



www.consumerworld.org

Nutrition Labeling Survey

February 20 – March 1, 2012

721 Respondents

- Let's say that the nutrition label on a particular beverage indicates that it has 39 grams of sugars in a 12-ounce serving. Please estimate the number of teaspoons of sugar that would be.

Teaspoons	Number Responding	Percent %
1	36	5.0%
2	88	12.3%
3	76	10.6%
4	74	10.3%
5	44	6.1%
6	59	8.2%
7	19	2.6%
8	42	5.8%
9*	35	4.9%
10*	102	14.2%
11	5	0.7%
12	34	4.7%
13	24	3.3%
14	1	0.1%
15	5	0.7%
16	12	1.7%
17	1	0.1%

Teaspoons	Number	Percent %
18	5	0.7%
19	3	0.4%
20	12	1.7%
21	2	0.3%
22	1	0.1%
23	2	0.3%
24	1	0.1%
25	3	0.4%
26	1	0.1%
29	1	0.1%
30	4	0.6%
31	1	0.1%
32	1	0.1%
36	3	0.4%
39	10	1.4%
40	11	1.5%

*Correct amount

2. Below is a nutrition label for a six-ounce container of yogurt called "Yogurt G" with 25 grams of sugars. On a scale of 1 to 9, with 1 being not very sugary at all, and 9 being extremely sugary, how would you describe the amount of sugar in this product based on the label?

Sweetness Rating	Count	Percent
Not Very Sugary at All		
1	3	0.4%
2	17	2.4%
3	22	3.1%
4	35	4.9%
Medium Sugariness		
5	123	17.2%
6	63	8.8%
7	152	21.2%
8	143	20.0%
Extremely Sugary		
9	158	22.1%

Nutrition Facts	
Serving Size: 1 6-oz CONTAINER	
Servings Per Container 1	
Amount Per Serving	
Calories	Calories from Fat 15
% Daily Value*	
Total Fat 1.5g	3%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 10mg	3%
Sodium 80mg	3%
Potassium 260mg	7%
Total Carbohydrate	
Sugars 25g	
Protein 5g	
Vitamin A 15%	Vitamin C 0%
Calcium 20%	Iron 0%
Yogurt "G"	

3. Below is a nutrition label for a six-ounce container of yogurt called "Yogurt T" with 6 teaspoons of sugars. On a scale of 1 to 9, with 1 being not very sugary at all, and 9 being extremely sugary, how would you describe the amount of sugar in this product based on the label?

Sweetness Rating	Count	Percent %
Not Very Sugary at All		
1	4	0.6%
2	11	1.5%
3	27	3.8%
4	17	2.4%
Medium Sugariness		
5	62	8.6%
6	39	5.4%
7	109	15.2%
8	137	19.1%
Extremely Sugary		
9	313	43.5%

Nutrition Facts	
Serving Size: 1 6-oz CONTAINER	
Servings Per Container 1	
Amount Per Serving	
Calories	Calories from Fat 15
% Daily Value*	
Total Fat 1.5g	3%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 10mg	3%
Sodium 80mg	3%
Potassium 260mg	7%
Total Carbohydrate	
Sugars 6-teaspoons	
Protein 5g	
Vitamin A 15%	Vitamin C 0%
Calcium 20%	Iron 0%
Yogurt "T"	

Questions 4, 5, 6 are based on these nutrition labels:

Nutrition Facts		Nutrition Facts	
Serving Size: 1 6-oz CONTAINER Servings Per Container 1		Serving Size: 1 6-oz CONTAINER Servings Per Container 1	
Amount Per Serving		Amount Per Serving	
Calories ████	Calories from Fat 15	Calories ████	Calories from Fat 15
% Daily Value*		% Daily Value*	
Total Fat 1.5g	3%	Total Fat 1.5g	3%
Saturated Fat 1g	5%	Saturated Fat 1g	5%
Trans Fat 0g		Trans Fat 0g	
Cholesterol 10mg	3%	Cholesterol 10mg	3%
Sodium 80mg	3%	Sodium 80mg	3%
Potassium 260mg	7%	Potassium 260mg	7%
Total Carbohydrate		Total Carbohydrate	
Sugars 25g		Sugars 6-teaspoons	
Protein 5g		Protein 5g	
Vitamin A 15%	Vitamin C 0%	Vitamin A 15%	Vitamin C 0%
Calcium 20%	Iron 0%	Calcium 20%	Iron 0%
Yogurt "G"		Yogurt "T"	

4. Based on the nutrition labels below, which product would you say is healthier?

Yogurt "G"	Yogurt "T"	No Difference/ About the Same	Responses
30.9% 220	14.5% 103	54.6% 389	712

5. Based on the nutrition labels below, which product would you say has less sugar?

Yogurt "G"	Yogurt "T"	No Difference/ About the Same	Responses
40.7% 286	15.1% 106	44.2% 311	703

6. Which version of the nutrition label below more meaningfully conveys to you the amount of sugar in a serving of that product?

Yogurt "G"	Yogurt "T"	No Difference/ About the Same	Responses
11.7% 83	78.0% 552	10.3% 73	708

7. Please indicate your gender:

Male	Female	Responses
46.5% 335	53.5% 385	720