



IPSOS / REUTERS POLL DATA

Prepared by Ipsos Public Affairs

Ipsos Poll Conducted for Reuters New Diet Guidelines Topline 1.21.2016

These are findings from an Ipsos poll conducted January 15-21, 2016 on behalf Thomson Reuters. For the survey, a sample of 1,883 adults age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos's online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2015 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, region, race/ethnicity and income.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 2.6 percentage points for all respondents (see link below for more info on Ipsos online polling "Credibility Intervals"). Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,883, DEFF=1.5, adjusted Confidence Interval=4.1).

For more information about Ipsos online polling methodology, please go here <http://goo.gl/yJBkuf>

		Total
AB10_109 - Awareness... New federal dietary guidelines released by the Food and Drug Administration that suggests that sugar and saturated fats should account for less than 10% of total daily calories	No	75%
	Yes	25%
	Total	1883
TM801Y16 - How likely are you follow the new guidelines set by the Food and Drug Administration that suggest that sugar and saturated fats should account for less than 10% of total daily calories? *Asked of those aware of the new guidelines at AB10	Very likely	17%
	Somewhat likely	41%
	Not very likely	26%
	Not at all likely	11%
	Don't know	5%
	Total	536
TM802Y16_1 - Do you personally get a lot, a little, or no information about health from... An alternative medicine practitioner like a nutrition therapist or an herbal therapist?	A lot	10%
	A little	20%
	None	61%
	Don't know	8%
	Total	1883
TM802Y16_2 - Do you personally get a lot, a little, or no information about health from... A medical doctor, physician's assistant, registered nurse, or dietitian?	A lot	43%
	A little	38%
	None	15%
	Don't know	4%
	Total	1883
TM802Y16_3 - Do you personally get a lot, a little, or no information about	A lot	22%



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health from... Family or friends?	A little	52%
	None	21%
	Don't know	4%
	Total	1883
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TM802Y16_4 - Do you personally get a lot, a little, or no information about health from... A sales person at a store?	A lot	5%
	A little	21%
	None	67%
	Don't know	7%
	Total	1883
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TM802Y16_5 - Do you personally get a lot, a little, or no information about health from... Newspapers, magazines, books, or medical articles?	A lot	17%
	A little	50%
	None	27%
	Don't know	5%
	Total	1883
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TM802Y16_6 - Do you personally get a lot, a little, or no information about health from... Television or radio?	A lot	16%
	A little	51%
	None	28%
	Don't know	5%
	Total	1883
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TM802Y16_7 - Do you personally get a lot, a little, or no information about health from... The Internet?	A lot	41%
	A little	41%
	None	14%
	Don't know	4%
	Total	1883
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TM802Y16_8 - Do you personally get a lot, a little, or no information about health from... Product labels?	A lot	19%
	A little	49%
	None	26%
	Don't know	6%
	Total	1883
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TM803Y16 - How often do you generally follow the health advice that you find in newspapers, magazines, books, or medical articles? **Asked of those that get at least a little information from newspapers, magazines, books, or medical articles at TM802Y16.	Always	4%
	Most of the time	9%
	Sometimes	56%
	Rarely	26%
	Never	4%
	Not sure	2%
	Total	1337
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TM804Y16 - How often do you use the Nutrition Facts label when deciding to buy a food product?	Always	11%
	Most of the time	28%
	Sometimes	34%
	Rarely	17%
	Never	8%
	Don't know	3%
	Total	1883
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TM805Y16 - Some food packages say the product 'contains no added sugar' or it has 'no sugar added.' When it is available, how often do you use this information when deciding to buy a product?	Often	21%
	Sometimes	45%
	Rarely	20%
	Never	12%
	Don't know	3%
	Total	1883



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TM806Y16 - Some food packages say the product 'contains no saturated fat'. When it is available, how often do you use this information when deciding to buy a product?	Often	20%
	Sometimes	42%
	Rarely	21%
	Never	14%
	Don't know	3%
	Total	1883

TM807Y16_1 - Have you tried to limit... Saturated fat ...in your diet in the past 30 days?	Yes	46%
	No	47%
	Don't know	6%
	Total	1883

TM807Y16_2 - Have you tried to limit... Trans fat or trans fatty acid ...in your diet in the past 30 days?	Yes	46%
	No	47%
	Don't know	7%
	Total	1883

TM807Y16_3 - Have you tried to limit... Calories ...in your diet in the past 30 days?	Yes	50%
	No	46%
	Don't know	4%
	Total	1883

TM807Y16_4 - Have you tried to limit... Cholesterol ...in your diet in the past 30 days?	Yes	43%
	No	51%
	Don't know	6%
	Total	1883

TM807Y16_5 - Have you tried to limit... Carbohydrates ...in your diet in the past 30 days?	Yes	40%
	No	55%
	Don't know	5%
	Total	1883

TM807Y16_6 - Have you tried to limit... Sodium ...in your diet in the past 30 days?	Yes	48%
	No	47%
	Don't know	5%
	Total	1883

TM807Y16_7 - Have you tried to limit... Sugar ...in your diet in the past 30 days?	Yes	58%
	No	39%
	Don't know	4%
	Total	1883



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How to Calculate Bayesian Credibility Intervals

The calculation of credibility intervals assumes that Y has a binomial distribution conditioned on the parameter θ , i.e., $Y|\theta \sim \text{Bin}(n, \theta)$, where n is the size of our sample. In this setting, Y counts the number of “yes”, or “1”, observed in the sample, so that the sample mean (\bar{y}) is a natural estimate of the true population proportion θ . This model is often called the likelihood function, and it is a standard concept in both the Bayesian and the Classical framework. The Bayesian¹ statistics combines both the prior distribution and the likelihood function to create a posterior distribution. The posterior distribution represents our opinion about which are the plausible values for θ adjusted after observing the sample data. In reality, the posterior distribution is one’s knowledge base updated using the latest survey information. For the prior and likelihood functions specified here, the posterior distribution is also a beta distribution ($\pi(\theta/y) \sim \beta(y+a, n-y+b)$), but with updated hyper-parameters.

Our credibility interval for ϑ is based on this posterior distribution. As mentioned above, these intervals represent our belief about which are the most plausible values for ϑ given our updated knowledge base. There are different ways to calculate these intervals based on $\pi(\theta/y)$. Since we want only one measure of precision for all variables in the survey, analogous to what is done within the Classical framework, we will compute the largest possible credibility interval for any observed sample. The worst case occurs when we assume that $a=1$ and $b=1$ and $y=n/2$. Using a simple approximation of the posterior by the normal distribution, the 95% credibility interval is given by, approximately:

$$\bar{y} \pm \frac{1}{\sqrt{n}}$$

For this poll, the Bayesian Credibility Interval was adjusted using standard weighting design effect $1+L=1.3$ to account for complex weighting²

Examples of credibility intervals for different base sizes are below. Ipsos does not publish data for base sizes (sample sizes) below 100.

Sample size	Credibility intervals
2,000	2.5
1,500	2.9
1,000	3.5
750	4.1
500	5.0
350	6.0
200	7.9
100	11.2