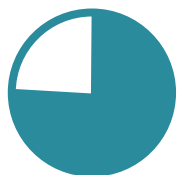


# Consumer Perspectives on the Updated Nutrition Facts Label

The Center for Science in the Public Interest and International Food Information Council conducted consumer surveys that offer insight into how consumers use and understand the Nutrition Facts label.

## Growing Concern Over Added Sugars



76% of respondents are trying to limit or avoid added sugars.<sup>1</sup>



60% of respondents view sugars negatively.<sup>1</sup>

## Identifying Products With Added Sugars

66% of respondents who saw a version of the Nutrition Facts label with the Daily Value were able to correctly identify the percent of their daily added sugar limit the product contained, versus only 6% of consumers who saw a version without the Daily Value.<sup>2</sup>

84% of respondents found the inclusion of the Daily Value to be helpful in determining the amount of the daily limit foods contained.<sup>3</sup>

Nutrition Facts	
8 servings per container	
<b>Serving size</b>	<b>2/3 cup (55g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>230</b>
<b>% Daily Value*</b>	
<b>Total Fat</b> 8g	<b>10%</b>
Saturated Fat 1g	<b>5%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 160mg	<b>7%</b>
<b>Total Carbohydrate</b> 37g	<b>13%</b>
Dietary Fiber 4g	<b>14%</b>
Total Sugars 12g	
Includes 10g Added Sugars	<b>20%</b>
<b>Protein</b> 2g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 235mg	6%

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

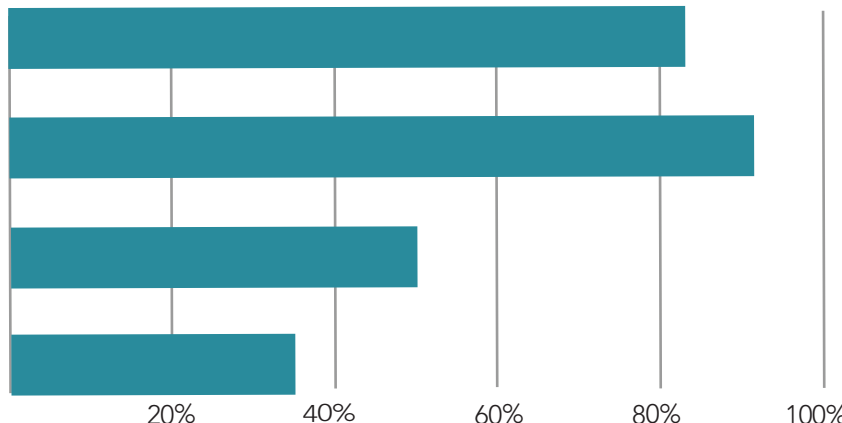
## Making Informed Choices

91% of those who regularly use nutrition information to decide where to eat out say they are trying to to avoid or limit sugars.<sup>1</sup>

83% said the added sugar line would help them choose more healthful foods.<sup>3</sup>

50% use the Nutrition Facts label all or most of the time when deciding to purchase a food or beverage.<sup>1</sup>

35% use the Nutrition Facts label to choose foods and beverages with less sugar.<sup>1</sup>



1. International Food Information Council Foundation. 2017 Food & Health Survey. Available at <http://www.foodinsight.org/2017-food-and-health-survey>

2. Center for Science in the Public Interest. Comment on Food Labeling: Revision of the Nutrition Facts Labels, Appendix 1 Consumer Surveys. 2015; 15-42. Available at: <http://bit.ly/2tDbRrI>

3. Center for Science in the Public Interest. Comment on Food Labeling: Revision of the Nutrition Facts Labels, Appendix 2 Consumer Surveys. 2015; 44-49. Available at: <http://bit.ly/2tDbRrI>