

Consumer World Nutrition Labeling Survey

Q. 1

1. 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.

	Number
Teaspoons of sugar	<input type="text"/>

Q. 2

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?

Not Very Sugary at All				Medium Sugariness				Extremely Sugary
1	2	3	4	5	6	7	8	9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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"	

Q. 3

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?

Not Very Sugary at All					Medium Sugariness					Extremely Sugary
1	2	3	4	5	6	7	8	9		
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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"

Q.4

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

- Yogurt "G"
- Yogurt "T"
- No Difference/About the Same

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"	

Q.5

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

- Yogurt "G"
- Yogurt "T"
- No Difference/About the Same

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"	

Q. 6

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

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"

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"

7. Please indicate your gender:

- Male
- Female

Thank You!

Thank you for taking our survey. Your response is very important to us.