

Consumer Reports Food Labeling Survey Methodology Statement

Consumer Reports conducted two nationally representative surveys (one in January 2018 and one in January 2019) to assess consumers' opinions and expectations of various food labeling claims and their grocery shopping habits with regards to these label claims.

January 2019 Food Labeling Survey

This multimode survey was fielded by NORC at the University of Chicago, using a nationally representative sample, between Dec. 28, 2018, and Jan. 15, 2019.

The study was conducted by web and phone using NORC's AmeriSpeak Panel. The sample consisted of 1,005 U.S. adults (18 years old and older); 878, or 87 percent, responded by web mode; 127, or 13 percent, by phone. Sampling strata were based on age, race/ethnicity, education, and gender. The margin of error for the sample of 1,005 is +/- 4.3 percent at the 95 percent confidence level. Smaller subgroups will have larger error margins.

To encourage study cooperation, NORC sent email invitations and reminders to sampled web-mode panelists, and sampled phone-mode panelists were dialed throughout the field period. Panelists were offered the cash equivalent of \$2 after successfully completing the survey.

Sections were presented in a random order, and where appropriate, response answer choices were also randomized. Final data is statistically weighted by age, gender, region, race/ethnicity, housing tenure, telephone status, and education to be proportionally representative of the U.S. adult population.

Key demographic characteristics (after weighting is applied) are presented below:

- 52 percent were female.
- 31 percent were millennials, 30 percent were members of Generation X, and 39 percent were baby boomers.
- 63 percent were white, non-Hispanic.
- 32 percent were four-year college graduates.
- 56 percent had a household income of \$50,000 or more.

January 2018 Food Labeling Survey

This web-based survey was fielded by The GfK Group (formerly Knowledge Networks) using a nationally representative sample. The survey was fielded from Jan. 2, 2018, to Jan. 10, 2018.

The study was conducted by web using GfK's KnowledgePanel (a probability-based web panel designed to be representative of the U.S. population). The sample consisted of 1,005 U.S. adults (18 years old and older). The margin of error for the sample of 1,005 is +/- 3.3 percent at the 95 percent confidence level. Smaller subgroups will have larger error margins.

To encourage study cooperation, GfK sent email invitations and reminders to sampled web-mode panelists. Panelists were offered a raffle incentive program for study participation.

Sections were presented in a random order, and where appropriate, response answer choices were also randomized. Final data is statistically weighted by age, gender, region, race/ethnicity, household income, and education to be proportionally representative of the U.S. adult population.

Key demographic characteristics (after weighting is applied) are presented below:

- 52 percent were female.
- 29 percent were millennials, 32 percent were members of Generation X, and 39 percent were baby boomers.
- 64 percent were white, non-Hispanic.
- 31 percent were four-year college graduates.
- 65 percent had a household income of \$50,000 or more.