

Transatlantic Public Opinion Survey:

Consumer Attitudes on Public Policy Solutions to Childhood Obesity and Related Diet/Health problems

Opinion Research Corporation – Polling Commissioned by
the Transatlantic Consumer Dialogue

March 2008

	United States	Great Britain	Spain	Hungary
Question 1: Do you think government should take more action, less action, or neither more or less action to help deal with childhood obesity and other health problems? [Percentage of respondents who said “more action”]	57%	68%	76%	61%
Percentage of respondents who said “less action” or “neither more or less action.”	41%	30%	19%	24%
Percentage of respondents who said “don’t know” or refused to answer.	3%	1%	5%	15%
Question 2: Food manufacturers should be making a greater effort to reduce the levels of fat, sugar and salt in their products. [Combined percentage of respondents who “agree” or “agree strongly”]	82%	90%	89%	87%
Combined percentage of respondents who “disagree” or “disagree strongly”	17%	10%	9%	7%
Percentage of respondents who said “don’t know” or refused to answer.	1%	0%	1%	6%

Source: Opinion Research Corporation. Polling commissioned by the Transatlantic Consumer Dialogue. Data from the U.S., U.K., and Spain are based on random digit dialling (RDD) telephone samples of 1003 each individuals with a 3% margin of error and a 95% confidence level. Data from Hungary was collected from a representative sample of 1058 individuals in face-to-face interviews. Answers to all questions total 100% except where prohibited by rounding rules.

Question 3: Fast food restaurants and other chains should list nutrition information, such as calories, fat, sugar or salt content on menus and menu boards. [Combined percentage of respondents who “agree,” or “agree strongly”]	78%	83%	87%	75%
Combined percentage of respondents who “disagree” or “disagree strongly”	20%	16%	11%	16%
Percentage of respondents who said “don’t know” or refused to answer.	2%	1%	2%	10%
Question 4: Food companies are doing enough to limit their advertising to children of foods high in salt, fat, or sugar, such as snacks, fast foods, candy and sugary soft drinks. [Combined percentage of respondents who “agree,” or “agree strongly”]	36%	38%	29%	33%
Combined percentage of respondents who “disagree” or “disagree strongly”	60%	59%	69%	58%
Percentage of respondents who said “don’t know” or refused to answer.	3%	2%	2%	8%
Question 5: It would be useful if food products had a label on the front of the package showing whether the level of calories, fat, sugar, and salt are high, medium, or low. [Combined percentage of respondents who “agree,” or “agree strongly”]	74%	89%	88%	87%
Combined percentage of respondents who “disagree” or “disagree strongly”	25%	11%	10%	8%
Percentage of respondents who said “don’t know” or refused to answer.	1%	0%	2%	5%