YouGov®
What the world thinks

Diets
Fieldwork Dates: 1st - 4th March 2019

Conducted by YouGov
On behalf of YouGov Omnibus

BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1288 adults. Fieldwork was undertaken between 1st - 4th March 2019. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

YouGov Omnibus
Diets
US_nat_internal Sample: 1st - 4th March 2019

YouGov — What the world thinks

When shopping for food at the grocery store, how important, if at all, is each of the following to you when making decisions between food products? Please select one option on each column.

Q1_1. Cost

	Total	Gender		Generation							Region				White
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
Very important	55%	48%	62% A	62% **	53%	59%	54%	49% *	- **	- **	51%	55%	55%	59%	54%
Somewhat important	33%	37% B	29%	14% **	32%	29%	36%	42% E*	- **	- **	39%	35%	31%	30%	36% O
Not very important	7%	10% B	5%	10% **	9%	7%	7%	6% *	- **	- **	5%	5%	10% J	7%	6%
Not at all important	5%	5%	4%	14% **	5%	5%	3%	3% *	- **	- **	6%	5%	4%	4%	4%
Net: Very/somewhat Important	88%	85%	91% A	76% **	86%	88%	91%	91% *	- **	- **	89%	90%	86%	89%	89%
Net: Not very/not at all important	12%	15% B	9%	24% **	14%	12%	9%	9% *	- **	- **	11%	10%	14%	11%	11%

Q1_2. Fat content

	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Silent Gen	Pre-Silent	Other	Northeast	Midwest	South	West	White
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
Very important	25%	20%	30% A	19% **	24%	21%	29% E	34% E*	- **	- **	26%	22%	27%	24%	22%
Somewhat important	41%	43%	39%	34% **	37%	45% D	44% D	36% *	- **	- **	42%	42%	40%	42%	42%
Not very important	21%	24% B	19%	27% **	24%	20%	18%	24% *	- **	- **	19%	24%	20%	23%	24% P
Not at all important	12%	12%	12%	20% **	15% F.G	14% F	9%	7% *	- **	- **	13%	12%	13%	10%	13%
Net: Very/somewhat Important	66%	63%	69% A	53% **	61%	65%	73% D.E	70% *	- **	- **	68%	64%	67%	66%	63%
Net: Not very/not at all important	34%	37% B	31%	47% **	39% F	35% F	27%	30% *	- **	- **	32%	36%	33%	34%	37% O.P

Q1_3. Total calories/calories per serving

	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Silent Gen	Pre-Silent	Other	Northeast	Midwest	South	West	White
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
Very important	26%	21%	31% A	31% **	30% E	22%	25%	30% *	- **	- **	28% K	20%	31% K.M	23%	24%
Somewhat important	39%	41%	38%	42% **	33%	42% D	42% D	43% *	- **	- **	43%	40%	37%	40%	40%
Not very important	22%	24%	20%	9% **	24%	23%	23%	18% *	- **	- **	17%	27% J.L	19%	27% J.L	24%
Not at all important	13%	14%	11%	18% **	13%	14%	11%	9% *	- **	- **	11%	14%	14%	11%	13%
Net: Very/somewhat Important	65%	62%	69% A	73% **	63%	63%	66%	73% *	- **	- **	71% K	60%	67%	63%	64%
Net: Not very/not at all important	35%	38% B	31%	27% **	37%	37%	34%	27% *	- **	- **	29%	40% J	33%	37%	36% O.Q

Q1_4. Sodium content

	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Silent Gen	Pre-Silent	Other	Northeast	Midwest	South	West	White
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
Very important	29%	25%	34% A	6% **	24%	30%	35% D	37% D*	- **	- **	32%	26%	29%	31%	26%

YouGov Omnibus
Diets
US_nat_internal Sample: 1st - 4th March 2019

	Total	Race			Education				Marital Status						Children unde
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
		O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

When shopping for food at the grocery store, how important, if at all, is each of the following to you when making decisions between food products? Please select one option on each column.

Q1_1. Cost

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Very important	55%	58%	55% *	63% *	56%	55%	57%	50%	56%	51% **	57%	56% *	53%	58% *	59%
Somewhat important	33%	25%	27% *	32% *	27%	36% R	35% R	41% R	35% AA	45% **	38% AA	34% *	30%	18% *	32%
Not very important	7%	10% Q	10% *	4% *	10% T	6%	5%	7%	5%	- **	4%	8% *	10% V.X	19% V.X*	4%
Not at all important	5%	6% Q	7% *	1% *	7% S.T.U	3%	3%	2%	4%	5% **	1%	2% *	7% X	5% *	5%
Net: Very/somewhat Important	88%	84%	82% *	95% O.P*	83%	91% R	92% R	91% R	91% Z.AA	95% **	95% Z.AA	90% *	83%	76% *	91%
Net: Not very/not at all important	12%	16% Q	18% Q*	5% *	17% S.T.U	9%	8%	9%	9%	5% **	5%	10% *	17% V.X	24% V.X*	9%

Q1_2. Fat content

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Very important	25%	42% N.Q	30% *	20% *	26%	25%	23%	27%	29% Z	19% **	20%	33% Z*	21%	27% *	28%
Somewhat important	41%	33%	45% *	43% *	39%	41%	43%	46%	42%	55% **	47%	36% *	39%	33% *	39%
Not very important	21%	16%	13% *	27% O.P*	20%	23%	22%	20%	19%	5% **	23%	21% *	24%	26% *	21%
Not at all important	12%	9%	12% *	10% *	14% U	11%	12%	7%	10%	21% **	10%	9% *	16% V	14% *	12%
Net: Very/somewhat Important	66%	75% N	75% N*	63% *	65%	66%	66%	73%	71% Z	75% **	67%	69% *	60%	60% *	68%
Net: Not very/not at all important	34%	25%	25% *	37% *	35%	34%	34%	27%	29%	25% **	33%	31% *	40% V	40% *	32%

Q1_3. Total calories/calories per serving

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Very important	26%	41% N.P	22% *	29% *	23%	26%	30%	32%	28%	40% **	23%	28% *	24%	24% *	29%
Somewhat important	39%	32%	40% *	45% O*	38%	38%	40%	49% R.S	41%	38% **	40%	44% *	36%	33% *	39%
Not very important	22%	16%	23% *	16% *	24% U	24% U	21%	14%	21%	12% **	19%	21% *	24%	28% *	21%
Not at all important	13%	10%	15% *	10% *	16% T.U	13% U	9%	6%	10%	10% **	18% V	7% *	15% V	15% *	11%
Net: Very/somewhat Important	65%	73% N	62% *	74% N*	61%	64%	70% R	80% R.S.T	69% Z	78% **	63%	72% *	60%	56% *	68%
Net: Not very/not at all important	35%	27%	38% *	26% *	39% T.U	36% U	30% U	20%	31%	22% **	37%	28% *	40% V	44% *	32%

Q1_4. Sodium content

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Very important	29%	47% N.P.Q	33% *	26% *	31%	28%	24%	39% S.T	34% X.Z	36% **	23%	37% X.Z*	24%	29% *	31%

YouGov Omnibus
Diets

US_nat_internal Sample: 1st - 4th March 2019

	Total	r the age of 18	Income					Type of Area Lived in			
		No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
		AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL

When shopping for food at the grocery store, how important, if at all, is each of the following to you when making decisions between food products? Please select one option on each column.

Q1_1. Cost

	Total	No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Very important	55%	54%	65% AF.AG.AH	57%	53%	48%	46%	57%	55%	54%	50% **
Somewhat important	33%	33%	23%	28%	38% AD.AE	44% AD.AE	37% AD	28%	35% AI	36%	37% **
Not very important	7%	8% AB	8%	11% AG	7%	5%	6%	9%	7%	6%	- **
Not at all important	5%	4%	4%	4%	3%	4%	11% AD.AE.AF.AG	6% AJ	3%	4%	12% **
Net: Very/somewhat Important	88%	87%	88%	85%	91% AH	92% AH	83%	85%	90% AI	90%	88% **
Net: Not very/not at all important	12%	13%	12%	15%	9%	8%	17% AF.AG	15% AJ	10%	10%	12% **

Q1_2. Fat content

	Total	No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Very important	25%	24%	27%	23%	25%	28%	23%	27%	25%	24%	11% **
Somewhat important	41%	42%	39%	41%	44%	41%	42%	42%	40%	43%	49% **
Not very important	21%	22%	18%	23%	22%	23%	23%	19%	23%	22%	27% **
Not at all important	12%	12%	16% AF.AG	13%	9%	9%	12%	12%	13%	10%	12% **
Net: Very/somewhat Important	66%	66%	65%	64%	68%	69%	65%	69%	64%	67%	60% **
Net: Not very/not at all important	34%	34%	35%	36%	32%	31%	35%	31%	36%	33%	40% **

Q1_3. Total calories/calories per serving

	Total	No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Very important	26%	25%	26%	21%	27%	32% AE	25%	30% AK	26%	20%	11% **
Somewhat important	39%	39%	35%	39%	44% AD.AH	43%	34%	38%	39%	44%	49% **
Not very important	22%	23%	24% AG	29% AF.AG	19%	16%	24%	21%	22%	26%	27% **
Not at all important	13%	13%	15%	11%	10%	10%	17% AF	11%	14%	11%	12% **
Net: Very/somewhat Important	65%	64%	61%	60%	71% AD.AE.AH	74% AD.AE.AH	59%	68%	65%	63%	60% **
Net: Not very/not at all important	35%	36%	39% AF.AG	40% AF.AG	29%	26%	41% AF.AG	32%	35%	37%	40% **

Q1_4. Sodium content

	Total	No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Very important	29%	29%	29%	27%	33%	30%	25%	31%	28%	31%	11% **

YouGov Omnibus
Diets

YouGov
What the world thinks

	Total	Gender		Generation							Region				White
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928 1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	
Somewhat important	35%	35%	35%	29% **	35%	34%	37%	33% *	- **	- **	38%	34%	35%	33%	35%
Not very important	24%	28% B	20%	37% **	27% F	24%	20%	23% *	- **	- **	17%	28% J	23%	27% J	26% O
Not at all important	12%	12%	11%	28% **	14% F	12%	9%	7% *	- **	- **	13%	13%	12%	8%	13%
Net: Very/somewhat Important	64%	60%	68% A	35% **	59%	64%	71% D	70% *	- **	- **	70% K	60%	65%	64%	61%
Net: Not very/not at all important	36%	40% B	32%	65% **	41% F	36%	29%	30% *	-	- **	30% J	40%	35%	36%	39% O.P
Q1_5. Cholesterol content															
Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
Very important	24%	21%	27% A	5% **	22%	26%	26%	25% *	- **	- **	25%	19%	27% K	23%	19%
Somewhat important	37%	38%	36%	25% **	36%	36%	40%	40% *	- **	- **	38%	37%	36%	40%	38%
Not very important	24%	26%	22%	50% **	24%	24%	21%	25% *	- **	- **	21%	29%	23%	24%	27% P
Not at all important	15%	15%	14%	20% **	18% F	14%	12%	11% *	- **	- **	17%	15%	14%	13%	17% O
Net: Very/somewhat Important	61%	59%	64%	30% **	58%	62%	67% D	64% *	- **	- **	63%	56%	63%	63%	57%
Net: Not very/not at all important	39%	41%	36%	70% **	42% F	38%	33%	36% *	- **	- **	37%	44%	37%	37%	43% O.P
Q1_6. Ease of preparation															
Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
Very important	30%	27%	33% A	17% **	35% F	37% F	21%	28% *	- **	- **	30%	22%	34% K	31% K	27%
Somewhat important	46%	48%	45%	43% **	41%	42%	53% D.E	57% D.E*	- **	- **	49%	50%	44%	45%	50% O
Not very important	16%	18%	15%	25% **	15%	15%	19%	11% *	- **	- **	14%	19%	15%	17%	15%
Not at all important	7%	8%	7%	15% **	9%	6%	7%	4% *	- **	- **	7%	9%	6%	7%	8%
Net: Very/somewhat Important	76%	75%	78%	60% **	76%	79%	75%	85% F*	- **	- **	79%	71%	78%	76%	77%
Net: Not very/not at all important	24%	25%	22%	41% **	24%	21%	25%	15% *	- **	- **	21%	29%	22%	24%	23%
Q1_7. Speed of preparation															
Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
Very important	22%	19%	26% A	19% **	28% F.G	26% F.G	16%	15% *	- **	- **	20%	16%	28% J.K.M	20%	19%
Somewhat important	46%	46%	45%	26% **	43%	45%	47%	59% D.E.F*	- **	- **	45%	48%	43%	48%	49% O.Q
Not very important	22%	25%	20%	40% **	18%	20%	27% D.E	18% *	- **	- **	25%	26% L	19%	22%	23%
Not at all important	10%	10%	9%	15% **	11%	9%	9%	8% *	- **	- **	10%	11%	9%	10%	9%
Net: Very/somewhat Important	68%	65%	71% A	45% **	71%	71%	64%	74% F*	- **	- **	65%	63%	72% K	68%	68%
Net: Not very/not at all important	32%	35% B	29%	55% **	29%	29%	36% G	26% *	- **	- **	35%	37% L	28%	32%	32%

YouGov Omnibus
Diets
US_nat_internal Sample: 1st - 4th March 2019

	Total	Race			Education				Marital Status						Children unde[r]
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Somewhat important	35%	26%	39% *	41% O*	32%	35%	41% R	33%	35%	44% **	41%	27% *	34%	35% *	32%
Not very important	24%	17%	19% *	26% *	24%	26%	23%	21%	23%	10% **	26%	25% *	26%	24% *	27%
Not at all important	12%	10%	9% *	7% *	13%	11%	12%	8%	9%	10% **	10%	11% *	17% V	13% *	10%
Net: Very/somewhat Important	64%	73% N	72% N*	67% *	63%	63%	65%	72%	69% Z	80% **	64%	64% *	57%	64% *	63%
Net: Not very/not at all important	36%	27%	28% *	33% *	37%	37%	35%	28%	31%	20% **	36%	36% *	43% V	36% *	37%
Q1_5. Cholesterol content															
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Very important	24%	41% N.Q	35% N.Q*	20% *	26%	22%	21%	26%	28% Z	27% **	21%	27% *	17%	30% Z*	27%
Somewhat important	37%	29%	39% *	44% O*	37%	35%	40%	40%	38%	43% **	41%	37% *	37%	31% *	37%
Not very important	24%	21%	14% *	24% *	22%	28%	23%	21%	22%	5% **	22%	26% *	27%	28% *	23%
Not at all important	15%	9%	12% *	13% *	14%	15%	16%	13%	11%	26% **	16%	11% *	19% V	12% *	12%
Net: Very/somewhat Important	61%	71% N	74% N*	64% *	64%	57%	61%	67%	66% Z	70% **	62%	64% *	54%	60% *	65%
Net: Not very/not at all important	39%	29%	26% *	36% *	36%	43%	39%	33%	34%	30% **	38%	36% *	46% V	40% *	36%
Q1_6. Ease of preparation															
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Very important	30%	36% *	35% *	36% *	27%	30%	33%	37% R	30%	43% **	29%	28% *	32%	22% *	35% AC
Somewhat important	46%	38%	40% *	42% *	46%	46%	50%	43%	49%	43% **	50%	53% *	42%	39% *	43%
Not very important	16%	19%	18% *	18% *	18%	17%	14%	12%	15%	5% **	16%	13% *	18%	29% V*	14%
Not at all important	7%	7%	7% *	4% *	8% T	8% T	3%	8%	7%	9% **	6%	5% *	8%	9% *	7%
Net: Very/somewhat Important	76%	74%	75% *	78% *	74%	75%	82% R.S	80%	78% AA	86% **	79% AA	81% AA*	74%	62% *	79%
Net: Not very/not at all important	24%	26%	25% *	22% *	26% T	25% T	18%	20%	22%	14% **	21%	19% *	26%	38% V.X.Y*	21%
Q1_7. Speed of preparation															
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Very important	22%	34% N	24% *	28% N*	21%	20%	26%	26%	22%	16% **	16%	24% *	25%	19% *	29% AC
Somewhat important	46%	36%	42% *	38% *	44%	46%	48%	48%	47%	38% **	55% Z.AA	51% *	43%	35% *	45%
Not very important	22%	18%	23% *	24% *	24% U	25% T.U	18%	15%	21%	25% **	21%	20% *	23%	37% V.X.Z*	17%
Not at all important	10%	11%	10% *	10% *	11%	9%	8%	10%	10%	21% **	8%	5% *	10%	9% *	9%
Net: Very/somewhat Important	68%	71%	66% *	66% *	65%	67%	74% R	75% R	69% AA	54% **	71% AA	75% AA*	68%	54% *	74% AC
Net: Not very/not at all important	32%	29%	34% *	34% *	35% T.U	33%	26%	26%	31%	46% **	29%	25% *	32%	46% V.X.Y*	26%

YouGov Omnibus
Diets

US_nat_internal Sample: 1st - 4th March 2019

	Total	r the age of 18	Income					Type of Area Lived in			
		No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
Somewhat important	35%	36%	36%	37%	34%	30%	38%	36%	34%	36%	49% **
Not very important	24%	23%	22%	24%	24%	28%	24%	22%	26%	22%	27% **
Not at all important	12%	12%	13%	11%	10%	11%	13%	11%	12%	11%	12% **
Net: Very/somewhat Important	64%	65%	65%	64%	67%	60%	63%	67%	62%	67%	60% **
Net: Not very/not at all important	36%	35%	35%	36%	33%	40%	37%	33%	38%	33%	40% **

Q1_5. Cholesterol content

	Total	No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Very important	24%	23%	26%	22%	25%	22%	26%	29% AJ	21%	24%	11% **
Somewhat important	37%	38%	39%	35%	36%	41%	37%	37%	39%	34%	76% **
Not very important	24%	24%	19%	29% AD	26% AD	24%	22%	21%	25%	27%	12% **
Not at all important	15%	15%	17%	14%	14%	13%	16%	14%	16%	14%	- **
Net: Very/somewhat Important	61%	60%	64%	57%	60%	63%	62%	65%	60%	59%	88% **
Net: Not very/not at all important	39%	40%	36%	43%	40%	37%	38%	35%	40%	41%	12% **

Q1_6. Ease of preparation

	Total	No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Very important	30%	28%	34% AE	22%	33% AE	29%	28%	36% AJ.AK	29%	22%	11% **
Somewhat important	46%	47%	42%	52% AD	47%	47%	47%	39%	49% AI	52% AI	76% **
Not very important	16%	17%	17%	19%	14%	18%	15%	17%	16%	18%	- **
Not at all important	7%	7%	8%	7%	6%	6%	10%	8%	7%	7%	12% **
Net: Very/somewhat Important	76%	76%	75%	74%	80%	77%	74%	75%	78%	75%	88% **
Net: Not very/not at all important	24%	24%	25%	26%	20%	23%	26%	25%	22%	25%	12% **

Q1_7. Speed of preparation

	Total	No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Very important	22%	20%	25%	20%	21%	22%	23%	30% AJ.AK	20% AK	13%	- **
Somewhat important	46%	46%	44%	47%	50% AH	47%	37%	39%	48% AI	52% AI	76% **
Not very important	22%	24% AB	22%	23%	19%	22%	30% AF	23%	21%	25%	11% **
Not at all important	10%	10%	9%	10%	10%	10%	10%	8%	11%	9%	12% **
Net: Very/somewhat Important	68%	66%	68%	67%	71% AH	69%	60%	69%	68%	66%	76% **
Net: Not very/not at all important	32%	34% AB	32%	33%	29%	31%	40% AF	31%	32%	34%	24% **

YouGov Omnibus
Diets
US_nat_internal Sample: 1st - 4th March 2019

YouGov — What the world thinks

Q1_8. Whether it is organic

	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
Very important	16%	14%	17%	10% **	20% F.G	19% F.G	12%	8% *	- **	- **	16%	10%	19% K	17% K	12%
Somewhat important	29%	27%	31%	31% **	30%	27%	28%	28% *	- **	- **	31%	25%	28%	31%	27%
Not very important	27%	27%	27%	20% **	30%	23%	28%	29% *	- **	- **	25%	29%	27%	26%	29% P
Not at all important	28%	32% B	25%	39% **	20%	31% D	31% D	35% D*	- **	- **	28%	36% L.M	26%	26%	32% O.P
Net: Very/somewhat Important	45%	41%	48% A	41% **	50% F.G	46%	41%	36% *	- **	- **	47% K	35%	47% K	48% K	39%
Net: Not very/not at all important	55%	59% B	52%	59% **	50%	54%	59% D	64% D*	- **	- **	53%	65% J.L.M	53%	52%	61% O.P

Q1_9. Where it is sourced from

	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
Very important	27%	24%	29%	25% **	25%	26%	29%	29% *	- **	- **	29% K	20%	27%	29% K	24%
Somewhat important	39%	38%	40%	38% **	39%	40%	37%	44% *	- **	- **	41%	41%	39%	36%	39%
Not very important	21%	25% B	18%	16% **	21%	22%	23%	19% *	- **	- **	21%	24%	20%	22%	23%
Not at all important	13%	13%	13%	21% **	15%	13%	11%	9% *	- **	- **	9%	14%	14%	13%	14%
Net: Very/somewhat Important	66%	62%	69% A	63% **	64%	65%	66%	72% *	- **	- **	70%	62%	66%	65%	64%
Net: Not very/not at all important	34%	38% B	31%	37% **	36%	35%	34%	28% *	- **	- **	30%	38%	34%	35%	36% O

Q1_10. Allergen content

	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
Very important	20%	19%	20%	29% **	25% F.G	19%	16%	15% *	- **	- **	20% K	12%	23% K	21% K	16%
Somewhat important	21%	20%	22%	14% **	23%	24%	18%	20% *	- **	- **	24%	18%	22%	21%	19%
Not very important	29%	29%	29%	22% **	23%	27%	34% D	43% D.E*	- **	- **	22%	37% J.L	26%	32% J	31% O
Not at all important	30%	31%	29%	35% **	28%	30%	33%	22% *	- **	- **	33%	34%	29%	26%	35% O.P
Net: Very/somewhat Important	41%	39%	43%	43% **	48% F.G	43% F	34%	35% *	- **	- **	45% K	30%	45% K	42% K	35%
Net: Not very/not at all important	59%	61%	57%	57% **	52%	57%	66% D.E	65% D*	- **	- **	55%	70% J.L.M	55%	58%	65% O.P.Q

Q1_11. Vegetarian/Vegan information

	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
Very important	14%	13%	14%	14% **	19% F.G	14% G	10%	6% *	- **	- **	16% K	9%	13%	16% K	10%
Somewhat important	18%	15%	20%	10% **	22% G	18% G	16%	8% *	- **	- **	18%	13%	22% K.M	14%	14%
Not very important	26%	28%	24%	16% **	27%	23%	25%	39% D.E.F*	- **	- **	22%	25%	24%	32% J.L	28%
Not at all important	43%	44%	42%	61%	32%	44%	48%	47%	-	-	43%	52%	41%	37%	47%

YouGov Omnibus
Diets
US_nat_internal Sample: 1st - 4th March 2019

![YouGov — What the world thinks]

	Total	Race			Education				Marital Status						Children unde...
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes

Q1_8. Whether it is organic

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Very important	16%	24% N	27% N*	16% *	16%	17%	12%	20%	18%	29% **	11%	9% *	16%	8% *	22% AC
Somewhat important	29%	30%	34% *	30% *	26%	28%	34% R	32%	28%	39% **	28%	31% *	28%	37% *	30%
Not very important	27%	28%	18% *	30% *	25%	31%	25%	26%	25%	4% **	30%	34% *	28%	32% *	24%
Not at all important	28%	18%	21% *	25% *	33% S.U	25%	28%	22%	29%	28% **	31%	27% *	28%	23% *	25%
Net: Very/somewhat Important	45%	54% N	60% N.Q*	45% *	42%	45%	46%	52% R	46%	68% **	39%	40% *	44%	45% *	51% AC
Net: Not very/not at all important	55%	46% *	40% *	55% P*	58% U	55%	54%	48%	54%	32% **	61%	60% *	56%	55% *	49%

Q1_9. Where it is sourced from

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Very important	27%	32% N*	34% N*	23% *	29% T	27% T	18%	32% T	29%	27% **	24%	28% *	24%	25% *	28%
Somewhat important	39%	42% *	32% *	45% *	36%	42%	41%	38%	40%	41% **	46%	36% *	37%	33% *	38%
Not very important	21%	17% *	19% *	21% *	22%	19%	25%	23%	20%	14% **	17%	23% *	25%	27% *	21%
Not at all important	13%	10% *	14% *	11% *	14% U	12%	16% U	7%	12%	18% **	13%	13% *	14%	16% *	13%
Net: Very/somewhat Important	66%	74% N	67% *	68% *	65%	69% T	59%	70% T	69% Z	68% **	70%	65% *	61%	57% *	66%
Net: Not very/not at all important	34%	26%	33% *	32% *	35%	31%	41% S.U	30%	31%	32% **	30%	35% *	39% V	43% *	34%

Q1_10. Allergen content

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Very important	20%	37% N.P.Q	23% *	24% N*	21%	20%	16%	23%	21% X	17% **	13%	20% *	20%	20% *	27% AC
Somewhat important	21%	28% N	24% *	25% *	19%	22%	22%	24%	20%	35% **	22%	26% *	21%	18% *	24%
Not very important	29%	21%	30% *	24% *	31%	27%	29%	27%	31%	5% **	27%	31% *	26%	33% *	26%
Not at all important	30%	13%	23% *	27% O*	29%	32%	33%	26%	27%	43% **	39% V.Y	23% *	32%	29% *	23%
Net: Very/somewhat Important	41%	65% N.P.Q	47% N*	49% N*	40%	42%	38%	47%	42%	52% **	35%	46% *	41%	38% *	51% AC
Net: Not very/not at all important	59%	35%	53% O*	51% O*	60%	58%	62%	53%	58%	48% **	65%	54% *	59%	62% *	49%

Q1_11. Vegetarian/Vegan information

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Very important	14%	15%	23% N*	23% N*	15%	12%	10%	19% S.T	16% X	18% **	7%	12% *	14%	8% *	16%
Somewhat important	18%	28% N.Q	24% N*	15% *	16%	20%	20%	13%	17%	17% **	19%	17% *	20%	10% *	22% AC
Not very important	26%	23%	21% *	24% *	25%	25%	28%	29%	26%	13% **	22%	26% *	26%	38% X*	24%
Not at all important	43%	34%	32%	39%	44%	43%	42%	39%	42%	52%	53%	45%	40%	44%	38%

YouGov Omnibus
Diets
US_nat_internal Sample: 1st - 4th March 2019

	Total	r the age of 18	Income					Type of Area Lived in			
		No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
Q1_8. Whether it is organic											
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Very important	16%	14%	17%	16%	16%	14%	14%	22% AJ.AK	13%	13%	23% **
Somewhat important	29%	28%	29%	26%	28%	36% AE.AF.AH	25%	29%	29%	27%	38% **
Not very important	27%	28%	24%	30%	28%	27%	28%	24%	29%	27%	- **
Not at all important	28%	30%	30%	28%	28%	23%	33%	25%	29%	34% AI	40% **
Net: Very/somewhat Important	45%	42%	46%	42%	44%	50%	40%	51% AJ.AK	42%	40%	60% **
Net: Not very/not at all important	55%	58% AB	54%	58%	56%	50%	60%	49%	58% AI	60% AI	40% **
Q1_9. Where it is sourced from											
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Very important	27%	26%	29% AG	27%	28% AG	20%	25%	30%	25%	26%	- **
Somewhat important	39%	39%	37%	35%	39%	43%	43%	37%	39%	43%	49% **
Not very important	21%	22%	19%	26%	22%	23%	17%	21%	22%	20%	11% **
Not at all important	13%	13%	15%	12%	10%	14%	15%	12%	14%	11%	40% **
Net: Very/somewhat Important	66%	65%	66%	62%	68%	63%	68%	67%	64%	69%	49% **
Net: Not very/not at all important	34%	35%	34%	38%	32%	37%	32%	33%	36%	31%	51% **
Q1_10. Allergen content											
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Very important	20%	17%	20%	18%	21%	18%	22%	25% AJ.AK	18%	16%	11% **
Somewhat important	21%	20%	25%	17%	19%	22%	23%	24%	20%	20%	38% **
Not very important	29%	30%	27%	38% AD.AF.AH	27%	30%	24%	25%	30%	34% AI	39% **
Not at all important	30%	32% AB	28%	27%	34%	29%	31%	25%	33% AI	30%	12% **
Net: Very/somewhat Important	41%	38%	45%	35%	39%	40%	45%	49% AJ.AK	37%	36%	49% **
Net: Not very/not at all important	59%	62% AB	55%	65%	61%	60%	55%	51%	63% AI	64% AI	51% **
Q1_11. Vegetarian/Vegan information											
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Very important	14%	13%	16% AG	14%	14%	9%	12%	20% AJ.AK	10%	12%	26% **
Somewhat important	18%	16%	22% AE	14%	16%	18%	15%	21%	17%	14%	- **
Not very important	26%	27%	23%	26%	26%	31% AD	25%	24%	29%	22%	23% **
Not at all important	43%	44%	38%	46%	44%	41%	47%	35%	45%	51%	51%

YouGov Omnibus
Diets
US_nat_internal Sample: 1st - 4th March 2019

YouGov — What the world thinks

	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Net: Very/somewhat Important	31%	29%	34%	23% **	41% E.F.G	32% G	26% G	15% *	- **	- **	35% K	22%	35% K	31% K	25%
Net: Not very/not at all important	69%	71%	66%	77% **	59%	68% D	74% D	85% D.E.F*	- **	- **	65%	78% J.L.M	65%	69%	75% O.P.Q

Q1_12. Other

	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
Very important	14%	14%	14%	13% **	15% G	17% G	12%	7% *	- **	- **	15%	12%	14%	15%	11%
Somewhat important	24%	24%	24%	14% **	32% F.G	28% F.G	18%	14% *	- **	- **	25%	18%	28% K	24%	22%
Not very important	22%	24%	21%	34% **	23%	19%	22%	28% E*	- **	- **	19%	26% L	18%	27% J.L	24%
Not at all important	40%	39%	41%	38% **	31%	36%	49% D.E	51% D.E*	- **	- **	41%	44% M	40%	35%	43% P
Net: Very/somewhat Important	38%	38%	38%	28% **	46% F.G	45% F.G	30%	21% *	- **	- **	40% K	29%	42% K	39% K	33%
Net: Not very/not at all important	62%	62%	62%	72% **	54%	55%	70% D.E	79% D.E*	- **	- **	60%	71% J.L.M	58%	61%	67% O.P

z4W6b. Generally, do you look at nutrition/ingredients labels to limit the types of nutrients/ingredients you want to cut back on or help increase the types you need?I look at nutrition/ingredients labels to....

	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
Limit the types of nutrients/ingredients I want to cut back on	20%	19%	22%	10% **	20%	22%	21%	21% *	- **	- **	21%	18%	22%	21%	20%
Help increase the types of nutrients/ingredients I need	17%	18%	16%	18% **	25% E.F.G	18% F.G	12% G	4% *	- **	- **	20%	15%	17%	16%	12%
I look with both aims in mind	35%	32%	38% A	41% **	27%	36% D	40% D	43% D*	- **	- **	37%	33%	36%	34%	39% P
Not applicable - I don't look at nutrition/ingredients labels	27%	31% B	24%	30% **	28%	25%	27%	33% *	- **	- **	22%	33% J.L	26%	29%	29%

To what extent do you trust each of the following food packaging labels directs you toward nutritious choices in the grocery store? Please select one option on each row.

Q3_1. Made with (e.g., Made with Whole Grains, Made with Real Fruit)

	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
Trust a great deal	16%	15%	17%	13% **	20% F	20% F	11%	13% *	- **	- **	19% K	11%	21% K.M	13%	14%
Trust somewhat	50%	47%	52%	40% **	45%	48%	55% D	58% D*	- **	- **	48%	58% L.M	48%	45%	51%
Do not trust very much	23%	24%	21%	21% **	24%	19%	24%	24% *	- **	- **	23%	22%	19%	29% L	24%
Do not trust at all	7%	8%	7%	10% **	6%	9%	8%	6% *	- **	- **	5%	6%	9%	8%	9%
I have never seen this label	4%	6% B	3%	16% **	5% F.G	5% G	2%	- *	- **	- **	5%	3%	4%	5%	2%
Net: Trust a great deal/somewhat	66%	63%	69% A	53% **	64%	68%	66%	70% *	- **	- **	68% M	68% M	69% M	58%	65%
Net: Do not trust very much/at all	30%	32%	28%	31% **	30%	27%	32%	30% *	- **	- **	27%	28%	28%	37% J.K.L	32% O

Q3_2. Fresh

YouGov Omnibus
Diets

US_nat_internal Sample: 1st - 4th March 2019

YouGov
What the world thinks

	Total	Race			Education				Marital Status						Children unde
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
			*	*						**	V.Z	*		*	*
Net: Very/somewhat Important	31%	43%	47%	38%	31%	32%	30%	32%	32%	35%	26%	29%	34%	18%	38%
		N	N*	N*					AA	**		*	AA	*	AC
Net: Not very/not at all important	69%	57%	53%	62%	69%	68%	70%	68%	68%	65%	74%	71%	66%	82%	62%
			*	*						**		*		V.Z*	

Q1_12. Other

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Very important	14%	13%	23%	16%	16%	11%	10%	19%	16%	17%	11%	16%	12%	13%	18%
			N*	*	S			S.T		**		*		*	AC
Somewhat important	24%	31%	29%	26%	22%	26%	23%	28%	22%	36%	21%	13%	30%	22%	29%
		N	*	*						**		*	V.Y	*	
Not very important	22%	20%	18%	21%	24%	21%	21%	22%	20%	11%	18%	34%	24%	33%	18%
			*	*						**		V.X*		V*	
Not at all important	40%	37%	29%	38%	38%	42%	46%	32%	42%	36%	50%	37%	34%	33%	36%
			*	*		U	U		Z	**	Z	*		*	
Net: Very/somewhat Important	38%	44%	53%	42%	38%	37%	34%	46%	38%	53%	32%	29%	42%	35%	46%
		N	N*	*				T		**		*		*	AC
Net: Not very/not at all important	62%	56%	47%	58%	62%	63%	66%	54%	62%	47%	68%	71%	58%	66%	54%
			*	*			U			**		*		*	

z4W6b. Generally, do you look at nutrition/ingredients labels to limit the types of nutrients/ingredients you want to cut back on or help increase the types you need?I look at nutrition/ingredients labels to....

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Limit the types of nutrients/ingredients I want to cut back on	20%	20%	23%	21%	20%	22%	17%	26%	24%	47%	18%	20%	16%	14%	24%
			*	*				T	Z	**		*		*	
Help increase the types of nutrients/ingredients I need	17%	24%	31%	18%	18%	15%	19%	16%	16%	11%	11%	17%	21%	18%	22%
		N	N*	*						**		*	V.X	*	AC
I look with both aims in mind	35%	31%	20%	39%	29%	36%	41%	45%	36%	24%	38%	39%	32%	33%	29%
			*	P*			R	R.S		**		*		*	
Not applicable - I don't look at nutrition/ingredients labels	27%	26%	26%	22%	33%	27%	23%	13%	24%	19%	32%	24%	31%	35%	26%
			*	*	T.U	U	U			**		*	V	*	

To what extent do you trust each of the following food packaging labels directs you toward nutritious choices in the grocery store? Please select one option on each row.
Q3_1. Made with (e.g., Made with Whole Grains, Made with Real Fruit)

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Trust a great deal	16%	24%	22%	15%	17%	19%	12%	15%	16%	29%	16%	17%	18%	11%	20%
		N	*	*		T				**		*		*	AC
Trust somewhat	50%	47%	46%	47%	50%	48%	51%	51%	51%	52%	53%	50%	46%	46%	49%
			*	*						**		*		*	
Do not trust very much	23%	17%	19%	27%	18%	24%	25%	29%	23%	9%	23%	20%	23%	19%	21%
			*	*		R	R	R		**		*		*	
Do not trust at all	7%	7%	3%	8%	8%	6%	10%	4%	7%	10%	7%	10%	8%	8%	5%
			*	*			S.U			**		*		*	
I have never seen this label	4%	6%	10%	4%	7%	3%	1%	1%	3%	-	2%	3%	5%	15%	5%
		N	N*	*	S.T.U					**		*		V.X.Y.Z*	
Net: Trust a great deal/somewhat	66%	71%	67%	62%	67%	66%	63%	66%	67%	81%	68%	67%	64%	58%	69%
			*	*						**		*		*	
Net: Do not trust very much/at all	30%	23%	23%	34%	26%	30%	36%	33%	30%	19%	30%	30%	31%	28%	26%
			*	*			R			**		*		*	

Q3_2. Fresh

YouGov Omnibus
Diets
US_nat_internal Sample: 1st - 4th March 2019

YouGov
What the world thinks

	Total	r the age of 18 No	Income Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Type of Area Lived in Urban	Suburban/ Town	Rural	Other
Net: Very/somewhat Important	31%	29%	39% AE.AF.AG.AH	28%	30%	27%	27%	41% AJ.AK	AI 27%	AI 26%	** 26%
Net: Not very/not at all important	69%	71% AB	61%	72% AD	70% AD	73% AD	73% AD	59%	AI 73%	AI 74%	** 74%

Q1_12. Other

	Total	No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Very important	14%	13%	13%	15%	16%	12%	13%	16% AJ	11%	17% AJ	- **
Somewhat important	24%	23%	25%	24%	23%	27%	22%	28% AK	24%	18%	49% **
Not very important	22%	23%	25%	20%	21%	21%	23%	19%	24%	22%	39% **
Not at all important	40%	41%	37%	42%	40%	40%	42%	36%	42%	42%	12% **
Net: Very/somewhat Important	38%	35%	38%	38%	39%	39%	35%	44% AJ	35%	36%	49% **
Net: Not very/not at all important	62%	65% AB	62%	62%	61%	61%	65%	56%	65% AI	64%	51% **

z4W6b. Generally, do you look at nutrition/ingredients labels to limit the types of nutrients/ingredients you want to cut back on or help increase the types you need?I look at nutrition/ingredients labels to....

	Total	No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Limit the types of nutrients/ingredients I want to cut back on	20%	20%	19%	15%	23%	28% AD.AE.AH	18%	21%	20%	21%	- **
Help increase the types of nutrients/ingredients I need	17%	15%	20%	19%	15%	17%	12%	19%	16%	16%	- **
I look with both aims in mind	35%	37% AB	27%	33%	41% AD	40% AD	37% AD	32%	39% AI	31%	49% **
Not applicable - I don't look at nutrition/ingredients labels	27%	28%	35% AF.AG	32% AF.AG	21%	15%	32% AF.AG	28%	25%	31%	51% **

To what extent do you trust each of the following food packaging labels directs you toward nutritious choices in the grocery store? Please select one option on each row.
Q3_1. Made with (e.g., Made with Whole Grains, Made with Real Fruit)

	Total	No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Trust a great deal	16%	15%	20% AE	12%	17%	15%	16%	22% AJ	13%	15%	- **
Trust somewhat	50%	50%	45%	55% AD.AH	53% AD.AH	52%	43%	46%	50%	54%	34% **
Do not trust very much	23%	23%	23%	21%	20%	24%	27%	18%	25% AI	23%	53% **
Do not trust at all	7%	8%	8%	6%	8%	8%	7%	8%	8%	6%	12% **
I have never seen this label	4%	4%	5% AG	7% AF.AG	2%	1%	7% AF.AG	6%	4%	2%	- **
Net: Trust a great deal/somewhat	66%	65%	64%	67%	70% AH	67%	58%	69%	63%	69%	34% **
Net: Do not trust very much/at all	30%	31%	31%	27%	28%	32%	34%	26%	33% AI	28%	66% **

Q3_2. Fresh

YouGov Omnibus
Diets

US_nat_internal Sample: 1st - 4th March 2019

	Total	Gender		Generation							Region				
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928 1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
Trust a great deal	19%	19%	20%	31% **	20%	22% F	15%	20% *	- **	- **	21%	14%	23% K.M	16%	16%
Trust somewhat	46%	45%	47%	31% **	43%	43%	52% D.E	52% *	- **	- **	47%	54% L.M	44%	43%	50% P
Do not trust very much	22%	23%	21%	12% **	24%	21%	21%	25% *	- **	- **	22%	20%	20%	27% L	22%
Do not trust at all	9%	9%	9%	13% **	9% G	8% G	10% G	2% *	- **	- **	7%	8%	10%	10%	9%
I have never seen this label	4%	4%	4%	14% **	4%	5%	3%	1% *	- **	- **	3%	4%	4%	4%	3%
Net: Trust a great deal/somewhat	65%	64%	67%	61% **	63%	66%	66%	72% *	- **	- **	68%	68%	67%	59%	66%
Net: Do not trust very much/at all	31%	32%	29%	25% **	33%	30%	31%	27% *	- **	- **	29%	28%	29%	37%	31%

Q3_3. High in/Good Source of (e.g., High in Fiber, Good Source of Calcium)

	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928 1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
Trust a great deal	14%	15%	14%	11% **	18% F.G	19% F.G	10%	6% *	- **	- **	16% M	12%	18% M	9%	12%
Trust somewhat	54%	52%	57%	51% **	52%	51%	57%	63% E*	- **	- **	54%	59% L	49%	58% L	55%
Do not trust very much	20%	20%	19%	7% **	20%	18%	22%	21% *	- **	- **	20%	19%	20%	20%	20%
Do not trust at all	7%	8%	6%	7% **	7%	7%	8%	8% *	- **	- **	6%	5%	8%	9%	8% P
I have never seen this label	5%	5%	4%	23% **	4%	5%	4%	2% *	- **	- **	5%	5%	5%	4%	4%
Net: Trust a great deal/somewhat	69%	67%	71%	62% **	70%	70%	67%	69% *	- **	- **	70%	71%	67%	67%	68%
Net: Do not trust very much/at all	27%	28%	25%	14% **	27%	25%	29%	29% *	- **	- **	25%	24%	27%	29%	29% P

Q3_4. Low (e.g., Low Sodium, Low Cholesterol)

	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928 1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
Trust a great deal	13%	14%	13%	12% **	15% F	17% F	9%	12% *	- **	- **	18% K.M	8%	16% K.M	10%	12%
Trust somewhat	50%	47%	53% A	49% **	45%	46%	56% D.E	62% D.E*	- **	- **	51%	55%	47%	50%	52%
Do not trust very much	24%	26%	23%	16% **	26%	24%	24%	22% *	- **	- **	20%	27%	23%	26%	24%
Do not trust at all	8%	9%	7%	9% **	8%	9%	9%	4% *	- **	- **	6%	6%	9%	10%	9%
I have never seen this label	4%	4%	3%	14% **	4% G	5% G	2%	- *	- **	- **	4%	4%	4%	3%	3%
Net: Trust a great deal/somewhat	64%	60%	67% A	61% **	61%	63%	65%	74% D.E*	- **	- **	69%	62%	63%	60%	64%
Net: Do not trust very much/at all	33%	35%	30%	25% **	35%	33%	33%	26% *	- **	- **	27%	33%	33%	37% J	33%

Q3_5. Lean

	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928 1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
Trust a great deal	12%	13%	12%	6% **	16% F	13% F	8%	15% F*	- **	- **	15% K	6%	15% K	10%	11%

YouGov Omnibus
Diets

US_nat_internal Sample: 1st - 4th March 2019

![YouGov - What the world thinks]

	Total	Race			Education				Marital Status						Children unde
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Trust a great deal	19%	26% N.Q	29% N.Q*	14% *	23% T	18%	15%	17%	20%	38% **	17%	18% *	18%	15% *	23%
Trust somewhat	46%	42%	36% *	45% *	47%	48%	44%	40%	47%	47% **	49%	49% *	45%	46% *	46%
Do not trust very much	22%	17%	23% *	24% *	16%	23% R	28% R	32% R.S	22%	- **	25%	19% *	22%	24% *	20%
Do not trust at all	9%	11%	5% *	11% *	8%	8%	12% S	9%	8%	14% **	7%	11% *	10%	10% *	7%
I have never seen this label	4%	4%	6% *	5% *	6% T	3%	1%	2%	3%	- **	2%	3% *	6% V	5% *	3%
Net: Trust a great deal/somewhat	65%	67% *	66% *	59%	70% T.U	66% T	58%	58%	67%	86% **	66%	67% *	63%	61% *	69%
Net: Do not trust very much/at all	31%	28%	28% *	36% *	24%	30%	40% R.S	40% R.S	30%	14% **	32%	30% *	31%	34% *	27%

Q3_3. High in/Good Source of (e.g., High in Fiber, Good Source of Calcium)

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Trust a great deal	14%	19% N*	21% N*	14% *	15%	15%	14%	13%	15%	23% **	18% Y	6% *	14%	13% *	19% AC
Trust somewhat	54%	47%	55% *	54% *	54%	52%	57%	56%	53%	41% **	53%	69% V.X.Z*	54%	60% *	54%
Do not trust very much	20%	22%	15% *	22% *	16%	22% R	21%	24%	20%	28% **	25%	22% *	18%	11% *	17%
Do not trust at all	7%	6%	2% *	8% P*	7%	7%	7%	8%	9% X.Y	- **	2%	1% *	8% X	5% *	6%
I have never seen this label	5%	7%	8% *	2% *	8% S.T.U	4% U	1%	-	3%	9% **	3%	1% *	7% V	11% V.X*	4%
Net: Trust a great deal/somewhat	69%	65%	75% *	68% *	69%	67%	70%	69%	68%	63% **	71%	75% *	68%	73% *	73%
Net: Do not trust very much/at all	27%	27%	16% *	31% P*	23%	29% R	28%	31% R	29%	28% **	27%	24% *	25%	17% *	23%

Q3_4. Low (e.g., Low Sodium, Low Cholesterol)

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Trust a great deal	13%	19% N.Q	19% N.Q*	8% *	15%	11%	15%	10%	15%	24% **	10%	15% *	12%	11% *	17%
Trust somewhat	50%	46%	43% *	54% *	49%	51%	50%	53%	51%	30% **	51%	62% *	49%	46% *	47%
Do not trust very much	24%	24%	24% *	26% *	22%	25%	25%	29%	24%	23% **	29%	19% *	24%	26% *	25%
Do not trust at all	8%	7%	7% *	9% *	8%	9%	9%	7%	8%	18% **	7%	3% *	10%	9% *	8%
I have never seen this label	4%	5%	7% N*	3% *	6% T.U	4% U	2%	-	3%	5% **	2%	1% *	5%	8% *	3%
Net: Trust a great deal/somewhat	64%	64%	62% *	62% *	64%	62%	65%	64%	65%	54% **	62%	77% Z.AA*	61%	57% *	64%
Net: Do not trust very much/at all	33%	31%	30% *	35% *	30%	34%	33%	36%	32%	41% **	36%	22% *	34%	35% *	33%

Q3_5. Lean

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Trust a great deal	12%	18% N	15% *	10% *	12%	13%	11%	12%	14% Y	25% **	9%	5% *	12%	10% *	16% AC

YouGov Omnibus
Diets
US_nat_internal Sample: 1st - 4th March 2019

	Total	...r the age of 18 — No	Income — Under $30k	Income — $30,000 to $49,999	Income — $50,000 to $99,999	Income — $100k+	Income — Prefer not to say	Type of Area Lived in — Urban	Type of Area Lived in — Suburban/ Town	Type of Area Lived in — Rural	Type of Area Lived in — Other
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Trust a great deal	19%	18%	22%	16%	20%	16%	20%	26% AJ.AK	16%	17%	- **
Trust somewhat	46%	46%	40%	51% AD.AH	51% AD.AH	49% AD	39%	41%	47%	54% AI	34% **
Do not trust very much	22%	23%	23%	23%	18%	23%	26%	19%	24%	20%	53% **
Do not trust at all	9%	9%	9%	7%	10%	9%	8%	9%	10%	6%	12% **
I have never seen this label	4%	4%	6% AF	4%	2%	2%	7% AF.AG	5%	3%	2%	- **
Net: Trust a great deal/somewhat	65%	64%	62%	67%	71% AD.AH	66%	59%	66%	63%	71% AJ	34% **
Net: Do not trust very much/at all	31%	32%	32%	29%	28%	32%	34%	28%	33%	26%	66% **

Q3_3. High in/Good Source of (e.g., High in Fiber, Good Source of Calcium)

	Total	No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Trust a great deal	14%	13%	16%	11%	15%	16%	15%	20% AJ	11%	14%	- **
Trust somewhat	54%	54%	51%	58%	56%	54%	50%	49%	57% AI	56%	61% **
Do not trust very much	20%	20%	17%	22%	19%	21%	21%	18%	20%	21%	26% **
Do not trust at all	7%	7%	8%	4%	7%	7%	8%	6%	8%	6%	- **
I have never seen this label	5%	5%	7% AF.AG	5%	3%	2%	7% AG	7% AJ	4%	3%	12% **
Net: Trust a great deal/somewhat	69%	67%	67%	69%	71%	70%	65%	69%	68%	69%	61% **
Net: Do not trust very much/at all	27%	28%	26%	27%	26%	28%	28%	24%	28%	27%	26% **

Q3_4. Low (e.g., Low Sodium, Low Cholesterol)

	Total	No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Trust a great deal	13%	12%	16% AE	8%	14%	15% AE	11%	19% AJ	10%	13%	- **
Trust somewhat	50%	51%	45%	54%	56% AD	47%	47%	46%	51%	55% AI	61% **
Do not trust very much	24%	24%	23%	28% AF	19%	28% AF	28% AF	23%	26%	22%	26% **
Do not trust at all	8%	9%	10%	7%	9%	7%	7%	7%	10%	7%	- **
I have never seen this label	4%	4%	6% AF	3%	2%	2%	7% AF.AG	6%	3%	2%	12% **
Net: Trust a great deal/somewhat	64%	63%	61%	62%	70% AD.AH	63%	58%	65%	61%	68%	61% **
Net: Do not trust very much/at all	33%	33%	34%	35%	28%	35%	35%	30%	36%	29%	26% **

Q3_5. Lean

	Total	No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Trust a great deal	12%	11%	12%	9%	14%	13%	14%	18% AJ.AK	10%	11%	- **

YouGov Omnibus
Diets
US_nat_internal Sample: 1st - 4th March 2019

	Total	Gender		Generation							Region				White
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	
Trust somewhat	49%	43%	53% A	33% **	40%	47%	57% D.E	56% D*	- **	- **	52%	53% M	47%	43%	49%
Do not trust very much	26%	28%	23%	27% **	28%	25%	24%	22% *	- **	- **	20%	28%	24%	31% J.L	26%
Do not trust at all	8%	10% B	6%	4% **	9%	9%	8%	7% *	- **	- **	8%	7%	8%	10%	9%
I have never seen this label	5%	5%	6%	30% **	7% F.G	6% G	3%	- *	- **	- **	5%	5%	6%	5%	4%
Net: Trust a great deal/somewhat	61%	56%	65% A	39% **	56%	61%	65% D	71% D*	- **	- **	67% M	60%	63% M	54%	60%
Net: Do not trust very much/at all	34%	39% B	29%	31% **	37%	34%	32%	29% *	- **	- **	28%	35%	31%	41% J.L	36%
Q3_6. Natural/All Natural/ 100% Natural															
Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
Trust a great deal	14%	13%	14%	7% **	18% F.G	19% F.G	8%	6% *	- **	- **	19% K.M	7%	17% K.M	11%	11%
Trust somewhat	40%	38%	41%	39% **	41%	37%	41%	35% *	- **	- **	44% L.M	51% L.M	35%	33%	39%
Do not trust very much	29%	29%	29%	26% **	25%	27%	32% D	38% D.E*	- **	- **	20%	27%	30% J	35% J	31%
Do not trust at all	14%	16%	12%	9% **	12%	13%	16%	17% *	- **	- **	15%	11%	13%	17%	16% P
I have never seen this label	4%	5%	3%	18% **	4%	5% F	2%	3% *	- **	- **	3%	4%	4%	5%	3%
Net: Trust a great deal/somewhat	53%	51%	55%	46% **	58% F.G	56% G	50%	42% *	- **	- **	63% L.M	57% M	52% M	44%	50%
Net: Do not trust very much/at all	43%	44%	41%	36% **	37%	40%	48% D.E	55% D.E*	- **	- **	34%	38%	44% J	52% J.K.L	47% O.P
Q3_7. Lightly Sweetened/Low Sugar															
Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
Trust a great deal	11%	11%	11%	2% **	14% F	14% F	8%	9% *	- **	- **	16% K.M	8%	12%	9%	9%
Trust somewhat	44%	43%	45%	41% **	42%	44%	46%	51% *	- **	- **	45%	47%	42%	45%	44%
Do not trust very much	29%	29%	28%	29% **	28%	25%	33% E	27% *	- **	- **	24%	32%	28%	31%	31%
Do not trust at all	12%	12%	12%	11% **	12%	13%	10%	12% *	- **	- **	11%	8%	14% K	12%	12%
I have never seen this label	4%	4%	4%	16% **	4%	5%	3%	1% *	- **	- **	4%	4%	4%	3%	3%
Net: Trust a great deal/somewhat	55%	55%	56%	43% **	56%	57%	54%	60% *	- **	- **	61%	55%	54%	54%	54%
Net: Do not trust very much/at all	41%	41%	40%	41% **	40%	38%	43%	39% *	- **	- **	35%	40%	42%	43%	43%
Q3_8. Reduced (e.g., Reduced Calories, Reduced Fat)															
Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
Trust a great deal	12%	11%	12%	14% **	15% F.G	16% F.G	6%	6% *	- **	- **	14% K	7%	15% K.M	9%	9%
Trust somewhat	42%	38%	45% A	27% **	41%	39%	45%	46% *	- **	- **	40%	44%	40%	43%	41%
Do not trust very much	31%	33%	29%	34% **	27%	31%	34% D	38% D*	- **	- **	32%	34%	29%	32%	34% P

YouGov Omnibus
Diets

US_nat_internal Sample: 1st - 4th March 2019

	Total	Race			Education				Marital Status						Children unde
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Trust somewhat	49%	44%	52% *	40% *	49%	49%	48%	46%	49%	38% **	49%	68% V.X.Z.AA*	45%	48% *	47%
Do not trust very much	26%	24%	21% *	33% *	23%	26%	26%	32%	24%	33% **	35% V.Y	20% *	25%	26% *	23%
Do not trust at all	8%	6%	4% *	10% *	7%	8%	13% R.S	8%	9%	- **	5%	6% *	9%	8% *	8%
I have never seen this label	5%	8%	7% *	7% *	8% S.T.U	4%	2%	2%	4%	5% **	3%	1% *	8% V.X	8% *	6%
Net: Trust a great deal/somewhat	61%	63%	68% Q*	50% *	62%	62%	59%	58%	63%	63% **	58%	73% Z*	57%	59% *	63%
Net: Do not trust very much/at all	34%	30%	25% *	42% P*	30%	34%	39% R	40% R	33%	33% **	40%	26% *	34%	33% *	31%

Q3_6. Natural/All Natural/ 100% Natural

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Trust a great deal	14%	22% N	20% N*	15% *	16%	13%	10%	15%	15%	23% **	15%	7% *	13%	10% *	19% AC
Trust somewhat	40%	38%	45% *	34% *	40%	39%	43%	34%	38%	36% **	41%	39% *	40%	47% *	41%
Do not trust very much	29%	25%	23% *	30% *	28%	28%	29%	35%	28%	27% **	34%	38% *	27%	31% *	26%
Do not trust at all	14%	10%	7% *	16% *	11%	17% R	16%	14%	16% X	10% **	8%	12% *	15%	5% *	10%
I have never seen this label	4%	5%	5% *	6% *	6% T	3%	2%	2%	3%	5% **	2%	4% *	5%	6% *	4%
Net: Trust a great deal/somewhat	53%	60% N	65% N.Q*	49% *	56%	52%	53%	49%	53%	59% **	56%	46% *	53%	58% *	60% AC
Net: Do not trust very much/at all	43%	35%	30% *	45% P*	39%	45%	45%	49% R	44%	37% **	42%	50% *	42%	36% *	36%

Q3_7. Lightly Sweetened/Low Sugar

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Trust a great deal	11%	14%	17% N*	9% *	14% S	9%	10%	11%	13%	13% **	9%	8% *	10%	5% *	15% AC
Trust somewhat	44%	42% *	47% *	44% *	44%	44%	46%	45%	44%	36% **	46%	59% V.Z*	42%	46% *	44%
Do not trust very much	29%	24%	23% *	28% *	26%	30%	29%	34%	29%	25% **	30%	26% *	29%	23% *	27%
Do not trust at all	12%	14%	9% *	15% *	11%	13%	13%	10%	10%	26% **	11%	4% *	14% Y	17% Y*	11%
I have never seen this label	4%	6%	4% *	4% *	6% T.U	4% U	2%	-	3%	- **	3%	3% *	5%	9% V*	3%
Net: Trust a great deal/somewhat	55%	56%	63% *	53% *	58%	53%	55%	56%	57%	49% **	56%	67% Z*	52%	51% *	60%
Net: Do not trust very much/at all	41%	38%	33% *	43% *	37%	44%	42%	44%	40%	51% **	42%	30% *	43%	40% *	37%

Q3_8. Reduced (e.g., Reduced Calories, Reduced Fat)

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Trust a great deal	12%	19% N	18% N*	10% *	14%	10%	9%	15%	13%	24% **	7%	13% *	11%	7% *	15% AC
Trust somewhat	42%	38%	48% *	39% *	43%	40%	42%	38%	41%	42% **	46%	53% Z*	38%	46% *	43%
Do not trust very much	31%	29%	22% *	32% *	27%	35% R	36% R	32%	32%	11% **	32%	28% *	31%	33% *	29%

YouGov Omnibus
Diets
US_nat_internal Sample: 1st - 4th March 2019

	Total	...r the age of 18	Income					Type of Area Lived in			
		No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
Trust somewhat	49%	49%	45%	55% AH	50%	49%	43%	45%	49%	55% AI	23% **
Do not trust very much	26%	26%	25%	24%	25%	27%	29%	22%	28%	25%	65% **
Do not trust at all	8%	8%	10%	6%	8%	9%	7%	8%	9%	6%	- **
I have never seen this label	5%	5%	8% AF.AG	5%	3%	2%	8% AF.AG	8% AJ	4%	4%	12% **
Net: Trust a great deal/somewhat	61%	60%	57%	64%	64%	62%	56%	62%	59%	65%	23% **
Net: Do not trust very much/at all	34%	35%	35%	30%	33%	36%	36%	30%	37% AI	31%	65% **

Q3_6. Natural/All Natural/ 100% Natural

	Total	No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Trust a great deal	14%	12%	18% AE.AG	11%	13%	11%	13%	20% AJ.AK	10%	12%	- **
Trust somewhat	40%	39%	35%	43%	42%	41%	37%	34%	42% AI	43% AI	34% **
Do not trust very much	29%	30%	28%	32%	28%	28%	31%	27%	30%	29%	53% **
Do not trust at all	14%	15% AB	14%	10%	15%	18% AE	11%	13%	15%	12%	- **
I have never seen this label	4%	4%	5%	4%	3%	2%	7% AF.AG	6% AJ	3%	3%	12% **
Net: Trust a great deal/somewhat	53%	51%	53%	54%	55%	52%	51%	54%	52%	56%	34% **
Net: Do not trust very much/at all	43%	45% AB	42%	42%	42%	46%	42%	40%	45%	41%	53% **

Q3_7. Lightly Sweetened/Low Sugar

	Total	No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Trust a great deal	11%	10%	13%	8%	12%	12%	10%	18% AJ.AK	7%	11%	- **
Trust somewhat	44%	44%	42%	46%	45%	45%	43%	40%	45%	52% AI	50% **
Do not trust very much	29%	29%	28%	30%	28%	31%	27%	26%	31%	26%	38% **
Do not trust at all	12%	12%	12%	12%	12%	11%	13%	11%	13%	8%	12% **
I have never seen this label	4%	4%	5%	4%	2%	2%	7% AF.AG	5%	4%	3%	- **
Net: Trust a great deal/somewhat	55%	54%	55%	55%	57%	57%	53%	57%	52%	63% AJ	50% **
Net: Do not trust very much/at all	41%	42%	40%	41%	40%	42%	40%	38%	45% AI.AK	35%	50% **

Q3_8. Reduced (e.g., Reduced Calories, Reduced Fat)

	Total	No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Trust a great deal	12%	11%	13%	9%	11%	14%	13%	17% AJ	9%	12%	- **
Trust somewhat	42%	41%	38%	48%	42%	44%	36%	36%	45% AI	41%	34% **
Do not trust very much	31%	32%	30%	31%	32%	30%	34%	30%	31%	34%	53% **

	Total	Gender		Generation							Region				White
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928 1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	
Do not trust at all	12%	13%	11%	9% **	12%	10%	12%	10% *	- **	- **	11%	11%	12%	12%	13%
I have never seen this label	4%	4%	3%	16% **	5% G	4%	2%	- *	- **	-	4%	4%	4%	2%	3%
Net: Trust a great deal/somewhat	53%	50%	57% A	41% **	56%	55%	51%	52% *	- **	- **	54%	51%	55%	53%	50%
Net: Do not trust very much/at all	43%	46% B	40%	43% **	39%	41%	47% D	48% *	- **	- **	42%	45%	41%	45%	47% O.P
Q3_9. Healthy															
Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
Trust a great deal	13%	12%	13%	10% **	18% F.G	15% F	8%	8% *	- **	- **	18% K	6%	15% K	12% K	10%
Trust somewhat	35%	36%	35%	22% **	35%	34%	39%	34% *	- **	- **	38%	40%	34%	32%	33%
Do not trust very much	33%	31%	35%	33% **	32%	30%	35%	41% E*	- **	- **	28%	35%	33%	36%	36% O
Do not trust at all	14%	16%	13%	17% **	12%	15%	16%	17% *	- **	- **	13%	13%	15%	16%	17% P
I have never seen this label	4%	4%	4%	18% **	3%	6% F.G	3%	1% *	- **	- **	3%	5%	4%	4%	4%
Net: Trust a great deal/somewhat	48%	49%	48%	32% **	53% G	49%	47%	41% *	- **	- **	56% M	47%	48%	44%	44%
Net: Do not trust very much/at all	47%	47%	48%	50% **	43%	45%	51%	58% D.E*	- **	- **	41%	48%	48%	52% J	52% O.P
Q3_10. Light/Lite															
Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
Trust a great deal	9%	9%	9%	4% **	12% F	12% F	4%	5% *	- **	- **	12% K	4%	11% K	7%	7%
Trust somewhat	36%	34%	38%	26% **	38%	34%	36%	44% *	- **	- **	38%	41%	34%	33%	34%
Do not trust very much	34%	34%	34%	26% **	27%	33%	40% D	39% D*	- **	- **	29%	35%	33%	36%	37% O
Do not trust at all	16%	17%	15%	10% **	16%	15%	19%	11% *	- **	- **	16%	15%	16%	18%	18% P
I have never seen this label	5%	6%	4%	34% **	7% F.G	6% F	2%	1% *	- **	- **	5%	4%	6%	6%	4%
Net: Trust a great deal/somewhat	45%	43%	46%	30% **	50% F	46%	39%	49% *	- **	- **	49%	45%	45%	40%	41%
Net: Do not trust very much/at all	50%	51%	49%	36% **	43%	48%	58% D.E	50% *	- **	- **	45%	51%	49%	54%	55% O.P
Q3_11. -Free (e.g., Guilt-Free, Gluten-Free, Nut-Free, Dairy-Free)															
Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
Trust a great deal	17%	16%	17%	31% **	22% F.G	18% F	11%	10% *	- **	- **	20% K	11%	20% K.M	14%	13%
Trust somewhat	44%	40%	48% A	31% **	42%	46%	44%	46% *	- **	- **	43%	49% L	41%	45%	45%
Do not trust very much	23%	25%	21%	5% **	23%	19%	26% E	32% E*	- **	- **	22%	24%	23%	23%	25% P
Do not trust at all	11%	13%	9%	10% **	8%	11%	14% D	8% *	- **	- **	8%	9%	11%	14%	11%
I have never seen this label	6%	7%	5%	24% **	6%	6%	5%	4% *	- **	- **	7%	7%	5%	5%	5%

YouGov Omnibus
Diets

US_nat_internal Sample: 1st - 4th March 2019

	Total	Race			Education				Marital Status						Children unde
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Do not trust at all	12%	7%	7% *	12% *	11%	12%	12%	14%	11%	22% **	11%	5% *	14% Y	9% *	10%
I have never seen this label	4%	6% N	4% *	8% N*	6% T.U	4%	1%	1%	3%	- **	3%	1% *	6% V	5% *	3%
Net: Trust a great deal/somewhat	53%	57%	66% N.Q*	48% *	57%	50%	51%	53%	55%	67% **	54%	66% Z*	49%	53% *	58%
Net: Do not trust very much/at all	43%	37%	29% *	44% P*	37%	46% R	48% R	46%	43%	33% **	43%	33% *	45%	42% *	38%

Q3_9. Healthy

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Trust a great deal	13%	24% N.Q	17% *	12% *	15%	12%	11%	10%	15%	38% **	9%	6% *	12%	8% *	18% AC
Trust somewhat	35%	36%	46% N.Q*	31% *	40% U	35% U	32%	24%	33%	27% **	40%	45% *	36%	35% *	39%
Do not trust very much	33%	26%	27% *	34% *	28%	34%	37% R	43% R	33%	35% **	35%	33% *	32%	43% *	30%
Do not trust at all	14%	11%	6% *	17% P*	11%	15%	18% R	20% R	16%	- **	13%	13% *	14%	10% *	11%
I have never seen this label	4%	3%	4% *	6% *	6% T	4%	2%	2%	3%	- **	4%	3% *	6%	5% *	3%
Net: Trust a great deal/somewhat	48%	60% N.Q	63% N.Q*	43% *	55% S.T.U	48% U	43%	34%	48%	65% **	49%	51% *	48%	43% *	56% AC
Net: Do not trust very much/at all	47%	37% *	33% *	51% O.P*	39%	49% R	55% R	64% R.S	48%	35% **	48%	46% *	46%	52% *	41%

Q3_10. Light/Lite

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Trust a great deal	9%	13% N	13% N*	6% *	10% T	8%	5%	10%	10%	17% **	5%	11% *	8%	6% *	13% AC
Trust somewhat	36%	43% N	42% *	36% *	40% S.U	33%	36%	29%	35%	40% **	39%	40% *	35%	46% *	37%
Do not trust very much	34%	26%	28% *	32% *	30%	37%	34%	41% R	35%	34% **	37%	36% *	32%	28% *	32%
Do not trust at all	16%	11%	7% *	20% P*	11%	17% R	23% R	18% R	16%	9% **	16%	10% *	17%	14% *	13%
I have never seen this label	5%	7%	8% *	6% *	8% T.U	5% T	1%	3%	5%	- **	3%	3% *	8% V	5% *	4%
Net: Trust a great deal/somewhat	45%	55% N	56% N*	42% *	51% S.T.U	41%	41%	39%	45%	57% **	44%	51% *	43%	52% *	50% AC
Net: Do not trust very much/at all	50%	37%	36% *	52% O.P*	41%	54% R	57% R	59% R	51%	43% **	52%	46% *	49%	43% *	45%

Q3_11. -Free (e.g., Guilt-Free, Gluten-Free, Nut-Free, Dairy-Free)

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Trust a great deal	17%	23% N.Q	29% N.Q*	12% *	18%	18%	12%	15%	16%	24% **	14%	8% *	19% Y	14% *	21% AC
Trust somewhat	44%	40%	43% *	40% *	42%	42%	49%	49%	44%	37% **	45%	54% Z*	40%	52% *	46%
Do not trust very much	23%	21%	13% *	30% P*	22%	24%	24%	24%	23%	30% **	27%	27% *	22%	14% *	21%
Do not trust at all	11%	9%	7% *	14% *	9%	12%	11%	10%	11%	9% **	11%	8% *	11%	12% *	8%
I have never seen this label	6%	7%	8% *	4% *	9% S.T.U	5%	4%	1%	6%	- **	3%	3% *	7%	9% *	4%

YouGov Omnibus
Diets
US_nat_internal Sample: 1st - 4th March 2019

	Total	Under the age of 18	Income					Type of Area Lived in			
		No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
Do not trust at all	12%	12%	14%	9%	12%	11%	9%	11%	13%	9%	12% **
I have never seen this label	4%	4%	4%	4%	2%	1%	8% AF.AG	5%	3%	4%	- **
Net: Trust a great deal/somewhat	53%	52%	51%	56%	54%	58%	49%	54%	54%	53%	34% **
Net: Do not trust very much/at all	43%	44%	44%	40%	44%	41%	43%	41%	43%	43%	66% **

Q3_9. Healthy

	Total	No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Trust a great deal	13%	11%	15% AE	7%	14% AE	12%	15% AE	18% AJ.AK	10%	11%	12% **
Trust somewhat	35%	34%	37%	45% AG.AH	37% AG.AH	28%	27%	34%	35%	41%	23% **
Do not trust very much	33%	34%	31%	31%	31%	38%	37%	30%	35%	31%	65% **
Do not trust at all	14%	15%	12%	12%	15%	21% AD.AE.AH	12%	12%	16%	15%	- **
I have never seen this label	4%	4%	4% AG	5% AG	3%	1%	9% AF.AG	6%	4%	2%	- **
Net: Trust a great deal/somewhat	48%	46%	52% AG	52% AG	50% AG	40%	42%	52% AJ	45%	52%	35% **
Net: Do not trust very much/at all	47%	50% AB	44%	43%	47%	59% AD.AE.AF	49%	42%	52% AI	45%	65% **

Q3_10. Light/Lite

	Total	No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Trust a great deal	9%	7%	10%	5%	10%	9%	7%	12% AJ	6%	8%	- **
Trust somewhat	36%	36%	34%	39%	37%	36%	35%	33%	37%	38%	34% **
Do not trust very much	34%	34%	31%	36%	32%	36%	36%	34%	34%	34%	26% **
Do not trust at all	16%	17%	17%	15%	17%	17%	13%	13%	18%	15%	12% **
I have never seen this label	5%	6%	8% AF.AG	4%	4%	2%	9% AF.AG	7%	4%	4%	27% **
Net: Trust a great deal/somewhat	45%	43%	43%	45%	48%	45%	42%	46%	44%	46%	34% **
Net: Do not trust very much/at all	50%	51%	49%	51%	49%	53%	49%	47%	52%	49%	39% **

Q3_11. -Free (e.g., Guilt-Free, Gluten-Free, Nut-Free, Dairy-Free)

	Total	No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Trust a great deal	17%	15%	18%	11%	18% AE	19% AE	16%	22% AJ.AK	14%	13%	- **
Trust somewhat	44%	43%	40%	47%	49% AD	42%	41%	39%	46%	48% AI	23% **
Do not trust very much	23%	24%	23%	26%	19%	27% AF	22%	20%	24%	25%	65% **
Do not trust at all	11%	11%	10%	12%	11%	10%	10%	11%	11%	8%	12% **
I have never seen this label	6%	6%	9% AF.AG	5%	3%	3%	11% AF.AG	8%	5%	5%	- **

![YouGov - What the world thinks]

	Total	Gender		Generation							Region				
		Male	**Female**	**Gen Z (2000 and later)**	**Millennial (1982-1999)**	**Gen X (1965-1981)**	**Baby Boomer (1946-1964)**	**Silent Generation (1928-1945)**	**Pre-Silent Generation (1927 and earlier)**	**Other**	**Northeast**	**Midwest**	**South**	**West**	**White**
Net: Trust a great deal/somewhat	60%	56%	65% A	62% **	64% F	63% F	55%	56% *	- **	- **	63%	60%	61%	58%	58%
Net: Do not trust very much/at all	34%	38% B	30%	14% **	30%	30%	40% D.E	40% *	- **	- **	30%	33%	34%	36%	36% P

Q3_12. Organic

	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Unweighted base	1288	565	723	31	354	357	444	102	-	-	243	275	480	290	902
Base: All US Adults	1288	623	665	40	383	348	424	94	-	-	229	270	485	304	847
Trust a great deal	16%	15%	17%	17% **	20% F.G	18% F.G	12%	9% *	- **	- **	20% K.M	9%	20% K.M	13%	13%
Trust somewhat	39%	36%	42%	44% **	41%	39%	38%	39% *	- **	- **	42%	43%	35%	41%	40%
Do not trust very much	26%	27%	25%	7% **	24%	24%	30%	33% *	- **	- **	22%	29%	26%	27%	28%
Do not trust at all	13%	16% B	11%	6% **	11%	12%	17% D	18% D*	- **	- **	12%	14%	13%	15%	15% P
I have never seen this label	5%	5%	5%	26% **	4%	6% G	4%	1% *	- **	- **	4%	5%	6%	4%	4%
Net: Trust a great deal/somewhat	55%	51%	59% A	61% **	61% F.G	58% F	50%	48% *	- **	- **	63% K	52%	55%	53%	53%
Net: Do not trust very much/at all	40%	43% B	36%	13% **	35%	37%	46% D.E	52% D.E*	- **	- **	34%	43%	39%	42%	43% O.P

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U, V/W/X/Y/Z/AA, AB/AC, AD/AE/AF/AG/AH, AI/AJ/AK/AL, Minimum Base: 30 (**), Small Base: 100 (*))

YouGov Omnibus
Diets
US_nat_internal Sample: 1st - 4th March 2019

	Total	Race			Education				Marital Status						Children unde...
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Net: Trust a great deal/somewhat	60%	62%	72% N.Q*	52% *	60%	59%	61%	64%	60%	61% **	59%	62% *	60%	66% *	67% AC
Net: Do not trust very much/at all	34%	31%	20% *	44% O.P*	31%	36%	35%	34%	34%	39% **	38%	35% *	33%	26% *	29%

Q3_12. Organic

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Unweighted base	1288	144	145	97	461	437	242	148	628	19	135	68	377	61	322
Base: All US Adults	1288	144	202	95	520	402	232	134	602	19	136	61	405	65	313
Trust a great deal	16%	23% N	23% N*	15% *	16%	16%	15%	17%	16% Y	35% **	15%	6% *	17% Y	17% *	21% AC
Trust somewhat	39%	38%	43% *	33% *	36%	41%	43%	42%	39%	23% **	42%	40% *	39%	44% *	40%
Do not trust very much	26%	21%	22% *	29% *	27%	27%	25%	22%	27%	17% **	28%	35% *	24%	22% *	24%
Do not trust at all	13%	9%	6% *	20% O.P*	12%	13%	14%	18%	15%	20% **	12%	16% *	11%	8% *	11%
I have never seen this label	5%	9% N	7% *	3% *	9% S.T.U	3%	3%	1%	3%	5% **	3%	3% *	8% V.X	9% V*	4%
Net: Trust a great deal/somewhat	55%	61%	65% N.Q*	48% *	52%	57%	58%	59%	55%	58% **	57%	46% *	56%	61% *	61% AC
Net: Do not trust very much/at all	40%	30%	27% *	49% O.P*	39%	41%	39%	40%	42%	37% **	40%	51% Z.AA*	36%	30% *	34%

Cell Contents (Col...

YouGov Omnibus
Diets

US_nat_internal Sample: 1st - 4th March 2019

	Total	r the age of 18	Income					Type of Area Lived in			
		No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
Net: Trust a great deal/somewhat	60%	58%	57%	57%	67% AD.AE.AH	60%	57%	61%	60%	62%	23% **
Net: Do not trust very much/at all	34%	35%	34%	38%	30%	37%	32%	32%	35%	33%	77% **

Q3_12. Organic

	Total	r the age of 18	Income					Type of Area Lived in			
		No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
Unweighted base	1288	966	331	219	364	215	159	394	651	237	6
Base: All US Adults	1288	975	344	232	345	203	165	415	642	225	7
Trust a great deal	16%	14%	18%	13%	18%	15%	14%	22% AJ.AK	13%	14%	11% **
Trust somewhat	39%	39%	35%	40%	42%	43%	36%	37%	41%	39%	23% **
Do not trust very much	26%	27%	26%	34% AF	21%	24%	30%	24%	26%	28%	53% **
Do not trust at all	13%	14%	13%	10%	15%	16%	12%	11%	14%	15%	- **
I have never seen this label	5%	5%	8% AG	4%	4%	1%	8% AG	6%	5%	4%	12% **
Net: Trust a great deal/somewhat	55%	53%	53%	53%	60%	58%	51%	58%	54%	53%	34% **
Net: Do not trust very much/at all	40%	41% AB	39%	43%	36%	40%	41%	35%	41%	43%	53% **

Cell Contents (Col