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

	GEI	NDER	AGE				EDUCATION					
Total	Male	Female	18-34	35-54	55+	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad			
	Α	В	С	D	Е	F	G	Н	I			
1012	523	489	234	394	384	92	339	463	118			
1012	490	522	282	402	328	105*	394	330	183			
46	22	23	13	18	14	6	18	14	8			
5%	5%	4%	5%	5%	4%	6%	5%	4%	5%			
489	242	247	150	189	150	51	195	156	88			
48%	49%	47%	53%	47%	46%	48%	50%	47%	48%			
390	178	212	113	150	127	41	146	127	76			
39%	36%	41%	40%	37%	39%	39%	37%	39%	42%			
87	47	40	6	44	36	8	35	33	11			
9%	10%	8%	2%	11%	11%	8%	9%	10%	6%			
				С	С							
535	265	270	163	207	165	56	213	170	96			
53%	54%	52%	58%	52%	50%	54%	54%	51%	52%			
477	225	252	119	194	163	49	181	160	87			
47%	46%	48%	42%	48%	50%	46%	46%	49%	48%			
	1012 1012 46 5% 489 48% 390 39% 87 9%	Total Male A 1012 523 1012 490 46 22 5% 5% 5% 489 242 48% 49% 390 178 39% 36% 87 47 9% 10% 535 265 53% 54% 477 225 225	A B 1012 523 489 1012 490 522 46 22 23 5% 5% 4% 489 242 247 48% 49% 47% 390 178 212 39% 36% 41% 87 47 40 9% 10% 8% 535 265 270 53% 54% 52% 477 225 252	Total Male Female 18-34 A B C 1012 523 489 234 1012 490 522 282 46 22 23 13 5% 5% 4% 5% 489 242 247 150 48% 49% 47% 53% 390 178 212 113 39% 36% 41% 40% 87 47 40 6 9% 10% 8% 2% 535 265 270 163 53% 54% 52% 58% 477 225 252 119	Total Male Female 18-34 35-54 A B C D 1012 523 489 234 394 1012 490 522 282 402 46 22 23 13 18 5% 5% 4% 5% 5% 489 242 247 150 189 48% 49% 47% 53% 47% 390 178 212 113 150 39% 36% 41% 40% 37% 87 47 40 6 44 9% 10% 8% 2% 11% C 535 265 270 163 207 53% 54% 52% 58% 52% 477 225 252 119 194	Total Male Female 18-34 35-54 55+ A B C D E 1012 523 489 234 394 384 1012 490 522 282 402 328 46 22 23 13 18 14 5% 5% 4% 5% 5% 4% 489 242 247 150 189 150 48% 49% 47% 53% 47% 46% 390 178 212 113 150 127 39% 36% 41% 40% 37% 39% 87 47 40 6 44 36 9% 10% 8% 2% 11% 11% C C C C 535 265 270 163 207 165 53% 54% 52% 58%	Total Male Female 18-34 35-54 55+ <hs< th=""> A B C D E F 1012 523 489 234 394 384 92 1012 490 522 282 402 328 105* 46 22 23 13 18 14 6 5% 5% 4% 5% 5% 4% 6% 489 242 247 150 189 150 51 48% 49% 47% 53% 47% 46% 48% 390 178 212 113 150 127 41 39% 36% 41% 40% 37% 39% 39% 87 47 40 6 44 36 8 9% 10% 8% 2% 11% 11% 8% C C C C C</hs<>	Total Male Female 18-34 35-54 55+ < HS A B C D E F G 1012 523 489 234 394 384 92 339 1012 490 522 282 402 328 105* 394 46 22 23 13 18 14 6 18 5% 5% 4% 5% 5% 4% 6% 5% 489 242 247 150 189 150 51 195 48% 49% 47% 53% 47% 46% 48% 50% 390 178 212 113 150 127 41 146 39% 36% 41% 40% 37% 39% 39% 37% 87 47 40 6 44 36 8 35 9% 10% <	Total Male Female 18-34 35-54 55+ ≺HS HS Post Sec A B C D E F G H 1012 523 489 234 394 384 92 339 463 1012 490 522 282 402 328 105* 394 330 46 22 23 13 18 14 6 18 14 5% 5% 4% 5% 5% 4% 6% 5% 4% 489 242 247 150 189 150 51 195 156 48% 49% 47% 53% 47% 46% 48% 50% 47% 390 178 212 113 150 127 41 146 127 39% 36% 41% 40% 37% 39% 39% 37% 39% <			

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:

		GEI	NDER		AGE		EDUCATION				
	Total	Male	Female	18-34	35-54	55+	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad	
		Α	В	С	D	E	F	G	Н	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	
	138	58	80	49	52	37	10	60	38	29	
Strongly agree	14%	12%	15%	17%	13%	11%	10%	15%	12%	16%	
				Е							
	587	270	317	171	230	186	67	221	190	110	
Somewhat agree	58%	55%	61%	60%	57%	57%	63%	56%	58%	60%	
	238	135	103	57	94	87	21	97	88	33	
Somewhat disagree	24%	28%	20%	20%	23%	27%	20%	25%	27%	18%	
		В							1		
	49	27	22	5	26	18	8	15	13	12	
Strongly disagree	5%	6%	4%	2%	6%	5%	8%	4%	4%	7%	
					С	С					
Summary											
	725	328	397	220	282	223	77	281	229	139	
Top2Box (Agree)	72%	67%	76%	78%	70%	68%	73%	71%	69%	76%	
			Α	DE							
	287	162	125	62	120	105	29	113	101	45	
Low2Box (Disagree)	28%	33%	24%	22%	30%	32%	27%	29%	31%	24%	
		В			С	С					

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:

		GEI	NDER		AGE		EDUCATION				
	Total	Male	Female	18-34	35-54	55+	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad	
		Α	В	С	D	E	F	G	Н	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	
	200	91	109	57	75	68	14	87	59	40	
Strongly agree	20%	19%	21%	20%	19%	21%	13%	22%	18%	22%	
	599	288	311	171	236	192	73	222	198	106	
Somewhat agree	59%	59%	60%	61%	59%	59%	69%	56%	60%	58%	
Somewhat agree	39 /0	39 /6	00 /6	0176	3976	3976	G G	30 /6	0078	30 /6	
	170	93	78	50	67	53	14	69	60	28	
Somewhat disagree	17%	19%	15%	18%	17%	16%	13%	17%	18%	15%	
	42	19	24	4	24	14	5	16	13	9	
Strongly disagree	42	4%	5%	1%	6%	4%	4%	4%	4%	5%	
Oliongly disagree	470	4 /0	378	1 /0	C	C C	4 /0	4 /0	4 /0	378	
Summary											
	799	379	421	228	311	260	87	309	258	146	
Top2Box (Agree)	79%	77%	81%	81%	77%	79%	82%	78%	78%	80%	
	213	111	101	54	91	68	19	85	72	37	
Low2Box (Disagree)	21%	23%	19%	19%	23%	21%	18%	22%	22%	20%	

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:

		GEI	NDER		AGE		EDUCATION				
	Total	Male	Female	18-34	35-54	55+	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad	
		Α	В	С	D	Е	F	G	Н	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	
	56	23	33	15	23	19	9	19	17	11	
Strongly agree	6%	5%	6%	5%	6%	6%	8%	5%	5%	6%	
	388	183	205	114	135	139	38	143	134	73	
Somewhat agree	38%	37%	39%	40%	34%	42%	36%	36%	41%	40%	
Comownat agree	3070	37 70	3370	4070	3470	D	3070	3070	7170	4070	
	422	202	221	129	171	122	41	172	136	72	
Somewhat disagree	42%	41%	42%	46%	42%	37%	39%	44%	41%	40%	
				Е							
	146	82	64	25	73	47	18	59	42	27	
Strongly disagree	14%	17%	12%	9%	18%	14%	17%	15%	13%	15%	
					С	С					
Summary											
	444	206	238	128	158	158	47	162	151	84	
Top2Box (Agree)	44%	42%	46%	45%	39%	48%	44%	41%	46%	46%	
						D					
	568	283	284	154	244	170	59	231	179	99	
Low2Box (Disagree)	56%	58%	54%	55%	61%	52%	56%	59%	54%	54%	
					E						

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

		GE	NDER		AGE		EDUCATION				
	Total	Male	Female	18-34	35-54	55+	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad	
		А	В	С	D	E	F	G	Н	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 79%	379 77%	421 81%	228 81%	311 77%	260 79%	87 82%	309 78%	258 78%	146 80%	
inplote my neath	1370	1170	0170	0176	1170	1970	02.70	7070	7070	0070	
I believe probiotics added to food products improve my	725	328	397	220	282	223	77	281	229	139	
health	72%	67%	76% A	78% DE	70%	68%	73%	71%	69%	76%	
I believe the health claims made on food labels	535	265	270	163	207	165	56	213	170	96	
i believe the fleath claims made of flood labels	53%	54%	52%	58%	52%	50%	54%	54%	51%	52%	
I am willing to pay more for products which make health	444	206	238	128	158	158	47	162	151	84	
claims	44%	42%	46%	45%	39%	48%	44%	41%	46%	46%	
						D					

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

		GE	NDER		AGE		EDUCATION				
	Total	Male	Female	18-34	35-54	55+	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad	
		Α	В	С	D	E	F	G	Н	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	568	283	284	154	244	170	59	231	179	99	
claims	56%	58%	54%	55%	61% E	52%	56%	59%	54%	54%	
I believe the health claims made on food labels	477 47%	225 46%	252 48%	119 42%	194 48%	163 50%	49 46%	181 46%	160 49%	87 48%	
I believe probiotics added to food products improve my health	287 28%	162 33% B	125 24%	62 22%	120 30% C	105 32% C	29 27%	113 29%	101 31%	45 24%	
I believe omega-3 fatty acids added to food products improve my health	213 21%	111 23%	101 19%	54 19%	91 23%	68 21%	19 18%	85 22%	72 22%	37 20%	
	Z 1 /0	23 /0	13/0	1370	2370	21/0	10 /0	22 /0	22 /0	20 /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?

		GE	NDER		AGE		EDUCATION				
	Total	Male	Female	18-34	35-54	55+	<hs< th=""><th>нѕ</th><th>Post Sec</th><th>Univ Grad</th></hs<>	нѕ	Post Sec	Univ Grad	
	Total	A	B	C	D	55+ E	F	G	H	Only Grau	
Base: Willing to pay more for products which make		^	В	C		L	<u>'</u>	G	11	ı	
health claims	447	217	230	107	156	184	41	141	211	54	
Weighted	444	206	238	128*	158	158	47*	162	151	84*	
g	12	6	6	3	7	2	4	5	4	0	
1%	3%	3%	3%	2%	5%	1%	8%	3%	3%	-	
170	3 /6	370	3 /0	2 /0	376	1 /0	1 I	370	370	-	
	21	8	13	3	13	5	1	12	8	0	
2%	5%	4%	6%	2%	8%	3%	3%	7%	6%	-	
-70	370	470	070	270	070	370	370	1 1	070		
	15	6	9	6	5	4	2	2	7	3	
3%	3%	3%	4%	4%	3%	3%	5%	2%	4%	4%	
	0,0	0,0	.,,	170	0,0	0,0	0,0		.,,	170	
	112	51	61	35	29	47	11	48	33	20	
5%	25%	24%	26%	27%	18%	30%	23%	30%	22%	23%	
						D					
	1	0	1	1	0	0	0	1	0	0	
5%	0	-	1%	1%	-	-	-	1%	-	-	
	1	1	0	0	1	1	0	0	1	0	
7%	0	1%	-	-	0	0	-	-	1%	-	
	3	2	1	0	1	2	0	3	0	0	
3%	1%	1%	0	-	1%	1%	-	2%	-	-	
	158	78	80	34	63	61	17	54	55	33	
10%	36%	38%	34%	27%	40%	39%	36%	33%	37%	39%	
					С	С					
	37	15	21	13	10	13	1	15	14	7	
11-15%	8%	7%	9%	10%	6%	8%	2%	9%	9%	8%	
				_		_		_		_	
40.2007	28	12	16	5	14	9	4	7	12	5	
16-20%	6%	6%	7%	4%	9%	6%	9%	4%	8%	6%	
	22	47	40	1.4		40	4		40	40	
21-30%	33 7%	17 8%	16 7%	14	9 6%	10	4	9 5%	10	10	
_ I - JU /U	1 %	6%	1 %	11%	0%	6%	8%	3%	7%	12%	
	1	1	0	0	1	0	0	0	1	0	
31-40%	0	0	-	-	0	-	-	-	0	-	
	U	U	-	-	U	-		_	U	_	
31 4070											

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?

		GE	NDER	AGE			EDUCATION				
	Total	Male	Female	18-34	35-54	55+	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad	
41-50%	2%	2%	2%	5%	1%	2%	3%	3%	2%	-	
	2	1	1	2	0	0	0	1	1	0	
51-60%	1%	0	1%	2%	-	-	-	1%	1%	-	
	6	5	2	2	4	1	0	1	1	5	
71-80%	1%	2%	1%	1%	3%	0	-	1%	0	6%	
										GH	
	3	0	3	3	0	0	1	0	0	2	
81-90%	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	
Mean				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	

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?

		GE	NDER		AGE			EDUC	ATION	
	Total	Male	Female	18-34	35-54	55+	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad
		Α	В	С	D	E	F	G	Н	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
	146	60	86	37	56	53	14	60	39	33
Very positive impact	14%	12%	16%	13%	14%	16%	14%	15%	12%	18%
	637	298	339	186	251	200	61	246	220	109
A somewhat positive impact	63%	61%	65%	66%	62%	61%	58%	63%	67%	60%
	214	121	93	57	89	68	26	83	66	38
No impact at all	21%	25%	18%	20%	22%	21%	25%	21%	20%	21%
		В								
	8	7	2	2	4	3	1	1	3	3
A somewhat negative impact	1%	1%	0	1%	1%	1%	1%	0	1%	2%
	6	4	2	0	2	4	2	3	1	0
A very negative impact	1%	1%	0	-	0	1%	2%	1%	0	-
							Н			
Summary										
	784	358	425	224	307	253	76	307	260	142
Top2Box (Positive)	77%	73%	81%	79%	76%	77%	72%	78%	79%	77%
			Α							
	14	10	4	2	6	7	3	4	4	3
Low2Box (Negative)	1%	2%	1%	1%	1%	2%	3%	1%	1%	2%