probiotics added to food products improve my health	725	328	397	220	282	223	77	281	229	139
	72%	67%	76%	78%	70%	68%	73%	71%	69%	76%
			A	DE						
I believe the health claims made on food labels	535	265	270	163	207	165	56	213	170	96
	53%	54%	52%	58%	52%	50%	54%	54%	51%	52%
I am willing to pay more for products which make health claims	444	206	238	128	158	158	47	162	151	84
	44%	42%	46%	45%	39%	48%	44%	41%	46%	46%
						D				

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

1. (Low2box Summary) Please indicate to what extent you agree or disagree with the following statements:

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1012	523	489	234	394	384	92	339	463	118
Weighted	1012	490	522	282	402	328	105*	394	330	183
I am willing to pay more for products which make health claims	568	283	284	154	244	170	59	231	179	99
	56%	58%	54%	55%	61%	52%	56%	59%	54%	54%
					E					
I believe the health claims made on food labels	477	225	252	119	194	163	49	181	160	87
	47%	46%	48%	42%	48%	50%	46%	46%	49%	48%
I believe probiotics added to food products improve my health	287	162	125	62	120	105	29	113	101	45
	28%	33%	24%	22%	30%	32%	27%	29%	31%	24%
		B			C	C				
I believe omega-3 fatty acids added to food products improve my health	213	111	101	54	91	68	19	85	72	37
	21%	23%	19%	19%	23%	21%	18%	22%	22%	20%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

2. You answered that you agree that you would be willing to pay more for products which make health claims. Can you please tell us, as a percentage, how much more you would be willing to pay for these types of products?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Willing to pay more for products which make health claims	447	217	230	107	156	184	41	141	211	54
Weighted	444	206	238	128*	158	158	47*	162	151	84*
1%	12	6	6	3	7	2	4	5	4	0
	3%	3%	3%	2%	5%	1%	8%	3%	3%	-
2%	21	8	13	3	13	5	1	12	8	0
	5%	4%	6%	2%	8%	3%	3%	7%	6%	-
3%	15	6	9	6	5	4	2	2	7	3
	3%	3%	4%	4%	3%	3%	5%	2%	4%	4%
5%	112	51	61	35	29	47	11	48	33	20
	25%	24%	26%	27%	18%	30%	23%	30%	22%	23%
6%	1	0	1	1	0	0	0	1	0	0
	0	-	1%	1%	-	-	-	1%	-	-
7%	1	1	0	0	1	1	0	0	1	0
	0	1%	-	-	0	0	-	-	1%	-
8%	3	2	1	0	1	2	0	3	0	0
	1%	1%	0	-	1%	1%	-	2%	-	-
10%	158	78	80	34	63	61	17	54	55	33
	36%	38%	34%	27%	40%	39%	36%	33%	37%	39%
11-15%	37	15	21	13	10	13	1	15	14	7
	8%	7%	9%	10%	6%	8%	2%	9%	9%	8%
16-20%	28	12	16	5	14	9	4	7	12	5
	6%	6%	7%	4%	9%	6%	9%	4%	8%	6%
21-30%	33	17	16	14	9	10	4	9	10	10
	7%	8%	7%	11%	6%	6%	8%	5%	7%	12%
31-40%	1	1	0	0	1	0	0	0	1	0
	0	0	-	-	0	-	-	-	0	-
	10	4	6	6	1	2	1	5	4	0

2. You answered that you agree that you would be willing to pay more for products which make health claims. Can you please tell us, as a percentage, how much more you would be willing to pay for these types of products?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
41-50%	2%	2%	2%	5%	1%	2%	3%	3%	2%	-
51-60%	2	1	1	2	0	0	0	1	1	0
	1%	0	1%	2%	-	-	-	1%	1%	-
71-80%	6	5	2	2	4	1	0	1	1	5
	1%	2%	1%	1%	3%	0	-	1%	0	6%
										GH
81-90%	3	0	3	3	0	0	1	0	0	2
	1%	-	1%	3%	-	-	3%	-	-	2%
							GH			
Mean	12.8	13	12.7	16.3	12.1	10.8	13.5	11.3	12	16.8
				DE						GH
Standard Deviation	13.9	13.8	14.1	18.7	13	9	17	11.8	10.8	19.4
Median	10	10	10	10	10	10	10	10	10	10

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

3. What do you believe is the impact on your health of including in your diet foods that are high in probiotics or omega-3 fatty acids?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1012	523	489	234	394	384	92	339	463	118
Weighted	1012	490	522	282	402	328	105*	394	330	183
Very positive impact	146	60	86	37	56	53	14	60	39	33
	14%	12%	16%	13%	14%	16%	14%	15%	12%	18%
A somewhat positive impact	637	298	339	186	251	200	61	246	220	109
	63%	61%	65%	66%	62%	61%	58%	63%	67%	60%
No impact at all	214	121	93	57	89	68	26	83	66	38
	21%	25%	18%	20%	22%	21%	25%	21%	20%	21%
A somewhat negative impact	8	7	2	2	4	3	1	1	3	3
	1%	1%	0	1%	1%	1%	1%	0	1%	2%
A very negative impact	6	4	2	0	2	4	2	3	1	0
	1%	1%	0	-	0	1%	2%	1%	0	-
Summary							H			
Top2Box (Positive)	784	358	425	224	307	253	76	307	260	142
	77%	73%	81%	79%	76%	77%	72%	78%	79%	77%
Low2Box (Negative)	14	10	4	2	6	7	3	4	4	3
	1%	2%	1%	1%	1%	2%	3%	1%	1%	2%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base